On April 25, 1958, President McClure submitted his resignation to the Executive Committee, to take effect on June 30, and suggested the appointment of a nominating committee to pick his successor. When this committee met, the President, asked for his recommendations, stated that the College was "most fortunate in having an ideal replacement in sight" in the person of Vice-president Helfferich. President McClure cited the constant, intimate teamwork of the past twenty-two years and commented that Dr. Helfferich was conversant with the entire organization and had "demonstrated outstanding capabilities, judgment and leadership—all of which would also make for ease of transfer of responsibility."

The nominating committee and subsequently the Board agreed with this estimate. On June 9 Donald Lawrence Helfferich was elected President, and at the same time Dr. McClure was elected President Emeritus and Professor of English Emeritus. The new president took office on July 1. Since President Helfferich's background and achievements have already been recorded, repetition is unnecessary.

His inauguration took place at a convocation, held November 2, which as he pointed out in his inaugural address served a triune purpose, the others being to honor the founders of the College and to graduate students who had over the summer completed their course. In the address, President Helfferich did not announce a new line of march for Ursinus. He paid tribute to its heritage as having stood the test of time, decried some short-sighted educational theories in vogue in America, and concluded thus:

There is no difficulty in seeing my course for the future. I have seen enough of the past to recognize the path. Ursinus College of the future must be built on the old foundations. The pervading influence must be Christian. The objectives must be to continue to produce
Donald Lawrence Helfferich, was named President in 1958, after serving many years as Vice-president. His administration was identified with the ever increasing academic and financial strength of the College.

men and women who will strive for excellence in their homes and in the business and social circles in which they move. To these purposes I will devote my energies.

In his first report President Helfferich wrote: “At present I have no specific recommendations to make.”

There was a parallel here between President Helfferich’s entrance into office and that of President Omwake in 1912. Although Dr. Helfferich had not had the total responsibility that Dr. Omwake had had before assuming the presidency, like Dr. Omwake he had been immersed in the work of the College and the plans for its future, and had helped to make decisions still to be fully implemented. Consequently, neither of them announced a new course of action at the outset, for the course had already been charted.
Shortly, however, President Helfferich gave impetus to a thorough and continuous scrutiny of the curriculum, under the leadership of Dean Pettit, which led to changes and innovations within and beyond departments from 1960 to the present. For a number of years earlier, changes had been few and piecemeal; the curriculum had remained essentially static, except when change came as a response to external pressures such as those exerted by the Department of Public Instruction or the American Chemical Society or as a means of using particular talents or interests of specific faculty members, e.g., the course in Canadian history taught by Dr. Maurice W. Armstrong. Now a more comprehensive and integrating appraisal was to be made.

Even before this self-study got into full swing several changes indicated that the College was aiming at a broadening and enriching of the educational process. The procedures governing study abroad in the junior year were codified and competent students were encouraged to embrace this opportunity. For several years a handful of students had been going to British and continental universities (an Ursinus student, William L. Gotshall ’59, won the first fellowship to the University of St. Andrews awarded by the St. Andrews Society of Philadelphia in 1957). Ursinus did not set up a formal junior year abroad program but it cleared the way for this kind of extra-mural experience to take place. In 1960–1 the Special Seminar Course of European Travel was initiated under the leadership of Dr. Maurice W. Armstrong, with ten students taking the tour for credit in its first summer. The summer European tour has continued to the present, conducted during the last several years by Professor J. Douglas Davis, chairman of the History Department since Dr. Armstrong’s death on November 21, 1967.

The introduction in 1962–3 of the integrated course in chemistry, mathematics, and physics for first-year students majoring in science was to make a stronger impact since so many of our students major in science. Courses combining two of these subjects, predicated on the vital inter-relationships of modern science, had been introduced in a number of colleges, but C.M.P., as it soon came to be called, was unique in its fusion of three subjects. Dr. Roger P. Staiger ’43, Professor Blanche B. Schultz ’41, and Dr. Evan S. Snyder ’44, representing the three departments in the integration, planned the sequence of lectures and laboratories. The course was given this year to a pilot group of about thirty freshmen, each of whom was majoring in one of the sciences included or in biology and all of whom agreed to take the course in its first experimental year. Care was taken to insure that the pilot group would also be a cross section in terms of general academic ability.

Interest centered on the question of how successful and useful the integration would be and on how difficult it would prove in view of the rigorous demands made in the separate courses it was to supersede. After the pilot group had successfully weathered it, it was offered in the following year to all students majoring in science or mathematics and was made the basic required course in those majors. After several years of full scale operation, evaluation by a faculty committee, which
President Helfferich's Administration (1958–70)

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carefully scanned student reaction to it, showed that while the integration was not perfect, the merits of the course far outweighed the "bugs" still to be eliminated, and its hitherto tentative approval was made final. In subsequent years experience has shown that the mortality in the C.M.P. course is no greater than that in the separate courses it supplanted. However, its value for majors in mathematics was felt to be less than for majors in the sciences, and in 1966–7 it was made an option for majors in mathematics.

Also in 1962–3, Ursinus offered for the first time since the nineteenth century a laboratory course in geology, given on Saturday mornings and open to both day and evening school students. In the first year approximately equal numbers enrolled (26 day, 28 evening) and the course, taught from the outset by Professor Bernard O. Bogert, proved a valuable addition to the curriculum.

Still in this same year the comprehensive self-study already referred to was begun, an examination of the whole pattern of the curriculum and the inter-relation of extra-curricular activities with it and the total educational experience that the College provided, by a committee composed of President Helfferich, Dean Pettit, several department heads, and some younger faculty members. The committee, known for a while as the Core Committee, a name later dropped, met frequently for several years, consulting in the process almost all members of the faculty and considering all proposals for adding to, altering, and in any way improving the educational process at Ursinus. In the President's words the basic aim was "to assure, as far as it can be assured, that an Ursinus graduate will have come to see his college study and experiences as all part of a meaningful and inter-related whole and thus influence both his occupational competence and his relationship to others in the human community." Efforts were particularly devoted to finding curricular means of emphasizing and teaching the inter-relatedness of human knowledge and endeavor through various projected inter- and intra-disciplinary courses and through a general re-orientation of the basic degree requirements.

The work of this committee and the faculty at large, protracted over several years, proved again the truth of the adage that it is easier to move a cemetery than to change a curriculum. Some had hopes that out of it all would come a genuinely revolutionary scheme of education which would project Ursinus into the role of collegiate pioneer. Others were less confident or willing, remembering that inflated claims made for this or that college's "plan" had indeed often proved inflated and that in the cold light of ordinary day many such plans had shown the truth of another, more famous adage, "Plus ça change, plus c'est la même chose." The outcome was the adoption in 1966 of the "Ursinus Plan", which became operative the next year.

The central feature of the Ursinus Plan is its pattern of pivotal and radial courses. Each subject taught is within one of four divisions—Language, Humanities, Social Science, and Science and Mathematics. Each student must select and pass one pivotal course (two in Language) in each division. Pivotal courses are specified basic courses in certain major subjects, e.g., European Civilization. In
addition, each student must take a minimum of twelve credit hours in radial courses, that is, courses in a division or divisions other than the one of which his major is a part. The pivotal pattern was devised to escape the straitjacket of requiring that all students take certain specified courses when others might provide an equally worthwhile liberal orientation. No longer did every student have to take History 1, 2, or Psychology 1, 2, or "a one semester course in philosophy". The radial program was intended to prevent, but again without rigid prescription of how it was to be achieved, a too narrow specialization within a major or immediately related subjects in the division of that major. The chief results were the freeing of the general degree requirements from a restrictive and limiting uniformity and the increasing of elective time in almost all majors. At the same time the Plan ensured that students would take courses providing the enlarged prospect of liberal education that the former requirements aimed at.

Obviously those who had hoped for a glorious revolution were somewhat disappointed. The evaluation team of the Middle States Association concurred in this opinion. The more cynical felt that the mountain had labored to bring forth a mouse. But this was not the whole truth. What brainstorming and discussion had released was an innovative energy which produced a will to try new patterns, a hospitable atmosphere for experimental education itself.

The most interesting manifestation to the present is the Senior Symposium, which was largely developed and coordinated by Dr. Armstrong, who until his death in 1967 played a leading role in the educational "revolution". The Senior Symposium is an elective course "designed to encourage seniors from all departments to apply their accumulated knowledge to some of the major problems of this age". It relies for its chief method on "open discussion of current movements, ideas and values". In the fall term the students read widely from a list of contemporary works concerned not with a subject but with a broad social condition. They meet in small groups (three or four students) with tutors several times in the term to mull over and excogitate whatever their reading and experience have produced that bears on the broad theme for the year. In the second term the whole group meets to hear and discuss with lecturers from various departments, and from outside, the many aspects of the social condition upon which all their study has focused. The course is both comprehensive and free ranging, and hopefully shows how all sorts of knowledge can be brought to bear on and be relevant to an important human problem.

Some thought was given to making the Senior Symposium a general requirement for all seniors as a capstone, a final, unifying experience of their four years. The circumstance that in some programs the addition of this requirement might be particularly burdensome, e.g., for those students who practice teach, and the thought that another requirement, however meritorious, would run counter to the liberalizing and individualizing intention of the Plan combined to make the Senior Symposium an elective. Since its introduction in 1965 about a quarter of each senior class has taken it, and the enrollment is increasing.

In all the discussion incident to the formation of the Plan there was much
consideration of areas of knowledge in which Ursinus had not offered instruction but which it should include. It was apparent that the College could not rival a university in multiplicity of disciplines. The question was what was not being taught that was properly a part of the liberal arts. Again and again the comment was made that apart from literature, drama, and music, the College offered little experience or training in fine arts. It was true that since Wismer Hall had opened, exhibitions of art were held there under the management of Dean Ruth Harris throughout the college year. But the only course in art per se was the one semester course in the history of Western art introduced in 1966 and taught by Dr. Armstrong. The first change came with the expansion of this course to a full year in 1966. In 1967–8 two courses, Appreciation of the Fine Arts, and Painting and the Plastic Arts, were added. Fine Arts became a separate department, and in the following year a studio was set up in Fetterolf House under the direction of Richard O. Sorenson. Further amplification of this discipline is to be expected.

Still another outcome of the ferment created through the Plan was the institution in 1967 of the College Scholars Program, under which qualified sophomores and juniors (after 1968 second term freshmen) are able to earn up to nine hours credit (three in any one term) by doing independent study. This too was conceived as a device to encourage individual scholarship in depth and at the same time to preclude narrow specialization; thus, a college scholar may pursue no more than one project in the department of his major. Tutors in the four divisions have been named, and this program, which has already demonstrated some of its potential, will, it is hoped, serve many good students who have shown a desire for independent study and have free ranging minds capable of sustained research. It is in one sense a preliminary stage to the department honors program in existence since before 1900, though that did not take a pattern similar to its present format until 1904.

Change is still in the air, and further addition to and alteration of the curriculum is imminent. In some subjects the offerings are inadequate or indeed anemic. Fortunately, Ursinus is now in a better position than at any time in its first century to move ahead and make its educational program fully consonant with its purpose and useful to its students and the changing times.

Under President Helfferich’s leadership Ursinus also embarked on a program of building unprecedented in the College’s history and essential to its continuing progress. The first step was the erection of the new heating plant in 1962. The old boiler house, erected as a service adjunct to Bomberger Hall in 1892, had long since become inadequate to meet the increased need for heat, especially after the building program of 1927–32. It was for this reason that the women’s dormitory group was equipped with its own heating system when it was erected in 1957. The boiler house’s function as the center of the college water supply had ended in 1936 when Ursinus connected with the borough water system. But the campus electrical grid, which also centered in it, had been stretched to the breaking point. No new construction could begin until a new center for electricity and heat was erected.
The site selected was next to the maintenance building on the east edge of the campus. The new plant, designed by Bond and Miller and engineered by John W. Furlow Company, was built in functional architecture of glass and stone, the latter matching that of the women's dormitories, at a cost of approximately $800,000. Equipped with automatic controls it had three and one half times the capacity of the old boiler house and was designed to be readily expanded when the need for greater capacity should arise.

During its erection the campus was chaotic. New tunnels for heat and electric lines had to be dug in all directions, and one could park his car in a seemingly safe place only to find three hours later it was hemmed in by newly dug trenches, for the services were extended not just to existing buildings but to planned building sites, for example, that of the proposed dining hall. But all was gladly endured for the sake of progress.

Hardly had the heating plant been completed and put into operation when the dining hall complex was begun in 1964. This too was an absolute necessity, for the continuing increase in resident students had been exceeding the capacity of the dining rooms in Freeland Hall, and the kitchen, last remodelled in 1927, was completely outmoded and could be kept sanitary only by extraordinary efforts. Student waiters who had to carry loaded trays up and down a long flight of steps had their own reason for hailing the decision to build.

The new hall, also designed by Bond and Miller, was a revolutionary change from the semi-colonial style of the buildings erected from 1927 on, especially the women's dormitory group, its nearest neighbor. Described as pentagonal in the *Alumni Journal*, it has fifteen sides, thus forming an angular circle. The rotunda, containing the main dining room, has seats for 80 persons, while about 500 more can be seated in the peripheral rooms. The design provides for either waiter or cafeteria service.

More purposes than food service were planned, for in addition to the large lounge, called the Parents Lounge, on the main floor, the lower floor contains an auditorium, seating over 300, suitable for lectures, forums, and musical events, five classrooms, and four seminar rooms, together with kitchen storage areas and other facilities. Though it is primarily built of steel, concrete and glass, the stone work on five of the sides and around the rotunda key in with that of the women's dormitories nearby.

Construction of the building costing about $1,000,000, began on May 13, 1964, and proceeded apace. Foundations were laid and the structural steel erected by September. It was completed on time, and first used in August, 1965. Several months later, on Homecoming Day, November 6, the student facilities building as it was now called was named Wismer Hall in memory of Ralph Fry Wismer '05. Mr. Wismer, who had died on September 10, 1962, was a member of the Board of Directors from 1938 and treasurer of the College from 1941 until his death. He and Mrs. Wismer had supported the work of Ursinus through these years, and at his
death the College inherited his estate. An astute and reasonable man, who gave time, talent and treasure to his beloved alma mater, he well deserved the tribute thus paid.

The building was made possible through the generosity of others also—the gifts of the many alumni who contributed to the special campaign for capital improvement then in progress (which will be referred to later), and a grant from the Federal Government of $169,000 towards the educational facilities incorporated in it. This was the first building at Ursinus to be partially funded from public funds.

A few months after the completion of Wismer Hall, on February 24, 1966, excavation was begun for a dormitory unit to link Brodbeck and Curtis Halls and provide an adequate lounge for the men residents there. Built of Chestnut Hill stone like the dormitories it adjoined, it provided additional housing for twenty-four men. It was named Wilkinson Hall, in honor of Joseph C. Wilkinson, a generous supporter of the College in recent years, whose gifts together with money from the Alumni Centennial Fund made it possible.

Almost unnoticed by alumni till completed was the building of the dormitory complex for men on the west campus—for alumni were not solicited for contributions as they had been for all earlier buildings. Built in 1966–7, of the same blend of stone as Wismer, the women’s dormitories, and the heating plant, it was erected by a private corporation, the cost to be amortized over the years out of revenues from fees. The rooms are arranged in suites holding eight men, each group of four bedrooms sharing a living room and bathroom. To the chagrin of the women living...
Wilkinson Hall linked Brodbeck and Curtis Halls in 1966, adding more dormitory space for men and a lounge on the first floor.

In Beardwood, Stauffier, and Paisley, who up to this time had thought their accommodations the last word, the new men’s complex, which is as yet unnamed, is completely air-conditioned. With a capacity of 252 men, built around a small quadrangle, landscaped with trees and bushes, it sets a new standard for living quarters. It is known simply as the New Dormitory.

Further facilities for students were on the way. Opening its doors in the fall of 1966 where the old boiler house and supply store had been, a pre-fab building provides a separate Supply Store and Student Lounge. This is looked upon as a temporary expedient until the Alumni Memorial Library becomes the Student Union. Another temporary expedient was the $5,000 remodeling job on the library, adding a reserve book room upstairs, and in the basement more study space and stacks. The library was bursting its seams. It was necessary to store books elsewhere on campus. In addition, the science departments were clamoring for more space, and there was a pressing need to enlarge and consolidate the offices of administration.

The answer to all these demands was not long forthcoming—a great fund-raising campaign was begun, numerous committees were appointed to form plans, and by October 8, 1968, the Weekly proclaimed “Ursinus is in the throes of a building...
revolution.” From the East to West campus, the paraphernalia of the building trades took over.

The excitement started in the heart of the campus. On September 23, 1968, a contract had been signed for razing the Freeland-Stine-Derr complex to make way for the new library, financed by a $645,000 grant and an $895,000 loan from the federal government. Two months later, on November 20, 1968, the campus was electrified by the appearance of a wrecking crew tackling the one-hundred-twenty-year-old, memory-filled Freeland Hall. Within a week the ancient landmark was gone. Its functions had already been assumed by Wismer Hall and the New Dormitory. Now its space was to be filled by a new library—bringing new memories and traditions to the heart of the campus. A student in the Weekly had written regretfully, “Freeland was a study in vertical and horizontal lines that pleased my eye. I hope the library can fill the same place.”

For twenty months stonemasons and carpenters and their ilk worked away to put the new “vertical and horizontal lines” in place, using mellow Chestnut Hill stone and masonry that those looking through Eger Gateway should find some-

Myrin Library, opened in 1970, provided modern facilities for the College’s collection, with generous space for study, seminars, and non-print media. In preparation for its opening, students, faculty, and staff carried the books across campus from the Alumni Memorial Library.
thing "pleasing to the eye." Spacious is the word for Myrin Library. The 95,000 volumes and hundreds of periodicals can spread over four floors, stored in stacks with a 300,000 volume capacity. There is four times as much reading and study space as formerly. The main floor has areas for reference, current magazines, circulation, technical services, and administration. Above are more stacks and reading areas, plus a listening room, the Founder's Room, and the Ursinusiana Room, presided over by Mr. James Rue. On the third floor are stacks and reading space, a map room, a seminar room, and special art reading rooms. The basement has the periodical collection, storage and receiving, a vault, and a room for storing and reading micromedia. The architects were Bond and Miller; the builder, William D. Ehret; and the $2,231,000 building was ready as planned by the fall of 1970. It stands a fine and enduring monument to the Centennial Year and the administration of Dr. Helfferich.

At the time of the announcement of the contract for the new library, a further announcement was made that bids were out for an administration building and a science building. The East campus soon became full of bustle as the first of these arose. The stone building with its tall front pillars became the first of the three edifices to be ready for occupancy. By late December, 1969, the offices began to be filled: the president, the vice-president, the deans, the Admissions, Summer and Evening Schools, Alumni Office, treasurer, business management, educational placement, public relations and development—all set up for business. Down in the basement went the copy center, supplies, mail, and even some faculty offices and classrooms. Once again, the architects were Bond and Miller, and the builders Irwin and Leighton.

This same team was busy at the same time at the other end of the campus on the new Life Sciences Building. A $500,000 incentive grant from the Longwood Foundation had encouraged the contribution from private sources of $820,000, assuring the creation of this much-needed addition to the science facilities. By the start of the fall term in 1970 the Biology and Psychology Departments had taken over this $1,320,000 cream-colored functional structure, with its class and research laboratories for genetics, micro-biology, vertebrate study, cytology, general biology and botany, on the first two floors. On the top floor, the Psychology Department has labs and classrooms, plus environmental chambers. Still to be built, for which plans have been drawn up, is the Health and Physical Education Building. A $230,000 federal grant under Title I of the Higher Education Act has been earmarked for a start in the financing of this enormous new facility, with its three basketball courts and swimming pool. It is expected to cost $3,481,600.

Cost—that is the key word in a period of expansion such as this. For the financial story, we return to the year 1962, when the first of the new buildings arose—the heating and power plant. In January of that year the Alumni Association Loyalty Fund Committee celebrated its tenth year by instituting a $500,000 Capital Funds Drive. By the summer of 1965, Dr. Robert Bateman '31, chairman of the committee, announced this drive was successfully completed. At the same time,
George S. Spohn '42 was chosen to head an Alumni Centennial Fund Campaign, which would last for a period of four years (1965–69) and would include all alumni contributions for that span of years. This later became a part of the All-Ursinus Anniversary Drive of 1967–70, which was planned to raise $2,900,000 by the end of the Anniversary Year towards the new library, the science building, a student center, and a physical education facility. Headed by national chairman Paul I. Guest '38, this drive “would be placed before all friends and supporters of Ursinus as a
challenge equal in importance to the College's One Hundredth Anniversary. As it gets under way the leaders of the drive are already assured that a sizeable portion of the money needed will be forthcoming from key supporters.” This confidence was justified, for the drive passed its goal on schedule, June 30, 1970, with actual gifts and pledges totaling $2,941,288.28. This drive became known as Stage I of the Ten Year Financial Development Plan. Stage II is the Ursinus Development Council, formed on the organizational structure of the Anniversary Drive, on a permanent basis, responsible to the Board of Directors and composed of board members, alumni, parents, neighbors, and corporations and all other groups with an interest in Ursinus. To this type of support, the College had added federal aid. “We may not like it, but we cannot realistically do without it.” A generous contributor through the years, the Ursinus Women's Club contributed, during the Centennial Year, $10,000 towards furnishings in Wismer Hall and for the Ursinusiana Room of the new library. Mrs. J. Harold Brownback has been its faithful treasurer since 1936.

One more note on plans for the future: “A Phase II Development Plan for 1970-1977, its goal Teaching and Scholarship Improvement, has already received some gift income.”

Change on the campus was not confined to buildings. The years in which there was such immense gain in the physical plant saw an immeasurable loss in personnel—through the passing of so many beloved and distinguished members of the faculty. In March, 1960, the Romance Language Department lost its chairman, Dr. Alfred Miles Wilcox; in November of 1962, Maurice O. Bone died after 33 years in the Economics Department; in October of 1964, Dr. Charles David Mattern, head of the Philosophy Department and a part of the campus life for 27 years, was stricken with a fatal heart attack; in January, 1963, Dr. Norman E. McClure, after five years retirement from the presidency, during which time he continued to teach Shakespeare and Anglo-Saxon, became another on this sad list. Two years later, in July, 1965, James Minnich, Director of Placement and Teacher Education for twenty years, passed away. The College lost still another valued member of the faculty when Dr. Maurice W. Armstrong, for twenty years head of the History Department, died in November, 1967. What these men brought to Ursinus in years of dedicated service is incalculable. They live on in the memories of those whose lives they touched “while gladly did they learn, and gladly teach.”

Retirement brought changes also. James Lane Boswell retired in 1960, continuing to teach in Evening School; and the following year George R. Tyson became emeritus after 34 years of working in behalf of future teachers. The Chemistry Department bade farewell to the professor who had helped it to grow during thirty-nine years, when he retired in June of 1964, having been that year the recipient of an honorary degree from the University of Delaware, his alma mater. Dr. Russell D. Sturgis, after four years retirement, died in 1968. In 1966 Dr. Frank L. Manning completed thirty-five years in the Mathematics Department. Dr. Foster L. Dennis ’31, then headed the department. Two years later, it was Dr. William J. Phillips who retired from teaching, but continued as Director of the Evening School until 1970. He had joined the faculty in 1947.
Another well-known figure on campus, so influential for many years in athletics, was given a farewell dinner on April 17, 1970. Miss Eleanor Snell, retiring as of June, 1970, continued to coach softball and hockey. Not a faculty member, but filling an important post on campus, Miss Camilla B. Stahr left Ursinus as Dr. McClure ended his administration in June of 1958. A graduate of Wilson, with an honorary degree from Ursinus, Miss Stahr had been a much loved and admired dean of women for 21 years. Mrs. James Harris (Ruth Rothenberger '36) has proved to be a worthy successor.

Three years after Dr. Helfferich took office, a man whose devotion to the College spanned 54 years, Dr. Harry E. Paisley, died in his ninety-seventh year, on May 27, 1961, on the very day the Board was meeting to elect him for his fifty-second term as chairman. Dr. McClure said on the occasion of the celebration of his fiftieth term:

Throughout a half century as head of the Governing Board of Ursinus College he has done more than any other man to shape the history of the college. During those years the college has grown immeasurably in strength, in influence, in reputation... His wise and steady leadership has been of inestimable service to Ursinus.

Elected to his place was William D. Reimert '24, son of Rev. William A. Reimert '08, and managing editor of the Allentown Call-Chronicle Newspapers, who had been a member of the Board since 1947. Dr. Reimert brought to the College the same wisdom and devotion which had made him outstanding in the field of journalism and in his work as a public-spirited citizen active in his community. It was a great loss to Ursinus that he was not to continue the record for longevity attained by his predecessors; after eight years of distinguished service, Dr. Reimert died in October, 1969. Dr. Theodore Schwalm, a member of the Board from 1963, was then elected chairman.

Meanwhile, new faces were constantly appearing on campus—both replacing and adding to the staff, swelling the numbers in various capacities. A look at the catalogue for 1958 reveals a faculty and administration of 57; by Centennial Year this had jumped to 85.

One of the projects upon which both faculty and administration spent a great deal of time and thought was the second evaluation of the College by the Middle States Association, which took place during 1968. The evaluating team spent from February 11 to 14 on campus and discovered that Ursinus College "presented a picture of solid accomplishment." Said Dr. C. William Huntley, chairman of the eight member team:

While many are predicting the early demise of the liberal arts college, it is both encouraging and refreshing to find a college which somehow seems to be characterized by a spirit of courage and optimism.

The process of evaluation was begun more than a year before by faculty and
administration getting together a lengthy sum ary giving a portrait of the College as it saw itself. The evaluating team mentioned the tremendous transformation in the decade since the last evaluation, noting:

1. The forceful leadership of the president, Dr. Helfferich.
2. The steady progress in faculty salaries.
3. The important additions to the physical plant.
4. The great support of dedicated Board members.
5. The significant number of graduates making the Annual Giving Program an appreciable factor in the operating budget.
6. An uncommonly prudent financial management.
7. The high level of dedication characteristic of the faculty.

The atmosphere of the campus struck the evaluators as one having a strong identification with the values of the church, leading to a “pervasive kindliness and concern for the well-being and growth of the students.” They also noted “an insistence upon a strict code of personal conduct and conformity somewhat unusual in today’s permissiveness.”

A few recommendations were made:

1. For scholarly activity in “intensification of intellectual excitement” (creation of a Research Fund is part of a ten-year program as is also an increase in the educational budget and a limiting of the teaching load).
2. Promotion and tenure (an Advisory Committee of faculty and administration was suggested to work on recommendations for tenure, salaries and promotions).
3. Administrative structure—a re-alignment of teaching and administrative functions was suggested, as also an age and service limitation of Board members.
4. Curriculum: the greater flexibility resulting from the Ursinus Plan was commended, but further innovations with the help of consultants and a greater amount of released time was suggested to coordinate details and solve problems resulting from curriculum revision.
5. Library plans for the new building were endorsed. (Ten-year plan includes a $500,000 gift income to budget new books.)
6. Student affairs: A Dean of Students “to coordinate details and direct entire student life program” was suggested.
7. Financial aid: cite a need for increases in scholarship funds. (Ten-year plan calls for a $2,300,000 increase.)
8. Admissions: commended but urge more diversity in race and background and planning for Community College transfer.
9. Fiscal matters: the Committee said the College showed an enviable position of financial stability and sound management practice perhaps in “some measure because its chief officer is widely experienced in the business world.”
10. Fund raising should be under a single coordinating agency (steps had already been taken before the evaluation; this is now set up and in operation).

11. Physical facilities were highly commended and the College concern about efficient use of older, smaller dormitories and the need for better provision for faculty offices was concurred with. The evaluation team report concluded by stating:

One leaves the campus with the feeling that if Ursinus can continue the growth in quality which has been true of the last quarter century, its future is secure.

As the staff and buildings increased, so did the student body. The 1959–60 Directory lists 866 students plus 258 in Evening School. Ten years later, the Centennial Year Directory records 1,122 with an Evening School of 975. A glance at the later catalogue gives evidence that even with the large, new, on-campus dorms, a number of former private residences are still serving as off-campus dormitories. Women are now living along Main Street in Shreiner (602), Duryea (612), Clamer (409), Hobson (508), Todd (724), and in four added during this administration: Keigwin (513) added in 1963, Olevian (640) 1967, Schaff (646) 1967, and 777 Main Street, added in 1969. Men are housed in Maple (512), Fircroft (930), and two recent additions, Isenberg (801) and Omwake (701), the former bought in 1960, the latter in 1964. Besides these, the homes of several townspeople provide rooms for students, and also Studio Cottage, long a part of the college scene as the home of Miss Marian Spangler ’03, beloved teacher of music for many years.

Bursting colleges and bursting-out students had been part of the picture for the sixties all over the country. Both these facts were strongly influenced by the draft and the unpopular undeclared war in Vietnam. The colleges were affected by racial problems as well, and by such happenings as the assassinations of President John Kennedy and Dr. Martin Luther King, Jr., and events on other campuses, especially the Kent State affair. Ursinus reacted mildly to these events, and was not subjected to the destructive actions elsewhere evident. One can trace, however, in examining the Weekly of this decade, a growing desire for freedom from authority and opposition to the “Establishment”. An editorial for February 16, 1959, expresses disgust with students who have caused $100 worth of damages to choir gowns by hanging them on a flagpole, to a student’s driving a car on the Athletic Field, and to those who were “cutting the campus” wearing a path in the grass against all Ursinus tradition. “In my four years at Ursinus, I have never seen anything like this before.” Again one reads, “Perhaps we are not all Christian witnesses, but we can be aware of the ethical and spiritual demands made by a church-related college; and in our choosing of Ursinus we are responsible for making ourselves concerned with its purpose.” One finds the Peace Corps being discussed, and as early as June, 1961, an editorial begging the College to “become more modern and less traditional.” One writer indeed states that “All we need among the students is one good beaver gnawing the wooden stilts supporting the college.”
Critical attitudes and protest against the accepted way slowly creep into the picture, a sort of germ that spread from college to college. By 1963, the question is raised in the *Weekly*, “Can a college have compulsory chapel and still be Christian?” The problem was met first by lowering the number of required services. Friday was declared free—the upper classmen attended chapel on Monday and Wednesday, lower classmen on Tuesday and Thursday. Soon one of these two became voluntary; then, in 1968, six forums stressing ethical, moral, and aesthetic topics replaced chapel entirely. Two of the forums were compulsory each semester, and a voluntary religious program was held every Friday at 12:30 P.M. Thus a tradition of ninety-five years standing bowed to the changing mores of American life.

In October, 1969, great indignation was expressed in the *Weekly* because at the opening assembly of the college year, a required meeting, a hymn was sung—as though this were an infringement on the students’ right not to have to attend chapel. So great was the change in attitude from that aforementioned editorial on how to behave in a church-related college of the 1959 *Weekly*, to this one of 1969 protesting being required to sing a hymn!

The next freedom asked for, not counting the perennial requests for open dorms and drinking, was freedom from a limited number of classroom cuts. In 1969–70 this complaint was met by the following decision on the part of the administration and faculty:

> While urging regular class attendance, the College at the same time desires to allow the students an opportunity to develop a personal responsibility toward academic work. To take effect in the second semester, the student will be held accountable for all work missed, and can be warned and reported to the Dean if class absence is contributing to poor work, but there will be no limit placed on the number of cuts taken by the student.

The Student Government came under fire also. We read in the *Alumni Journal* for 1969 in the President’s report:

> The new Student Government Association which has superseded separate men’s and women’s organizations has had its second year of operation. The reorganization of student government was designed to give it a more effective role in the life of the campus and to focus both students’ responsibility and privileges more sharply. I believe that USGA has made strides towards realizing its full potential, but that it still has a distance to go.

A study of the YWCA and YMCA of this period reflects the changing attitudes of the students toward established religious organizations resulting in a continuing deterioration of these bodies from a position of respect and influence to one of struggle to function at all.

To be sure, there was no continuous guidance from a faculty member living in town and a part of the campus scene as had been the case previously. When, in 1969, Rev. Milton Detterline became the Alumni Secretary as well as College Chaplain and undertook the “Y” as part of his assignment, the result as expressed in the
President Helfferich's Administration (1958–70)

Weekly was “While in the last several years a few people spoke of the Y on campus, most asked what it was; however, this year a greater number of people not only knew it exists, but became involved in the program.” Their interests included volunteer work at St. Gabriel’s Hall, Norristown State Hospital, Penn Village, and Pennhurst, coffee houses over weekends, and the “Ursinus Christian Fellowship.”

Actually, changing attitudes at Ursinus were more evolutionary than revolutionary, and there were no such confrontations as were widespread in other colleges. This was the result of an astute and sympathetic handling of student demands. When the editor of the Weekly averred that “Students can no longer be held in subservience as groundlings for oppressive administrations,” a reply to this was evident when there was notice a few weeks later that a Student-Faculty-Administration Relations-Committee was set up December 14, 1967, to be a “channel to promote better understanding”. As a means of achieving this understanding, the Weekly would publish all the committee’s proceedings. Topics subsequently discussed included student drinking, evaluation by students of the faculty, an honor system, and a revision of college rules.

In December of 1968 a further measure was taken, when it was announced that there would be student and faculty representation on the committees of the Board of Directors as follows:

- 2 students, 2 faculty on the Longterm Planning Committee
- 1 student, 1 faculty on the Governing and Instruction Committee
- 1 faculty on the Honorary Degrees Committee
- 2 faculty and 2 students on the Building and Grounds Committee

All the above representatives were to be selected for their interest and ability. The following spring a conference was held over a weekend at Skytop in the Poconos, made up of eight students, five members of the Board Committee on Governing and Instruction, a member of the administration, and a faculty member. The discussions centered around “What is it that the students are desiring?” At that time, the students were leaning toward the European idea of complete freedom—open dorms, no curfew, no chaperones in dorms, drinking on campus and so on. That is, those who were vocal had these wishes—plus a feeling that they should have more to say about the choices of curriculum and of faculty.

However, most students were simply living the standard student life and enjoying it, joining in the extra-curricular life as studies permitted. Clubs and societies flourished. Newcomers were the Outing Club, Psychology Club, Young Republicans, Bible Study Fellowship, and the Agency, devoted to bringing professional talent to the campus. The Messiah was sung for the twenty-fifth time in December, 1962, and went on under the baton of Dr. William Philip to bring joy at Christmas time, and the Meistersingers sang their concerts in the spring. May Day changed to Spring Festival in 1962. By 1964 we find men included in the dance groups and the band taking part. Dramatics moved to theatre-in-the-round under Dr. Gerald Hinkle, and to further experimentation with modern plays as the Curtain Club.
became the pro Theatre under Melvin Ehrlich. Honorary societies were added: for science, Sigma Chi; for psychology, Psi Chi. And on March 31, 1966, the first seven Chapter Scholars were named “in recognition of their intellectual achievement.”

Meanwhile, athletics flourished. The story of women’s athletic prowess is a proud one. As the Centennial Year was drawing to a close, we read in the Weekly:

Miss Eleanor Frost Snell, head field hockey coach, professor of physical education and coach of many other women’s sports, will have a testimonial dinner given her at the Holiday Inn. Miss Snell, who has never had a losing season in 38 years, and is the owner of an incredible 191-60-29 lifetime hockey coaching record (48-2-1 over the past 8 seasons), is retiring at the end of the current year.

All the players of the Centennial Year hockey team placed on one of the All-College teams. Winning teams were not just in hockey, to be sure. The badminton team in 1962 boasted a seven year undefeated record. This was not true again until in Centennial Year the team once more finished an undefeated season under Coach Adele Boyd ‘53. The team then completely dominated the competition at the Second International Badminton Tournament. The lacrosse team, in a sport instituted in 1957, did not lose a game until 1964, and placed three players on the United States Touring Team in Britain. During Centennial Year, the record was 7-1-1. Marge Watson ‘52 was the coach during this decade. The tennis team had three undefeated years in a row (1958–60), some uneven seasons, then finished with a 7-2 record in Centennial Year under the coaching of Dr. Robert S. Howard. With no pool of its own, the swimming team had its ups and downs, but managed an undefeated season in 1968, and finished 6-2-1 in Centennial Year under Coach Hefner Van Horn. Women’s basketball ran up a record five seasons with only one loss, under the direction of Coach Judith Moyer ’60.

As for the men, the Weekly for May, 1970, bears quoting here:

After many seasons of finishing well behind their feminine cohorts, Ursinus College’s male athletes came into their own this year with a 61-44-4 record. Seven of nine varsity squads won 50% or more of their matches and two championships were garnered along the way.

The article then reports that in the fall, cross-country made a record of 11-1 and won the MAC championship (Coach Raymond V. Gurzynski ’39), football 5-2-1 (Coach Richard J. Whatley), soccer 6-6-1 (Coach Donald G. Baker); in the winter season, wrestling 7-1 (Coach Frank C. Videon ’66), basketball 9-9 (Coach Warren Fry); in the spring, baseball 5-10-1 (Coach H. R. Taylor), track and field 10-0 (Coach Gurzynski). The tennis team had its best record in twenty years under Coach Howard 7-4-1. The new golf team added a record of 7-3 with Coach Foster L. Dennis ’31. The Centennial Year was pronounced by Everett M. Bailey, Director of Athletics, as “a very good year” with reason!
As a matter of fact, the male athletic record had been improving steadily through the decade. The Bruins Club, founded in May, 1966, "to help recruit good students who are athletically inclined", in 1969 presented a gold shovel and a check for $2,000 to encourage the building in the near future of a new physical education center. Mention should be made that at the beginning of this decade, in 1959, Sieb Pancoast had been tossed in the shower to celebrate the 100th victory of his baseball coaching career. When he retired in 1964, he had a record of 160 winning games.

Events other than athletic victories made Centennial Year (from June 9, 1969, to June, 1970) a memorable one. On June 9 at Commencement exercises President Helfferich declared the beginning of this year-long celebration and bestowed honorary degrees on the following persons: William F. Buckley, Commencement speaker; Navy Captain Thomas Parham, Jr., Baccalaureate speaker; and two alumni, Eveline B. Omwake ’33, daughter of the sixth president of the College and professor of child development at Connecticut College, and the Reverend John Poorman ’03, retired church administrator. Clark Kerr said in the keynote address before the liberal arts seminar on June 6 that he was initiating the "Centennial Celebration of Praise and Appraisal—the keynote of which are the words of Michael Faraday engraved on Pfahler Hall: ‘But still try, for who knows what is possible’.

At the Founder’s Day Convocation on November 2, Dr. Gustav Benrath, author of works on the Reformation and of a history of the Reformed Church, came from Heidelberg, Germany, to speak on Zacharias Ursinus, the great churchman for whom the College was named. President Helfferich then conferred on him an honorary degree. Also receiving degrees were Dr. William Fowle, Headmaster of Mercersburg Academy; pastor Grant Harrity ’46; Marian Spangler ’03, daughter of the third president of the College; and William S. Pettit, Professor of Chemistry and Dean. The year 1970 was ushered in with a great event—the Newcomen Society honored Ursinus College on its centenary at its two hundred and forty-sixth Benjamin Franklin Birthday Dinner at the Franklin Institute in Philadelphia on January 15. On this occasion, President Helfferich said:

We remain convinced that it will serve America well for at least one small independent college of quality to be educated in a pervasively conservative atmosphere.

For Ursinus to go along with the liberal tendency found on most similar campuses would be to cut itself off from its own best traditions and to abdicate a role in higher education that deserves to be played.

We believe that Ursinus, having decided on its particular role honestly and reasonably in high terms, will find adequate resources for its work, and high-minded people will be drawn to it.

After his speech, President Helfferich declared the meeting a convocation and conferred honorary degrees on Rudolph von Miller, Director of the Deutsche Museum, Munich, Germany; on William B. Murphy, President of Campbell Soup
Company; and Dr. Warren Shelly, Chairman of the board of N. W. Ayers. All of these institutions were celebrating, like Ursinus, one hundred years of service.

Special forums during the year included a speech by Scott Carpenter, astronaut, and numerous musical events. A Centennial Medal was struck off and presented to those deemed to have made various worthwhile contributions to the College. A special issue of the *Weekly*, featuring pictorial and written highlights of past issues over the years, contains an editorial by Alan Gold '71 that summarizes the present condition of the College:

Ursinus College can boast a record enrollment of 1,130 students from twenty states and four foreign countries, plus about 1,000 in the evening division—a lower than average tuition rate, a higher than average percentage in graduate level work and will soon nearly double the major buildings on campus. It has escaped student protests and riots.

Thus we see that constant appraisal having long been a part of the College, much praise is due it in its Centennial Year!

Simultaneously with the ending of that year, the term of office of President Helfferich was concluded by his resignation after twelve years of vigorous, devoted service to his Alma Mater. These words are taken from his final President's Page in the *Alumni Journal* issue for the Summer of 1970:

Dr. George Omwake one time announced that "This college was founded in prayer and in debt." . . . Ursinus College cannot long exist without a fair share both of faith and of debts. By faith we accepted the debts of recent years to build Wismer Hall, several dormitories, an administration building, a library, a second science building. And now we begin the long-sought gymnasium . . .

The founding fathers of Ursinus College (my paternal grandfather was one of them) must have had to venture as if they were sure of what they were doing. Yet I think they knew deep within themselves that time might prove them wrong at one point or another. The long sweep of ten decades has vindicated their venture. And with something of the same uncertainty about the decisions we make, we cannot refuse to venture in our day as our fathers did in theirs.

I must confess it's been sheer joy for me to be so inextricably involved in the complexities of Ursinus College. This campus has been my very life during the majority of my years. I have a fond store of memories, a stockpile of satisfactions, a handful of regrets. Most of all, I have sufficient faith that our debts, spiritual, economic, educational, will be met by those who succeed me in leadership.

Dr. Helfferich has become the first Chancellor of Ursinus, and is still giving to the College his valuable services. The campus gives concrete evidence of his leadership during his presidency; then there are the intangible gifts to the spiritual, intellectual and social life of the College, just as real if not so easily enumerated. He brought the College through to its Centennial Year able to look back on its first hundred years with justifiable pride.