

National Value System Is Needed, Says Dodd

By SHARYL SORDEN
Staff Writer

If the United States does not decide exactly what we want, we will lose the cold war, according to Prof. Stuart C. Dodd.

Dodd spoke on the topic "Careers in Public Opinion Research" at the annual meeting of the Iowa Sociological Association Thursday.

The Communist countries know exactly what they want, and what goals they are working toward, he said. While the U.S. flounders, neu-

tral countries will align themselves with Communist countries, he warned.

"The appeal to force is an irrational and intelligent means of resolving the cold war," Dodd said. We should first agree on distant, broad goals, then agree on the intermediate goals, reversing our normal process," he continued.

Everyone can agree on some goals, such as survival of the species, he said. When working toward more inclusive, long-range objectives, he said, present issues will be subsumed in the attainment of the further goal.

The first step in establishing common goals is formulating a personal value system, Dodd explained. "A national system of values can, through polls, establish national goals and objectives," Dodd said.

When a value system is established, we can determine by science which system will work best toward the common goal, Dodd explained.

Public opinion research plays an important part in this process, according to Dodd. We must first find out what people want, and act accordingly.

"This requires a mechanism such as polls to guide wisely the myriads of decision in a complex society," Dodd said. By determining what people want, we can learn how to budget national effort more effectively, he said.

"The more accurate and predictive the information obtained from polls, the more intelligently we can direct human affairs," Dodd claimed. Through the use of public opinion polls, we can apply scientific methods to the guidance of behavior, he said.

Dodd is director of the Washington Public Opinion Laboratory at the University of Washington in Seattle. He will present the sixth lecture in the Probable Acts of Man series of eight at SUI on May 14.

Leikvold To Speak

City Manager Carsten D. Leikvold will speak to the Council-Manager Association's biennial meeting Tuesday in the council chamber of the Civic Center at 8 p.m. The meeting is open to the public.

NEW DEGREES

Beginning in the 1962-63 school year SUI offered two new degrees — a bachelor of science in Industrial Engineering and a master of science in Nuclear Science and Technology.

Prof. Dodd Discusses Diffusion

The diffusion of a message can be predicted even when factors resisting diffusion are present, according to Professor Stuart C. Dodd, University of Washington sociologist. Dodd spoke Thursday night on "Counter-Acts," the sixth in a series of eight lectures here.

Dodd conducted studies on message diffusion in conjunction with Project Revere, an attempt to determine the usefulness of leaflets dropped for propaganda purposes in wartime.

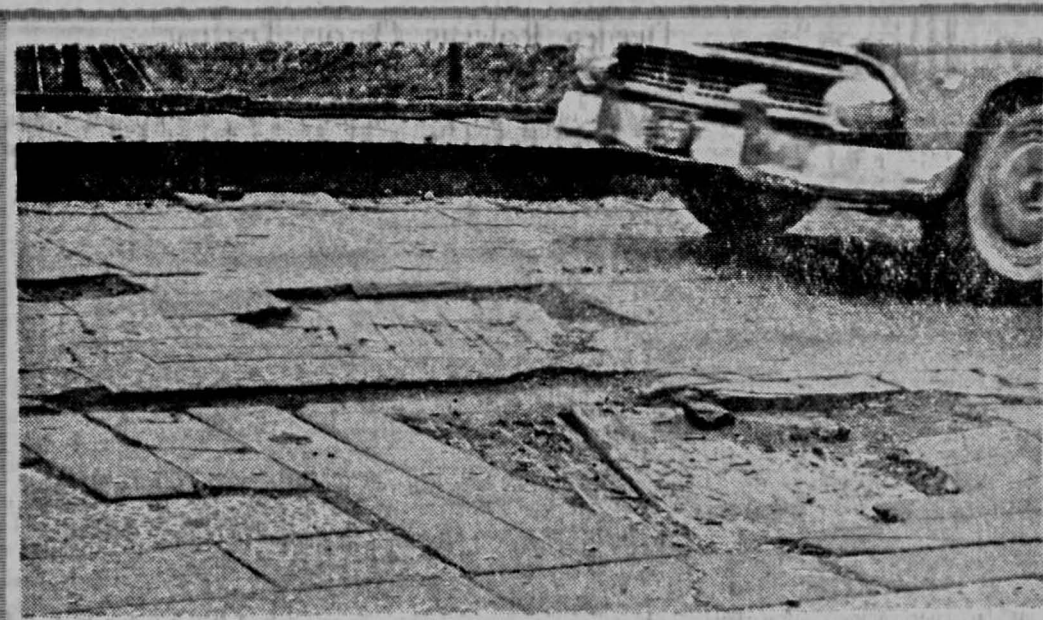
It was found that the diffusion of a message can be predicted by mathematical formulas, if people have equal opportunity to receive the message. Dodd said it was possible to start a rumor and know how many people would know it in a specified time.

Project Revere was first concerned with the best method of starting rumors. "The most effective appeal was a patriotic appeal," he said. Leaflets were dropped urging people to "be a modern Paul Revere" and pass the message on in the national interest.

Distance is a resisting variable, or a counter act, Dodd explained. As the variable increases, the occurrence of the act will decrease, he said.

Dropping an increasing number of leaflets per capita showed that the diffusion will continue to grow, but at a diminishing rate, Dodd said. The effect of each leaflet decreases, he explained.

Dodd will continue his lecture series, "The Probable Acts of Man," on May 14 with "Cosmic Acts."



Today's Hole

Today's hole doesn't have much potential. After all, what kind of a chance for expansion does a hole have on the South Summit Street Bridge. You can only go so deep you know. But anyway, if a hole

can't go down, it can spread out. And that's just what happened on South Summit Street — there isn't one hole, there are ten. Another hole will appear in tomorrow's *Iowan*.

—Photo by Bob Nandell

Symposium To Feature Avant Garde Dancer

Erick Hawkins, one of the leading avant-grade modern dancers, will be the special guest at the Second Annual Midwestern Dance Symposium today and Saturday.

Hawkins will present a dance concert Saturday at 8 p.m. in Macbride Auditorium in connection with the symposium sponsored by the Women's Physical Education Department.

Hawkins will present his new dance entitled "Here and Now with Watchers," which uses a series of duets and solos in eight parts to "rediscover sources of immediacy in pure movement."

Masami Kuni, Japan's leading modern dancer, appearing for the first time in the Midwest, will teach two master sessions at the symposium.

The Midwestern Dance Symposium was started last year to bring students and dancers together throughout the Midwest. The symposium covers many phases of dance both as a professional performing art and as an educational activity.

The sessions are open to all SUI students and faculty free of charge. Non-SUI participants will be charged \$2. Participants are expected from Illinois, Kansas, Minnesota, Nebraska, Wisconsin, Missouri and South Dakota.

Murray Lecture To Focus On Japan's Changing Face

Kiyoshi Togasaki will speak on "Significant Changes in Present Day Japan" at the School of Journalism Murray Lecture, April 30 at 8 p.m. in Macbride Auditorium.

Togasaki is adviser to the Japan Times (Tokyo) and chairman of the Board of Trustees of the International Christian University in Tokyo. He was born in San Francisco in 1895, but now lives in Japan.

Togasaki graduated from the University of California Berkeley in 1920, and received the honorary degree of Doctor of Humane Letters at Cornell College in Mount Vernon.

Togasaki has been a member of the Rotary Club of Tokyo since 1946 and is a past president of that organization. He helped with Japan's participation in the New York World's Fair 1939-40, and was awarded an honorary medal by New York Mayor LaGuardia.

Togasaki is a former director of the Japanese Editors and Publishers Association and a former trustee of Gakushin University in Tokyo.



KIYOSHI TOGASAKI To Give Murray Lecture

MORE GRADS

The Graduate College is the second largest of the ten colleges at SUI with 2,721 students enrolled in 1963. It was second only to the College of Liberal Arts which had 6,853 students.

7 To Discuss Environmental Problem Here

Seven speakers will concentrate on recent research aimed at removing environmental stress or bringing it under control in the fourth Institute on Preventive Psychiatry here Friday and Saturday in the Union.

Dr. Sterling D. Garrard of the College of Medicine at the State University of New York will discuss "Factors Influencing the Biological Substrate and Early Psychological Development" at the opening session at 9 a.m. Friday and Dr. Albert S. Norris, associate professor at the Psychopathic Hospital here, will report on "New Evidence on Month of Birth and Schizophrenia" at 10 a.m.

A lecture on "Recent Studies of the Adolescent's Search for Significance" by Prof. Richard Alpert of Harvard University will be given Friday afternoon and a panel discussion will follow.

Ronald Lippitt of the University of Michigan Research Center for Group Dynamics will talk on "The Effects of Authoritarian and External Controls on the Development of Mental Health" at 7:30 p.m. Friday. The panel discussion to follow his talk will be moderated by Dr. Reynold A. Jensen of the University of Minnesota Medical School.

Speaking Saturday at 9 a.m. will be John McCullum, assistant to the under secretary of the U.S. Department of Health, Education and Welfare, whose topic will be "Creative Approaches to Insecurities Arising from Technological Change." Dr. Robert Tannenbaum of the University of California, Los Angeles, will speak at 9:55 a.m. on "New Approaches to Stresses on the Job."

Richard L. Kluckhohn of the Boston University Department of Sociology and Anthropology will give the closing lecture following a luncheon Saturday on "Creative Approaches to Family Conflicts." Ira Reiss, SUI associate professor of sociology, will lead the panel discussion.



SUI Hosts UAW Men At Affairs Meeting Today

Members of the United Auto Workers (UAW), in cooperation with the SUI Bureau of Labor and Management, will hold a foreign affairs conference here today through Sunday.

About 200 UAW members from Iowa and Illinois are expected to attend, according to John Flagler, program director for the SUI Bureau of Labor and Management.

Registration will begin at 5 p.m. today in the Main Lounge of the Union. Orientation will follow at 7 p.m.

Conference workshops will begin at 9 a.m. Saturday in the Union and continue concurrently throughout the day.

Topics of the three workshops will be: "Understanding the United

Nations," "Labor's Stake in World Trade" and "International Labor Movements."

Victor Reuther, UAW national vice president, will speak at a Democratic dinner and rally to be held at 6 p.m. Sunday at the Carousel.

In other campus appearances, Reuther will speak at a luncheon meeting at 12:15 p.m. in the Union Cafeteria, North Alcoves.

Following the public discussion, sponsored by Young Democrats, Reuther will speak in the East Lobby Conference Room at 1 p.m.

Oh No!!!

Not Dancing, Grad Laments

Tom Holbein, G, Iowa City had difficulty deciding whether to go home to Finkbine Park and wife, Mary, Thursday night.

Thursday Holbein planned to talk over his progress toward the M.A. degree he anticipates in June. Thursday afternoon Tom received a summary record for a graduate degree candidate from the Office of the Registrar. The summary stated Tom is currently enrolled for six courses.

Tom says he attends only five. "The sixth? Its a course in dancing which meets twice a week in the Women's Gym."

Tom says he called the Registrar's Office and was told such things occur infrequently.

Wife Mary couldn't be reached for comment.

CAMPUS INTERVIEWS

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MONDAY, APRIL 29

Business majors with some science background and sales experience and Biological science majors with an interest in sales should contact Placement Office for information or interview appointment.



1. My theory on looking for a job is—Play it big! Shoot for the top! Go straight to the press for your interview.

I don't know any presidents.

2. Use your head, man. Have your dad set up appointments with some of the big shots he knows.

He's a veterinarian.



3. Beautiful! All you have to do is find a president who likes dogs. You'll have him eating out of your hand in no time.

I don't know an Elkhound from an Elk.

4. Frankly, I don't know what else to tell you. You've got a problem.

It's not as bad as it seems. My idea is to find out the name of the employment manager at the company I'm interested in. Write him a letter telling him my qualifications. Spell out my interests, marks. Simple as that.



5. A letter to the employment manager! Ho ho ho! You've a lot to learn.

Then how come I landed a great job at Equitable—an executive training spot that's interesting, pays a good salary and has a lot of promise for the future.

6. Say, could you set something up for me at Equitable?

I'm not the president, but I'll try.

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NOTES FROM THE CAMPUS

Car Wash Set

Angel Flight, women's auxiliary to the Arnold Air Society, will hold a car wash Sunday from 1 to 4:30 p.m. at the Goodyear Service Store, 314 S. Clinton. Price per car is \$1.

Ware Leaving

Robert Ware, manager of food service at Iowa Memorial Union since 1959, has accepted the position of foods director at the Louisiana State University Memorial Union and Hatcher Hall in Baton Rouge, La.

Louisiana State recently completed a \$6.5 million Memorial Union complex with extensive dining facilities.

Two To Speak May 9

Dr. John W. Eckstein, associate professor of internal medicine, and Loren Hickerson, executive director of the SUI Alumni Association, will present talks before the annual meeting of the Iowa Heart Association during the afternoon of May 9 in the Hotel Savory, Des Moines.

UCCF Shows Movie

The United Campus Christian Fellowship will show a movie at 5:45 p.m. Sunday at the Congregational Church.

The film, "La Strada," is a story of the loneliness of three souls who travel an Italian highway.

There will be no admission but all students must have tickets. Tickets can be obtained at the Christian, Congregational, and Presbyterian Churches.

There will be no supper Sunday.

At Audiovisual Meeting

Lee W. Cochran, director of the Bureau of Audio-Visual Instruction of the Extension Division, and Lida Cochran, instructor in the SUI College of Education, are attending the 40th anniversary convention of the Department of Audiovisual Instruction in Denver, Colo.

The convention, attended by about 3,000 U.S. educators and foreign visitors, ends today.

Reporting Typing Test

The required typing test for prospective beginning reporting students will be given at 10:30 a.m. Saturday. Students wishing to take the test, which must be passed before enrollment in the course is permitted, must leave their names in Room 205 Communications Center before Saturday.

Discuss Mississippi

Charles Dick, A3, Hampton, who traveled to Mississippi last winter to observe the giving of aid to distressed Negroes there, will discuss topics concerning his trip Sunday in Christus House, 122 E. Church St., after supper at 5:30 p.m.

Dance Show May 2

The Contemporary Dance Club will present its annual show May 2 to 3 at 8 p.m. in the Studio Theatre. Tickets are on sale for 75 cents at the Women's Gym, Whetstone's and the Paper Place. Tickets will also be sold at the door.

Included in the performance will be a dance drama adapted from the "House of Bernard Alba" by Garcia Lorca. It will be directed by Nancy Cole, G. Iowa City. David Krohn, A2, Joliet, is choreographer. Marcia Thayer is choreographer for "Dionysia: Dance for Our Time," also in the program.

Eighteen dances representing the work of 15 choreographers, will be presented.

Wesley Program

"Sex and Human Relations" will be the topic of a film and discus-

sion at Wesley House this Sunday, 5:30 p.m. The film is from the TV series "Look Up and Live." The discussion is the first of five on the theme "Sex, Love and Marriage: A Christian Approach."

Pom Pom Girls

Tryouts for the 1963-64 SUI Pom Pom Girls squad will be held Tuesday through Thursday next week from 7 to 9 p.m. on the basketball court at the Field house. Girls wishing to try out are requested to attend the Tuesday night practice and to bring a picture of themselves and 100-word essay on what they think the role of a Pom Pom Girl should be.

Eliminations will be made on the basis of skill, poise, pep, appearance and ability to learn the dances. Six regulars and two alternates will be selected.

Repayment Schedule

Students graduating or terminating their education at SUI in June who have received National Defense Education Act loans are asked to stop in the Office of Student Financial Aid to arrange repayment schedules.

Piano Recital

Kathleen Garber, G, Indianapolis, Ind., will present a piano recital Saturday at 8 p.m. in North Music Hall.

Miss Garber is presenting the recital in partial fulfillment of the requirements for the master of arts degree.

Paper Presented

Lyle Shannon, chairman of the Sociology and Anthropology Department at SUI, Thursday presented a paper to the Pacific Sociological Society in Portland, Ore. Shannon's topic was "Value Assimilation and Occupational Mobility Among Mexican-Americans, Negroes, and Anglos in a Northern Industrial Community."

Elected President

Carl Rouse, P3, Albia has been elected president of the SUI student branch of the American Pharmaceutical Association. Other new 1963-64 officers are Bob Claxton, P3, Cedar Rapids, vice president; Janice Clifton, P2, Glenshaw, Pa., secretary and Jack Vallandingham,

P3, Maxwell, treasurer.

Attend Conference

Two members of the Department of Economics faculty are attending the 27th annual meeting of the Midwest Economic Association in St. Louis, Mo., Thursday through Saturday.

Professor Paul R. Olson is chairman of the session on "Foreign Capital and Economic Development." Professor Gerald L. Nordquist will present a paper on "Managerial Economics As Seen By a Price Theorist."

Authors Chemistry Text

R. T. Sanderson, professor of chemistry, is the author of a new textbook of general chemistry titled "Principles of Chemistry," published by John Wiley and Sons, New York.

The book employs a new type of question by which the student can test his understanding through independent reasoning and then comparing his answers with thoroughly detailed explanations contained in the book.

Scholarship Application

Applications are now being accepted for the George Lauman and Jane Richardson Pollock Scholarship to encourage Chinese studies among SUI undergraduate students. The scholarship carries a stipend of \$100 and is offered every year.

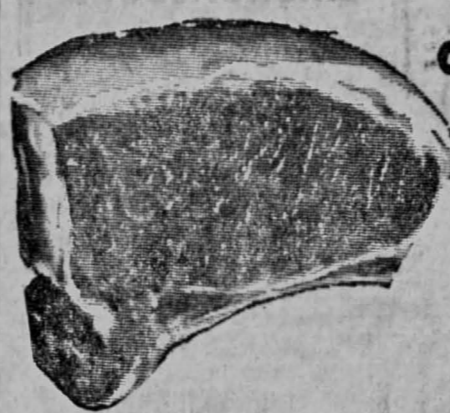
All freshmen and sophomore honors students who intend to major in Chinese language and civilization are eligible to apply for the scholarship.

Application blanks may be obtained from and filed with the Chinese and Oriental Studies office, 319 Schaeffer Hall. The deadline is Thursday.

The scholarship has been made available by Mrs. Whitfield Cobb of Roanoke, Va., in memory of her parents, Mr. and Mrs. George L. Pollock who were life-time friends of China and the Chinese people.

Newman Club

The executive council of Newman Club will meet Sunday at the Catholic Student Center at 11:30 a.m. A picnic supper for all members will be held at 5:45 p.m. in City Park. In case of rain, the supper will be held in the Catholic Student Center, 108 McClean St.



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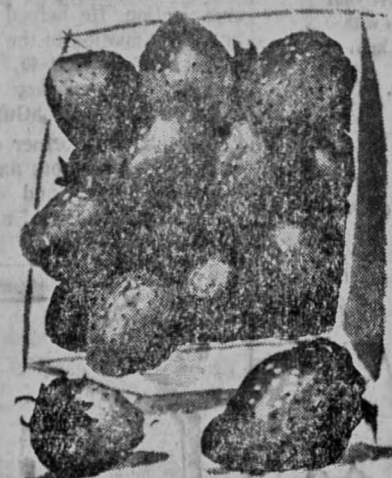
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20,000 Iowans Will Invade Old Finkbine

The record 20,000 attendance at last year's Family Camp Show at SUI is expected to be exceeded when Iowans come to the 1963 show May 18-19, Elmer Scholer, associate professor of physical education, said in announcing plans for the show.

It will be held on the Old Finkbine golf course.

Dr. Scholer said the 1963 Family Camp Show will be geared to the family unit — where Iowa families can go to camp for a weekend, the new camping equipment available, and tips on how to get more enjoyment from camping.

Some 50 camp equipment manufacturers have already reserved space in the show. Over 100 different tents, new types of trailers including one which floats and can be towed in water, boats and "camping gadgets" will be on display.

Several companies will have exhibits showing the manufacturer of new synthetic materials used in camping equipment. A food processing firm will display new packaged foods for campers.

Scholer explained that all the exhibits are designed to inform potential buyers of camping equipment so they will be able to select the best equipment for their camping needs.

The Family Camp Show is sponsored by the SUI Men's Physical Education Department. Assisting Dr. Scholer in planning the show are three SUI students majoring in recreation skills. They are Glen Thompson, A3, Blairtown; Bartley Johnston, A4, Albia, and Jim Grove, A4, Mt. Carroll, Ill.

KWAD Radio Network Plan Worked Out

The KWAD radio station, now under the management of Quadrangle Dormitory, soon will be changed to the KWAD radio network and will then be managed by all dormitories agreeing to a contract which was drawn up Sunday.

The contract was written by Larry Crain, A3, Roseburg, Ore., Kerry Alberti, A3, Lake Forest, Ill., and representatives of Mc-Broom House of Burge.

Crain is the president of Quadrangle, and Alberti is the current station manager of KWAD.

Crain said it is hoped the change will release some of the financial burden the station is imposing on the Quadrangle by making KWAD a cooperative enterprise among the dormitories at SUI.

Thus far, the Quadrangle and Mc-Broom, Daley, and Wardell Houses of Burge have approved the contract.

The radio network will be governed by an advisory board consisting of representatives from each dormitory agreeing to the contract. Each representative will either be appointed by the president of the dormitory represented, or elected by that dormitory's council.

The board will elect a station manager, prepare a budget, and "generally determine the operating policies of the station," said Crain.

Its decisions will be subject to the review of the Inter-dormitory President's Council.

Freedman Speaks At Hillel Seminar

Dr. Ralph Freedman, associate professor of English, will speak Sunday during a noon brunch at Hillel Foundation as a part of the regular Sunday seminar series.

His topic will be "The Jewish Experience As Depicted in Recent Novels." Charge for the brunch is 50 cents.

HOOT, MON!

The all-girl SUI Scottish Highlanders, the world's largest bagpipe band, celebrated their 25th year under the direction of Pipe-master William Adamson in 1962. The band now has 75 marching members.

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