

A HISTORY OF PUBLIC RELATIONS AT
BOYS TOWN, NEBRASKA

by

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TABLE OF CONTENTS

Chapter		Page
One	INTRODUCTION AND OVERVIEW.....	1
Two	FATHER FLANAGAN (1917-1948) An Era of Personal Public Relations.....	9
Three	FATHER WEGNER (1948-1973) An Era of Impersonal Public Relations: Appeal Letters, Coverage of Sports and Music.....	24
Four	FATHER HUPP (1973-) The Beginning of an Era of Planned Public Relations and Public Accountability.....	40
Five	SUMMARY AND DISCUSSION.....	58
	APPENDIX.....	64
	A. Publications of Boys Town (pocket inside back cover).....	65
	B. Letters, sketch "He Ain't Heavy, Father, He's m'brother.....	66
	C. Copies of appeal letter and Christmas seals.....	71
	D. Congressional Record, March 7, 1975--- Tribute to Father Wegner.....	84
	E. Copy of <u>National Catholic Reporter</u> , January 17, 1975, "Boys Town 'different'--reforms follow disclosures".....	88
	F. Copies of <u>Omaha World-Herald</u> , March 14, 1975, <u>Manhattan (Kans.) Mercury</u> , March 16, 1975 Mick Romane, Father Hupp story.....	91
	G. Script for Boys Town slide shows.....	94
	SOURCES CONSULTED.....	104

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PREFACE

Nebraska residents have been aware of Boys Town since the early twenties, the remainder of U.S. citizens since the movie, "Boys Town" (1938-1939). To a native Nebraskan, Boys Town symbolized an ideal social institution. During the 1950s I lived in Omaha and became more interested in Boys Town as an observer; several friends were staff members there.

Even in the 1950s there were rumors of vast wealth. Boys Town was seen as a secretive, aloof, mysterious institution west of Omaha that did good things for orphaned boys. In the early seventies, I wanted to write a magazine article about Boys Town. I sent Henry Straka, public information director, two or three letters. I received no answers and my idea was abandoned.

After the Omaha Sun Boys Town edition was published in 1972, I followed the repercussions with interest. News stories about Boys Town suddenly increased.

I was interested in the way public information or public relations was handled by Boys Town. As a former newspaper employe, I was aware of some of the problems of public information offices and some of the problems of the media.

In a graduate-level public relations class at Kansas State University I learned more about public relations. When it came time to choose a thesis subject, public relations at Boys Town seemed a logical choice.

Initially, I had hoped to do a "before and after" analysis, focusing

on the effect of the Omaha Sun exposé on the public relations activities of Boys Town. Preliminary research indicated that such a study would be difficult, if not impossible, to carry out. There were no formalized public relations guidelines at Boys Town before the exposé, and it was apparent that the major reference sources available to me would be clipping files, plus interviews and correspondence with Boys Town personnel and media people.

While interview sources were generally willing to be helpful, it was clear that the kind of quantitative and depth information necessary for a cause and effect study would not be available.

Given the available resources, and considering the limitations of time, money and distance, I decided, with the advice of my graduate committee, to focus instead on "A History of Public Relations at Boys Town."

The ensuing study has limitations. It is a somewhat shallow history, not a depth analysis. Yet I hope it will be a meaningful contribution to literature about public relations and about Boys Town. Other public relations studies do not appear to be comparable, and the literature on Boys Town to date is very limited.

One book, written by Fulton and Will Oursler and published in 1949, is the only book about Father Flanagan and Boys Town, except for a children's book written by the Rev. Clifford Stevens. In a letter, Reverend Stevens describes his book as "a juvenile bibliography, very sketchy." Reverend Stevens has plans for a definitive biography on Father Flanagan; he feels this book will take five more years of research.

To do the complete study I had hoped to do would take at least that long, and even then limited resources might make it impossible.

CHAPTER ONE

INTRODUCTION AND OVERVIEW

Father Edward J. Flanagan began caring for five boys in trouble in December, 1917, on a borrowed \$90 for a month's rent in Omaha, Nebraska. That was the beginning of Boys Town. In March, 1972, an investigative reporting team from Omaha Sun Newspapers, a weekly chain, revealed the net worth of the institution to be \$209 million. From 1917 to 1975 public relations at Boys Town underwent several major changes. This study will describe those changes. The study includes the periods that Fathers Flanagan (1917-1948), Wegner (1948-1973) and Hupp (1973 to the present) were directors of Boys Town.

In the early days of Boys Town Father Flanagan realized that to muster the public support needed to keep Boys Town alive, it was necessary to be accountable to public donors. Father Wegner relied on publicity-promotion campaigns twice a year, at Easter and Christmas, but neglected continuous and candid reporting week in, week out.

Cutlip and Center point out that "too many old-timers in the social agency field demonstrate an attitude of 'our noble motives and good works need no reporting to the donor citizen.' There is a need to distinguish between mass publicity-promotion campaigns once a year to raise funds and continuous and candid reporting week in, week out."¹

Leaders of donor-supported agencies must strive even harder than they have in the past to muster public support through public relations, support that will endure in good times or bad.²

Cutlip and Center remind us that it was St. Matthew who said: "Let your light so shine among men that they may see your good works and glorify your Father which is in Heaven." Today this can be interpreted to mean complete accountability by a non-profit organization to the public donors who have supported that institution. This accountability is possible through an adequate public relations program.

For this study, public relations will be defined as Cutlip and Center define it: Public relations is the planned effort to influence opinion through socially responsible performance based on mutually satisfactory two-way communication.³

Overview

Explaining Father Flanagan's philosophy about accountability to the donor public we find in the Ourslers' Father Flanagan of Boys Town:

Boys Town [1927] had grown into a sizable plant. Assets in buildings and land were reckoned at more than half a million dollars. Cost of maintaining the plant was high, but most of the operating expenses were paid out of small gifts, a few dollars each, from all over the nation. To this day small gifts are the main support of Boys Town.

But donations, he [Flanagan] knew, would not continue to come in unless people were kept informed about what went on in the home. Part of Father Flanagan's job was to keep the public enthusiastically behind his work, and that responsibility meant hundreds of talks every year, made in all parts of the country.⁴

Besides personal appearances across the nation, Father Flanagan put together "Father Flanagan's Boys' Shows--the World's Greatest Juvenile Entertainers." During the 1920s a troop of talented boys performed one night stands to tell the Boys Town story across the Midwest in a horse-drawn circus wagon that was built in Omaha.⁵

Father Flanagan personally wrote articles for national and international publications. In such articles he told about his personal philosophy that "there is no such thing as a boy that wants to be bad," and emphasized that with "no financial aid from city, county, state or federal or church or civic groups--Boys Town is financed entirely by the friends of Boys Town."⁶ No financial aid is received from the Omaha Catholic Archdiocese.

The touring choir that sings nationally and internationally was begun by Father Flanagan to publicize Boys Town. In November 1974 the choir sang on its 29th concert tour. The boys sang in 40 cities in 22 states in the West, Midwest and Southwest. In 1974 the choir was asked to perform as many as three consecutive nights in one town.⁷

The Rev. Clifford Stevens said, "It was not merely good public relations that sold Boys Town to the American public; it was the totally new orientation Father Edward J. Flanagan gave to his work."⁸

Nicholas H. Wegner, Chancellor of the Archdiocese of Omaha, replaced Father Flanagan who died May 15, 1948. The Omaha World-Herald assessed Father Wegner as a "lover of sports" who had turned down two big-league contracts to play professional baseball. He had wide administrative and business experience.⁹ Reflecting Father Wegner's background, the public relations of Boys Town during his time as director was concentrated on sports coverage and choir stories with twice-a-year mailings that pleaded for donations.

Father Wegner's approach to keeping the Boys Town image before the American public was less personal than that of Father Flanagan, and more inclined toward soliciting gifts and donations than toward giving information.

"Would you like to be an honorary Boys Town citizen?" he asked in the Faribault (Minn.) Daily News.¹⁰

"A Gift to Boys Town would constitute one of the most gratifying Christmas presents a person could add to his list," he said in the Camden Times.¹¹

In 1948, during Father Wegner's directorship, Radio Reports, Inc., New York City, was retained to provide texts about Father Flanagan's Boys' Home for Lowell Thomas, Arthur Godfrey, Louella Parsons, Gabriel Heatter and Drew Pearson.¹²

An example of Radio Reports releases includes the one on October 1, 1974 for a CBS news broadcast of Lowell Thomas. He asks, "I wonder if there is anyone who hasn't heard of Boys Town, Nebraska, the home and school for boys started nearly 60 years ago by Father Flanagan?" He said that for years he had looked forward to visiting this famous town and he finally made it.¹³

During Father Wegner's era Henry Straka, an employe of the public relations firm of Bozell & Jacobs, Inc., was official public relations director at Boys Town. He began his Boys Town career in the mid-forties and died of cancer Jan. 15, 1975. Much of the information dispensed during the time Straka was at Boys Town was sports and music activities.¹⁴ His office was at Boys Town although he received his paycheck from Bozell & Jacobs.

In a press conference five and a half weeks after the Omaha Sun revelation of Boys Town riches in 1972, Omaha Archbishop Daniel E. Sheehan, president of Boys Town board of directors, said, "What we intend to do from now on, we're going to try to beef up the public relations office at Boys Town. We hope we can have information available. . . to meet with you if

any major things come up. . .

"I certainly don't like in any sense to have Boys Town take on a negative image."¹⁵

Paul Williams, who led the team of Omaha Sun investigative reporters, said, "I am concerned about. . . the responsibility of journalists to examine and report on the way our institutions work."¹⁶

Father Hupp, who replaced Father Wegner as Boys Town director in 1973, has returned to the personal approach of Father Flanagan to tell about Boys Town. In 1974 he taped a television show "To Tell the Truth" and in a three-month period appeared in 15 cities across the nation.¹⁷ A personal public relations approach and an open-door with the media is Father Hupp's philosophy. Father Wegner made no financial disclosures. Father Hupp told Fred Thomas, an Omaha World-Herald reporter, "The downturn in donations, the skid in Boys Town's stocks-and-bonds value, inflation, the higher cost of raising money and other financial problems are causing concern."¹⁸

Bill Ramsey told Thomas in the same story, "The final report on money raised by the Christmas direct-mail appeal will be completed later this month but, as of January 9, 1975, a total of \$3.6 million had been collected, and another \$250,000 or so was expected." This kind of disclosure had not been made before Father Hupp and Ramsey came to Boys Town.

Bill Ramsey, deputy director of development, direct mail and public information at Boys Town, was hired by Father Hupp in April, 1973.

The contrast of Archbishop Sheehan's directive in 1972 that information about Boys Town would be available for the media with the sports coverage and no financial disclosure approach during Father Wegner's era is apparent when public relations practices under three directors are

followed in this history.

The Research Problem

The research problem is to outline the public relations efforts of Fathers Flanagan, Wegner and Hupp. Differences between their public relations philosophies will be pointed out.

Sources

Sources for this study include newspaper clipping files at Boys Town that were started in 1948 and have been maintained to the present. The files for 1948, 1950, 1954, 1958, 1962, 1966, 1970 and 1974 were reviewed. Original releases were not available, and no formal attempt was made to quantify material from the clipping files, nor to report in how many different publications a given item appeared. Clippings cited in the study were chosen to show the broad geographical range of newspapers carrying items about Boys Town and newspapers cited should not be taken as being the only papers in which an item appeared. Boys Town hired national clipping services to send it stories for these files.

The Omaha World-Herald and the New York Times Index were researched. The World-Herald has Boys Town stories that it has published clipped and placed in envelopes according to subject. These were reviewed. A book by Fulton and Will Oursler, Father Flanagan of Boys Town, is used as a source.

Paul Williams, formerly managing editor of the Omaha Sun Newspapers, now assistant professor of journalism at Ohio State University, is writing a book on investigative reporting. Chapter 12 is about the Boys Town exposé. This is included as a source. The Omaha Sun Boys Town edition of March 30, 1972, the January-February, 1975, Columbia Journalism Review that used Paul Williams' exposé as the lead story, and an article in

Grassroots Editor, September-October, 1974, "The Boys Town Pulitzer Prize Story," by Paul Williams, are other sources.

Interviews at Boys Town with Father Robert Hupp, Patrick J. Norton, Bill Ramsey and Jim Brown were source material. Stanford Lipsey, publisher of Omaha Sun Newspapers, and Wes Iversen, Sun reporter, were also interviewed.

Correspondence with Patrick Norton, Bill Ramsey, Jim Brown, Paul Williams and the Reverend Clifford Stevens provided important additions to the history.

Boys Town publications that are included in appendix E were valuable sources. Duplicates of letters at Boys Town and the Booz-Allen & Hamilton Boys Town study on public relations are included. The Nebraska State Historical Society also provided information.

No other study has been made of Boys Town public relations. Other public relations studies appear to be incomparable. This study is, therefore, unique.

FOOTNOTES

1
Scott Cutlip and Allen Center, Effective Public Relations
(Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1971), p. 506.

2
Ibid., p. 511.

3
Ibid., p. 2.

4
Fulton and Will Oursler, Father Flanagan of Boys Town (Garden City:
Doubleday & Co., 1949), p. 297.

5
Ibid., p. 213.

6
Brochure, Father Flanagan's Boys' Home "20 year record" circa
1937, furnished by Nebraska State Historical Society.

7
Boys Town Times, "Boys Town Choir Returns From 29th Concert Tour,"
Nov. 22, 1974, p. 4.

8
Clifford Stevens, "Fr. Flanagan was different," Omaha Sun Newspapers,
May 4, 1972, p. 5.

9
Ourslers, Father Flanagan, p. 296.

10
"Honorary Citizenship Available to Donors," Faribault (Minn.)
Daily News, May 28, 1949.

11
"Suggestions for Christmas Lists," Camden (N.J.) Times,
Nov. 30, 1949.

12
Radio Reports, Inc., transcripts, Boys Town Library.

13
"Excerpt from Lowell Thomas CBS News Broadcast," Boys Town Times,
Nov. 22, 1974, p. 4.

14
Bill Ramsey, private interview, Boys Town, Nov. 29, 1974.

15

Paul Williams, "How the Archbishop reacted," Omaha Sun Newspapers, May 4, 1972, p. 5.

16

Paul Williams, "The Boys Town Pulitzer Prize Story," Grassroots Editor, September-October, 1974, p. 3.

17

"Boys Town Choir Returns From 29th Concert Tour," Boys Town Times, Nov. 22, 1974, p. 4.

18

Fred Thomas, "Boys Town Appeal Falls Short of Goal," Omaha World-Herald, Jan. 17, 1975, p. 20.

CHAPTER TWO

FATHER FLANAGAN
1917-1948

An Era of Personal
Public Relations

Beginning of Boys' Orphanages in U.S.

The concept of a home for orphaned boys was not new with Father Flanagan. The first orphanage for boys was established in Georgia in 1740 by George Whitefield, a young English evangelist who had not yet turned twenty-five.¹ Bremner says this orphanage was patterned after one founded by August Hermann Francke in Halle, Germany. Whitefield in his preaching appealed to conscience and altruism as well as to fear; he pleaded as earnestly for money as for souls, and he made the collection plate hardly less important than the mourners' bench.²

Responding generously, even extravagantly, to Whitefield's cry for alms became more than a demonstration of piety: it was a welcome and almost essential means of relieving emotional tension as Whitefield stirred vast throngs of people to pity and remorse, as he told the story and preached about his orphanage.³ In this manner he raised money in England as well as in America. He bought and operated a slave-manned plantation in South Carolina to obtain additional revenue for its support. For thirty

years Whitefield devoted as much care to the management of his boys orphanage as the circumstances of his career permitted. In the closing years of his life he tried vainly to turn the orphanage into a college. Whitefield, however, was a better fund-raiser than administrator; and despite the energy and expense he lavished on the orphans' home, it never fulfilled his expectations.⁴

Charles Loring Brace (1826-90), a twenty-seven-year old city missionary in the Five Points district of New York organized the New York Children's Aid Society. A part of this was the Newsboys' Lodging House, founded in 1854.⁵

Whitefield is an example of an eighteenth century humanitarian who cared for boys, Brace represents the nineteenth century and Father Flanagan provided innovation in the twentieth century to Whitefield's and Brace's concepts. But whatever the institution, there was always the problem of the public's image of the institution. Father Flanagan moved twice before the final location of his boys' home was realized. Neighbors constantly complained to authorities about the boys that Father Flanagan took under his wing.⁶

Beginnings of Boys Town

Father Flanagan's first home for boys was at Twenty-fifth and Dodge Streets. The Ourslers say, "Gradually, through the first winter, the home was becoming an organized unit, even though its existence continued on a precarious basis, always close to financial disaster. Distrustful stores would send out truckmen with stern orders not to unload until Father Flanagan paid in cash. But donations did increase as they went from crisis to crisis."⁷

Before the winter was over, the work of the home began to gain wider recognition, particularly among women. Letters poured in from housewives and mothers encouraging Father Flanagan; often a small check was enclosed. The population at the first Father Flanagan's Home for Boys jumped from the original five boys to more than a hundred before June, 1918, and it was necessary to move to the old German-American Home at 4026 South Thirteenth Street and to have a larger staff. A secretary was needed but there were no funds. During evenings and over weekends men and women who worked as clerks and stenographers in Omaha got out fund-raising letters to let the public know about the work of the home.⁸

From the very beginning, Father Flanagan was aware of the importance of what the public thought about his boys, and he tried to influence public opinion through a socially responsible performance suggested by Cutlip and Center's definition of public relations. There was never a planned public relations program during his directorship, however.

Realizing the importance of telling the story of what he was doing, Father Flanagan started the Boys' Home Journal, Boys Town's first publication. It was written and edited by Father Flanagan and his boys. It narrated events of the home, recorded gifts, and specialized in backyard sports. The Journal is no longer published, but today at Boys Town its direct descendant, the Boys Town Times, is published monthly. Copy of Boys Town Times in appendix A.

In an undated Omaha World-Herald clipping circa February 1920 headed "Journal Devoted to Third Anniversary of Flanagan Home," it is reported that Boys Town celebrated its third anniversary.⁹ The Rev. E. J. Flanagan, editor and founder of Father Flanagan's Boys' Home Journal is quoted:

It is with the deepest sense of gratitude and appreciation that we extend to our many friends and benefactors our thanks and assure them that the dollars they have invested in the home have been most judiciously expended in the moral and physical upbuilding of almost 700 neglected boys of our country.

The World-Herald listed the financial statement for 1919, showing the institutions' total receipts amounted to \$25,258.70 against expenditures aggregating \$20,106.93, leaving a cash balance of \$5,151.77.¹⁰

Owners of the old German-American Home in 1921 served notice that Father Flanagan and his boys must vacate the building. A movement was started to build a new home for neglected boys west of Omaha, "the funds to cover the expense of which are now being raised."¹¹

Although there had been no national publicity, by September 1, 1921 1,251 boys had been sheltered.¹² Father Flanagan needed a new house for his boys and he explained his need to newspapermen: "The gifts will come in, you see," Father Flanagan promised, "as they always have come in. People are good, and when they know what we are doing, they send in their small gifts and it all mounts up."¹³

Early Promotion Efforts at Boys Town

One of the first public relations efforts of Boys Town was the Boys Town band which toured to the West Coast between 1920 and 1928.¹⁴ Patrick J. Norton, nephew of Father Flanagan, was the band's manager. Other public relations efforts of Father Flanagan in his new facility included brochures and pamphlets that he wrote.

In The Romance of the Homeless Boy, a booklet, circa 1935, Father Flanagan asks, "What is to become of the Homeless Boys?" He says that unless they are helped, a great majority of them will go to swell the ranks of misfits and purposeless idlers. . .¹⁵

"It [Boys Town] depends entirely for its support on the voluntary contributions of those generous persons throughout the country familiar with the work being carried on there."¹⁶

Another way Father Flanagan found to tell about his boys, a way to carry his case to a new public, was Father Flanagan's Boys' show--the World's Greatest Juvenile Actors. The idea came to him as bills were piling up and when he could not get credit from tradesmen. As he watched a crowd in the front yard who surrounded a dancing youth, he was struck with the idea of putting together a group of performers and taking them out on the road, a band of juvenile minstrels and vaudevillians, a show dramatizing the story of the home and its needs.¹⁷

The Outsiders call it "one of the strangest adventures in the saga of Boys Town." Once before Father Flanagan had sent out a band but it had traveled by train. Railroad travel would cost too much now. So he decided on horse-drawn wagons that were gilded and red like circus wagons. A factory in Omaha built circus wagons so Father Flanagan got second-hand wagons. Pat Norton directed the tours.

Boys not lucky enough to perform competed for the job of repainting the circus wagons. Across the sides of each of these wagons were the words in gilt: "Father Flanagan's Boys' Show--World's Greatest Juvenile Actors."¹⁸

In the thirties the road shows as a way to publicize Boys Town were abandoned. Music was confined to activities around Boys Town. The band played at games and there was a loosely-formed choir for chapel services. But Father Flanagan's dream was a touring choir that would publicize Boys Town. In 1941 Father Francis Schmitt came to Boys Town to build that choir. The fame of the choir grew and contributions from impressed listeners provided real dividends.

Asked how the boys in the choir reacted to publicity, Father Schmitt said they are reminded that the publicity is not for them but for Boys Town.²⁰

On November 20, 1936, the New York Times first gave news coverage to Boys Town, Nebraska. Pictured on page 25 was Daniel Kampan, 17-year-old Boys Town mayor, with Mayor La Guardia, New York City. The lead says that the mayor of the largest city in the country and the mayor of one of the smallest [approximately 275 "souls"] agreed that the job of being mayor is by no means what it is cracked up to be.

The next New York Times coverage of Boys Town was April 25, 1937. The Associated Press story datelined Omaha on page 19, carried a headline that said, "Flanagan Denounces 'Criminal Factory'." The story said that "Rev. E. J. Flanagan, who has given shelter and comfort to 4,446 boys, called the American system of dealing with juvenile law violators 'a huge manufacturing plant of hardened criminals.'" He said all of the boys who entered the home became "good citizens" after leaving.

Magazine exposure for Boys Town included four pages in the April 1937 Family Circle magazine. The article quoted J. Edgar Hoover, FBI director, who said, "If Boys Town were financially able to care for all the boys who need its help, crime would be dealt one of the most crushing and effective blows I can imagine."²¹

The Movie

The 1938 MGM movie, "Boys Town" starred Spencer Tracy and Mickey Rooney. Besides winning an Academy Award for Tracy,²² the movie brought Theodore Miller into public relations activities at Boys Town.²³ The movie brought only \$25,000 from MGM to the coffers of Boys Town, but it put the story of Father Flanagan's Home for Boys before the American public.²⁴

It took awhile for the beneficial effects of the movie to be apparent. In the Omaha World-Herald on October 23, 1938 Father Flanagan told about one of the problems of the movie--he had thought the picture would be a bonanza for his boys' home. It wasn't an immediate bonanza as donations dropped off. Father Flanagan said that people who saw the picture took it for granted that an orphanage sufficiently famed to be the subject of a movie was a thoroughly established institution. Also, the picture gave the impression that Father Flanagan was a sort of financial wizard who could always pick a few hundred thousand dollars out of the air. The picture seemed to have stymied Father Flanagan at the time.²⁵

Paul Williams, Omaha Sun editor in March 1972, said, "Then [after the movie] Boys Town's national image began to grow rapidly."²⁶

One of the effects of "Boys Town" was to make Theodore Miller aware of its existence. A story in the Omaha Sun Newspapers March 30, 1972 Boys Town exposé edition tells the story about Miller:

Ted Miller has been dead for ten years. But his heart-tugging appeals and direct mail campaigns have been maintained in the interim with little alteration. According to Henry Lucas, fund-raising director for Father Wegner, "he [Miller] designed our whole operation."

Henry Straka, Boys Town's head of public relations for Fathers Flanagan and Wegner, said Miller came from humble beginnings. His life-long career was promotion of various homes for homeless boys around the country--a career that made him rich along the way.

Mrs. Ruth Miller, still living in Omaha, recalls how she and her husband first came to Boys Town. "We were living in Mooseheart, Ill., Mr. Miller was with the Redman Lodge (a fraternal order)--when a friend came up and said, 'I just saw the damnedest movie.'"

The year was 1939 and the movie was "Boys Town." The Millers saw it that night and he was on the phone to Father Flanagan the next day. An agreement was made and a one-year trial marriage of institution and promoter was formed.

"One year stretched into two and so on," said Mrs. Miller. He was still at Boys Town when he died in 1962. Miller was extremely publicity-shy, but this sketch of his years with Boys Town emerges. He arrived in 1939. By 1942, his direct-mail fund-raising had grown to the point where he was ready for a large mailing center; Boys Town purchased the same building it still occupies in downtown Omaha at 408 South 18th Street behind a sign that says "Wells Fargo."

Miller guided the fund-raising efforts toward financing most of the buildings currently standing on the main campus. He came up with the idea of two major campaigns, one at Christmas and a second at Easter. He also added the touch of making each donor an honorary citizen of Boys Town. These mailings grew to 50 million pieces in 1965. In 1970, there were 36 million letters mailed. In 1971, there were 34 million letters mailed from the Boys Town Post Office.²⁷

"Miller personally authored the appeal letters and therein achieved a mastery of sentimentality comparable only to Charles Dickens," the Sun writer says.²⁸

In the October 8, 1938 issue of Liberty Magazine in an article written by Father Flanagan called "I Meet Myself in Spencer Tracy," Father Flanagan wrote, "Boys Town will, I believe, be Hollywood's first attempt at a social service theme developed on actual fact and living figures." Spencer Tracy was quoted as saying, "I want to use the natural talent that God gave me in a role that will bring home to the public the story of neglected, homeless boys."²⁹

Post-Movie New York Times Coverage

"Catholics Discuss Public Relations" was the headline of a New York Times story October 9, 1938. The subhead read "Charities Conference Heads Are Urged to Employ Newspaper Men." The special to the New York Times said, "Prior to the opening here [Richmond, Va.,] tomorrow of the National Conference of Catholic Charities, diocesan directors of that organization considered methods of improving public relations.

"Arthur T. Robb of Editor & Publisher magazine advised the directors to have trained newspaper workers handle publicity and cautioned against attempts at suppressing distasteful information. Robb recommended that priests in charge of public relations study journalism.

"Msgr. Edward J. Flanagan discussed juvenile delinquency at the conference and restated his celebrated quote, 'I have really never found a boy who wants to be bad.'"

Apparently Father Flanagan was among those advised to fulfill that part of the Cutlip and Center definition of public relations that stresses the importance of two-way communication.

In the New York Times May 7, 1939, a building project was announced to make possible facilities for 520 boys. The "pay-as-you-go" building program would be financed entirely upon outside contributions. The building program to cost \$700,000 would triple the facilities.

Symbol of "He Ain't Heavy. . ."

It was during Father Flanagan's directorship that a symbol emerged that still identifies Boys Town. The symbol appears on Boys Town letterheads, brochures and pamphlets. There is a life-size statute on the Boys Town campus and a small figurine has been molded from the drawing by Louis

Bonhajo that is sold in the Boys Town visitor's center and is presented visiting dignitaries. It is the figure of a smiling boy carrying a smaller, sleeping boy on his back with the caption, "He ain't heavy, father, he's m'brother."

There are different versions of the origin of the symbol. Copies of correspondence between Ted Miller and the Louis Allis Co., in Milwaukee, Wisc., add to the confusion. Miller, in an August 18, 1943 letter to the Louis Allis Company, asked permission to use a line drawing that appeared in the Allis Company Christmas Messenger in 1941. The sketch was entitled "He ain't heavy, Mr.-he's m'brother." Miller wanted to change the caption to "He ain't heavy, Father, he's m'brother," and reproduce the sketch in colors. In the Milwaukee telephone directory, the Louis Allis Company has a sub-heading that says "Sales and systems."

The Ourslers in Father Flanagan of Boys Town told about the origin of the symbol this way:

Biff, a crippled boy, was left by his mother in Father Flanagan's care.

This child's mother had just walked out of his life. And how this half-pint needed love!

"It's all right," said Father Flanagan. "You'll have a great time here. One of the bigger boys will carry you up to your room where you'll stay with the other fellows."

Never again did they hear from the mother, but Biff stayed on. Under medical treatment his condition greatly improved. Today, grown-up and successful in business, Biff walks almost normally, with the aid of a cane.

It was Biff and his story which served as inspiration for the plaque which has become almost a trademark of Boys Town.³⁰

Patrick Norton said, "I knew the two boys referred to who were responsible for making that statement in the presence of Father Flanagan, back in the early days. . . . Father Flanagan remarked to the older boy that he thought he was carrying more than he should, because of his size, and the older boy made this now famous statement which Father Flanagan picked up and it has been used ever since."³¹

Another version is that the boy that is being carried was a battered-child and a hopeless cripple. His friends took turns carrying him to and from classes and meals at Boys Town.³²

In appendix B, there are copies of letters between Ted Miller and Louis Allis Company, Milwaukee, Wisc., concerning the phrase and a copy of the original sketch.³³

Later Flanagan Era Promotional Efforts

Hedda Hopper in an August 6, 1947 syndicated column, "Hollywood on Tour" told about her trip to Boys Town. Miss Hopper spoke about the films "Boys Town," and "Men of Boys Town," filmed in 1941. She said that Boys Town was paid \$100,000 for the last film.

Miss Hopper said, "The institution officials are very grateful for the picture, 'Boys Town' because it brought the home to the attention of millions and public contributions keep the place going."³⁴

A September 12, 1947 Omaha World-Herald story is headlined, "Boys Town Complies with Soliciting Law." The Lincoln datelined United Press story says that Father Flanagan's Boys Town became the first Nebraska organization to comply with the new law requiring soliciting groups to be certified by the Secretary of State.

"Under the act, the organization first must secure a letter of approval from the county attorney of the county in which the group's

home office is located. This letter, describing the organization as bona fide, is sent to the Secretary of State, whose office then issues the certificate." Again Father Flanagan is fulfilling Cutlip and Center's criterion for public relations through socially responsible performance when his was the first Nebraska organization to file with the Secretary of State.

Father Flanagan Dies

In May, 1948, President Harry Truman asked Father Flanagan to go to Germany and Austria for the United States Army. His mission was to study post-World War II youth problems. On the day before Father Flanagan sailed for Europe, he talked with the Ourslers in New York City. In their book they say they asked him an indiscreet question--What would happen when he passed on?

Father Flanagan's answer was, "God will send. We have already started an endowment fund. Someday in the far, far future that may make us self-supporting."³⁵

While in Germany Father Flanagan had a coronary and died. Patrick J. Horton, his nephew, was with him.

In a May 4, 1972 Omaha Sun story Father Clifford Stevens wrote, "He [Father Flanagan] reversed the public image of the homeless boy and made it respectable. Then he battled to change the public image of the 'bad boy,' the delinquent. He labored to preserve for Boys Town and for every individual boy a sense of identity. In doing so his 'City of Little Men' became a unique addition to the legend of America."³⁶

FOOTNOTES

- 1 Robert H. Bremner, American Philanthropy (Chicago: The University of Chicago Press, 1970), pp. 22-23.
- 2 Ibid.
- 3 Ibid.
- 4 Ibid.
- 5 Ibid., p. 60.
- 6 Fulton and Will Oursler, Father Flanagan of Boys Town (Garden City: Doubleday, 1949), p. 168.
- 7 Ibid., p. 205.
- 8 Ibid., p. 166.
- 9 Omaha World-Herald, undated clipping, [1920], Omaha World-Herald Boys Town Library file.
- 10 Ibid.
- 11 Oursler, Father Flanagan, p. 188.
- 12 Ibid., p. 186.
- 13 Ibid., p. 190.
- 14 Ibid., p. 165.
- 15 The Romance of the Homeless Boy, Nebraska State Historical Society, [1935].

- 16
Ibid.
- 17
Oursler, Father Flanagan, p. 206.
- 18
Ibid.
- 19
Oursler, Father Flanagan, p. 213-214.
- 20
Oursler, Father Flanagan, p. 216.
- 21
Family Circle, April, 1937, Nebraska State Historical Society.
- 22
Omaha Sun Newspapers, March 30, 1972, p. 3C.
- 23
Ibid.
- 24
Ibid.
- 25
Omaha World-Herald, October 23, 1938, Nebraska State Historical Society Reprint.
- 26
Omaha Sun, March 30, 1972.
- 27
Ibid.
- 28
Ibid.
- 29
"I Meet Myself in Spencer Tracy," Liberty, October 8, 1938, Nebraska State Historical Society.
- 30
Oursler, Father Flanagan, p. 170.
- 31
Patrick Horton, personal letter to Patricia Larsen, April 8, 1975.
- 32
Father Hupp, private interview held in Father Hupp's Boys Town office, March 14, 1975.

33

Letters furnished by Father Hupp, March 14, 1975.

34

Hedda Hopper, "Hollywood on Tour", Omaha World-Herald, August 6, 1947.

35

Oursler, Father Flanagan, p. 299.

36

Clifford Stevens, "Fr. Flanagan was different," Omaha Sun Newspapers, May 4, 1972, p. 5.

CHAPTER THREE

FATHER WEGNER
1948-1973

An Era of Impersonal Public Relations: Appeal Letters, Coverage of Sports and Music

When Father Flanagan died while on a mission to study youth problems for the United States government in Germany, Boys Town was a little more than 30 years old. His successor was chosen by the Archbishop of the Omaha Catholic Diocese, Gerald T. Bergan, who also was director of the Boys Town board of trustees. Nicholas H. Wegner, chancellor of the Omaha Archdiocese, became new director of Boys Town amid controversy on September 2, 1948.

Father Wegner's appointment was contrary to the general expectation that the Reverend Edmond C. Walsh, Father Flanagan's assistant, would become director after Father Flanagan's death. He became acting director until the appointment of Father Wegner as director. Father Walsh died in 1963 at the age of 48.

The expectation is pinpointed in a 1948 press release prepared by Bozell & Jacobs, Omaha public relations firm, shortly after the death of Father Flanagan. The press release was never published; it is still in the Boys Town library file at the Omaha World-Herald.¹ The release says:

The Reverend Edmond C. Walsh, named as director of Boys Town, actually was chosen by the late Rt. Rev. Msgr. Edward J. Flanagan, founder of Boys Town, as his successor several years ago.

This was revealed when the board of trustees of Father Flanagan's Boys' Home officially named Father Walsh to the board and appointed him director of Boys Town.

Byron Reed, vice president of Bozell & Jacobs, had no comment for a May 6, 1972 story when asked by an Omaha World-Herald reporter about the unpublished press release.² Mr. Reed has not replied to two letters from this researcher, and the riddle of Father Wegner's appointment remains unsolved. Apparently the lack of full and open disclosure which characterized Boys Town's relations with the media throughout Father Wegner's era began with his appointment.

During Father Wegner's directorship public information from Boys Town had strong sports and music orientation. Pleas for financial aid were dispersed to newspapers across the country. There were no financial disclosures from Boys Town during Father Wegner's era. The continuous and candid reporting week in, week out to the donor citizen that Cutlip and Center recommend was not done by Father Wegner.

Henry Straka, an employe of Bozell & Jacobs Advertising and Public Relations firm, was in charge of public information under Fathers Flanagan and Wegner for 30 years, 25 of them during the Wegner era. He was with Boys Town until his death in January, 1975.

An Omaha World-Herald story reprinted in the Boys Town Times after his death said, "Straka was not a Boys Town employe while telling of the West Omaha boys home. He drew his paycheck from Bozell & Jacobs Advertising Agency which had the Boys Town public relations account."

"But Straka was an integral member of the Boys Town family, seldom missing a Cowboy athletic event or any other school activity."³ He also was in charge of tours, according to Bill Ramsey.⁴

Sports Coverage

During the 1950s Boys Town was Class AA in sports. Two volumes of clippings in 1958 tell about sports successes which included football, wrestling, boxing, track, tennis and swimming activities of Boys Town. According to the Lincoln (Neb.) Star of February 24, 1958, Boys Town ranked fourth in Nebraska's top ten Class AA basketball rating.

In the Pittsburgh (Pa.) Press, November 23, 1958 it says, "North Catholic, an undefeated team in 1958, beat Boys Town 27-6 before 12,000 people in a benefit for the Pittsburgh Firemen's Widows Pension Fund." This is an example of benefits in which Boys Town teams participated.

A story in the January 13, 1962 New York World-Telegram & Sun told about the 36th annual Knights of Columbus track meet at Boston Garden, Boston, Mass. Charlie (Deacon) Jones, Boys Town, was one of six defending champions. He held the third fastest record of the meet--4:05 in the mile.

Boys Town was ranked tenth in Class A state football according to a story in the Hastings (Neb.) Tribune Sept. 26, 1966. Boys Town was represented on the South team in the class A 1967 Shrine Bowl football game along with other Class A division Nebraska high schools.

November 4, 1970 in the Omaha World-Herald readers were told that Boys Town's football team will conclude its poorest season--record-wise--in the 28-year career of its coach, Skip Palrang. Boys Town had one win and six losses in the 1970 season.

In 1970, the size of the clipping scrapbooks of Boys Town public information was about half of that of the previous years.

Music Coverage

During the 1950s Boys Town had an orchestra of eighteen musicians, a choir of fifty singers and a fifty-piece band. Their appearances across

the country brought national press coverage.

In the Great Falls (Mont.) Tribune on August 1, 1950 a United Press story datelined Billings reported that "the famous Boys Town concert band from Father Flanagan's boys home in Nebraska will appear here August 6 as a pre-Midland Empire fair feature."

An August 18, 1950 Omaha World-Herald story said "The Boys Town choir directed by the Rev. Francis P. Schmitt will present a half-hour program of popular music on the Kiwanis Summer Concert Series over Mutual Broadcasting System."

The Decatur (Ill.) Herald Review on October 1, 1950, reported that the Boys Town Choir had appeared in 125 cities in the U.S. and more than 250,000 persons had heard it. It said that in 1946 concerts by the choirs were presented at Carnegie Hall in New York City, Constitution Hall in Washington, D.C., and Symphony Hall in Boston.

The early 1960s found the music tradition carried on in press releases. The Omaha World-Herald on August 31, 1961 reported a downtown Lincoln Shrine Bowl parade that featured high school bands from Schuyler, Auburn and Boys Town.

Dorothy Kilgallen's syndicated column "Voice of Broadway" carried in the Topeka (Kan.) Daily Capital November 30, 1962 reported "The entire choir of Father Flanagan's Boys Town saw the movie 'The Sound of Music,' as guests of the producers."

The Nonpareil, Council Bluffs, Iowa, on August 5, 1966 reported the 14th annual Boys Town liturgical music workshop. Guest faculty for two weeks included: Dr. Flor Peeters of the Royal Flemish Conservatory, Antwerp, Belgium; Dr. Roger Wagner, founder and director of the Roger Wagner Chorale; Kathleen Thmommerson, organist of the Basilica of Ste.

Clotilde in Paris; Dr. Eugene Selhorst, associate dean of the Eastman School of Music, Rochester, N.Y., and Canon Joseph Joris of the Belgian National Institute, Malines, Belgium.

An April 11, 1971 Omaha World-Herald story tells about Boys Town sharing Easter with America. "Easter at Boys Town will be telecast across the nation by the famous 65-member Boys Town choir. A grant from the Public Broadcasting Service made the program possible."

Appeal Letters Printed by the Press

In a November 18, 1954 Long Beach, California newspaper with a Boys Town dateline it said, "Father Wegner reports 'there are no solicitors or fund-raising organizations employed [by Boys Town] and no commissions are paid anyone in connection with the financial aid to the home.'"⁵

This seems to be the closest Father Wegner came to informing the public about Boys Town finances. Other material about finances dealt with pleas for money, and those pleas made up a large portion of the output of the public information office at Boys Town while Father Wegner was director.

In an editorial page column May 8, 1950 in the St. Joseph (Mo.) News Press it says, "Deep within the heart of our great nation there is a very unusual town, a community built on the heartbreak of mankind. Boys Town, Nebr. opens its doors to the unwanted and friendless youth of America." The column ends, "Your dollar makes you the big brother who does not find keeping the young boy a hardship because he, too, is your brother."

This plea was repeated in many clippings in this time period as was the following letter from Father Wegner. One place it appeared was the

Shoshone (Ida.) Journal, June 9, 1950, where it appeared under a headline reading, "Boys Town Work and Needs Are Written In Request For Funds." The letter said, "Almost everyone I meet asks the same question: 'Where do your boys come from, and why are they at Boys Town?'"

You know, of course, that our boys come from everywhere--from every state and section of the country--and they are of all races and religious creeds.

We bring them to Boys Town because they are homeless, unwanted and without friends. Many of them, through either death or divorce, have lost life's greatest gift--their parents. Some are boys from the streets--intelligent, daring--who made a mistake or two because no one cared, and were labelled 'tough guys' or 'bad boys.' Others hitchhiked to get here, seeking a home and an education, and some are victims of the casualties of the last World War.

Boys Town is father, mother and home to all of these forgotten, homeless boys. With your generous help, Mr. Love, we give them good food, warm clothing, and help them adjust to normal living. They attend our own schools, and learn a trade in our fine trade school; they engage in athletics with hundreds of other boys; they study music, and occupy their spare time with many other recreational activities and hobbies for which facilities are provided. They also perform certain chores required of every boy living in the average, well regulated American home. Our boys conduct their own government by electing a mayor and other city officials twice each year.

All of this makes these boys good productive citizens, and not gangsters. Our record with more than 6,000, whose lives we have rebuilt, and whose feet have been set firmly on the road to American opportunity, proves it.

Our work is not finished! Others are waiting their chance for a new life, and we must give them the help they need. With this letter I am sending your 1950 Honorary Citizen's Card. If you feel that you can send a contribution now, I will appreciate it more than words can express. Any amount you send will be a fine investment in happiness. A homeless, forgotten boy will profit--and so will you. Thank you again for your generosity, and may God bless you!

It was signed, Sincerely, Father Nicholas H. Wegner.

In a column "Just Lookin' around," by May J. McGuire October 10, 1954 in the Kansas City Kansan, she said,

Boys Town receives no funds from any church, state or federal government. Its only source of revenue comes from the contributions of sympathetic friends, the honorary citizens of Boys Town who are interested in providing a good home and an opportunity for America's homeless boys.

Homeless boys who have known nothing but sadness and want are awaiting their chance for a new life at Boys Town. About \$5 a week will feed and clothe a boy at Boys Town.

Those Boys Town seals you buy will help take care of some boy.

A philatelist column in the Post & Times Herald of Washington, D.C., said that Boys Town had released its 1962 Christmas seals. "There are two designs printed alternately in sheets of fifty. One seal pictures a boy kneeling in prayer by his quilted bed. The other shows a Christmas tree being hauled to the chapel."⁶ Examples of Christmas appeal letter and Christmas seals are found in appendix C.

The Gaithersburg (Md.) Gazette November 20, 1962 reported on its editorial page:

Every year at about this time the mailman brings us a friendly letter from Boys Town, Nebraska. The most cordial message ends with a request for a contribution of any amount that can be spared to continue the good work at Boys Town, inhabited by innocent victims of broken homes, poverty and neglect.

We have never forgotten the appealing drawing sent us many years ago, of a young man carrying a sleeping youngster on his back and saying 'He ain't heavy, Father....he's my brother.' It made us a contributor to this outstanding project then, and continues to make us proud to receive these letters each year.

You can share in this feeling of satisfaction,
too--just mail your contribution to Father Wegner,
Boys Town, Nebraska.

In a May 10, 1962 Omaha World-Herald story it was reported that "Henry Lucas is carrying on the mail appeal for funds, a Boys Town spokesman said. Mr. Lucas assisted the late Ted Miller for 14 years. Mr. Miller died in January. Miller started the mailings in 1938 with Father Flanagan."

Although Father Wegner maintained that no funds were received at Boys Town from any church, state or federal government, a UPI Lincoln datelined story in the Omaha World-Herald May 22, 1966 said, "The Federal Government has approved a plan submitted by Nebraska parochial schools to participate in the instructional materials program of the new Elementary and Secondary Education Act. Boys Town High will receive seven thousand dollars to buy library and textbooks."

The Pittsburgh (Pa.) Press on April 1, 1970 with a dateline Washington, D.C., said that Boys Town was one of 7,800 U.S. beneficiaries of Uncle Sam for not raising crops. Boys Town received \$26,855.

The San Diego (Calif.) Union on February 8, 1970 with an Omaha dateline said that Boys Town, Nebraska's leading tourist attraction, is visited by 250,000 to 300,000 persons annually.

A February 15, 1970 Omaha World-Herald story said, Boys Town has turned down an offer to receive part of the proceeds from the sale of a record, Msgr. Nicholas Wegner, director said. "We appeal only through the mail," he said. Rich Blackburn of Epic Records offered Boys Town part of the proceeds from the record, "He Ain't Heavy, He's my Brother," by the Hollies and it ranked Number five in popularity in Billboard magazine. Wegner said he turned down the offer "because of the abuses

that could come into it." He said that Boys Town has been troubled in the past by persons using its reputation for personal gain.

Exposé of Accumulated Wealth

On March 30, 1972, the weekly Omaha Sun Newspapers published a copy-righted section dealing with the finances of Boys Town. Paul Williams, managing editor of the Sun, had directed a crew of newsmen to discovery of a \$209 million fortune amassed at the "City of Little Men." Socially responsible performance was not evident at Boys Town up to this time.

Williams wrote about the Boys Town story in Chapter 12 of a text book he is writing on investigative reporting.

In the 1960s, we had made a couple of tentative passes at the Boys Town story. We went to the public relations people, the assistant director and the director (Msgr. Nicholas Wegner) asking, among other things, how much money they took in and how they used it. We got turned down cold every time. "We just don't discuss our fund-raising program" was the general nature of the replies. "It takes a lot of money to care for a thousand boys."

We felt that the public, both locally and nationally, had a right to know more about how its donated dollars were being spent. And we were in the best position to find out.⁷

Williams described the steps that included checking public records at the Nebraska Statehouse and the State Welfare Department, checking educational records that indicated the population of Boys Town was 700 boys not 1,000, and checking land records.⁸

It was discovered that about 34 million fund-raising letters a year were mailed. People in the fund-raising business in Omaha estimated a yield of about \$15 million a year on that volume. Williams and his crew estimated that no more than \$5 million was spent annually for wages and expenses as there had been no building program since 1947.⁹

Williams found that the Internal Revenue Service listed the net worth of Father Flanagan's Boy's Home, Inc., at the end of 1970 at \$191,401,421.¹⁰

One of the final research steps before publication was an interview with Msgr. Wegner.

When Mick [Rood] finally said we had a copy of the Form 990 the monsignor became aware that Mick was not just guessing and the cleric flared up, "That's confidential information!" Mick responded gently: "It's public record." And the monsignor responded: "I know that, but it's still confidential!"¹¹

Fifteen stories were in an eight-page broadsheet section that included 30 photos, maps and graphs with a lead that quoted Luke, 16, "Give an account of thy stewardship . . . Never in the fifty-five years of its existence has Boys Town felt constrained to report to its millions of donors how the money was used."*

Unlike most major institutions which rely on public financing, Boys Town has drawn deeper into secrecy--indeed has flatly refused questions about finances from donors and newsmen. . .¹²

Included in the facts reported were: Boys Town has a net worth of at least 209 million dollars, perhaps much more; Boys Town has a money machine that brings in some \$25 million a year; Boys Town continues to send out some 33 million letters a year telling Americans it needs their money.¹³

Williams writes in his book:

The results were interesting. Both of the wire services moved long pieces, quoting us liberally. The World-Herald was gracious about doing the same for several days while scrambling for an angle of its own. Time and Newsweek both sent staffers to Omaha

*The researcher feels that the Sun Writer overlooked the reporting of Boys Town finances that Father Flanagan did during his directorship. Father Flanagan did report to Boys Town donors how the money was used.

to do major pieces immediately after ours. Then over a period of more than a year, we saw ever-widening ripples of replay of the original piece in special-interest media (e.g., fund-raising publications), general magazines and books.¹⁴

During the rest of 1972, we carried three major followups on Boys Town. The last one, in late December, summarized the changes during the year.¹⁵

By May of 1973, we had a different measure of the story's success. In the same contest year as the Washington Post's coverage of Watergate, the Sun won the Pulitzer Prize for special local reporting; the Sigma Delta Chi Distinguished Service Award for Public Service in Newspaper Journalism; first prizes in two national business reporting competitions (University of Missouri-INGAA and John Hancock Awards), the News Team of the Year Award from the Suburban Newspapers of America, a special James O. Supple Award from the Religion Newswriters of America, second place in the newspaper category of the Roy W. Howard Public Service Awards program, and several regional and local citations. . .

. . . The people who ran Boys Town had been guided by an ancient institutional rule: If something is making money, don't change it.

To me, the story clearly illustrates the case for investigative reporting that simply endeavors to tell how things work in the society.¹⁶

In an interview at the office of Omaha Sun Newspapers March 14, 1975, Stan Lipsey, Sun publisher said, "It was Internal Revenue Service Form 990 that was the key to the exposé."¹⁷ Lipsey has been at the Omaha Sun Newspapers since 1952. Wes Iversen, senior Sun editor and only remaining member of the team that broke the Boys Town story, still at the Sun, said there are more news releases from Boys Town now than before March, 1972.¹⁸ He has been at the Sun for five years. Other members of the investigative reporting team have moved on to other newspaper jobs.

The wealth of Boys Town raised many questions in the minds of media consumers and in the minds of donors to Boys Town. For example, an April 10, 1972 Omaha World-Herald UPI story datelined Sioux City, Iowa

said "A slap at fund-raising efforts by Boys Town, Nebraska, was made Sunday by George Pratt, executive director of Siouxland United Way, a civic fund-raising agency."

Pratt called on Boys Town to end its fund-raising efforts immediately. In a memo to community leaders he noted that the income of Boys Town from a \$200 million endowment was in excess of the cost of operating the facility.

"This situation underscores the fact that no one should make a contribution to any organization without having assured himself that the funds are, in fact, needed," Pratt said.

An editorial in the Omaha World-Herald on April 5, 1972 said:

With a net worth of more than \$191 million in 1970 and with wealth accumulating at the rate of \$16 million to \$18 million a year, Boys Town needs to answer some questions.

The extraordinary wealth of the boys' home and the uses to which that wealth is put are matters of public interest and concern.

In many parts of the world all that people know of Omaha is that it is near Boys Town. The home's fame and reputation are cherished here and abroad.

Boys Town is a charitable institution. Its revenue stems from gifts. What concerns the public, and particularly the people who give to Boys Town, is how the donations are being used.

How does the institution justify continuing appeal for public contributions when it takes in more than four times the amount spent on caring for boys and has not yet decided whether or how it will expand its activities?

Public Information After Exposé

There were other stories in 1972.

The Omaha World-Herald on June 21, 1972 told about an Associated Press item that was inaccurate. "An Associated Press item from New York erroneously reported that proceeds from the world premiere of 'The Godfather' were to go to Boys Town.

"A spokesman for Paramount Pictures, producers of the movie, told the World-Herald that the money was earmarked for the Boys Clubs of New York, not Boys Town.

"The Italian-American Civil Rights League, which contends it should get the proceeds, is contesting in a New York Court the Boys Clubs right to the money."

"The titular head of the Italian-American Civil Rights League is reputed underworld chief Joseph P. Colombo, who has been bedridden since an assailant shot him in the head last June. Colombo helped the film's producers obtain a filming site on Staten Island."

"Msgr. Nicholas Wegner, director of Boys Town, could not be reached for comment."

Amid the problems of old age and controversy Father Wegner retired as director of Boys Town in the summer of 1973, at the age of 76.

In a May 6, 1972 Omaha World-Herald story Patrick Norton, who helped his uncle develop the home, said, "Because of Msgr. Wegner's efforts, Boys Town's future is secure for at least a few years, a far cry from its early days."

Norton has been on the Boys Town staff 57 years. His jobs at Boys Town have ranged from counselor to business manager to historian. He cited the days when staff and boys lived in temporary, poorly-heated barracks and often went hungry because they couldn't pay cash for food

and Omaha grocers wouldn't extend credit. "Many times," Norton said, "Boys Town almost closed for lack of money." Norton, Boys Town historian, said that Monsignor Wegner has done a "tremendous job of getting money, investing it and bringing the home security. He did it all for the good of Boys Town."

In a May 4, 1972 Omaha World-Herald story the Rev. Clifford Stevens, Boys Town graduate, priest in the Archdiocese of Omaha now on a leave of absence for studies in Biblical Hebrew and Greek, said Boys Town's director at the time, [1972] 73-year-old Msgr. Nicholas H. Wegner, is a "crackerjack administrator, but managerial policy seems to dominate over education-professional considerations of the staff and boys."

Father Stevens, the World-Herald said, has written one book about Father Flanagan and magazine articles about him and Boys Town. He wrote a weekly column in the True Voice, official Archdiocese of Omaha newspaper while at Duncan, Nebraska. He was a parish priest in Duncan until recently.

On March 7, 1975 a testimonial dinner was given to honor "the ailing 77-year-old Rt. Rev. Msgr. Nicholas Wegner." The Omaha World-Herald in its March 8, 1975 edition described the golden jubilee of Father Wegner's priesthood.

"Tributes came from Pope Paul, President Ford, Omaha Mayor Zorinsky, the U.S. Congress, Nebraska Governor J. J. Exon, Archbishop Daniel Sheehan, Boys Town students, employes and alumni."

The March 4, 1975 U.S. Congressional Record Tribute to Father Wegner is included in appendix D.

FOOTNOTES

- ¹ Omaha World-Herald, May 6, 1972.
- ² Ibid.
- ³ Boys Town Times, Feb. 14, 1975, p. 1.
- ⁴ Bill Ramsey, private interview, Boys Town, Nov. 27, 1974.
- ⁵ Newspaper clipping, Boys Town library file, Long Beach, Calif., Nov. 18, 1954.
- ⁶ Post & Times Herald, Washington, D.C., [1962], Boys Town library file.
- ⁷ Paul Williams, "Little Men and Big Dealers," Chapter 12, Textbook draft, Sept. 5, 1974, p. 4.
- ⁸ Ibid., p. 7.
- ⁹ Ibid., p. 9.
- ¹⁰ Ibid., p. 13.
- ¹¹ Ibid., p. 16.
- ¹² Omaha Sun Newspapers, March 30, 1972, p. 1C.
- ¹³ Ibid.
- ¹⁴ Williams, Little Men, p. 20.
- ¹⁵ Ibid., p. 21.

16

Ibid., p. 22.

17

Stan Lipsey, private interview, Omaha, March 14, 1975.

18

Wes Iversen, private interview, Omaha, March 14, 1975.

CHAPTER FOUR

FATHER HUPP 1973-

The Beginning of an Era of Planned Public Relations and Public Accountability

Father Robert P. Hupp faced a special challenge when he was appointed director of Boys Town October 13, 1973. Father Flanagan had started with a clean slate and built a sound, accountable social institution; Father Wegner inherited what his predecessor had established and he built a fortune besides; Father Hupp inherited the problem of putting out a fire which was begun by the Omaha Sun Newspapers "Exposé Without Bad Guys," the March 30, 1972 revelation that Boys Town was worth \$209 million.¹

Archbishop Sheehan plucked the Reverend Robert Hupp out of one of Omaha's richest parishes and asked him to implement the changes recommended after the seven-month study by Booz-Allen & Hamilton, a New York consulting firm.²

Change in Public Relations

Father Hupp has changed public relations at Boys Town. For the first time in the history of Boys Town there are formalized public relations guidelines and the administrative staff submits a formal budget. From the beginning of Father Hupp's directorship, he has fulfilled Cutlip and Center's criterion of public relations through socially responsible performance.

One of the first things Father Hupp did as director of Boys Town was to appoint Bill Ramsey deputy director of development. Ramsey's duties include being in charge of public information. Ramsey is a native Omahan, and is a graduate of Creighton University, Omaha, with a degree in journalism. He has worked as a television newsman and photographer and he was public relations director at Duchesne College and Creighton University in Omaha. He was vice-president for public relations at Holland Dreves Reilly, Inc., before joining Bozell & Jacobs prior to his Boys Town appointment. He is vice-president of the Omaha Public Relations Society of America and he is past president of the Omaha Press Club.

Ramsey has a staff of two in the office of public information. One staff member is in charge of news and photo files and recopying. The other assists with news releases, alumni news and Boys Town Times. Copies of the Alumni News and Boys Town Times are in appendix A.

Ramsey's other duties as deputy director of development include being in charge of direct mail, alumni relations, visitors center and special resources. As public information director Ramsey has a mandate from the ten-month study of Booz-Allen & Hamilton, New York City.³ At a cost of over \$297,000, the six volumes include 3,000 pages.

Blueprint for Change

The study is a blueprint for changes that are taking place at Boys Town.⁴ It outlines policies and programming in child care and staff. Some of its recommendations include reducing the population of Boys Town to about 450, so child care programs will be more effective; making the transition from custodial program to a solid child care program capable of dealing with troubled youth; and establishing a framework within which new techniques of child care can be tested and demonstrated.⁵

Beginning on page 83 of the fifth volume of the blueprint, three pages are devoted to recommendations about public relations. These include:

1. The utility of a New York-based public relations professional may decrease.
2. The institution to assume an offensive position vis a vis its contributors, alumni, others in the child care field and the general public.
3. Considerable attention will need to be given to deepening the ties with the Omaha community and to interpreting changes to contributors and alumni.
4. The public relations function should receive greater priority in the future and is understood to involve a broader interpretive purpose than just publicity.
5. The program should be in staff relation to the Director of Boys Town and should seek to achieve the following objectives:
 - a. To publicize the Home generally to enable the public to better understand its purposes.
 - b. To interpret Boys Town to alumni, other child care programs and other specific groups in terms of its purposes and goals.
 - c. To help disseminate information about child care needs and trends, innovations at the Home and/or other topics that will generally help enlighten the public or stimulate actions to be taken concerning the problems of youth.⁶

The public relations recommendations are concluded with the following:

A Public Information and Development Committee of the Board should be appointed to review public relations goals and help Boys Town leadership convey its message most effectively. Criteria should be developed concerning what types of publicity and what target groups should be given the most importance. The committee, in conjunction with the Director, should continually evaluate the value of outside public relations assistance and, specifically, the desirability of employing in-house staff directly rather than through an outside firm.⁷

Public Relations Consultant

R. C. Brown, Jackson Heights, N.Y., public relations consultant to Boys Town since Father Hupp has been director, said the guidelines for public relations at Boys Town are determined by "Is it good for Boys Town?" Brown said:

Good news is not easily come by--especially newsworthy good news. Bad news is a cinch. The news media are always looking for it. It travels fast--and wide. It can be overtaken only by truth, and neutralized by good news. Good news has to be created for the most part. Once in a while you get lucky--as in the case of the recent blizzard in Omaha and Boys Town's fortuitous location.⁸

A February blizzard found stranded travelers with need of shelter--Boys Town provided shelter for 100 motorists.

Brown outlines the Boys Town public relations program as a separate and continual conveying of good news about Boys Town to all Boys Town publics which are:

1. Students
2. Staff
3. Administration
4. Visitors
5. Board of Directors
6. Donors
7. Prospective donors
8. Other concerned friends
9. Omaha business and other communities

According to Brown, good news is carried by letters, memos, periodicals, slide talks, personal interviews. Nationally, it goes to selected media covering education, social service, medicine, youth care, government agencies at all levels.⁹

In an interview followed by a letter from Brown, he drew the analogy of Watergate and the Boys Town exposé in answer to the question of the researcher--"Do You have a public relations goal?"

He answered, yes, Is it good for Boys Town? Transpose that to Watergate:

1. Proposal to break into Democratic Headquarters--purpose still unstated. PR consideration: Is it good for the country? Obvious answer, "No." simple matter of breaking law--"breaking and entering."
2. There is a PR proverb: "start with a wrong premise and there is no place to go but down." It won't go away. It won't cover up. Indeed, cover up, delay, half-truth and misdirection become part and parcel of the problem itself. In the matter of Watergate, for classic example, the coverup was the story. The "Third Rate Burglary" or "The Great Laurel and Hardy Caper" whichever you call it, got lost. The original "message"--the break-in, got overtaken and swallowed up by the medium of its origin, execution and follow-up. The "medium" became the "message." (Thanks up there, Marshall McLuhan.)
3. It is pointed to note that at no time throughout the cover up, denials, backing and filling, did anyone ask the question, or move to answer, "Is it good for the country?" Rather, all concerned were anxious only about skin-saving; first, the group; and then, desparately, the individual.

Brown pointed out that there was only one public relations man on the entire White House staff advising the President--Bill Safire--and he exclusively as a speech writer. . . all were lawyers playing at public relations except for Haldeman and Ziegler, both who had been with J. Walter Thompson, an advertising agency.¹⁰

Brown said:

Just as bad news begets bad news (each news medium trying to outdo its competitor in the depth and breadth of the dirt it can dig up--rather than purposely seeking out the positive to prove that the competitor is an unworthy, muckraking member of the news profession) so good news tends to beget good news. Hence, the constant need to keep an eye out for what can be interpreted as good news and the exercise of the imagination in creating good news events. That is PR in its most positive sense. It is really all the guideline needed. The rest is more or less mechanical--automatic, if you will.¹¹

Public Relations Philosophy

Father Hupp's view of the public relations function of Boys Town:

First of all, to tell everyone what we are doing here. The philosophy of Boys Town has not changed from that of Father Flanagan. Father Flanagan started an endowment so we could weather storms. Although I /Father Hupp/ am the key to public relations at Boys Town--it is the office not the person that determines what is done in public relations.¹²

In interviews with Bill Ramsey, director of public information, and R. C. Brown, public relations consultant to Boys Town, they discussed their philosophy about Boys Town public relations. They preferred to have it called public information. Ramsey said "We are telling the exciting new story of Boys Town--new looks in child care and the new projects--Institute and Center. In other words, we're not apologizing, we're bragging."

"Child care will always be under fire and it's up to us to interpret our role for the public--too much money is our perennial cross," Ramsey said.

About internal public relations, Ramsey said there are always problems when you deal with people. "We have started an employee recognition program, an internal newsletter, personal contacts. Problems usually arise from misunderstanding and lack of communication."¹³ So far, there haven't been any planned programs.

Boys Town Publications

Publications from Boys Town include several brochures at the Visitors Center; a Boys Town Daily Bulletin, published by the Special Services office (activities); Personnel Newsletter, published sporadically by the personnel department; Alumni Newsletter, published by the Alumni Director, monthly for 13,000 Boys Town alumnus; Boys Town Times, published monthly by "the boys of Father Flanagan's Boys' Home." Copies of these publications are in appendix E.

According to the November 22, 1974 issue of Boys Town Times, the Boys Town journalism department received "proud commendation" for its yearbook, the Boys Town Pylon, and newspaper, the Boys Town Cowboy Gazette, in the 1974 Nebraska High School Press Association and Nebraska School Activities Association journalism contest. The yearbook received a trophy presented by Omaha Sun Newspapers for the first place in its class, and the newspaper placed third in its class, with a trophy presented by the Omaha World-Herald. The contest was held at the University of Nebraska at Lincoln.

In a November 7, 1974 Kansas City Times story Father Hupp said there was no secret of the Boys Town riches [before the Omaha Sun story]; the wealth was just never publicized.

The Board of Directors had a reputation for inactivity; they met once a year on graduation day; they were all Omahans of retirement age. Every year a report was filed with Internal Revenue Service that told the financial status of Boys Town.

Father Hupp gave his view of Father Wegner's secrecy about the wealth at Boys Town.

Father Wegner was a product of the depression of the early 1930s. If anyone had a dime, they didn't tell anyone about it--they hid it. He [Father Wegner] didn't feel the financial status of the home was anyone's business but Boys Town's. And he didn't realize the social dimensions of keeping quiet. The accumulation was a result of wise investments of stocks and bonds that grew and multiplied.¹⁴

One of Father Hupp's activities that carries out an open-door policy with the media and with Omahans is to appear with a ten-minute slide presentation at organizational meetings. The script for the slide presentation written by Bill Ramsey is in appendix F.

An example of an Omaha meeting was reported in the February 16, 1975 Omaha World-Herald under a headline, "Boys Town Will Be Topic At Luncheon on Tuesday," telling that the Rev. Robert Hupp would discuss "What Boys Town is Really Like" at the Hilltop House luncheon of Chapter ED of the PEO Sisterhood.

Father Hupp travels out-of-state also to tell the story of Boys Town. In 1974 he appeared in 15 U.S. cities after the taping of a "To Tell the Truth" television show in New York City. When the Boys Town Choir performed in Phoenix, Arizona in November 1974, it was met by Father Hupp and a caravan of two cars of alumni.¹⁵

When Father Hupp celebrated his first anniversary as Boys Town director he said, "I feel that we are communicating with our many friends and the public in general. We are becoming a more active participant in the community and that's a vital new role for the home."¹⁶

In addition to telling the Boys Town story, Father Hupp sometimes finds it necessary to counteract bad publicity that concerns Boys Town.

For example: a Knight Newspapers story reported in December, 1974, that the National Council of Better Business Bureaus said Boys Town had refused to publicly account for its fund-raising and spending. The Council

in Washington said that Boys Town would not answer routine financial questionnaires sent to all U.S. charities.¹⁷

Father Hupp called the report "a lot of baloney." He said he thinks the Council got itself fouled up more than a year ago, before he was director, when Boys Town didn't send in a completed questionnaire form. He said that when Boys Town officials discovered the mistake, they sent the council "more information than the questionnaire called for."¹⁸

Father Hupp said "This really bombs me in the middle of our Christmas fund drive. You'd think they'd call us up before doing this [] releasing a statement to the press []."¹⁹

A few days later the Omaha World-Herald carried another story about Boys Town. The headline read, "'Moving Sermon' Fizzles. . . Happily."

Some 750 early worshippers were evacuated from a midnight mass after a female caller informed the Omaha 911 operator there was a bomb in the chapel. A simulated pipe bomb, officials later described it as a clever imitation of the real thing, was found in a holy water font in Boys Town's Dowd Memorial Chapel.

Authorities said that shortly after the first call a second call was received from the New York bureau of United Press International which reported receiving a tape-recorded bomb threat against Boys Town.

The message to UPI said, in part: 'As Christ threw the money changers out of the chapel, we shall remove the robber barons. . . .' The message said there were five bombs in the chapel. The message apparently referred to Boys Town's financial holdings.

The Rev. Robert Hupp, director of Boys Town, said he had just begun his sermon when he saw two officers racing down the aisle toward him. The officers told him of the threat and asked him to clear the chapel. "It was the most moving sermon I ever gave."

The National Catholic Reporter ran a story January 17, 1975 about "Boys Town 'different'--reforms follow disclosures." It was written by Mick Rood, who was on the team of reporters that divulged Boys Town wealth

nearly three years before. The two-page story said, "Without commenting on past administration, Hupp characterizes his transitional role during the last year:

"It just can't be a Mickey Mouse operation out here. With solid men heading the division, then we'll be O.K. I've just got to find them.

Copy in appendix G.

Hupp said that most of 1974 was consumed in more mundane administrative headaches. "My negative program is about over, running around putting out all these brush fires. . . ."

Rood pointed out differences at Boys Town, spiritual as well as physical since March 30, 1972. He said:

It starts with the Christmas appeal letter. The letter no longer implies that the boys will be impoverished if money isn't sent. Hupp writes only that "Christmas means so much to our boys." He says they have problems and that new programs have been started to meet those problems.

And now, a relatively detailed financial report is released every spring so the public can make up its own mind about what Sheehan used to call Boys Town's "careful husbanding" of funds. Budget figures used to be so secret that some board members were not allowed to take copies of financial reports out of meeting rooms.

Rood was referring to the statement Archbishop Sheehan made on the evening of March 30, 1972 in response to the Omaha Sun story. The Omaha World-Herald story reported, "Archbishop Sheehan said in a prepared statement that 'I am fully informed on the endowment fund of Boys Town. This institution has been supported by voluntary contributions since its inception.'

He said:

The late Msgr. E. J. Flanagan who founded Boys Town in 1917 established the endowment fund "to insure that the home would maintain its reputation of excellence."

The endowment fund has grown as a result of the careful husbanding of available money.

He declined further comment about the institution's financial condition.

In a follow-up story May 4, 1972 Paul Williams in the Omaha Sun Newspapers wrote about an Omaha press conference that Archbishop Sheehan called to take place in his office.

"I certainly don't like in any sense to have Boys Town take on a negative image. It means too much to the community, it means too much to all of us. There are too many good things happening at Boys Town." Archbishop Sheehan's attitude seems in line with Cutlip and Center's socially responsible performance criterion.

Before March 30, 1972 the Omaha World-Herald library did not have a financial file on Boys Town. The envelope marked "Boys Town Finances" has many clipped stories in it now.

Patrick Norton, nephew of Father Flanagan and a Boys Town employee since 1920, said that Father Hupp is more geared to public relations [than Father Wegner] and is always looking for a good story about Boys Town.²⁰

Norton compared Hupp with Father Flanagan who would get up in the middle of the night to travel to New York City or San Francisco for a good story about his "City of Little Men." As an example, Norton told the story of a 14-year-old Brooklyn boy who came to Omaha March 14, 1975. The story was picked up by Associated Press, it was seen over the three television stations in Omaha, and it received repeated radio coverage. A picture of Father Hupp and Michael Romano, Brooklyn, was on the front page of the

New York Daily News.

A copy of the story from the March 14, 1975 Omaha World-Herald is in appendix F.

According to a Manhattan (Kan.) Mercury story (copy in appendix G) Mike Romano was sent by his grandmother from New York City to Omaha by bus because she could no longer care for him. Mike arrived at the Omaha police station penniless with a note from his grandmother that said she sent him to Boys Town "because I don't want him to be here in this awful crime city."

New Programs

Since the Sun exposé and the Booz-Allen & Hamilton study, new buildings and new programs that have been started include:

--The Boys Town Institute for Communications Disorders in Children, which is expected to cost \$30 million to build and endow. Located on the Creighton University campus near downtown Omaha, the \$10.1 million building should be completed by 1977; the balance of \$20 million is set aside for endowing the facility.

--The Boys Town Center for the Study of Youth Development, eventually expected to cost \$40 million to build and endow. Construction on the center's main \$10 million facility at Boys Town will start in June. An affiliated eastern research facility at Catholic University of America in Washington, D.C., will cost \$11.2 million. A similar western branch at Stanford University in Palo Alto, California, has also been announced. Each university will receive \$1.5 million toward construction of facilities and \$450,000 annually for 25 years toward operation. The Research center complex will work on a broad range of adolescent problems, including drug addiction, antisocial behavior and inability to learn.

--Changes on the 1,500 acre Boys Town campus, including renovation of facilities and furnishing, developing a higher ratio of staff personnel to boys in order to provide more individualized attention to the boys, and developing a broader range of living-style options more adapted to the individual needs of the boys.

--A "revitalized" board of directors that now includes national figures and takes a more active role in the policy and direction of Boys Town.

Mike Rood in the National Catholic Reporter, January 17, 1975, quotes Leo A. Daly, a holdover board member: "It's a more active board. [Since the Sun exposé] The national members have been a good influence. There's an active subcommittee structure. We meet formally once a month. Instead of a few hours a year, now it's days and days and days of time."

According to Rood "Boys Town had averaged \$12 million annually from its Christmas and Easter appeals in recent years. Income dropped to \$3.6 million in 1972 and renewed appeals brought in \$6 million in 1973. The 1974 total was about \$4.7 million, a sharp decrease from an average of \$12 million annually." In a story by Fred Thomas in the Omaha World-Herald, it is reported that much of the support has come from east and west coasts and those areas now are having more difficult economic problems than the Midwest.

In the same World-Herald story Hupp said the downturn in donations, the skid in Boys Town's stocks-and-bonds value, inflation, the higher cost of raising money and other financial problems are causing concern. "Our expenses are much greater, the increased cost of stamps alone is tearing us up. There are many ways we are going to have to economize," Hupp said.

Public relations expenses at Boys Town for 1971, 1972 and 1973 are revealed in Omaha World-Herald stories as follows:

The 1971 financial statement printed April 18, 1973 showed public information costs listed at \$77,229. The Omaha World-Herald received the information on a Boys Town tax return from the Federal government.

In a June 30, 1973 story by David Beeder public relations expenses for 1972 were listed at \$122,084.

James Bresette reported on March 21, 1974 in a financial story that public relations expenses [for 1973] were \$159,752.

In an Omaha World-Herald story June 4, 1972, William D. Maddux, a Chicago lawyer and past president of the 12,000 member alumni organization of Boys Town, commented on publicity about the institution's wealth and subsequent stories relating that Boys Town was searching for new ways to expand activities. Maddux said the publicity was an "impetus to get started."

"I think the publicity was definitely one of the things that spurred us on to do the things we've had in the planning stages for some time." Maddux is a 1953 graduate and former mayor of Boys Town.

Time Magazine on August 5, 1974 gave Boys Town two columns under "Education." Noting that Boys Town is a community rocked by change, it concluded with "Boys Town has been making big changes so fast that expenditures now outrun donations. So the twice-yearly mail solicitations that had been suspended after disclosure of the huge endowment have been reinstated.

"Boys Town is recovering the sense of mission lost when Father Flanagan died," said Warren Buffett, owner of the Omaha Sun Newspapers. "After all, it's much easier to accumulate wealth than it is to spend it wisely."

The New York Times on January 12, 1975 headlined a story, "Follow-Up on The News." The story said,

With a bulging net worth of more than \$226 million, Boys Town, the Nebraska haven for waifs, was determined last April to head off criticism and put some of the money to work. The Rev. Robert P. Hupp, director, says construction has now started on a \$10.1 million Institute for Learning and Communication Disorders and plans are 'well advanced' for a Center for the Study of Youth Development. "Boys Town is becoming a social-sciences campus," Hupp said.

The Dallas (Texas) Times-Herald on February 6, 1975 ran the identical press release sent from Bill Ramsey's public information office.

Hupp, although confronted with what seemed insurmountable public relations problems, is solving those problems. He is maintaining an open-door policy with the media. He said he would do this in a March 10, 1974 Omaha World-Herald story by David Tishendorf when new philosophies were emerging that included:

--A Boys Town more open and accessible to the public, and the forming of programs in which volunteers from the Omaha area are used.

--A Boys Town more open to the news media, the elimination of the image of a venerable, but closed, mysterious institution.

"I want Boys Town to be the same kind of institution that Father Flanagan had, with his same philosophy. That philosophy, as I knew it, was to do something for the boys, to get them ready to go out into society," said Father Hupp.

Although Father Hupp said in an interview February 28, 1974, the Home has not been the same since the Sun story, because it ruined the dedication of staff, caused staff dissatisfaction, and caused irresponsibility among the boys, definite and positive programs have occurred since the Sun exposé. Not only that, but for the first time in 58 years, Boys Town has definite public relations guidelines to follow.

Columbia Journalism Review, the January, February, 1975 issue, carried

a cover story by Paul Williams, "Boys Town: An Expose Without Bad Guys."

He says that almost three years later, people still ask him about the story.

Did you stop to think about whether to break the story that way? Certainly you knew it would disrupt morale at Boys Town, would cause some people to lose their jobs, and thousands to lose faith in a respected institution.

"Yes," Williams said, "we thought about it carefully. If there were morale problems, they were Boys Town's. We weighed these problems against what we saw as the public's right to know about use of its charitable resources. In our view of where a newspaper's duty lies, there was only one answer: publish."

Williams said "I also have faith in the basic concept: good reporting aids public understanding, which I believe has produced tempered but implacable pressure for reform. . . We were not writing about crime, but about institutional inertia."

Inertia is not Father Hupp's forté. Although Father Hupp has been director of Boys Town for only two and a half years, he has shown that he intends to do more to tell the Boys Town story than rely on sports and music coverage. Besides formalized public relations guidelines, there are job descriptions and financial disclosures which have not been made before.

FOOTNOTES

¹
Omaha Sun Newspapers, March 30, 1972.

²
Paul William, "Boys Town: An Expose Without Bad Guys," Columbia Journalism Review, January-February, 1975, p. 37.

³
Williams, Expose, Columbia Journalism Review, p. 37.

⁴
Ibid.

⁵
Mick Rood, "Boys Town 'different'--reforms follow disclosures," National Catholic Reporter, Jan. 17, 1975, p. 3.

⁶
Booz-Allen & Hamilton, "Public Relations Recommendations," Boys Town, February 28, 1975, pp. 83, 84, 85.

⁷
Ibid.

⁸
R. C. Brown, private interview, Boys Town, February 28, 1975.

⁹
R. C. Brown, personal letter, March 6, 1975.

¹⁰
Ibid.

¹¹
Ibid.

¹²
Father Hupp, interview, February 28, 1975.

¹³
Brown and Ramsey, interview, February 28, 1975.

¹⁴
Father Hupp, interview, February 28, 1975.

¹⁵
Boys Town Times, November 22, 1974.

¹⁶
Ibid.

17

Omaha World-Herald, December 11, 1974.

18

Ibid.

19

Ibid.

20

Patrick J. Norton, private interview, Boys Town, March 14, 1975.

CHAPTER FIVE

SUMMARY AND DISCUSSION

The purpose of this study was to trace the history of public relations at Boys Town. In its 58-year history Boys Town has had three directors, Fathers Flanagan, Wegner and Hupp. Each director determined the public relations at Boys Town; each director had a different approach and style of public relations.

It was found that Father Flanagan told the story of his home for boys in a personal way. The story had to be told in order to pay the bills and to give credence to his statement, "There is no such thing as a boy who wants to be bad." This statement through the years got twisted into "There is no such thing as a bad boy." He felt that donors should know how their money was spent. He fulfilled Cutlip and Center's public relation definition: "Public relations is the planned effort to influence opinion through socially responsible performance based on mutually satisfactory two-way communication."¹

Father Wegner was content for the public relations program to be sports and music coverage. He felt no need to be accountable to the donor public that financed the home. He was not devious, but protective, of information about Boys Town. Father Wegner did not fulfill criteria for socially responsible performance in public relations. During the last year of his directorship the Omaha Sun Newspapers on March 30, 1972, published a Pulitzer prize-winning exposé of Boys Town wealth.

Findings show that Father Hupp inherited problems that followed the

Omaha Sun disclosure. He faces the challenge of putting out the brush fire caused by the Sun exposé and telling about new programs at Boys Town. Father Hupp is adopting Father Flanagan's personalized public relations philosophy and he seems to be fulfilling Cutlip and Center's criterion of socially responsible performance.

Mail appeals for financial support were started after the movie "Boys Town" (1938-39), were stopped in 1972 and resumed in 1973. Father Hupp said that with the many new programs that are underway, with the high cost of maintaining the home now, and with the decrease in the value of the stocks and bonds held by Boys Town, continued mailings will be necessary.²

However, there are no figures available on the number of appeal letters currently mailed twice a year, at Easter and Christmas.

Financial disclosures are made now to and by the media. The public donor can learn how his/her money is spent. Father Hupp appears to be fulfilling his promise to have an open-door policy with the media.

Findings lead the researcher to believe that had Father Wegner continued the public relations philosophy of Father Flanagan, he could have had financial support from public donors and still maintained a financially secure home for boys.

Neither Father Flanagan nor Father Wegner had formalized public relations guidelines; Father Hupp is following guidelines. This presents a framework for him and the public information staff to follow.

Public Information

This researcher has found that Father Hupp, Bill Ramsey, who is now in charge of public information, and R. C. Brown, public relations

consultant to Boys Town, prefer to refer to the present information program as "public information," rather than "public relations." This presents a problem to the researcher. "Public information" seems to denote a one-way flow of information to the media consumer. "Public relations" implies feedback--a two-way flow of information--from the sender to the receiver and back to the sender. With the latter, problems are anticipated and resolved before they become obvious.

Rebel L. Robertson, director of public relations of the Boy Scouts of America, sets down public relations guidelines for the nonprofit organization in Lesley's Handbook of Public Relations. (Robertson has received two Silver Anvil Awards from the Public Relations Society of America.)³

Robertson says, "There may have been a time when good works spoke for themselves, but that day is far gone. The complexity of our highly competitive society demands attention to building concern among different publics. This has created a great need for planning and building public relations programs to interpret those good works."⁴

He maintains that the public relations program of any agency starts with the board of directors and that board members should become intimately involved with the public relations programs of the agency.⁵

Information that would have been valuable for this study was not available from Bozell & Jacobs. Two letters were written to them with no response. Byron Reed also declined comment to questions that were mailed him twice. He is vice president of the public relations firm in Omaha.

Boys Town records because of the turnover in employees through the past 58 years and deaths of those who had valuable information for the study, yielded limited information. Nor was some of the information that was requested from Boys Town furnished, probably due to time problems or accessibility.

Current and Future Public Relations

Ideally, the public information office at Boys Town would publish all publications. As it is now this is fragmented as publications are produced by different departments. More staff should be added to the public information office as Bill Ramsey is spread too thin.

The first place to begin telling the story of a new Boys Town is with the internal public--the staff. It should be informed of new programs and financial standings before they are released to the media. Staff then becomes functional in telling the good news about Boys Town to the general public.

Although Father Hupp maintained that the Sun exposé ruined the dedication of the staff,⁶ the Sun exposé did bring about some positive change. Changes in programming and changes in public relations followed the Sun exposé. Through new programs some of the wealth will be spent. A new image of Boys Town is emerging to replace the old image of an aloof, secretive, formidable institution.

The future of public relations at Boys Town lies in Father Hupp's promise to maintain an open-door policy with the media. Besides an open-door policy, more should be done with telling and explaining bad news than only telling good news.

At a press conference reported in the May 22, 1972 Omaha World-Herald, Msgr. Francis P. Schmitt, director of the Boys Town Choir since 1941 and assistant director of the home, termed Boys Town "the greatest monument to the generosity of the American public that exists." The American public that helps finance Boys Town has a right to know what is being done with its contributions. This is being done at Boys Town now.

Future Study

Additional study could be done on relationships between and among students, alumni, staff publics and the administration; the donor public and the Omaha public. Father Flanagan had a theory that the media had an influence on boys. A study could be done on the students at Boys Town and the media. Another study could be done on all the boys homes in the U.S. and foreign countries that have been established following the pattern of Father Flanagan's Boys' Home.

FOOTNOTES

¹ Cutlip and Center, Effective Public Relations, p. 2.

² Mick Rood, "Boys Town 'different'--reforms follow disclosures," National Catholic Reporter, January 17, 1975, pp. 2-3.

³ Rebel L. Robertson, "Public Relations for the Nonprofit Organization," Lesley's Handbook of Public Relations, 3rd edition, pp. 232-237.

⁴ Ibid.

⁵ Ibid.

⁶ Father Hupp, interview, Boys Town, February 28, 1975.

APPENDIXES

Appendix A

Boys Town Publications

CHAMPION
CLASE NO. K-63
5 1/4 x 9 1/4

ALUMNI

FATHER FLANAGAN'S BOYS' HOME

LD
2668
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1975
L37
pam
c.2

NEWSLETTER

FEBRUARY — 1975

VOLUME XIV, ISSUE NO. 2



Front: Bill Zayas, Harold Morgan, Mike Sequenzia, Father Hupp, Mike Iola, Tom Crane.

Back: Louis Walker, Roger Zittritsch, Stan Williams, Ron Sutherland, Sherman Stapuk.

New Alums Welcomed

Commencement exercises for the January, 1975 graduates of Boys Town High School were held January 16 at the Career Center Library. Father Robert Hupp, Director of Boys Town, and Dr. William Hawver, Deputy Executive Director of Education dispensed the diplomas.

The ten graduates were welcomed as new members into the Boys Town Alumni Association by Director Thomas D. Burnes.

They join the growing group of over 2000 active Alums who are answering our requests for "What's In A Name Form," items for the newsletter, and most important of all - change of address.

These active alums know that we are making the big effort to keep them informed at all times about their "home." A workable alumni office must have the cooperation of its members.

"Want Ad"

We are looking for furniture, clothing, and artifacts, that once belonged to Father Flanagan. We would like these to be donated for Father Flanagan's first house, now to be restored to both provide a residence for the New Alumni Center and the restoration of Father Flanagan's Office as a repository of the founder's and the Home's memorabilia.

PLEASE NOTE

Alumni dues are \$5.00 per year. 1975 dues must be paid by March 1.

Please make check or money order payable to:
Boys Town Alumni Association
Boys Town, Nebraska 68010

ATTENTION

Scholarship Applications
Due
April 15, 1975

A Message From The Alumni Director New Year To Be One Of Challenge

Over the past 20 years technology has created a society which can be uniquely specialized and highly impersonal. Such a condition can cause boredom, loneliness and frustration. Therefore, we must be ever mindful that it is the personal touch which spells the difference between success and failure of our school alumni.

In a certain sense, we as alumni would have to agree with the pessimists who strongly hold that "no one knows what tomorrow will bring." If we would expand upon this cliché, the new year of 1975 is one we will face through smoked glass.

But to the contrary, we all know there are certainties, and in 1975, one is challenge. Because of many factors which face our society today — the no-growth situation with a decline in students here at Boys Town, the complications and erosions of inflation, the added responsibilities of Boys Town and needed support of all its alumni — the challenges of 1975 will have increased for each of us as individuals.

The personal response each of us will make to these challenges is of prime importance. It will separate the leaders from the others, for it is the leaders who will inspire rather than dwell upon misfortunes or what might have been. It is the leader who will overcome through innovation and ingenuity the crunches generated by personal crisis.

More importantly, it will be the leader who will point out those things for which to be thankful.

In the Boys Town Alumni Association we must be concerned with the challenges of this year and future years with relationship to our young Boys Town people in the classrooms, to their parents, and to our fellow alumni. There is no other way for us to meet challenges except as they affect us.

This then is our first challenge of 1975 to the leaders. Unless we accept this challenge with all of our strength and resources, we will not be able to meet fellow alumni. They will have met us.

Tom Burnes

'55

I need some information please. Would you please advise me of the date of the Class Reunion this year. I haven't seen Boys Town in 20 years and I plan to make this one! If this note makes the Alumni paper, I'd like to greet all my classmates. I wonder how many are still in the Air Force? I know that Edward Summers is as I was stationed with him at March AFB, California before I came here to Thailand. I'll be going to Travis AFB in California from here in April this year. Thanks for the info and the best to everyone.

MSgt Claude E. Prowell
PSC Box 3479
APO San Francisco 96330

Attention Class of 1950

This is your 25th anniversary. Please answer your mail about the coming Convention. Special recognition for all 1950 Graduates.

MAKE PLANS NOW TO ATTEND
National Alumni Convention
July 25, 26, 27, 1975

Editorial Board for the Alumni Newsletter

Thomas D. Burnes
William E. Ramsey
Charles Mitchell
Bobbi Vlach
Peggy Williams
Mary Hoffmann
Bonnie Strom
Betty Green

'57

Robert A. Seale '57
3435 Ketch
Oxnard, California 93030

Bob and his wife Delores have three boys. He works for the Telephone Company in the Yellow Pages division.

'70

Javier Geronimo
2740 Mitchell
St. Joseph, Missouri 64507



ALC Phillip L. Jessop '74 Graduate
Vandenburg, AFB, Ca. 93437
Brother: James student at Boys Town.

Currency Collection Has Increasing Value

Reprinted from the Omaha World Herald - February 2, 1975 - by Sebri Breci

Phil Jessop's currency collecting hobby began 10 years ago when he came to Boys Town. Today, at 19, he has a collection which he values at \$25,000 and growing.

The older the bills the better, Jessop feels. And it doesn't matter where they come from — but the more remote the nation the better he likes it.

Now an airman at Vandenburg Air Force Base in California, Jessop said he became interested in currency when he was assigned to work in the Boys Town coin and stamp center.

"I worked there for seven years," he said. "When VIPs or people from foreign countries visited the center, I'd take them to the coin or stamp displays from their country."

The visitors gave Jessop an idea. "I asked a dignitary for a memento of his visit. All he had was paper money, which was perfect.

"I traded its equivalent value in American currency and my hobby was born." Thereafter, Jessop said he read every book he could find on coins and currency.

When people visited the center Jessop surprised them with his knowledge of their country's money. "It almost always helped produce a piece of currency for my collection," he said.

While on leave in Omaha recently, Jessop said he has "from 400 to 600 foreign coins and thousands of pieces of paper currency."

Mel Stark, curator at Boys Town's coin and stamp center and Jessop's former supervisor, said the collection is "authentic and all notes are good."

"I've never seen anyone as young as Phil have such an avid interest or a collection as large," said Stark.

Jessop said some of the currency in his collection was mailed to him by acquaintances in other countries.

He obtained most of the bills while at Boys Town. He paid for them by working extra hours appraising coins or currency for others. "The pay I'd take from them, however, was in coins or currency I didn't have in my collection," he said.

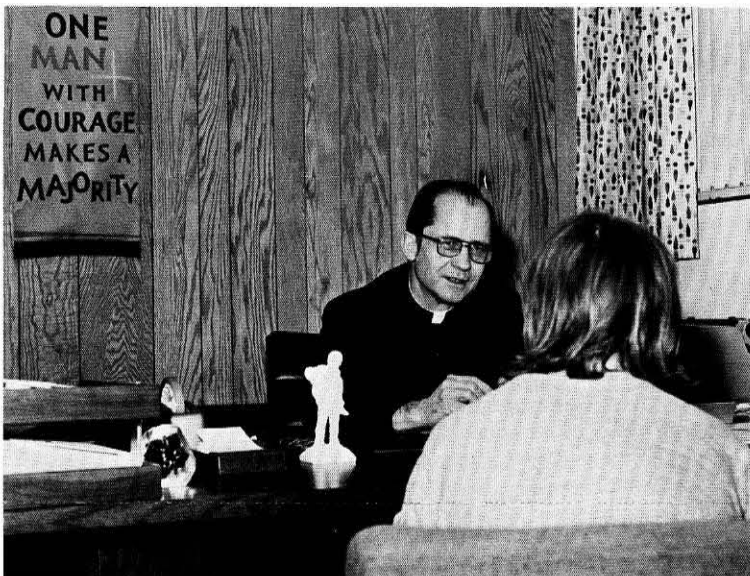
Among his favorites, Jessop said, is a 10 million mark note which circulated in Germany during the Hitler era. "It was worth only about 33 cents at the time, but its collection value today is worth considerably more," Jessop said.

Jessop said he plans to display his collection in Omaha banks "for educational purposes," but someday may open his own coin and currency shop.

CONGRATULATIONS

Mr. and Mrs. Tony Phillips '69G - Girl, Sara Christine, January 19, 1975.

Mr. and Mrs. James Minor 1959 - Son, Anthony Alan, September 23, 1974.



B.T. Alum Returns As Director of Residential Services

Reverend John L. Farrald — Director of Residential Services at Boys Town, John Farrald came from Dallas, Texas to Boys Town in 1937. He lived here happily, evidently, till graduation in 1940. He was acknowledged to be a leader by his peers as evidenced by his titles: Commissioner, Mayor, Governor of Boys State, and Valedictorian of his class.

The next important years of his life were spent preparing for the priesthood. This included two years at Dowling College, Des Moines, Iowa; two years at Cardinal Gennon College, St. Louis, Missouri, and four years of theology at Kenrick Theological Seminary, St. Louis, Missouri. He was ordained a priest by the late Archbishop Gerald T. Bergan at St. Cecelias Cathedral, Omaha, Nebraska. Assignments in grade and high school work, both teaching and administrative followed then by a stint at parish work. Then back to the studies at University of Nebraska where he earned a Masters Degree in Educational Psychology (Counseling). After

this he set up and directed the High School and Grade School counseling centers at Boys Town.

Involved now in a Masters Degree Program in Public Administration through the Washington, D.C. Public Affairs Center, a program to be continued when the present assignment is terminated.

MEMORIALS

Henry V. Straka, a member of the Boys Town Family for 28 years, died January 15, 1975, after a six month battle with cancer. He was 65.

Nathaniel Murphy 1967 Graduate Word was received from his mother that Nathaniel passed away on December 29, 1972 in a Veterans Hospital.

Fred Spencer Class of 1960, died Sunday, January 12, 1975, in San Jose, California. The family home was at 1867 Virginia Avenue, 95112.



Midwest Hit By Blizzard

Old Fashioned Nebraska Winter.

Hundreds of persons in Iowa, Nebraska and Minnesota spent the night where they work because there was no way to get home.

Boys Town, Nebraska lodged more than 100 stranded travelers on wrestling mats after treating them to free hamburgers and french fries. Deputy Director William Ramsey said those who came from California and Arizona kept asking, "How can people live in this weather?"

The storm started the morning of January 10, and by 5:00 p.m. the blowing storm and the homeward bound work force combined to set

the stage for monumental traffic jams. By this time 10 inches of snow had accumulated and 40 mile-an-hour winds took the wind chill index to 27 below zero.

Shown are Father Robert Hupp, Director of Boys Town and Joseph Ortega, Director of Personnel. These men, together with other staff, jump started over 100 cars to put them back on the road after the storm had subsided.

A local television station produced a composite story on the storm which was picked up by the National Television Network then via Satellite to the world. Did you see it?

'58

Dear Father Hupp:

Recently I had the pleasure of stopping by and showing my family the home.

Since leaving the home, I have completed a tour in the Army, gained an A.A. degree in Registered Nursing, a B.A. in Sociology, a Masters in Social Work, and degree work on a Ph.D. in Social Welfare Administration. I am married and have three daughters.

It was truly a pleasure to show my family where I spent my high school days. However, what moved me to write this letter was the very positive changes that are now in progress in Boys Town. I must say that I am extremely pleased and encouraged by the progressive perspective you have brought to the home.

My work with "people problems" over the past twelve years has on

occasion brought me to reflect on my experience in Boys Town. To be sure, the home was an excellent experience; however, very little was done to actually prepare the boys for leaving the home and entering society. My experience has been that the more an institution resembles the society at large, the more successful the transition of its clients viz-a-viz institution-to-society will occur. The new perspective you have brought to the home is addressing the problem of getting boys ready for their place in this world.

Father, I commend your efforts and approach in working with the boys. Again, I am greatly encouraged by your efforts. Sincerely yours,
Ambrose Rodriguez '58
Manpower Administrator

'70

James M. Roswell graduated in December from the University of Oklahoma. Now living in Omaha, Nebraska.
3405 North 106th Plaza 118
Omaha, Nebraska 68134

'71

John Franklin Pace '71
5251 N.E. Munger Road
Kansas City, Missouri 64119



Omaha High School Alumni Directors' Meeting

The Boys Town Alumni Association hosted a Seminar on "High School Alumni Relations" at the Career Center Library. The moderator was Thomas D. Burnes, Director of the Boys Town Alumni Association and the key note speaker was Father Robert P. Neenan S. J., Alumni Director of Creighton Prep (second from the

left).

Representatives from twelve private high schools attended. They discussed their activities and shared their individual problems with the hope of attaining some mutual solutions.

The group enthusiastically agreed to assemble again in the spring.



'73

Jose A. Griego
110 Placitas Road, N.E.
Albuquerque, New Mexico 87107

&
Joseph Paul Scott '73
1515 Engel
Lawrence, Kansas 66044

These Alums visited the Alumni Office on January 3, 1975. Jose is helping to organize the new chapter in Albuquerque, New Mexico.

Joe Scott plans to attend University of Nebraska at Lincoln this Spring semester.

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Jamerson Paints Miss Moore

Carathers Wins Gold Key

Painting to junior Mark Carathers and senior Tony Jamerson has been more than just marking on canvas.

Recently Mark was named a finalist in the Nebraska Regional Scholastic Art Awards, sponsored by J.L. Brandeis & sons and won a gold key for a block print of the interstate system.

There were 120 keys awarded for regional show and 70 of those were selected to go on to New York. Mark's print was on display in the Brandeis Mall from Feb. 8-20.

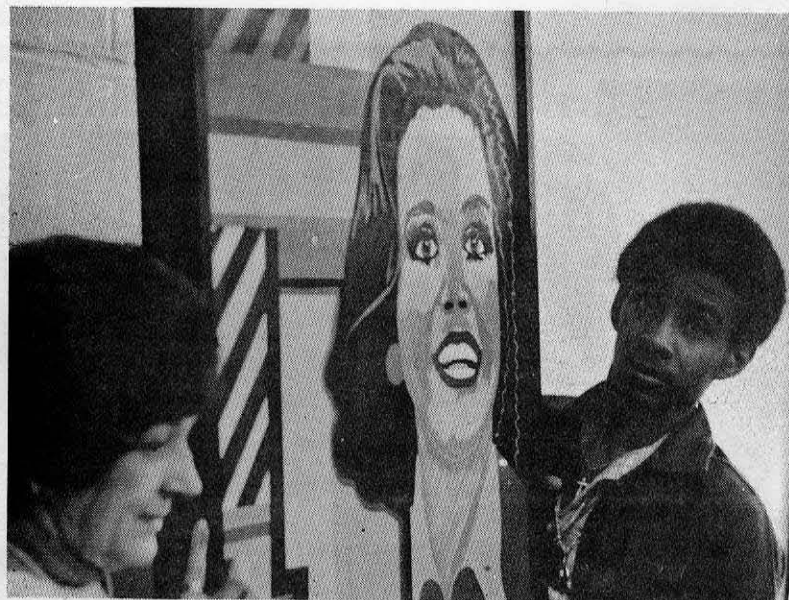
Senior Bob Brinda received honorable mention in the block print and tempera paint judging.

Tony Jamerson recently painted a picture of actress Mary Tyler Moore. The painting will

be sent to Ms. Moore after it is taken off display in Dr. Hawver's office.

Tony plans to pursue an art degree after high school.

All three are students of Mrs. Thelma Weresh. During the past seven years her students have won over 200 awards in state and national art shows. Besides this she was responsible for getting a state art coordinator established while president of NATA, Nebraska Art Teachers Association. She is also a delegate to the National Art Education Association and is an acting delegate to the Kennedy Performing Arts Center. Recently she was chosen to be on the Board of Directors for the Alliance of Arts Council for Education.



Tony Jamerson and Mrs. Weresh hang a painting of Mary Tyler Moore in Dr. Hawver's office. The painting will then be sent to Miss Moore. PHOTO BY POWELL

Movie Schedule

Sunday movies to be shown this month at 7:30 in the music hall are:

VIVA ZAPATA-----Mar. 9th
SEVEN DAYS IN MAY--Mar.16th
SOUNDER-----Mar.23rd
SONS OF KATIE ELDER--Mar.30th

COWBOY GAZETTE

Volume IV Issue No. 6

Bellamy Award Winning School for the State of Nebraska
Boys Town High School, Boys Town Nebraska 68010

March 4, 1975

Project Discovery Starts Moving Ahead

Project Discovery, a new summer program to improve educational and social skills of High Schools students who are fulfilling educational and residential responsibilities, started its wheels turning this month.

This program was put into effect by Mr. Neil Galloway, Coordinator of Counseling and Guidance Services, with the following guidelines:

1. Counseling Center staff shall provide all students with information regarding available programs and shall coordinate each student's effort to apply to the program.

2. Boys Town students who are applying for this program must assume responsibility to obtain all necessary application materials, health forms and permission forms from the Counseling Center. Mr. Galloway asks that each form is properly completed and returned to the Counseling Center.

3. Students are responsible to pay 20% of program expenses to participate in their interested program. The Home will assume responsibility for 80% of the students individual program costs.

4. All students must complete the following to attend:

A. Students must meet requirements for participation by the school or agency which sponsors the Project Discovery program.

B. Students must also have passing grades and have no more than 5 unexcused absence and 10 unexcused tardies from all classes during this semester.

5. Each student will earn academic credit according to his success and participation in the program.

Listed are the programs, participant allowance, and cost per student for their individual program:

ALSKAN EXPERIENCE (1-\$86)
NEBRASKA ALL STATE (8-\$320)
ANY TOWN, NEBRASKA (6-\$60)
BASEBALL CAMP-WINTER (2-\$180)
BASEBALL CAMP (10-\$200)
BOY SCOUTS OF AMERICA (2-\$18)
COLLEGE SUMMER SCHOOL (2-\$320)
COMPARATIVE CULTURES (1-\$240)
DAVID SCHOOL PROJECT (5-\$350)
FOOTBALL CAMP (3-\$78)

GIFTED STUDENTS FOUNDATION (1-\$330)
JOURNALISM-CATHOLIC UNIVERSITY (2-\$160)
OPERATION CROSSROADS AFRICA (1-\$300)
OUTWARD BOUND (2-\$290)
PREP SCHOOL-NEW ENGLAND (2-\$480)
STUDENT CONSERVATION PROGRAM (3-\$210)
SURVIVAL-B.Y.U. (2-\$160)
WRESTLING CAMP (10-\$200)
YOUTH FOR UNDERSTANDING (4-\$880)

There will be a total of 67 students participating in Project Discovery.

Father Farrald Returns to BT Home; Accepts Residential Care Appointment

Father Farrald has been appointed director of residential care after being gone for a period of nine months. He was formerly director of Guidance and Counseling for the High School and Grade School.

During Father Farrald's absence he attended the Federal Executive Institute at Washington D.C. At the institute he took a course dealing with residential programs for executive training.

When asked if he would make any changes in the residential program that was formerly headed by Father Brown, Director of Spiritual Affairs, he said that he would not and he further added that making too many changes too fast would

not benefit the students.

Father Farrald expressed his concern in getting students to respect each other as being human beings and not to judge each other by their appearance or abilities.

He further stated that he had a lot of good ideas of how to make BT a more pleasant place to live, but doesn't want to influence the students by his own ideas. Rather, he would like to get ideas from the students.

He later stressed deep concern in trying to get students to set up a workable government so that the students would have a voice in any changes made that would have any effect on them.

Waverly, Hamburg Become Final Sites For Retreat Sessions

Mandatory Catholic and Protestant retreats have been officially scheduled.

Catholic Seniors will go to Defiance, Iowa April 12,13,14 and to Knox Knoll, Iowa Mar. 1,2,3 and April 26,27,28. Juniors went Feb. 23,24,25 to Our Lady of Good Council retreat in Waverly, Ne. but Sophmores will go March 9,10,11 and Freshmen April 6,7,8.

Protestant Seniors are going to camp Wa-Sha-Tee at Hamberg Iowa, March 16,17,18. Juniors went February 23,24,25 but Sophmores will go March 9, 10, 11 and Freshman May 4,5,6.

Six professional members, six houseparents and two priests Father Terry Lenslie, and Father Tank DeCorlo are in charge for the Catholics. The program is E.C.O. (Encounter Christ and Others). Seniors will be using a different Program, T.E.C. Teenagers Encounter Christ.

Protestants are planning a format where a small group will work, build, play, eat and learn together. What happens when so many are working together for self respect, accountability, and responsibility is a team goal. Using serendipity techniques, small group encounter, like "the feeling session", raps, and other task oriented assignments groups come back having seen themselves and others in a different relationship.



Mayor Speaks Out

By Don Nimmo

For sometime now, I've noticed and I'm sure you have, that the young men at Boys Town are starting to get a little more spirit!

For instance at the sports events, more people are coming, but not only that more people are cheering! People are starting to get proud of where they live. That is something I had really thought had vanished. But, no it's really coming on strong.

Also awhile back, when Fremont Bergan came to Boys Town to put on a production of Jesus

Christ Superstar, everyone really treated them nice. That was really good. I know it must have left them with a very good impression of us.

If we ever want to make what we want it to be, we got to keep up the "Spirit"! Also I know everyone wants to be able to be proud of BT, so if we start doing "positive things around here", people will start to admire BT more! So then instead of pretending not to be from BT you can start saying and mean it, "I'm from BT and am proud of it."

Club Corral Club Corral Club Corral

Student involvement in GOY-ARC never lets up with all of their planned activities.

Feb. 22 they held a volley ball game against UNO's ZTA sorority at the BT fieldhouse and Feb. 23 they held a general Membership Meeting at the First Federal Savings near 84th and Dodge Streets where they viewed and discussed a film, "Peach" dealing with an old person who finds his life devalued.

A new program for mentally retarded young adults is planned to be held Mar. 2 at St. Timothy's Church for the Awareness program, Sunday rap sessions. Seniors Delmar Critchley, Tony Smith and Junior Rich Duffer head this along with Pastor Harmon's help.

On Mar. 6 an adult membership meeting will be held with the youth putting on the program. "Down by the Marsh" will be put on by the Southwest core. Bob Brinda is in charge of de-printed programs.

Juniors John DaCamara, Chris Haney, and Mike Boswell, and Mike Larsen came home with a first place trophy in the 880-relay after competing in the Explorer Junior Olympics Jan. 25.

Together the Police Cadets Post 49 and the Fire Cadets Post 37 won 20 medals.

Receiving first place gold medals were junior Chris Haney in long jump, John DaCamara in the 60-yd dash, freshman Mike

Home Welcomes Back Old But New Face

We the staff of the COWBOY GAZETTE would like to welcome Back to the Home Father John Farrald who was recently named Deputy Director of Residential Services.

Father Farrald left us in May of 74 to receive more instructions in Public Administering in the Washington D.C. area.

Those who know Father Farrald should know that he is going to be a big asset to the improvement to the Home.

Father Farrald is a person that likes to tell you what he is thinking and in a very honest and respectable way.

He likes his job and respects the people he works with.

Before he left he was director of the counseling center—a department designed to carry out his philosophy. His counseling guidelines are carried out to this day. The essential seed that Father Farrald implanted in the center was providing a good climate for the students to talk about their problems.

Six years ago a survey provided by the students of the home proved the counseling centers effectiveness. The students asked for more small group counseling and more opportunity to use the center and it also showed a great satisfaction for the center.

Although his new job is the highest he has held in his 23 years it isn't something he sought.

He has an average work load of 16 hours a day. one can see why he might not be overjoyed by his job.

He will return to finish his studies as a full time student or by way of a "intensive semester. Which would mean he would do a college semesters amount in about eight weeks.

If anyone could achieve what some people take eight months to Father Farrald would certainly be one of them.

We are glad that he is back and we hope he stays.

Energy Crisis More of a Problem Today



Is the energy problem over? No. In fact it is more of a crisis today than it was during the oil embargo of 1973-1974.

Because the foreign nations are demanding whatever price the market will bear. Most of our oil needs are from these nations. As these costs go up everything else goes up creating a recession.

President Ford recently endorsed a nationwide campaign sponsored by American Automobile Association called "Gas Watchers."

The goal is to get every licensed driver in the U.S. to become a Gas Watcher with a commitment to make 5 gallons of gas do the job of 6. This might mean driving about 40-45 miles less in one week of using three gallons less.

Everyday 58 million American workers use the automobile to get to and from work. 40 million of them drive alone.

Some ways that the Home may help are: 1) If you know of cottages section, or building going to a recreational activity and your going to the same place and you have enough room invite them along. 2) Faculty members may want to start a carpool with a couple of their fellow employees. 3) Acquire better driving techniques. A A A showed gasoline efficiency could be increased as much as 44% if driving habits were improved.

Some of these gasoline saving measures may affect your income slightly but they will help the U.S. economy and will save your own precious money and energy and help stop inflation and recession.

Be a "Gas Watcher" and fight inflation.

Boswell in the high jump, 440, and cross country, and sophomore Rolando Cuyar in the shotput.

Silver medalists were freshman Mike Larsen in 440, sophomore Kevin Conway in public speaking and junior Eric Livingston in chess and 60 yard lows.

Bronze medal winners were junior Eric Livingston in the 60 yard dash and the long jump, sophomore Rich McDonald in public speaking and freshmen Mike Larsen in cross country and Don Heithoff in the 440.

Mr. John Sing and Mr. Robert Deitz accompanied the group.

4-H members are just beginning to prepare their animals for competition in summer fairs.

Those involved in 4-H work this year are seniors Steve Orwig and Tom Kirkpatrick, junior Tim Willard, sophomores Joe Faltynowski, George Simms and Doug Worley and freshman Bob Streng.

Hats Off
To . . .



....Robert Figueroa, Ray Alexander, Randy Figueroa, Bill Zayas, Joe Pearson, Cliff Penny, Pat Murphy, and Perry Cole for their fine performances at the BT and the Beatrice State Home Valentine Dances.

....Dennis Ward, Steve Kaplan, Bob Brinda, Jerry Powell, Matt Reny, and Bruce Pfeifer for being elected to the Publications Board for the newspaper and yearbook.

....Delmar Critchley, Edward Henderson, Frank Henderson, Tim Martinez, Matt Reny, Tim Willard, and Dave Zumwalt for donating blood at the Bloodmobile on February 6.

....Eric Livingston, Dan Slavik, Karry Ourada, and Keith Machulda for being Boys of the Week for Citizenship for the week of February 24.

Cowboy Gazette Staff

The COWBOY GAZETTE is published monthly by the journalism classes and printed by the Print Shop of Boys Town, Ne., 68010

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FEATURE EDITOR-----
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CAREER CENTER-----
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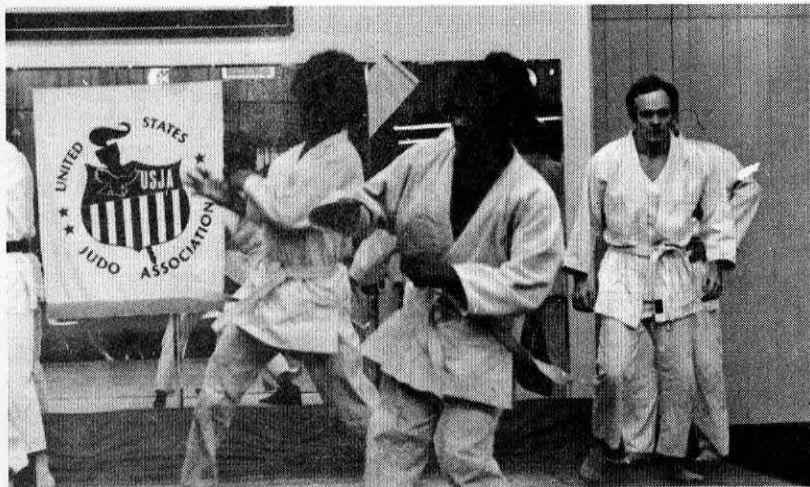
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Ken Foster, Steve Kaplan, Geoffrey Reny, Steve Howard
Matthew Reny, Tony Smith
PHOTO ADVISER---Pat Henry
ADVISER---Mrs. S. Pedersen

Martial Arts Attracts Student Interest



Cliff Penny and Arthur Brand, wearing white belts, practice judo moves before a test at the Omaha Judo and Karate School. They passed this test two days later and qualified for purple belts.

PHOTO BY BRINDA

Judo, one of the martial arts, has attracted much attention from students in BT. Eight high school and four grade school boys have been taking lessons from Donya Temple, a Black Belt.

The program was started in October along with karate. Since then Sophomores Mike Bugg, Arthur Brand, Mike Sanders, and Richard Lantz along with Junior Clifford Penny have advanced to first degree purple belt.

As in karate, when a person passes his test, he gets a darker colored belt. Beginners start out with a white belt. They then advance to yellow, two stages of orange, two stages of purple, three stages for brown, and then black.

Students practice throws, falls, and different holding techniques. Practice lasts for an hour and a half three days a week.

Defense is the most important thing the students learn. They can disarm an attacker, or ward off an angry mob. Judo can be helpful to any person if it is used in the proper manner.

Judo is good for those who want to learn how to protect themselves and others.

As Clifford Penny says, "It helps me stay in shape. My balance and coordination have improved greatly and judo will help me in most any situation where quickness counts."



Tim Norris finds conversation with his dog interesting.

PHOTO BY BRINDA

Dogs Provide Students With Companionship

Dogs are a great value to students at BT. Most of the dogs here are friendly and will run up to anyone and follow him around. Some dogs are taught to defend their master and will attack upon their command.

Quite a few dogs provide entertainment to many people. One can see them in the hallways of the high school. Sometimes they walk into class and are greeted by many students. It gives the student a break in his sometime unexciting day.

Owners of dogs are forced to learn some responsibility.

Reny, Howard, Study, Henry Join Others As February's 'Outstanding Students'

What do Matt Reny, Steve Howard, Butch Study, and Cledis Henry have in common? They were all Outstanding Students for the month of February.

To be an OSM, boys have to get good ratings from teachers, counselors, and their boss. The ratings are totaled up and the highest average becomes the OSM.

The program was started in November by Father Brown. Also beginning at the same time, was the "Boy of the Week" program. It is much the same as the OSM only it is on a weekly basis.

The first week of the month is set aside for youth employment or jobs. The next week is for high school and the following week for grade school. On the last week of the month two grade school and two high school students are chosen for citizenship.

All winners of these programs receive \$10 and get their pic-

ture in the Church Bulletin. The purpose of this program is to motivate students and raise their morale. The program has been highly successful so far.

Cross Country Skiing Gains Wide Popularity

Want a sport that you only need two legs for-- try cross country skiing.

Cross country skiing has become very popular mainly because of the amount of snow that has fallen this winter. Secondly a person can enjoy skiing without having to go to a ski resort.

Besides a sport for good exercise that helps develop the heart and lungs, it also offers adventure. One can go almost anywhere he pleases in any type of terrain.

Clark Becomes New Member of IFPA; Adds Commercial Work In Area to Interests



Mr. Mike Clark narrates a film for Union Pacific at Sound Recorders Studio. PHOTO BY POWELL

Recently Mr. Mike Clark of the English Department was named a member of the Information Film Producers of America.

"IFPA" must consist of 15 members or more to form a local chapter. The purpose of the organization is to review film and exchange ideas about film products among nontheatrical film producers. They also sponsor a scholarship for college students who plan to go into 16mm film-making.

Mr. Clark has directed two 16mm films for the Lincoln Catholic Diocese, and did commercials for Paramount and the Omaha National Bank. He has also narrated a 20 minute film for the Union Pacific translated in Spanish.

Mr. Clark was also the House Manager at the Talk of the Town Dinner Theater.



Sounds Of The 70s

Everyone who will read this article, I'm sure, has, at one time or another, listened to the radio. While I am not an advocate of the music that radio stations play, I do think it is quite an important area in the world of music. Within this article I will examine some of the local radio stations (the ones playing popular music, of course) and offer a few suggestions of how they could be made better.

AM radio, which definitely leaves something to be desired, will be the first area I will look at. So many of the AM stations are just plain and simply, "Bop Stations." What this means is that when a so-called "hit record" comes out, the stations just play the song to death. Two stations guilty of this offense are WOW and KOIL. Why the stations can't play GOOD old songs once in a while, for variety, is a mystery to me. Remember all the times when you were sitting around listening to the radio and, once in a great while, an old song comes on and you say to yourself (or to friends), "That song sure brings back some memories." This is precisely my point of why older songs should be played on the radio---only occasionally, though.

Two stations on the FM dial

which in my book, rate as the best in Omaha, are KQKQ and KGOR. These two stations play excellent music (usually never heard on AM), and are really only for connoisseurs of good rock music. Another strong point of these two stations is the fact that they play their music in long-uninterrupted periods. This helps you to really get into the music, instead of having commercials about pimples or drug abuse, after every song.

The last area of the radio that I'd like to cover is that of those jerks they call disc-jockeys! I really think "jerk" is too mild of a term, but my real feelings would be unpublishable. On the AM stations the DJ's almost make you hate music! They talk a mile a minute and half the time you don't know what they're talking about. On the FM stations it's a different story, the announcers (I prefer this term for FM stations) sound mellower--almost burnt out--if you know what I mean. This mellow type of announcing helps you get into the mood of listening to music, a lot better.

In closing, all I can say is radio needs music as much as music needs radio---so I guess we are stuck with music on the radio.



TOP LEFT: Doug Worley assists a calf in finding nourishment for the first time. TOP RIGHT: Dave Clanin, 8th grader, bottle feeds an orphan calf.

Omaha Students Take Advantage of Auto Body Shop

Did you know that boys from Omaha area schools are working in the Auto Body Shop? These students are from Westside, Papillion, Gretna and Millard High Schools.

Auto Body Shop has been opened for two years. The instructor is Art Bonin, a '68 graduate from BT.

Areas of work vary in the shop with the type of work needed to be done on a car. Areas of work include metal straightening, use of power jacking and general alignment operations. One of the favorite types of work that students enjoy is painting with acrylic lacquer so they can match the original color of the automobile.

Talking Robot Big Hit With Little Children

Have you ever noticed in the very back of the Sheet Metal shop a robot named "Big Albert"? This man-like piece of metal could once talk! The late Robert Mahoney and his students, because of their great love for children, created Big Albert. An amplifier was put in the body of Big Albert. Whenever little children would come visit the shop the Sheet Metal students would talk through the amplifier and make it look like the robot was actually talking.

Students do more things than make "Big Alberts", though. They must learn drafting, layout and cutout assembly. Afterwards the student starts working on such projects as ducts and tool boxes. When the student is a senior, or after two years in the shop, he starts on heating and air conditioning.

Enrollment in the shop has lowered in the past couple of years. Now there are mostly freshmen, with just a few sophomores, juniors and seniors.

Mr. Tim Dreager is the teacher of the shop.

Bonin's first and second period students show the most potential as body repairmen. They include Sophmores Mike Bugg, Pat Dobney, Pete Lowe, Joe Snyder, John Willacker, Wilson Williams and Junior Rudy Quinones.

Classes Take Part In Engineers' Week

General Shop and Industrial Arts classes joined in the National Engineer's Week, February 16-22, and were given a choice of 12 places to visit.

They chose The Metro Utility Company, Florence Water Treatment Plant (which supplies water for the entire Omaha area), and the Missouri Sewage Plant which are all in conjunction with National Engineer's Week. They also visited the city street maintenance building and were shown the city snow route board and all the maintenance equipment for Omaha. Other visits were to Northwestern Bell and to the Crossroads Mall where many types of equipment used by engineers were on display.

School Print Shop Meets Many Home Requests, Provides Printing, Setting Type, Photography

For many years the Print Shop has supplied the Home with many types of stationary and other printed articles such as envelopes for the Home offices, sports programs, Alumni membership cards, diplomas, the Cowboy Gazette newspaper and also the Concert Choir posters which are sent all over the U.S.

During the three year Printing program, a student is first taught hand composition, elementary letterpress work, and some qualified students receive training in machine composition or linotype. This area is taught by Mr. Otis Perry. The student then moves into automatic letterpress work, offset presswork, and bindery work taught by Mr. Ray Johnson. Mr.

Agriculture Classes May Lead To Top Honors at State Fairs

Because the farm area is separated from the high school area, little is known about its operation.

The agriculture program was started and organized in 1948 by Mr. Joseph Yungbluth. This program dealt with the study of animals and dairy science.

These classes are held at the agriculture shop and are taught by Mr. Gary Darling, who has been on the farm for three years.

Students learn about: (1) animal and nutrition feed requirements for production and growth of animals. (2) Milk testing, animal classification, and sire selection. (3) Dehorning calves. (4) Clipping cows for the 4-H shows and state competition. (5) Vaccination for health programs.

The purpose of these classes is to give the students somewhat of a background in dairy husbandry so that the student will be prepared if he expands his interests in the field of agriculture.

The daily duties begin mainly in the training of large dairy herds.

Since Mr. Darling has been with the dairy department 20 trophies and 35 ribbons have been won by students of his.

Competition for many of these students is held during the summer months. Last summer honors went to senior Steve Orwig for winning Reserved Junior Champion at Aksarben and Top Fitting and Showmanship at the Douglas County Fair. Freshman Mike Willard won third in Fitting and Showmanship at that fair too. Sophomore Joe Faltynowski was one of the top winners in Fitting and Showmanship at Aksarben. Taking honors at the Iowa State Fair for adults and young people were sophomore

David From and senior Tom Kirkpatrick. They won the Herdsmanship Award which is based on animal cleanliness and attraction of the agriculture display. Their own neatness also ties in with the honor.

Director's Directives

By Edwin Novotny

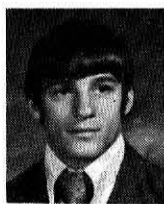
Career Education Runs Gamut from "Over the shoulder to seasoned veteran and is a new order of education concerned with the usefulness and self-realization of every individual," says Sidney P. Marland, Jr., US Commissioner of Education.

Some of the most dynamic changes occurring in the BT high school has been taking place in the Vocational Career Center. New curricula, new materials, new methods are being incorporated into a complex of courses designed to equip the individual for a lifetime of productive service to his community.

The past two years, a new thrust, a new impetus has been manifested through the development of a career education program. The individual is the focus of this new educational philosophy.

It should be emphasized that career education encompasses and transcends the concept often associated with vocational education. For career education focuses on all professions - all employment - as well as the unique place occupied by each person in the world of work.

The plan for career education was developed because it was felt that a new design, a new approach to education was necessary. The facts were clear; only 20 percent of all jobs require a college education; changes in technical processes eliminate some occupations and create new ones; our society has become increasingly mobile and people need to learn new skills to find employment in a new environment. Of extreme importance was the recognition that developing positive attitudes toward work and placing each person in a situation compatible with interests and abilities are primary factors in the well being and overall development of the individual. With this in mind, students of BT Career Center along with their teachers have taken the first of many steps toward the objectives set by the administration.



Round Up

By Bruce Pfeifer

Now that BT has dropped from Class A to Class B because of our enrollment drop, I would like to point out some of the differences.

One of the major differences is the two different styles of play. In Class B the teams tend to run a lot more and usually don't run any style of offense. In Class A the teams run a pattern offense and the pace of the game tends to be slower. In Class A the players are taller, but in Class B the players are more physical and there is more contact. The teams travel more in Class B because all the schools are scattered throughout Nebraska whereas Class A teams are all in one area. Referees in Class B tend to not call the same fouls as

Class A. Also, the gymnasiums in Class B are smaller and the lighting is a little dull.

Of all these differences I feel the decisions that the referees make tend to hurt us the most since not enough fouls are called.

Don't forget these dates of the upcoming events. We need your support!

MARCH 3-8 District Basketball Tourney at BT

(Cowboys first round of play March 4 against Elkhorn at 6:30 p.m.)

MARCH 14, 15--State Basketball Tourney at Lincoln

B-Ballers Keep Record Even at 7-7 As Sloan, Nimmo Keep Scoring Punch

Varsity cagers evened their record at 7-7 on Feb. 8 as they defeated a strong Schuyler team 62-60.

The Cowboys divided their scoring between four players: forward Don Nimmo with 23, guard Sam Anzures with 17, center Dennis Sloan 14, and guard Mike Beaty 8.

Earlier in the week, Feb. 6 the Cowboys were upset by the Cathedral Cardinals 73-69. The Cardinals started out hot as they had the Cowboys down 21-8 in the first quarter. Dennis Sloan and Don Nimmo led in

points with 20 apiece and Sam Anzures added another 13.

Then on Feb. 1 the Tech Trojans invaded the BT fieldhouse and showed everyone why they were rated Number One in Class B and Number Three in Class A by defeating the Cowboys 75-55. In this game Dennis Sloan and LaNardo Conn led with 13 and 14 points respectively.

After traveling to Lincoln Pius, the Cowboys came back victorious with a 51-48 win. Don Nimmo paced the team with 20 points and 21 rebounds and LaNardo Conn followed with 14.

Close Scores Bring Victories, Losses to JV Squad; Frosh Experience Defeat, 7-3 Record Impressive

JV BASKETBALL

Winning and losing by pre-dominately close scores was a common occurrence for the JV squad.

In a close game against schuyler the cowboys lost 47-46 on Feb. 8. Wayman Jackson and Charles Bagley lead the scoring with 12 points each for the cowboys.

Against Cathedral the cowboys won a close one by a score of 52-49. Wayman Jackson and Larry Carter lead scoring with 15 and 13 respectively on Feb. 6.

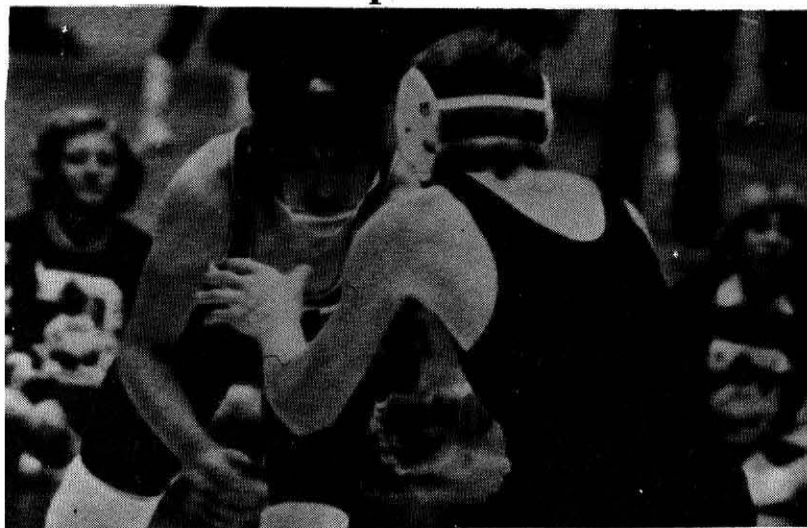
Terry White, Larry Carter, and Ronnel Morrison hit 13, 12, and 11 points to lead the cowboys to a 52-50 victory over the Tech Trojans on Feb. 1.

Pius hurt the squad by defeating the cowboys 68-39 in Lincoln. Jackson and Carter lead the scoring with 10 points each on Jan. 31.

FRESHMEN BASKETBALL

Freshmen Cowboys lost their third game in ten starts to a very stacked Paul VI team 55-50 on Feb. 13. Larry Carter was high man with 18 points.

Boone Rates 4th in State Gonzales Racks Up 55 Consecutive Wins



UPPER LEFT: Carlos Gonzales continues his wins in his undefeated season. UPPER RIGHT: John Boone forces his opponent to struggle in this match. PHOTO BY POWELL

Carlos Gonzales came out a three time state champ at the

State Wrestling Tournament Feb. 24 by defeating Pete Brown of Ogallala by 9-5. He was also nominated for High School All-American.

The other medal winner was John Boone who took fourth place at 98lbs.

Other state wrestlers were Charles Arevalo 112, who won one and lost two. Pete Gantnier 119, who won two and lost two. Rufus Bragg 138, who lost one and Leon Aranda 145, who won one and lost one. Pete Gantnier made it to the semi-finals, but was defeated. He also got beat out in wrestle backs.

In District competition, Feb. 14-15, the team took first place by defeating Gretna 85-81½. Gonzales won his 100th match of his high school career and increased his winning streak to 64 straight wins. BT had four gold medal holders in Boone, Gonzales, Bragg, and Aranda. Silver medalists were Arevalo and Gantnier.

Track Team to Meet Area, Metro Schools

The Varsity track team will open the 75 season on March 21st & 22nd at UNO against Metro and surrounding area teams.

Returning lettermen from last year are Seniors Del Critchley, Dennis Ward and Junior Gerald Charlton. At present there are 5 to 10 members. With more coming out soon.

Coach Spencer commented that Class B will be easier in dual meets than Class A but state competition won't be.

Experience wise Coach Spencer said the team is very unexperienced because the team has lost alot of letterman from last year.

Looking at the team so far as quality Spencer hopes they can end up with a good record.

For their frist meet Spencer said their are some outstanding men but it looks as if the team lacks in number.



Senior guard Mike Beaty demonstrates how effective his jump shot is against his opponents in an earlier game in the year.

PHOTO BY POWELL

Pearson Experiences Roughness of Playing In Hockey Competition

Getting up at 5 a.m. to play sports seems pretty unusual. But not for Joe Pearson, who plays hockey.

Joe, a resident of cottage 28, is a member of the Omaha Hockey Association - Midget Division. His team, the Eagles, are presently 8-3-1.

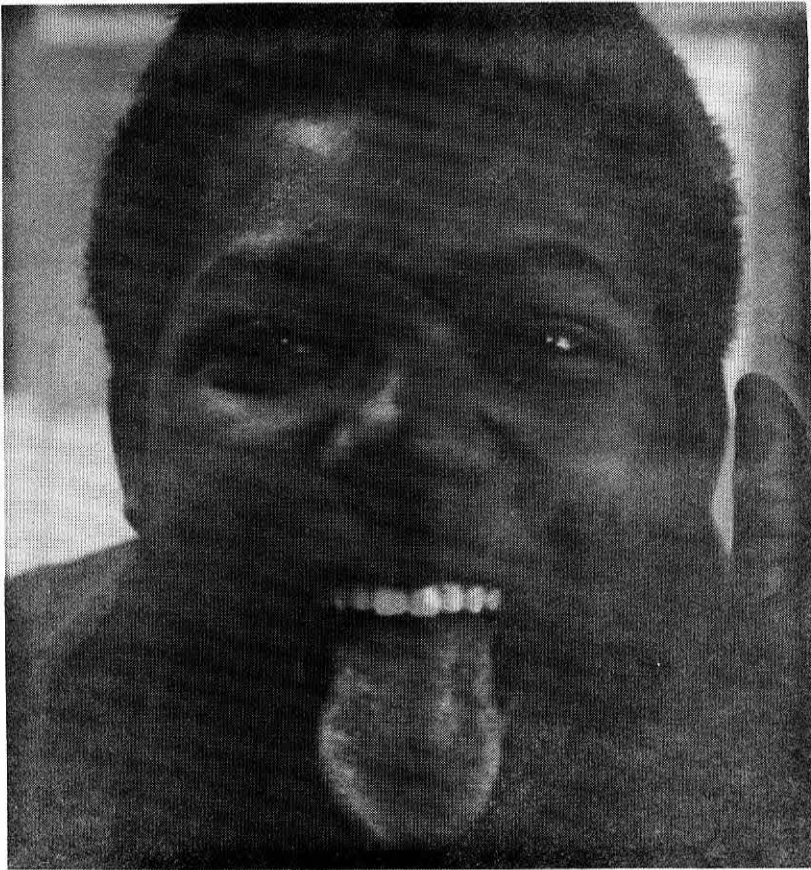
The hockey association seems like a very masculine league. But, attention feminists, the 2nd place team in Joes division has a female goalie! Unusual? Not for her.

Joe has been playing hockey for 5 years, but this is his first year playing at Boystown.

Joes says that he really the contact in the game. "Really rough" he says.

Joe plays most of his games at either AkSarBen or Benson ice rink.

Oh yes, by the way when Joes team played the female goalies team it ended up in a tie!



Students Show Many Faces

Faces express moods! They tell a story as to what the is feeling.

Faces express boldness, mystery, freakiness, agony, wonder, awe, thought, dignity, concern, satisfaction, and all of these everyone expresses sometime or another.



Faces all tell a story, each face yellow or white, black or brown, they each are unique and have something to say in their own way.

Faces are used to communicate thought to one another by looks, stares, glances, and persences.

Faces communicate love, hate, disturbance, tolerance, disgust, yearnings, contentment, and excitement.

For everything that you experienced your face will express it and your thoughts in combination to the outside.

Your eyes are one of the most expressive parts of your face. By just looking in someone's eyes, you can see and feel what he or she is trying to let you know.

The way you place your head communicates your feelings you want others to notice through your loof or glance.

Your mouth also, a big message carrier does not need to say a thing. Just in the way it moves in coordination with your eyes or just by itself, tells a great deal.

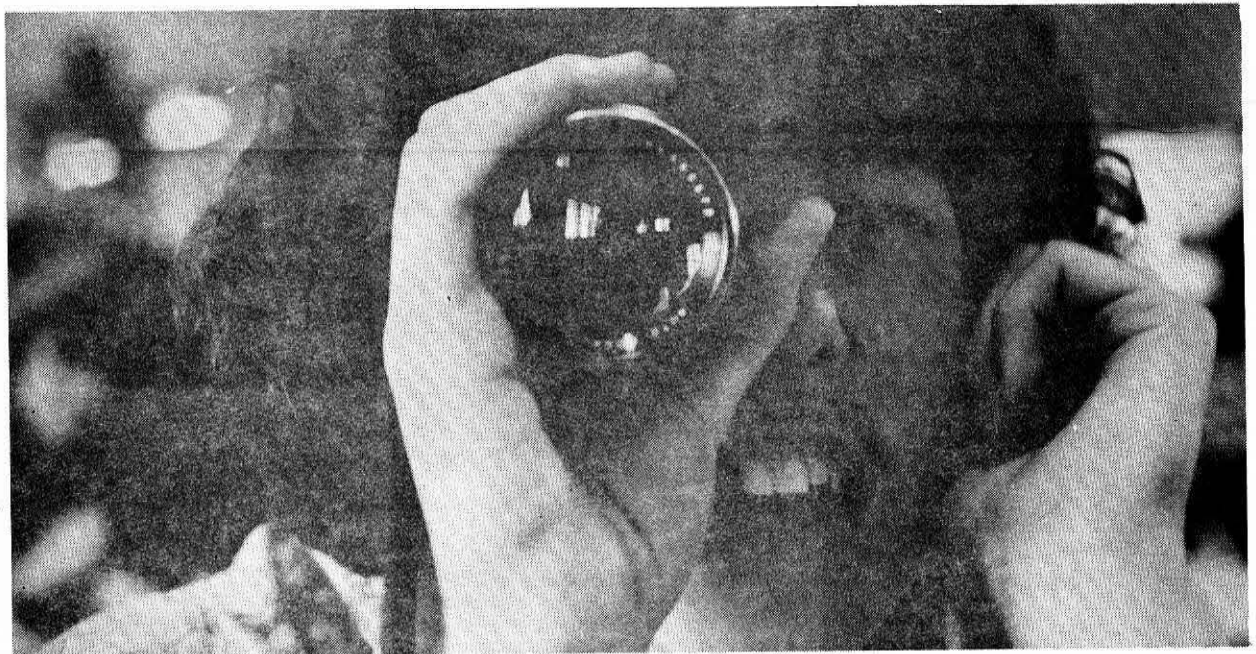


Photo Page
By Bob Brinda

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BOYS TOWN Times

Registered in U.S. Patent Office

Volume LVIII, Issue No. 1 Published by the boys of Father Flanagan's Boys' Home Boys Town, Nebraska February 14, 1975



"Huppmobile"

Father Robert P. Hupp, Director of Boys Town, not only talks conservation of energy, he practices it daily. Father Hupp travels to work on his ten-speed bicycle and thoroughly enjoys it. This is his first bike and he seems to be making up for all the lost time. His longest ride to date was 29 miles logged in a "bikeathon" sponsored by Greater Omaha Association for Retarded Citizens. Here Father rides down the walk in front of the Boys Town administration building.

Photo by Phil Johnson
World Herald

Henry V. Straka Boys Town Promoter Passes Away

Reprinted from the Omaha World-Herald, Thursday, Jan. 16, 1975.

Henry V. Straka, who dispensed information about Boys Town activities for 28 years, died January 15, in an Omaha hospital after a six-month battle with cancer. He was 65. Straka was not a Boys Town employee while telling of the West Omaha boys home. He drew his paycheck from Bozell & Jacobs Advertising Agency, which had the Boys Town public relations account. But Straka was an integral member of the Boys Town family, seldom missing a Cowboy athletic event or any other school activity.

"Henry Straka was a fine gentleman, a fine worker, and he was easy to get along with. We'll miss him at Boys Town," said the Rev. Robert P. Hupp, director of Boys Town.

Straka, father of 10 children, lived at 132 West Graham Ave. in Council Bluffs.

He was a native of Grant County, Wis., and was a journalism graduate from Marquette University in 1931.

He was a former Grand Knight of the Knights of Columbus in southwest Iowa, a Navy veteran of World War II, and a member of Sigma Delta Chi journalism society.

Straka was scheduled to retire from his Boys Town post last July, about the time his illness was detected. The home decided to retain him on a full-time basis until his death.

Survivors include his widow, Ione, daughters, Mary Hudson, Ione Walsh and Katherine Straka of the Bluffs;



Henry V. Straka

Gretchen Frost and Barbara Straka of Omaha and Ann Mescher of Ft. Sill, Okla.; sons John D. of Richfield, Calif. and Henry V., II, James P. and Mark E. of Council Bluffs.

He had four brothers, a sister and 12 grandchildren.

Beem-Belford Mortuary in the Bluffs is in charge of the funeral.

A Tribute

by Howard Brantz
World-Herald Sports Editor

A Vacuum at Boys Town

HENRY STRAKA was a dispenser of good news at a time when it's fashionable to emphasize the negative.

His death leaves a vacuum at Boys Town that won't soon be filled. The

Continued on Page 4.

Boys Town Planning Center To Nurture Youth Research

Reprinted from the Omaha World-Herald, Sunday, December 29, 1974.

Around June 1, Omahans will see construction start on three buildings southwest of the lake on the Boys Town campus.

One will be a conference center which includes an auditorium, classrooms, seminar rooms, an audio-visual area, a lounge and 35 guest rooms.

Another will be a research building divided into eight modules where about 30 full-time staffers, 30 part-time workers and 25 secretaries work.

Linking them will be a dining area and, a major feature of the complex, a huge library.

Residences

Nearby, but separate, will be an 18-room residential building constructed so that it can be turned into, perhaps three six-room homes or some other combination, depending on the size of the groups living there.

The construction, expected to take two years, will be the first visible evidence to Omahans of a new Boys Town's effort to help youth, parents and youth workers.

It is the Center for the Study of Youth Development Headquartered here, the center will have satellite campuses at Catholic University in Washington, D.C. and at Stanford University in Palo Alto, Calif.

The center's mission is to create the nation's top site for stimulating research on youth, training youth workers, disseminating results to parents and others throughout the world and seeing that the research is applied where ever troubled youths are found.

To Help Youths

A principal thrust, said Dr. Ronald A. Feldman, director, is to assist youths before they encounter the nation's "corrections system." Often, he said, youths aren't rehabilitated by the system, but merely "enhance their deviant behavior. The more they get into it, the more problems they have."

The center already has drawn professional attention nationally, Feldman said.

Boys Town officials have discussed it at a conference of federal officials and will meet with private foundation leaders next month. Nationally prominent social workers have visited Boys Town twice to consult on the program.

Early in 1975, Boys Town will bring together many Midlands' youth workers, educators, parents, social workers and young persons to identify this region's needs and see how Boys Town can help, Feldman said.

Staff at Work

A small staff already is at work. By mid-summer some department heads will be on board and, eventually, about 100 persons will be employed either full-time or part-time, said the former acting dean of the School of Social Work at Washington University, St. Louis. Some of the nation's top talent will come to Boys Town, either as staff members, consultants or conference participants.

In an interview, Feldman stressed that the center won't merely do research, but will see that the information gets to families, teachers, counselors and others who deal with family conflicts, runaways, delinquency and other youth problems.

The center's physical design — such as drawing together researchers and youth workers in a common dining area — is part of Boys Town's effort to force interaction between theoreticians and practitioners.

"As academicians, we'll be doing a inadequate job if we don't get the knowledge to those who can use it," the 36-year-old author-researcher said.

No Clearinghouse

Feldman said that some brilliant research on youth behavior has been done, but much has gotten no further

than a scholarly journal. And nowhere is there a clearinghouse for youth workers and parents to get helpful information.

Boys Town will do its own research and put the findings into laymen's terms and disseminate it. The center also will spread significant data from other researchers.

The most immediate use will be on the Boys Town campus with the 400 plus residents. Some studies will be long term; arrangements with Stanford and Catholic universities cover 25 years.

Remodeling is under way for the Stanford satellite and plans are progressing for the Catholic U. portion.

Varied Programs

Youth problems vary throughout the nation, and each campus will work on different aspects, he said. A committee will oversee activities on each campus, and an independent group periodically will evaluate the programs.

Feldman said the project is of national significance because "the types of problems today are different; the earlier guidelines won't work."

Life is more complex and confusing and many families are broken or weakened, he said. Through today's sophisticated communications, youths are aware of deviant behavior, indifference, tragedy and other situations some find it tough to cope with. "New solutions are needed. We plan to find them."

Ford Motor Co. Donates Equipment

Students at Boys Town will be able to learn how to make cars run more efficiently thanks to the donation of more than \$3,500 worth of automotive parts here today by Ford Motor Company's Omaha Dealer Community Relations Committee (CRC).

The donation — which consists of a battery and starter system, ignition system, carburetion and fuel system, and instructor and student operation manuals — will be used in the school's automotive technical training program.

The Omaha CRC donated a 460-c.i.d. engine, automatic transmission, auto air conditioner and rear axle assembly worth \$3,300 to Boys Town in July.

Formal presentation of the parts

donation was made by CRC Chairman Richard J. McFayden, president of McFaydens Company in Omaha, Neb.

Members of the Omaha CRC include: Mr. McFayden; John Markel of John Markel, Inc.; W. A. Sample and N. C. Sample of Sample-Hart Motor Company; H. P. Smith of H. P. Smith Motors, Inc.; Bill Six of Prairie Ford Truck Sales; Stan Olsen of Metro Lincoln-Mercury; William S. Ramacciotti of Ramacciotti Equipment, Inc. (all of Omaha); John Whittaker of Whittaker Ford Sales, Inc.; Charles Goodsell of L. & C. Ford Implements, Inc. (both of Council Bluffs, Iowa) and Ward Griffin of Griffin Ford, Inc., Millard, Neb.



Former director of Boys Town, Monsignor Nicholas Wegner, received a surprise visit from "his boys" on his feast day, the feast of St. Nicholas. A giant greeting card signed by the residents of Boys Town was presented to the Monsignor. The Boys Town choir also sang several Christmas carols. Refreshments were served to other residents of St. Catherine's Continuing Care Center where Monsignor Wegner resides.



One of the newest members of the board of directors of Father Flanagan's Boys' Home is famed Olympic star, Jesse Owens. He was named to the board because of his long experience in youth work. Here he visits with Father Robert Hupp, Boys Town Director.

February Birthdays

Grade School February Birthdays

February 2: Joseph Hendrickson, Chicago, Illinois and Alan McHugh, Dunlap, Iowa

February 8: Robert Taylor, Omaha, Nebraska

February 15: Juan Buanteo, Laredo, Texas

February 16: Anthony Trotter, St. Louis, Missouri

February 17: Michael Tucker, Omaha, Nebraska

February 20: Roy Butler, Omaha, Nebraska

February 21: Everette Navarro, Denver, Colorado

February 25: Rex Essex, Jackson, Michigan

February 27: Michael Lasch, Norwalk, Ohio

High School February Birthdays

February 3: Paul Williams, Meridan, Mississippi and Danny Wilson, Alexandria, Virginia

February 4: Andy Gonzales, Panhandle, Texas

February 5: Randy Figueroa, Cleveland, Ohio and Erik Reny, Chillicothe, Illinois

February 11: Robert Pesina, Toledo, Ohio and Robert Streng, Highlands, Texas

February 14: Daniel Nownes, Omaha, Nebraska and Curtis Tucker, Omaha, Nebraska

February 15: Cledis Henry, Toledo, Ohio

February 16: LaNardo Conn, Kansas City, Missouri

February 19: Michael Beaty, Lincoln, Nebraska

February 23: Jerry Powell, Dayton, Ohio

February 26: Kevin Nugent, Overland Park, Kansas

February 27: Robert Burks, Baltimore, Maryland

Another Success For Boys Town Actors

The months of hard work and long rehearsals proved worthwhile as the Boys Town actors presented the successful and enjoyable play "Indians" to the students and staff in the Boys Town Music Hall Auditorium.

The cast and crew included: Dave DuPont, Don Hare, Jim Zingg, Matt Clark, Scott Piper, Nathan Carter, Jim Scott, Roger Pinneke, Steve Robertson, Steve Jenkins, Todd Ahlstrom, Lonnie Martinotz, Jack Cuyar, Tony English, and Steve Kaplan.

The director of this year's play was Mr. Dennis Loftus. He was assisted by Mrs. Peggy Liebelt and Mrs. Laura Fisher. When asked why this particular play was chosen Mr. Loftus replied, "I believe that the students' involvement in this type of play with a powerful social message can help them see more clearly some of today's turmoil and frustration they constantly face."

tus replied, "I believe that the students' involvement in this type of play with a powerful social message can help them see more clearly some of today's turmoil and frustration they constantly face."

Wrestling Preview

Returning Varsity Lettermen:

Pete Gantnier - 1973-74 Varsity

Record: 7-1-1

Carlos Gonzales - 1973-74 Varsity

Record: 28-0-0

Luciano Lopez - 1973-74 Varsity

Record: 4-14-0

Harold Morgan - 1973-74 Varsity

Record: 5-10-0

Leon Aranda - 1973-74 Varsity

Record: 10-8-0

Promising:

Mike Adams (soph) - 1973-74 Jr. Var. Record: 17-4-1 - Frosh Conference Champ

Larry Aranda (soph) - 1973-74 Jr. Var. Record: 13-7-0

Charles Arevalo (soph) - 1973-74 Jr. Var. Record: 14-8-0

Rufus Bragg (soph) - 1973-74 Jr. Var. Record: 25-1-0 - Westside 9-10 Champ and Frosh Conference Champ

Bob Hodges (soph) - 1973-74 Jr. Var. Record: 13-4-1

Dan Wilson (senior) - 1973-74 Jr. Var. Record: 4-0-0

Doug Worley (soph) - 1973-74 Jr. Var. Record: 17-6-0 - Frosh Conference Champ



Remember When?

Boys Town has always had a steady stream of famous visitors through the years. Two of the giants of prize fighting stopped to visit with Father Flanagan and his boys in the mid-1920's. On the left is Jack Dempsey and on the right of Father Flanagan, "Gentleman Jim" Corbett. The two fighters hammed it up for the boys during their visit and as always, expressed their thanks to Father Flanagan for the great work being done at the Home. Another golden memory of Boys Town.



Left to Right: Todd Ahlstrom, Black Hawk; Dave DuPont, Buffalo Bill; Jim Zingg, Wild Bill Hickok; Scott Piper, Spotted Tail; Matt Clark, John Grass; Don Hare, Sitting Bull.

Fourty-Four Boys Observe Birthdays During January

Grade School January Birthdays

January 2: James Collins, Kansas City, Missouri; and Scott Haenel, Commerce City, Colorado.

January 10: Terrell Hunter, Detroit, Michigan.

January 12: Wayne Clark, Monmouth, Illinois.

January 13: James Miller, Birmingham, Alabama.

January 21: Charles Reither, Axtell, Texas.

January 24: Robert Parker, Willis, Michigan.

January 25: George Hardy, Cleveland, Ohio.

January 26: David Sales, Earlimart, California.

January 28: Gerald Miner, Wakefield, Nebraska

January 29: Mark Corathers, Riverside, California.

High School January Birthdays

January 1: Timothy, Loring, St. Paul, Minnesota; and Matthew Reny, Peoria, Illinois.

January 2: John Miller, Columbus, Ohio.

January 3: Anthony Dixon, Chicago, Illinois.

January 5: Homer Torres, Perrysburg, Ohio.

January 6: Ronnell Morrison, Omaha, Nebraska.

January 7: Kevin Higgins, Kansas City, Missouri.

January 10: Dennis Sloan, Asheville, North Carolina.

January 12: Charles Bagley, Woburn, Massachusetts; and Dennis Bonebrake, Wichita, Kansas.

January 13: Wayman Jackson, Detroit, Michigan; and Steven Koi, Ashtabula, Ohio.

January 14: Joseph Rehberg, Joillet, Illinois.

January 16: Michael Bolster, Carroll, Iowa; and Ronald Sutherland, Cleveland, Ohio.

January 17: Daniel McHugh, Dunlap, Iowa.

January 19: Ronald Hunt, San Jose, California; and Roger Zitrtsch, Algona, Iowa.

January 20: Michael Fox, Perry, Iowa.

January 21: Daniel Humphrey, Pueblo, Colorado.

January 22: Marvin Konarik, Houston, Texas; and Kenny McGraw, Omaha, Nebraska; and Clifford Penny, Cleveland Ohio.

January 24: Frank Henderson, Littleton, Colorado; and Ernest Jenkins, Portsmouth, Virginia; and Timothy Winkley, Austin, Texas.

January 25: Harold Morgan, Jackson, Michigan.

January 28: Harold Nelson, Cleveland, Ohio; and Terry Starling, Lincoln, Nebraska.

January 29: Bob Hodges, Norfolk, Virginia; and Timothy Martinez, Albuquerque, New Mexico.

January 30: Peter Lowe, Elsinore, California.

January 31: Donald Nimmo, Salem, Virginia.

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Rt. Rev. Msgr. E.J. Flanagan, Founder Publisher, 1917-1948

Rt. Rev. Msgr. Nicholas H. Wegner Director, 1948-1973

Rev. Robert P. Hupp Director

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Holy Year Tour

Mr. Patrick J. Norton, Historian of Boys Town, and nephew of Father Flanagan, founder of Boys Town, Nebraska will be the Director of the Iowa-Nebraska 1975 Holy Year Pilgrimage Tour of Europe. The Pilgrimage which will be limited to 42 persons will depart from Des Moines on September 8 and return September 29. The Tour was arranged by Steve Cebuhar of Des Moines, who served 11 years in Europe and the Middle East for the U.S. State Department. He is also author of the book "Four Years Behind the Iron Curtain." The Pilgrimage will include Paris, Lisieux, Lourdes, Lisbon, Nazare, Fatima, Rome, Zurich, Einsiedlen, Lucerne and Dublin. Among the many and most interesting highlights of the tour will be an audience with His Holiness Pope Paul VI.

Mr. Norton has been to Europe several times and is very familiar with some of the places that will be visited. He is a native of County Galway, Ireland. He will be assisted on the tour with Father Sean Santos, Director of the Interfaith Spiritual Center at Colfax, Iowa.

Complete information on the Pilgrimage may be obtained by writing to Steve Cebuhar, World Travel Inc., 414-10th Street, Des Moines, Iowa 50309.



The grade school residents had a new Santa Claus visit them this year. More than 200 employees bought gifts for grade school students at the Home. They bought gifts for the boys in lieu of exchanging gifts among themselves.

Here with a stack of the special gifts are, from the left, Alvina Mumm, mailing division supervisor, and Mary Alice Homan, mailing division secretary.



Father Hupp Says

The adolescent period of a person's development brings with it problems for both the youth and his parents. For the youth it is a matter of adjustment. For his parents it is a test of increasing responsibility.

The adolescent needs guidance and he knows it. He wants it but he has very strange ways of asking for it. Getting it without fracturing his pride is the problem. He has a natural abhorrence for the idea of apron strings in any form.

Like everyone else the adolescent makes mistakes. He overrates his confidence in his judgment. He gives the impression that he knows more than he does, more to bolster a shaky confidence in himself than to undermine his parents.

Parents need above all to try to understand the youth. The first step in this direction is showing confidence in him. If the youth makes an honest mistake parents should not counter with another mistake by scolding and harassing him. This only complicates the youth's problem.

Parents have the responsibility for the adolescent's training and guidance. This calls for authority that must be reasonable, based on understanding and not on irrational emotion.

No age is more difficult to manage than that of the adolescent. Understanding youth requires much patience. Authority must not assert itself unduly or use brute force to attain its ends. Extremes must be avoided, otherwise authority becomes disgusting to the youth. The way of training him should not lead to condemnation. It should be a matter of open communication.

Authority becomes acceptable when it is built on a basis of personal relations with the youth. It is accepted when its meaning is approved by reason and belief. Treat a youth as a maverick and he will likely become a maverick, but show your confidence in him and he will not soon disappoint you.

For a youth, learning responsibility springs from the growing consciousness of being a person in his own right. Parental influence and guidance rest on clear understanding of the individual and problems. It also enables the youth to understand his elders. Understanding must be a mutual concern.

Some of the greatest strains in society develop between parents and adolescents. This is not because parents lack love for their youth, nor because youth lacks feelings of affection for parents. It is a poverty of understanding and good will, and the techniques to put it all together.



Back Row - Left to Right: John A. Sing, Bob Burks, Cam Ourada, Mike Boswell, Bill Zayas, Kevin Conway, Ray Phelps, Roger Pinneke.

Front Row - Left to Right: A. J. Wilson, II, Sunshine Bryan, Ronnel Morrison, Cadet Assistant Chief: Jack Cuyar, Cadet Chief: Efic Livingston.

Not present in the picture are C. C. Carpenter and Claude Ourada.

Boys Town Fire Cadets Train For Our Safety

The Boys Town Fire Cadet Program is a career opportunity that has been developed to train young men for a future in firemanship, under the supervision of John A. Sing, Fire Prevention Officer at Boys Town. The cadet group is led directly

by three officers, Jack Cuyar, Chief; and Ronnel Morrison and Calvin Carpenter, Assistant Chiefs. The Secretary/Treasurer is Mrs. Sharon Sing. The cadets meet once a week throughout the entire year for drills and training to expand their skills on all aspects of a fireman's duties, including that of rescue techniques.

One the week-end of May 19, 1974, over twenty cadets attended the Nebraska State Fire School at Grand Island, participating in various

classes offered, side-by-side with other firemen. The cadets were well-received and highly commended on their eagerness, conduct, and responsiveness to learn the numerous skills.

Most of the cadets have completed a 108 hour Standard and Advanced First Aid Course, instructed by Mr. Tony Grazziano, a Senior Operator of the Omaha Public Safety 911 Communications Division. Two cadets, Bill Zayas and Jack Cuyar, will graduate from the Emergency

Medical Technician Ambulance Course located at the Omaha Central Fire Station, at the end of November, 1974. The EMT-A course is a 72 hour class, worth four college credits.

The cadets have participated in drills of area fire departments; such as the Lincoln Fire Department, Engine 11 Company, and the Ralston Volunteer Fire Department.

Throughout the summer season, the cadets have been actively involved with invitational parades and

waterfights of Omaha, and surrounding communities. These are fun and competitive activities, but are also advantageous in the experience at handling fire hoses containing emense amounts of pressure. So far, the cadet teams have won five trophies in the Cadet Divisions: a first-place trophy from Florence Days; a first-place and second-place trophy from Bellevue Days; a first-place and second-place trophy from Columbus Days in Omaha.

Wally Provost Pays Tribute to the Boys

(The following is a reprint of the Christmas Eve column of Wally Provost, World-Herald sports columnist and former sports editor of the Omaha paper. Seldom have so few words said so much about the spirit of Boys Town. Our deepest thanks to Mr. Provost for his tribute.

-editor

Thinking of You, Boys

MERRY CHRISTMAS to all the residents of Boys Town, which continues to be the most integrated and, in the opinion of many of us, the most democratic and most admirable family in Nebraska . . . to Father Wegner, who for years sat at the head of the table and excelled in the vital task of raising boys to manhood . . . and to Father Hupp, his earnest and enterprising successor.

Don't tell me about the occasional failure; I've known of unfortunate families in the "best" parts of town who couldn't match the Boys Town batting average.

Tell me about the boys who have become successful businessmen, military officers, coaches, social workers, policemen, office-holders, attorneys, doctors and just everyday working stiffs who are good providers.

The Names We Know Best

ATHLETICALLY, we think of Boys Town products such as Leonard Kroll, Deacon Jones, Tom Carodine, Wilburn Hollis, Glen Hepburn,

George Buckner. And more recently, Ken Geddes with the Los Angeles Rams; Bob Schmit, a first stringer in the NFL; basketball's Fred Anzures, now a starter at Colorado State; wrestling's Phil Gonzales, a two-time national champion at UNO, and varsity regulars Frank Gonzales at Kansas State and Mike Taylor at Southern Illinois-Edwardsville.

A December feature in the Long Beach (Calif.) Independent and Press-Telegram was topped by this banner line: "Ken Geddes: Man From Boys Town."

'What I Considered Home'

RAM linebacker Geddes told about "a lot of hungry days" in Jacksonville, Fla., where he was the third oldest of 17 children; how he "started messing up in school" after his mother died; how a math teacher and a school board member helped secure his admission to Boys Town.

Geddes said that he "really enjoyed Boys Town. They don't have a wall around it . . . If you ever visited the place, it would remind you of a college campus. The facilities are better than a lot of college campuses. I had it just as good at Boys Town as I do now with the Rams. You never want for anything."

Ken said he weighed numerous college offers, then chose University of Nebraska-Lincoln because of its nearness to "what I considered home" — Boys Town.

On Christmas Eve, tell me about the boys who have made good, and who look back with appreciation.



Boys Town Residents Help Other Youngsters

The boys from cottage 36 spent some of their free time helping needy children this Christmas season. The boys joined the Marine Corps Toys for Tots campaign in gathering and repairing toys for needy youngsters. The cottage was turned into a mini Santa's workshop as they worked on the donated toys.

Working on the toy project are from the left: Dennis Sloan, Damon Fabre, Mike Beaty, Ed Henderson, Tony Jamerson, Greg Porter, Jay Beaty, Joe Kovach and Clarence Walker.

Henry V. Straka Boys Town Promoter Passes Away

Continued from Page 1.

sports Department will feel the loss of this warm, quietly efficient man. Former prep writer Don Lee sums it up well:

"Henry Straka" was a beautiful blend of professional competence and personal tenderness. His trademarks were dependability and dedication. We asked him occasionally for assistance in projects with no Boys Town connection and he would break his back to help. His range of interests was remarkable.

"Joining him on a game's sidelines was a real joy, with smoke from his pipe spicing the air and his sly wit brightening the job. I nicknamed him "High Velocity" as a takeoff on his initials of "H.V." Actually it was a misnomer because he was such a soft-sell and gentle guy. Among my favorite memories of Henry will include his dedication to family and his spiritual commitment. What a legacy!"

Konz Elected To Office At Convention

Mr. Larry Konz, Boys Town Industrial Arts teacher, was elected President-Elect of the Nebraska Industrial Education Association for the 1974-1975 term. He was selected for the office at the Industrial Arts convention held at Chadron, Nebraska recently. Mr. Konz was formerly a counselor at Boys Town, prior to his teaching career.

Foundation Gift

The Kathryn H. Sewall Fund has given Boys Town a grant of \$300.00 for general support of the Home.

Father Robert Hupp, Boys Town Director, said the gift was deeply appreciated and a demonstration of the generosity of the Foundation.

The announcement of the grant was made by H. Elroy Lindberg, executive secretary of the Kathryn H. Sewall Fund.



Air Force Alumni

Christmas vacation visitors to the Boys Town campus were two 1974 graduates, airmen Ron Hills, on the left, and Phillip Jessop. Visiting with the Boys Town alumni are Mel White, child care worker, second from the left, and Jim Jessop, a Boys Town resident and brother of Phil Jessop.

The boys both said they like the Air Force but were happy to return to Boys Town for the holidays.

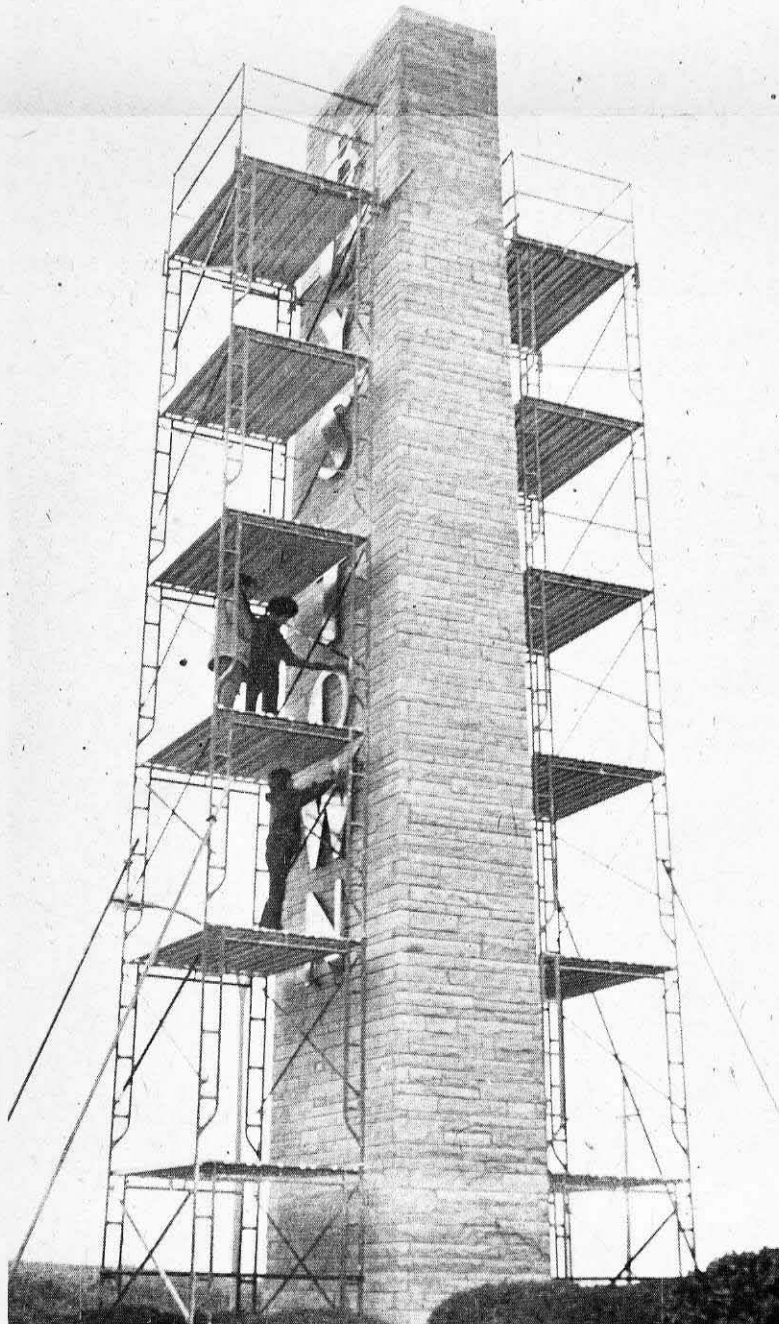
Boys Town Opens New Group Home

Boys Town will open its third group home in Omaha within the next two weeks, according to Don Weber, Director of Satellite Programs which oversees the operation of the group home program. The new group home, located at 123 North 42nd Street, will operate under a group-centered treatment approach which uses group pressure to teach the individual appropriate, socially acceptable behavior.

Don and Cindy Franzen from Quin-

cy, Illinois have been hired as houseparents for the group home. The Franzens had been working for the past six months as houseparents for the Chaddock School for Boys in Quincy.

Four high school students; Tony Smith, Mark Smith, Rick Duffer, and Ed Dreifurst, and two grade school students; LeRoy Bush, and Earl Moore have been selected by Satellite Programs to live in the new group home. Two other Boys Town group homes located at 3570 Davenport and 4816 California have been operating since last September.



Shining the Landmark

Some Boys Town residents volunteered for a tall project recently, the cleaning of the famed pylon that is a landmark for the Home. The boys asked to tackle the project which meant shining the bronze lettering on the pylon. Each letter in the Boys Town sign is some two and a half feet high. It proved to be a big job demanding real elbow action.

Working on the project in the photos are Mike Pykola, child care worker and a house parent, Armand Higgins and Jay Beaty, both Boys Town residents.

WEDNESDAY

BOYS TOWN DAILY BULLETIN

APRIL 2, 1975

Published By Special Services Office (Activities) Ex. 380 or 450

Wednesday Evening:

- 6:00 PM THERE WILL BE A HAMBURGER FRY FOR THE BASKETBALL TEAMS - 7TH & 8TH GRADE TEAMS, FRESHMEN, JUNIOR VARSITY AND VARSITY - AT THE VISITORS CENTER DINING ROOM. BE SURE TO BE THERE.
- 6:00 PM "POLICE AND FIRE CADETS" WILL HAVE MEETINGS AT THE VILLAGE SAFETY DEPARTMENT AT THIS TIME.
- 8:00 PM TO 9:00 PM YOGA CLASS WILL START THIS DATE, AT THE CLINIC EVERY WEDNESDAY EVENING. (YOGA - PEACE FOR BODY AND PEACE OF MIND.) THIS IS OPEN TO HIGH SCHOOL STUDENTS AND TO ADULTS. YOU MAY SIGN UP AT YOUTH PLACEMENT TO ATTEND CLASS. A TEACHER FROM OMAHA BY THE NAME OF STRI CHEN WILL BE HERE FOR THE SESSION. YOU WILL BE ASKED TO MAKE A DONATION OF \$1.00 EACH WEEK OR WHATEVER A PERSON CAN DONATE.

Thursday:

- 6:30 AM DAILY MASS AT DOWD MEMORIAL CHAPEL, AT THE CLINIC AND THE CONVENT.
- 8:00 AM DENTAL APPOINTMENT IN OMAHA:
(TO DR. KIDZ)
David Johnson
- 8:00 AM THE NEBRASKA JUVENILE JUSTICE ASSOCIATION WILL HAVE A MEETING AT THE MUSIC HALL AUDITORIUM UNTIL 3:00 PM.
- 9:00 AM SATELLITE PROGRAMS 1975 SENIOR TRANSITION PLANNING MEETING AT THE STAFF TRAINING BUILDING.
- 10:45 AM CHURCH SERVICES FOR ALL GRADE SCHOOL BOYS AT DOWD MEMORIAL CHAPEL AND THE PROTESTANT NATIVITY CHAPEL.

CONFESSIONS ARE ALSO AT DOWD MEMORIAL CHAPEL DURING THIS SERVICE.

- 12:30 PM DOCTOR APPOINTMENT IN OMAHA:
(8601 Dodge Street)
Robin Robinson - IV
- 3:00 PM SATELLITE PROGRAMS MANAGEMENT MEETING IN THE STAFF TRAINING CENTER CONFERENCE ROOM.
- 6:30 PM HIGH SCHOOL INTRAMURAL WRESTLING CHAMPIONSHIPS AT THE FIELD HOUSE.

FROM THE HIGH SCHOOL OFFICE:

TWENTY OR TWENTY-FIVE SOPHOMORE STUDENTS WHO WOULD BE WILLING TO BE WAITERS AT THE JUNIOR-SENIOR PROM ON APRIL 16TH, SHOULD SIGN UP WITH DWANE PEDERSEN IN THE HIGH SCHOOL OFFICE BY APRIL 1ST. THOSE WHO DONATE THEIR SERVICES AS WAITERS WILL BE ABLE TO ATTEND THE DANCE WITH DATES FREE OF CHARGE.

RETREAT FOR CATHOLIC FRESHMEN

THE FRESHMEN BOYS LISTED BELOW WILL ATTEND RETREAT AT WAVERLY, NEBRASKA, LEAVING SUNDAY, APRIL 6, 1975, AT 7:00 PM AND RETURN TUESDAY AFTERNOON. BOYS ARE TO BRING TOILET ARTICLES FOR PERSONAL USE, CLOTHING FOR LITURGICAL FUNCTIONS, RELAXATION AND SPORTS EVENTS.

EACH BOYS SHOULD BRING \$4.00 FOR POP AND SKATING PARTY. PLEASE CHECK THIS OUT OF YOUR ACCOUNT PRIOR TO SUNDAY.

A. Gonzales-15	J. Fay-29
S. Sitzman-16	S. Haenel-29
P. Thompson-17	C. Fisher-29
R. Derr-18	A. Rave-30
L. Aquino-18	G. Reed-30
L. McGiboney-19	P. Murphy-31
J. Parker-19	Joe Smith-32
D. Bonebrake-19	E. Hardin-32
M. Bermejo-20	E. Jackson-33
R. Parker-20	Craig Conforto-33
F. Delara-21	M. Boswell-34
Curtis Tucker-23	T. Parks-34
E. Archuleta-24	S. Boswell-34
E. Brand-24	S. Isom-34
E. Remy-25	M. Larsen-35
L. Eliebb-25	M. Graham-35
D. Shields-25	V. Wells-30
D. Herrera-25	C. Bagley-37
D. Rodriguez-26	J. Beaty-37
M. Cleveland-21	D. Heithoff-38
J. Welborg-GH	H. Torres-38
R. Burks-27	D. Bunts-38
K. Higgins-27	J. Mullinex-39
T. Winkley-27	G. Ourada-39
H. Maes-27	R. Maier-39
C. Conforto-28	J. Garcia-39
M. Critchley-39	

FROM THE HIGH SCHOOL DINING HALL:

SUNDAY SCHEDULE FROM NOW ON

BRUNCH FROM AFTER CHURCH UNTIL 10:30 AM
BUFFET FROM 3:00 PM TO 4:00 PM.

=====

FOUND: GLOVES, FOUND IN THE LIBRARY ON WEDNESDAY MORNING. INQUIRE AND IDENTIFY AT THE BULLETIN OFFICE.

=====

POWER SHUT-OFF:

THE ELECTRICAL POWER WILL BE SHUT OFF IN THE FOLLOWING AREAS ON SATURDAY, APRIL 5, 1975, FROM 8:00 AM UNTIL APPROXIMATELY 8:00 PM ON SATURDAY EVENING:

RECREATION OFFICE	CARPENTER SHOP
BUILDING	FOUNDATIONS BUILDING
CONVENT	GARAGE
LADIES QUARTERS	APARTMENTS ABOVE GARAGE
OLD POST OFFICE	AND WEST OF THE GRADE
BUILDING	SCHOOL
INCINERATOR	

LD
2668
74
1975
L27
Dm.
C 2



Father Flanagan's Boys' Home Boys Town, Nebraska

"He ain't heavy, Father . . .

. . . he's m' brother"

PERSONNEL NEWSLETTER

WORKMEN'S COMPENSATION CLAIMS

WE WANT TO REMIND ALL EMPLOYEES AGAIN THE IMPORTANCE OF REPORTING ON-THE-JOB ACCIDENTS IMMEDIATELY TO THE PERSONNEL DEPARTMENT. IF MEDICAL CARE IS NECESSARY RIGHT AWAY, NOTIFY YOUR SUPERVISOR IMMEDIATELY ABOUT THE ACCIDENT, AND THEN REPORT THE ACCIDENT TO PERSONNEL. ALSO, IF AN ACCIDENT OR INJURY APPEARS TO BE VERY MINOR, IT IS NECESSARY TO REPORT IT. WE MUST REPORT THESE ACCIDENTS WITHIN 7 DAYS TO STAY IN COMPLIANCE WITH THE LAW. WE HOPE ALL EMPLOYEES WILL COOPERATE.

HENRY DOORLY ZOO MEMBERSHIP

FAMILY MEMBERSHIPS TO THE HENRY DOORLY ZOO FOR 1975 ARE AVAILABLE IN THE PERSONNEL DEPARTMENT. THE COST IS \$12 FOR THE ENTIRE FAMILY TO BE USED AS MANY TIMES AS YOU WISH TO GO TO THE ZOO FOR THE SEASON OF 1975. ALSO, THE MEMBERSHIP ENTITLES THE FAMILY TO VISIT OTHER ZOOS THROUGHOUT THE NATION. AFTER MARCH 31, THE MEMBERSHIPS WILL BE \$15. MAKE CHECKS PAYABLE TO THE HENRY DOORLY ZOO. TICKETS ARE AVAILABLE IN THE PERSONNEL DEPARTMENT.

ANNUAL ALUMNI DANCE

FOR: ALL BOYS TOWN ALUMNI AND EMPLOYEES
WHEN: FRIDAY, MARCH 21, FROM 8:00 P.M. TO 12:00 P.M.
WHERE: ELKS CLUB BALLROOM, 1515 SOUTH 75th STREET
COST: \$5 PER COUPLE AND \$3 FOR SINGLES
TICKETS: CONTACT MICHAEL PYYKOLA, 334-8355 OR 333-1111, EXT. 397

COLLECTING USED BOOKS

HELP SEND A NEEDY BOY OR GIRL IN THE OMAHA-COUNCIL BLUFFS AND SURROUNDING COMMUNITIES TO ATTEND SUMMER CAMP. BIG BROTHERS AND BIG SISTERS ARE SPONSORING THE DRIVE TO COLLECT USED BOOKS (PAPERBACKS OR HARD BOUND). BRING YOUR BOOKS TO PERSONNEL.

POSITIONS AVAILABLE: CHILD CARE WORKER AIDE-PART TIME
FOSTER FAMILY SPECIALIST
SECRETARIES
PART TIME KEY PUNCH OPERATOR
RELIEF RECEPTIONIST - PART TIME - CLINIC
CASHIER - VISITOR'S DINING HALL
UTILITY SUPERVISOR - GRADE SCHOOL DINING HALL

Revised Personnel Policy XII - Adverse Weather Conditions

- A. The authority to close Father Flanagan's Boys' Home due to adverse weather conditions belongs to:
1. The Director of the Home
 2. In his absence, the Deputy Executive Director for Education
 3. In his absence, the Deputy Executive Director for Child Care
 4. In his absence, the Deputy Executive Director for Admin.
- B. Types of adverse weather conditions notification:
1. Adverse weather notification prior to normal working hours
8:00 a.m. to 4:30 p.m.
Depending upon the severity of the weather, the following types of announcements may be made:
 - a. Boys Town school is closed (this statement requires all other employees to report to work if at all possible)
 - b. Boys Town is closed, only key personnel report (all employees, including the school staff, are excused except those persons designated as key personnel by their deputy executive directors).
- C. Adverse weather condition notification during normal working hours:
1. Upon notification by one of the above closing authorities, the Personnel Department will notify all deputy executive directors of the closing hour. The directors in turn will arrange their own internal notification system to advise their employees.
- D. Employment procedures to be followed when one of the following adverse weather policies is initiated:
1. If closing notification B. 1. a. "Boys Town school is closed", all employees other than teachers must report to

work or be accounted for as absent. If the severity of the weather increases and all employees are released at a later hour (example: 12:00 noon closing) Those employees who report to work will receive a full day's work pay. Employees who did not report for work will receive pay for only four hours.

If closing notification B. 1. b. - "Boys Town is closed, only key personnel report", employees identified as key personnel by their Deputy Executive Directors and considered technical or clerical would receive double time only for the hours that the Home was completely closed. Key personnel designated as supervisory or professional would receive straight time.

- E. Supervisory responsibility must be exercised by all levels of supervisors on cases where an employee designated as a supervisor or professional is working excessive hours over 60 hours per week to either give that employee compensatory time or pay time and a half to that employee. The above will be the general rules to handle adverse weather conditions. Specific cases where pay should be allowed must be approved and justified to the immediate supervisor of the employee and in turn to the Executive Director for the department. Only after receiving approval by the departmental director will additional pay be authorized.

Approved/~~Disapproved~~:



Date: 11 March 1975

APPENDIX B

Letters, sketch "He Ain't Heavy, Father,
He's m'brother"

August 18, 1943

AIR MAIL

Mr. Van B. Hooper
Sales Promotion Manager
Louis Allis Company
Milwaukee, Wisconsin

Dear Mr. Hooper:

I would like very much to have your permission to have our artists reproduce in colors a variation of the sketch which was a line drawing, and which appeared in the Louis Allis Messenger of the Christmas edition of 1941. The title of the sketch was "He ain't heavy, Mr. - he's m'brother." You will recall the sketch consisted of a boy carrying a younger boy on his shoulders. I would like to have our artists reproduce, in colors, a sketch similar to this, showing some of Boys Town in the background, and change the caption to - "He ain't heavy, Father - he's m'brother." If we can have your permission to do this, I would appreciate it very very much.

Nothing further has been done as yet in regards to the Chapel Window Tablet, but as soon as we are ready to do something further with it, I will get in touch with you.

With kind personal regards and best wishes, and thanking you for your cooperation, I am

Sincerely,

T. G. Miller

TGX:lb

THE LOUIS ALLIS CO.

Milwaukee 7, Wis.

August 19, 1943

Mr. T. G. Miller
Father Flanagan's Boys Home
Boys Town, Nebraska

Dear Mr. Miller:

It will be perfectly satisfactory to use the sketch entitled
"He's Not Heavy, Mister, He's My Brother" in any way that you
wish.

You might be interested in learning that we are having another
oil painting made of an adaptation of this picture which will
show one soldier giving a lift to a wounded soldier with the
heading "He ain't heavy, Mister, he's my Buddy."

This will appear in the September-October issue of our MESSENGER
magazine.

Yours very truly,

Van B. Hooper
Sales Promotion Mgr.
THE LOUIS ALLIS CO.

VBH:IB

*Authorizing
Re the ~~original~~ Messengers* 70

August 21, 1943

Mr. Van B. Hooper
Sales Promotion Manager
The Louis Allis Company
Milwaukee, Wisconsin

Dear Mr. Hooper:

Thanks for your letter of the 19th., and your permission to use the sketch referred to. As soon as the artist completes his work, and we have a proof of the sketch, I will be glad to send you a copy.

By the way, I have not seen one of the Louis Allis Messengers since the January - February issue. I thought perhaps you had discontinued publishing them, but I will appreciate it very much if you can send me copies of the issues published since the one referred to.

With kind personal regards and best wishes, and thanking you again, I am

Sincerely,

T. G. Miller

TGM:lb

He ain't heavy,
Mister - he's
m' brother!



APPENDIX C

Copies of appeal letter and Christmas seals
(Provided by the Nebraska State Historical Society)

Christmas Greetings from
THE ORIGINAL BOYS TOWN - ESTABLISHED 1917
Father Flanagan's Boys' Home

FOR HOMELESS ABANDONED BOYS REGARDLESS OF RACE OR CREED

Boys Town, Nebraska

Father Nicholas H. Wegner - Director



Christmas, 1955

My dear Friend:

Taking care of America's homeless, helpless boys whom no one wants, and who have been able to find no other refuge, has been the business of Boys Town for 38 years.

Boys come to us who have never lived a normal life - no laughter, no play, no security. Because they have been left alone and uncared for, their spirits were troubled, and they had only agony and bitterness in their hearts. They have come from every corner of the United States, and they are of all races and religious creeds.

Were you to visit Boys Town you would find a fine rural community, with our own farm, schools, workshops and athletic facilities, where our boys live together, learn together, work and play together, and govern themselves in the American way. Here they find opportunity and happiness.

You will be interested to know that the 106 boys who recently graduated spent an average of $4\frac{1}{2}$ years each at Boys Town, or a total of 471 years. In addition to their regular school work, they were taught 14 trades in our trade school. You will see their pictures on the back of this letter.

When we consider that Boys Town has given more than 7,000 self-supporting, right-thinking citizens to the Nation, I believe you will agree that our work is worthwhile. How many of these boys would have gone into the army of crime I can not say - but, I do know they were from the ranks which are feeding and swelling that army.

There are thousands more homeless, neglected boys throughout the country who should be given the opportunity to become normal, useful citizens. \$1 per day, or about \$5 per week will feed and clothe a boy here at Boys Town. I am enclosing your 1955 Christmas Seals. Will you kindly keep them, and slip a dollar, or as much more as you can spare in the enclosed envelope to help me make my boys happy at Christmas, and to give more homeless boys who have known the hardships and heartaches of physical want, the chance they deserve to become useful citizens?

Thank you - God bless you, and with our prayers that you will enjoy a full measure of good health, prosperity and happiness in return for helping America's homeless, neglected boys, I am

Sincerely,

Father Wegner

nhw-m

P.S. In appreciation for your gift of any amount, my boys will elect you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgement.

YOUR CONTRIBUTION IS AN ALLOWABLE INCOME TAX DEDUCTION
WE EMPLOY NO SOLICITORS OR FUND-RAISING ORGANIZATION - WE PAY NO COMMISSIONS

Father Wegner:

I am enclosing my gift of \$_____ to help make
Christmas happy for your boys at Boys Town, and to give more
homeless boys an opportunity for a real start in life.

Name _____

Street _____

City _____

Zone _____ State _____

THE ORIGINAL BOYS TOWN

75

ESTABLISHED 1917

FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR

BOYS TOWN, NEBRASKA

May, 1956

My dear Friend:

"He ain't heavy, Father ... he's m' brother."

If you have ever looked into the sad, bewildered eyes of a lonely, homeless, unwanted boy, you will understand why I always try to find room for just one more here at Boys Town.

Many of these boys come to us confused and foot-loose, their hearts torn, their misery deep. They are the innocent victims of death or crime - others have heard the door slammed for the last time - they were deserted!

During the past 39 years thousands of boys of all races and religious creeds, and from every section of the country, have come to Boys Town. Here they found hope instead of despair - a chance to live as an equal among our other young citizens. They received their schooling in our own grade and high schools and were taught a practical trade in our fine, modern trade school. In their spare time they were taught music and the many hobbies which all American boys enjoy. And, in athletics, they were organized into teams instead of "gangs."

At Boys Town these boys found new confidence in themselves, and regained their faith in mankind. Instead of becoming liabilities to society, they are now self-reliant citizens in the communities of America.

Our success consists of giving neglected, homeless boys the opportunity every boy deserves in life. The seals I am enclosing will give you a quick picture-story of life and activities here at Boys Town. Will you kindly keep and use them, and send me \$1, or whatever you care to give? \$1, \$2, or \$5 will help me bring hope, happiness and opportunity into some homeless boy's life who has known only sadness, neglect, and want. My boys will express their appreciation by electing you an Honorary Citizen of Boys Town, and will send your Certificate with my acknowledgment. For the boys you help, I say sincerely,

Thank you - and God bless you!

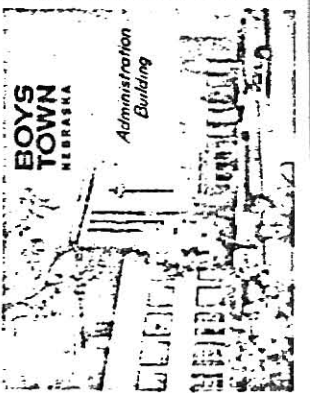
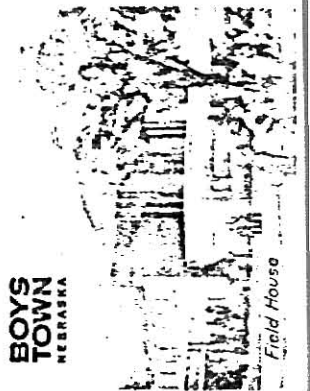
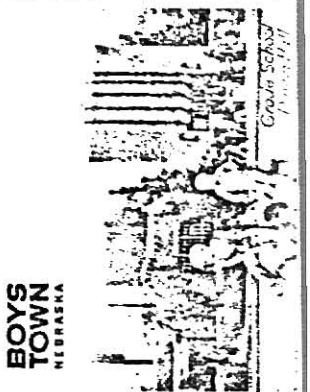
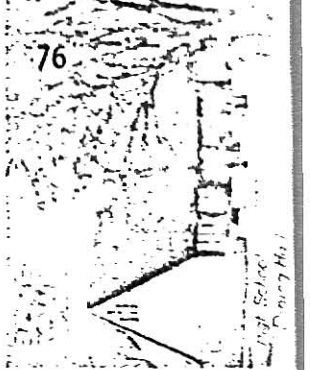
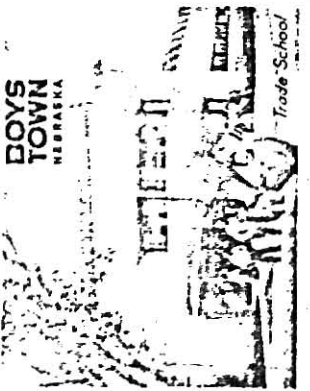
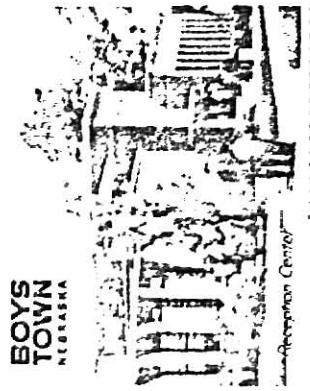
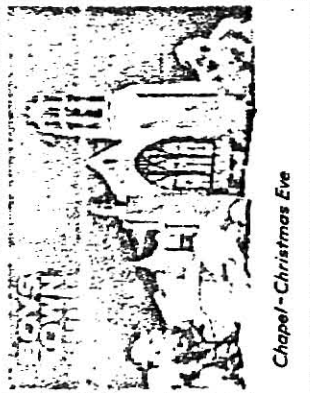
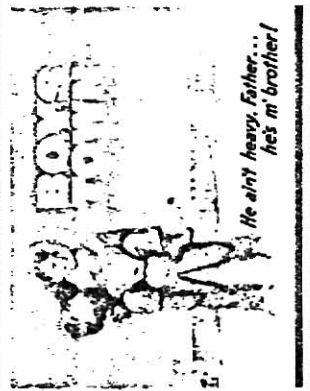
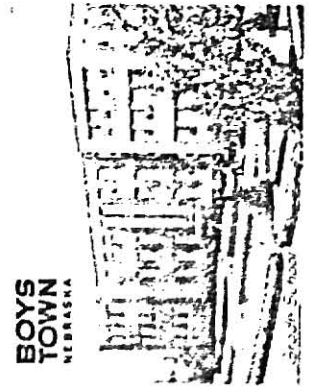
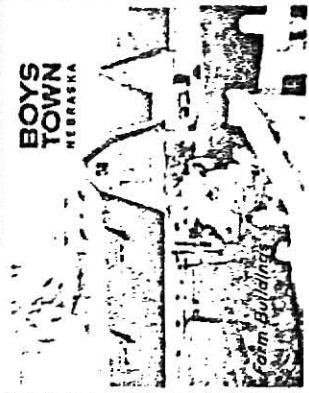
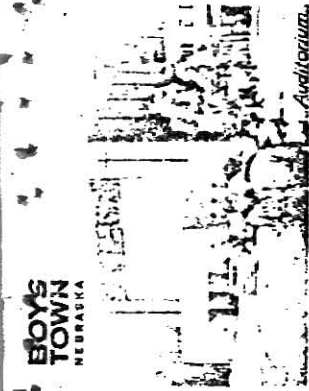
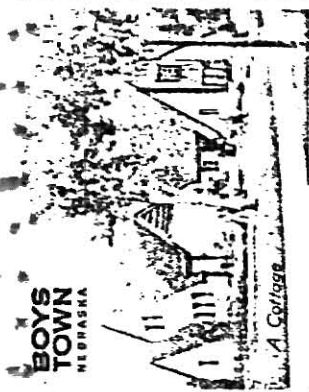
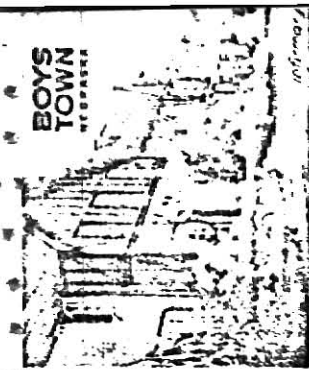
Father Wegner

Father Wegner



"He ain't heavy, Father
... he's m' brother"

NHW:m



THE ORIGINAL BOYS TOWN

ESTABLISHED 1917

FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR

BOYS TOWN, NEBRASKA

Christmas, 1957

My dear Friend:

THIS IS BOYS TOWN'S 40th ANNIVERSARY!

For 40 years we have been working with thousands of America's homeless, deserted and destitute boys. Of all races and religious creeds, and from every state and section of the country, they came to us because no one cared for them, and they had no other place to go.

Each of the boys who come to Boys Town has his own past, his own problems. Some are orphans; many are the victims of broken homes; others have been in trouble because they had no home, were destitute, and naturally became tougher and wiser in all the wrong ways. In every instance their eyes told of misery, sorrow and hopelessness.

Here at Boys Town they began life all over again, in a good home, in clean, healthy surroundings. We talked with them individually, discussed their problems, and helped them solve these problems. In our own grade and high schools; in our fine trade school; on our farm and in our dairy; in our system of self-government; on the athletic field; in the choir and band; in our spiritual training; and in their hobbies, we moulded their young minds, built their bodies, and helped them become self-respecting, capable citizens.

Many more forgotten boys, the victims of vicious circumstances, will be coming to Boys Town. Will you help me give them a fair start in life by accepting the enclosed Christmas Seals, and sending me \$1, \$2, \$5, or any amount your heart dictates? It will mean so much to them - new life, new health, and new hope for the future. And, I'm sure it will bring a blessing on your own Holiday Season.

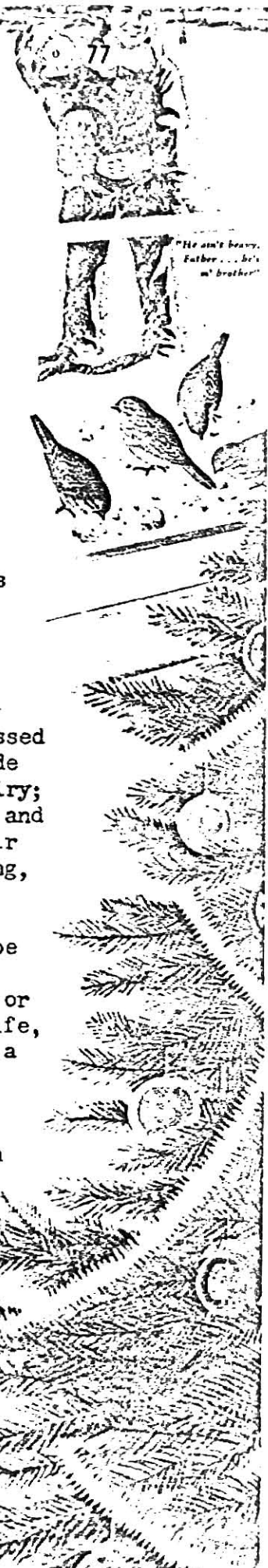
We will be very grateful for any amount you care to send. As an expression of their gratitude my boys will elect you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgment. Thank you - and God bless you!

Sincerely,

Nicholas H. Wegner
Father Wegner

nhr-m

FOR HOMELESS, ABANDONED BOYS REGARDLESS OF RACE OR CREED
OUR CONTRIBUTION IS AN ALLOWABLE INCOME TAX DEDUCTION
WE EMPLOY NO SOLICITORS OR FUND RAISING ORGANIZATION - WE PAY NO COMMISSIONS



Father Wegner:

*I am enclosing my gift of \$ _____ to help make
Christmas happy for your boys at Boys Town, and to give more
homeless boys an opportunity for a real start in life.*

Name _____

Street _____

City _____ Zone _____ State _____



The Original Boys Town

ESTABLISHED 1917

FATHER NICHOLAS H. WEGNER, DIRECTOR

FATHER FLANAGAN'S BOYS' HOME

BOYS TOWN, NEBRASKA

My dear Friend:

May 9, 1959

There is no more fertile breeding ground for delinquency and lawlessness, than the mind of a boy who has been forsaken and left homeless.

Whether his condition is due to the death of his parents, a broken home, or crime, makes little difference. If he is allowed to continue on his lonely way, despondent and unwanted, he will soon feel life has not given him what he wants. Any boy in this frame of mind will soon become resentful and stupefied, and may take the wrong road toward a life of crime.

Boys Town has been the first REAL home for more than 9,000 of America's homeless boys of every race and creed. They were given good food, clothing and sympathetic care. They were educated in our own schools, and they learned to govern themselves by electing their own officials. Athletic activities, musical organizations, Boy Scouting, and many hobbies provided interests for their active bodies, busy hands, eager minds and good leadership.

Each boy remains at Boys Town on an average of $4\frac{1}{2}$ years - until he has graduated from our High School. A very important part of his education is devoted to learning a practical trade, while he attends high school. We are very proud of our modern, well-equipped Trade School, and the individual class-rooms pictured on the back of this letter. When our boys leave, they have jobs awaiting them, and they become useful citizens - a credit to themselves, to Boys Town, and to the Nation.

When our 1959 graduating class leaves next month, we will admit more boys to take their places. Will you help me save these boys who need Boys Town, and who have no other place to go? Your help may mean the difference between a life of usefulness and a life of crime.

I am enclosing a sheet of seals picturing our work. Will you kindly keep and use them, and send me \$1, or whatever you care to give? \$1, \$2, or \$5 will help me provide a brighter future for more boys, and you will have their everlasting gratitude. In appreciation they will elect you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgment. Thank you - and God bless you!

Sincerely,

Father Wegner

"He ain't heavy, Father
... he's my brother!"

nhw-m

YOUR CONTRIBUTION IS AN ALLOWABLE INCOME TAX DEDUCTION •

WE EMPLOY NO SOLICITORS OR FUND-RAISING ORGANIZATION - WE PAY NO COMMISSIONS •

FOR HOMELESS ABANDONED BOYS REGARDLESS OF RACE OR CREED

ESTABLISHED 1917

FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR

BOYS TOWN, NEBRASKA

My Dear Friend:

May, 1960

So alone - So helpless!

These two boys - the emblem of Boys Town - typify the thousands of boys who have come to Boys Town during the past 42 years.

Of all races and religious creeds they came from everywhere, sad, deserted, helpless and forgotten. They came from homes broken and shattered by death, divorce, poverty and sometimes crime. Some, cut off from the joys of normal childhood, were old for their years, and knew too well the bitter taste of privation and neglect. They hitch-hiked to get here, with their only belongings the shabby clothes they were wearing.

All of these boys ^{more than 4,000} had tough going, or they would not have been at Boys Town. Here, for the first time they came to know security, friendship, affection and opportunity. Many were here eight years; the average stay is $4\frac{1}{2}$ years.

Here, too, they found new health, new life and new hope. They lived in a kindly homelike atmosphere, with all kinds of interests for active bodies, busy hands and eager minds. In the classroom; in the trade school; on our farm and in the dairy; in the many recreational and athletic activities; in the band and choir; in their religious training, and in their system of self-government, they developed into honest, industrious citizens, sure of their ability to make their own way.

There are many more boys, who in desperation must grope their way through the maze of problems which confront every homeless, deserted boy. Will you help me provide for them? It costs less than \$1 per day, or about \$5 per week to feed and clothe a boy at Boys Town. Please keep and use the enclosed Boys Town pictorial seals, and send me \$1, \$2, or \$5, or any amount you wish. You will be helping me guide these boys along the serious road they must travel, and they will be everlasting grateful. Thank you - and God bless you!

Sincerely,
Father Wegner
 Father Wegner

P.S. In appreciation, my boys will elect you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgment.

N.H.W.

nhw-m



"He ain't heavy, Father
 ... he's m' brother"

BOYS TOWN

The Original Boys Town

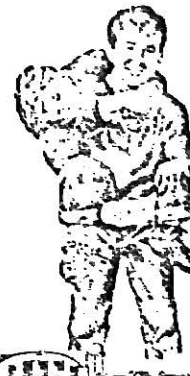
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FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR

BOYS TOWN, NEBRASKA

81



May 8, 1961

My dear Friend:

What I have to say is not too important. The stories on the back of this letter are! They tell of the success of some of our boys - citizens of Boys Town. Stories such as these come to me each day. They are typical. Please read them.

About 10,000 boys have come to Boys Town during the past 43 years. They were America's homeless, wayward and unwanted boys - those who have been forgotten. They came from the cities and towns of America - of every race and creed. Some were wild boys who had been in trouble. They needed a steadying hand rather than a reformatory. Others had been abandoned, or orphaned through death, divorce or crime. They were confused and undernourished. They needed sympathetic care, good food, recreation, plus an education.

We gave them their chance - in the class room, the trade school, in athletics, recreation, and in their system of self-government, keeping busy doing useful things and learning to work with their companions. They became useful citizens, a credit to themselves, to Boys Town, and the Nation.

How many of these boys would have joined the army of teen-age crime I cannot say, but I do know they came from the ranks which are feeding and swelling that army.

We must continue our work. Confidence - faith in mankind - is what thousands more of our homeless wayward boys need to become self-reliant citizens of America.

Will you kindly help me by sending \$1, \$2, \$5 or any amount you can spare in the enclosed envelope? I will be very grateful for any amount you care to send. It will help me bring hope, happiness and opportunity to these boys who have been denied everything. They will elect you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgment.

In the name of my boys, I say sincerely,

Thank you - and God bless you!

Father Wegner

Father Wegner

ESTABLISHED 1917

FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR

BOYS TOWN, NEBRASKA

May 5, 1962

My dear Friend:

If you have ever looked into the sad, bewildered eyes of a lonely, homeless, unwanted boy, you will understand why I always try to find room for just one more here at Boys Town.

Many of these boys come to us confused and foot-loose, their hearts torn, their misery deep. They are the innocent victims of death or crime - others have heard the door slammed for the last time - they were deserted!

During the past 44 years ^{about 10,000} thousands of boys of all races and religious creeds, and from every section of the country, have come to Boys Town. Here they found hope instead of despair - a chance to live as an equal among our other young citizens. They received their schooling in our own grade and high schools and were taught a practical trade in our fine, modern trade school. In their spare time they were taught music and the many hobbies which all American boys enjoy. And, in athletics, they were organized into teams instead of "gangs".

At Boys Town these boys found new confidence in themselves, and regained their faith in mankind. Instead of becoming liabilities to society, they are now self-reliant citizens in the communities of America.

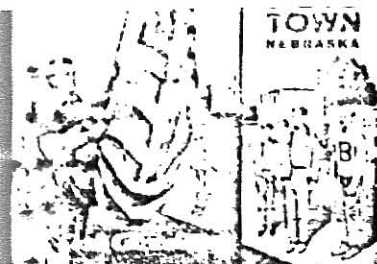
Our success consists of giving neglected, homeless boys the opportunity every boy deserves in life. The seals I am enclosing will give you a quick picture-story of life and activities here at Boys Town. Will you kindly keep and use them, and send me \$1, or whatever you care to give? \$1, \$2, or \$5 will help me bring hope, happiness and opportunity into some homeless boy's life who has known only sadness, neglect, and want. My boys will express their appreciation by electing you an Honorary Citizen of Boys Town, and I will send your Certificate with my acknowledgment. For the boys you help, I say sincerely,

Thank you - and God bless you!

Father Wegner
Father Wegner

NHW-m

BOYS TOWN



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA

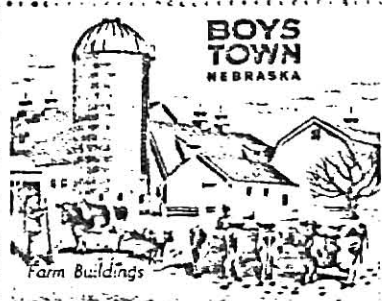
83

He ain't heavy, Father...
He's m' brother!



BOYS TOWN NEBRASKA

A Class Room



BOYS TOWN NEBRASKA

Farm Buildings



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA

He ain't heavy, Father...
He's m' brother!



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA



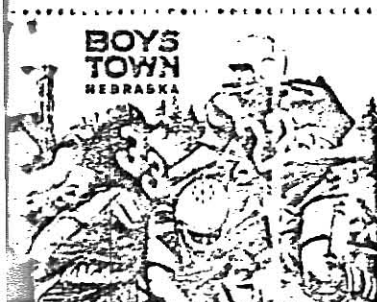
BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA

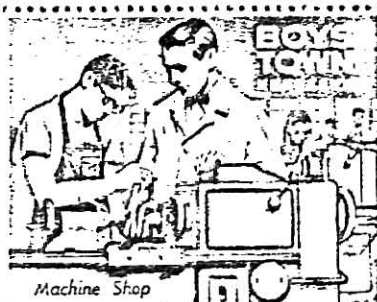


BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA

He ain't heavy, Father...
He's m' brother!



BOYS TOWN NEBRASKA

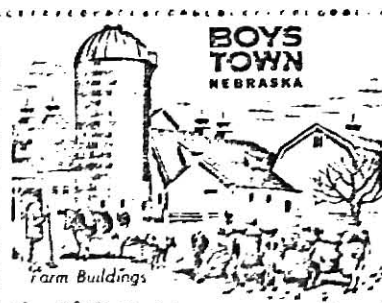
Machine Shop



BOYS TOWN NEBRASKA

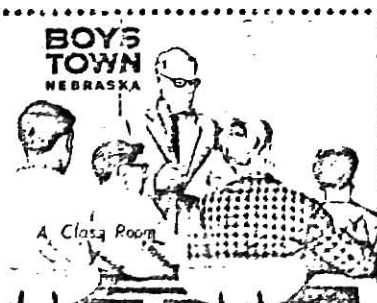


BOYS TOWN NEBRASKA



BOYS TOWN NEBRASKA

Farm Buildings



BOYS TOWN NEBRASKA

A Class Room



Wholesome Competition

FATHER FLANAGAN'S BOYS' HOME, BOYS TOWN, NEBRASKA. FOR HOMELESS, ABANDONED BOYS REGARDLESS OF RACE OR CREED.

The Original Boys Town

ESTABLISHED 1917

FATHER FLANAGAN'S BOYS' HOME

FATHER NICHOLAS H. WEGNER, DIRECTOR
BOYS TOWN • NEBRASKA

May 4, 1963

My dear Friend:

Spring--a happy time for most boys--will find many homeless and neglected boys with their hearts filled with agony and bitterness. Abandoned because of the death of parents, divorce, or crime, they have no place to go. Despondent and unwanted, they continue on their lonely way seeking love, friendship and the joys of normal childhood which have been denied them. Without proper guidance some will take the wrong turn toward a life of lawlessness and crime.

During the past forty-five years about 11,000 of these homeless boys of every race and creed have found their first real home at Boys Town. Here they receive good food, clothing and sympathetic care. They are educated in our own grade and high schools, which are fully accredited. In addition, each boy learns a practical trade in our modern vocational school, on our farm or in our dairy.

A day at Boys Town is shown on the back of this letter. It pictures the many activities necessary to care for my boys. Athletics, musical organizations, and many hobbies also provide interest for their active bodies, busy hands and eager minds. All this has been made possible in the past by the generosity of our many friends. The need becomes greater each year as more and more boys seek a home here.

Our 1963 graduating class leaves next month and there will be others to take their places. It is for these boys who need Boys Town that I am asking your help. It means everything to those who have known nothing but poverty and neglect all their lives.

I am enclosing a sheet of seals picturing our activities. Will you kindly keep them and use them. Send me \$1.00, \$2.00, or \$5.00 or any amount you care to give in the enclosed envelope so I can provide a brighter future for more boys. In appreciation they will elect you a citizen of Boys Town and I will send your certificate with my acknowledgement. Thank you--and God bless you.

Sincerely,

Nicholas H. Wegner
Father Wegner

NHW-1



"He ain't heavy, Father
... he's m' brother"

APPENDIX D

**Congressional Record, March 7, 1975---
Tribute to Father Wegner**

progress could be made on the more difficult and emotional unresolved issues created by the course of events in the early 1960's.

SENATE RESOLUTION 98—SUBMISSION OF A RESOLUTION TO AMEND THE SENATE RULES CONCERNING THE READING OF THE JOURNAL

(Referred to the Committee on Rules and Administration.)

Mr. METCALF submitted the following resolution:

S. Res. 98

Resolved, That paragraph 1 of rule III of the Standing Rules of the Senate is amended to read as follows:

"1. The Presiding Officer having taken the chair, and a quorum being present, if a motion to read the Journal of the preceding day is made and agreed to, the Journal of the preceding day shall be read and any mistake made in the entries corrected. Such a motion shall be privileged and shall be decided without debate. If such motion is agreed to, the reading of the Journal shall not be suspended unless by unanimous consent; and when any motion shall be made to amend or correct the same, it shall be deemed a privileged question, and proceeded with until disposed of."

Mr. METCALF. Mr. President, I am today submitting a resolution calling for a change in the Standing Rules of the Senate relating to the reading of the Journal. Specifically, the resolution would eliminate the need to obtain unanimous consent to dispense with the reading of the Journal of the preceding day.

Most of our rules enable us to conduct our business in an orderly and efficient manner. Some, however, have become outmoded and thus have actually served to inhibit or slow down the legislative process. Such is the case, I believe, with the existing rule regarding the reading of the Journal. In the past few years readings of the Journal have been rare and in the 93d Congress it was never read. Therefore, I see no profit in continuing to follow the present rule. While it may represent a relatively small reform, I believe that my resolution will save the Senate some precious time.

Today's occurrences demonstrate the fact that the reading of the Journal can principally be used for delay of Senate business. Most of us have the CONGRESSIONAL RECORD, which is a more comprehensive report than the Journal, delivered to our door and we read it with the morning newspaper. The rest of us have it delivered to our offices. The reading of the Journal is an anachronism which should be done away with and, therefore, I hope the Rules Committee will promptly hold hearings on this resolution and move toward a 20th century Senate.

AMENDMENTS SUBMITTED FOR PRINTING

ERDA AUTHORIZATIONS—S. 598

AMENDMENT NO. 25

(Ordered to be printed and referred to the Joint Committee on Atomic Energy.)

Mr. MANSFIELD (for himself and Mr. METCALF) submitted an amendment intended to be proposed by them jointly

to the bill (S. 598) to authorize appropriations to the Energy Research and Development Administration in accordance with section 261 of the Atomic Energy Act of 1954, as amended, section 305 of the Energy Reorganization Act of 1974, and section 16 of the Federal Non-nuclear Energy Research and Development Act of 1974, and for other purposes.

ADDITIONAL STATEMENTS

TRIBUTES TO FATHER WEGNER OF BOYS TOWN

Mr. CURTIS. Mr. President, it is a great honor for me to take part in a joyous occasion for one of the most well-known and well-loved of my constituents, Msgr. Nicholas Wegner of Boys Town. I am so pleased to be joined by a number of my colleagues in tribute to Monsignor Wegner on the occasion of his Golden Jubilee of Ordination to the Priesthood, which actually falls on Friday, March 7, 1975.

On a 50th anniversary milestone in anyone's life, the greatest gratification must come in looking back at the years spent and knowing one has accomplished something worthwhile. Father Wegner must be very happy on this occasion, knowing that his guidance and leadership at Boys Town have touched so many thousands of hearts in this country and abroad, and that his love and devotion have altered measurably the lives of thousands of otherwise disadvantaged youths.

A rugged youth himself, the young Nicholas Wegner, one of 12 children of Nebraska pioneers, rejected two contract offers from major league baseball teams, choosing instead a lifetime option with the priesthood. Ordained in Rome in 1948, Father Wegner was assigned to Omaha's Cathedral parish, where he began a priestly career that culminated in so much good for so many young people.

Father Wegner was only the second director of the famed Boys Town Home in Nebraska, serving in that capacity following the death of its founder, Father Edward J. Flanagan, in 1948.

Before his retirement in 1973 at the age of 75, Father Wegner carried the Boys Town motto, "He ain't heavy, Father, he's my brother," to include brothers and sisters all over the world. He was instrumental in establishing counterparts of Boys Town in Monterrey, Mexico, and in the Philippines.

So, his work goes on and the projects he has begun will continue to change the lives of all they touch.

In his last year as director, Father Wegner proudly announced plans for a Boys Town Institute for Communication Disorders in Children, a milestone in the development of research, treatment and care of physically handicapped boys and girls. The institute, created in 1972 at an initial cost of \$30 million from the Boys Town endowment fund, will be located near Boys Town and will receive its first patient applications next year.

Father Wegner also directed development of the Boys Town Center for the Study of Youth Development. Another milestone in handling youth problems,

the center is another way Father Wegner has put the Boys Town endowment fund to work. Headquartered in Omaha, the center, with regional centers at Stanford University and at the Catholic University of America, studies youth problems such as parental rejection, drug addiction and social maladjustment.

Among other living tributes to Father Wegner is the new grade school on the Boys Town campus named for him.

So, Father Wegner has not really left Boys Town at all. He is a real part of all that Boys Town is and all that it ever will accomplish. I cannot help but feel that Father Flanagan would be speechless with pride if he could view the work of his successor. I know Father Wegner always placed great emphasis on carrying out the original mission of Father Flanagan to provide a sound Christian environment for homeless youths. Somewhere along the line, the goals of the two men become enmeshed into one great mission of love and lifelong ambition to maximize the potential of the Boys Town institution for the benefit of disadvantaged youths around the world.

Father Wegner's success has touched my soul. The many, many alumni who call Boys Town their home are honoring Monsignor Wegner on Friday. I am pleased to join them in wishing Monsignor Wegner much peace and joy for the rest of his life, as well as continued fulfillment in watching Boys Town grow and develop under the leadership of Father Robert Hupp.

What a joy it must be to know you are loved by so many because of the boundless measure of your love.

Mr. President, I ask unanimous consent that the following biographical narrative sketch of Monsignor Wegner be printed in the RECORD.

There being no objection, the biographical sketch was ordered to be printed in the RECORD, as follows:

THE GOLDEN JUBILEE OF RT. REV. MSGR. NICHOLAS H. WEGNER

Monsignor Nicholas H. Wegner became Director of Father Flanagan's Boys' Home at Boys Town, Nebraska upon the death of its founder, Monsignor Edward J. Flanagan in May, 1948. Msgr. Wegner—he preferred to be known as Father Wegner—served Boys Town for 25 years until his retirement at age 75 in October, 1973. He was succeeded by Rev. Robert P. Hupp.

Under Father Wegner's direction, Boys Town expanded greatly, not only in its traditional work of caring for disadvantaged and homeless boys, but in extending its service to youth nationally and internationally.

The Boys Town Institute for Communication Disorders in Children was created in June, 1972. Initially financed at \$30 million from the Boys Town endowment fund, it will be headquartered on the Boys Town campus and will include a clinical, diagnostic and rehabilitation center; a pre-school language and learning center; built in conjunction with and adjacent to the Creighton University's Criss Institute for Health in Omaha, Nebraska, just a few miles from Boys Town. It will care for physically handicapped boys and girls and will be receiving its first patient applications in 1976.

A second major youth service project undertaken during Father Wegner's term as director of Boys Town is the Boys Town Center for the Study of Youth Development. Funded at \$40 million from the Boys Town endowment fund, the research complex is

headquartered at Boys Town and has regional research centers at Stanford University and at the Catholic University of America. The Center will research such painfully urgent youth problems as rejection of parents, drug addiction, inability or unwillingness to learn, and social maladjustment.

Recent major developments on the Boys Town campus include a new grade school, built at a cost of \$2 million, and acclaimed by educators nationwide as being outstanding among grade schools in the matter of architecture, equipment, and teacher/student facilities. By unanimous action of the Home's Board of Directors, the school was named for Father Wegner.

Tall, well over six feet, lean and sturdy of frame, Father Wegner's figure was a familiar sight anywhere on Boys Town's beautifully landscaped 1,700 acres, or in its more than 60 buildings. He was born July 6, 1898, at Humphrey, Nebr., one of 12 children of Mr. and Mrs. Herman Wegner, Nebraska pioneers. He attended Humphrey schools and later helped finance his education as a pitcher with a semi-pro baseball team. His skill attracted contract offers from two major league teams but he chose the priesthood. He studied at St. Joseph's Seminary, Teutopolis, Ill.; St. Paul Seminary, St. Paul, Minn.; and the Gregorian University in Rome, where he obtained his Doctorate in Sacred Theology and where he was ordained March 7, 1925. He later received a degree in Canon Law from the Catholic University of America in Washington, D.C.

His first priestly assignment was an assistant pastor of St. Cecelia's Cathedral in Omaha, September, 1925. Less than four years later he was named Assistant Chancellor of the Diocese of Omaha, becoming Chancellor on July 1, 1939. On November 15, 1944, he was honored as a Domestic Prelate, with the title of Right Reverend Monsignor.

He was administrator of the Archdiocese of Omaha during the interim between the death of Archbishop James Hugh Ryan and the installation of Archbishop Gerald T. Bergan. On December 15, 1959, he was named Protonotary Apostolic by Pope John XXIII. On January 13, 1960, he was named Vicar General of the Archdiocese of Omaha.

In addition to his concern for the spiritual needs of "his boys"—symbolized by the Catholic chapel where Father Flanagan lies buried, and a Protestant chapel with resident chaplain—Father Wegner insisted upon scholastic excellence and a wide variety of extracurricular activities. The Boys Town High School is accredited by the North Central Association of Colleges and Secondary Schools. The Boys Town Choir gives concerts around the country. There is a varsity team in all major sports.

Father Wegner, long and actively identified with the Boy Scouts, had been honored as a 25-year veteran of scouting. There are seven Boy Scout units on the campus.

Demonstrating his interest in the problems of youth everywhere, he made a five-month trip through the Far East and the Middle East on behalf of the State Department, counseling on youth problems. He aided in establishing a counterpart of Father Flanagan's Boys' Home at Monterrey, Mexico, and also a Boys Town in the Philippines.

For his work with youth and service to society he received numerous awards and citations, among such honors being a Doctor of Laws from Creighton University.

In recognition of the dedication and the 25 years Father Wegner served the youth of this country as well as thousands of boys who called Boys Town their home, the Alumni of Boys' Town, Nebraska are honoring Msgr. Nicholas H. Wegner on March 7, 1975 on his 50th Golden Jubilee.

Mr. HRUSKA. Mr. President, on March 7, Msgr. Nicholas Wegner, former director of Boys Town, Nebr., will cele-

brate the Golden Jubilee of his ordination into the priesthood. His 50 years of serving others and giving of himself to their problems and concerns is most deserving of recognition and admiration. Father Wegner should take pride in his long career and be assured that his impact on those around him has been deeply felt and most sincerely appreciated.

Monsignor Wegner is especially remembered for his years at Boys Town. Boys Town is, of course, a unique institution founded by Father Edward J. Flanagan in 1917, to care for homeless and disadvantaged boys. On the death of Father Flanagan in 1948, Monsignor Wegner became Boys Town director; an office he held for 25 years until his retirement in 1973. During the quarter of a century under his leadership, Boys Town enhanced its tradition of helping youth.

During Monsignor Wegner's years of service, two major projects undertaken by Boys Town deserve special mention. The Boys Town Institute for Communication Disorders in Children, created in 1972, will provide clinical, diagnostic and rehabilitation services for physically handicapped girls and boys. It is being built in conjunction with Creighton University in Omaha and will be ready for patient applications in 1976.

Equally deserving of recognition is the Boys Town Center for the Study of Youth Development. This complex will be based at Boys Town with regional centers on both coasts—Stanford University and Catholic University in Washington, D.C. It will direct its attention to serious and disturbing problems which face today's young, such as parental rejection, drug addiction, and social maladjustment.

Monsignor Wegner has his roots in Nebraska. He was born and raised in Humphrey; 1 of 12 children born to pioneer parents. He was ordained a priest on March 7, 1925.

Through Father Wegner's efforts, Boys Town has become a center of scholastic excellence and varied extracurricular activities. The environment is a progressive one which attempts to satisfy the personal needs of each young man. Monsignor Wegner also has been an avid supporter of the Boy Scouts and there are now seven Boy Scout units on the Boys Town campus.

The list of this great man's contributions to Boys Town and the world community is a long and impressive one. His life has been exemplary and his impression—deeply made—will not quickly fade. I am grateful for this opportunity to honor a truly inspiring individual. Father Wegner deserves the deep thanks of all who have benefited from his long life of good works.

Mr. DOLE. Mr. President, I am certainly pleased to be able to join with many of my distinguished colleagues today to honor Msgr. Nicholas H. Wegner.

Monsignor Wegner, who succeeded Father Flanagan as the director of Boys Town, is an individual who has measurably influenced the lives of countless boys. In his 25 years as director of Boys Town, Monsignor Wegner's dedication benefited not only the thousands of boys that called Boys Town home, but

also youth nationally and internationally by broadening and expanding the services sponsored by Boys Town.

During those 25 years, Boys Town began many ambitious programs under Monsignor Wegner's direction. Some have been completed and others will be realized in the near future. One that interests me in particular is the Boys Town Institute for Communication Disorders in children which will care for physically handicapped boys and girls beginning in 1976. For many years I have taken a serious interest in the well-being of handicapped persons and in development of resources and facilities that will enable them to develop to their fullest potential. My years in Government have demonstrated to me that Government action is limited and pursuit of these goals by dedicated and able private individuals and institutions is an absolutely necessary element in the Nation's overall effort. Boys Town Institute for Communication Disorders in Children, with its clinical, diagnostic and rehabilitation center and preschool language and learning center, will certainly be a prime example of effective pursuit of these laudable goals.

With the expanding scientific knowledge we have today, many new methods of treatment for physical and emotional disorders have come—and are continuing to come—to light. The Boys Town Center for the study of youth development, a project undertaken during Father Wegner's term as director, contributes to this knowledge with research into rejection of parents, drug addiction, inability or unwillingness to learn, and social maladjustment.

It is indeed a tribute to Monsignor Wegner that this expanding knowledge will be put to the fullest and best possible use by practical application in the Institute for Communication Disorders in Children.

Although I have touched only briefly on Monsignor Wegner's contributions to the youth of our country, his list of accomplishments is practically endless. I am honored to have been allowed to participate in his golden jubilee celebration.

Mr. YOUNG. Mr. President, I am honored to join with many of my colleagues in giving this well-earned recognition to Monsignor Nicholas Wegner, former director of Boys Town, Nebraska, on the occasion of his golden anniversary of ordination as a priest.

Monsignor Wegner carried on in the fine traditions established by the late Monsignor Edward Flanagan as director of Boys Town. Boys Town, as everyone knows, provides one of the most outstanding facilities in the Nation in the care of disadvantaged and homeless young men. The remarkable fame and recognition which Boys Town has received could not have come about without the dynamic leadership of people like Monsignor Wegner and his renowned predecessor.

Mr. President, it is most appropriate that the many friends and admirers of Monsignor Wegner honor him at a ceremony in Boys Town this Friday. I am

delighted that I was invited to express my tribute to him.

Mr. McGEE. Mr. President, like Boys Town, Msgr. Nicholas Wegner is an institution—moreover, a legend of contributions to our Nation's abandoned and troubled young people.

On Friday, Monsignor Wegner will be honored for 25 years of dedicated service to Boys Town in the State of Nebraska, my birthplace.

Not enough will be said in praising this man, who, strong and loving, devotes his life to the seeds of the future—our youth.

How difficult it is to guide and reinforce America's youth, who, by the grace of God, do not find themselves without a father and mother at home or in the arms of the law, rather than in the caring blessedness of their parents. Then there come the less fortunate.

Monsignor Wegner so greatly substitutes for their lack, extends the loving arms of human and Christian brotherhood through difficult times, and seeks no reward.

I join many others across the land who sing praise of and offer deep thanks to Msgr. Nicholas Wegner upon his 50th Golden Jubilee. Although he is officially retiring from Boys Town after 25 years, I know he will never retire from helping those who need him most, our youth.

Mr. McCLURE. Mr. President, it is a great pleasure for me to join Senator CURTIS in honoring Monsignor Wegner on the occasion of his golden jubilee celebration.

It is impossible to assess his contribution to our society by simply counting the number of boys who have been beneficiaries of his talents and devotion. In order to understand the impact of his work we would have to measure the unmeasurable. We would have to assess the ripple effect that occurs whenever a good man operates in the community.

We live in a society of degenerating moral values. We live in a society which promotes the notion that it is better to receive than to give, especially to receive the fruits of others' labors. We live in a society which bases its idea of debt to others on some vague standard of collective guilt, rather than upon the intrinsic worth of the individual.

Father Wegner has insisted upon the preservation of that standard of worth by his commitment to the education of the whole man. He realizes that education is a process of nourishing both body and soul, both intellect and will. The success of this educational approach lies in the fact that he understands the nature of man: That each man is a rational, spiritual, social, individual. He is one of the few men who understands what is meant by man's brotherhood and man's individuality and that the two are not mutually exclusive.

As I said, we cannot measure the value of his contribution to the youth of our country. We can only thank him for it.

Mr. McGOVERN. Mr. President, this Friday, March 7, marks a special day in the life of a man who is loved and admired by thousands of people throughout the Nation and the world. Msgr. Nicholas

Wegner, who for 25 years as the director of Boys Town gave his hand and his heart to homeless boys, will be celebrating his 50th anniversary in the priesthood. I proudly join my colleagues in paying tribute to Father Wegner on his upcoming Golden Jubilee.

There are not many people in this world who can claim even a fraction of the accomplishments Father Wegner has fulfilled during his lifetime thus far. He has academic credentials, honors, awards and certificates of jobs well done that number high in their count and even higher in their meaning. But he has received his most valued reward for his devoted service to God and to humanity in the light and smiles of happiness he has brought to the faces of so many destitute and disadvantaged young men.

After the death of Father Edward Flanagan, the founder of Boys' Home, Father Wegner became the director of that institution in Boys Town, Nebr., in September 1948, where he served until his retirement in October 1973, at age 75. When he took over his new job, he entered with a greater vision of what Boys Town could be and what it could mean. Under his guidance, care and encouragement, Boys Town grew into a national and international headquarters for projects serving disadvantaged youth. In June 1972, the Boys Town Institute for Communication Disorders was established as a medical and educational facility to aid physically handicapped boys and girls.

Another project for which Father Wegner is rightly proud is the creation of the Boys Town Center for the Study of Youth Development. Research into the many problems and situations which adversely affect young people will be carried out in this center and in regional sites with hopes for the development of more positive means for dealing with the problems of our youth.

Father Wegner always insisted that his boys excel scholastically, physically and culturally. He has seen to it that the new grade school located on the Boys Town campus is one of the best in the Nation. The Boys Town High School is accredited by the North Central Association of Colleges and Secondary Schools. Once a pitcher good enough to be offered contracts from two major league baseball clubs, Father Wegner has also been responsible for a curriculum which included major sports and all types of recreation. And the Boys Town Choir is known as one of the finest youth choral groups in the country.

Father Wegner's devotion has been matched only by his energy and his eagerness to spread the good works of Boys Town throughout the world. He has traveled extensively, giving counsel on the problems and direction of youth and helping establish boys' homes in Mexico and the Philippines.

For his fine qualities of dedication, generosity and hard work, Msgr. Nicholas Wegner has been an outstanding example to "his" boys and to all human beings. It is certainly fitting that we honor him on his Golden Jubilee and wish him many more successful years in the priesthood.

SMALL BUSINESS

Mr. INOUE. Mr. President, the strength of the U.S. economy throughout our history has been dependent upon the growth and diversity of our small businesses. The incredible technological breakthroughs which have revolutionized our industrial society and the style of life for millions of people across the world, have come from the ingenuity and determination of individual entrepreneurs. Rewarding employment for millions of America's working men and women has been found in the "ma and pa" shops, family farms and small factories of our cities, suburbs and rural areas.

As bigness has begun to challenge the vitality of many small businesses Congress has seen fit to help preserve their essential place in our free market economy. Antitrust statutes, loans and subsidy programs have been enacted with the understanding that our future as an industrialized democracy requires a vital small business sector.

The current economic malaise has been especially harmful to those smaller business whose profit margins are not sufficient to cushion them from the dual dangers of inflation and recession. I have introduced legislation to create an Economic Adjustment Corporation to provide loans to small business—and others—so that the expected wave of bankruptcies that will surely attend increased economic uncertainty does not occur.

The Small Business Administration which the Congress created in 1953 to assist small businesses in meeting the many problems that they may encounter from time to time presently is a prime source for financial assistance to troubled companies. The following columns by Silvia Porter explain in clear and concise manner what kind of assistance is available to firms from the SBA and how to apply.

I ask unanimous consent that the articles which appeared in the Washington Star News on December 18 and 19, 1974, be printed in the RECORD.

There being no objection, the articles were ordered to be printed in the RECORD, as follows:

SBA A KEY SOURCE OF LOANS FOR SMALL FIRMS—PART 1

(By Silvia Porter)

As you, owner of one of America's millions of small businesses, fight to survive during this dangerous era of stagflation, you must face and overcome one giant obstacle: Lack of adequate money. You must become familiar with every possible source of credit available.

And that means that now is the time to learn all essential facts about a little known credit source—about the broad range of assistance you can get from the U.S. government's Small Business Administration.

A first essential fact is that the SBA has a variety of regular and special loan programs designed for you. Among them are loans for equity capital; for working capital; for construction or purchase of machinery and equipment; for meeting consumer protection or environmental laws and regulations.

The SBA also has special programs which provide federal guarantees of your small

APPENDIX E

Copy of National Catholic Reporter, January 17,
1975, "Boys Town 'different'--reforms
follow disclosures"

Boys Town 'different' — reforms follow disclosures

By Mick Rood

Special to the National Catholic Reporter

OMAHA, Neb. — It appears Boys Town's now notorious wealth will be put to a stern test for the first time in recent years.

Not that the home's revamped leadership has lost hold of a massive endowment built on donations from millions of Americans. But the trend since Boys Town's enviable financial condition was given national publicity almost three years ago is obvious.

Though not hurting like some charities around the country this year, Boys Town is having its own brand of recession.

"We're running badly behind at this point . . . I don't know whether it's the past bad publicity or economic conditions," says Father Robert Hupp, the candid Omaha priest selected as the third director in Boys Town's 57-year history just 14 months ago. Hupp spoke as officials here were assessing early returns from the home's Christmas appeal — the largest of two annual mail solicitations.

New commitments embarked on shortly after the disclosure in March 1972 that Boys Town had a net worth of \$209 million (likely to reach \$230 million this year) have ballooned operations expense. Contributions, which once more than paid annual bills, have shrunk to less than half of what was received earlier.

Earnings from Boys Town's giant investment portfolio, once salted away, now are needed to balance the budget. If investment interest and dividends shrivel as expected with the troubled economy in 1975, Boys Town could have a deficit year.

Contributions flow down from \$12 to \$3.6 million

Donation figures cause the most dramatic long range concerns at the world's richest "City of Little Men." Boys Town had averaged \$12 million annually from its Christmas and Easter appeals in recent years. Generosity peaked in 1971 at \$18.3 million in mailed contributions.

After the financial disclosure of 1972, Boys Town suspended fund requests. Contributions still flowed, but plummeted to \$3.6 million in 1972. Renewed appeals brought \$6 million in 1973. With a preliminary 1974 audit just begun, last year's donation totals aren't available. But some home officials doubt the 1973 level of \$6 million will be achieved.

There is an irony in the sagging donations. Hupp insists, and most local observers agree, that there are more worthwhile reasons to support Boys Town than there ever have been.

Here are the high points in Hupp's new Boys Town litany.

— The Boys Town Institute for Communications Disorders in Children, which is expected to cost \$30 million to build and endow. Located on the Creighton University campus near downtown Omaha, the \$10.1 million facility should be completed by 1977.

Once privately skeptical that the institute has a legitimate Boys Town undertaking, Hupp has changed his mind. Staff studies

indicate as many as half of the home's boys have some form of learning disability. Institute diagnosis and treatment of communications disorders could alleviate behavioral and/or academic problems for thousands of young people — including Boys Town residents, Hupp says. Institute director is Dr. Patrick E. Brookhouser.

— The Boys Town Center for the Study

in Palo Alto, Calif., has also been announced. Each university will receive \$1.5 million toward construction of facilities and \$450,000 annually for 25 years toward operation.

The research center complex will work on a broad range of adolescent problems, including drug addiction, antisocial behavior and inability to learn. Dr. Ronald A.

recently, the Boys Town population has dropped to about 450 boys from a high of more than 850 boys in 1965. Hupp says the goal is about 492 — a dozen boys for each of 41 living units. Fewer boys should get more attention from staff, he says. Prior to Hupp's arrival and implementation of a consulting firm's recommendations, as many as 50 boys stayed in some aging dormitories. The home once had a goal of attracting 1,000 boys.

— If plans proceed, Boys Town wards will have three living options suited to their particular needs:

1. The traditional dormitory, institutional life with 24-hour team counseling by male staff.

2. Family-style life putting six boys with houseparents in remodeled, on-campus cottages. The first such family cottage, complete with individual cooking facilities, opened in December.

3. Neighborhood home life in off-campus houses bought by Boys Town. Houseparents are operating two neighborhood homes in Omaha now. Another will open soon. Still other neighborhood homes are planned for several other cities where Boys Town traditionally draws boys. Homes are meant to prepare older boys for the "outside" world and for any boys capable of handling the normalized setting, Hupp says.

— In addition, the Boys Town board of directors has been revitalized. The 18-member group now includes national figures like former Olympian Jesse Owens and Dr. George H. Weber, deputy chief of the Center of Studies of Crime and Delinquency, National Institute of Mental Health in Washington.

Says Leo A. Daly, a holdover member who helped shape Boys Town's troubled reformation:

"It's a more active board. The national members have been a good influence. There's an active subcommittee structure. We meet formally once a month. Instead of

National board members add new perspectives

a few hours a year before, now it's days and days and days of time. Yes, some board members are complaining, but they're glad to give of their time."

Likewise, Hupp has upgraded the Boys Town administrative staff. In addition to Feldman and Brookhouser, Hupp hired locally well-known public relations executive William Ramsey as deputy director for development. Former City of Omaha Finance Director Edwin J. Hewitt was named deputy director of finance. Hewitt is developing the home's first line-item budget and helping with the first formal personnel system.

Without commenting on past administration, Hupp characterizes his transitional role during the last year.

"It just can't be a Mickey Mouse operation out here. With solid men heading the divisions, then we'll be O.K. I've just got to find them."

'There are more worthwhile reasons to support Boys Town than there ever have been.'

of Youth Development, eventually expected to cost \$40 million to build and endow. Construction on the center's main \$10 million facility at Boys Town will start in June. An affiliated eastern research facility at Catholic University of America in Washington, D.C., will cost \$11.2 million. A similar western branch at Stanford University

Feldman will direct the center and is currently hiring a skeleton staff.

— Most important, perhaps, are changes being slowly implemented in the basic boy care program on the 1,500-acre Boys Town campus west of Omaha.

Because admissions were frozen until

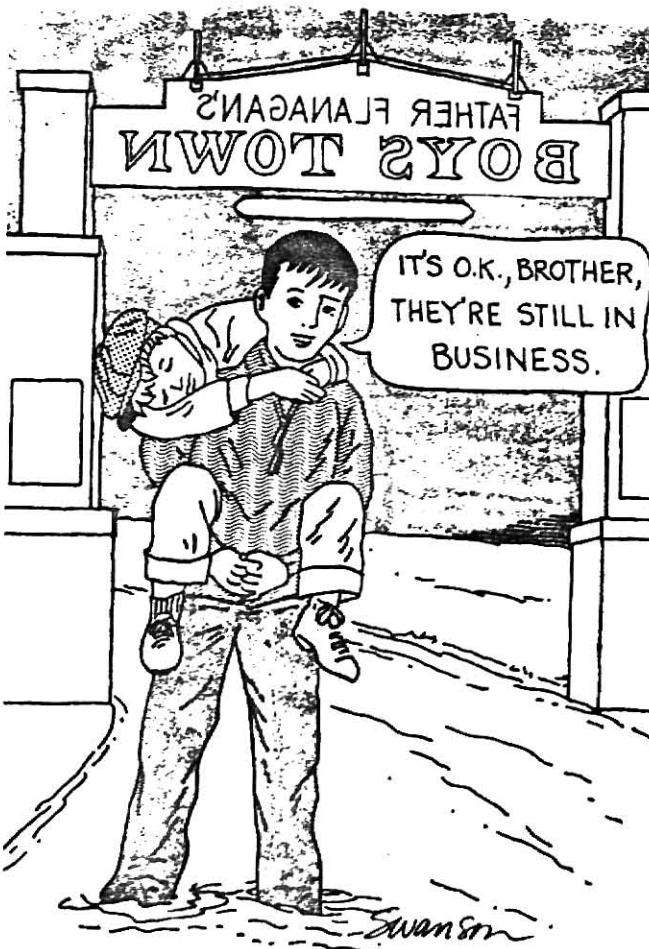


Illustration by Robin Swanson

1975 possibility: Boys Town in the red

Hupp is conducting a national search for a deputy director for residential care. He hopes to hire an assistant director later this year, completing his administrative team.

Shaking up what had been a reclusive, in-grown program hasn't been easy for the 59-year-old Hupp. Largely out of a national media limelight once focused on Boys Town finances, 1974 was a tumultuous year for the new administrator. Certainly, the year ended on a bizarre note when Hupp was forced to clear 750 worshipers from a

'Roughnecks' now held responsible for acts

Christmas eve mass in Dowd chapel on campus. Anonymous bomb threats proved groundless, although a fake explosive device was found in the chapel.

Most of 1974 was consumed in more mundane administrative headaches. As Hupp puts it, "My negative program is about over, running around putting out all these brush fires...."

In August, Hupp was forced to fire Michael Casey, an ex-convict social worker who joined Boys Town as coordinator of special projects. At one point accusing the home's former administrators of running "a minimum security prison," Casey urged a host of reforms.

Hupp eventually fired Casey for his alleged illegal removal of boys' case files for use in a television series on Boys Town.



FATHER ROBERT HUPP: "It can't be a Mickey Mouse operation."

problems. Concepts like an open campus (in part advocated by Sigurdson and Casey) gave the boys too much freedom... it was probably a mistake. But now, I think we're making progress toward a very worthwhile endeavor."

Short-term problems out of the way, Hupp, Daly and other Boys Town officials are now facing some long-term money worries. Although Hupp says he doesn't worry constantly about "the almighty dollar," he admits donations and investment

employees to the payroll. Extensive maintenance (in addition to remodeling of cottages) was required when Hupp arrived in October 1973. Many buildings, including the director's residence, needed rewiring; faulty water pipes are being repaired; leaky windows needed repair and a new thermostat system was needed for heating units.

When Archbishop Daniel E. Sheehan of the Omaha archdiocese, who also automatically serves as Boys Town board presi-

ago — spiritually as well as physically. The attitude is different.

It starts with the Christmas appeal letter. The letter no longer implies that the boys will be impoverished if money isn't sent. Hupp writes only that "Christmas means so much to our boys." He says they have problems and that new programs have been started to meet those problems.

Hupp no longer pretends, as home officials once did publicly, that Boys Town can seek only "normal" boys from social agency and juvenile court referrals. Hupp says boys with "severe" physical or mental problems will not be taken, but boys "we can help" will be assisted by a more professional staff.

Hupp is trying to improve some surprisingly archaic conditions, once masked by a benevolent reputation. Last month, for instance, he ordered 100 Army cots used in elementary boys' dormitories replaced with beds.

And now, a relatively detailed financial report is released every spring so the public can make up its own mind about what Sheehan used to call Boys Town's "careful husbanding" of funds. Budget figures used to be so secret that some board members were not allowed to take copies of financial reports out of meeting rooms.

'We would like to find out if the public is interested in supporting these projects.'

The series never materialized. Hupp claimed Casey acted without permission. Casey said he had a go-ahead to use the files and followed with a series of wild charges against the Boys Town administration.

Casey's boss, Herbert Sigurdson, resigned along with his chief assistant in the cloud of the controversy. It is Sigurdson's post of director for residential services that Hupp is now carefully trying to fill.

The episode was a setback for Hupp, who was getting considerable criticism from alumni reacting to more permissive boys' living rules pushed by Sigurdson and Casey. Hupp has been willing to try liberalized rules such as later curfews. But he balances that with admonitions to his charges that responsibilities come with privileges. Calling some of the boys "roughnecks" in one civic club talk, Hupp says Boys Town won't "cover up" for its youthful offenders. Boys Town officials once regularly picked up wards allegedly involved in minor crimes, bypassing local law enforcement. Now, Hupp says boys will answer for mistakes like other youths.

The Omaha priest's efforts have apparently paid off. Complaints from area merchants and residents about Boys Town youths' shoplifting and break-ins have diminished. Also, Boys Town's chronic problem of boys leaving without permission has eased. Hupp says AWOLs used to average 10 to 15 boys daily. Now Boys Town truants are down to a trickle, he says.

Hupp has even had to soothe Boys Town coaches, unhappy that their athletes now must play smaller school competition because of the smaller enrollment. A sports buff himself, Hupp argues that athletics come second to Boys Town child care goals. Gone, then, are the glory days, when Boys Town football teams successfully tackled a national schedule of big high schools and terrorized local Class A competition.

Referring to the troubled past year, board member Daly says "some charges weren't well thought out. But I can't blame the boys for that. The charges about

income may not meet expenses in the 1974 audit. If the trend continues, 1975 looks like an assured deficit year.

Reforms and new programs pushed Boys Town expenses to at least \$14 million in 1974 — up more than \$3 million from 1973, according to rough estimates from home officials. A clearer picture will emerge in March, after the audit, when Boys Town releases a public accounting of its funds. The annual budget disclosure started two years ago.

The 1974 accounting is expected to show that administrative and repair costs have more than doubled in two years. Such expenses will increase even faster in the next several years. Feldman's Center for Youth Development alone is expected to add 100

dent, announced resumption of the home's fund drive in 1973, he said:

"We said before that if we had projects requiring a fund drive, we would pick it up. We would like to find out if the public is interested in supporting these projects."

Boys Town officials now worry that the public, so quick to learn of the institution's wealth, are slow in hearing of costly new endeavors. Hupp says latent critics "don't seem to understand that you need capital to operate. They seem to think you shouldn't help the poor unless you're poor yourself."

Regardless of American donors' eventual judgment of Boys Town, it is definitely a different place than it was three years

APPENDIX F

Copies of Omaha World-Herald, March 14, 1975,
Manhattan (Kans.) Mercury, March 16, 1975
Mick Romane, Father Hupp story



Letter, Ticket Seek to Save a Boy

Charles Mancuso, Orpheum Theater manager, said Friday the theater has been having more problems with its heating system because "the controls are not totally in order yet."

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no said. The parents now are wanted separately by law enforcement authorities in states outside New York, he said.

Mike agreed that living conditions in Brooklyn aren't the

Only time will tell what Mike will make of his new life. But one thing's for sure, Father Hupp — he ain't heavy.

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"And if anyone starts hanging out in the other gang's territory they'll just decide to maully," Guffy said. "The future's all right, but the future's all right."

March 16, 1975

Page 5

Destination: Boys Town

OMAHA, Neb. (AP)—Penniless, and carrying all his possessions in a small duffle bag, Mike Romano, 14, arrived here by bus about 5 a.m. Friday, then marched to the police station.

Mike, who is small for his age, walked into the station and presented a desk sergeant with a note from his grandmother in Brooklyn, N.Y. The note read:

"To whom it may concern,

"I'm Michael's grandmother, and am sending Michael to Boys Town because I don't want him to be here in this awful crime city.

"I can't take care of him anymore. I spent my last penny to buy his ticket to come there. I hope that he will be o.k.

"I would appreciate very much if you help him."

The letter was signed Mary Vaughn, and contained a telephone number.

Police called Mrs. Vaughn, and found that indeed the note was legitimate.

The Rev. Robert Hupp, Boys Town director, heard of Mike's arrival on an early-morning radio newscast, and immediately called police to say he would come downtown to pick up the youth.

When Father Hupp arrived, the scene was a happy one.

Father Hupp asked Mike a battery of friendly questions, and the two hit it off.

"Yes, I came out to stay with you guys... I can handle any kind of work," Mike told Father Hupp.

Mike said he is a ninth-grader, and that it was his decision to seek a new home at Boys Town.

"People are nice out here. Word gets around you know, it's a small world," Mike added, "It's better than being in the slums of New York City."

About 3½ hours after his arrival, Mike was on his way to Boys Town, which is located on the western edge of the city.

After a brief tour of the campus, Michael checked in as a Boys Town resident about 9:30 a.m.

Father Hupp took Mike into his office for a 15-minute interview, then Mike and a caseworker trooped off to orientation, where Mike learned the rules and regulations.

A stop at the campus clothing store was scheduled later in the day, because Mike's wardrobe was inadequate for Omaha's sub-zero weather.

"We'll put you to work here, and we hope you like it," Father Hupp told Mike.

"You've got to open the doors and give him a shot. In a case like this, it's the only thing you can do," said Bill Ramsey, a Boys Town spokesman.

Actor Mickey Rooney starred in a movie about Father Flanagan's Boys Town, but Ramsey said Mike should have had the part.

APPENDIX G

Script for Boys Town slide shows

/John F. Kennedy passed the torch to a new generation, a generation filled with dreams and hopes and aspirations./ Our youngest president knew that the future of this great nation rests on the shoulders of the leaders of tomorrow./ Youth is the breath of a nationits link with the past....its promise for the future./ Throughout our nearly 200 year history, America has held its young people in high esteem./ Families toil and endure hardships to guide their children and help establish them as productive members of society./ This parental love, the care and concern are vital elements in the basic unit of society, the family./ When this unit breaks down, is disfigured or distorted, the young person suffers the consequences. He may be abandoned, neglected or lack proper supervision and care./ Any of these factors or a combination of them is a traumatic and damaging experience for the youngster./ It's at this point in his life when someone must care for him, must reach out to help and to love him./ This is the story of Father Flanagan's Boys' Home, the mission of world-famous Boys Town, Nebraska./ The drama of Boys Town unfolds daily as jumbled and tangled lives are straightened and redirected./ It's as typical as two recent arrivals at the Boys Town gate. The boys, suitcases in hand, tired and dirty after hitch hiking hundreds of miles, made this simple plea - - - "We want to live here"./ A short time later, they were residents of Boys Town, the haven for the troubled, the neglected,

the distraught boy. Here they would receive the attention and love a family didn't give them or couldn't give them for some reason./ "There's no such thing as a bad boy" was Father Edward Flanagan's philosophy, a philosophy which impelled him to found his first home for boys at 25th and Dodge Streets, December 8, 1917./ From those humble quarters, Boys Town has stretched out across some 1,700 acres of rolling, green Nebraska hills./ It has reached out to boys around the world to offer help. More than 13,000 boys have lived at Boys Town these past 57 years, many of them graduating from grade school and high school at the Home./ Boys Town alumni have gone into every type of achievement and contributions to their community./ More than 1,000 alumni served in World War II and forty gave their lives in that conflict. They also served their country with distinction in Korea and Vietnam./ From past clouded with problems, the boys and young men of Boys Town have emerged as whole citizens, productive members of society...all because someone cared about them./ Through the vision of Father Flanagan and the continued leadership of Monsignor Nicholas Wegner and Father Robert Hupp, Boys Town has extended a family-like affection and concern to those in need, no matter what their race or creed./ Father Flanagan's commitment at Boys Town "was to do something for the boys, to get them ready to go out into society"./

Today, Father Robert Hupp, the third director of the City of Little Men, is helping to remake the Home into a place that will seek the root causes of youth problems, treat

these problems and continue to offer the love and care that is the trademark of the Home./

The blend of the old and the new is designed to meet staggering and complex problems that face today's youth./

There will be a renewed emphasis on personal responsibility among the residents, and accountability of their actions./

X It will depart from the strictly custodial into a combination of custodial, remedial and research programs to help prevent problems rather than to just treat them./ There will be programs for graduates...to extend care and counseling to them as they need it and to evaluate their progress in society./

Every boy who lives and learns at Boys Town and adjusts to society when he leaves the Home will help hundreds, thousands of other troubled youngsters with similar problems./

This will be possible through several new institutes that are now planned./ Much of the new direction at Boys Town has come from an exhaustive, long-range planning survey of the mission, goals, programs, organization and management of Boys Town, conducted by the renowned consulting firm of Booz, Allen and Hamilton./ Before the study was done, the Boys Town Board of Directors had already launched some new projects. The first project was the Institute for Communication and Learning Disorders in Youth. It is being built in conjunction with and adjacent to Creighton University's Criss Institute for Health in Omaha, just a few miles from Boys Town./ The Institute, headed by Dr. Patrick Brookhouser, Deputy Director for Study and

Booz, Allen
and
Hamilton *

and Treatment of Youth, will study and treat communicative disabilities in boys and girls./ Such disorders often can be remedied through a combination of medical, surgical and educational rehabilitation./

Tragically, thousands of children, in this country, with normal intelligence, are kept in mental institutions simply because they have speech or hearing problems that prevent them from learning./ The Institute would be unique. It is desperately needed and Boys Town has the ability to sponsor this vital youth program./

The Institute is an extension of the dream of Father Flanagan. It will be serving both boys and girls from this country and around the world, helping correct speech and hearing disorders and enabling them to learn along with other children./ The building, staffing and operating of this new project is being financed from the income from a \$30 million Endowment Fund./ Another massive program to assist youth is also in the planning and early implementation stages. This is the establishment of the Boys Town Center for the Study of Youth Development./ This \$40 million program will make Boys Town a world leader in the study of youth problems. It is likewise being funded by a \$40 million Endowment Fund./ Father Flanagan's plan had always been to build an Endowment Fund, the income from which could support youth programs. There will be three separate facilities to house the study center. One will be located at Boys Town./ A second one will be at Stanford University at Palo Alto, California/ and a third at Catholic University of America in Washington, D.C./

The centers are located in such a way as to attract research personnel from the various parts of the country and to the problems of youth all over the nation. Dr. Ronald A. Feldman will head the center./

Boys Town will construct and fund the centers for the next quarter century and probably beyond./

Archbishop Daniel E. Sheehan of Omaha, Chairman of the Board of Directors at Boys Town, said the Boys Town Center will study and research such problems as parental rejection, drug addiction, anti-social behavior and inability to learn./ If these problems can be recognized and solved in their early stages, it would eliminate the corrective measures now necessary to rehabilitate such boys and girls./ These centers in effect, will be seeking root causes of human problems opposed to condemning the symptoms. The results of the studies will help parents and children alike./ These results will be filtered into the lives of people so that they will make an impact and not just gather dust on library shelves./ One of the early studies will be on religious development during childhood and adolescence which in turn could help religion fulfill the function American society has assigned it./ Boys Town, in its new and expanded role, will touch the lives of thousands, actually millions of young persons through its programs./

The need is most obvious in an age when traditional values are challenged, parental authority and family structure lacking, and children are subjected to a confusing barrage of new influences from their peers

and from the media./

And speaking of tradition, child care, one of the primary reasons Father Flanagan founded Boys Town, will continue. Child care services include counseling, educational, medical, psychological, recreational and employment areas pertaining to the residents of Boys Town./ Father James Brown heads the Residential Care Department while Dr. William Hawver is Deputy Director of Education./

The board of directors at Boys Town has been expanded and represents outstanding business and professional leadership. Their expertise and deep interest in the Home have helped immeasurably in shaping the new destiny of Boys Town./ New dimensions in many of these areas are being added so that the concept of care for the needy boys, the homeless or neglected youth, is still very much a part of the new era at Boys Town./ In keeping with new directions and techniques, graduates will have added assistance when they leave Boys Town and go out into society./

There will be group homes for those boys still at Boys Town as they are placed in a normal family setting in a neighborhood dwelling. They will live for a time in this type of home much the same as any other youngster would live with his family./

A transition home is another innovation which would locate two or three boys in an apartment, after they graduate from high school./ They would periodically gather with other alumni and also have Boys Town

counselors visit with them as they make their transition from Boys Town to society in general./ They would have jobs and earn their own living but have the resource of fellow alumni and staff to help them over any rough spots./

Boys Town boys are prepared to be good citizens. They have excellent vocational opportunities at the Home with the Career Center one of the finest in the country./ Both the grade and high schools have solid scholastic ranking. Classes are small enough for personal attention and boys have work opportunities while in school./

Extra curricular activities include a fine athletic program. Boys compete in every sport/ and Boys Town teams have won many honors over the years in all sports./ Monsignor Francis P. Schmitt conducts the world famous Boys Town choir in performances in the Omaha area and around the country./

The Dowd Chapel, where Father Flanagan is buried, has Catholic services, and an all-faiths chapel is located on campus. Some boys also go to church or synagogue services off campus./

Boys Town is good for Omaha and Nebraska in a very business like way. It is one of the top tourist attractions in the state, indeed in the country./ Thousands of visitors tour the campus each year and many foreign visitors also make it a point to include Boys Town on their itinerary./ Boys Town residents are also good citizens. They assist mentally handicapped children at summer camps, serve as Boy Scouts, donate blood to the Red Cross and perform numerous other volunteer services for their community./

It's been many years since two brothers arrived at the Boys Town gate, the big brother carrying his younger brother./ His simple statement to Father Flanagan, "he ain't heavy, Father, he's my brother", has brought tears, inspired two major motion pictures/ and stimulated millions of persons to give of their time and finances to make Boys Town what it is today...the foremost child care facility in the world.— And now, as Boys Town embarks on the final quarter of this century, it plans to extend a helping hand to even more young peopleboys and girls...in an ongoing effort to help youth and get them ready to go out into society./

Many challenges remain; the plans are exciting and complex but the goals are realistic and achievable./ With the continuing support of its legion of friends and benefactors, Boys Town has entered a new era... it has taken on a new commitment./ For now, it will not only feed and clothe and educate young men,/ it will seek out their problems and solve them for future generations./ It will continue to care for young people, it will make Father Flanagan's dreams and works live on.

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A HISTORY OF PUBLIC RELATIONS
AT BOYS TOWN

by

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AN ABSTRACT OF A MASTER'S THESIS

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THE ABSTRACT

In the 58-year history of Boys Town, its three directors have had three different approaches to public relations. This history will follow the styles of Father Flanagan from 1917 to 1948; Father Wegner, 1948 to 1973; and Father Hupp, 1973 to the present.

Boys Town clipping files, the Omaha World-Herald library, New York Times Index, Nebraska Historical Society files, interviews and letters were used as sources for this history. A chapter from a not yet published book by Paul Williams, former managing editor of Omaha Sun Newspapers, now an assistant professor at Ohio State University, was also used.

Findings show that Father Flanagan, founder of Boys Town, felt the public should always be informed of what he was trying to do for the boys in his charge and how money public donors provided was spent. Father Wegner was not devious, only secretive, about the wealth that was amassed at Boys Town. Press coverage during the 25 years that Wegner was director dealt with sports and choir activities, with pleas for financial help interspersed. No financial reports were released to the media during Father Wegner's directorship.

Father Hupp inherited public relations problems. However, his philosophy is to maintain an open-door policy with the media. He is working with formalized public relations guidelines--the first such guidelines in the history of Boys Town public relations. His approach is personal and financial conditions and programs are reported to and by the media.