The Relationship Between the Muncie Community and Ball State Teachers College

The John R. Emens College-Community Auditorium and 'Beneficence' as Paradigm Cases of Cooperation

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by

Jenifer M. Rahrar

Dr. Tony Edmonds

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ABSTRACT

This thesis discusses the relationship between Ball State Teachers College and the Muncie community. It includes a brief history of the founding of the institution, which was made possible by the generosity of the Ball family. As the first of two paradigm examples, my paper reviews the desires of the community and college to thank the Ball family with a form of public recognition. The paper describes, in detail, the campaign for the statue, 'Beneficence,' including the original work by the Muncie Chamber of Commerce before the Depression as well as the public subscription process. The paper then turns to another example of campus-community cooperation: the campaign for Emens Auditorium and the role of strong leadership which ensured its success. In conclusion, I address the parallels between the two campaigns and the importance of the distinctive relationship Ball State has been fortunate to have with its home community, Muncie, Indiana.

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Ball State Teachers College has had a history of community involvement since its early beginnings. The college is named after the Ball's, a local family which made its existence possible at a time when it seemed that there would not be a college in Muncie, Indiana. This initial engagement between town and gown has established a precedent for working together. This mutual commitment between the community and college has also been illustrated in their work on cooperative campaigns, specifically, the 1926-1937 'Beneficence' campaign, which was a community gift to the Ball brothers placed on the Ball State campus, as well as the campaign to bring a community auditorium to Muncie, also placed on the campus, in 1964. Each of these campaigns was successful and continued to bring this relationship between town and gown closer. These campaigns were successful for many reasons. Most importantly, the community and college were fortunate to have strong leaders dedicated to worthwhile causes and to working together on those causes. Furthermore, the community and college alike had many proponents of their efforts who were able to draw significant attention to these campaigns. The individuals from Muncie and Ball State made these campaigns a reality. Their dedication to society and to see Muncie and Ball State strive for greatness made their efforts successful. This enthusiastic dedication may in fact be the result of the dedication they found in the founders of the institution.

The connection between what is now Ball State and the Muncie community goes back to the late 19th century. As early as 1891, Muncie community leaders talked and wrote about establishing an institution of higher education in the Magic City. According to Glenn White, author of The Ball State Story, Frank D. Haimbaugh, editor of the Muncie Evening Herald; George
Higman, President of the Mutual Home and Savings Association; and, of course, the Ball Family, especially Edmund B. and Frank C. Ball, were "eager to return to the community, in the form of public service . . . some of the fortune that the community . . . had given them." After a series of stops and starts, the Ball Family purchased the buildings and land that had been Eastern Indiana Normal University, Palmer University, Muncie Normal Institute, and Muncie National Institute. In 1918, the Family gave "two buildings and 64.62 acres of land" to the State of Indiana. Those buildings and that land became the Eastern Division of the Indiana State Normal School; Ball Teachers College (1922); Ball State Teachers College (1929); and finally Ball State University (1965). The Ball Family has remained active in the affairs of the institution, from financing buildings to endowing chairs to serving on the Board of Trustees.

The Muncie community was not slow to show its appreciation to the Ball family for their generosity. From 1926 to 1930, a group of citizens met to discuss a type of memorial to be given to the Ball family in appreciation of their many benefactions made to the Muncie community. At various times, the group included: Frank B. Bernard, John W. Dragoo, Charles O. Grafton, Myron H. Gray, William E. Hitchcock, Mrs. Ray P. Johnson, J. Lloyd Kimbrough, J. Rodney Marsh, John H. Maxon, Philip W. McAbee, Karl A. Oesterle, Lemuel A. Pittenger, Frederick D. Rose, George M. Spencer, John Udell, Eugene Vatet, Winfred E. Wagoner, and Everett Warner. These citizens were distinguished members of the community; for example, many were presidents of local banks and businesses as well as prominent members of the Muncie Chamber of Commerce; some were past or future presidents.
Germination of the idea of the giving of a memorial to the Ball family began in 1926 at a Chamber of Commerce meeting. According to an entry in the minutes book of the Muncie Chamber of Commerce dated December 6, 1926, Directors Frank B. Bernard and J. Rodney Marsh met to discuss "the matter of an appropriate expression of appreciation to the Ball brothers and families."3 Beginning on December 9, 1927, a larger committee composed of more members of the chamber met to discuss the type of memorial that might be given. Frederick D. Rose explained at the time that many civic leaders felt that "some public expression of gratitude for these (the Ball Memorial Hospital and the buildings at Ball State Teachers College) and many previous benefactions"4 needed to be given to the Ball family. The committee also consulted Frank C. Ball, one of the five brothers, to discuss the type of memorial. At this meeting in 1927, the minutes show that Mr. Ball suggested an art gallery to be built at Ball State Teachers College. Other suggestions included a memorial bridge, which was appealing because it would serve a utilitarian purpose. Many, however, believed its original intention would soon be forgotten. An endowment fund was also considered; however the committee members realized that any amount of money that was within their means would be futile in comparison to what the Ball family had done for Muncie. Years later one of the members of the committee from the beginning, Frederick D. Rose, explained, "Our thoughts then turned to an ever-living memorial—a work of art that would endure through the ages and express, not only to the Ball families our grateful recognition of their far-sighted generosity and benefactions but would stand before future generations as a testimonial that their forebears were no mean and unworthy recipients of these favors."5 The group then began to deliberate over where this memorial
would be placed. Eugene Vatet, who was a Mason, suggested that a memorial be erected and placed across from the Masonic Temple, which was another gift from the Ball family. This idea, which was not accepted, began deliberations within the committee concerning an appropriate site for the memorial.

In January 1929, the Chamber committee met to announce that negotiations had been made with the well-known sculptor, Daniel Chester French, the creator of many famous works, including the Lincoln Statue in the Lincoln Memorial in Washington D.C. Members of the committee interviewed French in his home in New England while explaining the situation to him. In an article published years later, Myron Gray, an active participant in the committee, stated, "It was apparent at once that he [French] was deeply interested, although at first he was quite reluctant to undertake the work because of other memorials in progress. Finally he accepted the commission upon condition that he might be given such time as he might desire to complete the design." French chose a noted architect, Richard Henry Dana, of New York. It was decided that Dana should come to Muncie to inspect the area. At a meeting on May 14, 1929, the financing of this trip was discussed and made possible by the members, who donated five hundred dollars among themselves for this purpose. Dana came to Muncie and investigated a number of suggested sites for the memorial. He later agreed with Dr. Lemuel Pittenger, President of Ball State Teachers College, and Winfred E. Wagoner, Ball State's controller, that the memorial should be placed on the Ball State campus at a point where it would face Ball Memorial Hospital. Dana "chose as his setting for this work the quiet quadrangle of the college to be surrounded by buildings, but where, with its setting of trees and shrubbery, it could be viewed calmly and undisturbed by the bustle of traffic." At this same
meeting in May, the financing of the entire project was discussed. Sixty-thousand dollars was the estimated cost of the project, $25,000 of which was to be the sculptor's fee. The group agreed to ask twenty-five to fifty men to "undertake such an underwriting." On July 15, 1929, the financial guarantors consisted of thirty-three men, many of whom were members of the Chamber committee. Each was asked by the committee to contribute $2,500. An article written almost forty years later said, "Times were good, the rich were getting richer, at least on paper, and they wanted people to know it." Tentative contracts were drawn up and agreed upon at this same time.

At this point, the committee agreed to work in various sub-committees, including the Finance Committee, which consisted of Bernard, Gray, Kimbrough, McAbee, Oesterle, Rose, and Spencer and the Design Committee, made up of Gray, Kimbrough, and McAbee. Once the design committee approved Dana's location and French's blueprint of the memorial, a formal contract was executed. According to the minutes at this same meeting on December 9, 1929, "no general campaign for solicitation of funds was contemplated for the present and that the erection of the monument and campaign for raising of funds should be postponed to a later date to be mutually agreed upon between parties interested." After all, the Depression had begun and it was unknown at that time how long it would continue. Approximately one year later, the bronze statue of 'Beneficence,' which is what French named his creation, was completed and shipped to Muncie. The committee "would ask for additional moneys to cover small charges from the original contributors in order to pay accumulated bills." Apparently, all bills were paid and the statue was to be placed in a vault in the basement of the Indiana Bridge Company, of which Mr. Kimbrough was the president. This creation, Glenn White wrote years
later in the Ball State Story, "is a bronzed statue in heroic size of a robbed and winged woman handing out gifts of jewels from a half-opened casket she holds in one hand. A plaque on the back of the pedestal is inscribed: 'A civic testimonial to the beneficence of the Ball brothers and their families.' In a half circle behind it stand five classic columns, one for each of the five brothers."13

Despite the statue's beauty, it was not until 1937 that the Chamber was again able to consider 'Beneficence.' Since the original commission of the project, Daniel Chester French and Richard Henry Dana had both died, as had three of the five Ball brothers. Robert H. Myers, President of the Chamber that year, had determined that the time had come for French's statue to be erected and dedicated. Thirty years later Myers recalled, "As any newly elected president of an organization does, I looked around for a project no one else had thought of that would stir up interest and gain new members."14

The Chamber committee, consisting still of many of the same members, decided to call for a public subscription. Frederick D. Rose wrote in an article published in 1937: "Financial recovery has progressed to such a point that this project has been enthusiastically revived not only by its more substantial supporters, but we have ample evidence that it will be similarly welcomed by the thousands who will participate in its final accomplishment."15

The announcement of the campaign to erect 'Beneficence' came at the Chamber's annual spring dinner (May 18, 1937) held at the Masonic Temple's auditorium. Robert H. Myers presided as toastmaster of the event, which was attended by an estimated 650 guests. Myers began the evening with recognition to Ball State Teachers College: "Recognition by the Muncie Chamber of Commerce and by the citizens of this community of the great
cultural benefits of Ball State Teachers College, not only to our community and to eastern Indiana, but to the whole state of Indiana and the entire middle West, is due, past due, I might say." He then recognized many individuals associated with Ball State who were in attendance. He also explained that he had attempted to set up tables so that those from Ball State could sit together as a group. However, "their spokesman declined, saying that they wished to mingle with the other diners and become better acquainted with the members of the Chamber of Commerce and the citizens of Muncie." The program was then turned over to Frederick D. Rose, who introduced the guest speaker, Dr. William Lowe Bryan, long-time president of Indiana University. His speech focused not only on recognizing Ball State's successes, but also on applauding the Ball brothers' other efforts within the community. President Pittenger responded by thanking the community for the recognition, stating in part that "During the last decade the citizens of Muncie have co-operated with the college in a very satisfactory manner. In turn, we of the college have tried to be good citizens in our local community." Dr. Pittenger also gave notice to the Ball family for their efforts with the success Ball State has been able to endure. The evening ended with an announcement by Myron H. Gray, past president of the Chamber of Commerce and member of the 'Beneficence' committee. He stated that a memorial had been created in honor of the Ball brothers, and a voluntary public campaign would begin immediately to erect this statue. He explained that the project had begun several years ago and was delayed because of the Depression. The entire cost of the memorial was to be $60,000, however only $28,000 was needed to be raised to erect the statue and to place it on the campus of Ball State Teachers College. Gray continued with an explanation
of the contribution process: "In order that this may truly be the gift of the people of Muncie and Delaware County, the opportunity will be afforded to everyone within the county to subscribe to the fund without regard to the size of the contribution. These contributions will be entirely voluntary. A committee from the Chamber of Commerce will have charge of this feature."19 Mr. Gray concluded his announcement with the following words:

The members of the committee feel that this beautiful statue with its attractive surroundings, in some measure typifies the character and spirit of the five men who over a long period of years gave so much of their time, effort and means to make Muncie something more than a American city. The memorial is intended as a public expression of gratitude and appreciation by the people of Muncie and Delaware County in recognition of the many gifts and benefactions of this remarkable family. It may be regarded as a permanent contribution by the people to cultural and educational development of the community.20

Dr. Myers years later noted that as in most public campaigns, most of the money came from very few sources. According to Myers, "There was a lot of publicity about this being a community thing and 'everybody giving', just like the United Fund, but the amount of money 'everybody' gives is small potatoes compared to what a relatively few people and businesses are hit for."21 However, according to an article in the Muncie Morning Star during the campaign, "Ball State College, Burris School, all city schools, motion picture theaters, civic clubs, retail merchants through the Muncie Merchants Association, many local factories and wholesale establishments have pledged the Chamber of Commerce their cooperation in making the drive for $28,000 a success."22 Local theaters purchased trailers to be used at the end of films urging people to donate to the cause and placed boxes for contributions in the lobbies. Civic clubs stated that they would make announcements requesting people to make private donations. "Kits" were also created and sent to organizations making the donation process clear. These "kits" were
printed free of charge by Nossett Brothers, Nation-Robinson Printing Company, Commercial Printing Company, and Scott Printing Company. Photographs of the statue and landscape were taken without charge by W.H. Littleton.\textsuperscript{23} By June 1937, over three months before the memorial was officially dedicated, the voluntary campaign for contributions was over. The goal of $28,000 had been exceeded by more than $3,500 for a total of $31,550.19. At this time, Myers stated:

\begin{quote}
We are particularly gratified with the response which has been accorded to the invitation to contribute voluntarily. No more fitting tribute could be given to the Ball family than the fact that the more than 10,000 voluntary contributions have exceeded the original goal by more than $3,500. We wish to thank all citizens who aided in the work as well as the contributors to the fund.\textsuperscript{24}
\end{quote}

The additional funds would be used for "landscaping, walks, seats and for illuminating the statue and surroundings."\textsuperscript{25} The illuminating equipment was not a part of the original plans. A trust fund was established on February 5, 1938, which included an extra amount of money raised, which at that time totaled over nine-thousand dollars. The interest on that amount of money has been used by the university for maintenance and repairs. At the time of the official dedication, the campaign contribution total reached $31,964.65. About $10,000 of that amount was donated by schoolchildren, and their names were listed and bound as a part of other donations. The final subscription amount totaled $64,430.22, including the original donations given by the committee in the twenties. According to Myers, "Those giving $200.00 or more, numbering 64 donors, constituted less than one percent of the total number of subscribers, but they contributed $54,778.45, slightly more than 85 percent of the total money collected. They were no unpaid pledges."\textsuperscript{26} The complete list of donators was sealed in a copper box and placed in the
pedestal of 'Beneficence' in September of 1937. The box also contained "all records pertaining to the memorial."27

The official dedication of the memorial took place at the site of the gift and was held on September 26, 1937. In a letter to members of the Ball family, Dr. Myers wrote, "The people of this community, in grateful appreciation for the many benefactions bestowed by you and by the members of your family, are dedicating in recognition and as a civic testimonial of their regard and esteem, a statue by Daniel Chester French erected on the campus of Ball State Teachers' College."28 He also explained that a large section of seats would be reserved for the family and for any of their guests. Frank C. Ball replied a few days later:

It [the Memorial] is something that we have not sought nor expected. It has been a great pleasure for us to do what we have done for our City and State, and we are not looking for any special recognition for the same. However, we do appreciate more than words can tell, the kind friendly spirit of the citizens of Muncie and Delaware County which are so beautifully and graciously manifested in providing this wonderful Memorial, which will stand for generations to come not only as a Memorial to the five Ball brothers but as evidence of appreciation, good will and cooperation on the part of the citizens of Muncie and Delaware County through their generous contributions.29

The local radio stations also were outgoing in their support of the campaign. For instance, in May, just after the campaign began, WLBC radio station interviewed Robert Myers to discuss the success of the contribution efforts. This program also included a performance by the Ball State Teachers College Concert Band in addition to one by the Muncie Central High School trio. For the formal dedication, WLBC agreed to broadcast the program as did WLW, a New York hookup. In all, forty-five radio stations broadcast the program, including those in New York, Philadelphia, Pittsburgh, and Detroit.30 Station WBNY of Buffalo, New York, sent Myers a telegram the day of the
ceremony. It stated: "Station WBNY is carrying your excellent program not only for what the Ball brothers have done in Muncie but also because of the fine name which they left behind them in Buffalo where they pioneered in the business which has brought to them worldwide fame. Please extend to Frank C. and George A. Ball the happy greetings of the citizens of the Empire State's Second Largest City."31

The program for the dedication ceremony began at 2:45 in the afternoon with the College Band performing several pieces. Dr. Myers gave his opening remarks by acknowledging the "instant and hearty public response from more individuals than there are homes in this city"32 as well as the Ball Recognition Committee; college officials; the associate architect, George F. Schreiber; the landscape architect, Louis S. Cole; and the builder, Albert J. Glaser. Glaser, who had his workmen erect the memorial on a non-profit basis, unveiled the statue. Dr. Myers continued, "This work of art has been erected, and is now dedicated, that posterity may hold in memory the names of: Lucius Lorenzo Ball, William Charles Ball, Edmund Burke Ball, Frank Clayton Ball and George Alexander Ball."33 He then gave "custody" of the memorial to Ball State Teachers College and Dr. Lemuel Pittenger. Dr. Pittenger responded, "We accept this gift with a full understanding of its meaning to the people of this community and of our responsibility for its care through future years." He continued in his address:

... may this artistic creation remain firm and lovely to tell all who pass this way that a group of people in erecting this memorial must have laid aside for a time their purely commercial interests and thought in gracious terms of their fellow townsfolk. In presenting this memorial to us you give us more than carved stone in a beautiful setting. It is and will be an inspiration for us to do and to be our best. In a world of so much ugliness this creation will stand a beacon light of hope to lift the gloom of doubt and cynicism."34
He then spoke of the many benefactions of the Ball family, including a social welfare program, churches, YMCA and YWCA, artistic donations, hospitals and educational institutions. The guest speaker, Dr. Glenn Frank, former president of the University of Wisconsin, was then introduced. Dr. Frank's speech was very inspiring. He spoke of the Ball's "wide means" and their ability to share those means for the most productive and worthwhile causes. He stated: "Through hospitals, they have ministered to the body, through schools, to the mind, through religious agencies, to the spirit, and through the arts, to the senses. And, in all this, they have given of themselves as well as of their means... in giving themselves to Muncie, they gave far more than their means." He then began to recognize the character of these fine men. He said of them: "A mind transparently honest! A character unreservedly genuine. And such men are the materials with which bricks are made with which great civilizations are built." He concluded with the following words:

... this ceremony means more than a formal expression of gratitude for a series of gifts to public agencies of this city and this state. In this ceremony the citizenry of Muncie gives spiritual response to those basic qualities of mind and character without which all our policies and all our plans for nation-building are but dead words and stalled mechanisms.

To the brothers who today carry on the tradition of the Ball family, may I join with the citizens of Muncie in saying we are grateful to you for what you have done, and what you have given to enrich the life of city, state, and nation, but that we are more grateful to you for what you have been. 35

The ceremony concluded with some remarks by Dr. Myers. He thanked those that sent flowers to the memorial and mentioned that the statue would be lighted that night. He also invited the guests to come up to the memorial to inspect it for themselves. The 150th Field Artillery Band closed their concert as well as the ceremonial dedication of 'Beneficence.'
The statue of 'Beneficence' has continued to be to Muncie and to Ball State all that originally it was created to be, and much more. Richard Burkhardt, former professor of history and the Vice President for Academic Affairs under President Emens, wrote as an epilogue to Myers book on the history of 'Beneficence,' that it "is testimony that the citizens of Muncie believed in the relationship between education and wisdom." ‘Beneficence,’ of course, has continued to give recognition to the Ball family, but more importantly it has provided an illustration of a community's "appreciation of values." For instance, Burkhardt believes thoughts like "Life is best when it is shared, and . . . belief of the interdependence of humanity" are what 'Beneficence' symbolizes.36 The symbolism of 'Beneficence' has lived on in the Muncie community and has continued to represent those ideals.

Early relationships with the community, specifically the founding of the institution and the campaign to erect 'Beneficence,' are important aspects of Ball State's history. These same feelings have continued through its times of great expansion, especially while Dr. John R. Emens was president. At this time many buildings were being built on the campus. It soon became apparent to the college and the community that there was a need for an auditorium and that need would best be met if the college and community worked together. During these times of expansion, the college was also looking for a motto, symbol, or ideal for the college. President Emens, in the 1960's, invited Tom Jones, President of Earlham College, among others, to Ball State Teachers College to give some outside perspective on what Ball State meant. In the words of Dr. Richard Burkhardt:
Tom Jones spent a day, walked all over the campus, looked around, and he saw Beneficence and he heard about the auditorium - how part of it was done by private funds and part of it was done by state funds. He said it seems to me pretty clear that the central theme of your campus ought to be college-community cooperation. Beneficence is a symbol. In the first place it's a gift of the community in recognition of the Ball family, for which the institution is named, at the same time it sits on state property. The institution is for its regular needs partially supported by the state. This combination of public and private; I don't think exists anywhere else.37

President Emens was committed to continuing this cooperation. Another reason Ball State has been strong in its relationships with the community must be attributed to the college's leadership. Past presidents of the college have emphasized good relations with the community, some better than others. President Emens is among those who must be acknowledged for his emphasis on community relations. Hamer Shafer, a Muncie businessman, believes that this relationship has continued through the years not only because of the emphasis placed on it but also the ability of that leadership to communicate with the community.38 Together, Ball State's history and its leadership have provided the framework behind the relationship of town and gown in Muncie. Emens College-Community Auditorium is another important example of this successful relationship of the community and campus. The college and the community together recognized a need and began working with one another on all aspects of the auditorium's creation to make it a reality. This is a paradigm case of the results gained from a strong relationship between the city of Muncie and Ball State Teachers College.

In 1947, President John R. Emens included an auditorium in the drawing of Ball State's possible future, which first appeared in the President's Biennial Report. It wasn't until 1952, however, that the initial announcements of an auditorium were made by the president. This delay may
be due to the concentration on other campus developments taking place. Nearly seven years later a cooperative campaign between the college and the community for the auditorium was announced. Prior to that the Ball State Teachers College Board at its August 12, and September 30, 1959, meetings approved a recommendation that the American City Bureau "be employed as consultants to conduct a preliminary survey and the fund raising campaign." Also at those meetings the Board called for the building committee (which included Alexander M. Bracken, member of the Ball family by marriage and the President of the Ball State Teachers College Board of Trustees; J.C. Wagner, a local businessman; and Ball State President, John R. Emens) to create a contract with the American City Bureau for the campaign dependent upon the results of the preliminary survey. A.M. Bracken announced the formation of a 22 member policy and planning committee for the campaign. The members of the committee were chosen by the Ball State Teachers College Foundation Board of Directors and by Muncie business leaders who participated in the preliminary survey. The committee was to serve as a board of directors to Ralph Whitinger, General Chairman of the campaign and president of the Ball State Foundation, and others in the actual campaign. Also about this same time an advisory board, authorized by the Ball State Teachers College Board, was created to "supervise the scheduling of events . . . when it becomes available to the community." The advisory board included the President of the University, the future Business Manager of the Auditorium, and three community representatives, to be selected by the Ball State Teachers College Foundation.

On March 24, 1960, 450 "citizen-sponsors" were present at a dinner which launched the auditorium campaign drive. Keynote addresses were given
by Ralph Whitinger; John R. Emens; Andy D. Agullana, chairman of the Delaware
County AFL-CIO Council; and Frank B. Bernard, chairman of the Policy and
Planning Committee for the fund campaign. President Emens used this
opportunity to stress the importance of the auditorium to Muncie. He noted
some opportunities that the auditorium "would bring to the community,
including plays, concerts, opera, and noted speakers." He added "that the
college community auditorium could be used by churches and civic groups for
meetings and by labor organizations." Frank Bernard echoed the President's
words: "... the proposed auditorium will bring 'a new atmosphere of
culture' to Muncie." The campaign had collected about 15% of its 1.5
million dollar goal at the time of the dinner. Ralph Whitinger as general
chairman, however still had quite a project ahead of him. He created
divisions to the campaign, which specified areas of focus for the various
chairpersons. The chairpersons included a number of prominent Muncie
citizens: Mrs. Allan G. Weir and Maurice M. Crain, co-chairmen of the
general sales gifts division; C. Cree Gable and David Sursa, co-chairmen of
the Mercantile Gifts Division; Van P. Smith and John R. Cardle, co-chairmen
of the Employee Gifts Division; Chester C. Wingate, chairman of the Special
Gifts Division; William P. Givens, chairman of the Industrial Gifts Division;
Jack Peckinpaugh, chairman of the Alumni Gifts Division; William F. Dearborn,
chairman of the Employee Gifts Division; Honorable H. Arthur Tuhey, chairman
of the Public Employee Gifts Division; and John O. Ferris, chairman of the
Public Relations Division. A pamphlet published early in the campaign
addressed the issues of the donations drive to the college-community
auditorium:
If you believe:
The facilities of a College Community Auditorium will increase the educational and cultural opportunities for the citizens of Central Indiana, the college and its alumni, If you believe:
It is a good business to take advantage of the opportunity to save the community over $1,000,000* through the construction of this building on the Ball State campus, If you believe:
The association and partnership of the community and its college makes the difference between a "good" and "excellent" community, Then you will support your convictions with a gift to the college community auditorium fund.

*Architects and building engineers estimate that construction of this auditorium on any other site in Muncie would cost a minimum of $3,000,000.45

The campaign also provided a "Why I Gave" box probably to be used as sound bites and in news releases. These samples were usually taken from prominent members of the community used to encourage others to donate and repeated words from the promotional pamphlet. For instance, C. Cree Gable, local store owner, recognized the cultural necessity of the auditorium as well as its importance as a community meeting site.46 An anonymous contributor said citizens should donate because without an auditorium in Muncie, it was "necessary to drive to Indianapolis, Fort Wayne, Bloomington, and Lafayette"47 to see auditorium productions.

Another booklet for the campaign discussed the memorial plaques given in the name of contributors and/or in memory of an individual. Different plaques were created to recognize donors who gave from $300 to more than $5,000. This booklet was created to raise the remaining $300,000 needed from the original campaign. On November 27, 1962, Whiting made the announcement of another campaign after the ground-breaking ceremonies had occurred earlier that year in May. He suggested the necessity for this second drive "so that when the auditorium is completed next year the community's obligation will
have been met in full." On January 24, 1964, the total fund drive goal was exceeded by $10,532.

On March 14 and 15, 1964, three free concerts by Fred Waring and His Pennsylvanians were given in the auditorium to recognize the community. President Emens felt the "Sneak Preview" was an important gesture to make to the community. He stated,

... it would be impossible for us to thank all the persons who contributed to the auditorium or worked on the fund drive personally or by letter. We decided that by presenting a musical group universally liked by audiences over a long period of time, such as Mr. Waring and his group, that we would use this as our way of expressing appreciation.49

Earl Williams, former Business Manager for Emens Auditorium, recalls the carpenters, painters, and carpet layers inside the auditorium the morning of the first sneak preview show finishing up so that the auditorium would at least be presentable.50

The official dedication of the auditorium occurred later that year on October 25, 1964. This included naming the auditorium, The John R. Emens College-Community Auditorium. The program brought Frederic March and his wife, Florence Eldridge, "America’s first couple of stage, screen and television,"51 to Muncie to help dedicate the auditorium. An article in the Muncie Star said, "Although they have not begun their season which will include a program of readings from well-known American poems and plays, the Marches have agreed to come here because of their interest in promoting the theatre and the performing arts in communities throughout America."52 The program also included the recognition of community members and speeches made by six representatives of the various fundraising groups, as well as a speech by Governor Matthew E. Welsh. The building team also was recognized: Walter Scholer, Jr. of Walter Scholer and Associates, Lafayette architectural firm;
John W. Dit amore, Lafayette lighting and stage consultant; Ted Hagerman, Ft. Wayne, Hagerman Construction Company; Heinrich Keilholz, Hamburg, Germany, the acoustician. A tribute was paid to Dr. John R. Emens by Dr. Warren Casey, a former member of the Ball State art faculty who was commissioned by the class of 1964 to do a sculpture in high relief for the dedication. (According to Earl Williams of Emens Auditorium, Emens was unenthusiastic in his reaction to the plaque because it showed Emens with a serious expression instead of a pleasant one. Reportedly, Emens had it replaced by one done by a firm in Chicago.)\textsuperscript{53} An open house later followed the program allowing the audience to see many of the unseen aspects of the auditorium.

Yet another booklet was put together near the time of the dedication, which explained many aspects of the auditorium itself as well as the fundraising campaign. For instance, it explained why Ball State Teachers College turned to the community for help with the auditorium when it is a state-funded institution:

State law prohibits the use of state tax dollars for non-instructional buildings such as residence halls, Student Center, Health Center, and the auditorium. To build a hall of sufficient size to serve the student body and the community, the college had to secure the funds through gifts from friends of the college and through the sale of private bonds to be amortized over 20 years and paid from student fees.\textsuperscript{54}

It also explained the use of an "international team"\textsuperscript{55} to build Emens Auditorium. George Szell, the noted American conductor of the Cleveland Symphony, recommended Heinrich Keilholz to be the acoustician for Emens Auditorium. David Sursa, one of the co-chairpersons of the fundraising, recalls being at a private reception attended by Mr. Szell and Dr. Emens. He overheard Szell's enthusiastic recommendation that Mr. Keilholz do the
Finally, the booklet expressed some possible reasons for community involvement:

Few communities in the United States can outmatch Muncie, Indiana when it comes to fulfilling goals set for worthwhile community projects. Three successful hospital fund drives, numerous United Fund campaigns, which have gone over the top, and the College Community Auditorium Fund Campaign are tangible proof that when a real need exists the community rises to the occasion.

It was pride in community, pride in one of its great institutions-Ball State—that prompted many busy community leaders to accept the challenge to raise $1,500,000-Muncie's share in the Auditorium fund drive. Like the five Ball brothers who bought the defunct college with its two buildings and 74 acres and gave it to the State of Indiana in 1918, Muncie's community leaders also have faith in the college and the contributions it makes to community life.

When Frank Bernard at Homecoming 1963 announced the auditorium would be named for President Emens, he summed up the college community relationship: "Only an extraordinary romance between 'town and gown' could have brought forth such a beautiful progeny—an edifice designed to serve well the cultural aspirations not only of our age, but of all generations yet unborn."

There is no question that President John R. Emens played a crucial role in the campaign to bring an auditorium to Ball State Teachers College. The director of Public Information for Ball State at the time of the campaign, Marie Frasier, said this about Dr. Emens: "That Ball State and the community should have a mutual feeling of faith and respect in each other can be attributed in no small measure to President Emens' attitude, believing as he did, that Ball State should be mindful of those whom it serves." Mr. Oliver Bumb, whom President Emens hired to be his special assistant and later the Vice President for Public Affairs and Development, also pointed out Emens' commitment. According to Bumb, he was hired to work directly with the president, at least in part because of his own personal involvement with the
community. Bumb saw the Emens campaign as a beginning of other community and campus relationships. It "broke new ground for working together." Dr. Richard Burkhardt, Vice President for Academic Affairs under Emens, shared similar feelings about President Emens' commitment to the community and its relationship to the college. Burkhardt said that Emens felt that the faculty should also be good citizens because it was "good business to be good citizens." President Emens often reflected about himself in the community. He said, "Twenty-four hours a day, I am the institution." According to Burkhardt, the president wanted everyone who was a part of the college to have the same feelings toward the community. Some believed President Emens was a little paternalistic and dictatorial. However, it was a different time when Emens was president, and Burkhardt argued it was expected, at least by most, that Emens present himself in that manner. Emens, according to Burkhardt, knew that the college would continue to grow and therefore was conducting good business in preparation for the future. Burkhardt also reflected about the social responsibility that Emens found to be so important. Burkhardt feels that as the statue of Beneficience represents the responsibility of the college to be mindful of giving back to the community, The Emens College-Community Auditorium is an extension of that same feeling of giving and sharing.

Ironically, President Emens believed that no building should be named after a living person because no one knows what that person was still capable of doing in life. However, upon recommendation from the Ball State Foundation, Alexander Bracken, President of the Ball State Teachers College Board, convinced President Emens that the auditorium should be named in his honor. Frank Bernard at the alumni luncheon at Homecoming 1963 announced:
"It's quite obvious that it should take the name of the man who guided Ball State's destiny through the years of its greatest growth in physical facilities, in number of students, in an ever-increasing alumni, and in both quantity and quality of faculty stature as well.""64

The Emens College-Community Auditorium has been very successful in its operation and, in general, accommodating to its guests. However, David Sursa, a member of the original campaign and a local businessman, felt it was important to reflect on what could have been done differently in the creation of the auditorium. For instance, the auditorium is not very accessible by automobile, nor is the interior handicapped accessible.65 In 1982 Hamer and Phyllis Shafer donated an infrared hearing system to the auditorium. This system is used to help the hearing impaired by providing them with earpieces to hear the on-stage performances more clearly. The Shafers had been contributors to the university for quite some time and had worked with Rich Harris, Director of Disabled Students, when they were approached by Earl Williams. One of the plays being performed at Emens auditorium had brought in the hearing system when Mr. Williams recognized the need for such a system for other shows and productions. This donation made the Emens College-Community Auditorium the "third university auditorium in the U.S. and the only auditorium in the state with this capability."66 This generous gift was yet another example of the continued support of the community in Emens Auditorium and in the university, as a whole.

The history of an institution, the strength of a community and the beliefs of a leader to respect and give to society, brought Emens College-Community Auditorium into being. The efforts were, in general, enthusiastically supported, and the community and college were rewarded for
the cooperation. The citizens of Muncie and of Ball State were involved equally on every level of the creation of the auditorium. This important distinction must be emphasized to understand and appreciate the reality of having an auditorium in Muncie. The campaign and the auditorium quickly became a huge success and still are today. The performances at Emens Auditorium are enjoyed not only by the students attending Ball State University but also by the community.

It is important to note the similarities between the two campaigns for 'Beneficence' and the Emens Auditorium. Most notably, the leadership of the citizens involved in the conducting of each of the campaigns is worthy of recognition. Each of the campaigns were led by strong individuals who were influential within the community and college. The members associated with each campaign were respected, upstanding members of the community. Moreover, those who were commissioned to construct 'Beneficence' and Emens Auditorium were chosen because they were well-known and admired in their respective fields. For instance, Daniel Chester French was the "dean of American sculptors," and Richard Henry Dana was the "great American landscape architect." Those involved with the construction of Emens Auditorium were outstanding, as well. Most noteworthy was the acoustician, Heinrich Keilholz. Prior to working with Emens Auditorium, Mr. Keilholz also was responsible for the acoustics at such places as the rebuilt Vienna Opera House, the Frederic R. Mann Auditorium in Tel Aviv, Israel, Orchestra Hall in Chicago, and was consultant at the Mozart Festival House in Salzburg, Munich Concert Hall, and the Philharmonic Hall in Warsaw, among others. Most important in the similarities between these two campaigns are the donators themselves. Without the support of the communities of Muncie and
Ball State, the leadership could not have made 'Beneficence' and Emens Auditorium a reality. There were many individuals involved in conducting the campaigns but there were many more citizens who gave to these campaigns in hopes of seeing their successes. Furthermore, there were many individuals who, although they were not a part of the campaign committees, helped ensure success. In the campaign for 'Beneficence,' there were countless supporters in the community who urged others to give through their organizations, schools, and retailers. Also the local radio stations and newspapers played an important role in the campaign. In the campaign for the auditorium, there were numerous pamphlets created, assumingly at the facilities at Ball State. Those involved with these efforts are to be applauded as the quality and design of these motivational pamphlets were exceptional. The editor of the Muncie Evening Press also was an enthusiastic supporter of the Emens campaign. He included almost nightly in his column, "The Editor's Column," information on the campaign and encouraging words about why it would be important to have an auditorium in Muncie. There were a few citizens who wrote to this editor who felt that the money being raised could have been used for other causes in Muncie. One Muncie resident suggested money could be used for a juvenile delinquent detention home. Another, signed "Employed," shared similar feelings by stating: "... many would give much more for this needed project [juvenile detention home] than for an auditorium on a state run campus that will be a showplace of engraved cornerstones with well-to-do donors' names on them." The editor in one of his laudatory columns about Ball State and for the hope of an auditorium stated that Muncie should be "... so damned happy to have it [Ball State College] as our greatest advantage." The use of profanity in the editorial sparked a series
of responses, including one from a Ball State student who took offense to the editor's use of "obscene phraseology." 73 A response, signed "An Old Timer," asked that the editor not take the criticisms over being "damned" happy seriously. He applauded the editor for knowing "the value of Ball State College to this community." 74 Despite the controversy over the campaign and the use of the word "damned," the editor and others who wrote in to the editor still stood behind the campaign for an auditorium in Muncie. All of these individuals who donated and urged others to do the same were worthwhile members of these campaigns and should not be forgotten. Without these people the goals of the campaigns could not have been reached.

Everyone associated with these campaigns, from the organizers, to the leaders, to the builders and creators, to the citizens who donated their dollars, made the campaigns for 'Beneficence' and Emens Auditorium successful. Both of these campaigns were an illustration of town and gown working cooperatively on a project. These two campaigns provided an inspiration to future generations and created the precedent of working together on successful projects. The dedication to these campaigns and to the symbol of the campus, 'Beneficence,' have left a legacy to Ball State students and Muncie citizens to recognize and appreciate the strong relationship Muncie and Ball State have fortunately experienced.

2. Ibid., 239, 242.


4. "A Community's Tribute: 'Beneficence' was Late but Should Last Forever," *Muncie Evening Press*, 1 April 1965 [University Archives, Special Collections, Bracken Library, Ball State University, Muncie, Indiana (Hereinafter cited as BSU:UASC)], Sec. B, p. 44.


7. Rose, 1.


11. Ibid., 9 December 1929.

12. Ibid., 3 November 1930.

13. White, 80.


15. Rose, 1.


17. Ibid.

18. Ibid.


20. Ibid.


23. Ibid., 1, 7.


25. Ibid.


27. "Records Placed in Base of Beautiful Ball Memorial Statue on College Campus Here," photo, Muncie Evening Press, 4 September 1937, (BSU:UASC), 34.


33. Ibid.

34. Ibid., 68.

35. Ibid., 72, 74.

36. Myers, 'Beneficence,' 94.


42. Ibid.

43. Ibid.

44. Ibid.


47. Ibid.


50. Earl Williams, Interview by Jenifer Rahrar, 12 October 1993.


52. Ibid.


55. Ibid.


57. Emens, booklet.

58. Ibid.


60. Oliver Bumb, Interview by Jenifer Rahrar, 15 November 1993.

61. Burkhardt Interview.

62. Ibid.

63. Ibid.


65. Sursa Interview.

66. Shafer Interview.


68. Ibid.

69. Emens, booklet.

71. Employed, "We've Done It," letter to the editor, ibid., 11 June 1960, 4.


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