Hovde arrived at West Lafayette in 1946 resolved that he would limit his activities outside the university as much as possible, fully believing that the university “by its very nature would demand more than the twenty-four hours per day allotted to each of us.” Yet, he had also made up his mind that he would continue his assignment in government defense research committee work and be as active as his schedule permitted in the Association of Land-Grant Colleges and Universities (ALGCU).

He continued his defense research activity as a member of the Research and Development Board of the Department of Defense and served as chairman of the civilian unit which guided the development of the intercontinental ballistic missile with an atomic warhead. (“You can say what you will,” Hovde argues, “but you can make quite a strong case that the atomic bomb has been responsible for keeping the world peace for the last quarter century.”)

He made some of his most important contributions to U.S. higher education within the structure of the ALGCU. Russell I. Thackrey, the retired executive secretary of the association, calls Hovde a “tower of strength not only to the association but to higher education nationally.”

Hovde was elected to the association’s executive committee not long after he came to Purdue and in 1954 served as president and in 1955 as executive committee chairman. In that two-year period, Hovde in concert with others successfully led the movement to bring the Negro land-grant colleges of seventeen southern and border states into the association as full members—a move that by happenstance occurred in the same year as the U.S. Supreme Court’s landmark decision (Brown vs. the Topeka Board of Education) which outlawed racial segregation in American public schools.

“He felt,” Thackrey says of Hovde, “that those involved in higher education could be effective on the national scene
by agreeing on certain policies and being willing to spend
time and effort in getting them implemented. He gave
priority to his involvement in that effort second only to his
responsibilities to Purdue University."

The land-grant association became highly organized
and influential as a response to two pieces of legislation—
The first established agricultural experiment stations at
land-grant institutions, the second the cooperative extension
service. Both called for massive infusions of federal money
into the land-grant institutions in each state. Because they
feared they might ultimately lose their independence, the
land-grant colleges and universities organized in such a way
that every land-grant president became a lobbyist within his
own state—especially with the two U.S. senators from his
state—as a means of self-protection.

Hovde served ALGCU as chairman of its committee on
federal legislation, a watchdog group that carefully sifted all
proposed legislation affecting higher education.

The fact that the seventeen Negro land-grant institu­
tions were not members, but had a separate Conference of
Presidents of Negro Land-Grant Institutions, had been
questioned several times prior to Thackrey’s becoming ex­
ecutive secretary in 1947. Each time the question arose the
association committee on cooperation with the Negro in­
stitutions (it was then composed entirely of presidents of
southern institutions) replied that “they prefer it that way.”

Penn State President Milton S. Eisenhower, while
ALGCU president in 1952, first appointed University of
Nebraska Chancellor R. G. Gustavson to head the coopera­
tive committee and later appointed University of Vermont
President Carl Borgman, a longtime associate and protégé
of Gustavson, who had been an outspoken advocate for
bringing the Negro land-grant schools into full member­
ship. At a joint meeting of his committee with counterpart
members of the Negro land-grant colleges, Borgman
learned that they felt they were entitled to full membership,
desired it, and would gladly abandon their separate organ­
ization if they were given a place in the ALGCU. That they
didn’t “prefer it that way” was all too apparent.

At the ALGCU 1953 annual meeting, Borgman’s
committee recommended that the executive committee ad­
dress the question of full membership for the Negro in­
stitutions and make a recommendation at the next annual
session. Hovde was elected ALGCU president at the same 1953 meeting.

A subcommittee of the ALGCU executive committee, composed of Hovde and presidents Hauck of the University of Maine, Harrington of Texas A&M, and Hultz of North Dakota State (no one had the audacity to call the subcommittee the "4-H Club"), declared that the Negro schools were without question eligible for full membership. Then they began the job of convincing the association's membership to confirm the recommendation. A year later, ALGCU member presidents were agreed on the importance of admitting the Negro schools. The executive committee's action was approved in 1954—the year Hovde was president—and official letters of invitation went out in 1955 when Hovde, as past president, served as chairman of the ALGCU executive committee.

"Primarily because of this action," says Thackrey, "the association subsequently became the first national organization involving both predominantly white and predominantly black institutions of higher education to have a Negro on its governing body, the first to have a Negro as chairman of its president's council, and shared with the National Association of State Universities the honor of being the first to elect a Negro as chairman of its president's council and to elect a Negro as head of the entire organization—the two organizations acting almost simultaneously at meetings in Washington during the same period of the same week."

Thackrey himself gets a great deal of credit for the association's progressive stance and effectiveness. "He was a remarkable man," Hovde says of Thackrey. "He was probably the most trusted educational adviser to Congress who's ever been in Washington."

Thackrey, however, gives much credit to Hovde for his leadership, not only in bringing the Negro schools into the organization but also for his astute guidance in the merger and organization of what is now known as the National Association of State Universities and Land-Grant Colleges from the ALGCU and the National Association of State Universities (NASU). "For many decades," Thackrey says, "the effectiveness of public higher education on the national scene had been reduced by its inability to come together as one organization."

Hovde served as chairman of the ALGCU's committee on organization which eventually brought about the
merger. It was a tough and frustrating job because it involved the joining of four elements—NASU, ALGCU (whose memberships overlapped because some state universities were also land-grant schools), the Negro land-grant group, and an informal group within NASU of representatives of state universities which were separate from the land-grant schools (i.e., Indiana University, the University of Michigan, the University of Iowa, \textit{et al.}).

The merger proposal took form as early as 1949, but had been successfully blocked by the separate state universities until 1963 when the executive committees of the three major groups (by then, of course, the Negro land-grant institutions were a part of the ALGCU) hammered out a general agreement on merger. But it took two more years to eliminate all of the objections. Finally in 1965, a plan of organization won approval of all three, and the National Association of State Universities and Land-Grant Colleges came into existence. It gave public higher education new strength, a broader platform, and a stronger voice in the federal legislative proposals which affected its members.

Thackrey believes Hovde's experience as a Rhodes scholar helped open doors with a great many congressmen and senators who themselves were Rhodes, notable among them Rep. John Brademas (D-Ind.) of South Bend, who became the important power on Capitol Hill in bills affecting education. (Hovde served on the Indiana Rhodes Committee which selected Brademas for his Rhodes Scholarship, as well as the committee which selected Richard Lugar, the former mayor of Indianapolis and Indiana senator. Like Hovde, Brademas studied at Brasenose College.)

Hovde's involvement with higher education on the national level was an essential facet of his presidency; it would have been no service to the university had he limited his arena of experiences and activities solely to Purdue. He was vice-chairman of the prestigious American Council on Education in 1955–56, and from 1955 to 1971 served on the board of trustees of the Carnegie Foundation for the Advancement of Teaching. He also represented Purdue when it was invited in 1958 to join the elite Association of American Universities (AAU), at that time composed of the thirty-seven universities which offered high-level graduate work.

Iowa State, Pennsylvania State, and Tulane universities were also admitted in 1958. The AAU today lists Purdue as
fortieth member, making it one of the first two or three separate land-grant institutions to be invited to membership. Hovde served as Purdue representative until his 1971 retirement.

Throughout his career, Hovde felt keenly the need to serve the government in nearly any assignment he was given. Most were in the area of education, but a great many involved the military establishment in one way or other. He never felt any need to apologize for his involvement with the nation’s defense forces. He held a lifelong abhorrence of the sheer irrationality of war, but he also maintained that a strong defense establishment was the only language that aggressors really understood; therefore, a strong defense establishment kept the peace and anything less heightened the risk of another worldwide conflict which in the Atomic Age was too bleak to contemplate. Too, Hovde knew that active and strong interest by civilians in the nation’s military affairs was perhaps a strong factor in deterring the dangers of U.S. military elitism.

By the mid-1950s, Hovde had cut down on the amount of time and effort he devoted to Department of Defense research and development activities. “I thought I had served long enough in those scientific committees of the defense department and the army; I thought such jobs should be taken over by younger men. I was getting fed up with it, too. I had had more than five years of intensive work and development in new weapons during the war years; in the years that followed, it was not hard to lose real interest in weaponry unless it was involved with new basic research.” Despite that feeling, he continued to serve the Department of Defense. For eight years from 1952, he was on the Army Scientific Advisory Panel and its chairman from 1956 to 1958.

There were an astounding number of other advisory capacities in which Hovde served the government (see Appendix), not the least of which were the boards of visitors of the three major service academies—Annapolis, West Point, and the Air Force Academy. He was also on the board of visitors of the Air University and the advisory board of the Air Force Training Command.

Had Hovde ever desired to leave Purdue or change careers, opportunities were bountiful. He had been at Purdue only four years when he was sought, secretly, for a high-level position in the U.S. Department of State. At the
time, he was deeply embroiled in the problems and affairs of Purdue and barely gave the offer a second thought. To this day he does not recall what the job was that he was asked to take. Three years later, he was a candidate for chairman of the Atomic Energy Commission—a post that went to Lewis L. Strauss, the West Virginia corporate executive who later was Secretary of Commerce in the Eisenhower administration.

Notable among the jobs he turned down was a chance in 1959 to return to his alma mater, the University of Minnesota, as its president, succeeding James L. Morrill who retired. Hovde was the first choice of the Minnesota board of regents; but in a brief statement, Hovde said: "My investment in and happy commitment to Purdue University—and its commitments to me for the future—are such that it is now impossible for me to consider leaving my present post."

Hovde, who had received an honorary doctor of laws degrees from Minnesota three years earlier, felt deeply honored, of course. But by rejecting the offer, he paid Purdue a unique tribute. A Lafayette Journal and Courier editorial said, "It was a great tribute to Dr. Hovde that he should have been considered. And Dr. Hovde has paid great tribute to Purdue, to its traditions, to its achievements, and to its promise, by deciding to remain here. The university faculty and staff, its students and the people of Indiana may well feel highly flattered."

Minnesota's second choice was O. Meredith Wilson, the president of the University of Oregon, who accepted the job. After he resigned in 1966, the search began again and the Minnesota Daily, University of Minnesota student newspaper, scotched widespread rumors that Hovde was again being sought for the Minnesota presidency, a rumor that brought Hovde's one-word response: unavailable.

Only a handful of Americans can say that six successive U.S. presidents have asked them to serve their nation and their government in one way or another. Frederick L. Hovde is among them. He served under Franklin D. Roosevelt in World War II, of course, as well as under FDR's successor, Harry S Truman, who in 1946 appointed Hovde to the board of visitors of the U.S. Naval Academy. Truman also appointed Hovde to the board of visitors of the Air
University in 1949; Hovde was chairman from 1950–51. Under both Truman and Dwight D. Eisenhower, Hovde served as vice-chairman and later chairman of the board of foreign scholarships in the Department of State.

While Hovde has great admiration for Truman, he is less enthusiastic about Eisenhower, giving him his just dues as an excellent military man and father figure. But he doesn't think “Ike” was a very good president of Columbia University. “He tried to organize it like he would have as the chief of staff,” Hovde says. “And you just don’t run a university the way you run an army.”

Hovde also served on the White House Conference on Education in Lyndon B. Johnson’s administration in 1965, as well as on the National Advisory Health Manpower Council of the Public Health Service during Johnson’s tenure. He served nearly four years at the behest of Richard M. Nixon as a member of the President’s Council on Physical Fitness and Sports.

Though Hovde took the attitude he was not serving a particular president so much as he was serving his nation, he did have a particular affinity and fondness for John F. Kennedy. Kennedy visited Lafayette on at least three occasions, twice in 1959 as the Massachusetts senator who wanted to be president and once in 1960 while campaigning for the presidency. Hovde was struck by his intellect and personality and was impressed by the fact that “Kennedy was a politician who didn’t need a ghostwriter.” Hovde points out, “He wrote his own books, he fought his own war. He was a competent individual in his own right, independent of his career in the Senate and in the presidency.”

Kennedy first visited Purdue for a lecture to a student audience in April, 1959. In the fall of that year, he visited Purdue again and was guest at a luncheon reception at the Hovde home. That afternoon, he and Hovde attended the Purdue-Notre Dame football game in Ross-Ade Stadium (won by Purdue, 28-7). Asked by reporters for whom he would root, Kennedy’s answer was politically perfect: he would root for Purdue and pray for Notre Dame. Later, he admitted, being a Harvard man, “I found it difficult to judge good football.” Yet, he was, like Hovde, interested in the sport—all sports—as well as the life of the mind.

Kennedy returned in 1960 as a whistle-stopping campaigner for the presidency and spent the time not at Purdue but wooing Tippecanoe County’s party faithful.
Shortly after he won the 1960 election, Kennedy asked Hovde to serve as chairman of the President-elect’s Special Task Force on Education. Hovde headed a group of the nation’s foremost educators which included Benjamin Willis, superintendent of Chicago public schools; Francis Keppel, director of the Harvard School of Education; Russell Thackrey, Hovde’s close friend from the National Association of State Universities and Land-Grant Colleges; John Gardner of the Carnegie Foundation; and Alvin Eurich of the Ford Foundation.

The task force compiled its report despite twice being prevented from meeting in New York City because of blizzards. Early in January, 1961, about a month after Kennedy appointed the group, it met to present him with its findings—only to learn that he had read an advance copy and seemed well acquainted with its contents.

“He had,” says Hovde, “very sharp and very interesting questions about our recommendations. He was very penetrating.” The task force, in essence, recommended a massive infusion of $2.5 billion into American public education from the elementary grades through colleges. It called for outright grants on a per-pupil basis to schools throughout the country as well as loans and grants to “lift our schools to a new level of excellence.” It was clear, the task force reported, “that state and local government alone cannot provide the funds needed.”

Hovde was not only impressed by Kennedy’s intellect, but his personality. “He was a delightful man with a very infectious grin. He had a great capacity to show an interest in the people he met, and he made you feel comfortable talking to him.”

Nearly three years later, the Hovdes were invited to a formal White House state dinner honoring the king and queen of Afghanistan who had arrived for a royal tour of the United States. The tour was to include Purdue University as the final stop. The royal dinner was the whitest of white tie affairs, but the Hovdes had assumed that, when the time came, they would simply hail a taxicab at their hotel and ride over to the White House. But, explained slightly vexed White House protocol officers, one does not just barge up to the executive mansion in any old jalopy, especially for a state dinner. Puzzled as to what he was to do, Hovde called the office of then Second District Congressman Charles Halleck and asked a staff member how he
could arrange suitable transportation to the White House. No problem, the aide quickly replied. Halleck was not in town and his limousine, chauffeur and all, was placed at Hovde's disposal.

When the Hovdes arrived and were ushered through the imposing receiving line, President Kennedy spotted Hovde and grinned his widest grin. "He remembered me and called me by my first name," Hovde says proudly. "Hell's fire—that makes you feel pretty good when the American president does that.”

But one of the things about the Afghan king's U.S. sojourn that didn't make him feel particularly "good" was a State Department goof-up in announcing that Purdue would confer an honorary doctorate on King Zahir at his visit at Purdue.

After reading the news account—and it was news to him—the normally imperturbable Hovde was furious. Calls flew between Washington and West Lafayette to try to learn what had happened—or how someone in the Department of State—or some department—got so carried away in his enthusiasm as to announce such a thing without first checking with Purdue. The State Department pleaded with Hovde and Hovde fumed. By contrast with many American universities, Purdue is tightfisted with honorary degrees. Traditionally, they are conferred only upon alumni, staff members, former staff members, ex-trustees, or upon someone who has had some direct and extremely close tie with the university. Now, the U.S. government had announced that the royal head of an isolated kingdom on the other side of the world was about to receive an honorary doctorate from Purdue.

Purdue was not, however, about to be placed in the position of creating an international diplomatic incident and embarrassing the government. Afghanistan at that time was, although a remote Himalayan mountain nation, internationally strategic. Both the United States and the USSR had wooed that inscrutable land with technical assistance and millions of U.S. dollars and Soviet rubles. Hovde finally agreed to poll the trustees who make such decisions anyway. They agreed to a solution that saved face for U.S. foreign policy and preserved Purdue's honorary degree rule: at Purdue's very formal royal dinner for the king and queen—perhaps the most sumptuous and opulent event in the history of the Purdue Memorial Union—the king was
first made an honorary alumnus, then presented for an honorary doctor of agriculture degree—"A special act of national courtesy to a distinguished visitor," Hovde called it. It was a special ending to a day in which, as he had inspected Purdue farms, the king was also presented with bags of hybrid alfalfa, watermelon seeds, soybeans, and popcorn. The honorary doctorate was also a significant gesture toward a land seeking vast agricultural and technical reform. American colleges and universities, including Purdue, had earlier formed an educational consortium to aid in strengthening and building the programs of the University of Kabul.

The Afghan-American Consortium in which Purdue was involved at Kabul was neither Purdue's first nor last adventure in international higher education. In fact, under Hovde, the university had developed an enviable reputation for its work in rebuilding Taiwan Provincial College of Engineering into a vastly improved institution of technical higher education now known as Cheng Kung University. The project lasted seven years and ultimately involved sixteen Purdue faculty members under the direction of Prof. R. Norris Shreve, who had been head of the School of Chemical and Metallurgical Engineering. Shreve physically was rather short in stature, but he stood at least six feet tall as an engineering educator—"a gadfly and fomenter of activity," as H. B. Knoll describes him in The Story of Purdue Engineering.

Hovde had great respect for Shreve. Among campus movers and shakers he was both. "I picked him for the Taiwan project because of his great knowledge of, and respect and love for, the Chinese people," Hovde reflects, adding, "and also perhaps because he was an ardent anti-Communist."

When officials of federal foreign aid agencies—the predecessors of the Agency for International Development—surveyed the situation at the Taiwan institution in 1952, they found a college neglected for ten years, damaged by war, with obsolete curricula and about seven hundred students. It had no adequate financial support and needed a cooperative project—in short, the help of an American institution of engineering to modernize laboratories, revise curricula, improve teaching methods, and generally overhaul the facilities. Dr. Ta-kuin Tsing, then president of the
college, was requested to name an American institution as a partner in the project.

"From among more than two hundred engineering and vocational educational institutions, my selection of Purdue University later proved to be the key point in the success of the project," wrote President Tsing in 1961. "This was not an accident. It was based upon my long observation of Chinese graduates from Purdue University who upon their return to China made great contributions in the different fields of engineering. Meanwhile, I was also informed that Purdue University possessed the strongest faculty and up-to-date equipment which put it at the top of universities in either Europe or the States. I have always been proud of this selection."

Hovde was equally as proud of his selection of Shreve as project director. He attacked the problems at Taiwan with his usual zest and vigor, infecting with his enthusiasm not only the sixteen Purdue professors he hand-picked to serve as advisers there at various times, but the faculty, staff, and students of the Chinese institution as well. Not only were its general facilities—ravaged by the war, time, and weather—rehabilitated but new ones were added. A library with a capacity of 250,000 volumes was built. The scientific and engineering laboratories were rehabilitated and reequipped. These improvements, Shreve believed, were essential but not as significant as those made in curricula and faculty. More than thirty Chinese faculty members came to Purdue during the project for at least one year of training and refresher work in their specialties and were acquainted with the latest in visual and teaching aids.

In 1956, the institution's name was changed to Cheng Kung University, a school of business administration was added, as was a research center in engineering sciences and an agency to foster new relationships between Taiwan industry and the university. Eventually, from a previous 700 students, enrollment grew to more than 3,500—with 2,000 of these in engineering. Cheng Kung University is considered today one of the very best technical universities in Asia. Although Shreve was its chief architect, Prof. Wilfred I. Freel, as adviser to the Taiwan college staff as well as the Purdue team, was just as important to the tremendous success of the project. And such success meant that Purdue inevitably would be asked to participate in other similar inter-
national projects. The university played a role in the Kanpur-American program in India. In international agriculture, the development of the modern South American university at Vicosa, Minas Gerais, Brazil, was Purdue’s project throughout. It is viewed today as a classic model in international cooperation in education.

Again, though Hovde did not actively or directly participate in such projects, he wholeheartedly committed the university and its best resources to them, insisting that the university send its top people and make its greatest effort in its international activities. It would, he knew, be as nearly advantageous to Purdue in the long run as to those being assisted.

In 1965, Hovde was invited to make a trip to the Far East to see with his own eyes the results of the Purdue faculty at Cheng Kung. He and Mrs. Hovde were given nearly royal treatment by their Oriental hosts whose gratitude seemed to overflow as honor after honor was heaped on the Purdue president—honors that he accepted not for himself but on behalf of the university. He was honored the same year on a trip to South America with a Doctor Honoris Causa conferred by the State University of Minas Gerais for Purdue’s efforts in behalf of that predominantly agricultural school. Three years later at the Brazilian embassy in Washington Hovde was given the National Order of the Southern Cross in the rank of Comendado—again, accepted by him on behalf of Purdue University.

One day in 1955, Hovde received a call from Philip Reed and Ralph J. Cordiner of the General Electric Company, asking him if he would call on them in New York on his next trip East. He did and was invited to join the General Electric board of directors. At the time, Reed was chairman of the board and Cordiner the company president.

“Well, this raised a number of problems,” Hovde recalls. “I was a contract employee of the Board of Trustees of Purdue University—in that sense a public servant heading a public university in which in past years I’d maintained strict impartiality with respect to private industrial institutions. Could I undertake this kind of extracurricular duty for which I would be paid? And what would be the attitude of General Electric competitors such as Westinghouse, Allis-
Chalmers, and other companies? What would be the attitude of the alumni and faculty and students? So I thought about all of these things and discussed them in depth with the trustees."

Dean Emeritus of Engineering A. A. Potter, who had retired in 1953 after an outstanding career at Purdue, was then employed by the Bituminous Coal Research Institute and had offices in four cities—Columbus, Ohio; Huntington, West Virginia; Dunkirk, New York; and Pittsburgh, Pennsylvania. He happened to be in his office in Columbus one day in 1955 when the telephone rang. It was William A. Hanley of Indianapolis, then chairman of Purdue's board of trustees. Hanley had great respect for Potter's opinions on most matters and in this particular case wanted his help because Potter had had a long association with General Electric, his first employer after he graduated from MIT in 1903.

"Have you heard," Hanley asked Potter, "that Fred Hovde has been invited to join the board of directors of General Electric?"

"Yes—I know about it," Potter replied. "Should he take it?" Hanley asked. "Yes, he should," Potter advised. "By all means."

"Will it take much of his time?"

"Yes, it will."

"Then why should he be on it?" Hanley asked.

Potter explained that he had high respect for Hovde and that he was one of the most brilliant and cultured individuals he had ever known. Still, it seemed to Potter that Hovde was overly liberal in his political views and that, therefore, "being on the board of directors of one of this country's largest manufacturers will show him that American businessmen and industrialists are not all cutthroats and thieves." Then he added, "You may tell the trustees for me that I said he should not only be permitted to become a member of the board of General Electric, but encouraged to do so."

It was not often that Potter misjudged people, but he probably missed the mark by a wide margin in his belief that Hovde was "socialistic." Hovde believes inherently and unswervingly in the idea of private and free enterprise from his earliest recollections at Devils Lake, North Dakota. His mother's private enterprise—the Lobby Flower Shop—provided the wherewithal for the Minnesota educations of
her four children. Hovde himself got many lessons in the clearest meanings of private enterprise as a young and ambitious agent—i.e., magazine peddler—for the Curtis Publishing Company in those years. Though he is a staunch adherent of private enterprise, he is nonetheless aware of, and abhors, the possible abuses which could bring about its own demise.

On February 24, 1956, Hovde was elected a director of GE and has served since. When he was elected, the numbers of shares of stock held by individual fellow board members ranged from 600 to 58,000; Hovde owned ten.

Yet, having a university president on the GE board was considered mutually beneficial to the company as well as to the university. Hovde calls his membership on that board “one of the most fascinating experiences of my life.”

In 1959 Hovde was nominated for the board of directors of Inland Steel Company. Again, Hanley went to Potter for his view, and again Potter said he felt Hovde’s membership would be as beneficial to Purdue as to Inland Steel. “Let him accept,” Potter told Hanley at the end of the conversation.

Inland Steel and Purdue have worked cooperatively in the Calumet region of Indiana for several years in the development of training programs for Inland employees through the Calumet campus at Hammond. Inland had been generous in its cooperative research efforts and had built a research facility on the Calumet site, then turned it back to Purdue—an action that sped the pace of development of the present Calumet campus.

The relationship between Purdue and Inland Steel was thus a unique and mutually beneficial one; and when Hovde accepted the nomination for the board of directors of Inland, among those who congratulated him was the man he succeeded, Edward L. Ryerson of Chicago, the retiring board chairman. Wrote Ryerson, in part: “For some time I have been a strong advocate of bringing to our board a man from the educational world, especially one with a scientific background such as you have. Therefore, I am particularly happy over this appointment.”

Hovde was obviously not selected for his great financial wealth—which he has never had—but because of his prestigious educational background and position. In the number of shares of Inland common stock at the time, in-
dividual holdings of board members ranged from 49,198 to as low as fifty. But Hovde owned only five.

Early in 1962, Hovde was invited for a third major business directorate—the boards of directors of four associated, Minneapolis-based corporate mutual funds, Investors Mutual, Investors Stock Fund, Investors Selective Funds, and Investors Variable Payment Fund, all of which had combined assets of $3.1 billion. At his election, Hovde held no shares in the funds, but invested substantially in later years.

Again, Hanley asked Potter for advice and again Potter told Hanley the board should permit him to serve. “But,” Hanley lamented, “when will he work for Purdue if he is on all of these boards?”

“He is working for Purdue when he serves on those boards,” Potter emphasized.

Such activities away from the Purdue campus were often criticized by those not knowledgeable of their subtle benefits for the whole university. No one knew as well as did Hovde that a college president cannot operate in a vacuum—that he must have as many opportunities as possible to reach not only into other areas of higher education, but also into other segments of the society as a whole. He also encouraged the faculty and staff to do likewise, especially when it came to public service.

Hovde believes that his selection for the vast number of state, national, and international duties and honors was not simply personal recognition, but, rather, reflected the prestige and value of Purdue as an institution of national and international importance. However, Hovde would be the first to admit that separating self from service is nearly impossible and that receiving over a span of twenty-five years twenty-one honorary degrees from the most prestigious universities in the world gratifies the ego. There has to be a personal sense of pride in such achievement, not to mention the large numbers of famous, near-famous, and not-at-all-famous people with whom he rubbed shoulders. Most of them he found interesting in one way or other, some fascinating. He found it difficult not to find “good” in almost everyone he ever knew or met—an observation Edith Blagrave, his secretary for thirty years, uses to describe what she felt to be one of his chief traits of character.

One of the men Hovde came to know and admire was Richard M. Nixon, who between his terms as vice-president
and his first term as president of the United States, served on the mutual fund boards in Minneapolis with Hovde. "He was an extremely competent and interesting man to be associated with," Hovde says. "At board meetings his questions were always pointed and pertinent. At that time, of course, I could not be aware of the ego he must have developed later as a result of what he felt was a mandate from the voters in 1968. I did not agree with him politically, nor do I condone what happened at Watergate or his involvement in it. So far as the break-in at Watergate is concerned, I don't think he would have permitted it had he known about it ahead of time. He was too smart for that and had no reason to have to resort to such things."

Independent of Watergate and his subsequent resignation, in Hovde's view, Nixon had many redeeming accomplishments to his credit: historical foreign policy achievements that included opening the doors to Communist China and—perhaps least remembered but most important to the continuance of the U.S. two-party system—the fact that for eight years until his election in 1968 he virtually single-handedly held the national Republican party together.

Nixon paid Hovde the high tribute of visiting Indiana and coming to his state testimonial retirement banquet in Indianapolis in 1971 to thank him for his service to higher education and the nation—and to present him with one of Hovde's most coveted souvenirs, a presidential golf ball.

His attitude toward Nixon at a time when it was fashionable and nearly universal to condemn the ex-president tout à fait is indicative of Hovde's insistence on doing his own thinking regardless of the fickle ebb and flow of public opinion.

With the twenty-one honorary degrees bestowed on Hovde in his twenty-five years at Purdue went thirty other awards and nineteen memberships in student honorary societies of all descriptions. The awards ranged all the way from such commercial puffery in 1955 as being designated as one of Indiana's Ten Best Dressed Hoosiers (not to mention promotion to Kentucky Colonel and three times being named a Sagamore of the Wabash) to the esteemed King's Medal for Service in the Cause of Freedom.
The King's Medal and the President's Medal for Merit, the latter the most coveted of all the honors bestowed on him, were conferred by the British and American governments in June, 1948, for his work as scientific liaison between the two countries in the year before America's entry into World War II and for his service throughout the war in the Office of Scientific Research and Development.

Hovde was always moved when invited to accept an honorary degree, but the more so when in 1956 his alma mater, the University of Minnesota, conferred an honorary Doctor of Laws degree on him—only the tenth honorary degree ever awarded by Minnesota. He considers the Minnesota degree and the one which followed in 1957 from his "other" alma mater—the Doctor in Civil Law, from Oxford University—as the two he treasures the most.

In June, 1957, President and Mrs. Hovde flew to London for the ceremony which was also a homecoming for him with cherished colleagues and friends. Hovde recalls that as he signed the official register of names of honorary degree recipients, the two signatures just before his were those of Adlai E. Stevenson, who among other things served as American ambassador to the Court of Saint James's, and the American poet Robert Frost, who received an honorary degree a few days earlier. Presented for an honorary doctor in letters at the same time as Hovde was Carl W. Blegen, professor of classical archeology at the University of Cincinnati.

The ceremony on June 9, 1957, was what Hovde called an "exciting and thrilling performance," punctuated by a public orator who, struggling bravely with the difficulty in dealing with atomic physics in Latin while also quoting from Virgil and Homer, cited Hovde for his scientific achievements of World War II, as well as his prowess on the rugby field at Twykenham as a Rhodes scholar. The public orator's presentation—translated from the Latin:

Virgil has written,
"Then whizzing loud, a Spanish seige-like pike came, whirled like a thunderbolt."

During the last war, our guest, not with the fancy of the poet but with the practical skill of the craftsman, devised rockets so effectively that for his service in the cause of freedom, he was decorated both by his president and our king. He has played an important part in the development of guided
missiles. But he is concerned also in turning atomic power and human intelligence to peaceful purposes and has for eleven years been president of Purdue University.

Nor is he a stranger to Oxford. He was a Rhodes scholar at Brasenose, and Cambridge was apprehensive of his speed. An explosion in his laboratory burned his hands just before the varsity rugger match. Equipped not unlike Homer's Laertes, who wore "Gloves on his hands, defense against the thrones," he played the game of his life.

I present to you Frederick Lawson Hovde, whose energy has won him distinction in more fields than one, to be admitted to the honorary degree in Doctor of Civil Law. . . .

From that time on, Hovde always wore the soft, black velvet, full-brimmed hat of the classic English scholar and the crimson silk, open robe (lined with wool) of the Oxford tradition in all academic ceremonials.

The trip to England was primarily to receive the honors of Oxford University, but it was also a chance for reunion with some old Oxford professors, including H. W. "Tommie" Thompson, the knighted professor of physical chemistry who in an earlier time had been Hovde's Oxford mentor and his companion on weekend study and golf outings in southern England.

Mrs. Hovde accompanied him on the journey which took them to Paris for a conference of American and French educational leaders to discuss problems in higher education in France, and a similar one with Norwegian educators at Oslo.

A little more than ten years later on December 5, 1967, in the Grand Ballroom of the Waldorf Astoria Hotel in Manhattan, Hovde was honored again, this time not by academia but by the world of football—a world in which he had maintained citizenship since his own playing days. The National Football Foundation and Hall of Fame presented him with its Gold Medal at its annual awards banquet, a $75-per-plate, black-tie affair.

As a Gold Medal recipient, Hovde joined illustrious company. Previous winners were Dwight D. Eisenhower, Herbert Hoover, John F. Kennedy, Douglas MacArthur, Supreme Court Justice Byron "Whizzer" White, Amos Alonzo Stagg, U.S. Steel Board Chairman Roger Blough, Donald Lourie of Quaker Oats Company, Juan Trippe of Pan American Airways, and Col. Earl "Red" Blaik of Army and Dartmouth football fame.
Chester J. LaRoche, president of the National Football Foundation and Hall of Fame, in presenting the award to Hovde said: "Dr. Hovde's selection puts emphasis on the one common benefit shared by all who play the game: its educational discipline over and beyond the exhibition of physical skill and strategy... whenever there is a question of human activities... spirit must dominate technique."

Hovde shared the spotlight with a large number of football luminaries. There were 1,500 in attendance to see the induction of ten former players into the Hall of Fame, including former Purdue star and later head coach Cecil Isbell. Another Purdue touch was the presentation of the MacArthur Bowl to John McKay, symbolizing the 1967 national football championship of his University of Southern California Trojans. As a student he played one year at Purdue in 1945.

Hovde was the banquet's principal speaker, and he gave one of the most fervent speeches of his career, making no apologies for his support of intercollegiate athletics. He reviewed his own years as a player, as a faculty member (he was an unpaid assistant coach at Minnesota for Bernie Bierman in the early 1930s), and as an administrator. He described his own position on intercollegiate team sports without mincing words:

...As an educator I know there is a lot of nonsense talked about football and what it teaches. For instance, many believe that football teaches courage and leadership. I don't think either of these things can be taught. Football does provide an opportunity, however, for a boy to find out whether or not he has courage and whether or not he has the innate ability to become a leader.

I believe most people possess the thing called courage, regardless of race. In times of trouble and adversity, men find courage in themselves without realizing they had it all the time.

In all its variant manifestations—physical, mental, and moral—courage is an attribute of the intellect, and moral courage is the one in shortest supply.

In my experience, I find no lack of courage in the young Americans of this generation. I find no convincing evidence that leadership can be taught—it is something that can only be learned by facing successfully its demand upon the individual's total capability.

The qualities of leadership can be described in words, but there is a vast difference between knowing the words and
being a leader. Every human organization, including athletic teams, needs leaders. Those participants who possess the required attributes and are willing to meet the demands of leadership begin to learn it when they are first called upon to take it. Participation in competitive team sports provides one of the first places for young men to have the opportunity to learn what it takes to be a leader.

Football does, however, teach some other valuable things. By far the most valuable lesson to be learned from participation in competitive team sports involves the thing called self-discipline.

Regardless of a man's ability or station in life, he does not reach maturity until he understands, accepts, and practices the self-discipline which life and society impose on every man in meeting his many responsibilities—to himself, to his country, to his family, to his community, to his job, and to his co-workers.

It is in the playing of competitive team games that young people first begin to understand and accept the personal self-discipline that is required "to make the team"; required to prepare themselves, under their own volition, to carry out their part of the team effort.

A free society, affluent and permissive, requires self-discipline of a high order on the part of every citizen if it is to remain free. Everything a man does throughout life requires the personal imposition of self-discipline—the greater the responsibility, the more demanding the discipline.

The competitive environment in which all of us live and work is sometimes cruel and always demanding, but it is also highly productive and calls for the best that is in us. The rewards for success are great and the penalty for failure is tough to live with.

In the business world, like the world of sports, we compete according to the rules. In this kind of system, the strain is always on the character, rarely on the intelligence. The temptation to cheat and deal below the table is ever present in the affairs of men. I suppose we will always have cheaters among us and, every time one is exposed, we hear the lame excuse that everyone else is also cheating.

Almost all the world's work today is done by teams of men and women put together to produce what people want and need. An effective team is a delicately balanced mechanism in which every member must perform his function in concert with his co-workers. I think most youngsters get their initial learning experience with group dynamics when they play on their first team and learn to subordinate their own personal wishes and desires to those of the team itself.
The education of our young people takes place in the home, the schools, the churches, and the total environment in which they live. Much of their learning comes from the observation of what their elders do and say.

The greatest problem of our times is the rebuilding of the environment in which millions of our young people are now growing up.

The young of all species like to play games and, when I as an educator look at the primary and secondary schools of this country, I am forced to say, "What a pity it is that so many of our schools do not have adequate facilities, personnel, medical services, and everything else that is required to enable every child, starting in the first grade, to have the controlled guidance of well-trained teachers of physical education."

Some educators would say that this is educational heresy, but I believe that, if such a program could be instituted in the primary and secondary schools everywhere in the nation, the academic work of our youngsters in the classroom would simultaneously take a major leap forward.

It is an acknowledged fact that one of the most effective and influential teachers in the grade schools is the coach or physical education teacher. The simple imposition of the requirement of good behavior in the classroom as a prerequisite to participate in the school sports program does wonders with youngsters.

As we rebuild our cities and plan the development of the great urban complexes, science and technology will help. The asphalt jungle can be turned into wonderful new playing facilities with synthetic turfs and other plastic surfaces better even than nature can provide.

There is a lot of intellectual snobbery in the academic establishment, particularly with respect to athletics and physical education. I run into it everywhere. Those who voice it simply demonstrate their prejudices and deny the intellect because the plain and simple fact is that the world needs and values quality performance at every level of human activity and work. The young college athlete who wants to be a teacher of physical education is choosing, to my mind, a highly important professional career. What could be more challenging, more demanding, more worthwhile than teaching young people to understand themselves and what it takes to develop themselves in mind, spirit, and body?

These are the things I wanted to say tonight because all schoolmen and college administrators of America need all the help they can get from you and men like you everywhere to open the door of opportunity for wholesome athletic activity for all our young people.
I am humbly and deeply grateful for the overwhelming honor the National Football Foundation has given me tonight. It could only happen to a man who was very, very fortunate in having the opportunity to play the greatest of our competitive games known as American football. I would sell my soul to the devil to do it all over again.

Three years later, Hovde went East again for more athletic honors, this time to Washington, D.C., to receive the 1970 Theodore Roosevelt Award of the National Collegiate Athletic Association, its highest award. More widely known as the “Teddy” Award, it is given annually to a prominent American “for whom competitive athletics in college and attention to physical well-being thereafter have been important factors in a distinguished career of national significance and achievement.” Again, Hovde was in rich company—former President Eisenhower and “Whizzer” White, for example, had been previous winners.

At the honors luncheon, Hovde again admonished society to “preserve and protect this great part of our life [athletics],” then, at age sixty-one, added almost wistfully, “Isn’t it wonderful to receive an award of this kind for doing things you enjoyed when you were young?”

The fact was, Hovde never stopped enjoying sports. He liked games, he liked competition, he liked team effort, he liked to win. Yet, though at times it seemed to his colleagues that he was obsessed with wanting to “win” in the affairs of academe or administration, he was not so much obsessed with winning in athletics as he was in how the game was played, in whether it was played as well as possible. He had little tolerance for otherwise talented people who gave less than their best, whether on the field, in the laboratory, the office, or classroom.

One of the Purdue men he admired most was Guy J. Mackey, the fiery, red-haired athletic director against whom he had played in a Purdue-Minnesota game at Minneapolis in 1928. They didn’t become acquainted until Hovde arrived at Purdue in 1946, but the close friendship and esteem the two held for one another developed shortly thereafter because of their great love of golf in particular and all sports in general.

It seemed to many that Red Mackey never walked when he could run. Rumor had it that Red never liked to ride in a golf cart because it slowed down his game and that he
played so fast that from a distance it looked like he was playing field hockey. None of it was true, of course; both Mackey and Hovde were excellent golfers. Even so, Bruce Ramey, sports editor of the *Lafayette Journal and Courier*, writing about the two men in an article in a Purdue 1971 football program, pointed out that a match with Mackey was usually "one of the fastest rounds of golf on record—local record, anyway."

"It is almost a miracle," wrote Ramey, "that Dr. Hovde developed such a reputation as a fine putter. Mackey's enthusiasm for hitting and moving on the golf course earned him a reputation for conceding any putt within six or eight feet of the pin."

Beyond their friendship and love of sports, Hovde considered Mackey one of the best administrators on his staff. Mackey was a New Albany, Indiana, youngster who came to Purdue in the mid-1920s as an agriculture student. He played on the 1926, 1927, and 1928 football squads as a rough-and-tough end and made honorable mention All-American in his senior year. He graduated in 1929 with a degree in agriculture and had intended to become a teacher of vocational agriculture and a coach. But he stayed at Purdue, became freshman football coach and ultimately, varsity line-coach under Noble Kizer when the famed Jimmy Phelan moved to the University of Washington.

Kizer gave up coaching in 1936 because of illness and young Mackey remained as an assistant coach under Allen H. "Mal" Elward. Kizer stayed on as athletic director, but the illness which had plagued him for so many years finally took his life in 1940. After serving as acting athletic director for six months himself, then President Edward C. Elliott appointed Elward as head coach and athletic director in 1941. Elward left the university in 1942 to enter wartime service; and Mackey, who had been his assistant, was appointed by Elliott to take over. Mackey inherited an athletic department that was in deep financial trouble. By the sheer strength of his will, his intense loyalty to Purdue, and considerable administrative savvy, he built over the years one of the truly excellent, debt-free athletic plants and intercollegiate (as well as intramural) sports programs in the nation. Hovde greatly admired such success and, in this instance as in others, the person chiefly responsible for it.

 Nearly as important, he and Red Mackey had great fun together, whether on the golf course, around the poker ta-
ble, or on a fishing expedition. And while there were many similarities in their respective characters, there were many striking dissimilarities in their personalities—dissimilarities that somehow seemed to complement one another. Where Hovde was calm, patient, imperturbable, and slow to anger, Mackey was volatile, impatient, and quick to respond, especially if angered. Red’s admiration of Hovde overflowed. Few university athletic directors ever worked for a president with the understanding of the problems of intercollegiate athletics that Hovde had; but he also made it clear to Red that as long as he was president of the university, he did not want to hear of any financial or recruiting scandals in the Purdue athletic program. Their close playing and working relationship resulted in intercollegiate sports programs not only financially sound, but also squeaky clean.

Hovde spent as much time as his demanding schedule permitted watching football and basketball practice late in the afternoons, and his presence on the sidelines or on the gymnasium bleachers was almost expected.

“In my work I have been able to indulge the compulsive urge that all ex-players can’t resist—to coach the coaches,” Hovde told his audience in his address at the 1967 awards banquet of the National Football Foundation.

“In fact, I am the only man Purdue Coach Jack Mollenkopf has to listen to. Jack humors me by including in his offensive repertoire at least one play which is called "O.K., Prexy!"

At the beginning of the season last fall, at one of the early practice sessions, I gave Coach Mollenkopf another sure-fire play to be used against Notre Dame. Jack hesitated a moment, got his courage up, and said to me: "Damn it, Prexy, we got so much offense now that it takes a Phi Beta Kappa to remember all the signals, and I don’t have many members of that society on the squad!"

Later, a mutual friend told me that he heard Jack say, “I wonder how Prexy would like it if I came into one of his staff meetings and told him how to run the university!”

Yet, there was a good-natured relationship among Mackey, the coaches, and Hovde—a relationship which helped the Purdue athletic programs immeasurably. Hovde supported the coaches, and, it will be recalled, he de-emphasized the win-at-all-cost syndrome that traumatizes most college coaches by giving former Coach Stu Holcomb a ten-year contract. Mollenkopf, who served fourteen seasons
as head football coach, the longest in the ninety years of Purdue football, also had a long-term contract.

Mollenkopf repaid Hovde by coaching teams to the most wins in the history of Boilermaker football and on January 1, 1967, taking the Boilermakers to the Pasadena Rose Bowl, where Purdue won over Southern California, 14-13.

But golf was Hovde's overriding recreational interest, and as in everything else he undertook, he was good at it. Most importantly, the many people he golfed with are unanimous in their observations that, whether he is a partner or an opponent in a foursome, Fred Hovde is fun to golf with because he is first, last, and always a gentleman golfer.

Hovde rarely turned down a chance to be in on a golf tournament of one kind or another and one of his favorites was the Mad Anthonys' Hoosier Celebrity Golf Tourney at Fort Wayne which every year honored some famous personage from Indiana as Celebrity of the Year—Phil Harris, Hoagy Carmichael, Tony Hulman, most of the famed athletic personages of the state, and in 1971 Hovde himself.

In 1966, Hovde was captain of the team that won the tournament. He holed out on the eighteenth hole at the Fort Wayne Country Club before a large crowd by knocking the ball into the cup from well out on the fairway, giving him an eagle.

"Dammit, Prexy," bellowed a voice from the crowd, "you never do that when you're my partner!" Hovde glanced at the crowd, then laughed. The voice was that of Red Mackey.

Mackey, who won many battles and many games throughout his career, lost a personal one to illness. Though a fighter, he died at the age of sixty-six on February 22, 1971—only a few months prior to Hovde's retirement—of circulatory complications resulting from a stroke. Hovde wept openly, as he had at the death of another close friend and coworker, Veterinary Dean Pat Hutchings.

At the close of the annual Greater Lafayette Press Club's golf party, dedicated in 1971 to honor his years of service, Hovde responded emotionally: "This has been a perfectly beautiful day—golf with my dearest friends. My only regret is that Red Mackey could not be here to share this day with us."
Another frequent golfing partner was Maurice G. Knoy, the retired president and chairman of the board of Rostone, a Purdue alumnus of 1933, a smalltown (Cloverdale) Indiana youth whose father was a country schoolteacher. Knoy came to Purdue to study mechanical engineering and eventually became the protégé of David Ross, the famed inventor, industrialist, and Purdue benefactor.

“One day not long after he became president, I was at the Lafayette Country Club looking for someone to play with,” recalls Knoy. “Fred was there with his son, Boyd, and so we played together. I was really wild that afternoon, and after several holes Fred had analyzed what was wrong. ‘You’re letting loose of your club at the top,’ he told me. Well, I played much better after that; he was a great teacher and I learned a great many things about the game of golf from Fred Hovde. He was a tremendous scrambler and was the most tremendous putter I’ve ever seen, including the professionals. He is a great competitor; he just never gives up.”

Knoy, a member of the Purdue board of trustees since 1965 and its president until 1979, has been an enthusiastic admirer of Hovde since Hovde’s first public appearance at Purdue at the alumni homecoming banquet of October 13, 1945. “He was,” says Knoy without reservation, “the greatest president Purdue ever had.”

In one of the Fort Wayne Hoosier Celebrity tournaments, Hovde was in a foursome with the famed professional golfer Byron Nelson who, after the match, is supposed to have lamented that “it’s too bad Fred Hovde became a college president—he would have made a helluva professional golfer.” It is not a totally bad speculation; in his golfing experience, Hovde has hit five holes-in-one—the first three in a three-year period, the first two in 1958. The first was on the Purdue South course thirteenth hole (120 yards), with a nine-iron. The second came on the 115-yard fourteenth hole at the Elks Country Club. In 1961, he made the third hole-in-one while playing with Boyd at the Lafayette Country Club—a perfect 100-yard shot with a pitching wedge on the course’s No. 2 hole. He taught Mrs. Hovde the game, and she also became an avid and enthusiastic golfer, as did the Hovde children. As a twosome, the Hovdes won the Asche Trophy in 1964 at the Seigniory Club in Quebec.
In 1967, Hovde was guest of honor at the Indiana Golf Association’s Hall of Fame banquet at Broadmoor Country Club, Indianapolis. Hovde had been one of the strongest boosters of the Indiana Junior Golf Championship Meet and was instrumental in having it established at Purdue and Indiana universities’ courses on alternate years when it was having trouble finding sites.

At the banquet, Purdue alumnus Dick Stackhouse introduced Hovde, declaring, “At golf, President Hovde can beat any other college president in the nation.” A week or so later Hovde, then a seven handicapper at the Lafayette Country Club, proved it with an eagle on the club’s new Battle Ground course No. 5 hole with two woods and wedge.

Golf was not only a matter of challenge, but also a kind of pressure valve for a busy university executive. As a student, Lawrence Mariottini, a 1965 graduate in industrial administration, was the Hovde’s houseboy at their Seventh Street home. He recalls that “you could tell when Dr. Hovde had had a ‘good’ day or a ‘bad’ day at the Executive Building. On ‘bad’ days he’d come home, grab a handful of golf balls and head for the practice green on the lawn on the north side of the house.” Thus quietly and alone, Hovde vented the tensions and frustrations of a “bad day at the office” with his putter. By contrast, many people come home and kick the dog, yell at the kids, or read the evening paper in a seething silence the late actor John Barrymore described as “that of a deaf-mute who has just hit his thumb with a hammer.”

Mariottini went to work at the Hovde home at 4 p.m. each day after classes and served the evening meals. On weekends, when the Hovdes were out of the city, Mariottini and his wife and infant daughter occupied and watched over the residence until their return.

Life as a houseboy at the Hovde home was, at first, “stiffly formal,” Mariottini recalls. “But eventually they opened up, and so did I—and they showed me the same kind of attention and affection they’d show their own son. Fred Hovde was always a humble, gracious gentleman and Mrs. Hovde a gracious and pleasant lady to work for.” She was a careful household planner, and Mariottini says he was expected to perform certain tasks each day as part of the late afternoon and evening routine: emptying all the ash trays and making sure the martinis were mixed and ready by the time Hovde arrived home.
Mariottini went on to Northwestern University for graduate work and became a senior systems analyst for a Chicago firm. When his boss moved to Levi Strauss Company, Mariottini went with him. Eventually he designed the firm's distribution system, then went into sales and won the company's distinguished service award for $5 million worth in three years. He now lives in Mountain View, California, but even at that distance from his alma mater retains an unabashed admiration for the man in whose home he worked to help pay for his education.

"Hovde is," Mariottini says today, "a quiet man with a heart of gold"—an encomium with which none who know Fred Hovde personally will disagree.