

The Cornell Alumni Sun

JANUARY 2004

ITHACA, NEW YORK

TWELVE PAGES

Familiar Face, Different Place

The Sun Rises in Its New (& First Permanent) Home

BY LARRY ARNOLD '88

Cornell Alumni Sun Editor

The year 2003 continues to be a watershed in the history of The Cornell Daily Sun, and in The Sun's relationship with its alumni.

A hard-working band of undergraduates spent the summer overseeing The Sun's relocation to its first permanent home: the former Ithaca Elks Lodge, purchased last January by the Cornell Daily Sun Alumni Association.

The move was the third in 16 years for The Sun and hopefully its last for many, many decades. America's Oldest Independent College Daily has been operating since late May in its spacious, bright, prominent new home a block west of the Ithaca Commons.

See **NEW SUN BUILDING**, page 6



Photo by Larry Arnold '88

Head of State.

The new building stands at the corner of West State and Geneva Streets, greatly strengthening The Sun's visibility to the entire community. The Sun's logo shines in prominent metal letters against the brown brick facade.

Talking (Sun) Business With Oscar Mayer

BY JAY SCHIFF '88

The Sun has always been known for producing some of the world's most famous writers. But business managers can look up to some elite alumni as well. On a recent business trip, I had the opportunity to drop by Madison, Wis., for a talk with Oscar G. Mayer '34, former Sun business manager, whose name is known around the world and is even memorialized in song.

Grandfather

Mayer's grandfather, Oscar F. Mayer, was a Bavarian immigrant who worked his way up from a "butcher's boy" in Detroit to founder of a meat market in

Chicago that eventually became America's leading manufacturer of cold cuts, hot dogs and bacon. Along the way, the company — now part of Kraft Foods — became a pioneer in food safety, and Oscar G. Mayer served as the company's president.

Upon entering Mr. Mayer's memorabilia-filled office, I presented him with a copy of *A Half Century of The Cornell Daily Sun*, published in 1930. He immediately began to flip through the pages and express memories of people and places that made Cornell great. We began to discuss why he chose Cornell over his father's alma mater, Harvard, and how he chose to join The Sun.

Mayer credits both of these decisions to his cousin, Robert Stieglitz '31, who also served as a Sun business manager. Stieglitz introduced Mayer to Cornell, to his fraternity (Alpha Chi Rho), and to The Sun.

Hard Work

Mayer fondly remembers working hard as a compet in the Sun business department and "winning" a role on The Sun, along with two of his classmates, Stanley Wilcox '34 and Vincent Grad '34. The three ended up with management positions in their senior year.

Mayer served as business manager,

See **MAYER**, page 8

The Cornell Alumni Sun

January 2004

EDITOR

Larry Arnold '88

PRODUCTION

Linda Holzbaur &
John Schroeder '74

The Cornell Alumni Sun is published by the Cornell Daily Sun Alumni Association with the editors and managers of The Cornell Daily Sun. Cornell Alumni Sun editor Larry Arnold can be reached at lia3@cornell.edu. You can contact the Sun alumni association at www.CornellSun.org. The Sun can be reached by mail at 139 W. State St., Ithaca, NY 14850; by e-mail at business@cornelldailysun.com; or by phone at (607) 273-3606.

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The Cornell Alumni Sun needs your columns, stories, and other submissions.

What are your favorite memories of The Sun? Did your experience at The Sun help guide you to your current vocation, or avocation? Please send the submissions to The Cornell Alumni Sun, P.O. Box 1503, New York, NY 10021, or e-mail them to editor@cornellsun.org.

Please write!

The Cornell Daily Sun Alumni Association's homepage is overflowing with information about Sun alumni, upcoming events, and Sun history. Try to check the page at least once a month.

www.CornellSun.org

And send info and updates about yourself.

Numerous Sun alumni have become professional journalists. These excerpts are a small slice of their recent productivity:

Mr. Kerry has underperformed. Mr. Lieberman is too conservative for many Democrats. Sens. Bob Graham and John Edwards have made little impact.

It explains the sudden interest in the untested Mr. Clark.

But the establishment candidate could be Mr. Gephardt, who has support from many fellow House members and a significant, though not overwhelming portion, of organized labor.

The latter is important in Iowa, where the key is to identify supporters who will attend a two-hour meeting at a local school, library or firehouse on a frigid January night.

Midwesterners have done well there, and Mr. Gephardt hails from neighboring Missouri.

He has learned from his unsuccessful 1988 run. He is a crisper performer on the stump and in debates, able this time to make a pithy argument in a way that produces a successful TV "sound bite" — like repeatedly terming President Bush "a miserable failure."

His attack on Mr. Dean's history on Medicare and Social Security was ideal for Iowa, which has the fourth highest proportion of people over 65. He's likely to tailor other arguments for Iowa constituencies, knowing it is vital for him.

— Carl P. Leubsdorf '59,
The Dallas Morning News, Sept. 29



At first, the cheerleaders getting ready for practice in a Los Angeles park seem like average teens as they sip Coke and pepper their sentences with "like." But then 17-year-old Larry Wood peels off his sweat pants to reveal a short black and red pleated skirt. A startled onlooker yells out, "Faggot!"

Wood, who has a girlfriend, shrugs and tries an arabesque. "I just don't pay attention to it," he says. "It shows how much they know. It doesn't matter if you're gay or bi. We should all be treated equally." Moments later, Wood and the 11 other members of Radical Teen Cheer, who come from two inner-city high schools and several colleges, launch into their first routine: "We're teens, we're cute, we're radical to boot! We're angry, we're tough and

Journalists Then, Journalists Now

we have had enough!"

Radical Cheerleaders might seem like an oxymoron, but in the last few years, teenage and twentysomething activists around the world have turned an American tradition into potent political theater. There are Radical Cheerleading squads from Burlington, Vt., and San Diego, as well as France, Poland and even Japan. Some squads carefully choreograph routines and wear matching outfits, complete with pompoms and megaphones. Others go for a more eccentric look.

It's a grass-roots movement, usually spread when someone sees a squad in action — at WTO protests, for example, or antiwar demonstrations. (Meredith Ryley, a history teacher, started Radical Teen Cheer after reading about a Minneapolis group.) What unites them are causes, from protesting the Iraq war to fighting racism, sexism, homophobia and capitalist exploitation. Cheerleading is the ironic medium for their message.

— Barbara Kantrowitz '71 (w/ Karen Springen & Jenny Hontz), *Newsweek*, Sept. 29



Indeed, the Republicans who control the White House and both houses of Congress — and their Northeastern-bred neo-con cheerleaders — might be able to do without the Northeast politically. But economically, they'd be lost without it. For when it comes to that most American of statistics — wealth production, and its corollary, federal tax production — the Northeast dominates the rest of the country the way the Yankees dominate the American League.

Essentially, the Northeast (for my definition here, I use New England plus New Jersey and New York) subsidizes the federal government to a massive degree. Incomes are far higher in the Northeast — and the equally Democratic West Coast — than they are in other regions. Meanwhile, many other regions — say, the South and the Great Plains — subsist on federal largesse.

On a per capita basis, those in the Northeast pay far more taxes and receive

See **JOURNALISTS**, page 10

Letter From the Alumni Association

Dear Sun Alum,

This letter is not about the Sun Building or fund-raising. It's about everything else that has happened recently and will happen soon with the Alumni Association and The Cornell Daily Sun.

We are almost 125 years old. Founded in 1880, The Sun is about to celebrate its centennial-and-a-quarter birthday. Stay tuned for info about our birthday party in the year 2005. We are planning two celebrations, one in Manhattan and one in Ithaca. You're invited to both. In addition, the Alumni Association hopes to work with John Schroeder '74 on an update of *A Century at Cornell*, the book he and Dan Margulis '73 authored for The Sun's 100th birthday.

The dedication party for the Sun Building (okay, you didn't really think I wasn't going to mention the building?) is also on the agenda. The party is set tentatively for May, 2004, in Ithaca.

One project underway is the launching of the Cornell Daily Sun Broadcasting Network. The Alumni Association is working with the undergrads to begin a daily audio broadcast over the Internet, focusing on Cornell news and Cornell sports. Davidson Goldin '93, a news reporter for New York 1 in Manhattan, has agreed to work with EIC Nate Brown '04 and the other undergrads in developing the network.

Another project in the planning stages is a summer program at The Sun for high school journalists. More info will follow in future mailings.

Two questions for you:

1. CAN YOU HELP WITH HIGH SCHOOL RECRUITMENT? If you know of any talented high school journalists or prospective journalists, please encourage them to consider Cornell and The Sun. If you e-mail their info to us, we can contact them directly.

2. CAN YOU HELP WITH JOB PLACEMENT? The Alumni Association has begun to assist Sun editors and managers with jobs and interviews, for both full-time and summer positions. Over time we hope to form a network to help Sun alumni throughout their careers. If you can offer an interview — in any field, not necessarily journalism — for a Sun undergrad or alum, please let us know.

If you haven't checked our web site recently, please do so. We're at www.CornellSun.org. The site will keep you up-to-date on all alumni activities.

We've also begun several linked sites.

One, when completed, will have the complete staffs of The Sun for every class since 1881. One site has links to Sun alumni web sites. If you would like your own web site listed, please e-mail us the URL. And one site has Sun Pix. The contents now are modest, but the site will grow over time. If you have pictures or negatives from eras past, please contact us and we'll arrange to have them copied and posted.

Finally, since we have many projects and are an all-volunteer organization, **WE NEED MORE VOLUNTEERS.**

For example, Les Steinau '65 did the legal work in registering "The Cornell Daily Sun" as a federal trademark. This is the first step as The Sun begins a branding and marketing campaign.

If you are interested in helping the Association and working with the undergraduates in any way, please let us know.

As for fund-raising (as long as I mentioned the building, I may as well mention fund-raising), in 2003 the Alumni Association received about \$70,000 in gifts, including a gift of \$25,000 in stock by Stan Cohen '41. This total is more than in any previous year.

YET ADDITIONAL FUNDS ARE REQUIRED FOR NECESSARY BUILDING IMPROVEMENTS, TO SUPPORT NEW PROGRAMS, AND TO REPAY LOANS THAT EXPEDITED THE PURCHASE AND RENOVATION OF THE SUN BUILDING.

If you have any questions, please contact the Alumni Association. We can explain to you in detail the tax and psychic advantages of helping America's Oldest Independent College Daily.

Itsadailynotaweekly yours,

Stan Chess '69

schess@lawtv.com / 212-861-8048

President Lehman Envisions 'Transnational University'

BY BRIAN TSAO '06
Sun Staff Writer

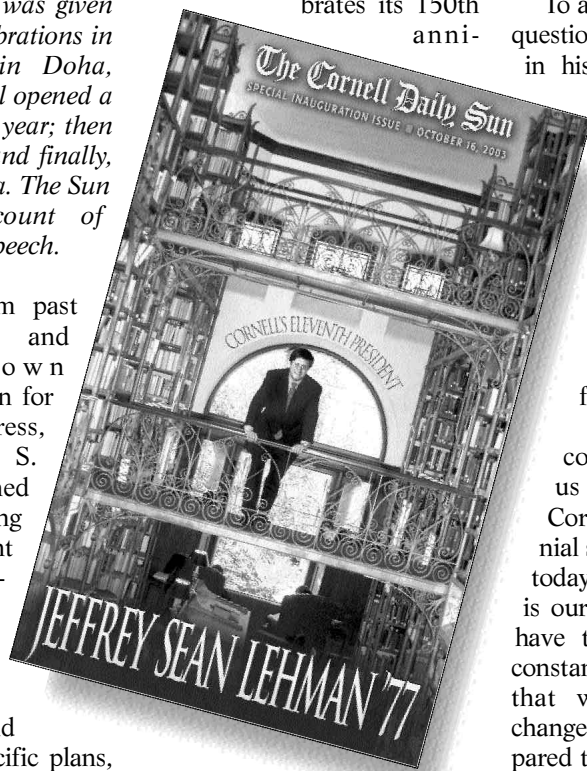
Editor's Note: Jeffrey Lehman '77 took over as Cornell president on July 1 and was given three inaugural celebrations in October — first in Doha, Qatar, where Cornell opened a medical college last year; then in New York City; and finally, on Oct. 16, in Ithaca. The Sun provided this account of Lehman's campus speech.

Drawing from past presidents and well-known alumni as inspiration for his inaugural address, President Jeffrey S. Lehman '77 outlined his vision of staying committed to current projects while looking forward to the future in a packed Barton Hall yesterday afternoon.

While Lehman did not outline any specific plans, he emphasized that he would continue to build on the work of former president Hunter R. Rawlings III and re-evaluate

the "fundamental questions of who we are and what we should be."

"What should our University be when it celebrates its 150th anniversary?"



versary a dozen years hence? In the year 2015, what do we think a beloved,

revolutionary, truly superb, comprehensive research university should be offering to its students and to humanity?" Lehman asked the crowd.

To answer the several sets of questions which he brought up in his speech, Lehman said that he will continue his commitment to open discussion and also examine the University's current position. Lehman also reiterated his goal in continuing to think and plan for the future during his first year in office.

"Careful, deliberate consideration might lead us to conclude that the Cornell of the sesquicentennial should be the Cornell of today," Lehman said. "If that is our conclusion, we should have the courage to remain constant. But if we conclude that we must continue to change, then we must be prepared to allow our practices to evolve in step with our understanding."

One aspect made clear by Lehman yesterday was his

interest in fostering the idea of a "transnational university." When he first came to office, he emphasized the need to establish "a broad array of vibrant relationships."

Lehman's inauguration proceedings are indicative of his international vision. Ceremonies were held on three different campuses, and even dinner served to guests and trustees after the East Hill inauguration featured "a variety of foods from around the world," according to the event's itinerary.

The fact that the event was held on three different campuses was "more than a metaphor," according to Susan H. Murphy '73, vice president for student and academic services. Murphy said that expansion will be one of the questions Cornell will be asking and added that she thinks Lehman "does see Cornell not just bound here in Ithaca."

"We must welcome perspectives that illuminate new corners of our world, even when a part of us would rather not see what those corners contain," Lehman said. "We must be willing to entertain the possibility that our University might become more true to its creed not by enrolling a student body that looks like America, but rather by enrolling a student

See LEHMAN, page 8

Excerpt From The Sun's Editorial on Cornell's New Leader

When President Lehman stood before the community in Qatar on Sunday, in New York City on Wednesday and once again at yesterday's installment ceremony in Ithaca, he was not only delivering the complicated concept of transnationalism in an eloquent way, but he was fulfilling his duty as the University's new president. He showed us that he is a man of vision, but he also showed us that he's a man of great prudence and pragmatism.

Indeed, Lehman is already asking the difficult questions that will ultimately demand solid and steadfast answers.

What, in fact, should the University's role be in our burgeoning global community? How can Cornell best leverage its resources here in Ithaca and at its campuses in Doha and in New York City? Is the University reaching too far too fast? Or, as one of the finest academic institutions in the country and the world, does Cornell now face an ethical obligation to further extend its reach and vision?

For Lehman, our University's heritage of innovation is an inspiration for future endeavors. But the future is never as clear cut as we may wish it to be. As Cornellians and as human beings, we

stand poised on the brink of a new century that has already offered some terrifically intimidating challenges. Intellectually, spiritually, politically and economically, the 21st century has been taxing, but we must not forget that we are living in the infancy of what could be a great era for humankind.

Cornell University was a revolutionary institution when it was founded, and as such has carved out its place in history as the first truly American university. Under Lehman's guidance, Cornell may very well become the first truly global university as well.

Philip Merrill '55, a former Sun managing editor, was nominated by President Bush and confirmed by the Senate in 2002 as president and chairman of the Export-Import Bank of the United States (Ex-Im Bank). His term expires Jan. 20, 2005.

Before joining Ex-Im Bank, Merrill was chairman of the board of Capital-Gazette Communications, Inc., which publishes Washingtonian magazine, the Annapolis Capital and four other Maryland newspapers. Among many past positions in public service, he served in Brussels as assistant secretary-general of NATO from 1990 to 1992.

In a September speech to the Eisenhower National Security Conference, Merrill spoke about U.S. economic power and its application in Iraq. Excerpts:

The events of the last two years have conclusively shown that the United States has the most powerful and most operationally versatile military in world history. We are able to project devastating force around the globe in record time — and we reap many significant strategic and political benefits as a result.

While we all have the right to be proud of our military capabilities — and many people in the audience today can take considerable credit for creating them — it is worth noting that the military power of the United States pales in comparison to our economic power.

The United States has shown an amazing capacity for productivity growth and economic reinvention. Within the normal business cycle, and savings, surplus, and deficit projections, I believe that the U.S. will continue to have explosive growth in the 21st century — just as it did over the last two centuries.

Of course, we realize we are rich and powerful, but we don't completely realize by how much.

Well-Educated

One country that does understand this is China, which has been concentrating its efforts by growing its economy. Compared, for example, with Russia they have been quite successful. Russia, despite a very well-educated population with huge technological skills, produces nothing that is competitive in world markets except for energy and other natural resources, such as gold. China has a \$100 billion trade surplus with the United States and has Wal-Mart as its distribution agent — with \$12 billion in annual sales to that one company alone.

Taken as a whole, the world sees us as a Gulliver to be tied down with Lilliputian strings through various multilateral insti-

tutions and treaties, as well as other legal instruments.

While we have been able to get great international advantage from our military, we have yet to make sufficient strategic use of our economic assets and our wealth to advance our national interests and ease the burden on our military.

There are three pillars to the successful reconstruction of Iraq: physical security, political stability, and economic growth.

Including minimum infrastructure and energy development, how much will it cost to “fix” Iraq? There are many guesses. But

in testimony to the Senate last week, the Treasury, State Department, and Ex-Im Bank agreed with the White House number of close to \$100 billion over several years.

Right now, we are spending \$1 billion per week to maintain 140,000 troops in Iraq. This is out of a 485,000-person active army. This audience needs no education on what such a massive deployment will mean for the army if it continues indefinitely. The military and political strain is incalculable.

So where will the money come from for the economic development of Iraq?

Oil Reserves

One answer is, of course, the American taxpayer. Another is to use the proceeds from Iraqi oil — 100 percent for Iraq's own benefit — in reconstructing their country. Iraq has great needs but also tremendous oil reserves. It should be able to afford a lot. So what is the problem? The problem is time. In order to have physical security and political stability, we must do something to enable Iraqis to realize their wealth more quickly.

Ex-Im Bank is working on several initiatives to help Iraq move forward economically. In particular, our Board has approved a \$500 million short-term credit line for the new Trade Bank of Iraq.

Further out, we are exploring the possibility of a multi-billion dollar unsecured medium-term credit that will be focused solely on oil field reconstruction.

However, while Iraq's oil reserves are great, even these reserves won't generate the money needed today to ensure Iraq's success. Pay-as-you-go is not likely to cut it.

The one idea I want to convey is that Iraq will need approximately \$20- to \$30-billion in long-term investment to get from the current 1 million barrels per day to 5 million barrels per day of sustained oil production.

The request for that investment must come from the Iraqis. In the end, it is their oil, and they can use it as they wish.

Iraqi Opportunity

However, if that investment doesn't take place, the American taxpayer will end up paying most of Iraq's development bill. If it does take place, Iraq can generate for itself \$20-to-\$30-billion-plus per year for its own development, depending on oil prices and ramping up over time.

In order for Iraqis to achieve self-sufficiency, we Americans will need to marshal and deploy our economic resources as effectively as we have those of our military. Our objective is a vibrant Iraqi economy where jobs and opportunities trump terror.

Former M.E. Merrill Heads 'Ex-Im' Bank

Speaks on U.S. economic power & rebuilding Iraq



Photo Courtesy of Export-Import Bank

Economics & Iraq. Philip Merrill '55, in his official Export-Import Bank portrait.

NEW SUN BUILDING: STATE-OF-ART

Continued from front page

"The building has undergone extensive renovations, transforming it from a former Elks lodge to a completely wired, state-of-the-art newsroom and office building," Managing Editor Marc Zawel '04 wrote in the 2003 Freshman Issue. "Yet, the building itself maintains much of its historic charm, in everything from its marble entrance-way to its oak-paneled walls."

Sun alumni, always welcome at the new building, turned out in impressive numbers for two open-house receptions held on Reunion weekend in June and Homecoming weekend in October.

"Seeing is believing," said Barton Reppert '70, a former Sun managing editor who visited during Homecoming weekend. "I'd heard a fair amount about the new Sun Building, but I didn't fully appreciate it until I had a chance to tour it."

Reppert said he was impressed by the spacious, Apple-networked newsroom, the separate offices for the editor in chief and business manager, and the second-floor cathedral-ceiling room that could be used for community meetings and lectures.

The current crop of Sun undergraduates contributed their time and muscle to the move. "I had no idea at the outset what a chore it would be," said Editor in Chief Nate Brown '04, one of a half-dozen Sun staffers who stayed in Ithaca over the summer to help with the move.

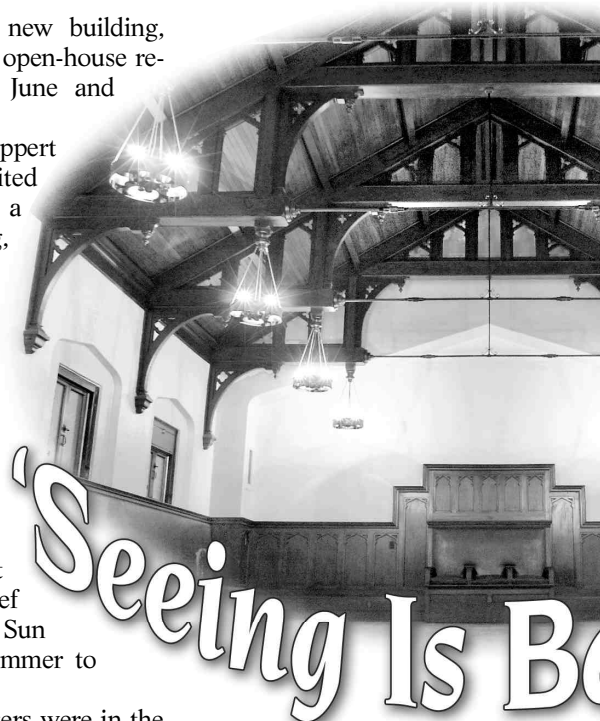
"After our boxes, furniture and computers were in the building, we had to stack everything in the middle of what is now the newsroom so that the contractor could finish up some last minute woodworking and painting," Brown said.

Brown's tasks included reorganizing the editor in chief files, "literally years upon years of interesting and often salacious information relating to Cornell, Ithaca, past editors and managers, etc." He said his proudest moment came when he had The Sun's certificate of incorporation, dated 1905, matted and framed.

Brown said special credit goes to John Schroeder '74, The Sun's composing room manager, who called upon his long history with The Sun and his background in architec-

ture to oversee the renovations and that he often arrived at the new Sun Building "meeting with the architect or the contractor — going over an historic architectural scheme."

The Sun continues to pay rent, 1 Association. But unlike previous landl-



will keep the rent stable for decades to

As a result of the major renovation bills have flowed into the Alumni Association.

Fortunately, so have contributions from the end of November, the Alumni Association had nearly \$60,000 this year from about more is needed, however. The Alumni term goal is to raise \$690,000 to pay the building and the renovations.

There are numerous naming opportunities for those willing to consider a large donation.

Photos by Christine Papio '05 and Rob Bonow '06

The many facets of home. Center: Alumni Hall, with its Collegiate Gothic open timberwork ceiling trusses, tops the Sun Building. This grand space, resembling a small Straight Memorial Room, will be used for Sun and community events. **Small Photos:** The main floor, with the Newsroom and Business Office, features many Arts & Crafts architectural details, including two fireplaces, wall sconces and leaded glass windows. **Right:** Students put together The Sun on the evening of December 1, 2003.



IN BUILDING: STATE-OF-ART NEWSROOM AND CO

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The Sun continues to pay rent, now to the Alumni Association. But unlike previous landlords, the association

out in a brochure that also include information about the building. Tl ing a copy should e-mail their ma sun@aol.com.

By necessity, fundraising will focus of the Alumni Association . But already the association is wor and with Sun editors and man- fronts. Some highlights:

— LOS ANGELES REUNION
Sun alumni gathered at the home of John Melissinos '86 to remini and Sun elections past. The former managing editor B features and supplement

The event had a fitting co-stars including Me writer, producer a Zuckerman '70, one who have found suc *Order*. (You can rea the reunion at www.cornellsun.org.)

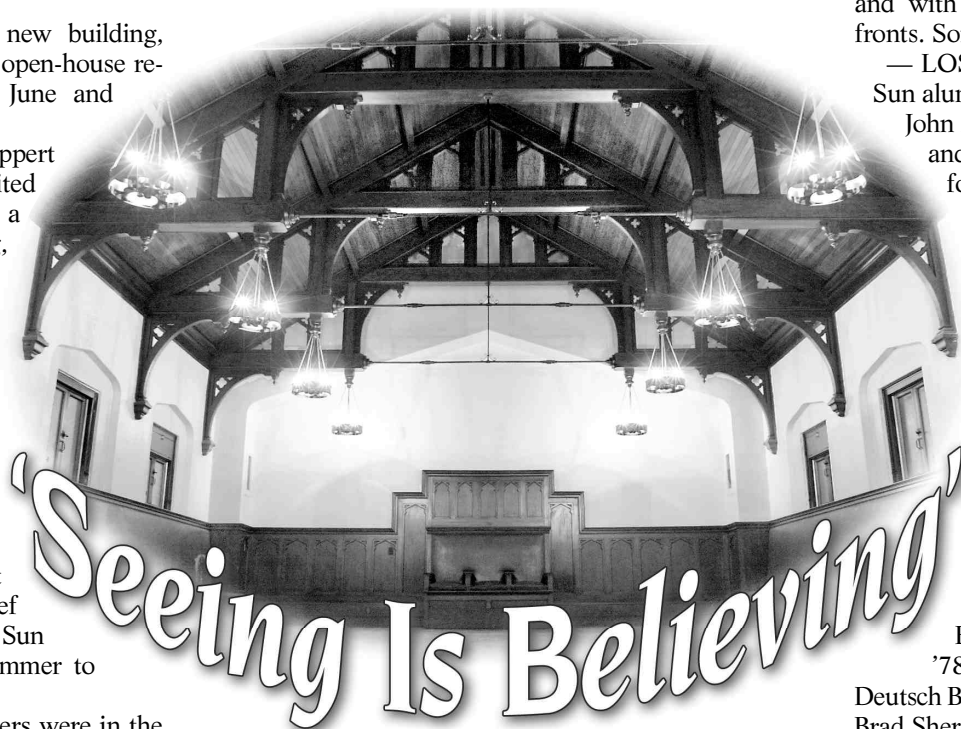
— CLASS CAPT/
alumni have voluntee serving as liaisons Association and classr

They include Mike S Dick Hoffman '67, I Branegan '72, Elaine Pc '78, Scott Jaschik '85, Die Deutsch Burdman '87, Mike Cimin Brad Sherman '98 and Abhijit Pal

— WEB SITE: The online hor ciation, www.CornellSun.org, is f house for all things Sun. Recent a Sun alumni web pages and year staff. Check the web site regularl announcements.

— FUTURE EVENTS: Plannin igation of the new building in 2005, a two-city celebration of Tl sary. Stay tuned for details.

Larry Arnold '88, a former Sun- tor of *The Cornell Alumni Sun*.



will keep the rent stable for decades to come.

As a result of the major renovation work, contractor bills have flowed into the Alumni Association.

Fortunately, so have contributions from Sun alumni. By the end of November, the Alumni Association had collect- ed nearly \$60,000 this year from about 110 donors. Much more is needed, however. The Alumni Association's long- term goal is to raise \$690,000 to pay for the purchase of the building and the renovations.

There are numerous naming opportunities available for those willing to consider a large donation. They are spelled

and Rob Bonow '06

of home. Center: ts Collegiate Gothic open trusses, tops the Sun d space, resembling a torial Room, will be used unity events. Small floor, with the Newsroom ;, features many Arts & ! details, including two ices and leaded glass win- nts put together The Sun ecember 1, 2003.



SROOM AND COLLEGIATE GOTHIC MEETING HALL

1 said
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out in a brochure that also includes photographs and more information about the building. Those interested in receiving a copy should e-mail their mailing address to cornell-sun@aol.com.

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ation

By necessity, fundraising will continue to be a major focus of the Alumni Association over the next few years. But already the association is working with other alumni, and with Sun editors and managers, on several other fronts. Some highlights:

— LOS ANGELES REUNION: In August, two dozen Sun alumni gathered at the home of former senior editor John Melissinos '86 to reminisce about stories, spoofs and Sun elections past. The event was co-hosted by former managing editor Bart Mills '64 and former features and supplement editor Nancy Mills '64.

The event had a fittingly Hollywood feel, with co-stars including Mel Shavelson '37, a film writer, producer and director, and Ed Zuckerman '70, one of several Sun alums who have found success with TV's *Law and Order*. (You can read Bart Mills' account of the reunion at www.CornellSun.org)

— CLASS CAPTAINS: More than 15 Sun alumni have volunteered to be class captains, serving as liaisons between the Alumni Association and classmates.

They include Mike Scott '52, Les Steinau '65, Dick Hoffman '67, Bart Reppert '70, Jay Branegan '72, Elaine Povich '75, Rose Gutfeld '78, Scott Jaschik '85, Diana Skelton '86, Bonnie Deutsch Burdman '87, Mike Cimini '92, Andrew Morse '96, Brad Sherman '98 and Abhijit Pal '03.

actor

— WEB SITE: The online home of the Alumni Association, www.CornellSun.org, is fast becoming a clearing-house for all things Sun. Recent additions include links to Sun alumni web pages and year-by-year listings of Sun staff. Check the web site regularly for updates and event announcements.

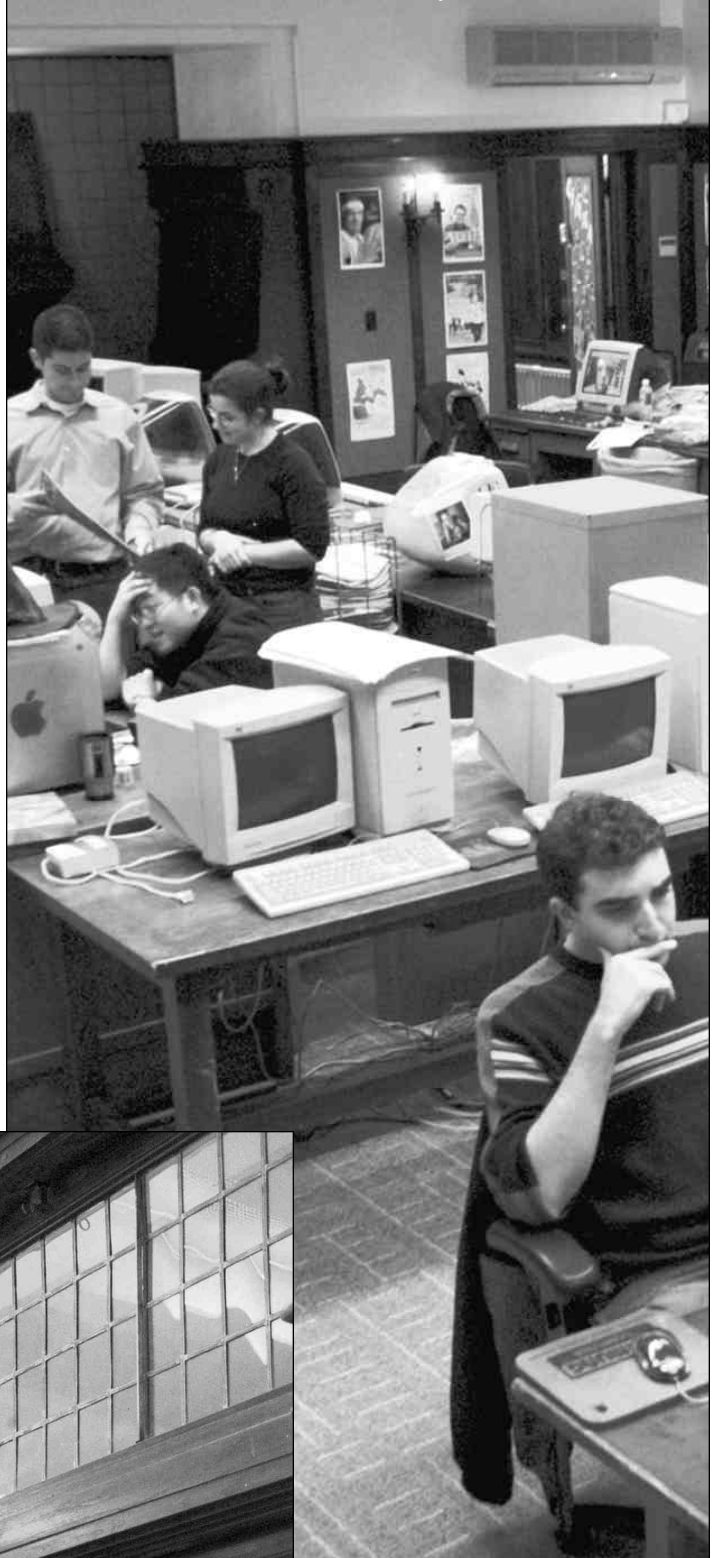
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— FUTURE EVENTS: Planning is under way for a dedication of the new building in May and, in September 2005, a two-city celebration of The Sun's 125th anniversary. Stay tuned for details.

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Larry Arnold '88, a former Sun associate editor, is editor of *The Cornell Alumni Sun*.

'The building maintains its historic charm, in everything from its marble entranceway to its oak-paneled walls.'



MAYER: A Lifelong Marketing Success Story

Continued from front page

and in that capacity, he led The Sun to its first net profit after the Great Depression. As a Sun shareholder, he earned \$100.

Mayer recalled that The Sun was housed above the State Theatre — only a couple doors down from its permanent new home. He walked to The Sun every day from his fraternity on University Avenue until he got a car during his senior year.

Mr. Mayer led me to his desk to look at a large black book he had pulled out for our meeting. It was a bound copy of all Sun editions from the 1933-34 school year. We opened it up and shared some interesting observations: 1) the newspaper was much bigger than today's version; 2) there was no mention of it being Ithaca's only morning newspaper, even though it was; 3) the newsstand cost was three cents, and 4) Triangle bookstore was the largest advertiser.

After graduating Cornell with a B.A. in chemistry, Mayer enrolled in Harvard

Business School. However, a bout with the measles that spread throughout his fraternity had a lasting effect and did not allow him to complete his course work.

That clearly had no effect on his business success.



Mayer rejoined his family's small meat-packing business in Chicago. While the business thrived from a combination of packaged meats sold in the U.S. and canned meats exported to British and Russian companies, it was not until Oscar Mayer initiated the use of Saran wrap to extend the life of refrigerated meats that the business began to take off.

Oscar Mayer is also known for its marketing success, from its famous theme song to the introduction of the Wienermobile. While some believe that the Wienermobile was originally developed by fellow classmate Brooks Stevens '33, Mayer insists that the car predated Mr. Stevens.

Mr. Mayer eventually took over the family business, made it public in 1971 — ringing the New York Stock Exchange bell — and sold it to General Foods in 1981.

At 89, Oscar Mayer is still going strong, visiting his office four days a week. As I left our meeting, Mr. Mayer asked his assistant to call "the commissioner" to wish him a happy birthday. He then explained that he was calling his old friend, Bud Selig, the commissioner of Major League Baseball; Mayer was one of the investors brought together by Selig to help bring baseball back to Milwaukee after the Milwaukee Braves left for Atlanta.

Jay Schiff '88 was The Sun's business manager.

LEHMAN: Enhancing C.U.'s International Stature

Continued from page 4

body that looks like Earth."

Even with this possible direction, Lehman said that he is "not suggesting that we should be revisiting or second-guessing commitments that we have made. I am fully dedicated to fulfilling them all."

"Hunter Rawlings did lay out an agenda and a direction for the University," said Trustee Emeritus Howard Milstein '73. "I think part of the hallmark of the new president is that he is very much in a listening mode. I don't know if he will necessarily chart out his whole agenda at this time, but the University is in pretty good shape."

Reverence for History

In his opening remarks, Lehman displayed his affection for the University's history. He drew a connection between Copernicus' book *The Revolutions* and the commitment of Cornell's founders to creating a school which "forever changed the world of higher education."

"Today, when we look at [universities] with both eyes, we see the vision of Ezra Cornell and Andrew Dickson White," Lehman said. "In all of our nation's finest comprehensive research universities we see coeducation, nonsectarianism, racial diversity. Indeed, it is so natural to us that, if we are not careful, we might for-

get that Cornell University was truly a revolutionary achievement."

Lehman also emphasized his affection for the University, using an excerpt from *Beloved* by Toni Morrison MFA '55 and a reflection from a student in the University's first graduating class. According to Lehman, the book helps us "to wonder in new ways about what it means to be a person, to be alive, to be a slave, to love someone else."

'Revolutionary' Yet 'Beloved'


Through his speech, in which he consistently used the terms "revolutionary" and "beloved," Lehman said he believes that the University "is the embodiment of dreams, a source of hope for the future of our species." His optimism and his capacity clearly rubbed off on many spectators.

"I think he delivered a really motivating speech," said Inge T. Reichenbach, vice president for alumni affairs and development. "I think his speech was exceptional because he really showed his deep understanding of the University ... but also an ability to look into the future and draw conclusions of what we need to do."

And after Lehman's address to the community, even a predecessor gave him a ringing endorsement.

"I'm tremendously impressed with the start he's made, and I think we have a wonderful new leader in Jeff Lehman," said President Emeritus Frank H. T. Rhodes. "He's going to be a tremendous success."

Concerning 'Sturdy Patriot' Hugo N. Frye: The Sun's Classic 1930 Berry Patch Hoax

 In 1930 letters were mailed to Republican leaders across the United States inviting them to a May 26 party in honor of the birthday anniversary of the esteemed Hugo Norris Frye (aka Hugo N. Frye), the founder of the Republican party in New York State and coiner of the immortal phrase "Freedom in the land of the free." Mr. Frye would have been 150 if he were still alive.

If their attendance were not possible, the leaders were asked instead to send their written thoughts about Frye's historical significance.

None of the politicians could make it to the event, but almost all of them sent back letters expressing their sincere admiration for Frye.

For instance, Secretary of Labor James Davis wrote, "It is a pleasure to testify to the career of that sturdy patriot who first planted the ideals of our party in this region of the country ... If he were living today he would be the first to rejoice in evidence everywhere present that our government is still safe in the hands of the people."

Warm Words

Others who responded included senators, congressmen, and even the Vice President himself, Charles Curtis. All had warm words for Frye.

When May 26 arrived, the Hugo N. Frye Sesquicentennial Committee hosted a large celebration in honor of the man at Cornell University in Ithaca, New York. The laudatory comments written by the many politicians who had responded were solemnly read out. Riotous laughter ensued.

The joke was that Hugo N. Frye didn't exist. He was the sarcastic creation of two student editors at the Cornell Sun, Lester Blumner and Edward Horn. Hugo N. Frye was shorthand for "You go and fry!"

Within a day, news of the prank was leaked to the press and for a week Republican leaders were the brunt of jokes throughout the nation.

In the Senate, red-faced Republicans had to endure a week of humiliation as their Democratic colleagues reminded them, again and again, of the great example set by that "sturdy patriot" Hugo N. Frye.

For a while Horn and Blumner basked in the national appreciation of their prank. But soon Cornell's administration decided it shouldn't appear tolerant of such activity and pressured the pair into sending a letter of apology to their victims.

Apology

The abject letter that followed read, in part, "We regret that what was intended as a campus prank should have been given such wide publicity. We intended no disrespect to you, your office, or the Republican party, and sincerely apologize for any annoyance we may have caused. We appreciate your good sportsmanship."

Reportedly the Hearst newspapers offered Horn and Blumner \$500 for the originals of the letters, but fearing Cornell's reaction should the prank continue on any further, the two turned down the money and ceremonially burned the letters as a crowd looked on.

Horn and Blumner's prank would have fallen on its face if any of the politicians involved had bothered to do some research before gushing forth effusive praise of Hugo N. Frye. But the two gambled that no self-respecting politician would waste their time actually checking facts.

Their gamble paid off (though perhaps betting against a politician's passion for the truth is a sure thing). Whatever the case, because the prank went beyond the walls of its own campus and cast some well-needed satirical light on the insincerity of political glad-

handing, it earns a place in the top ten college pranks of all time.

Reprinted with permission from The Museum of Hoaxes: A Collection of Pranks, Stunts, Deceptions, and Other Wonderful Stories Contrived for the Public from the Middle Ages to the New Millennium, by Alex Boese (E. P. Dutton, 2002). Also see www.museumofhoaxes.com.

THE CORNELL DAILY SUN

The Berry Patch...

HUGO N. FRYE

Lift up your voices in acclaim,
And with the thunder let them vie,
To celebrate that famous name,
Hugo N. Frye!

Amid the foremost of them all
Who raised their party's banner high,
Was he whose glory we recall,
Hugo N. Frye!

Unbroken still the Union stands;
Is there a man who knows not why?
Its fate lay in your mighty hands,
Hugo N. Frye!

If Freedom battles have been won,
If on protection we rely,
We thank Elmira's favorite son,
Hugo N. Frye!

His fame endures to these our days,
For his achievements cannot die,
And statesmen still delight to praise
Hugo N. Frye!

Republicans throughout the years
Will shout his name for battle-cry,
That sturdiest of pioneers,
Hugo N. Frye!

Nor shall his native land forget,
Until the very seas are dry,
Him in whose honor we are met,
Hugo N. Frye!

From The Cornell Daily Sun, May 27, 1930

PROPPED FOR FR

JOURNALISTS: Both Then & Now

Continued from page 2

far fewer benefits than people in other regions.

— Daniel Gross '89,
Slate.com, Oct. 17



Emboldened by the success of his recall initiative, anti-tax crusader Ted Costa said Tuesday he plans to go back to the voters with a ballot measure to break incumbents' grip on California's Legislature and congressional delegation.

Proponents of redrawing the state's political map have tried before to overhaul the redistricting process, which is controlled by the Legislature and in 2001 protected its Democratic majority and incumbent Republicans.

But Costa, a Republican, is hoping for a boost from Gov.-elect Arnold Schwarzenegger, who campaigned to remove reapportionment from the whim of the Legislature and put it into the hands of a panel of retired judges.

"If I were in this business, I would strike right now," said Tim Hodson, director of the Center for California Studies at California State University-Sacramento. "This was a political earthquake and people are upset with the status quo."

— Ann E. Marimow '97,
San Jose Mercury News, Oct. 15



GRAND STAIRCASE ESCALANTE NATIONAL MONUMENT — Darting up the steep ridges of this



Greg Lavine in February, 1996

rugged and dry terrain, Joe Gentry has the balance of a mountain goat. Trekking beneath the blazing sun, Gentry can spend hours scouring the ground for bits of fossilized bone from dinosaurs that roamed the area 70 million years ago.

In a place where dirt, rocks and everything else takes on a beige tinge, the Utah Museum of Natural History volunteer has tuned his senses to spot the subtle color changes that signal bone. A few shards of bone at the bottom of a ridge can prompt Gentry to scramble up in search of the source. Weathering removes the top layer of ground cover, exposing long-buried bone. Despite coming up empty on a recent September afternoon, Gentry remained upbeat.

"There's a certain romance to it," Gentry said. "What could be cooler than digging up dinosaurs?"

For the past few years, University of Utah researchers, grad students and volunteers from around the world have been drawn to what is considered virgin territory for paleontologists.

— Greg Lavine '97,
The Salt Lake Tribune, Sept. 25



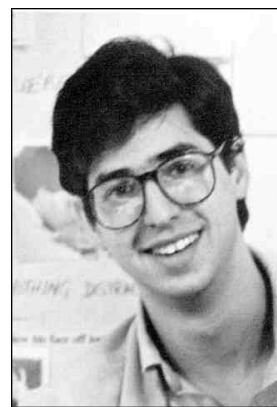
Newly minted presidential candidate Wesley Clark said yesterday he'd learned, in his nine days in politics, not to answer hypothetical questions. He apparently also learned how to dodge specific inquiries.

Given the opportunity at the Democratic debate to say whether he would support President George W. Bush's request for \$87 billion for Iraq and Afghanistan, the retired general demurred. Asked about a specific health care proposal, he said he hadn't had time to get one together. And asked if he would cut the capital gains tax and lower taxes on dividends, he talked around it.

It took a questioner two tries to get Clark to say he would oppose making stock market investments a part of Social Security.

"He seemed fine, but he's going to have to put some meat on the bones," said political analyst Stuart Rothenberg, who publishes the Rothenberg Political Report.

— Elaine S. Povich '75,
Newsday, Sept. 26



David Folkenflik c. 1990

There's a reason some critics find a consistently conservative tone in Fox News Channel's newscasts, a former Fox producer says:

The network's executives issue a daily memo that often sets out ideological cues for anchors and producers to follow.

In a telephone interview yesterday, former Fox News producer Charlie Reina said the network clearly "leans toward the conservative" on social issues.

Even when there's no explicit direction, Reina said, Fox reporters and anchors know to be defensive of President Bush in response to critical media reports elsewhere. Producers often feel subtle pressure from news executives to reflect a philosophical line sympathetic to the White House, Reina said.

"Sometimes this bias of theirs is not directly political," Reina said. "But when it's a political situation, then it mirrors the current administration."

— David Folkenflik '91,
Baltimore Sun, Nov. 1



Congress is moving toward almost certain enactment of President Bush's \$87 billion spending package on the occupation and reconstruction of Iraq and Afghanistan — but few people on Capitol Hill seem very happy about it.

Democrats are bemoaning Bush's failure to attract international support for U.S. nation-building efforts. Many Republicans are fuming over Democrats' continued skepticism, and several of the party's fiscal conservatives are worrying aloud about the high price tag for the reconstruction efforts.

And hanging over everyone in Congress is a growing sense that the United States, with its troops and its treasury stretched thin, may be approaching the limits of its power in Iraq.

— Carolyn Skorneck '74,
Congressional Quarterly Weekly, Sept. 26

ENVISIONING A NEW RESOURCE:

Founding The Sun's Journalism Library

BY STANLEY E. COHEN '41

Editor's Note: In May, the Cornell Daily Sun Alumni Association received its largest donation so far – \$25,000 – in the form of stock, from former Sun editorial director Stan Cohen '41. A lifelong journalist, now retired, Cohen stipulated that half of the money be used to renovate a second-floor room to become a reading library featuring books by journalists and books about journalism. Cohen visited the Sun Building over the summer. Here, he reflects on the motivation behind his generous gift.

The awesome shelves of Cornell Daily Sun bound volumes make it clear that The Sun is not merely another student activity, dependent on the whims of a transient student population. In reality it is no less a part of the permanent Cornell Experience than the chimes in the Bell Tower or the marble sundial adjoining Goldwin Smith Hall.

So it is fitting that the watershed volume of daily issues now being created originates in The Sun's own permanent home, a newspaper office and production facility equal to the best in the commercial world, in the heart of Ithaca.

And it is especially rewarding to know that this home where students write, edit and produce ready-for-the-press copy is immediately adjacent to the Ithaca Journal building, where presses continue to produce the finished newspaper.

I see this as manna cast into the waters washing back on the shores of Cayuga Lake. The Sun has its home not because one especially affluent alum

dug into his or her pocket and wrote a check, but because a multitude of grateful Sun alums have worked to make it possible.

Individuals like myself, in gratitude for the difference The Sun made in our lives, have responded to an opportunity to make certain The Sun will do for future Cornell students what it did for us.

Endless Choices

Four years at Cornell exposed me to an infinite world of ideas which I had not imagined when I was growing up in Troy, N.Y., and an awareness of the endless choices and challenges waiting in the world I was soon to enter.

But it was my nearly four years on The Cornell Daily Sun, beginning in the fall of 1937 and spanning the period when I was making my career choice — that experience as a reporter, columnist and editorial director — that enabled me to sample the challenges and satisfactions I would find in a career in journalism.

The experience was particularly influential because The Sun replicated the real world: a complete newspaper, from full AP wire to a daily page of comic strips; an obligation to be self supporting; and no faculty supervision to steer us right if we mishandled delicate subjects. For many, like myself, it was the gateway to fulfilling careers in journalism. But whatever career, a Sun alum carried with him or her the sense of responsibility and self-confidence honed on the job at The Sun.

Library

My particular contribution to the Sun home project is seed money for a library. I hope to encourage Sun staffers to read books by Sun alumni describ-

ing their experiences as journalists, or other professional journals reporting what journalists are doing or talking about. Cornell does not offer journalism as a field for study and I hope it never does. Journalism needs probing minds, and many of its most promising recruits are avid readers. I believe a good library in the Sun Building will help them find their way.

A person of my modest means can only provide seed money and offer a vision. The library will be no better than the continuing support that it gets. It will need more money even for a basic assortment of good books, and an annual

update to acquire books yet to be written. Alums can also advance this prospect by contributing books they have written or write in the future, and relevant books from their personal library.

Continuing Link

The Cornell Daily Sun Alumni Association will be providing a process for handling the future of the library. Check it out. Think of it as an opportunity to maintain a continuing link between yourself and the young men and women who carry on the Sun tradition by trying their hand at producing — on their own — a quality newspaper that reflects the world of their day.



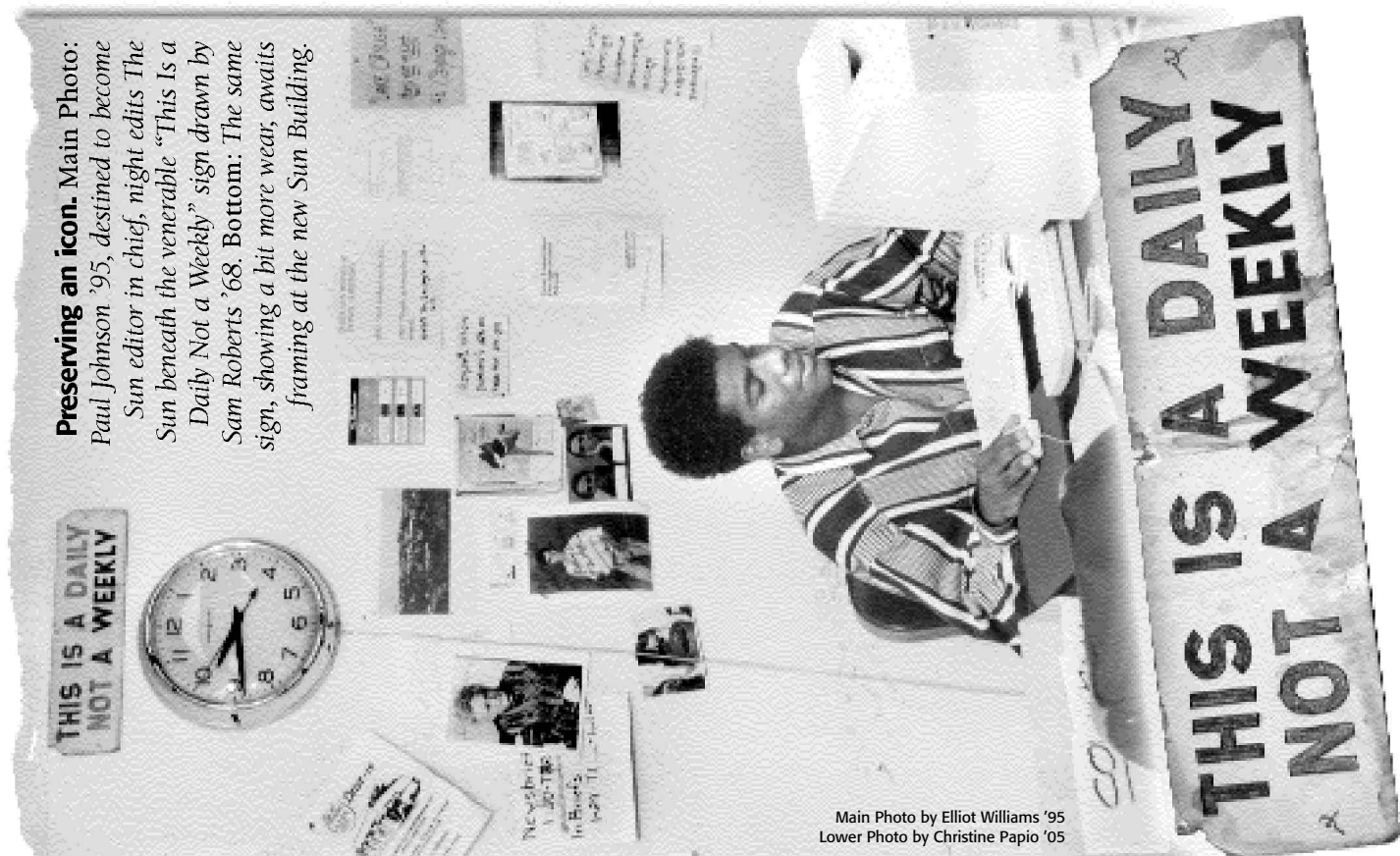
You can help assemble a first-class journalism library at the new Sun Building.

The Alumni Association is seeking donations of books about journalism (history, ethics, newspapers, broadcasting, biographies, media business), & books by Sun alums, including E.B. White & Dick Schaap.

New books are preferred, but used books in good condition are certainly welcome as well.

If you are the owner or author of a book that would make a good addition to the library, please make your offer via e-mail to editor@cornelldailysun.com. You will then receive information on mailing the books.

Preserving an icon. Main Photo: Paul Johnson '95, destined to become Sun editor in chief, night edits *The Sun* beneath the venerable "This Is a Daily Not a Weekly" sign drawn by Sam Roberts '68. Bottom: The same sign, showing a bit more wear, awaits framing at the new Sun Building.



Main Photo by Elliot Williams '95
Lower Photo by Christine Papio '05

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