Anti-war activist Jerry Rubin addressed a group in 1969 on the Beloit College campus.
The Turbulent Sixties

The decade started with the election of the youngest American president ever. The Baby Boomers were growing up, and change was in the air, at home and in the nation.

As the 1960s dawned, Beloit — like the rest of the country — hoped for prosperity and calm. A front-page article in the Daily News on the eve of the new decade told the story: "Whatever the changes anticipated and expected in the next 16 years, celebrators will hope for peace, prosperity and better things as the remaining years of the 20th century progress." The country was at peace and the standard of living was on the rise. It was a time of paradox in many respects. Progress was consistently being made, yet there was no shortage of challenges. Prosperity abounded as new homes were built on a steady basis. Streamlined agricultural operations were piling up billions of dollars worth of surplus commodities. Children still starved in underdeveloped countries. Cars like the Rambler by American Motors made in nearby Kenosha were cruising the highways and began to travel the new interstate system. Jets started taking people further and faster. In the meantime, however, travelers were missing the sights between landings. Advances in medicine extended lives. Yet the threat of the bomb loomed as the horizon. The Cuban Missile Crisis — which threatened a nuclear showdown with the Soviets — proved the country still had power.

A place called Vietnam was barely known to most people in Beloit and the rest of the country. What was known was the talk about it in terms of the Communists taking it. Richard Calland, the city clerk-treasurer for 14 years was named the city's sixth city manager at the end of 1960, replacing the popular Archie Telfer, who died in October of that year. He would lead the community through most of the decade. Len Britelli would be named in mid-1961 to replace Charles Jones as Beloit's superintendent of schools. Britelli would be in Beloit for the duration of the 1960s.

I t would be a decade of planning for economic development. The manufacturing industry was strong in the Stateline Area, with Fairbanks Morse and Beloit Corporation employing thousands. Planning would be necessary to keep the area's industries here and attract new businesses, especially in the downtown area, which like others nationwide, was beginning to show signs of decline. The Big Hill Park ski jumping slide was coming down. The slide made Beloit a popular winter sports center. Now it was being sold to a group in Westby, Wis.

Edwin Dahlberg began the year as Beloit's municipal judge after being appointed to the job by Gov. Gaylord Nelson. Dahlberg replaced Arthur Luebke, who earlier had been appointed by Nelson to be judge of the 12th Circuit Court. Black-and-white televisions were in almost every home, adding a new dimension to the way the events of the day were delivered to Americans. Tune in to the evening news and follow it up with the Twilight Zone, Mike Hammer, 77 Sunset Strip, and The Untouchables. Alley Oop made time travel simple in the comic strips. Dotty Dripple and Bugs Bunny were other favorites. The Beloit Daily News cost 6 cents at the newsstand. On the eve of the new decade, an article tried to look at what the 1960s would have to offer. "The world embarks on a new decade on the edge of a strange new frontier." The article also looked back at the 1950s as having "unprecedented mechanical advances, of rockets, satellites, automation and of computers that out-raced the human mind."

Yet, the "age old problems of peace and decency remain."

Changes on the horizon

Two Democratic senators, Hubert Humphrey from Minnesota, and John Kennedy from Massachusetts, were in primary battles to determine who would take on the likely Republican presidential candidate, Vice President Richard Nixon of California. Both Kennedy and Nixon would visit Beloit during their 1960 campaigns. The young man named Kennedy, youngest ever to hold the presidency, captured the hearts of enough Americans to best Nixon in a close race. JFK, as he became known to headline writers across America, challenged the nation to reach for new heights, including putting an American on the moon by the end of the decade. But crises were on the horizon. The ill-fated Bay of Pigs invasion of Cuba would lead the country to question its strength. The Cuban Missile Crisis — which threatened a nuclear showdown with the Soviets — proved the country still had power.

John F. Kennedy, as a candidate for president, made a campaign appearance in Beloit. He narrowly defeated Richard Nixon to win the White House in 1960. In this photograph, Kennedy was speaking to a group at Beloit College. In the background is Irving Stone, head of the Beloit College International Program at the time.

New leaders for community

The top administrators in both the City of Beloit and Beloit School District would be new as the 1960s started. Richard Calland, who had been city clerk-treasurer for 14 years, was named in late 1960 to replace Archie Telfer as the city's sixth city manager. In 1961, Charles Jones was replaced as Beloit's superintendent of schools by Len Britelli. The decade started with the election of the youngest American president ever. The Baby Boomers were growing up, and change was in the air, at home and in the nation.

Continued on page 89.
The Rev. Oliver Gibson, noted civil rights activist

When the Rev. Oliver W. Gibson came to Beloit in the early 1960s, he told the gathering at the NAACP branch meeting about his experiences helping to integrate Little Rock, Ark. public schools.

The branch promptly voted him in as president. Beloit has the oldest NAACP branch in Wisconsin, but as the 1960s dawned it could have been said it also was one of the least active.

Gibson, on the other hand, had been anything but inactive. A close friend of the Rev. Martin Luther King Jr., Gibson was with the "Little Rock Nine," a group of black school children who enrolled in Central High in the name of integration.

"My name was third on the list to be dynamited," said Gibson, recalling the troubled times. "I guess we didn't have enough sense to be afraid until afterward."

Things were so dangerous for him, in fact, that his bishop decided to send him to Beloit where he served from 1960-66 as pastor at Wesley C.M.E. Church. He returned to the church in 1984.

Civil rights activist

A fourth generation minister in his family, Gibson was born April 26, 1927, in Caldwell, Kan. Beloit was in the north, but it did not mean blacks could be happy with the situation here.

Beloit became the scene of numerous marches and demonstrations. Gibson and the Rev. U.S. Pride of New Zion Baptist Church were the unofficial leaders of the movement.

"We rallied around them," said Robert Gilliam, who later would become Beloit's first black fire chief. "In those days we did it all. We had marches, we picketed some places for employment, and schools were a problem."

Housing discrimination was then, and still remains a chief concern, said Gibson.

"We used to go up in car caravans to the Capitol" in Madison, he said. The work paid off in the form of fair housing legislation.

Wisconsin was one of the first states to pass the law and Beloit was one of the first cities in the state to approve a fair housing ordinance, said Gibson.

He later was involved in state and national posts, including Wisconsin NAACP vice president, and was on King's National Strategy Team.

Sixties

Continued from page 88. City manager. Telfer died late in 1960. Calland had been a close adviser.

Calland would earn an annual salary of $10,600 when he started. When he stepped down as city manager in 1967, his salary was $16,500. He was replaced later in 1967 by Coloradan Robert Quinnan, who would stay until 1971.

The 1960s opened with the excitement of a sister-city declaration in 1961 and 1962 between Mayor Francisco Bona, of Pinerolo, Italy. Bona came to Beloit for various ceremonies to establish the relationship, and then Calland visited Italy.

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Ally of Rev. King

When King made an address in Milwaukee, Gibson was with him. He picked King up at O'Hare Field in Chicago and returned him there after the address.

King's brother, the Rev. A.D. King, visited Beloit on several occasions during the 1960s. When Gibson wasn't promoting equality locally, he was doing it on the national level.

Gibson marched with King and 25,000 others from Selma to Montgomery, Ala., protesting illegal barriers against voter registration. He also was with King in Washington, D.C., when the famous "I Have a Dream" speech was delivered to to 100,000 blacks and whites in the shadow of the Lincoln Memorial.

King reportedly wrote the speech on the plane ride to Washington, recalled Gibson, who also was on the plane.

"We just go all the way back to the beginning together," said Gibson.

Part of the redevelopment plan would have resulted in Sears and J.C. Penney's maintaining large facilities downtown.

Instead, both moved to the new Beloit Plaza, which was built on the site of the Morse Hills Golf Course.

The course was obliterated by earthmoving machinery during the summer and fall of 1964. The plaza attracted many businesses.

"These aren't bad things that happened," said Kelley. "They're just things that happened that affected the downtown."

Changes marked Beloit scene

Removal of the State Street buildings eventually would take place, paving the way for several developments later, including a new Daily News Building, First National Bank & Trust Co. and Beloit Savings Bank. But the dream of a downtown mall never materialized.

The makeup of the schools changed constantly as baby boomers came of age.

The person hired to handle the job in the middle of 1961 was an administrator from Two Rivers, Wis., named Len Brittell. He succeeded Charles P. Jones as Beloit superintendent of schools.

The schools had some catching up to do. Enrollment during the 1950s had risen from just under 6,000 to almost 8,000. By the end of 1960, enrollment in Beloit public schools would be more than 9,700, with most of that coming in the early 60s.

To meet the need, six elementary schools were built during the 1960s to accommodate the 3,500 youngsters at that level.

The decade started with construction of the Aldrich Janier High on Beloit's northeast side. City schools were not the only ones expanding in the decade.

The new Union High School District that was formed to include the towns of Beloit and Turtle (later becoming the Turner School District) built the Frederick Jackson Turner High School. It opened in September 1963.

The University of Wisconsin-Rock County Center in Janesville opened for classes in September 1966.

Beloit College would build the new Morse Library in 1961 and later a science library. The college dedicated the World Outlook Center during
There were many challenges for Beloit, and the nation

Continued from page 89.

the decade, along with the construction of five new dormitories and a $4 million science center.

The college had grown from about 900 students in 1960 to about 1,500 enrollment by 1970. Much of it was due to national and worldwide attention for what was known as the Beloit Plan.

Developed in 1964, the plan called for year-round education at the school, with a greater emphasis on overseas study.

The 1960s also started with what would become bitter annexation battles between the city and neighboring suburban townships. The biggest annexation was when Morgan School District residents voted in December 1961 in favor of the city.

At that time, utility taxes were re-distributed by the state to the locality where a plant was located, explained Daniel T. Kelley.

"It was $300,000, but that was a lot of money then," explained Kelley, who served two terms on the Beloit City Council starting in 1966. He was council vice president in 1968-69 and president in 1969-70.

The annexation bid that failed was part of a city plan that also would have resulted in the annexation of the newly built Caravilla Retirement Home, which opened in 1962 at a cost of about $2.25 million.

In going after Caravilla, the city actually was after the power plant, said Arthur Kind, who became town chairman in 1967, replacing Elwin Bartells.

"That was the big plum," said Kind, who added that after that issue was settled in court, the city made no major annexation attempts.

"People in the township opposed in massive numbers the annexations," he said.

Kelley noted that late during Bartells' term, talk about consolidating services between the city and town started. But the talks died after Bartells left office.

Kind said a study showed some possible monetary benefits with consolidation. But it could never materialize unless both sides wanted it.

Annexation battle raged

The town had the Wisconsin Power & Light Co. Rock River Generating Station and the city wanted it.

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It was a battle the town eventually won despite appeals by the city.

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Continued from page 89.

Political bigwigs stumped in Beloit

Robert Junig Sr. was Rock County Democratic chairman at the time. He said Kennedy first appeared tired as Junig was introduced to him. But when Junig's title was mentioned, the future president's demeanor changed.

"He stood up much straighter to look at me and smiled," said Junig, who said he was not an avid Kennedy supporter at the time.

Vice President Richard Nixon, the Republican nominee, also would campaign in Beloit that year. He dedicated the Beloit Boys Club in September.

But Kennedy won the Wisconsin primary and eventually the November election, becoming the nation's first Roman Catholic president. When he was gunned down by an assassin three years later in Dallas, it was a shock to the nation in such a way that people would remember where they were when they heard the news.

"I was at the office," said Junig, a Beloit attorney. "I remember being really surprised at my own reaction. When that happened, it just made you realize this was somebody important in your life — the president of the United States."

It was something youngsters at the time would remember vividly.

"I probably remember that like it was yesterday," said Tim Monahan, who was in grade school at Brother Dutton when he heard the news.

He said he first learned about it from

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Sixties

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his older brother as noon recess ended. When the children returned to class, the word was passed throughout the Catholic school.

“We prayed all afternoon and then we went home,” said Monahan.

Kennedy had led the nation through one of its closest brushes of the Cold War with the Soviet Union. It was in October 1962 and became known as the Cuban Missile Crisis.

Despite the risk, the Kennedy plan to blockade Cuba from Soviet missile shipments proved successful for the United States. Americans were made well aware of the dangers of nuclear war.

They may have been aware of it, but the idea of building home shelters from “The Bomb” never really caught on, said Herb Christiansen, who in 1961 was appointed the city’s first civil defense director.

A community shelter plan was developed and printed as a supplement to the Daily News. It warned of the fallout danger.

“If a nuclear weapon explodes on or near the ground, tons of earth are drawn up with the ‘fireball’ produced by the explosion. These particles mix with the radioactive materials produced by the explosion of the nuclear device, and eventually fall back to earth as particles of fallout,” the guide explained.

“You can protect yourself from fallout by getting heavy material (shielding) between yourself and the fallout particles which give off gamma rays,” it continued.

“Any building that had any potential at all was surveyed by the Army Corps of Engineers,” said Christiansen. Buildings deemed acceptable were stocked with cots, water drums, crackers, a high-nutrition candy, and medical supplies.

“I had about 22 truckloads of supplies come in,” said Christiansen. “We had the capability in the city to take care of the entire community.”

The supplies remained stockpiled in building basements for about 10 years until they became outdated. They were removed and not replaced. Some morphine-based pain killers were discovered missing at one point, presumably stolen by drug users.

Even the yellow civil defense warning signs had all but disappeared by the 1960s.

People also were urged in the 1960s to build their own shelters. Christiansen decided he should set an example, so he built one in his basement. He now uses it as an office.

He recalled a few other people who built the shelters. Some now use them for root cellars. Others use them as safe havens from stormy weather. Warnings of foul weather, in fact, became one of the chief responsibilities of the civil defense program. Privately built shelters were almost non-existent.

“That program did not really go over,” said Christiansen. “There might have been some people that did it that didn’t tell anybody. If you happened to have that capability, you might get unexpected guests.”

Then there was the question of what people would do even if they survived a nuclear holocaust. Many people had that in mind when they chose not to build a shelter, said Christiansen.

“If there was going to be fallout and things were that bad, there was nothing to be out in the long run for anyway.”

Beloit did not see the amount of violence some larger communities experienced during the civil rights movement in the 1960s.

The city had its share of black leaders, however, who were determined to awaken the community to the racial inequality of the times. Those leaders had mixed success.

The first glimpse of change came when the City Council adopted a Fair Housing ordinance designed to end discrimination in the rental and sale of houses.

By the end of the 1960s, hope was wearing thin with many. Some violent incidents began to occur in Beloit public schools and at Beloit College. They were the type of incidents that John Bond tried to warn school leaders could happen if things were not changed.

Bond, the son of Mr. and Mrs. Oscar Bond, came home from the Navy in 1964. He found the city much the same way he left it in 1960 after graduating from high school.

He said there still were no blacks represented on the City Council, nor on the Board of Education. Blacks lived almost completely in certain areas of the community and the job situation was adequate, but with a narrow focus.

March 1968 was elected president of the local branch.

At 25, he was one of the youngest presidents the group ever had. Bond was NAACP president for about two years.

Bond said his feelings at the time were similar to those of many young blacks.

“I think it was just a typical young person’s outlook,” he said. “It was quite frustrating.” He cited the Rev. Martin Luther King Jr.’s work and assassina tion in March 1968 as having a profound impact.

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Photograph of the 1968 fire in downtown Beloit, which destroyed the Goodwin Block, across from the First National Bank today.

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The thrill of representing Wisconsin at the Miss America Teenager pageant in 1968 went to a 15-year-old from Beloit.

Linda Benedetti, now Linda Koester, recalled her trip to New Jersey as she scanned two photo albums her mother collected for her during the year in which she went from Miss Beloit Teenager to Miss Wisconsin Teenager, to third runner-up of the 40 contestants at Miss America Teenager.

"I thank my mother. If she hadn’t saved all this, I wouldn’t have remembered it all," said Mrs. Koester.

"The school (Turner High) declared it a holiday," she said, adding that she rode in an open motorcade through the streets of Beloit. "Seven busloads of well-wishers followed the car to Rockford to the airport."

### Excerpts from "Racial demand for equality brought attention in Beloit"

Continued from page 94.

"It was pretty hard for any part of the country not to be touched," Bond said. "You sense the waste."

Several memorial services were held to honor King that year, including one at the Municipal Center. Similar services would be held in June after Robert Kennedy was slain, following his victory in the California primary for the Democratic presidential nomination.

Beloit had the oldest NAACP branch in Wisconsin. It was one of the few organized black groups in the community, yet many black leaders — young and old — were disillusioned with its operation.

"It wasn’t doing what we thought needed to be done," said Robert Gilliam. "It wasn’t militant enough." Even things like marches were not being held by the NAACP.

"Churches started to take the leadership," said Gilliam, adding that blacks rallied around leaders like the Rev. Oliver W. Gibson and the Rev. U.S. Prida.

They conducted caravans to the Capitol, they picketed a local supermarket and the Municipal Center to promote fair employment practices.
Carl Welty, Beloit's internationally noted bird expert

You may have to look to John Audubon or Roger Tory Peterson to find someone who has had more impact on bird study than Carl Welty.

Welty came to the Beloit College biology department as a professor in 1934. After teaching several years, he became disappointed in the lack of a current bird biology book to use as a text.

So instead of waiting for some colleague to do the necessary job, he did the research and wrote the book himself. It was titled "Life of the Birds."

Writing the book

The book's first edition was published in 1962 by W.B. Saunders Co. of Philadelphia. It quickly became and remained in the 1980s what many ornithologists considered to be the best bird biology book in the world.

The property where Welty lives with his wife Susan is located near Beloit on Highway X in the Town of Turtle. It is appropriate that the land is a bird sanctuary.

Welty did his undergraduate study at Earlham (Ind.) College and received his advanced degrees from Haverford College and the University of Chicago.

It was his book that gained Welty notoriety. It sold more than 75,000 copies as a college text and for general reading by 1966, as it was being prepared with the help of a co-author for its fourth edition.

Copies of the book can be found in places around the world like Africa, Europe, Thailand, Japan and the People's Republic of China, to name a few.

Welty once met a woman who lived in Venezuela and had read his book. "I was delighted," said Welty.

Sixties

Continued from page 97.

"She got so interested in birds she started an Audubon Club," said Welty.

Known in Australia

It is all quite the compliment to the professor who retired from Beloit College in 1967. One of the biggest compliments, however, was given to him while attending an International Ornithological Congress in Australia.

He had received word that a sheep rancher in the Australian outback wanted to see him. The rancher had heard Welty would be in the country for a week attending the congress.

So the man cabled his wife to send his copy of "Life of the Birds." The Australian wanted it autographed by Welty.

"I was delighted," said Welty.

The teen group stayed active until about 1963. Martin said he became president of the Quest Club and no longer could devote as much time as he wanted to it and the slack was not picked up by others. Teenagers lost interest.

At one time, the teen group had as many as 150 members.

DEPART O’HARE TO BELOIT:

7:30 a.m. — 9:15 a.m. 6:00 p.m. — 7:45 p.m.
9:00 a.m. — 10:45 a.m. 7:00 p.m. — 8:45 p.m.
11:00 a.m. — 12:45 p.m. 7:30 p.m. — 9:15 p.m.
12:30 p.m. — 2:15 p.m. 8:30 p.m. — 10:15 p.m.
2:00 p.m. — 3:45 p.m. 9:30 p.m. — 11:15 p.m.
3:00 p.m. — 4:45 p.m. 10:30 p.m. — 12:15 p.m.
4:30 p.m. — 6:15 p.m. * Mid. — 1:45 a.m.
5:00 p.m. — 6:45 p.m. * (Friday & Sunday)

DEPART BELOIT TO O’HARE

5:30 a.m. — 7:15 a.m. 2:30 p.m. — 4:15 p.m.
6:30 a.m. — 8:15 a.m. 4:00 p.m. — 5:45 p.m.
8:30 a.m. — 10:15 a.m. 6:00 p.m. — 7:45 p.m.
10:00 a.m. — 11:45 a.m. 7:30 p.m. — 9:15 p.m.
11:30 a.m. — 1:15 p.m. * 10:00 p.m. — 11:45 p.m.
1:00 p.m. — 2:45 p.m. * (Friday and Sunday)
decade. "The British invasion was there. And the Beach Boys of course."

When they were not listening to "Glad All Over," and "Bits and Pieces" by the Dave Clark 5, it was "Satisfaction" by the Stones.

Everybody was interested in cars. If the kids had one, it probably was a "beater," said Blakely. Otherwise, they did like be did: Ask dad for the keys.

The cruising was done at the new fast-food restaurant, McDonald's, on Madison Road. Or for those youths looking for something different, there was what was known as "the circuit" in the area of Court and Milwaukee streets in Janesville.

The Pop House remained a popular hangout with many youngsters into the late 1960s as a place to meet with friends, listen to music during the "Beardams" and eat a hamburger, said Tim Monahan.

The admission fee was 25 cents. If a band was playing the cost was $1, said Monahan. Favorites included Jim Croce, Television hits were Laugh-In, the Big Valley, My Three Sons, Mod Squad and the Lemon.

Changes at Beloit College

All sports were popular at the high school, with active participation on all levels. The highlight came in 1969 when LaMont Weaver made his famous last-minute shot to tie the state championship high school basketball game in Madison.

The Beloit Memorial Purple Knights went on to defeat the Neenah Rockets in double overtime and the community went wild.

Meanwhile, a serious rift was developing between Beloit College and the community, especially in the second half of the decade.

"You had all kinds of people who were off the wall up there," remembered Monahan. "No one, I think, in the community could identify with them."

The changes started taking place when similar trends were occurring throughout the country. It also was a time when the Beloit Plan was instituted at the college, explained David Mason, executive assistant to the president.

The plan gained national attention and consequently attracted many East Coast students. The school traditionally had been getting its enrollment from Wisconsin and Illinois, particularly from suburban areas of Chicago and Milwaukee, said Mason.

While the community was overwhelmed by sports, the college was turning away, said William Goetzke, who graduated in 1966 from Memorial after earning All-State honors in football.

He attributed it to the anti-establishment attitude that was taking place not only in Beloit, but on other college campuses as well.

"Fraternities were also on the way out there too," said Goetzke. "There were a few of us conservatives. I think I was involved in one of the last panty raids that college ever saw. It was in the spring of '69."

Long hair and drugs were more prevalent on the campus and students were expressing themselves in ways that were designed mostly to see the limits they could attain.

Protest music by Bob Dylan, and songs by other artists including the song "Eve of Destruction" were gaining more and more attention.

The college had numerous marches against the Vietnam War. They rarely went wild. In two cases, firebombs were thrown through building windows and in February 1969.

T he college was not the only place feeling the impact of that war. Rarely a month went by without the announcement of another area serviceman being killed or seriously injured while fighting the war that was becoming increasingly unpopular at home.

Students also became involved in civil rights protests. In February 1969, college President Miller Upton was burned in effigy as a group of black students listed 12 demands to alleviate what they said were deficiencies in college programs.

Another time, a group of about 40 black youths from the community protested at the campus after the college announced a new rule banning people under college age from the campus, except for certain events. At one point the Beloit police riot squad had to be called to the student union to maintain peace.

"It was really a decade of a great deal of change," said Mason, commenting that it was not only a time of changes in student activities and interests, but physical changes in the university itself as it embarked on an active building program.

Time of change for young people

The students had a keen interest in conservation. One of the most popular groups on campus was the Environmental Club. The hippie generation instilled different values, with changes in moral and ethical standards.

It was a time when the dean of students had to look hard at the issue of censorship, like the use of a "four-letter word" in the student newspaper, said Mason.

Students questioned adult authority and tested it in ways as simple as going barefoot to classes.

Mason said that intellectually, it was a time of better students. They became more aware politically. The changes made then were the start of some things commonly accepted today, he said, referring to the students as "pioneers." A price was paid for the changes and it was not an easy one.

"It was a tense period in the community," said Mason.

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Sixties
Continued from page 101.

They were called the "Soaring Sixties" by the day's pundits. A copy of the Daily News cost 10 cents. The reader would get the national, state and local events, as well as advice on a variety of topics, the comics and a dog named "Rivets" predicting the weather.

The news included tremendous highs and depressing lows that would affect attitudes for years.

The 1960s ended with fulfillment of a promise by a fallen president to land an American on the moon, and return him safely to earth. The nation and Beloit residents were thrilled with a new sense of patriotism as they gathered around their televisions to watch Neil Armstrong and Edwin "Buzz" Aldrin take the first steps on the moon's surface during July 1969.

Others would ask also whether the earth's problems should not be settled first, before spending billions to risk lives in travel to the moon. Kennedy's "New Frontier" gave way to his brother Robert Kennedy and civil rights leader Dr. Martin Luther King, who would add to disenchantment.

A Daily News article on the eve of the 1970s indicated some of the hopeless attitudes of the times.

"The sixties, which had begun with complacency, were ending with humility and self-doubt, rising anger and frustration, and questions that seemed almost unanswerable."

Times certainly had changed since 1960, but it was not all for the worse. People had reason to hope that better times were ahead.

The city ended the decade by establishing a housing authority to meet the housing needs of elderly and low-income people.

After lobbying several years to get the Highway 15 four-lane connector between Beloit and Milwaukee, city officials were optimistic the work would be started soon.

A few days before 1969 ended, the City Council made a commitment for industrial growth by purchasing 103 acres of Robert Branigan property at Interstate 90 and Highway 15. The industrial park land was purchased for about $205,000 and was seen as a key component of Beloit's economic future.

As the 1970s dawned, change was still in the air. But Beloit and the nation believed problems could be solved, wounds could be healed, and prosperity could be achieved and maintained. The community's "can-do" spirit was never surrendered.

—Roger Schneider

A

attention to the effects of air pollution were evidenced in big ways and small ways. The cities of Beloit and South Beloit agreed to limit open burning in early 1969. The schools were looking to innovative ways to handle the crowded hallways. The newly constructed Aldrich campus was expanded late in the decade and used for ninth and tenth grade students, as the Beloit School District shifted to a 6-2-2 system. Meanwhile, the Turner School District adopted an innovative middle school system.

Beloit College, the scene of its share of campus unrest related to civil rights and the Vietnam War, moved forward by announcing plans for construction of multimillion dollar centers for the performing arts and anthropology.

The Beloit Teen Center Inc. was formed at the former Crazy Horse tavern downtown. Initial response was light. But officials hoped it would be a place to go for young people, especially black youths.

But as the 1970s dawned, change was still in the air. But Beloit and the nation believed problems could be solved, wounds could be healed, and prosperity could be achieved and maintained. The community's "can-do" spirit was never surrendered.

—Roger Schneider

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