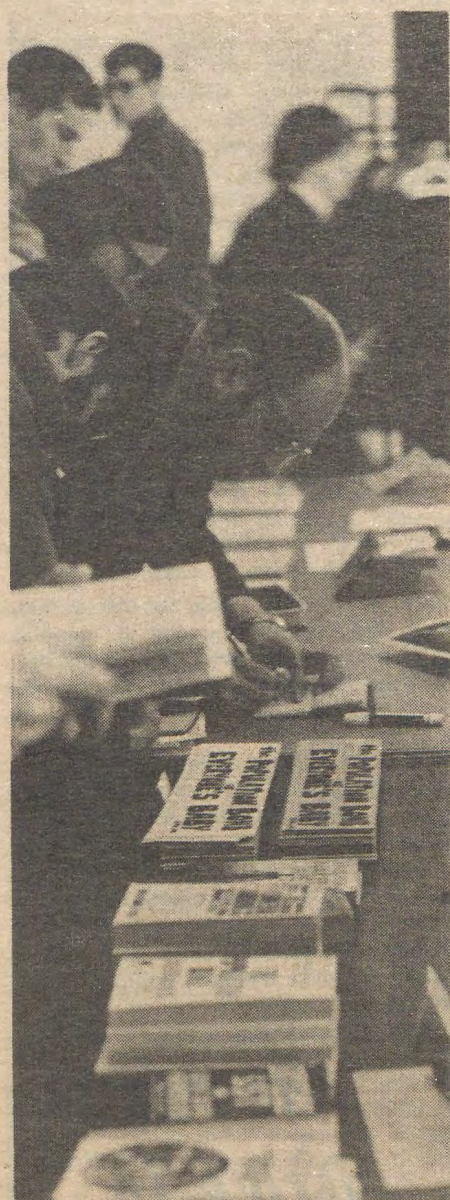


STUDENT VOICE

"WHERE THE FREE SPIRIT PREVAILS"

WISCONSIN STATE UNIVERSITY-RIVER FALLS



ZPG display in Student Center

ZPG: limit births

"No one who is responsible will do any more than replace himself if he is aware of the problem," said Dr. Kent Hall, sponsor of the Zero Population Growth, (ZPG) Stevens Point Chapter who spoke at the Free Spirit Forum March 11.

He went on to state that the United States is the most over populated nation in the world. "We contain six to seven per cent of the world's population and yet consume 35 to 55 per cent of the world's resources," Hall added we are destroying our environment at a more fantastic rate than the underdeveloped nations. If a famine occurs in India, once it is over the land will be just as productive as before, but if a famine occurs in the United States

Hall explained that over population results from the biological-medical revolution. The birth rate has remained the same while the death rate has decreased.

Hall said over population causes the many types of pollution. Another problem is crowding in cities which leads to tension, riots, slum growth, apathy and traffic jams.

Cures of excessive population such as planet colonization or ocean harvest are myths. In some way man, who has developed the ability to increase his number must now decrease it. Hall cited several

possibilities: kill certain groups of people, old or young; let the excess population die in battle or decrease the number of babies conceived.

He went on to explain we can stabilize our population by decreasing the birth rate which is the aim of ZPG. By 1980, ZPG wants the population of the United States stable and by 1990 it wants the population of the rest of the world stable.

Each family must limit its natural children to two then adopt children if they wish additional children. He explained it is the right of every woman to have a child. If one woman has three children she is stealing the right of another woman to have one child.

Man is the animal who is continually able to perform intercourse, he is the only animal that uses sex for pleasure and he is the only animal that can control its numbers. Because of this ZPG urges the use of contraceptives and sterilization. It has been proven that contraceptives control pregnancies in sexually active women. Although the pill is linked with cancer and blood clots, it is nine times safer than pregnancy. Nine deaths out of 10,000 have been linked with the pill while 28 deaths out of 10,000 are due to pregnancy. Vasectomy, now legal in 48 states, does not destroy a man's masculinity. Hall stated ZPG is attempting to legalize abortion in other states beside Wisconsin. He cited other possible incentives for planned parenthood: stopping tax exemptions after the second child and paying women not to have children.

In conclusion he stressed the necessity of population control. Over population leads to an unstable society. Persons lose rights in chaotic society. Only through society do we have freedom. Consequently society is more important than the individual.

Hall received his Ph.D. in Ecologist Physiology at the University of Kansas. Through reading he became aware of the population problem. Last summer while attending Ohio University he met members from the National ZPG. He returned to Stevens and founded a chapter. The national ZPG organization was founded by Paul Ehrlich, professor of biology and director of graduate studies at Stanford, during the winter of 1968.

At present the main goal of the Stevens Point's ZPG is to arouse interest on campuses and schools, although ZPG members now undertake community projects. Hall was accompanied at River Falls by Lyle Updike, Dr. Robert Ruda, Dale Lang and John Alexander. They visited 17 classes and answered questions at their table in the Student Center. Jenny Snelson, recording secretary of LAC, said the student response was much better than she had anticipated. She was pleased at the number of interested students who stopped at the ZPG table and she was pleased at the number of students who joined ZPG.

Several faculty members showed an interest in organizing a River Falls ZPG chapter.

Political ads value, J-day speakers split

"Political Pizzazz: Mass Media and the Politician" was the theme of the second annual Journalism Day held last Thursday and sponsored by the journalism department and the Free Spirit Press Club.

Norman Sherman opened the day's activities in the Student Center Ballroom. Kenneth Oelschager spoke at the 1:30

p.m. session on the techniques of marketing a politician. He was followed by Prof. Jan Robbins.

The final session featured Mr. and Mrs. William Nee of the White, Herzog and Nee advertising agency in Minneapolis.

See pictures and individual stories on page 6.



Jan Robbins

Center director job open, students aid in selection

Dr. William L. Munns, vice president of student affairs, in commenting on the future appointment of a new Student Center director, said the student body will have significant influence on the appointment. This influence is exercised through Mike Houliston and Rodney Nilsestuen, two student members of the Search and Screen Committee which will eventually select candidates to be considered for the appointment.

The six-member committee is now in the process of selecting candidates for the Student Center directorship, a position vacated by Robert Brock.

Brock ended his duties March 5, and left Friday, March 6 for the University of Missouri to direct that school's Memorial Union. Jim Schmidt, assistant director of the Student Center, said Brock's main reason for leaving was that the new position offers him an advancement and salary increase. The University of Missouri presently has an approximate student enrollment of 22,000.

Munns announced that Schmidt has been assuming the duties of director and will continue the responsibility until an appointment has been made.

Munns' memorandum to the Search and Screen Committee said "... the committee members will screen candidates for the Student Center Directorship ..." and "... will proceed as quickly as possible in identifying suitable applicants for the opening."

The Memorandum further states that "Candidates Records have been obtained from the Association of College Unions

International which is probably the best source for securing experienced professionals in the field." The committee members have been asked to review the candidates' records on file in Munns' office, and to indicate at their earliest convenience their preferences concerning likely candidates.

Munns said candidates from within our university will also be considered. He made it clear that, although Jim Schmidt is not the director by title, he is considered a candidate for the position.

Schmidt is a native of LaCrosse, Wis., and a graduate of River Falls in speech therapy and elementary education (1964). He earned his Master's Degree at Stout State University in higher education with emphasis on guidance (1966).

Members of the Search and Screen Committee are: Dr. Lee Jensen, chairman of Human Relations Committee; Robert Pionke, chairman of Concert and Lectures Committee; Mike Houliston, UAB chairman; Rodney Nilsestuen, president of Student Senate; Dr. John Hamann, director of Counseling Center, and Ed Hayes, assistant director of financial aids.

SENATE ELECTIONS

Student Senate elections will be held April 8. Your petitions and campaigning procedures can be picked up in Dr. William Munn's office. Petitions have to be in March 31 at 5 p.m. Campaigning will be from April 1 thru 7.

New elementary ed. program set up

by Phil Paulson

Jerry Simes, assistant professor of education, said the education department will be offering a "nutsy-boltsy" approach to learning for 50 teacher candidates in an elementary education experiment and 300 children at Ames Lab school.

Fifty students may enroll in a new model in preparation as elementary teachers for the 1970-71 academic year. This new elementary education curriculum will be offered to students who have accumulated 85 credit hours, completed all basic studies and have not attempted

any education courses (except education 120). This means a student can acquire an elementary education major (48 credits) in three quarters.

There is no testing, no finals, no grades and no classes (unless the students request classes) in this new approach to teaching and learning. The new system offers a social learning situation through group teaching with group leaders. It offers teaching techniques based on individualized instruction, additional use of audio-visual and library materials and independent study.

The plan of this system was set forth in a research paper titled "Wisconsin State University model for the preparation of elementary teachers." The plan described the following purpose for the teacher candidate:

1. Situations enhancing one's understanding of one's self, 2. continuous opportunities to explore the value or

meaning or relevance of experiences and competencies for one's self, 3. freedom and encouragement to develop a style of teaching that is unique to that teacher candidate's personal style.

The experiment is broken down into three quarters with the first emphasizing foundations, the second dealing with methods and the third oriented towards practice. Each quarter will offer 16 quarter hours.

The first quarter (foundations), instructional team directed by Prof. William Romoser, will feature large groups instruction, seminar groups (teacher led and student led), independent quest projects and micro-teaching or simulab (peers evaluate progress, reinforce "good" technique and suggest change in weak areas.)

The methods quarter will involve an instructional team under the direction of Prof. Rowland Klink. This quarter will

also adopt modular scheduling. Here an activities list will be scheduled for the elementary school students. The teacher candidate will be assigned to a large group, small group, independent quest group or assigned to the Instructional Materials Center (IMC) that handles library and audio-visual responsibilities. The time schedule and assignment for the teacher candidate will be determined by the WSU-RF instructional team.

The third quarter will include student teaching. Teaching assignments will be screened according to the micro-teaching experience and the critical judgement of the instructional teams.

Motivation of the student candidate appears to be the most important question posed in evaluating the program. Prof. Ralph Fessle, assistant to the Dean of Education, said the instructional team will explain the test assignments to the teacher candidate. For each task the teacher candidate will prove his competency when he completes his assigned task.

This model elementary teacher program received a grant for instructional improvement from the WSU-RF President's fund. After examining the operational blue prints, the WSU-RF President accepted it, guaranteed funding and guaranteed facilities for 1970-71. "All is left now", said Simes, "is that students enroll in the program beginning this coming fall quarter."

Graduate's print in competition

Jean McGrail, winter quarter graduate of WSU-RF, has an intaglio print on display at the Hetton Art Institute in Indianapolis during the "Young America Printmaker's 1970" exhibition. There were over 300 prints submitted in the national competition with 100 being accepted for display after final judging.

Young Printmakers 1970 is the only exhibition of its type in the country in which undergraduate and graduate printmakers compete. It was organized by the Herron School of Art to honor the Sesquicentennial of Indiana University. The Indianapolis showing ended March 8, and the show will tour the country for two years.

The juror for the exhibition was Donald Karshan, president of the Museum of Graphic Art, New York; print editor of "Art in America" and recently named director of the New York Cultural Center of Farleigh Dickinson University. The works accepted by Karshan came from across the nation. Prints were entered from the finest art schools in the country including Cranbrook Academy of Art, Art Institute of Chicago, U.C.L.A., University of Oklahoma and Edinboro State College of Pennsylvania.

Mary Barrett, associate professor in art at River Falls, commented on Miss McGrail's work. "It is good. Her viscosity, color on color, is quite advanced for an undergraduate's work."

The graphic arts department of WSU-RF is optimistic of having the Young Printmakers Show on display in the Student Center Art Gallery sometime next year. Tentative scheduling for the show can be made on rental basis as the show begins its two year national tour.

Some of Miss McGrail's work will be on display here the second week in April during the Senior Show.

New frat is forming

Men interested in forming a RF colony of Tau Kappa Epsilon Fraternity (TKE) have been meeting this past month. "Tekes", as the national fraternity is called, will have a representative on campus for their next meeting which will be Tuesday, March 17 at 7:30 p.m. in the President's Room of the Student Center.

So far there are over 30 interested men. A constitution has been written and has been submitted to Student Senate. The members are attending meetings of Inter-Fraternity Council (IFC). Administrative approval has been obtained, and the group hopes to be fully established and recognized by April 17. Although the members will not go through a pledge period, they will be able to learn about TKE and must prove themselves to be a good organization to IFC during a six month probation period.

TKE is the largest national fraternity with over 300 chapters in the United States and Canada. Chapters are located in all eight WSU campuses as well as many other schools in the mid-west.

TKE was founded on January 10, 1899, at Illinois Wesleyan University and it became national in 1909 when a chapter was organized at Millikin University. TKE is a fast growing fraternity. It has initiated over 90 chapters since 1964 and at present has many colonies and affiliated local fraternities which will eventually become chapters.

TKE has a songbook with traditional

TKE songs. This has caused TKE to become known as a singing fraternity. TKE alumni successful in the singing world include Lawrence Welk, Elvis Presley, Danny Thomas, members of the Lettermen and members of the Four Freshmen. Other famous TKE's include Ronald Reagan, Conrad Hilton, Charles Walgreen, Merv Griffin, George Hulas, Terry Bradshaw, Jim Grabowski and Gary Phibin. Dr. Munnis, the vice-president of student affairs at RF is a TKE alumnus.

The fraternity was a pioneer in the elimination of hazing of pledges. It has loans to undergraduate members at low interest rates and also has a housing loan fund for chapters.

TKE sends out newsletters bi-monthly which give chapters ideas on finance, rush and other items of interest.

If interested? Contact Jim Rea, ext. 293.

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WLM speakers discuss discrimination



Four members of the Twin Cities Female Liberation Movement spoke at a forum last Tuesday. Annette Harrison (center) of the sociology department served as moderator.

Four members of the Female Liberation movement based in the Twin Cities spoke at an open forum in River Falls last Tuesday.

The process of educational conditioning was described by Lynette Wells as a man's point of view coming from textbooks written almost exclusively by men. In this way, little girls are taught they are the weaker sex in order to make them "good" wives. In speaking of employment, Nicki Mugli stated that 35 percent of the nation's poor families are supported by women. This is due to the lack of access by women to higher paying jobs.

Deaths of women due to illegal abortion are over 10,000 a year according to Ann Aflandis. More than half these abortions are married women. Woman's Liberation advocates the use of birth control preventatives to cut the number of abortions.

Another speaker pointed out that women want equality in a more humanitarian society. The basic step in changing the social process is the breakdown of the nuclear family and the redefinition of "community." She said that the present system of bringing up children is sad because it is left to amateurs, male or female. It should be done by people who can provide love and who are trained and talented in child care.

In response to a question as to what kinds of rights and equalities women want, one of the speakers answered that they want to be treated as individuals so that they have an equal chance to utilize their talents. It was also asked why, in the face of world problems, worry about the liberation of women? Members of the movement replied that the world is in the boat it is because men have gummed things up while women have kept quiet.

Will women have to give up opened doors and having their cigarettes lit if they achieve equality? To this question it was pointed out that this kind of chivalry came about in the Middle Ages when it was used to keep women satisfied that they were "on a pedestal." Since then women have been forced to seek the approval of those in power (men) by becoming attractive as objects.

Senate discusses drops, Hoffman

The Student Senate meeting got off the ground last week. Joe Koutney came in with a cowboy shirt. John Cerrite retorted with his slap stick comedy. And Rodney Nilsestuen blamed the army reserve for his haircut.

DROP REFERANDUM

The issue of extending subject drops to 10 weeks was acted upon. Richard Souigny authored a motion to recommend extending the drop deadline to 10 weeks in the form of a referendum in conjunction with the April 8 Student Senate election. The motion was presented because of action taken after the March 1 Faculty Senate meeting.

On March 1, the Faculty Senate passed by a vote of 7 for, 6 against and 2 abstentions to extending the drop deadline to 10 weeks. Then, certain faculty

members of the minority vote went out and solicited 10 percent of the faculty signatures on petition. This tactic made it possible to table the measure to the next Faculty Senate meeting, at which time all faculty members may vote on the motion.

In response to the April 8 student referendum Tom Gavin said, "If we win the referendum, then the students will get a stronger student voice."

Souigny commenting on the Faculty Senate minority said, "It is another time consuming tactic. (Faculty Senators) Gray and Ellifsen threw in rivolis amendments during the faculty senate meeting when the original proposal came up. If it were up to me, a student could drop a course up until the finals", he said.

The motion to call for a student referendum vote on April 8 was unanimous.

ABBIE HOFFMAN COMING?

It looks favorable that Abbie Hoffman, former defendant of the Chicago 7 court trial, will be coming to River Falls. Gavin moved to authorize the budget to allot an additional \$450 for the procurement of Hoffman. Before this motion was passed, the Student Senate allotted \$750 in a previous meeting. So, the total cost in procuring him, Gavin said that the demand for him will be going up.

Enthusiasm for Hoffman was mixed. Souigny said, "Any night that we get him, I would venture to say that we'll get a full house. There will be plenty of space to sit on the floor." Gavin agreed, "If we don't set up chairs, then we'll get more people in there."

A unanimous ballot failed with Koutney casting the "no" vote. The date for Hoffman's speaking engagement here has not been set.

Haley talks about heritage

by Jube Ola Ogisi

"I had never felt blacker until I visited West Africa," said Alex Haley, author of the award-winning classic "The Autobiography of Malcolm X." Haley spoke on "Black Heritage - A Saga of Black History," here last Tuesday.

"Kente is a saga of all black people," he said. The story of Kente the African who was kidnapped while chopping wood, and sold into slavery in the 1760's, is the theme of Haley's next book "Before the Anger." As told by Haley, it is a complete story of Haley's several jet hops between New York and London; train commutations between New York, Washington, and Annapolis, Maryland; and final hop to Gambia, West Africa. Haley claimed that he felt like a stranger in the midst of the comparatively blacker Africans.

Haley indicated that he had come "to share his experience on Black Heritage." The story of "the African" began with the stories he heard from his grandmother when he was only five. He remarked that his grandmother always referred to the few words Kente (named Toby by his master) spoke in reference to Africa.

Tracing an unbroken string of nine generations of his maternal family's history back to the Mandinka (Mandingo) tribe, Haley pursued the linguistic clues through museums and achieves in the U.S. and Europe. For seven years and sometimes breaking his assignments as chief interviewer for "Playboy," Haley said he "completely immersed" himself in the task of finding his identity.

Haley claimed that he had "the most traumatic experience" on his visit to the village of his ancestral Kente. "Yes," the sage of the village told him, "we have been told by our forefathers that there

are many of us in exile" somewhere in America. Haley indicated that although it will be ridiculous comparing Gambia to America, the "idea of savage Africans" is equally ridiculous.

Although "Before the Anger" is "a story about my own genealogy, it is identical with the story of all Black Americans." Haley claimed that the book will help both Blacks and Whites in understanding the problems of the former. He said the story of the Black's past had been lost because "slaves were recorded as properties of their masters." Besides, "rarely did a slave-child know his parents" or anything about family life.

In brief references, Haley described how he worked with Malcolm X in preparing the latter's autobiography. Haley claimed that Malcolm was initially suspicious, but finally gave his consent with "... if the writing of my life will help two people to realize what it is to be Black in America, go ahead." Malcolm was killed two weeks after reading the manuscript.

Haley concluded that despite the "pervasive mood" so often associated with Blacks through "brainwashing" and socialization, it is beautiful to be black, for "Black is beautiful."

Alex Haley, an internationally known writer, has written hundreds of magazine articles for "Harper's", "Atlantic Monthly," and other publications. He attended North Carolina Teachers College until his enlistment in the U.S. Coast Guard, which subsequently created for him the rating of Chief Journalist. Since early 1968, he has been "guest professor" and write-in-residence at Hamilton College, Clinton, New York. He is also chief interviewer for "Playboy" magazine.

Social scientist to speak on Tuesday, March 17

Kenneth Boulding, a social scientist from the University of Colorado, will be speaking at an inter-department discussion of the social sciences and the study of ethics, Tuesday, March 17. He will be giving two talks at 2 p.m. and 8 p.m.

Boulding has written in the areas of economics, behavior sciences, and ecology. He has published over 300 works and of that 14 books.

Boulding will speak at 2 p.m. in room 201 Student Center; his topic will be "Social Sciences as Ethical systems."

According to Dr. Eugene Maier, philosophy department, the talk will be broadly based so many topics can be covered. Discussion session will follow.

"Does Man Have a Future" will be the topic of his second talk at 8 p.m. in North Hall Auditorium. Such subjects as: Problem of national priorities, economics of peace and war, government and poverty, and economy and the Vietnam war will be covered. A discussion session will take place after the talk.

Boulding is an associate with the Institute of Behavior Sciences at the University of Colorado. In 1968 he was president of the American Economic Association. He is a fellow in the American Philosophy Society.

Boulding was born in England and studied at Oxford University. He has honorary degrees from 12 universities.

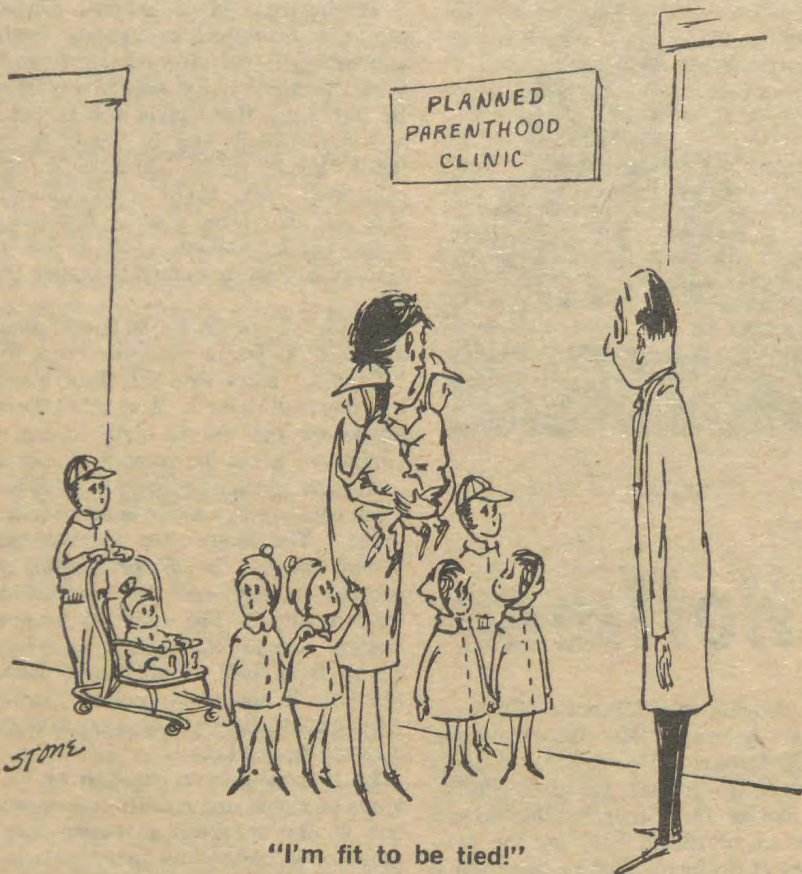
The program is being sponsored by the

departments of economics history, political science, sociology and philosophy.



Kenneth Boulding

Editorial Comment



Courtesy Margaret Stone
©Medical Economics

Guest editorial

Registration is lousy

by the RF Seven

Well, here we are again, the River Falls Seven, your own local group of anonymous but talented writers trying to impress upon the system the devastating need for reform. Some of our ideas were printed last quarter in the Little Dorothy series of guest editorials. We're not new to the scene and since we haven't heard a word from our network, it looks like we're not cancelled, yet.

North Hall (the epitome of administrative excellence) has recently devised a "brilliant" new way to register. The introduction of the time stamp has made that most honored tradition of pulling cards, just a little more difficult. Since we're all college material, ways to beat the system were developed in the first ten minutes of registration. About the only thing the system accomplished was to give another frat man a job.

This is the way it looked to us.

1. If you're lucky enough to get a computer card that does not classify you as a nonresident of the United States, a married female and a single male at the same time, and if your registration is not 7:30 a.m. on April 13, you're one of the lucky ones. Proceed armed with a prayer.

2. Try to locate that busy bee of the academic world, your adviser. If, however, you have not started the search three weeks before the end of the previous quarter then forget it.

3. If you are unable to complete step two have a reliable friend with illegible handwriting, sign your trial study card. They're aptly named, aren't they?

4. Report to Karges at the time designated on your card. Next, show your countless cards to the frat man on guard duty (He incidently, has first crack at the class cards, but is he smart enough to pull them?). The green card is now stamped obliterating half of your schedule including class title, instructor, and section. This presents a problem when you begin to erase closed classes and start to write in third, fourth and even fifth class choices.

5. Your card is now checked by the frat man standing next to the fratman who stamped it to make sure it has been stamped.

6. You may now enter the combat zone. Your mission is to pull cards for your freshmen pals. Your own schedule can wait since your upper class friends have already pulled it for you.

7. After listing in pencil the classes you wish to pull, you proceed to the target area. Trying to avoid the battle fatigued Ag majors who stumble around asking "Is there anything open?", you miscalculate and end up with a surplus of class cards. Don't worry, they can be raffled off in the lobby. To make the system work you must remind the prof to initial the green card with your pencil. This act of generosity will be forever implanted on his nimble brain.

8. Repeat until your mission has been completed.

9. Casually stumble to the checkout station, after all, it's only 4 p.m. You've only been there since 9 a.m. The station is manned by those Cretinistic social climbers, those giants of the intellectual community, those pillars of virtue, commonly known as the Greek Girls. With their superior intellectual abilities they quickly determine that you have left no blank untouched. The next smiling face gives you the total cost. You realize that you cannot afford a pen to sign the check.

10. Now you move to the final station and promptly hand over your life savings to that gleefully smiling lady next to the computer. Another sucker bites the dust, only this time it's not at Rodli Commons. Your cards are now checked for the third and final time by that idiot box. It is, by the way, the same computer that classified you in the beginning. Reassuring, isn't it?

If you've made it this far you should be given the medal of honor for bravery above and beyond the call of duty and a purple heart for all the mental anguish suffered. But, our final words have to be: Thank you North Hall, we haven't had such a good laugh in a long time.

As minorities enter, universities change

by John Froelich

During the last decade college campuses across the nation have witnessed great changes in academic freedoms. Before the sixties the university was a sheltered center of culture where the rich industrialist sent his son to study Greek or Middle English literature. Today however college has become the stamping ground of students from low or middle class backgrounds who have come to study physics or psychology. The fathers of these students work in factories rather than own them.

The result is that the whole nature of the university and academics has changed. The pace of college has picked up; graduates are turned out on an assembly line basis and college education has become a birth right rather than an impossible dream. College once isolated from modern society has become a part of it and its problems. Finally the new student of the sixties has made college into what it is now.

Traditions carried on from 1636 when Harvard University was founded no longer hold true. The eastern universities scions of conservatism and tradition have liberalized. The ivy covering the walls of Harvard, Yale and Princeton has withered and the Rockefellers and Kennedys have stepped aside for Dominic Ricco of the Bronx and Patrick O'Flanagan of Old Town, Boston. These campuses in the past all male are now admitting students whose first name is Susan as well as Steve.

The new students, Ricco, O'Flanagan and others like them have brought their feelings about their society with them to the university campus. The campus once sheltered from the outside world now finds its time devoted to this world's problems as well as its cultures. Subjects never before taught like Black history and conservation have taken their places by traditional courses as English and history.

The middle class student whose only exposure to minority groups has come from television or newspapers suddenly finds that Gene Washington Brown from Chicago's South side is his roommate. College no longer offers any escape from society's problems only a more open confrontation with them. The air pollution everybody talks about is in college and students do more than discuss it, they try to work out ways to solve the ever growing problem. When they aren't talking about pollution down at city college they're discussing birth control and the population explosion. With this all going on it's harder for the rich industrialist to find a "safe" place to educate his son.

What ever happened to the classroom where the students sat in awe of the professor's scholarly lecture style--gone the route of prohibition and the hobble skirt. Instruction today in our universities stimulates rather awes the student to sleep. The college instructor is no longer the end authority he was in Aristotle's day. Today he is more or less a discussion leader. He questions the student's understanding of the subject matter rather than his memorization of it.

The student and college have changed together. For some authorities the change has been for the better, for others for the worse. Activism has come alive on the college campus more than any other place in the nation.

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Aviation classes offered



Aviation instructor Larry Hapke is shown with Bruce Kraus and Frank Falkofske

by Jube Ola Ogisi

The appearance of gliders in the 19th century brought reality to man's longing to soar into the heavens. Since then, man's achievements have gone beyond flights within the earth's atmosphere. Also, the large and clumsy Boeing 80 and Cruttis Condor biplanes of the early '30's have given way to the giant Boeing 747. But one of the areas of rapid growth in general aviation has been an increase of privately operated aircrafts.

With prices starting at \$5,000 for fully equipped airplanes, it is not surprising that more people are taking to flying. Thus, the need to learn more about aviation has never been so pressing as now. Furthermore, every year sees more affluence and increased congestion caused by some 100 million cars on the roads of the U.S. In order to give the necessary groundwork before getting into the cockpit, the University, through its Extension Division, offers classes in Aviation and Aeronautical Science.

The first classes offered were for non-credit last year, but they can now be taken for credit on elective basis. Although there is neither a major nor minor offered in this area, the courses are designed for passing both the Private Pilot Certificate and Commercial License. The introductory course, Aeronautics 110, covers aircraft and engine operation, principles and theory of flight, air navigation, radio aids and communication, an introduction to meteorology and other subjects pertaining to the safe, efficient and economical operation of aircraft. Other courses include Aviation Weather, Intermediate Aeronautics, Instrument Aviation, and Ground School Instructor.

One of the instructors, Larry Hapke of the mathematics department, indicated that there is an unmistakable emphasis on aviation today. For example, farmers,

particularly in the Midwest, fly their own planes to inspect their properties and herds, or to spray insecticides.

Although classes are not meeting this quarter because of the small number of students, classes are planned for the summer and next school year. Students in these classes have included not only registered students, but also some adults and high school students from the community. One does not have to be a prospective mathematician or scientist to enroll in any of the courses. Unlike some large schools offering accredited flying lessons, private flying lessons are presently conducted by Larry Hapke at Lake Elmo every Saturday morning.

One must admit that the main deterrent to widespread popular use of airplanes continue to be the relatively high costs of equipment and operation. However, the cost of learning to navigate and fly safely (the weather permitting) is only the nominal Extension Division fees plus flying lesson fees. Furthermore, the courses give a good head start for those interested in private and commercial flying. So, if you can steer a car and wish to watch the traffic congestion from above, this is the time to start.

Feedback

Letters to the editor must be signed and limited to 300 words to insure space for all to express their views. Unsigned letters will not be printed. Names, however, will be withheld on request. Letters must be submitted to the STUDENT VOICE on the Thursday night prior to publication.

Commons and the library. The hours are 7 p.m. to 12 Monday through Thursday, and 7 p.m. to 1 a.m. Friday and Saturday; closed Sunday.

We occasionally have special events planned such as films, discussions or music. Our main function, however, is simply to provide a place to rap. Coffee, tea, pop and free popcorn are available to sustain you during heavier moments.

Another function the Coffeehouse hopes to perform is acting as a meeting place for groups, clubs, even CLASSES. For meetings of this nature the Coffeehouse will be open at any time, provided the manager is notified in advance. (Call 425-2029)

Without your support the Coffeehouse cannot exist. So come, drink coffee, rap, meet. We'll be looking for you!

Sincerely,
Pat Rusch, Manager
The First Amendment

1st Amendment open for business

To the Editor:

The appalling realization that there may be some people on this campus who are as yet unaware of our presence has prompted this letter. The First Amendment Coffeehouse has indeed reopened in a new location, 426 East Cascade, between Rodli

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Next VOICE April 6

Because of spring break the VOICE won't come out on the next two Mondays. The next VOICE will be the April 6 issue.

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Nee: Political ads how they're done



Mr. and Mrs. William Nee

Political advertising called dumb

Ninety percent of political advertising is "so dumb" that it doesn't have that much effect, said Kenneth Oelschlager, president of Knox Reeves Inc., a national advertising agency. Oelschlager was one of the speakers at Journalism Day.

Oelschlager began his talk by saying, "I don't know a damn about the subject, but I got opinions and they're more fun anyway."

Advertising can't sell bad products, he said, thus advertising can't sell bad politicians either.

Oelschlager qualified his statement about political advertising being poorly done by saying the advertising done is not by the top rated ad agencies, it is being done by the fifth rated agencies.

He gave an example of how ineffective

political advertising is. He once worked for a political candidate who's vote rating was given as 41.6 per cent of the total vote at the beginning of the campaign. After the ad campaign and the election his client received 42 per cent of the vote. He concluded the money spent on advertising was worth only six tenths of voters swung by the campaign.

Oelschlager said one reason his agency doesn't handle political advertising is it was an in and out thing. His agency would rather serve clients that advertised with his agency year round.

Another reason was political candidates are harder to sell. "People are more interested in a good plate of mashed potatoes than a political candidate."

He said there is an over estimation of

advertising value in politics.

The question was asked why advertisers use emotional appeals rather than rational ones. Oelschlager answered "When you go out to get that girl what do you use, emotion or rationale."

Asked about advertising creating images rather than reality, Oelschlager answered that he hoped advertising would be a combination of both. He quoted an author who said there is a little drama in everyone, and said the advertiser finds that real drama and plays upon it.

Ads, no vote getter



Norman Sherman

when Roosevelt conducted his fireside chats and when Harry Truman won the 1948 election with the slogan, "Give 'em hell, Harry."

Sherman asserted that present political campaigns are imprecise and intuitive and that events which occur during a campaign are more effective than the gimmicks advertising provides.

This idea that the population can be manipulated is not true. Sherman suggested that it is the quality, events and organization of a campaign which will determine how effective it is.

Many people, according to Sherman, believe that Ronald Reagan won in California because of advertising. Sherman said he won for various other reasons. Former Governor Brown had had problems which the populus felt could be better handled by another man.

In citing the recent St. Paul mayoral primary as an example where advertising does not win elections, Sherman pointed out that the two candidates who spent \$25,000 on their campaigns placed third and fourth while the two who spent \$15,000 placed first and second.

Politicians do not like to be sold by advertising. Sherman stated that most are serious in their belief that they have issues to present and that these issues are in the public interest.

Sherman said that most money spent in advertising is used on the media; 75 per cent of the budget going to television and 25 per cent being spent on administrative costs. He said the Humphrey campaign had spent one million dollars for television advertising on the Monday before the election in 1968. How effective it was he could not be sure of.

In the question and answer period which followed, Sherman said that images of various individuals are not necessarily unreal and he pointed to Dwight Eisenhower; however, smear campaigns do not win elections and the implications of Joe McGinniss' book "The Selling of a President" are unreal.

Ads back, not persuade

"The major effect of advertising is to reinforce existing attitudes," said Jan Robbins here at the afternoon session of Journalism Day. Robbins, a professor of Mass Communications at the University of Minnesota, indicated that there has not been much research on the effects of political campaigns. However, "people do not get elected so much on the issues."

Robbins claimed that political matters do not hold sway with the public, because only a few take active part in political activities. Also, people tend to vote on party lines. Furthermore, psychological factors play a major part in the behavior of the electorate.

He said that advertising does not work as effectively as people think. For example Joe McGinniss' (author of "The Selling of the President") notion of sell-

ing a candidate is based on traditional beliefs about persuasion. Robbins claimed that Nixon's campaign methods are not new, for they are not different from those used in advertising cigarettes and toothpaste.

Robbins indicated that what is known of the effects of political campaigns "are extensions of findings from research on editorials and issues." Research has shown that people select and recall materials they are in agreement with, and "there is a tendency to interpret messages in our own ways."

Robbins is a specialist in the effects of mass communications. He receives a Ph.D. from the University of Minnesota this spring and has taught advertising courses for five years.

8 RF craftsmen in exhibition

The fourth annual Wisconsin State Universities Student Craft Exhibit is being held March 9 - April 16, 1970 at the Reeve Memorial Union on the campus of WSU-Oshkosh.

There are eight entrants from River Falls with a total of 23 entries. Two awards were given to River Falls students. Receiving a \$35 award for the Best in Fiber was Gene Parlow. The entry was a mask entitled Leather-washers-chain. Parlow also received honorable mention for his Wool Tapestry-beads entry.

Honorable mention was also given to Nancy Knoll for her fiber entry. It is called Pistachios Pillow. Parlow had on display two other objects. One is called Inside-Outside and the other is a mask.

Miss Knoll also has two other art projects on display. One is a Fur Mohair Woven Rug, the other is a Rya Rug. Also entered from River Falls are Elaine Halverson, Doug Stener, Mary Ringes, Michail Meilahn, James Moore and Lin Grimason.

A total of 85 craftsmen from eight of the nine Wisconsin State Universities submitted 254 works. Ninety-five items by 54 craftsmen representing six universities were selected by the jury to comprise the show.

The jury was comprised of Simon Kops, metalist, Hilda Reynolds, ceramist, and Pat Swenson, weaver. All three jurors are accredited members of the Wisconsin Designer Craftsmen and prize winning artists.

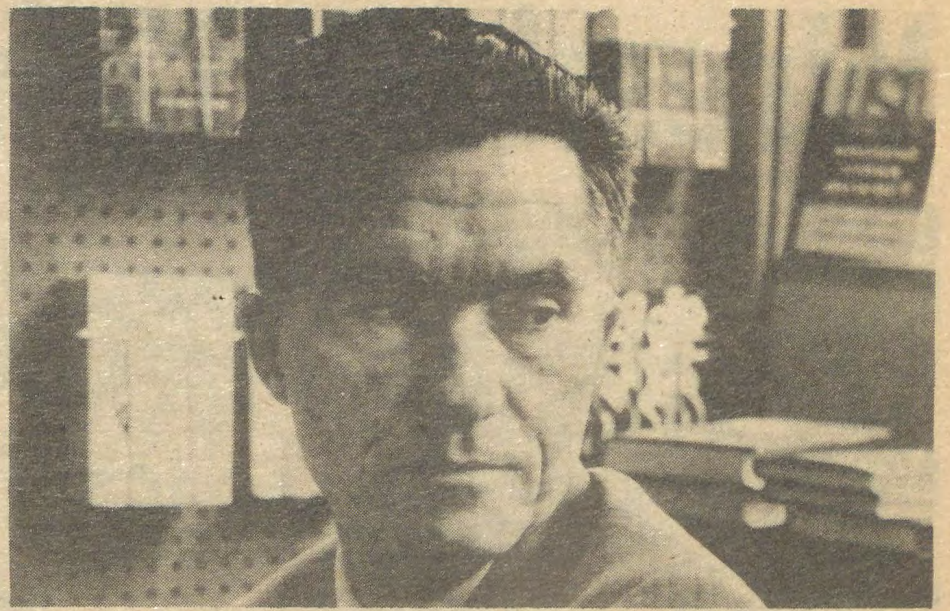
Orchesis to present spring dance concert

The annual spring dance concert will be presented by the Orchesis Club under the direction of Carol Horvei, dance instructor at the University, on Tuesday, Wednesday and Thursday of this week.

Last year's show was largely experimental and gave special vent to creativity and offers a number of established dance forms plus political and social comment expressed in movement.

In these United States, modern dance has undergone constant change since the days of Isadora Duncan. No fitting, all-encompassing definition can be formulated for the all-encompassing communication medium embodied in modern dance.

For this reason only interpretations will be presented on March 17, 18 and 19 at 8 p.m. in the Deep End. Tickets may be purchased at the door at 75 cents per student, 25 cents per child under 12.



William E. Stafford

Poet to read March 18

William E. Stafford, nationally known poet and lecturer, will present a reading of his poetry here March 18. The program will begin at 8 p.m. in the Little Theater in Davee Library.

Stafford is the author of four books of verse, including "Allegiances" which is to be published this year by Harper and Row and "Traveling Through the Dark" which received the National Book Award for distinguished poetry by an American author. His other major works include "The Rescued Year," "West of Your City" and a book of prose titled "Down in My Heart."

Stafford's poetry has been published in a number of anthologies and has frequently appeared in major magazines and literary reviews, including "Atlantic," "Harpers" and "Saturday Review." He is the recipient of the Shelley Memorial Award, the Poetry Magazine Award and of a Guggenheim Fellowship. He has presented readings at many colleges and universities, at the Guggenheim Museum, and at the Library of Congress.

Stafford holds degrees from the University of Kansas and the University of Iowa. He has traveled throughout the country and worked as a laborer in sugar beet fields and on construction. He has also done soil conservation work for the U.S. Forest Service. Stafford has served as education secretary for the Brethren Service Commission and is presently Professor of English at Lewis and Clark College, Portland, Oregon.

Stafford's travels and work experiences are often reflected in his poetry. A recurrent theme in his poems is the beauty and simplicity of nature and life.

Ames JH will close

The seventh, eighth and ninth grades of the J.H. Ames School will be discontinued at the close of the 1970 summer session.

In making the announcement, Dr. L. G. Stone, Dean of the College of Education, said that there are no plans to close the elementary school. Ames School classes from kindergarten through sixth grades will continue as before.

There has been a continued concern for the improvement of the teacher education program, enrollment, per pupil costs and the difficulty in maintaining a broad based and complete academic and extra-curricular program.

The River Falls public school system is expected to open a new building for use in September 1970, and the Board of Education has given assurance that the addition of Ames pupils will not create a problem. The Ames pupils will be invited later this spring, to an orientation day at the River Falls Junior High School.

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6-Packs Given Away Every Hour 6-12 p.m.
Grand Prize - Fifth Of Irish Whiskey



21 or Over

DAS SPIELHAUS

North of River Falls

Wrestlers 12th in N.A.I.A.

by Rob Orcutt



The 10 wrestlers pictured are the 1970 Wisconsin State University Conference champions. The picture was taken after Stout had defeated River Falls for the crown at Karges. Front row (l to r) 118 Hector Cruz, Stout; 126 Dale Evans, Stevens Point; 134 Craig Swenson, River Falls; 142 John Garside,

Superior; 150 Mark Janicki, Eau Claire; 158 Lindy Johnson, River Falls; back row, 167 John Peterson, Stout; 177 Mark Mulqueen, Oshkosh; 190 Dale Jenson, Superior; heavyweight Toby Ackerman.

The Falcon wrestlers came home with 12th place in the NAIA wrestling championships held at Superior over the weekend.

Powerful Omaha, which beat River Falls 27-13 in a dual meet earlier in the season, came out on top. Second place went to Adams State, last year's champion, followed by Winona State and Upper Iowa. Upper Iowa delt Byron James and his crew a 20-16 setback earlier in the year.

The 25 points scored by River Falls was better than any other conference team including champion Stout.

The big point men for the Falcons were Lindy Johnson who finished second and Ken Flouro who came in fifth.

For Flouro it was the culmination of a great career which saw the two time conference champion ring up an impressive 81-14-3 record.

Johnson waded through four opponents before getting pinned in the finals of the 158 pound class. Bressler of Clarion pinned Johnson at 7:55. He was also named to the second team on the NAIA All-American team.

Flouro had a long weekend, wrestling seven matches including wrestle backs, before he came out fifth.

Doug Williams was the only other Falcon wrestler to reach the quarter finals; bowing 2-1 to Foulks of Ohio Northern.

After Flouro's 118 pound division came the 126 pounders. Falcon Brock Masrud was pinned by Mike Miller of Black Hills State at 4:43 and did not get to wrestle back.

Craig Swenson won his first match but then was beaten by Rippey of Lock Haven 15-6. In the wrestle back he again won his first match but lost the second to Max Branum of Wayne State 7-2.

Don Bjelland ran into some stiff competition early and was beaten by Pollock of Waynesburg 15-3.

In the 177 pound class Dick Seibon was pinned by Hitchcock at Bloomsburg at 1:47.

Mike Helmbrecht also had a hard time in the first round losing 8-1 to Harris of Central Washington.

Tankmen fifth in conference meet

by Rob Orcutt

Depth paved the way as LaCrosse State successfully retained its swimming championship in the Wisconsin State University Conference meet at Whitewater State University Saturday.

The River Falls Falcons, under Michael Davis, came in a strong fifth. The main point man for the Falcons was Dan Collins.

The Indians claimed only four first places and tied another in the 18-event meet, but they had six runnerup berths and this helped toward the 122 1/2 point total. River Falls finished the meet with 58 points and only five points out of third place.

Host Whitewater was second with 741/2 and Superior, led by Jim Young, finished third with 63 points. Stevens Point, last year's runnerup, finished fourth only two points ahead of the Falcons.

"Dan swam like a true champion," commented Davis after the meet. "His performance was just superb."

All Collins did was swim in five events. He took a first in the 1650 freestyle, breaking the old conference record of 19:10 by 44 seconds with an 18:26.3. He came back in the 500 freestyle and bettered the existing conference record while coming in second. The 200 butterfly was next and Collins continued his assault on the record book by breaking the conference record while coming in first. He also swam in both the 400 medley relay and the 800 freestyle relay. River Falls came in second and fifth respectively in those events.

Dave Penticoff also brought home a first. He led the pack in the 100 breaststroke and came in second in the 200 breaststroke. Penticoff also swam in both relays.

In the diving events Dale Schroeder turned in a great performance according to Davis. The freshman diver picked up a sixth place in the one-meter diving and took fifth in the three meter diving though never trying it from that height before.

Other points came from Dave Chinnock

with a second in the 100 backstroke. Tom Uvaas took a sixth in the 200 freestyle and then he went directly into the medley relay. Lee Wright wound up the Falcon scoring with a third in the 100 breaststroke.

Davis had only six swimmers and one diver to work with while the next smallest contingent had 15 swimmers and divers.

Paulsen leading scorer

in conference basketball

Don Paulsen of Whitewater finished fast to win the Wisconsin State University Conference basketball scoring championship.

The 6'6", 210-pound senior who prepped at Racine Horlick high school, completed his final collegiate season with 342 points in 16 conference games for a 21.4 average.

Paulsen averaged 25.4 in his final five games, including a 34-point production against Oshkosh. His 307 field goal attempts and 104 baskets also were high in the conference this season.

River Falls' Randy Schulz ranked 17th in scoring with 212 points for a 14.1 average.

Ranked 27th was the Falcons Bob Parker. The former Alma prep canned 169 points for a 10.6 average. The sophomore front court man was ranked seventh in conference rebounding with a 9.6 average on 153 retrieves through the 16 game conference schedule.

Eau Claire won its first championship in 14 years and the Blugolds compiled their finest record in history with 22 regular season victories and just a single defeat. The Blugolds went on to defeat Dominican and Stout to get to the NAIA

"I was very pleased with the season," Davis said Sunday. His only regret was the lack of numbers on the swimming team.

Superior's Jim Young, a freshman from Arlington Heights, Ill. set three of the 11 records in the two-day meet. He won the

Cont'd page 10

Blugolds dominate, Schultz mentioned

Champion Eau Claire placed three men on the All-Wisconsin State University Conference basketball team picked by the league's nine coaches.

Center Mike Ratliff and guards Frank Schade and James Lindsey head the 10-man team, which includes three seniors, four juniors, and three sophomores. All three Eau Claire players are sophomores.

The only River Falls player mentioned was Randy Schultz. Schultz was given honorable mention by the league's coaches.

Stevens Point placed two on the squad, brothers Ken and Tom Ritzenthaler of Baraboo, while Stout also earned two berths, Greg Ebsen of Wisconsin Rapids and Gal Glover of Rockford, Ill.

Rounding out the honor group were hometown product Jim Lawinger of Platteville, Don Paulsen of Whitewater, and Ken Ver Gowe of Oshkosh.

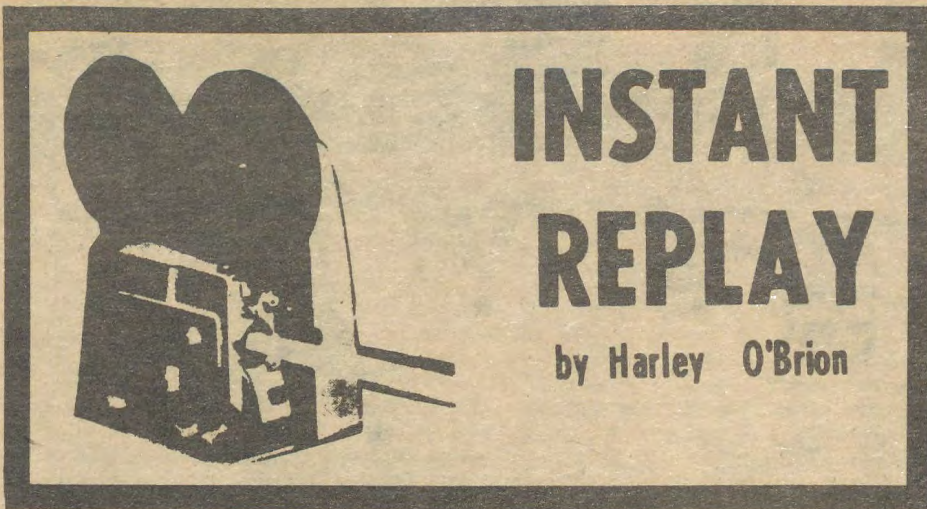
Paulsen and Ratliff, the conference's scoring and rebounding leaders, both prepped at Racine Horlick high school. Lindsey hails from Beloit, Schade from Wausau, and Ver Gowe from Cedar.

Eight of those selected ranked among the top 10 scorers in the conference. Paulsen had 342 and was followed by Lawinger 332, Tom Ritzenthaler 329, Ratliff 320, Ebsen 276, Schade 273, Glover 273 and Ken Ritzenthaler 266.

Ver Gowe ranked 13th in scoring with 244, and Lindsey, the playmaker of Eau Claire, 28th with 170.

Coaches picked six on the honorable mention list, besides the Falcon's Randy Schultz was the remainder of Eau Claire's starting five, forwards Tom Jackson and Steve Johnson. Also chosen were John Selbo of LaCrosse, Rich Ludka of Platteville, and Quinn Vanden Heuvel of Stevens Point.

Statistics page 9



INSTANT REPLAY

by Harley O'Brien

The Wisconsin State University-River Falls winter sports scene has subsided and Falcon highlights made headlines around the state.

The cagers, with only three returning lettermen, experienced one of their worst basketball seasons in the history of River Falls. The Falcons won one of 22 games,

but Superior forfeited its second game to River Falls because of an illegible player. So, the season's record stands at 2-20. Underclassmen carried the Falcons through the long season and if the freshmen return next season, things could be looking up. The brightest moment must be the selection of Randy Schultz, a 6'5" freshman from Gilmanton, to the all conference honorable mention team.

Coach Jim Helminiak's pucksters met tough opposition in the University of Wisconsin and University of Minnesota jayvees and had a .500 record through most of the campaign. But, a major breakthrough occurred when the team was allowed to travel to Colorado Springs for games with the Air Force Academy and the University of Colorado.

Because the Falcons defeated the Univ. of Colo., they were invited to participate in the first annual University of Colorado Hockey Invitational in Boulder. River Falls walked through four games and the championship and was invited back next year as defending champions.

The action was not only restricted to the ice as center Jerry Trooien was suspended from the squad because of his long hair. A new grooming policy was established and things returned to normal.

Swimming coach, Mike Davis, optimistic over the season's outlook had his hopes dampened by the injury to Steve Criz; Greg Witt was out with an injury and Kevin Polansky transferred to Mankato.

Lindy Johnson, 167 pound grappler, won the conference title and placed second in the NAIA meet at Superior Saturday and Ken Flouro placed fifth. The team placed 12th in the nation with a total of 12 points. Coach Byron James' grapplers finished second in the conference meet, one point behind Stout. River Falls will have many good wrestlers returning next season and should prove to be tough.

Also in the winter sports scene, Al Trotalli, former coach at River Falls high school, was hired as new football coach, but decided to remain at Greenfield High. The hiring of a new grid coach was Gwynn Christensen's first act as athletic director. At the same time Coach Page was appointed head of scouting and publicity.

WISCONSIN STATE UNIVERSITY CONFERENCE

Team, (Record)	Final Standings				Op.	Def.Ave.
	Won	Lost	Pts.	Off.Ave		
Eau Claire (21-1)	15	1	1411	88.2	1115	69.7
Stout (16-6)	13	3	1376	86.0	1116	69.8
Stevens Point (13-9)	10	6	1338	83.6	1231	76.9
Oshkosh (11-11)	*10	6	1373	85.8	1344	84.0
Platteville (11-11)	9	7	1342	83.9	1238	77.4
LaCrosse (9-13)	7	9	1275	79.7	1330	83.2
Whitewater (5-16)	4	12	1249	78.1	1410	88.1
Superior (3-18)	2	14	1147	71.7	1418	88.6
River Falls (2-20)	*2	14	1098	68.6	1407	87.9

* Includes forfeit victory from Superior but points and statistics stand.

Final Team Statistics (Conference Games Only)

Team	fga-fg	Pct.	fta-ft	Pct.	Reb.	Reb.Ave.
Eau Claire	1234-550	.446	476-311	.653	941	58.8
Stout	1241-572	.461	416-232	.558	739	46.2
Oshkosh	1270-549	.432	428-275	.644	755	47.2
Platteville	1267-519	.408	453-304	.673	772	48.3
Stevens Point	1111-516	.464	479-306	.639	666	41.6
LaCrosse	1129-491	.435	432-293	.678	707	44.2
Whitewater	1134-482	.425	390-285	.731	647	40.4
Superior	1076-423	.393	503-301	.598	671	41.0
River Falls	1027-388	.378	499-322	.645	664	41.5

Final Individual Statistics (Conference Games Only)

Player, School	G	fga-fg	Pct.	fta-ft	Pct.	Reb.	Ave.	Pts.	Ave.
Don Paulsen, WW	16	307-140	.456	80-62	.775	202	12.6	342	21.4
Jim Lawinger, PI	16	284-116	.408	127-100	.787	77	4.8	332	20.8
Tom Ritzenthaler, SP	16	285-131	.460	92-67	.728	106	6.6	329	20.6
Mike Ratliff, EC	16	235-123	.523	122-74	.607	250	15.6	320	20.0
Greg Ebsen, Stout	16	235-115	.489	63-46	.730	50	3.1	276	17.3
Frank Schade, EC	16	246-112	.445	68-49	.721	51	3.2	273	17.1
Cal Glover, Stout	16	231-108	.468	109-57	.523	202	12.6	273	17.1
John Selbo, LaX	16	227-107	.471	69-53	.768	72	4.5	267	16.7
Ken Ritzenthaler, SP	16	185-102	.551	95-62	.653	107	6.7	266	16.6
Q. VandenHeuvel, SP	16	228-93	.408	91-69	.758	100	6.3	255	15.9
Pat Fitzgerald, Osh	16	216-109	.505	45-32	.711	30	1.9	250	15.6
Bob Boettcher, Sup	16	217-90	.415	86-69	.802	33	2.1	249	15.6
Ken Ver Gowe, Osh	16	215-102	.474	58-40	.690	124	7.8	244	15.3
Rich Ludka, PI	16	212-95	.448	70-50	.714	130	8.1	240	15.0
LeRoy Young, LaX	16	207-94	.454	64-46	.719	51	3.2	234	14.6
Mike Heideman, LaX	16	171-81	.474	90-64	.711	114	7.1	226	14.1
Randy Schultz, RF	15	179-73	.408	88-66	.750	114	7.6	212	14.1
Tom Jackson, EC	16	204-80	.392	69-46	.667	163	10.2	206	12.9
Jay Langhurst, WW	14	162-69	.426	50-39	.780	38	2.7	177	12.6
Greg Seibold, Osh	16	159-66	.415	78-56	.718	134	8.4	188	11.8
Steve Johnson, EC	11	116-50	.431	39-30	.769	113	10.3	130	11.8
Bob Henning, SP	16	133-72	.541	73-37	.587	80	5.0	181	11.3
Robb Westphal, SP	16	136-70	.515	58-38	.655	141	8.8	178	11.1
Dennis Brown, PI	16	172-64	.372	67-47	.701	69	4.3	175	10.9
Jeff Stang, Osh	16	224-75	.335	36-24	.667	53	3.3	174	10.9
Dan Tinnon, PI	15	166-71	.428	34-20	.588	69	4.6	162	10.8
Robert Parker, RF	16	163-57	.350	99-55	.556	153	9.6	169	10.6
Jim Lindsey, EC	16	149-68	.456	54-34	.630	63	3.9	170	10.6
Dave Aller, LaX	16	148-56	.378	81-57	.704	166	10.4	169	10.6
Dave Moldrem, LaX	16	170-74	.435	35-20	.571	80	5.0	168	10.5
Bob Dickinson, Stout	16	137-67	.489	48-28	.583	21	1.3	162	10.1
Jim McCorsion, Sup.	16	161-69	.429	51-24	.471	36	2.3	162	10.1
Gregg Traupmann, PI	16	164-63	.384	35-20	.571	115	7.2	146	9.1
John Slezler, EC	14	101-46	.455	49-33	.673	99	7.1	125	8.9
David Zimmerman, RF	16	123-51	.415	66-38	.576	90	5.6	140	8.8
Tom Duffy, WW	16	154-60	.390	27-18	.667	42	2.6	138	8.6
Dave Cox, WW	16	92-47	.511	51-39	.765	71	4.4	133	8.3
Dale Magedanz, Stout	16	130-55	.423	51-23	.451	95	5.9	133	8.3
Rick Rehm, Osh	14	91-45	.495	54-26	.481	130	9.3	116	8.3
Greg Amys, Sup.	15	104-41	.394	49-35	.714	33	2.2	117	7.8
Terry Alexa, Stout	16	114-53	.465	40-17	.425	99	6.2	123	7.7
Brad Kennedy, Sup.	15	110-45	.409	41-16	.439	122	8.1	108	7.2
Joe Acotto, RF	14	117-46	.393	14-9	.643	27	1.9	101	7.2



MONDAY

- 4:00 Afternoon Report--Dave Hegre
- 4:30 Sound '70--Tony Vignieri
- 6:00 Information 60'--Dave Hegre
- 7:00 Voter's Forum
- 7:15 At Issue (NER)
- 7:30 Concert Hall
- 8:30 Amalgamation
- 9:30 Night Watch News--Carl Volden
- 10:00 Music 'Til Day's End

TUESDAY

- 4-7:00--See Monday
- 7:00 Book Beat (NER)
- 7:30 Concert Hall--John Taddiken
- 8:30 Amalgamation
- 9:30-12:00--See Monday

WEDNESDAY

- 4-7:00--See Monday
- 7:00 Casper Citron Presents*
- 7:30 BBC World Theatre--Christopher Marlow's "The Tragical History Of Dr. Faustus"
- 9:30-12:00--See Monday

THURSDAY

- 4-7:00--See Monday
- 7:00 Federal Case (NER)
- 7:30 Concert Hall--John Taddiken
- 8:30 Dialogue
- 9:00 Goodman on America (CBC)
- 9:30 Night Watch News--Carl Volden
- 10:00 Music 'Til Day's End*

FEATURED THIS WEEK

*Casper Citron--A weekly discussion program prepared in New York featuring well-known personalities.
*Thursday will be our last broadcast date before Spring Recess. Will return to the air April 1st.

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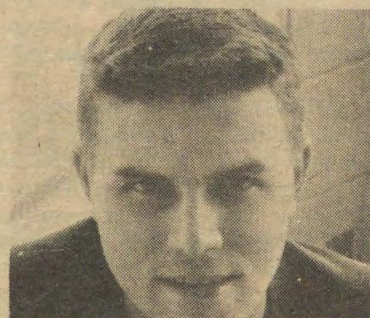
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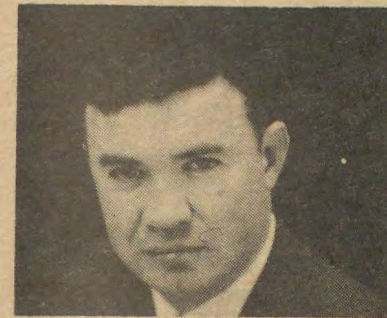
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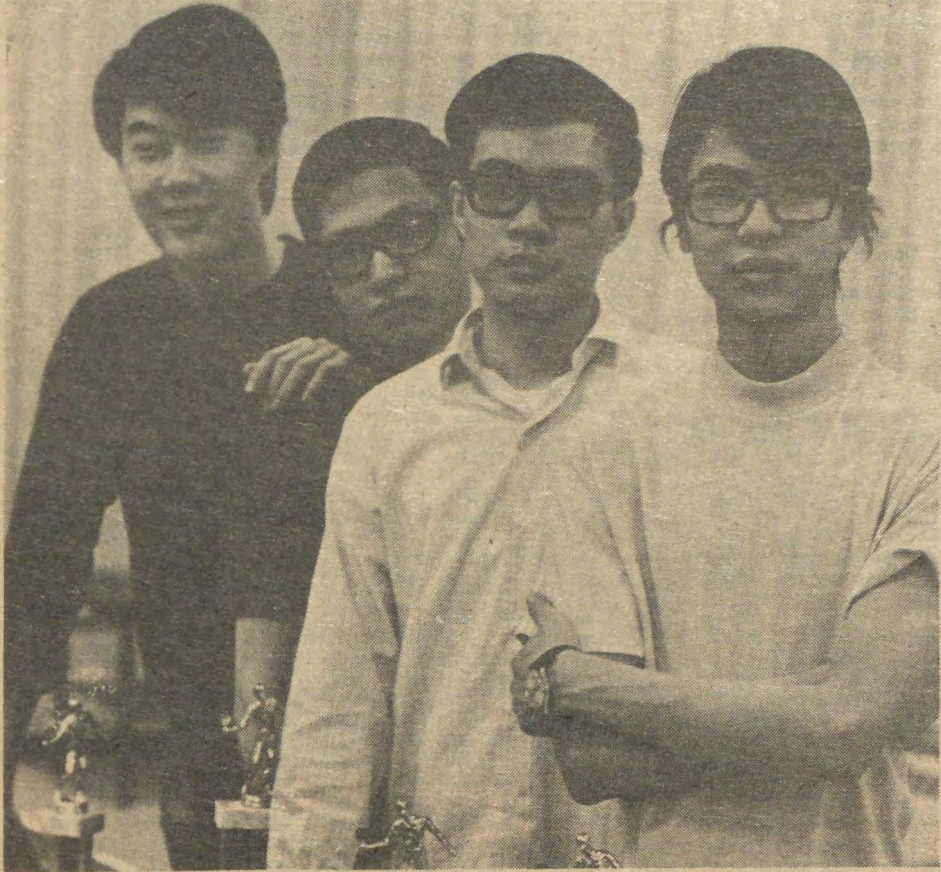
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An Iowa State player comes into Falcon territory to challenge a partially visible Geoff James. Jerry Coe (15) watches while John Humphrey (13) tries to get off the ice to help James.



In the recent Colorado Invitational hockey tourney Dewey Selander domes in on the Iowa State goalie. Selander scored nine goalies during the four game tournament and is pictured about to score one of the nine.



During the recent all dorm ping pong tournament held in the ball room, Edward Li (left) defeated Shen Yang (next to Li) for the singles championship. In the doubles tournament Herman Wong (right) and Augustine Chow (next to Wong) defeated John Phelps and Jim Rea.



Jerry Coe (15) gets ready to zip the puck past the Iowa State goalie in the first game of the Colorado Invitational hockey tourney at Boulder. Dewey Selander watches after passing to Coe. It was the passing of Coe that usually set up Selander for most of his nine goals.

Conference swim results

cont'd from page 8

200 yd. backstroke and 200 and 400 yd. individual medley (backstroke, butterfly, breaststroke, freestyle) events in WSUC record times.

Two other records were set in Saturday's competition while Bob Schneider of Superior bettered the old point total for three meter diving. Ken Harrington of Whitewater set a mark in the 200 yd. free style.

The results:

TEAM TOTALS

LaCrosse 122 1/2, Whitewater 74 1/2, Superior 63, Stevens Point 60, River Falls 58, Stout 38, Oshkosh 36, Eau Claire 8, Platteville 2.

INDIVIDUAL RESULTS

400 MEDLEY RELAY - 1. LaCrosse (McDonald, Wilke, Jecklin, Bowles). 2. River Falls 3. Stevens Point 4. Oshkosh 5. Stout T-3:54.4.

200 FREESTYLE - 1. Ken Harrington, Whitewater. 2. Heeter, Superior. 3. Guilfoil, LaCrosse. 4. Schutten, Stevens Point 5. Peguas, Stevens Point T - 1:53.2 (Record. Old record was 1:55.1 by Pegaus, Stevens Point, 1968).

50 FREESTYLE - 1. Tie between Paul Zahour, Whitewater and Bruce Bowles, LaCrosse. 3. Muhlenbeck, Stevens Point. 4. Kowalski, Stout 5. Bohn, Oshkosh T-:23.

200 INDIVIDUAL MEDLEY - 1. Jim Young, Superior 2. Lally, LaCrosse 3. Van De Bogert, Stout 4. Keller, LaCrosse 5. Kryda, Whitewater. T-2:09.3 (Record. Old record was 2:11.8 by Lally, LaCrosse, 1969).

THREE-METER DIVING - 1. Bob Schneider, Superior. 2. Pettigrew, Whitewater. 3. Kausalik, Stevens Point. 4. Ballard, LaCrosse. 5. Schroeder, River Falls. Points: 495.75 (Record. Old record was 406.95 by Bob Schneider, Superior 1969).

200 BUTTERFLY - 1. Dan Collins, River Falls. 2. Keller, La Crosse. 3.

Sarkady, Oshkosh. 4. Jecklin, LaCrosse. 5. Heins, Superior. T-2:09.1. (Record. Old record was 2:10 by Olson Platteville, 1969).

200 BACKSTROKE - 1. Jim Young, Superior. 2. Mullranin, LaCrosse. 3. Tepner, Stevens Point. 4. Tie between McDonald, LaCrosse and Miller, Whitewater. T-2:11.1 (Record. Old record was 2:12.2 by Simstons, Stevens Point, 1969).

200 BREASTSTROKE - 1. Carl Wilke, LaCrosse. 2. Penticoff, River Falls. 3. Edwards, Stevens Point. 4. Forsberg, Eau Claire. 5. Pond, Superior. T-2:25.1

400 MEDLEY RELAY - 1. Whitewater (Kryda, Zahour, Hall, Harrington). 2. LaCrosse. 3. Stout. 4. Stevens Point. 5. Superior. T-3:26.3.

1970 TRACK SCHEDULE

Feb. 19 At Carlton 3:00
 March 4 At Superior 6:00
 March 14 At Macalester
 March 17 At Stout
 March 28 Conf. Meet at Madison
 April 11 Eau Claire-Bethel at R.F.
 April 15 St. Olaf-Augsburg at R.F.
 April 24 St. Thomas, S.W. Minn.
 April 28 Stout at River Falls
 May 2 Conf. Relays at Stevens Point
 May 4 Carleton at River Falls
 May 9, 9 Open
 May 15, 16 Conf. Meet at Stevens Point
 June 5, 6 NAIA Championships at Billings, Mont.

HIGH SCHOOL MEETS

April 25 WSU-RF High School Invita.
 May 15 Dunn-St. Croix Conf. Meet
 May 22 Middle Border Conf. Meet

1970 BASKETBALL SCHEDULE

Sat., April 11 at St. Olaf (2) 1:00
 Tues., April 14 at Stout (2) 1:00
 Sat., April 18 at Superior (2)
 Fri., April 24 Whitewater (2) 1:00
 Sat., April 25 Oshkosh (2) 12:00
 Fri., May 1 at Platteville (2) 1:30
 Sat., May 2 at LaCrosse (2)
 Fri., May 15 Eau Claire (2) 1:00
 Sat., May 16 at Stevens Pt. (2) 1:00
 FRESHMAN SCHEDULE
 Sat., April 11 at St. Olaf (tentative)
 Tues., April 28 at Stout 3:30
 Tues., May 5 at Stout 3:30
 Thurs., May 7 Barron Campus 3:00
 Tues., May 12 at Eau Claire 3:00

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Clark speaks on life in 2001

Arthur C. Clarke, inventor of the communications satellite and co-author of the book and film "2001: A Space Odyssey," will be at Wisconsin State University - River Falls on April 7 at 8 p.m. in North Hall Auditorium to speak on "Life in the Year 2001."

Born in England in 1917, an authority on space travel, he is the winner of the Franklin Institute's Gold Medal (1963) for having originated the communications satellite in a technical paper published in 1945.

A top-ranking science writer and "a master of science fiction" (The New Yorker), Clarke is the author of 40 books, both non-fiction and fiction. The latest (1968) is the Book-of-the-Month Club selection, "The Promise of Space." He is now writing the preface and epilogue to the astronaut's own book of the Apollo mission.

His non-fiction works began to be published in the early 1950's. The titles of these books include: "Interplanetary

Flight," "The Exploration of Space," "Going Into Space," "The Making of a Moon," "The Challenge of the Space-ship," "The Challenge of the Sea," "Profiles of the Future," and "Voices from the Sky."

Clarke's science fiction books are: "Islands in the Sky," "Prelude to Space," "Against the Fall of Night," "The Sands of Mars," "Childhood's End," "Expedition to Earth," "Earthlight," "Reach For Tomorrow," "The City and the Stars," "Tales from the White Hart," "The Deep Range," "The Other Side of the Sky," "A Fall of Moondust," "Tales of Ten Worlds," "Dolphin Island," and "Glide Path."

A graduate of King's College, London, with First Class Honors in Physics and Mathematics, he is past Chairman of the British Interplanetary Society and a member of the Academy of Astronautics, The Royal Astronomical Society, and many other scientific organizations.

What's Doing

PHI NU CHI		UCM	
All men are invited to a Phi Nu Chi open smoker on Wednesday, March 18, at 8 p.m. in the President's Room of the Student Center.	Tues.	4 p.m.	Coordinating Council
		5 p.m.	CRO (Falcon Room)
	Wed.	7 a.m.	Lenten Breakfast (President's Room)
		9:30 p.m.	Foreign Film Discussion (UCM) Film: "Warrendale"
	Thurs.	6:30 p.m.	"Meal in the Upper Room"-Authentically depicting original meal - Congregational Church - 75 cents. Tickets avail. at UCM.
FRESHMEN			
The Freshman class will meet Thursday, March 19, at 4 p.m. in rooms 205 and 206 of the Student Center to discuss and ratify the proposed constitution. Discussion of the upcoming Senate and class elections are also on the agenda, as well as the use of class dues.			

Rare movies to be shown

At 8 p.m. Wednesday, March 18, in room 201 of the Student Center, the history club, in association with B-S Productions, Ltd. presents a rare collection of full length silent comedy shorts. The films to be exhibited are:

1) "Making a Living" (1914). A one reel Mack Sennett production starring Charles Chaplin.

3) "The Garage" (1919). A "Fatty" Arbuckle comedy made three years before the comedian's career came to a tragic end.

2) "Soup to Nuts" (1928). A Hal Roach production starring the immortal Laurel and Hardy.

4) "All Night Long" (1924). A Mack Sennett-Keystone Comedy with Harry Langdon, new almost completely forgotten, who is originally hailed as being one of the three comic geniuses of the silent screen.

5) "The Adventurer" (1917). This film stars Charlie Chaplin, made during the period of 1916-1917, generally regarded as his most creative years.

This group of seldom seen silent comedies has been brought here at considerable expense for this limited engagement. They can be shown only once before they are shipped back to the East Coast.

Art building opens April 1

The long awaited opening of the new art building has tentatively been rescheduled for April 1. A long series of mix-ups and delays has been keeping the building from being used.

The plans for the buildings were submitted when Delorit was acting president. Meetings were held during the summer and letters were written as to the delay. As the plans were submitted to the Board office there were replies as to we have not been forgotten and not to worry.

The reasons for the new facilities was that it was part of a plan to make the part of the University around the library, South Hall and Ag-Science into a mall type area. The back end of South Hall is somewhat of an eyesore and is the old power plant. It is also not adequate. The maintenance department was also to be moved out of there.

When the buildings were finally started there was a big mix-up in contracts. The one to build the buildings and the one to tear down the old facility were going at the same time. So as a consequence

the art department had no place to put its glass blowing class. This was finally cleared up though. The buildings were completed but then there was a mix-up in the heating and electrical contracts. It was thought that the bids were accepted but it was later found that they had not because they were too high. President Field, Sperling, and Neil Barron, the maintenance engineer, were all working on it. The electrical contract was cancelled. When the contractor was asked if the school supplied the material would he just do the work . . . He wouldn't agree to this. Later he did agree. The heating units which are electric have been just sitting around. They can't be installed until the electricity is done. Also the heating units couldn't be hung until another beam was installed. This arrived on Monday.

The art building will be the first one completed. (The other is for the maintenance department). Hopefully this will be April 1st . . .

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Instead Reading Dynamics teaches your eyes to work directly with your mind. You take in whole groups of words, even sentences and paragraphs at a glance. So you get the total impact—just as you do when seeing a picture for the first time.

The result? You'll end up reading 3, 5, even 10 times faster than before.

And even more important, you'll probably understand and remember more of what you read.

So you see, as a college student, this course can make short work of homework. And it might also improve your grades.

What's more, once you take the course, you're automatically a lifetime member. Which means you can retake the course free any time. And as often as you like.

Who's eligible? All faculty, staff, and students can enroll, as well as non-members of the college community interested in reading more efficiently.

Just be sure you're among those who enroll in one of the Reading Dynamics classes scheduled to start soon right here on the campus. You'll attend class for 2½ hours once a week for 8 weeks. That's eight short weeks to faster reading . . . better comprehension . . . much improved retention. Eight weeks to cut your reading time from 450 to 150 hours.

For more information, plan now to come to one of the free orientation sessions. We'll explain the course to you and answer any questions.

Naturally there's no obligation, except to yourself.

FREE MINI-LESSONS

Hotel WALVERN	Monday	March 16	3:15 pm
123 South Main	Tuesday	March 17	3:15 & 7:00 pm
River Falls	Wednesday	March 18	3:15 & 7:00 pm

Class meets Wednesdays each week at the Hotel WALVERN 7:00 - 9:30 pm.

Starting April 1 and completing May 20

**Evelyn Wood
Reading Dynamics Institute**

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What's Doing

All items must be turned in no later than 7 p.m. Thursday. What's Doing goes to the printer at 7:30 a.m. Friday.

AWS

A beauty seminar and Fashion Show will be sponsored by AWS on Wednesday, April 8. The seminar will be held in the ballroom from 1:30 to 3 p.m. while Lynn Rose fashions will be modeled in the Deep End at 8 p.m. Different companies will have displays and demonstrations concerning cosmetics, perfumes, jewelry, china, body mechanics, and fashions. Door prizes will be given at the fashion show.

VET'S CLUB

The possible organization of a "Big Brothers" group will be the topic of Jim Miller, former president of the River Falls Chamber of Commerce, when he speaks to Vet's Club on Wednesday, March 18, at 8 p.m. in room 208 of the Student Center. Spring parties will also be discussed at this meeting. All veterans on campus are urged to attend.

The results of the Feb. 18 election are: president--Mark Kessler; vice president--John Dinkel; secretary--Tom Sacia; treasurer, Terry McConnell.

SUMMER JOBS

Numerous summer jobs for American students are still available in resort hotels, hospitals, factories and construction work with a guaranteed \$300 a month wage or commissions averaging around \$700 a month. Further information may be obtained by writing Summer Placement Officer, ASIS, 20 Ave. de la Liberte, Lusembourg, Europe and sending \$1 for the American Student Information Service Handbook.

TEKE COLONY

All those interested in becoming members of Teke Colony should attend an important meeting on Tuesday, March 17, at 7:30 p.m. in the Student Center President's Room. This will be the last time newcomers can join. National representatives are expected for the meeting. Dress will be semi-formal. Any Teke Alumni or Teke members on campus are asked to call Jim Rea at 293 or Mike Ubbelohde at 291.

KAPPA DELTA PI

Highlight from the Boston convention and election of new officers are on the agenda of the Kappa Delta Pi meeting of Tuesday, March 17, in room 208 of the Student Center. A report on the spring banquet and the selection of two scholarship recipients are also scheduled for this meeting.

ANIMAL SCIENCE - BUSINESS CLUB

An organizational meeting of the Animal Science Club and Agriculture Business Club will be held Tuesday, March 17, at 7:30 p.m. in room 108 at Ag-Science. Al Siemers will show slides of Nigeria which include cattle selection programs.

WOMEN'S LIBERATION

Women's Liberation Movement will meet Tuesday, March 17, at 8 p.m. in the basement of Parker Hall to discuss abortion.

SIGMA TAU GAMMA

The Sigma Tau Gamma Calendar Girl Dance will be held Tuesday, March 31, from 8 to 11:30 p.m. at the Spielhaus. The music of the C. A. Quintet will be featured.

SAC

The Student Affairs Committee (SAC) will meet at 4 p.m. on Mondays in the Falcon Room of the Student Center to discuss current issues. Anyone interested is welcome to attend.

EVENING OF ENCOUNTER

Every Thursday evening from 8-12 the Counseling Center at 4th and Cascade has an open encounter group. Come and leave when you wish, all activity is voluntary.

"MEAL IN THE UPPER ROOM"

On Thursday, March 18, at 6:30 p.m. "Meal In the Upper Room" will be presented, authentically depicting the original meal. Tickets are available at UCM for 75 cents for the event to be held at the Congregational Church.

UAB

Anyone interested in working on the 1970 Homecoming Committee can be interviewed on Tuesday, March 17, at 4 p.m. in rooms 101 and 102 of the Student Center.

IDC OFFICERS

People interested in running for IDC offices should contact Kay Hayden, ext. 361. People eligible for offices must have lived in the dorm for three consecutive quarters, including the 1970 spring quarter.

UCM

United Campus Ministry (UCM) is sponsoring a trip to Chicago Thursday, April 16 to Sunday, April 19. Possibilities for the program include seeing Rev. Jesse Jackson, director of "operation Breadbasket;" visits to the Gateway House, a halfway house for drug addicts; a tour of the apartment where Black Panther Fred Hampton was killed; Old Town and the musical "Hair."

Anyone interested should sign up by Wednesday, March 18, at the UCM Center. The cost is \$20 which includes the \$5 ticket for "Hair."

SUMMER ABROAD

Come and hear the details about an opportunity to spend this summer abroad - living with a family and traveling in the country of your choice. Applications are being taken for the college-community ambassador from River Falls in the Experiment in International Living on March 17, 8 p.m. Student Senate office.

Want Ads

SUMMER TRAVEL

Summer Travel to Europe. Charter Flight to London and return. Leave Chicago June 14 and return Aug. 13. Round trip cost \$210. Contact Division of Extended Services. WSU-Oshkosh.

FOR SALE

Wollensak 4000 cassette tape recorder with AC adapter/battery charger, 3 cassettes. Call Don 262 or 313.

STUDENTS

Students Discounts will be given to all students, all week March 16 to March 20 at Les' Apco one block from campus.

RIDERS WANTED

Riders wanted to Metropolitan New York City area or points between. I am leaving Friday, Mar. 20. Will share expenses. Call 425-7449 evenings.

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