Western Michigan University Newsletter, March 1964

Western Michigan University
Faculty Members Named to Administrative Positions

One of the initial items of business approved by Western Michigan University's Board of Trustees at its first official meeting was the promotion of two faculty members to newly created administrative positions.

Dr. Cornelius Loew, who has been head of the department of philosophy and religion since 1958 and during the 1962-63 school year he served as Acting Dean of the School of Liberal Arts and Sciences while Dean Gerald Osborn was on a leave of absence.

Dr. Loew was graduated magna cum laude from Elmhurst College, Illinois in 1938. He received his Bachelor of Divinity and Master of Sacred Theology degrees, magna cum laude, in 1941 and 1942 and received a Ph.D. in philosophy in 1951 from Columbia University.

As Associate Dean, Dr. Loew's particular responsibilities are in the area of the humanities, the fine arts, special programs and such other assignments as Dean Osborn may give him.

Dr. Leo Stine becomes Assistant Dean of the School of Graduate Studies. He has been an administrative assistant to Dr. George G. Mallinson, Dean of the School of Graduate Studies.

Dr. Stine joined the WMU political science faculty in 1952.

He is a graduate of Illinois State University and he received M.A. and Ph.D. degrees from the University of Illinois. Prior to coming to WMU Dr. Stine taught at Illinois and also at Milliken.

He served on the Governor's Preparatory Commission for the constitutional convention which wrote Michigan's new constitution and he also was one of six political science educators in Michigan who wrote a 99 page booklet in 1960 which informed Michigan citizens about Con Con.
Seek Funds to Furnish Flossie Sangren Room

Western Michigan University alumni, students, faculty, emeriti and friends are uniting in a drive to decorate and furnish a large room in the new Sangren Hall on the campus to be called “The Flossie Sangren Commons Room,” in honor of Mrs. Paul V. Sangren.

When Sangren Hall is fully completed and the “Flossie Sangren Commons Room” is furnished, the room will be available to faculty and students for quiet conversation. The room will become a center for informal, intellectual discussion and for small social functions among students and faculty, a kind of extension of the classroom learning process but in a more personal, individualized and informal manner.

Mrs. Sangren was an active “first lady” on Western’s campus during her husband’s 24 years as president of the growing institution until 1960 when illness forced Dr. Sangren to retire. During her husband’s tenure Mrs. Flossie Sangren presided over many, many social functions for WMU students, faculty and staff members and thus became a beloved figure on the Western campus because of her warm friendliness and her concern over the problems of members of the Western Michigan University community and Kalamazoo community as well.

The Flossie Sangren Commons Room is the first such room ever planned for an academic building at Western and committee officials say they hope this initial commons room in an academic building will start a trend for such rooms in subsequent academic buildings at WMU. While the room will be open for certain social functions it will not be considered to be an offshoot of the University Student Center.

Contributions may be sent to: The Flossie Sangren Commons Room Fund, c/o Lloyd Wester, Western Michigan University, Kalamazoo, Michigan.

WMU Conducts Seminar For European Students

One of the only three American colleges offering four-week seminars to European students this summer is Western Michigan University. The Summer Study Programs at WMU were arranged through the Council on Student Travel, New York, and are designed to help foreign students explore community life in the United States as well as the American image.

Another Mid-American Conference school, Miami University at Oxford, Ohio and Chico State College in California are the other two schools taking part in the special program.

Thousands of folders describing the seminars have been distributed among European students.

The WMU seminar for the European students is being held from June 30 to July 29. In addition to instruction on 20th Century American civilization, history, literature and political thought, the visiting Europeans are invited into Kalamazoo area homes. They’ll study businesses and farms and make several field trips to various parts of Michigan. While at WMU the European students are living in campus residence halls, with each one having an American roommate.

The program is part of the WMU summer session under the direction of Leonard Gernant.

Summer Science Program In 6th Year at WMU

Forty-eight high school students this summer are attending the 6th annual Summer Science Training program for high school students at WMU. The six week program is supported by a National Science Foundation grant, and the students are taking work in physics, chemistry and mathematics.

Nineteen of the high-ability secondary school students are from Michigan, the rest from eight other states.

The students are receiving intensive teaching in mathematics and either chemistry or physics, under the direction of Dr. George G. Mallinson, Dean of the WMU School of Graduate Studies. To be eligible for the Summer Science Training Program at WMU, the 48 students must have completed their junior year in high school, have taken a minimum of three science units, ranked in the top 10 percent of their class with a B-plus scholastic average, achieved a superior mental ability score in

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New Centrex System in Operation

faculty and administration offices. In other words, to reach a particular campus office, you no longer dial the switchboard central number, but instead you may dial directly the office you seek.

Only when you do not know the specific office phone number is it necessary to dial 383-1600, which is the new university switchboard telephone number.

Under the old 14 trunk switchboard arrangement at WMU, Michigan Bell officials reported as many as 900 busy signals a day at Western. In addition, the new streamlined Centrex switchboard is manned 24 hours a day. Intra-university calls to east campus stations are now made the same as to west campus offices.

SUMMER SCIENCE PROGRAM
tests, and had an excellent recommendation from a teacher in their field of intended specialization.

Extensive laboratory work is included in the science training program as well as weekly field trips to broaden the learning experience of each student.

BEGIN ADVERTISING LECTURE SERIES

A series of three lectures this spring in the First Annual Advertising Lecture Series sponsored by the Western Michigan University department of marketing and the student chapter of the American Marketing Association was highly successful.

The lecture series was entitled "The Challenge to Advertising of the Sixties."

The initial speaker in the series was John V. Doyle, senior vice president and group supervisor of Campbell-Ewald Co., Detroit advertising agency. Other speakers in the series were Robert E. Riordan, vice president of D. P. Brother & Co., Detroit; and Charles Felt, vice president and creative director, McManus, John and Adams, Bloomfield Hills, Mich.

LEFT TO RIGHT, Ronald Cox, Kalamazoo, president of the WMU student chapter of the American Marketing Association; John V. Doyle; and Conrad Hill, WMU marketing department faculty, hold certificate of appreciation given Doyle for his efforts in lecture series.
Dean of Sports Publicists

**Homer Dunham**

The late Homer Dunham’s 50 years of service in his field earned him the title of dean of the nation’s college sports publicity men. Dunham began his long publicity career in 1912 while a student at Alma College.

Dunham remained at Alma in that capacity until assuming the position of publicity director at Western in 1929. As Western grew Dunham began to concentrate in sports publicity, until he retired on July 1, 1962.

His death in Kalamazoo on March 19, 1981 ended a long and devoted allegiance to Western.

Dunham won many laurels for his sports publicity work at Western. In 1935-36 he served as president of the College Sports Information Directors of America; in 1943 he was honored by the American College Publicity Association; in 1954 he was named college public relations man-of-the-year by the association; and in 1957 he was given the first annual award of the College Sports Information Directors of America.

He received his bachelor’s degree from Western in 1937.

His wife, Ella, of Kalamazoo, and three sons and a daughter survive.

**Sports Highlights**

One of the most startling occurrences in spring sports this year was Western’s third place finish in the Mid-American baseball race with a 7-4 record. The first of those losses broke a Bronco 32 game conference winning streak. The last two defeats were both shutouts at the hands of Kent State, conference champ.

But the overall record was 18-6. On May 19 the Broncos celebrated “Charlie Maher Day” as proclaimed in Kalamazoo and at Hyames Field when Charlie was honored with numerous gifts.

Fred Decker, Colon senior outfielder, was named to the third string All-American team.

Track coach George Dales is in Greece this summer where he’s helping to coach the Greek Olympic track team (he’ll return about Sept. 1).

The Broncos culminated a fine outdoor track season by winning their 7th straight MAC track crown at Oxford, Ohio, piling up 72 points to Miami’s 61½ and Ohio’s 38. WMU won six first places and set one new MAC record (Jim Vogler’s 53.7 in the 440 yard hurdles).

On the same day a split-up Bronco team won four first places at the Michigan Relays while the distance medley relay team of Steve Kaiser, Ted Strnad, Martin Hammerstein and Bruce Burston, competing in the Drake Relays, came within a tenth of a second of tying the Drake Relays record for that event, going the 2½ miles in 9:51, in a winning effort.

Tennis coach Hap Sorensen’s team, seeking its 11th straight MAC title, had to share the meet crown with Bowling Green and Miami, each with 12 points. Dual matches with eight tough Big Ten teams ruined Sorensen’s dual-match season record, and Bowling Green handed the tennis squad its first MAC dual match loss in three years, 5-4.

In the final tennis event of the spring, WMU surprised onlookers at the national NCAA tournament held at East Lansing in June by tying Michigan for 9th place, as Bob Gill and Mike Goodrich played well.