

HAIL WE AKRON!

Arnold Newman

Mark Auburn

Photographer Arnold Newman captured twenty-seven lightly costumed representatives of academia, civic leadership, business, and labor in 1965 for the University's first national advertising campaign. Letters of intent had been signed which would lead to The University of Akron's assuming full state status in 1967. Akron's Big Five rubber companies are represented by their CEOs or COO, and two of the leaders of their workforces appear as well. Two of the first four University Distinguished Professors are there. Jim Peach, identified as "Campus Maintenance Man," stands next to legendary A.D. "Red" Cochrane, and it's hard to say who the more familiar

figure on campus was. Major campus buildings still stand today which would be named for three of the University leaders: Auburn, Schrank, and Guzzetta. The advertisement asserts that “A University grows great when all responsible members of society take a continuing and meaningful interest in its progress.”