

**Augustana Endowment Society**  
**Historical Reflections from April 2025**  
**by Janet Moline**

**Memories of 1965 #2**

What was happening on campus 60 years ago? We talked about January through March in the Augustana Observers. Today we will talk about April and May.

Brian Alm was the editor. The headline of the April 7 issue was "Orientation Theme Picked." The title of orientation for incoming students was 'Challenge in Change.'

Historian and lecturer Arthur Schlesinger would be coming to speak at the end of April. He was the youngest historian to win a Pulitzer Prize in 1946.

The Lutheran Student Association was collecting money to adopt a 3-year old Korean orphan. The goal was \$150.

A hint was given on Campus Clothing Care from the National Institute of Drycleaning that suggested when you shop to take a look at the belt when buying dresses. Some expensive garments may have inexpensive paper-backed belts that are not durable.

By the end of March students could choose from among 14 candidates the Ugly Man on Campus. Meanwhile, females between 18-28 could enter the Miss Moline Pageant and be judged in formals, bathing suits and in a talent competition. Ruth Anderson, a junior from rural Prophetstown would win the title.

One sad article told about two Augie coeds killed and four injured on Route 30 on a psychology field trip to Dixon State Hospital. Their car was hit head on by a car coming from the opposite direction that has swerved to avoid hitting an object which fell from a truck. The campus was devastated.

The theme of the 17<sup>th</sup> annual Friendship Fair was "Resort to Fun." The fair was held in the old gymnasium, now razed, but back then was between Old Main and Ascension Chapel. After the Saturday fair closed, an auction was held in Centennial Hall. The goal was to raise \$4,500 for the international student exchange program so Augie students could study overseas and vice versa. The fair attracted several thousand visitors including parents and visiting Luther Leaguers. The Fair would raise \$7,100. The auction item that brought the highest price was \$200 bid on a dinner for 8 at the home of Dr. James Ribbeck, the dean of men. Among the unusual items auctioned off was a Japanese camera donated by Ingrid Gustafson, the Friendship Fair scholar then studying in Tokyo.

The Fair was a week later than planned. Classes would be cancelled for a week due to the water rising on the Mississippi River. From early to mid-April rain kept falling in the upper Mississippi Valley and with the ground frozen the river level rose. The 15' flood stage in Rock Island would reach a crest of 22.48' on April 28<sup>th</sup>. Here's how the Observer noted the event. **"Rock Island Mayor Thanks Augie Students"** "After a week devoted to building dikes and fighting record-breaking floods on the Mississippi River, student and faculty Friday returned to classes and to chapel exercises, where they heard official words of thanks from Mayor Morris Muhleman of Rock Island. Addressing the student body, he said: "It was a most impressive sight to see young people from the college working side by side with townspeople in the common effort to save our city." (Except for a few minor breaks, the dikes erected by volunteer laborers held fast in the Quad-City area and prevented untold millions in property damage.) Muhleman paid special tribute to Augustana girls. "The coeds," he said, "passed just as many sandbags as the boys and what a morale builder they were to the boys! We are forever grateful to you for what you did for our city." President C.W. Sorensen also thanked the students and faculty for their "dramatic demonstration of community cooperation. The word community suggests some common responsibility, and we are reminded that the citizens of the community have come to the rescue of Augustana on various occasions." Sorensen said one outstanding example of community cooperation occurred 90 years ago when Augustana moved to Rock Island from Paxton, Ill. "The college buildings in Rock Island were not quite ready when school was to open in the fall, so townspeople from miles around pitched in the help finish construction work." the president explained. He also pointed out that the Quad-City community was primarily responsible for donating the funds which build Centennial Hall.

I was one of those students who filled the sand bags. But more about that next month.