

construction of the business school, the Law Library, the Lee Medical Building, and multiple dormitories.

He watched as Dakota Days would survive a period where women at USD would worry about their former classmates' survival abroad than who would take them to a dance.

When the war ended and women had set a tone of such importance that would carry to this day. Dakota Days took on special meaning:

The boys were coming home.

With them they would find many more men wanting to join the party.

While all that was happening. Weeks also watched the rise of two prominent men on the USD campus that would help define the culture at USD once again.

Patterson, Farber: Defining USD men

Robert Patterson became a dean at the USD Business School in 1946 and stepped into the high demands of an increasing enrollment and worked to improve programs available and strengthening the school.

Ultimately the business school was fully accredited five years later. "He was a hard-nosed,

no-nonsense character," Muenster said. "Legend has it – and I didn't experience this personally – but he actively discouraged women from enrolling in business school because he didn't they had a place in the business community. He thought they belonged in the home. He was a legendary character."

Tuve said Patterson was a history major that found his way into business.

"I'm not sure how he got into business, but his son would talk about how (Patterson) came out of history (studies)," Tuve, who attended USD in the mid-60s and knew of the former dean, said. "But boy did he run a tight ship. Women could be in business education and take typing and stenography, but the first woman that probably made a difference out of that school graduated in about 1970. It was very difficult for women before that."

Before Patterson arrived, William O'Farber had already been on the USD campus for a decade.

Farber began his career as a professor of political science at The University of South Dakota (USD) in 1935. He served as chair of the Department of Government (now the Department of Political Science) from 1937 until 1976.

"He was considered Tom Brokaw's mentor," Muenster said of the celebrated news anchor and journalist. "Depending on who you listen to, Farber pulled Brokaw out of a trash can and set him on his career. He

would select students from among the student body and guide them into political science. He would extract young men with great potential and they would be called 'Farber Boys' and helped them in political careers."

Farber, a lifelong bachelor, and Patterson had similar views about the roles of women, but most things stopped there.

'They were two rival, power centers on the campus," Muenster said. "Farber would tell someone 'You want to be a dentist? The perfect preparation is political science.' Or he'd say You want to be an astrophysicist? The perfect preparation is political science.' He could recruit people with the force of his persistence and personality." As students on campus

benefitted from both men's roles and significance at USD, the Dakota Days, that survived the times of war and saw homecoming mean something much deeper than during other times before

After school years were shortened to fill the needs of the wars and being "confused

and befuddled" according to Weeks, the campus was brimming with a large population of nontraditional and married students.

Fraternities and dormitories were tuna can stuffed and that would lead to Weeks' moves to expand living arrangement. But there was nothing that could deter Dakota Days

and the added number of students would add to the flavor of the Homecoming festivities.

It became one of the busier seasons of the school year.

More students brought more needs and interests and the Days expanded to fulfill more students' desires to make the event even bigger.

The Greek system grew a third of the students on campus were affiliated with a fraternity or sorority – while religion began to play a bigger role from the 30s

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and after, continued to be a landmark time in Vermillion.

A growing population brought more attention and even in 1962 the nationally famous Chad Mitchell Trio played the Dakota Day dance.

through the 50s.

Even Marilyn Peterson (class of 1966) would be chosen as Miss Vanity Fair in 1963.

USD had survived a war of epic proportions and the early days of the Cold War, to see an increase in student population that brought more texture to Dakota Days. Students were enjoying a 'Golden Age' according to KUSD sports announcer Chuck Ruhr over 50 years

ago. Those days would be challenged to maintain its course and the student population would come under threat of a military draft and the growing shadow of Vietnam.

From another war that tore a nation apart, to disco, to Reaganomics, the Dakota Days would carry on. Read next week to find

out how it maintained...

- The Plain Talk would like to thank the University of South Dakota Alumni Association for its assistance in providing needed information regarding the Dakota Days celebration and its history.

Broadcaster Press 07

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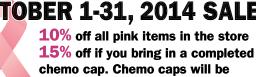
Sat, Oct 4th - Picture This series, Watercolor Workshop with Michele Mechling, 2-4 pm (no cost, but preregistration is required)

Wed, Oct 8th - Long Overdue series, Spirit and Soul Care in our Daily Lives, with Kaiya Ansorge, 7 pm

Wed, Oct 15th - Fine Fiction Book Club, When the Killing's Done, by T.C. Boyle (books available at our circulation desk), 7 pm

Oct 22nd - Non-fiction Book Club, Sunshine Always: The Courtship Letters of Alice Bower and Joseph Gossage of Dakota Territory, by Paula M. Nelson (books available at our circulation desk), 7 pm





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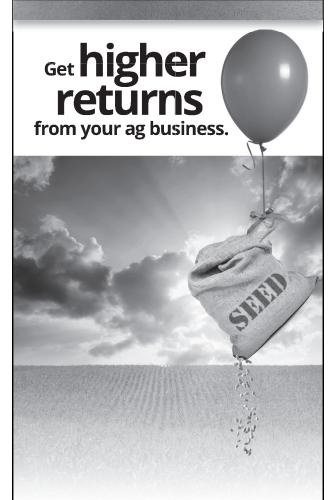
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ANTIQUES & UNUSUAL: 1880's cherry dresser 4 drawer w/2 handkerchief & swivel mirror, 1880's walnut dresser 4 drawer w/swivel mirror, oak parlor table, oak 3 drawer dresser, ornate oak buffet, glass claw foot piano seat, oak Ice King icebox (restored), oak bow back high chair, pump organ, 3 oak & leather strap camel back trunks, oak rocking chairs, 4 whiskey barrel chairs & table, oak whiskey barrel coffee table, Jesus & Mary ornate frames, 1930's waterfall style 4' radio, old breakfast coffee barrel, Queen Ann chairs, several nail kegs, Ig. laundry wicker basket, child's wicker doll buggy, primitive wood chest, 2 toboggans, 2 steamer trunks, wicker commode, 2 Roseville vases (one w/light), Coke & 7up machines, several, alabaster matched lamps w/light base, several Red Wing crocks - 10 gal. Rukets stoneware crock w/handle, art deco cast triple light, several crocks (8 gal. Western, 6 gal., several misc.), crock 5 gal. Brown glazed Bee Hive w/half moon, pair 12" shadow pictures, Numa-New Haven Clock Co. mantel clock, cast "Rodeo" 4 horse & rider clock (works), 2 queen brass beds, 2 queen iron beds w/rosettes, several mechanical metal toys (Charlie Weaver), metal cap guns, Tonka Toys mound metal steam shovel MN #51, Stucco metal steam shovel, Mark Twain and W.C. Fields EFFANBEE dolls (Great Moments in Literature) in original box, child's bow back rocker, black memorabilia-Aunt Jemima (S&P, syrup), metal child's wagon, several Coke & 7up pop crates, steam sad iron w/pump, 2 wood hand corn planters, wood wire stretcher, metal scale, several 2-man tree saws, 6x6 elk antler, several single-double-triple trees, leather horse fly netting, cast iron implement seats, several rare oil cans & buckets (Archer), dozens old metal hand tools, dozens of old carpentry hand tools-levels-planes, blowtorch, brass fire extinguisher, brace & bit, #39 metal adding machine-Wolverine PA, antique baseball gloves, tennis rackets, and polo mallets, xylophone, and other items too numerous to mention.

MODERN: Black leather (couch, love seat, chair & ottoman), oak table w/6 chairs, coffee table w/matching end tables, oak rd table w/2 chairs, oval oak table w/6 chairs, Ig. wood child's swing set, new fiberglass glossy black tub & shower unit, new fiberglass 4'x4' shower w/ bench seat, entire Scuba equip. (suit, fins, face mask & regulators), several air rifles & pistols, and more.

TOOLS: Saber rider mower, Handy Man jack, Campbell 1500 PSI power washer (gas), 4000 BTU propane heater, snowblower, acetylene torch (hoses, cart & 2 extra tanks), lawn sweeper, sheet rock mover on casters, 16' aluminum ladder, step ladders (8', 6', 4'), ladder scaffold hooks, Stihl DBL handle weed eater w/tree blade and back harness, 10' table saw, Makita chop box, Milwaukee saws all, 26 pc. Pneumatic air tool set, pneumatic air nailer, electric fencers, 2 fertilizer carts, 3 two-wheel yard carts, McCulloch Pro Mac 1000 chainsaw, 18" & 36" BAR (less than 10 hrs.) portable air tank, steel post drivers, electric 30 gal. Pickup mount fuel tank, (56) 1-1/2" x 6" tongue & groove pine lumber 20' length.

MACHINERY & MISC: 10 ft. compactor, 3 point rear mount bucket, 3 hay racks, 2-stall tandem horse trailer, fiberglass field sprayer & pump, 8 foot Rotavator tiller, stan.hois barge wagon, #727 barge wagon, 3 point post hole digger, Ig. quantity of green treat 2x8 10' lengths, stack of steel siding, cement mixer ½ horse motor, and 8-N Ford tractor fenders and more.

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