Western Michigan University Newsletter, March 1960

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GRADUATE PROGRAM CONTINUES GROWTH

Master of Business Administration Degree Approved

A graduate program in the School of Business, leading to the Master of Business Administration degree, has been approved for Western Michigan University by the State Board of Education.

For eight years Western Michigan has offered the bachelor of business administration degree, and since 1953 has granted its own master's degrees. Until now only the Master of Arts degree could be earned, starting initially in education fields but now including 10 other areas besides education.

Dean Arnold E. Schneider of the School of Business states that the new MBA program is designed to serve the entire Southwestern Michigan area. The rapid growth of the School of Business at Western Michigan with its present enrollment of 1,300 undergraduate students, along with increasing enrollments in business administration in other institutions of higher learning, has created a backlog of students requesting graduate work in business, says the dean.

The School of Business now includes among its faculty specialists in such areas as management, finance, marketing, statistics, production, communications, law, and accounting.

At the present time there are a number of graduate students in Business, enrolled principally in late afternoon and evening classes. Many of these students are from businesses in Kalamazoo and the surrounding area.

Dr. Edwin Grossnickle has served as chairman of the graduate committee for the School of Business which has been planning the program for the last three years, and other committee members have been Dr. Fred Hartenstein, Robert Wetnight, Dr. Leo Niemi, Dr. Frances Hardin, George Cooper and William Burdick.
Festival of Arts Chooses ‘Comic Spirit’ as ‘60 Theme

The comic spirit in the arts will be the theme of the tenth annual Festival of Arts which is scheduled for the WMU campus between March 13 and April 15.

Cock-a-Doodle-Dandy by Sean O'Casey will be presented in the University Theater March 17, 18, 19 by student players, illustrating the Irish wit and fantasy of comic drama. The following week on March 22, the faculty-student woodwind quintet and the Modern Dance club alumni will combine numbers showing satire and other comic attitudes in music and dance. During these first two weeks of the festival, an exhibit of “Advertising Art in 19th Century America” from the Smithsonian Institution in Washington will occupy the galleries in McCracken hall.

The Golden Age of Comedy," a program of motion picture classics in comic cinema arts, will be featured, with three showings (at 4, 6, and 8) each day, Wednesday and Thursday, March 30 and 31, in the Audio-Visual auditorium in Waldo Library building.

The annual student art exhibit will open with a Sunday afternoon reception April 3, and will run through April 15, in the McCracken galleries.

Herbert Howarth, visiting professor from England, now at the University of Pittsburgh, will speak on “The Comic Spirit in Literature” the evening of April 7, at the Student Center.

On April 8, 9, 11 and 12 the children's play, Tom Sawyer, will be featured at the University Theatre. Miss Ann Shaw will direct the popular comedy.

A nationally known sculptor, John Rood of Minneapolis, will speak April 11 on the comic spirit in sculpture, in Kanley Chapel. Besides being a witty speaker, Rood is popular for the human interest in his sculpture, which is "closely associated with that rare quality of sculptured humor, so evident in pieces like "Boogie-Woogie," ‘Man with a Rake,’ ‘Night Flower,’ ” and the John Henry pieces and “Innocence.” One critic has said, “His sense of humor permeates nearly every work.”

The final major event of the festival will be the presentation in concert form of the 16th century Italian madrigal comedy 'L'Amfiparnaso" by Vecchi, translated into English by William Ballard of Northwestern University. The WMU Madrigal Singers, directed by Mrs. Dorothea Snyder, will perform the music-comedy April 12.

Covers for all programs will be printed in black, white, and magenta-pink in a design focused around a jester's cap and bells, by John Kemper. All programs except Cock-a-Doodle-Dandy and Tom Sawyer are presented without charge to the public.

Dr. Clayton Holaday is chairman of the committee in charge of the festival. He is assisted by Kemper, Dan Kyser, Sterling Breed, Miss Ann Shaw, Mrs. Helen Brown, and Miss Thelma Anton.

Three New Faculty Members Appointed

Three new faculty members joined the University family for the opening of the second semester.

They are: E. Martin Basic, assistant professor of industrial technology; Andrew C. Nahm, instructor in history, and Merle G. Galbraith, associate professor of mathematics.

Basic will work principally in the area of industrial engineering bringing to the campus an immense wealth of information gained from wide experience as an engineer and manager in business. He holds degrees in electrical engineering and mechanical engineering from the Illinois Institute of Technology, and has worked principally in the Chicago area. He is married and has two daughters.

Nahm comes to Western from Stanford University where he has been completing doctoral studies, working on Korean-Japanese relations. A native of Korea, Nahm took his AB degree at Emmanuel Missionary College and his MA at Northwestern University. He has taught at the University of Wisconsin, the Army Language School and Stanford. Nahm is married and has one daughter.

Retiring from Rutgers University at the end of the fall term, Galbraith joins the mathematics faculty. He first joined the Rutgers faculty in 1926, after graduating form the Rensselaer Polytechnic Institute. He earned his MS at Rutgers and retired there as an associate professor. Mr. and Mrs. Galbraith have two children.

Students have earned more than $500 from their annual Carnicus show to be used for charity.
Summer Program
For High School Students Assured

As in 1959, Western Michigan will again conduct a National Science Foundation-sponsored summer science training program for outstanding secondary school students in physical science and mathematics.

A grant of $13,340 will be administered by Dean George G. Mallinson to provide half of the necessary expenses for 40 students. Last year the grant covered all expenses.

It will be open to students who have completed their junior year in high school and exhibited considerable ability towards and interest in a science career. Advanced chemistry, advanced physics and related mathematics will be offered, as well as laboratory work. The studies here will not duplicate materials already taken or likely to be taught in high school courses.

Faculty members will include Dr. Maloye Holmes, J. Bryce Lockwood, Lynn R. Thompson and Jacob DeWitt.

Physics Students Rate Preparation

Only one-half of Western's physics students feel that their high school physics courses were good or excellent preparation for college-level science courses.

Dr. Haym Kruglak, professor of physics, makes this assertion in an article appearing in the current issue of the American Journal of Physics.

The poll on the campus showed that a significantly higher percentage of students with high school physics earned honor grades in college physics as compared with students who had no high school physics.

Senior ROTC cadets have a new honor to seek, with the announcement by the Fifth Army of an Army and Navy Legion of Valor medal, one of which will be awarded to the top senior cadet from among 19 units in Indiana and Michigan.

Dunbar, Powell Named to Head History, Mathematics Departments

Two new academic department heads will assume duties July 1.

They are: Dr. Willis F. Dunbar, to succeed Dr. Robert R. Russel, as head of the history department; and Dr. James H. Powell, to succeed Dr. Charles Butler, as head of the mathematics department. Dr. Russel is retiring in June and Dr. Butler has asked to be relieved of administrative duties to return to full time teaching.

Dr. Dunbar, a native of Hartford, is widely known through Michigan as a historian and a radio commentator, as well as for his teaching. He is a graduate of Kalamazoo College; from 1924 to 1928 taught at St. Joseph, and from 1928 to 1943 was on the faculty of Kalamazoo College. He then spent eight years as program director for WKZO in Kalamazoo, joining the WMU faculty in 1951 as a professor of history.

His work in Michigan history has been recognized, for he has served as president of the Michigan Academy of Arts, Science and Letters, the Michigan Historical Society and the Michigan Historical Commission. In 1955 his two volume, Michigan Through the Centuries, was published. This past November the WMU School of Graduate Studies published his latest book, Kalamazoo and How It Grew.

His advanced degrees are from the University of Michigan.

Dr. Powell is a native of Columbus, O., but lived most of his life at East Lansing, where his father, James E. Powell is a teacher at Michigan State University. All of his academic work was at Michigan State.

After completing his undergraduate study at MSU, Dr. Powell spent five years as a graduate assistant in teaching and research there, and in 1954-55 was an instructor at the University of Detroit.

Gift Aids Faculty Travel

A $250 gift has come to the chemistry department from the Dow Chemical Company to permit additional travel of faculty members to professional meetings.
The story of paper is graphically told in a new mural completed in January in the auditorium of the Paper Technology Laboratories. From vat dipping to modern Fourdrinier paper machines bright colors and bold lines relate the fascinating history of this art so vital to our civilization. The work was a graduate project of art student Jack Young.

**Federal Grant Backs Counseling, Guidance Institute**

A summer institute in counseling and guidance training is made possible this year by a $40,000 grant from the U. S. Department of Health, Education and Welfare, and will be directed by Dr. Arthur Man- ske, professor of education.

The institute for 35 persons will operate from June 20 to August 12. The general purpose of this program will be to improve and increase the qualifications of individuals designated as part time counselors by their school districts. Students will be able to earn eight hours of graduate credit and will receive basic stipends of $75 per week.

**Flourine Study Backed**

A $2,000 fellowship from the Upjohn Company will provide for a flourine analysis study to be directed by Dr. Robert Nagler. The work will consist of the analysis of biological samples for fluoride content. Of the sum, $1,500 will be used for a fellowship from June 1 to Feb. 1, 1961, and $500 for necessary equipment.

**Cooper Renamed By Paper Committee**

Bert H. Cooper has been reelected chairman of the advisory committee for paper technology. He retired January 1 as vice president of the Kalamazoo Paper Company.

William A. Kirkpatrick, president of the Kalamazoo Paper Box Company, has been selected as vice chairman, and Dr. A. H. Nadelman, head of the department of paper technology, continues as secretary.

The committee has acted to secure alumni representation on its board.