

**Augustana Endowment Society**  
**Historical Reflections from November 2024**  
**by Janet Moline**

**Who remembers October to December 1964?**

2024 is the 60<sup>th</sup> reunion of the Augustana class of 1964. Students in 1964 could send their Observer newspaper home by scotch taping it, addressing it and licking on a 4¢ stamp or a 3¢ and 1¢ stamp. What was in the Obs that fall semester? The editor was Brian Alm.

When we were together in October, we mentioned that Homecoming was coming and then as now it is over. The Vi-King was George Strombom and Vi-Queen was Kris Magnuson. By the way George would become the uncle of current Augustana Chief Financial Officer and Vice President of Administration Kirk Anderson. The Theme was "All Aboard for Augie". There were yell contests, the rope pull, the sing contest before the coronation and on Saturday morning a parade. The winning float was the COG's "Stage a Victory Coach" drawn by a team of horses. The Vikings defeated the Carroll Pioneers at the afternoon football game.

In October the Board of Directors received a committee proposal to establish a regular congregation of the Lutheran Church in America on the Augustana campus with the fall of 1965 as a target starting date. Students were still required to attend chapel twice a week.

WVIK-FM launched its third year with the power of ten watts, enough to reach the entire Quad Cities area. WVIK-FM was completely owned and operated by Augustana students and its funds are derived from student activity fees.

Political discourse ended with the election of Lyndon Johnson over Barry Goldwater.

This headline grabbed my attention "Latest Fad Among Augustana Coeds is Gypsy Look of Pierced Ears." The article described several different ways to achieve these holey ears.

A Peace Corps examination was given in November. Students interested were to see Dr. Stanley Erikson. Thirteen students have participated in the Peace Corp. Three just completed their service in the Philippines, three are currently in Liberia, and one each in Togo, Bolivia, Peru, the Dominican Republic, Turkey and Ecuador.

One extensive ad promoted working in Europe: lifeguarding, child care, resort work, office, sales, shipboard, farm and factory work.

At Turnstyle Family Center you could buy matching shirts, blouses, sweaters or sweatshirt---making a date to shop with your best beau or gal to get matching outfits. Small letters at the bottom stated \*sorry, no refunds if you change partners.

How about “summa cum lively” hoedown shoes for \$11.99 at Bowmans in Davenport?

The Travelers Three folk singing group appeared in Centennial. Martin Agronsky, veteran correspondent and broadcast journalist of CBS Washington Bureau spoke in December.

Handel’s Messiah was presented by the Oratorio Society, under the direction of Dr. Henry Veld, his 34<sup>th</sup> year and the 84<sup>th</sup> season at Augustana, beginning in 1881, when the first one had an orchestra of 12. There were three performances, complete with 4 national soloists. In December the 70 voice choir under Dr. Veld was featured in a program of recorded Christmas music on the NBC radio network.

The Swedish Club sponsored the Lucia festival in Centennial Hall. The Lucia was chosen by the student body from candidates picked by the sororities. The Subtitle read “The Swedish Queen of Lights Heralds Christmas Season”. The paper included an article entitled, “The Legend Behind Santa Lucia Festival.”

And that concluded the Augustana Observer of 1964 with the Dec. 16th issue.