

**“\$5100 is just too much to pay for nothing”: Student Responsibility and the Quest for a
Campus Pub at Tufts, 1976-1985**

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Introduction

“A campus pub is not a ‘luxury,’ it is a necessity,” a Tufts student who had transferred from Georgetown declared in 1976.¹ They were not alone in this sentiment. “Unlike almost all other schools, Tufts has no real social gathering spot where students can have a few drinks without K.C. and the Sunshine Boys blasting in your ears,” undergraduate Steven Feldman bemoaned that March.² The issue was not a lack of parties, but the absence of a casual spot to drink with friends on a Friday night. When the student senate surveyed undergraduates on their funding priorities that spring, students in fact ranked large parties as their lowest priority, while a student-faculty pub was second from the top, just behind the student newspaper the *Tufts Observer* and the student-run WMFO radio station.³ After Massachusetts lowered the drinking age in 1973 from twenty-one to eighteen, many other Boston-area schools had provided exactly what Feldman sought.⁴ Boston University wasted no time, opening its pub in March of 1973.⁵ Northeastern, Boston College, Brandeis, and the University of Massachusetts at Amherst soon followed suit.⁶ Exacerbating the issue for Tufts undergraduates was the fact that they did not just lack a place to drink on campus, they had no student center whatsoever. In this regard, Tufts was well behind its peer institutions. Most Boston-area colleges had long since achieved this milestone, including Northeastern in 1964, MIT and Holy Cross in 1965, and Brandeis in 1970.⁷

¹ Crow, “Pub Plea Needs Action,” *The Tufts Observer*, March 26, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19760326-01>.

² Steven Feldman, “Scrub-a-Dub-Dub Where’s the Pub?,” *The Tufts Observer*, March 11, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19760311-01>.

³ Kirk Weinert, “Parties Rank Low in Feb. Survey,” *The Tufts Observer*, April 9, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19760409-01>.

⁴ James Ayres, “18-Year-Olds Can Drink — next Year,” *The Boston Globe*, April 14, 1972, ProQuest, <https://www.proquest.com/docview/503448507/76D9E979440D4B2CPQ/1?accountid=14434>.

⁵ James Carroll, “Students Tap First Keg at BU Pub,” *The Boston Globe*, March 13, 1973, ProQuest, <https://www.proquest.com/docview/503585871/7E5D09F356464354PQ/1?accountid=14434>.

⁶ Longcope Kay, “Colleges Plan for Drinking Age Shift,” *The Boston Globe*, April 2, 1979, ProQuest, <https://www.proquest.com/docview/757658725/3BD6A6E4A53E4F48PQ/1?accountid=14434>.

⁷ “N.U. Starting Work on \$3.7M Student Center,” *The Boston Globe*, April 12, 1964, ProQuest, <https://www.proquest.com/docview/276124156/F1A27EDC4AB7490EPQ/9?accountid=14434>; “MIT Dedicates Student Center,” *The Boston Globe*, October 10, 1965, ProQuest,

From the beginning, the movements to establish a campus pub and a student center at Tufts were deeply intertwined. Undergraduates discovered a newfound interest in self-advocacy and vocally rejected the university's attempts to police their social lives. As the administration navigated turning Tufts into a world-renowned research institution, undergraduates fought for their own concerns and proved successful, eventually getting both a campus center and a pub. Despite these victories, the student body faced a steep learning curve in figuring out how to utilize the self-responsibility it had won from administrators.

Graduate expansion, undergraduate woes

When Jean Mayer assumed the presidency of Tufts in 1976, the accomplished nutritionist and Harvard professor inherited a school struggling to balance a dwindling endowment with the need to expand. Financial difficulties plagued many institutions in the 1970s.⁸ Mayer saw these circumstances, rather than an impediment, as providing an opportunity to rid Tufts of its “inferiority complex” in the shadow of nearby MIT and Harvard and earn Tufts a spot on the world stage. Early on, he vowed to expand “at a time when other institutions were in the process of contraction.”⁹ Mayer’s plan was to turn Tufts into a full-fledged research institution, encouraging faculty to publish frequently and growing the university’s graduate offerings. He was incredibly successful: Mayer fundraised hundreds of millions of dollars and established

<https://www.proquest.com/docview/821219772/F1A27EDC4AB7490EPQ/1?accountid=14434>; “Campus Center Set to Be Built At Holy Cross,” February 21, 1965, ProQuest,
<https://www.proquest.com/docview/276404434/954E78F228554E66PQ/1?accountid=14434>; Shapiro Leo, “Alumni Back Standards at Brandeis,” *The Boston Globe*, November 2, 1970, ProQuest,
<https://www.proquest.com/docview/503722313/F1A27EDC4AB7490EPQ/19?accountid=14434>.

⁸ Ellen Schrecker, *The Lost Promise: American Universities in the 1960s* (Chicago, IL: University of Chicago Press, 2021), 5.

⁹ Russell Miller, *Light on the Hill*, vol. II, 1986, 395, <http://hdl.handle.net/10427/14798>.

graduate schools in the biomedical and environmental sciences, nutrition, and veterinary medicine.¹⁰

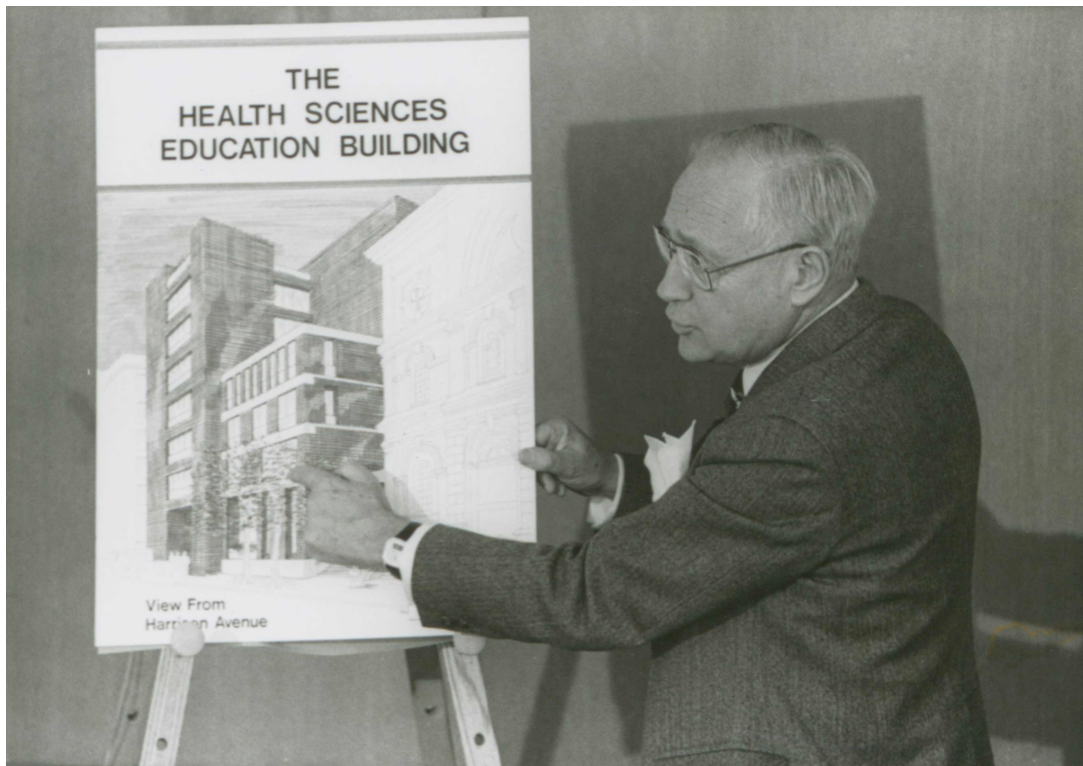


Image 1. President Jean Mayer announcing the new graduate health sciences building, 1983.¹¹

All this necessary growth, however, had the unintended consequence of alienating the group most critical to Tufts' success: its undergraduate population. During the 1960s and '70s, Tufts transitioned from being a predominantly commuter school to a residential one, and its student body grew in size as well as geographic, ethnic, and economic diversity.¹² These changes, along with the growth of Tufts' host communities of Medford and Somerville, had left Tufts "No longer a small New England College, more urban than suburban, and not really a center of

¹⁰ Sol Gittleman, *An Entrepreneurial University: The Transformation of Tufts, 1976-2002* (Hanover, NH: University Press of New England, 2004).

¹¹ Stephen Morrisseau, February 2, 1983, Photograph, February 2, 1983, The Observer Records: Mayer, Jean, Tufts Archival Research Center.

¹² Miller, *Light on the Hill*, II:379.

anything socially,” in the words of Dean of Students Tim Winant.¹³ The administration’s shrewd financial management had allowed the school to weather the economic downturn of the 1970s, but student culture had suffered as a result.¹⁴ In response to a tuition hike in 1974, undergraduate Kim DeAndrade wrote to President Hallowell, “I imagine we will be getting many more benefits for our money” as “\$5100 is just too much to pay for nothing.”¹⁵ When Mayer arrived and began raising large sums of money to invest in graduate programs, Tufts undergraduates felt the university was leaving them behind.¹⁶ Following the unrest of the 1960s, students were no longer willing to be bystanders in their education. They began to fight back, not just on the national political struggles associated with that era, but on the local campus issues that impacted them most directly.¹⁷

Mayer was sensitive to this issue, and aimed to uphold the quality of Tufts’ undergraduate education while moving forward with the expansion necessary for a stable future.¹⁸ The most profound way Mayer could demonstrate his commitment was to finally create a campus center, which had long been Tufts’ “most unbuilt” amenity.¹⁹ A campus center had widespread support from students, faculty, administrators, and parents, making it a wise public relations move for the new president as well.²⁰ The first proposal for a student center had come long ago in 1913 from Dean Frank Wren, but due to fundraising difficulties and wavering

¹³ Thomas T. Winant, “Community at Tufts,” August 2, 1976, Office of the President Records: Jean Mayer Subject Files, Tufts Archival Research Center.

¹⁴ Winant.

¹⁵ Kim DeAndrade, “Letter to the Editor: \$5100 Is Just Too Much to Pay for Nothing,” *The Tufts Observer*, March 22, 1974, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19740322-01>.

¹⁶ Miller, *Light on the Hill*, II:413; Schrecker, *The Lost Promise: American Universities in the 1960s*, 285.

¹⁷ Schrecker, *The Lost Promise: American Universities in the 1960s*, 264.

¹⁸ Miller, *Light on the Hill*, II:428.

¹⁹ Miller, II:427–28.

²⁰ Winant, “Community at Tufts,” August 2, 1976; H.F. Magnuson, June 28, 1976, Office of the President Records: Jean Mayer Subject Files, Tufts Archival Research Center; DeAndrade, “Letter to the Editor: \$5100 Is Just Too Much to Pay for Nothing.”

support, the project had never come to fruition.²¹ Calls for a campus center repeatedly surfaced throughout the next half century, but every time it seemed to be the wrong economic situation for such a project. Starting with President Nils Wessell in the 1950s, administrators developed a tradition of appeasing student desire for a student center by updating the student lounge in Eaton Hall, the former library and current academic building, with new amenities such as vending machines and pool tables, without ever engaging in new construction.²²



Image 2. The Eaton Lounge, replete with vending machines but nonetheless uninhabited.²³

In his first year at Tufts, Mayer made a similar proposition, feeling out the desire for a proper campus center. Mayer put together a temporary lounge in Eaton while the necessary funds for a new facility — first estimated at around three million dollars — could be raised.²⁴ Although

²¹ Miller, *Light on the Hill*, II:427.

²² Miller, II:427; Dave Holzman, “Throat Relief Found in Eaton Lounge,” *The Tufts Observer*, November 22, 1974, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19741122-01>; Anne Sauer et al., *Concise Encyclopedia of Tufts History*, 2000.

²³ Mike Futeran, n.d., Photograph, n.d., The Observer Records: Eaton Lounge, Tufts Archival Research Center.

²⁴ Kirk Weinert, “A New Student Center in Eaton Hall?,” *The Tufts Observer*, September 17, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19760917-01>.

students were appreciative of any sort of progress on the issue, the student body quickly informed Mayer that this would not suffice in the long term. Winant, the Dean of Students, wrote even before Mayer's Eaton proposal that "However much Eaton Hall is tinkered with it will always have its limitations and can only be a short term solution."²⁵ H.F. Magnuson, a parent to two Jumbos and an administrator at Gonzaga University, a Jesuit school in Washington state, expressed to Mayer his desire for a student union where he could enjoy refreshments with his children.²⁶ Mayer assured Magnuson that a student center was a high fundraising priority for Tufts and, noting Magnuson's administrative experience, asked if he had any ideas on how to secure the necessary funds.

Building on the momentum for a campus center, students pushed Mayer on this issue simultaneously with another: the need for a place on campus to enjoy a drink with friends. Tufts, although far from a "party school," had a healthy partying and drinking culture centered around dorm and fraternity parties.²⁷ The drinking age at the time in Massachusetts was eighteen, allowing just about every undergraduate to imbibe legally, and there was desire on campus to create a relaxed social space for drinking.²⁸ Shortly after the Eaton proposal, Mayer received a letter from senior Gary Flomenhoft suggesting a temporary campus center in Curtis Hall, where a snack bar and a number of student organizations including WMFO, the student-run radio station, and the *Tufts Observer* were housed.²⁹ Flomenhoft noted that although Curtis' location at

²⁵ Winant, "Community at Tufts," August 2, 1976.

²⁶ Magnuson, June 28, 1976.

²⁷ Beth Winsten, "TU to Seek Permit from S'ville," *The Tufts Observer*, October 29, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19761029-01>; Miller, *Light on the Hill*, II:216.

²⁸ "Age Hike Severe; Education Called For," *The Tufts Observer*, February 16, 1979, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19790216-01>.

²⁹ Gary M. Flomenhoft, January 31, 1977, Office of the President Records: Jean Mayer Subject Files, Tufts Archival Research Center.

the edge of campus was not ideal, this obstacle could be overcome by the appeal of securing a liquor license for the building.

Several years earlier, in 1973, the student senate arts commissioner Dick Dicker had submitted a proposal to Vice President of Business Affairs John Mitchell for a weekly coffeehouse in MacPhie, the dining hall.³⁰ Dicker suggested this as a “first step towards a student center,” and raised the possibility of a bar facility in MacPhie as well. The administration, which occasionally received complaints from community residents about student parties, saw an opportunity to appease undergraduates and the local community in one fell sweep by creating a designated, contained space for student drinking.³¹ One goal, albeit a minor one, for the ever-distant campus center was to house this space.³²

“There is too much wine in the soul already”: the liquor license question

The university’s tenuous financial situation was not the only obstacle to purveying alcohol in the campus center. In 1974, Director of Student Activities Jack Salvatore had begun looking into the possibility of an on-campus pub when he made a deeply unfortunate discovery. According to Medford’s and Somerville’s strict drinking laws, the sale of any alcohol on campus without a liquor license was in fact illegal activity.³³ Most parties and other social events covered expenses by selling liquor on site, meaning a wide swath of student organizations were involved

³⁰ Katie MacIntyre, “MacPhie Might Double for Weekly Coffeehouse,” *The Tufts Observer*, April 27, 1973, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19730427-01>.

³¹ Gary Palmucci, “Senate Queries New Dean; Votes to Aid House Parties,” *The Tufts Observer*, September 19, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750919-01>; Helen Lefkowitz Horowitz, *Campus Life: Undergraduate Cultures from the End of the Eighteenth Century to the Present* (Chicago, IL: University of Chicago Press, 1988), 113.

³² Paul Taskier, “MacPhie Pub Serves Important Function,” *The Tufts Observer*, February 17, 1978, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19780217-01>.

³³ Julie Salamon, “Tufts Seeks Liquor License; till Then, Free Booze Only,” *The Tufts Observer*, n.d., Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19740503-01>.

in this illegality. The matter of securing a liquor license, then, became not just an issue of a potential on-campus pub, but a requirement for essentially any drinking on campus, even among a population legally of age. Salvatore immediately set to work securing a liquor license, asking campus organizations to cease alcohol sales in the meantime. He suggested loopholes such as including the cost of alcohol in admission prices until the university was covered by a license.

The issue proved more than a temporary setback as obtaining a license proved unexpectedly complicated and fraught with tension. By January 1975, due to a lack of cooperation from the towns in providing a license, Salvatore announced his office would stop going out of its way to enforce the prohibition on campus alcohol sales.³⁴ That fall, the student senate developed another approach, allocating weekly funds to cover alcohol expenses for fraternities and other event-hosting organizations.³⁵ Students, restless at the restrictions, hosted parties that brought noise complaints from Somerville residents.³⁶ Dean Winant, who came to Tufts that fall, set to work on the issue but found himself in a vicious cycle. Student unrest in response to the drinking policies further inflamed Somerville and Medford, the communities whose support the university needed to obtain a liquor license.³⁷ The university needed students on good behavior to increase the chances of Tufts getting a liquor license from Medford and Somerville on their behalf.³⁸

³⁴ Stephen Davis, "Senate to Propose Expansion," *The Tufts Observer*, January 24, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750124-01>.

³⁵ Palmucci, "Senate Queries New Dean; Votes to Aid House Parties."

³⁶ Gary Palmucci, "Emotions Run High in Liquor License Issue," *The Tufts Observer*, September 19, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750919-01>.

³⁷ Jack Salvatore, "Sale of Alcoholic Beverages," April 30, 1974, The Observer Records: Article files: Liquor license, Tufts Archival Research Center; Palmucci, "Emotions Run High in Liquor License Issue."

³⁸ Winant's policy here rather sharply diverged from that of his predecessor, Dean of Students James Steindler, who resigned at the end of the 1974-1975 academic year. In October 1974, Steindler announced he did not intend to take action against frats who sold alcohol, as plenty of other groups were doing the same. "I'll be damned if I'm going to stop students from selling alcohol while others on this campus are doing the same thing," he said at the time. There is a sense in the newspapers around this time that Steindler's attitudes were rather out of line with those of the university. Davis, Stephen, "Steindler bans sale of liquor in Hill buildings," *The Tufts Observer*, October 25, 1974, Newspapers @ Tufts, Tufts Archival Research Center.

Due to Tufts' "somewhat tenuous relationship with Somerville," the university expected it would have an easier time working with Medford on a liquor license.³⁹ The Medford licensing board proved this assumption incorrect in April 1975 when it unanimously rejected a bid by the Tufts Faculty Club, which had incorporated that January for the sole purpose of securing a liquor license for the faculty dining room.⁴⁰ A 1973 referendum of Medford residents allowed the city to grant liquor licenses, for the first time in thirty-five years, to national fraternities and non-profit clubs.⁴¹ The Faculty Club believed it fell under this definition, but the Medford licensing commission disagreed, seeing the Club as little more than a restaurant, and using the case to establish how narrowly Medford would apply the referendum.⁴²

Somerville elections in fall 1975 improved relations between Tufts and Somerville, and by the spring of 1976, Dean Winant was ready to try for a Somerville license again.⁴³ The city delayed the process until November, and then again until the following January due to a high number of applications to work through.⁴⁴ Tufts was finally granted a liquor license in February 1977, allowing the university to move forward with a student pub, but the move was not without detractors.⁴⁵ One licensing board member declared his preference for Somerville going dry instead, but argued since drinking was inevitable, the city may as well try to control it. Others took the matter more personally. Two aldermen opposed since Tufts "[did] not show

³⁹ Salamon, "Tufts Seeks Liquor License; till Then, Free Booze Only."

⁴⁰ "Medford Licks Tufts Liquor Bid," *The Tufts Observer*, May 2, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750502-01>; "TU Asks Booze License," *The Tufts Observer*, April 4, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750404-01>.

⁴¹ "Medford Licks Tufts Liquor Bid."

⁴² John Granatino, "Local Hearing Unfolds Liquor License Hostility," *The Tufts Observer*, April 18, 1975, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19750418-01>.

⁴³ Palmucci, "Senate Queries New Dean; Votes to Aid House Parties."

⁴⁴ Beth Winsten, "Liquor Bid Must Wait until January," *The Tufts Observer*, November 12, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19761112-01>.

⁴⁵ Beth Winsten and Jeff Goodman, "Dewick Granted Liquor License; Tufts May Operate Nightly Pub," *The Tufts Observer*, February 11, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770211-01>.

consideration for the area residents and therefore the commission should not show Tufts consideration by granting the license.” A resident of Teele Avenue objected on the grounds that Tufts students routinely block Somerville streets with their cars at house parties. Further, he added, “total abstinence from all sins is the best policy. There is too much wine in the soul already.””

Winant immediately began planning for a campus pub in the Dewick and MacPhie dining halls — as heralded by Dick Dicker four years earlier — which opened in April 1977. This was meant as a temporary location, as the Pub was intended to relocate to the as-yet-nonexistent campus center.⁴⁶ Even before the Pub space underwent renovations in fall 1977 to install refrigeration, audio equipment, and keg spouts, the Pub was a hit.⁴⁷ By February 1978, business at the Pub was so good that the students who ran it had to turn people away due to occupancy limits.⁴⁸ Steve Smith, a recent Tufts graduate and the manager of the Pub, oversaw a student staff of seventy who developed a tight bond with each other and with full-time staff.⁴⁹ On Thursday nights, Smith estimated the Pub went through twelve to fourteen kegs of beer and ninety pizzas. The Pub, open three nights a week, featured musical performances by Tufts students, including recent graduate Tracy Chapman, and local favorites like cover artist Jim Plunkett.⁵⁰ This overwhelming success revealed the student body’s need for such a space.

⁴⁶ “Pub Planning Begins,” *The Tufts Observer*, February 18, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770218-01>; Taskier, “MacPhie Pub Serves Important Function.”

⁴⁷ Beth Winsten, “Pub to Open in April,” *The Tufts Observer*, March 25, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770325-01>; Johnnie Walker, “Pub Draws Big Crowd...” *The Tufts Observer*, September 23, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770923-01>.

⁴⁸ Taskier, “MacPhie Pub Serves Important Function.”

⁴⁹ Thanks to Adrienne Gibbons (J88) for providing the voice of the Pub’s student workers and excellent pictures.

⁵⁰ “Apple Jam to Spread over Hill,” *The Tufts Observer*, April 15, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770415-01>; “EXPOSE YOURSELF,” *The Tufts Observer*, October 14, 1977, Newspapers @ Tufts, Tufts Archival Research Center; Rachel Fleishman, “Spotlight On The New Social Policy: Its Origins And Its Results,” *The Tufts Daily*, September 13, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19850913-01>.



Image 3. The Pub filled with students in 1979.⁵¹

Although Mayer's administration opened the Pub as an intermediary step on the path to a full-fledged campus center, undergraduates developed a different perspective. The Pub did not temporarily alleviate the desire for a campus center, but rather became something else entirely. As planning for the campus center ramped up in 1978, the *Tufts Observer* ran an article titled "MacPhie pub serves important function," highlighting the affection students had developed for the space.⁵² A subtle tension arose over the Pub's temporary nature: while students sought further improvements to the Pub, the university gently resisted on the grounds that the Pub was simply a placeholder for a real campus center. Students were all for the campus center, but realized they in fact wanted both. They again grew tired of stalled progress toward securing enough funds to

⁵¹ Larry Glick, April 20, 1979, Photograph, April 20, 1979, The Observer Records: Pub, Tufts Archival Research Center.

⁵² Taskier, "MacPhie Pub Serves Important Function."

satisfy undergraduate student needs, and doubled down, urging the university to simultaneously improve the Pub while building a campus center. An April Fools edition of the *Tufts Observer* jokingly — and perhaps aspiringly — described Tufts’ plans to build a campus center “between 300 and 450 stories high” featuring an indoor safari and bobsled run, as well as a permanent pub facility with two hundred brands of beer on tap.⁵³ One student polled by the *Observer* succinctly voiced student frustration with Tufts’ financial decisions. “Why spend 1.9 million dollars for a student center?” they asked. “Why not relocate Jean Mayer in the Sheraton Hotel and use his house for a student center?” referencing Tufts’ over-enrollment in 1977 that forced it to house one hundred seventy upperclassmen in a hotel near Harvard Square.⁵⁴

Student responsibility, or lack thereof

The Pub was not just an opportunity for Mayer’s administration to work out the kinks before building a new campus center. It also proved an experiment for students in self-governance. As colleges became increasingly coeducational in the early twentieth century, universities comforted parents who were afraid to send their daughters away by taking over parental responsibilities on their behalf, an idea called *in loco parentis*.⁵⁵ Colleges implemented dress codes, curfews, and complex rules of etiquette for their early women students. By the 1930s, schools applied these restrictions to men as well, housing staff in dorms and restricting interaction between men and women in an effort to control romantic and sexual relationships.

⁵³ Amy Carter, “‘Super Center’ Planned for Tufts Campus,” *The Tufts Observer*, April 1, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19770401-01>.

⁵⁴ “‘Tufts First Building Priority Should Be...,” *The Tufts Observer*, October 14, 1977, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19771014-01>.

⁵⁵ Beth Bailey, *Sex in the Heartland* (Cambridge, MA: Harvard University Press, 2002), 80,

In the 1960s, as the Vietnam War and other social issues gripped the nation, students became angry at a system that policed their social lives with arbitrary rules and then sent them off to war after graduation. They began fighting back, most visibly on civil rights and the draft, but even more so on local campus issues surrounding *in loco parentis*. They fought for sexual freedom, relaxed drinking rules, and the ability to act as their own authority. They began voicing their opinions more loudly on other issues too, such as faculty tenure cases and the increased pressure on faculty to produce research, which students felt distracted professors from their real purpose of teaching undergraduates.⁵⁶ University administrators, unaccustomed to such strong student pushback, did not know how to respond, leading to overly harsh reactions that only inflamed students further. They sometimes prohibited student organizations from meeting and brought in law enforcement to police student protests.⁵⁷ Colleges eventually backed down in the 1970s, worn out by sustained student protest and a series of court cases that defeated the doctrine of *in loco parentis* legally. Schools hired deans specifically trained to work with students, and began to address student demands, leaving undergraduates' social lives alone and allowing student input in certain administrative decisions.⁵⁸

At Tufts, the end of *in loco parentis* played out in the debate on campus around student drinking. Proposals to change the Massachusetts legal drinking age spurred renewed public interest in teenage drinking and encouraged students to have the debate for themselves. Over months of deliberation in 1979, Massachusetts lawmakers debated raising the legal drinking age to nineteen or twenty-one, and eventually settled on twenty.⁵⁹ Student opinion was just as

⁵⁶ Schrecker, *The Lost Promise: American Universities in the 1960s*, 282.

⁵⁷ Schrecker, 292.

⁵⁸ Schrecker, 295; Bailey, *Sex in the Heartland*, 87.

⁵⁹ Kay, "Colleges Plan for Drinking Age Shift."

divided, as demonstrated by an *Observer* poll.⁶⁰ Some supported a higher drinking age, believing “The use of drugs in society leads to decadence.” Others took a middle ground, preferring a lower drinking age for beer and wine than for hard liquor. Still others were against it “for libertarian reasons” or for the perceived hypocrisy in not allowing young people to drink at an age when they could “go to war and vote.”

Ultimately, though, students had no control over state law, and instead turned to addressing the issue of alcohol on campus. Some students saw the drinking culture among Tufts undergraduates as problematic and sought different methods to address it. In February 1979, John Woytowicz, the chairman of the Student Health Advisory Board, announced a training program for resident assistants on alcohol education and intervention strategies.⁶¹ The program evolved as a collaboration between the Board — a student group acting as mediator between students, administration, and health services on matters of student wellbeing — and Tufts health services in response to increased concerns among RAs about student alcoholism.⁶²

Others were not convinced of the problem, and resisted any attempt to stifle students’ ability to drink freely. Flagrant safety violations at an October 1980 party, including dispensing nitrous oxide, painting windows shut, and not cooperating with police officers, caused the Student Activities Office to prohibit the fraternity Theta Delta Chi from hosting any parties until the following March.⁶³ Fraternity leaders did not believe stricter regulations were necessary, and

⁶⁰ Sara Clignet and Steven Schlesinger, “Student Reaction to New Drinking Age Mixed,” *The Tufts Observer*, February 16, 1979, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19790216-01>.

⁶¹ John Woytowicz, “Student Alcoholism Problem Cited,” *The Tufts Observer*, February 2, 1979, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19790202-01>.

⁶² Woytowicz; Marc Schrueth, “Health Advisory Board Holds First Meeting, Discusses Plans, Goals,” *The Tufts Daily*, September 24, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19800924-01>.

⁶³ Bill Frechtman, “Theta Delta Chi Disciplined by Student Activities Office,” *The Tufts Observer*, November 14, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19801114-01>.

argued their violations were nothing out of the ordinary, saying ““every other party is just as lax.””⁶⁴

This variation in student opinion created tension among the undergraduate population. In response to incidents such as Theta Delta Chi’s safety violations, the Committee on Student Life, which consisted of both faculty members and students, drafted a series of proposals to the administration on how to address the alcohol problem.⁶⁵ Proposals included counseling programs to change student attitudes toward alcohol and greater punishment of those who violate campus rules in a ““refusal to tolerate abuse of alcohol and resulting anti-social behavior.”” Due to its lack of enforcement power, the CSL submitted their proposals to Director of Student Activities Ted Tye and asked him to report back with a revised campus policy, strongly indicating they believed changes should be made. The following February, Tye unveiled his policy changes, including restrictions on advertising of alcohol at events, requirements to offer non-alcoholic beverages, and limitations on the number of non-Tufts guests admitted.⁶⁶ These new policies — generated at the request of a student committee — received immediate scorn from some students. In a letter to the editor of the *Observer*, freshman Gene Salomon called the social policy “an outrage and an abomination” that conflated alcohol use and alcohol abuse rather than using education to address the latter.⁶⁷ The policy stung on a deeper level, too. Salomon was not just upset at having to deal with drinking restrictions, but also at his student peers on the CSL for

⁶⁴ Filip Klavins, “Recent ‘123’ Bash Stirs Evaluation,” *The Tufts Observer*, November 21, 1980, The Observer Records: Article files: Alcoholism, 1981, Tufts Archival Research Center.

⁶⁵ Mike Feibus, “Committee on Student Life Ratifies Social Policy Position,” *The Tufts Daily*, November 19, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19801119-01>; Mike Newman, “31 Candidates Seek the 35 Senate Seats,” *The Tufts Observer*, February 13, 1976, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19760213-01>.

⁶⁶ Paul Van Osdol, “CSL Reviews New Social Policy,” *The Tufts Daily*, February 4, 1981, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19810204-01>.

⁶⁷ Gene Salomon, “Letter to the Editor: New Social Policy Invades Students’ Rights,” *The Tufts Daily*, February 5, 1981, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19810205-01>.

having involved administration in the issue — one he believed students should manage alone. “It is adding insult to injury when Tufts University treats students as children,” he wrote. “The student body should stand up for its rights and oppose these rules.”

Unfortunately for students who agreed with Salomon, university involvement would only increase. A series of incidents during the fall 1980 semester heightened public, parental, and administrative concern over student drinking and forced the university to take charge. In September, attendees of a WMFO radio station-sponsored event “ruined” the men’s bathroom at the MacPhie Pub resulting in damages of seven hundred dollars.⁶⁸ During an October film screening at the Pub, audience members damaged a beverage station. At an Alpha Tau Omega-sponsored concert, attendees damaged the men’s bathroom further — ““there wasn’t much left to ruin,”” but students nonetheless tore down a light fixture. That same month, students damaged a bathroom in Eaton Hall, and in November, students lost the ability to host events in Ballou Hall’s Coolidge Room following destruction that took janitors twenty-four hours to clear.⁶⁹ The slate of damages sparked re-evaluation of how student organizations sponsored events at the Pub, but aside from the hosting organizations having to foot the bill for damages, punishment seemed fairly light. Nonetheless, some students resisted. In a letter to the editor of the *Observer*, senior Dan Brenner called for student organizations to be given more, not less, responsibility over Pub events.⁷⁰ He claimed hosting organizations were not allowed to hire security or clean up after events. The Pub, he believed, was “demanding full responsibility for running each event, that is, until something goes askew.”

⁶⁸ Bill Frechtman, “Pub Damage Provokes Re-Evaluation of MacPhie,” *The Tufts Daily*, October 7, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19801007-01>.

⁶⁹ Mike Feibus, “UNIVERSITY HOLDS ALCOHOL CONFERENCE,” *The Tufts Daily*, November 21, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19801121-01>.

⁷⁰ Dan Brenner, “Letter to the Editor: Management of Pub Events Found Lacking,” *The Tufts Observer*, October 10, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19801010-01>.

The final affront came when a fourteen-year-old visiting her brother at Tufts fell out of a fourth floor West Hall window.⁷¹ Tufts Police Sergeant John Holland claimed the girl and her brother “may have stopped at one or more campus parties” earlier that night but didn’t say for long, and she was not intoxicated at the time of the fall. The victim, who underwent surgery for several broken bones, said she may have been sleepwalking when she fell. Student response to the incident was curiously mild: it received little attention in the student newspapers aside from one article, rather innocuously titled “Dorm guest injured in fall,” that focused mostly on Tufts’ potential liability in the case. Students may have wished to underplay the severity and volume of recent alcohol-related episodes in an effort to quell outside attention on student drinking.



West Hall window from which a fourteen-year-old fell in 1980.⁷²

Image 4. The

⁷¹ Mike Wilson, “Dorm Guest Injured in Fall,” *The Tufts Observer*, October 10, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19801010-01>.

⁷² Stephen Morrisseau, October 6, Photograph, October 6, The Observer Records: West Hall, Tufts Archival Research Center.

University response, however, was serious, as Tufts' legal liability in such accidents was unclear; it probably did not help too that the victim's father was a Tufts trustee.⁷³ The accident led to Director of Student Activities Ted Tye and Associate Dean of Students Bruce Reitman forming a Committee on Social Review, with both students and administrators, to suggest policy changes in order to prevent future incidents. The Committee's work contributed to Tye's CSL response and culminated in the February 1981 policy revisions that included restrictions on advertising alcohol at events.⁷⁴

In the end, students and administration seemed to compromise on promoting education around alcohol use without working to explicitly curb student drinking. Students had advocated for this approach for several years, especially in response to Massachusetts raising the legal drinking age in 1979.⁷⁵ In November 1980, the university sponsored a conference attended by over two hundred student leaders to raise awareness of the alcohol problem on campus.⁷⁶ Student senator Chuck Greenberg specifically noted that trying to change student alcohol use would be “unrealistic,” and the conference instead aimed to leave student leaders “with a greater understanding of the situation.” President Jean Mayer was especially passionate about the issue as a nutritionist, and while he admitted Tufts was comparable to other schools in terms of student drinking, he urged that Tufts “should do better than the national average.” Student leaders heard presentations from professors on higher education and psychiatry before breaking out into workshops. Professor Young, a higher education expert from the University of Georgia, emphasized that students are fully liable to their actions even while in college. He delivered an

⁷³ Wilson, “Dorm Guest Injured in Fall.”

⁷⁴ Stephen Labaton, “Social Policy Introduced,” *The Tufts Observer*, February 20, 1981, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19810213-01>.

⁷⁵ “Age Hike Severe; Education Called For.”

⁷⁶ Feibus, “UNIVERSITY HOLDS ALCOHOL CONFERENCE”; Daniel Paisner, “Tufts Called ‘Comparable at Conference,’” *The Tufts Observer*, November 21, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19801121-01>.

interesting eulogy to *in loco parentis*, stating that “universities used to take on the responsibilities of parents, but as a result of court cases concerning student rights in the ‘60s and early ‘70s, this is now illegal procedure.”⁷⁷

Students and administrators continued the efforts with an Alcohol Awareness Week in April 1981.⁷⁸ Dean Bobbie Knable, the head of the planning committee, was careful to emphasize the educational nature of the group’s agenda. ““We want to help students arrive at their own decisions about alcohol—not to have them accord to one set standard,”” Dean Knable said to *The Tufts Daily*. The Week featured lectures, seminars, workshops, and films.⁷⁹ Not surprisingly, the programming included the Pub as well. Two Tufts alumni led a breathalyzer demonstration at the pub to assess the level of drinking among students there; only two percent surpassed the legal blood alcohol content.⁸⁰ Alcohol Awareness Week demonstrated a concerted effort on the university’s part to address a student health problem, seeking to educate rather than reprimand students.⁸¹

⁷⁷ The Tufts Observer published a facetious “toast” to the university’s efforts in sponsoring the conference on alcohol, suggesting anyone who does not believe there is an alcohol campus is looking through “rosé-colored glasses.” “Conference on Drinking Toasted,” *The Tufts Observer*, November 21, 1980, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19801121-01>.

⁷⁸ Ken Ashford, “Alcohol Task Force Plans Projects to Increase Awareness,” *The Tufts Daily*, March 20, 1981, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19810320-01>.

⁷⁹ Doug Miller, “Alcohol Awareness Week Comes to Close,” *The Tufts Observer*, May 1, 1981, The Observer Records: Article files: Alcoholism, 1981, Tufts Archival Research Center. The education students received during some of these lectures does not hold up to modern scrutiny. Professor Albert Ullman described how “drinking is considered by white Protestant cultures to be an acceptable method for dealing with stress,” while Professor Sol Gittleman explained “alcohol was not a symptom of stress for Jewish or Italian immigrants” until recently. “Jews used to have nervous breakdowns, or become compulsive gamblers. Now they drink.”

⁸⁰ Ken Sunshin, “Responsible Pub Drinking?,” *The Tufts Daily*, May 1, 1981, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19810501-01>.

⁸¹ In 1977, Tufts also conducted a survey of student drinking habits that Mayer reported to parents in a controversial 1981 letter. The letter claimed 95% of Tufts students drink, which caused students some humiliation (although this does not seem that shocking today), but this figure was in fact the result of a survey of undergraduates at Tufts as well as 34 other colleges. This survey found Tufts nearly indistinguishable from other schools in terms of student drinking. The survey of only Tufts students revealed figures that seem to warrant more concern, finding that 35% of students sometimes felt their alcohol use was out of control. Sarah Strohmeyer, “Letter about alcoholism report termed ‘misleading’ by officials,” *The Tufts Observer*, January 30, 1981, Newspapers @ Tufts, Tufts Archival Research Center. <https://newspapers.tufts.edu/?a=d&d=TTO19810130-01.1.1&e=-----en-20--1--txt-txIN----->

“License on the rocks?”⁸²

“Well, it’s finally here,” *The Tufts Daily* announced on the opening day of the Elizabeth Van Huysen Mayer Campus Center in February 1985.⁸³ After seven years of planning and five million dollars raised, there was no question that the building represented a substantial effort by Mayer’s administration to address student need. The building, literally, would forever bear his name; a major anonymous donor’s contribution came with the stipulation that the building must be named after Mayer’s wife Elizabeth. The entire Tufts community was happy to finally have the long-overdue Mayer Campus Center, a “handsome addition” to the Tufts campus in the words of the *Boston Globe*.⁸⁴ With offices for student organizations such as the student senate, a snack bar, a tavern, and a bookstore and game room planned for the future, the campus center had just about everything students could have asked for.⁸⁵



⁸² “License on the Rocks?,” *The Tufts Observer*, January 25, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19850125-01.1.8>.

⁸³ “A Job Well Done,” *The Tufts Daily*, February 4, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19850204-01>.

⁸⁴ Robert Campbell, “A Handsome Addition at Tufts,” *The Boston Globe*, May 14, 1985, ProQuest, <https://www.proquest.com/docview/1821169228/D076A537EDC34C0FPQ/1?accountid=14434>.

⁸⁵ Michael Mayo, “Celebration Christens Campus Center Opening,” *The Tufts Observer*, February 1, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19850201-01>.

Image 5. Elizabeth Mayer at the opening of the Elizabeth van Huysen Mayer Campus Center, 1985.⁸⁶

Except for alcohol, that is. By the time plans for the campus center reached their final stages, it was clear to the administration that a student pub was a popular concept and should be included in the new center.⁸⁷ The campus center tavern was planned to have a more intimate feeling, similar to that of a coffeehouse, and a smaller capacity than MacPhie.⁸⁸ From the start, however, there was a problem. Depending on the decision of the Somerville licensing board, it was unclear whether the campus center tavern could be covered by the current pub liquor license, whether the license could be transferred from the MacPhie Pub to the campus center, or whether Tufts would need a new license altogether.⁸⁹ If the university could only have one license for one building, the administration decided it would transfer the license from MacPhie in order to serve alcohol in the campus center.⁹⁰

Students were fiercely opposed to prioritizing the campus center over the MacPhie Pub. The student senate passed a resolution urging administration to maintain the license at MacPhie

⁸⁶ Rich Rodgers, n.d., Photograph, n.d., The Observer Records: Campus Center, Tufts Archival Research Center.

⁸⁷ It was around this time that the Pub proved its popularity most publicly, when an HBO comedy special was filmed at the Pub. The event featured Saturday Night Live cast member Joe Piscopo and a number of student comics from Tufts and other institutions. See the spread on page 4 of the April 25, 1983 edition of *The Tufts Observer*, <https://newspapers.tufts.edu/?a=d&d=TTD19830425-01>. The event also received coverage in the Boston Globe. Ed Slegel, "Why are they smiling? Because these student comics may get their big break on HBO," *The Boston Globe*, May 2, 1983, ProQuest.

⁸⁸ Greg Roer, "New Pub to Differ Vastly from MacPhie," *The Tufts Daily*, September 18, 1984, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19840918-01>.

⁸⁹ Tufts did in fact have a second liquor license at this time, a club alcoholic beverage license that Medford granted in 1983. Tufts had been using this to serve alcohol in the faculty dining room, catered events, and summer conferences. It is unclear whether or not this license could have been applied to the campus center in order to serve students, however it is beyond the scope of this paper to investigate further. For more information, see David Moffatt, "Service of Alcoholic Beverages," April 7, 1983, Office of the Provost and Senior Vice President Records, Subject files, 1940 -- 1988, bulk: 1943 -- 1982, Dining services, 1972 -- 1982, UA002.001.005.00019, https://archives.tufts.edu/repositories/2/archival_objects/259854

⁹⁰ Heather Barry, "MacPhie Pub May Close When Center Opens," *The Tufts Observer*, October 26, 1984, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19841026-01>.

if they could not secure a second one for the campus center.⁹¹ Senate President John Fulginiti delivered an impassioned address at a senate meeting arguing that the administration made the decision without adequate consultation of the student body. Within days, the administration relented. Dean of Students Bruce Reitman promised the new tavern would remain alcohol-free until Tufts could obtain a second license from Somerville, keeping the MacPhie Pub intact. Reitman alleged that, had the administration understood that students would be upset, it would have changed its plans even without Fulginiti's speech.⁹²

Students, flushed with success, wasted no time in suggesting improvements to the newly opened campus center. Mainly, they found the tavern too small. "I wonder what moron did that," freshman Cyndy Cohen said of the tavern's planning.⁹³ *The Tufts Daily* quoted an unspecified group of "fraternity members" as saying "We think the pub area is way too small for the capacity of drinking," making clear their priorities for the space.⁹⁴ The campus center tavern also received criticism for the very thing students had advocated for, namely its inability to serve alcohol while awaiting a liquor license in order to keep the MacPhie Pub running. One senior asked of the campus center tavern, "What are they going to serve—milk and cookies?"⁹⁵ An opinion piece in the *Observer* congratulated the administration on the campus center, but underscored the tavern's lack of alcohol as a major problem and urged Tufts to rectify the situation as quickly as possible.⁹⁶

⁹¹ David Kramer, "Fulginiti Attacks Pub Proposals," *The Tufts Daily*, January 28, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19850128-01>.

⁹² David Kramer, "Administration Agrees to Keep License at MacPhie," *The Tufts Daily*, January 29, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19850129-01>.

⁹³ Mayo, "Celebration Christens Campus Center Opening."

⁹⁴ "First Impressions: Students Comment on Campus Center After Friday's Opening," *The Tufts Observer*, February 4, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19850204-01&e=-----en-20--1--txt-txIN----->.

⁹⁵ Vicki White, "MacPhie Pub to Retain Original Liquor License," *The Tufts Observer*, February 1, 1985, Newspapers @ Tufts, Tufts Archival Research Center.

⁹⁶ "Center of Attention," *The Tufts Observer*, February 1, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19850201-01>.



Image 6. The Elizabeth van Huysen Mayer Campus Center.⁹⁷

The notion of a campus pub has proved an enduring one. Business at the MacPhie Pub weathered state-wide increases in drinking age, to twenty in 1979⁹⁸ and twenty-one in 1984.⁹⁹ These laws greatly reduced the proportion of the student body eligible to drink, forcing the Pub to adopt policies such as separating students into different rooms by age or implementing an I.D. bracelet system.¹⁰⁰ Tufts secured a second liquor license for the campus center relatively quickly,

⁹⁷ N.d., Photograph, n.d., The Observer Records: Campus Center, Tufts Archival Research Center.

⁹⁸ In response to the 1979 drinking age increase, which caused a temporary 35% decrease in sales at the Pub, Manager Steve Smith transitioned the space to more of a “coffeehouse” atmosphere, as there were now many fewer students able to enter the space and a resulting quieter environment. Smith was confident the Pub would not close at the time, indicating institutional support, and suggested the decreased attendance could result in better service. Pam Schwartz, “Pub holding up despite restrictive [sic] drinking law,” *The Tufts Observer*, November 16, 1979, Newspapers @ Tufts, Tufts Archival Research Center; Jeremy Merrin, “Pub atmosphere to change,” *The Tufts Observer*, April 20, 1979, Newspapers @ Tufts, Tufts Archival Research Center; David Beckerman, “Age change may help Pub,” *The Tufts Observer*, March 23, 1979, Newspapers @ Tufts, Tufts Archival Research Center.

⁹⁹ Kay, “Colleges Plan for Drinking Age Shift”; Chris Black, “Drinking Age at 21 by June,” *The Boston Globe*, December 5, 1984, ProQuest,

<https://www.proquest.com/docview/1734134635/963CD2ACCC224609PQ/1?accountid=14434>.

¹⁰⁰ Scott Damelin, “ID Bracelets Raise Pub Attendance,” *The Tufts Daily*, January 27, 1988, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19880127-01>; Scott Musoff and Clint Murphy, “The Pub: Bracelets All Around,” *The Tufts Daily*, October 28, 1989, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19891028-01>.

in August 1985.¹⁰¹ The administration hoped to serve alcohol in the campus center as early as 11:30am, but the MacPhie Pub persevered despite the competition.¹⁰² It would stick around in some capacity until renovations in 1995 joined the Dewick and MacPhie dining halls.¹⁰³ Dining Services considered relocating the pub to Hotung Cafe — which was in fact built to house the Pub, before students pushed to keep it in MacPhie — but ultimately decided against it.¹⁰⁴ The idea resurfaced in 2007 when Hotung debuted a new menu aimed to please all students, offering both beer and fruit smoothies.¹⁰⁵ New generations of students continue to entertain a pub resurgence every so often. The student senate researched the idea in 2014 and again in 2016 but ultimately went no further than that.¹⁰⁶ Most recently, in February 2023, *The Tufts Daily* editorial board suggested the university should convert a recently acquired commercial space on Boston Avenue into a campus pub.¹⁰⁷ As it has been since the first iteration of the pub closed its doors, however, this is unlikely to come to fruition.

¹⁰¹ Jack Arky, “Campus Center ‘Club’ Gains Liquor License,” *The Tufts Observer*, August 30, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19850830-01>.

¹⁰² Liz Bedell, “Senate Discusses Tavern Hours: Proposal Tabled,” *The Tufts Observer*, February 1, 1985, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTO19850201-01>.

¹⁰³ John O’Keefe, “Dining Services Makes Changes, Hotung Serving Beer,” *The Tufts Daily*, November 29, 1994, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19941129-01>; Gregory Geiman, “Dining Services Director Speaks to Senators on Plans for Dewick, MacPhie Renovations,” *The Tufts Daily*, February 14, 1995, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD19950214-01>.

¹⁰⁴ Michael Shames, “History on the Hill: The MacPhie Pub,” *The Tufts Daily*, April 18, 2017, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD20170418-01>.

¹⁰⁵ Matt Skibinski, “Sandwiches, Smoothies, and Beer: Students React to New Hotung Menu,” *The Tufts Daily*, April 12, 2007, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD20070412-01>.

¹⁰⁶ Jesse Najarro, “TCU Senators Conduct Research to Make Case for On-Campus Pub,” *The Tufts Daily*, April 7, 2016, Newspapers @ Tufts, Tufts Archival Research Center, <https://newspapers.tufts.edu/?a=d&d=TTD20160407-01>.

¹⁰⁷ “Editorial: Tufts’ Newly Purchased Property Should Become on-Campus Pub,” *The Tufts Daily*, February 16, 2023, <https://tuftsdaily.com/opinion/2023/02/16/editorial-tufts-newly-purchased-property-should-become-on-campus-pub/>.



Image 7. Checking IDs at the Pub.¹⁰⁸

Conclusion

The process of creating a pub and a campus center at Tufts mirrored greater shifts taking place at many educational institutions at the time. This movement took concerted, sustained effort from all corners of campus life which would not usually have cooperated. The increasing diversity and size of the student body aided collaboration, as the traditional boundaries of campus life — the fraternity members, the politically active, the serious-minded and quiet — slowly dissolved.¹⁰⁹ Although fraternities were the most likely candidates to support a dedicated drinking space on campus, they needed the aid of the organized and vocal individuals who ran the newspapers to get their message across. The movement was coeducational in nature, too, as those of all genders benefitted from new social spaces that they could make their own. The administration's behavior in this process reflected broader themes seen in other schools of the era as well. At first, faced with the new and loud criticism from students that confused many schools

¹⁰⁸ Chuck, September 18, Photograph, September 18, The Observer Records: Pub, Tufts Archival Research Center.

¹⁰⁹ Lefkowitz Horowitz, *Campus Life: Undergraduate Cultures from the End of the Eighteenth Century to the Present*, 159.

in the 1960s and '70s, Tufts believed it could use a pub to control student social life, keeping drinking contained to a school-run space.¹¹⁰ The Pub hardly curbed student outcry, though, as students continued to demand a campus center and pushed back against the university's attempts to impose drinking policies, aligning with the end of *in loco parentis*. Students and administrators eventually compromised, working together to promote alcohol education and design a campus center that would meet student need while pushing Tufts further onto the world stage as a first-rate institution. The final battle over whether or not to shutter the MacPhie Pub and move it to the new campus center shows that students retained the upper hand in some ways. Although the administration may try to make policies and exert control over student life, "students will make the final judgement which will make or break the social life at Tufts."¹¹¹

Although the student body has grown and campus has lost the intimacy that defined earlier generations of college life, undergraduate students remain the lifeblood of Tufts. Although the university runs increasingly as a business, undergraduate students remain its customers, and though students come and go in four year cycles, the student body retains its ability to organize as a unified voice and enact change upon the institution. The movement of undergraduate student worker unionization sweeping the nation proves students have not lost their drive to advocate for their needs. As the cost of a college education becomes decreasingly correlated with the value of a degree, schools must once again find a new way forward and realign their priorities with those of their students. More giveaways and concerts will not constitute a solution to this problem. Students require the resources to succeed, namely investment in the physical plant and in hiring new faculty, in a manner proportional to the growth of tuition and the size of the student body.¹¹²

¹¹⁰ Lefkowitz Horowitz, 113.

¹¹¹ Fleishman, "Spotlight On The New Social Policy: Its Origins And Its Results."

¹¹² See Nikhil Vootkur, "Why Are We Here, Anyway?," *The Tufts Observer*, Spring 2023.

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