



# 8600 UNIVERSITY BOULEVARD

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Readers are invited to respond to content in the form of letters signed and addressed to the editor.

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## *In This Issue*

Med Program in Education	3
John McCutchan Scholarship	3
Alumni Candidates	4
Womens Rights and Status Seminar	4
"Should We Squeeze the Charmin?"	5
President's Report	6
Alumni Inaugurate Telefund	7
Eagle Gran Prix	8
Evansville Campus Ministries, Inc.	9
Foreign Language at ISUE	10
Library Gifts	13
Graduate Round-up	14
Lost Alumni	15

*Member American Alumni Council*

## *On the Cover*

Main street in downtown Evansville, a photograph from a series of photographs taken of Evansville in 1901, was a recent gift to the ISUE Library from the estate of Leona D. Hammond. Mrs. Hammond was an elementary teacher in Centennial School for 35 years. Centennial School was the home of ISUE during its first four years in Evansville. The series of photographs includes pictures of the Country Club, scenes along Riverside Ave. and other major streets, churches, parks and schools in Evansville in 1901. The Hammond gift numbers over 180 books.

## ATTENTION ALUMNI

Do you have a new job?  
Do you have a new title?  
Do you have a new home?  
Do you have a new baby?  
Do you have good news to tell, or bad news?  
Do you have a wedding planned?  
Have you been married recently?  
Have you been elected or selected for a special task?  
What do we need to know about you?  
We look forward to having you send us information about yourself, your family, and your friends who are alumni of ISUE. We feel that personal news will interest ISUE alums all across the United States. Take time to send some information today to:

Alumni Association  
Indiana State University Evansville  
8600 University Boulevard  
Evansville, Indiana 47712

## MED PROGRAM TO BE OFFERED

Scant attention has been given to provide prospective teachers with the necessary competencies for successful teaching in large city school systems. Many prospective teachers have little understanding of the effects of poverty on developmental tasks and learning styles and are not cognizant of cultural patterns in the child's environment which often conflict with school expectations.

The ISUE Division of Education will be offering a minor next fall to provide elementary teachers with necessary skills and experiences for successful teaching in the Metro-Core Educational Development Program.

Designed by Robert E. Mays, Associate Professor of Education, the MED program, as with medical research, will be a continuing search for a cure to the "cancer of poverty" afflicting minority groups and poor whites in urban communities. Dr. Mays explains that the students in this program will be encouraged to select courses which have special appeal, fill a vacuum which they have in their academic and/or experimental background, and appear relevant to their future goals of working with minority groups and poor whites in urban communities.

The MED program will assist the pre-service elementary teacher in developing an understanding of the life-style of minority groups and others living in the midst of poverty. It further will aid the student in developing teaching and learning strategies which one might employ to bridge the gap between the culture of the home and that of the school.

Division Chairman Ted DeVries notes, "According to the latest National Education

*Continued on page 4*

## Memorial Fund Established in Memory of John McCutchan

News of the sudden death of John McCutchan, Indiana State University Board of Trustees President, was met with much sadness and sense of loss by Indiana State University faculty and students at both the Terre Haute and Evansville campuses, and by the Evansville community.

Friends of the McCutchan family have established a memorial scholarship fund in his memory. The scholarship will aid ISUE students who are in need of financial assistance.

Mr. McCutchan was a personal friend to the young Evansville Campus. During his tenure as a member of the Board of Trustees, he was with the Evansville campus when ground was broken for ISUE in 1968, and



**John McCutchan, right, chatted with ISUE Board of Trustees member Herbert Lamb at the groundbreaking activities of the University Center in November, 1972. A loyal ISUE friend, Mr. McCutchan was in attendance for many special occasions at ISUE.**

when the campus was dedicated in Spring, 1970. He served on the first ISUE Foundation Board of Directors; and has had an active part in the three ISUE Commencements. Mr. McCutchan made significant contributions toward the building of the ISUE Library and the University Center.

President of Greene & Greene Insurance Agency, Mr. McCutchan had been involved in the insurance industry since 1938.

Mr. McCutchan was honored in January, 1972, when the Commercial Union Companies of Boston, Mass., chose him as their 13th "Man with the Plan."

In this capacity, McCutchan had the privilege of selecting an Evansville high school senior to receive the firm's annual \$2,000 college scholarship.

He was the first Indiana man to receive the honor and the first to be chosen unanimously by the selection committee of five insurance executives.

The Evansville community will sorely miss John McCutchan. Comments from community leaders show the respect he had in Evansville.

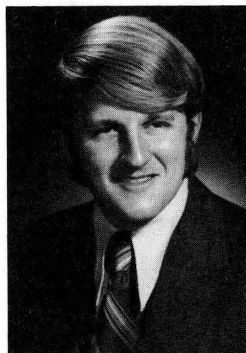
Shane Uniform Company Board Chairman Norman Shane wrote of John McCutchan "...an outstanding man, whose friendship we were privileged to share." Richard Meier, Creditrith Director Emeritus, explains, "It is most fitting that a lasting memorial be established to the life and contribution of one of our most amiable and worthy contemporaries." A. V. Burch, Jr., President-General Manager of Burch, Inc. says, "We deeply regret the untimely death of such a fine member of our community."

# Pat Hinkle Nominated for President

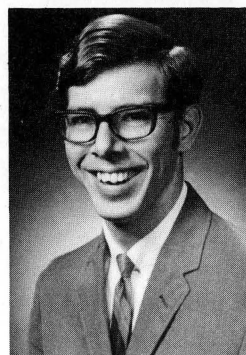
The Nominating Committee of the ISUE Alumni Association named four ISUE alumni as the slate of officers of the ISUE Alumni Association for the 1974-75 academic year. Persons named were J. Patrick Hinkle, 1971, President; Dennis Orsburn, 1971, Vice-President; P. Gayle Burch, 1973 Secretary; and Joyce Crabtree, 1973, Treasurer.

Pat Hinkle, president of ISUE Student Government in 1970-71, is currently a special agent for the Internal Revenue Service. Pat was an accounting major at ISUE. Serving as Vice-President of the Alumni Association this year, Pat is chairman of the Alumni Annual Fund Drive. He lives at 1111 Oxford Square in Evansville.

Dennis Orsburn is retail manager of Glidden Paint and Decorating Center in Evansville. A business education major, Dennis was editor and business manager of the Shield, the ISUE student newspaper, in 1969 and 1970 and editor of the yearbook, Transitions, in 1971. He is also on the executive boards of the ISUE Varsity Club and the Alumni Association. He and his wife Sue and their three children live at 608 W. Berkeley in Evansville.



**J. Patrick Hinkle**  
Candidate for President



**Dennis R. Orsburn**  
Candidate for Vice-President



**P. Gayle Burch**  
Candidate for Secretary

P. Gayle Burch, an elementary science teacher at Howard Roosa School is currently on the executive board of the Alumni Association. This year she is serving as general chairman of the 1974 Alumni Banquet. Gayle and her husband Jack and their three children live at 1271 Crossgate Drive in Evansville.

Joyce Crabtree is staff accountant in the Business Affairs Office at ISUE. An accounting/economics major at ISUE, Joyce was yearbook business manager in 1972. She serves as Treasurer of the Alumni Association this year. Joyce and her husband Ivan and their three children live at 2500 Skyline Drive in Evansville.

The officers will be elected at the annual alumni meeting in April.



**Joyce Q. Crabtree**  
Candidate for Treasurer

## ISUE Panhellenic Council

# WOMEN'S RIGHTS & STATUS SEMINAR PLANNED

"To deepen an awareness of womanhood is the goal of our seminar," explains ISUE Panhellenic Council President Becky Brievogel. Miss Brievogel continues, "the Panhellenic Council thought a discussion of women as individuals who care about others, and as individuals who perform many varied roles and jobs in society would be a good seminar topic.

Featured speakers for the Women's Rights and Status Seminar, scheduled for April 10, are Janet Walker, Director of Continuing Education for Women at University of Evansville; Barbara Marting, ISUE Professor of Business and member of the Governor's Commission on Status of Women; and Lynn Schrum, Indiana coordinator for the National

## Continued from page 3 MED PROGRAM FOR ELEMENTARY EDUCATION MAJORS

Association nation-wide survey of teacher supply and demand, significant numbers of large city school systems reported they were encountering extreme difficulty in filling teaching positions. The MED program will offer students who minor in the program excellent opportunities upon graduation."

Dr. Mays explains that the MED program will concentrate on self-development also. "We see the program as helping the individual student develop strategies for building a positive self-concept among minority groups, and to become aware of the effects the teacher, as a person, might have on an individual from a different cultural setting."

Dr. Mays joined the ISUE faculty last fall. He completed his Ed. D. degree last summer at Indiana University where he was a teaching assistant in the School of Education. Dr. Mays has also worked for over eight years in the Evansville-Vanderburgh School Corporation.

Organization of Women. Mrs. Schrum was past president of the local chapter of NOW.

The seminar will cover such topics as educational opportunities open to women, woman's adjustment in the man's business world, and activities both local and state-wide now taking place in women's rights and status. A question/answer session will follow the speakers' remarks.

The seminar hopes to foster discussion about ideas and problems today's woman student is facing. The seminar, open to the public, will begin at 1:00 p.m. in Room 126 on April 10.

# "SHOULD WE SQUEEZE THE CHARMIN?"

"The commercial pushing Mr. Whipple's squeezably soft Charmin is guilty of deception by implication," claimed John Gottcent, Assistant Professor of English, in an address to ISUE faculty and students. Dr. Gottcent contended many present-day commercials attempt to do three things: increase profits, be technically legal and correct, and deceive audiences by implications. Dr. Gottcent stressed there is little cause for alarm in increasing profits, and no objection to commercials being technically legal and correct, but he points with concern to deception of the consumer.

In addition to the Charmin commercial which is really only advertising the product's squeezability and not, as it implies, the softness of its texture, Dr. Gottcent cited the "Shell with platformate" versus the "Shell without platformate" commercial. The result of this "test" only proves that real Shell is better than phony Shell, not better than other gasolines as the "test" seems to imply.

To lend support to his charge of advertising's use of deceptive language, Dr. Gottcent quoted printed sources. An Evansville Press article (Oct. 71) revealed that the government was becoming concerned about advertising tactics. Consequently, the Federal Trade Commission requested evidence of the truth of advertising claims. Examples of data submitted to the FTC by auto manufacturers to support their advertising claims revealed:

Chevelle's "109 advantages to keep it from getting old" included safety features required by law; several advantages were not different from those on any other car, but the ad implied that they were different, again deceiving the consumer through implication.

Toyota's 1971 Corona "accelerated faster and had higher top speed..." than the 1970 Corona. Deceptive language operated once again.

Gottcent claimed another deceptive advertising campaign can be illustrated by Bayer aspirin commercials. An independent study by Consumers Union published in the August, 1972, issue of Consumer Reports demonstrated that a five grain tablet of Bayer does not relieve pain better than any other five grain tablet of aspirin. The fact is all aspirin is alike by definition in terms of significance as a product for the consumer, despite what the Bayer ads claim. Dr. William T. Beaver, Associate Professor of Pharmacology, Georgetown University School of Medicine, states "the consumer assumes that claims for aspirin and competing products could not be made unless they were substantially true. He assumes that somebody up there is effectively regulating the promotion of these products and guarding his welfare. In this assumption, he is dead wrong. Since a large fraction of the promotional material for such drugs is misleading or deliberately deceptive, as a physician I would advise the layman not to believe any claims whatsoever made by the manufacturer in relation to this class of drugs". The article concludes (a) distrust all claims made for over-the-counter drug products and (b) when selecting analgesics, limit yourself to the cheapest available brand of plain aspirin.

What can we, the audience, do about deceptive advertising? Several alternatives were suggested by Gottcent. When consumers discover a deceptive advertisement, they can write the FTC, which in turn can demand documentation for advertising claims (as previously cited) and corrective advertising if

necessary. In corrective advertising, the guilty company must run a series of commercials which apologize for and explain the real significance behind some of the previous deceptive commercials. An example of corrective advertising was described in a September, 1971, issue of Newsweek. In order to rectify the implication of Profile bread commercial that the bread helps people lose weight because it contains fewer calories than other bread, the Profile company had to run a corrective commercial stating that "Profile has about the same calories per ounce as other breads. To be exact, Profile has seven fewer calories per slice. That's because it's sliced thinner. But eating Profile will not cause you to lose weight. A reduction of seven calories is insignificant."

Another alternative suggested by Gottcent is exercising the "power of the purse." Don't buy a deceptively advertised product and encourage friends to refrain from buying the same.

*There's nothing more curious than a question mark.  
Unless it's a sun that shines in the dark.  
Or maybe a tree without any bark.  
Or people on piers with no sign of an ark.  
A curious question that must come to mind  
Is who will go first when no one is behind?  
Or who will sign last when no one else has yet signed?  
Or where throw the peel when the fruit has no rind?  
But to question the curious you must mind your mark  
And remember that trees without dogs need no bark.  
And people with signs will repeal the dark.  
and suns shining on pier groups will bear fruit on the ark.*

by Brad Awe

# ALUMNI ASSOCIATION IMPLEMENTS IDEAS PRESIDENT REPORTS

The first of April you will be receiving a telephone call from one of your fellow alumni asking you to become an active member of the ISUE Alumni Association for the year 1974.

I think we all question, from time to time, what the University is doing for us and how the Alumni Association uses our contributions. Two things that we all need to remember is that someone was making contributions of time and money while we were in school, or we wouldn't have had a school. And we certainly want colleges and universities available when our children are ready for higher education. Since we have already reaped the benefits of time and money donated by others, it is only fair that we help to see that the same benefits are available for others.



Jean Rickard

This I feel, is the most important function of any Alumni Association.

Our association is a young one and we are just now forming our plans and beginning to implement some of our ideas. This year the Advisory Board is made up of one representative from each division of the university. Their main function is to advise the alumni on how we might serve the university in each of their particular divisions. This will help us to stay in tune with their needs and to help in any way that we can.

So far this year we have had part in the publication of two issues of 8600 University Boulevard and you can expect to receive a third in the late spring. There are plans for four issues during the 1974-75 school year.

The pre-game party held at Robert's Stadium prior to the 1974 Homecoming game was a huge success and we hope that all of

you that were not able to attend this year will try to make it next time. Our thanks to the Athletic Department for making tickets available to all alumni at no charge.

Letters have been sent to all qualifying Juniors requesting them to complete forms and make application for the one hundred dollar scholarship that will be awarded by the alumni on Honors Day.

Plans are underway for the 1974 Alumni Banquet honoring this year's graduating seniors. You will be receiving more information on this in the near future. Please try to attend and renew old acquaintances.

The University Center located near the Library is well under way and we have paid the first of three installments on our pledge to furnish the "Alumni Room" located in that building. Another installment will be made during 1974 and the third installment will be made during 1975.

Information on all alumni is in the process of being compiled to enable the Alumni Association to better serve its members. We urge you to fill out the questionnaire and return it if you have not already done so. This information is confidential and will not be released to anyone without the permission of the officers of the Alumni Association. A motion was made and passed that addresses would not be furnished to anyone unless it was for the express benefit of the university or an individual alumnus.

We would like to know how you feel about any and all issues involving the alumni and we encourage you to participate with your contributions of both money and time.

We cannot become a supporting part of the university without YOUR help.

Jean Rickard

# Alumni Inaugurate Telefund

By John Emhuff, Alumni Affairs Director

J. Patrick Hinkle, '71 recently announced at an ISUE Alumni officers meeting that the final stages of the first annual telefund campaign were beginning to take shape. Plans have been underway since last September to inaugurate a telephone campaign of all ISUE alumni in an effort to get them involved more directly in the overall operation of the Alumni Association. The annual telefund campaign is designed to complement the letter campaign generally conducted in connection with the Annual Fund of the ISUE Alumni Association. Pat Hinkle and the other officers hope that this will provide an opportunity for alumni to have a method of letting the Alumni Association know how it can serve alumni and the university in improved ways.

In addition to this, it will also provide alumni the opportunity to assist the University by becoming active members in the ISUE Alumni Association. Any donation to the Alumni Association makes the alumnus an active member. Also, any donation given to the Alumni Association is tax deductible on both state and federal returns. It has special tax opportunities at the state level because 50% of the donation will be refunded on a single return and up to 50% of \$200 can be refunded on a joint return. These tax advantages are in addition to the usual advantages on the federal income tax returns. This is one of the concrete advantages to becoming actively involved in the Alumni Association.

As most alumni know, the operation of the university is tax supported and the use of tax funds is strictly regulated by statute. The extra effort that a university must make as it strives for excellence, is generally absorbed by the active participation of alumni and friends. The funds sent to the University are used to

support alumni publications and other activities. The Annual Alumni Scholarship is wholly supported by funds from the alumni. A little over 1-1/2 years ago, the Alumni Association took an active part in the campaign for the new University Center. The funds to meet the pledge made by the Alumni Association must come from alumni and friends. With this soon-to-be completed structure there will be a special room recognizing those who participated in this particular campaign.

Pat Hinkle announced the procedure to be followed this year and indicated that it would include a special announcement to all alumni of a future call from a fellow alumnus. About a week following the mailing of this notification a group of alumni will gather at the university to attempt to telephone as many of our alumni as possible. It may not be possible to contact alumni who live many miles from the campus and these alumni will be contacted by mail. Any alumnus who would like to take an active part in this activity is invited to call the Alumni Affairs Office, 426-1251, and let their desires be known. You will be notified regarding the evenings that the telephone campaign is to take place. After alumni have been notified, they will be sent a letter of appreciation from the association and provided with a self-addressed, return envelope for their gift.

Only through the continued effort of a strong Alumni Association can Indiana State University Evansville continue to strive for the excellence that is possible on our new and growing campus. All of the officers join in urging each and every one of you to do your share when one of your friends calls sometime soon.

## TWO SUMMER SESSIONS PLANNED

1974 Summer Sessions at ISUE will be held June 10 through July 16 and July 17 through August 20. Registration for the two five-week sessions will be held on June 10 for the first session and July 17 for the second session.

Over 75 courses will be offered in each summer session. A schedule of classes is available from the Registrar's Office at ISUE.

## SAGA NAMED FOOD VENDOR

The University Center Food Vendor Selection Committee has named Saga Food Service as vendor for the food service operation in the University Center. A company with twenty-five years experience in food service, Saga Food Service manages over 250 college food service facilities in the United States.

Persons serving on the selection committee were Mike Campbell, Student Union Board President; David Deering, Bookstore Manager; Terry Egnaw, student; Rick Galbreath student; Van Jones, President of Student Senate; Robert Lawson, Dean of Students; William Muller, Purchasing Agent; Mrs. David Rice; Mike Stevens, student; and Byron Wright, Vice President for Business Affairs.

The committee visited colleges that had operations by the bidders, and also conducted a telephone survey of colleges similar to ISUE who had their food services managed by the bidders on the ISUE project before arriving at their decision.

Saga Food Service will operate a snack bar, cafeteria, and special catered events in the University Center.



# EAGLE GRAN PRIX



When the whistle sounds for the start of the 1974 Eagle Gran Prix, Chi Gamma Iota fraternity will be racing to remain the champions of the ISUE bicycle race. Winners of last year's competition, the ex-Gi fraternity will be competing with fifteen other teams for an 8' traveling trophy in the 1974 race. The trophy was donated by Falstaff Brewing Company. Individual team member trophies will also be presented to members of the winning team and the runner-up team.

The Eagle Gran Prix is a 30-mile bicycle race sponsored by the ISUE Student Union Board. The race is run in the ISUE parking lot.

Teams participating in the race this year include two teams of the Science Club, the Air Force ROTC, two teams of Alpha Omega Psi, two teams of Chi Gamma Iota, the Art Club, two teams of Tau Kappa Epsilon, two teams of Sigma Tau Gamma, and four independent teams. The race will be run on April 27 with time trials set for April 20.

Schwinn Typhoon bicycles will be used in the Eagle Gran Prix. Mike Campbell, ISUE Union Board President, explains that enthusiasm for the race is building. Mike believes that with the interest in biking and bike trails developing, participation in the sport has increased.

Chairman of the Eagle Gran Prix, Dennis Mathias, also noted that prior to the Eagle Gran Prix, a 5-mile bicycle race would be run by ISUE co-eds and faculty/staff teams.

Eagle Gran Prix buttons are now available in the Dean of Students Office. An eagle astride a bicycle is the symbol of the race. John Dawson, campus photographer and graphic artist, designed the seal that appears on the button. Student Angie Lodato dubbed the race the Eagle Gran Prix.

Everyone is invited to witness the Eagle Gran Prix. Refreshments will be made available by the Women of ISUE.



# Evansville Campus Ministries, Inc.

## First of its Kind in Indiana

An organization that promotes the Christian dimension into the personal and institutional relationships that take place in the colleges and universities of the Evansville metropolitan area is being designed by Father Bernard Lutz, ISUE assistant professor of Humanities. Evansville Campus Ministries, Inc. is an umbrella organization that coordinates activities for Deaconess School of Nursing, Indiana State University Evansville, Lockyear College, and University of Evansville. Plans also include involving Indiana Vocational-Technical College in the program.

According to Father Lutz, Evansville Campus Ministries, Inc. has three major objectives. Under ECM, Father Lutz hopes to incorporate Christian religion on a par with the academic level of other subject matter offered at the schools. Courses could be offered in scriptural foundation of Christianity, its historical developments and relationships to other religions, as well as the theological and spiritual positions of denominations and schools of thought within Christendom. Father Lutz emphasizes that the material should be offered in such a way that personal acceptance or rejection of a particular position is a matter of individual choice.

Another objective Evansville Campus Ministries, Inc. has developed is the promotion of Christian moral behavior, both regarding theoretical positions of morality and practical application. Workshops on topics of current interest such as a study and discussion of exorcism is the type of program ECM provides. ECM also hopes to provide individual wor-

ship possibilities in different denominations, and leadership training.

Evansville Campus Ministries, Inc. is an ecumenical organization that includes Indiana Commission of United Ministries in Higher Education, the Roman Catholic Diocese of Evansville, Episcopal Diocese of Indianapolis, American Baptist Church, Evansville Area Council of Churches, and local congregations duly recognized by ECM.

Indiana State University Evansville students have two organizations that operate under ECM, Fish and Baptist Student Union. Sister Jennifer Miller is the current coordinator of Fish. Fish, open to all faiths, serves as a counseling service to ISUE students and helps students cope with moral problems. Last month Fish sponsored a seminar on justice and examined the U.S. Foreign Policy and its effects on South East Asia, Latin America, Guatemala, Cuba, and Chili. In April, Fish plans to host a Workshop in the Occult featuring John Saliba, S.J., Asst. Professor for Religious Studies at the University of Detroit. Dr. Saliba has done research in the field of ESP and the occult medium, seances and the ouija board, astrology, witchcraft, and satanism. The workshop will be held at ISUE on April 8, 1974 at 9:00 a.m. It will be open to the public.

Baptist Student Union offers students weekly Bible discussion sessions. Students of Baptist Student Union are active on the state and national level and conduct youth revival sessions in local churches. Ed Burk serves as campus sponsor.

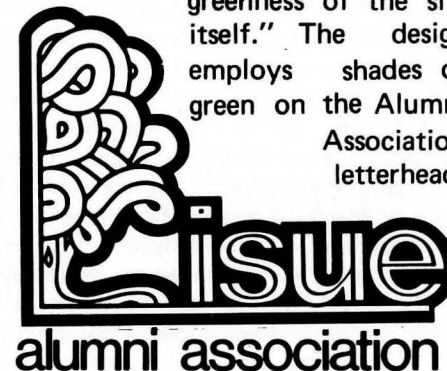
ECM also publishes The Logos, a Christian

newspaper formerly published for distribution only at University of Evansville. Under Evansville Christian Ministries, the publication will be circulated at the participating colleges and various youth groups and coffee houses in the area. The Logos publishes news of Christian activities in the area and features on the Christian way of life.

The first such organization for the state of Indiana, the Evansville Campus Ministries, Inc. director has high hopes for the new organization. Father Lutz cites consolidation of personnel, sharing of programs, establishing of more in department workshops, and a more efficient use of finances as just some of the reasons for its formation.

## ALUMNI EMBLEM

The ISUE Alumni Association has adopted a tree as a symbol for the organization. The emblem designer Larry Fulkerson of Crown Press explains the design, "The total concept deals with the environment around the university, in particular, the abundance of trees, the open space where the wind blows across the university, and the greenness of the site itself." The design employs shades of green on the Alumni Association letterhead.



# The Study of Language is More Than Rules and Regulations

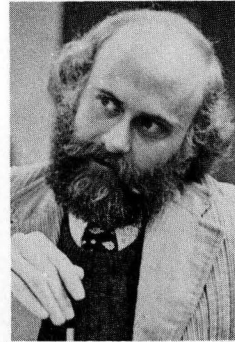
*The English language is used widely in the world today, but other languages remain in the forefront as well. The interview with the foreign language faculty at ISUE and students in the program explains reasons why the study of foreign language remains a popular and important curriculum. Programs offered at ISUE include a major and minor in Spanish with a teaching certificate and a minor in German with a teaching certificate. Students completing liberal arts requirements for a bachelor of arts degree are required to have fourteen credit hours or the equivalent background in a foreign language. Persons interviewed were Linda Bailey-Spanish student; Rebecca Boling, Spanish student; Doris DaRosa, Instructor in Spanish; Lomberto Diaz, Professor of Spanish; Thomas Eichman, Assistant Professor of German; Gerhard Stigler, Assistant Professor of German; and Jan Waninger, German student. The interview was conducted by Kathy Will 8600 University Blvd. editor.*

**Miss Will:** *ISUE offers programs in Spanish and German. Can you explain why these languages were chosen?*

**DR. EICHMAN:** First-I have been told the reason German was chosen is because of the German heritage in the area. It is a good choice knowing the history of the area. Second-I was told Spanish was chosen because of the particular industries and manufacturers in the area. These companies deal with Latin American companies.

**MRS. DA ROSA:** At the time the University was established, there was some influx of Spanish speaking persons from Cuba, primarily, and there were Latin Americans at Mead Johnson and other places in the area, thus the need for the study of Spanish. And companies in the area are interested in establishing trade relations with countries abroad. They will need translators to do their work. A recent graduate is handling translations for Red Spot and Keller Crescent. But language is not important for commercial reasons alone.

**DR. EICHMAN:** Yes, I agree. Language is one of the few things that separate us from animals. One of the important things in humanistic tradition is to understand language very thoroughly - one of the ways is to study language as an object and another is to study a particular language quite thoroughly and to understand one's own language also. We often don't understand our own language in that way because we have learned it as a child. That is a reason I foster the study of language as important.



Thomas Eichman

*"In a time when everybody discusses minority rights, the study of a foreign language should be one of the most important rights."*

**MR. STIGLER:** It seems to me that there are two tracks in which a school is trying to function. The one is the practical training. In other words, you want to come out with a knowledge in a field which you think you will take up and want to be qualified for in terms of career. The second point is finding yourself, exploring yourself, and knowing who you are. It is the need to see where you are, who you are and where you come from. A few months ago I picked up a book on the middle ages in one of the local libraries and it had an interesting foreword by an American which said that Europeans identify themselves insofar as they learn about their culture and their history. This is the way they see where they stand, who they are and what they're supposed to be doing. Americans, he allows, have a far greater need to do so very simply because they are made up of oodles of cultures. It is not only important that you go back and study your own basic heritage--if you are from Anglo background you take up English heritage and so on--but we have lots of cultures. We have seen the necessity now to find out about the Afro culture, which is a very valid culture, so we've taken that up. And yet everybody, and especially the Germans, are disclaiming any background saying "Yeah, I have a German book from Grandma up in the attic" but that's about as far as it

goes. This usually holds true for most ethnic groups, and yet, not everything non-English is or should be foreign to Americans. In a time when everybody discusses minority rights, the study of a "foreign" language should be one of the most important rights, since nothing can express and incorporate culture better and more immediately than language.

**DR. DIAZ:** This is also very important--in the American society there are 18 million Spanish speaking people and 8 million of these don't speak English at all. There are many complete Spanish speaking communities in the United States--Los Angeles, Chicago, Miami, and New Orleans. Spanish for them is the only language, in the home and in business.

**MISS WILL:** *Turning attention to the students, can you tell me why you chose to study a foreign language and what your career goals are?*

**LINDA BAILEY:** I was introduced to the Spanish language when I was in grade school, in the third and fourth grades. I was fortunate enough to get it two years from television.

When I started to high school it wasn't a requirement but they suggested that we take a language if we plan on going to college, and since I had already had two years in grade school, I just decided to go ahead and take Spanish in high school. In my freshman year, I had a very good Spanish teacher who really inspired me to go on and I decided that I wanted to learn more about Mexico and the life there, and so I decided to come to ISUE and major in Spanish and hopefully to teach it.

**BECKY BOLING:** My school had the same program because I took the same thing that Linda took for a year. I remembered maybe three words from it. Perhaps the elementary school program encouraged me to go on in language. But as far as the program giving me any background in Spanish, I don't think it helped really. In high school I had four years of French and I took one year of Spanish because I thought it would be fun and it was. I enjoyed Spanish and so when I came to ISUE, and I



Doris DaRosa

took four years of French and one year of Spanish because I thought it would be fun and it was. I enjoyed Spanish and so when I came to ISUE, I just decided to try the Spanish program. I wasn't thinking of it seriously but when I got into it, I really loved it.

**MISS WILL:** *Do you plan to teach?*

**BECKY BOLING:** I think I will be teaching. I think I would like to go on and do further study after I graduate.

**MISS WILL:** *How about you, Jan. I understand you are studying German.*

**JAN WANINGER:** I became interested in German mainly because my parents' families are of German origin. I was always fascinated by the language. I would sit and listen to my grandmother and father talk in German. When I got into high school, I took three years of German. I decided to go on to college, major in German and get a teaching certificate. After one year at Terre Haute, I transferred to ISUE. I've got enough hours in German to receive a major and I will be certified to teach German when I graduate in May.



Lomberto Diaz

**MISS WILL:** *Do you think that most of the students here are going into teaching in the language program or are there students interested in working abroad or in international trade?*

**DR. EICHMAN:** A lot of students think of teaching as one of the first things to do. However, there are other ways language study can be used. I had a student who took German extensively here, graduated last year from ISUE, and is presently in a theological seminary. He majored in history with a minor in German. Presently he is using both of these things in his theological studies. His advanced study of one language has allowed him to get into Greek much easier than starting out with no language study.

**MISS WILL:** *There just seems to be so many other fields open.*

**MRS. DA ROSA:** I know of a student who is taking civil service exams and may be interested in foreign service. He is, however, going ahead with his teaching certificate. I think that most students view teaching as a kind of security measure.

**MR. STIGLER:** I just want to mention one thing--effective March 18 Babcock & Wilcox has two con-

versation classes and altogether 41 students at ISUE. They want to teach them conversational German. In other words, if a company which is one of the largest of its kind in the world is interested in having their people take a foreign language like German, they don't do it simply because they are culturally hung up on it. They do it because they see the necessity and they deal with representatives from German companies and sign contracts. English is a universal language and the German representatives probably understand it, but they refuse to sign contracts. They want to be very sure of what they sign. We want to be sure of what we sign. We want to be sure we're talking about the correct patents. The burden of proof lies on the translator and that really puts a great responsibility on him. But business is also run by people; and getting along well personally--for which communication is necessary--with foreign business partners also helps one's own business.

**DR. DIAZ:** I noted in a classified section of the newspaper last week, ads looking for secretaries that are bilingual.

**DR. EICHMAN:** Even if one is hired in a job that doesn't require everyday use of a language--if it is known that one has capabilities in a language--it is an extra added thing which might eventually help the person in promotion. Last summer one of the students in German came to me with a telegram in Dutch which his uncle, working at a company here, had received and it had to do with natural gas. I, along with the student and Dr. Dunn in chemistry, were able to figure out what it said by putting our capabilities together. And this is the type of thing that occasionally comes up.

**MRS. DA ROSA:** Apart from career opportunities, other values exist in studying language. Personally, one of the values for me in studying language has been in literature--enjoying the foreign literature in a way that I think you can not really do in translation. I read foreign literature translations in German and in French and you usually notice a kind of stiffness. I think there is a different kind of pleasure that you get from reading literature in its original language. I find that reading new literature



Becky Boling

and reflecting and comparing themes are very interesting and I wish that we would somehow be able to get more students interested and I wish that we would somehow be able to get more students who are in English, perhaps who are basically interested in literature, to realize the values and the joys of knowing another literature in another language.

**MISS WILL:** *Do you think the philosophy in the Language Department is to put more emphasis on grammar than learning language from conversation?*

**MRS. DA ROSA:** We really try to do both. We try to see the grammar presented in the books as a system that provides the necessary background to the language. We try to get students to adapt what they have learned from the book to their own conversation as soon as possible and not simply repeat and substitute words, but generate their own sentences and write their own words and paragraphs. Then of course, as time goes on, we tend to put less emphasis on grammar as such but we do keep returning to it for structure and so forth.



Gerhard Stigler

**JAN WANINGER:** I think that at the college level there is a great stress on grammar because the students WANT to know--why is it this way? They are looking at the English point of view. They want to know why the word order is this way in German. Why isn't it this way in English. And the students need grammar knowledge in order to form an answer and speak it in German. I think it's very important that the student knows the rules and then after he knows them and has formed them in his mind, it is a lot easier to speak the language.

**DR. DIAZ:** Three years ago we were emphasizing the literary approach. It is too bad we have had to set aside this method to some extent because there are many students in college who are not very interested in the literary approach. They want to talk. They want to communicate. They want to use the language, and when they don't get to speak it during the first semester, they lose interest. We need to stress the conversational approach from the first moment in teaching. They understand part of the conversation already. They know words from television, foreign speaking communities, etc., and they want to speak it.

*Continued on next page*

**MISS WILL:** *Study in a foreign country would be important because the conversation is important.*

**MRS. DA ROSA:** Yes, because living in an environment where you are being forced to express yourself is very helpful in learning a language. We feel that in our own language we take it for granted that the rules in the grammar book are not always observed but are still the norm. And yet we feel that when someone departs from the norm in a foreign language there is something wrong or sinful about this since it's not the way we learned it. So it's very helpful to live with a Mexican family and actually hear what they say in a given situation. They may or may not use the same phraseology that was used in the text book and I think we have to come face to face with this. We have to learn to be flexible and adaptable in our attitudes.



Jan Waniger

**DR. EICHMAN:** I must agree from practical experience it is almost necessary and highly desirable for students and teachers of languages to study in a foreign environment. For those unable to travel in Europe, there are also programs in the United States that have intensive summer sessions that try to provide an environment like the country of the language with the insistence that only that language be used. Most of these programs demand at least intermediate knowledge of the language, and the group working in the language usually live together with the instructors and their families. It isn't quite as good as going to the countries, but it is the second best thing.

**MISS WILL:** *Have any of you studied in the country of your language?*

**LINDA BAILEY:** I went to Mexico last summer. The first two days I was down there I was completely lost. The language was coming in from all sides. It wasn't what I was accustomed to hearing Dr. Diaz or Mrs. DaRosa speak here. It was an every-day type of language. We went to school four weeks. I took 6 hours. All the time you're there, you're going out and mingling. It was really fantastic. We went to theatres and movies, just took in everything.

**MRS. DA ROSA:** In connection with the advantages of studying language in a native environment, I would like to stress the advantages of examining cultural and social phenomena in a living laboratory. The study of foreign cultures, their problems and values, is usually considered a desirable goal in a world in which we are seeking cooperative solutions to challenges such as the energy problem and the maintenance of universal peace. In the foreign language classroom we try to make the study of culture one of our goals. We think that living and studying in a foreign country can help to make the student more aware and appreciative of problems and points of view other than his own, as well as broaden his perspective on our values and way of life. Language is a basic tool in this process, but we also need to become more sensitive to other manifestations of culture.



Linda Bailey



**ISUE Eagles Batter-Up!** With the basketball season in full swing, the ISUE baseball Eagles anxiously eye a winning season as they play in a 38-game season.

## EAGLES OPEN SEASON

The infield this spring has been bolstered by a pair of Mt. Vernon, Indiana, natives who played the past two years at Three Rivers Jr. College in Poplar Bluff, Mo. Gary Redman will handle the chores at second base while Dave Bell will be playing third base. Senior Rich Weber will handle the shortstop duties while sophomore Don Asay will return at first base. Brian Raibley and Harold Griggs are expected to pick up the slack in the infield when called upon.

Three year letterman Bill Kothe and Gary Russell will patrol center and right field respectively. Junior Jack Keegan will start in left field.

Junior Dennis Pruiett will handle the catching chores. Pruiett was the team's leading hitter last year with a .338 batting average and 26 RBI's in 22 games.

The young pitching staff will be headed by senior John Besing who had a 3.206 ERA in 1973. Junior John Warner has been having arm trouble and isn't expected to be ready before the middle of April. Junior relief specialist Tom Hammerstein will return this season after a year's absence. The bulk of the pitching staff for the 1974 Eagles will fall on the shoulders of four freshman: Kent Brenton from Evansville North, Mike Mattingly from Evansville Memorial, Loyd Titzer from Castle and Dan Booth from Crawfordsville, Ind. Junior Rick LeGrange is also expected to provide assistance to the pitching department.

Jim Brown coaches the Eagles.

# Gift Books Enhance Collection Total Over 80,000 Volumes

"About 1/3 of the Library's book collection has been received from gift books," according to Martha Willett, ISUE Technical Services Librarian. Gift books range from textbooks and novels, to academic journals and professional periodicals.

Dr. Bess Stone, a psychologist with the Vanderburgh Youth Guidance Center, recently gave various psychological journals to the Library. The journals concern child development and learning disabilities, and related material. "With psychology students eager for journals and a limited budget for such purchases, gifts made possible by individuals such as Dr. Stone's donation allow the library to give students what they need to do extra readings in their particular fields," Miss Willett explained.

Dr. Stone, a resident of Evansville for one year, had the journals in storage but on hearing of ISUE's needs, she decided to give the books to the University. "It will give me more of an opportunity to use the journals as well," she added.

Senator Harry Thompson gave the full



Local psychologist Bess Stone observes Martha Willett, Technical Services Librarian, as she shelves the journals Dr. Stone gave to the ISUE Library. Gifts by local donors have raised the ISUE Library collection to 86,550 volumes.

collection of American Heritage to the University two years ago and recently updated his collection. The collection dates back to 1954. "I know the University is in need of books, and I feel they will be read to their fullest potential in a university setting." Senator Thompson also gave the University real estate journals and other books.

A variety of books from the estate of Leona D. Hammond have been added to the Indiana collection. The series of photographs of Evansville in 1901 (a scene from Main Street appears on the cover) delight ISUE students as they browse through scenes of Evansville nearly a century ago. Other books in the Hammond estate are an Art Souvenir of Evansville Evening Tribune, 1894; In Memoriam of Henry Rice, 1921; Evansville (In Old Indiana), words and music by Dick Sturgis, 1951; and Evansville Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, 1951. The total collection numbers over 180 books.

Families that move from a home to an apartment often look for places or persons to whom they can give their large book collections. The university seeks such collections, and places book labels with the donor's name in books received depending on the wishes of the donor.

Another popular gift among donors is the memorial book club. Memorial donations can be given to the Library on behalf of a friend or relative who died. Books are purchased with the gift and a book label in the deceased person's memory is applied to the inside cover. It is a lasting memorial for a loved one. Tax credit is available to persons giving donations to the ISUE Library.



**Safety First! With the enacting of the Occupational Safety Health Act, the University Safety and Security Office has implemented changes in business safety procedures and labor relations. Signs reminding workers of safety measures are posted where needed. In 1973, with ISUE subject to OSHA legislation, university personnel had only 14 reported accidents.**

## Speakers Bureau Organized

A speakers bureau, consisting of ISUE faculty members, has been developed to assist area organizations in planning programs and meetings. The Speakers Bureau guide lists the Speakers Bureau faculty and topics they can address themselves to. Twenty-four faculty members are listed in the publication. Subjects vary from ancient Greek and Roman coins to practical suggestions for growing and duplicating plants at home.

Copies of the Speakers Bureau guide are available to area organizations. Interested persons can write ISUE Speakers Bureau, 8600 University Blvd. Evansville, In. 47712.

# the GRADUATE ROUNDUP

The Graduate Round-Up features alumni of Indiana State University Evansville who are making noteworthy contributions in their respective fields. Information is gleaned from the Alumni Information Card, friends of alumni, and the Alumni Association officers and Executive Board. Alumni are invited and encouraged to record their accomplishments on the Alumni Information Card (found on page 15) and return it to the ISUE Office of Alumni Affairs.



**Diane D. Ashby**

**Diane D. Ashby**, 1971, is an administrative assistant in employee benefits at Whirlpool Corporation.

A residential advisor at Breckinridge Job Corps Center, **Michael Collier** is a sociology major. He graduated in 1973.

1972 graduate **Ronald Herrenbruck** is purchasing agent for Shane Uniform Company. His name will appear in the 1974 edition of Who's Who in Indiana.

An associate scientist at Mead Johnson Company, **Roland Tuley, Jr.** graduated from ISUE in 1973. He was a chemistry major.

Dental Assistant graduate **Pamela Schmidt** is a dental assistant in the office of Dr. Eugene Brinker in Evansville.

**Samuel Schaeffer**, 1972, is an auditor at National City Bank in Evansville. He graduated in Business Management.

Former Student Union Board President **Susan Turner Reynolds**, 1973, is a social service assistant at St. Mary's Hospital. Susie reigned as ISUE's first homecoming queen in 1972.

**Robert DeShields**, 1971, is a value analyst at Faultless Division of Bliss & Laughlin, Inc.

**Douglas Bristow**, 1973, is director of physical plant at United Hospital in Grand Forks, North Dakota.

**Philip Renz**, 1972, is employed by Kimball Piano and Organ Company in French Lick, Indiana as a labor cost analyst.

**Juliana Topper**, 1972, teaches second grade at Lincoln Elementary School in Evansville. She is beginning graduate work at the University of Evansville.

**Steve Farrell**, 1973, a senior accountant with Garther, Hortin and Koewler, completed his C.P.A. examination. He is a member of National Association of Accountants, Indiana Association of Certified Public Accountants, Downtown Quarterback Club and Northeast Park Baptist Church.

**William M. Shelton**, 1972, is associate pastor of Grace Baptist Church in Evansville. His duties are in the area of education, youth, recreation, and community ministries. He is working on a two-year Master of Religious Education degree at Southern Baptist Theological Seminary in Louisville, Kentucky. He was recently notified he would be listed in the 1974 Who's Who in Kentucky.



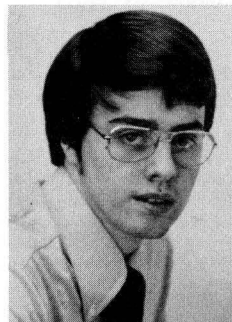
**Linda Hatfield**

**Linda Hatfield**, 1972, is a secretary at Welborn Memorial Baptist Hospital.

**Frank McDonald II**, 1973, is a management trainee at Merchants National Bank and Trust Company in Indianapolis. A business management major, Frank served as an officer for two years in Alpha Kappa Psi business fraternity while studying at ISUE.

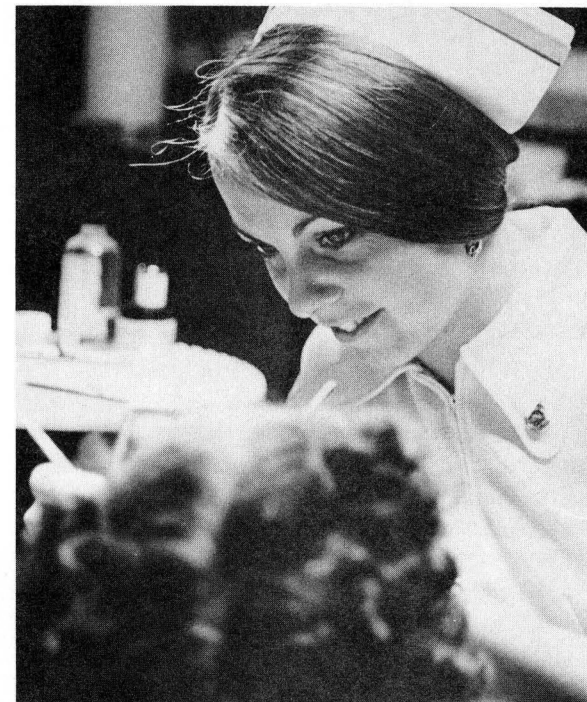
**Stanley Newman**, 1973, is production manager at WEHT-TV Channel 25. He was a Communications major while in school.

**Thom Mominee**, 1972, is Personnel Manager for the Evansville Printing Corporation. He is also a member of the American Society for Personnel Administration, the Evansville Personnel Club, and the Newspaper Personnel Relations Association.



**Steve Farrell**

**Gary Wagoner**, 1973, is a caseworker for the Department of Public Welfare working as counselor and co-therapist at the Alcoholic Recovery Center.



**Becky Brown**

**Becky Brown**, 1973, is a dental hygienist with Dr. Lloyd Helm. She is active in the American Dental Hygiene Association.

1973 graduate **Larry Barchet** is a lab assistant at George Koch Sons, Inc.

**Ronald Barron**, 1971, is an offense counselor in the Vanderburgh County Court. He is precinct vice-committeeman and ward co-ordinator for the Democratic Party.

A political science major, **David P. Dearmond**, 1973, is working in Newton Centre, Massachusetts with National Hardgoods Distributors.

**Steven Deckard**, 1973, is data processing manager for Southeastern Illinois Electric Co-op, Inc. in Eldorado, Illinois.

**Sharon Gogel**, 1973, works as a field representative for the Indiana Agency for the blind.

Currently living in Evansville, **Roger Griffin**, 1972 is a sales representative for Armour-Dial, Inc. of Indianapolis.

**James Schnautz**, 1971, is an agent for Motorist Insurance Companies. Active in Republican Party politics, Jim has held office in several political clubs.

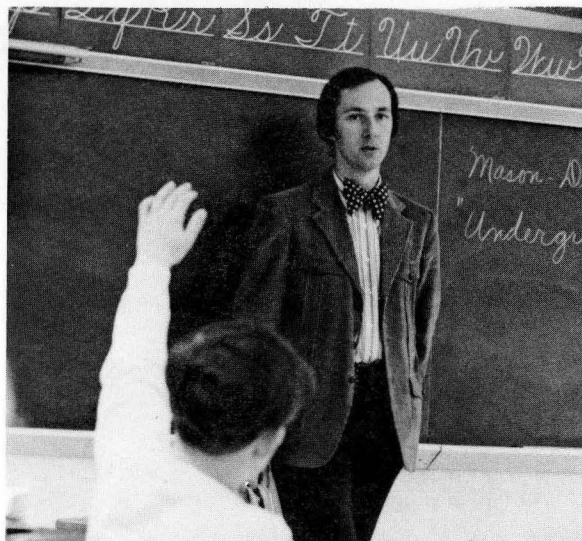
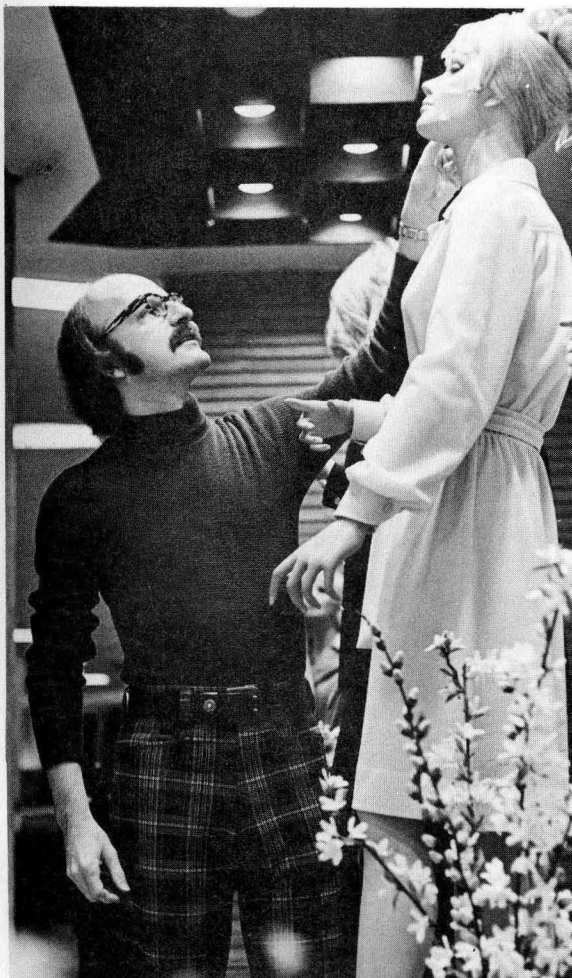
**Kenneth Dossett**, 1973, is an Accountant/Computer Coordinator at Sunbeam Plastics, Inc.

1973 graduate **Larry Edwardson** is plant controller at Babcock & Wilcox Company in Mt. Vernon, Indiana. Larry also serves as President of the Posey County Association for Retarded Children and as a Board member of the Evansville Association for Retarded Children.

Elementary education major **Linda Brame Gamblin**, 1972, is a first grade teacher at Corydon Elementary School in Corydon, Kentucky. She also serves as Building Representative for the Kentucky Education Association and Mission President at Howell General Baptist Church.

**Chuck Conner**, 1971, is visual merchandising manager at Saters. He is active in local civic theater presentations.

**Chuck Conner**



**Karl Dorff**

### Alumni Information Card

Please complete this card for the alumni file.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Year graduated and major field of study: \_\_\_\_\_

Present position (list title and date you started this position):  
 \_\_\_\_\_  
 \_\_\_\_\_

Recent personal information (Include marriage, births, awards received, business promotions, and other pertinent personal information.)  
 \_\_\_\_\_  
 \_\_\_\_\_

**Karl Dorff**, 1973, is an elementary teacher at Marrs Elementary School in Mt. Vernon, Indiana. He is a member of the National Education Association and Indiana State Teachers Association.

**Steven Cowan**, 1973, is supervisor of the table tennis division of Indian Industry, Inc.

**John Marshall**, 1971, is an audit examiner with the Indiana Employment Security Division.

## LOST ALUMNI

The Alumni Office has been unable to locate some alumni and mail sent to them is returned. Persons knowing the addresses of the following alumni are asked to please send in new addresses, or ask the alumnus to write or phone the ISUE Alumni Office. With the name, is printed the last known address.

**Iris P. Dewus**  
 803 W. Braodway  
 Princeton, Ind. 47670

**Gay Pittman**  
 930 Casanova Drive, Apt. 55  
 Monterey, California 93940

**Wilbert J. Downs**  
 594 S. Osborn Ave  
 Kankakee, Ill 60901

**Pamela R. Shackelford**  
 4913 Oakwood Place  
 Evansville, Indiana 47715

**Pamela D. Hale**  
 1921 Hercules Ave  
 Apt. B  
 Evansville, Ind. 47711

**Garland Smith**  
 201 Crawford Apt 214  
 Terre Haute, Ind. 47807

**Patricia W. Houglan**  
 3908 Bergdolt  
 Evansville, Indiana 47711

**Cheryl S. Thomas**  
 620 Washington Apta  
 Evansville, Ind. 47713

**Ronald C. Jeffries**  
 Columbian Arms 76  
 632 31st Avenue  
 Columbus, Ms. 39701

**Constance L. Wright**  
 RR2  
 Newburgh, Ind. 47630

**Robert Meeks**  
 11712 Freeway Place NW  
 Albuquerque, N.M. 87112

**Barbara G. Smith**  
 213 S. Vann Ave.  
 Evansville, Ind. 47714

**Steven O. Hill**  
 1127 Lincoln  
 Apt. 637  
 Evansville, Ind. 47713

**Donna Chamness**  
 4501 Buddy Blvd.  
 Evansville, Ind. 47711

**Linda Whiting**  
 701 North 10th Avenue  
 Evansville, Ind. 47710

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# 400 to Graduate In May

Nationally syndicated columnist Sylvia Porter will give the Commencement address at the 1974 Commencement Exercises of Indiana State University Evansville on May 9, 1974. The exercises will be held at the Vanderburgh County Civic Auditorium. 400 students will be completing degree requirements this year.

Recognized as an authority on United States Government finance, Sylvia Porter edits a weekly newsletter, "Reporting on Governments." The newsletter is devoted to developments in Government finance, the bond and money markets and the economic outlook. It is circulated to banks and financial institutions from coast to coast. Her column, "Your Money's Worth," is featured in the Evansville Press and in more than 350 other newspapers.

Miss Porter, born in Patchogue, L.I., New York, was graduated from Hunter College, magna cum laude. She also studied at the Graduate School, of business Administration of New York University.

Cited for numerous awards for outstanding work in journalism, Miss Porter was named "Outstanding Woman of the Year" for 1960 by Who's Who of American Women; named Free Enterprise Writer of the Year by the National Management Association in 1966; received a Top Hat Award from the National Federation of Business and Professional Women's Clubs, Inc. in 1967; named Woman of the Year in Communications for 1970 by the Advertising Club of New York in 1970; and was elected to the Hall of Fame of the Alumni Association of Hunter College in 1973.

Currently Sylvia Porter holds honorary degrees from ten institutions of higher education. Her most recent degree was an honorary, Doctor of Letters degree from Alleghany College in Meadville, Pennsylvania. She will be receiving an honorary degree from Indiana State University Evansville at the Commencement exercises.



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