



parade

**HARVEST AND
HALLOWE'EN**
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General Eisenhower and the Future

Is the White House next stop for Columbia's new prexy?

By Frank DeBlois

THE BATTLE OF MORNINGSIDE HEIGHTS began and ended on the afternoon of June 21, 1947 in Columbia University's Seth Low Memorial Library. It was there, across a no-man's land of velvet carpet, that General of the Army and Chief of Staff Dwight D. Eisenhower, who had just been appointed Columbia's president, faced for the first time the speculative stares of the school's deans and administrative officials.

The atmosphere of the room, while not openly hostile, was at least chilly. Columbia's trustees, who had been seeking a president since the resignation in 1945 of Dr. Nicholas Murray Butler, Goliath of American education, had finally picked Eisenhower, a man of no academic background and a formal education limited to technical schooling supplied by the Army. Many of the members of Columbia's staff felt that Dr. Butler's successor should be an educator of note. Some of them said so out loud.

Eisenhower, however, who had been quick-frozen before, and by experts of international standing, promptly changed the room's atmosphere by his brief, frank address. "Nobody," he said, "is more keenly aware of my academic shortcomings than I am." When he had finished, the deans applauded. It was the quickest victory Ike ever won.

Columbia's choice of Eisenhower as its president now is bringing cheers from all quarters. This is due mainly to the forthright and candid manner in which the general has conducted his public relations. It has become apparent also that Eisenhower has definite ideas about education, including a strong belief in the precept of academic freedom of thought upon which the nation's educational structure is built.

His Army Stewardship is Notable

The 57-year-old general will assume his duties at Columbia early next year after resigning as chief of staff, a post he has held for nearly two years. During his tenure as top man in the nation's peacetime army, Eisenhower's principal concerns were first with demobilization, then with unification, reorganization, the establishment of permanent research for development of new weapons and recruiting. His success, less noisy than during the war, has been notable.

Rumors that Eisenhower's appointment to the presidency of Columbia is merely the first step in a concerted effort to groom him for the Presidency of the United States have been rife since the middle of last June. The general, however, has remained persistent—if not wholly convincing—in his denials of higher ambitions.

Actually he has been spiking rumors since 1943. In January of that year George Allen, friend of President Truman, saw an Eisenhower-for-President story in a newspaper. "How does it feel to be a Presidential candidate?" he wrote in a letter to Ike. The general's reply was one word scribbled on the margin of Allen's note: "Baloney."

Last January the rumors were revived when a paper carried a story claiming that the general had told fishing companions he was awaiting a draft call. "It's a lie," responded Ike.

Recently, the general has been quoted on the subject at an average of once a week. His replies have shown remarkable variety in phraseology and content. But as Howard Brubaker wrote not long ago in the *New Yorker*, "Ike has said all there is to say about the subject except NO."

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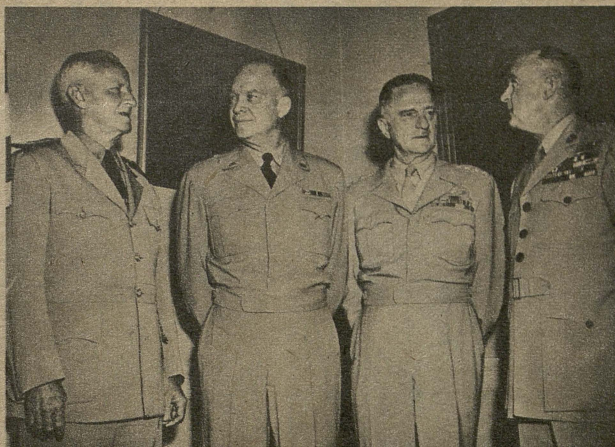


Smiling General Eisenhower pauses by statue of Alma Mater before going up steps of Columbia library.

Three Years with Eisenhower—Omaha Beach to Morningside Heights



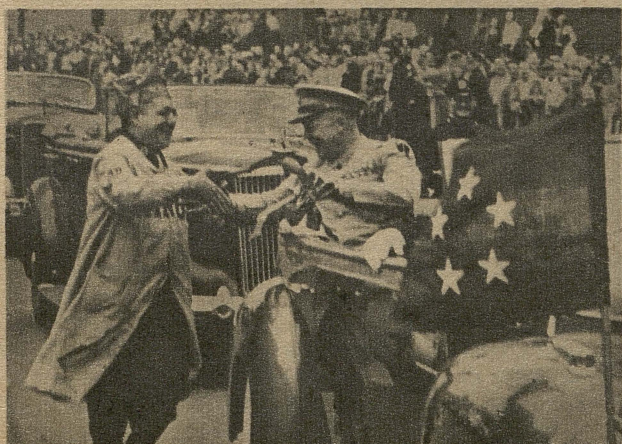
At H-Hour on D-Day, Eisenhower's final briefing sent these paratroopers into France. Ike was "GI's general."



Later Ike became Army Chief of Staff. He poses with leaders Nimitz (Navy), Spaatz, Vandergrift (Marines).



In 1946 Ike, Field Marshal Montgomery, received degrees at Cambridge. Testy Monty got along with Ike.



Hero's welcome was accorded him when war was won. In Brooklyn friendly Ike gave hand to smock-clad pal.



Eisenhower brothers fish, reminisce in Wisconsin. Left to right, they are Milton, Dwight, Earl, Arthur and Edgar.



Named Columbia's president, Ike told the press he was now educator, not politician. Most reporters like him.

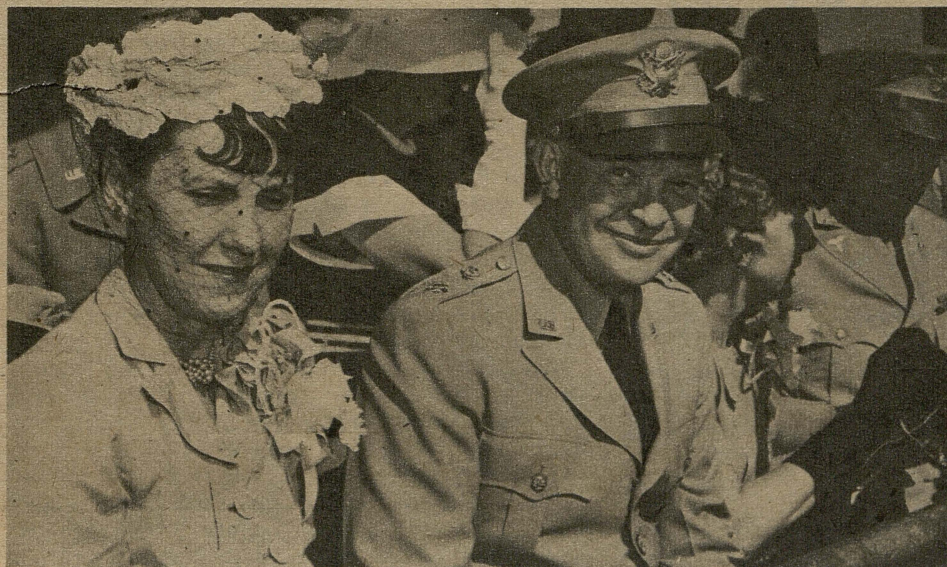
"Don't call me Mr. President—just call me Ike"

DESPITE his painfully non-committal stand on the subject—or, perhaps because of it—General Eisenhower today is regarded as a man to watch in the Presidential sweepstakes of 1948. As a kind of secret weapon in the camps of both major parties he is believed to be in an excellent position to win either nomination next year.

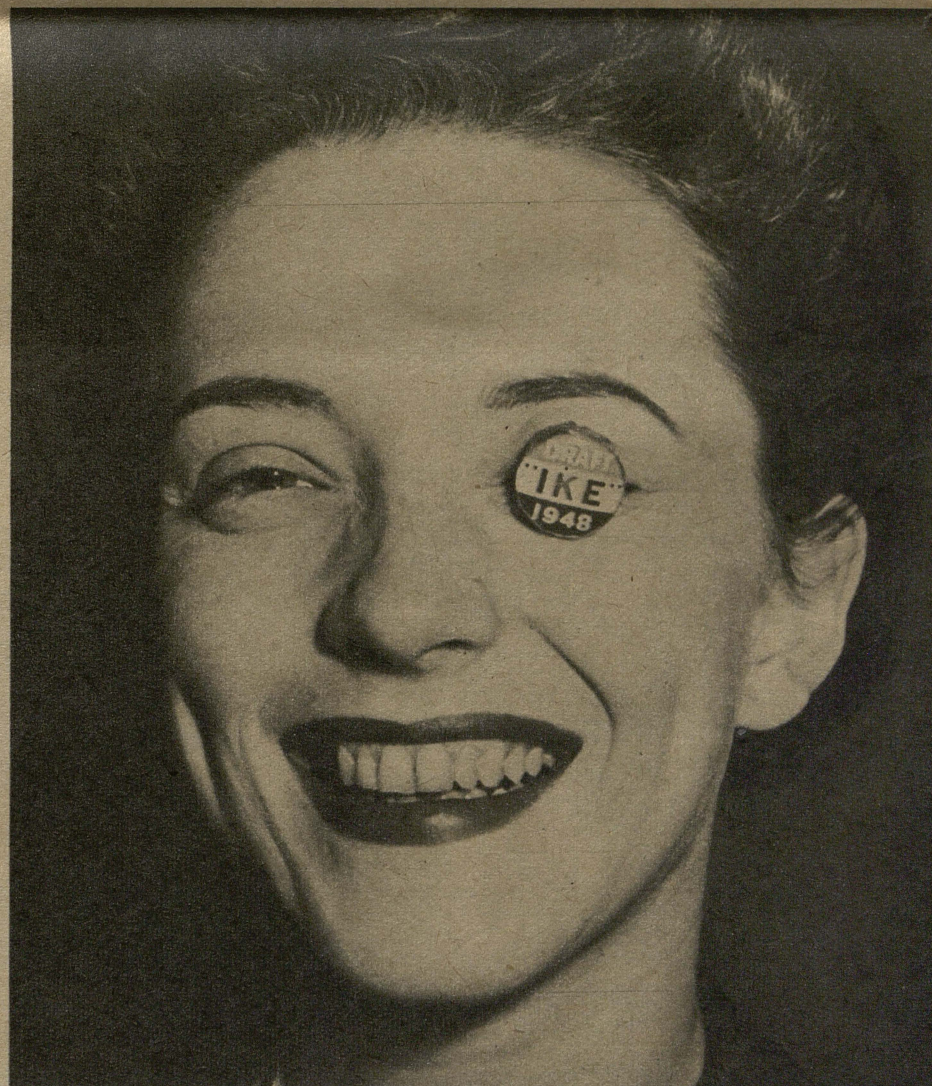
That Eisenhower, who is without political experience, is nevertheless an extremely adroit politician, is, of course, common knowledge. During the war his greatest talents lay not so much in the field of battle maneuver

as in the world of intricate political manipulation essential to the success of a war effort conducted by an amalgamation of nations fighting as allies. This ability, coupled with his experience with foreign affairs and his great personal popularity, constitute Ike's strongest claim to a nomination.

Another Ike advantage—whether he pursues it at Columbia or elsewhere, is the general's ability to say the right thing at the right time. When asked whether he would prefer to be addressed as "Mr. President" or "General" at Columbia, he said: "Just call me Ike."



General Eisenhower and his wife, Mamie, were married in 1916 when he was a lieutenant. They have one son, Capt. John. Here they watch Orange Bowl game in Florida.



In Washington an Eisenhower admirer displays her preference for President. The boom for the general has been growing, but Ike hasn't said "yes"—or "no." THE END.