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A Special Report: UWM's DECADE of GROWTH
MILWAUKEE'S SLEEPING GIANT FLEXES ITS MUSCLES

After a Half Decade of Dormancy, the Former Teachers College Came Alive and Is Aiming for a Top Spot Among the Great Universities of the Nation

Text by David Behrendt of The Journal Staff

The University of Wisconsin--Milwaukee, the "sleeping giant" of the late 1950s, is starting its second decade wide awake and shooting for the big leagues.

Born in 1956, the offspring of protracted debate and political compromise, UWM was the awkward merger of the UW freshmen-sophomore center in Milwaukee and the Wisconsin state college system's Milwaukee campus.

It was long considered by some state officials as little more than a fish thrown down to placate the Milwaukee community and perhaps stir up more support for "the real UW," which in those days meant the Madison campus only.

It was a generally understood condition during the terms of UW Presidents R. B. Fred and the late Conrad A. Elvehjem that UWM should stay in its place--as an undergraduate college existing on little more than subsistence level budgets.

Proposals from UWM for new developments were often shelved when they reached Madison. It became a habit of the UW administration and faculty not to fight for them.

As UWM entered the 1960s, big enrollment increases were about the only significant sign of development.

Then, just over four years ago, the picture changed dramatically.

New programs were started, budgets increased rapidly and--most important of all--the goals of the Milwaukee campus were sharply upgraded.

Today UWM has achieved great momentum in its run toward a new goal--major university status by 1980.

"I don't think anyone ever, ever thought when UWM was created that it would be the kind of university that is emerging," says UWM Chancellor J. Martin Klotsche, who had been president of the old Milwaukee State college and has held the top administrative post at UWM since its creation.

"This was really Fred Harrington's doing," Klotsche said. "This would never have gotten anywhere without him."

Fred H. Harrington was an assistant to President Fred and later was UW vice-president under Elvehjem in UWM's early days.

Harrington saw the possibilities of the Milwaukee campus from the first. He was one of those inside the university who unsuccessfully urged relocation of the new UWM away from the Kenwood campus. Harrington felt UWM would not have enough room for future growth.

Substantial growth was not considered in the cards for UWM then, however. It was not until Harrington was appointed president after Elvehjem's death in the summer of 1961 that he was in a position to carry out his ideas for development of the Milwaukee campus.

Harrington listed UWM's new goal--major university status--as the first point in a 25-point paper on UWM's future which he presented to the board of regents in February, 1963.

Boosting UWM to a place among the best 50 universities in the country by 1980 clearly

Text Continued on Page 9

Lightweight motorcycles are the latest addition to the college campus picture, especially at those schools that have a large number of commuting students. Although UWM provides off-street lots for both automobiles and cycles, parking remains a problem.

Photographs by The Journal Staff
UWM Chancellor J. Martin Kreitner (right) and Vice-Chancellor Charles Veverie oversee the operation of a growing and diverse campus. Their cases range from buildings like gleaming new Bolton ball (left), which houses classrooms and offices, to the picturesque but outmoded buildings which are on the former Downer college campus (lower).
Make Way for Students

Regardless of efforts to automate registration methods, long lines are still a fact of life for some students. Most of these new freshmen come from inside Milwaukee County, but an increasing number of suburbs are sending their youngsters to UWM each year. Most students commute daily, and long rows of cars also have become a fact of life. Part of the old Milwaukee-Downer College campus woods (below) is now a parking lot.
The Power Structure

If there is a power structure in UWM's student body, this is it. Robert Long (seated, foreground) is president of University Student Government (USG). Others are Ted Carpenter, president of Young Americans for Freedom, and Dennis Klausen, USG treasurer (both seated lower left); Ann Carroll, USG secretary (behind typewriter); Michael Guterman, a student legislator (on typewriter desk), and (back row, from left) Lynn Hackenberg, Panhellenic council treasurer; Patricia Kleiber, editor of UWM Post, student newspaper; James Ashard, president of Interfraternity council; Raymond Greiner, Young Republicans president; Thomas Jakubiak, University Religious council president; Arnold Malmen, director, Mutual-Continental Modul UWM; Richard Pivonic, president of Student Union Activities board, and Amy Henderson, who is Young Democrats president.

Entering freshmen soon find themselves face to face with their new teachers, in a program designed to help increase the contacts between student and professor. Here two new coeds join education Prof. Carlton Beck over coffee in the Union's Fireside lounge to discuss UWM life.
Regents Back Goal

UWM Continued

meant a large undergraduate body and development of significant graduate study programs, Ph.D. degrees, a major research effort and extensive public service.

It was a bold proposal. Wisconsin, an average state in terms of national statistics, already had developed one of the country's leading universities. Now it was being asked to develop another.

The board of regents accepted the idea, however. So have the state co-ordinating committee for higher education, the legislature and the two governors since the proposal was made.

Their allocations of budget and construction funds and approval of new programs—while not always everything the university requested—have closely committed the state to UWM's goal.

A statistical picture of UWM's 10-year growth is dramatic.

Enrollment rose from 6,195 in the fall of 1956 to 14,176 last fall.

Within that total, the graduate school jumped 64.9%, from 6.6% of total enrollment in 1956 to 15.9% last fall, when 2,247 graduate students were enrolled.

Budget increases most strikingly illustrate the shot in the arm UWM has gotten in the last four years.

Total budget in 1956 was $2,609,989. By 1962-'63, it had climbed to only $8,852,717. This year, however, it is $17,210,028.

Gift, grant and federal contract income was $9,700 in 1956 and only $289,817 by the end of the 1961-'62 fiscal year.

The next year it jumped to $3,691,463. It has fluctuated markedly since then—although always remaining above $1 million—and last year reached a record of $5,639,629. Federal spending cutbacks may hold this year's total to about $5 million.

In the debate over creation of UWM, it was argued that the university should remain on the old Milwaukee State college's 31 acre campus in an east side residential neighborhood because it would cost $25 million to move the school. It was said the state would not be able to spend that much on UWM.

And for about the first half decade, not much was spent. In 1959, a temporary classroom building was put up for $161,000.

This spring when a $3,683,960 addition to UWM's fine arts building is completed, seven buildings costing more than $30 million will have been added. More are planned.

Also during the first decade, UWM's campus has been expanded through purchase of adjacent schools to a total of about 90 acres with a land value of more than $6.4 million.

Text Continued on Page 12
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No Housemaid Role

UWM Continued

UWM retains nearly two acres on its downtown campus which was the old UW extension center.

One highly significant but quite recent development at UWM has been an increasingly assertive faculty. For years, UWM's faculty was a largely disjointed body, inexperienced and apathetic about playing a role in university government. The faculty's top group, the university committee, "came to be a kind of genial housemaid to the administration," one longtime faculty member recalled.

In the last year, however, the faculty, through its university committee, has shown its backbone in a direct confrontation with President Harrington.

The success of UWM international programs has frequently been told. Highlights include the peace corps train...
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Dramatic changes are evident in UWM's campus as it appears this year (upper) in contrast with 1956 (lower). In addition to new buildings, UWM has acquired the campuses of three adjacent schools—Milwaukee University school and the Milwaukee-Dowen seminar and college.
Walls Blossom With Art

UW's university's architectural new look includes A. recuced concrete designs (upper) on the big Bolton hall classroom building, and starkly modern brick and glass structures such as the new physics-engineering building (lower). Instead of the traditional campus bulletin boards, UWM uses many of the more visually interesting kiosks (upper). Not much construction was seen in UWM's first half decade, except for a hastily built $161,000 classroom building (lower foreground). "That was always the big laugh around here—that the only thing we'd been able to build in four years was that temporary building," said Chancellor Klotsche. One of the most heavily used buildings is the UWM Union, which serves variously as dining room, conference center, concert hall and study area. The university's closeness to its residential neighbors is clearly shown (lower left), with Es Kenwood blvd. houses just across the street from the Union terrace, popular in good weather.

Continued
Research
Is Crucial

Study space is scarce at UWM, and good weather brings students out into the sun.

UWM Continued

them) are becoming less and less important." One leading UWM professor, Lucius J. Barker, chairman of the faculty's university committee, said: "Emphasis on good research at this point of UWM's career is very important. This school is on the brink of becoming a very good university. If you de-emphasize research you could become just another run of the mill university."

New professional schools have been added at a rapid pace in recent years. In addition to the main undergraduate programs congregated largely in the college of letters and science, UWM has developed a school of library and information science, a college of applied science and engineering, and schools of business administration, education, fine arts, nursing and social welfare. A new school of architecture—Wisconsin's first—has been approved for UWM.

But a new professional school has enhanced its prestige and is ultimately necessary to achieve major university status. But resources have been spread too broadly— and thus too thinly—in the opinion of some members of departments in the college of letters and science.

One former department chairman referred to "the maddening insistence of the administration" on adding professional schools such as nursing and architecture. He

Text Continued on Page 24

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Our bold new tonic drink is called the Smirnoff Skyball. We're celebrating its launch with an entry in the May 20th balloon race at famed Indianapolis Speedway. This hour-long race will feature as many as 36 balloons that fly anywhere from five to thirty-five miles an hour, depending on the winds.

To win, you simply determine the numbered position where the Smirnoff Skyball will finish in the race (first, fifth, etc.). And how far it will travel to the nearest tenth of a mile (24.6 for example). Entries close midnight May 19th.

Of course, everyone can be a winner by trying the Smirnoff Skyball. Itsholds colder, taste leaves all other tonic drinks back on the pad. Pour Smirnoff on the rocks. Add tonic. Lime if you like. Nothing on earth more delicious.

Smirnoff leaves you breathless

THE MILWAUKEE JOURNAL, Sunday, May 7, 1967 * 19
The Lakeshore Stomp

The university's Lakeshore Stomp looks like something out of a Hollywood college movie of a generation ago. The setting for this dance and picnic for new freshmen is the UWM Kenwood conference center—the former MacLaren estate—on the lake bluff just north of Lake Park. It is one of several N. Lake Dr. properties acquired over the last several years either through purchase or gift of the owners. The house, costing $80,000 when built in 1929, was bought by the old state teachers college in 1949 for $80,000.
Faculty Is the Keystone of Quality

Building an institution of "major university status" is chiefly a job of attracting the best possible faculty. Among UWM's top scholars are these five "stars." HIRAOHI UMEZAWA (right), leading world expert in high energy particle physics, came to UWM last fall from Italy's Center of National Research, where he helped lead the "Naples group" researching the structure of matter. A native of Japan, he was on Nagoya and Tokyo university faculties. Umezawa also has taught at the Universities of Washington, Maryland, Iowa, Marquette and Finland's Theoretical Physics Institute.

CLIFFORD H. MORTIMER — Director, Great Lakes studies center, distinguished professor of zoology, eminent limnologist, oceanographer, directed Scotland's Cumbrae island marine station.

FREDERICK BACEMILL — Math department chairman, came to UWM in 1964 from Wayne State university, Detroit, specializes in research in both abstract and theoretical mathematics.

NEIL C. TAPFEN — A physical anthropologist, came to UWM in 1965, specializes in human evolution, did research into nonhuman primates in six African, two South American countries.

FREDERICK J. HOFFMAN — Distinguished professor of English, joined UWM staff in 1965, considered one of the country's leading scholars in American literature, prolific author and critic.
The Pattern Is Set

UWM Continued
called it "a continuing elab-
oration of the work at the
periphery rather than the fin-
ishing up of the work at the
center."

However, Klotsche says:
"I think the major decisions
on programs have been made
—except for the big question,
the medical school. Our em-
phasis in the next 10 years is
going to have to be on de-
velopment of quality. . . ."

"No university, not even
Harvard or California, is good
in everything. If we're going
to develop a national reputa-
tion, we've got to become se-
lective about what we want
to do."

While UWM is well on its
way toward its goal, vetting
problems still cloud its future.
Perhaps the most signifi-
cant of these are:

Administration—Harrington
has not yet found the right
combination of top admini-
strative personnel and lines
of authority to make UWM oper-
ate smoothly.

Klotsche is blamed for not
being aggressive enough and
is held partly responsible for
UWM's slow pace in its first
six years. As a result, he no
longer has full authority over
all aspects of UWM.

Veveri, picked by Harring-
ton to hold some of these
reins, has not always gotten
down well with Klotsche and
gets along even less well
with the faculty.

The result of this divided
authority often has been a
vacuum of leadership at
UWM.

Stating the problem and
setting it are quite different
challenges, however. Both
Klotsche and Veveri have
strengths, experience and abil-
ities that are valuable to the
university and, especially in
Klotsche's case, have influen-
tial outside contacts.

The prevailing view among
a large number of important
professors, deans and other
key campus personnel is that
UWM's progress is being made
in the face of what is som-
times described as "an admin-
istrative mess," and that Harr-
ington will have to unscram-
ble it soon.

Understanding—Roy Fran-
cis, dean of letters and sci-
ence, stated the problem gen-
erally: "We don't live in a
world of unlimited resources.

For the next 10 years we are
going to have more people
needing instruction than we'll
have teachers to handle."

Graduate Dean Karl Krill
said he was certain UWM was
gaining in faculty develop-
ment but added "there are
some departments that aren't
moving, because they're los-
ing as fast as they're gaining."

Gerhard Ranscher, chair-
man of the German depart-
ment, got down to specifics.
He said there were supposed
to be only 20 students in a
language class but that budget
and recruitment difficulties
forced the department up to
23 to 35 per class in freshman
and sophomore courses. "I
would say it's similar in other
foreign language depart-
ments."

Text Continued on Page 30

New Denture Invention

For people with both "uppers" and "lowers" the best
solution is our new
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"upper" or one "lower"
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Our new denture
adhesives are mu-
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natural resins and
are odorless, tasteless
and flavorless.

Sister Mary Earl, St. Mary's hospital
nursing supervisor, and UWM instruc-
tor Emily Zimmerle help UWM

nursing students Ivana Dolesteins
and Mary Brown get practical experience.
St. Mary's is an affiliated hospital.
Shattering the Image

University of Wisconsin—Milwaukee has been called a local college for students not bright enough to make it into a “good school” or for those without enough money to attend Madison. This attitude is fast changing. Surveys by the UWM office of student affairs reveal these generalizations about the students:

- They are local. About 97% are from Wisconsin, most from Milwaukee and an increasing number from the suburbs.
- They are bright. About 99% of this year’s freshmen were C+ students or better.
- In national (ACT) tests they rank among the top three points of the national and three points behind their Madison counterparts.
- Fewer have college graduate parents (14%) than nationally (32%).
- Family income is $8,000 to $10,000; nationally it is $10,000 to $15,000.
- Only 35% depend on parents for most of their support. Nationally, 64% do.
- Summer jobs are a major source of support for 48% at UWM but only 27% nationally.
- Fewer freshmen say they want graduate and professional degrees than nationally.
- Nearly 54% of the students work an average of 30 hours a week, including evening students, most of whom work full time.
- Nearly half of the freshmen came to UWM for vocational or professional training.
- About 41% of the freshmen considered development of the mind and intellectual abilities as most important.
- UWM was first choice of 76% of the freshmen.
- More UWM freshmen are Catholic (64%) than nationally, where 58% are Protestant.
- Negroes make up only 1.5% of this year’s freshmen.
- Wisconsin keeps 85% of UWM’s graduates, and 65% (excluding new teachers) remain in the Milwaukee area.
New students get special attention at UWM. One big annual event is the chancellor’s reception (right), where newcomers meet Chancellor and Mrs. Kletisch. About 200 UWM students are from other countries. Shortly after they arrive on campus they attend orientation sessions (left) to learn about life in the university community. It doesn’t take long for new students to get into the swing of things, as simply shows at a dance at a UWM open house—one of some 6,000 organized events at the Union this year. Concerts, lecture forums and similar events far outnumber speeches. UWM is finding in its student body a group that runs heavily to public service projects. UWM treats its students as young adults, not old children. The old in loco parentis dition that a school set as the parent: away in home is dead. “We still feel a responsibility for students,” says Miss Charlotte Wolniarz, an of women, “but we are creating an environment in which students can make mature judgments. They’re becoming more sophisticated.” With the kind of student we had 16 years ago, maybe we had to act in loco parentis.”

Students Swing, but Show Maturity, Too

Continued
Too Few Professors

UWM Continued

ments," be added.

The proportion of full time faculty members with Ph.D. degrees has risen from about 37% in UWM's first year to just under 50% this year. But the full time faculty total includes many in nonteaching posts who do not have Ph.D.'s.

A high proportion of part time faculty members do not have Ph.D.'s, and use of part time teachers has increased rapidly, from 69 in 1956 to 350 this year. The number of full time faculty members rose 178% in UWM's first decade, from 379 to 760.

Faculty Recruitment—"We're competing with major universities," Dean Francis said. "We're in the same labor market with the Big 10, with the Ivy league and with California."

Dean Krill added: "You do your best and you take what you can get. You try hard to hire the good ones and try to avoid making offers to the mediocre ones."

"If you don't keep moving at a certain minimum, it's a losing game. You work like mad to get a good person and you get a letter that one of your best people has resigned."

Much of the recruiting problem results from UWM's progress, as explained by Prof. Lincoln Barker. A political scientist, he is leaving UWM to become an assistant to the University of Illinois Urbana campus chancellor.

"We rob from schools below us and other schools on the top rob from us," Barker said. "Our faculty is beginning to publish more and this makes the institution more visible."

Faculty interest in research and publication often carries with it a tendency to want to spend less time on teaching. With the shortage of faculty nationally creating a professor's market, research opportunities frequently are more important than salary in recruitment.

As one veteran faculty recruiter put it: "To get people, you've got to promise them they won't have to teach. Well, my God, someone has to teach!"

Some days the most swinging spot on campus is the UWM Union's Panther Den. More than 14,000 persons a day enter the Union, and more than 6,000 meals are served daily. "We're at capacity and we have no place to go," says Ted Crabbe, Union director. A $8.6 million addition has been authorized.

FACILITIES—Directly related to faculty recruitment is the problem of available space, especially for research. Purchase of the Milwaukee-Downer college campus appeared to be a boon to UWM, but the benefit was merely the 43 acre acquired, not the Downer buildings. Most of them do not meet university standards and cannot economically be remodeled.

Text Continued on Page 32

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Arthritis
Information

"If there is any possibility that you have a rheumatic disease (including arthritis), see your physician. Don't delay. Early treatment can prevent crippling."

Your doctor will probably recommend aspirin in his treatment, because:

"Aspirin is the most reliable and least toxic of all arthritis drugs. It is the one that is most likely to provide sustained control of symptoms."

—The quotations are from the folder, "Arthritis & Rheumatism," recently published by the U.S. Department of Health, Education and Welfare.

The makers of Bayer Aspirin urge you to remember this: Bayer is pure aspirin. Many of the other products that advertise arthritis benefits are past aspirin, but Bayer is pure aspirin, and aspirin is the drug doctors recommend for hours of continuous relief from arthritis pain, swelling and stiffness, so you can work, play and sleep in greater comfort.

If you suffer from arthritis, see your doctor at once.

When he recommends aspirin, take Bayer.

Pure aspirin
not just part aspirin.

HOW TO GET COMPLETE FOLDER
You can get it in yourself to read the complete folder, "Arthritis & Rheumatism," published by the U.S. Department of Health, Education and Welfare. It is for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402—Price 5 cents each or $1 per 100 copies.

Ties With Industry

UWM Continued

Yet the Downer buildings are listed in UWM's total space inventory, thus reducing UWM's official need for more space in state building commission calculations.

Graduate Dean Krill pointed out that UWM had never built a building with adequate space earmarked for research activities.

The closest the university ever came was in the $3,600,000 physics building which opened a year ago. "But we immediately negated it by moving engineering into it, too," Krill said, adding:

"Space is so critical now in the biological science area that we really can't add more people. We've no place to put them and no place to put their students. . . . Chemistry is in such bad shape that they've had to close sections (classes) in the last couple years long before the students were accommodated."

Undergraduate Instruction—
There is a fear that undergraduate students could get lost in the flurry of expansion activity. To counter that possibility, steps are being taken to experiment with new ways to improve learning opportunities for undergraduates.

Vever said this attempt will involve the selection of many different instructional methods—ranging from large classes in some courses to independent study in others—to better fit the individual students.

Vever said this was likely to involve more honors courses and much greater use of modern instructional devices such as language laboratories, computers, television and classroom audio-visual equipment.

UWM's impact on the Milwaukee metropolitan area will be massive in the future, very likely much more so than local residents now realize.

"The progress of this institution is considerably ahead of the community's understanding it," Klotzsche said.

UWM's school of fine arts, through its first rate series of artistic performances paced by a nationally recognized summer arts festival, is only one of the most visible indications of the university's impact on Milwaukee.

The school of education's many projects in teacher training and educational improvement...
A Look Ahead

UWM Continued

What about the next 10 years?

Klotzke made these predictions for 1977:

Enrollment—There will be at least 25,000 students. The UW freshman-sophomore centers in Waukesha and West Bend, and perhaps a similar facility in southern Milwaukee County, will be part of UWM and will feed juniors into the main Milwaukee campus.

Graduate School—"I think everyone is going to be surprised at the size of our graduate school." Perhaps one-fourth of UWM’s enrollment, or more than 5,000, will be in graduate programs.

Dormitories—UWM will be close to its goal of housing 20% of its students in dormitories. In 1977, that would be about 6,000 living in campus residence halls, a development "which will change the character of the institution."

Foreign Students—A much larger number of students from other nations will be coming to UWM. The number, which today stands at about 500, will exceed 500 a year in a decade.

"I hope that we will have really cracked the disadvantaged problem and really reached into the core."

Campus Size—The present L-shaped campus is expected to accommodate academic programs for 25,000 students, but not to provide sufficient recreation areas. "Long before ’77 some decisions will have to be made... In the early seventies certainly we’ve got to be thinking about future expansion."

Academics—"Our job in the next 10 years is to come up with some... strong and distinguished programs. It’s not going to be easy."

Klotzke often looks to the University of Los Angeles campus as an inspiration for what could be done at UWM. In fact, he often quips that his school is "Wisconsin’s UCLA—University Close by the Lake, Already."

"I think UCLA is our pattern," Klotzke said. "They were underfed and underserved for years. But UCLA demonstrated what a major urban university can do in a short period of time."

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UWM's Panthers are cheered on by alumni Thomas Kubik (left), class of '27, a Whitefish Bay teacher, and Gerald Gleason, class of '49, a UWM education professor. The UWM Alumni association, formed in 1955, already boasts 15,000 members and is growing.

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