10-1981

UA11/1 75th Anniversary Western Kentucky University

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75th Anniversary
Western Kentucky University

Homecoming, 1981
Western’s Diamond Jubilee: Foundation for the Future

Friday, October 30

5:00 p.m.
Golden Anniversary Club Reception. Executive Room, Garrett Conference Center. Western graduates from 1914-1931 will be honored.

6:30 p.m.
Alumni Banquet, Garrett Conference Center Ballroom. Special guests include the Class of 1931 and former WKU cheerleaders. Master of Ceremonies is Bob Proctor, with remarks by President Zacharias, Coach Jimmy Felix and Alumni Director Lee Robertson. A slide presentation highlighting Western’s 75 years will be featured. Tickets are $6.

7:00 p.m.
“Big Red’s Roar.” Smith Stadium. An evening of music, fireworks and fun. The star of the pep rally will be Big Red, with support from the WKU cheerleaders, the Big Red Marching Band, the football team and coaches, the Homecoming Candidates and towel-waving Topper fans! A huge fireworks display will bring the pep rally to a spectacular conclusion.

9:30 p.m.
Alumni Dance. Indian Hills Country Club. Music will be provided by Billy Vaughn and the New Dixieland Band. Everyone is welcome. Tickets are $5.

Saturday, October 31

8:00 a.m.
Herald Breakfast. Downing University Center Dining Room.

9:00 a.m.
Alumni Reception. Craig Alumni Center provides a great place to refresh, relax, and watch the parade. Everyone is welcome.

10:00 a.m.
Homecoming Parade. Floats will depict events in the history of Western.

10:00 a.m.

12:30 p.m.
Queen Coronation Ceremony. Smith Stadium.

1:00 p.m.
Homecoming Game. Western will take on Morehead State at Smith Stadium. Admission is $5 and all seats are reserved.

Halftime at the Game
The Wonderful World of Music. The Big Red Band will salute Western’s 75th Anniversary.

After the Game
Homecoming Reception. On the lawn across from Smith Stadium. Entertainment and refreshments will be provided for all alumni, students, faculty and staff, and other friends of the university.

After the Game
Recreation Alumni Reception. The recreation curriculum invites present and former students to Diddle Arena Room 212.

Congratulations Hilltoppers on your Diamond Jubilee

Footwear Village commends Western Kentucky University for 75 years of continued service in higher education.

From academics to athletics, Western has always stood for excellence and has set the pace for innovative and practical fields of study.

While you’re in town for Homecoming stop by Footwear Village, Bowling Green’s newest and most complete store for shoes & selected clothing.

We’re your headquarters for Stride Rite • French Shriner • Sebago • Joyce Capezio • Famolare • NCAA • Gant Nunn Bush • Contempo Plus many, many more!

Footwear Village...
...By The Park

1002 State St. 782-7000
Monday-Friday 9-6 Saturday 9-5
Parade to recognize WKU 75th anniversary

One of the traditional highlights of Homecoming is the pagentry of the Homecoming Parade.

The 1981 parade is designed to recognize the University’s 75th anniversary with the procession of floats presenting a historical picture of Western.

The parade will follow the traditional route, which begins at 12th and State Streets, goes north on State to Park Row, crosses to College Street, then proceeds south to 11th Street, turns right and crosses to Center Street. The parade will proceed south and terminate at L.T. Smith Stadium.

The parade will be led by the Pershing Rifles Honor Guard and Big Red Marching Band. Area high school bands will also participate and the 1980 Homecoming Queen, Miss Jane Lockin, will be the Grand Marshal.

And here’s the float lineup, with a description of WKU events to be highlighted, and listing candidates for Homecoming Queen, sponsored by organizations who built the floats.

- The Industrial Education and Technology Club and Society of Mechanical Engineers: In 1906 the State Legislature established the Western Kentucky State Normal School.
- Queen Candidate: Sara J. Welage;
- Alpha Delta Phi and Sigma Alpha Epsilon: In 1910 a baseball game represented the first WKU athletic event. Queen Candidate: Sheila Dunbar;
- Phi Mu and Sigma Phi Epsilon: On Feb. 4, 1911, the location of the school was moved from the Southern Normal Building to the hilltop. Queen Candidate: Debra Young;
- Bemis Lawrence Hall, Douglas Keen Hall and Hugh Poland Hall: The first issue of the “Talisman” was printed in 1924. Queen Candidate: Kim Dummer;
- Kappa Alpha and Alpha Omicron Pi: The first issue of “The College Heights Herald” was printed in 1925. Queen Candidate: Cathy Scheiss;
- Kappa Delta and Pi Kappa Alpha: On Dec. 31, 1959, Coach Diddle gained his 700th victory in the Sugar Bowl Tournament. Queen Candidate: Sandy Douglas;
- Sigma Chi and Chi Omega: The Board of Regents approved the establishment of a national fraternity system in 1961. Queen Candidate: Lisa Harper;
- Accounting Club and Phi Beta Lambda: The Bowling Green College of Commerce merged with Western in 1963;
- McLean Hall, Barnes-Campbell Hall and Gilbert Hall: On Dec. 12, 1963, Count Basie gave the first concert in Diddle Arena. Queen Candidate: Myra Alvey;
- Sigma Kappa and Phi Delta Theta: President Kelly Thompson revealed the Master Plan, indicative of the University’s growth, Jan. 13, 1965. Queen Candidate: Donna Livesay;
- Omicron Pi: The first issue of “The Herald” was printed in 1924. Queen Candidate: Sheila Dunbar;
- Poland Hall: The first issue of the school was moved from the Southern Normal Building to the hilltop. Queen Candidate: Kim Dummer;
- McLean Hall, Barnes-Campbell Hall and Gilbert Hall: On Dec. 12, 1963, Count Basie gave the first concert in Diddle Arena. Queen Candidate: Myra Alvey;
- Gamma Sigma Sigma: A special Happy Birthday Cake.

What’s a parade without bands? There will be plenty of music coming from this year’s parade as the Big Red Marching Band, as well as area high school bands like the one above, take to the streets along with floats depicting Western’s 75-year history.

One of Kentucky’s oldest insurance agencies salutes Western Kentucky University on its 75th Anniversary.

Charles M. Moore Insurance is proud to be a part of a community where higher education plays such an important role. As one of Kentucky’s oldest continuously run insurance agencies, we realize the importance of tradition and achieving a level of excellence that is unsurpassed.

With the same foresight and pioneering spirit of Western’s founder, Dr. Henry Hardin Cherry, we have built a full service business, with your needs in mind.

Congratulations to Western Kentucky University. May your future be long and prosperous and may you continue your tradition of quality education.

Charles M. Moore Insurance Agency
People working for you
Homecoming retains goals after 55 years

After 55 years, Homecoming at Western Kentucky University has the same purpose and many of the same activities it had when it began.

"We want you to come ... to advance the institution and to establish in its life a great annual Homecoming Day when we can get together and renew old friendships and exchange experiences," Henry Hardin Cherry wrote in 1927.

They celebrated that first Homecoming with a pep rally and an open house. Before the game, a 50-cent dinner was provided for those who ordered tickets in advance.

When Westerners return to the Hill Oct. 31, the 1981 Homecoming will celebrate the University's 75th anniversary, and an array of Homecoming activities, centered around the Diamond Jubilee theme, "Foundation for the Future," will be something alumni and friends will remember for years to come.

When Westerners return to the Hill Oct. 31, the 1981 Homecoming will be something alumni and friends will remember for years to come.

The Homecoming of 1927 was an excellent way to show off Western's new football stadium, which stood where the Ivan Wilson Center for Fine Arts stands today.

The Homecoming of 1932 was original, with a "Depression Supper" providing a free meal for about 2500 people.

The Depression Supper, "because of its novelty, its economy, its sincerity and its building of good fellowship, will long be remembered as one of the highlights of the 1932 Homecoming," said one newsletter.

Ticket prices were 75 cents in advance and one dollar at the gate due to the bad economic conditions that year.

About this time, in the early 1930s, the Homecoming dance emerged as a way for alumni and students to "get together" the night before the game.

Homecoming expanded to three days in the 1960s, and in 1970, the Homecoming Game between Western and Eastern Michigan was one of the most "exciting" in Western's history. Both teams were ranked in the top 10 nationally. Tenth-ranked Western upset sixth-ranked Eastern, 45-6.

The 'Hilltoppers,' who gained national recognition in popular music during the 1950s, were guests of the University for the 1972 Homecoming. Members of the group, Billy Vaughn, Don McGuire, Jimmy Saceca and Seymour Spiegelman, had two good records, "Trying" and "P.S. I Love You," and they entertained in their Western letter sweaters and beanies.

Many changes and unusual things have happened since that first Homecoming in 1927, but the traditions, like the bon-fire and the pep-rally; the purpose, and the spirit have long remained a part of Homecoming on the Hill.

This publication was produced by the Franklin Favorite, Franklin, Ky., in cooperation with the Office of Public Information, Western Kentucky University.

FMC's Bowling Green plant manufactures a line of Link-Belt® rope-operated truck cranes.

For 75 years folks in our area have been enjoying, and even helping to develop, the outstanding educational traditions at Western Kentucky University. FMC shares such a tradition of excellence with the University and alumni. For 94 years we have been producing quality products for a better American life today...and tomorrow.

FMC Corporation
Crane and Excavator Division
Bowling Green, Kentucky 42101

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Group to support future of WKU

In recognition of Western Kentucky University's 75th Anniversary, the Board of Regents authorized the appointment of the special Committee of 75 to consist of 75 persons from all across the Commonwealth. Members offer advice on planning for the future, help in telling the University's history, and share our dedication to the state and nation. Another major purpose of the Committee of 75 is to involve directly some opinion leaders who can offer creative ideas about strengthening Western's current academic programs and adding new ones, and who will speak up for those programs throughout the state, he said.

"If we are to achieve equity in the allocation of funds in the state, he said. "If we are to involve directly some opinion leaders who can offer creative ideas about strengthening Western's current academic programs and adding new ones, and who will speak up for those programs throughout the state, he said.

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Queen not always a part of Homecoming festivities

Homecoming at Western Kentucky University hasn't always included the crowning of a queen. The first Homecoming Queen at Western was elected in 1949 and wore a cardboard crown. Officials had hoped to use the crown designed for the Fallman queen, but a crown had to be made out of white cardboard.

Homecoming Queens since that time have worn more substantial crowns, and although some early Homecoming traditions have changed, the annual crowning of a Queen has not.

The Queen wore the 'cardboard crown' was Teddy Lou Johnson, an art major who represented West Hall in the 1949 pageant.

The Queens for the next 10 years were: 1950 - Jean Amos, a commercial education major from Hazard; 1951 - Nancy Atkinson, a White Plains junior; 1952 - Tyler Diemer, a junior elementary education major; 1953 - Jane Winchester from Taylorsville; 1954 - Netta Oldham, an Owensboro senior; 1955 - Patty Thompson, Bowling Green, a senior physical education major; 1956 - Shirley Barnes, a Beaver Dam senior; 1957 - Phyllis Robinson, a junior elementary education major from Hazard; 1958 - Marilyn Norris, from Sycamore, Ind.; and 1959 - Alice Chumbley, a Jamestown junior.

The Queens of the 1960s were: 1960 - Dianne Robinson, a Hazard junior; 1961 - Martha Johnson, a Scottsville senior; 1962 - Wanda Steenbergen, a Glasgow physical education major; 1963 - Pat Norman, a senior commercial education major from Glasgow; 1964 - Christine DeVries, a Bowling Green senior; 1965 - Linda Thomas, a senior English major from Burkesville; 1966 - Sharon Roby, a junior elementary education major from Owensboro; 1967 - Jim Riggins, a senior sociology major from Bowling Green; 1968 - Charlie Malone, a Clarksville, Tenn., junior; 1969 - Dru Gibson, a junior elementary education major from Bowling Green.

The Queens of the 70s were: 1970 - Suzanne Higgins, a senior sociology and psychology major from Jonesboro, Ark.; 1971 - Brynda Taylor, a junior psychology and recreation major; 1972 - Alice Gatewood, a sophomore art major from Bowling Green; 1973 - Cherie Haskins, a sophomore clothing and merchandising major from Vanzant; 1974 - Gayle Smith, a senior elementary education major from Glasgow; 1975 - Brenda Smiley, a senior clothing and textiles major from Bowling Green.

The first Queen of the '80s is Jane Lockin, a junior business management major from Benton, Ill. She will give up her title on October 31, during the Western's 55th Homecoming game, to...we'll see on Saturday!

Western's 32nd queen

The first Homecoming queen of the 1960s, Jane Lockin, a junior business management major from Benton, Ill., during crowning ceremonies at last year's Homecoming game. Miss Lockin is one of only 32 young women who have been crowned queen during Western's 75 years.

From the founding father to the six men who have made a difference

Someone once wrote, "It takes a great man to plant a tree under whose shade he knows will never sit."

In Western Kentucky University's 75-year history, six leaders have carried the torch of leadership. Under their direction, a heritage was built, a heritage of vision, sacrifice, and strength. Under their direction, WKU has grown into the comprehensive University to meet the demands of the 1980s. These leaders: Dr. Henry Hardin Cherry, the first president, 1906-1937; Dr. Paul L. Garrett, the second president, 1937-1955; Dr. Kelly Thompson, the third president, 1955-1969.

Western's second president, Dr. Paul L. Garrett, was interested in the welfare of students on the Hill. During the 18 years of his presidency, Dr. Garrett was able to bring the reality of the dreams of his predecessor, Dr. Henry Hardin Cherry, by supervising completion of the Kentucky Building.

He was noted as a prominent educator in Kentucky and the South. A native of Shelby County, Ky., Dr. Garrett led Western through a period when enrollments dipped drastically and strength and survival was necessary - during the World War II years.

Times became tough, but of a different nature than those WKU experiences today. They offered challenges to Dr. Garrett, who is documented in the University Archives as heading for Washington, D.C., to help establish a campus for the war effort.

Dr. Henry Hardin Cherry 1906-1937

Dr. Henry Hardin Cherry assumed presidential duties at Western in 1906. Already an internationally-known pioneer in the field of higher education, particularly in teacher training, Dr. Cherry influenced Western from a small, relatively unknown normal school to a large, widely recognized teachers college.

"A college is not its campus, its walks, its buildings," Dr. Cherry once said. "A college is an ideal, a spirit, a long tradition, a zeal for more life and more knowledge."

That statement, in substance, has come down through the years to be known as "The Western Spirit." That spirit has remained through the years, and has lifted the college to great heights in meeting an infinite variety of challenges. It was one of many gifts from Western's founder, whose personality influenced the school and left many legends and traditions on the Hill.

Dr. Cherry was a member of the executive committee which organized a statewide campaign for better educational conditions, memorializing the General Assembly of 1908, which enacted more constructive legislation possibly than any other legislature in the history of the Commonwealth up to that time.

West's 75th homecoming game. Miss Lockin is one of only 32 young women who have been crowned queen during Western's 75 years.

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to our current leader, who made Western great...

**The Presidents**

Dr. Thompson's career began in 1929, when Dr. Henry Hardin Cherry, hired him to serve as a field representative. Some persons coming back to Dr. Thompson this weekend will remember him in that role.

"You know, when you get to looking around, I'm one of the last links to the founder's career and to the beginning of this organization," he says, laughing. "More will remember Dr. Thompson as the University's third president from 1955 to 1969, and even more will remember him as the president of the College Heights Foundation, a post he held until January 1980, when he assumed the role as chairman of the Foundation's board.

He was elevated to the Western presidency after 26 years as a member of the administrative staff as field representative, director of public relations, assistant to the president and as acting president after the death of Dr. Garrett.

Today, Dr. Thompson works part-time with the Foundation, primarily assisting those interested in will and codicils.

During the past decade, Dr. Thompson reorganized and developed the Foundation with the result that its growth has been extraordinary. In 1969, when Dr. Thompson stepped down from the presidency of Western and assumed the position of president of the College Heights Foundation, the agency changed and expanded, adding a memorial fund for contributions to be kept in perpetuity. Scholarship and special service funds totaled $194,000 then. Today, total assets of the Memorial Fund and student loan program, plus general operations, exceed $4.5 million.

Under Dr. Thompson's direction, the Kentucky General Assembly elevated the institution to university status on June 16, 1966.

In recognition of his work and leadership during the progressive decade of the '60s, Dr. Thompson was honored by the Kentucky Press Association as "The Outstanding Kentuckian of the Year," and Gov. Edward T. Breathitt presented Dr. Thompson with the first "Kentucky Distinguished Citizen Award" in 1965.

The Western Kentucky University Affiliate of the National Public Relations Student Society of America honored Dr. Thompson in 1977 by designating its official name the Kelly Thompson Chapter of the Public Relations Student Society of America.

Dr. John D. Minton
1979

Dr. John Minton was named fifth president of Western Kentucky University by the Board of Regents when he held the top administrative post during the long and difficult eight-month search for a replacement for President Dero Downing.

During that period, he also maintained his position as vice president for Administrative Affairs, and he returned to that post when the Board appointed Dr. Donald Zacharias in May, 1979. A native of Trigg County, Dr. Minton taught at Trigg County High School and served as principal there before joining WKU's faculty as a member of the history department in 1958.

An expert on "The New Deal in Tennessee," Dr. Minton has authored a book and several articles about the Southern state's view during the period of 1932-38.

Dr. Minton has held several administrative offices in his tenure at Western. He has been associate dean and dean of the Graduate College. In July his title was changed to vice president for Student Affairs and he assumed the additional responsibility of supervising the areas of Scholastic Development.

Dero G. Downing
1963-1979

Dr. Dero G. Downing, associated with Western Kentucky University for 40 years and president of the institution for 10 years, completed his term a fourth president of the University Jan. 8, 1979.

He now serves as president emeritus of the University and as president of the College Heights Foundation, a post he assumed in Feb. 1980.

The native of Fountain Run, Ky., came to Western on a basketball scholarship in the fall of 1939 and went on to become a starting guard on some of Coach E.A. Hiddle's finest teams, including the 1942 squad that was the first Hilltopper team to participate in the National Invitational Tournament in New York. That squad came home with the runner-up trophy.

Dr. Downing has held various positions on Western's faculty and administrative staff since 1946. Prior to becoming vice president, he was dean of business affairs and also served as dean of admissions. He also held the post of registrar.

When he came to Western in 1946, he taught mathematics and was basketball coach in the high school division of the University's Training School.

Dr. Donald W. Zacharias
1979

"The universities which survive the next 10 years will do so because of their creativity and commitment to quality," Dr. Donald Zacharias told Western Kentucky University's alumni in a message shortly after becoming the university's sixth president on August 1, 1979.

Dr. Zacharias holds the Ph.D. degree in speech communication. His academic specialties are communication and conflict management, communication and social change and organizational communication.

The leadership of Dr. Zacharias manifests itself in his own personal commitment to that creativity and quality which he has named as essential elements in administering a university.

"Higher education has to remain sensitive to the needs of the society it serves; constantly it is looking for new ways to fulfill that mission. The history of Western is marked by innovation and responsiveness to the people it was designed to serve. As education confronts new issues, he added, "our graduates will compete with the graduates of the nation's best universities for employment or for entrance into professional schools. If we fail to teach them well, we will have forfeited our right to exist. To meet these challenges it helps to have a tradition like Western's," he said.

Dr. Zacharias has received a total of two major teaching awards, the Indiana University Teaching Award in 1963 and the Cactus Teaching Award at the University of Texas at Austin in 1971. He has authored and contributed to numerous publications in the area of speech communication.

Prior to his appointment to Western, Dr. Zacharias had served since 1978 as executive secretary to the chancellor of the University of Texas System.

He was a member of the UT-Austin faculty prior to his appointment with the UT System, and served as assistant to the UT-Austin President from 1974-1978.

When his third year as president opened in August, Dr. Zacharias had completed his sixth budget, normally a once-a-year process, three months after his inauguration as Western's sixth president. Dr. Zacharias faced state-mandated budget cuts, bringing some of the toughest challenges Kentucky public higher education has ever faced.

Reflecting a nationwide trend, the budget reductions have had painful consequences upon every phase of the University's operation. And a nationwide report released by the American Association of State Colleges and Universities predicts a bleak future for public higher education in terms of deterioration of human capital and finances.

"This is a bitter pill for us all," Western's president said. "And yet, I have learned to appreciate the cooperative spirit that comes from the people working on campus who have been touched by adversity. Western also needs the loyalty, understanding, and encouragement of its alumni and many other friends as we all struggle to retain the spirit of the Hill."
Big Red adds to ‘Topper tradition of spirit

In September 1979, a small group of administrators at Western were casually discussing the peculiar problem that the University had in not having an established school mascot. That conversation centered around WKU’s successful athletic traditions, especially in basketball, and how important the total university image is to keeping these traditions. The athletes and coaches had always been high in ability and character; the cheerleaders were talented and attractive; the students and fans were most supportive and seemed to thrive on the “red towel” symbol that had been established by the legendary Western Coach, Ed Diddle. But yet something was missing.

You see, folks at Western Kentucky University are known as the Hilltoppers; a unique and fuzzy, round, red creature that seemed quite right. Hilltoppers have tried. “Hilltopper” was a unique and sophisticated name and the University experimented with some rather interesting variations. But have you ever wondered if the legendary Western Coach, Ed Diddle, had asked to lend his talents to design a costume that would be appropriate to Western? After much thought and a few days of sketching, Ralph Carey had a new mascot.

Ralph Carey had worked at the University for several years and his job was asked to lend his talents. Ralph Carey was a business major from Cincinnati, Ohio, and his job was to design a costume that would physically and mechanically fit his sketch. He determined what materials were needed and how much his creation would cost. Ralph Carey had worked at King’s Island Amusement Park for several years and his job emphasis was in the area of live shows. He knew how the Hanna Barbera animated characters were built and maintained. He also knew how to wear and manipulate the costumes to excite a crowd or thrill a child.

Ralph Carey had worked with the situation and then turned loose to dream up a character that would be appropriate to Western. After much thought and a few days of sketching, Ralph presented what he thought was a good idea. The nature of his drawing was totally unexpected. Ralph had sketched a plump, fuzzy, round, red creature that was distinguished by a huge mouth capable of smiling, frowning, and eating anything smaller than a breadbox. It could also maneuver with relative ease yet still use its arms and legs to express itself. It seemed perfect.

It was decided that this just might be Western’s new mascot. But what will its name be? Only one name came up. It had to be just simply “Big Red.” Big Red was the creation of Ralph Carey. It was named Sept. 21, 1979.

Big Red was introduced to the public Dec. 1, 1979. The setting was the first home basketball game of the 1979-1980 season. The crowd numbered 10,300. Prior to the game, the teams left the floor for their last minute strategy talks. The WKU Head Basketball Coach Gene Keedy was called to center court by Santa Claus. Everyone in the arena wondered what was in the big white box decorated with a big red bow.

Without hesitation, Santa wished Coach Keedy a Merry Christmas and presented Western fans, friends and foes with “Big Red.”

Big Red is here to stay!
Diddle legacy hard for others to duplicate

It is common knowledge to most sports fans in Kentucky and many throughout America that E.A. Diddle, Western Kentucky's "man with a red towel," was one of the finest collegiate basketball coaches of all-time.

The Diddle legacy on the hardwood is one that few coaches have been able to duplicate since Dr. James Naismith introduced the game at a YMCA in Springfield, Mass., back in 1891. The official record shows that Diddle amassed 759 victories against 231 defeats in 42 seasons at WKU, with a 63-4 record against the Kentucky school as well. Diddle coached football alone, but the schools of the Big Eight eras were notable in their own right. Western from 1922 to 1966, and was elected to the Basketball Hall of Fame in 1971.

The parallel between the success of Diddle as a coach and Western as a university is not coincidental, and this story recalls some of the best about the man and his school, as WKU celebrates its 75th anniversary in 1981.

Diddle put Western on the map academically and athletically in proper proportions. The big city press and the nation's outstanding basketball coaches of all-time, basketball and football, called the Bowling Green school. It was in 1922-23 that Diddle's Western to a 5-3 overall mark and the women's state basketball championship by beating Kentucky State 27-19. Not only did Diddle gain his first championship trophy that season, but he also captured something that would prove to mean more to him than the future championships combined — a wife, in the form of his all-state forward, Louise Morris.

Diddle had taken over the Western football coaching reins from L.P. Smith in 1929 and in 1932, turning in a sparkling 9-1 record during his "rookie" year on the gridiron. All told, in seven seasons as the Hilltoppers' head football coach, Diddle won 36, lost 24 and tied two for a won-lost percentage of .613.

"He coached it all by himself and played it rough-and-ready style."

Ted Hornback

Diddle coached football alone, with no assistants, and has the opportunity to further develop the no-nonsense, all business approach to effective coaching that he was able to do throughout his basketball career.

He coached it all by himself and played it rough-and-ready style. We would run basic plays — off tackle, end runs, reverses, and a pass now and then," said Ted Hornback, a Diddle-coached football player and later an assistant basketball and head tennis coach at Western for more than 30 seasons. "He did a great job with what he had. Our facilities and equipment weren't that good back then and Coach had to make do with what he had."

"As far as philosophy is concerned, he (Diddle) wasn't that much different than he was as a basketball coach. He was, of course, a disciplinarian but he was able to get things across to players that other coaches might not be able to. He was great with young people," Hornback continued. "But did a great job ball got to be too much for him because he was coaching basketball and baseball, too. I think it relieved a lot of pressure when he could put his concentration on two sports instead of three."

Thus, Diddle gave up football following the 1928 season which, ironically, was probably his best. That unit, led by halfback Turner Elrod and quarterback Lynn "Cy" Williams, shut out seven consecutive opponents before losing to Union (Tenn.) College, 7-6. Western bounced back, however, to blank Cumberland 25-0 and win a gain a win by forfeit over Eastern to wrap up the Kentucky state football championship with an 8-1 overall record.

Diddle began coaching baseball in the spring of 1923 and didn't give up the job until the conclusion of the 1957 season when he was 62 years old. Diddle was honored as much success in baseball as he did in every other sport he coached, finishing with a lifetime record of 235-151. His career victory total in baseball remains a school record.

His best team was probably the 1928 state champions that finished 16-1. That club won twelve consecutive games at one stage of the season, a record that stood until WKU's 1980 team won 19 in a row.

Diddle also led the Hilltoppers to two of their three Ohio Valley Conference baseball championships. In 1952, Western won two of three games with Eastern to wrap up the title after finishing the year with an overall mark of 11-3 behind the ace pitching of basketball holdovers Gene Rhodes and Art Spoelstra.

The following season, Diddle and the Hilltoppers had their own revenge. Playing the OVC title with an 8-2 record and two-game sweep of Tennessee Tech in the post-season.

As legendary as Diddle's outstanding record and red towel was his manner of speaking.

Using words never before heard, Diddle had a habit of speaking sentences upside down — the words and phrases, similar to baseball Hall-of-Famer Casey Stengel's "Stengelese," became known as "Diddleisms."

Diddle stories are themselves legendary on "the Hill" and a famous one centered around Diddle the Baseball coach. Western was to play Eastern Kentucky, 200 miles away in Richmond.

"We'll have to cancel the game," Diddle said over his telephone in Bowling Green. "It's raining." The Eastern coach said he hadn't seen rain all day. "Well, just look out your window," Diddle said.

But when one thinks of Diddle one thinks of basketball, first — success basketball, that is. And rightly so.

Diddle's teams at Western won 32 basketball championships, playing in three NCAA tournaments and eight NIT's. Diddle's teams won 20 games or more in 18 different seasons, doing it ten straight times from 1934-43. Various All-America teams listed Diddle-coached players.

But it's worth mentioning that there was more to Ed Diddle the coach than just men's basketball — as his record in women's basketball, football and baseball belies. Success seemed to go hand in hand with the Diddle name, no matter what sport he was coaching.

All in all, Diddle won 1037 games at Western while losing just 480, compiling a winning percentage of .684. And, simply put, he established one, if not "the, greatest all-around coaching records in the history of collegiate athletics."

Yes, that's worth mentioning.

Academic, athletic standouts look back at life at Western

Since 1906, Western Kentucky University has demonstrated consistent excellence in other academic and athletic programs.

To be sure, Western has always made a concerted effort to put academics and athletics in proper perspective while realizing that quality programs in both areas are essential for maintaining a well-rounded and purposeful collegiate atmosphere.

Though many see academics and athletics as separate entities, Western has seen many of its alumni disprove that theory. Many have emerged from distinguished academic-athletic careers on the Hill to become successful business and professional leaders all across the country.

As part of the University's 75th anniversary celebration, Western remembers some of them:

William "Whitey" Sanders of Milwaukee, Wisc., has earned national acclaim in the past 20 years as one of America's most successful editorial cartoonists.

As a standout football player at Western from 1951-53, Sanders followed in the footsteps of former Hilltopper All-American quarterback Jimmy Felix, and like the legendary signal-caller on the '53 squad that went 6-4 under Coach Jack Clayton, Sanders, in fact, led the nation in pass completion percentage that season despite missing three games with an injury.

Sanders, who has worked at the Milwaukee Journal since 1966, has fond memories of his years at Western, even attributing much of his later success in the newspaper business to the school.

"There was, and still is, something special about Western. The people there gave me a feeling that they cared about me as an individual and not just as another student," said Sanders.

"I owe a great deal of character and influence in me in a positive, sincere way. I believe that my athletic career at Western has helped me in my career," he said. "There's a Continued on page 10

Judy Beard, a senior, reads the minutes during an Associated Student Government meeting. Judy is also in the Kappa Delta sorority. These are just two of many extracurricular activities designed for students.
Standouts remember years on ‘the Hill’

Continued from page 9

combination of fellowship and discipline in organized athletics that tunes one up for a lifelong career.”

Dr. Bill Ploumis, a prominent practicing orthodontist in New Rochelle, N.Y., since 1966, also appreciates the fellowship and discipline he gained as a student-athlete at Western.

A native of Pittsburgh, Pa., Ploumis was a standout in both football and track at Western from 1950-54. One of the club’s top offensive ends as a gridder, Ploumis jokingly refers to himself as “the guy that helped make Jimmy Felix famous.”

Upon his graduation from Western in 1954, Ploumis was drafted by the Los Angeles Rams as the man who might replace legendary Hall-of-Famer Elroy “Crazylegs” Hirsch at split end, Ploumis, in fact, made the Rams’ final cut but, in a last-minute decision, gave up a pro football career and instead went to medical school at the suggestion of Western mathematics professor Dr. Hugh Johnson.

Ploumis credits Dr. Johnson with figuring out what would be Ploumis’ life mission. “He decided I should go into medicine,” said Ploumis. “He looked for him to go into medicine, and there’s no question that my four years at Western and what I learned in school have helped me tremendously as a medical professional.”

The towel carried Diddle through 759 wins, the fourth highest total ever for a college coach.

So when the red towels wave at Homecoming this weekend, they will be representing more than just the spirit of the fans. They will be representing Western’s most successful coach and the beginning of a tradition.

Red towels represent Diddle, beginning of a tradition

Waving a red towel has become a tradition for Western Kentucky University sports fans. The tradition started with the superstition of the late E.A. Diddle, Western’s head basketball coach from 1922-1964.

Diddle coached the Hilltoppers through 1,002 games, and carried a red towel to them all. He clutched it, chewed on it, cried on it, and threw it in the air. “People looked for him to throw that towel in the air,” Ted Hornback, a retired tennis coach, said in 1974. The towel carried Diddle through 759 wins, the fourth highest total ever for a college coach.

The Public Radio Service of Western Kentucky University

An Invitation

Occasion WKYU-FM’s 1st Birthday
Date November 8, 1981
Time 2-4:00 p.m.
Place Academic Complex #248

*Entertainment by David Robbins
Refreshments by the Home & Dept.

WKYU-FM 889
The Public Radio Service of Western Kentucky University
Red and White symbolize pride, excellence

They call it Red Towel Territory, the Home of the Hilltoppers, a place to come to for more than 45,000 alumni and 13,000 students ... Western Kentucky University.

Situated on a hilltop in picturesque Bowling Green, Ky., overlooking miles of southcentral Kentucky’s beauty, Western Kentucky University claims one of the most beautiful campuses in the nation, with 200 acres of the main campus sprawling over the land made famous by Coach E.A. Diddle and his 42-year coaching legend.

Coach Diddle clutched a red towel in his hand throughout his coaching career, marking WKU’s red towel tradition. And whether it’s an intercollegiate athletic event or a continuing education meeting for campus visitors, one’s likely to see red towels waving or hanging out of hip pockets.

It’s a sign of something Western is proud of ... the Western Spirit ... and it shows in all areas of this comprehensive public university’s mission.

For more than 75 years, WKU has provided high quality instruction, encouraged scholarly research and creative activity by faculty and students and served as a public service resource center.

As the familiar colors of red and white symbolize Western’s strength and pride, they are also reflected in a strong academic structure and tradition of athletic excellence.

Western provides educational opportunities for undergraduate and graduate students that will prepare them for careers in the arts and sciences, education, government service, business, industry, health, agriculture and in other fields. Special professional and pre-professional curricula for technical careers are also available in various field of study.

Among students in Kentucky, Western graduates annually have one of the highest rates of success in gaining admission to medical, dental, veterinary and pharmacy schools.

The University is a state leader in synfuels research, and a one-of-its-kind master’s option in coal chemistry enhances WKU’s academic and public service offerings in coal technology.

Other research projects in the areas of resource management and environmental engineering have focused on state and regional needs, and in the area of public service, Western’s Continuing Education Center hosts hundreds of conferences annually.

The Agriculture Exposition Center on the University’s 785-acre farm helps serve the state’s agricultural community and the Kentucky Library and Museum is a valuable state resource.

Graduates of the University’s technology programs are in great demand, and WKU’s teacher education program has maintained its position as the most outstanding in Kentucky.

A faculty and student body have been recipients of such prestigious fellowships for advance study as the Danforth Woodrow Wilson, Fulbright-Hays and Root-Tilden Awards, is balanced at Western by one of the nations most successful athletic programs.

The Toppers have reigned as all-sports champions in the Ohio Valley Conference 12 of the last 19 years, and have amassed more than twice as many OVC titles than any other conference member.

Western ranks fifth among NCAA Division I-AA members in all-time football winning percentage (.637), seventh in total victories (339), and Head Coach Jimmy Feix ranks fourth among active I-AA coaches with a percentage of .702.

WKU’s 1980 average home football attendance of 16,160 ranks sixth among Division I-AA schools, and during the 1980-81 football and basketball seasons, the Hilltoppers made nine television appearances broadcast to nearly 48 million households.

Red Towel Territory ... it’s a place alive with Western Spirit!

Greenwood Mall is proud to be a part of a community where higher education plays such an important role. The traditions and educational excellence developed by Western Kentucky University over the past 75 years make us all proud to live in Bowling Green.

While you’re in town for Homecoming, stop by Greenwood Mall. We have dozens of stores, all under one roof, all with something just for you.
CNB salutes 75 years of excellence