Fall semester started Sept. 18 with over 8,000 students and over one thousand bicycles roaming the Orono campus.
The Maine Alumnus

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staff
Donald M. Stewart '35, Publisher
Margaret A. Rode '71, Editor

alumni representatives to the intercollegiate athletic advisory council
Roger C. Castle '21
Willard C. Farnham '60
Vernon W. Tozer '51

photo credits
Bangor Daily News
Winston Sun - Journal
Albert M. Pelleier
John A. Walas

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Chairman, President's Club
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Whitney L. Wheeler '29
John F. Wilson '33
Kenneth F. Woodbury '24
Mrs. Philip R. Verza '33
(Eleanor West)

Front Cover:
The cover photograph of North Hall is a photo line conversion done by UMO photographer Jack Walas. The Alumni Center, dedicated on June 7, 1969, is the entire first floor of the historic North Hall. (see page 4)
"Even when a shortage of funds dictates that the University shall not grow, still it must continue to change." This is the opening sentence in the President's "Report on the Biennium, 1970-1972" published in August to sum up progress made at the University of Maine at Orono. It is a document full of interest for alumni, and I will comment on it in this and future issues of The Maine Alumnus.

While the administration of the University has worked to encourage the development of new programs which will increase the efficiency of operation of the academic departments, it has had at the same time to contend with many other changes. First of these is the change in the fields of knowledge which must be represented on the faculty as the university continues to grow in response to the thrust of research. While this renewal of faculty has slowed down, it has not entirely stopped.

As with students they bring with them new expectations as to what they feel will serve them best in their educational preparation for life work.

As with all universities, the needs for research must change each year, by the very nature of research, and with these changes come new directions in the teaching procedures of the faculty. To meet all these changes the University must work with limited resources to employ the faculty in the most fruitful way possible.

Evidences of growth at the University are given in the five new programs which were approved in the past two years. These new offerings at Orono are Master of Education in Special Education, Master of Education in Student Personnel, Work in Higher Education, Master of Music, Master of Science in Oceanography, and Associate of Science in Mental Health Technology. In addition to these new opportunities offered at Orono the University has changed by the continuing process of redesigning courses by individual instructors.

Over and above these changes is one change in program that is especially dramatic. In the College of Education a system of program modules has been instituted this year in several of the basic, teacher-certification courses. The module approach allows a student to assemble his semester's work in a variety of ways, since at the completion of each module he will have several choices as to how to proceed. The system, which is already finding some favor as a way of organizing curriculum in the public schools, has received a generally favorable response, according to the President's Report, from the students in the College of Education and will be continued and expanded.

Calling attention to the fact that teaching, research, and public service are the triad of the institution's services, the report cites an Expanded Food and Nutrition Education Program as one of the most novel departures in the area outside of the academic programs. In this effort the Extension Service hires and trains full and part-time Nutrition Aides who work with Maine people who are receiving federal food allotments. This program has showed over 32,000 Maine families since 1969 how to build an adequate and appetizing diet from the resources available to them.

This program represents one of the new directions in the work of Cooperative Extension. While continuing to help farmers and their wives and children through its traditional work, the Service has made new efforts to help its clients achieve a kind of independence of the Service. One manifestation of this is that the Aides, while hired by the Extension Service, are only part-time employees. As a consequence, they serve their clients as representatives of the University, but also bring them a neighborly, person-to-person kind of support.

In Kennebec County, Extension has developed a Volunteer Coordinator Program in which the Service remains at one remove from the community while at the same time insuring that the community develops its own leadership.

While we were students at the University we became acquainted with many aspects of the academic program. But alumni usually leave the University without a full recognition of its research and public service programs. One of the most important of these is described in the President's Report as being long recognized for its usefulness and thoroughness in research...
On alumni responsibility

The University seal proudly proclaims 1865 as the year of our founding. The 107 years from the beginning of our time to the present confers the dignity of age upon us. While age alone has little significance, it does develop institutional/identity, character and purpose. Time has done this for us.

The character of an institution, educational or otherwise, is expressed through those who have been or are associated with it. The University of Maine at Orono's character has been shaped by the thousands of students, the faculty, the administrators and the alumni who during the century of existence have made the institution what it is—a fine one.

It is easy and accurate to describe the alumni of the University in glowing terms as to their accomplishments, their loyalty and their understanding. It is more difficult to describe the responsibilities of alumni and yet alumni status does carry with it responsibilities as well as benefits.

For example, alumni have the responsibility for understanding the progress, programs and problems of the University. Too frequently understanding is superficially based on inadequate or erroneous information. Sweeping generalizations about faculty or students are easily made and are usually inaccurate. No alumnus should be expected to support the University blindly but at the same time no alumnus should be willing to condemn without making an effort to understand. Understanding grows from questions sincerely asked and conscientiously answered. The General Alumni Association is in a position to find the answers to any questions raised.

The General Alumni Association is also prepared to offer programs either in Orono or on a community basis where alumni can talk with students, faculty or administrators. There is nothing this University is doing which cannot be explained openly and thoroughly.

Alumni have the responsibility to be constructive in their criticism. The right to be critical is self-evident as part of the mutuality of interest between the University and those who were once students here. Such criticism, however, accomplishes little if it simply makes sweeping and negative generalizations about what is or is not being done at Orono. The alumnus who writes that he “no longer will support the University because the faculty are all communists” demonstrates such narrowness of understanding that it is difficult to know where to start an educational process with him. The alumnus who condemns the hair style or dress habits of students as the reason for turning his back on the University fails to recognize that our students' habits and standards are shaped by the home and community long before they arrive at Orono. Here again the General Alumni Association serves as the clearing house to receive and respond to constructive suggestions.

Finally, alumni have the responsibility for being supportive—supportive not just through the contribution of badly needed and highly welcomed dollars but supportive in the broader sense of the programs of the University. For example, the bond issue in November is very important from the viewpoint of Orono. This bond issue carries as one item the construction of a classroom building to house business, English and mathematics. This building is needed not for further expansion but for present programs. The difficulty of meeting current responsibilities can be attributed in a large part to space limitations. The 23,000 alumni of this University living here in Maine are a vital factor in securing approval of this capital construction program designed to provide adequacy. Their support is a vital ingredient for success.

I, as President at the University of Maine at Orono/Bangor, assure alumni that I value their understanding, their criticism and their support. I recognize my responsibility to those who have been here. I welcome the interest and concern of the thousands who identify with the University and wish them well. I believe that our goals and hopes for the University are not dissimilar.
It was a very good year

by Margaret Rode '71

To maintain open channels of communication between Maine's 44,000 alumni and the university is no small task. And yet that is the major task of the General Alumni Association. Our effort to keep Maine alumni in touch with Orono and hold the door open to alumni returning to campus takes on new dimensions each year.

During the past year the Association created as much involvement as possible between the university "family" with its 835 faculty members and administrative personnel, 8,500 students and 44,000 alumni.

The spirited festivities of UMO's traditional Homecoming Weekend kicked off the year for the alumni and the Association. Events planned by joint committees of area alumni, students and faculty served to welcome back Maine graduates to Orono to renew old ties and to see the ever-changing campus.

The highlight for many alumni during the weekend was the presentation of awards. The annual Career Award Dinner was given to honor Kenneth C. Foster '34, President of Prudential Insurance Company of America.

At the Alumni Luncheon the recipients of the coveted Black Bear awards were also honored. They were: Clifford G. McIntire '30, Russell S. Bodwell '44, Mrs. Virginia Tufts Chaplin '46 and Edward H. Piper '43.

For the first time, returning alumni could enjoy the use of the newly finished swimming pool and also a babysitting service for their children, which allowed mom and dad to enjoy the activities.

Later in the year, as a kickoff to the summer season, the campus became the site of an equally inviting return to UMO in its annual June reunion.

The popularity of Reunion was boosted again last year with the substantial involvement of students whose energy is contagious and whose spirit speaks so very well for the undergraduate body. All reunion events including housing accommodations

Historic North Hall was first on campus

North Hall, nestled in the far Northwestern corner of campus, is recognized as the oldest university building. It was originally known as the Goddard House or Frost House prior to 1868. From 1868 to 1879 North Hall served as the home for Dr. Merritt C. Fernald, who served as acting president during the University's first few years and later was the second president.

The building has served as the Beta Theta Pi Fraternity, home for the Sigma Nu Fraternity, a home management house for senior girls in the School of Home Economics and a men's dormitory. And finally, before the Alumni offices were moved from the Library in 1969, North Hall had served as the University infirmary since 1946.

The Alumni Center has been more than just office space for the Association, though. It has also been the scene of many campus, community and business affairs during the years. The lovely colonial lounge offers a friendly atmosphere and plenty of room for functions.

In addition to the numerous alumni meetings and events held in the lounge, many other groups from the University community have used the lounge. Just a partial list includes: League of Women Voters, All Maine Women, Newcomers Group, Black Bear Hall of Fame, Franco-American Group, Military Review Reception, Maine Agricultural Engineers Association, Political Science Department, Freshman Orientation, Chi Omega Sorority, Maine Extension Faculty Association and many private wedding receptions.
and class dinners were on campus following a popular innovation in the 1971 program.

Despite a two-day rainstorm which dampened the body but not the spirit, the 1972 June Reunion Weekend was complete with a Golden Anniversary Class of 1922, hospitable student hosts, a very lively dance party, a "rap session" with President Winthrop C. Libby, and Alumni Service Emblem Award to Mary-Hale Sutton Furman '38, and attendance cups awarded to classes of 1922, 1932, and 1942.

The 1973 Reunion is already being planned and the date has been set. Keep your calendars open on June 8-10 for Reunion.

Back-To-College Weekend

While the emphasis is on the social return to campus at Homecoming and Reunion, the Alumni office focused in on informing alumni of the changing scene at UMO at its annual Back-To-College Weekend.

Early last spring alumni were given a chance to go back to classes. Also, these "student alumni" were invited to a special luncheon with President Libby and other administrative leaders. The program will be enlarged for more people to attend classes next year.

Local Associations

One of the most vital and active projects of the alumni program at Orono is the coordination and service given to the local alumni associations. With over 53 local associations around the country, the spirit of UMO is kept alive for alumni away from their alma mater.

Last year many local associations had UMO come to them, in addition to their own internal events. From Sarasota, Florida, to Hollywood, California, to Rochester, New York; people from the University community traveled to speak with local associations.

John Madigan, director of student aid, made a tour to three local groups in Cleveland, Ohio, Buffalo, New York, and Rochester, New York. Many miles were traveled and the tour proved so successful that another tour with a campus administrator to distant clubs is being planned for early in March 1973.

Another UMO administrator, Director of Admissions James Harmon, held a meeting at the local association in Hollywood, California, and in February, President Libby met with alumni in Sarasota, Florida.

Alumni were especially pleased with the Spring musical tours to local associations.

The University Singers gave three performances in-state at Lewiston, Portland and Damariscotta alumni clubs. The March tour was under the direction of Professor Vernon Opheim.

The University of Maine Concert Band, under the direction of Gregg Magnuson, toured Massachusetts, New York, New Jersey, Connecticut and Maine in a week long tour in late spring. Alumni clubs carried the ball on concert arrangements, housing and sales.

The Association travels hundreds of
William E. Bodwell '50, who generously donates a car to the GAA each year, hands over the keys for the 1972 car to Executive Director Donald M. Stewart '35. The car enables the Association to travel more and better serve the needs of the alumni.

miles each year in working with its local groups. To travel so much they have to rely on dependable transportation. And they have it! William E. Bodwell '50 who operates automobile agencies in Bath and Brunswick, for the last ten years has donated a late model car for the Association's use each year. In addition to going to local association events, the car has enabled the staff to attend football games and conferences that would otherwise have been too expensive.

It was an active and productive year for the local associations. And already this year these alumni clubs have been participating in an active Fall program.

On September 30, local association leaders from Maine met at UMO to discuss the overall club program and to offer suggestions for strengthening it in 1972-73.

A discussion with President Libby on the state of the University was followed by lunch with UMO student hosts and an exciting Maine/Bucknell football game.

**People to People**  
**Students to Alumni**

The GAA undergraduate club, “People to People: Students to Alumni”, has initiated and developed many vital student-alumni activities over the past year. In addition to working closely with the GAA staff as student hosts during Homecoming and Reunion, the core group of 40 students conducted three highly successful projects during the spring of '72.

**Dinner for 12 Strangers**  
A "Dinner for 12 Strangers" series was initiated last May by the students as an informal way of meeting with alumni, faculty, and administration over dinner. Students, faculty, administrators and alumni planned dinners to which members of the university community and area alumni were invited. The program was very successful as dinner guests became acquainted and discussed their mutual interests in UMO. Plans for the dinners this year are being made for the fall.

Another “first” with the undergraduate program was the Spring Welcome to Young Alumni. Paul Bunyan Day, Saturday, May 20, was selected as a day to welcome back to the Orono campus in-state alumni between the classes of 1960-70. The welcome was intended to lay the groundwork for a "Spring Weekend for Young Alums" being planned for 1973. The key words for the Weekend are expected to be "informal" and "inexpensive."
as the students plan "music of the sixties", concerts, spaghetti feeds, and swim parties for Maine's young alumni.

Off to Maine Reception

In its second year, the "Off to Maine Reception for Incoming Freshmen" program involved many more freshmen. Members of "People to People: Students to Alumni" reached new heights in popularity as high school seniors already accepted to UMO for this fall and their parents joined with alumni leaders, campus administrators and present undergraduates as an introduction to UMO on their home grounds. The success of the program resulted in an increased number of receptions around the state in the spring of 1973.

Throughout the year alumni come back to campus, are visited in their hometowns and keep in touch through their local associations. This past year has seen much done towards keeping our communications open to our 44,000 alumni. At the very beginning of our new year, with eager students, staff and expanded programs, we will have another even more active and meaningful alumni year.

GAA Assistant Director resigns

Paul G. Chretien '63, assistant director of the General Alumni Association has resigned to become the Finance Director of the Maine State Democratic Committee. Beginning November 1, he will be working out of party headquarters in Augusta, but will continue his residence at 212 Bolling Drive in Bangor.

As the second man on the staff at the Alumni Office he has made a host of friends for the University at Orono, for the Association and for himself during the two and a half years he has served the Association, according to Albert M. Parker, president of the GAA. Gordon I. Erikson, national man of the annual alumni fund, reports that Paul has indicated he will remain active as a volunteer worker for the annual fund after he leaves the staff.

As executive director I want to express regret at his leaving. His has shown great ability and dedication in working on all aspects of the association's program. I am sure I speak for his many friends here at Orono and for all those alumni who have had the pleasure of working with him in our alumni program when I offer him our very best wishes as he embarks on a new career.

Donald Stewart '35
Executive Director

Job Opportunity at GAA

With the resignation of our Assistant Executive Director, an opening exists on the staff of the GAA. Open to all candidates but with preference for an alumnus or alumna. The Association welcomes applications from anyone qualified by experience or interest in the fields of fund-raising and association work. The position offers varied opportunities to a qualified mature candidate.

Applications in writing, with a detailed resume of education, work experience and statement of personal goals, should be directed to Donald Stewart, Executive Director, General Alumni Association, North Hall Alumni Center, Orono, Maine 04473.
1971-72 Fund Campaign

A little help from our friends

The highly successful 1971-72 Annual Alumni Fund resulted from a personal, people-oriented appeal coupled with an active year filled with tailored alumni programs.

University of Maine alumni compare very well with other universities in alumni financial support. UMO alumni have led in the alumni giving category for New England land grant colleges in 1969-70 and 1970-71 as reported by the Council for Financial Aid to Education.

Under the capable leadership of Gordon I. Erikson '43, more than 6,500 alumni participated and the 1971-72 fund reached a fine total of $195,260, another increase in keeping with the tradition of past years. This year's record high was 18.7 percent greater than the previous mark.

Under Mr. Erikson’s direction, the campaign was given a much more personal touch. All areas of the country and people of all groups, ages and disciplines were represented by the fund committee members.

The 1971-72 campaign saw the expansion of the phonathon into a region-wide operation in April. In Portland, Bangor, Boston, New York City and Washington, D.C., volunteers gave their time to phone 500 alumni. It was a unique approach which was met with much enthusiasm as well as substantial funds. Not only were campaign funds a result of the phonathon but alumni had the opportunity to discuss their university.

Alumni were brought into contact with the university and its students, faculty and administrators throughout the year with many programs. Programs involving the undergraduate students brought an increase in younger alumni support to the campaign.

Back-To-College Weekend, the University of Maine Concert Band Tour and Singers Tour proved very successful in bringing alumni closer to their alma mater.

An increase this year in corporate matching gifts of 30 per cent was a very promising sign for even greater potential in the future. There are over 300 firms throughout the country who contribute to higher education by matching employee contributions to the university of their choice. The last campaign saw 105 firms matching contributions for a total of $16,288.

Funds from alumni were given to President Winthrop Libby's Discretionary Fund which were directed towards the Onwards Program, travel expenses for a trip to the United Nations by political science students, a tutorial program for Indian children and many other projects.

The highlight of University Projects funded through the campaign was the creation of the Alumni Emergency Student Aid Fund. This fund made it possible for a group of students who were especially hard-pressed financially to further their education which had been put in jeopardy by a tuition increase.

The Association also made possible a $1,500 award to the Distinguished Maine Professor. A $750 contribution was also made to the Career Planning and Placement Office for equipment to be used in their innovative and nationally recognized video-tape interview program.

In addition, assistance was provided to the Graduate M Club in their quest for athletic scholarship funds through the newly created Black Bear Hall of Fame.
The picture above was published last year in our Annual Fund brochure and alumni of the University of Maine at Orono were asked to support the University Family, a family comprised of students, faculty, researchers and public servants. Your generous investment in this family affair realized $196,315, the largest campaign total ever recorded in the eleven year history of the Annual Fund. Moreover, the number of alumni participating in the fund increased also. We speak today on behalf of the many agencies and departments, students and organizations who benefited from your generosity in expressing a warm thanks for your loyalty and support.

For the Alumni Fund Committee,

Gordon I. Erikson '43
National Campaign Chairman
### 1971-72 Annual Alumni Fund Report

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*In addition to contributions to the Senior Alumni Fund, the Classes from 1910 to 1921 also maintained separate class funds.

### Top Five Classes - Percent Participation

<table>
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<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1922</td>
<td>47.6%</td>
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<tr>
<td>1915</td>
<td>42.5%</td>
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<td>1910</td>
<td>42.4%</td>
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<tr>
<td>1914</td>
<td>41.8%</td>
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<tr>
<td>1927</td>
<td>41.7%</td>
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### Top Five Classes - Dollars Contributed

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<td>1932</td>
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<td>1938</td>
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<tr>
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<td>$6,384.00</td>
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<td>1942</td>
<td>$5,765.75</td>
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<td>1922</td>
<td>$5,615.00</td>
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### Top Five Classes Since 1952

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<td>1958</td>
<td>$4,490.25</td>
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<td>1952</td>
<td>$3,972.00</td>
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<td>1967</td>
<td>$3,784.49</td>
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<tr>
<td>1953</td>
<td>$3,066.50</td>
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<tr>
<td>1954</td>
<td>$2,979.50</td>
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</table>
Vital Statistics

* Total Contributions $196,315.00
  Unrestricted $131,464.00
  Restricted $64,851.00
* 2530 alumni increased their contributions in 1971-72
* 185 more contributors than in last year's campaign
* 475 new givers
* Since the Annual Fund was established by the General Alumni Association in 1961, alumni have given $1,391,260 to the University of Maine at Orono.
* Matching Gifts are important. We salute the 105 Matching Gift Companies who matched $16,288.00 of Maine alumni employees' gifts. This represents a 30 percent increase over last year's figure.
* The average gift increased to an all time high of $29.97.
* More than $12,000 of the Annual Fund was restricted for athletics through the Graduate “M” Club, Black Bear Hall of Fame and the Athletic Grant in Aid and Scholarship Fund.
* Most unrestricted dollars in one campaign.
* Most ever President's, Stein, Pine Tree, Century and Maine Stay Club contributors.
* The increase of $31,000 was realized with the same budget as last year's
* Above all, a record 18.7% increase in the alumni gifts to our University!

Contributions by Clubs

President's Club $28,623.00
Stein Club $13,861.00
Pine Tree Club $9,108.00
Century Club $44,830.00
Maine Stay Club $53,819.00
Honor Roll Club $39,349.00
Friends and Organizations $6,721.00

President's Club Contributors

Francis S. Andrews '42
M/M Russell S. Bodwell '44 '45
Herbert E. Bragg '25
W. Philip Churchill '30
Percival B. Crocker '21
M/M Lawrence W. Davee '22
Edmund J. Dempsey '17
M/M Gordon I. Erikson '43 '42
Raymond H. Fogler '15
William P. Hamblet '31
Mrs. Harry A. Hartley (husband '27)
M/M Wallace H. Humphrey '32 '33
Milton F. Kent '30
Leon B. Levitan '38
Thomas E. Lynch '38
William P. Palmer, III '58
Albert M. Parker '28
M/M James M. Sims '32
Dwight L. Somers '34
Mrs. Richard Talbot (husband '07)
M/M Raymond T. Wendell '32 '38
Reginald B. Wilson '30

Stein Club Contributors

Hazen H. Ayer '24
George D. Bixby '29
Foster B. Blake '22
M/M John C. Bridge '57
John D. Buckley '49
M/M Roger C. Castle '21 '23
M/M Albert D. Conley '11
M/M Donald P. Corbett '34
Kenneth C. Foster '34
Mrs. John R. Furman '38
Roy J. Gavin '34
Theodore P. Harding '38
Malcolm D. Hardy '44
Royal G. Higgins, Jr. '17
Louis O. Hilton '54
M/M Edward R. Ladd '39 '40
M/M Clarence C. Little '24
Karl MacDonald '07
Roscoe C. Masterman '32
Wesley C. Plumer '21
Arthur B. Richardson '11
Harold J. Shaw '14
Mrs. Philip Sullivan '48
Mrs. Harry Sutton (husband '09)
M/M Myron W. Zimmerman '50
1947

CENTURY CLUB
Mildred Cohen Gleason Clement E. Vose Doris Vose

MAYE STAY CLUB
Barbara E. Babcock Jeanette Reske Babcock

MARJORY MARTIN
Raisa W. Maxwell Gerald M. Ewen Pauline Marcus Kelley

HONOR ROLL
Elizabeth B. Lachman Katherine D. Murphy

1948

CENTURY CLUB
Robert W. Maxwell Gerald M. Ewen Pauline Marcus Kelley

MARJORY MARTIN
Raisa W. Maxwell

HONOR ROLL
Elizabeth B. Lachman Katherine D. Murphy

1949

CENTURY CLUB
Robert W. Maxwell Gerald M. Ewen Pauline Marcus Kelley

MARJORY MARTIN
Raisa W. Maxwell

HONOR ROLL
Elizabeth B. Lachman Katherine D. Murphy

1950

CENTURY CLUB
Robert W. Maxwell Gerald M. Ewen Pauline Marcus Kelley
Matching Gift Contributors

Over 300 corporations and firms throughout the country have matching gift programs supporting institutions of higher learning. In 1971-72 a total of 105 companies contributed to the University of Maine Alumni Fund.

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<tr>
<th>Company Name</th>
<th>Address</th>
<th>City, State</th>
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<tr>
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<td>Zenas</td>
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</tbody>
</table>

ASOCIATIONS

**STEIN CLUB**
Southern Penobscot Alumni
The Black Bear Club of Rhode Island

**CENTURY CLUB**
Androscoggin Valley Association
Finger Lakes Alumni Association
North Shore Alumni Association
Portland Alumni Association

**CLASSES - FRATERNITIES - SORORITY**

Class of 1931
Class of 1939
Class of 1967

Alpha Gamma Rho
Alpha Phi
Beta Theta Pi
Delta Upsilon
Delta Tau Delta
Kappa Sigma
Phi Eta Delta
Tao Kappa Epsilon
More men and women in motion for Maine around the country will distinguish the new annual fund campaign for 1972-73.

Working from a base of success with the 1971-72 campaign, National Chairman Gordon I. Erikson has further brought about a more personal and specialized campaign. Mr. Erikson has decided to again lead the campaign as he so successfully did in 1971-72.

The establishment of regional committees all over the country will bring the university much closer to its alumni. Over 40 alumni committees will be canvassing the United States throughout the campaign year. They will also be responsible for assisting the alumni staff in screening prospect lists.

University students will be heading up the campaign phonathon this year in an effort for greater participation between young alumni and future alumni. The phonathon will be expanded in numbers and will be conducted directly from the Orono campus.

For the first time specific areas of fund-raising have been assigned to coordinators.

Fund coordinator for Reunion Class Gifts will be John F. Wilson '33. He will work with Class Agents to establish goals, suggest special funds and coordinate reunion gift reporting.

Coordinator of Corporate Matching Gifts will be Kenneth F. Woodbury '24. He will cultivate company representatives in large corporations employing a significant number of Maine alumni to further increase matching gifts contributions.

Jon F. Dawson '67 will be the coordinator of Young Alumni and will advise Chairman Erikson on new approaches for soliciting young alumni. He will also review materials for direct mail, recruit assistance and help in phonathon activities.

With these specialized coordinators a great increase in efficiency will be realized along with much more concentrated efforts in each area.

The five fund clubs for the 1972-73 campaign will be headed up by the following active alumni members.

President’s Club ($1000 and up), Russell Bodwell '44; Stein Club ($500), Joseph A. Benedetto '55; Pine Tree Club ($250), Raymond Couture '51; Century Club ($100), Dana P. Side- linger '36; Maine Stay Club ($30), Arthur Nicholson '67; and Honor Roll Club (up to $30), Stephen Hughes '69.

Funds from the new campaign, which are forecasted at another record breaking high, will again be used for many campus projects for which university funds are not available.

The majority of restricted alumni funds ($64,673) last year went to Class Scholarships and Loan Funds and named Scholarship funds. Also, over 40 departments, clubs and associations received earmarked funds.

Again for the 11th year, the Association will present the 1973 recipient of the Distinguished Maine Professor Award with $1500.

From the unrestricted alumni dollars, the Coordinating Committee on University Projects will decide what projects are of greatest need on campus. The committee consists of Alumni Council President Albert M. Parker '28, five faculty/administrators and five alumni.
A view from Stevens Hall . . .

The College of Business Administration is the newest major academic unit at the University of Maine at Orono. However, the history of business administration instruction at the University is quite extensive. With its origin as a department of business, economics, and sociology, a school of business administration was established in 1958. It functioned as a division of the College of Arts and Sciences. However, the major emphasis and thrust of its undergraduate program continued to be largely economics rather than business oriented. Therefore, it soon became apparent that if the University was to fulfill its teaching, research, and public service responsibilities to the state in the vital field of business administration, a separate and autonomous college had to be established. This was accomplished in 1965.

From an initial enrollment of slightly more than 200 majors in the fall of 1965, the College of Business Administration has grown rapidly. More than 550 students, including 56 full-time candidates for the Masters in Business Administration degree, are enrolled in the fall semester of the 1972-73 academic year. Although heavily committed to the undergraduate and MBA teaching programs, the staff of the College still finds time to engage in research activities. With the exception of those who are still working on the Ph.D. degree, nearly every staff member is conducting publishable research.

A very important activity of the College is in the area of public service. Various supervisory and executive development programs have been undertaken upon request by business firms throughout the State. In addition, seminars for management officials are annually held on the Orono Campus.

The College of Business Administration is currently housed in South Stevens Hall, together with the departments of anthropology, economics, and sociology. Also housed in this small wing of the Stevens Hall complex are the anthropology museum, an archaeological laboratory, and the Northeast archives of folklore and oral history. The overcrowded conditions worsen every year. Lack of adequate office space not only hampers professors in the College in carrying out their research activities, but also makes it difficult for them to prepare their lectures and classroom materials. In addition, most professors do not have private offices in which to counsel, advise, and discuss academic matters with their students.

The November 7 bond issue for capital construction at the University of Maine will include a proposed $1.9 million English, Business and Mathematics building for the Orono campus. Stanley Devine, dean of the college of business administration, illustrates the need for more space in his college. These same conditions exist for many disciplines on the UMO campus.

A new facility would greatly alleviate these problems as well as provide modern facilities for the use of both professors and their students. A computer room which would provide direct access to the University computer, and a behavioral science laboratory which would permit students to participate in role playing simulations of real business situations, such as interviewing, collective bargaining, etc., would greatly enhance the teaching program of the College.

From a relatively small beginning, the College has developed rapidly over the past several years. With a teaching staff of 18 members, including two partially endowed professorships—the Nicolas Salgo and the Maine Bankers Association professorships—the College ranks as one of the better small colleges of business in the Northeast. This has resulted in a fine academic program to prepare our graduates for major roles in the business leadership of the State of Maine and the Nation in the future. A new and adequate physical facility is an absolute “must” to maintain the quality of education built by many years of hard work in the College of Business Administration.
Alumni & Other
Voluntary Giving to UMO

Office of Development
The Department of Development receives charitable contributions in the following ways:
- Scholarships, loans and awards
- Fellowships, faculty awards
- Contributions to Departments
- Matching Grants
- University of Maine Foundation
- Pooled Life Income Fund
- Miscellaneous Contributions
This past year contributions totaled $540,223. One of their greatest strengths is wills and bequests that people leave the University at Orono.

General Alumni Association
In addition to support of the alumni office, alumni giving through the Annual Alumni Fund each year provides scholarships and loan assistance. Alumni class funds are endowed in the University of Maine Foundation* and in the UMO Endowment Pool,* both of which contribute for the most part to student aid.

In addition, the Association provides funds for university projects on the Orono campus. In the eleven year history of the Fund $1,391,260 has been raised. For the 1971-72 campaign a record total of $195,260 was realized.

Pulp and Paper Foundation
The University of Maine Pulp and Paper Foundation receives substantial contributions to its educational program from alumni and friends in the pulp industry. The annual report for 1971 shows $122,750 income from industry member dues and over $10,000 from alumni and friends. Other major contributions are the gifts of named scholarships of a minimum of $10,000 and a maximum of $25,000. A total of 28 such scholarships have been given. The support is used primarily for UMO students of pulp and paper technology.

4-H Foundation
The Pine Tree State 4-H Foundation is an organization which raises money in Maine for youth activities. During the past 10 years the Foundation has contributed funds through the Cooperative Extension Service for youth programs around the state. It is a volunteer support group of citizens. Income from this past year has included county contributions, dairy show, capital fund activities, and income from investments for a total of $36,813.

*The University of Maine at Orono Endowment Pool receives its money from individual, private, corporate and alumni class sources. The total amount of funds invested in the pool amounted to about $5.8 million in 1971-72. The income from the investment is used largely for student aid.

*The University of Maine Foundation serves the state-wide university system. However, Orono receives nearly 100% of the funds received. Again, as in the case of the income from the Endowment Pool, the funds are directed towards student aid.
Musical address keynotes August commencement

An innovative "musical address" given by honorary degree recipient Joseph Fuchs characterized the 146th UMO Commencement on Aug. 18. Fuchs, a violinist, performed with pianist Artur Balsam. Both are faculty members of the UMO Summer Chamber Music School.

This original addition to the program gave the exercises a special quality uncommon to very large, mass graduations. The traditional charge to the graduates given by President Winthrop C. Libby was dropped to shorten the exercises.

However, Pres. Libby cited in his introductory remarks the dedication of the graduating group of over 400. He pointed out that they differed from most classes in that many of the students had to earn their degrees through summer sessions and continuing education programs. He commended them on their dedication in continuing their education while still bearing the responsibilities of families and jobs.

Honorary degree recipients have been honored at commencement ceremonies since the University's early beginnings in 1865. More than 450 distinguished educators and statesmen have been added to the rolls of UMO as honorary graduates. This summer four honorary degrees were conferred.

They were given to Beryl Warner Williams, Doctor of Pedagogy; Joseph Fuchs, Doctor of Fine Arts; Gerald Warner Brace, Doctor of Humane Letters; and Willie Lee Rose, Doctor of Humane Letters.

Mrs. Williams is dean of the Center for Continuing Education at Morgan State College in Baltimore, Md. She is a 1935 UMO graduate and is an active member of the General Alumni Association. The Association hosted Mrs. Williams' return to her alma
mater and native city of Bangor for the commencement exercises on Friday evening. She and members of her family arrived in Bangor Friday and were met by Executive Director Donald M. Stewart '35, Frank Myers '35, associate professor of education and Ed Hackett '52, director of summer session and continuing education.

During a luncheon after her arrival she discussed her work in adult education and recalled some of her days at Maine. She was an honors major in mathematics as an undergraduate. She recalled that she was the only black student at UMO for her first two years.

Mrs. Williams is active in church and civic affairs in Maryland and belongs to the NAACP, the National Council of Negro Women and the College English Association of University Women. In his citation conferring her degree, Pres. Libby said, "Your professional career has been an integral part of your life-long effort to improve education, housing and employment for black people."

Joseph Fuchs received the honorary degree of Doctor of Fine Arts not only for his outstanding professional career as a performing musician, but for his work in teaching music to others. Since 1969, when Fuchs helped found the UMO Summer Chamber Music School, he has spent four summers teaching on campus.

Fuchs graduated from the Institute of Musical Art, presently the Juilliard School. After three years touring Europe, he returned to the United States as concertmaster of the Cleveland Orchestra. As concertmaster for 13 years and faculty member of the Juilliard School in New York for the past 25 years, Fuchs has followed a distinguished career in music.

Gerald Warner Brace, author and educator, was honored for his writing and in particular, for his works concerning Maine. Brace wrote numerous novels portraying the Maine spirit, capturing the speech patterns and rhythm. His literary artistry is equalled by his talents in designing sailing yachts and painting with watercolors. In his role as educator, Brace has taught at Williams College, Harvard, Radcliffe, Dartmouth and Mount Holyoke College.

Willie Lee Rose was awarded the degree of Doctor of Humane Letters. She was honored for her perception shown in all her works as writer and historian. She is the director of graduate studies at the University of Virginia and has belonged to many historical associations. Known best for her historical work, she is presently studying American Slavery.
Campus Capsules

The professional staff of UMO was the subject of President Winthrop C. Libby’s State of Affairs address Sept. 14 at the annual faculty breakfast. He initiated many proposals for the upcoming year concerning the development of common understanding by the professional staff of the more pressing problems confronting all of the university. Approximately 100 new professional staff members were introduced after the President’s address.

Paul Mosher, Extension potato specialist at UMO, has been elected president of the Potato Association of America. Also, Associate Professors Hugh Murphy and Edward Johnston were appointed secretary and treasurer. The appointments were announced at their recent annual meeting in Idaho.

Dana R. Baggett, Director of the Bureau of Public Administration, was the only participant from the Northeast at an August seminar for training and development managers in state and local governments in Aspen, Colorado. Baggett is a 1955 UMO graduate and has been director since 1965.

Beverly E. Cherulnik of Bangor, a doctoral candidate in clinical psychology at UMO, has been awarded a $5,000 grant by the Polaroid Foundation, Inc. The grant was given in memory of the late Rodman F. Flinchbaugh, a former personnel officer who had been particularly interested in UMO students. Mrs. Cherulnik received the award for the second consecutive year.

A large memorial exhibition of Carl Sprinchorn’s work will be displayed in October and November in Carnegie Hall’s Artists of Maine Gallery. The university has been made the custodian of the large number of Sprinchorn paintings until final disposition is decided. Sprinchorn lived near Patten for many years and until his death a year ago. The exhibition is being sponsored by the Arthur R. Lord Fund and the Patrons of Fine Arts.

UMO Associate Professor Charles R. Russ has co-authored a textbook for upper-level college students. The book, “Inorganic Chemistry”, was written during a Maine summer in the woods by Russ and his graduate school friends; Gregory Demitrzas, James F. Salmon, James H. Weber, and Gerald S. Weiss. Each wrote a chapter during the winter and then they all met in Maine to criticize. The book was printed this summer by Prentice-Hall and promises to be a “best seller” in its field.

Chancellor Dr. Donald R. McNeil was awarded an honorary degree of Doctor of Laws at Colby College’s 151st commencement exercises on June 4 at Waterville, Maine. Dr. McNeil was recognized by the private institution for his work as the head of the complex operations of the state university system. He was one of eleven honorary degree recipients.

Four Maine communities are the sites for a course on supervision in public service given by the Bureau of Public Administration at UMO. The course was created specifically for state and local government supervisors to improve their knowledge of supervisory methods and increase their skills in coping with problems through group study and discussion. The course will be utilizing funds obtained under the Intergovernmental Personnel act of 1970.

The Annual Summer Seminar of the New England Grain and Feed Council was held at UMO Sept. 13-14. Of major interest to the poultry industry and contract farmers was a discussion of the Sisk Bill which, if passed by Congress, would require poultry companies to arbitrate contracts with their growers.

The agricultural engineering department and Forest Resources have developed a joint program leading to a bachelor of science degree in forest engineering. The course will benefit the state’s wood-using industries and also the ecology movement. Graduating students will be trained engineers in the design and development of timber harvesting machinery. Director of Forest Resources, Dr. Fred B. Knight, stressed that graduates will also be foresters, well oriented in environmental considerations.

Dr. Ronald F. Banks, Assistant to the President, was elected chairman of the Maine State American Revolution Bicentennial Committee on August. The Committee will plan how the State of Maine will recognize the 1976 Celebration of the country. Dr. Banks was previously appointed by Governor Kenneth Curtis to head the Planning Committee for the Bicentennial.

The UMO Development Council has elected Galen Cole of Bangor as chairman for two years. Also from Bangor, Mrs. Merrill Bradford was appointed vice chairman of the group. The Council is an advisory board to the UMO/B development office and members are elected by President Winthrop C. Libby.

A new two-year program leading to an associate degree in plant and soil technology will be available this fall at UMO and Southern Maine Vocational Technical Institute. This pro-
program in landscape and nursery management in conjunction with SMVTI will include on the job training for credit between the first and second years. The first year of the program will be given at both institutions while the second year will be carried at UMO due to advanced facilities and specialized faculty.

A $3,000 fellowship from the National Wildlife Federation has been awarded to Arnold A. Dunning, a UMO graduate student from Bangor. Dunning is one of four students in the country to receive the award which is given in conjunction with the American Petroleum Institute. The fellowships are awarded to students working in an area related to oil pollution.

The last annual report of the University of Maine Technical Services predicted significant product spin-offs by July 1974 resulting from their technical services throughout the state. F. Philip Dufour is director of the Orono based project. New marketable products and new or enlarged businesses and industries in Maine have resulted from their research and services.

Maine’s first community development program at the master’s level will accept its first students this fall. As part of the College of Life Sciences and Agriculture’s department of agriculture and resource economics, the new program will replace the former graduate program in rural sociology. Both a master of science and a master of community development degree will be offered.

UMO engineering students of the College of Technology passed their Engineer in Training examinations with high honors. Out of the 97 students taking the EIT exam, only 13 failed to pass. Comparing this percentage of 13.4 with the national average for failure of 30 per cent, Dean Eldred Hough of Technology commented, “This is a truly impressive record.” Over 12,000 students all over the country took the exam which is required of all graduating engineering students.

A brighter future for UMO graduates seeking employment is seen, according to the annual report compiled by the Office of Career Planning and Placement. In 1972, 42 per cent of the degree-receiving students who registered with the office obtained employment. This compares favorably with only 32 per cent in 1971. A total of 1,112 graduating students were served by the placement office during the past year.

**Director’s Corner**

(continued from p. 2)

and training of staff for municipal and state government. This is the Bureau of Public Administration, an impressive program for furthering the professional development of municipal managers in the State of Maine.

There has been a new stirring in the research interests with a program to encourage faculty members to seek outside grants for their own research. While the University received as much as $5.2 million in funding for research and public service, the amount of such support for individual grants submitted by faculty members had been on the low side for a University of this kind and size. Now, with administrative encouragement for the writing of new proposals, there has been a rise in the rate of grant submissions which is just beginning to show results in terms of new awards to support research.

Just as industry has found that new alignments of departments can bring success, so the University finds that innovative changes, bringing about cooperative teaching and research groups extending across departmental and college lines, can result in programs in tune with the needs of the students and the state. After a period in which specialization of knowledge has seemed to be the driving force, a counter current seems to have developed, bringing departments together.

At Orono this has brought an alliance of the Zoology Department in the College of Arts with the Biological Sciences Division in the College of Life Sciences and Agriculture. The result has been the development of a proposal for a Bachelor of Arts degree in Biology to be offered in Arts and Sciences as a companion to the Bachelor of Science Degree already offered in Life Sciences.

A teaching and research group in ecology has resulted from the joining forces by faculty members from Botany, Forestry, Wildlife, Oceanography, Entomology, and Zoology. The result has been the initiation of seminars taught by several members jointly in which they reviewed recent work in the field of ecology.

Another interdepartmental group was formed for the study of the Quarternary Period of the earth's geological history. Like the ecology group this brought together representatives of various disciplines, such as geology, anthropology and archeology.

While most of us are accustomed to sum up our progress in terms of annual change, the university's progress tends to come full circle in biennial periods. This is due in large part to the biennial character of the State Legislature, whose grants are central to the operation of the school.

The obvious truth is that in a period when the university funds have been restricted, faculty and administrators at UMO have been busy stretching limited resources in an effort to help this University keep in tune with the times and responsive to new needs of students and the citizens of Maine.
SPORTS

Football coaches appointed

A double appointment to the football coaching staff made by President Winthrop C. Libby promises for an exciting fall.

On Sept. 1 Carl H. Merrill will be the assistant football coach, freshman basketball coach and lecturer; and Timothy P. Wilson will head the freshman football coaching and will also lecture.

Merrill is a former football, baseball star and graduate of UMO. While with the Bears he played quarterback and defensive back on the football team and was an All-Yankee Conference and All-Maine catcher on the baseball team.

Since his 1966 graduation in physical education Merrill, also called "Stump", has played five years of professional football with the Philadelphia Phillips.

He recently resigned a football coaching position at Gardiner High School to join the football staff following the resignation of Alton "Bump" Hadley.

Merrill has a very complete background in coaching and teaching through his off-season's activities during his pro-ball tour.

Tim Wilson will be joining the staff after a successful career at Dexter High School, where he was head football and wrestling coach.

In addition to Wilson's freshman football coaching duties, he will also be recruiting and counseling freshmen athletes and working with the recreational and intramural athletic programs.

Bears win first two contests

A gridiron season's opener against Boston University ended in victory for the UMO Black Bears as they toppled the Terriers 25-7 at a night game in Boston on Sept. 15.

Although taken back by a Boston touchdown in the first minute of play, Maine's quarterback senior Ron Cote and sophomore replacement Rich Prior led the Bears to Maine's most impressive opening game victory since their 1965 season.

Ron Cote was named the outstanding back in the Maine-B.U. contest. He drove the Bears to their second touchdown during the third period but suffered a neck injury which removed him from the remainder of play. His replacement, Rich Prior, was also able to score a touchdown for Maine and further drive the Bears 71 yards in eight plays.

Another successful replacement for Maine was Steve White who came into play for halfback Bob Fanjoy who had twisted his ankle. White ran 50 yards and scored two touchdowns.

With this exhilarating victory under their belts the Black Bears set out for another contest on Sept. 23 against the Massachusetts Redmen at Amherst.

Soccer

UMO soccer also started the season with a victory as the Maine booters edged the Jersey City State College squad 2-1.

Bill Sproul scored both goals for Maine within a short five minutes. Maine had 27 shots on goal while Jersey City could only manage 16 with the strong UMO goalie Jeff Armstrong recording ten saves.
Come join the old guard ...  
**HOMECOMING 1972**

**FRIDAY, OCTOBER 27**

12:00 Noon

**REGISTRATION**

to 6:00 p.m.

North Hall Alumni Center  
Reserved ticket pickup for Career Award Dinner and Annual Alumni Luncheon. Reservations are encouraged for both events.  
Information on campus tours, student-sponsored events, and Saturday baby-sitting service.

2:00 p.m.

Alumni Council Meeting  
North Hall Alumni Center

6:30 p.m.

ALUMNI CAREER AWARD RECEPTION AND DINNER  
Hilltop Dining Hall

**SATURDAY, OCTOBER 28**

8:00 a.m.

to Gametime  
**REGISTRATION**  
North Hall Alumni Center  
See above information.

9:00 a.m.

Annual Alumni Fund Committee Meeting  
North Hall Alumni Center

9:30 a.m.

Annual Field Hockey Game  
Alumnae vs. Students  
Women's Athletic Field

10:00 a.m.

Graduate "M" Club Meeting  
Field House  
Varsity Soccer-Maine vs. Vermont

10:00 a.m.  
to noon

Alumni Poolside Activity  
Alumni and guests

11:00 a.m.

Varsity Cross Country  
Yankee Conference Championship

11:30 a.m.

**ANNUAL ALUMNI LUNCHEON**

Memorial Gymnasium  
Greetings from President Winthrop C. Libby  
Presentation of 1972 Black Bear Awards  
Recognition of Gold and Silver "M" Award Recipients

12:45 p.m.

Pre-Game Activities  
Alumni Field

1:00 p.m.

**1972 HOMECOMING FOOTBALL GAME**  
Maine Black Bears vs. the Leopards of Lafayette College

Postgame  
"Goal Post Huddle" Coffee Hour  
Field House  
Alumni and Friends welcome.

6:00 p.m.

to 8:00 p.m.

Pre-Theatre Candlelight Dinner  
Memorial Union  
Tickets at Registration

8:15 p.m.

The Maine Masque Theatre  
"A View From the Bridge"  
Hauck Auditorium  
Tickets at Registration

While on campus visit the Artists of Maine Gallery of Carnegie Hall and see the memorial exhibition of works by Carl Sprinchorn, one of the 20th Century's important artists.
This issue of *The Maine Alumnus* has been sent to all known alumni. Over 41,000 copies have been printed in hope that those who have not been receiving the magazine will wish to receive it in the future. Each alumnus receives the magazine for the two years following graduation. After these two years a contribution of $5.00 or more each year guarantees the delivery of five issues of the magazine. Find out what’s going on at your University and keep up with the news of your classmates by becoming an active alumni giver and receiving your *Alumnus*. 