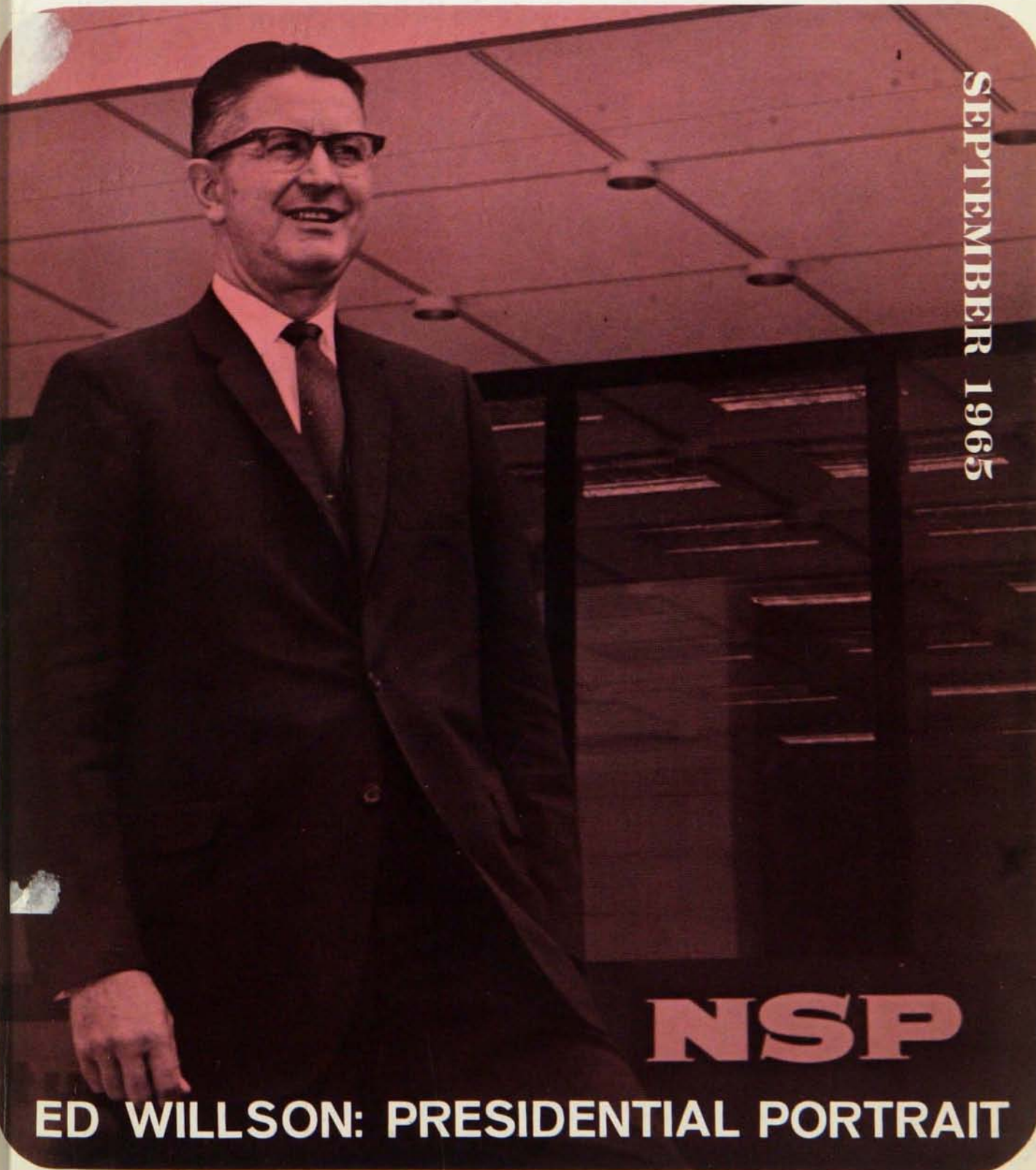


THE UNIVERSITY OF MINNESOTA

ALUMNI NEWS

SEPTEMBER 1965



NSP

ED WILLSON: PRESIDENTIAL PORTRAIT



VULCAN, A. D. MCMLXV

If the Roman god, Vulcan, were around today, that extraordinary ironworker might be astounded by the feats which his modern counterparts are performing —and *without* the use of supernatural powers.

At Central Foundry Division's Saginaw plant, he would find skilled metal-molding technicians using a specially designed electric induction furnace which keeps molten metals at 2750 degrees Fahrenheit. The metals are poured into molds which produce an amazing variety of vital automotive components with superior quality and dependability.

More than 25,000 General Motors people are employed in various phases of metal casting. This is not surprising because metals are basic to the manufacture of all GM products. Actually, these workers are but a small fraction of the total of 660,000 employes on the General Motors team. Each is a highly important factor in the progress of a most progressive company.

General Motors Is People...
making better things for you

Continuing the Minnesota Alumni Weekly which was established in 1901, the Minnesota Alumni Voice and the Gopher Grad. Published monthly from September through June by the Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, 55455. Member of the American Alumni Council.

THE UNIVERSITY OF MINNESOTA
 FOUNDED IN THE FAITH THAT MEN ARE ENNOBLED
 BY UNDERSTANDING DEDICATED TO THE ADVANCEMENT
 OF LEARNING AND THE SEARCH FOR TRUTH
 DEVOTED TO THE INSTRUCTION OF YOUTH
 AND THE WELFARE OF THE STATE

THE MINNESOTA ALUMNI ASSOCIATION

Edwin L. Haislet '31BSEd '33MA '37EdD..... Executive Director

Executive Committee

Edwin A. Willson '30BEE	President
Waldo E. Hardell '26BSBus	First Vice President
Albert H. Heimbach '42BBA	Second Vice President
Dorothy Green Anderson '30BSEd	Secretary
Kenneth C. Glaser '42BBA	Treasurer
Charles Judd Ringer '38-'41	Past President
Dreng Bjornaraa '30BA	Board Member
Robert Gillespie '26BA '28LLB	Board Member
Harold L. Holden '31BBA	Board Member
Cecil C. March '31BChemE	Board Member
Robert J. Odegard '41BSAg	Board Member
James A. Watson '42BA	Board Member
Terrance L. Webster '27BBA	Board Member

Board of Directors

Term Expires 1966: Fred J. Agnich '37BA, John H. Aldes '38MD, Robert J. Bjorklund '47BSEd, Robert B. Gillespie '26BA '28LLB, Albert H. Heimbach '42BBA, Alfred O. C. Neir '31BEng '33MSc '36PhD, Charles Judd Ringer '38-'41, Betty Sullivan '22BACHEM '35PhD, Edwin A. Willson '30BEE. Term Expires 1967: Dorothy Green Anderson '30BSEd, George S. Arneson '49BEE, Kenneth C. Glaser '42BBA, Waldo E. Hardell '26BSBus, Robert J. Odegard '41BSAg, Melvin C. Steen '29LLB, Terrance L. Webster '27BBA. Term Expires 1968: Dreng Bjornaraa '30BA, Roger E. Copeland '57BA, Henry W. Dahlberg Jr. '40 BChemE, Harold L. Holden '31BBA, Cecil C. March '31BChemE, Lee H. Slater '23-'27, James A. Watson '42BA. Term Expires 1969: Grant Johnson '38BSEd '40MA, Richard E. Kyle '27LLB, Edwin A. Martini '28 BA, '30LLB, James G. Peterson '40BAAero '49MA, Otto W. Quale '40BA.

Representing The Constituent Alumni Associations: Irene D. Kreidberg '30BSB, President, Minnesota Alumnae Club; Denis Bakke '58BS, President, College of Agriculture, Forestry and Home Economics Alumni Association; George J. Frey '46BBA, President, School of Business Alumni Association; Melvin O. Sletten '35DDS, President, School of Dentistry Alumni Association; David Testor '60BAUMD, President, University of Minnesota, Duluth, Alumni Association; Ruth Egeland '63MA, President, College of Education Alumni Association; James C. Mankey '43MB '43 MD, President, Medical Alumni Association; Christian Kamrud '64BA, President, University of Minnesota, Morris, Alumni Association; Robert B. Peters '48AMS, President, Mortuary Science Alumni Association; Judith Tiede '60BSN, President, School of Nursing Alumnae Association; Russell Boogren Jr. '57BSPhm, President, College of Pharmacy Alumni Association; Peter G. Pafolis '47BA, President, Liberal Arts and University College Alumni Association; J. Leonard Frame '43BAE, President, Institute of Technology Alumni Association; Wesley D. Anderson '51 DVM, President, Veterinary Medical Alumni Association.

Representing non-constituent groups: Kenneth M. Anderson '48LLB '49LLM, President, Law Alumni Association; Richard E. Anonsen '54MD, President, "M" Club.

Post Presidents and Alumni Fund Advisory Committee

Russell E. Backstrom '25BSME '27MSME, William F. Braasch '00BS '03MD, Wendell T. Burns '16BA, Victor Christgau '24BSAg, George Earl '06BA '09MD, Franklin D. Gray '25BA, Hibbert M. Hill '23BSCE, J. D. Holtzermann, '21BA, Arthur R. Hustad '16BA, Francis A. Lund '31-'35, Virgil J. P. Lundquist '43MD, Joseph Maun, '32BA, '35LLB, Harvey Nelson '22BS '25MD, Charles Judd Ringer '38-'41, Glenn E. Seidel '36BME, Leif R. Strand '29DDS, Wells J. Wright '36BSL '36LLB, Edgar F. Zelle '13BA.

Honorary Life Association Members

Dr. J. L. Morrill, President Emeritus of the University; William T. Middlebrook, Vice President Emeritus of the University; O. Meredith Wilson, President of the University; Gerald T. Mullin, President, Minneapolis Gas Company.

THE UNIVERSITY OF MINNESOTA ALUMNI NEWS

(Our 66th Year)

SEPTEMBER 1965 • Vol. 65 No. 1

- 6 Memo
every day is homecoming
- 8 61st Annual Meeting
and annual honors presentation
- 10 Profile of a President
maa's ed willson
- 12 Meet Your New MAA Executive Committee
officers and committee members
- 15 Alumna On The Move
dr. irvamae applegate
- 17 MAA Election Results
seven new board members
- 18 Murray's Worries
"dark horse" or "also ran"
- 20 MARCHING band or marching BAND
- 4 Back Talk
- 25 The University
- 30 Campus News
- 32 The Alumni
- 37 Around and About

Joseph H. Davidson '56BA..... Editor
 Edwin L. Haislet '31BSEd '33MA '37EdD..... Managing Editor

Second class postage paid at Minneapolis, Minn., under Act of Congress of March 3, 1879. Annual dues of the Association are \$5 of which \$4 constitutes a year's subscription to the Alumni News. Subscription for non-alumni: \$5 per year. National advertising representative: American Alumni Magazines, 22 Washington Square North, New York 11, N.Y.; phone GRamercy 5-2039. Publisher: Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, Minnesota 55455.

BACK TALK

Sirs:

I owe much to the University and in the past have made small contributions to the Alumni Fund. I am not in a mood, however, to accede to your current request.

This mood results from considering that the University has turned out the likes of Orville Freeman, Walter Heller and Hubert Humphrey.

I remember back in 1934-35 when the "pacifists" of that day called those of us who were in advanced R.O.T.C. "boy scouts." This against a background of Nazi and Fascist belligerency. I don't know if any of the above mentioned gentlemen or their like were among the pacifists, but I wouldn't be surprised if they were.

What goes on currently at Minnesota would indeed be interesting to contemplate in the light of the present world crisis.

I will contribute to the Fund when I have some assurance that the University Law and Economics Schools are no longer an important source of brilliantly unsound thinkers who manage to penetrate to the highest levels of our government.

F. P. Kokesh '35BEE
Seabrook, Texas

Editor's note: It is doubtful that Vice President Humphrey '39BA '40-'41, Secretary of Agriculture Freeman '46LLB or Professor Walter W. Heller were among the 1934-35 "pacifists" on the University of Minnesota Campus. After attending the Denver College of Pharmacy from 1932-33, the Vice President worked in the family pharmacy in Huron, South Dakota, from 1933-37. Secretary Freeman, who was born in 1918, would have been 16 at the time, and Professor Heller received his undergraduate degree at Oberlin and his graduate degrees at the University of Wisconsin ('35BA '38MA '41PhD).

Sir:

In your Memo in the June issue of the *Alumni News* you quote Mr. Hedley Donovan ('34BA), Editor

in Chief of Life-Time Publications, who wonders why it is that nobody speaks out.

Perhaps one explanation might be in the example of the treatment those who speak out may expect.

Our most recent example is former Senator Barry Goldwater who spoke out on a number of controversial issues and was rewarded with a press campaign of vilification in which Life-Time Publications were not the least vociferous.

Goldwater is able to absorb the punishment, but many people can't.

George R. Martin '45MD
Minneapolis

Sirs:

I appreciate the informative material that you have been sending out.

It bothers me that 50.4% of the graduates in medicine are living in Minnesota and that 49.6% have seen fit to move elsewhere.

I presume that we train some students from nearby states that have no medical college and that should not make us feel too badly.

However, it does make me feel badly that Sleepy Eye is in need of a good doctor-surgeon, but we are apparently not able to attract any, according to W. E. Barnes,

president of our hospital board. We have just recently built an addition to our hospital which was really not old, plans which followed recommendations of state authorities.

The University tells us how much more money is needed to conduct its functions, but communities cannot be expected to look enthusiastically at those requests if its graduates are going to be lukewarm or cold at the idea of serving people who are giving support to their training.

Maybe this letter will help in getting someone to come out and look us over. Thanks a lot for being so active.

Paul W. Kunkel '23BSAg
Sleepy Eye, Minnesota

Sirs:

I am pleased to receive your comments on my book. I am glad that you like it. I touch lightly on my start in library work at the University of Minnesota where my friendship with Halsey W. Wilson ('90-'92) also had its beginning. Dr. Folwell was a delightful gentleman and I enjoyed knowing him.

Mrs. Esther Coffin Wyer, my sister-in-law, writes me that your alumni records list me as "deceased." I do not understand how

*Would you like to have professionals spend
\$1,000,000 researching your portfolio?*

It can only happen to most of us if we buy
a mutual fund. New York's Arthur Wiesenberger's
annual performance record of funds
is available to you at our office.



J. M. DAIN & Co., INC.

Underwriter and Distributor of Investment Securities
Member of the New York Stock Exchange

MINNEAPOLIS ST. PAUL SOUTHDALE
BILLINGS • CASPER • DULUTH • FARGO • GREAT FALLS • SIOUX FALLS

that happened but probably it was due to a misunderstanding when I was unable to attend the 65th Reunion of the Class of 1899. I had planned to be present on that occasion, but a minor operation prevented it. I am quite well now.

Last February I had speaking engagements in California—at the University of California in Berkeley, U.C.L.A., U.S.C. and Immaculate Heart in Los Angeles. So you see, your record is a little premature.

My book is nearly out of print. I do not know whether the University Library at Minnesota secured a copy or not. I had no word from Mr. Stanford about it.

Malcolm G. Wyer '99BA '01ML
Denver, Colorado

Sirs:

We appreciate receiving the *Alumni News* monthly. It is the only tie-up between about 200 Minnesota alumni in the Philippines and their Alma Mater.

We organized the Minnesota Alumni Association Chapter in Manila in 1931 when President Lotus Coffman, Mrs. Coffman and their daughter visited us. We have kept it going the past 34 years.

Although we were not able to meet openly during the four years of Japanese occupation, we continued to meet in secret, and engaged in guerilla work until the Japanese were defeated.

Juan C. Orendain '18-20
Manila

Sirs:

Just a word of appreciation for the June 1965 issue with its review of several major subject matter fields.

I found this most interesting and broadening and appreciated the reference to current books in fields

THE RAYVIC COMPANY

Remington—Dunlop Tires
For Imports and Compact Cars
General Repairs—Towing

1501 E. Hennepin Minneapolis
FE 1-7787 FE 1-1774

with which I should be more familiar, but have not had the opportunity to study.

This has stimulated me to do some reading in fields outside my professional area, which happens to be management, here at Michigan State.

Prof. Winston Oberg '41BBA
Okemos, Michigan

Sirs:

A short note to express the pleasure which is to read the *Alumni News*, a cheerful note in the cacophony of guns.

Have you thought of organizing a Chapter in Vietnam?

Erik C. Paul '64MA
Saigon

Sirs:

Our office is continually grateful for being on the mailing list of your magazine, the latest issue of which I write you about. Thoroughly enjoyed, and most rewarding reading, was Ed Haislet's Memo on a subject most thoughtfully treated. And then there was that splendid coverage on "Continuing Education," which I read from start to finish, including some of the bibliography.

The article is invaluable, and I hope it is read by hundreds and hundreds of men and women in

our business.

Our office would like to distribute a number of copies of the June issue; would it be possible to send us about six?

Congratulations and may you have continuous success with your good efforts.

Morris W. Watkins
Executive Secretary
Alumni Federation
Columbia University

Sirs:

May I offer my sincere congratulations on the excellent June issue of the *Alumni News*.

I know that the increased cooperation from the departments of the College of Liberal Arts must be the result of very hard work on your part. However, I hope you feel justly rewarded because it is a splendid issue.

I hope that you will continue the tradition of the June, "Continuing Education," emphasis. Congratulations again and thanks from those of us who are interested in the area.

Vera M. Schletzer
Coordinator
Women's Continuing
Education Program

Editor's Note: The tradition, started in 1964, will be continued next June.

Since 1915

Since 1915, the University National Bank has been on a first name basis with countless U of M alumnus. If this personalized banking service appeals to you, visit us soon.

University NATIONAL BANK
Washington at Oak Minneapolis, Minn.

MEMO

From
ED HAISLET
Executive Director

TO: Members of the Association
SUBJECT: Every Day is Homecoming

Recently at a meeting of all the Alumni Directors of the Big Ten the problem of Homecoming Programs was discussed.

It seems that since World War II (or thereabouts) all the schools are experiencing difficulty in getting alumni interested in the Homecoming Program. Traditionally it is a time when alumni come back to the campus to see the changes that have been made — and to relive some of their college days. All of this usually is in conjunction with a football game.

Several reasons were advanced why alumni no longer take part in Homecoming programs. It was agreed that the ease and speed of modern transportation — air or car — was an important factor in the change that has occurred. Whereas alumni previously had to travel by train, upon arrival they had time on campus — and so every one participated in the planned activities. Now in the space of a few hours people can fly across the continent — so they fly in, go to the game, and fly out all in the same day.

Likewise, people who live within a range of three hundred miles, drive to the Stadium, arrive in time to park, have a "tailgate" lunch, attend the game and leave for home directly after the end of the game.

Those living in town find driving and parking a frustrating experience and succumb to the buses operated by their clubs or restaurants, bringing them to the game — and back after the game.

Actually more alumni are returning to homecoming games than ever before. They spend no time on campus at all and so do not take part in the especially organized activities, no matter how attractive they might be.

There is another reason — a more fundamental one which actually makes a homecoming event as such unnecessary.

In the years prior to World War II (perhaps even earlier) the University was an academic community unto itself. Town and gown did not mix. Since that time all of this has changed. The University is now an integral part of the community, identified with the people and with the welfare of the state and nation.

Through large federal grants in agriculture, science, medicine and public health the Universities serve the nation; through specially established research centers (such as the North Star Research and Development Institute) the University serves the business and industry of the community and state; through its myriad of services which range from

identifying a weed to working on the problem of the extraction and treatments of the state's mineral resources, it virtually touches the lives of all the people of the State.

While before there was a need for a day when alumni would return to see the campus — now every day is homecoming. The people of the community and the state itself are on the campus numerous times during a calendar year — concerts, lectures, the Symphony, Opera, University Theater, Artists Courses, football, basketball, and other athletic events, short courses, institutes, etc. The number of visitors on the campus in any one day — there for business, pleasure or both — is in the thousands.

That is, it was decided, the real reason that Homecoming as an important part of an alumni program no longer has appeal. Now the University campus belongs not only to undergraduates, graduate students and the faculty, but to the people of the state. The identity of the University with all people of the state, its great use by so many people of the state, is living testimony to how important it is to the people of the state — and how well it serves them.

Now, every day is Homecoming, and a Homecoming with a real purpose and meaning.

Sincerely,

Ed Hauert



for 7¢ a day

YOU GET \$10,000 OF LIFE INSURANCE PROTECTION

If you are a member of the Minnesota Alumni Association this low cost Group Life Insurance is available to you. As little as seven cents a day will provide \$10,000 of life insurance protection if you are under age 25. If you are between the ages of 40 and 45, the same protection may be provided for as little as 20 cents a day. Find out about the MAA Group Life Insurance Program today. Write or phone inquiries to:

The Union Central Life Insurance Company

Group Department
500 First Federal Building
Minneapolis, Minnesota 55402
Telephone: 335-4696

or

Group Administration Office
409 Pioneer Building
St. Paul, Minnesota 55101
Telephone: 224-4719

THE UNION CENTRAL LIFE INSURANCE COMPANY

John A. Lloyd, President • A Mutual Company • Founded 1867 • Cincinnati

Attendance by more than 350 alumni and their guests made the 16th Annual Honors Presentation and 61st Annual Meeting of the Board and Membership June 1 one of the most successful in the event's long history. The standing-room-only dinner meeting, which was held in the Cotillion Ballroom of the Sheraton-Ritz Hotel in downtown Minneapolis, featured the presentation to four alumni of the highest awards bestowed by the University of Minnesota and the Minnesota Alumni Association—the Outstanding Achievement Award and the Alumni Service Award. Presentation of the awards was made by University President O. Meredith Wilson.

Guest speaker for the evening was J. George Harrar '35PhD, president of the Rockefeller Foundation and himself a recipient of the University's Outstanding Achievement Award. Harrar, a University instructor in plant pathology from 1934-35, joined the Rockefeller Foundation in 1943 as local director of the Mexican Agricultural Program, became director for agriculture in 1955, a vice president in 1959, and trustee and president in 1961. He received the University's highest award in 1953.

Sole recipient of the Outstanding Achievement

Award at the dinner was Henry C. Mackall '06BA, partner in the Minneapolis law firm of Mackall, Crouse, Moore, Helmey and Holmes. He presently is serving as chairman of the Board of Trustees of the Minnesota Foundation, and was one of its original founders. The award consists of a gold medal and a citation, and is given to alumni in recognition of noted professional attainment.

Three alumni received the Alumni Service Award: Charlotte Winget Chope '27BA, a past president of the College of Liberal Arts and University College Alumni Association; Kendall B. Macho '32BSPhm, vice president-public relations and St. Paul representative for Rowell Laboratories, first president of the College of Pharmacy Alumni Association; and Joseph A. Maun '32BA '35LLB, St. Paul attorney and MAA national president from 1962-63.

Highlight of the business meeting which followed the Alumni Honors Dinner was the announcement of board election results and the introduction of new board members and officers to the membership by outgoing-Minnesota Alumni Association President Charles Judd Ringer '38-'41.



Part of the crowd of more than 350 alumni and their guests who attended the 16th Annual Honors Dinner and 61st Annual Meeting of the Board of Directors and Membership are seen in this view of the head table and the dining area.



Seated at the head table for the Alumni Honors Dinner and Annual Meeting were (left to right) Charles Judd Ringer '38-'41, outgoing-MAA president; Mrs. Ringer; University President O. Meredith Wilson; Mrs. Wilson; J. George Harrar '35PhD, guest speaker; Mrs. Harrar; Edwin A. Willson '30BEE, incoming-MAA president; Mrs. Willson; Mrs. Clare Karsten; and Reverend Clare Karsten, director of the Wesley Foundation, who delivered the invocation.

Guests of honor at the meeting were (left to right) J. George Harrar '35PhD; University President O. Meredith Wilson; Charlotte Winget Choep '27BA, Kendall B. Macho '32BSPhm and Joseph A. Maun '32BA '35LLB, recipients of the Alumni Service Award; and Henry C. Mackall '06BA, recipient of the University's Outstanding Achievement Award.



Guest speaker at the Alumni Honors Presentation and Meeting of the Board and Membership was J. George Harrar, President, Rockefeller Foundation. Harrar, who received his doctorate at the University in 1935, received the Outstanding Achievement Award in 1953. He has been president of the Rockefeller Foundation since 1961.

PROFILE OF A PRESIDENT:

Ed
Willson



by robert j. fjerstad

The movie stereotype of a corporation executive has him striding briskly through a busy office as he arrives for work at 9:30 a.m. It is a Herculean task to see him, as the executive is insulated from all callers by a brusque secretary acting on his orders. He sends subordinates dashing as he snaps off sharp commands in rapid-fire order.

This is not Ed Willson, newly-elected president of the Minnesota Alumni Association. In his position of Vice President in charge of Operation for Northern States Power Company in Minneapolis, he arrives for work at 7:00 a.m.—strides through a silent office—greeted only by the night watchman on his final rounds. On the job he is readily available to all callers. Unless he is in a meeting, he answers his own telephone the majority of the time. If you call his secretary to make an appointment, the phone might be answered: "Miss Marisk's phone, Ed Willson speaking."

There is no snapping at subordinates. Willson requests each of them to perform specific assignments as though asking his best friend for a favor. When questioned about this, he flashed a quizzical expression and replied, "Why not? Some of these people have been my friends for years. I've been with the Power Company since 1928 and have grown up professionally with these people."

A woman co-worker who has known Willson since early in his career said of him, "He's the same man I knew back then. Even if he became president of the United States he would never change. He has that knack of making you feel comfortable when you talk to him—and he takes the edge off of the most serious problem with his quick sense of humor."

The key to Ed Willson's personality is a deep-rooted loyalty to all with whom he is associated. He has been with the same firm since starting his career. He and his wife of 33 years, Mildred, live in the same house in which Willson was born. Loyalty to his University was his principal reason for originally joining the Minnesota Alumni Association.

Willson feels that his biggest challenge as President of the Alumni Association will be to motivate and awaken this loyalty to the University in others, so as to increase total membership in the Association.

"Only by being active in your school can you keep the University on a high level," Willson said. "Each graduate has a stake in the University of Minnesota. Your degree is only as good as the school that granted it."

He feels a graduate can benefit from membership both socially and professionally through association with other alumni. As added advantages to membership, Willson mentions the insurance program available to members and the Alumni Club in downtown Minneapolis.

A man who can be blunt when the situation demands, Willson said, "The University was instrumental in giving you an education, and you should be

willing to support it in return."

Other objectives he hopes to achieve while President include the development of closer ties between the parent alumni association and the constituent groups, and promoting greater continuity between successor officers. He would also like to see the development of closer working relationships between alumni and the faculty and have alumni groups sponsor research at the University. He thinks more alumni should become active in scholarship programs.

Willson feels alumni groups can help keep the University aware of the educational needs of the graduates and others in the area. In this connection, he points out that individual alumni were instrumental in the formation of evening master degree programs in Business Administration and Engineering. On a nationwide basis, he feels that active alumni can encourage top students to attend the University.

Although the Alumni Club operated in the black during its first two years, Willson does not think it is meeting its full potential. Willson would like to see the facility used for more luncheons between faculty and the business community. He also advocates programs which would encourage more utilization of the club by women and younger male graduates.

Ed Willson is quick to point out that many of these programs are not new with his taking office, but are carry-overs from Judd Ringer and other predecessors.

Willson's goal is to bring about a 10 per cent membership increase during his tenure in office. His formula to obtain this objective is to increase participation of the members.

"This can best be done through encouraging the constituent groups to become even more active, and concentrating on the development of more chapters throughout the state and nation," Willson said. "Inactive members tend to drop out of the organization neutralizing our gains."

Friends of Willson's are not surprised he has reached the top of his school's alumni association. One close associate of his said, "Ed Willson is a winner. Whatever he does, sooner or later you will find him at the top."

When asked about this, the embarrassed Willson said, "I never take a job unless I can give it my best. It is not fair to others to be just a figurehead and leave the work to them. At the same time, a man must choose between the many worthy causes to which he wants to devote some of his time. I feel a man must save a generous measure of non-work time for his family. To me this is the most important reason for working at all."

Ed Willson has the support and respect of all who work for him. He has gained this loyalty through practicing his well thought-out management philosophy.

"Effective delegation requires a close association between the manager and his subordinates," Willson said. "Communication must be two-way. The

SEPTEMBER, 1965



MAA President Willson (center) examines the Alumni Club's new evening menu with Judi Anderson, Club hostess, and Robert Winrich '55BA, general manager. Willson would like to see the facility used for more luncheons between faculty and the business community and he also advocates programs which would encourage more utilization of the Club by women and younger male graduates.

full value of delegation can only be obtained when the manager realizes that most of his goals are reached through the efforts of his people. True cooperation and effectiveness cannot be created by executive order or by operating procedure — they must come from day-to-day association."

As a manager, Willson does not believe in becoming bogged down in details. His main efforts are to organize, plan and supervise, playing the roles of counselor and coach. To him the manager's challenge is to bring out the best in his subordinates, realizing he must work almost entirely within the framework of the abilities of these men.

"The manager must concentrate on developing the existing potential of his subordinates rather than attempt to force them into a mold for which they are not suited. I think this potential is best developed by direct expression of confidence in his subordinate's abilities and by the manager's willingness to accept the risks involved," Willson said.

He is tolerant of mistakes, often viewing them as stepping stones to success. A long-time co-worker said, "I can recall only a few times when Ed was really miffed at a person. On one occasion an employee deliberately disobeyed orders and made a tremendous blunder. Ed really hit the roof. But the next day he was as pleasant as always to this man, and

(Continued on page 23)

Meet Your New MAA Executive Committee

HARDELL



Waldo E. Hardell '26BSB. First Vice President. Hardell is president of the Charles W. Sexton Company, Minneapolis. He has been with the firm since 1932, starting as manager of the automobile insurance department. He rose through the positions of director, vice president, partner and executive vice president to the firm's presidency in 1962. He is a life member of Delta Sigma Pi, professional business fraternity, and the Minneapolis Junior Chamber of Commerce, which he served as president from 1936 to 1937. He served as president and later director of the Children's Home Society of Minnesota for many years. He is past chairman of the Hennepin County Republican Finance Committee and past president of the University of Minnesota School of Business Administration Alumni Association.

HEIMBACH

Albert H. Heimbach '42BBA. Second Vice President. Heimbach has been vice president of Farmers & Mechanics Savings Bank, Minneapolis, since 1959. A former board member of the School of Business Administration Alumni Association, he served as president of the or-

ganization in 1961. Active in civic affairs, he has served as vice president and director of the Minneapolis Aquatennial Association since 1962, director or vice-chairman of the United Fund Campaign since 1950 and since 1959 as director and past treasurer of the Citizens Committee on Public Education. He is past president of Phi Gamma Del-



ta Alumni Association and memberships include the Advertising Club of Minneapolis, Public Relations Society of America, Twin Cities Personnel Managers Association, Minnesota Press Club and Minneapolis Athletic Club.

ANDERSON

Dorothy Green Anderson '30BSEd. Secretary. Mrs. Anderson



graduated with distinction in English education and later did graduate work in English and French. In 1935 she was married to Oscar H. Anderson '32BS, Twin Valley, Minnesota, high school principal. In 1937 they moved to Mahtomedi, where Anderson became superintendent of schools. The mother of three daughters, Mrs. Anderson nevertheless finds time to actively participate in the League of Women Voters. She has served on the state board of the League and also as state president. Mrs. Anderson was elected to the MAA Board of Directors in 1963.

GLASER



Kenneth C. Glaser '42BBA. Treasurer. Glaser is owner and president of Lend Lease Transportation Company, Minneapolis. While attending the University, Glaser served as president of Beta Alpha Psi Fraternity and as president of the Business School Board. In 1942 he was recipient of the Tomato Can Service Award. In 1957 he was elected to the board of the School of Business Administration Alumni Association, served as vice president in 1958 and president in 1959. In 1959 he received the Certificate of Merit in recognition of distinguished service to the School of Business Administration, the first to be so honored.

RINGER



Charles Judd Ringer '38-41. Past President. Ringer, immediate past president of the Minnesota Alumni Association, is president of the Judd Ringer Corporation, developers and marketers of specialized chemical products. Ringer, a native of Minneapolis, was one quarter short of graduation when World War II broke out. He entered naval air training and became a Marine Corps fighter pilot, serving for more than four years in the South Pacific. Following the war he returned to Minneapolis, returned briefly to the University and then entered the family business, Foley Manufacturing Company. He remained there until 1961 when he went into business for himself. At the time of his departure he was vice president, director and sales manager of the Housewares Division.

BJORNARAA

Dreng Bjornaraa '30BA. Committee Member. Bjornaraa has been Midwest Director of Public Relations for the United States Steel Corporation, St. Paul, since 1948. Prior to attending the University, he was editor of the *Thief River Falls Times* for five years. From 1933 to 1948 he was in federal service, his last position being that of deputy regional director

and Minnesota director of the War Manpower Commission, from 1942 to 1948. He currently is a director of Lutheran Brotherhood Life Insurance Society and a member of the Fairview Hospital board of trustees, Minneapolis. He also served 12 years as a member of the St. Olaf College board of trustees, Northfield, Minnesota. He is a member of the Public Relations So-



ciety of America, St. Paul Rotary Club, Twin Cities Personnel Managers Association, Minnesota Club, St. Paul Athletic Club and Midland Hills Country Club. He is the author of a book, articles and pamphlets in the field of employment and youth counseling.

GILLESPIE

Robert B. Gillespie '26BA '28LLB. Committee Member. Gil-



lespie, Judge of the Tenth Judicial District of Minnesota since 1961, is a past president of the Minnesota Law Alumni Association and a past director of that organization. He was admitted to the Minnesota Bar in 1928 and established his practice in and is to date a resident of Cambridge, Minnesota. He is a member of the Criminal Law Code Revision Committee of the State Legislature, the Governor's Committee on Constitutional Revision and the Jury Instruction Guide Committee of the State Judges Association and the State Bar Association. He is past president of the Cambridge Business Association and since 1929 has been a director of the Isanti County Agriculture Society, serving as treasurer for 25 years. He is a member of Delta Chi and Phi Alpha Delta Fraternities.

HOLDEN

Harold L. Holden '31BBA. Committee Member. Holden is founder and president of Holden Printing Company and Holden Business Forms, both of Minneapolis. While



attending the University he was manager of the *Minnesota Daily*, won numerals in football and basketball and was a member of *Acacia* Fraternity, *Alpha Delta Sigma* professional advertising fraternity and *Grey Friar* Honorary Senior Society. A past president of the Printing Industry of the Twin Cities, he also is a director of the Printing Industry of America.

MARCH



Cecil C. March '32B ChemE. Committee Member. March, a director of Minnesota Mining & Manufacturing Company, St. Paul, since 1959 has been group vice president of the firm's Coated Abrasives and Related Products Division, Adhesives, Coatings and Sealers Division, and the Chemical Division. Following a year in graduate school, he joined 3M in 1933 as a laboratory technician. He is a member of the company's Management Committee and Executive Committee. He also is a director and vice president of National Synthetic Rubber Corporation, a director of First Trust Company of St. Paul, and from 1961 to 1963 served on the executive committee of the National Hardware Manufacturers Association. A member of Tau Beta Phi, he lives with his wife and three daughters in North Oaks, suburban St. Paul, Minnesota.

ODEGARD

Robert J. Odegard '42B SA. Committee Member. Odegard is secretary-treasurer and general manager of Odegard Farms Company, O.J. Odegard Potato Company and Odegard's Garage, Inc., Princeton, Minnesota. A past member of the Minnesota State House of Representatives, he is a long-time member of the National Planning Association and the Princeton

Planning Commission. He also serves as director of the Princeton Development Corporation, member of the executive committee of the Princeton Coordinating Council on Youth, and is a past member of the Minnesota Little Hoover Commis-



sion. He is a member of the Agricultural Advisory Committee of the Upper Midwest Research and Development Council, Twin Cities Foreign Relations Commission, president of the PTA and a member of the Boy Scouts of America Council.

WATSON

James A. Watson '42B A. Committee Member. Watson has been president of the board of directors of Red Owl Stores, Inc., since 1963. A psychology major at the University of Minnesota, he served



as a captain in the Air Force from 1942 to 1946, when he joined the Red Owl Company as supervisor of personnel. He became an officer in the company in 1955 and in 1957 was appointed vice president in charge of retail operations. Extremely active in the Minnesota Retail Federation, Inc., he served as a director of that organization in 1962, president in 1963 and presently is chairman of the board. He lives with his wife and three children in Minneapolis.

WEBSTER



Terrance L. Webster '27B B A. Committee Member. Webster is executive director of the United Fund of Hennepin County, encompassing Minneapolis and its suburbs. From 1939 to 1948 he was executive director of the Community Chest and Council of Columbus, Ohio, and from 1948 to 1960 held the same post in Hennepin County. He is a member of the National Association of Social Workers and the National Advisory Board of the United Service Organizations. During World War II he served as chairman of the special services division of the National War Fund. A member of the Minneapolis Optimist Club, he served as president of that organization in 1937. While at the University on a part-time basis he organized and then served 15 years as executive secretary of Big Brothers, Inc., a Community Chest agency.

ALUMNA ON THE MOVE!

Dr. Irvamae Vincent Applegate, dean of the school of education at St. Cloud, Minnesota, State College, has come a long way from the farm near Beulah, North Dakota.

Dr. Applegate, immediate past president of the 36,000-member Minnesota Education Association, last July was elected vice president and president-elect of the 943,000-member National Education Association at the organization's 103rd Annual Meeting in Madison Square Garden.

The convention gave her 4,452 votes over the 1,653 votes for the other nominee, an elementary school principal

from Salem, Oregon. Thus, she becomes the first Minnesotan to head the national organization since 1941-42 when the late Mrs. Myrtle Hooper Dahl, Minneapolis kindergarten teacher, held the office.

She will serve one year as vice president, then automatically become president at the association's 1966 convention next June in Miami. Her term will end when the convention convenes in Minneapolis in 1967.

In the speech following her nomination for the national office, Dr. Applegate commented:

"One of the problems facing our society — as well as the teaching profession — is that we have not gone far enough in creating an education system that provides the opportunity for every American to be educated to the fullest extent of his interest and ability.

"And we cannot have a great and complete system of education unless we have a great and strong teaching profession.

"There is a deep sense of urgency in considering the development of the greatest autonomous and independent teaching profession the world has ever known.

"The wheel of history has turned. We are presented with an opportunity which, if not seized now, might not come again for a long, long time.

"It is up to those in the teaching profession to seize it."

Her early life gave little indication of her success-to-be in education. She grew up on a 320-acre wheat and cattle farm where "we didn't have school every year and never had a full term." She was an only child and her only constant companions were a dog and the horse she rode to school.

She grew up with a talent for sewing (she made her own Minnesota Education Association inaugural gown and still makes most of her own clothes), a penchant for paperbacks ("The greatest thing that ever happened; we have an extensive library, and I read and buy wherever I go") — and a healthy sense of humor.

Along the way she acquired a good deal of educa-

tion. She was graduated in 1937 from Beulah High School and in 1941 was awarded her bachelor of science degree by North Dakota Agricultural College (now North Dakota State University) in Fargo. (In 1963 they recognized their illustrious alumna with an honorary doctorate for her outstanding educational leadership.)

In 1951 the University of Minnesota awarded her a master's degree in audio-visual education and, in 1957, a PhD in education (curriculum and instruction). She also has — mostly at Minnesota — additional work in elementary education beyond her doctorate, plus a summer at the University of Chicago on a Hill Family Foundation grant to study programmed instruction.

While climbing the academic achievement ladder, she worked for a year as a reporter and writer on the weekly *Independent Age* in Aitkin, Minnesota, was a junior high school science teacher in Cass Lake, Minnesota, a classroom teacher — "including English and you-name it" — in Hazen, North Dakota, a biology teacher, guidance director and junior high school principal in Princeton, Minnesota (where she now lives with her husband, Dwain), and a classroom teacher, supervisor of student teachers and dean at St. Cloud State.

All this time, too, she has had an abiding interest



in youth, in and out of education, particularly with an eye toward recruiting bright young persons into teaching. For example, she organized the Future Teachers of America at Princeton and was its first adviser; she has been extremely active in the Teacher Education and Professional Standards (TEPS) movement; she has been active in the Girl Scouts; she serves on the Minnesota Advisory Committee on Teacher Education and on the Minnesota Committee on the Shortage, Recruitment and Retention of Teachers, and serves on the Minnesota Mental Health Planning Council.

A partial list of other community activities includes the St. Cloud Business and Professional Women's Club, Princeton American Legion Auxiliary, American Association of University Women, Minnesota Press Women (she writes a monthly column, "Assignment: Education," which is printed and broadcast regularly throughout the state and border areas).

This list is more than matched by her activities that span the education rainbow (and she is active in most of the professional organizations).

Nationally, she is a life member of the National Education Association, member (for two consecutive terms) of the executive committee of the National Council of State Association Presidents, TEPS conferences at Bowling Green, Lawrence, San Diego State College, Fort Collins (and many regional conferences of a similar nature), and a member of the National Conference of Core Teachers.

On the state level she is a member of the Minnesota Education Association (MEA) and its board of directors, MEA president and immediate past president and active on many state committees, Minnesota Elementary Principals Association, Minnesota Core Teachers Association and Audio-Visual Coordinators Association of Minnesota.

On the division level, Dr. Applegate is division president, a member of the board of directors, chairman of the TEPS committee and of the local assistance committee.

Locally she is president of the Princeton Association (after being a charter member and a prime mover in its organization), and active on the board and numerous committees.

Nevertheless, despite this overwhelming array of outside interests and activities, she finds additional time to remain active as a member of the St. Cloud Faculty Association; Delta Kappa Sigma (international honorary society for women in education) and president of the St. Cloud (Eta) Chapter; Minnesota Association for Supervision and Curriculum Development (affiliate of ASCD), member of its board of directors and initiator and first editor of its newsletter; Pi Lambda Theta (honorary professional fraternity for women who have done graduate work) and a member of the St. Cloud Chamber of Commerce and of its education committee.

Why, then, with this already-staggering list of ex-

tra-curricular commitments, did she seek the NEA presidency?

"It's a personal satisfaction, of course—a challenge to be able to see your ideas implemented—or at least given some consideration."

A byproduct of achieving the top NEA post is her hope that by holding national office, "I can do something for Minnesota and St. Cloud State."

She takes NEA's helm next year at a crucial period in the 108-year history of the huge professional organization.

The much smaller (100,000-plus members) American Federation of Teachers is increasingly challenging NEA and its affiliates at national, state and local levels—forcing them to greater militancy in pressing teachers' salary and other demands to match that of the AFL-CIO teachers' union.

NEA's 1964 convention set mid-1966 as deadline for affiliate organizations. Penalties for non-compliance could include expulsion from the NEA.

NEA will be expected to help make the Elementary and Secondary Education Act of 1965, which it supported, work at the local level, and the nation may get its first "report card" on the new federal act about when Dr. Applegate will assume NEA's helm.

She recognizes that, as head of NEA, with its 33 departments and 26 commissions and committees, she probably will have to be away from her Princeton home—and her \$14,000-a-year job—about three weeks out of every month.

So, before agreeing to run (at the urging of MEA's board of directors), Dr. Applegate got "clearance at home" from husband Dwain, a Minnesota drivers license examiner at Anoka.

"He doesn't think my running is such a good idea," she said, shortly before the convention, "but he's been very supportive.

"His reaction is, 'I guess we can put up with anything for a year.'"

From their Princeton home, Dr. Applegate has a 30-minute drive to her St. Cloud office. Yet she routinely arrives between 6:00 and 6:30 A.M. because the hours before students and staff arrive "are the hours I can be very productive."

She has earned a reputation as a human dynamo, and admits to working 15 to 18 hours weekdays in her position as dean and on assorted other jobs.

Even during the campaign for the NEA presidency—which saw her campaigning to major NEA-affiliate meetings in Milwaukee, Atlantic City and Miami Beach—she still managed to be in her office about four days a week.

Associates consider her "strictly professional," and a perfectionist who keeps dozens of demands on her time so neatly filed and under control that, "When she's talking to you—you're the only person in the world."

The evidence shows that Dr. Applegate has an intense interest in teacher education (one of her pri-

(Continued on page 24)

MAA Election Results

Results of the election of officers to serve for the year 1965-66 were announced June 1 at the Minnesota Alumni Association's 16th Annual Alumni Honors Presentation and 61st Annual Meeting of the Board and Membership.

Named president to succeed Charles Judd Ringer '38-41, president of the Judd Ringer Corporation, Minneapolis specialty chemicals firm, was Edwin A. Willson '30BEE, vice president of operations for Northern States Power Company, Minneapolis. (See separate story.)

Willson previously served as first vice president of the Minnesota Alumni Association.

Other new officers named by the MAA Board of Directors for 1965-66 include the following: Waldo E. Hardell '26BSB, Minneapolis, first vice president; Albert H. Heimbach '42BBA, Minneapolis, second vice president; Dorothy Green Anderson '30BSEd, Mahtomedi, Minnesota, secretary; and Kenneth C. Glaser '42BBA, Minneapolis, treasurer.

Hardell is president of the Charles W. Sexton Company of Minneapolis; Heimbach is a vice president of Minneapolis' Farmers and Mechanics Savings Bank; Mrs. Anderson, wife of the superintendent of schools in Mahtomedi, is a director and past state president of the League of Women Voters; and Glaser is president of Lend Lease Transportation Company.

Three alumni were reappointed and four new at-large members join with officers to form the Association's executive committee.

Reappointed from last year were Robert Gillespie '26BA '28LLB, Cambridge, Minnesota; Cecil March '31BChemE, St. Paul; and James E. Watson '42BA, Hopkins, Minnesota.

Gillespie is judge of the district court, 10th Judicial District; March is a group vice president of Minnesota Mining & Manufacturing Company; and Watson is president of Red Owl Stores, Inc.

Newly-appointed at-large members of the executive committee are Dreng Bjornaraa '30BA, St. Paul, Harold L. Holden '31BA, Minneapolis; Robert J. Odegard '41BSAg, Princeton, Minnesota; and Terrance L. Webster '27BBA, Minneapolis.

Bjornaraa is Midwest Director of Public Relations for the United States Steel Corporation; Holden is founder and president of Holden Printing Company and Holden Business Forms Company; Odegard is secretary-treasurer and general manager of Odegard Farms Company, O. J. Odegard Potato Company and Odegard's Garage, Inc., all of Princeton; and Webster is executive director of the United Fund of Hennepin County.

Five new members, from a slate of ten candidates, have been seated on the MAA's Board of Directors as a result of the spring election.

The Board is elected annually by those alumni who are members of the Association. Ballots are distributed through the *Alumni News* in April and May of each year, and the results are announced at the annual meeting.

The following new members were elected to serve on this year's board:

Grant Johnson '38BSEd '40MA, an educator and administrator for 25 years, is superintendent of schools for Detroit Lakes, Minnesota. He has been the University's scholarship chairman for 12 years in northwestern Minnesota, and in 1953 was Homecoming Alumni King. He presently is chairman of the Governor's Committee on Recreation and Health, and a member of the State Planning and Building Commission for Public Schools in Minnesota.

Richard E. Kyle '25BA '27LLB, a partner in the St. Paul law firm of Briggs and Morgan, has practiced law continuously in that city since his graduation, with the ex-

(Continued on page 24)



Copeland



Dahlberg



Johnson



Kyle



Martini



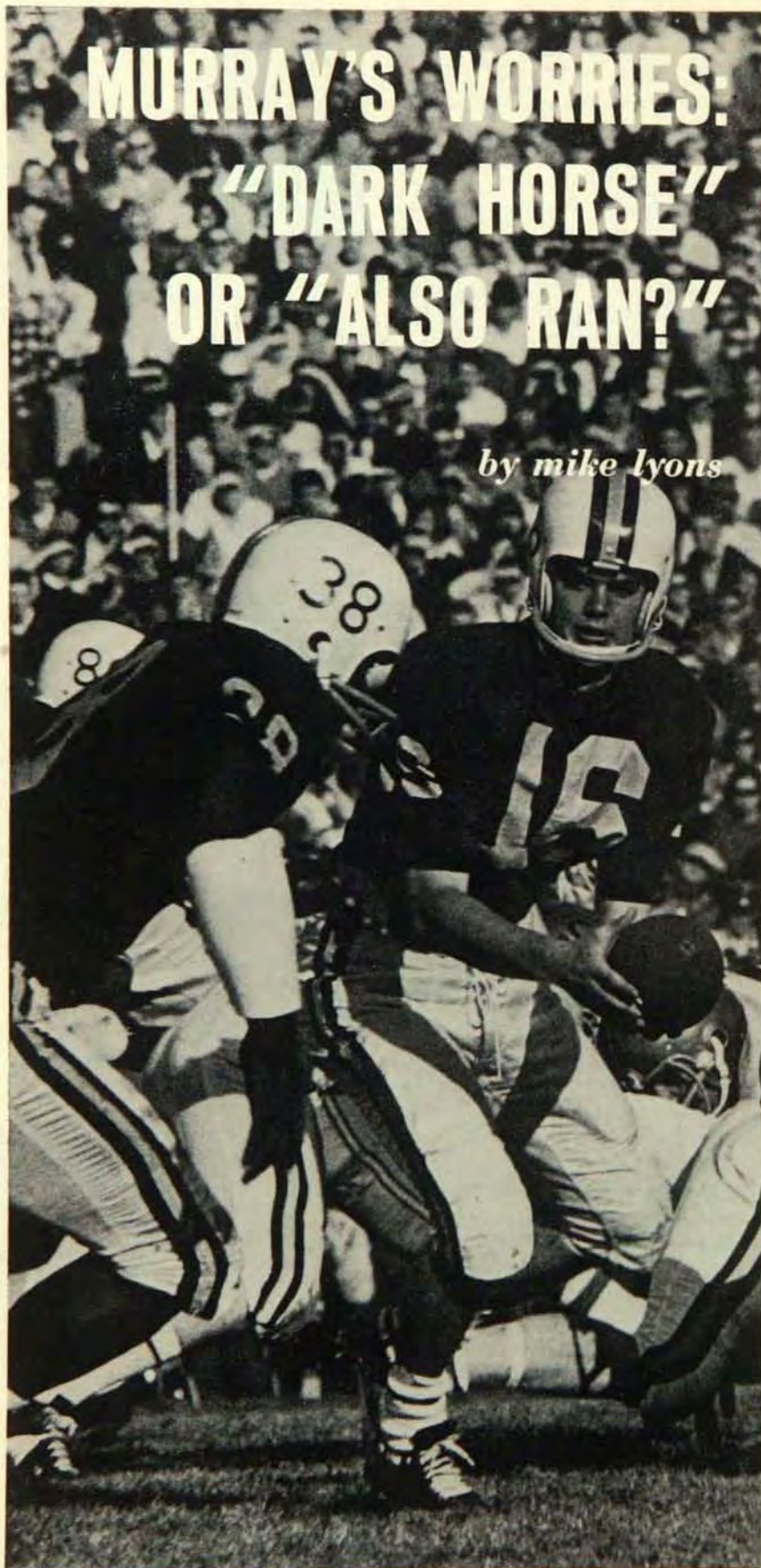
Peterson



Quale

MURRAY'S WORRIES: "DARK HORSE" OR "ALSO RAN?"

by mike lyons



Darkhorse or also-ran? The answer to that question will be supplied this fall by the University of Minnesota football team. Some observers point to the Gophers' highly-touted passing attack and claim the Maroon and Gold entry is "lying in the weeds." Murray Warmath and his coaching staff aren't so sure. They bemoan the loss of 17 lettermen and point to an ambitious schedule that includes three teams generally expected to finish in the top 10 nationally and two others in the top 20.

"We face probably the biggest remodeling job since I came to Minnesota in 1954," Warmath declares. "While we have 23 lettermen back, we lost 12 of the 22 players with significant playing time from last season. Although we had a reasonably good freshman squad, we can't expect sophomores to make up for our heavy losses of key personnel."

The schedule starts off with a vengeance—against Southern California, rated one of the top teams in the country and the squad that knocked off mighty Notre Dame in the 1964 season finale, at Los Angeles. If this opposition isn't fierce enough, consider the fact that the Gophers start their campaign a week earlier than in the past, thus paring the pre-season practice time to a mere two weeks.

Among the other top-flight teams on the agenda are Missouri and Michigan, defending Big Ten champion, at home and Ohio State and Purdue on the road. The Tigers are expected to give Nebraska a run for the Big Eight crown this year while the Wolverines, Buckeyes and Boilermakers are generally ranked 1-2-3 in the Big Ten. Add Iowa with its passing wizard, Gary Snook, at Iowa City and Wisconsin, always tough for Minnesota (witness last year's 14-7 upset at the hands of the Badgers), at home, and it is plain to see that the Gophers have plenty of obstacles in the way.

Lettermen lost from the '64 squad include the following players who were regulars at least part of the

ALUMNI NEWS

time: centers Frank Marchlewski and Joe Pung, tackle Fred Nord, guard Willie Costanza, offensive halfbacks Bill Crockett and Fred Farthing, defensive halfbacks Kraig Lofquist and Stan Skjei and fullback Mike Reid.

The brightest aspect for the Gophers is at the end position. Bob Bruggers, Kent Kramer and Ken Last at left end and Aaron Brown, John Rajala and Chet Anderson on the right flank give the Gophers quality and quantity at this position.

Warmath and his fellow staff members are concerned about the quarterback situation since John Hankinson, a record-breaking passer as a junior, missed most of spring practice because of injury. Sophomores Curtis Wilson, Larry Carlson, and Dave Baldrige, and Junior Glen Wirtanen, his most likely replacements, have no collegiate offensive experience. One of these will come forth as "Hank's" No. 1 replacement, but no one of the group is ready as yet for big time competition.

With 160-pound Ray Whitlow, 1964 reserve, the only returning offensive or defensive letterman at halfback, competition at these positions is wide open and will remain so until the opener. Sophomores Charlie Sanders (6-4, 195) from Richlands, N.C. and Gordon Condo (5-11, 173) from Howard, Pa. are contesting with Whitlow for the nod at offensive right half. Dave Colburn, 175-pound junior from LaCrosse, Dick Peterson, 200-pound soph from Fridley, and Hubie Bryant, 155-pound scatback from Pittsburgh, Pa., are vying for the ball-carrying chores at left half. Peterson is the only one of the trio with the brawn Warmath would like to have in this spot.

Jerry Newsom, 205-pound junior from Minneapolis with some experience on defense during the '64 campaign, came on fast in spring practice to gain favor as No. 1 offensive fullback, with Joe Holmberg, non-lettering 1964 reserve, and John Williams, 215-pound newcomer from Toledo, ranked behind him.

As of right now, the defensive backfield would probably line up with Bill Bevan, Jr. at safety (quarterback), Stu Maples and Gene Hatfield, halfbacks, and Newsom, fullback. The coaching staff sees inexperience hurting the Gophers here.

The Gophers have depth and experience at tackle where seniors Jim Fulgham, Gale Gillingham, Jim Krause, and Don Rosen return. Newcomers rated most likely to help at tackle are McKinley Boston, 220-pounder from Elizabeth City, N.C., on the left side, and Ed Duren, 226-pounds, from Winston-Salem, N.C. on the opposite side.

Gopher coaches seek improvement offensively at guard where Captain Paul Faust, Randy Staten, and Bill Dallman rate 1-2-3 on the left, and Staten, Brian Callahan, and Dick Sullivan in the same order on the right. Faust, an outstanding linebacker, may have to limit his play to offense because of a shoulder operation which kept him from spring practice. In this event, Tim Wheeler, 180-pound junior from Richfield, becomes heir-apparent at left guard on defense, but faces a challenge from Dennis Hoglin, 198-pound sophomore from Long Lake (Orono High). Callahan is tabbed to go "both ways."

Minnesota was "wiped out" at center with the graduation of Marchlewski and Pung. Out of the spring practice scramble for recognition as offensive center emerged Chuck Killian, 215-pound junior from Arcadia, Wisconsin who played as a guard in '64. At the conclusion of spring practice it appeared that next in line were Jim Barle, 210-pound junior from Coleraine, and Pat Parr, 6-5, 240-pound soph from Eau Claire. The defensive center assignment remains in doubt with Gary Reiersen, 190-pound junior from Edina, and Randy Rajala, 195-pounder from Big Fork, apparently holding the edge. Warmath expects lack of experience offensively and defensively at center to create problems.

In view of the key personnel losses and the welter of untested new-

comers, most "experts" think Minnesota will wind up in the middle of the Big Ten standings. Others feel they will fare better than this. After all, the Gophers were tabbed for last a year ago and wound up tied for fourth with Illinois.

While Michigan, Ohio State and Purdue are the favorites for the Big Ten bunting, they are not prohibitive choices. Iowa, Michigan State and Illinois are highly-regarded, too. The lower rungs have been reserved for Wisconsin, Northwestern and Indiana but none of them are considered "pushovers."

Coach Chalmers (Bump) Elliott of Michigan is not exactly pessimistic regarding the Wolverines' chances. Despite the fact that his '64 team won the Big Ten title, captured the Rose Bowl championship and was rated fourth nationally, he admits that "we could be a little stronger if our new quarterbacks and ends work out well." Michigan is most powerful at tackle, halfback and fullback and has exceptional line backing. The Wolverines have an all-American tackle in Bill Yearby, two swift, power-running halfbacks in Carl Ward and Jim Detwiler and a top linebacker in Tom Cecchini. Although they will miss all-American quarterback Bob Timberlake, Wally Gabler and Rick Vidmer showed quarterbacking potential last spring.

Woody Hayes rates his Ohio State team as "about the same as last year." Suffice it to say that the Buckeyes almost won the Big Ten crown in '64. Hayes has two of the nation's top linebackers in Ike Kelley and Tom Bugel and lost only four men from last year's starting offensive unit. The departure of six defensive starters causes some concern, however. Among the top returnees are fullbacks Willard Sanders and Tom Barrington, quarterback Don Unverferth, guard Bill Ridder and offensive tackle Doug Van Horn.

Purdue's Jack Mollenkopf is optimistic. Seven starters return from both platoons. The backfield is experienced and talented with quar-

(Continued on page 24)



You can bring *any* group together and teach its members how to march – but you *can't* bring just any group together and teach fine musical performance.

"Marching bands have exhausted everything that can possibly be done in the marching spectacular. They can't run any faster or step any higher – they can only search for sensational new *gimmicks*."

"All that is going on now in the area of marching bands is repetition! There *must* be a radical breakthrough, or the people will get tired of them."

Words of heresy to a Marching Band aficionado? Perhaps, but words, nevertheless, which make sense when spoken by Frank Bencriscutto, University bandmaster.

"Dr. Ben," as he is known to all on campus, holds bachelor of music, master of music and doctor of musical arts degrees and has studied at the University of Wisconsin, Northwestern University and the Eastman School of Music.

Professionally, his background includes a great deal of conducting, arranging and composing. He has been

featured as a soloist with the University of Wisconsin Concert Band and Symphony Orchestra, the Fifth Army Band, Eastman Wind Ensemble and the Rochester Civic Orchestra. Formerly head arranger for the weekly broadcasts by the Fifth Army Band, he has composed a large amount of music for band and orchestra, including two symphonies and several film scores.

Though younger in years and service than the other Big Ten bandmasters, his bands nevertheless have attracted their fair share of national attention – literally, from coast to coast. His bands first received nationwide exposure and admiration in the Gophers' 1961 – and 1962 Rosebowl appearances and, most recently, in the Inaugural Parade last January in Washington, D.C.

But Dr. Ben's chief concern, despite his national triumphs, is that though the "marching" comes before the "band," marching mechanics – intricate as they are – cannot overshadow the importance of the music.

"There will always be interest in a Marching Band – the color, the pageantry, the pulse of rhythm –

but the marching spectacular 'per se' has passed its apex. Now everything is repetition," he continues.

"It is of grave concern when you bring together a group of musicians who have studied seriously and are working hard to polish higher standards of performance and quality, that 95 per cent of your time must be spent on formations and only 5 per cent of the time in practicing the music.

"It's like a football team practicing fancy ways to get onto the field rather than working on fundamentals, like blocking and tackling."

According to Dr. Ben, band members come to the University eagerly anticipating a fine musical experience. This enthusiastic interest proves to be an almost automatic selector. Usually first or second chair high school musicians – the cream of the crop – all have a continuing interest in band music. Not all are music majors, but people with greatest interest in and talent for music.

The most alarming trend in recent years, according to Bencriscutto, is the intense competition that has developed between Big Ten marching bands.



The man behind the music (and often 'before' it as he directs his bands), is Dr. Frank Bencriscutto. He holds bachelor of music, master of music and doctor of musical arts degrees and has studied at the University of Wisconsin, Northwestern University and the Eastman School of Music. Many of the compositions played by the Minnesota Marching Band are his own.



Within recent years the attitude toward the function of the bands — by band members themselves — has become one of rivalry, almost of the same intensity as football itself. And, as Dr. Ben points out, "Music is not a sport. It is a different function. Belligerence and antagonism are not a part of music, so the function is distorted."

This sense of competition and intensity of rivalry has encroached upon halftime activity as an outlet for total University activity and concern, according to Bencriscutto.

"The Marching Band will *always* be a part of the total halftime picture, and will also provide a portion of the action, but the nucleus of halftime activity must provide an opportunity to present musical selections appealingly while at the same time making it easy for University activity to be a major part of the nucleus."

Halftime ceremonies, he feels, should offer the opportunity for integrated University participation and for musical performance of the highest possible standard, for relaxation, and appealing entertainment.

In line with this, he feels it is unnecessary to send the University Marching Band to a game away from home though "a Pep Band is sometimes desirable."

"Each school in the Big Ten has a marching band capable of handling its own show, without the necessity of sending rival marching bands to every away-game. Let's face it—it costs a great deal of money to transport the band and its instruments, money that could be better spent for perhaps Concert Band tours of our state high schools.

"Music itself is of more interest to a greater number of people than any kind of movement," he contends. "As fine musical entertainment is provided, the audience will come to realize this."

"The influence of the University moving in this direction will definitely filter down through the state's high schools and, in the process, the whole image of the musical program will change.

"From the present concept of being a colorful frill, there is bound to emerge a new appreciation for musical achievement. The potential is exciting to think about."

At the core of Dr. Ben's feelings about the purposes and functions of the University Marching Band is his contention, often stated, that "*Music itself will sell itself if done well.*"

The present type of show, he feels, has gone far beyond any point of balance. "It's time we pull ourselves out of the vicious cycle we have, in the past few years, fallen into. If we turn about, take a new path, we will still find that the audience appreciates good musical entertainment and is anxiously awaiting its return."

And how can this radical departure from tradition be accomplished?

"We will still march, and march with flash, in interesting enough patterns so that people will enjoy seeing them.

"The pre-game show still will feature a salute to both sides, but with emphasis on music rather than flamboyant formations. We will still have our standard halftime entrance and close with the North Star medley. The only major change will be in the eight-minute nucleus, which will be of musical interest rather than marching prowess."

It will not be easy, Bencriscutto realizes. Basic movements to provide variety, a good public address system, a good master of ceremonies and integration of activity — such as occasional use of the Glee Club — all will be required.

It can be done, he feels, and if done properly, such changes will provide a show of greater interest to the greatest number of people, and a show that in truth represents the musical achievement of the student coming through the University's music program.

Actually, the Marching Band is but a small part of the University's music program — a grueling concert schedule begins after the football season ends — but because of the thousands attending the

games, the public image of music made on the football field is by far the greatest.

In Dr. Ben's words, "Why not make the image an honest representation of the music program?"



UNIVERSITY OF MINNESOTA

DIPLOMA REPRODUCTION

Now, for the first time, a faithful reproduction of your University of Minnesota degree in beautiful gold anodized aluminum. Mounted on a rich walnut panel, it measures 12" x 15". This remembrance of the University of Minnesota will be one of your proud possessions. Only \$29.50 for members. \$32.50 to non-members.

Minnesota Alumni Ass'n.
205 Coffman
University of Minnesota
Minneapolis 14, Minn.

Please send me diploma reproduction. I would like to have it engraved.

.....
(name)

.....
(year and degree)

Here is my check or money order for \$..... to cover my order.

Name (in full)

Street Address

City..... Zone..... State.....

I am a member.

(Continued from page 11)

a short time later even recommended him for a promotion. He just doesn't hold a grudge."

Willson is a "can-do" man. He would rather cooperate than argue. All through his career he has approached each assignment with a willingness to give it a try—no matter how impossible it might sound. That is why he is not readily influenced by a man's background. "It isn't what a man has that is important—it is what he does with what he has that counts," Willson said.

Edwin A. Willson has always been a hard working man. After graduating from West High School in Minneapolis, he entered the University of Minnesota, majoring in electrical engineering. Forced to work his way through school, he did not graduate until six years later—in 1930. It was during his school tenure he started with Northern States Power in 1928 as an engineering clerk. Liking the challenge presented by utility engineering, he stayed with the power company upon graduation. Since that time he has progressed through successive steps of responsibility being elected vice president in 1962.

Further proof of his professional competence is offered by the fact that he is a life member of the Engineer's Club of Minneapolis and served as president in 1957. He is a former chairman of the Minnesota Section of the American Institute of Electrical Engineers and a member of the Minnesota Society of Professional Engineers. Willson has been active on many national technical committees and presently is a member of the Association of Edison Illuminating Company's Committee on Power Generation. He is also a member of the Edison Electric Institute Engineering and Operating Division Executive Committee.

Willson was first elected to the Board of Directors of the Institute of Technology Alumni group in 1955 and was elected president of that group in 1960. Since that time, he has held various offices with the parent Alumni Association.

Willson's recruiting ability is demonstrated by the fact his son and two daughters are graduates of the University of Minnesota. Each of his daughters have, in turn, married graduates of the University.

His bachelor son, Dr. Richard Willson, is a graduate of the Medical School. Daughter Nancy (Mrs. Bruce D. Anderson) is a graduate of the College of Agriculture, Forestry and Home Economics, while Marianne (Mrs. A. M. Engebretson) was a graduate of the College of Liberal Arts. Nancy's husband is a graduate of the College of Education and Marianne's husband was graduated from the Institute of Technology. These associations give Willson a first-hand indication of the thinking of alumni in the various constituent groups.

Civically, Willson has been active in the Metropolitan Capital Long Range Improvement Public Build-



Willson pauses in front of Northern States Power Company's new office building on his way to the Alumni Club in the Sheraton-Ritz Hotel—which is just across the street.

ing Task Force. He is also active in youth work through his membership in the Exchange Club.

Willson is well-liked and non-controversial. "You aren't likely to be controversial when you are an engineer because engineering has unchangeable physical laws which have to be followed," he said.

Ed takes most of his sports in the role of a spectator. He especially enjoys the University football games—having been a season ticket holder for many years. Physically he spends time in his hobby of gardening. He comes by the hobby honestly because his father was a farmer. Willson derives most enjoyment out of growing roses because of their beauty and the challenge they present. He also takes great pride in his role of grandfather to five children.

While vacationing, Willson most enjoys traveling. Not surprisingly, he has a special fondness for the north shore of Lake Superior, again demonstrating another aspect of his loyalty to Minnesota.

This intense devotion to his state and University, coupled with his proven leadership ability, gives him a chance of becoming one of the most successful Alumni Presidents. Don't bet against Ed Willson. He is a winner!

(Continued from page 16)

mary hopes when she took over as MEA president was "to bring closer together the groups within teaching, and see that they work together").

Others recognize this point, too, as is indicated by some of the honors bestowed upon her: listings (or pending) in *Who's Who in America*, *Who's Who of American Women* and *Who's Who in Minnesota Education*; President's Citation from the Minnesota Audio-Visual Coordinators; Merit Achievement Certificate from the Minnesota Elementary Principals; and an honorary doctorate.

SPORTS

(Continued from page 19)

terback Bob Griese, halfback Gordon Teter and fullback Randy Minniear. All-American end Bob Hadrick, three-fourths of the defensive backfield and key linemen return, including Karl Singer, finest blocking tackle in the league. There also are eight outstanding young Boilermakers to fill the holes.

Jerry Burns looks for improvement at Iowa, both offensively and defensively. The Hawkeyes have the nation's premier passing tandem in quarterback Gary Snook and flankerback Karl Noonan, protected by top flight offensive guard John Niland and tackle Bob Ziolkowski. The Iowa running game, weak last year, should be stronger and the defensive secondary has an impressive nucleus.

Michigan State expects better things this season, too. "We're sure we'll be better than last year," says Coach Duffy Daugherty. He adds, however, that tackling the rugged Spartan schedule will be akin to "swimming up a waterfall." State has over-all experience, sound quarterbacking and high-level passing from Steve Juday and a fine receiver in end Gene Washington. The kicking game is solid despite the fact that punter Dick Kenney boots 'em barefooted.

At Illinois, Coach Pete Elliott lost 20 lettermen, including All-Americans Dick Butkus, linebacker, and George Donnelly, safety. He has some outstanding men returning, however, in quarterback Fred Custardo, halfbacks Ron Acks and Sam Price, fullback Jim Grabowski and linebacker Don Hansen.

Rebuilding is supposed to be the

The evidence shows, too, that she is a good leader, a good organizer, a good speaker, a good writer—all of which are implicit in her activities and the jobs she's held.

The thread that runs through all of her education-related activities?

"The fundamental problem needing attention," she says, "is that of unity in the professional organization. Members must actively support the goals of the profession as a whole."

She certainly does.

order of the day at Wisconsin, Indiana and Northwestern, but the Hoosiers' new coach, Johnny Pont, has other ideas. "I feel we have a lot more good football players than anyone thinks," he avows. "We're not thinking in terms of a long rebuilding program. Our goal is a winning season now and I believe we have the potential to achieve it."

Whoever winds up with the Conference bauble, it should be an interesting season. They usually are in the Big Ten.

ELECTION

(Continued from page 17)

ception of a period during World War II when he served as a colonel in the U.S. Army. A member of the Board of Governors of the Minnesota Bar Association, he is a past president of the Ramsey County Bar Association and a Fellow in the American College of Trial Lawyers.

Edwin A. Martini '28BA '30LLB is a member of the Duluth law firm of Martini, Harper and Gustafson. He served two terms as a trustee of trust funds of the University of Minnesota and has been chairman of the scholarship committee in northern Minnesota. He is past president of the Northern Minnesota Alumni Association, Duluth Rotary Club, the Symphony Association and the American Red Cross.

James G. Peterson '42BAAero '49MA is president and general manager of J.M. Dain & Company, Minneapolis investment bankers. A graduate of the Wharton School of Finance, Peterson has served two consecutive three-year terms on the Board of Governors of the Midwest

Stock Exchange and one year as vice chairman of the board. Active in the Minneapolis Chamber of Commerce, he currently is a vice president and is a former member of the Chamber's Board of Directors.

Otto N. Quale '40BA is vice president, sales, for the publications division of Josten's, Inc., Owatonna, Minnesota. He previously served as advertising manager for several Minnesota newspapers, and was a member of the University's School of Journalism staff from 1947-50. He presently is a member of the Steele County Alumni Association, a director of Field Financial Corporation, Minneapolis, and recently was elected to the Bishop and Council of the Minnesota Diocese of the Episcopal Church.

Two new at-large appointments to the board also were made. They are Roger Copeland '57BA, Littleton, Colorado, and Henry W. Dahlberg Jr., Winnetka, Illinois. Copeland is a sales representative for the Andersen Corporation, Bayport, Minnesota, and Dahlberg is senior chemical economist in the planning and development division of International Minerals and Chemical Corporation, Skokie, Illinois.

Alumni in 73 communities in the University of Minnesota's home state dominated this year's MAA election by casting well over half of the total number of ballots for the selection of new board members.

Of the 483 ballots received, 340 came from Minnesota. As in the past, the heaviest concentration of votes came from the Twin Cities metropolitan area, with Minneapolis tallying 134 votes and St. Paul 70.

THE UNIVERSITY

Center for Curriculum Studies Approved by Board of Regents

The establishment of a Center for Curriculum Studies was approved July 9 by the University Board of Regents.

The center will be established within the College of Education and will have sub-centers dealing with all subjects taught at the University.

Purpose of the center, which was triggered by the resignation of an outstanding mathematics professor, will be the development of new curriculum for elementary and secondary schools and the improvement of teacher education.

W. G. Shepherd, vice president for academic administration, told the Regents that plans for the center began after Professor Paul Rosenbloom, founder of the University's Minnemast Project, resigned to take a job at Columbia University's Teacher College. Shepherd said Rosenbloom felt he would find a better inter-action between teaching methods and subject matters at the teachers college and that the Curriculum Studies Center will insure that the University won't lose another professor of Rosenbloom's caliber.

Donald K. Smith, assistant to Shepherd, said the center will insure that research will no longer be isolated from learning. Stanley

J. Wenberg, vice president for educational relationships and development, compared the center with the ecumenical movement of the church and said that while many teachers are trained in subject matter, they don't know how to apply their knowledge to teaching.

"The new center will give students help along these lines," he said.

Hopp Receives New "U" Library Position

Ralph H. Hopp, who for 12 years has served successively as assistant director and associate director of University libraries, has assumed the new title of University librarian and associate director of libraries.

In his new position, Hopp will have major responsibility as the line administrator for the day-to-day management of library facilities and services.

Under the new organizational arrangement the director of University libraries, E. B. Stanford, will be responsible for the development of overall library policy, planning and coordination of facilities, optional review and reporting, obtaining library support, representing the libraries to the central University administration and the Senate Library Committee, and to various off-campus groups.

Hopp, as executive officer for the library system, will be in charge of all reader and technical services, personnel administration, budget control, building and equipment problems and student relations.

Student Employment Service Seeking Part-Time Jobs

An intensive campaign to locate additional part-time jobs in the Twin Cities area has been undertaken by the University's Student Employment Service, headed by W. L. Pedersen.

Rapidly increasing enrollment — an expected 42,000 when classes begin September 27 — and steadily rising education costs are expected to bring a record number of students to the Student Employment Service.

Last year the Service found jobs for 9,500 students, about 75 per cent of them at the University and the remainder in the metropolitan area. This year, however, several thousand additional off-campus jobs will be needed to meet the demand, and alumni in the Twin Cities area have been asked to help.

The Service asks that alumni check with their employers, or look over employment needs for their own firms to see if there are extra jobs to be done or vacancies in full-time jobs which can be filled by two or three part-time employees.

Student help is available for any type of unskilled labor and many students have special talents in clerical, scientific, technical or creative fields.

Weekend jobs or regularly-scheduled jobs of 2-4 hours daily are preferred, although some students work longer hours by reducing their course loads.

Alumni wishing to fill part-time or temporary full-time jobs are asked to contact the Student Employment Service, 30 Wulling Hall, or phone 373-3674.

Economics Laboratory, Inc.

GUARDIAN BLDG. 224-9471
St. Paul, Minnesota



RENTAL SERVICE

- All types of uniforms
- Kex shop towels
- Kex walk off mats
- Kex dust mops



Northwest's most complete industrial laundry

LEEF BROS. INC.

212 James Av. N.

Minneapolis, Minnesota FR 4-3880



IT'S NEVER TOO EARLY to start making plans — not when the plans have to do with the University's October 23 Homecoming celebration. The Little Brown Jug will be at stake when the Gophers take to the field at 1:30 that afternoon. But there's more to Homecoming than football, and the Homecoming Committee has been hard at work all summer laying the necessary plans and making the necessary arrangements. Committee members include (front row, left to right) Debbie Griswold '66, assistant general chairman; Donna Rouse '66, contest chairman; Carol Soper '66, parade; Jill Ivory '67, house decorations. Back row, left to right, are Bill Munson '67, finance; Steve Sahly '66, queen contest; Jim Gentry '67, publicity; Norm Gabrick '65, street dance/bonfire; and Gordy Griller '66, general chairman. Not pictured: Jan Staubly '68, Sweetheart Ball; Sue Smith '67, pep-fest; Dave Taylor '67, coronation; Chris Sonnesyn '67, football chairman; and Kay Stillman '67, special events.

Regents Approve \$105.7 Million For 1965-66 University Budget

A record University of Minnesota budget of \$105,797,044 for the 1965-66 school year has been approved by the Board of Regents.

University income for the coming year will include \$42.5 million from the State Legislature, \$12.9 million from tuition and fees, and about \$7.5 million from departmental receipts, University services and revolving funds, endowment funds, gifts and fellowships.

The budget for University Hospitals is \$14,498,956, or about \$1.5 million higher than 1964-65.

A total of \$8,124,367 is budgeted for salary increases, promotions, fringe benefits, new positions, supplies and equipment.

Faculty salary increases will average six per cent, plus one per

cent in fringe benefits. These are not across-the-board increases.

Nearly \$5.3 million will go to operate dormitories and dining halls, almost \$7.3 million is listed for student services and \$5.1 million will be spent for general services. The intercollegiate athletic budget totals \$1.5 million.

Wilcox Named Rosemount Head

Clifford L. Wilcox, associate professor of dairy husbandry and extension dairyman, has been named superintendent of the University's Agricultural Experiment Station at Rosemount.

He will take the position vacated by retirement of A. C. Heine.

Wilcox has a background of experience in cattle research and breeding teaching and extension education. He did his undergraduate work in dairy husbandry at Utah State University and received his PhD in dairy cattle breeding at the University of Minnesota in 1959.

Ruttan Heads Ag Economics

Vernon W. Ruttan, an economist with Purdue University since 1954, has been named head of the Department of Agricultural Economics at the University.

He will take the position formerly held by Elmer W. Learn, named last year as assistant to President O. Meredith Wilson.

Since 1962 Ruttan has been on leave from Purdue, serving as an economist for the International Rice Research Institute in the Philippines. He was a staff economist for the Council of Economic Advisers from 1961-62 and served with the agricultural economics staff at the University of California from 1958-59.

His professional specialty is general agricultural economics with primary emphasis upon resource development, location incentives on local economic development, farm and non-farm income comparisons, and agricultural adjustment.

TORGINOL DURESQUE

Seamless-Resilient Flooring
(As advertised in Life Magazine)

A proven, durable, monolithic flooring
for both interior and exterior use.
For further information call or write

GROVE-JOHNSON COMPANY

(A division of Twin City Tile
and Marble Company)

38 Grove Street FE 9-5077
Minneapolis, Minnesota

AUTHORIZED DEALER AND
APPLICATOR

Max Shulman to Highlight Union's 25th Anniversary

A convocation appearance by author and humorist Max Shulman '42BA will highlight a special Celebration Week October 4 through 9, commemorating the 25th Anniversary of the opening of Coffman Memorial Union on October 5, 1940.

Celebration Week will be the first of several anniversary observances. Later in the year other special programs will be held in cooperation with other University departments.

Included will be a special 25th Anniversary Seminar on Student Life. Keith McFarland, assistant dean of the Institute of Agriculture, will be seminar chairman and program chairman is E. G. Williamson, dean of students.

Shulman, author of such books as *Barefoot Boy With Cheek* and *Affairs of Dobie Gillis*, will appear at the special convocation at 11:30 A.M. Thursday, October 7. Sponsored in cooperation with the University's Department of Concerts and Lectures, the convocation will be held in the Main Ballroom of Coffman Memorial Union. A coffee hour will follow at 2:45 in the Fine Arts Gallery.

Tickets for the free program may be obtained by writing to the 25th Anniversary Celebration Committee, Coffman Memorial Union, or in person at the information desk on the Union's first floor.

The week's activities will begin at 11:30 A.M. Monday, October 4, with a gigantic birthday party. To the sight and sound of a 1940-vintage fashion show and Doc Evans' Dixieland Band, party-goers will be treated to 2,500 cupcakes and vie for 25 pairs of free celebration tickets.

From 3:30 to 5:30 P.M. the first of four speakers series will discuss "Campus Life 25 Years Ago." All sessions of the series will be held in the Women's Lounge.

Tuesday's noon program will feature Jerry Rush Jazz in the Main Ballroom, with a 1940 theme. A recital will be held in the Fine Arts Gallery at 2:30 and repeated at 8:00, and the topic for the 3:30 speakers series will be "Changes in Political Life on Campus in 25 Years."



Humphrey Bogart films will be shown in the Main Ballroom starting at 11:30 A.M. Wednesday, and topic for the speakers series will be "The Civil Rights Movement in the Past 25 Years on Campus." The Thursday series will feature a panel of students, administration and faculty discussing the changing role of the student leader on campus.

On Friday at 12:30 P.M. a special Appreciation Luncheon for the Board of Regents, central administration and faculty members who have served on the Union Board

of Governors will be held in the Junior Ballroom. The program will include a special presentation and "State of the Union Message" by Robert Weinhagen, president of the Union Board of Governors.

The evening program from 7:00 P.M. to midnight will feature a Carnival of Games and, for the less athletic, folk singers on the Terrace.

The week's festivities will come to an end Saturday, starting with a skateboard tournament, followed by half-time ceremonies at the Minnesota-Indiana football game.

A 7:30 P.M. banquet will honor all past and present members of the Union Board of Governors and student committee chairmen. Bob Blake '41, first chairman of UBOG, will be the guest of honor and Minton M. Anderson '20BSChem '21BSChemE, retired vice president of Aluminum Company of America, will be guest speaker.

Anderson, 1954 recipient of the University's Outstanding Achievement Award, was the director of the Men's Union in Nicholson Hall from 1921 to 1930.

The final celebration evening, starting at 9:00, will feature two one-hour shows by The Back Porch Majority, nationally-known variety group, as well as name rock and roll bands in the Gopher Hole and Junior Ballroom, a smooth band in the Cafeteria and jazz and flamenco guitar music in other parts of the Union.

Summer Enrollment Tops 23,000 Mark

Total Summer Session enrollment on all University campuses hit the impressive mark of 23,277 students, according to T. E. Pettengill, University recorder.

Attendance for first Summer Session totaled 13,529—531, or four per cent, above the 12,998 registrations recorded for the first Summer Session a year ago. Second Summer Session enrollment was 9,748—738, or eight per cent, above the 9,010 registrations recorded for the same period last year.

MAGNEY CONSTRUCTION CO.

GENERAL CONTRACTORS

Commercial

Industrial

Telephone WEst 5-1741

20 Shady Oak Road Hopkins, Minn.

LIVE IN FASHIONABLE WAYZATA WOOD APARTMENTS

Builders: Charles Alexander

Management: Thorpe Bros.

FE 9-2133

Willard W. Cochrane Picked to Head Office of International Programs

Willard W. Cochrane, professor of agricultural economics and former adviser to Secretary of Agriculture Orville L. Freeman, has been named dean of International Programs, succeeding Will M. Myers, who resigned last year to head a new institute for research on international tropical agriculture, financed by the Rockefeller and Ford Foundations.

The Office of International Programs was established two years ago with the responsibility for coordinating the University's many

activities in international affairs, for helping to create and support new international programs when they appear necessary and for soliciting outside financial support for such programs.



Cochrane, 51, was agricultural adviser to John F. Kennedy when he was running for president and later was Freeman's chief economic aide. He previously had served as consultant to the U.S. Department of Agriculture, and in 1964 received the department's Distinguished Service Award.

He served with the Food and Agriculture Organization of the United Nations, and as an agricultural economist to several government offices before joining the fac-

New Dean



ulty of Pennsylvania State College in 1948.

Professor Richard S. Caldecott, U.S. Department of Agriculture geneticist stationed at the University, has been appointed dean of the University's new College of Biological Science. The college was established a year ago to draw together under one administrative unit faculty members and curricula from the Minneapolis and St. Paul campuses in certain areas of basic biology. A group of faculty members previously in the botany, zoology and biophysics will make up the initial staff of the college.

Caldecott's office will be on the St. Paul campus, where he has been associated with the University's department of agronomy and plant genetics for the past 10 years. He has been a geneticist for the USDA Agricultural Research Service, stationed at the University, from 1955-60 and 1963-65, and served with the U.S. Atomic Energy Commission in Washington, D.C., from 1960-63.

His research specialty has been

radiation genetics and genetic and biophysical studies with seeds and cells of higher plants.

Rauenhorst, Hartl New "U" Regents

Two new members and three veterans of the University Board of Regents were sworn in June 12.

The two newcomers were George W. Rauenhorst, Olivia, Minnesota, and Albert V. Hartl, Fergus Falls, Minnesota, who were selected by the state legislature.

Other Regents sworn in at the June 12 meeting were incumbents Dr. Charles W. Mayo, Rochester, Lester A. Malkerson, Minneapolis, and Mrs. Marjorie J. Howard, Excelsior.

Dean George Hager Resigns Position

George P. Hager, dean of the University's College of Pharmacy, has resigned to accept the appointment as dean of the school of pharmacy at the University of North Carolina, Chapel Hill. He will leave the University early next year.

Hager came to the University as dean in 1957, from the Philadelphia firm of Smith, Kline and French Laboratories where he was a senior research scientist.

He is president of the American Association of Colleges of Pharmacy for 1965-66; chairman of a committee of the National Academy of Sciences and National Research Council on modern methods of handling chemical information; member of the Selective Service System's national advisory committee on the selection of physicians, dentists and allied specialists; member of the National Institutes of Health general research support advisory committee; and on the board of regents of Augsburg College. He also is a member of numerous professional organizations and the author of many articles.



BLOMSTRAND
HU & SONS
General Contractors

1220 Arcade St. Paul PR 1-5573

NASA Grants Nearly \$4 Million For "U" Space Science Center

The National Aeronautics and Space Administration (NASA) has granted nearly \$4 million for a space science center at the University.

The grants are \$2.5 million for construction of a six-story research laboratory on the Minneapolis campus and \$1 million to start the research. NASA also will provide some \$400,000 annually to run the space research program at the University.

The new 3,000-square-foot center will be located directly east of the Architecture Building.

The project will provide the University with greater flexibility in the "interdisciplinary study," according to Richard A. Swalin, director of the School of Mineral and Metallurgical Engineering and interim director of the new center.

Warren B. Cheston, a faculty member in the School of Physics, will head the new center. He has been science attache at the United States embassy in London.

A board composed of faculty in biological, medical, thermal, material, physical and social sciences will advise the director. Research in the center will incorporate all the sciences with which the general space program is concerned.

Three phases are planned under the grant. Building and research account for the first two phases with the third being the establishment of relations between the University and area industries and businesses in space-related sciences.

This is the second construction grant given the University by the NASA. The previous grant provided money for an addition to the Physics Building.

"U" Research Volume \$22 Million Annually

Expenditures on research at state universities and land-grant colleges have gone over the \$1 billion mark this year, according to an annual survey conducted by *Industrial Research* magazine.

Survey figures for 74 members of the National Association of State Universities and Land-Grant Colleges show a total expenditure this year of \$1,063,531,533 on research.

SEPTEMBER, 1965

Eight other public institutions accounted for an additional \$7,288,977. This brings research expenditures in the public sector of higher education to \$1,070,820,000. Three armed services institutions accounted for \$1,254,000 and 66 private institutions accounted for the remaining \$549,070,185 in the survey. Altogether, figures for 151 institutions performing more than three-quarters of all university research were reported by *Industrial Research*.

The University of Minnesota ranked 14th in the survey, with an annual research volume of \$22,821,000. Big 10 institutions with a larger volume are Michigan, \$46,000,000; Illinois, \$42,000,000; and Wisconsin, \$35,389,000.

Roy Schuessler Named Acting Music Chairman

Roy A. Schuessler, professor of music, has been named acting chairman of the Music and Music Education departments.

Schuessler, the senior member of the voice division, has taught in the Music Department since 1946. He succeeds Paul M. Oberg, who served as chairman of Music and Music Education for more than 20 years and who will continue as a full professor. Oberg, a pianist, joined the Music Department as chairman in 1942 and last May asked to be relieved of administrative duties.

Schuessler spent 15 years as a concert, oratorio and opera singer in Chicago and the Middle West. He now sings professionally with the Minneapolis Symphony Orchestra and the St. Paul Civic Opera and is well known on the University campus for his many ap-

pearances throughout the year at commencements and other official functions.

In 1960-61 he spent a year in Europe studying the methods used in training voices in world-renowned boys' choirs, and studying voice science projects at the University of Paris and Groningen University, the Netherlands. He also studied for a year in 1953-54 in Munich, Vienna, Zurich and London.

He currently is serving a two-year term as president of the Minnesota Music Teachers Association and is a member of the administrative staff of the American Institute of Vocal Pedagogy.

UMD Administrative Changes Announced

Four major administrative appointments at UMD and 13 academic promotions have been announced by President O. Meredith Wilson.

Administrative appointments are:

Robert L. Heller was named assistant to the provost. He also will continue to serve as professor and head of the department of geology.

John A. Dettmann was promoted from professor of business and economics to professor and head of a newly-created department of business administration.

Cecil H. Meyers was promoted from professor of business and economics to professor and head of a newly-created department of economics.

Fred T. Witzig was promoted from associate professor of geography to professor and head of the department of geography.

The two new departments of business administration and economics replace the single department of business and economics.

STANDARD SUPPLY CO.

Distributors & Repair Service on Gardner
Denver Air Compressors—Remington Air
Tools—Kahn Air Dehydrators

1011 5th Ave. So. 335-3196
Minneapolis, Minn.

CAMPUS NEWS

DULUTH

The UMD Humanist, a literary quarterly published by students, received an **honorable mention in its category at the Phi Delta Epsilon journalism convention** in Pittsburgh . . . Robert L. Faulhaber, Duluth, is the new president of the UMD Board of Publications, publisher of the *Statesman*, campus newspaper, and the UMD *Chronicle*, campus yearbook. Other officers elected are Julie A. Anderson, Duluth, vice president, and Patricia J. Skafte, Duluth, secretary-treasurer . . . **Albert Tezla, professor of English and a member of the University's Immigrant Archives Committee, left for Hungary in June** to search for materials on the history of emigration to the U. S. and Canada. His trip was made possible by a grant from the University's International Studies Program . . . UMD's largest graduating class — 513 seniors — was awarded degrees at commencement exercises June 10. John T. McNaughton, assistant secretary of defense for international security affairs, gave the commencement address . . . **Donald E. Olson, assistant professor of physics, has received a \$14,000 research grant** to continue his investigation of "atmospheric electricity." The funds are provided by the Office of Naval Research . . . Henry J. Ehlers, professor and head of the philosophy department, in August was guest professor at the University of Bridgeport where he taught a five-week course with subject matter related to his book *Crucial Issues in Education*.

Business is humming, clicking and flashing at UMD's new computer center in the Science-Mathematics Building. The IBM 1620 computer is being used by numerous professors to assist them in research, and additional UMD researchers and administrative officials plan to use the data processing equipment for classroom instruction and to simplify business and

personnel procedures . . . A legal suit forced the UMD Summer Theater to cancel two performances of Henry Denker's "A Case of Libel" and replace it with "The Caine Mutiny Court Martial." **Court action had been brought against the play, enjoining it not to be produced** . . . John E. Hafstrom, professor and head of the department of mathematics and engineering, has resigned to become a professor of mathematics at California State College, San Bernadino. He had been at UMD since 1949 . . . Ten UMD faculty members have been granted leaves so they can pursue research projects during the 1965-66 academic year.

The highest second term Summer Session enrollment in UMD's history — 945 students — was reported by Provost Raymond W. Darland. The total is 90 above the 1964 second term figure or an increase of more than 10 per cent. The total for both terms was 2,453, almost five per cent above the 1964 figure . . . Seventy-five delegates from 12 Midwest states and Manitoba attended a regional convention of the National University Extension Association last month . . . A total of 127 degrees were conferred at summer commencement exercises last month. Speaker was Willard L. Thompson, dean of the General Extension Division and of Summer Session . . . The grandson of a Frenchman who helped survey parts of northern Minnesota in the mid-1860s has provided UMD with its **first collection of artifacts from African pre-history**. The donor is Captain Jean Cornelius, a recent caller at Duluth as master of the ocean-going vessel *Francoise L-D* out of Dunkirk, France.

ST. PAUL

Matthias A. Thorfinnson, executive secretary of the State Soil Conservation Committee, retired July 1 after more than four decades of service to Minnesota agriculture.

He held the position since 1937 and was located at the University where he was once an extension staff member . . . Mrs. Gloria Williams, Minneapolis, and Esther Rupel, Lafayette, Indiana, have been **awarded \$3,000 General Foods Fellowships** for graduate study in home economics for 1965-66. Mrs. Williams is an instructor in textiles and clothing in the University's School of Home Economics and Miss Rupel is an instructor in textiles and clothing at Purdue University . . . Families who like their squash just the right size to consume at one meal can thank Arthur E. Hutchins, St. Paul, for developing varieties that not only meet their needs but that are especially adapted to Minnesota gardens. **Hutchins retired June 30 as professor of horticultural science** at the University after 38 years of service . . . A special Dairy Products Institute will be held September 14-16 on the St. Paul Campus. The institute is being held to familiarize representatives of the dairy products industry in Minnesota and surrounding states with some of the recent dairy products, processing techniques and research developments.

Albert C. Heine, first superintendent of the Rosemount Experiment Station, retired in June after 48 years on the University staff. He joined the University in 1917 and was named first superintendent of the Rosemount Station in 1949 . . . E. F. Graham, professor of dairy husbandry, was named **"Man of the Year" at the Tri-State Breeders Cooperative 24th Annual Meeting** . . . Neil W. Miles, Minneapolis, has been named extension horticulturist. His responsibilities will involve Agricultural Extension programs relating to the use of pesticides for control of insects and diseases on horticultural crops . . . Ethel R. Gorham, assistant professor in the School of Home Economics and a faculty member since 1925, retired from the University

in July . . . National award-winning egg producer Rodney Young, Owatonna, Minnesota, has named the University's department of poultry to receive a **\$2,000 grant from the Ford Motor Company Fund**. The department will use the grant to establish four scholarships to be awarded to outstanding students majoring in poultry.

Clarence H. Christopherson '27BS '33MA, associate professor of agricultural engineering, retired last June after 31 years on the faculty . . . **Charles E. Ramsey, sociologist at Colorado State University since 1962, has been appointed professor of sociology** . . . Hugo H. John, assistant professor of forestry, has begun a one-year leave of absence to work on a project in Nicaragua. He will serve as forestry officer for the Food and Agriculture Organization on a project sponsored jointly by the government of Nicaragua and the Special Fund of the United Nations . . . **Henry Hansen and Richard Skok, forestry professors, are on leave from the University to study in Europe.**

MINNEAPOLIS

The University, in cooperation with the Junior High School Principals of the State of Minnesota, will hold a conference at Itasca State Park September 24-26. **Featured speaker is Irvamae Applegate, president-elect of the National Education Association** . . . Lee O. Wilcox, assistant director of admissions, has been named vice president of the National Association for Foreign Students . . . Twelve faculty members and six graduate students have been named recipients of McMillan Fund awards, which provide travel funds for faculty members and graduate students in the College of Liberal Arts, for study purposes . . . President O. Meredith Wilson has named physics Professor Homer T. Mantis as the **University's representative to the University Corporation for Atmospheric Research** at Boulder, Colorado. UCAR operates the non-profit National Center for Atmospheric Research, a basic re-

search establishment dedicated to the exploration and understanding of atmospheric processes.

Fourteen of the 150 entering freshman medical students who begin their studies this month have been awarded \$500 Minnesota Medical Association scholarships for 1965-66. The awards were granted in competition based on scholastic performance in premedical studies and on financial need . . . Five graduate students in art history have been named **initial winners of the newly-established Samuel H. Kress Foundation Fellowships** . . . James L. Gibbs, associate professor of anthropology, has resigned to accept a similar position at Stanford University. Gibbs, who is on leave from the University on a National Science Foundation research grant, will join the Stanford faculty in 1966. . . **The University has been awarded a \$400,000 grant by the National Aeronautics and Space Agency** for continued studies in space physics . . . Robert M. Jordan, professor of animal husbandry, has been elected president of the Ramsey County Historical Society.

James J. Ryan Jr., professor emeritus of mechanical engineering, has been made a fellow in the American Society of Mechanical Engineers . . . A virtually invaluable collection of Ukrainian publications — newspapers, periodicals, books and rare pamphlets — has been **presented to the University by Professor Emeritus Alexander A. Granovsky**. The collection will become part of the Immigrant Archives . . . John C. Schwarzwald, general manager of KTCA-TV, has been elected executive vice president of the educational channel's parent organization, the Twin City Area Educational Television Corporation . . . Willis E. Dugan, professor of educational psychology and director of counselor education, has agreed to serve as vice chairman of the panel on counseling and selection of the National Manpower Advisory Committee.

Gerald R. Firth, associate professor of secondary education, is the new director of University High

School and chairman of secondary education in the University's education department, a position he has filled since September as acting director . . . Theofanis Stavrou, associate professor of history, has been named associate director of the new Center for Immigration Studies. He spent part of the summer visiting Greek religious and community leaders in the United States and Canada and next fall hopes to initiate a University course in Eastern Orthodox culture . . . **A \$5,000 grant for eye research** has been awarded to the department of ophthalmology. The new grant brings the total of these grants from Research to Prevent Blindness, Inc., to this department to \$30,000 over the past six years . . . Walter W. Heller, economics professor and former chairman of President Kennedy's Council of Economic Advisers, was presented with the honorary doctor of human letters degree at Kenyon College.

The Most Reverend James P. Shannon '51MA, president of the College of St. Thomas and Auxiliary to the Archbishop of St. Paul, gave the baccalaureate address in June . . . Two medical faculty members have been named 1965 recipients of the **"distinguished teaching" awards** presented annually by the Minnesota Medical Foundation. They are Dr. George C. Flora, assistant professor, psychiatry-neurology, and Jack W. Miller, associate professor, pharmacology . . . Professor Richard J. Clendenen has been named to head the **Interdisciplinary Training Program for Control and Prevention of Crime and Delinquency**. He replaces Professor John R. Ellingston, who is retiring . . . Louis E. Lomax, author, lecturer and television personality, spoke June 17 in Northrop Memorial Auditorium . . . Dr. Robert B. Howard, dean of the School of Medical Sciences, has been named at Hamline University's board of trustees.

James H. Werntz, associate professor of physics, has been named **director of the Minnesota School of Mathematics and Science Center (Minnemath)**.

THE ALUMNI

1965-66 Committee Appointments Announced By New President

Minnesota Alumni Association committee appointments for 1965-66 have been announced by Edwin A. Willson '30BEE, MAA national president.

Committees and membership are:

INVESTMENT

Clifford C. Sommer '32BBA, Owatonna, Minnesota, chairman; Wendell T. Burns '16BA, Sam W. Campbell '25BA '27LLB, John K. Fesler '24BA '26LLB, James C. Harris '47MBA, Kenneth C. Glaser '42BBA and Paul Reyerson '17BA '19LLB.

ALUMNI HONORS

Vincent K. Bailey '29BSAg, Mrs. Lillian M. Fink '18BA '21MD and Owen K. Hallberg '46BSAg.

UNIVERSITY SCHOLARSHIP

Elmer R. Lundgren '50BSED '59MA, Mrs. Violet Rosacker Graf '34-'35 and Richard J. Fitzgerald '59LLB.

PAST PRESIDENTS AND ALUMNI FUND ADVISORY COMMITTEE

Charles Judd Ringer '38-41, chairman, Fund Advisory Committee; William F. Braasch '00BS '03MD, Wendell T. Burns '16BA, Victor Christgau '24BSAg, George Earl '06BA '09MD, Franklin D. Gray '26BA, Hibbert M. Hill v? Gray '25BA, Hibbert M. Hill '23BSCE, J. D. Holtzermann '21BA, Arthur R. Hustad '16BA, Francis (Pug) Lund '31-'35, Virgil J. P. Lundquist '42MB '43MD '53MS, Joseph A. Maun '32BA '35LLB, Harvey Nelson '22MD, Glenn E. Seidel '36BME, Leif R. Strand '29DDS, Wells J. Wright '36LLB and Edgar F. Zelle '13BA.

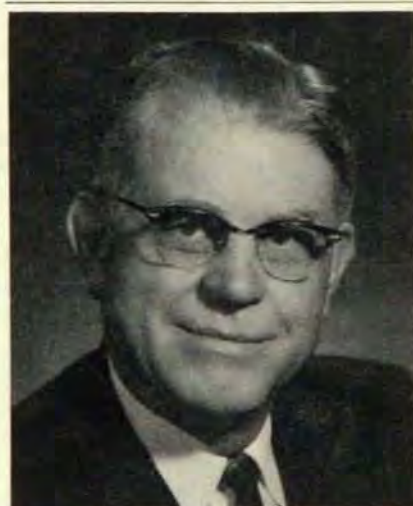
Representatives on the Union Board of Governors are:

MINNEAPOLIS CAMPUS

Emil V. Behrens '47.

ST. PAUL CAMPUS

Mrs. Dorothy Isenberger Riebe '30BSHE.



VERNON H. OLSON '25BSCE, resident manager of the New Amsterdam Casualty Company, Cleveland, Ohio, is the new president of the MAA Cleveland Chapter. Other officers of the recently-organized club are Ralph Nelson '53MD, vice president; and Mrs. Alice Drummond '40BSPhm, secretary-treasurer. In addition to the officers, board members are R. J. Hill '49BBA, Ernest Gellhorn, Gates Hunt '20 and William VonFischer '32ChemE.

Roseau Elects Grothem

Harold Grothem was elected president, E. L. Loverington '50BSAg, vice president, and Harold Oelslager, secretary-treasurer at the annual meeting of the Roseau, Minnesota, Chapter of the MAA.

Guest speaker at the May 13 meeting was Gopher basketball coach John Kundla.

Directors for the coming year are Roland Fredrickson, Vernon L. Johnson '59BSAgEng, Joe Freeman '47BSAg and Superintendent of Schools Reuben Halvorsen '43MA.

Austin Chapter

Names Denneson

Officers and directors of the MAA Austin, Minnesota, Chapter were installed May 25 at a noon luncheon.

New officers are Don Denneson '49BA, president; Norbert Schmitt '41LLB, vice president; and Mrs. Florence Merriam, secretary-treasurer.

Board members are Al Malcomsen '16BSAg, George Manning, Duane Rasmussen '51BA, Mrs. Bryan Elmer '49BBA, Dr. Mansur Taufic, Burt Plehal '38BBA, advisor; and Charles Nyberg '59LLB, ex officio.

C. F. Kleffman Elected In Grand Rapids

C. F. Kleffman '57BA was elected president and Carl Mickelson '39MA, vice president, at the May 12 meeting of the Grand Rapids, Minnesota, Chapter of the MAA. Secretary for 1965-66 is Mrs. William T. Johnson '45BSN.

Newly-elected board members are S. F. Anderson, Keith Stolen '55MD, Len L. Hedman '57BA and Roger R. Bay '54MSFor.

Guest speaker at the annual meeting was John Kundla.

BURSCH'S CAFE

Famous Food
& Beverage Service
Ballroom or
Banquet Service

17-8th Ave. Hopkins WE 5-3401

MINNESOTA SCHOOL OF BUSINESS
A School of Professional Business Education
One and Two year courses
General Business & Sales—Secretarial
Business Administration—Court Reporting
Day and Evening Classes

Accredited by the accrediting commission
for business schools—Washington, D.C.

24 So. 7th St. Mpls. 338-6721

Dentistry Alumni Association To Honor Dr. Milton Walls

Dr. Milton Guernsey Walls '22DDS will receive the University's coveted Outstanding Achievement Award on Friday, October 8, at the Eighth Annual Meeting of the School of Dentistry Alumni Association.

The award will be presented at a noon luncheon in the Main Ballroom of Coffman Memorial Union.

The day's activities will begin at 8:30 A.M. with registration and a coffee hour in the foyer of Mayo Auditorium. Interesting and informative programs conducted by faculty and students will be presented from 9:30 until noon.

Guest speaker at the noon luncheon will be Dr. J. Minot Stickney, M.D., who will speak on the social aspects of contemporary medical problems.

The afternoon program will include an address by Dr. E. G. Turlington, DDS, Rochester, Minnesota.

On Saturday morning, October 9, special seminars will be held at the Continuation Center, followed by the Minnesota-Indiana football game.

A block of tickets has been reserved for the game and reservations for the Friday luncheon and Saturday game can be made by calling 373-2466.

New York Club Pick 1965-66 Officers

Donald E. Harwood '58BA has been elected president and Orville Sather '35BEE, vice president, of the New York Chapter of the Minnesota Alumni Association.

Tenth Reunion Planned

A Tenth Anniversary Reunion for the Veterinary Medicine Class of 1955 will be held Saturday, October 2, in conjunction with the Annual Fall Reunion of the Veterinary Medical Alumni Association.

Following the football game, at 6:30 P.M. in the Alumni Club, Sheraton-Ritz Hotel, Minneapolis, a social hour will be held, followed by a 7:30 P.M. dinner.

Reservations may be made by calling 373-2466.

SEPTEMBER, 1965

OAA Presented To Two Alumni

Two alumni of the University's Law School received Outstanding Achievement Awards during Law School Senior Recognition exercises June 11 in Northrop Memorial Auditorium. The presentations were made by President O. Meredith Wilson.

The two are Norris Darrell '23LLB, partner in a New York City law firm and president of the American Law Institute, and Vernon X. Miller '25LLB, dean of the law school of the Catholic University of America, Washington, D.C., and president of the Association of American Law Schools.

Darrell, a native of the British West Indies, served for two years as secretary to Pierce Butler, an associate justice of the U.S. Supreme Court, and then joined the law firm he still is with. He has long been a member of the Council of the American Law Institute and for years has served on the council's executive committee.

Miller is a St. Paul native who also served under Justice Butler. He has taught law at the College of St. Thomas, the University of Oregon, Marquette University and Loyola University, New Orleans.

Education Alumni Name Ruth Egeland

Ruth Egeland '63MAEd, an elementary teacher at Minneapolis' Kenwood School, has taken over the reins as 1965-66 president of the College of Education Alumni Association.

Assisting her during the coming year will be officers Leon Linden '49BS MA, vice president, and Genevieve Olson '59BSEd, secretary-treasurer.

Board members are Loren L. Benson '51BSEd, Warren L. Lindquist '49BSEd and President Egeland, expiring next year; Elmer R. Lundgren '50BSEd, Secretary-treasurer Olson, expiring in 1967; Gordon M. A. Mork '42MA '53PhD, Rodney Schmidt '52MA and Vice President Linden, expiring in 1968; Claire K. Snider '51BA '56MA, Gerald A. Bolmeier '52MA and James Garner '57BSEd, expiring in 1969.

Warren L. Lindquist is immediate past president.

WHERE DO YOU STAND?

Shown below are Minnesota Alumni Association membership rankings for the month of July, 1965, by number and percentage of total possible membership in each group.

Group	Rank by no.	% of total possible membership	Rank by %
College of Liberal Arts	1	17.9%	9
Education	3	17.5	10
Institute of Technology	2	21.7	7
Medicine	4	30.9	4
Nursing	10	15.8	12
Dentistry	6	36.4	3
Agriculture, Forestry			
Home Economics	7	15.1	13
University of Minnesota, Duluth	8	16.1	11
Business	5	22.7	5
Pharmacy	11	37.1	2
Law	9	22.2	6
Veterinary Medicine	13	41.1	1
Mortuary Science	12	20.4	8



PRESENT AT THE ANNUAL DINNER of the MAA Steele County, Minnesota, Chapter last May were (standing, left to right) Clifford C. Sommer '32BBA, chapter past president; Charles Judd Ringer '38-'41, 1964-65 MAA national president; Frank Kennon '50BME, chapter president; Jack Cashman '48BSAg, immediate past president; Paul V. Grambsch, dean of the University's School of Business Administration, who spoke to the group; and William Wilkowske '62DDS, chapter vice president. Seated is Mrs. Clyde Grant, secretary. The meeting was held in Owatonna.



SOME 50 ALUMNI AND GUESTS attended the annual meeting and banquet of the Becker County, Minnesota, Chapter of the MAA in Detroit Lakes last May. Guest speaker was Rodney Briggs, dean, University of Minnesota, Morris. Pictured are (left to right) Al Thornes '46BSAg, chapter secretary-treasurer; Bruce Barrett, vice president; Lynn Hummel '61LLB, immediate past president; John Mason '48BBA, president; and Dean Briggs.

Alumnae Club Officers Named

Irene D. Kreidberg '30BSB, long active in MAA and School of Business Administration Alumni Association affairs, was elected president of the Minnesota Alumnae Club at a June meeting of the group's board of directors.

Serving with Miss Kreidberg on the 1965-66 slate of officers are Mrs. Zoe Cosgrove '52BA '53MA, first vice president; Mrs. Violet R. Graf '33-'37, second vice president;

Mrs. Elizabeth Patten '61BS, secretary; Virginia Bechtol '38BSEd, treasurer; and Mrs. Rose P. Anderson '26BA, historian.

Directors for the coming year are Mrs. Toni Eberhardt '31BA, Elsie D. Trautman '31BS, Mrs. Judy Schuck '61BSEd '63BA, Mrs. Madeline Merriman '38BSEd, Mrs. Eva Stacy '57BA and Mrs. Charlotte Chope '27BA.

Past president is Eva Maloney '34BA '49MA and chairman of the Past Presidents' Committee is Angelus LeGros.

Alumnae Luncheon Musical Program Features Schuesslers

Roy and Elaine Schuessler, well known in Twin Cities musical circles for many years, will present a program of songs from musical comedy at the Saturday, September 18 Membership Luncheon of the Minnesota Alumnae Club.

Open to members, guests and prospective members, the luncheon will be held starting at 1:00 P.M. in the Minnesota Alumni Club in the Sheraton-Ritz Hotel, downtown Minneapolis.

Schuessler, acting chairman of the Music and Music Education Departments, spent 15 years as a concert, oratorio and opera singer in Chicago and the Middle West, and still sings professionally with the Minneapolis Symphony Orchestra and the St. Paul Civic Opera. Mrs. Schuessler also sings professionally and is well-known to local audiences.

Tickets for the luncheon are \$2.25 per person. Reservations should be made with the Minnesota Alumnae Club, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455, and checks should be made payable to the Minnesota Alumnae Club.

Reservations should be made by September 16.



Always close to my

**HART
METAL SKIS**

2400 Endicott St. St. Paul 646-6581

**What can PHALEN PARK
LANDSCAPE do for you?
PLENTY**

The very best in Nursery Stock
905 E. Maryland St. Paul 776-3035



A \$50 GIFT in support of the Alumni Freshman Scholarship program was presented last May at the annual meeting of the Minnesota Alumni Club of Wadena County, Minnesota. Those in attendance included (standing, left to right) Charles Kennedy '62LLB, club president; Chet Tomczyk, MAA assistant director; and William E. Parker '35MD, club board member. Seated, left to right, are Einard Waisanen; Anne Thorbeck Richter '37BSHEEd club scholarship and recruitment chairman; Shirley Lake '61BSHE; and Mrs. Clarence Horsager.

Veterinary Medics Set Annual Stag

The Eighth Annual Alumni Board-Faculty Stag, sponsored by the Veterinary Medical Alumni Association, will be held Saturday evening, October 2, in conjunction with the group's Annual Fall Reunion.

Each department head of the college will be sponsored by a Veterinary Medical board member.

The meeting will open with a social hour from 6:00 to 7:30 P.M. in rooms 233 and 234 of the Normandy Hotel, Minneapolis, followed by dinner.

Special evening entertainment has been planned for wives of department heads and board mem-

bers. Following a 6:00 P.M. dinner at the Normandy, they will attend the 8:00 P.M. performance of "The Cherry Orchard," a comedy in four acts by Anton Chekhov, at the Tyronne Guthrie Theatre.

AF&HE Alumni Name D. O. Bakke

Denis O. Bakke '58BS was elected president, and Ray Mykleby '41BS, vice president, of the College of Agriculture, Forestry, and Home Economics Alumni Association at a meeting of the group's board of directors June 9 on the St. Paul Campus.

Rounding out the 1965-66 slate of officers is Margaret Fenske Arnason '54BS, secretary-treasurer.

Board members and expiration dates are Past President Mrs. Helen L. Aldonas '43BSHE, Russel P. Henry '41BS and Robert F. Nelson '43BS, 1966; Mykleby, Goodman Larson '39BS and Mrs. F. C. Wingert '44BS, 1967; Bakke, Paul Day '53MS and Mrs. Arnason, 1968; William H. Ziemer '48BS '55BBA, Jack Morris '58BS and

Ruth Hathaway Jewson '35BS, 1969.

Washington Alumni Elect M. A. Juten

University President O. Meredith Wilson was featured speaker at the April 20 annual dinner meeting of the University of Minnesota Alumni Club of Washington, D.C.

Election results from the 1965-66 slate of officers and board members also were announced. New officers are Milford A. Juten '22BS-ME, president; Cyrus S. Kauffman, vice president; C. Herman Welch Jr. '33Ag, secretary; and Joseph H. DeWitt '10BSChem, treasurer.

Directors are Arthur W. True '50BSAg and Helen Ger Olson, three-year terms; William T. Dolan '63LLB and Mrs. Marian Keating, two-year terms; Victor Christgau '24BSAg and Lee B. Wallerstein '53BA, one-year terms.



THE GOLDEN GOPHER

Fully molded in 14K gold. An unusual addition to a charm bracelet. A most welcome gift to the woman in your life. The Gopher sits on a golden book with the Minnesota M on the cover and this book actually opens and contains a secret compartment. Only \$20.00 for members, \$23.00 to non-members.

Minnesota Alumni Ass'n
205 Coffman
University of Minnesota
Minneapolis 14, Minn.
Please send me Golden Gopher Charm.
Here is my check or money order for \$..... to cover my order.
Name (in full).....
Street Address.....
City..... Zone.... State....
 I am a member.

EDUCATION

Beauty Culture
Nationally Accredited-Approved for
G.I. and Foreign Students
35 years of graduating successful
Beauticians

ROGERS-BENNER

University of Cosmetology
400 Times Arcade FE 3-2517
Mpls. Minn.

NOTICE TO OUR ADVERTISERS

In recent weeks some question has arisen regarding the sales procedures and advertising policies and practices of the *Alumni News*. Briefly stated, all advertising is submitted subject to acceptance by the magazine; 30-day notice is required in the event of cancellation; for advertisements in a series, the previous month's ad will be run unless new copy is submitted by the 15th of the preceding month.

All advertising is handled directly through the Editor of the *Alumni News*, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455, and all inquiries and materials should be forwarded to this office. **No outside agency has been authorized by the MAA to solicit advertising for the *Alumni News*.**

Fall Reunion

Set October 2

The Annual Fall Reunion of the Veterinary Medical Alumni Association will be held Saturday, October 2.

The meeting will open with registration in the lobby of the Veterinary Clinic at 8:30 A.M. with a college open house scheduled from 9:00 until 11:00.

A luncheon and program will follow in the North Star Ballroom and buses will leave at 12:15 P.M. for the Minnesota-Missouri football game. Buses also will return fans to the campus following the game.

A block of 100 tickets has been reserved for the Veterinary Medical Alumni Association and reservations will be made by calling 373-2466.

Harvard Street Bookstore

Books for the Medical profession
and allied fields

Washington & Harvard SE 331-5832

ALUMNUS OF THE MONTH



GENE A. ROWLAND, Wisconsin Rapids, Wisconsin, has been appointed by Wisconsin Governor Warren P. Knowles to the State Industrial Commission.

Rowland, whose appointment was announced March 1, will serve on the three-man commission until June 1, 1969.

A registered Wisconsin professional engineer, he was a partner in the architectural-engineering firm of Rowland Associates, Wisconsin Rapids, from 1955-65. Since service on the Industrial Commission is a full time position, he gave up his engineering practice this year.

A native of Biron, Wisconsin, Rowland graduated from the University of Minnesota in 1951 with a degree in mechanical engineering. From 1951-52 he served as a safety engineer with Employers Mutuals Insurance Company in the Wisconsin and Michigan areas, and from 1952-55 was an engineer with the U. S. Rubber Company, Eau Claire, Wisconsin.

In 1955 he became a partner in Rowland Associates with responsibility for coordinating all engineering, general business manager and employer, and coordination of all construction supervision.

Active in civic and political activities, in 1964 he was a candidate for the 24th state senate district seat on the Republican slate.

GOPHER CAMPUS

Motor Lodge



On the Edge of U. of Minn. Campus
University Hospital, Stadium Arena
Deluxe Rooms—Fireproof

On Hwy. 36 — 10th Ave., 4th St. SE
FE 3-5313 Mpls.

KAYNAR
TIARA DIAMONDS

KIRCHNER'S

kaynar diamond company

Registered Diamonds Beautiful Mountings

Wholesale only

17 SOUTH 6TH STREET • MINNEAPOLIS, MINNESOTA 55402



UNIVERSITY OF MINNESOTA SHEAFFER DESK SET

Beautify and distinguish any desk at office or home with a striking desk pen set. Large 4" by 7 1/2" black onyx base with nameplate and beautiful molded wreath with authentic University of Minnesota seal in two colors. Name of recipient, degree and year engraved on nameplate free of charge. World famous White Dot, Sheaffer Cartridge Pen, gold trim, snap-out socket, fine or medium point. This remembrance of the University of Minnesota will be one of your proud possessions. \$35.00 plus \$.50 for postage—members only.

Minnesota Alumni Ass'n
205 Coffman
University of Minnesota
Minneapolis 14, Minn.

Please send me Sheaffer Desk set. I would like to have it engraved

(name)

(year and degree)

Here is my check or money order for \$ to cover my order.

Name (in full)

Street Address

City Zone State

I am a member.

AROUND & ABOUT WITH ALUMNI

'13

Edgar F. Zelle '13BA, MAA past president and 1951 recipient of the University's Outstanding Achievement Award, retired recently from the board of directors of the Soo Line Railroad. Zelle, 74, was former president of the Wisconsin Central Railroad. In 1915 he organized a Twin Cities trucking firm and served as president of Jefferson Transportation Co., the bus company, from 1925 to 1950. He was named a trustee of the Wisconsin Central's predecessor company in 1945 and became president when Wisconsin Central was reorganized in 1954.

'21

Dr. Herman J. Moersch '21MD, emeritus head of a section of medicine in the Mayo Clinic and emeritus professor of medicine at Mayo Graduate School of Medicine, has been awarded the gold medal of the American College of Chest Physicians. He was president of the college in 1956 and 1957.

'23

Hibbert M. Hill '23BSCE, MAA past president and 1956 recipient of the Outstanding Achievement Award, has been named Engineer of the Year by the Minnesota Society of Professional Engineers. Hill, Northern States Power Company vice president-engineering, was a founder and first president of the Minnesota Society. He has been a director of the national society, is past president of the Northwest Section, American Society of Civil Engineers, and has served on many committees of both societies.

Dr. Hulda E. Thelander '23BA '24MA '25MD, director of the Child Development Center, Children's Hospital in San Francisco, recently received the 1964 Variety Clubs International Annual Humanitarian Award. Associated with Children's Hospital for more than 40 years, she also is associate clinical professor of pediatrics at the University of California as well as associate clinical professor at Stanford.

Gilbert W. Cooke '23BSEd '26MA, Bowling Green State University professor of business administration, recently was awarded the Samuel S. Casper Distinguished Faculty Member Award. The award includes \$250. He joined the faculty in 1937 and is one of the original



Wallis '32



Bulfer '30

faculty members of the college of business administration.

'24

Selmer H. Berg '24MA has been named acting executive secretary of the California Association of School Administrators, Inc., Burlingame, California. Berg, 1952 recipient of the Outstanding Achievement Award, retired in 1962 as superintendent of schools at Oakland, California, and from 1962-64 was a lecturer in education at the University of California, Berkeley. In 1964-65 he served as a consultant to the California Association of School Administrators, Inc.

Frederick R. Kappel '24BSEE, chairman of the board of the American Telephone and Telegraph Company, has been awarded the 1965 John Fritz Medal, one of the highest honors bestowed by the American engineering profession.

'27

Carl M. Anderson '27BA '30LLB, secretary of Merck & Co., Inc., has been elected to the board of trustees of Upsala College, East Orange, New Jersey. Anderson is national chairman of the 1965 United Negro College Fund Campaign, a trustee and secretary of Clara Maass Hospital, Belleville, New Jersey, and president of the New York Chapter of the American Society of Corporate Secretaries.

'28

W. Elliot Brownlee '28BS '29MS in April was elected president of Sunshine Biscuits, Inc., Long Island City, New York. He joined Sunshine in 1929 in its Flour Milling Division at Grafton, Ohio. In 1946 he was made director of research of the company and in 1953 became manager of the general manufacturing department. He was appointed vice president in charge of manufacturing in 1959 and was elected a director of the company in November of that year.

'29

Alvin C. Eurich '29PhD, president of the Aspen Institute for Humanistic Studies, Aspen, Colorado, was commencement speaker and received an honorary Doctor of Letters degree from Albion College last June. A university professor

from 1924-44, he was vice president of Stanford University from 1945-48 and acting president in 1948. He was first president of the State University of New York 1949-51. He was vice-president of the Fund for the Advancement of Education from 1951-64 and executive director of the Ford Foundation's Education Division from 1958-64. He is a 1951 recipient of the University's Outstanding Achievement Award.

'30

Dan E. Bulfer '30BSFor, Portland, Oregon, was one of 14 Forest Service employees throughout the country presented a Superior Service Award from the U.S. Department of Agriculture in ceremonies in Washington last May. Bulfer, an assistant regional forester in the Forest Service's Pacific Northwest Region, was cited for "exceptional leadership in the development of an effective, decentralized personnel management program" in the region. The awards were presented by Secretary of Agriculture Orville L. Freeman. (photo)

'31

M. L. Mason '31LLB has been appointed to the Iowa Supreme Court.

'32

W. Allen Wallis '32BA, president of the University of Rochester, has been elected to the board of directors of Eastman Kodak Company. He is a member of the boards of six companies, an elected member of the International Statistical Institute and a fellow of the American Association for the Advancement of Science, American Statistical Association, American Academy of Arts and Sciences, Institute of Mathematical Statistics and the American Society for Quality Control. (photo)

Clarence L. "Biggie" Munn '32BSEd, athletic director at Michigan State University, recently received the first James G. Hayes Award from the Michigan State student body. The award will be given annually to the administrator who has given dedication and outstanding service to the students of Michigan State. Munn received a gold cup and plate bearing his name which will be placed on a perpetual plaque to be placed in the new administration building. Prof. James Hayes of Michigan State donated \$42,000 to a student loan fund along with establishing this award in memory of his son, who was killed in the war.

'34

Harold O. Ogrosky '34BCE, U.S. Department of Agriculture Soil Conservation Service, last April was awarded a Presidential Citation in recognition of his outstanding contribution to greater economy and improvement in government operations. Chief of the SCS hydrology

Ruddy Kilowatt says—

YOU SAVE ON YOUR
FOOD BUDGET WITH
A HOME FREEZER!

NORTHERN STATES
POWER COMPANY



branch, he was instrumental in developing a computer program to handle the complex job of planning watershed projects more efficiently and at less cost than previous methods. Employed by SCS for 29 years, in 1959 he was given an Outstanding Performance Rating by the administrator of SCS and in 1964 was awarded the USDA Superior Service Award.

'35

Carl W. Moeller '35BBA, has been elected a vice president of General Electric Company. Moeller is General Manager, Area Division-Mediterranean. He has been Managing Director and Chief Executive Officer of Compagnia Generale di Electricita, a majority-

owned subsidiary of General Electric in Italy since 1963 and, since April 1964, also has been responsible for General Electric's business relations and activities in Austria, Greece, Italy, Portugal, Spain, Turkey, Near and Middle East (including Iran), and Africa. Prior to his present position, he was General Manager of the Air Conditioning Department. He makes his home in Milan, Italy.

Charles E. Morrell '35PhD, who has been issued 66 U.S. patents, was honored for his outstanding achievements as an inventor at an April 15 dinner given by Esso Research and Engineering Company in commemoration of the 175th anniversary of the signing of the first U.S. patent law. Morrell joined Esso Research in 1935 and serves as a staff chemist in

the company's process research division. He has published 25 papers in scientific publications.

'37

John B. Faegre Jr. '37LLB, partner in the Minneapolis law firm of Faegre and Benson, has been appointed to membership on the Agency for International Development's Advisory Committee on Voluntary Foreign Aid. He is a chairman and trustee of the Minnesota Community Research Council, trustee of the Hennepin County United Fund, Hereditary Knight Commander of Justice of the Sovereign Order of St. John of Jerusalem and has been a vice chairman and director of the Hennepin County Chapter of the American National Red Cross.

Notice to the Membership

At the meeting of the Membership and Board of Directors Tuesday, September 21, Campus Club, Coffman Memorial Union, 8 p.m., a proposal to amend the articles of incorporation of the Minnesota Alumni Association will be made. Original articles were adopted in 1906, and amended in 1948. Reason: To bring articles up to date and in line with the state statutes.

Edwin L. Haislet
Executive Director

ARTICLES OF INCORPORATION OF THE MINNESOTA ALUMNI ASSOCIATION

THE MINNESOTA ALUMNI ASSOCIATION.

ARTICLE I

The name of the corporation is THE MINNESOTA ALUMNI ASSOCIATION.

ARTICLE II

The purpose of the corporation is:

1. To cooperate in maintaining the University of Minnesota's leadership among American universities.

2. To assist in securing every reasonable financial support that the needs of the University of Minnesota require.

3. To support the administration of the University of Minnesota in carrying out its educational policies and program of service to the people of the State of Minnesota.

4. To keep graduates and former students adequately and correctly informed regarding the affairs of the University of Minnesota.

5. To develop a program of cooperation with alumni of the University of Minnesota, who, as individuals or groups, desire continuing educational service such as may be made available through the departments of the University of Minnesota.

6. To work toward broadening educational opportunity for youth through the sponsorship of a scholarship program.

7. To lend support to worthy student projects and activities and to assist students of the University of Minnesota in every way possible.

8. To bring alumni back to the University of Minnesota campus as often as possible through planning and arranging special programs, events, occasions, meetings, reunions and the like.

9. To sponsor and develop University of Minnesota alumni chapters throughout the state and the United States so as to bring the University to its alumni.

10. To provide the opportunity for graduates of the University of Minnesota for annual giving to the University through the alumni fund.

11. To bring service and educational programs to the University of Minnesota alumni body not otherwise obtainable.

12. In furtherance of the foregoing purposes, to accept, receive, hold, invest, reinvest, manage and administer gifts, legacies, bequests, devises, funds and property of any kind or nature, without limitation as to amount or value; to use, employ, apply, expend and disburse, by donation or otherwise, the income and principal thereof, exclusively for the express purposes of this corporation.

ARTICLE III

Duration

The duration of this corporation shall be perpetual.

ARTICLE IV

Location

The registered office of this corporation shall be in the City of Minneapolis, County of Hennepin, State of Minnesota.

ARTICLE V

Limitations on Corporate Powers

1. No part of the activities of this corporation

shall consist of carrying on propaganda, nor shall this corporation engage in any activities which are unlawful for charitable or educational organizations to engage in under either the laws of the United States of America, or any state where such activities are carried on; nor shall it engage in any transaction defined at the time as "prohibited" under the Internal Revenue laws of the United States of America.

2. No compensation or payment shall ever be made or paid to any member, officer, trustee or organizer of this corporation, except as a reasonable allowance for actual expenditures or for services actually rendered. Neither the whole nor any part or portion of the assets or the income of this corporation shall ever be distributed to or divided among any such persons, and this corporation shall afford no pecuniary gains, incidentally or otherwise, to its members.

ARTICLE VI

Disposition of Assets on Dissolution

In the event of the liquidation or dissolution of this corporation, the net assets of this corporation shall be distributed only to a corporation or other organization qualified for exemption under Section 501(c)(3) of the Internal Revenue Code of 1954, or to any federal, state or local government or governmental organization for use for public purposes.

ARTICLE VII

The members of this corporation shall not have any personal liability whatever for the corporate obligations.

ARTICLE VIII

This corporation shall have no capital stock and it is neither organized nor shall it be conducted to obtain pecuniary profits.

ARTICLE IX

Members

Any person may become a member of this corporation in accordance with the terms and conditions of membership specified in the By-Laws.

ARTICLE X

Board of Directors

1. This corporation shall be governed by a Board of Directors which shall have control over its property and the general direction of its affairs, subject to review by the membership as in the By-Laws provided. The Board of Directors shall number not less than twenty-seven (27) nor more than fifty (50). The exact number of members of the Board of Directors, their method of election or appointment and eligibility shall be as provided from time to time in the By-Laws.

2. The By-Laws may provide for honorary, special, and ex officio Directors as well as regular Directors.

3. Each Director, whether elected or appointed, shall serve one term of four years or one or more short terms not exceeding four years and shall thereafter be ineligible for further membership on the Board.

4. In case of a vacancy on the Board other than a vacancy occurring because of the expiration of a term in office, the vacancy may be filled by election at any special meeting of the Board of Directors called for that purpose, or at any annual meeting of the Board of Directors; provided, however, the appointee shall serve only for the balance of the term.

5. The names and post office addresses of the Board of Directors, each of whom shall serve until his term expires or until his successor has been elected and qualified are as follows:

Fred J. Agnich, Dallas, Tex.

Dr. John Henry Aldes, Los Angeles, Calif.

Kenneth M. Anderson, Minnetonka, Minn.

Mrs. O. H. Anderson, Mahtomedi, Minn.

Dr. Wesley D. Anderson, Rosemount, Minn.

George S. Arneson, Pittsburgh, Pa.

Dr. Richard E. Anonson, Minneapolis, Minn.

Denis Bakke, North St. Paul, Minn.

Robert J. Bjorklund, Minneapolis, Minn.

Dreng Bjornaraa, Minneapolis, Minn.

Russell Boogren, Jr., St. Paul, Minn.

Roger E. Copeland, Littleton, Colo.

Henry W. Dahlberg, Jr., Winnetka, Ill.

Ruth Egeland, Minneapolis, Minn.

J. Leonard Frame, Minneapolis, Minn.

George J. Frey, St. Paul, Minn.

Robert B. Gillespie, Cambridge, Minn.

Kenneth C. Glaser, Minneapolis, Minn.

Waldo E. Hardell, Minneapolis, Minn.

Albert H. Heimbach, Minneapolis, Minn.

Harold L. Holden, Wayzata, Minn.

Grant Johnson, Detroit Lakes, Minn.

Christian Kamrud, Appleton, Minn.

Irene D. Kreidberg, St. Paul, Minn.

Richard E. Kyle, White Bear Lake, Minn.

Dr. James C. Mankey, Minneapolis, Minn.

Cecil C. March, St. Paul, Minn.

Edwin A. Martini, Duluth, Minn.

Alfred O. C. Nier, St. Paul, Minn.

Robert J. Odegard, Princeton, Minn.

Peter G. Pafolis, Minneapolis, Minn.

Robert B. Peters, St. Paul, Minn.

James G. Peterson, Excelsior, Minn.

Otto W. Quale, Owatonna, Minn.

Charles Judd Ringer, Wayzata, Minn.

Lee H. Slater, St. Paul, Minn.

Dr. Melvin O. Sletten, Madison, Minn.

Melvin C. Steen, New York, N.Y.

Betty Sullivan, Minneapolis, Minn.

David Tester, Duluth, Minn.

Judith Tiede, Minneapolis, Minn.

James A. Watson, Minneapolis, Minn.

Terrance L. Webster, Excelsior, Minn.

Edwin A. Willson, Minneapolis, Minn.

ARTICLE XI

The Board of Directors, by majority vote, shall establish By-Laws for the investment policy, management and conduct of the business and affairs of this corporation.

The Board of Directors may provide for an Executive Committee which shall have and exercise such of the powers, functions and rights of the Board of Directors as said Board shall delegate to it.

ARTICLE XII

The officers of this corporation shall be elected by the Board of Directors. The names and places of residence of the officers of the corporation who shall serve until the next annual meeting of the corporation shall be as follows:

President: Edwin A. Willson
5440 Normandale Road
Minneapolis, Minn.

First Vice President: Waldo E. Hardell
4620 Brownedale Avenue
Minneapolis, Minn.

Second Vice President: Albert H. Heimbach
5037 Dupont Avenue S.
Minneapolis, Minn.

Secretary: Mrs. O. H. Anderson
161 Juniper
Mahtomedi, Minn.

Treasurer: Kenneth C. Glaser
426 Hollyhock Lane
Minneapolis, Minn.

Executive Director: Edwin L. Haislet
3724 W. 22nd Street
Minneapolis, Minn.

ARTICLE XIII

This corporation shall have a corporate seal.

THE REGENTS' ROOM



This Is The University Of Minnesota

ALUMNI CLUB

... A PRIVATE CLUB FOR
GRADUATES AND FORMER
STUDENTS OF THE
UNIVERSITY OF MINNESOTA

As a member, you will be able to enjoy the elegant pleasures of dinner in the red-carpeted, crystal-chandeliered luxury of the Regents' Room of the University of Minnesota Alumni Club. The ideal place for the after-game dinner on a football afternoon, the Regents' Room features fine food and distinctive service in a comfortable and tastefully decorated setting. The Alumni Club is on the lobby floor of the Sheraton-Ritz Hotel in downtown Minneapolis — convenient to everything.

Your membership will also entitle you to use of these other outstanding Alumni Club facilities:

- THE SEMINAR — Congenial, comfortable surroundings for a scholarly drink.
 - LOUNGE ● 3 Private DINING-CONFERENCE ROOMS
- Membership is open only to graduates and former students of the University who are, or who are eligible to become, members of the Minnesota Alumni Association.

Join Now! Fill Out and Mail Membership Application Below

THE ALUMNI CLUB

205 Coffman Memorial Union University of Minnesota
Minneapolis 14, Minn.

I hereby apply for a (resident) (non-resident) membership in the University of Minnesota Alumni Club and agree to abide by its rules and regulations.

Name _____

Home Address _____

City _____ Zone _____ Telephone No. _____

- I am a member of the Alumni Association
- I am not a member
- Check enclosed for \$ _____

Membership fees

Resident: 7-county metropolitan area
\$56.00 (Including initiation fee)

Non-resident: \$20.00 (including
initiation fee)

NOW AVAILABLE!

*Brand New Recording
of the*

SONGS OF THE UNIVERSITY OF MINNESOTA!



"... the finest record of college songs ever made!"

Now available for the first time in thrilling high fidelity sound, this new recording includes 16 of your favorite University of Minnesota songs in exciting new arrangements by Dr. Frank Benciscutto, University of Minnesota Bandmaster, played and sung by the University Concert and Marching Bands, the Men's Glee Club, and the University of Minnesota Chorus. Enjoy all the excitement and pageantry of a University football afternoon in your own home. It's waiting for you now in this thrilling package of entertainment!

**FEATURING THE
UNIVERSITY CONCERT
and
MARCHING BANDS,
UNIVERSITY GLEE CLUB
AND CHORUS**

Available only through the Minnesota Alumni Association

PRICE POSTPAID:

MEMBERS \$2⁹⁵

NON-MEMBERS \$3⁵⁰

Mail to: MINNESOTA ALUMNI ASSOCIATION GIFT DEPT.
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Enclosed please find check or money order in the amount of _____
for _____ copies of "Songs of the University of Minnesota."

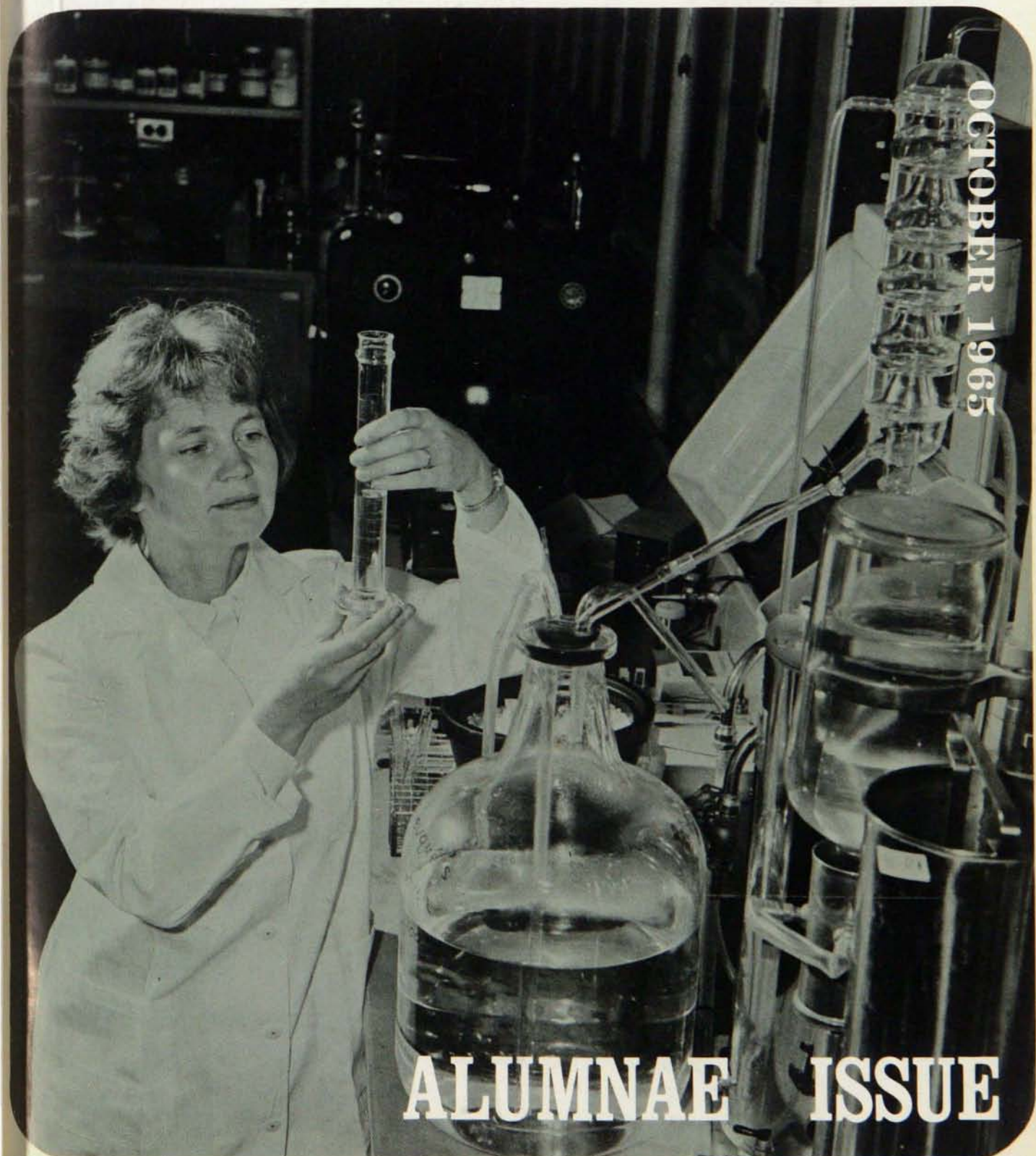
Name _____ I am a Member of the Association.
Address _____ Card Serial No. _____
City _____ State _____ Expiration Date. _____

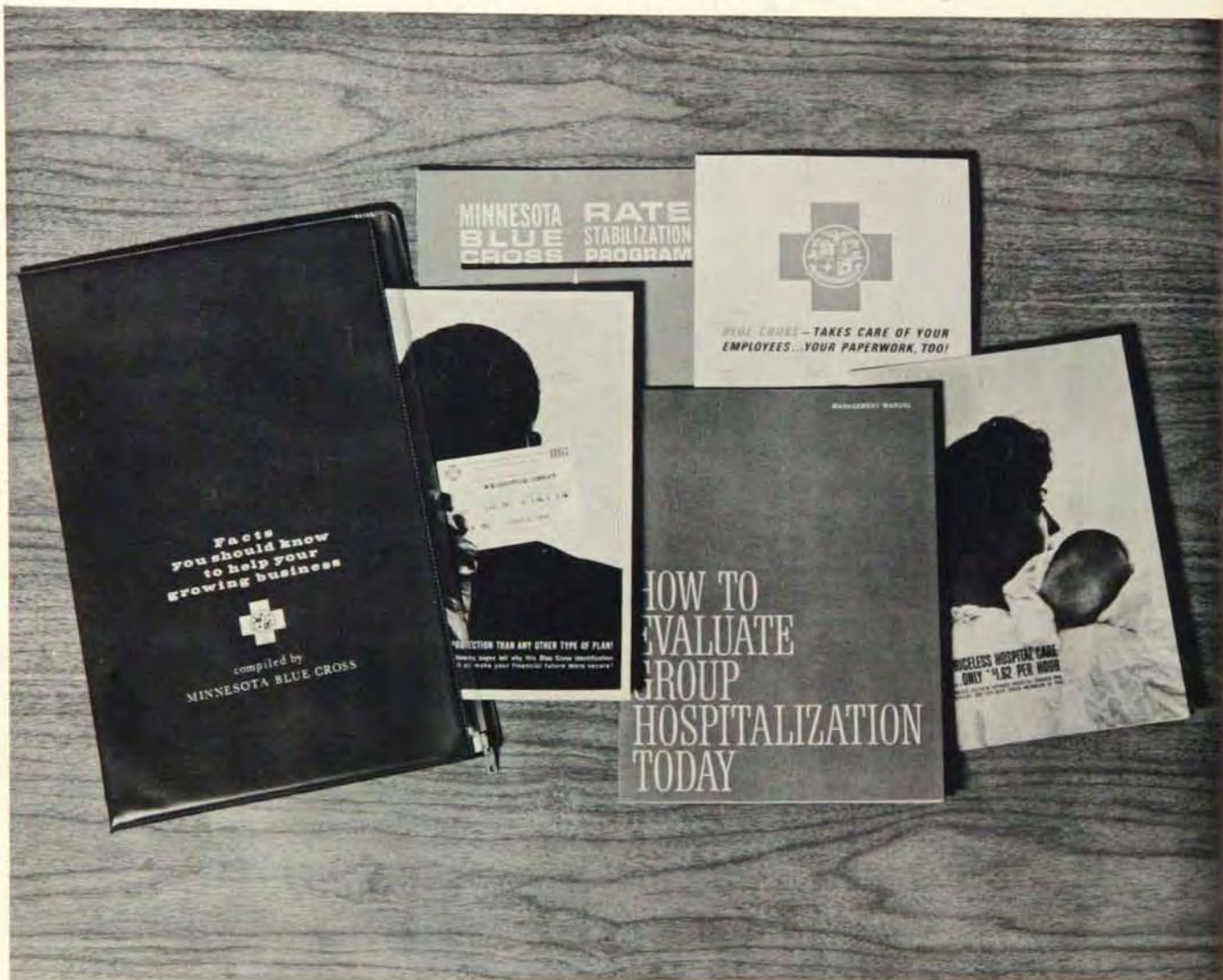
THE UNIVERSITY OF MINNESOTA

ALUMNI NEWS

OCTOBER 1965

ALUMNAE ISSUE





A COMPLETE HEALTH CARE INFORMATION FOLDER TO ASSIST YOU IN SELECTING THE BEST PLAN FOR YOUR COMPANY.

Whether you are contemplating a change in your present health care plan or not, this valuable health care information folder should be in your file.

The hard-bound folder, designed to fit your file drawer, contains such information as: hospital room and board charges throughout Minnesota; How To Evaluate Group Hospitalization Today; Duplicate Coverage provisions; hospital cost projections and much more.

All the material is designed to assist you in evaluating your present and future employee health care plan . . . and will prove to be a valuable source of information.

The complete folder will be furnished to you free of charge. Simply drop a note to Minnesota Blue Cross, 2610 University Avenue, St. Paul, Minnesota 55114.

Send for your complete folder today.



for Hospital expenses



for Physician expenses

Both Group and Non-Group Coverage are available . . . Write to:
MINNESOTA HOSPITAL SERVICE ASSN.—MINNESOTA INDEMNITY, INC., 2610 UNIV. AVE., ST. PAUL 14, MINN.



This Is The University Of Minnesota

ALUMNI CLUB

**. . . A PRIVATE CLUB FOR
GRADUATES AND FORMER
STUDENTS OF THE
UNIVERSITY OF MINNESOTA**

Join Now! Fill Out and Mail Membership Application Below

Relax in the red-carpeted, crystal-chandeliered luxury of the plush Regents' Room of the University of Minnesota Alumni Club, enjoy the casual comfort of the Seminar Cocktail Lounge or hold your meetings in the Gold, Maroon or Board Rooms. Whatever your pleasure you'll find the Alumni Club ready and willing to anticipate your every need. The ideal place for the before-game buffet and after-game drink on a football afternoon, the club is located on the lobby floor of the Sheraton-Ritz Hotel in downtown Minneapolis — convenient to everything.

Enjoy the company of fellow graduates and former students of the University of Minnesota. Membership is restricted to graduates and former students of the University who are, or are eligible to become, members of the Minnesota Alumni Association.

Resident membership fees are only \$36.00, or \$3.00 per month; non-resident fees are only \$10.00 a year.

THE ALUMNI CLUB

205 Coffman Memorial Union University of Minnesota
Minneapolis 14, Minn.

I hereby apply for a (resident) (non-resident) membership in the University of Minnesota Alumni Club and agree to abide by its rules and regulations.

Name _____

Home Address _____

City _____ Zone _____ Telephone No. _____

- I am a member of the Alumni Association
- I am not a member
- Check enclosed for \$ _____

Membership fees

Resident: 7-county metropolitan area
\$56.00 (Including initiation fee)
Non-resident: \$20.00 (including
initiation fee)



COMMUNICATOR

It's 8 a.m., Tuesday, in Melbourne. It's 5 p.m., Monday, in Detroit. And here—at the "heart" of General Motors' new world-wide communications network, an operator speeds a message on its way to Australia. At the start of the business day a GM executive group will have available a vital report, ready to act upon.

Through advanced electronic switching gear in the GM Communications' network, virtually any GM location in the world may contact any other GM location, regardless of the type or speed of equipment at the other end, whether by magnetic tape, punched paper tape, punched cards or printed copy. Speeds vary from 60 words per minute to 3,000 and more!

Approximately 23,000 messages of all kinds flow through Central Office in Detroit on an average day. This system puts the facts, figures, orders and ideas of GM people within brief minutes of other GM people reached through 72 regional communication centers in the U.S. and Canada, plus overseas locations as widely removed as Sweden and South Africa.

Interplay within the GM team is vital to its progress. Thus, the "Communicator" fills a keystone position.

General Motors Is People...
making better things for you

Continuing the Minnesota Alumni Weekly which was established in 1901, the Minnesota Alumni Voice and the Gopher Grad. Published monthly from September through June by the Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, 55455. Member of the American Alumni Council.

THE UNIVERSITY OF MINNESOTA
 FOUNDED IN THE FAITH THAT MEN ARE ENNOBLED
 BY UNDERSTANDING DEDICATED TO THE ADVANCEMENT
 OF LEARNING AND THE SEARCH FOR TRUTH
 DEVOTED TO THE INSTRUCTION OF YOUTH
 AND THE WELFARE OF THE STATE

THE MINNESOTA ALUMNI ASSOCIATION

Edwin L. Haislet '31BSEd '33MA '37EdD Executive Director

Executive Committee

Edwin A. Willson '30BEE President
 Waldo E. Hardell '26BSBus First Vice President
 Albert H. Heimbach '42BBA Second Vice President
 Dorothy Green Anderson '30BSEd Secretary
 Kenneth C. Glaser '42BBA Treasurer
 Charles Judd Ringer '38-'41 Past President
 Dreng Bjornaraa '30BA Board Member
 Robert Gillespie '26BA '28LLB Board Member
 Harold L. Holden '31BBA Board Member
 Cecil C. March '31BChemE Board Member
 Robert J. Odegard '41BSAg Board Member
 James A. Watson '42BA Board Member
 Terrance L. Webster '27BBA Board Member

Board of Directors

Term Expires 1966: Fred J. Agnich '37BA, John H. Aldes '38MD, Robert J. Bjorklund '47BSEd, Robert B. Gillespie '26BA '28LLB, Albert H. Heimbach '42BBA, Alfred O. C. Neir '31BEng '33MSc '36PhD, Charles Judd Ringer '38-'41, Betty Sullivan '22BACChem '35PhD, Edwin A. Willson '30BEE. Term Expires 1967: Dorothy Green Anderson '30BSEd, George S. Arneson '49BEE, Kenneth C. Glaser '42BBA, Waldo E. Hardell '26BSBus, Robert J. Odegard '41BSAg, Melvin C. Steen '29LLB, Terrance L. Webster '27BBA. Term Expires 1968: Dreng Bjornaraa '30BA, Roger E. Copeland '57BA, Henry W. Dahlberg Jr. '40 BChemE, Harold L. Holden '31BBA, Cecil C. March '31BChemE, Lee H. Slater '23-'27, James A. Watson '42BA. Term Expires 1969: Grant Johnson '38BSEd '40MA, Richard E. Kyle '27LLB, Edwin A. Martini '28 BA, '30LLB, James G. Peterson '40BAAero '49MA, Otto W. Quale '40BA.

Representing The Constituent Alumni Associations: Irene D. Kreidberg '30BSB, President, Minnesota Alumnae Club; Denis Bakke '58BS, President, College of Agriculture, Forestry and Home Economics Alumni Association; George J. Frey '46BBA, President, School of Business Alumni Association; Melvin O. Sletten '35DDS, President, School of Dentistry Alumni Association; David Testor '60BAUMD, President, University of Minnesota, Duluth, Alumni Association; Ruth Egeland '63MA, President, College of Education Alumni Association; James C. Monkey '43MB '43 MD, President, Medical Alumni Association; Christian Kamrud '64BA, President, University of Minnesota, Morris, Alumni Association; Robert B. Peters '48AMS, President, Mortuary Science Alumni Association; Judith Tiede '60BSN, President, School of Nursing Alumnae Association; Russell Boagren Jr. '57BSPhm, President, College of Pharmacy Alumni Association; Peter G. Pafiolis '47BA, President, Liberal Arts and University College Alumni Association; J. Leonard Frame '43BAE, President, Institute of Technology Alumni Association; Wesley D. Anderson '51 DVM, President, Veterinary Medical Alumni Association.

Representing non-constituent groups: Kenneth M. Anderson '48LLB '49LLM, President, Law Alumni Association; Richard E. Anonsen '54MD, President, "M" Club.

Past Presidents and Alumni Fund Advisory Committee

Russell E. Backstrom '25BSME '27MSME, William F. Braasch '00BS '03MD, Wendell T. Burns '16BA, Victor Christgau '24BSAg, George Earl '06BA '09MD, Franklin D. Gray '25BA, Hibbert M. Hill '23BSCE, J.D. Holtzermann, '21BA, Arthur R. Hustad '16BA, Francis A. Lund '31-'35, Virgil J. P. Lundquist '43MD, Joseph Maun, '32BA, '35LLB, Harvey Nelson '22BS '25MD, Charles Judd Ringer '38-'41, Glenn E. Seidel '36BME, Leif R. Strand '29DDS, Wells J. Wright '36BSL '36LLB, Edgar F. Zelle '13BA.

Honorary Life Association Members

Dr. J. L. Morrill, President Emeritus of the University; William T. Middlebrook, Vice President Emeritus of the University; O. Meredith Wilson, President of the University; Gerald T. Mullin, President, Minneapolis Gas Company.

THE UNIVERSITY OF MINNESOTA ALUMNI NEWS

(Our 66th Year)

OCTOBER 1965 • Vol. 65 No. 2

- 6 Memo
enrollment, tuition increase and alumni meetings
- 8 The Question and the Controversy
the woman's dilemma
- 12 Women, Their Educational & Professional Responsibility
every ten women
- 14 In the Words of Alumnae
oaa recipients speak out
- 18 U of M Co-ed . . . '65
they need it so very much
- 20 What's New? The Minnesota Plan!
continuing education for women
- 22 This Is A University
"singspiration"
- 23 Here We Grow Again!
the new washington avenue bridge
- 25 Faculty Close-Up
john berryman
- 27 The University
- 29 Campus News
- 31 The Alumni

Joseph H. Davidson '56BA.....Editor

Edwin L. Haislet '31BSEd '33MA '37EdD.....Managing Editor

Second class postage paid at Minneapolis, Minn., under Act of Congress of March 3, 1879. Annual dues of the Association are \$5 of which \$4 constitutes a year's subscription to the Alumni News. Subscription for non-alumni: \$5 per year. National advertising representative: American Alumni Magazines, 22 Washington Square North, New York 11, N.Y.; phone GRamercy 5-2039. Publisher: Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, Minnesota 55455.

MEMO

From
ED HAISLET
Executive Director

TO: Membership
SUBJECT: Enrollment, Tuition Increase and Alumni Meetings Already Scheduled

Beginning this fall, for the first time in its 114 year history, the University is limiting enrollment. The reason, lack of classroom as well as office space. Students affected are those seeking admission to the College of Liberal Arts and General College. The University estimated a total of 42,500 as its enrollment figure for this fall and according to admission officials that is what it will be. However, there is one new consideration that may jump total enrollment beyond the 42,500 figure — and that is the return of an unexpected number of former students because of the draft quota increase. Actually only about 25% of entering students graduate with their class; another 25% eventually receive a degree within a ten year period. It indicates the number of students who must work their way through school and have to drop out in order to earn money to continue.

Tuition this fall is up \$20.00 per quarter over a year ago. When the University requests to the legislature were cut, the Regents were forced either to raise tuition or water-down the quality of its academic program. Tuition for the College of Liberal Arts, for instance, increased from \$105.00 per quarter or \$315.00 per year to \$125.00 per quarter or \$375.00 per year. While most of us would agree that the increase was necessary, it was made with real reluctance, knowing full well that the increase will make it more difficult for some students to get a college education. Alumni with whom I have discussed the tuition increase have all accepted it without question. While no one wants to pay more than is necessary, nevertheless a tuition figure of \$375.00 a year at a great university is still a real bargain as compared to the private colleges — large or small, and in light of today's economy the increase is not so drastic as to keep out of college anyone who really wants an education.

I am listing alumni meetings already scheduled so you will be able to note if a meeting has been scheduled in your area — and make your plans accordingly.

In conjunction with the Minnesota-Iowa football game alumni meetings are being planned for Des Moines on October 14 and Cedar Rapids October 15 with Athletic Director Marsh Ryman as the main speaker.

On October 26, faculty member Dr. William C. Rogers, Director of the State Organization Service and World Affairs Center, and Walter Bachman, President of the Minnesota Student Association as well as Ed Willson, MAA National President will meet with the alumni of the West Central Wisconsin Chapter in Eau Claire.

A pre-game rally October 29, the night before the Minnesota-Ohio State game will be held at the University Club in Columbus, Ohio with Athletic Director Marsh Ryman as speaker.

On November 1, your Executive Director will hold a meeting in Dayton, Ohio for the express purpose of organizing a Central Ohio Alumni Chapter. The next day, November 2, a meeting of all alumni in the Cincinnati, Ohio area will be held at the Cincinnati Club for the purpose of reorganizing an alumni chapter.

On November 6, Presidents of Minnesota Alumni Chapters throughout Minnesota and

the United States will meet on the Minneapolis Campus for a Workshop session and to attend the Minnesota-Northwestern football game.

On Saturday, November 13 in conjunction with the Minnesota-Purdue game, our alumni chapter in Indianapolis will hold a pre-game luncheon in the Purdue Union with Marsh Ryman as speaker.

President O. Meredith Wilson will be the main speaker at alumni chapter meetings in Grand Rapids, November 29 and Bemidji, November 30. He will be accompanied by MAA President Ed Willson.

St. Louis, Missouri alumni will meet with the Executive Director November 29.

Alumni meetings in Fox River Valley, January 19, Milwaukee, January 20 and Chicago, January 21 will hear Dr. Elmer Learn, Assistant to the President and Chairman of the University Planning Committee.

Vice President Stanley J. Wenberg will be the main speaker at meetings scheduled for Detroit, February 7, Cleveland, February 8, and Akron, February 9.

Alumni interested in attending any of the above meetings, please contact the Alumni Office for details.

Sincerely,

Ed Hauslet



for 7¢ a day

YOU GET \$10,000 OF LIFE INSURANCE PROTECTION

If you are a member of the Minnesota Alumni Association this low cost Group Life Insurance is available to you. As little as seven cents a day will provide \$10,000 of life insurance protection if you are under age 25. If you are between the ages of 40 and 45, the same protection may be provided for as little as 20 cents a day. Find out about the MAA Group Life Insurance Program today. Write or phone inquiries to:

The Union Central Life Insurance Company

Group Department
500 First Federal Building
Minneapolis, Minnesota 55402
Telephone: 335-4696

or

Group Administration Office
409 Pioneer Building
St. Paul, Minnesota 55101
Telephone: 224-4719

THE UNION CENTRAL LIFE INSURANCE COMPANY

John A. Lloyd, President • A Mutual Company • Founded 1867 • Cincinnati

The Question & The Controversy

“The modern woman’s dilemma can be solved if women choose to help themselves and each other and society recognizes an expanding role for women and aids them in their steps toward this role. Women can bring new satisfactions to themselves, new stimulation to their families and communities, and a new surge of talent to help fill our nation’s needs. Above all, they can bring about a new respect for women as human beings.”

With these words, Sylvia White summed up “The Modern Woman’s Dilemma” in the March 1964 *American Association of University Women Journal*, and added still more fuel to the currently controversial flames.

The question — and the controversy — “Do the facts add up to sex discrimination or merely to just recognition of superior male abilities?” The answer isn’t clear. American women were the original civil rights demonstrators when they went after the vote years ago. It may be that a second phase of that feminine revolution is still to come.

Few issues in modern times have evoked more interest — and emotion — than the contention, and seeming proof, that women *indeed* are discriminated against.

In Washington, women who work for Uncle Sam have complained they seldom get into the better paying positions — while Uncle Sam steadfastly maintains that he is engaged in an extensive talent search for womanpower.

“My whole aim in promoting women and picking out more women to serve in this administration,” says President Lyndon B. Johnson, “is to underline our profound belief that we can waste no talent, we can frustrate no creative power, we can neglect no skill in our search for an open and just and challenging society.”

In obvious and understandable support of the Chief Executive’s comments, despite cries to the contrary, Evelyn Harrison, Deputy Director of the Bureau of Programs and Standards, U.S. Civil Service Commission, wrote in the March 1965 *AAUW Journal*:

“The personal insistence of President Johnson that women play a major role in Government has provided a significant impetus to making the Federal Service a ‘showcase’ of employment without discrimination . . . In the past year an unprecedented number of women have been appointed and promoted to responsible professional and administrative positions. During 1964 more than 70 women received Presidential appointments to important top level positions, and nearly 2,000 more were appointed or promoted to jobs paying between \$10,000 and \$20,000 per year.

“The significance lies not only in the numbers involved but in the broad spectrum of positions and programs in the Federal Government in which women are now working. For the first time there is a woman member of the Atomic Energy Commission. For the first time there is a woman member of the Interstate Commerce Commission, a woman member of the Fed-

"Women today may use their innate abilities in practically every field of endeavor from A to Z. They may be anesthetists, biologists, cartographers, right through the alphabet to zoologists. This is providing that they recognize their potential, desire a career, and obtain that education prerequisite to success in their chosen field.

"Now all the doors of specialized education are open to women. Not only women, but the world itself recognizes what women can and do achieve through education. Their sphere is ever-widening.

"Our own University of Minnesota has proven this to be a fact. Should a woman desire the career of wifehood and motherhood, her vast influence is augmented by a broad and liberal education. No longer need she be classed as 'Just a housewife.'

"Women not only need understanding hearts, but also educated minds to serve best their countrymen in this increasingly complex world."

*Edith L. McNaughtan '28BSEd
Principal, Lindsay School for Crippled
Children (Retired)
St. Paul, Minnesota
Outstanding Achievement Award, 1951*



eral Trade Commission, and a woman member of the Board of Directors of the Export-Import Bank. The Deputy of Civil Defense is a woman, so is the Director of Territories of the United States and the Special Assistant to the President for Consumer Affairs.

"There are three women Assistant Secretaries in Cabinet departments, two women ambassadors, and another woman with ambassadorial rank in the United Nations. The Commissioner of Public Housing and the Commissioner of Public Welfare also are women."

But still the feeling exists that — if not in government, necessarily — women seldom get into the better paying executive positions in private business. There are complaints over the small number of women who become physicians and dentists. In educational systems more school principals are men than formerly. Social service workers say that the female of the species gets the low pay, case worker jobs, and males get the executive posts, as a general rule.

Just what, if they can be determined, are the facts? Statistics are readily available and read like this:

There are more than 26 million employed women in the United States today, over one-third of the total labor force. As of June 1964, 43% of all women between the ages of 18 and 64 were working, including more than one-third of all married women. Of our women college graduates aged 45

to 64, 68% are in the labor force. Nevertheless, according to Dr. Edith Sands, head of Long Island University's business finance department, only 4% of the nation's top executives are women.

"Freedom to choose and change their patterns of work is enjoyed by American women to an extent unparalleled elsewhere," writes Marguerite Zapoleon in a recent issue of *Women's Education*, quarterly publication of the AAUW Educational Foundation.

"The resulting rich diversity has been furthered since 1940 by a multiplication of education and employment opportunities and by arrangements to make them accessible to more and more women. Vanquished are the notions that every woman must choose between marriage and career, that her home should be her only work place."

This contention is borne out by Sylvia Porter who, in a recent syndicated column, reported that "Never have women been able to compete for so many jobs on as equal physical terms with men as in the United States today. Never before has employment been so stable in so many occupations as in the United States today. Never before has the American consumer been so vital a contributor to the actual production of so many industries as in the United States today."

Dr. Porter based her statement on a report by Dr. Victor R. Fuchs in the 45th annual report of the National Bureau of Economic Re-

search that we have become a "service economy" (services being trade, general government, finance, insurance and real estate, personal, professional, business and repair services).

Many occupations in the service sector make no special demands for physical strength, permitting women to compete on more equal terms with men. Women hold 46% of all jobs in services as against only 19% of all jobs in goods. All of the net growth of employment in the United States in the postwar period has occurred in services.

According to at least one Labor Department economist, the rapid increase in labor force participation of married women is the most significant employment trend in the country today. Married women make up one-fifth of the nation's entire job-holding population, outnumbering single female workers nearly three-to-one. Since 1951 the number of wives in the work force has swelled by almost five million, or about half of the labor force's total growth in that span.

There is a direct relationship between the educational attainment of women and their labor force participation. The more education a woman has received, the greater the likelihood that she will be engaged in paid employment.

In March 1964, 72% of all women who had completed five or more years of college and 53% of all women with four years of college



"The professional woman today can make a real contribution to society provided her education has given her not only competence in her own field but a broad cultural and ethical training. Recognizing her own dignity as a human person, she will be sensitive to the rights of others. Well versed in the humanities she will be able to look at the present in the light of the past and develop a wide outlook as well as a willingness to look hopefully to the future.

"This outlook, marked by a sense of responsibility towards society, will create in her a willingness to encourage competent people who have the daring to forge ahead and the vision to make the thrust.

"Keeping alive her own intellectual and cultural life, she will avoid overspecialization which tends to diminish moral, spiritual and aesthetic values. Leisure for her will be conditioned by her awareness of these values.

"The real achievement of the professional woman and the measure of her influence on society will be in proportion to her broad education and magnanimous response to the needs and vision of others."

*Sister Mary Timothea Doyle, O.P. '17BA '18MA
Professor of Spanish
Rosary College
River Forest, Illinois
Outstanding Achievement Award, 1961*

were in the labor force. In contrast, only 25% of all women with less than eight years of elementary education were employed or seeking work. The chances of being employed were even slimmer among women who had less than five years of formal education.

Unusually high rates of labor force participation are shown for both women 45 to 64 years of age with five or more years of college (86%) and women 20 to 24 years of age with four or more years of college training (77%).

Why the current hue and cry? What are the facts? Is sex the basis for widespread discrimination?

Sex reared its head in the new Equal Employment Opportunity Commission when it began administering Title VII of the Civil Rights Act of 1964 which prohibits discrimination in employment. The Act went into effect last July 2.

The 'controversial' word was included in the Act by Congress at the insistence of Representative Howard W. Smith (D., Va.), and is one of five points on which discrimination in employment is forbidden. Others are race, color, religion and national origin.

The provision got into the bill on a fluke when, in the heat of debate over the Civil Rights measure, Rep. Smith introduced the sex amendment as part of an effort to delay a vote on the final bill. Civil Rights supporters strongly opposed

the amendment, but it passed Congress easily — without there ever having been so much as a committee hearing on what its impact might be.

Between July 2, when the law went into effect, and mid-July, the Commission, headed by Franklin D. Roosevelt Jr., received 48 complaints, among them the first official plea for repeal of the "sex provision" from the Illinois Chamber of Commerce.

Chamber officials, in their request, cited confusion among employers and unions:

Since most states have laws restricting the hours of female employees, will an employer violate the federal law by refusing to hire women who would be needed to work overtime?; and, many labor contracts provide fringe benefits for women employees, such as sick leave and pregnancy pay, not available to men. Does this constitute discrimination against men?

In general, corporate executives seem to agree that the new law will enlarge job opportunities, but differ on just how sizable the gains will be.

Many, if not most, believe it will be a long time before women carve out any big niche at the executive level, since women as a group have not shown the drive toward executive jobs that men have, and the new law won't do much to change this attitude.

The cliché, true or false, that

men are unwilling to work under a woman has been offered as evidence of an impending (or continuing) uphill battle for the fairer sex, as has the contention by some corporations that women don't usually stay with a company long enough to justify a sizable investment in training them as executives.

On a national basis, the *Wall Street Journal* offered this summary:

"But to a certain extent, how large a gain women will make in winning more and better jobs will depend on how actively they themselves push for new positions. Government officials say they're presently inclined to give the new sex regulation a very lenient interpretation 'if the women's groups will let us get away with it.' And some companies say they plan to sit tight on current practices until challenged by women."

The problem is there, but is it insoluble? Mrs. White, in her article, "The Modern Woman's Dilemma," thinks not.

"The type of solution which I propose must come in the form of a social change in depth of society's attitude toward its women and of women's attitude toward themselves. Women must learn to step out of the roles which society has given them. They must show that they not only can, but desire to, extend their knowledge and in-

"The education of professional women is basically the same as any other kind of education. It consists of mastering the tools and of there being enough open windows to ensure a fair choice in their use. The women of the nineteenth century fought hard for this right, and on the whole it has been achieved.

"Beyond this, the question of the education of professional women is largely a question of the education of men. A woman can learn to do her job well, whether she is a writer, a lawyer or a physicist, but she cannot create the climate that will respect the amount of effort that is involved. That is the climate that women create for men, continually and devotedly, so that the physical and mental strain of doing professional work superlatively well is cushioned by a great deal of domestic support and sympathy.

"Possibly another President's Commission might be in order. Its purpose would be to educate men to a more sympathetic use of the imagination. In the words of officialdom, men have a great potential here, and a fuller use of their capacities in this direction might be the best solution all around."

Marchette Chute '30BA

Author

New York, New York

Outstanding Achievement Award, 1958



dividuality to all areas of life in the world about them. And in this attempt they will need the backing of enlightened husbands, social scientists, psychologists, doctors, and others in positions of leadership.

"My proposals are twofold.

"First there must be a major re-thinking on the part of educated women regarding their view of themselves as individuals in their society. Education has given these women the capability of being something in addition to a housewife. The restlessness shows that they need to be something more. The choice that women face need not be posed in terms of marriage or career. Our society can tolerate femininity combined with intelli-

gence, achievement of identity through a personal career as well as through marriage and children. But our society must be given examples, must be shown it can be done.

"In this sense, the women who choose to pursue their professions in addition to establishing a family will have to be pioneers. It will take courage on their part not to choose one road or the other, but both! Above all, it will take a personal conviction about their own identity in life and of individual worth and a very strong commitment to the future of woman as an integral and equal part of society.

"My second proposal concerns husbands, employers, unions, and society in general. In a country

that is crying for mathematics and science teachers, there are many women in our homes who are fully qualified to teach these subjects. Why are they at home? Many desire to teach on a regular basis, but are prevented from doing so by the rigid hiring rules of local school systems.

"I suggest that all teachers need not be around the schoolhouse eight hours a day. In fact, some teachers could appear for their class period and perhaps remain for another period of consultation, but not be at work the entire day. Here is a concrete way to fill a vital national need and women's needs for self-identity and a sense of contribution without totally depriving the home of the woman's presence."



"Educated women are one of the most significant resources of our time. Since 1900 a quarter of a century has been added to their life span. Many women, whose families no longer need intensive care, are seeking to put their talents to use in the service of the nation. There is no greater need than in the public schools.

"The crisis in the colleges demands doubling the staff, only 22 per cent of whom are women. That number will increase significantly if candidates are willing to qualify. The same opportunity exists in the elementary and secondary schools. New worlds of knowledge have brought new content into both of them although at present the greatest shortage of high school teachers is in mathematics, foreign languages and English.

"Programs for the gifted and now the education of the underprivileged demand hundreds of teachers who understand children and know how to direct their growth. To meet the requirements, educated women must bring their scholarship up to date. Every effort is being made to help them do so through Continuing Education projects, in which the University of Minnesota has played a leading part, and expanded professional programs and scholarships under the National Defense Education Act. Opportunities for service abound. Shall we not do our part?"

Dora V. Smith '16BA '19MA '28PhD

Professor Emeritus in Education

University of Minnesota

Outstanding Achievement Award, 1961

WOMEN . . .

Their Educational & Professional Responsibility

Helen M. Starr '29BSED



About the Author:
Helen M. Starr '29-
BSEd is president of
TAMA, Division of
Professional Produc-
tions, Inc. She re-
ceived the Univer-
sity's Outstanding
Achievement Award
on April 3, 1964.

This is the story of every ten women who seek, and who could be qualified to hold leadership and top level professional positions in our country today. It began at a national convention of a professional group. A man's voice was heard to say to a woman standing near him, "I understand that you are the only female in the country holding this position." This woman was visibly startled. It appeared that she had never alluded to herself as a female, except in completing personal information forms. She looked upon herself as a woman, a human being, working with others, both men and women, as a member of a professional team. She became self-conscious when suddenly realizing that she was the only woman in the group. Therefore, no doubt, the only one in this particular position of leadership in the country.

Several questions flashed through her mind. Why was she the only woman here? Where were the many women qualified for leadership in this field? What is wrong, or maybe right about this field, that a woman in a leadership position was a curio? By what accident of fate had she become the only one in a field where women, along with men had demonstrated exceptional leadership over the years? Was this shift to "only men" a planned maneuver of our profession?

She found herself asking the question, "where are the other nine?" She became aware that the President's Commission on the Status of Women, in its *Report on American Women, 1963*, was asking a similar question, "why not the other nine?" In a search for an answer to this question, several reasons for the "where" and the "why" of the other nine, come into view.

Today, there are fewer women earning B.A., M.A., and Ph.D., degrees than in 1930. In addition, specifications for positions of professional leadership today call for a Ph.D., or at least an M.A. degree. Therefore, it is obvious that today, qualified women are fewer in number and only a few are prepared to meet the higher specifications for leadership positions. These facts account for a loss of about every four of the ten women seeking professional or leadership positions. Today, qualified women do not seem to be applying, as they once did, for leadership and high level professional positions. Furthermore, this fact seems to be true in filling positions were women are actually being sought, and where a positive attitude toward selecting the best qualified person, regardless of sex, is a reality. This type of performance drops out two more, leaving only four out of every ten women.

Today, most applicants for top leadership and high level professional positions, which could be handled by a man or a woman, are men. The one or two women who apply are often given a pleasant, courteous, professional review, and the same type of turn-down. "The hours are irregular," "the pressures too great," "this is a man's type of job," "travel is involved," "marriage will cause an interruption of a professional career," "she will stay only a few years

"University education should prepare the woman of today for civic, social and political life in her community and should make her a wise director and participant in her home obligations.

"Such an education provides her with the ability to serve in many professional fields where her help is needed as a contribution to knowledge through either volunteer or paid service."

Mary L. Matthews '04BSHE
Dean Emeritus, School of Home Economics
Purdue University
Lafayette, Indiana
Outstanding Achievement Award, 1951

and then get married," are reasons often given. This process of selection leaves only two of the ten.

The remaining two, who are presently in positions of leadership are there for many reasons. Some of these are: 1. The employer, or agent looks for the best qualified person, both professionally and personally, regardless of sex, and this person happened to be a woman. 2. It is a woman's turn to hold the position. 3. The woman owns the business. 4. The employer is testing out the concept that a woman can do the work just as well as a man in the position in question. 5. Pressure has been exerted on the employer to place a woman in a leadership role.

This is a story of the ten women. Today, they seem to want to write a better one. Will it be different? Yes, say the women and the men. If so, the plot will need to include action, such as:

1. Providing girls in high school, an education which is individual according to need, interest, ability, and in addition, career, homemaking, culturally, and professionally oriented. Provide qualified men and women to administer, teach, and give counseling services. Today, these areas are fast becoming man-dominated, the handwriting is on the wall, as girls see few or no women in leadership roles.
2. Encouraging young women to continue their education, to complete work toward undergraduate and graduate degrees.
3. Recognizing that the pattern of living differs for each individual, therefore, for men and women. This means providing opportunities for women, as is done for men, to work towards a B.S. degree, to pursue advanced degrees on a part time, interrupted basis with financial assistance, and to work part time in leadership positions.
4. Defining specifications for leadership and high level professional positions, in terms of the functions to be performed, qualifications, and abilities needed by the person filling the position.
5. Evaluating working conditions in terms of setting up a working environment, which will allow either sex to perform at a high level of competence. Most

working environments at administrative and professional levels are man-oriented, and therefore, women are at a disadvantage in carrying out the functions of the position.

6. Recognizing and providing for individual differences in meeting and carrying out job requirements. This takes into account the different patterns of living of individuals and the different roles of men and women in our society today. For example, women may need to interrupt their tenure, when having children. Men may need to interrupt their tenure for military purposes. This means providing individuals with leave of absence, on the job training, and an equal opportunity for advancement, regardless of sex.
7. Expecting the same quality and quantity of work from women as from men in meeting job requirements. Reward this with equal salary, status consideration, respect and cooperation. Encourage qualified women, who desire professional positions, to apply for these, assuring by selection on merit, and not by sex.
8. Giving women opportunities to practice leadership in mixed groups, so that they will gain skill and experience in dealing with men, as well as women who are under them. It is said that men resent working under a woman. The only men who show this tendency, are insecure within themselves and in their ability to carry-out their own job responsibilities. The better qualified and competent a man is, the more he expects support and cooperation from others, when in a leadership role.

In summary, not all women and certainly, not all men desire leadership and high level professional responsibility as their life work. It is true that many women are able to carry leadership responsibility if they desire to hold positions of leadership. They are competent and qualified. On the other hand, many men who are in leadership positions because of salary and status, do not like it, and are not good at it. At a time when the need for qualified persons in positions of leadership is so great, why not look at each individual? This is the first step toward writing a new story about "the other nine."

In the Words of Alumnae . . .

"Women around the world have been affected by the social, economic and even political developments since World War II. The woman graduate today accepts a dual role — that of homemaker and of worker with responsibilities in the home as well as in community as employee, employer or volunteer. The economic role of women has shifted from the home to employment outside it. This means much adjustment and change from accepted patterns. Women have entered almost every type of job available, limited only by their education and training. Women as volunteers are the backbone of civic, social and philanthropic organizations seeking to better society and mankind.

"Having learned in college how to seek knowledge and think creatively, many women are involved in looking into the future — seeking ways through international relations of better understanding people of other lands. Women graduates have accomplished a lot — still need to be recognized as persons, not just women. There needs to be some means found whereby both men and women as persons are able to look together at various tasks to be done in the family and in the world."

*Gladys Sinclair Brooks '36BA
President, International Center for Students
and Visitors
Minneapolis, Minnesota
Outstanding Achievement Award, 1962*



"In the report of the President's Commission on American Women is a section dealing with 'the story of women's progress in a free society.' It closes with this sentence:

'. . . today's young American woman comes to maturity with a special measure of opportunity — to live in a period when American abundance is coupled with a quest for quality, to show forth excellence in her life as an individual, to transmit a desire for it to her children, and to help make it evident in her community.'

Education must help prepare her for all of these opportunities and, in addition, it will prepare many women for a vocation.

"Education for the professions can only expect to attract women in the numbers needed when it takes into account the many roles a woman plays, the differences in life patterns of women as contrasted with men, and the widening choices among work opportunities. This calls for changes in what colleges and universities make available to women and how it is provided, at both the undergraduate and graduate levels.

"Continuing professional education must become widely available and be presented in a form of which women with family responsibility can take advantage. This requires many new adaptations, with great flexibility — in entrance requirements, in arrangement and type of study programs. It must be geographically accessible, with recognition of part-time students as legitimate and serious members of the student body. Scholarships and other inducements must be offered to them. Only thus will our society benefit from the capacities of a large segment of our population, capacities which are now being wasted. At the same time, women will be given additional opportunities for self-fulfillment in areas of life where their special talents are greatly needed.

*Edna P. Amidon '19BSHE '27MS
Director (Retired), Home Economics Branch
Department of Health, Education and Welfare
Washington, D.C.
Outstanding Achievement Award, 1953*



"It used to be the good old American tradition for Pop to 'bring home the bacon' and Mom to cook and serve it to the family — Well, Pop still brings it home, but in over one-third of American homes today Mom brings home the eggs to go with the bacon — and she still cooks and serves them both. And in one family out of ten, Mom is the sole wage-earner.

"Statisticians predict that the average female teen-ager of today will work at least twenty-five years of her adult life — primarily in those time blocks before marriage and before her family arrives and again after her children are in school.

"The faces of Eve in modern society are many — Although women in the past fulfilled many roles, never before in the history of Western civilization have they been called upon to fill so many simultaneously. Today a woman may all at one time be a wife, mother, grandmother, and daughter to aging parents who need the same love and attention as her children and husband — Her community responsibilities, as a service volunteer, or as a community planner have increased substantially as community services have developed and are required to provide needed services that used to be family-supplied. And to all those have been added a fifth dimension — that of full or part-time paid worker!

"I have always thought that 'women are wonderful' and in my own community services as a volunteer, as chairman of the Governor's Commission on the Status of Women and as a member of President Johnson's Citizens Advisory Council on the Status of Women, I am more conscious than ever of how well women perform in all the complex tasks required in today's modern society.

"Her education — basic, higher, and continuing, determine and will continue to influence the quality of her everyday living and the effects she has upon those dependent upon her — For a woman today there are time blocks — but they are a continuum. Her constant growth, her developing vision, her ability to meet the demands of the day as well as to plan for the future — all are essential to the growth of our great nation — And I have great confidence that the American woman will, as her pioneer sisters who preceded her, blaze new trails while at the same time, they 'tend the wagon,' care for the children, and encourage their helpmates to go forward."

Mrs. Charles Hymes '26BSEd

Chairman

Governor's Commission on the Status of Women

Minneapolis, Minnesota

Outstanding Achievement Award, 1961



"The talent bank of the nation is its most important resource. On it depends the events of today and the shape of tomorrow. Development of this human potential means more challenging instruction for the gifted, more enrichment in education for the average, more enlightenment in guidance for the handicapped and better training for both men and women in all phases of the world's work.

"Clearer understanding is needed of women's roles in home and school, as doctors and lawyers, in the arts and in the community generally. Greater opportunity must be available to women for professional training and for employment in line with their abilities in both full and part-time positions.

"When marriage has interrupted education, opportunity should be available later for resumption of studies on full or part-time basis to develop abilities the nation needs for a more constructive approach to creative living in the modern world."

Dorothy Bennett '30BA

Head, Anthropological Museum

University of California

Berkeley, California

Outstanding Achievement Award, 1954

"For years, women's education has been a major concern of our society. Different opinions about its aims and content have been expressed by professional educators, by parents and by husbands, and by women themselves. With the present emphasis upon utilization of women's talents and current concern upon the status of women, even more attention is being given to the subject.

"My opinion may or may not agree with others. I hold that, concomitantly as she acquires the knowledge, understanding, and skill of a particular profession, the student, who is a woman, must develop special attributes of behavior.

"First, of all, because she is a woman, she must acquire a deep commitment to professional service. It is true that she may be unique and come with this commitment. However, since much in our society augurs against woman's possession of a deep, continuing, and lasting interest and drive in professional work, the cultivation of commitment to a high degree must be done. The degree must be great so that in spite of obstacles, the individual by compromise and adjustment will continue throughout her lifetime to contribute through service and scholarship to her profession.

"Second, this implies that she will develop an understanding of the role of women in our present and past society. This understanding is essential. Through it, cultural sanctions and taboos about women cannot fetter her efforts to be occupationally productive. It will help her understand why she may have problems of frustration and guilt as she works through an adjustment to her own situation.

"Third, her education should assist her to develop the expressive behavior basic to the establishment of satisfying interpersonal relationships in her life.

"Fourth, her education should provide her with abilities and firm convictions by which she can rationally meet the controversial issues existing or arising in our society and which she will face in her life span. Education cannot give her the answers to these issues, but it can give her vision and an approach to be a force in social change.

"Fifth, but by no means the least important, her education should enable her to enjoy the beauty of the world in which we exist — the world of life itself.

"In my opinion, there is no one established pattern by which educators in a profession assist in the development of these special abilities. The combination of courses into curricula vary. But the faculty groups themselves must know the student herself and the ends to be achieved. Their problem is to guide and to make it possible for the student to integrate and synthesize the educative experiences so that the ends are reached."

*Myrtle K. Aydelotte '39GN '39BSEd '47MA '55PhD
Professor of Nursing
State University of Iowa
Iowa City, Iowa
Outstanding Achievement Award, 1959*



"A century ago women were fighting for their right to a higher education. Fifty years later the ardor of the feminist movement gave way to the 'feminine mystique' and editorial comment applauded the return of woman to her traditional 'place in the home.' But in the 1960's, women were again expressing discontent with their role: said many educated women throughout the land, 'home, husband and children are not enough; some kind of professional satisfaction is also necessary for self-fulfillment.'

"In 1963 the United States President's Commission on the Status of Women gave public recognition to the need for re-defining woman's role in modern society, and to the greater use of woman's full potential in solving the problems of the nation.

"What is needed is a national program that will provide continuing educational opportunities for women, while raising a family, and a more flexible employment schedule to fit her needs.

"That will help the woman of America not only to realize her complete self but to contribute significantly to the solving of the increasingly complex problems that lie outside the home."

*Luella B. Cook '13BA '14MA
Consultant in Curriculum Development (Retired)
Minneapolis Public Schools
Outstanding Achievement Award, 1953*



"In compliment to the special Alumnae Issue of The Alumni News, we feel first in the stressing of women's education that we owe much gratitude to our University and our Alma Mater. So, in turn, we recognize each one's favorite institution.

"We think back long ago — it seems so — to our beginning University days, when the visionary attainments toward the goal of our future progress seemed difficult. In so thinking, we did not then fail to give credit to the past and, at that time, also the present, philanthropic and interested helpers. They also had a vision toward an "ever-widening sphere" in advancing for us their imperishable forethought.

"While The Alumni News gives great emphasis to the role of women (alumnae), one would be amiss not to mention the fact that men classmates in our profession have been, then as now, most respectful and helpful to us.

"Now, at the present time, women, with their ability and advancing educational facilities, are aware and proud of the many successes which they have made and in which they will continue to succeed. Like St. Paul — in our words — each has a gift in the way of work and choice in which with perseverance, the end result will be personal satisfaction and humanitarian.

"There are so many openings now, not only in the professions as doctor of medicine, but also law, veterinary medicine, pharmacy, forestry and home economics. We include, too, ministry, politics, engineering, the teaching professions and others. They have many branches and sub-branches of one's occupations and vocations.

"The potentials of progress are considered in each and we wish to strive in the future to make our mark broad, with a wide horizon for its merited results."

*Lillian L. Nye, M.D. '09BA '10MA
Pediatrician*

*Katherine A. Nye '12BS '14MD
Physician and Surgeon*

*St. Paul, Minnesota
Outstanding Achievement Award, 1964*



"Women in education, nursing and social work have contributed to society's acceptance of the role of women in the professional world. Today, even greater significance is being given to the development of the potential of women in the field of science, government and history. The impressive appointments of outstanding women to high positions in the federal government is a heartening trend toward full utilization of the education and the abilities of women.

"The professional woman in modern life combines marriage with a profession in achieving a more meaningful life. Through higher education she becomes committed to extend her knowledge to improve the environment in which she lives.

"Opportunities must be provided for the women of America to prepare themselves to reach their full potential in all spheres of national interest."

*Cecilia H. Hauge '29GN '29BSEd
Director, Nursing Service
Veterans Administration Department of
Medicine and Surgery
Washington, D.C.
Outstanding Achievement Award, 1957*



U of M Co-ed . . . '65

R. Edith Stedman '63PhD
Assistant Dean of Students

The average freshman girl is . . . a minority group member since 60% of freshmen are male . . . 19 years old . . . enrolled in CLA . . . a graduate of a Twin Cities high school . . . living with her parents . . . single, neither engaged or going steady . . . Lutheran. Her parents are high school graduates, but have not attended college. Her father is most likely a manager or business official. She was in the top third of her high school class and her college aptitude is higher than the average of college freshman in the state.

She has come to college to fulfill two basic needs: first, self-fulfillment, the development of her individual talents, and second, nurturant, the preparation for marriage and family responsibilities. She is ambivalent about these two goals and her interest in one or the other ebbs and flows, according to her experiences of the moment. Her major drive is toward marriage and the establishment of a home, but she will not often admit this to fellow students or faculty. She tends to view her future as similar to that of her mother, although she has been told of statistics and trends which make this unlikely.

And what are these statistics and trends?

- Traditional volunteer community activities have professionalized leadership positions, and the untrained volunteer is often used in routine non-creative activities.
- More women are working for wages and working longer than ever before.
- The more education a woman has, the longer she will be working — about 25 years for college graduates.
- Women marry earlier, and have

their children in a shorter span of years. The last child enters school when she is about 34.

- Women's life expectancy is now about 70 — 35 years of potentially productive activity after her children enter school.
- Women tend to work, in both community service and paid employment, below their ability level. Many of these positions are those threatened by automation.
- Too many women accept the present sex-stereotyping of occupations. They know that individual differences have no sex — that women or men vary more among themselves than the comparison between the average woman or man, yet they tend to train for the "feminine" occupations.
- Future employment growth is expected in higher level professional and personnel occupations — occupations in which a machine cannot substitute for human contact, sensitivity, and inventiveness.
- Marriage is difficult to avoid. Over 90% of American women are married at sometime during their lives.

Most of the women at the University have heard these facts, but certain societal pressures make it difficult for our coeds to accept them — to absorb them into their thinking and planning for the future. A study made by Dr. Hewer and Dr. Newbeck showed that the family role is given precedence by both freshman women and men for women. Paid employment was seen by both as supplementing the family income rather than as self-fulfillment for the woman, although more men than women held this opinion. Three-fourths of both sexes agreed

that housework affords a woman the chance to express her intellectual interests and does not stifle her intellectual needs. "In summary, the majority of these students believed married women should work for traditional reasons, to put their husbands through school, to buy things for the family and to take care of financial responsibilities. Fewer students believed married women should work to fulfill their abilities and interests." Dr. Hewer and Newbeck concluded that we need more information on women's attitudes later in life, as they return to employment or education after their children are in school.

It may well be that we cannot expect women's needs for self-fulfillment to emerge strongly until her needs for marriage and family have been met. The University's experience with the Minnesota Plan for the Continuing Education of Women, aimed at mature women who are returning to college after marriage, gives strong evidence that the self-fulfillment motive is dominant at this time. Most of these women express their needs as contributing to their families through the developments of their abilities — not merely financial gain, but contributing to their intellectual interests and social responsibility. They want to make themselves more interesting and knowledgeable, and they want to give their talents to societal needs and problems. They want to test their competences against those of others in their field of interest, and, although they are diffident about expressing it, one has the impression that they want to push back the frontiers of knowledge and give new data to help solve the problems of our time. They want self-fulfill-

ment and they want to make a significant contribution to society. And they believe, as contributing persons, their families will be enriched. Some Minnesota Plan women find themselves in paid employment, others in professional service and volunteer services.

Are these changes in attitude — from freshmen to mature women — just a matter of years and marriage? Can we help our "Coeds — 1965" absorb the full range of their lives, and encompass them in their educational plans? Certainly the University cannot do this alone. I would not minimize the legitimacy of the marriage drive among our students. In fact, I consider the American college as one of the potentially most positive genetic developments of our society. In brief, bright men meet bright women, and often marry them. This is a great advantage for our civilization.

But the undergraduate women's ambivalence over the purpose of higher education, and her ignoring of the long-range potentialities of these years, are distressing. Parents and other adults can be far more effective in changing our coeds' attitudes before she arrives, than we can be after her admission to the University. Although we give lectures and information to all entering women, and speak at length during her university career, the attitudes of her previous 18 years and the adults in her life speak so loudly, by

their actions, that she cannot hear what we say.

How can we meet these women's needs and change their attitudes so that the University experience can have the maximum usefulness to her life?

First — financial barriers should be reduced. More scholarships for undergraduates, and far more fellowships at the graduate level, are available in "men's fields" for men, than for "women's fields" for either men or women. While it is true that men have a potential professional life of 40 years — as against the 25 years which women college graduates are expected to work, the contributions any person, man or woman, can make in 25 years is substantial. Also, families should seriously consider loans as a means of financing women's education, in terms of her long-range future — not just the cliché "she'll only marry."

Second — families, friends and faculty can be critical in upgrading a coed's aspiration level. The statistics on women's life expectancy make it likely that long professional training is not "silly" for women. They will have the years, after their families are semi-self-sufficient, to embark on demanding careers and give significant service. But they need support and encouragement in their aspirations.

Third — and this is primarily directed toward mothers, since recent

studies show that they are the principal agents in the pressure toward early marriage — relax. Allow your daughters time to make an intelligent choice, a lasting choice, an enriching choice. And give them the option of being honorably single. If we acknowledge individual differences in other areas, surely marriage should be a willing agreement, not a compact forced by society.

The University of Minnesota has tried to provide for the dilemmas which women face through its acknowledgement of their special problems and knowledge, through research, of their life patterns and expectancies. The Minnesota Plan counselors are the most obvious agents in this process, available through appointment at the Student Counseling Bureau in Eddy Hall. Many others can also help women students as they try to face their bi-faceted lives, and the implications for education.

Certainly parents and alumni play a most important role. Thirty years ago women chose between a career and marriage. Now, with imaginative planning, they can have both, and enrich their husbands, children and themselves. But it involves guidance, social acceptance, and motivation. It involves detaching ourselves from our own generation and projecting our young women into their futures. Can you help? They need it so very much.



"Many who recognize the influence of women in every sphere of modern society still believe that professional education somehow unfits a woman for family life. They fail to realize that in finding fulfillment as a human being in a wider world, a woman often becomes a more worth-while person, better able to function as a wife and mother in a complex changing society. Consequently, they neglect the education of their able daughters. This failure to develop to the fullest the intellectual potential and latent talents of American girls is not confined to the culturally deprived or economically disadvantaged. It is prevalent at all cultural and socio-economic levels of our society.

"In the national interest, those of us concerned with the education of children and youth must re-examine our educational expectations for girls and young women. We have an obligation to make sure that abilities and talents of half our population do not go undiscovered and uncultivated."

Agnes L. McCarthy '45MA
Curriculum Director of Secondary Schools
Faribault, Minnesota Public Schools
Outstanding Achievement Award, 1951

What's New? The Minnesota Plan!

Heartily in favor of continuing education for women, are those who have taken advantage of and returned to school through the Minnesota Plan for Continuing Education for Women.

The program, a pioneer project, was first introduced in 1960 with an original \$100,000 grant from the Carnegie Corporation. The program's goals—then as now—are to increase the personal enrichment of women by introducing them to new educational interests and by helping them to find new objectives, and to make the best possible use of one of the nation's most valuable and neglected assets—its educated women—by helping to return them to the nation's paid and unpaid manpower pool.

Dr. Virginia Senders, who helped found the Plan, says, "We took the things which already existed at the University, tied them together in a package and made that package attractive to women."

Just how successful a packaging job was done is attested to by the number of participants in what Dr. Senders modestly claimed "was merely a counseling agency." A starting membership has risen from 92 in 1960 to more than 2,000 in 1965.

An enthusiastic supporter of the Plan and of further education for women is Mrs. Edith Mucke, a charming grandmother of three who wrote recently of the Plan:

"In continuing education, a woman can find stimulation, an excitement, an enthusiasm—even a fire—that instantly quells all ennui or restlessness of spirit . . . For those women who do not wish to enter the labor market but feel their increased leisure time leaves them feeling unnecessary and fills them with a desire to use profitably such time, the Minnesota Plan for Continuing Education has a great deal to offer. For those who want to return to regular school classes, the Plan offers much-needed moral support besides aid

in the how's and wherefore's of returning to campus life.

"For those women who look primarily for mental stimulation and self-enrichment, the Plan offers seminars designed to 'sharpen critical thinking and renew academic discipline. They are meant to be a first step back to intensive and objective study whether pursued independently or under University guidance.'"

The candid responses of a program's members can be one of the best measures of its success. Using this criteria, the Minnesota Plan is a rousing success, for the women with firsthand experience could hardly be more enthusiastic about it.

Mrs. Grace Ramseyer claims that the Plan directs its members to something specific—in her case, the something specific was the Special Education Department of the University where she added necessary teaching skills to her already-acquired nursing knowledge.



Velta Sparrins, who came to this country with her husband, Andrejs, and family in 1958, graduated last March from the Institute of Technology with a degree in chemistry. Now, under a federal grant, she is doing graduate work in biochemistry. Her children are (left to right) Ilona, 15; Rita, 11; and Arnold, 9.



Helen Falk '64BA took the Minnesota Plan seminar, "The Educated Woman in the U.S.," while an undergraduate at the University. She now serving as a counselor-advisor at the Youth Opportunity Center in Minneapolis.



Betty Jo Zander, wife of the director of the Student Activities Bureau, returned to the University under the Minnesota Plan to complete requirements for her BSEd degree. She now teaches art at Marshall High School in Minneapolis.



Edith Mucke, an enthusiastic supporter of the Plan, is shown here with her husband, Paul, at their Edina, Minnesota home. The Muckes, grandparents of three, feel the Plan has a great deal to offer even for those who do not wish to enter the labor market.

The result was a rewarding and challenging position in the Richfield School District teaching neurologically brain damaged children. Because of her background in pediatric nursing and her education in teaching, she feels that she can look at these children with some degree of understanding. She tries to work closely with the parents of her students and says that she has always been interested in parent education.

She now is only nine credits shy of a master's degree in special education and plans to do her final paper on some phase of her work with her special students at Sheridan Elementary School. She feels that "the Minnesota Plan is an excellent plan because it really helped in counseling and setting a

direction."

According to Mrs. Ella Peploe, just a small piece of paper in the form of a sign offering a babysitting service brought her to the Minnesota Plan.

Already having decided to return to college, while still living in Kansas, Mrs. Peploe was registering for General Extension courses when she noticed a small sign posted near an information booth. On it was a telephone number which she took down and, after the call, decided to take advantage of the Minnesota Plan's nursery service.

The service, located in the basement of a nearby church, is available at a moderate hourly charge to Minnesota Planners. It solved Mrs. Peploe's problem of what to

do with her pre-school age son during class hours.

She was most surprised at her initial reception from Minnesota Plan personnel. After encountering a certain amount of resistance at Kansas University, she was prepared to be firm with the University of Minnesota. She said determinedly on the phone, "Look, I started and I want to keep going." The response was, "Great, this is what we want—we want you back."

So "three kids and 12 years later" she went back to finish her degree in teaching. Now she holds a government grant for full tuition and \$2,000 for her studies in audiology starting this fall. She says she is on her own steam now and

(Continued on page 27)

this is a university

“Singspiration” was the order of the day when some 1,000 freshmen and transfer students—already enrolled for fall quarter—gathered last month in the Main Ballroom of Coffman Memorial Union for the annual trek to “Freshman Camp.” The seven Minnesota and Wisconsin camps, each staffed by University faculty members and upperclassmen, housed about 200 students for three days of camping and “getting acquainted with the University,” according to Leon H. Rottman, orientation coordinator. The camps provide an informal and relaxed setting in which the new student is helped to acquire a broader understanding of the goals of education. Emphasis is placed on the individual responsibility and personal initiative necessary to acquire a college education, both in and out of the classroom. At the camps, small discussion groups are formed to give new students the opportunity to learn about the relationship of personal values and human relations to behavior within the context of college training. Weary but wiser, the campers returned to the University in time for the opening events of Welcome Week September 19-25, the annual observance of Parents’ Day on the Minneapolis Campus.

eighth in a series



Here We Grow Again!



The University long has had its Mall and its Knoll and soon — thanks to the foresight of University planners, and on the basis of a pledge by the executive committee of the University of Minnesota Foundation — it will have a new, year-around center of informal activity: The Gallery enclosure of the pedestrian level of the new Washington Avenue Bridge.

It came one step nearer to reality last month with the awarding, by the University Board of Regents, of a \$590,000 contract for construction of the enclosed pedestrian walkway and the bridgehead on the West Bank.

The contract, which calls for completion of the work by August 1, 1966, went to the Walter D. Giersten Company of Minneapolis, lowest of four bidders.

Ol' Man River, for more than 100 years the scenic border of the campus, became an integral part of it when the University found expansion to the West Bank the only practical answer to its growing pains several years ago. As both campus areas continue to develop, The Gallery will become

increasingly a symbol and focal point of the University.

The glass-walled enclosure, one-quarter of a mile long and 30 feet wide, not only will provide shelter for the ever-increasing number of students and faculty trudging hourly between East and West Bank classroom complexes, but is designed to give a new unity to the river-divided campus by providing a central location for meeting and conferring.

Benches, bookstalls, information and ticket booths and exhibits of various types will add to the walkway's usefulness as a campus center, and steam lines carried across the river will insure 'livable' winter temperatures in the enclosed area. Glass walls, affording a view of the river, and the concrete roof will provide additional protection from the elements, while sliding panels will permit use of the pedestrian deck on either side of the enclosure in good weather.

The lower, or vehicular, deck is screened visually and acoustically by broad plazas at the bridgeheads. General purpose classroom buildings will be clustered around

these plazas, accessible by public transportation at the sub-plaza level.

Immediate plans for the eastern approach to the new bridge are simply to widen and resurface Washington Avenue. However, eventual plans — as yet without even a tentative time schedule — call for constructing a \$3.4 million tunnel under a four-block stretch on the east end of the bridge.

Such a tunnel was first proposed by architect Cass Gilbert in 1909. In the late 1930's the city of Minneapolis began to talk about building such a tunnel, and in 1940 the project was first on a list of five priority city highway projects. War intervened, however, and it was not until recently that the subject was re-suggested by the University's administration.

That something eventually must be done appears obvious to University planners.

Increased traffic through the campus will aggravate those factors — noise, dust, congestion and vibration — which have already greatly diminished the educational value

of the University buildings located along the street. The University has considered air conditioning and sound proofing for those buildings, but such alterations would be expensive, complicated and, perhaps, even inadequate.

When the tunnel proposal was announced by President O. Meredith Wilson in October of last year, he explained that an additional benefit to the campus would be the fact that it would allow completion of the Mall as a single entity, stretching all the way from the steps of Northrop Memorial Auditorium to the steps of Coffman Memorial Union, just as Cass Gilbert envisioned it.

The unique new structure replaces — and none too soon — the rickety Washington Avenue Bridge which has been closed for many years to all traffic except private cars and pedestrians. A joint project of the Minnesota Highway Department and the Bureau of Public Roads, engineers were Sverdrup, Parcel & Associates of St. Louis. (Leif J. Sverdrup '21BSCR is a recipient of the University's Outstanding Achievement Award.)

The bridge was built by the Industrial Construction Division of Allied Structural Steel Company. The enclosure is a project of the University, and Pietro Belluschi

and Lawrence Anderson '26BS '27BSArch of Cambridge, Massachusetts, and Dan Kiley, Charlotte, Vermont, were consultants on all phases of the University expansion.

Cost of the piers and the two-level bridge, exclusive of Gallery enclosure, is \$3,346,000, shared equally between the Minnesota Highway Department and the Bureau of Public Roads.

The University contributed \$80,000 for reinforcing the structure to take stresses imposed by The Gallery enclosure, and also agreed to right-of-way negotiations, offsetting partially the cost of the full-width pedestrian deck. (Traffic computations had indicated that the pedestrian circulation could be accommodated in 54 feet of width. However, an upper deck narrower than the 72-foot lower one, would have created technical and maintenance problems.)

This month, a year behind schedule and still a year from completion, the new bridge plays host to its first vehicular traffic. At that time, two lanes of vehicular traffic will use the lower deck, thus permitting completion of the approaches, which overlapped the existing Washington Avenue route. All four lanes are expected to be in operation next month.

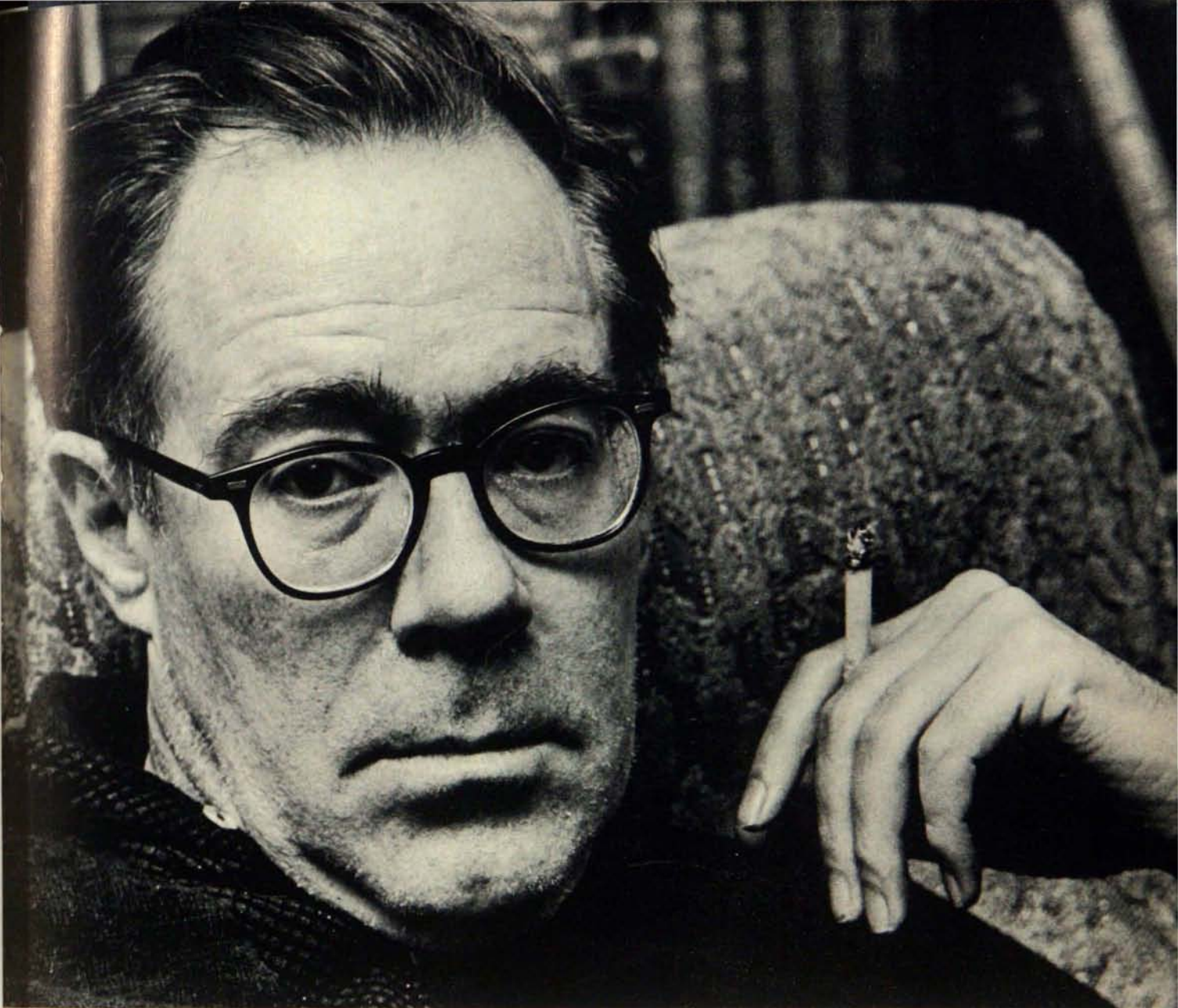
Pedestrians already trudge across the windswept span, protected from the elements only by their own ingenuity and temporary guard rails. But, hopefully, the end is in sight.

In announcing the University of Minnesota Foundation's funding of the walkway project, Carlyle E. Anderson '32BBA, Evanston, Illinois, president of the Foundation's Board of Trustees, stated:

"The Foundation is pleased to join with the University in this historic linking of the two campus areas on opposite banks of the Mississippi. Our acceptance of this responsibility indicates the importance we attach to this unique facility. Furthermore, it indicates the continually-growing strength of our young Foundation, of which all Foundation members are proud."

Henry C. Mackall '06BA, Minneapolis attorney and chairman of the Foundation's Board, indicated that the executive committee of the Foundation had agreed to seek the required funds for the walkway-gallery "because we are convinced that this visible sign of the extensive work of the Foundation will provide in a special way for the needs of the faculty, students and visitors and will enhance the beauty and utility of our University."





JOHN BERRYMAN's first reaction to his publisher's announcement that he had received the 1965 Pulitzer Prize for Poetry, "was nothing. I said to him, 'Do you remember the boobs that used to get this stuff when we were kids?' Now they give it to serious men. In the past I might have refused it. Now I say 'Yes!'" Berryman, 50-year-old professor of humanities, won the 1965 Prize for "77 Dream Songs," a volume comprising the first of 161 songs in a long poem. He has been delighting, stimulating, provoking — and teaching — Minnesota students for 10 years now, a time he calls "spectacularly pleasing and agreeable." Judging by the reaction of most students, the feeling is mutual. "I teach hard," he says, "very hard." But he adds, "I like my kids. I like them good." He was graduated from Columbia University in 1936 and later attended Cambridge University in England. Before coming to the University in 1954, at the urging of Allen Tate, he taught at Wayne, Harvard and Princeton Universities, the University of Washington and the University of Cincinnati.

OCTOBER, 1965

FACULTY CLOSE-UP



How do you measure up to these men?

(Find out)

The man in the middle is Eddie Felsenthal from Memphis. Eddie, who was just elected President of New England Life's 63rd Career Underwriting Training School, stands 5' 6". Flanking him are two upstanding members of the school—Bob Kennedy from Denver on the left (6' 6"), and Ralph Carroll of Portland (6' 7").

The Career Underwriting Training School is just one example of the superlative training all New England Life newcomers receive—both on the job, and in the home office. Actually, at New England Life, learning is a never-ending business. And our students come in all sizes.

If you'd like to find out how you measure up to other men who have made a successful career with New England Life, there's an easy first step to take. Send for our free Personality-Aptitude Analyzer. It's a simple exercise you can take in about ten minutes. Then return it to us and we'll mail you the results. (This is a bona fide analysis and many men find they cannot qualify.) It could be well worth ten minutes of your time.

To receive your free Analyzer, just write to Vice President George Joseph, New England Life, Department AL3, 501 Boylston Street, Boston, Massachusetts 02117.

NEW ENGLAND LIFE

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY: ALL FORMS OF INDIVIDUAL AND GROUP LIFE INSURANCE, ANNUITIES AND PENSIONS, GROUP HEALTH COVERAGES

These Minnesota alumni are New England Life Representatives:

A. Irving Birnberg, '22, St. Paul
 Mailand E. Lane, Sr., '32, Minneapolis
 Joseph E. Cassidy, '34, Madison
 Hubert D. Wheeler, General Agent, '34,
 Duluth
 Francis L. Lund, CLU, General Agent,
 '35, Minneapolis

William W. Fineman, '37, Albany, N.Y.
 Ken W. Sackett, '39, St. Paul
 Charles R. Morscheck, '41, Grand Rapids
 Neil E. Haugerud, '42, Minneapolis
 Lloyd V. Shold, '42, Duluth
 Robert B. Abrohams, CLU, '44,
 Minneapolis
 Robert D. Myhr, '48, Chicago

Theodore J. Lee, CLU, '49, Duluth
 Gordon E. Weston, '49, St. Paul
 Richard C. Johnson, '53, Bismarck
 John B. Heimkes, '54, Minneapolis
 Robert C. Shadur, CLU, '55, Los Angeles
 Ronnie P. Erhart, '56, Minneapolis
 Robert M. Larsen, '57, Minneapolis

THE UNIVERSITY

Migration Study Shows Most Students Remain in Midwest

The 12 midwestern states of the Great Lakes and plains region are doing an exceptional job in higher education for those students whose homes are within the region, a newly-published survey reveals.

This finding is one of many to emerge from the survey on student migration. Statistics in the study were based on fall 1963 enrollment figures in institutions of higher learning in Minnesota, Iowa, North and South Dakota, Nebraska, Kansas, Missouri, Wisconsin, Illinois, Michigan, Indiana and Ohio.

The study, entitled *Migration of College Students: Midwest Region*, is for use primarily by officials in government and education. Based largely on statistics from the U.S. Office of Education, it was compiled by the Council of State Governments Midwestern Advisory Committee on Higher Education. Chairman of the 12-state committee is Stanley J. Wenberg, University vice president for educational relationships and development.

The survey's figures are broken down into three categories: all students in public institutions, undergraduate in public institutions, and all students in private institutions. All institutions whose programs offer credit toward a bachelor's degree are included.

Within the midwest area itself, the survey found a widely varied pattern of migration among the 12 states, in both public and private institutions.

The state with the highest percentage of public-school students coming in from outside its borders was Iowa—23.2 per cent of its entire student enrollment. Illinois had the smallest proportion of out-of-state students in its publications with 6.7 per cent, and Minnesota had the second smallest proportion, 11.2 per cent.

A different method of comparison is calculated by subtracting the number of students who leave the state from the number who enter the state. The result is known as net in-migration.

For public institutions, by this method, Michigan had the largest net in-migration, or 11,978 more students entering than leaving. Minnesota was eighth lowest in the list of 12, with just 842 more students entering than leaving the state's public institutions.

With regard to private colleges, Indiana had both the highest percentage of in-migration for its total student body—50.4 per cent—and the greatest net in-migration, 12,451 more students entering than leaving the state. Minnesota ranked sixth in both lists, with 39.5 per cent of its private school students from out-of-state, and 1,669 more students entering the state than leaving.

PLAN

(Continued from page 21)

feels that the primary function of the Plan should be getting the women started.

"I'm glad I used it," she says, "it introduced me to all the facilities of the University. Now I can plow in on my own. It's too bad more women don't know about it."

Mrs. Yleen Joselyn went from nursing to public health service with the help of the referral services of the Plan. Now she is the school nurse at Forrest Elementary School in Crystal.

Although she worked most closely with the School of Public Health after returning to the University to resume her education, she found that "it's comforting to know that the Program is there to go to." To her, the Plan, "is tre-

mendous because it gives encouragement."

Janet Davison, a Minnesota Plan scholarship winner, now is teaching kindergarten full time at Davis School. The school is located so conveniently near her home that she is able to return every noon to give her two school-age children lunch, very effectively combining a career and the welfare of her family, even at lunchtime.

The Minnesota Plan nursery was a tremendous help to Mrs. Davison in caring for her four-year-old so that she could attend classes during the day. She graduated last March with a degree in education.

Her husband, Jack, also became interested in completing the requirements for his degree and finished the remaining credits he needed for his BA degree in June 1962. For Mrs. Davison, the Plan was "a big, big help."

"The Minnesota Plan stimulated my interest in going back to school," says Betty Jo Zander, who teaches at Marshall High School. Mrs. Zander, wife of the director of the University's Student Activities Bureau, already had earned her BA degree when she went back to school to get the BS degree required to teach school.

Mrs. Helen Toironen Falk started her program in the Plan with three credits in 1958. She was graduated in August 1964 with a BA in humanities and now is in the second part of her training for work as a counselor-advisor at the Youth Opportunity Center. Feeling that she was a part of a "minority group" on campus, Mrs. Falk felt that she could always "relate to others in the group."

The Minnesota Plan was the first of its kind to deal with the educational problems of mature women, but similar programs are springing up all over the country. As one 40-year-old mother at Minnesota put it, "It's so good to be back in school that you feel a little guilty sometimes!"

Language Department Undergoes Changes

Three departments will take the place of a single one at the University this fall, as the department of Slavic and Oriental Languages is split up into Middle East Languages, Slavic and East European Languages, and East and South Asian Languages.

The realignment of departments was caused by "natural growth," according to John D. Hurrell, associate dean of liberal arts.

Hebrew will be offered for the first time on a regular basis, taught by a new faculty member, Jonathan Paradise, who will also teach a course in the history of ancient Israel and the development of religion in the Near East. In addition to Hebrew, the department of Middle East Languages will offer Arabic.

The East and South Asian Languages department will offer Chinese, Japanese and Hindu and courses in Asian civilization, plus a new course in Chinese linguistics, the first time this has ever been offered.

The Slavic and East European Languages department will offer classes in Russian, Polish and Serbo-Croatian.

Calling All Gophers in Ohio!

These events have been arranged for you in conjunction with the Minnesota-Ohio State game October 30.

Friday, October 29

University of Minnesota Alumni Dinner at University Club. Tickets \$4.50. Send reservation to Ed Haislet

Saturday, October 30

Pre-game luncheon 11:30 a.m.
Pick-Ft. Hayes Hotel. Tickets \$3.00.
Send reservation to Lynn Hokenson, Box 152,
Springfield, Ohio

Saturday, October 30

Minnesota Dinner 6:00 p.m.
Pick-Ft. Hayes Hotel. Tickets \$5.00.
Send reservation to Lynn Hokenson

WHERE DO YOU STAND?

Shown below are Minnesota Alumni Association membership rankings for the month of September, 1965, by number and percentage of total possible membership in each group.

Group	Rank by no.	% of total possible membership	Rank by %
College of Liberal Arts	1	18.1%	9
Education	3	17.9	10
Institute of Technology	2	21.8	7
Medicine	4	40.1	2
Nursing	10	16.0	12
Dentistry	7	39.9	3
Agriculture, Forestry			
Home Economics	6	15.6	13
University of Minnesota, Duluth	8	16.0	11
Business	5	23.1	5
Pharmacy	11	38.1	4
Law	9	22.3	6
Veterinary Medicine	13	41.5	1
Mortuary Science	12	20.9	8

Marshall W. Keith Heads New Program

Marshall W. Keith, a veteran research program administrator, will head a new University agency, the Technical Utilization Program. He currently is with the Midwestern Universities Research Association (MURA) as associated director for administration and engineering, and as treasurer of the MURA

Corporation, based on Stoughton, Wisconsin.

The Technical Utilization Program basically will help make available to industry the results of research projects carried on at the University. It is financed jointly by a \$100,000 grant from the National Aeronautics and Space Administration (NASA) and funds from participating industries.

The University carries on sponsored research projects valued at more than \$27 million annually, so there is great potential for disseminating useful information. The new program, which will function under the supervision of the vice president for academic administration, is tied in with a \$3.5 million NASA grant for a Space Sciences Research Center at the University. The program owes its existence to NASA's stipulation that data and results from such space research be used to help stimulate the economy. The idea has been broadened to include all types of research carried on at the University.

Thus far, representatives of seven industries have met with University officials to discuss the new office, and have agreed to contribute a total of \$30,000 for the first year's operation.

CAMPUS NEWS

Willard W. Cochrane, dean of International Programs and professor of agricultural economics, recently was **named a Fellow of the American Farm Economic Association** during its annual meeting in Oklahoma. The award is one of the highest given by AFEA. . . . Dr. Alvin S. Zelickson, clinical assistant professor in the University's division of dermatology of the College of Medical Sciences, has received a **National Cancer Institute research grant totaling \$26,470** for research and investigation of human skin and skin tumors. . . . Leonid Hurwicz, professor of economics, will spend the coming academic year on a sabbatical leave lecturing in economics at Bangalore University, Bangalore, India.

Frank F. Pieper, director of civil service personnel for the University, recently was **elected vice president of research for the College and University Personnel Association**. . . . Professor Edwin H. Lewis has replaced Professor Robert S. Hancock as **chairman of the department of marketing** in the School of Business Administration. . . . The Legion of Merit, highest non-combatant award for distinguished service given by the U.S. Army, was presented to Colonel Robert J. Elliott recently in retirement ceremonies in the Armory. Colonel Elliott, professor of military science and commanding officer of the University's ROTC unit since 1961, will become **director of state civil defense programs for the General Extension Division**.

The University is about to undertake a comprehensive nine-year study of the impact of European colonization upon the rest of the world. The project is entitled **The Era of European Colonization** and will be financed by grants from the Louis W. and Maud Hill Family Foundation and the James Ford Bell Foundation. The project will be sponsored by the history de-

partment and the James Ford Bell Collection of the University Library. . . . With a total attendance of 21,882 at 108 performances during the 1965 season, the **University theatre department's Showboat again has set a record**. The season ended August 28. Plans now call for the 1966 season to open on May 26 with two plays to be produced. Four Tuesday matinees during July and August are being included in the 1966 schedule.

Professors John H. Williams and George W. Greenless of the School of Physics **represented the University at the International Conference on the Polarization Phenomena of Nucleons last month in Karlsruhe, Germany**. . . . R. E. Summers, dean of admissions, has received a certificate of appreciation from the U.S. Department of the Army "for patriotic civilian service" after studying and evaluating the instruction and facilities of the Army Engineer School at Ft. Belvoir, Virginia. . . . Professor Delbert C. Hastings, chairman of quantitative analysis in the School of Business Administration, **returned August 31 from 13 months in Jordan where he served as adviser** to that nation's department of statistics and to the Central Bank of Jordan.

Three members of the philosophy department will be on leave fall quarter. Professor May Brodbeck and Professor Grover E. Maxwell will be visiting professors and Associate Professor Gareth B. Matthews left in August for Cambridge, England, where he is doing research. . . . **Twin Cities area children will be able to attend art classes at the University this fall** under the direction of the Institute of Child Development. Classes, for children from five to nine years of age, will be held for ten Saturdays, starting October 9, from 9:00 to 11:30 A.M. Fee will be \$7.50 per child. . . . The twentieth annual

Tax Institute for Public Accountants was held last month at the University. The institute is designed to help public accountants in their tax practice by reviewing recent developments in taxation and examining in depth various areas with major tax implications. . . . Dr. Ernest Simonson of the University's laboratory of physiological hygiene recently **received honors from medical groups in Brazil and Peru after presenting lecture series in Lima and Rio de Janeiro**.

Staff representatives of the American Federation of Government Employees (AFGE) from all over the United States attended the AFGE's national Staff Leadership Institute at the Center for Continuation Study last month. . . . Six Twin Cities-area students are **recipients of the annual scholarships presented by the Twin City Carpenters District Council of the United Brotherhood of Carpenters and Joiners of America**. . . . The College of Medical Sciences has been awarded a \$216,300 Public Health Service grant for installation of a data processing unit.

Mrs. Shirley T. Munson, assistant professor of horticultural science in charge of the food processing laboratory at the University, has received a plaque and a grant of \$500 from the Minnesota Society of Packaging and Handling Engineers for work in packaging education. . . . Stanley Sahlstrom, former director of field services at St. Cloud State College, has been appointed **director of the newly-established University Technical Institute at Crookston**. The Institute, authorized as an educational service to replace the Northwest School of Agriculture, will provide a combination of technical and general education through two-year collegiate programs. . . . Tracy S. Page Jr. has been **named University purchasing agent**, succeeding Clarence A. Smith who died last June.

50 years ago
 a transcontinental
 phone call took 23
 minutes to complete



Installers of the first transcontinental line had to surmount hardships of windstorm, ice and scorching heat combined with rugged country.



The first open wire line (linked here at the Nevada-Utah border) could carry only three calls and was vulnerable to interruptions.

TODAY, WHEN YOU DIAL IT YOURSELF, THAT SAME CALL
 GOES THROUGH IN ABOUT 25 SECONDS (and costs about one-tenth the price)



One of our newest routes is a blast-resistant cable that can handle over 9000 multi-channel conversations.

Telephone service has come a long way since that historic call in 1915. It has grown in scope from 9,000,000 phones and a single open line spanning the continent to 88,000,000 phones and a huge network of several hundred thousand channels including 24,000 that cross the continent, via several different routes, from the east to the west coast.

Accomplishment has been the keynote since the first coast-to-coast telephone call. Improvements in local exchanges and Long Distance circuits have led to better and more efficient telephone service.

These developments have been effective in reducing the cost of calls. Fifty years ago, the cost of a three-minute call from New York to San Francisco was \$20.70. Today, that same call costs you as little as \$1. (Rate for 3-minute, station-to-station call, after 8 P.M. and all day Sunday, plus tax.)

And still the future is full of promise. New phones will be introduced, technology will be improved and advances made that will open up a whole new world of communications.



Today, 30,000 calls a day are completed quickly and easily between New York and the west coast and Long Distance is truly "the next best thing to being there."



Bell System

American Telephone and Telegraph
 and Associated Companies

THE ALUMNI

Dentistry Alumni Association To Honor Dr. Milton Walls

Dr. Milton Guernsey Walls '22DDS, past president of the American Association of Dental Examiners and the St. Paul District and Minnesota State Dental Associations, will receive the University's Outstanding Achievement Award on Friday, October 8, at the Eighth Annual Meeting of the School of Dentistry Alumni Association.

Dr. Walls, who has practiced in St. Paul since his graduation, with the exception of four years' service with the Army Dental Corps, will receive the University's highest award at a 12:15 p.m. luncheon in the Main Ballroom of Coffman Memorial Union.

All senior students have been invited to be Association guests at the luncheon. Speaker will be Dr. J. Minnett Stickney, professor of clinical medicine at the Mayo Clinic and president of the Minnesota State Medical Association.

Topic of his address will be "Social Aspects of Contemporary Medical Problems."

Registration for the day's program will begin at 8:30 a.m. with a coffee hour in the Mayo Auditorium foyer.

From 9:30 to 11:45 there will be talks and demonstrations on clinical and research projects by graduate and undergraduate students in the School of Dentistry.

The afternoon program, starting at 1:45 p.m., will feature Dr. Eastwood G. Turlington of the Mayo Clinic who will discuss "Oral Surgical Diagnosis and Treatment."

Cost for the luncheon is \$3.00 per person. Reservations should be made as early as possible, either by mail or by calling the School of Dentistry Alumni Association, 373-2466.



Dr. Walls

25th Anniversary MBs Plan October Reunion

The Silver Anniversary Reunion of the Class of 1940 MBs will be held Friday and Saturday, October 22 and 23, in conjunction with the Medical Alumni Association's Annual Homecoming Party and 28th Annual Meeting.

Weekend activities will start at 9:00 a.m. with brunch in the Regency Room of the Sheraton-Ritz Hotel, downtown Minneapolis.

At 10:30 a.m. buses will take alumni to the Medical School where there will be a tour of new facilities. At Noon, buses will return alumni to the hotel for a social hour and luncheon in the North Cotillion Ballroom.

From 2:30 to 5:30 special scientific meetings will be held in the

hotel's Regency Room. Tentative program schedule calls for presentation of scientific papers by Dr. John Haserich, Dr. Don Lannin and Dr. H. A. Wilmer.

Alumni then will join the Association's Annual Homecoming Party and 28th Annual Meeting, starting with a social hour at 6:30. They will be the honored class at the banquet and dinner dance which starts at 8:00.

On Saturday, the Class of 1940 will hold a brunch in the Regency Room from 10:00 to 12:00 and at 12:15 p.m. a bus will be provided to take class members to the Minnesota-Michigan game. A bloc of tickets has been reserved for the class.

Tickets for the Friday luncheon are \$3.50 per person and cost for the Homecoming Party is \$7.50 per person. Football tickets are \$5 each, and deadline for ordering them is October 11. Reservations for the luncheon and dinner also should be made as early as possible through the Alumni office.

Morris Alumni Set October 23 Meeting

The Second Annual Meeting of the University of Minnesota-Morris Alumni Association will be held Saturday, October 23, in conjunction with UMM's homecoming celebration.

Donald K. Smith, assistant vice president for academic administration, will be the featured speaker at the 6:00 p.m. dinner which will be held in the Food Service Building.

The dinner will be preceded by a social hour starting at 5:00 at Louie's Lower Level.

Tickets for the dinner are \$2.00 per person. Reservations should be mailed to the Morris Alumni Association, University of Minnesota, Morris, 102 Edson Hall, Morris, Minnesota 56268.

MINNESOTA SCHOOL OF BUSINESS
A School of Professional Business Education
One and Two year courses
General Business & Sales—Secretarial
Business Administration—Court Reporting
Day and Evening Classes
Accredited by the accrediting commission
for business schools—Washington, D.C.
24 So. 7th St. Mpls. 338-6721

Sixteen Special Meetings Slated; Dates, Speakers, Contacts Listed

Eighteen special football, chapter and organizational meetings for 1965-66 have been announced by MAA Executive Director Ed Haislet.

Meeting dates and contacts for alumni in the area are:

October 14

Des Moines, Iowa

This meeting is being held in conjunction with the Minnesota-Iowa football game October 16 in Iowa City. Speaker will be Marsh Ryman, business manager of athletics. Local contact is Myron R. Olson, 224 East Grand Des Moines.

October 15

Cedar Rapids, Iowa

This meeting, too, is being held in conjunction with the Minnesota-Iowa football game. Speakers will be Marsh Ryman and Ed Haislet. The meeting will be held at 6:00 p.m. at the Holiday Inn banquet room. Local contact is Vince Gron-dahl, chairman, 315 41st Street N.E., Cedar Rapids.

October 26

Eau Claire, Wisconsin

Meeting of the West Central Chapter of the Minnesota Alumni Association out of Chippewa Falls, Menomonie and Eau Claire. Speakers will be William Rogers, director of State Organization Service; Walter Bachman, president of the Minnesota Student Association; and Edwin Willson '30BEE, MAA national president. Local contact is Phil Breitman '48 LLB, vice president, Presto Industries, Eau Claire.

October 29

Columbus, Ohio

Held in connection with the Minnesota - Ohio State football game. The meeting will be held at the University Club, 40 South Third Street, Columbus. Contact is Ed Haislet.

November 1

Dayton, Ohio

An organization meeting for a new chapter for Central Ohio. The meeting will be held at 6:00 p.m. Contact is Ed Haislet.

November 2

Cincinnati, Ohio

Reorganizational meeting for the Cincinnati Chapter. Meeting will be held at 6:00 p.m. at the Cincinnati Club. Contact is Ed Haislet.

November 13

West Lafayette, Indiana

Meeting of the Indianapolis Chapter prior to the Minnesota-Purdue football game. Speakers will be Marsh Ryman and Ed Haislet. Local contact is Mrs. Thomas Dodd, 4011 North Adams, Apartment 267, Indianapolis, Indiana.

November 29

St. Louis, Missouri

Meeting of the St. Louis Alumni Chapter. Local contact is Jim Clark, 1660 Fairmount, Florissant, Missouri, chapter president.

November 29

Grand Rapids, Minnesota

Meeting of the Grand Rapids Chapter. Speakers will be University President O. Meredith Wilson and MAA President Ed Willson.

November 30

Bemidji, Minnesota

Meeting of the Bemidji Chapter. Speakers will be University President O. Meredith Wilson and MAA President Ed Willson.

January 19

Appleton, Wisconsin

Meeting of the Fox River Valley Chapter of the MAA. Speaker will be Elmer W. Learn, assistant to the president. Local contact is Kenneth M. Enloe, 109 King Street, Neenah, Wisconsin.

January 20

Milwaukee, Wisconsin

Meeting of the Milwaukee Chapter. Speaker will be Elmer W. Learn, assistant to the president. Local contact is Thomas E. Vavra III, 6780 West Appleton, Milwaukee, Wisconsin.

January 21

Chicago, Illinois

Meeting of the Chicago MAA

Chapter. Speaker will be Elmer W. Learn, assistant to the president. Local contact is Marvin D. Juliar, 1725 Jenks Street, Evanston, Illinois.

February 7

Detroit, Michigan

Meeting of the Detroit Chapter. Speaker will be Stanley J. Wenberg, vice president for educational relationships and development. Local contact is John Costello, 3780 Squirrel Road, Bloomfield Hills, Michigan.

February 8

Cleveland, Ohio

Meeting of the Cleveland Chapter, MAA. Speaker will be Stanley J. Wenberg, vice president for educational relationships and development. Local contact is Vernon H. Olson, New Amsterdam Casualty Company, 610 Euclid Avenue, Cleveland.

February 9

Akron, Ohio

Meeting of the Akron Chapter. Speaker will be Stanley J. Wenberg, vice president for educational relationships and development. Local contact is John Liska, 2915 Parkwood Drive, Cuyahoga Drive, Cuyahoga Falls, Ohio.

MAGNEY CONSTRUCTION CO.

GENERAL CONTRACTORS

Commercial

Industrial

Telephone WEst 5-1741

20 Shady Oak Road Hopkins, Minn.

TORGINOL DURESQUE

Seamless-Resilient Flooring
(As advertised in Life Magazine)

A proven, durable, monolithic flooring
for both interior and exterior use.
For further information call or write

GROVE-JOHNSON COMPANY

(A division of Twin City Tile
and Marble Company)

38 Grove Street

FE 9-5077

Minneapolis, Minnesota

AUTHORIZED DEALER AND
APPLICATOR

Russell Scheduled as Speaker At Annual Business Institute

George J. Russell '27BSB, executive vice president-finance for General Motors Corporation, will be the featured speaker at the 12th Annual Institute of the School of Business Administration Alumni Association on Thursday, October 28.

Russell, 1955 recipient of the University's Outstanding Achievement Award, will address the 6:30 p.m. banquet in the Leamington Hotel, Minneapolis. Paul V. Grambsch, dean of the school, also will speak and toastmaster will be George J. Frey '46BBA, president of the School of Business Administration Alumni Association. The dinner will be preceded by a social hour at 5:30.

Registration for the afternoon sessions will begin at 2:00 p.m. and at 2:30 p.m. the opening address will be given by Willis J. Winn, dean of the Wharton School of Finance and Commerce. His topic will be "The Business School as the Constructive Critic, Charting the Business Community's Course through Changing Times."

Business seminars will start at 3:30 p.m. First session seminars will be "The Impact of Civil Rights on Business Firms," "Problems and Profits and Foreign Markets" and "Dollars for the Automobile Accident Victim: From Where Should They Come."

Second session seminars, starting at 4:30 p.m., are "Issues and Problems of Unemployment and Underemployment," "Mass Transportation - The Failure and the Future" and "Business Climate - Good, Bad or Does it Matter?"



Russell

Social Work Alumni Plan First Annual

Two alumni will be honored with the University's Outstanding Achievement Award at the First Annual Meeting of the School of Social Work Alumni Association when the group meets this month in the Campus Club of Coffman Memorial Union.

The October 19 meeting will begin at 6:00 p.m. with a social hour, followed at 7:00 by dinner.

Recipients of the Outstanding Achievement Award will be Kurt Reichert '55PhD, professor in the Carola Woerishogger Graduate Department of Social Work and Social Research at Bryn Mawr College, and Roger Cumming '32BA, Community Planning Division of the U.S. Bureau of Old Age Assistance and Survivors Insurance, and president of the Council on Social Work Education.

Tickets for the dinner are \$3.50 per person. Reservations should be mailed to the School of Social Work Alumni Association, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455.

CONSTITUENT ALUMNI ASSOCIATIONS FALL MEETINGS 1965

- Oct. 2 **11:00 A.M.**
Veterinary Medical Reunion and Tenth Anniversary Reunion for the Class of 1955. North Star Ballroom, St. Paul.
6:00 P.M.
Eighth Annual Stag. Room 233-234, Normandy Hotel, Minneapolis.
- Oct. 8 **12:00 Noon**
Dentistry Annual Meeting. Main Ballroom. Coffman.
- Oct. 16 **7:00 P.M.**
University of Minnesota, Duluth Annual Meeting. Campus Club, Duluth Campus.
- Oct. 19 **7:00 P.M.**
School of Social Work Annual Meeting. Campus Club, Duluth
- Oct. 22 **12:30 P.M.**
Silver Anniversary Reunion, Class of 1940 MBs. North Section, Cotillion Ballroom, Sheraton-Ritz Hotel, Minneapolis.
7:00 P.M.
Medical Alumni Association Annual Meeting. Cotillion Ballroom, Sheraton-Ritz Hotel.
- Oct. 23 **11:30 A.M.**
Agriculture, Forestry and Home Economics Homecoming Reunion Pre-Game Luncheon. Student Center.
4:00 P.M.
Post-Game Coffee Hour.
6:00 P.M.
University of Minnesota, Morris Annual Meeting. Food Service Building.
- Oct. 28 **7:00 P.M.**
School of Business Administration Annual Meeting. Leamington Hotel, Minneapolis.
- Nov. 4 **7:00 P.M.**
College of Liberal Arts and University College Annual Meeting. Main Ballroom, Campus Club, Coffman Memorial Union.
- Nov. 19 **7:00 P.M.**
Institute of Technology Annual Meeting. Town and Country Club, St. Paul.



Always close to my

**HART
METAL SKIS**

2400 Endicott St. St. Paul 646-6581

Dr. K. W. Anderson To Be Honored

Dr. Karl W. Anderson, senior vice president and medical director of Northwestern National Life Insurance Company, will receive the Harold S. Diehl Award at the Medical Alumni Association's Annual Homecoming Party and 28th Annual Meeting on Friday, October 22.

The banquet and dinner dance will be held in the Cotillion Ballroom of the Sheraton-Ritz Hotel, downtown Minneapolis, starting with a social hour at 6:30 p.m. in



Dr. Anderson

the Foyer and Regency Room and dinner at 8:00.

Entertainment will be provided by the Gay Nineties Quartet, with dancing to the music of Hal Garvin.

Honored guests at the dinner will be the Class of 1940 MBs, who will hold their own morning and afternoon programs, including special scientific meetings from 2:30 to 5:30 p.m., to which all alumni have been invited.

A bloc of tickets for the Homecoming game also have been reserved for alumni.

Tickets for the dinner are \$7.50 per person and football tickets are \$5.00 each. Deadline for ordering football tickets is October 11 and reservations for the dinner also should be made as early as possible, and may be made through the Alumni Office.



made by us from handsome British tweeds OUR DISTINCTIVE SPORT JACKETS

Each year our sportwear buyer visits the finest mills of Great Britain, to approve new designs and colorings that are unmistakably Brooks. Scottish Saxonomies and Shetlands, Ulster and Welsh tweeds, and West of England plaids—most of them woven exclusively for us—are cut and made into good-looking jackets...in our own workrooms, and on our own distinctive models.

We cordially invite you to see our outstanding Fall selection.

Our Own Make Sport Jackets, from \$100

Our Own Make English Worsted Odd Trousers, \$42

ESTABLISHED 1818

Brooks Brothers
CLOTHING
Men's & Boys Furnishings, Hats & Shoes

74 E. MADISON, NR. MICHIGAN AVE., CHICAGO, ILL. 60602
NEW YORK • BOSTON • PITTSBURGH • LOS ANGELES • SAN FRANCISCO

Chapter Presidents

To Attend Workshop

An Alumni Workshop for Chapter Presidents, sponsored by the Board of Directors of the Minnesota Alumni Association, will be held Saturday, November 6.

A registration-coffee session will begin at 9:00 a.m. in the Campus Club, fourth floor of Coffman Memorial Union, with meetings scheduled to start at 9:30.

Major purpose of the meeting will be to talk about the operation of the Minnesota Alumni Association, its purposes, structure, organization and program. The 9:30 session also will go into detail on operation of chapter programs including meetings, membership, legislative committees, scholarship committees and recruitment.

Luncheon will follow at 11:45 in the Campus Club and at 1:30 p.m. chapter presidents will be guests of the MAA at the Minnesota-Northwestern football game in Memorial Stadium.

Legislative Workshops have been held in the past during election years and last year 23 chapter presidents attended the meeting. For the first time this year, out-of-state chapter presidents also have been invited to attend, and it is hoped that the number will be doubled.

OAs, Teacher Awards To Highlight CLA Annual

Presentation of two Outstanding Achievement Awards and two Distinguished Teacher Awards to outstanding faculty members will highlight the Annual Meeting of the College of Liberal Arts and University College Alumni Association next month.

The meeting will be held Thursday, November 4, in the Campus Club of Coffman Memorial Union. A social hour and reception will begin at 6:00 p.m. with dinner at 7:00.

Recipients of the Outstanding Achievement Awards, highest pre-

sented by the University, will be Robert Garfield Fuller '23BA, New York City, and Hudson B. Walker, Provincetown, Massachusetts.

UMD Alumni Set Annual Meeting

Emmett Davidson, professor of political science, will receive the University of Minnesota-Duluth Alumni Association's Distinguished Service Award on Saturday, October 16, at the group's Annual Meeting and Pre-Homecoming Game Smorgasbord.

Davidson, who for 16 years has served as UMD's faculty representative for athletics, will be the fifth recipient of the award which was first given to Athletic Director Lloyd Peterson in 1961.

The Meeting and Smorgasbord will be held from 5:00 to 7:00 p.m. at the new Gopher Restaurant in West Duluth. It will be followed at 7:30 p.m. by the Homecoming game against St. John's in Public Schools Stadium.

Cost for the Smorgasbord is \$2.00 per person. Reservations should be made as early as possible. Checks, payable to the UMD Alumni Association, should be mailed to the Association, Communications Center, University of Minnesota, Duluth, Duluth 55812.

AF&HE Open House Set for October 23

The Second Annual Homecoming Open House of the College of Agriculture, Forestry and Home Economics Alumni Association will be held Saturday, October 23.

An informal pre-game luncheon will be held in the St. Paul Student Center starting at 11:30 a.m. and a chartered bus will leave the Center at 12:15 p.m.

Following the game, a post-game coffee hour will be held at 4:00 p.m. in the Rouse Room of the Student Center. Tentative plans call for entertainment during the coffee hour.

Cost for the day's activities will

be \$6.00 which includes the football ticket, bus transportation and coffee hour. Alumni already having tickets will be asked to pay \$1.00 for bus transportation and the coffee hour.

Tickets may be reserved by calling the College of Agriculture, Forestry and Home Economics Alumni Association at 373-2466, or by mail to 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455.

To Be Honored



William G. Shepherd '37BS '37 PhD, vice president of academic administration since 1963, will receive the 1965 Award of Merit from the National Electronics Conference (NEC) at its annual meeting this month in Chicago.

Shepherd will be presented with a \$750 award and a certificate at a luncheon during the conference, which will be attended by 20,000 scientists, engineers and educators. The citation recognizes Shepherd's "continuing contributions to the electronics field and active leadership in electronic sciences and engineering research and education over the past 30 years." Shepherd will be only the fourth person to win the award since 1944.

Internationally-known in electronic sciences and engineering research and education, Shepherd was head of the department of electrical engineering until named vice president.

MINNESOTA ALUMNAE CLUB
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

CALLING ALL ALUMNAE

Mark Your Calendar—

Save the Dates

Tuesday, November 9, 1965

An Evening with the University Theatre
Speaker: Professor Lee Adey, Department of Theatre Arts

Play: *Much Ado About Nothing* by William Shakespeare

Time: 5:45 p.m. dinner Campus Club
6:45 p.m. talk and coffee
8:00 p.m. play, University Theatre

Saturday, February 19, 1966

Champagne Tea and Fashion Review for Scholarships

Presented by: Roy E. Bjorkman, Inc., Alumnae Club models

Time: 2:00 p.m.

Place: Minneapolis Athletic Club, 13th Floor

Saturday, May 7, 1966

Annual Honors Meeting and Brunch
"Why Women Buy"

Speaker: Professor William Mindak, Department of Journalism, University of Minnesota

Time: 11:00 a.m.

Place: University of Minnesota Alumni Club, Sheraton-Ritz Hotel, Minneapolis

ALUMNAE OFFICERS

President: Miss Irene D. Kreiberg, '30 BSB

First Vice President: Mrs. Zoe Cosgrove, '52BA, '53MA

Second Vice President: Mrs. Violet R. Graf, '33-'37

Secretary: Mrs. Elizabeth Patten, '61BS

Treasurer: Miss Virginia Bechtol, '33 BSEd

For reservations please call the Minnesota Alumni Association, 373-2466. If unable to attend luncheon or dinners, you are welcome to come later for the program.

Coffman 25th Anniversary Week Features Shulman, Anderson, Music

Max Shulman '42BA, author, humorist and creator of the *Dobie Gillis* television series, will return to the campus on Thursday, October 7, to address a special convocation at 11:30 a.m. in the Main Ballroom of Coffman Memorial Union.

Shulman's appearance is one of the highlights of a Special Celebration Week October 4 through 9, commemorating the 25th Anniversary of the opening of Coffman Memorial Union on October 5, 1940.

Sponsored in cooperation with the Department of Concerts and Lectures, tickets for the free program may be obtained by writing to the 25th Anniversary Celebration Committee, Coffman Memorial Union, or in person at the information desk on the Union's first floor.

The week's activities will begin at 11:30 a.m. Monday, October 4, with a gigantic birthday party. Noon programs and a speakers series from 3:30 to 5:30 p.m. Monday through Thursday, will also enliven the week's activities.

A special Appreciation Luncheon will be held at 12:30 p.m. Friday for the Board of Regents, central

administration and faculty members who have served on the Union Board of Governors, and the final banquet, honoring all past and present members of UBOG and student committee chairmen will be held at 7:30 p.m. Saturday.

Guest speaker will be Minton M. Anderson '20BSCHEM '21BS-CHEM E, retired vice president of Aluminum Company of America.



RENTAL
SERVICE

- All types of uniforms
- Kex shop towels
- Kex walk off mats
- Kex dust mops



Northwest's most complete industrial laundry

LEEF BROS. INC.

212 James Av. N.
Minneapolis, Minnesota FR 4-3880

Since 1915

Since 1915, the University National Bank has been on a first name basis with countless U of M alumnus. If this personalized banking service appeals to you, visit us soon.

University NATIONAL BANK

Washington at Oak Minneapolis, Minn.

1965 Homecoming Activities, Dance Announced by Committee

Alumni ticket sales for the 1965 Homecoming Dance, to be held from 9:00 p.m. until 1:00 a.m. Saturday, October 23, in Coffman Memorial Union, have been announced by Ann Radomski, dance chairman.

Alumni reservations at \$3.50 per couple will be accepted until Monday, October 18. Checks made payable to the University of Minnesota should be sent with a self-addressed stamped envelope to Miss Claudia Berger, 228 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455.

Glenn Yarbrough will play for the Homecoming Dance and, in addition, several other bands have been booked.

Whoopie John will appear in the Cafeteria, Rich Clausen in the Main Ballroom and Dock Marrone in the Men's Lounge. For dixie and jazz, the Hall Brothers will be in the Junior Ballroom and Herb Schoenbohm in the Women's Lounge. Dancing with a Latin flavor will be featured in the Game Room with the band of Roman Gomez. For frug and watusi enthusiasts, the More-Tishans will be in the Gopher Hole and for sing-along enthusiasts, the Ragtime Rebels will entertain in the Fountain Grill.

The week's activities will begin Saturday, October 16, at the Sweetheart Dance. Highlight of the evening will be announcement of Homecoming Queen finalists. The Queen will be crowned on Wednesday, October 20, at the Coronation Ceremony on the Mall. MAA National President Edwin A. Willson '30BEE will do the honors.

Other Homecoming Week activities include:

Center, 3:00 p.m.

Minneapolis—Homecoming Touch Football Tournament.

October 22

Minneapolis—Pep Fest and Rally. Northrop Memorial Auditorium Steps, 11:30 a.m. (Marching Band, Football Team, Coach Murray Warmath, Pep Squad, etc.)

Homecoming Parade. Minneapolis to St. Paul, 12:30 p.m.

Street Dance and Bonfire.

Final judging of house decorations.

St. Paul—Snake Dance, 6:30 p.m.

Talent Show, 8:00 p.m.

Folk Fest, 9:30 p.m.

October 20
St. Paul—Style Show. Student Center, 3:00 p.m.

Minneapolis—Homecoming Touch Football Tournament.

October 21

St. Paul—Open House. Student

Would you like to have professionals spend \$1,000,000 researching your portfolio?

It can only happen to most of us if we buy a mutual fund. New York's Arthur Wiesenberger's annual performance record of funds is available to you at our office.



J. M. DAIN & CO., INC.

Underwriter and Distributor of Investment Securities
Member of the New York Stock Exchange

MINNEAPOLIS ST. PAUL SOUTHDALE
BILLINGS • CASPER • DULUTH • FARGO • GREAT FALLS • SIOUX FALLS

1965 Football Schedule

Date	Purdue	Illinois	Indiana	Iowa	Michigan	Mich. State	Minnesota	N'western	Ohio State	Wisconsin
Oct. 2	S. Methodist	Mich. State	U. of Texas	Wisconsin	Georgia	Illinois	Missouri	Notre Dame	Washington	Iowa
Oct. 9	Iowa	Ohio State	Minnesota	Purdue	Mich. State	Michigan	Indiana	Oregon State	Illinois	Nebraska
Oct. 16	Michigan	Indiana	Illinois	Minnesota	Purdue	Ohio State	Iowa	Wisconsin	Mich. State	N'western
Oct. 23	Mich. State	Duke	Wash. State	N'western	Minnesota	Purdue	Michigan	Iowa	Wisconsin	Ohio State
Oct. 30	Illinois	Purdue	Iowa	Indiana	Wisconsin	N'western	Ohio State	Mich. State	Minnesota	Michigan
Nov. 6	Wisconsin	Michigan	Ohio State	Mich. State	Illinois	Iowa	N'western	Minnesota	Indiana	Purdue
Nov. 13	Minnesota	Wisconsin	Mich. State	Ohio State	N'western	Indiana	Purdue	Michigan	Iowa	Illinois
Nov. 20	Indiana	N'western	Purdue	N. Carolina St.	Ohio State	Notre Dame	Wisconsin	Illinois	Michigan	Minnesota

BOLD FACE: HOME GAMES

OCTOBER, 1965



Who makes the bucket seat for the world's youngest drivers?

The same Union Carbide that
makes electronic components
for computers.

Here's an entirely new kind of baby car seat.

It's designed to keep children safe and just as comfortable as grown ups. There's soft vinyl foam padding all around. And special legs make it a real convertible seat for use inside the home as well as outside.

We're making many new things at Union Carbide. For the electronics industry, our plants are now producing components for computers and electronic equipment used in satellites and other space equipment. We've just built a new plant to make transistors

and we're expanding another facility for producing capacitors, including a new type that's one-fifth the usual size. It uses a unique new Union Carbide plastic film just five millionths of an inch thick.

To keep bringing you these and many other new and improved products, we'll be spending half a billion dollars on new plant construction during the next two years.



"YOU MIGHT CALL THE 'BLUE CHIP' A KIND OF DIPLOMA, SON"

"The big difference is that we have to graduate over and over again."

That's the story of the man who sports a blue chip in his lapel—the agent for Connecticut Mutual Life.

He's constantly being schooled to serve you better, taking courses in family protection, personal retirement programs, business insurance, insured pension and profit-sharing plans. In addition, the "faculty," a crack team of experts in the home office, keeps him up to date on policy benefits, and other information affecting personal and business insurance.

Another Blue Chip plus: his Alma Mater is a 119-year-old company whose record of higher dividends means lower net cost for its policyholders.

In short, his education pays off for you, in sure-handed, money-saving, Blue Chip insurance and service!

Connecticut Mutual Life

● The 'Blue Chip' company that's low in net cost, too.

Your fellow alumni now with C. M. L.

Robert P. Ahola	'64	Duluth
Norman R. Brown		Chicago
Robert C. Buchholz	'44	Asheville, N.C.
William J. Cooper	'41	Minneapolis
Larry T. Dodge	'65	Duluth
James A. Elowson		Duluth
Robert W. Hamel	'47	Minneapolis
F. Edward Hughes	'50	Duluth
J. Denis McCarthy, M.D.	'59	Home Office
Michael Meland	'61	Minneapolis
David L. Noland	'58	St. Paul
Charlton Le Roy Stone	'37	Minneapolis
George G. Webb	'60	Duluth

JOIN THE RANKS

Join with 2,319 fellow alumni who have already expressed their loyalty to the University with a Life Membership in the Minnesota Alumni Association

By taking a Life Membership in the Minnesota Alumni Association, you've told the world that you're supporting this Association and the University for all time to come. Your Life Membership fee goes into endowment so the interest will be used to help support alumni activities on behalf of the University of Minnesota. For just \$100 (\$125 for husband and wife) you've made an indelible mark of your loyalty to a great University and its appreciative alumni!

Newest Life Members include:

- | | | |
|---|---|---|
| Fred J. Agnich
Dallas, Texas | Dr. and Mrs. Maland C. Hurr
Minneapolis, Minnesota | Dr. and Mrs. Bernard Sandler
Rydal, Pennsylvania |
| Harold Andres
St. Paul, Minnesota | Mrs. Marilyn M. Jensen
Lakeville, Minnesota | Dr. and Mrs. A. Howard Sather
Rochester, Minnesota |
| Mr. and Mrs. George L. Berry
St. Paul, Minnesota | Mrs. Adelaide D. Johnson
Minneapolis, Minnesota | W. R. Schwartz
Sleepy Eye, Minnesota |
| Dr. and Mrs. Robert J. Bjoraker
Minneapolis, Minnesota | Alma B. Johnson
Minneapolis, Minnesota | Jerome Shulkin
Mercer Island, Washington |
| Russell A. Boogren, Jr.
St. Paul, Minnesota | Dr. and Mrs. Rodney F. Kendall
Santa Clara, California | Emogene M. Solberg
Minneapolis, Minnesota |
| Hartley E. Conrad
Duluth, Minnesota | Dr. Norman A. Korn
Hopkins, Minnesota | Robert M. Spooner
North Platte, Nebraska |
| Dr. David J. Fihn
Detroit Lakes, Minnesota | Mr. and Mrs. Charles R. Lea
White Bear Lake, Minnesota | Alice E. Stromquist
Mount Clemens, Michigan |
| Edwin W. Gaumnitz
Evanston, Illinois | Dr. P. H. Marrone
Los Gatos, California | Mrs. H. A. Terhufen
Mason City, Iowa |
| Mr. and Mrs. W. A. Greenleaf
Devils Lake, North Dakota | Mrs. J. L. Moore (Virginia A.)
Williamsville, New York | Mr. and Mrs. D. A. Tollefson
Mabel, Minnesota |
| Hortense S. Groh
Santa Cruz, California | Rosemary Nelson
St. Paul, Minnesota | R. H. Tomren
Gardena, California |
| Mr. and Mrs. J. A. Gustafson
North St. Paul, Minnesota | Vincent T. Neubauer
Minneapolis, Minnesota | Haig K. Tufenk
Washington, D.C. |
| Andrew A. Hain
Downey, California | Mrs. M. N. Olson
Plainfield, New Jersey | Dr. Viktor O. Wilson
Rochester, Minnesota |
| R. J. Hilgert
Washington, D.C. | Mr. and Mrs. P. W. Onkka, Sr.
Faribault, Minnesota | John G. Wiseman
St. Paul, Minnesota |
| Dr. and Mrs. S. E. Howard
Minneapolis, Minnesota | John S. Pillsbury, Jr.
Wayzata, Minnesota | F. S. Yeager
Houston, Texas |
| | Mr. and Mrs. Kenneth L. Quigley
Minneapolis, Minnesota | |
| | Dr. John P. Sande
Reno, Nevada | |

Keep this Association strong and stable. Join the fast-growing ranks of Life Members and insure receiving The Alumni News without interruption. Just send your check for \$100 (or \$125) to:

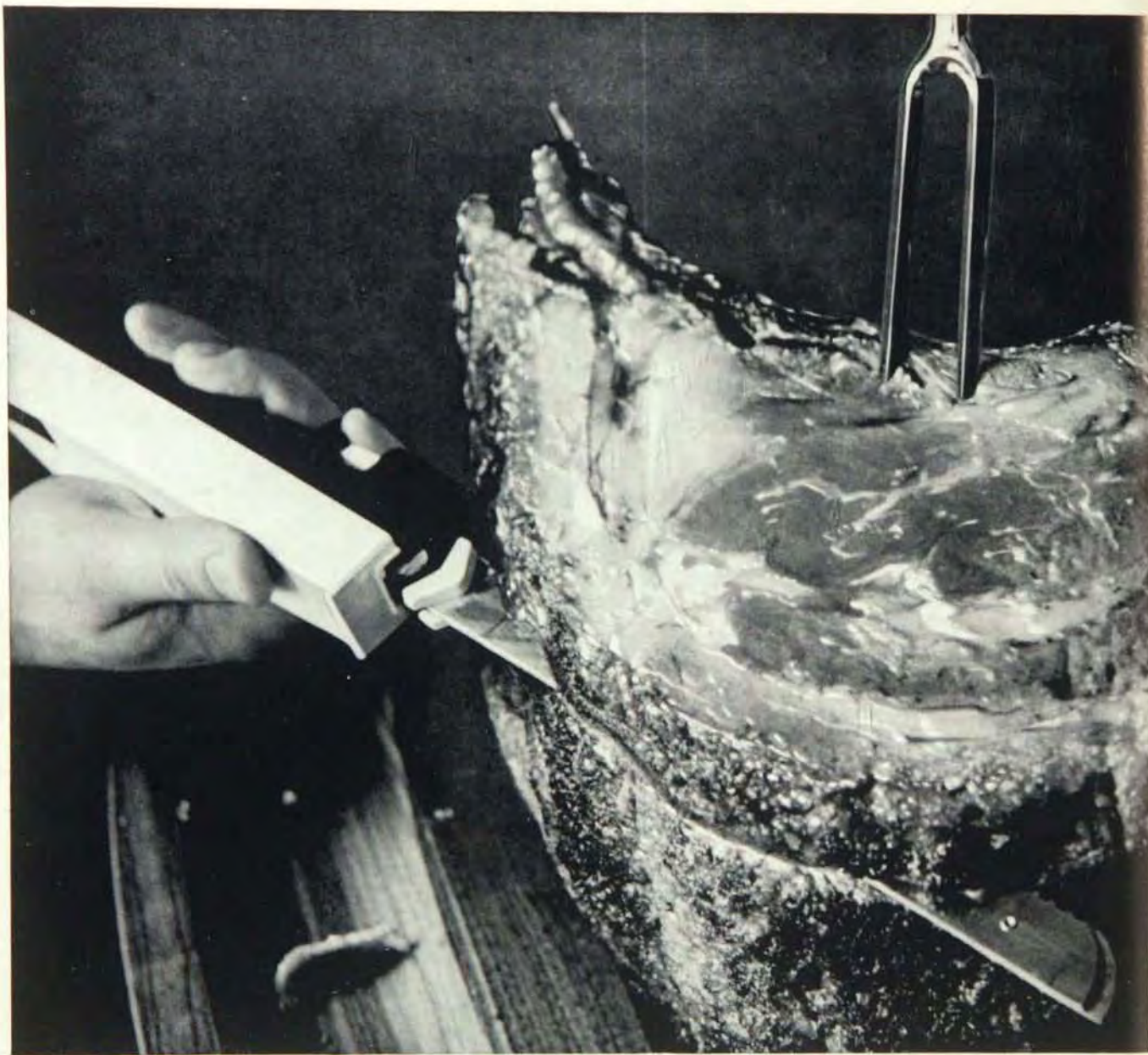
Minnesota Alumni Association
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

THE UNIVERSITY OF MINNESOTA

ALUMNI NEWS

NOVEMBER 1965

STUDENT AID - INVESTMENT OR OBLIGATION?



Whose new battery lets you carve like an expert anywhere?

The same Union Carbide that makes graphite cloth for rocket nozzles.

Carve fast and with the flourish of a master chef whether you are in the woods of Maine, your own back yard, or having a formal dinner party.

New cordless electric carving knives take full advantage of battery power. They are conveniently portable and weigh half as much as leading cord models. What's more, these knives are so power packed they can slice roast beef, ham, turkey and other meats in a jiffy, making neat slices all the way. Their energy comes from a new kind of EVEREADY nickel-cadmium battery developed by Union Carbide. It's rechargeable.

A lot of new things are happening at Union Carbide. Another

recent development is graphite textiles used both in the white heat of rocket blasts and the extreme high temperatures of industrial furnaces. And compact fuel cells, which generate electric power by a chemical reaction and provide a whole new source of energy, are also now being marketed.

To keep bringing you these and many other new and improved products, we'll be spending half a billion dollars on new plant construction during the next two years.



This Is The University Of Minnesota

ALUMNI CLUB

**. . . A PRIVATE CLUB FOR
GRADUATES AND FORMER
STUDENTS OF THE
UNIVERSITY OF MINNESOTA**

Join Now! Fill Out and Mail Membership Application Below

Relax in the red-carpeted, crystal-chandeliered luxury of the plush Regents' Room of the University of Minnesota Alumni Club, enjoy the casual comfort of the Seminar Cocktail Lounge or hold your meetings in the Gold, Maroon or Board Rooms. Whatever your pleasure you'll find the Alumni Club ready and willing to anticipate your every need. The ideal place for the before-game buffet and after-game drink on a football afternoon, the club is located on the lobby floor of the Sheraton-Ritz Hotel in downtown Minneapolis — convenient to everything.

Enjoy the company of fellow graduates and former students of the University of Minnesota. Membership is restricted to graduates and former students of the University who are, or are eligible to become, members of the Minnesota Alumni Association.

Resident membership fees are only \$36.00, or \$3.00 per month; non-resident fees are only \$10.00 a year.

THE ALUMNI CLUB

205 Coffman Memorial Union University of Minnesota
Minneapolis 14, Minn.

I hereby apply for a (resident) (non-resident) membership in the University of Minnesota Alumni Club and agree to abide by its rules and regulations.

Name _____

Home Address _____

City _____ Zone _____ Telephone No. _____

- I am a member of the Alumni Association
 I am not a member
 Check enclosed for \$_____

Membership fees

Resident: 7-county metropolitan area
\$56.00 (Including initiation fee)

Non-resident: \$20.00 (including
initiation fee)

How does your job measure up to a career with Mass Mutual?



IN INCOME? One out of every 5 Mass Mutual representatives earned over \$20,000 in 1964. Those with 5 or more years' experience averaged \$14,978.

And the top 100 producers averaged \$36,943 for the year.

IN PRESTIGE? Mass Mutual representatives hold an unusually high proportion of the top honors in the insurance field.

One in 3 Agents and General Agents won the National Quality Award in 1964.

One in 8 was a member of the Million Dollar Round Table.

One in 5 Mass Mutual men is a Chartered Life Underwriter (one of the industry's highest honors)!

IN ASSOCIATIONS? Mass Mutual men enjoy the rewards of working with successful people. In 1964, new individual policies (not including those issued on Pension Plans) averaged \$19,195.

Mass Mutual wrote 6.5% of all Pension Trust Plans written in the U.S. last year.

And out of \$1.1 billion of individual life insurance we sold in 1964, Business Insurance accounted for \$210 million!

Success has many yardsticks. In any business, however, these are the factors that count.

If you are dissatisfied with your progress, or feel that your rewards don't measure up to your effort ... it's probably time to re-evaluate your situation. Compare your present job with the above facts about a career with Mass Mutual.

Mass Mutual is a solid company, with over 100 years' experience. It's a company held in high regard by the rest of the Insurance industry. If you'd like more information on

a career with Mass Mutual, just write a personal letter about yourself and mail it to Charles H. Schaaff, President Massachusetts Mutual Life Ins. Co., Springfield, Massachusetts.

It could be one of the most important letters you've ever written.

**MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY**

Springfield, Massachusetts / organized 1851



Some of the University of Minnesota alumni in Massachusetts Mutual Service:

Mary R. Buffinton, '28 — Home Office
Oliver C. Plashal, '30 — Milwaukee
Chester R. Jones, C.L.U., '32 — Wash.
Stanley J. Kronick, '32 — Minneapolis
Robert G. Farmer, C.L.U., '37 — Dallas
Stanley J. Johnsen, '38 — Atlanta
Miles W. McNally, C.L.U., '44 — Mpls.
Robert E. Lambert, C.L.U., '49 — Boston

Donald W. Schneider, '49 — Mpls.
Donald L. Grimes, '50 — San Francisco
Seward F. Philpot, Jr., C.L.U., '50 —
Evanston
Richard L. Moses, C.L.U., '53 — Mpls.
Otto T. Bang, Jr., '53 — Minneapolis
Lawrence J. Schwartz, '56 — Sioux City
Gary C. Zuhlsdorf, '56 — Minneapolis

Morris K. Spiess, '57 — Richmond
Harold J. Nelson, '59 — Minneapolis
Chester D. MacArthur — Minneapolis
Raymond W. Schultz — Minneapolis
Roger D. Haro — Minneapolis
John J. Huss — Minneapolis
Francis Prinz — Fort Worth
George E. Thomas, Jr. — Detroit

Continuing the Minnesota Alumni Weekly which was established in 1901, the Minnesota Alumni Voice and the Gopher Grad. Published monthly from September through June by the Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, 55455. Member of the American Alumni Council.

THE UNIVERSITY OF MINNESOTA

FOUNDED IN THE FAITH THAT MEN ARE ENNOBLED
BY UNDERSTANDING DEDICATED TO THE ADVANCEMENT
OF LEARNING AND THE SEARCH FOR TRUTH
DEVOTED TO THE INSTRUCTION OF YOUTH
AND THE WELFARE OF THE STATE

THE MINNESOTA ALUMNI ASSOCIATION

Edwin L. Haislet '31BSEd '33MA '37EdD Executive Director

Executive Committee

Edwin A. Willson '30BEE	President
Waldo E. Hardell '26BSBus	First Vice President
Albert H. Heimbach '42BBA	Second Vice President
Dorothy Green Anderson '30BSEd	Secretary
Kenneth C. Glaser '42BBA	Treasurer
Charles Judd Ringer '38-'41	Past President
Dreng Bjornaraa '30BA	Board Member
Robert Gillespie '26BA '28LLB	Board Member
Harold L. Holden '31BBA	Board Member
Cecil C. March '31BChemE	Board Member
Robert J. Odegard '41BSAg	Board Member
James A. Watson '42BA	Board Member
Terrance L. Webster '27BBA	Board Member

Board of Directors

Term Expires 1966: Fred J. Agnich '37BA, John H. Aldes '38MD, Robert J. Bjorklund '47BSEd, Robert B. Gillespie '26BA '28LLB, Albert H. Heimbach '42BBA, Alfred O. C. Neir '31BEng '33MSc '36PhD, Charles Judd Ringer '38-'41, Betty Sullivan '22BACChem '35PhD, Edwin A. Willson '30BEE. Term Expires 1967: Dorothy Green Anderson '30BSEd, George S. Arneson '49BEE, Kenneth C. Glaser '42BBA, Waldo E. Hardell '26BSBus, Robert J. Odegard '41BSAg, Melvin C. Steen '29LLB, Terrance L. Webster '27BBA. Term Expires 1968: Dreng Bjornaraa '30BA, Roger E. Copeland '57BA, Henry W. Dahlberg Jr. '40BChemE, Harold L. Holden '31BBA, Cecil C. March '31BChemE, Lee H. Slater '23-'27, James A. Watson '42BA. Term Expires 1969: Grant Johnson '38BSEd '40MA, Richard E. Kyle '27LLB, Edwin A. Martini '28BA, '30LLB, James G. Peterson '40BA Aero '49MA, Otto W. Quale '40BA.

Representing The Constituent Alumni Associations: Irene D. Kreidberg '30BSB, President, Minnesota Alumnae Club; Denis Bakke '58BS, President, College of Agriculture, Forestry and Home Economics Alumni Association; George J. Frey '46BBA, President, School of Business Alumni Association; Melvin O. Sletten '35DDS, President, School of Dentistry Alumni Association; David Testor '60BAUMD, President, University of Minnesota, Duluth, Alumni Association; Ruth Egeland '63MA, President, College of Education Alumni Association; James C. Mankey '43MB '43MD, President, Medical Alumni Association; Christian Kamrud '64BA, President, University of Minnesota, Morris, Alumni Association; Robert B. Peters '48AMS, President, Mortuary Science Alumni Association; Judith Tiede '60BSN, President, School of Nursing Alumnae Association; Russell Boogren Jr. '57BSPH, President, College of Pharmacy Alumni Association; Peter G. Pafolis '47BA, President, Liberal Arts and University College Alumni Association; J. Leonard Frame '43BAE, President, Institute of Technology Alumni Association; Wesley D. Anderson '51DVM, President, Veterinary Medical Alumni Association.

Representing non-constituent groups: Kenneth M. Anderson '48LLB '49LLM, President, Law Alumni Association; Richard E. Anonsen '54MD, President, "M" Club.

Post Presidents and Alumni Fund Advisory Committee

Russell E. Backstrom '25BSME '27MSME, William F. Braasch '00BS '03MD, Wendell T. Burns '16BA, Victor Christgau '24BSAg, George Earl '06BA '09MD, Franklin D. Gray '25BA, Hibbert M. Hill '23BSCE, J. D. Holtzermann, '21BA, Arthur R. Hustad '16BA, Francis A. Lund '31-'35, Virgil J. P. Lundquist '43MD, Joseph Maun, '32BA, '35LLB, Harvey Nelson '22BS '25MD, Charles Judd Ringer '38-'41, Glenn E. Seidel '36BME, Leif R. Strand '29DDS, Wells J. Wright '36BSL '36LLB, Edgar F. Zelle '13BA.

Honorary Life Association Members

Dr. J. L. Morrill, President Emeritus of the University; William T. Middlebrook, Vice President Emeritus of the University; O. Meredith Wilson, President of the University; Gerald T. Mullin, President, Minneapolis Gas Company.

NOVEMBER, 1965

THE UNIVERSITY OF MINNESOTA ALUMNI NEWS

(Our 66th Year)

NOVEMBER 1965 • Vol. 65 No. 3

- 8 Memo
alumni scholarship program
- 10 What Can Be Done to Help?
the steadily rising costs of education
- 13 The Residence Counseling Program
teachers-in-residence
- 15 Student, Athlete or Student-Athlete?
for those who ask
- 17 Good Old College Days
oliver towne
- 18 Serving Minnesota's Youth
products of alumni generosity
- 20 This Is A University
homecoming
- 6 Back Talk
- 24 The University
- 28 Campus News
- 30 The Alumni
- 36 Around & About With Alumni

Joseph H. Davidson '56BA Editor
Edwin L. Haislet '31BSEd '33MA '37EdD Managing Editor

Second class postage paid at Minneapolis, Minn., under Act of Congress of March 3, 1879. Annual dues of the Association are \$5 of which \$4 constitutes a year's subscription to the Alumni News. Subscription for non-alumni; \$5 per year. National advertising representative: American Alumni Magazines, 22 Washington Square North, New York 11, N.Y.; phone GRamercy 5-2039. Publisher: Minnesota Alumni Association, 205 Coffman Union, University of Minnesota, Minneapolis, Minnesota 55455.

BACK TALK

Sirs:

The president of our Minnesota Alumni Club, C. T. Kiang, has asked me to thank you for the loan of the film, "This Is The University." We are returning it air mail.

The film was shown last Saturday evening at a meeting at my home. We enjoyed it, although we would appreciate more seeing a film or slide series depicting the new and enlarged University of Minnesota campus.

The Minnesota Alumni Club here on Taiwan has about 60 members, many of whom are prominent in government and business. I believe I may be the only American member.

It is my impression that our membership is heaviest in people who have attended the Agricultural College, perhaps followed by the School of Business. One of our members is a graduate of the Dental School. Another is president of Taiwan Normal University. Our club president is general manager of the Winchester Battery Company here, an Olin Mathieson subsidiary. Another member is a commissioner of the Joint Commission on Rural Reconstruction. And we have a number of younger members.

It's a most interesting group, all of whom are proud of their association with the University of Minnesota. We meet four or five times a year.

Again, we appreciate your sending us the film.

Oliver B. Bongard '37BSB
Taipei, Taiwan

Sirs:

Enclosed you will find a check for one year's dues in the Minnesota Alumni Association.

I have a couple of questions in regard to the Association. In 1964 I graduated with an Associate in Arts degree from the University's General College. Although this degree is on the "under-graduate" level, it has proven valuable to me

in my field of endeavor, and, frankly . . . I am quite proud of it.

I am interested in the work of GC . . . as well as the entire University; therefore, I enjoy reading our monthly publication.

However, I have never read anything about GC . . . or the Associate degrees from that school or others on the campus.

Are there many Associate graduates who are members of the Association? Could you feature a brief article on this type of Junior College program in the *Alumni News*?

I would appreciate a reply to these questions.

Larry Gauper '64AA
Valley City, North Dakota

Sirs:

I would like two more copies of *The University of Minnesota Alumni News* - one for my daughter-in-law who graduated as a nurse, and one for my sister who took part of her MD work at Minnesota.

This *Alumni News* is wonderful!
Mrs. Clarence T. Nelson
'18BSHE
Geneva, Minnesota

Sirs:

I have not had time to read all of the Alumnae Issue of *The Alumni News*, but I am very much impressed with its scope.

The article on Minnesota Plan women is exceptionally well done.

It reflects the great deal of time and energy that you put into it.

Congratulations on another great issue.

Vera M. Schletzer
Assistant Professor and
Coordinator
Women's Continuing
Education Program

Roddy Kilowatt says -



YOU SAVE ON YOUR
FOOD BUDGET WITH
A HOME FREEZER!

NORTHERN STATES
POWER COMPANY



RENTAL
SERVICE

- All types of uniforms
- Kex shop towels
- Kex walk off mats
- Kex dust mops



Northwest's most complete industrial laundry

LEEF BROS. INC.
212 James Av. N.
Minneapolis, Minnesota FR 4-3880

**you get
more
interest
at F&M**

Everyday interest in serving you and high bank interest on your savings. Specialists in home loans and savings services since 1874. Low cost savings account loans available.



Farmers & Mechanics
SAVINGS BANK OF MINNEAPOLIS
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

IDEA MAN

How thirty-six words Paid off to the Tune of Six Thousand Dollars!

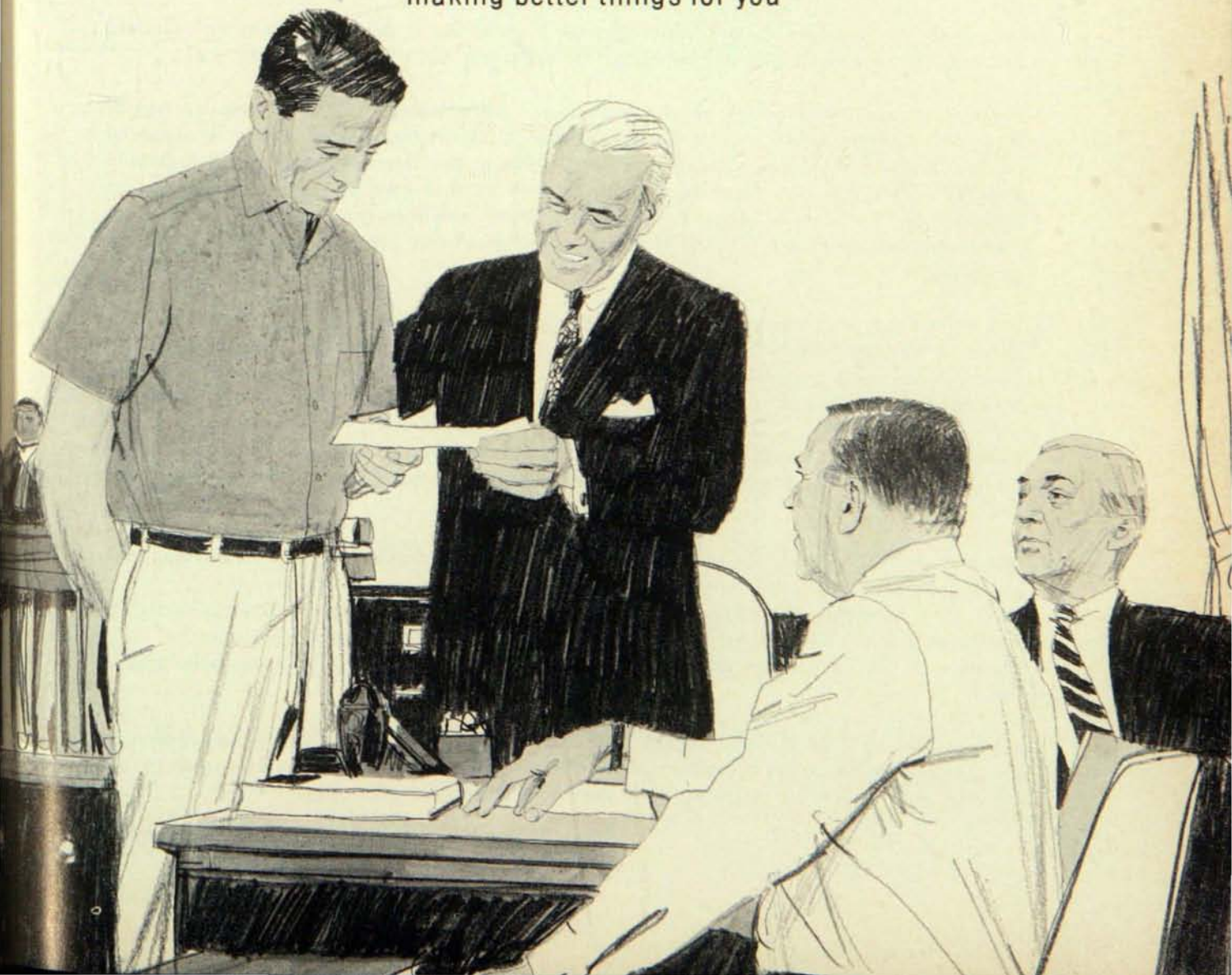
No, he didn't dream up a better mousetrap. But he's the kind of person who probably could if he put his mind to it. As the old maxim implies, though, if you figure out a way to do *anything* worthwhile more efficiently, chances are you'll be rewarded. It was certainly true of this ingenious General Motors employe, who recently collected \$6,000 for a valuable suggestion that took just thirty-six words to describe—more than \$166.00 per word!

The GM Employe Suggestion Plan has paid out more than \$70,000,000 and produced more than a million usable suggestions since its inception in 1942. It is worth noting that a great many awards go to conscientious employes who would have submitted their suggestions even if there had been no monetary reward involved.

Whatever their jobs, these are among the real stars of the General Motors team—people who are truly interested in finding ways to make products and processes safer, better and more efficient.

General Motors Is People...

making better things for you



MEMO

From
ED HAISLET
Executive Director

TO: Membership
SUBJECT: Alumni Scholarship Program

Alumni can be proud of the Alumni Scholarship Program. When it was started in 1949 the University didn't have a single freshman scholarship. At the present time there are 450 freshman scholarships at the University of which this year 88 are supported through alumni giving to the Alumni Fund in the amount of \$31,000. The average grant for alumni scholarships was \$353.00 with the scholarship recipients coming from 52 Minnesota communities, 56 being girls and 32 boys. It was a year of superior candidates for freshman scholarships with over 2500 qualified applications being received. Actually the number of excellent students applying increases each year.

Every time a Fund mailing goes out I receive a letter or two from donors asking about the number of solicitations made by the Alumni Fund during the year. Because the question is important, I felt I should talk about it here so all members will know how the Fund operates.

First, as to the question of how much should I give? As a practical minimum standard we suggest an annual gift of one dollar for each year out of the University.

Second, what are the projects that I can support? Each college of the University has at least one Alumni Fund project — a scholarship, a fellowship, a service fund or a special project. In addition to the college projects, there is the Alumni Freshman Scholarship Program. This program depends on undesignated gifts or gifts directly to the Freshman Scholarship Fund for its support. Over the years it has been the hope that the Alumni Fund would support a minimum of one hundred freshman scholarships. This objective has never been achieved.

Third, how many mailings then does each graduate receive? Each alumnus receives a minimum of three appeals — one appeal from the college from which he or she graduated and two appeals, one in the fall and one at the end of the calendar year to support the Freshman Scholarship Program.

When should I make my gift? We suggest that alumni split their gift with part going to the college or special project of their choice and part to the Freshman Scholarship Program.

While the above program is a fairly simple one, there is a complicating factor. Several special groups of alumni receive a special mailing. They are:

Twin City Alumnae who receive an appeal to support both the Alumnae Club Scholarship and Loan Funds, and the Women's Continuing Education Scholarship Fund.

Winners of the "M" who receive an appeal to support the Henry L. Williams Scholarship Fund.

All members of Classes 1916 through 1931 (this year) (50th through 35th reunion classes) who are asked to support their class fund — \$10.00 a year for 15 years — the gift to be made to the University at the time of their 50th Anniversary Reunion.

Therefore, while all alumni receive three fund mailings, alumni mentioned in the above groups receive one or more additional mailings.

The number of alumni giving to the Alumni Fund increased over 60% last year which means 5,000 alumni are now giving to the Fund. With 115,000 graduates on the mailing list the percentage of participation is low, the lowest of any major university in the country. However, the Alumni Fund in its new form is only two years old — so each year more and more alumni can be expected to support the Alumni Fund by giving to a college project of their choice — and in support of the Freshman Scholarship Program.

Sincerely,

Ed Hauke



for 7¢ a day

YOU GET \$10,000 OF LIFE INSURANCE PROTECTION

If you are a member of the Minnesota Alumni Association this low cost Group Life Insurance is available to you. As little as seven cents a day will provide \$10,000 of life insurance protection if you are under age 25. If you are between the ages of 40 and 45, the same protection may be provided for as little as 20 cents a day. Find out about the MAA Group Life Insurance Program today. Write or phone inquiries to:

The Union Central Life Insurance Company

Group Department
500 First Federal Building
Minneapolis, Minnesota 55402
Telephone: 335-4696

or

Group Administration Office
409 Pioneer Building
St. Paul, Minnesota 55101
Telephone: 224-4719

THE UNION CENTRAL LIFE INSURANCE COMPANY

John A. Lloyd, President • A Mutual Company • Founded 1867 • Cincinnati



Higher education is an expensive investment for student, parent, institution and the state, but the returns are priceless.

What can be done to help?

Soaring costs of education should be, if they are not already, of concern to everyone. For everyone shares in the payment, to some extent, directly or indirectly.

Students, future students and their families are the most worried about the rising costs of obtaining a college education. Worried, too, is the university administrator. For he has to find more and more money needed to make up the difference between what the student pays and what it actually costs to educate the individual.

Citizens in Minnesota are concerned, as are citizens elsewhere, because many of their tax dollars are going to make up this difference at state supported institutions, and they know the need grows for more of this money.

In 1959 Philip H. Coombs, secretary of The Fund for the Advancement of Education and program director of the Education Program of the Ford Foundation, wrote:

"The financial problems of colleges and universities derive largely from unique pricing policies and a tradition of operating on the principle of deficit financing. Colleges and universities have always had to be concerned not only with financing their own operations as

ALUMNI NEWS

producers, but with the financial needs of their customers as well, and their budgets have had to bear both burdens. Privately- and publicly-supported institutions alike have traditionally pursued a below-cost pricing policy in order to keep their services available to the children of middle- and lower-income families in the interest of equality of opportunity and in the belief that higher education benefits *all* society and not merely the individuals who are educated.

"This means that all college students, including the children of wealthy families, are heavily subsidized by private gifts, tax funds, or both. But the student and his family usually share a good part of the cost, and so the subsidy is far from complete. Rarely has tuition been set at zero, and it is customary in residential institutions to set the charges for board and room at approximately the actual cost. Thus, despite the tuition subsidy, the cost of going to college, including a tax-supported one, is too high for many families to afford.

"To a degree this problem has been offset by scholarships, loans, employment opportunities and similar student aid programs, but there still are serious financial obstacles in going to college, and especially to the most appropriate college, for many young people.

"The financial gap between the actual costs of running the college and revenues received from students must be made up annually by income from endowments, current gifts, tax revenues, and other sources. With the rise in costs in recent years, closing the financial gap and raising capital funds has commanded an increasing proportion of college administrators' attention and has led to a greatly increased emphasis on fund raising and public relations.

"The deep concern over finances, reaching at times an almost neurotic preoccupation, has on occasion provoked unfortunate tensions between public and private institutions, to the benefit of neither. It has also led at times to a public relations strategy, born of financial desperation, which has contaminated the atmosphere of intellectual freedom which is essential to true liberal learning and scholarship."

A question asked frequently by many people and always by prospective students and their parents is, "What does it cost to go to Minnesota?" The question is simple, but the answer is somewhat complex.

Basic expense for tuition and fees, plus room and board on campus can be accurately figured. But this is only a portion of what an individual will spend. The amount of money spent on books and supplies will vary with the curriculum studied. Total money for laundry clothing, recreation, transportation, refreshments, snacks and other meals, plus miscellaneous, will vary with the individual.

The rise in the costs of college has almost paralleled the increased rate in the cost of living. And, if there is to be a leveling off in either, it is not yet evident.

Student tempers flared last summer with the University's announcement that in-state tuition and fees would increase from a 1964-65 total of \$315 annually



to \$375 — a \$20 per quarter increase. In explaining the increase, President O. Meredith Wilson cited the necessity of maintaining a high quality faculty and said the University was "responding to what is essentially a mandate from the legislature" in raising tuition and fees.

(The \$20 increase is divided into \$13.50 for tuition increase and a \$6.50 incidental fee increase per person. The tuition portion goes into the general maintenance fund used to finance salaries, library expenses and research. The bulk of the money is going to increase faculty salaries. Increased funds from incidental fees allocate a quarterly increase per person over last year's amount of \$1.70 for Coffman Memorial Union, 75 cents for Health Service, 35 cents for the *Daily* and 10 cents for the Minnesota Student Association. The intramural program receives \$3.40 per person per quarter and the band 20 cents.)

Student leaders offered several alternatives, including progressive tuition based on income; a guaranteed tuition level for four years, enabling a student to plan ahead and determine at one point if college would be feasible; a cutback in enrollment by raising entrance requirements; or a system of Regents' Scholarships, an endowment fund, or re-allocation of student fees.

As a result, a Regents Student Aid Fund was established. The grants were set up in response to claims that the tuition increase would force some students out of school because of financial difficulties. It is aimed at

benefiting students in financial need and not students who are just inconvenienced by the \$60 annual increase.

Each quarter \$1.00 is taken from the tuition to make up the Fund and the funds from the incidental fee money are used for grants rather than loans, and given to as many persons as possible, based solely on need. Additional money to supplement the deduction is also solicited from parents, alumni and friends of the University.

According to George B. Risty, director of the Bureau of Student Loans and Scholarships, "The selection will be based on comparative need with the greatest in need given first consideration. Emphasis will be placed on family income and the number of dependents in the family."

No preference is given to upperclassmen and grants average about \$125 per year per person with a yearly ceiling of \$375. Freshmen are eligible for the quarterly grant which has no minimum amount and will be available on all campuses.

In reviewing the applications, loan officials look into what the student is doing to help himself. "It is not along the scholarship line in that it has no academic requirements except for the minimum 2.0 grade point average," according to Risty.

But what of the student — or prospective student — who has an even greater need or is not yet enrolled? Can he be helped and, once in school, can he receive sufficient assistance to permit completion of his educational goals?

For many years the University has been a national leader in its student personnel program. A necessary ingredient of a sound student personnel program is a comprehensive student aid program, rooted in personal counseling of students.

Scholarships play a vital role in financing the education of students in the lower income and expenditure groups and are generally looked upon as the most important part of a student aid program. They allowed the student maximum time for study and do not involve him in a future repayment commitment. Scholarships, generally made as a reward for past performance and future potential, and primarily for financial need, free the student from a part of his financial concern that otherwise might distract him from his academic effort. They also are a powerful source of encouragement to succeed and, as such, are the cornerstone to a good student aid program.

Unfortunately, scholarship funds have not grown as fast as student need for scholarship support. In 1964-65 out of 2,000 scholarship applicants among incoming freshmen, 390 received scholarships totaling \$121,510. In 1949-50 scholarships totaling \$10,000 were awarded 40 of 112 applicants.

Minnesota alumni are the largest single source of freshman scholarships. This year 88 Minnesota high school graduates are recipients of Alumni Freshman Scholarships totaling \$31,055.

In general, there are two sources of scholarships. One is through annual giving — business firms, civic organ-

izations, labor unions, clubs or individuals. The Minnesota Alumni Freshman Scholarship Program annually adds \$25-30,000 to the student aid program and University Bookstores add an additional \$5-10,000. Hundreds of individual scholarships of \$250 to \$1,000 annually also are in the picture.

One major scholarship program supported primarily by annual giving is the Henry L. Williams Memorial Scholarship.

In 1964-65 a total of 22 Williams Scholarships were awarded totaling \$19,300. This year there are 40 recipients receiving a total of \$43,065. To qualify for Williams assistance, a student-athlete must maintain an honor point average of 2.8 (3.0 represents a "B" average). Only the upper 25% of students at the University have honor point averages of 2.8 or better.

A permanent method of providing scholarships is through endowed funds, such as the Josephine L. Merriam Fund which provides \$20,000 a year for freshman scholarships.

The Bureau of Student Loans and Scholarships is responsible for administration of the University's general scholarship program. The Bureau handles virtually all inquiries about scholarships and last year granted some \$900,000 in scholarships.

The Bureau follows up student inquiries by determining eligibility on scholastic and financial need criteria and a counselor works out with each student on overall financial need program and seeks to help students with any or all forms of student aid possible.

In some cases the financial solution for a student may even include all forms of aid: a scholarship, a loan and a job. The aim of such counseling is to make it possible for as many students as possible to meet their financial needs and to remain at the University if they are otherwise qualified.

More and more college educations are today being partially financed by loans.

Last year the Bureau of Student Loans and Scholarships was instrumental in assisting 4,402 students obtain \$2,380,822 in loans for their education. Some were

(Continued on page 38)



Teachers - in - Residence

The Student Counseling Program

*toward a greater
awareness of
higher education
and the educated
man*

An important part in the total University student personnel program — and an important source of graduate assistance for some 180 graduate and professional school students — is the Residence Counseling Program.

A part of the Office of the Dean of Students, coordinated by Dr. Harold R. Marquardt, the residence counselor is a teacher who lives with his students — a teacher-in-residence who adds to the total education of the student by implementing the objectives of the Residence Counseling Program in the fraternities, sororities, rooming houses and residence halls at the University.

Open only to students with a college degree and accepted by the Graduate School or a professional college of the University, base remuneration for nearly all residence counselors is room and board. In addition, some positions provide \$90.00 per quarter and an added benefit in that non-resident students pay only in-state tuition.

The duties — and contributions — of residence counselors are many and varied: working with the students to make their residence places of intellectual and cultural stimulation; developing and advising the student government within the residence; acting as a liaison between the University and the students by informing the students of, and interpreting to them, the rules and regulations of the University; assisting students directly by counseling or referring them to appropriate personnel agencies for further help; and developing a friendly and permissible atmosphere in the residence units.

Most of the work of the counselor is directed toward helping students grow into mature adults. The counselor encourages and assists students to find new ways to attain their goals, or even to find new goals if their old ones no longer seem satisfactory to them. Encouraging each student to have goals which are concomitant with his capabilities is the underlying theme of the Residence Counseling Program. Students are introduced to new ideas, new books, new forms of art and music, new athletic games and new friends. This task of encouraging students to intellectual, cultural and social growth is the most important function of the counselor.

A rigidly controlled program, nine objectives were established for residence counselors by the Residence Counseling Board in 1953. They continue to this day to serve as the basis for all residence counseling activity at the University. They are:

°To encourage the students to take full advantage of the cultural and intellectual opportunities offered at the University, and, if possible, to supplement and enrich those opportunities through resident unit activities.

°To promote individual and group activities that will facilitate making use of the resident's classroom learning in his daily life.

°To create a permissive, friendly atmosphere in the residence units that will encourage freedom of expression among the students.

°To develop group life in the residence unit so that the student has a feeling of belonging and looks upon his residence as his campus home.

°To provide opportunities for the students to learn and experience the responsibilities which accompany freedom of action, group living and membership in the University community.

°To assist the individual students to adjust effectively to all aspects of University and community living.

°To acquaint the student with the resources of the University that are devoted to serving his needs and to encourage him to make intelligent use of these resources.

°To inform the students of the development of the rules, regulations, policies and customs of the University, and of the means by which the rules and regulations may be modified when they are thought and felt to be inappropriate.

°To encourage in each student a feeling of loyalty to the University; a concern for its progress and active support of its program.

Part-time student assistants in residences at colleges and universities are not new. The concept of *active* residence counseling, however, is one which is not commonly found on campuses across the country.

The distinction must be made and the emphasis placed on the word "active" because this is one of the primary differences between the Residence Counseling Program at the University and the residence counseling program at other institutions.

Frequently when counseling is discussed or listed, the tendency is to think of an individual assuming a passive or somewhat non-directive role as a counselor. For many types of counseling not within the residences of institutions of higher learning, such a passive role may play a larger part in the overall function of a counselor.

However, viewing residences at the University as potential environments for true education to take place requires that a "teacher" be



Neil Bakkenist (right), residence counselor in Territorial Hall, talks things over with Dennis Hale, physical education freshman from Jackson, Minnesota. Bakkenist, a June graduate of Lemoyne College, Syracuse, New York, is a graduate student majoring in educational psychology.

inserted into the environment so that the education is not merely a chance occurrence, but one that is reproduceable.

This "teacher" is the residence counselor, and in order to perform a teaching function, the counselor must be active in carrying out his responsibilities.

The counselor does not wait for the students to come to him or wait for a problem to develop, but rather he is alert to the expressed and unexpressed needs of his students and helps to direct the energies of the individuals and the group to satisfy those needs which are compatible with the goals of the University.

He even goes further than this in that he helps the students to desire and seek those activities which will be of value to them. The residence counselor does not only give the student what he requests, but actively influences the environment in such a way that challenges are constantly provided to the student.

A residence counselor is not only one who helps students with their

personal or academic problems or any other problems that they might have, but he fulfills an extremely important role in areas that may not have recognized problems. The residence counselor is in a real sense much more of a teacher — an educator — than purely a "counselor" in the common understanding or general acceptance of the term. The residence counselor is one who attempts to affect a change in behavior so that growth takes place, not only social growth, but also intellectual growth.

Each year the pressures of modern life brings thousands of new students to the University to receive an education. Some of these young people leave the University with little more than a trade.

The residence counselor is one person who can exert a continuous and active influence to make certain that young people leave the University not only with a trade, but also with a greater awareness and appreciation of higher education and the educated man.

“Almost since their inception, intercollegiate athletic programs have been a source of concern to faculties of colleges and universities. And, inasmuch as the educational progress of students is one of the primary interests of professors in an institution of higher education, such concern seems logical.

“One way in which such concern has been manifested is in the development of faculty committees or boards of control of intercollegiate athletics in the various institutions. Such units have been established to guarantee a faculty voice in the conduct and management of intercollegiate athletic programs. In fact, the Western Conference (Big Ten or Intercollegiate Conference) specifies that ‘Only institutions having full and complete faculty control of athletics may hold membership in the Conference.’ This concern also is reflected in the continued attention given to the matter by faculty individuals or groups, such as the American Association of University Professors, who have raised questions about various phases of the programs and the treatment of athletes on academic matters. At the University of Minnesota studies of one kind or another have been focused on student athletes — usually on football players — in the 1920’s, in the 1930’s, in the 1950’s, and in the 1960’s.

“The study reported in the following pages, therefore, is based on a long history of insistence that the student athlete make satisfactory progress toward the completion of his education, that his participation in intercollegiate athletics not interfere with progress toward completion with his educational goals, that the so-called advantages accruing to the institution as a result of intercollegiate athletics not be permitted to influence the academic treatment accorded the athletes, and that student athletes in general be treated in equivalent fashion to the nonathletes enrolled in the institution.”

The study referred to — *Intercollegiate Athletics and Academic Progress, A Comparison of Academic Characteristics of Athletes and Nonathletes at the University*

For those who ask . . .

Student, Athlete or Student-Athlete?

of Minnesota — was completed last March by John E. Stecklein, director, and Logan D. Dameron, research fellow, in the University’s Bureau of Institutional Research.

As a result of a suggestion made in the University Senate, the Senate Committee on Intercollegiate Athletics (composed of 10 University faculty and administration, two students and two alumni) decided to undertake the study and in March 1963 asked the Bureau to design and conduct it.

The study released last March was designed as a retrospective view of the academic histories of athletes whose class entered the University in 1956 and 1957 (graduating classes of 1960 and 1961). It was designed to involve athletes covered by the old eligibility requirements.

A second half of the two-part study — scheduled for completion in 1969 — is designed to analyze academic characteristics of athletes who entered in 1962 and 1963 (graduating classes of 1966 and 1967). This was done to involve those affected by the new eligibility requirements for participation in intercollegiate athletics, instituted at the end of 1961.

Comparisons and conclusions were based on 202 student athletes and 293 nonathletes. A 50% larger sample of nonathletes was chosen to provide ample numbers for subclassification. However, no nonathletes were drawn from the College of Agriculture, Forestry and

Home Economics since there were only two and six athletes in the Classes of 1960 and 1961 respectively registered in the College.

Just how does the student athlete stack up against his nonathletic counterpart? Pretty well, according to the report.

Because concern often is expressed about the extent to which athletes tend to enroll in large numbers in colleges with low admissions requirements, a special analysis was made to determine in which colleges athletes first enrolled when they came to the University.

More than two-fifths (41.5%) of the athletes registered in the College of Liberal Arts when they first enrolled with 22.8% registering in General College, 17.8% in the Institute of Technology, 13.9% in the College of Education.

The proportion of athletes entering the University with non-resident status was greater than the similar proportion of all entering freshmen. Non-residents accounted for slightly more than 14 per cent of the two classes of athletes, compared with only 4.3% of all new entering freshmen who entered the University at the same time. An even smaller proportion (3.1%) of the nonathletes in the sample were classified as non-resident.

Athletes ranked high in degrees earned when compared to nonathletes. Quoting from the report:

“In conversations about ‘big time’ athletics it is not uncommon to hear the attitude expressed that athletes go to a university only to play foot-

ball or basketball, and take only enough course work to keep eligible. With this in mind, the committee was vitally concerned about the rate of academic progress shown by student athletes, in particular the proportion of athletes who successfully completed all requirements for their four- or five-year degrees. As in the other analyses, comparable data were sought from a sample, college by college, of students who did not participate in intercollegiate athletics.

“ . . . Of the 202 athletes in the sample, 53.0% earned either a four- or five-year degree during the five-year span, compared with 32.7% of the 293 nonathletes. This difference was also representative of each of the two separate graduating classes. An additional 4.5% of the athletes earned a two- or three-year degree, compared with an additional 11.6% of the nonathletes who earned such degrees. Thus for the two classes combined, 57.5 per cent of the athletes and 44.3 per cent of the nonathletes had earned some degree during the five years following their initial registration at the University . . . ”

Of the four-year degrees that were awarded to athletes, the School of Business Administration, the College of Education and the College of Liberal Arts awarded the greatest proportions: 18.5%, 40.8% and 29.1% respectively. The same three colleges awarded the highest proportions of four-year degrees earned by the nonathletes: 19.8%, 29.6% and 34.6% being awarded by the School of Business Administration, the College of Education and the College of Liberal Arts, respectively. From these figures it can be seen that athletes earned a slightly higher proportion of degrees from the College of Education than did nonathletes, while the nonathletes earned a slightly higher proportion of their degrees in the College of Liberal Arts.

Of the athletes originally registered in General College, 30.4% earned four-year degrees within the time span of the study, compared with 5.7% of the nonathletes

who originally entered General College. Of the athletes who originally registered in the College of Education, 46.4% earned their four-year degree, compared with 40.5% of the nonathletes. None of the students entering these colleges had earned a five-year degree within five years.

A slight difference was found in the percentage of athletes and nonathletes who originally registered in the Institute of Technology who earned four- or five-year degrees. Nearly three-fifths (58.3%) of the athletes earned such degrees compared with 48.2% of the nonathletes. Considering five-year degrees only, 11.1% of the athletes and 20.4% of the nonathletes who originally registered in the Institute of Technology earned five-year degrees.

More than three-fifths (64.3%) of the athletes and about two-fifths (38.5%) of the nonathletes who were originally registered in the College of Liberal Arts had earned baccalaureate degrees within the time span of the study.

For those who earned a four-year degree, the athletes took an average of about half a quarter longer of elapsed time to earn the degree than did nonathletes. The average for the athletes as a whole was 13.3 quarters compared with 12.8 quarters for the nonathletes.

The total time span of the study was 15 quarters (five calendar years). During this time, athletes registered for and completed an average of 11.7 quarters while nonathletes averaged 9.3 quarters. Total elapsed time at the University — the number of quarters from first to last registration — was 12.4 quarters for athletes and 10.9 for nonathletes.

point average for the athletes was 2.38 compared with 2.31 for nonathletes. The respective unweighted grade point averages were 2.32 and 2.17. (3.00 represents a “B” average.)

The mean grade point averages ranged from 2.17 for football players to 2.49 for swimming and cross-country team members. Other sport groups with grade point averages above 2.40 included golf,

track and hockey. In addition to football, the basketball, gymnastics and wrestling groups had grade point averages below 2.30.

Some variation was found for the two classes individually but, for the two classes combined, the weighted grade point average earned by athletes during quarters in which they were competing in intercollegiate athletics was 2.41 compared to 2.38 earned in quarters when they were not competing.

The probation records of athletes and nonathletes were very similar. About half of each group had never been on probation and about one-third had been on probation at least 25% of the time that they were registered in school. There was, however, considerable variation between the two classes in the study. For the total athlete group, 16.1% of all registered quarters were spent on probation compared with 15.3% of all registered quarters for nonathletes.

Athletes cancelled about the same percentage of courses for which they registered as did nonathletes (4.5% compared with 3.5% respectively). The highest rate of cancellation for any one individual in each group was 25% of the courses for one of the athletes and 33% for one of the nonathletes. However, athletes and nonathletes did not differ appreciably in the percentage of the two groups who cancelled more than 10% of their courses (7.9% and 8.9% respectively).

About the same percentage (7 to 8%) of the athletes and nonathletes had incompletes in more than 10% of their courses. This proportion increased, however, during quarters of intercollegiate competition, when nearly 14% of the athletes took incompletes in more than 10% of their courses.

Three out of five athletes received aid either in scholarships, loans or both during the span of study, compared with one in five of the nonathletes. Based on those who received aid, the athletes re-

(Continued on page 34)

Good Old College Days

Whenever, in autumn, I see a tree turn to gold, catch a whiff of burning leaves and hear the Minnesota Rouser, I get a yearning to go back to the University of Minnesota and recapture the campus of my youth.

The way it was back in the fall of 1939 where there were only 20,000 of us and beginning psychology classes in Burton Hall auditorium held a mere 800 students.

Those were the days when streetcar tokens were six for 45 cents and there weren't enough cars on campus to fill an alley. And if you had classes on both the Main and St. Paul campuses, you rode the famed intercampus streetcar, whose conductor was the immortal "skipper" and also father confessor and self-styled psychiatrist for whatever ailed you at the moment.

And watching the battery of University police cars and patrolmen of today I have to laugh to think what Herman Glander would have thought. He was the only campus policeman — the entire force and also a philosopher who was oft-quoted in the *Minnesota Daily* by such luminaries of old Pillsbury Hall Journalism School as Tom Heggen, who went on to write *Mr. Roberts*, and Max Shulman, who brought his own salami and garlic sandwiches from home and stunk up the entire hallway. He kept writing about the health service and library so humorously they banned him from both places.

I was around the day we moved from Pillsbury to the new Murphy Hall journalism building, so a bunch of the lads hauled the copy desk out into the street and burned it. That was as close to a demonstration as we ever had.

Old Folwell Hall — a faded relic now. But in those gay years you'd see Elizabeth Jackson, the English professor, coming to class with her pet dog. He'd sit by her desk and stare balefully at the students trying to master Chaucer or Shakespeare. And I once wrote a long theme about Peggy's, an after-hours establishment the collegiate crowd frequented when the proms were over. The professor read it to the class and later suggested we both go down the next Saturday night because he enjoyed bar room scenes.

Good old Folwell Hall, where the boys stood at the foot of the massive steps and watched the girls come tripping down — they called it the Folwell Hall Follies, and it was.

Pioneer Hall. I'll never forget it. House 8. During finals week, we'd go into hibernation to study day and night, not shaving, not even bathing. But when exams were over, our counselor, John Rukavina (he's a dermatologist now) used to lead the lads down to the old West Hotel where the mellerdramas played and then

we'd all go over and watch the last show at the Gayety burlesque house — right down in the front row.

And those Friday nights before the football games the Harvard Grill on Washington Avenue used to rock with steins being lifted and college songs being sung. Then the gay, carefree boys would go over to the White Castle and buy nickel hamburgers with onions, pickles, catsup and mustard.

We didn't do the Watusi and Frug then, but the campus made national headlines with something called shoeless dancing that shook the dean of men — Dean Nicholson "Old Nick" we called him — and Dean of Women Ann Dudley Blitz. (World War II had just begun and we always knew where the term Blitzkrieg came from.)

Dimitri Mitropolous was conductor of the Minneapolis Symphony and one day the Peddiford boys — legendary musicians — wrote a song "Beat Me Dimitri" and Mr. Mitropolous sat cross-legged on the floor of Coffman Union and heard the premier.

A young fellow named Orville Freeman was active in campus politics and Evelyn Peters, daughter of former Gov. Hjalmar Peterson, used to sit and knit sweaters during those political go-arounds. We called her Mad-dame LaFarge."

A friend of mine in the journalism school got a job as janitor in Sanford Hall women's dormitory and he'd regale us at editorial conferences about his "experiences." At least all the men. I wonder if he ever wrote the book.

And I'll never forget our disillusionment when we read in the paper one morning that the pleasant, wholesome young lady who served malted milks at one of the campus drugstores had been arrested as a too-much-strip-teaser in a Washington Avenue night spot.

(Continued on page 26)

About the author: Gareth D. Hiebert is a 1943 graduate of the University's School of Journalism. He is writer of the popular "The Oliver Towne Column" which appears in the St. Paul Dispatch. This is a reprint of his September 29 column.



Alumni Scholarship Program

Serving Minnesota's Youth

Eighty-eight 1965 Minnesota high school graduates are recipients this fall of Minnesota Alumni Scholarships totaling \$31,055.

Scholarships, ranging from \$100 to \$500, were presented to 56 girls and 32 boys, representing 45 communities. Average grant was \$353, an increase over previous years due to the current "need" policy in allocating grants and the abolishment of the \$50 honoraria.

Citizens in this and other states are greatly concerned about the costs of higher education and their share of the bill. Some, who pay through taxes yet have never visited a campus, nor have children who will go to college, are disturbed about present day expenditures and object to any additional or increased amounts.

Every alumnus should know why a college education is necessary for so many young people today. Other people, however, need to be reminded that the progress achieved by our society would not have been possible without the expansion and development of higher learning.

Also, the products of our colleges and universities have been instrumental in helping this nation achieve the role of world leadership.

While the individual graduate benefits more from a college than anyone, all citizens have benefited greatly from their work and the increase in knowledge. Higher education has helped make possible a more healthful and prosperous society that offers many more comforts and rewards than has any other society.

All citizens should be willing to pay part of the cost of higher education, for they have reaped some of the rewards. And they have, directly or indirectly, created conditions that practically demand that most of our youth gain a college education to compete in today's world and be of meaningful service to our society.

Minnesota alumni are offered this opportunity through the Alumni Freshman Scholarship program and these young people, pictured below, are the products of their generosity.

SYBIL BETZ, Rushford, Minnesota, is interested in music and athletics but has not yet determined her major. An accomplished musician, she has been a church organist since her high school sophomore year, has accompanied church and school choirs and in her junior year became first clarinetist in the high school band. A sister, Carol, is a senior at Luther College. Sybil wrote: "I would like to take this opportunity to express my sincere thanks and appreciation to you for helping me attain this lifelong dream. I will try to live up to the great responsibility I assumed when I accepted the Minnesota Alumni Scholarship."



JANE CHRISTIANSON, her parents and four brothers, live on a farm in Blomkest, Minnesota. Jane has chosen zoology as her major field and hopes to obtain a doctorate and, "in future years I hope to travel all over the world doing research work." Jane's interests are varied, and range from camping and collecting rocks to enjoying concerts and operas. She wrote: "I would like to very sincerely thank you for the \$500 scholarship I recently received. It is greatly appreciated by both my family and myself. Both my brother and I will be attending the University this year and I am very grateful that with your help I can lessen the financial burden for my parents."

JAMES C. PELLMAN graduated from J. F. Kennedy High School in Babbitt, Minnesota originally with the idea of an engineering major. He since has decided, however, to major in medicine. He now is taking his pre-medical course work at the University of Minnesota, Duluth, and hopes to transfer to the Medical School in two years. The oldest of six children, his father is a railroad diesel mechanic for Reserve Mining Company. He enjoys all types of natural sciences and, if time allows, would like to minor in art. James wrote: "May I express to you my deepest gratitude for your vital aid in advancing my education. Coupled with the summer work which now fills most of my time, the grant balances my budget and assures me of the fact that I will have nine months which I can devote more fully to my studies and campus life."



DALE PERKINS, the oldest of six children, lives in Duluth and currently is attending UMD. His first two years of college he will be studying pre-engineering and then will transfer to the Minneapolis campus for three years, where he will study electronics. Extremely active in high school, he was a member of the National Honor Society, Lettermen's Club, Student Council, football and hockey teams and band. Dale wrote: "Thanks to you and the alumni for selecting me to receive one of the Minnesota Alumni Scholarships for 1965-66. This financial help relieved my worry of financing my way to college, at least for the first year."

SHEILA WILSON graduated from Hermantown, Minnesota, high school in June and now is attending the University of Minnesota, Duluth and hopes to become a high school teacher. Her particular interests are advanced mathematics and English. The only girl in a family of four, her father is employed by a blacktop company as an operating engineer. Sheila worked last summer at Northwestern Bell Telephone Company in the engineering department as a general clerk. Deeply appreciative of her Alumni Freshman Scholarship, she wrote "I think it is really wonderful when people such as you take an interest in the youth of our nation and encourage their educational development."





this is a university

HOMECOMING

Pert and petite Maryann McFadden radiated regal elegance when she was crowned 1965 Homecoming Queen by MAA President Edwin A. Willson '30BEE on the steps of Coffman Memorial Union last month. Miss McFadden, a junior in political science, was selected from among 15 queen candidates. Her first official act as queen was to preside at an Army ROTC awards ceremony Thursday. Friday she headed the homecoming parade which wound its way through the West Bank, East Bank and St. Paul campuses and on Saturday was escorted to homecoming ceremonies at the Minnesota-Michigan game by Willson. Miss McFadden, who is 5 feet 8, 128 pounds and 36-25-36, was sponsored by her sorority, Pi Beta Phi. Her four attendants were Christine Jensen, a senior in nursing sponsored by Delta Delta Delta; June Lommen, a senior in physical therapy, sponsored by Pioneer Court Houses VII and VIII; Merrie Lundbohm, a senior in English, sponsored by Delta Tau Delta; and Nancy Jo Shaver, senior in English, sponsored by Chi Omega.

ninth in a series

Gophers A-Go-Go



ALUMNI GIFT GUIDE



BLAZER EMBLEM

Handcrafted in India, this beautiful reproduction of the University of Minnesota seal is authentic in every detail. The 3¼ inch wide seal is mounted on a raised background of gold cloth and maroon and gold embroidery. Made originally to sell at \$15.00, available to MAA members for \$7.50, non-members \$8.95.



CIGARETTE LIGHTERS

Lighters by Parkl Smart gold finish bears the Great Seal of the University and the Minnesota Gopher, embossed in maroon. An excellent gift for yourself or a friend. Only \$3.50 postpaid for Association members, \$4.00 to non-members.

SAVE FOR THEIR COLLEGE YEARS . . .



is the gold inscription with the Big Minnesota M on the back of this gold and opaque ebony savings bank. Smooth lock mechanism and sliding tray for easy use. One for every home. Members \$2.25 postpaid; others \$3.00

MINNESOTA CHAIR



The perfect gift for home, office or studio. Black finish with University Regent's seal silk-screened in metallic gold. Members \$31.50; others \$35.00.



MINNESOTA PLATES by SPODE

Handsome mementoes of campus life add a memorable touch to dining, or make handsome wall decorations. Created by Spode of England in cooperation with Anderson's China Shop, six scenes from the University campus are strikingly reproduced from hand-engravings in reddish brown on creamy white dinnerplates.

Scenes available are Northrop Auditorium and Morrill Hall, Main Gate, Armory, Pioneer Hall, Falwell Hall, Memorial Stadium. Set of 6—\$19.50 members, \$22.00 others. Individually \$3.75 for members; others \$4.25.

MINNESOTA PLAYING CARDS

The University Regent's Seal on the back, one with a maroon seal on white, the other gold on maroon. Postpaid to members \$2.25; others \$3.00.



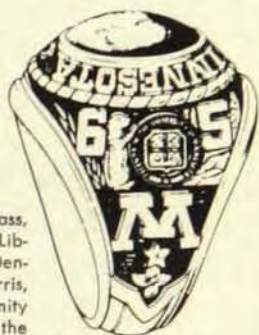
MINNESOTA BLAZER BUTTONS

Authentic in design and coloring, hand detailed in jewelers' enamel and finished in 18 Kt. gold plate. When worn on your favorite blazer or sport jacket they add that extra something. In excellent taste, the right way to show your school colors. Only \$7.00 postpaid for Association members, \$7.75 to non-members.



ALUMNI GIFT GUIDE

OFFICIAL MINNESOTA RING



Now offered with class, college and degree (Liberal Arts, Medicine, Dentistry, I.T., Duluth, Morris, etc.) or your fraternity insignia encrusted on the stone.

MINNESOTA SIDE



Engineering



Business Administration

Official Minnesota Ring—Selected by the Board of Directors of the Minnesota Alumni Association as the official design. The Minnesota Side contains the University Seal with the Golden Gopher and the Minnesota "M", your graduation date appears at the top of this side. The University Side features Northrop Auditorium combined with different elements for most of the colleges—I.T., Business, Medicine, Dentistry, Law, Duluth, Morris and the all-University design. Academic degree appears at the top of this side. Greek letter or Club encrusting can be encrusted on the stone.

10 K GOLD RING WITH MAROON SYNTHETIC GARNET

OPEN BACK (tax and postage included)	38.50
GOLD CLOSED	40.70
LADIES RING	33.00
FOR WHITE GOLD ADD	5.50
ENCrustING: 2 GREEK LETTERS	3.00
3 GREEK LETTERS	5.00



Medical or Dental
(with DDS)



Law



Liberal Arts

Pen & Emblem Set with the authentic Regents' Great Seal of the University



Two fine Eversharp ball-point pen sets, with ebony colored pens set in heavy, "solid-as-a-rock" bases, embellished with a raised medallion of the Great Seal of the University of Minnesota. Single pen is mounted on a 4"x4" base; base of the twin-pen holder is 2½"x8". Your choice of English Bronze or Golden Deluxe finish.



SINGLE PEN SET

Members \$6.50
Non-members \$7.50

DOUBLE PEN SET

Members \$10.00
Non-members \$12.00



OFFICIAL MINNESOTA BLAZER

Traditional cut, all wool, patch pockets. Burgundy, gold buttons. All sizes. Two week delivery please. See order blank on size. Members \$28.50; others \$32.50.

Fill out and mail to:
MINNESOTA ALUMNI ASSOCIATION
GIFT DEPARTMENT

205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Enclosed is my check or money order for
\$_____ per items checked at the right.

_____ I am a Member of the Association.

Card Serial No. _____

and expiration date. _____

Name _____

Address _____

City _____ State _____

ORDER FORM

_____ Minnesota Ring—Check one All University Medical Duluth IT Law Business Dental Morris Open back \$38.50 Closed back \$40.70
\$10.00 deposit, balance COD

_____ Minnesota Blazer—Please circle; short, regular, long; extra long add 15%. Circle size: 36, 37, 38, 39, 40, 42, 44, 46, 48 and larger by special order, add 15%.

_____ Minnesota Spode Platewear—Check: Northrop Gate Armory Pioneer Folwell Stadium, One plate Set of six.

_____ Minnesota Blazer Buttons

_____ Minnesota Blazer Emblem

_____ Minnesota Chair

_____ Minnesota Playing Cards

_____ Minnesota Savings Bank

_____ Minnesota Cigarette Lighter

_____ Minnesota Pen and Emblem Set

Double Pen

Single Pen

THE UNIVERSITY

University Attendance Reaches All-time High With 42,178

University attendance has reached a new all-time high with 42,178 students enrolled in fall quarter classes, an increase of 3,776 or 10 per cent over the 38,403 previous high figure of one year ago, according to True E. Pettengill, University recorder.

The attendance figure is just 178 over the previously announced estimate of 42,000 made by University officials prior to the start of registration for the quarter.

This marks the thirteenth fall quarter (out of 14 years) in which the enrollment total has increased since 1951 when attendance was 18,682, low point in the post-World War II period.

In addition to the record daytime enrollment, the University's General Extension Division evening class attendance also has climbed five per cent — to a new high mark of 16,096. This represents an increase of 705 over the previous record of 15,391 evening students in class last fall.

Included in the 42,178 day students currently attending the University are 36,789 (up nine per cent) on the Minneapolis-St. Paul Campuses, 4,405 (up 18 per cent) at Duluth and 984 (up 12 per cent) at Morris. A year ago the Twin Cities Campuses had 33,797 students, Duluth 3,727, and Morris 879.

More new students entered the University this fall than a year ago, 13,409 as compared with 12,538 in 1964. This year's newcomers included 9,614 freshmen (up six per cent) 3,320 students with advanced standing from other institutions (up nine per cent) and 475 new special students. Among new students last year were 9,048 new freshmen, 3,034 advanced standing students from other institutions and 456 special students. Freshman attendance is up three per cent on the Twin Cities Campuses, 28 per cent at Duluth and 13 per cent at Morris.

New freshman enrollment on the

various campuses is: Minneapolis-St. Paul, 7,697 compared with 7,506 a year ago; Duluth, 1,499 compared with 1,171; and Morris, 418 compared with 371.

More than half (52 per cent) of the total daytime attendance increase this year was in new students with the remainder resulting primarily from the normal continuance of students from last year.

Of the students attending the University this fall, 28,101 are men and 14,077 are women. There are 2,315 more men in the student body this year than last and 1,460 more women.

Regents Submit Plan For \$344,000 Program

The University of Minnesota has submitted its plan for a \$344,000 building program at the North Central School and Experiment Station at Grand Rapids, Minnesota, to the state legislative building commission.

The plan was worked out in cooperation with the state junior college board and the Grand Rapids school district and proposes transferring the present experimental station administration building to the junior college board and the construction of a \$200,000 research-continuing education center.

Itasca Junior College is moving from Coleraine to Grand Rapids and would use the present North Central School dormitory, administration building and engineering building now used by the Grand Rapids area vocational school if plans are approved by the legislature.

Would you like to have professionals spend \$1,000,000 researching your portfolio?

It can only happen to most of us if we buy a mutual fund. New York's Arthur Wiesenberger's annual performance record of funds is available to you at our office.



J. M. DAIN & CO., INC.

Underwriter and Distributor of Investment Securities
Member of the New York Stock Exchange

MINNEAPOLIS ST. PAUL SOUTHDALE
BILLINGS • CASPER • DULUTH • FARGO • GREAT FALLS • SIOUX FALLS

\$17 Million, Four-Tower Dormitory Planned For University's West Bank

"Operation West" — a \$17 million housing complex consisting of four 10 to 12-story dormitory towers and a dining hall is being planned for the West Bank Campus, it was announced at a meeting of the University Board of Regents last month.

The project, which will provide 2,572 beds on a 10-acre site, along with a project under way on the St. Paul Campus, will bring the University housing situation back to where it was in 1961. In 1961, according to Donald Finlayson, director of University housing, 13½ per cent of the students on the two Twin Cities Campuses were housed in University facilities and that the percentage this year is only about 10 per cent.

According to Finlayson, the University's women's housing facilities were booked full by June 15 and there still are 200 people on a waiting list.

The new four-tower dormitory, housing both men and women, will be built in the Riverside area, immediately south of the present West Bank buildings. It will be bounded by West River Road, 22nd Avenue and Riverside Avenue.

The dormitory will include a lower floor with storage areas and a dining room overlooking the river. The second floor will contain lounges, game rooms, other "common areas" and another dining room. The third-level terrace areas will have access to the four towers.

The complex will contain a variety of living arrangements. The structure will contain groups of 16

students and three or four of the clusters of 16 will form a "house," sharing common facilities and services. Approximately 10 "houses" will form the larger unit or hall and four halls with common facilities will form the complex.

Total cost of the complex (excluding land costs) is \$16,445,240.

Common facilities shared by the house unit will include a lobby, study lounge, residence utility room and kitchenette and utility closet and linen room. The house lounges will be used primarily for studying, and the hall lounges will serve as reception and control areas for the individual buildings.

A few small alcoves for "rendezvous" and "farewells" also will be provided, according to a report issued by the architects. A games center, snack center, study library, lounges, television viewing rooms and exhibition and activity center are typical of the facilities to be programmed for common use. Com-

mon activities areas will be open to all residents of the coeducational dormitory on a 24-hour schedule.

A transient guest center with 10 double guest rooms and two bunk rooms will replace the "extra cot" system now used for guests in most dormitories. Family clusters will consist of various combinations of double and single rooms, separately or in suites to form diverse living arrangements. Each family cluster can be arranged to provide exclusively for undergraduate students or for graduate students to provide for a balanced heterogeneous residential group.

Dining rooms will provide seating for 1,250 of the residents and will serve as multiple-use spaces when meals are not being served. A separate dining area with a special menu will be available for social dating, special dinners, receptions, small banquets and meetings.

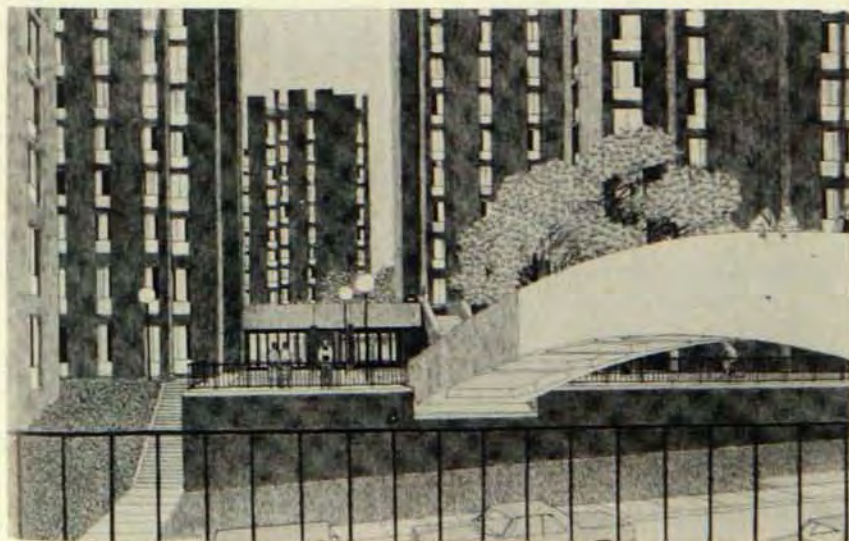
The commons area will provide for food service, administration, public facilities, snack center, games center, student government center, study library, lounges, transient guest center and general services. All four residence halls will have separate entrances.

Library Receives Special \$5,000 Gift

Because public library service and the provisions of adequate library service in correctional institutions and hospitals is dear to the heart of a Minnesotan who taught courses on hospital library service many years ago at the University, the University's Library School has received a \$5,000 grant for work in this field.

The money will be used in support of activities which will interest librarians and the public in the need for improved library services in Minnesota hospitals and correctional institutions.

Miss Perrie Jones '03-06, retired St. Paul public librarian and 1964 recipient of the Outstanding Achievement Award, presented the gift to the University.



(Continued from page 17)

Bernie Bierman became the "Gray Eagle" of football. One of the fellows who waited on table at Pioneer Hall was a lad named Bruce Smith — one of the greatest of the great Golden Gophers. We'd always tell him to pass "the hot metal" when he came around with the milk pitchers.

I was a student before Coffman Union was finished and we'd elbow into the old union between classes and drink coffee and eat chocolate doughnuts at wall counters. It was a wild, hectic, noisy place but there were many courses passed, romances nourished and much gossip hashed in the din and smoke.

On warm, spring nights, you'd take your girl and sit

on the Knoll (long since covered with classrooms) and then go over and have a bottle of pop at the Gopher Cafe or the Bridge. And talk about the future and how to stretch a paycheck of \$100 a month (I was working on the *Pioneer Press* then) to cover \$90 tuition a quarter and \$45 a month room and board at Pioneer Hall.

Scandalous prices for a college education.

And on Saturday afternoons you sit in Memorial Stadium and sing "Hail Minnesota" and a big lump would crawl into your throat. As it still does when I go out there now.

Because there it hasn't changed much. Not even Julius Perlet's voice over the loudspeaker. Not in 26 years.

"Superblock" Plan Approved By Minneapolis City Council

A proposal enabling construction of a dormitory "superblock" by sealing off streets between Pioneer, Centennial, Territorial and Frontier Residence Halls has been approved by the Minneapolis City Council.

The University-originated proposal calls for the closing of S.E. Essex Street from Harvard to Oak Streets and Walnut Street from Fulton to Delaware Streets.

A large mall area and walkways then will be constructed to connect the four dormitories involved, according to Donald Finlayson, director of University housing.

"The basic reason for closing the streets is we have 3,000 students cutting back and forth in the area," he reported. "Safety is the prime factor.

"Also, the halls are limited in terms of free space — there's no place to go . . . just walking in the streets."

Approved in August 1963 by the Minneapolis Planning Commission, the proposal was then denied in October by the Roads and Bridges Commission and later by the City Council. In April 1964 Stanley J. Wenberg and Laurence R. Lunden, University vice presidents, set up a Superblock Liaison Committee with Martin Snoke, assistant dean of students, as chairman.

Last January the committee re-

ported its findings and in May Elmer W. Learn, assistant to the president, announced the administration had decided to continue the proposal. Last August it went back to the City Council.

The first phase in constructing the superblock will be establishing a large green space with intersecting sidewalks and spaces for short-term, pick-up and delivery parking, according to Finlayson. Sidewalks will be built to hold fire and emergency vehicles.

"We have no plans beyond that now. There'll be nothing put in the center," he said. "We just want an open space with nothing cluttering it. There are no plans for sculptures, fountains or other things that have been suggested."

Training Center Allocated \$500,000

The University of Minnesota Rehabilitation Research and Training Center has been allocated \$500,000 for research training and patient care in heart disease, cancer and stroke, according to Dr. Frederick J. Kottke, Center director.

This sum, awarded the Rehabilitation Center by the federal Vocational Rehabilitation Administra-

tion, is in addition to the previously assigned amount of \$725,000 or a total of \$1,225,000 for the 1965-66 fiscal year.

The Center, started in 1962, was the second of such centers organized in the United States, preceded only by the center at New York University. It now occupies a new \$2,050,000 unit of the University Hospitals. The seven-story building, opened a year ago, contains facilities for hospitalization and treatment of children and adults with physical disabilities and facilities for research and training of rehabilitation workers.

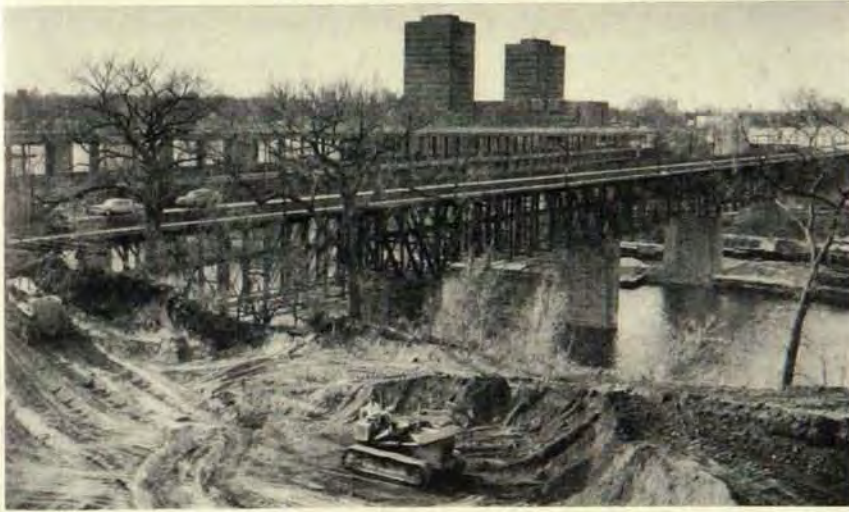
More than half — \$1,045,000 — of the funds for building the Center came from the University's William Henry Eustis Endowment Fund. The federal Hill-Burton Act covered 45 per cent — \$869,000 — and other funds came from the Crippled Child Relief, Inc., of Minneapolis, the University's Max Ogden Cole Fund and from several other private donors.

Former Regent Olson Dies September 27

Andrew J. Olson '12BSAg, former Regent of the University, died September 27 in Willmar, Minnesota.

Olson, 80, was elected a Regent in 1929 and served until 1937. He was re-elected in 1937 and served until his retirement in January 1964. His record of 32 years as a Regent places him second in length of service only to Regent Fred B. Snyder who served 38 years.

Past . . . Present . . . Future



The 80-year old Washington Avenue Bridge, which was reported to be "on the verge of condemnation" back in 1942, is finally ready to succumb to demolition crews.

According to an official of the Industrial Construction Division of Allied Structural Steel, which holds the \$109,095 demolition contract, actual demolition will begin in December though preliminary dismantling already has begun.

Ingenious students, beset by parking problems, tried in vain to salvage the tottering old structure, but to no avail. The bridge had no chance even when the new bridge was in the planning stages years ago.

R. V. Lund, director of plant services, said the Army Engineers and State Highway Department have long been committed to its destruction. "Otherwise, there would be two sets of piers in the water which would make it very difficult to maneuver a barge upstream."

The Highway Department looks at it from a different angle. A spokesman there said the bridge is probably too weak to hold a load of cars each day and maintenance and upkeep would cost more than the \$109,095 demolition contract.

Winston Close, University advisory architect, offered another — and perhaps most valid — objection: there would be no access.

On the east side, a special approach would have to be carved through the new cement divider; on the west, construction soon will begin on a new classroom building near the end of the new bridge.

The old bridge was constructed in 1885, although the Minneapolis-St. Paul Railway added another truss between the two original ones when it began an "electric inter-urban service" (streetcar line) in 1890. Two more trusses were added when the bridge was widened in 1906.

In 1939 part of the bridge's flooring was burned when it was struck by lightning. Although this occasioned a general repair of the planking, a bulletin published by the Minneapolis Board of Education in April 1942 reported the bridge "has been on the verge of condemnation for several years."

By December 1953 the condition of the bridge had deteriorated such that only one bus could use it at a time. In January 1954 buses were forbidden to use the bridge at all, when a three-ton gross limit was put in effect.

The streetcar tracks were removed in 1959, but it wasn't until construction of the new bridge began in 1962 that the fate of the old bridge was sealed.

UMD Breaks Ground For New Alworth Planetarium

Ground was broken last month at the University of Minnesota, Duluth, for the \$194,440 Marshall W. Alworth Planetarium.

In addition to providing funds for the planetarium, Alworth in 1949 established the Marshall H. and Nellie Alworth Memorial Scholarship Fund as a memorial to his parents for students interested in the sciences.

Since 1915

Since 1915, the University National Bank has been on a first name basis with countless U of M alumnus. If this personalized banking service appeals to you, visit us soon.

University NATIONAL BANK

Washington at Oak Minneapolis, Minn.

CAMPUS NEWS

Associate Professor Richard E. Stallard, head of periodontics in the School of Dentistry, **recently was awarded a U.S. Public Health Service grant to study etiology and treatment of periodontal disease.** The grant, which runs for four years, is for \$30,244 the first year and increased amounts each succeeding year . . . Theodore E. Kellogg, admissions officer, **has been named as a consultant to the Agency for International Development** under the auspices of the American Association of Collegiate Registrars and Admissions Officers of Washington, D.C., for the current year . . . **Professor Bruce A. Aune of the University of Pittsburgh** is a visiting professor this quarter in the departments of philosophy and the philosophy of science.

John J. Flagler, associate professor and head of the University's labor education service, was among members of the priorities committee of the Hennepin County Community Health and Welfare Council who met to determine budget allocations for the 34 public and private social welfare agencies who benefit from the United Fund drive . . . John V. House is a visiting professor in the Art department this year. A sculptor, **he has headed the art department of Cranbrook boys' school** and has traveled and worked in Spain and Italy . . . The University's Army ROTC senior class was **awarded a trophy for the highest average grades during its annual summer camp.** The 29 cadets also were honored by Maj. Gen. Jonathan O. Seaman in ceremonies at the close of the camp.

Three new faculty members now are teaching classes in the philosophy department. They are Instructor S. Marc Cohen, Greek philosophy and an undergraduate honors seminar; Assistant Professor Jeffrie Guy Murphy, problems of philosophy, and political and social ethics; and Assistant Professor Robert L. Martin, symbolic logic, and a logical theory seminar . . . Judge Lester H. Loble of Montana was among guest speakers October 1 when the **School of Journalism held its 48th annual Editors' Short Course.** Also appearing was Mulford Q. Sibley, professor of political science, who spoke on "My Life and Hard Times With the Press" . . . A short course on estate planning currently is being presented at the William Mitchell College of Law, St. Paul. It is presented by the department of continuing legal education; a joint effort of the **General Extension Division and the State Bar Association**, in cooperation with the legal clinics committee of the Ramsey County Bar Association.

The School of Business Administration has added five new faculty members. They are Curtis H. Stanley, associate professor of accounting; Gary W. Dickson and John J. Mauriel, Jr., assistant professors of management; Mahmood A. Zaidi, assistant professor of industrial relations; and John K. Simmons, instructor in accounting . . . All pre-medical students who hope to enter the Medical School in fall 1966 took two tests last month — **the Medical College Admission Test and the Minnesota**

Medical Aptitude Test Battery . . .

Max Shulman '42BA, Minnesota's own "Barefoot Boy With Cheek," returned to the University last month to deliver the convocation address honoring the 25th anniversary of Coffman Memorial Union.

The Football Marching Band — 200 strong — did its part last month in making the Minnesota Twins' pennant-winning victory celebration a success. The Band, which opened a post-game celebration on October 3, was **guest of the Metropolitan Sports Area Commission at this final game of the 1965 regular season** . . . Foreign students enrolled this fall got acquainted with each other and with University faculty and students last month at the annual Foreign Students' Welcome Party in Coffman Memorial Union Main Ballroom. The party was sponsored by the **International Student Association and Minnesota International Center.**

A workshop for elementary school principals was held last month in the Center for Continuation Study. Twenty-five principals participated in the workshop which was co-sponsored by the Educational Research and Development Council of the Twin Cities Metropolitan Area, Inc., and the General Extension Division . . . The Law School Admission Test, required for admission to most law schools in the United States, **will be given four times during the coming year:** November 13, February 12, April 9 and August 6. Registration forms and information bulletins are available in Room 101, Eddy Hall . . . The remaining 561.1 acres of the

Earl Brown Farm in Brooklyn Center, Minnesota, has been put up for bids by the Board of Regents. The late Mr. Brown, former sheriff of Hennepin County, gave the land to the University as a gift. **Proceeds from the sale will be used for construction of a short-course building on the St. Paul Campus.**

Ernest Marples, Conservative member of England's House of Commons and former minister of transport, was a guest of the University last month when he spent four days in Minneapolis. Acting as hosts were **William G. Shepherd, vice president for academic administration, and Warren B. Cheston, professor of physics . . .** Foreign student groups are taking their turns at decorating the International Student Council, 349 Coffman Memorial Union, as "a room from home" in a project sponsored jointly by the International Student Council and the Union Board of Governors . . . **Billed as the "world's largest paperback,"** a book authored by Edwin Emery, professor of journalism, has been presented to Vice President Hubert H. Humphrey. *The Story of America* as told by its newspapers is a 380-page work measuring 16x12 inches and is a panorama of American history from 1690 to 1965 featuring reproductions of front pages with a commentary by the author.

"Ocean Engineering" was discussed by Athelstan Spilhaus — **dean of the Institute of Technology, oceanographer, meteorologist and current chairman of the Committee on Pollution of the National Academy of Sciences** — at a University convocation last month . . . Dance traditions extending back into the mists of antiquity were presented at the University last month when "The Little Angels of Korea" appeared in a dance recital

program in Coffman Memorial Union . . . Robert J. Keller, dean of the College of Education, now is on a **study tour of educational institutions in Israel** sponsored by the American Association of Colleges for Teacher Education under the auspices of the U.S. State Department.

Two faculty members from the chemical engineering department **participated last month in a seminar in Biwa, Japan,** on "Dynamics of Microbial Populations." They were Henry M. Tsuchiya, professor, and Arnold G. Fredrickson, associate professor . . . Professor Karl H. Potter, chairman of the philosophy department, recently was a guest of Oberlin College where he spoke on "Freedom and the Self in Indian Philosophy" . . . William H. Hanson, a mathematician with the Univac Division of Sperry Rand Corporation, is a **visiting assistant professor in the philosophy department, teaching one course in logic each quarter . . .** Thomas H. Jerdee, on leave of absence from the University of North Carolina, is spending this year as visiting associate professor of industrial relations in the School of Business Administration.

Mrs. Mary Molek, curator of Immigrant Archives, has returned from a **month in Italy where she was trying to locate sources of information on Italian emigration to the United States . . .** Dewey G. Force, Jr., associate professor of educational psychology, has collaborated in writing a volume of specialized discussions on "The Problems of Exceptional Children." It has been published by the Ronald Press, New York City . . . **Phillip K. Harein has been appointed as associate professor and extension entomologist,** Entomology, Fisheries and Wildlife and Ag-

ricultural Extension Service, Institute of Agriculture . . . Milton E. Morris has been appointed associate professor and specialist in communications-economics in the department of information and agricultural journalism, Institute of Agriculture . . . Clifford L. Wilcox, instructor of dairy husbandry and extension dairy specialist, has been named **superintendent of the University's Agricultural Experiment Station, Rosemount.**

Seventeen-year-old Monica Shultz, a petite brown-haired coed from Richfield, Minnesota, was crowned **1965 Freshman Princess at the "Computer Caper" Dance . . .** The fall series of poetry readings presented by the English department are being held at 4:30 Wednesdays in the Kirby Fine Arts Lounge. Students, faculty and the public are invited to attend . . . The unveiling of a bronze statue of French explorer Daniel Greysolon, Sieur du Luth, and the **Dedication of a major addition to Tweed Gallery will be held Friday, November 5 . . .** UMD Theater is one of 50 member theaters of American Playwrights Theater, Inc., that have elected to produce Broadway playwright Robert Anderson's new play "The Days Between" during the 1965-66 season. **Performances will be held at 8 P.M. on November 4, 5 and 6 in Old Main Auditorium.** Captain John C. Seely '59BAUMD, an alumnus of the UMD Reserve Officers Training Crops program, has returned home as the Corps' new Commandant of Cadets . . . A laboratory manual for use in beginning courses in chemistry for college and university students — *Semimicro Experiments in College Chemistry* — has been authored by **Edward J. Cowles, associate professor of chemistry.**

THE ALUMNI

IT Alumni 27th Annual Meeting

To Honor Ewald, Two From Faculty

Earl Ewald, '30BEE, president of Northern States Power Company, Minneapolis, will receive the University's Outstanding Achievement Award at the 27th Annual Meeting of the Institute of Technology Alumni Association.

The meeting will be held Friday, November 19, at the Town and Country Club, St. Paul, with a social hour starting at 6:00 P.M. and followed by dinner at 7:00. University President O. Meredith Wilson will present the award to Ewald.

Two faculty members also will be honored with the Institute of Technology Distinguished Teacher Award. Dean Athelstan Spilhaus will present the citations to Allan A. Blatherwick, associate professor of aeronautical and engineering mechanics, and Ernst R. G. Eckert, professor of mechanical engineering.

Elizabeth Carlson, professor of mathematics, and Joseph Valesek, professor of physics, will be honored as retiring faculty members.

On display during the meeting will be several exhibits from various departments. Department heads and their wives will be guests of the Institute of Technology Alumni Association. Entertainment will be provided by Miss Barbara Hasselberg, 1964 Miss Minnesota.

A bloc of football tickets also has been reserved for alumni who wish to attend the Minnesota-Wisconsin game November 20.

Tickets for the dinner are \$5.00 per person. Football tickets are also \$5.00 and deadline for ordering them is November 8. Reservations should be made through the Institute of Technology Alumni Association, 205 Coffman Memorial Union, University of Minnesota, Minnesota 55455.



Ewald

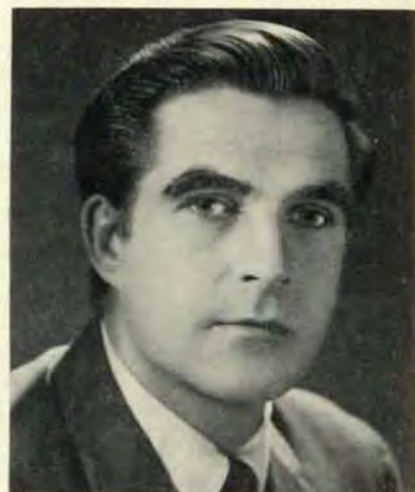
J. E. Simons Heads Mortuary Science

J. E. "Bud" Simons '34AMS has been elected president of the Mortuary Science Alumni Association. Other officers for the coming year, elected at a board meeting last month, are Vernon Iwanoski '42AMS, vice-president, and Wayne Cease '58AMS, secretary-treasurer.

Board members, in addition to officers, are John R. Breitlow '57AMS, Robert Downs '51AMS, Donald R. DuSchane '50AMS, Donald M. Moe '46AMS, Robert G. Werness '53AMS, Timothy J. Gleason '62AMS;

Dale Ellis '56AMS, William L. McReavy '52AMS, Wallace E. Miller '41AMS, Ralph Albinson '55AMS, Donald Gearhart '61AMS, Roger L. Hauge '64AMS, Bernard E. Williams '39AMS, Morris Nilsen '51AMS and Keith Nordby '47AMS.

Alumnae Speaker



Lee Adey, assistant professor of speech and theatre arts, will be the featured speaker on Tuesday, November 9, when the Minnesota Alumnae Club spends "An Evening With the University Theatre."

Adey, who earned his MA at the University, will comment on William Shakespeare's *Much Ado About Nothing* which he will be directing for the University Theatre. He currently is the University Theatre's technical director and also serves as director of the University High School Workshop. Among productions he has directed at Minnesota are *The Rose Tattoo* and *Sing Out, Sweet Land*.

An optional dinner will begin at 5:45 P.M. in the Campus Club, fourth floor, Coffman Memorial Union, followed at 6:45 by Adey's talk and coffee. At 8:00 P.M. alumnae will attend the play at University Theatre.

Cost for the dinner and play is \$5.00 per person. Those unable to attend the dinner may purchase tickets for the play and the 6:45 coffee hour and discussion for \$1.75 per person.

Those wishing to attend the 1965 Alumnae Club Theatre Party should make reservations with the Alumnae Club, 205 Coffman Memorial Union, University of Minnesota, Minneapolis 55455.

GOPHER CAMPUS

Motor Lodge



On the Edge of U. of Minn. Campus
University Hospital, Stadium Arena
Deluxe Rooms—Fireproof

On Hwy. 36 — 10th Ave., 4th St. SE
FE 3-5313 Mpls.

Social Work Alumni Honor Two With OAA

Two alumni were honored with the University's Outstanding Achievement Award at the First Annual Meeting of the School of Social Work Alumni Association, held last month in the Campus Club in Coffman Memorial Union.

Honored were Roger Cumming '32BA, chief of the community resources branch of the Social Security Administration, Department of Health, Education and Welfare, and Kurt Reichert '55PhD, associate professor of social work at Bryn Mawr College.

Cumming, who has written extensively and is a member of many national boards and committees in the field of health and Welfare, is national president of the Council on Social Work Education for 1963-66.

Reichert, current president of the National Association of Social Workers, formerly taught at the University in the Medical School and hospitals and later in the School of Social Work.

Chapter Presidents To Attend Workshop

An Alumni Workshop for Chapter Presidents, sponsored by the MAA Board of Directors, will be held Saturday, November 6 in the Campus Club, fourth floor of Coffman Memorial Union.

A registration-coffee hour will begin at 9:00 A.M. with meetings scheduled to start at 9:30.

Major purpose of the meeting will be to talk about the operation of the MAA, its purposes, structure, organization and program. The 9:30 session also will go into detail on the operation of chapter programs including meetings, membership, legislative and scholarship committees and recruiting.

Luncheon will follow at 11:45 in the Campus Club and at 1:30 chapter presidents will be guests of the MAA at the Minnesota-Northwestern game in Memorial Stadium.

NOVEMBER, 1965



for casual or country wear
OUR DISTINCTIVE SPORT SUITS
in interesting designs and colorings

Sport suits have become an indispensable part of a suburbanite's clothing wardrobe. Ours are made by us on our good-looking 3-button model...with patch pockets and welted edges...in handsome, long-wearing Scottish wool tweeds—many woven exclusively for us. Coat, vest and trousers, in greys, browns, lovats and mixtures. \$145

Also Polo coats and attractive new raglan sleeve topcoats for country wear, from \$150

Prices slightly higher west of the Rockies.

ESTABLISHED 1818

Brooks Brothers
CLOTHING
Men's & Boys Furnishings, Hats & Shoes

74 E. MADISON, NR. MICHIGAN AVE., CHICAGO, ILL. 60602
NEW YORK • BOSTON • PITTSBURGH • LOS ANGELES • SAN FRANCISCO

Two CLA Alumni To Receive Outstanding Achievement Award

Robert Garfield Fuller '23BA, New York City, and Hudson Dean Walker, Provincetown, Massachusetts, will receive the University's Outstanding Achievement Award on Thursday, November 4, at the Seventh Annual Meeting of the College of Liberal Arts and University College Alumni Association.

The awards will be presented by University President O. Meredith Wilson. The meeting will start at 6:00 P.M. with a reception in the Reading Room of the Campus Club, fourth floor, Coffman Memorial Union, followed by dinner at 7:00 in the Main Dining Room.

Two Distinguished Teacher Awards also will be presented by John Turnbull, associate dean. Recipients are Robert E. Moore, professor of English, and Kenneth MacCorquodale, professor of psychology. Students and faculty participate in the selection of the recipients and the award consists of a citation and \$500.

Entertainment will be provided by the St. Paul Campus Chorus.

Mortuary Science Sets Fall Reunion

The Fall Reunion of the Mortuary Science Alumni Association will be held Saturday, November 20, in conjunction with the Minnesota-Wisconsin football game.

Alumni will attend a smorgasbord starting at 11:00 A.M. in the Alumni Club in the Sheraton-Ritz Hotel and at 12:30 a chartered bus will take alumni to the game.

Cost for the dinner will be \$2.50 per person and a bloc of tickets have been reserved. Cost for the game only will be \$5.00.

Deadline for ordering game tickets is November 8. Reservations should be made through the Mortuary Science Alumni Association, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455.

Heimbach Named Aquatennial Head

Albert H. Heimbach '42BBA, MAA second vice president, has been named 1966 president of the Minneapolis Aquatennial Association. An Aquatennial volunteer since



1954, he moves up from first vice president.

As president he will be the administrative head of the 50-member board of directors which is responsible for the 10-day summer festival, ranked as the nation's largest civic celebration.

Heimbach, vice president of Farmers & Mechanics Savings Bank of Minneapolis, is former president of the School of Business Administration Alumni Association.

Testimonial Dinner To Honor Dean Hager

A testimonial dinner for George Hager, dean of the College of Pharmacy who is leaving the University, will be held Thursday, December 9, at the Sheraton-Ritz Hotel.

A social hour from 6:30 to 7:30 in the Foyer and Regency Rooms will be followed with dinner in the Coillion Ballroom.

TORGINOL DURESQUE

Seamless-Resilient Flooring
(As advertised in Life Magazine)

A proven, durable, monolithic flooring for both interior and exterior use.
For further information call or write

GROVE-JOHNSON COMPANY

(A division of Twin City Tile and Marble Company)

38 Grove Street FE 9-5077
Minneapolis, Minnesota

AUTHORIZED DEALER AND APPLICATOR

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION required by the Act of October 23, 1962; Section 4369, Title 39, United States Code

Date of Filing: September 21, 1965

Title of Publication: The University of Minnesota Alumni News

Frequency of Issue: Monthly, September through June—10 months

Location of Known Office of Publication: 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Location of Headquarters or General Business Offices of the Publishers: 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Names and Addresses of Publisher, Editor and Managing Editor

Publisher: The Minnesota Alumni Association, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Editor: Joseph H. Davidson, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Managing Editor: Edwin L. Haislet, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Owner: The Minnesota Alumni Association, 205 Coffman Memorial Union, University of Minnesota, Minneapolis, Minnesota 55455

Known Bondholders, Mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

	Average No. Copies Each Issue During Preceding 12 Months	Single Issue Nearest to Filing Date
TOTAL NO. COPIES PRINTED (Net Press Run)	22,100	22,450
PAID CIRCULATION		
1. Sales through dealers and carriers, street vendors and counter sales	0	0
2. Mail subscriptions	21,675	22,025
TOTAL PAID CIRCULATION	21,675	22,025
FREE DISTRIBUTION (including samples) BY MAIL, CARRIER OR OTHER MEANS	325	325
TOTAL DISTRIBUTION	22,000	22,350
OFFICE USE, LEFT-OVER, SPOILED		
AFTER PRINTING	100	100
TOTAL	22,100	22,450

I certify that the statements made by me above are correct and complete.

s/Edwin L. Haislet
Business Manager



How do you measure up to these men?

(Find out)

The man in the middle is Eddie Felsenthal from Memphis. Eddie, who was just elected President of New England Life's 63rd Career Underwriting Training School, stands 5' 6". Flanking him are two upstanding members of the school—Bob Kennedy from Denver on the left (6' 6"), and Ralph Carroll of Portland (6' 7").

The Career Underwriting Training School is just one example of the superlative training all New England Life newcomers receive—both on the job, and in the home office. Actually, at New England Life, learning is a never-ending business. And our students come in all sizes.

If you'd like to find out how you measure up to other men who have made a successful career with New England Life, there's an easy first step to take. Send for our free Personality-Aptitude Analyzer. It's a simple exercise you can take in about ten minutes. Then return it to us and we'll mail you the results. (This is a bona fide analysis and many men find they cannot qualify.) It could be well worth ten minutes of your time.

To receive your free Analyzer, just write to Vice President George Joseph, New England Life, Department AL3, 501 Boylston Street, Boston, Massachusetts 02117.

NEW ENGLAND LIFE

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY: ALL FORMS OF INDIVIDUAL AND GROUP LIFE INSURANCE, ANNUITIES AND PENSIONS, GROUP HEALTH COVERAGES

These Minnesota alumni are New England Life Representatives:

A. Irving Birnberg, '22, St. Paul
 Mailand E. Lane, Sr., '32, Minneapolis
 Joseph E. Cassidy, '34, Madison
 Hubert D. Wheeler, General Agent, '34,
 Duluth
 Francis L. Lund, CLU, General Agent,
 '35, Minneapolis

William W. Fineman, '37, Albany, N.Y.
 Ken W. Sackett, '39, St. Paul
 Charles R. Morscheck, '41, Grand Rapids
 Neil E. Haugerud, '42, Minneapolis
 Lloyd V. Shold, '42, Duluth
 Robert B. Abroahams, CLU, '44,
 Minneapolis

Robert D. Myhr, '48, Chicago
 Theodore J. Lee, CLU, '49, Duluth
 Gordon E. Weston, '49, St. Paul
 Richard C. Johnson, '53, Bismarck
 John B. Heimkes, '54, Minneapolis
 Robert C. Shadur, CLU, '55, Los Angeles
 Ronnie P. Erhart, '56, Minneapolis

STUDENT ATHLETES

(Continued from page 16)

ceived an average quarterly aid (in all forms) of \$128.10 while the nonathletes received an average of \$51.40.

An analysis of probation status in relation to competition was made in terms of the percentage of competitive man quarters on or off probation. Less than one out of six competition man quarters was spent on probation when all 11 sports were considered in combination. No member of the swimming team was ever on probation during a quarter of competition, but at the other extreme, basketball, gymnastics and tennis team members were on probation at least 25 per cent of the quarters when they were competing.

A larger percentage of nonathletes dropped out of school each quarter except the very first quarter of the period studied. Overall, athletes dropped out 6.5% and nonathletes 14.4% of the quarters between their first and last registrations. The percentage of athletes who were dropped for low scholarship at least once was 7.4% compared to 12.6% of the nonathletes.



Max Shulman '42BA, (left), the University of Minnesota's "Barefoot Boy With Cheek," obviously was enjoying himself as he toured Coffman Memorial Union last month with Gordon L. Starr, director of student unions. One of his first stops was the MAA office where he was greeted by Janet Widseth '39BSHE, assistant director. Shulman later addressed a special convocation as part of the week-long celebration of the 25th anniversary of Coffman Memorial Union.

Nursing Alumnae Elect Mrs. Marks

Florence Elliott Marks '53BSN '56MSA has been elected president of the School of Nursing Alumnae Association for 1965-66. Other officers for the coming year are Carol

Jo Engevik Kelsey '60BSN, vice president, and Darlene Ann Simmons '64BSN, secretary-treasurer.

Board members with terms expiring in 1966 are Barbara Dahl '60BSN, Judith Johnson '61BSN and Ruthann Johnson Leadholm '63BSN.

Expiring in 1967 are Helen Merrill '53BSN, Carol Jo Engevik Kelsey '60BSN, Darlene Ann Simmons '64BSN and Florence Elliott Marks '53BSN '56MSA.

Those with terms expiring in 1968 are Grace Evans Beek '34BSN, Glenda Schadt Christensen '65BSN, Winifred N. Kuppe '40BSN and Susan Jane Sturley '65BSN.

WHERE DO YOU STAND?

Shown below are Minnesota Alumni Association membership rankings for the month of October, 1965, by number and percentage of total possible membership in each group.

Group	Rank by no.	% of total possible membership	Rank by %
College of Liberal Arts	1	18.8%	9
Education	3	18.5	10
Institute of Technology	2	22.1	7
Medicine	4	38.9	3
Nursing	10	16.8	12
Dentistry	6	38.2	4
Agriculture, Forestry			
Home Economics	7	15.0	13
University of Minnesota, Duluth	8	17.3	11
Business	5	22.7	5
Pharmacy	11	40.0	2
Law	9	22.7	6
Veterinary Medicine	12	44.8	1
Mortuary Science	13	20.3	8



Always close to my

**HART
METAL SKIS**

2400 Endicott St. St. Paul 646-6581

“Project 20%”—A Review



Melvin O. Sletten '35DDS (left) was all smiles as he accepted a certificate from MAA President Edwin A. Willson '30BEE for the School of Dentistry Alumni Association telephone campaign for memberships. Dr. Sletten, president of the Dental constituent group, received a desk pen set for his role in the campaign which was responsible for 74 new members. Eight other constituent groups also conducted telephone campaigns.

Project 20% — a concerted attempt on the part of nine constituent groups to increase membership through intensive telephone campaigns — has reaped results and 227 new members for the Minnesota Alumni Association.

Organized in September of last year by a special MAA Membership Committee, it was decided early in the game that the best way to increase membership would be telephone campaigns conducted through the constituent groups.

Working closely with the constituent group presidents, the MAA assisted each group in organizing telephone campaign committees and furnished each committee with a list of non-members of their association.

After telephone numbers had been obtained, lists were prepared with the name, address, degree, year of graduation and telephone number. Each committee member received a sample sales talk, to-

gether with a sheet listing the purposes, objectives and program of his particular group. Prior to each calling session, there was a dinner meeting and final briefing session for committee members at the Alumni Club. Actual calls were made from local business offices (J. M. Dain & Company, Inc., Charles W. Sexton Company, Donaldson's Golden Rule and Fluidyne Engineering Company..)

Each alumnus contacted who indicated he would like to join the Association was mailed a membership application and a card signed by the caller thanking him for his membership, and a summary sheet listing the purposes and objectives of the Association. A coded return envelope also was included, making possible an accurate record of memberships that came in as a result of the campaign.

The Dental Alumni Association, headed by Melvin O. Sletten '35 DDS, received the greatest number

of new memberships as a result of their campaign.

The campaign was organized through the seven dental districts throughout the state. A chairman, together with a telephone campaign committee, was organized in each district and 23 callers contacted non-members throughout the state. Of the 239 who indicated an interest in joining the Association, 74 or 31% actually joined.

Institute of Technology Alumni Association members contacted 318, resulting in 29 new members. Other constituent campaigns were Agriculture, Forestry and Home Economics, 127 contacted, seven new members; School of Business Administration, 174 contacted, 20 new members; College of Education, 148 contacted, seven new members; College of Liberal Arts and University College, 111 contacted, nine new members; Medical Alumni Association, 113 contacted, 33 new members; School of Nursing, 295 contacted, 34 new members; and College of Pharmacy, 139 contacted, 14 new members.

In addition to the 227 new members who joined as a result of the campaign, there were other beneficial results.

Several hundred new addresses were obtained and many deceased alumni were removed from the lists.

Also, contacting of more than 1,600 alumni helped create a much greater awareness of the MAA and its constituent groups.

Thirdly, it gave constituent groups another important project to undertake in their yearly program.

Finally, it proved that in general, alumni support the University 100%. There were virtually no untoward criticisms of the University by any of the alumni contacted.

MINNESOTA SCHOOL OF BUSINESS

A School of Professional Business Education

One and Two year courses

General Business & Sales—Secretarial

Business Administration—Court Reporting

Day and Evening Classes

Accredited by the accrediting commission
for business schools—Washington, D.C.

24 So. 7th St. Mpls. 338-6721

AROUND & ABOUT WITH ALUMNI



Kelley



Barry



Laitinen



Trueblood



Owens



Roth

'03

C. Maxwell Conn '03BA '04MA, late dean of Lehigh University and New York University's Washington Square College, is one of six former Lehigh faculty members and administrators who was honored by having an individual unit in the university's newest residence halls complex named after him. He died in 1953.

'11

Paul E. Klopsteg '11BSEng '13MA '16PhD, recipient of the University's Outstanding Achievement Award, is a member of the board of trustees and executive committee of the University Corporation for Atmospheric Research which operates the National Center for Atmospheric Research at Boulder, Colorado. He is past president of the American Association for the Advancement of Science and now is treasurer, a member of the board of directors, the executive committee and the committee on investment and finance.

'25

Karl J. Albrecht '25BSEE has been named primary examiner in the U.S. Pat-

ent Office. He has been with the office since 1926.

'27

J. Harry DuBois '27BEE has been named president of Molecular Dielectrics, Inc., of Clifton, New Jersey. DuBois, who is engineering editor of *Plastics World*, operates a plastics consulting business and has served Tech Art Plastics Company of Morristown, New Jersey, as vice president resident agent for the past four years.

'30

Harold G. Kelley '30BBA has been appointed national sales manager for hardware and building trades in the coated abrasives and related products division of Minnesota Mining & Manufacturing Company. (photo)

Gustav A. Swanson '30BS '32MA '37PhD recently was acclaimed "Conservation Educator of the Year" at a meeting of conservationists in Massena, New York. Swanson is head of the department of conservation, New York State College of Agriculture, Cornell University.

'36

William K. Barry '36BBA has been appointed general merchandise manager of soft lines in a reorganization of J. C. Penney Company's sales and merchandise department. (photo)

Herbert A. Laitinen '36BS '40PhD, associate head of the department of chemistry and chemical engineering at the University of Illinois, will become editor of *Analytical Chemistry*, a monthly scientific publication of the American Chemical Society, on January 1. (photo)

'37

Robert M. Trueblood, recipient of the University's Outstanding Achievement Award, has been elected president of the 54,000-member American Institute of Certified Public Accountants. (photo)

'40

Gordon C. Donnelly '40BS, cashier of the State Bank of Wheaton, Wheaton, Minnesota has been elected president of the Independent Bankers of Minnesota. The association represents more than 600



The opening smorgasbord before the opening game of the 1965 football season began with a ribbon-cutting ceremony in the Minnesota Alumni Club. Participants were (left to right) Governor Karl Rolvaag, Mrs. Murray Warmath, University President O. Meredith Wilson and MAA President Edwin A. Willson '30BEE.



Members of the Minnesota Alumnae Club met September 18 at the Minnesota Alumni Club in the Sheraton-Ritz Hotel. Shown at the luncheon meeting, welcoming a new member, Mrs. Jean Heitke (center) are Violet R. Graf '33-37, (left) second vice president, and Irene D. Kreidberg '30BSB, Alumnae Club president.

locally owned and operated community banks throughout the state.

'43

Richard G. Stevens '43 has been elected vice president of Compton Advertising, Inc. He is in their Chicago office.

'44

Berl W. Owens '44BAeroE, associate professor of mechanical engineering, University of Washington, Seattle, has been honored by the American Society for Quality Control with his election to the status of Fellow. (photo)

'47

Emily J. Getz '47BPHN, secretary of the St. Louis Chapter of the MAA, has been named nursing coordinator for the Department of Long-Term Care at Jewish Hospital, St. Louis.

Russell F. Roth '47BA '48MA has joined Don Braman & Associates, Minneapolis public relations firm, as account executive. He was a faculty member of the University's English department from 1948-51. (photo)

'48

Clifford D. Merriott '48BA has been appointed a member of the new relations section of General Motors public relations staff. (photo)

Phillip A. Christenson '48BBA has been promoted to manager of salary administration at Minnesota Mining & Manufacturing Company.

Kenneth C. Coon '48MSEE has been appointed director of aerospace research for Control Data Corporation.

'50

John Connelly '50BA has been named referee in bankruptcy for the Minnesota federal district. He is a former assistant U.S. district attorney.

'51

Roger B. Lillehei '51BAUMD has been promoted to manager of the duplicating products division of Minnesota Mining & Manufacturing Company. (photo)

'55

John R. Coleman '55BA, assistant professor of biology at Brown University,



A "Social Sendoff" for Pipestone, Minnesota, area students enrolled at the University and the University of Minnesota, Morris, was held recently by the Pipestone Chapter of the MAA. Members of the board played host to 20 students, who viewed the film, "A Conversation With President Wilson". One of the speakers, pictured above, was Marlin Taibert, sophomore in the Institute of Technology, who spoke of his impressions of the University and college life, and Jack Shaffer, a junior in agricultural economics, gave his version of life on the St. Paul Campus.

Providence, Rhode Island, has been appointed visiting professor for one semester at Tougaloo College, Jackson, Mississippi, during the 1965-66 academic year.

'57

Sushila Gidwani '57MBA '64PhD has joined the faculty of Manhattan College, New York, as associate professor of industrial management. (photo)

'58

David B. Johnson '58BA has been promoted to assistant manager of General American Life Insurance Company's group actuarial accounting department.

'60

Hubart S. Lovewell Jr. '60BA has

joined Fischbein Advertising, Inc., Minneapolis, as an account executive. (photo)

'61

Jerome J. Jenko '61BChE has joined the staff of DuPont Company's photo products department research laboratory at Parlin, New Jersey.

Bailey Donnally '61PhD is a guest columnist for the monthly feature, "Apparatus Notes," in the November issue of the *American Journal of Physics*.

'62

F. Kathleen Furlong '62BSEd has been named head director of Park Boulevard Recreation Center for the Oakland, California Recreation Department.

Tung Hon Jeong '62PhD, assistant professor of physics at Lake Forest College, Lake Forest, Illinois, is a guest columnist for the monthly feature "Apparatus Notes," in the November issue of the *American Journal of Physics*.

'64

Robert Petersen '64BA currently is serving as a lieutenant in the Air Force, stationed at Webb Air Force Base, Big Spring, Texas. He will complete pilot training in March.

Allan M. Salzberg '64PhD, a research analyst with the Center for Naval Analyses, will deliver a paper entitled "Statistical Thermodynamics of Non-Extensive Systems" at a meeting of the American Physical Society in Los Angeles in December.



The most memorable gift!

Peg-O-Matic

"The Cribbage Board with a memory"

The world's only Fully Automatic Cribbage Board!

- ★ Permanent pegs. No lost pegs EVER
- ★ Easy operation. Press pegs as you count
- ★ Superbly crafted in 2-tone gunstock walnut and maple finish
- ★ Finest felt cushioning prevents scratched tables
- ★ Fully guaranteed to operate perfectly for 5 full years

\$8.95 plus 50c handling and mailing charge. Send check or M.O. to:
THE MARKET PLATZ, P.O. Box 688, Manassas, Virginia 22111



ALUMNI CLUB NOTES

- November 5 Ladies' Bridge. Lunch, bridge and table prizes all for \$1.75.
- November 17 First Annual Women's Book Night. 7:30 p.m. One of the Upper Midwest's most distinguished reviewer of books, Mrs. Alice Carlson of Powers, will present a review of books for all women of the Alumni Club. Following an elaborate silver service buffet, Mrs. Carlson will present her review of books for 1965 with a most extensive selection from both the fields of fiction and non-fiction. A complete listing of all books reviewed by Mrs. Carlson will be available for those attending. Cost for the evening, \$3.95. Reservations by November 13.
- November 19 Ladies' Bridge. Lunch, bridge and table prizes all for \$1.75.
- November 23 Pre-Game Buffet. 6:30 p.m. Glen Reed will give his personal analysis of the 1965-66 edition of Coach John Kundla's basketball Gophers. Following Reed's short talk, buses will depart for Williams Arena for the annual intra-squad game. Reed will point out in his pre-game analysis just what players to watch for the coming year, how he figures the Gophers will do for the entire season and the chances which the Gophers may have in figuring high in the Big Ten race. Cost for the evening, \$4.25. Reservations by November 20.
- November 25 Closed. Thanksgiving.

For those attending the Friday evening Symphony Concerts this year, why not begin with dinner at the Alumni Club. The Club will feature a symphony candlelight dinner for each of the Friday concerts with the regular menu available. To ensure an unhurried arrival at Northrop Auditorium in time for the performance, complimentary bus service has been arranged.

(Continued from page 12)

for long-term assistance and others were only for temporary aid.

The money came from a variety of sources but primarily from National Defense Loans, Americal Medical

Association Loan Funds, University Trust Fund Loans and Health Professions - Medical, a federal plan. Methods of repayment and interest rates under these programs vary, but all are most liberal in their terms.

Although the numbers of students seeking loans have increased steadily, their needs have been successfully met because the federal government has made more money available, and new interest has been shown by local banks.

The federal government has given a boost to working students with the new Work-Study Program, created by the Federal Economic Opportunity Act of 1964. If family income is low enough, a student can receive \$1.25 per hour working at school with 90% of the wage paid by the federal government and 10% paid by the institution. This program is obviously a boon to the colleges and universities, as well, since they now can afford to hire these students for many tasks. More than 280 students are in the program this fall.

The University has, since 1913, provided an employment service for students. During 1964-65 some 14,930 students on the Minneapolis-St. Paul, Duluth and Morris campuses applied for work through the Student Employment Office. Approximately 7,350 of these students were placed in 9,675 jobs, with earnings estimated at \$5.3 million.

A large portion of financial support to graduate students at the University comes in the forms of service appointments and non-service awards.

During 1964-65 the University made 1,940 graduate student service appointments for a total expenditure of \$4,750,000 through the University. Another 1,039 fellowship awards also were made, totaling more than \$2.5 million, and the Mayo Graduate School of Medicine provided \$2,074,000 to 620 medical fellows for a grand total of some \$9.4 million in graduate aid.

And still the problem remains, despite the fact that approximately half of the 38,000 fulltime students on the University's four campuses last year received some kind of financial aid.

With the \$60 a year increase in tuition and fees already in effect, along with a record enrollment and promise of more to come, the University is certain even greater demands will be made of its students aid program.

As Martin Snoke, associate dean of students puts it, "Even though a fairly substantial amount of money goes into student aid, there are still many students who need aid that we aren't able to provide for."

In 1959 John D. Millett, president of Miami University, Oxford, Ohio, commented on the dilemma now facing today's parents and students.

"There are only two facts about student tuition fees which are incontrovertible. One is that these charges have already become an important source of financing for both privately and publicly sponsored institutions of higher education. The other is that in absolute terms student charges have increased substantially in the past 20 years. Few persons believe that the increases are at an end. It is when one begins to debate how much the increases ought to be that the shouting starts."



The Foundation's direction and resources are under the management of a Board of Trustees of concerned dedicated citizens, largely alumni by design, but with constitutional provisions for participation of non-alumni friends of the University

BOARD OF TRUSTEES

- | | |
|---|---|
| Carlyle E. Anderson
<i>President</i>
Wyckoff-Anderson, Inc.
Evanston, Ill. | Lester A. Malkerson
<i>President</i>
Malkerson Motors, Inc.
Minneapolis |
| Dr. William F. Braasch
<i>Emeritus Member</i>
Mayo Clinic
Rochester | Dr. Charles W. Mayo
<i>Emeritus Member</i>
Mayo Clinic
Rochester |
| Hedley Donovan
<i>Editor-in-Chief</i>
Time, Inc.
New York | Arthur H. (Red) Motley
<i>President-Publisher</i>
Parade Publications, Inc.
New York |
| Mrs. Richard P. Gale
Mound | Mrs. John G. Ordway
Saint Paul |
| Louis Gross
<i>President</i>
Robitshiek-Schneider Co.
Minneapolis | Jay Phillips
<i>President</i>
Ed. Phillips & Sons Co.
Minneapolis |
| Lloyd A. Hatch
<i>Vice President</i>
Minnesota Mining and
Manufacturing Co.
Saint Paul | John S. Pillsbury, Jr.
<i>President</i>
Northwestern National
Life Insurance Co.
Minneapolis |
| Mrs. C. Edward Howard
Excelsior | George Russell
<i>Executive Vice President</i>
General Motors Corp.
Detroit, Mich. |
| Frank B. Hubachek
<i>Partner</i>
Hubachek, Kelly, Miller
and Rauch
Chicago | Parker D. Sanders
The Sanders Farms
Redwood Falls |
| Hubert H. Humphrey
<i>Vice President</i>
United States of America
Washington D.C. | Harold W. Sweatt
Palm Beach, Florida |
| Frederick R. Kappel
<i>Chairman of the Board</i>
American Telephone and
Telegraph Co.
New York | Stanley J. Wenberg
<i>Vice President</i>
University of Minnesota
Minneapolis |
| Laurence R. Lunden
<i>Vice President</i>
University of Minnesota
Minneapolis | O. Meredith Wilson
<i>President</i>
University of Minnesota
Minneapolis |
| Henry C. Mackall
Mackall, Crouse, Moore,
Helmey and Holmes
Minneapolis | Edgar F. Zelle
<i>Chairman</i>
Jefferson Transportation Co
Minneapolis |
| OFFICERS | |
| Henry C. Mackall
<i>Chairman of the Board</i> | Harold W. Sweatt
<i>Vice President</i> |
| Carlyle E. Anderson
<i>President</i> | Jay Phillips
<i>Secretary</i> |
| Arthur H. Motley
<i>Senior Vice President</i> | John S. Pillsbury, Jr.
<i>Treasurer</i> |
| Fred Lauerman
<i>Executive Director</i> | |

Why...

was the University of Minnesota Foundation established?

—because VOLUNTARY PARTICIPATION is absolutely essential in the operation of all segments of a free democratic society.

These are the firm convictions of one of our Trustees — a distinguished alumnus — Arthur H. (Red) Motley — President-Publisher, Parade Publications and past President, United States Chamber of Commerce.

In government, Mr. Motley continues, no citizen is forced to participate in politics. But only as more and more citizens voluntarily participate in the process of selecting, nominating and electing good men for public office does the community, the state and the nation succeed in proving to the rest of the world that the highest type of government can be achieved without force or dictatorship.



Arthur H. (Red) Motley who voluntarily give their time and money to make the church of their choice a force for good. The complete absence of a state religion or state supported religious institutions is proof again of the power for good implicit in VOLUNTARY PARTICIPATION.

In education, all citizens are required to participate in the support of elementary secondary schools as well as most colleges and universities. This vital involuntary participation through the payment of taxes has been determined to be necessary to the welfare of our country and has been voted into law by the citizens of communities, states and the nation.

The "margin of excellence" which all interested people seek in their educational institutions comes through the VOLUNTARY PARTICIPATION by the citizens and alumni through gifts,

bequests, grants and other forms of tax deductible voluntary contributions. The privilege of VOLUNTARY PARTICIPATION in creating a "margin of excellence" is a privilege belonging only to a free people. In the un-free part of the world, such a privilege is denied and the state pre-empts and controls completely the educational process from beginning to end.

The University of Minnesota Foundation was established to permit those interested in the excellence of education to participate on a voluntary basis. The privilege afforded free men and women to participate in education must be used if a great university like the University of Minnesota is to become even greater in its ability to serve the state and the nation.

There is a difference between a welfare society and a welfare state. The society represented by the United States of America has always been interested in the welfare of its citizens. This interest has been manifested by the voluntary actions of citizens participating in the political, religious, educational and social life of our society. The United States will never become a welfare state as long as free men exercise their freedom to voluntarily participate in the functioning of our democracy.

Adequate educational institutions have been developed by governments and supported exclusively by taxes. Great universities, enjoying a "margin of excellence," have been developed only where VOLUNTARY PARTICIPATION was permitted by law and activated by the dedication of those who understand the importance of greatness in an institution of higher learning.

VOLUNTARY PARTICIPATION made possible by the University of Minnesota Foundation can supply a further "margin of excellence" to an already great university, Mr. Motley concludes.

As alumni and friends — we enlist your interest, your help and your support — in furthering this most worthy, challenging and rewarding endeavor.

These Decision Makers... and Thousands More Rely on Blue Cross!



Earl Drange,
Secretary-Treasurer



**TEAMSTERS
LOCAL UNION
#970**

"During the past 16 years of full-time service negotiating and administering our labor agreements, I have found no other group program that satisfies the needs of our members, as well as relieving our contracting employers of the administrative headaches and costs. Our members and their families have the peace of mind knowing that should sickness or accident befall one of the family, the costs will be taken care of."



Vernon A. Gunderson,
Personnel Director



"Blue Cross has easily adapted to the changing needs of Donaldson employees and the company. As our operations expand across the country, we know that a Blue Cross program can easily be tailored to meet the needs of our people. With the many problems that burden a growing company, it is of real value to have a hospital care program which reduces administrative cost and time to an absolute minimum."



Robert McCreight,
President

**SAINT PAUL
UNION STOCKYARDS
COMPANY**

"The St. Paul Union Stockyards was the first group formed by Blue Cross over 30 years ago and though there was an interim period where we experimented with other coverage, we came back to Blue Cross, fully realizing we could not beat their convenience, low-cost administration and comprehensive benefits. We never hesitate to recommend Blue Cross to any of our business associates."



Stuart M. Hunter,
Director of Personnel and
Community Relations



**Schjeldahl
Company**

"We've compared costs, coverage and service with other plans and have yet to find one that beats Blue Cross. Our regional representative has consistently offered sound advice that enables us to keep the coverage of our employees up-to-date and complete. Moreover, under our experience rating, we have had one premium reduction and no increase in three years. We are pleased, too, with the easy claims procedure; our entire paperwork involvement is minimum."

Selecting a health care plan is a responsibility that weighs heavily on those persons who must make the decision.

Will the plan provide the protection employees need? To what degree is the company involved in claims handling and administrative detail? What is the ratio of benefits returned to premiums paid? What is the repu-

tation and stature of the company?

The answers to these questions—and many more, point to Blue Cross as the most efficient low cost hospitalization protection available.

Over 5,000 Minnesota firms rely on Blue Cross for low cost, free-of-detail protection. How about your firm?

NOW AVAILABLE

A booklet titled "How to Evaluate Group Hospitalization Today" will be sent to you—no cost or obligation. The booklet will prove helpful to you in analyzing your present hospitalization program. Write today for your copy.>



MINNESOTA BLUE CROSS-Mii
2610 University Avenue
St. Paul, Minnesota 55114