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Scope

Loma Linda University Publications

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10-9-1964

## Scope - Volume 02, Number 07

Loma Linda University

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# University SCOPE

Vol. 2, No. 7

Friday, October 9, 1964

## Editor, Alumnus Die in Week-end Air Crash

A plane crash near Hermosillo, Mexico, resulted in the deaths of Tor Lidar, editor of *Scope*, Johan B. Furulund, DDS, a 1962 School of Dentistry alumnus, and two other men on October 2. A third victim, Dallas R. White, was a former University employee.

Mr. Lidar was accompanying a missionary flight by members of the Mexico-Pan American Medical-Educational League. He was interested in the role of University alumni in the private group, and on several previous occasions had reported their service to the Mexican people in the pages of *Scope*.

The league is incorporated under the laws of Mexico as a non-profit, non-sectarian organization devoted to improving health and educational opportunities for residents of isolated Mexican villages. A large number of Loma Linda University alumni are active in the organization.

### Others in Crash

Killed with Mr. Lidar and Dr. Furulund when the single-engine, four-passenger plane crashed short of the airport runway at Hermosillo were:

Bennett Esposito of Highland, California, a mortgage broker in San Bernardino, and Dallas R. White, RN, San Gabriel resident and a former nurse at White Memorial Medical Center in Los Angeles.

Mr. White had been employed by Loma Linda University from 1950 until the Los Angeles hospital changed hands ten months ago. All four were Seventh-day Adventists.

Witnesses to the crash reported that the craft appeared to suffer engine failure as it approached the runway at low altitude. One account described an apparent attempt by the pilot to glide the plane safely to a belly landing.

### Rough Terrain

Rough terrain precluded the effort's success, according to the witness, and the plane struck an embankment. It immediately burst into flames.

When rescuers reached the blazing wreckage minutes later, the occupants were all dead. Their bodies were removed to a Hermosillo hospital where they were later identified by Paul Freeman, MD, president of the league and passenger in another plane making the missionary flight.

The Friday afternoon tragedy began a week end of shock and sorrow for the victims' survivors and friends in California. Notified by a telephone call to John Parrish, director of public information at the University, President Godfrey T. Anderson, Vice President for Public Relations and Development Howard B. Weeks, and other friends and associates of the bereaved families organized efforts to help them.

Delmar L. Herrick, DDS, a 1964 School of Dentistry alumnus and friend of the victims, agreed to supervise arrangements for return of the bodies to Loma Linda. Repeated calls to and from the hospital and a mortuary in Hermosillo, and to a mortuary and the U.S. Con-

sular office in Nogales, Arizona, could not completely clear the way for their return across the international boundary.

The following day Dr. Herrick and Loma Linda funeral director W. William Hughes flew to Hermosillo with San Bernardino dairyman Harold Willis, a league supporter, in Mr. Willis' plane. There they were able to arrange for the return of the bodies to Loma Linda by way of Nogales.

Funeral services for all four men were Tuesday. Combined services for Mr. Lidar, Dr. Furulund, and Mr. White were in the University Church at Loma Linda Tuesday evening; separate services for Mr. Esposito were that afternoon in the San Bernardino Seventh-day Adventist Church.

## Building Date Nears For New Structure

Ground will be broken in November for a new building to accommodate teaching programs in the School of Medicine department of biochemistry and the Graduate School department of chemistry.

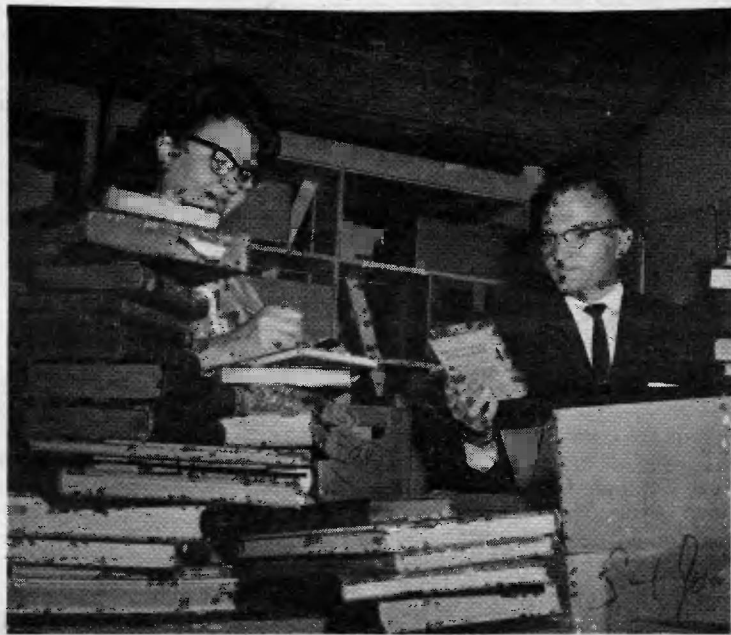
The \$650,000 structure, two stories high with a full basement, will rise at the northeast corner of Central Avenue and San Bernardino Street. It will occupy a portion of the parking area now immediately west of Frederick Griggs Hall.

First to use the new building will be teachers and students of biochemistry. The biochemistry laboratories, destroyed in the fire that swept Edward Risley Hall last February, will be on the top floor of the new chemistry hall. The ground floor and basement, ultimately to be used by the Graduate School department, will not be finished or equipped before the opening of the building in the late spring or early summer, according to Vice President for Financial Affairs Robert L. Cone.

The upper floor, equipped for teaching biochemistry, will be put to use as soon as the building can be completed. The ground floor and basement space will be finished and outfitted as the Graduate School department of chemistry grows to require the area, Mr. Cone explains.

Contractors are now studying plans for the structure, and bids will be accepted soon, Mr. Cone says. Architects for the building are Heitschmidt and Thompson, Los Angeles.

## Gift to University Library Estimated at 60,000 Volumes



SWAMPED BY THE TASK of classifying and cataloging the 60,000 books given by Stanley R. Slotkin are Alice E. Gregg, acquisitions librarian, and George V. Summers, acting director of libraries.—Photo by Robert Kreuzinger

The book collection of the Vernier Radcliffe Memorial Library in Loma Linda was nearly doubled last week through the generosity of a Los Angeles businessman.

Stanley R. Slotkin, chairman of the board for Abbey Rents, presented an estimated 60,000 new and used volumes to the library on a permanent loan basis. This compares to the 74,000 volumes acquired by the library in the past 59 years.

Mr. Slotkin indicated in telephone conversations with George V. Summers, acting director of libraries, and Alice E. Gregg, acquisitions librarian, that he plans for the books ultimately to become the property of the library.

\$125,000

Most of the books in the transaction were stocked in the Magnolia Park Book Store in Burbank. They were valued by appraisers at nearly \$125,000.

The library staff now faces the job of checking through the 2,000 cardboard cartons to eliminate duplicates and unwanted titles, cataloging, card-filing, and cross-indexing the newly acquired books before they can be made available to library patrons.

### Stack Space

Stack space for shelving the collection is not a problem, according to Mr. Summers. Stacks in the library addition completed a year ago will accommodate these books, but "we will start getting cramped when the 50,000 volumes in our Los Angeles campus library are moved out here," he predicts.

Both library staff members and Maintenance Service crews worked overtime getting the books to Loma Linda from the Burbank location. A condition of the transaction was that they be removed from the bookstore by October 1, when Mr. Slotkin's business interests required it to be free for other use.

### 36 Tons

The boxed books, amounting to some 36 tons, are stored in unused areas of the library building and in basement corridors until acquisition procedures can begin.

## Weeks Elected Society Director

The Inland Professional Chapter of Sigma Delta Chi elected University Vice President for Public Relations and Development Howard B. Weeks as one of five directors at its organization meeting September 23.

Sigma Delta Chi is a national journalistic society, of which the newly formed chapter serves San Bernardino and Riverside counties. It will be chartered officially on October 24.

## University Is First to Top Arrowhead United Fund Goal

With 79 per cent employee participation, the University has exceeded its goal by \$1700 in the United Arrowhead Fund campaign, according to Dorothea A. Mathisen, community relations officer for the University.

University employees contributed \$10,765.72 for the 1965 drive in contrast to \$8,999.71 for the present year.

"The fact that the University was the first organization in the Arrowhead United Fund to reach its goal is wonderful. However, it is even more gratifying that faculty, staff, and employees have so generously recognized their responsibility to the activities of the community as indicated by their generous and prompt response," said President Godfrey T. Anderson in thanking the employees for their support.

President Anderson and other personnel representing the University were applauded when the grand total was announced at the AUF campaign luncheon in San Bernardino this week.

In speaking of the campaign success Oliver L. Jacques, a vice president of the Arrowhead United Fund and chairman of the Loma Linda drive, said, "The remarkable achievement of going over the goal at this early date indicates that the personnel of Loma Linda University are sensitive to the needs of their fellow men.

"This fine accomplishment is an effective way of telling our community that we are ready to accept our share of community responsibility. It represents by far the greatest response by University personnel since they began participating in AUF during the 1950's. The business segment of Loma Linda is moving to complete its quota very soon."

Campus departments and of-

fices which had reported 100 per cent participation as of October 6 were:

**Academic areas:** Administration, anatomy, animal house, biochemistry, Daniels Hall, Kate Lindsay Hall, microbiology, Occupational Therapy Curriculum, physical medicine and rehabilitation, School of Physical Therapy, preventive medicine and public health, registrar's office;

**Business areas:** Accounting, campus business administration.

Continued on page 2

## Faculty Retreat Begins Today

The annual faculty retreat of Loma Linda University begins today at Cedar Falls Camp in the San Bernardino Mountains.

Some 300 persons, including full-time faculty and administrative staff members and their families, will be on hand for opening events this afternoon and tonight. Most will spend the night in cabins at the Southern California Conference youth camp, although some are expected to stay in private trailers or campers at one of the nearby public campgrounds. Nearly 200 other members of the faculty family are expected for the religiously-oriented programs during the day tomorrow. Reservations for the noon meal approached 500 when the deadline was passed, according to housing arrangements chairman John Parrish.

The organized week-end program ends Saturday night after supper, but some of those in attendance will take advantage of the opportunity to remain in the mountains a few more hours, delaying their departure until Sunday.

Reservations are required for all cabins and meals during the week end.

Continued next column

# Higher Education is a Search Chapel Speaker Emphasizes

The spiritual commitment of Christian colleges and universities can be of far-reaching influence in the academic community, according to James M. Godard, PhD, president of the Protestant Council of Colleges and Universities.

Doctor Godard spoke to the student body in convocation Monday, October 5.

"The central goal of higher education is the search for meaning," he said, "and meaning is ultimately a matter of faith."

Dr. Godard emphasized that Christian institutions are committed to the academic community and academic methods in the pursuit of truth, but they are also committed, he declared, to "the capacity to confront mystery," with the conviction that beyond mystery is the eternal pattern.

Although the Christian commitment is still strong among many undergraduate colleges, it has virtually disappeared at the multipurpose university level, Dr. Godard said. The tiny minority of Christian universities remaining must regard themselves as "the mustard seed of faith" in the academic community. "Even now there are indications that some universities that have lost a former Christian commitment would like to revive it."

## Nursing Students Receive Their Caps

Sixty-one sophomore nursing students will wear the official uniform of their profession for the first time next week, as 60 receive caps October 11 in the University Church at 6:30 p.m.

The caps will be placed on the sophomores by junior and senior nursing students. Harold E. Fagal, assistant professor of religion at La Sierra College, is the speaker for the occasion. A short reception for parents and friends follows the service in Kate Lindsay Hall.

Roy W. Nickels, a member of the class, is the first male student to enter the School of Nursing since 1956, according to Mary C. Monteith, administrative assistant of the School of Nursing.

"We only wish we had more male students in nursing," Mrs. Monteith said. "There's such a great opportunity for men in this field."

One of the last male nurses to graduate at Loma Linda was Edward Moon who finished in 1959. After serving as a missionary in Nigeria, he has returned to the University to work on a master's degree in nursing.

Mr. Nickels is not new to medical work. He is a licensed practical nurse and was in the medical corps of the United States Air Force for four years. He worked for the State of California for one year as a psychiatric technician.

He and his wife, Carolyn, and two children live in Riverside. The class has students from 19 states and six foreign countries. Half of the members are from California.

Members of the class of 1967 are Rachel M. Aguayo, Connie F. Anderson, Judi L. Annala, Donna Marie Archer, Karen D. Beebe, Marilyn F. Bennett,



Dr. Godard and Anderson

## All OT Graduates Pass Registry Test

For the third consecutive year all graduates in the Occupational Therapy Curriculum taking the registry exam passed the test given by the American Occupational Therapy Association.

The Association has now announced that Paul Sadau, Donald Chinn, Rachel Yatani, and Janet Burchett, all 1963 graduates, are eligible to practice as registered occupational therapists, according to Edwina M. Marshall, educational director of the curriculum.

Rachel Yatani, a student from Japan, has returned to her country to work at Tokyo Sanitarium and Hospital. She also graduated from Madison College School of Nursing in 1960 and is the first graduate of the Occupational Therapy Curriculum at the University to work overseas.

Shirley J. Bowen, Jean L. Burgdorff, Cheryl R. Cessford, Patricia A. Collins.

Marjorie A. Cowan, Judy L. Crawford, Carolyn I. Davidson, Lois Marie Dunn, Karen L. Dybdahl, Donna M. Franzke, Marilyn L. Froom, Marcia C. Hamel, Mrs. Dona M. Hannah.

Faye E. Heath, Sachiko Hirano, Cherie J. Hutson, Margaret A. Jennings, Karan Ann Jensen, Eileen L. Johnston, Madelyn L. Klingbeil, Linda S. Lonsdale, Konimi Jean Lum, Cheryl A. Maloney.

Patricia A. Malouf, Vana E. McBride, Dianne M. Miklos, Carolyn D. Mock, Lillaurie R. Musson, Francene E. Nelson, Shirley M. Neuman, Roy W. Nickels, Mary B. Perrish, Mrs. Brenda J. Peters.

Cheryl J. Reinhard, Sandra E. Ryerson, Rebecca L. Salazar, Mary E. Sanders, Carol A. Schmidt, Kathleen S. Shepard, Bernice O. Smith, Anita L. Stickle, Kathleen P. Stong, Cholmondeley G. Tapper, Gail L. Taylor.

Florence Teo, Melissa E. Tibbits, Eileen R. Wangerin, Shirley A. Welch, Karen E. Wilhelm, Jannice L. Wilson, Gail S. Wichser, Brenda R. Wright, Sachiko Yogi, Jeanette N. Young, and Bonnie J. Zinke.

## Committee Plans 60th Anniversary

A special committee charged with planning the observance of the University's 60th anniversary has been appointed by President Godfrey T. Anderson. The anniversary occurs May 26, 1965.

The planning group includes Dr. Anderson, vice presidents of the University, and presidents of the alumni associations: School of Medicine, Jack W. Provonsha, MD; School of Dentistry, Hugh C. Love, DDS; School of Nursing, Mrs. Richard James; Physical Therapy, Julius V. Toews; School of Nutrition and Dietetics, Mrs. Julius V. Toews; Alumni Federation, Chauncey L. Smith, MD; and past chairman of the Alumni Federation, Albert F. Brown, MD.

The first meeting of the committee will be held Monday evening, October 12, and will be preceded by a buffet supper in the University cafeteria. The group will discuss anniversary theme, symbol, the role of alumni associations in the observance, and the event's significance in University development.

## Clark Leaves for Promotional Tour

Director of Admissions Walter B. Clark left last week on a trip that will take him to seven Seventh-day Adventist colleges throughout the United States. He is expected to return to Loma Linda November 6.

Dean Clark will interview hundreds of prospective students for the Schools of Medicine, Dentistry, Nursing, Physical Therapy, and the Dental Hygiene, Medical Record Administration and Occupational Therapy curriculums.

His itinerary includes stops at Union College, Nebraska; Andrews University, Michigan; Atlantic Union College, Massachusetts; Columbia Union College, Washington, DC; Southern Missionary College, Tennessee; Oakwood College, Alabama; and Southwestern Union College, Texas.

# Book Talk

By JOHN PARRISH  
Contributing Editor

*Confessions of an Advertising Man* (Atheneum) is not, as its title might imply, a recounting of the amorous adventures of a Madison Avenue playboy. Nor is it a technical treatise of interest only to members of the grey-flannel set.

David Ogilvy's first chapter begins: "Managing an advertising agency is like managing any other creative organization — a research laboratory, a magazine; an architect's office, a great kitchen.

"Thirty years ago I was a chef at the Hotel Majestic in Paris.

He has set the pace for a book packed with fascinating insights into nearly every aspect of the author's enormously interesting and variegated life.

## Students Welcomed To Thomason Hall

Seventy-four students were welcomed to residence in Thomason Hall at the Trion Club's meeting last month. The Trion Club is the social organization of the women's residence hall on the Los Angeles campus.

The club served punch and cookies to students in the junior, senior and RN, BS classes in the School of Nursing as well as to students in the School of Medical Technology, Radiologic Technology Curriculum and Graduate School.

Hosting the event was Diana L. Berry, club president. Other officers include Jerri V. Halley, social vice president; and Barbara J. Parker, cultural vice president. Residence hall dean Melba M. Olmstead and assistant dean Millie F. Hamren are sponsors.

## United Fund Report

Continued from page 1

tion, data processing, University Pharmacy, purchasing;

**General Services:** Grounds, laundry, mailing and addressing, telephone, printing;

**Hospital areas:** Business, chaplains, emergency, nursing service, pharmacy, physical medicine, technical tracings, unit 300.

## HIS PEN IS STILLED . . .

HOWARD B. WEEKS,  
vice president for public relations and development

One of the most frequent contributors to this editorial feature of *University SCOPE* was the editor himself, Tor Lidar. A few weeks ago he wrote of progress in construction of the new University medical center and said:

"We think of the magnitude that has made temples of men: the all-encompassing love that fills human construction with a God-inspired personality. . . . The Creator's plan for a life of creative thoughts is remarkably simple: 'Commit thy works unto the Lord and thy thoughts shall be established.'" (Proverbs 16:3)

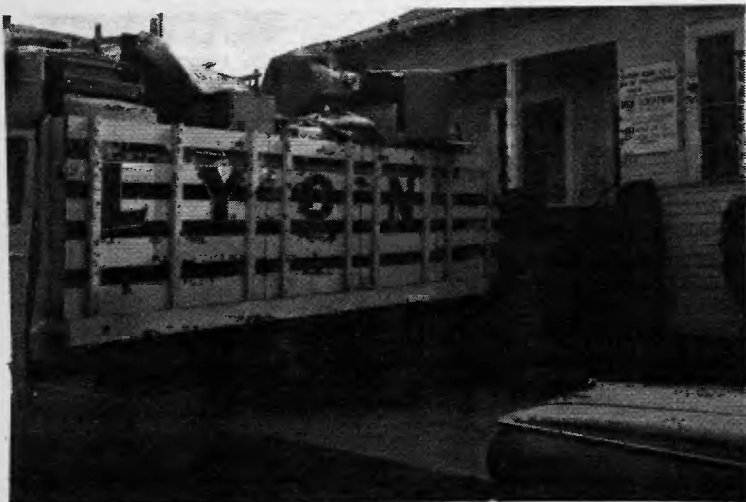
Now Tor Lidar's pen is stilled. He rests, awaiting the Giver of life. Elsewhere in this issue is an account of the tragic accident in which he and three companions came suddenly to the end of life careers devoted to service, committed "unto the Lord."

How ironic it seems that on a week-end excursion of mercy to the underprivileged they should meet this fate. Some ask, "Why could not a miracle have been performed in order to save them?"

Yet miracles as such were rare even in biblical times. More often than not we find that all were subject to the same physical laws. We must look beyond the miraculous for meaning, for confidence, for faith.

These things may be found abundantly in an awareness of God which leads us into the joys of serving — and having served, in the love of friends that surround us in the crises of life, in the conviction that earthly life, whether brief or long, is but a prelude to the eternal things.

We shall miss Tor Lidar, his abundant energy, his cheerful zeal, his spiritual dedication to his chosen vocation. Everyone associated with those involved in this tragedy will miss them. Together we may look forward hopefully, prayerfully, to seeing them again. To all the bereaved, our united sympathies and the assurance for our continuing Christian love and fellowship.



WEDNESDAY, THURSDAY, AND TODAY the Alumni Association of the School of Medicine staff spent in moving from their old familiar quarters at 316 South Bailey to newly refurbished quarters at 1832 Michigan in Los Angeles. Many of the alumni will remember the new address as Osler House across from the tennis courts. —photo by Eugene Hood.

## University SCOPE

THE LOMA LINDA UNIVERSITY WEEKLY  
NEWSPAPER

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DIRECTOR OF NEWS PUBLICATIONS:  
JERRY WILEY

Advertising in *University SCOPE* must be University or church oriented and must meet standards of church-affiliated higher education. The University advertising committee reserves all rights to accept or reject advertising. Rate cards are available. Direct communication about advertising, subscriptions and news to Editorial Offices: The University Library building, Loma Linda, California. Call 796-0161, ext. 283, area code 714.



### SCOPE Editor Killed in Crash

Tor Lidar, 49, editor of University SCOPE, died when the small plane in which he was riding crashed at Hermosillo, Mexico, Friday afternoon, October 2.

Born June 13, 1915 in Stavanger, Norway, he came to the United States in 1951 and became a naturalized citizen in 1957. He attended high schools, colleges and several specialty schools in Norway and in the U.S.

After working on school newspapers he left college to become the editor's assistant at the Norwegian Publishing House. Following several years as editor, church and education editor, and columnist for newspapers in St. Paul, Minnesota, he came to Loma Linda University in August, 1963 with over 20 years of newspaper experience.

He helped to found the University SCOPE and was its first editor. In addition to his editorial responsibilities he was also advertising and circulation manager for the newspaper.

He was engaged in various youth activities and served on five youth commissions. At one time he operated a home for juvenile delinquents.

He was a former member of the Minnesota Newspaper Association and was a member of the Mentone (California) Seventh-day Adventist Church.

He married Jeanette Lane in 1953 who survives. His mother and a brother live in Norway. Surviving children are Tor Flint, 9; Terry, 7; and Jayson, 6. The family lives in Redlands at 421 Norwood Avenue.

Funeral services were held Tuesday, October 6 in the University Church. Private interment was in Montecito Memorial Park in Loma Linda.

### Community To Hear County Hopfuls

Four San Bernardino County political candidates will present their differing views on issues facing the voter at the Loma Linda Chamber of Commerce meeting Tuesday.

Chamber President Elmer J. Digneo says Congressional candidates Ken W. Dyal (Democrat) and Jerry L. Pettis (Republican) and state assembly candidates Stewart Hinckley (Republican Incumbent) and Ray E. Conatser (Democrat) were scheduled to speak October 6, but the Chamber meeting was postponed one week to allow members' attendance at the Lidar-Furulund-White funeral.

The public is invited to the meeting at 7:30 p.m. in a classroom facing the Loma Linda Union Academy parking lot.

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### Dentistry Alumnus Is Crash Victim

Johan B. Furulund, 32, a 1962 alumnus of Loma Linda University School of Dentistry, was one of the four casualties in the private airplane crash at Hermosillo, Sonora, Mexico, on October 2.

Before leaving Norway Doctor Furulund served in the Norwegian military forces with an engineering branch.

He and his wife, Inger Breivik, came to the United States in 1957 on a permanent visa so he might attend Andrews University. He received his bachelor of arts degree there in 1957 preparing to enroll in the School of Dentistry. His practice is located in Fontana.

Survivors are his wife Inger of Loma Linda and four children: Wenche Irene, Anne, Mary Ann, and John; his parents, Mr. and Mrs. Anders B. Furulund of Norway; two sisters, Solveig Gustavsen of Ethiopia and Oslaug Hansen of Michigan; and a brother, Olav Furulund of Norway.

### Councillor Board to Meet in Washington

The Board of Councillors to the President will meet October 18 in Washington, DC to install new members and to discuss University growth.

In the absence of chairman Jerry L. Pettis, Harold Campbell, Bethlehem, Pennsylvania contractor will preside. Pres-Godfrey T. Anderson, Vice Presidents Howard B. Weeks and Robert L. Cone, and William O. Reynolds, Director of Development, will meet with the group.

The Board of Councillors is a voluntary association of business and professional people throughout the country who lend their counsel and support to the University. Five new members will be added to the group at this meeting, bringing the total membership to twenty-eight.

### Dairy Business Sold to La Sierra

Loma Linda Dairy products, available to area residents for more than 50 years, are no longer for sale.

Last month the University sold 61 cows to La Sierra College for about \$16,000. La Sierra is now supplying milk for the Loma Linda Market, hospital, cafeteria, academy, elementary school, milk store and home delivery customers.

Because of the growing campus, the University needs the land which now is pasture. In a few years the railroad near the campus plans to construct an overpass where the dairy is now located.

La Sierra products won four gold medals for excellence in

### Former Worker Dies on Mission

October 2, 1964 marked the end of a life dedicated to the Seventh-day Adventist church and its medical missionary program. Dallas Robert White lived and died serving. He was one of the four killed in the private plane crash at Hermosillo, Mexico, while travelling for the self-supporting missionary organization Liga.

Born in Mansfield, Ohio, into the James White family on May 8, 1900, Mr. White attended Broadview Academy near Chicago, Walla Walla College, and in 1924 ended preparation for a nursing career at St. Helena Sanitarium and Hospital in California.

Vera Ann Mosebar and he were married in 1925 and were called as missionaries to China a year later. Mr. White filled many capacities in the Orient: nurse, treasurer, director, clinical worker, and ordained minister. Catastrophe fell when his wife Vera was murdered.

In 1932 Florence Numbers and he were married in China. For eight the two and the children remained in the Orient.

Returning to southern California after fourteen years as a foreign missionary, Mr. White was an anesthetist at Paradise Valley Sanitarium and Hospital and a special duty nurse at Glendale Sanitarium and Hospital until 1950 when he transferred to the White Memorial Medical Center. There he was a technician in the men's urology department until his retirement in January of 1963.

Remaining are his wife Florence, three daughters: Ardyth Hendricks of Riverside; Lorena Davis of Battle Creek, Michigan; Marilyn Hill of Adelphi, Maryland; a son, Robert, of Monrovia; and ten grandchildren. Also surviving are a sister, Ada Wheeler, of Riverside; and a brother, Clarence, of Cedar Rapids, Iowa.

### FOR SALE

Four-bedroom Bronze Medalion Home, large living room, wall-to-wall carpet. Family room with fireplace. Central Vacuum. Dishwasher. Built-in range. Sprinklers. Lawn — \$29,500. Low down! 11462 Orange Grove Loma Linda. Call: 796-2945 or NA 9-1453.

dairy competition at the recent California State Fair in Sacramento, according to John C. Shull, manager of the Loma Linda Foundation which operated the dairy.

No Loma Linda dairy employees were left without jobs, Mr. Shull reports. The farm operated in connection with the dairy will continue in operation under the management of Susumu Emori. Former dairy manager Pliny W. Webb became sales manager for the La Sierra College dairy last month.

**FOR RENT**  
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Two-bedroom apartments with dishwasher. New. Unfurnished. 796-0314.

## Loma Linda Realty

MAIN OFFICE: 24867 Central Ave. (next to barbershop), Loma Linda  
Phone: 796-0242

New three-bedroom homes. \$12,500. Low down payment, flat rate water—\$3 per month. Large lots.

Nice three-bedroom house in fine neighborhood. Carpets, drapes included. Nice yard, variety of fruit trees. Close to University. \$31,900.

House and lot \$5000 full price. Two bedrooms. House on large lot. \$1000 down. Fruit and shade trees.

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## she found another way TO SERVE THE UNIVERSITY

For several years an alumnus wanted to contribute something of significance to the work of Loma Linda University in addition to her regular annual pledge. But being dependent on the income from her savings and investments, she didn't see how she could do it.

Then she learned about the Loma Linda University annuities.

By investing money in Loma Linda University annuities she learned she could receive a guaranteed lifetime income, even more than she received before. But best of all, she now enjoys the deep satisfaction of doing more to help educate young men and women for greater service. "Even after I am gone," she says, "the money will continue to work in my name, advancing Christian education." A lovely living memorial can be established in the University for the annuitant.

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City \_\_\_\_\_ State \_\_\_\_\_ Phone No. \_\_\_\_\_

## Book Talk

Continued from page 2

if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her."

There are few opinions in *Confessions* which are not supported by experience or research. The philosophy that built Ogilvy, Benson, and Mather into one of the nation's foremost advertising agencies crops up throughout the book, ending with a burst of candor in the controversial final chapter, "Should Advertising Be Abolished?"

## EVENTS, COMMITTEE CALENDAR

**Sunday, October 11**

UNIVERSITY CHURCH — Capping service: 6:30 p.m.

**Monday, October 12**

UNIVERSITY CHURCH — Chapel, Howard B. Weeks, vice president for public relations and development: 8 a.m.

UNIVERSITY DINING ROOM — Intern banquet with representatives from Hinsdale Sanitarium and Hospital; and Illinois, Indiana and Wisconsin conferences.

**Tuesday, October 13**

ADMINISTRATION BUILDING — Academic affairs committee: 10 a.m.

RIVERSIDE COUNTY HOSPITAL — Intern banquet with representatives from Hinsdale Sanitarium and Hospital; and Illinois, Indiana and Wisconsin conferences.

**Wednesday, October 14**

LOS ANGELES CAMPUS — Intern banquet with representatives from Hinsdale Sanitarium and Hospital; and Illinois, Indiana and Wisconsin conferences.

**Thursday, October 15**

SCHOOL OF DENTISTRY — Executive committee meeting: 7 a.m.

ARROWHEAD SPRINGS — Junior-senior picnic, School of Physical Therapy.

ADMINISTRATION BUILDING — Development committee meeting: 9 a.m.

GRIGGS HALL — Division of Religion faculty meeting: 12 noon.

**Sunday, October 18**

HOSPITAL DINING ROOM — Buffet supper for junior and senior medical students sponsored by Loma Linda University: 6:30 p.m.

**Monday, October 19**

UNIVERSITY CHURCH — Chapel, J. Paul Stauffer, PhD, dean of the Graduate School: 8 a.m.

UNIVERSITY DINING ROOM — Intern supper with representatives from Portland Sanitarium and Hospital.

**Tuesday, October 20**

ADMINISTRATION BUILDING — President's committee meeting: 9:30 a.m.

LOS ANGELES CAMPUS — Intern supper with representatives from Portland Sanitarium and Hospital.

**Thursday, October 22**

SCHOOL OF DENTISTRY — Executive committee meeting: 7 a.m.

GRIGGS HALL — Division of Religion faculty meeting: 12 noon.

LOS ANGELES CAMPUS, Faculty Room A — Buffet supper for junior and senior medical students sponsored by Loma Linda University.

## CHURCH CALENDAR

**Friday, October 9**

HILL CHURCH — MV meeting, George R. Jensen, "Kashmir Is Calling": 7:30 p.m.

UNIVERSITY CHURCH — MV meeting: 7:45 p.m.

WHITE MEMORIAL CHURCH, Olivet Chapel — Campus Fellowship, Dr. Walter F. Specht, slides and talk on the Holy Land: 8 p.m.

**Saturday, October 10**

HILL CHURCH — Hour of worship, Wesley Amundsen, "Explosion at Pentecost": 8:10 and 10:55 a.m.

UNIVERSITY CHURCH — Hour of worship, Elder James M. Mershon, "Radiant Religion": 8:15 and 10:55 a.m.

WHITE MEMORIAL CHURCH — Hour of worship: Telecast, Pastor Donald G. Reynolds, "Prescription for Peace," communion service: 10:50 a.m.



Chatting in the pleasant back yard of the President's home after enjoying light refreshments are Graduate School Dean and Mrs. J. Paul Stauffer (left and third from left) and Dr. and Mrs. William D. Bolander. Dr. Bolander is an instructor in psychiatry. Some 200 full-time faculty and administrative personnel and spouses turned out for the reception welcoming new- and newly transferred faculty members to the campus.

HILL CHURCH — Vesper hour: 6:15 p.m.

**Sunday, October 11**  
COLTON ARMORY, 423 E. B Street, Colton — It Is Written crusade, Evangelist Don Gray, "The World's Only Hope": 7:15 p.m.

**Tuesday, October 13**

COLTON ARMORY, 423 E. B Street, Colton — It Is Written crusade, Evangelist Don Gray, "Why Does God Permit Suffering?": 7:15 p.m.

**Wednesday, October 14**

HILL CHURCH — Midweek service, Harold Shryock, MD, "How to Remain Faithful in Marriage," third in a series of lectures: 7:30 p.m.

UNIVERSITY CHURCH — Midweek service, Dr. Lynn Wood: 7 p.m.

**Friday, October 16**

HILL CHURCH — MV meeting: 7:30 p.m.

UNIVERSITY CHURCH — MV meeting: 7:45 p.m.

WHITE MEMORIAL CHURCH, Olivet Chapel — Campus Fellowship: 8 p.m.

**Saturday, October 17**

HILL CHURCH — Hour of worship: 8:10 and 10:55 a.m.

UNIVERSITY CHURCH — Hour of worship, Elder James M. Mershon, "Communion Meditations," communion services: 8:15 and 10:55

WHITE MEMORIAL CHURCH — Hour of worship, Pastor Donald G. Reynolds, "Religion in Crisis: Let Freedom Ring": 10:50 a.m.

# University Placement

A Loma Linda University Service

Opportunities, N. America

Dentists, General Practice

NORTH DAKOTA  
FLASHER: Nearest dentist 30 miles

MONTANA  
EKALAKA: No dentist. Has good physician who draws patients from 40 to 60 miles. Dentist could do the same

MISSOURI  
OREGON: Trade area of 2500 with no dentist. Financially secure community

OHIO  
MT. VERNON: Need additional dentist in community

VERMONT  
ENOSBURG FALLS: No dentist

TENNESSEE  
GOODLETTSVILLE: Vacancy. Office will be built

TEXAS  
MEXIA: Good location for dentist

WASHINGTON  
SUMAS: No dentist at present. Immediate need for this professional coverage. Full cooperation will be given by local businessmen

Dietitians

LOUISIANA  
NEW ORLEANS: De Paul Hospital needs a registered A.D.A. therapeutic dietitian

MINNESOTA  
ST. PAUL: St. John's Hospital has need for dietitian

PENNSYLVANIA  
BRADFORD: Therapeutic dietitian needed at Bradford Hospital

KENTUCKY  
LEXINGTON: Central Baptist Hospital needs dietitian

CALIFORNIA  
FRESNO: Dietitian needed for Fresno County General Hospital

Nurses

OHIO  
KETTERING: Vacancy in Kettering Memorial Hospital

Inhalation Therapist

OHIO  
KETTERING: Vacancy in Kettering Memorial Hospital

Occupational Therapists

COLORADO  
DENVER: In occupational therapy department in Porter Memorial Hospital

Physicians, General Practice

SASKATCHEWAN  
REGINA: Assistant medical health officer position open. Must have administrative ability and clinical experience

Opportunities Overseas will appear in the first issue of each month.

MANITOBA

FLIN FLON: Need GP with surgical training to join medical group

NORTH DAKOTA  
FLASHER: Vacancy to be filled by GP interested in aiding needy community

CALIFORNIA  
BLYTHE: Need residents to take week-end call. Need also, for GP in the area

LA SIERRA: Office in medical building with group

JACKSON OR SUTTER HILL: Great need for physicians in area

UKIAH: To associate in medical group

STOCKTON: Physician needs associate

CRESCENT CITY: Associate desperately needed

PORT HUENEME: Associate needed

RAMONA: Only one GP in area of 5000 in rural community. That one takes no OB's

SACRAMENTO: To share medical offices in medical dental building

WHEATLAND: No physician in thriving community. Office available

Physicians, Specialists

SURGEON: Tappahannock, Virginia. To serve on staff of recently established hospital

INTERNIST: Santa Anna, Texas. Conference-sponsored community medical center seeks services of specialist

INTERNIST: Inglewood, California. To join group as third man

SURGEON: Ukiah, California. General. To associate

UROLOGIST: Regina, Saskatchewan. Pending partnership in medical arts clinic

DERMATOLOGIST: Ukiah, California. To associate

UROLOGIST: Saskatchewan. Assistant in large medical group

OTOLARYNGOLOGIST: Ukiah, California. Sought by physician for associateship

Personnel Seeking Positions

Nurses

1. ANESTHETIST: Wishes opening in California

Radiologic Technologists

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Open Letter to New Valley Residents:

If planning a move to the area, you owe it to yourself and your family to look at Redlands — a university community with conveniences but with a charming small-town atmosphere, the finest of schools, many cultural activities, beautiful residential areas.

While looking, don't fail to see the PRESIDENT HOMES development on Country Club Drive just north of Mariposa. These luxury homes near the golf course are Redlands' finest and are offered at prices and terms YOU can afford.

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