

**To Raise \$3 Million—****Lowell Thomas to Head AMU Fund Drive**

Radio-television commentator and author, Lowell Thomas, will serve as national chairman for a \$3 million nationwide fund raising campaign for Alaska Methodist University, Frederick P. McGinnis, president of the university, announced today.

Thomas has a long-standing interest in Alaska and in Alaska Methodist University, the state's only private university. He is a graduate of the University of Denver, also a Methodist sponsored institution.

His son, Lowell Thomas, Jr., is a resident of Anchorage and a state senator. In 1969, Thomas spoke at the university's commencement and he holds a Doctor of Laws degree from AMU.

Thomas will help secure and

will head a committee of national leaders which will conduct the campaign with the assistance of Don J. Pinson Associates of Portland, Oregon.

University officials anticipate utilizing \$800,000 of the \$3 million for current program development, \$500,000 to increase the university's endowment, \$1.5 million for capital projects, and \$200,000 to provide financial aid for disadvantaged students.

Some of the funds designated for capital projects will help the university meet its over \$2 million share of the financing for a joint AMU-University of Alaska library facility planned for construction in the vicinity of AMU and Anchorage Community College.

A bond issue to raise the University of Alaska's portion of the financing will go before the state's voters next month.

AMU's last major construction project was the \$3½ million Campus Center Complex completed in 1966. The Complex

contains two residence halls and a student union building.

Funds designated for program development would be used to add needed faculty and to improve the university's competitive position in securing and holding qualified faculty members.

Data presented to the university's Board of Trustees at the Board's meeting in May indicated that when adjusted for cost of living differences, faculty salaries at AMU are presently lower than the national averages for similar institutions.

In making the announcement McGinnis said, "At a time when financial pressures are endangering private educational institutions in general, young and small colleges and universities, often still in their developmental stages, are especially threatened."

"It would be tragic, indeed, if our society failed to provide such institutions the means to survive."

"If this were to happen, col-

lege students would find that the diversity of educational experiences available to them had decreased and, in the long run, our society would find that the cost of providing higher education had increased.

"Fortunately, some institutions have friends, such as we have in Lowell Thomas, who are willing to make great contributions of time and effort to help raise needed funds when raising funds can be quite difficult."

He added, "This national effort will supplement and strengthen our program in Alaska and in Anchorage known as the Annual Sustaining Fund Campaign. The Sustaining Fund Campaign will continue to draw necessary support from the institution's home base. We can not rely on support just from the nation or just from Alaska."

"Support from both national and local sources are absolute requirements for private institutions to be maintained and to grow in quality and in size."

**Jenabe E. Caldwell Speaks for Baha'i**

Auxiliary Board Member of the Baha'i Faith, Jenabe E. Caldwell was the guest speaker at a public fireside, Friday, September 25 at 8 p.m.

The meeting was held on the University of Alaska campus in the Eielson Building on the third floor. Mr. Caldwell and his family first came to Alaska in 1953 as Baha'i pioneers.

They lived in Unalaska on the Aleutian Chain for ten years. After six years of teaching the Baha'i Faith in Mexico, the Caddwells returned to Unalaska two months ago.

Mr. Caldwell is currently on an extensive Baha'i teaching trip in northern Alaska. He has visited Kotzebue, Nome, Teller, Brevig Mission, Nenana and Fairbanks.

During the next week, he will visit Beaver, Fort Yukon, Stevens Village, Rampart, and Venetie.

After his teaching trip in Alaska, Mr. Caldwell will continue on to Canada where he will participate in another teaching trip in northern Canada to spread the Word of God.

**Vincent Price To Keynote Arts Conference**

A conference that could eventually lead to the establishment of an arts and crafts industry in Alaska will open in Fairbanks October 13.

Called the Arts and Crafts Conference, the session will last for two days and will largely consist of six panel discussions.

Vincent Price, chairman of the National Arts and Crafts Board of the Department of the Interior will be the keynote speaker at a banquet October 13.

The panel speakers, expected to total about 30 in number, are being drawn from many different fields.

Some of the agencies represented will be: the Alaska Federation of Natives, the University of Alaska, the Bureau of Indian Affairs, the Office of Economic Opportunity, the Indian Arts and Crafts Board, the Small Business Administration and the National Council for Indian Opportunity.

The conference participants will first direct their attention to whether an arts and crafts industry is feasible and desirable for Alaska.

If agreement is reached that such an industry is needed, the next step will be to decide upon a comprehensive program that will meet the needs of Alaska.

Existing arts and crafts programs will be examined with an eye toward determining whether modification of these programs will do the job or whether a complete new design is required.

Also to be discussed are requirements for successful production and marketing; required skills, technology, and training for the program; and successful programs outside Alaska which the State can learn from.

Lastly, the conference will examine methods of financing.

"The conference summary and recommendations for implementation should present guidelines to be followed in putting the show on the road," Ted Borden, conference chairman said.

"Previous conferences and meetings," he continued, "have always stopped with the identification of problems. Let's make sure that this conference results in action, and does not just become another exercise in futility."

# 14 Years to Prudhoe Bay.

In 1954 Humble came to Alaska in search of oil. In 1968 we found it . . . the Prudhoe Bay No. 1, the first tapping of a timely new supply of energy to serve the needs of man.

The road to Prudhoe was long and costly. Success came hard. And it followed a discouraging string of expensive failures—

multimillion-dollar exploration wells that were dry holes.

Along the way there were moments of doubt. But our long-held belief that Alaska had the resources to make it a major petroleum-producing state has been confirmed. We're delighted to have been proved right.

And, too, we're proud to be a

part of Alaska's pioneering past. And its bright future.



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