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APRIL, 1968

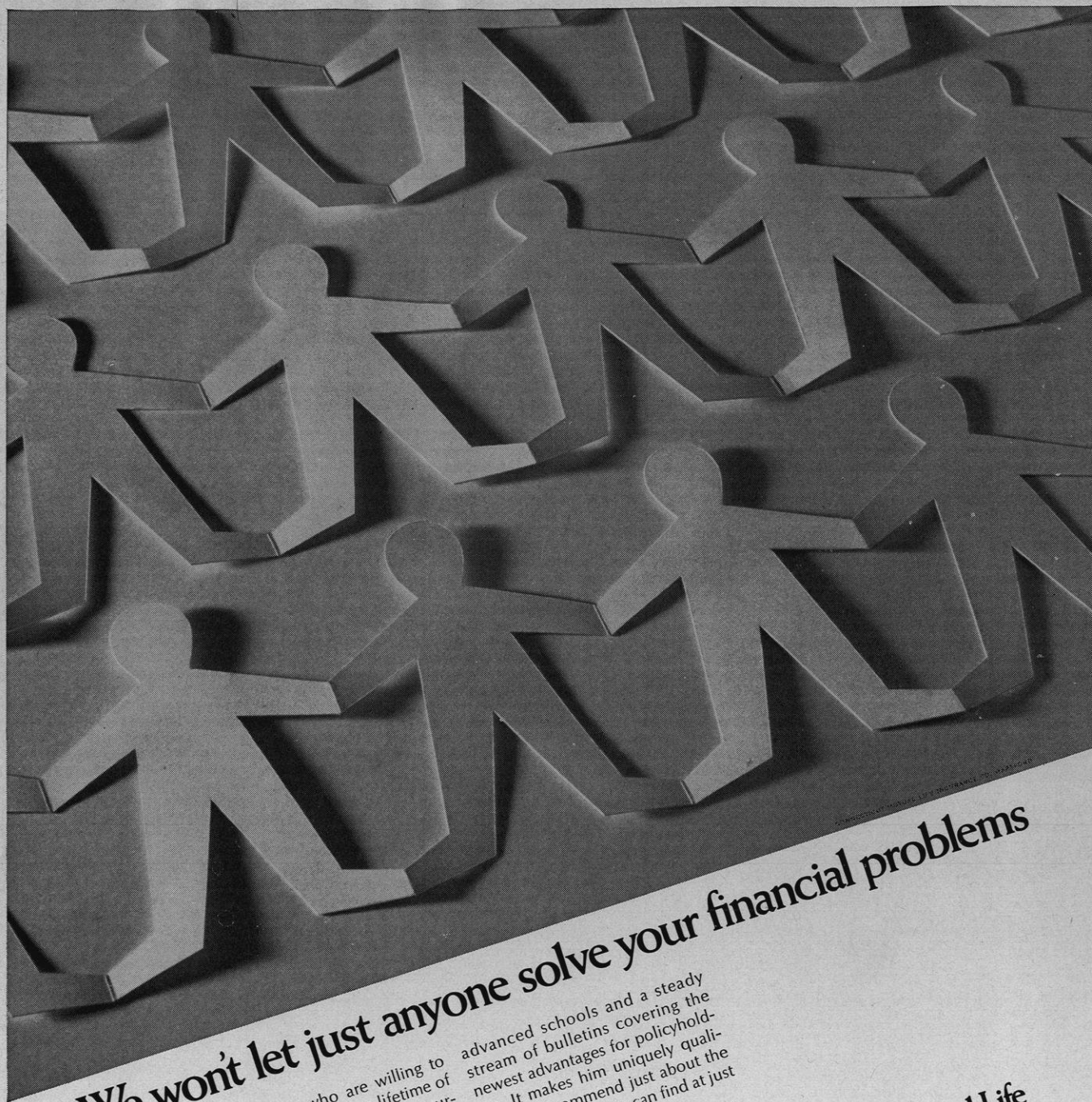
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University Singers: Happy Ambassadors—p. 6



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Letters

Little's 'Reflections'

I have just completed reading Professor J. K. Little's "Reflections on a Riot" (February *Wisconsin Alumnus*). He is to be commended for his clear analysis of the problem and suggestions relating thereto, in which I am sure the overwhelming majority of Wisconsin alumni concur. I wish the article could receive . . . wide publicity.

F. Halsey Kraege, '22
Madison, Wisconsin

. . . I was curious to know the basis for the editorial judgment to include these comments in a publication going to most Wisconsin alumni. Were all the exponents of differing viewpoints unavailable or unwilling to express themselves in print? . . . Why did you just pick Prof. Little's "Reflections"? Does it reflect the official University "party line"?

Hillier Kriegbaum, '26
New York, N.Y.

I was more irritated by both Professor Little's article and the letters from readers in the February 1968 *Wisconsin Alumnus*, not only because of the authoritarian attitudes which, ironically enough, seem to prevail among these senior citizens defending our democracy, but also because of their persistent refusal to face the issues. Instead of an examination of the moral questions around which these demonstrations center, we are constantly subjected to the justification of the use of force to quell "unruly" and "disruptive" students. Instead of a defense of the democratic principle "I disagree with what you say but shall defend to the death your right to say it," we are continuously submerged in questions of conduct or bad manners on the part of demonstrators.

Certainly students are in school to learn, but education has far-reaching ramifications which demand that we must protest injustice. If the university presidents, regents, deans and faculty members have not the courage to speak as individuals to preserve the moral integrity of the university regarding complicity in an immoral war, then we ought to be grateful that the university's students are sensitive to these issues and willing to respond—however "unruly" this response may seem. Above all, we ought to respect their courage—realizing fully as they must that by their actions they risk their entire future in a society which is fast to assign permanent consequences for "unacceptable" behavior or opinions.

Those who continuously point to our "fine democratic and religious country", which is to be protected against dissent at all costs, would do well to recall that such arguments were utilized in Germany

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not too long ago. Even our democracy is not an absolute, and sometimes the inevitable dynamism of any government produces a new status quo which would have been considered less than desirable by its forefathers. We must question the authority of a system which drops napalm upon another country, and refuses to show serious intentions of negotiating

while thousands die each week. We must protest—lest we violate the very principle of the Nuremberg trials. Man is no less guilty of his crimes simply because he commits them under the auspices of industrial corporations and government bodies.

Luanna M. Voeltz '67
Los Angeles, California



ON WISCONSIN

Arlie M. Mucks, Jr. / *Executive Director*

LAKE MENDOTA is a beautiful blue, the grass is getting green around the Alumni House and spring is on its way! There is no place more beautiful than Madison and the University of Wisconsin at this time of the year. (Harriett Moyer, our assistant editor, took a stroll around the campus and gives you some seasonal sidelights on page 19). Spring heralds the arrival of Alumni Weekend, which excites all of us on the staff because it means that many of you will be returning to your favorite campus for a look at progress; and that, for the first time, your beautiful new Alumni House will be serving as your Madison "home" for this annual weekend. It has been a busy year on campus, to say the least. Pages of the *Alumnus* have been filled with reports on happenings here, not always pleasant reports. As a result, many times you have been troubled by what you read. Many times I have labored through my report on this page to explain to you some of the ramifications that the press and you and I might forget when we become concerned about our University, its students and its struggle for continuing freedom.

But now it's spring, and it's a pleasure to use this page for a message that will be easy to write and easy to read and which will, in big bold letters, *Invite You To Return To Madison For The Alumni Weekend, May 17-19!* Ten classes will hold special reunions, along with hundreds of other alumni who will return to take part in a long-to-be-remembered weekend.

Here are some of the happenings that kept us occupied this year—and which invite you to become even more involved in alumni activities.

***MEDITERRANEAN TOUR**—Last year this tour was sold out five months in advance. From every indication, we will be taking another great bunch on this same route again this year. We'll leave New York on Monday, September 9th, to visit such places as Portugal, Spain, Italy and Greece, and to spend a week on the Aegean Sea! Drop us a line and we'll send a brochure on this exciting trip.

***LIFE MEMBERSHIPS**—All of you who have been reading *Wisconsin Alumnus* regularly know that annual dues in our Association were increased on January 1st, to \$10 a year. But your board of directors voted to keep the life membership fee at \$100—which is a real bargain—until *next* January 1st. It goes up to \$150 then, so c'mon in now before the prices change!

***FOOTBALL WEEKENDS**—On page 24 we give you the Badgers' 1968 football schedule, so you can avoid the rush and plan your Madison trips now. And don't forget to save some time to come and see us at Alumni House.

***CLUB OFFICERS WORKSHOP**—This year's is scheduled for Friday and Saturday, September 27th and 28th. This is the time when our club officers from all over the nation return to Madison for two productive days and have an opportunity to meet with other alumni leaders.

***FALL WOMAN'S DAY**—It's set for October 22nd, and is the second annual Woman's Day we've scheduled in the fall, the happy result of such sellout crowds at our program every April.

Happy spring! We'll look for you at Alumni Weekend—and we'll welcome you then and any other time you're in town.

Paul Feldman, BSAE University of Maryland '68, wanted to be sure he was making the best choice for his career, not just getting a job. He had some pretty pertinent questions when he talked to Bill Raynor at our plant in Evendale. Here are three of the more basic ones:

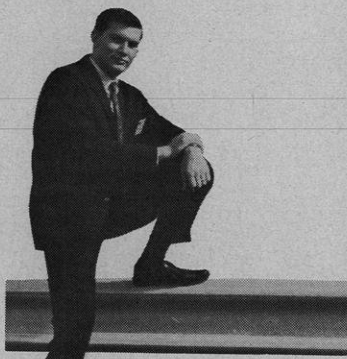


PAUL: "Do you have a real job for me or would I just be filling a space?"

BILL: "You've just seen the type of engineering work that was responsible for the awarding of the Heavy Military Transport (C-5A) and the Super Sonic Transport contracts within the last 24 months. With projects like that going on, you can bet your efforts will be valuable."

We have too much planned for the future not to need every bit of professional thinking you can give right from the beginning—especially with your store of new knowledge. Your contribution could be a deciding factor in one of our future engine proposals."

PAUL: "If I join your Engineering Program, what are the chances for advancement?"



BILL: "They're great. While on the Engineering Program, your salary benefits, pay reviews and status will be exactly the same as though you were directly assigned to a specific area. The whole point of the Program is to give you exposure to three different R&D areas so that you can make your decision on what area of engineering you want to work in. But you move up just as fast. It's talent, not years

that is important. Your contribution to the business determines when you'll move up in responsibility and authority."



PAUL: "Do you reimburse engineers for higher education?"

BILL: "The General Electric Tuition Refund Plan allows you to continue your education at one of the fine schools in the Cincinnati area, like the University of Cincinnati, Xavier University or Miami (of Ohio) University. You could take an advanced engineering curriculum or a program leading to a MBA degree. Your tuition is reimbursed after you have successfully completed each individual course."

Paul Feldman wanted to know...we told him

Paul's questions and Bill's answers resulted in Paul joining the General Electric Evendale Engineering Program. If you have, or are about to get a BS/MS in Mechanical or Aero Engineering and have some good questions, why don't you talk to Bill Raynor. You can call him collect at (513) 243-6484. If that's not convenient, write Mr. Wm. Raynor, Entrance Programs, Sect. 866, Aircraft Engine Group, General Electric Company, Cincinnati, Ohio 45215. An equal opportunity employer, M/F.

AIRCRAFT ENGINE GROUP

GENERAL  ELECTRIC



ust before leaving for spring concert tour of more than a dozen appearances in Wisconsin and Minnesota, Singers and director Neuen (foreground) pay a visit to Alumni House.

New Big Sound on Campus

Wherever they go, whomever they sing to, the new University Singers have them begging for more show tunes, folk, blues, and all that (great) jazz!

by Joan Collins

A BLUR OF red and white zips onto the stage. A burst of happy music resounds through the room—*This Land Is Your Land*. The color and the song are the University Singers opening another concert in another Wisconsin town.

The University Singers are new to the campus; an exciting, alive group performing in the Christy Minstrels-Ray Charles genre. Organized last fall, by February the chorus was already committed for the remainder of the school year and taking bookings for next season.

In addition to providing a beat that keeps audiences calling for more, the Singers come on as clean cut, tremendously likeable young people. And while the well-scrubbed look is genuine, it is also intentional. As 34-year-old director Donald Neuen puts it, "We're trying hard to remind our audiences that this University is comprised of thousands of fine, warm young people with a great enthusiasm for life."

Neuen, who came to the University last fall as Director of Choral Activities, went to work to line up a pop-music ensemble almost the minute he hit campus from Ball State university in Indiana. He had organized and

led a similar group there—still going strong under the direction of a former member—and "found it a fine way to help sell the school and the kids."

Just after school opened, Neuen plastered University bulletin boards with mod posters announcing a new swinging, singing group to be formed. Any student was eligible to try out. From more than 150 auditioners, Neuen picked 32.

He found that his first challenge was to get his volunteers—many of whom are students of serious music and its disciplines—to loosen up, get rid of inhibitions and swing a little, while retaining full tone quality. It was important that they respect good jazz, which can be as demanding as classical works, and that they understand that, just as Mozart's vocal structures differ from Bach's, the pop voice is used differently in dixieland to keep it from sounding like cool jazz, or barbershop harmony like folk music.

Several members also play instruments. Currently, there are trumpets, drums, and guitars along with a saxophone, clarinet, accordion and piano used in various numbers.

continued



Director Neuen appears to enjoy the music as much as Singers and audience, and usually sings along. A baritone and serious student of voice, he recently worked with the Robert Shaw Chorale on a recording.

In concert, the Singers follow no set program. "We check audience reaction after the first few numbers, then give the people what they want," Neuen says. Their repertoire ranges from dixie and folk ballads to show tunes. Four young men will clown through *Mobile*, perhaps, then Sue Leist, a blond from Oshkosh with a voice as lovely as her face, will stop the show with *Till There Was You*. After that the whole group is back with *Saints* or a haunting *Go 'Way From My Window*.

Neuen believes that many schools of music on the college level miss the boat by gearing their choral programs only to music students and faculty. Although serious music is his first love, he insists there is much to be said for study of pop, since it lets the student concentrate on sound as well as technique, and because a knowledge of jazz rhythms "helps the classics come alive."

University Singers earn one semester credit for their participation, applicable toward a music degree or, in the case of non-music majors, as an elective. Members range in ages from 18 to 24, with majors varying from behavioral cybernetics to history, law and applied music. There's one married couple in the group, Rick and Sally Bauman, graduate student and senior respectively, who fell in love playing leads in "Carousel" in their high school days in Milwaukee.

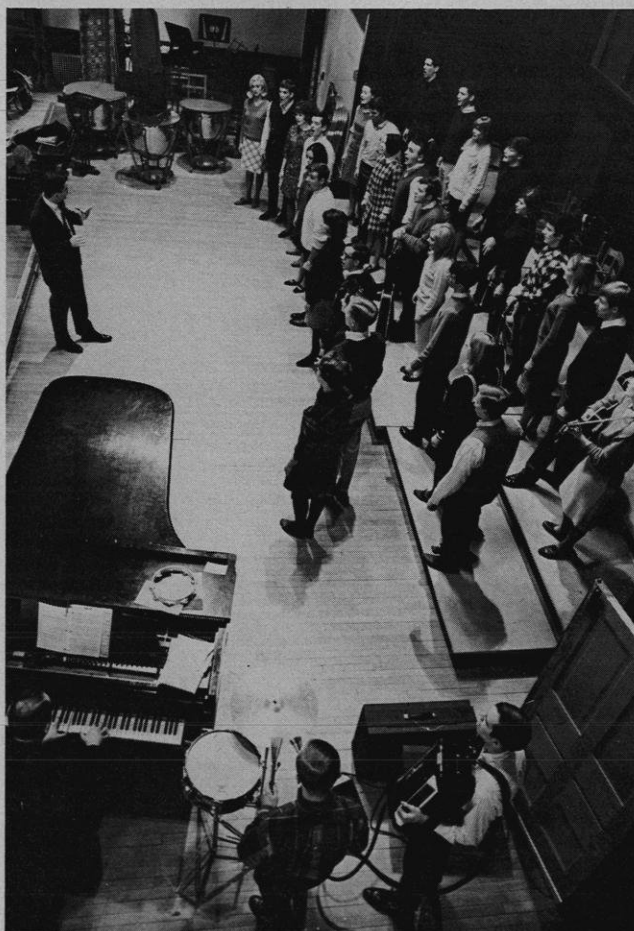
Demand for the group has been as great on campus as with the public. "The kind of music we do appeals to almost everyone," says Scott Jones, a freshman from North Dakota. "We sing the 'in' songs, and even the Rathskeller gang eats 'em up." Mike Herschberg, a sophomore history major, from New York City, adds that "occasionally someone will badmouth us for doing so many patriotic songs, but you have to consider the source. Some of those people don't allow themselves the pleasure of enjoying anything worthwhile."

THE THREE hours of weekly rehearsal in the auditorium of Music Hall are just the beginning for the Singers. "Unless a member is practically on his death bed, he is not allowed to miss an appearance," laughs Dan Risgaard, Rio, Wisconsin. A full itinerary is distributed at the beginning of the semester so all know when and where they will be performing. It's up to each individual to plan his studies and activities around the singing. If an unexpected invitation comes in, Neuen puts it to a vote.

Early in the school year Neuen set a maximum number of shows the Singers could accept: they are now in the midst of completing the 30 concerts he allows. This semester they will have sung at luncheon and dinner meetings of alumni, professional, business and civic clubs. They appeared during halftime at a UW-Indiana basketball game on an 11-state TV hookup. They did two local charity TV marathons this semester. During Easter vacation they packed into a bus to make a 12-concert tour of alumni clubs and high schools in Wisconsin and Minnesota.

"These kids have given a lot of themselves, in time, dollars (they buy

Full chorus, soloists and combos rehearse three hours weekly in Music Hall. In concert, waiting for the speakers to stop and the music to start, there's time for a tune-up, or to read the paper or kick off the red shoes.



their own red-and-white outfits), and talent to make this chorus a success in representing the University," Neuen says. "Many of them are passing up the traditional Florida trip during Easter break to make the spring tour."

Neuen also praises Arlie Mucks, Jr., executive director of the Wisconsin Alumni Association, who with two of his staffers, Ed Gibson and Mrs. Helen Slauson, have been enthusiastic in spreading the word of the fine quality of entertainment the group offers. "In this first season Arlie has been the best friend we could have. He's promoted us everywhere!" Neuen says.

Neuen spends about 30 percent of his teaching time with the Singers. The remainder goes to directing the Concert Choir and the University Oratorio Chorus, which sang Bach's *Passion According to St. John* in Palm Sunday concert. He is currently studying voice as the only private student of the famed German musicologist Julius Herford. A baritone, Neuen sings with the Robert Shaw

On the bus or during rehearsal breaks, conversation is no different than with any student group: Tuesday's quiz in Econ-121; the shortcomings of last Saturday's blind date; the pros and cons of the U. S. position in Vietnam, with the doves holding a slight edge, particularly since grad school deferments have been virtually eliminated. "The country will never build toward anything if the government keeps taking away the cream of the crop," says Rick Bauman, who's served his army time and is now in the reserves. He feels that if the government must draft from the graduate group, it should "start with the first year and then work up."

If you are not a protester, are you against protest? "No", says Sue Burnham, who sees validity in some protest causes, although not in the violent means of protest. As another Singer put it, "If you're trying to prove maturity, you don't act like a two-year-old."

In their musical way, the Singers will continue to boost



Lyrics to a piece of 1890 sheet music get a chuckle from Ed Block and Joanne Bush, both of Kenosha as they wait for the concert to start. Right, Jerry Phillips, Dan Risgaard, and Jerry Kubly, break up over Kubly's deliberately off-key "pitch."



Chorale on a new album of Irish music. His wife, Peggy, shares his love for music and often accompanies the Singers on trips when she can spare time from their two children. She has a master's degree in music and has taught voice.

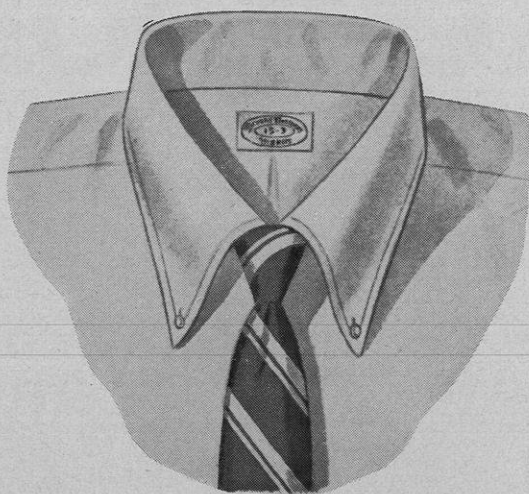
The other member of the Singer's "family" is John Clark, conductor of the Varsity Glee Club, who accompanies and arranges for the Singers.

It's quite obvious to anyone who has heard the Singers that they enjoy what they're doing. "Even if I've had a bad day and feel a little low, by the time I sing one song in a concert, I feel on top of the world," said Sue Burnham, a perky sophomore from Chetek, Wisconsin. "The songs stay with me all through the day and I often catch myself humming the tunes aloud as I walk from class to class," Laura Steffans added. "Belonging to University Singers also means going to cool places and singing cool things," said Scott Jones.

the University around the state and, they hope, eventually around the country. Eight of the members graduate in June: "I'm sure hundreds will audition for our places," one says.

A "University Singer Fund" has been set up to defray group expenses, aid the choral department at the University and help the music school scholarship program. Although they are paid nothing, every once in a while the Singers are treated to supper at a local Madison restaurant through a small part of the funds received from performances.

At one Madison pizza spot recently, after they'd literally sung for their supper, the Singers were approached by a Madison couple, who thanked them. "You see, we've recently buried a son who was killed in Vietnam", the man said. "He was just about your age. It did our hearts good to hear you sing the songs of our country." ●



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Weiss Heads '68 Program

**U. W. Foundation Announces
Record Alumni Fund**

THE UNIVERSITY of Wisconsin Foundation has announced the results of its 1967 Annual Giving Program. Over-all giving totaled \$934,716 from 10,683 alumni and others. Of this year-end figure, the 1967 Alumni Fund accounted for \$713,249, showing an impressive 30% gain over the previous year.

The alumni fund includes individual gifts, contributions from student and alumni organizations, and corporate matching gifts. The annual solicitation provides resources for scholarships and fellowships, student loan funds, professorships, and special purpose buildings such as the Elvehjem Art Center, Alumni House and Wisconsin Center.

Charles O. Newlin '37 was chairman of the 1967 drive.

Foundation President R. C. Zimmerman, '22, said the results were “a most encouraging response from regular supporters as well as from those who made gifts for the first time.”

The 1968 Alumni Fund will get under way this month with the mailing of the annual report to all donors. Chairman of this year's campaign is Howard W. Weiss, '39, president of The Roberts Company, Milwaukee based insurance firm. Weiss was an All-American fullback at Wisconsin in 1938. ●



Howard W. Weiss, '39

Faster. And Faster And Faster.

by Harriett Moyer

To prove his point Ehrlich tested two graduates of a commercial speed

To Increase Your Reading Rate

THE following suggestions to help improve reading skills were made by Douglas Dixon, University reading specialist:

1. Read in thought units. Read in phrases and look for ideas rather than individual words.

2. Reduce vocalization. Don't repeat words or wait to reflect their sounds.

3. Practice good eye movements. A rapid, rhythmic pattern of eye movements will reduce the number of stops and enable you to read faster.

4. Watch for clues. Important words, phrases, sentences, and even punctuation marks will help you pick out the primary points rapidly and accurately.

5. Recognize the organization of the writing. Note titles and headings, examine charts and diagrams.

6. Extend your vocabulary.

7. Set specific goals and check your progress. Estimate the time it should take to complete the reading, then time yourself.

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(Exercises and suggestions designed especially for the business man who wants practical applications for his reading skill.)

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reading course against a third man who plodded along in the conventional fashion without special training. The three were given identical materials which had been especially prepared for the test. The materials were a composite of two articles—two lines from one article were alternated with two lines of the other. Neither of the two speed reading graduates detected this fact while “reading” the material but the third man finally burst out, “Whoever typed this must have been nuts!”

READING RATES are dependent upon various factors. One is the reader's familiarity with the content of what he is reading. Because the reader who is familiar with the material encounters few new ideas or words, he does not have to delay, look back, review or reread to comprehend.

Purpose and organization of the materials is another factor which will have an effect on reading speed. If

one is simply reading for entertainment, he would read at a faster rate than when he is attempting to grasp information and principles new to him. Some materials, such as newspaper stories, are organized to present the facts in decreasing order of importance. Others may give the less important facts first and then build to the main point or climax. If the reader is aware of the structure he can tailor his reading accordingly.

“Putting all other aspects . . . aside, one probably still may say that some people read slowly because they have formed the habit of doing so,” according to The Committee on Diagnostic Reading Tests, Inc. “We all perform certain jobs less efficiently than may be desirable, because day in, day out we ‘practice’ the wrong ways of doing them.”

Common errors which tend to slow down reading include *making too many fixations in getting across a line of print*. A fixation is what the eyes take in at one glance. One experi-



Dixon uses charts to show students the eye's grasp of various reading material: four disassociated letters; two short, related words; five-word phrases. Increased reading speed requires the eye to take in whole phrases at a time.

**VICAL AREAS OR LOWER UTERINE SEGMENT, MAY BE
ANTICIPATED IF LABOR IS PERMITTED WITHOUT ACTIVE
INTERVENTION OR CUTTING OF THE SUTURE. WHEN
BLEEDING OR RUPTURED MEMBRANES EXIST WITHOUT THE
RELEASE OF THE SUTURE AND ANTIBIOTIC COVERAGE, OR
IN THE SHIRODKAR-TYPE PROCEDURE, WITHOUT EMPTYING
THE UTERUS, INFECTION AND POSSIBLE SEPTIC SHOCK**

A chart prepared for a medical group illustrates one of the common causes of slow reading, erratic eye movement. Instead of orderly motion left to right across page, reader's eye goes back to recheck certain words, moves too far ahead in anticipation, jumps important transitional material, resulting in another check back. This problem is most often found when reader is learning new and difficult material.

menter concludes that the eye can read a maximum of one phrase—six related words, 30 letters—at one fixation. Instead of reading phrases, some people read word-by-word and almost literally letter-by-letter. The number of fixations needed for comprehension is dependent, however, on the type of material being read. For ordinary fiction, three stops per line should be adequate; for textbook reading, four; and for technical books even more.

Regression—going over the same words more than once—is another common problem. Moving the lips, the tongue, or the throat muscles while reading is another bad habit. Lack of rhythm in eye movements slows us down. Still another difficulty is failure to hit the beginning of each new line accurately.

Some people read under insufficient pressure. The mere fact that one is attempting to read rapidly will affect the rate, specialists say. Currently available reading machines, ranging in cost from a few cents to hundreds of dollars, are designed to help increase speed by creating psychological pressure on the individual. Such devices may be useful as motivation but they are not essential to

a reading improvement program, according to Dixon, who added that “criticism of these mechanical devices is primarily that an artificial reading situation is maintained. Students often do not transfer their gains to everyday reading once the artificial pressure is removed.”

IMPROVED READING SPEED is obviously dependent upon many factors. Both the extension reading course and the work done on reading under the auspices of the student counseling center cover such areas as the mechanics of reading, recognition and correction of common reading problems, development of flexible reading habits, concentration and remembering, improvement of vocabulary, critical reading, and self direction in reading development.

“You should develop a habit of anticipating as much meaning as possible so that you will have an adequate background for the understanding of such really pertinent items as a passage may contain. Obviously, the more you can anticipate, the fewer ideas you have to acquire as you read,” state Gilbert Wrenn and Luella Cole in their *How to Read Rapidly and Well*. A preliminary

survey of the text one is preparing to read is therefore a good procedure. Look at the table of contents, check the chapter headings, read the summary on the book jacket or at the beginning of the text. Investigate the main sections and the two or three introductory and concluding paragraphs of each chapter. Purpose of the survey is to obtain the main thoughts of the materials so that the reader is in no danger of confusing them with details.

Once these few basic skills and techniques of reading are mastered, improving one's speed becomes a matter of practice. Dixon emphasized practice by stating, “In order to make permanent improvement in your reading efficiency it is necessary to put in hard work. You are replacing habits formed by years of slow, careless reading. Unless continued regular practice is maintained, you will not retain gains because you will tend to resume your old, leisurely ways.”

Reading is both a profitable and pleasurable activity. By following the suggestions of the specialists, the reader can increase his skills to meet today's demands. ●

The University

Dr. Young Returns as a Vice President

DR. EDWIN YOUNG, president of the University of Maine, will return to Wisconsin by July 1 to become a member of what he once called "the best administration in United States higher education."

His appointment as vice president was approved by the University of Wisconsin regents last month. He was dean of the Madison campus College of Letters and Science when he was named president of the University of Maine, Orono, Maine, in September, 1965.

President Harrington, in recommending Dr. Young's appointment, said he would center his attention on external University affairs and program development. "Ed Young, perhaps as much as any man alive, has the 'feel' of this University and faith in its destiny. The new perspectives he has gained at Maine, added to experience which ranged from graduate student to the key deanship at Wisconsin, will make him an invaluable member of our faculty and administration," Pres. Harrington said.

Dr. Young earned a distinguished international reputation as a labor economist and performed a succession of administrative assignments with distinction at the University of Wis-

consin from 1947 until he left for the Maine presidency. He joined the faculty as an instructor and had served four years as dean of the College of Letters and Science when he left Madison in the fall of 1965.

For nine years he was chairman of the University's department of economics. He also was director of the School for Workers and the Industrial Relations Center. Dr. Young's research and teaching areas include American labor history, foreign labor movements, and labor problems.

Prior to leaving for Maine, he had been named to coordinate future expansion of the Madison campus. A longtime leader in faculty affairs, he has served as chairman of the University Committee, the elected "voice of the faculty."

Born in Bonne Bay, Newfoundland May 3, 1917, he was instructor at Westbrook Junior College, Portland, Maine, and at the University of Maine before coming to Wisconsin. He received his Ph.D. from the University in 1950, became associate professor in 1952 and full professor in 1955.

Married to the former Phyllis Smart, he is the father of five children: Jill, John, Dorothy, Nathan, and Barbara.



Vice President Young

GREENQUIST, REGENTS' PRESIDENT, DIES

Kenneth L. Greenquist, '58, Racine, president of the University Board of Regents since last June, died April 5 in University hospitals of cancer. Mr. Greenquist entered the hospital in February.

A native of Florence, Wis., and a 1936 graduate of the University law school, Mr. Greenquist was appointed to the board in May, 1962 by then Governor Gaylord Nelson.

A former state commander of the American Legion, Mr. Greenquist was a state senator from 1939 to 1943. He was Racine city attorney from 1944 to 1949, and was a former president of the Racine county bar association.

Mr. Greenquist is survived by his wife and two children.

Donations can be given to the Greenquist Memorial Scholarship Fund through the University of Wisconsin Foundation, 702 Langdon Street, Madison, or they may be addressed to the American Cancer Society.



University news continued on page 18



1912
GOLDEN



A. T. Hobart, '12, Aurora, Ill. shows proper freshman-to-upper-classman greeting: a push of the beanie button. Failure could result in dunking in Lake Mendota.

For the schedule of Alumni Weekend, May 17-19 see page 26.

IT'S ALL YOURS

Alumni Weekend: May 17-19

WELL, IT'S FUN to go to Homecoming in the fall, but it takes stamina. It will sleet by halftime; it's portal-to-portal gogogo, and you miss the people you really wanted to see because they've left the place you arrive at to go somewhere else to find you.

On the other hand, Alumni Weekend, in May, is a leisurely trip back to springtimes remembered, with the sun newly warm, the Lake growing busy and the campus plump and green. Alumni weekend allows for unabashed sentiment, soft strolling and happily exaggerated recollection.

It is a time to stop and greet old friends. Every year they arrive in larger numbers. In 1967 more than 1,000 turned up. Most of them come for their official class reunions, of which there are eight this year, including the 50th for the class of 1918, whose members are contributing \$50,000 toward a lagoon on the far west end of the campus, very near where, on May 25th, one of their classmates, A. C. Nielsen will dedicate his contribution, the world's largest indoor tennis stadium.

But others come back, too—the grads from all classes. They take in the Intrasquad Football Game. They stop to be lionized at fraternities and sororities. They visit the sidewalk art show on the Library Mall or they take the special bus tours of the now sprawling campus.

Beginning this year they may, if they like, rendezvous at Alumni House, built of glass, stone and much comfort at the north end of Lake street, and intended for the delectation of members of Wisconsin Alumni Association and their guests. Here they can meet, leave messages, kick off their shoes, see the crew race, or watch their off-spring push each other off piers.

Saturday night's Alumni Dinner is invariably a sellout. It is held in Great Hall for 450 people, and among its attractions are the WAA's annual Distinguished Service awards, this year going to Karl H. Byer, M.D., senior vice president for research at Merck Sharp & Dohme pharmaceuticals; Milwaukee banker Catherine B. Cleary; UW cancer specialist Anthony R. Curreri, M.D.; William R. Kellett, of Neenah, former president of Kimberly-Clark corporation; actor Fredric March; and H. I. Romnes, chairman of the board of AT&T. The evening moves quickly: speeches are brief or non-existent, and there will be songs by the University Singers. And afterward there will be ample time to go out and be reacquainted with a May evening in Madison.

One year Alumni Weekend will be as crowded and wonderfully hectic as Homecoming. But now, before it catches on *too* widely, it remains the domain of those who prefer to set their own pace on a sentimental journey. ●



Scholarships To Honor King; UW Cited for Current Program

SIXTEEN GROUPS ON CAMPUS have pledged "permanent continued support" for a long range effort "to work for the elimination of racism and racial misunderstanding on campus and within the community, and to run programs to help alleviate poverty and racial injustice" following the assassination of Dr. Martin Luther King, Jr.

A student-faculty drive is being conducted for a Martin Luther King scholarship fund,* and University President Harrington has announced that the University will match—scholarship for scholarship—all student aids provided by the fund.

President Harrington said currently uncommitted gift and other scholarship funds would be used for the matching scholarship program to be administered through campus financial aid procedures.

"We hope that this action will provide an extra incentive for the many organizations which have joined in the fund drive. We hope it will help provide a program sufficient to make an impact on problems of disadvantaged young people who otherwise could not attend the University," Dr. Harrington said.

"While the University is already deeply involved in efforts to aid the disadvantaged," President Harrington said, "this new effort, as a memorial to Dr. King, is an example of student concern for our most pressing domestic problems. We want to encourage such concern."

As this program was getting underway, the University was being cited for its present program of assistance to disadvantaged undergraduate students. The program was called one of the three "most outstanding" among public institutions of higher education in the United States.

The Madison program of tutorial and financial assistance was described by *Southern Education Report* as a "significant contribution" to the education of "high risk" students. Projects at the University of California

and Southern Illinois university also were among those cited in the April issue of the magazine, published by the Southern Education Reporting Service, Nashville, Tennessee.

Launched in 1966 with 24 students, the UW program is directed by Mrs. Ruth Doyle, specialist in the office of the dean of student affairs.

"This is not a pilot project," Mrs. Doyle says. "We're not an experimental group. These kids can make it. The big state universities have more of an obligation to help these students—and can do it with less trauma—than the private colleges. This is part of our responsibility."

Tutored by honor student volunteers, 18 of the 24 are still in the University. They were joined last fall by another 63 students, all rated in the bottom one percent on the University's "predicted success scale." The newest group includes 53 Negroes, four American Indians, two Puerto Ricans and four whites.

"Perhaps the most noteworthy thing about the high risk program at Wisconsin is the University's own flexibility in response to it, and that in turn seems to derive in large part from Ruth Doyle herself," *SER* comments. "Any university as large as Wisconsin must inevitably be somewhat bureaucratic; size alone dictates tight organization and regulations and a certain amount of rigidity."

"But without lowering its standards," the publication continues, "changing its requirements for degrees or even altering the rules for academic probation and dismissal, the University has accepted a group of students who were strangers to the campus culture and poor bets for success, and achieved a better retention record with them than with the freshman class as a whole." ●

* Contribution checks for the fund should be made out to: Martin Luther King Memorial Fund, and sent to Wisconsin Student Association, 507 Memorial Union, Madison, Wisconsin 53706.

AIM Innovations Bring Campus to More Homes

Our lives are changing so rapidly that it helps to keep running in order to stay in the same place. Technology has brought about much of this change of pace. The businessman must cope with computerized procedures, the physician finds half his learning obsolete every five years, the housewife could use an engineering degree now and then when things go wrong with her three-decker electronic range.

Much talk has been generated about continuing education and the necessity for teaching on increasingly higher levels. Four years ago the University launched an experiment called AIM (Articulated Instructional Media). Recently five people were awarded the first AIM certificates as Associates in Arts and Sciences for successful completion of off-campus study under the program.

The five were Mr. and Mrs. Dennis Vedder and Mrs. S. L. Shulkin of Milwaukee; Arnold L. Gennrich of Merrill, and Roger V. Stremer of Mosinee. Mr. Vedder works nights as a warehouseman so he can study days to complete his degree in research biology. His wife, Marjorie, plans to become an elementary teacher. The Vedders have two daughters. Mrs. Shulkin also plans to become a teacher and has completed her certificate while serving as a substitute teacher and meeting the needs of her household, which includes four children. Mr. Gennrich is a rural mail carrier and is working towards a degree in social work. Mr. Stremer hopes to go on to law school.

The associate certificate represents the completion of 60 hours of credit towards a college degree. Enrollees in an AIM course must meet the same standards as those set for on-campus work. Under present arrangements final work for a degree must be completed on campus.

AIM was designed to open new avenues to University degrees for adults unable to attend campus classes, and to revamp established teaching methods and create new ones—from direct phone contact to portable laboratories—in order to stimulate

continued on page 21

Come Along With Me: Spring

Signs of spring in Madison are welcome as always even though this was one of the mildest winters on record. The sight of members of the ground crew raking away the mulch from around the daffodil leaves which were just peeking through the beds on the Library Mall made us decide to visit Arthur Shackell of the Physical Plant staff. Mr. Shackell informed us that the first thing his crew does to get the campus ready for spring and summer is to sweep and rake the sand off the curbs and out of the grass which borders the campus streets. Sweeping and cleaning the parking lots is next on the schedule.

"We have a good many oak trees around the campus and they don't drop their leaves 'til spring. So now my men are removing oak leaves from the grounds. Any of the alumni who are gardeners will be interested to know we save the leaves that come down in the fall for composte. But these oak leaves are just carried off in the spring," he said.

Ground crew members are removing the mulch from around the scrubs on the campus. They've cut back the wild roses on the Library Mall and unsheathed the fountain, which once more is splashing away. They put fertilizer on Bascom Hill and rolled the sod. They'll be reseeding and fertilizing any bare spots shortly, according to Mr. Shackell. "Then there's the problem of all the bits of paper that are dropped on campus," he said. The paper must be picked up, and it takes many hours of work to keep the campus neat; one man works full time on Picnic Point.

We walked over to call upon Delane Stark, who works in the University greenhouses. Marching in precise rows down the length of one greenhouse, grow the thousands of plants needed for the living seal in front of Lathrop and the *U.W.* in front of Agriculture Hall. "We need over 12,000 plants for those two Wisconsin traditions," he told us. The plants, *Alter Nantheris*, are native to Brazil and were chosen for the beds because of their color, height, density, and ability to withstand close

clipping. "We take in 1,700 stock plants in the fall, and from these we start about 4,000 reds and more than 8,000 greens."

Rows of miniature begonias and other plants are ready to be set into beds around the campus as soon as the frost danger is past. "The tulip bulbs are doing well in the one bed beside the Library, but those in the bed on the other side never grow as well as I would like. They aren't protected enough" worried Mr. Stark. While inspecting the rows of healthy

a covering over their bathing suits when they enter the building.

No one, of course, is yet swimming in the cold waters of Lake Mendota except the ducks, who returned to their bobbing and paddling as soon as the ice broke away from shore. The University crew has been out for several weeks perfecting their smooth strokes. Piers have re-appeared in the lake and the forest of sail boat masts can be seen from the Union terrace. The lake safety patrol, which moved into new quarters from the



flowers in the greenhouse our eyes were caught by about six thriving tomato plants. We asked Mr. Stark for what bed they had been prepared. With a smile he said, "Well, there's a little story there. Those are for President Emeritus E. B. Fred. He brings us his seeds, and I make sure that he has a few good plants ready for transplanting when the time comes."

Over at the Union, freshly-painted chairs have been placed on the terrace, and a sign has appeared requesting students to wear sandals and

now-demolished University boat-house, announced the resumption of operations, and life guard hours have been posted.

Maintenance staffs have been putting in the screens on some of the older buildings and washing the winter's grime off the windows.

Getting the campus ready for spring and summer is somewhat akin to the operation a homeowner goes through each year. Operation spring is well underway at Madison.

—Harriett Moyer

Would You Believe?

With continued relaxation of dorm hours on the campus, many a worried parent has been known to wonder aloud "what can they *do* till that time of night??" One of the more hopeful answers these days could be "study". Study they can and do and in the library, of all places.

Since last fall, and at the insistence of the students, four of the large study halls in Memorial library are open nightly until 2 a.m.! Book rooms are open till midnight. Staff limitations have kept library director Louis Kaplan from manning circulation desks after 10 and this, he feels, has cut down the number who would stay later to study. However, computerized checkouts, beginning next year, will solve this staff problem.

About 100 bleary-eyed souls can be found in the study areas until the 2 a.m. closing, Kaplan says, but the crowd is considerably heavier until well after midnight, particularly near exam time.

While some faculty members argue that students need their sleep and should not be lured out of bed so late, Wisconsin is behind many universities which now operate libraries on a 24-hour basis. Current security demands and staff shortages prevent it here, Kaplan says, although planned building expansions will be designed for round-the-clock service.

So, where is your wandering boy tonight, mother? Well, he just might be at the library. ●

UW Botanist Wins Second International Honor

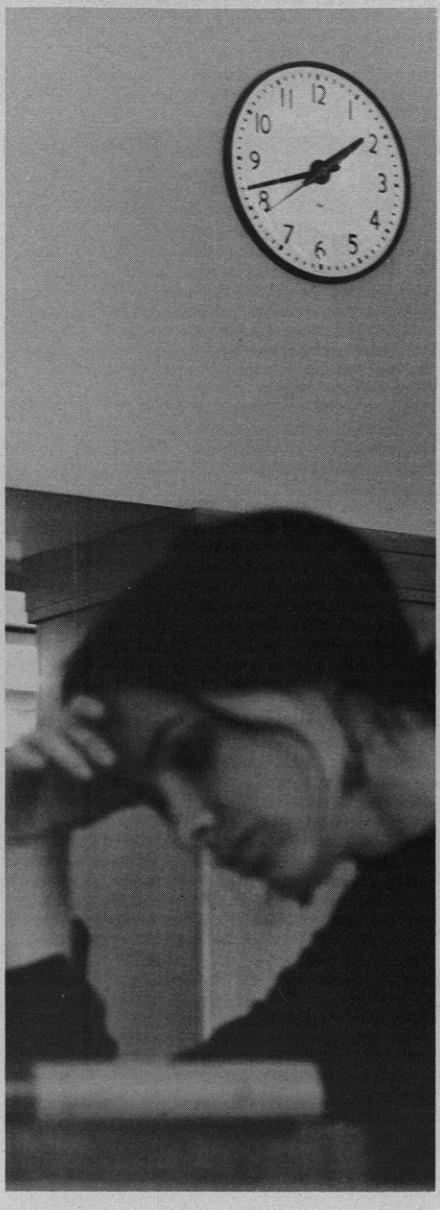
A University of Wisconsin botanist, Prof. John Heslop-Harrison, has won the second award in less than a year for distinguished research in his field.

A specialist in the reproductive physiology and cytology of plants, he received the second recognition, the Bronze Medal of the University of Liege, for his work in molecular and cellular aspects of flower induction.

In the spring of 1967, the scientist received the Trail-Crisp Medal from the Linnean Society, London. The medal and an accompanying purse are given by the society, one of the world's oldest organizations of

biologists, for outstanding contributions in biological research.

More than 100 research papers, reviews and other publications have been contributed to botanical learning by the Wisconsin scholar. A Brittingham visiting professor on the Madison campus during 1965, Prof. Heslop-Harrison became a permanent member of the Wisconsin faculty in April of 1967 after resigning his post as chairman of botany at the University of Birmingham. His teaching and research experience also has been gained at other British institutions including the Universities of London and Durham and Queen's University, Belfast.



Broadcasters Cite WHA-Radio, Producer

The National Association of Broadcasters has presented one of four national awards to WHA-Radio for a community service program.

The award was presented at the recent NAB convention in Chicago. Recipient was Ralph Johnson, WHA production manager, for his "Black Christmas in Milwaukee," covering a boycott by Milwaukee's inner city residents during last year's holiday season. The program was originally presented at that time.

The NAB citation is called the Major Armstrong award, after the inventor of FM radio. It is administered by Columbia university school of engineering and applied science, and consists of a bronze plaque and \$500. Awards are presented in the categories of music, news, education and community service. Commercial and non-commercial FM stations are considered for the awards.

"College Week" Schedule Set

CAPACITY ENROLLMENT of 1200 women is anticipated for College Week for Women, to be held at the University June 11, 12 and 13. Registration deadline is May 17.

Last year 1140 women from 72 countries participated in the three-day program of campus living and learning sponsored annually by University Extension and the Wisconsin Homemakers Council.

Sixty-four different seminars are offered. Each is conducted by UW faculty or other experts in various fields, and each has been lengthened to one and one half hours' duration. Enrollees may take two seminars which meet three times or one seminar meeting six times.

There are no educational or age limitations. In previous years, participants have ranged in age from 20-72 years.

Information on housing, course schedules, and registration blanks are available from University Extension home economics agents in each county or from Mrs. Joy Alwes, 148 Home Economics building, University of Wisconsin, Madison 53706.

Wisconsin Alumnus

Book Helps Pick "Overseas" Studies

SO MANY UNIVERSITY of Wisconsin students are choosing to work abroad after graduation that the UW Office of International Studies and Programs has printed a special booklet naming courses that will help them prepare themselves.

Titled "Studies for Overseas Locations," the 24-page publication labels these courses in three categories:

1. Those "especially important" for almost any student planning to work in any overseas location, such as world agriculture, transportation geography, and technical change and culture patterns.

2. Those "highly useful" for almost any student in any overseas location, such as marketing agricultural products, soil and water conservation, and social behavior dynamics.

3. Those "whose particular value is for special regions of the world or for particular occupational specialties needed abroad": economics of agriculture in tropical Africa, national economic development in Latin America, and human abilities and learning.

Courses listed are in the College of Agricultural and Life Sciences, School of Business, School of Education, School of Home Economics, Law School, and College of Letters and Science. ●

AIM—con't from p. 18

late and sustain the interest of both the long-distance learner and the on-campus student. There has been a consistent increase in the number of AIM students and an extremely small number of drop-outs since the program began.

Started in 1964 with a Carnegie grant and matching University funds, AIM was an independent organization. Recently, however, it has become a part of University Extension, according to AIM Director Robert E. Najem. AIM is now Extension's innovative course design program. Audio tapes, programmed workbooks, miniature microviewers, radio, TV, quiz sessions via telephone, and portable laboratories have been used for instruction under the program.

(Using such unusual items is not without its special problems. For example, in one botany course, audio tapes instructed the students to do an experiment using geraniums. There were a lot of geraniums around Madison when the master tapes were made. But it was frigid winter in northern Wisconsin by the time these particular tapes were put to use, and geraniums were about as hard to find as a case of sunstroke. Phone calls poured into Madison, reminding instructors of the uncooperative growing season, and a new experiment tape was hastily substituted.)

Courses under Articulated Instructional Media are available in every major study with the exception of language, where only conversational German is currently offered. Professors for the courses come from the Madison campus, extension, the center system and the state University system. President Dreyfus of Stevens Point, for example, is presently conducting an AIM speech course.

The first course for credit over WHA-TV was recently offered by AIM. "There is a lack of quality courses suitable for TV presentation right now," Director Najem says. "AIM must work through the various academic departments of the University in preparing such courses and, until we have a large number of students enrolled for a TV course, the costs are almost prohibitive."

Continuation of experiments in potential teaching media is most important, Najem explains. The need for a college degree is increasing, and the numbers of prospective collegians is huge. Many state residents would never be able to attend a college because of their location, their employment or family and other demands on their time. Others will be unable because "in the next decade, the number of eligible students knocking on campus doors will simply exceed the personnel and physical resources of the state, he says. In the last ten years student enrollment in Wisconsin universities jumped more than 200 per cent.

Bringing the education to the individual via some of the fresh methods of AIM may be one of the answers to the problem. ●

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20 to Study at UN

A SUMMER of observation and study at the United Nations in New York is being offered to 20 Wisconsin college students this summer.

The program, partially funded by the Johnson Foundation of Racine, Wis., is open to students interested in international relations and who will be juniors or seniors by summer.

The University of Wisconsin in Madison and Milwaukee, plus seven state universities—Eau Claire, La Crosse, Oshkosh, Platteville, River Falls, Stevens Point and Whitewater—are participating in the program which is for Wisconsin residents only.

For eight weeks—beginning June 24—the 20 selected students will live at the New York University Medical Center while attending classes in the morning and U.N. sessions and meetings in the afternoon.

Prof. Ravi L. Kapil, assistant director of the center for advanced student and organization science at UW-M, will accompany the students and teach the three courses offered for University credit during the program.

Mrs. Judith M. Lasca, administrative assistant to the dean of international studies at UW-M, will accompany coeds on the trip.

Prof. Llewellyn Pfanckuchen, of the University's political science department in Madison, said a normal credit load during the program will be six credits. The courses offered are in international organization, contemporary problems in international relations and independent reading.

Credits may be transferred to the students' respective schools to count towards graduation.

He That Goes to Law— Goes to Work in June

JOB offers are abundant and beginning salaries are higher than ever for 1968 graduates of the University of Wisconsin law school, according to William D. Mett, assistant dean of the school and head of its placement office. Some 350 law students are involved this year in more than 2,000 interviews with 260 employer representatives.

In the past five years, the Law School placement office has undergone a 400 per cent increase in the total number of campus interviews held at the school. Last fall 150 law firms, government agencies, and corporations from 50 cities visited Madison for recruiting purposes.

"No longer must law students choose employment from one or two limited opportunities," Dean Mett said. "In recent years, more and more of our graduates have been leaving the field of private practice for other areas of employment. It is true that some of our graduates regard private practice as dull and not very exciting. Today they are tantalized by the numerous offers from banks, corporations, federal agencies, and the like."

The percentage of graduates entering government service and the business world has risen steadily the past four years.

The trend to leave the state upon graduation has increased every year since 1963, and Dean Mett thinks there is little reason to expect any reversal. Last June more than half of the class left Wisconsin.

A student who finishes his academic work in the top half of his class can earn up to \$11,000 in a large firm these days. This is particularly true of firms in larger cities, but smaller law offices are starting to offer fairly high salaries to attract the men they consider "ideal" for their practice. Mett noted that many firms in Wisconsin cities in the 10,000-20,000 range are paying graduates up to \$10,000 with high annual increments promised.

The average starting salary in Wisconsin outside of Madison and Milwaukee is about \$7,500. Firms in Madison range from \$5,800 to \$9,600, and in Milwaukee from \$8,000 to \$11,000.

Corporations and banks are offering the highest starting salaries, mostly in the \$10,000-\$10,500 range. Also tossed in their offers are unusually attractive fringe benefits.

The situation is a rosy one for the graduates. The day of the "struggling young lawyer, not yet established in practice" may be past history. ●

New Program In Core Schools

INNER CITY children have improved their learning achievement an average of 1.2 years as a result of a new elementary school organization program developed by UW researchers in Madison.

The gains took place during the first seven months of the program, described by Wisconsin educators as "one of the most effective organizational patterns developed in the past decade."

Dr. Herbert J. Klausmeier, director of the Wisconsin Research and Development Center for Cognitive Learning (R & D), developed the program in cooperation with local educators throughout Wisconsin.

"This gain of 1.2 years is very impressive because the average student is not expected to gain more than one month in achievement for each month's instruction, and these were not average children," Prof. Klausmeier said. "More important, disadvantaged children have begun to catch up with their more fortunate peers. Core-city children fall farther and farther behind the average child as they progress through school. That trend has been counteracted, and these disadvantaged students are beginning to catch up."

The new program—called Research and Instruction Units by UW educators—was designed to provide a setting in which teachers could improve their teaching by experimenting with new methods.

Prof. Klausmeier explained that the program replaces the traditional self-contained, graded classroom. Instead, it uses the best aspects of team teaching and the non-graded classroom, individualized instruction, and teacher aides.

The program employs a variety of teaching approaches and utilizes large group, small group, and one-to-one instruction. Each student can progress at his own pace. Prof. Klausmeier said the program capitalizes teacher strengths and allows teachers to be more creative.

This year the program has been fully installed in seven Wisconsin schools—four in Racine, two in Madison, and one in Janesville. ●

SPORTS

Basketball Coach Erickson Goes to Pros



John Erickson

AFTER 20 years in college coaching, the last nine of which were spent as head basketball coach at Wisconsin, John Erickson resigned on April 3 to become general manager of Milwaukee's new, unnamed NBA team.

The move was a surprise to reporters at a crowded press conference in Milwaukee's Pfister hotel, and Erickson commented that "I am almost as surprised as you are." He said he had not made the decision until the previous day.

Erickson said he had signed a three-year contract for a "substantial increase" over his \$15,000 salary at Wisconsin.

President of the organization holding the team franchise is Ray Patterson, Badger basketball star in the 40's. Larry Costello, a former player with the Philadelphia 76ers, will coach.

A Madison sports columnist referred to Erickson as "one of the best athletic public relations men Wisconsin ever had", an opinion often voiced by others of the press, as well as fellow coaches, students and University administration.

He was unable to capture the Big Ten basketball championship during his years at Wisconsin. His best finish was second place behind champion Ohio State in 1962, his third year as Wisconsin coach. The Badgers ran up a 10-4 conference record that year and never came that close again.

That year was one of three in which they finished in the Big Ten's first division. Another was this season's fifth place spot and a fourth position in 1967.

Erickson, 40, was a 1945 graduate of East high school in his native Rockford, Illinois. He went on to Beloit college where, as the small man on the club—he became the first player in the school's history to score 1,000 points in a career.

He coached high school in Stevens Point and Beloit, and at Lake Forest college before coming to Wisconsin as an assistant to Bud Foster in 1958. He was named head coach in 1959.

His 12-year record of college coaching shows 135 victories and 152 defeats. In nine seasons in the Big Ten, the total is 52-74.

"I've been a coach 19 years," Erickson told the press conference. "And always in the back of my mind was the thought that one of these days it was going to be over. This gives me the opportunity to leave coaching on a high note. It's nice to be wanted."

"I assume I'll miss coaching. Everybody who leaves it does. It's pretty hard to devote 19 years of my life to picking up old sweat sox and not miss it, but there comes a time when every coach quits coaching."

"I have turned down many opportunities to leave the University of Wisconsin, simply because I didn't want to leave the state of Wisconsin. That's why I say this position is a fulfillment of a dream for me. It gives me the opportunity both to stay in basketball and to stay in Wisconsin."

"We're sorry to see John go," said University President Harrington. "He's the kind of person we like. He has been dedicated to the students and a good representative of the Madison campus. We wish him well in his new endeavor in behalf of the state."

A search for a successor was begun immediately, and Athletic Director Ivy Williamson said assistant Badger coaches Dave Brown and John Powless (who is also in his fifth year as tennis coach) "definitely will be considered" for the job "if they're interested."

One of the finest players Erickson ever coached was graduating senior Joe Franklin (see page 25) who is anxious to go on to a pro career. One of the first speculations following Erickson's resignation was whether coach and player would be reunited in the Milwaukee pro club. ●

Keep Big Ten Track Title

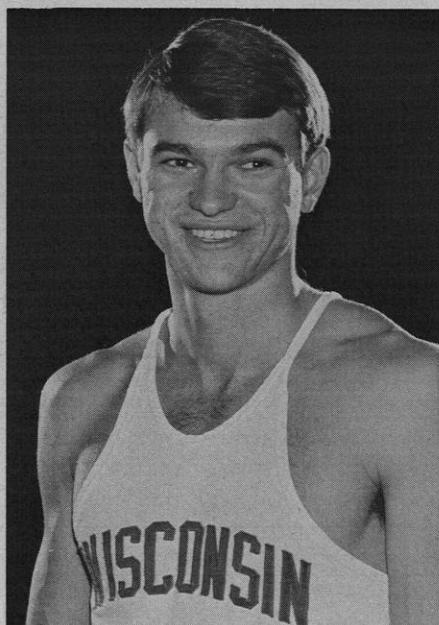
IT WAS THE final event of the Big Ten indoor track championship at Columbus, Ohio in early March. Wisconsin trailed Michigan by $3\frac{1}{2}$ points and that, assumed UW coach Rut Walter, was that. He had started over to congratulate Wolverine coach Don Canham when a roar went up from the fans.

Joe Viktor, a 19-year old engineering student from Westchester, Ill., had just made the best pole vault of his career—15' $8\frac{1}{2}$ "—to set a conference record and earn five points for Wisconsin, to give it the meet title by a margin of 51-48 $\frac{1}{2}$.

It was the fourth title in eight years for Walter, and the vault, according to his chief assistant and former vaulting great, Tom Bennett "was beautiful. It was by far the best form Viktor's ever shown, and what a time to do it!"

Fifteen feet had been Viktor's previous high, but this new record is not expected to be his top. Rut believes he will make 16'. With the right build, size and speed, "once he gets going he will be outstanding," the coach predicts.

Others who helped the University retain the crown were Tom Thies with a 15-5 vault; wins in both the high and low hurdles by Mike Butler; a first place in the half mile by Ray Arrington, and Glen Dick's second place in the long jump.



Joe Viktor

Ticket Prices Same, But They'll Need More of Them

FOOTBALL ticket prices at the University of Wisconsin will remain unchanged this fall but a new coupon book policy will raise the over-all cost of athletic events for UW students, faculty and employees.

General public prices for home football games are \$5 and \$4. High school students pay \$1.

The increase in over-all ticket prices for University students, faculty and employees will result from the sale of a separate coupon book for basketball. The price will be \$4 to students and their spouses, and \$5 to employees and faculty.

1968 Wisconsin Football Outlook

Head Coach: John Coatta, 2nd Year. 1967 Record: Won 0, Lost 9, Tied 1.

1968 SCHEDULE

Sept 21—At Arizona State
Sept 28—Washington
Oct 5—Michigan State
Oct 12—Utah State
Oct 19—At Iowa
Oct 26—At Northwestern
Nov 2—Indiana (Home-coming)
Nov 9—Ohio State
Nov 16—At Michigan
Nov 23—Minnesota ("W")

1967 LETTERMEN RETURNING

—(23: Twelve were starters, 8 on offense and 4 on defense).

Ends: *Tom McCauley (37 catches for 525 yards); *Mel Reddick (42 catches for 524 yards, two touchdowns).

Offensive Tackles: *Brandt Jackson and *Ed Hoffman.

Defensive Tackles: Leonard Fields and Jim Nowak.

Guards: *Don Murphy and *Wally Schoessow.

Center: *Rex Blake and Karl Rudat.

Linebackers: *Ken Criter and John Borders.

Defensive Ends: *Lynn Buss and Gary Swalve.

Defensive Halfbacks: *Mike Cavill, *Gary Reineck and Pete Higgins.

Quarterback: John Ryan.

Offensive Halfbacks: John Smith, Stu Voigt, Bill Yanakos.

Fullback: *Wayne Todd, Jim Little.

* 1967 Starter.

Highly Rated Sophomores-To-Be—
Tackle **William Gregory**, 6-5, 225, LaMarque, Texas; Linebacker-Fullback **Carl Winfrey**, 6-1, 207, Chicago, Ill.; Quarterback **Gary Losse**, 5-11, 180, Neenah; and Halfback **Randy Marks**, 5-11, 204, Chicago, Illinois.

CONSENSUS: Good nucleus of veteran talent including 12 starters from 1967 offensive (8) and defensive platoons (4); help from unbeaten freshman squad is expected to give Badgers a good opportunity for success in 1968.

TICKET SALES—Campaign opens May 15; ticket prices remain same at \$5.00 and \$4.00 plus \$1.00 tickets for high school students and children.

To Dedicate Indoor Tennis Stadium

Dedication of the Neilsen Tennis Stadium is scheduled for Saturday, May 25. Housing twelve tennis courts and six squash racquets courts including one doubles squash court, the new stadium was designed to provide year-round tennis facilities for the University.

Arthur Nielsen '18 and his wife, Gertrude, '20, contributed over two million dollars towards the construction of the facility. The remainder of the funds came from a University contribution which had formerly been earmarked for outdoor tennis courts now rendered unnecessary by the stadium.

Difficulty in serving and in smashing lobbs (common problems of indoor tennis) has been overcome by a special light design. The courts are heated and air-conditioned under automatic control. A players' lounge will provide facilities for relaxation, and separate dressing facilities with more than 1,000 lockers are provided.

The stadium will accommodate over 1,500 spectators. Elevated spectators' galleries provide a view of each tennis court; each of the squash courts has its own elevated gallery.

Capacity of the courts will enable more than 6,000 players to use the facility each week.

Badger Wrestler Mike Gluck Had Fine Career

WRESTLING CO-CAPTAIN Mike Gluck, Roselle, Ill., posted a winning record of 54 wins, four defeats, three ties in dual meets over his three year varsity career.

He reigned as a Wisconsin State Collegiate meet champion for three years; was Big Ten champion at 145 pounds this year—and 137 pound runner-up in 1966 and 1967—and was NCAA runner-up at 145 pounds as a junior.

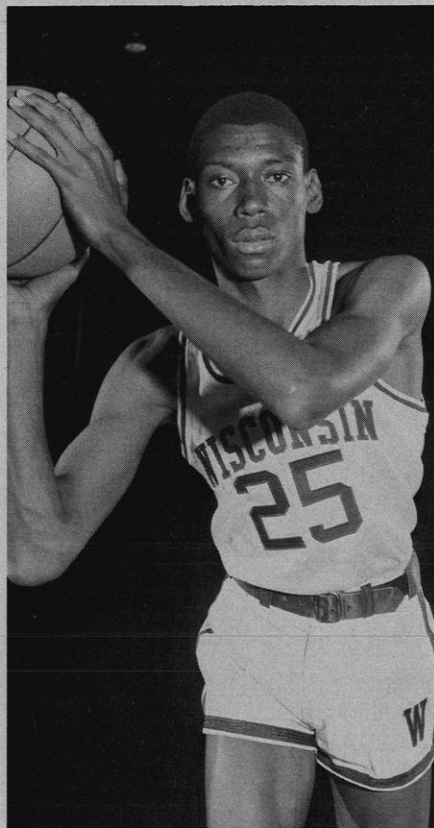
Mike was unable to compete in the national meet in 1966 due to a broken arm, and passed up the nationals this year to concentrate on his engineering studies and graduate in June.

April, 1968

Splendid Splinter

JUST ONE JOE FRANKLIN wasn't enough to give the Badgers much of a basketball season (fifth place in the Big Ten with a 7-7 record; overall, 13-11), but that one Joe Franklin played more ball and broke more records than anybody ever did at Wisconsin.

On March 3, at the start of his final home game, Joe ambled out on the court and got a two-minute standing ovation. He then scored 31 points and broke two more records before



Joe Franklin

heading back to the bench amid another laudatory salvo in the game's final seconds.

Joe, a 6' 4", 165-lb. forward dubbed "The Splendid Splinter", was elected MVP for the second year in a row, and became Wisconsin's first All-Big Ten team selection in 16 years, with a career total of 1,215 points, 858 rebounds, and 459 field goals among a collection of 21 scoring and rebounding marks.

He paced the Badgers in scoring this year with 544 points; pulled

down 334 rebounds; lead the Big Ten in rebounding with 194; placed third in conference scoring with 342 points, an average of 24.4; and was fourth in field goal accuracy with a .486 mark.

Other honors accorded Franklin include the team's co-captaincy, shared with senior guard Mike Carlin of Valparaiso, Ind. (who took honors for the third straight season in free throw accuracy with an overall average of .812), and a trophy annually awarded to Wisconsin's top rebounder. It marked the third straight year Franklin has won that award.

Joe is one of seven children of a Madison family. A brother, Larry, in the Navy and a veteran of two hitches in Vietnam, holds the state high school long jump record at 25' 3/4".

If they gave a trophy for whooping it up, Joe Franklin wouldn't stand a chance: he is a shy, somber young man, well liked by his team mates, and virtually unrattleable on the basketball floor. This year he overcame a tendency to try too hard and foul too often. ("He always seemed to be sitting next to me on the bench early in the game because of foul trouble," says Coach John Erickson of Joe's first two conference seasons.) This season his average of fouls per game was 2.2, one of the lowest in the Big Ten.

He has impressed Erickson and his coaches at Madison's Central high school with his ability to shut out everything else when he holds a basketball in his hands. "You'd have to watch him," a high school coach recalls. "He'd play ball until he was completely exhausted." In all four years at the University he has neither missed nor been late for basketball practice. A Phy Ed major, he has a 2.3 average.

Pro ball is on his mind, and he's had feelers from a few clubs. There have been inquiries, too, from pro football, expressing interest in making him into a defensive halfback.

If he chooses pro basketball and makes it, Franklin's size will probably limit him to the back court. But if there's a spot in which he can play his heart out, it will be the right spot for Joe. ●

WISCONSIN ALUMNI ASSOCIATION

Alumni Weekend, May 17-19

The following classes plan reunion: Class of 1913, 1917, 1918, 1923, 1928, 1933, 1938 and 1943.

FRIDAY, MAY 17

From 9:00 a.m. Registration, Wisconsin Center, 702 Langdon Street

OPEN HOUSE, Alumni House, 650 North Lake Street

12:00 noon HALF CENTURY CLUB LUNCHEON, Great Hall, Memorial Union (Class of 1918 Induction)

5:30 p.m. CLASS OF 1918—Dinner: Madison Club

5:30 p.m. CLASS OF 1938—Dinner: Top Hat, (Middleton)

5:30 p.m. CLASS OF 1943—Dinner: Maple Bluff Country Club

6:00 p.m. CLASS OF 1923—Dinner: Nakoma Country Club.

6:00 p.m. CLASS OF 1928—Dinner: Double H Steak Ranch

6:00 p.m. CLASS OF 1933—Dinner: Wisconsin Center

SATURDAY, MAY 18

8:30 a.m. Home Ec Alumni Breakfast: Wisconsin Center

From 9:00 a.m. Registration, Wisconsin Center

OPEN HOUSE, Alumni House

9:00–12:00 OPEN HOUSE—New Physical Education Building

10:00 a.m. Home Ec Alumni Program, Wisconsin Center Auditorium

10:00 a.m. CLASS OF 1923 Campus bus tour

11:00 a.m. CLASS OF 1918 Campus bus tour

12:00 noon CLASS OF 1918 Luncheon: Blackhawk Country Club

12:00 noon CLASS OF 1928 Luncheon: Tripp Commons, Memorial Union

12:15 p.m. QUARTER CENTURY CLUB LUNCHEON, Great Hall, Memorial Union (Class of 1943 Induction—Class picture following lunch)

12:30 p.m. CLASS OF 1913 Luncheon and business meeting, Elks Club

12:30 p.m. CLASS OF 1917 Luncheon and business meeting, Madison Club

1:30 p.m. Spring football game, Camp Randall stadium

2:00 p.m. CLASS OF 1913 Campus bus tour

2:00 p.m. CLASS OF 1917 Campus bus tour

2:30 p.m. Campus bus tours (all Alumni) leave from Wisconsin Center

2:30 p.m. CLASS OF 1943 Campus bus tour

3:30 p.m. CLASS OF 1928 Campus bus tour

6:30 p.m. ALUMNI DINNER (all classes) Great Hall, Memorial Union (Presentation of Distinguished Service Awards)

SUNDAY, MAY 19

9:00–2:00 OPEN HOUSE, ALUMNI HOUSE

9:30 a.m. Breakfast: U. W. Foundation's President's Club: Wisconsin Center

9:30 a.m. CLASS OF 1913 Breakfast: Memorial Union

2:30 p.m. Senior Swingout

Sidewalk Art Show—all day Saturday, and Sunday—Library Mall

1900–10

Walter Seiler '07 is now serving as chairman of the executive committee of Cramer-Krasselt company, Milwaukee.

1911–20

L. C. Rogers '15 has been elected to the board of directors of J. H. Findorff and Son, Inc., Madison.

1921–30

Mrs. Leon W. Pettersen (Sayda Ernestine Seybold '21) was featured in a recent issue of the Madison, WISCONSIN STATE JOURNAL. She is Most Worthy Grand Matron of the General Grand chapter, Order of the Eastern Star.

Herbert V. Prochnow '21 will write a Sunday business and financial column for the CHICAGO TRIBUNE. He is a Chicago banker.

Emil S. Birkenwald '22 recently retired as assistant chief bridge engineer for Southern Railway System after 43 years of service. He is presently serving as a consultant on highway-railway grade separations. Emil and his wife (**Edith G. Fauerbach '22**) are now living in Atlanta.

Mrs. Theo Bronson (Gladys M. Haskins '22) was featured in a recent issue of the Madison, WISCONSIN STATE JOURNAL. She is a school teacher in the local schools.

O. R. Egan '24 is retiring as comptroller of Inland Steel company, Chicago after 22 years of service. He will be succeeded by **Duane R. Borst '47**.

George M. Keith '24 was the subject of a recent feature in the Madison, WISCONSIN STATE JOURNAL. He is deputy secretary of the Wisconsin department of health and social services.

Harry R. Dittmar '25 retired recently as manager of the patents and contracts division of Du Pont company's plastic department, Wilmington, Del. after more than 37 years with the firm.

Rolland A. Barnum '27 has been elected an assistant vice-president of Merrill Lynch, Pierce, Fenner and Smith, at Milwaukee.

Richard C. Barrett '28, Los Angeles region manager for Union Carbide's Linde division, has retired after 39 years of service.

1931–40

Mrs. Walter Huber (Elizabeth Perry Harrington '31) and Rev. Howard E. Hansen, pastor of the First Presbyterian church of Colorado Springs, Col. were married recently.

Alan K. Roebuck '37 was recently promoted to associate professor of chemistry at the Purdue university Calumet campus.

BUILDING INDUSTRY

University of Wisconsin Graduates with experience in the Building Industry to work with a new company which provides management services to public housing projects throughout the United States as part of the rebuilding of our cities.

Openings for architects, mechanical and electrical engineers with backgrounds in management, scheduling, estimating, technical standards and computer sciences.

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1941-45

Mrs. Lois H. Manly (Hagen '41) recently received the Dorothy Dawe award for distinguished journalistic coverage in the home furnishings field. She is assistant women's editor of THE MILWAUKEE JOURNAL.

Gene Soldatos '41 has been elected a senior vice-president of Cramer-Krasselt company, Milwaukee.

Mrs. Robert R. Webb (Joyce Wiley '42) recently published her second book of verse, *Return to Lincolnville*. She resides in Madison.

Allan G. Gruenisen '44 has been elected president of the Wisconsin Insurance Alliance, Madison.

1946-50

Donald L. Beran '47 recently authored a book, *People In Action*. He is a member of the University of Missouri faculty at Columbia.

Howard Holden '47 is serving as supervisor of the loan program for the U.S. Department of Agriculture, Farmers Home Administration, in the Bakersfield, Calif. area.

Glen L. Taggart '48 has been named the 11th president of Utah State university, Logan.

Franklin W. Wallin '48 has been named dean of the faculty, Colgate university, Hamilton, New York.

Mr. and Mrs. William Cherkasky (Shirley Schroeder '49) have moved to Wash-

ington, D.C. where he is legislative director for Senator Gaylord Nelson and she is a sociological research associate with George Washington university.

Mrs. Joseph Goodman (Felice Michaels '49) and Harry C. Levin of Ft. Lee, N.J. were married recently in New York City, where they will reside.

Walter J. Hunt '49 has joined the Department of Interior, Federal Water Pollution Control administration, technical branch, Washington, D.C.

Douglas R. Kanitz '49 has been named manager, Barkelew Product Sales, Square D company, Park Ridge, Ill.

Harold A. Klahorst '49 has been named area sales manager for the southeastern states, A. O. Smith corporation, New Orleans.

Arthur A. Wykes '49 is a senior pharmacologist at the Research Triangle Institute and a member of the staff of the Duke medical center, Raleigh, N.C.

Mrs. A. Leon Beier (Jo Ann Widule '50) was recently appointed a member of the state board of the Wisconsin Easter Seal society. She resides in New Auburn, Wis.

Marshall O. Beilke '50 has been named associate regional group manager, American United Life Insurance company, Indianapolis.

Clifford W. Hesseltine '50 has been appointed chief of the fermentation laboratory, U.S. Department of Agriculture's northern regional research laboratory, Peoria.



Langdon Hall

JUST A REMINDER

633 Langdon St., Madison, Wis. 53703

RESIDENCE OF TRADITION . . . EMINENCE . . .

DISTINCTION Langdon Hall stands on the famous corner of Langdon and Lake Streets, across from the University Library, a block from the Memorial Union, a block from State Street and the University shops, and adjacent to the fraternity and sorority district.

Langdon Hall is one of the few dormitories to have single rooms, which are at a premium on this campus.

We are also an Approved Supervised dorm, having a Head Resident and House-fellows on our staff, which many discerning parents appreciate today.

Each room is fully carpeted, has telephone service, lavatories and weekly maid service . . . 140 Single Rooms and 24 Large Double Rooms. Gourmet meals served family style.

Langdon Hall has always been an address envied by coeds at the University of Wisconsin. We are sorry we cannot accommodate more than 188.

Write direct for further information and brochure

1951-55

Carolyn M. Easterbrook '51 is a professor in the Ford Foundation project mission and is residing in Baltimore.

Kenneth R. Willia '53 has been named vice president and secretary of Time Insurance company, Milwaukee.

Sidney A. Kohl '52 has been named president of Kohl Stores, Milwaukee.

Richard L. Olson '52 has been appointed to the Volunteer Service Bureau advisory committee, Madison.

G. R. Svoboda '52 has been elected to vice-president research and development for Freeman Chemical corporation, Port Washington, Wis.

Donald Hovde '53, owner of I. Hovde Realty company, Madison, was installed recently as a director of the National Association of Real Estate Boards.

Wallace G. Weisenborn '53 was recently named vice president in the banking department at Harris Trust and Savings Bank, Chicago.

Richard D. Karfunkel '54 has been promoted to chief economist, textile fibers department, E. I. du Pont de Nemours & Co., Wilmington, Del.

James A. Newell '54 was recently promoted to assistant vice president of the trust department, Harris Trust and Savings Bank, Chicago.

Daniel A. Jaworski '55 has joined Fraef, Anhalt, Schloemer & Associates, Inc., Milwaukee. He will deal with water supply and waste water pollution control systems.

1956-60

Robert E. Lee '56 has been named chairman of the music department, Wartburg college, Waverly, Iowa.

R. Paul Rosenheimer '56 has been elected vice president of North Shore State bank, Shorewood, Wis.

Ronald E. Bates '59 has been named vice-president and general manager of Designware Industries, Inc., Minneapolis.

John A. Buch '59 has been named sales manager of Corning Packaging company, Corning, N.Y.

Barbara J. Spalding and John W. Keller '59 were married recently in Springfield, Ill.

Dr. and Mrs. James Benning (Carol Schute '60) announce the birth of their second son, Geoffrey Adrian. They are living in Eau Claire, Wis.

William E. Brynteson '60, professor of history at Skidmore college, Saratoga Spring, N.Y., will conduct research in medieval manuscripts at European libraries this summer.

Mr. and Mrs. Beber Helburn (Judie Horwitz '60) have recently moved to Austin, Texas where he has joined the faculty of the department of management, University of Texas. Their address is 1307 Fairbanks Dr., Apt. 2, Austin.

Mary Christine Power and Alan Mess '60 were married recently in Madison, Wis.

"I made a good name for her, Mary Chris Mess, ('Merry Christmas')," commented the groom and to top off the coincidence —her birthday is on December 25!

Mr. and Mrs. Gerald J. Rudman (Marianne Fell '60) announce the birth of twin sons, Peter Matthew, and Adam Fell.

Edward L. McLean recently received his Ph.D. in sociology from Iowa State university.

1962

Dr. Richard J. Kraemer has recently received a post-doctoral appointment in the Department of Pharmacology and Experimental Therapeutics at The Johns Hopkins university school of medicine. He and his wife (**Eleanor D. Zolt '59**) will reside in Towson, Md.

1963

Mr. and Mrs. Harvey Lapin (Cheryl Ashe) are the parents of a new son, Jeffrey David. Cheryl completed her M.A. in elementary education from the University of Maryland last August. The family is moving to Chicago where Cheryl's husband will be associated with a law firm.

Mr. and Mrs. Rodger W. Murtaugh, Jr. (Nancy Brown) announce the birth of their daughter, Jennifer Jean. They reside in Arlington Heights, Ill.

John Washbush has been promoted to senior lieutenant in the Navy.

1964

Stephen Maersch has joined THE CHICAGO DAILY NEWS as a copy editor.

William C. Thompson has been recognized for helping his unit earn the U.S. Air Force Outstanding Unit award.

Donald J. Webb has been promoted to district sales manager, Oscar Mayer and company, Buffalo, N.Y.

1965

James Durward Smith has been named chairman of Texas Christian university's department of biology.

Allan H. Steff was promoted to Captain during recent ceremonies at the Marine Corps depot, San Diego.

1966

Susan Asher of Sturgeon Bay, Wis. is in Wisconsin's Neurological Rehabilitation Center, Madison, following severe brain damage in an auto accident.

Larry A. Gregerson has been recognized for helping his unit earn the U.S. Air Force Outstanding Unit award.

Arthur H. Johns has received his M.B.A. in business administration from the University of Iowa.

Richard L. Kammer has joined the Technical Division of Humble Oil & Refining company's Baytown (Texas) refinery.

Mark S. Shuman, assistant professor of chemistry at Texas Christian university,

recently spoke at a chemistry colloquium at the University of Oklahoma.

Major Marion J. Stansell is a staff member at the U.S. Air Force school of aerospace medicine, Brooks AFB, Tex., that has won special honor for its contributions to the nation.

1967

Douglas C. Dretzke has recently been assigned to the U.S. Army artillery and missile school, Ft. Sill, Okla., as an instructor.

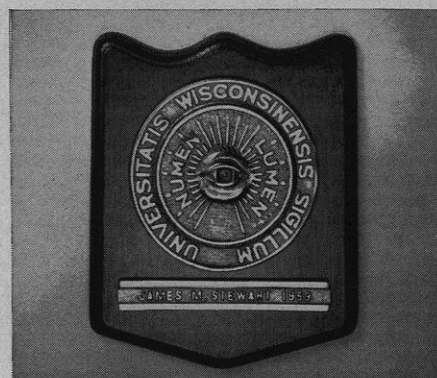
George W. Kohn has entered U.S. Air Force pilot training at Reese AFB, Tex.

Thomas E. Murray has completed basic training at Lackland AFB, Tex.

Dennis L. Nelson, was commissioned an Army second lieutenant at Ft. Knox, Ky.

Mr. and Mrs. Roger L. Phelps (Sandra Jo Casteel) have recently been named Peace Corps Volunteers after completing training in Puerto Rico and Venezuela.

Steven L. Raymer has been assigned as information officer of the U.S. Army air defense school, Ft. Bliss, Tex. He was a former member of THE MILWAUKEE JOURNAL staff.



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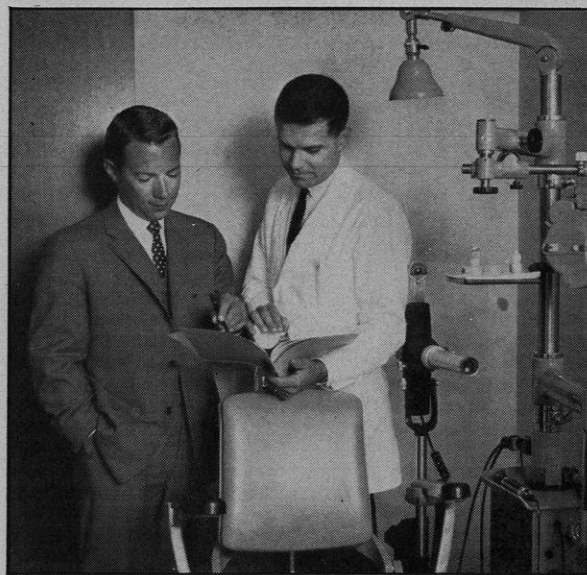
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"Just what the doctor ordered," says Bob.

New England Life's Bob Crosetto (University of Washington '58) with client Dr. David M. Smith



For six years, after graduating from the University of Washington and taking an M.A. at Seattle University, Bob Crosetto was a teacher in the Seattle school system.

"Six wonderful years," says Bob, "but I felt I was ready for a bigger challenge." Bob joined New England Life's Meisenbach Agency in Seattle—where apparently he found what he was looking for.

In his first year, Bob sold an amazing \$2.6 million in life insurance, more than any other first-year New England Life representative in the country. Bob's clientele is made up chiefly of professional men—doctors, lawyers and engineers—and his success indicates that Bob must have a keen understanding of their needs, and how to serve them.

For his achievement, Bob received New England Life's Rookie-of-the-Year Award. In making the presentation at the Leaders Meeting in Lake Placid last May, New England Life's President, Abram T. Collier, underscored an important point.

"Bob's degree of accomplishment may be unusual, but the pattern isn't. An extraordinary percentage of our best

agents are men who have spent years—sometimes many more than Bob—in other careers before they come to us. They simply discover that they can do more for themselves, and for others, in this business than in anything they've ever tried."

There's a particularly interesting follow-up to Bob's story. His enthusiasm for the life insurance business was so infectious that his brother, Richard L. Crosetto (University of Washington '65) decided to join the same agency. Dick left his job as a management trainee at J. C. Penney—and in his first six months sold \$750,000 in insurance!

Perhaps a career in life insurance might make sense for you. We'd be happy to hear from you, in confidence, of course, and without obligation on either side. We'll send you a Personality Aptitude Analyzer—an easy first step that could tell us each a good deal more about whether it might be a good move for both of us.

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William D. Farnsworth, '48, Los Angeles
Milton H. LeBlang, '48, New York
Martin B. Lehman, CLU, '35, Kansas City

Edward M. LeVine, '46, Milwaukee
Robert H. Owen, '41, Milwaukee
Paul A. Stewart, '48, Madison

Joseph J. Walters, '48, Milwaukee
Edward F. Westphal, '38, Milwaukee
John C. Zimdars, CLU, '39, Madison

Charles Ruedebusch has joined The Trane company's Chicago sales office as a sales engineer.

1968

Captain Beverly J. Dye is on duty at Cam Ranh Bay AB, Vietnam. She is a member of the Pacific Air Forces.

Newly Married

1961

Marilyn Ruth Posey and Michael William SCHULDT, Gretna, La.

1962

Mary A. KLINE and Harvey A. Hurst
Carolyn Maia STEVENS and Dr. William T. McKinney

1963

Dr. Jean WIVEL and Roger Owen, Madison

1964

Dianne Shirley Smith and Jon Vinson KRAPFEL

Mary Pat Hahn and Selwyn Leroy SMALL, II, Elm Grove, Wis.

1965

Toby Gottlieb and Barry BERMAN, Milwaukee

Linda Susan TWISS '66 and John R. ELMBURG, Waterloo, Wis.

Jennifer Brooke Seaver and John A. MURASKI, Madison

Sara Miriam RICE and Hal Martin, Dallas

Sharon Hanson and James R. RIOR-DAN, Madison

Sheila Luedtke and Daniel Jon SCHNARSKY, Wausau, Wis.

1966

Cynthia Ann Kasten and James BEHL-ING, Lake Mills, Wis.

Jane Owen BLOOM and Thomas Wein-berg, Millburn, N.J.

Elizabeth Gwendolyn GUNDERSEN and Raymond Alan Jensen, Madison

Barbara Ann Friedberg and Don C. HOLLOWAY, Jr., Milwaukee

Marilyn A. MACAULEY and G. S. Berenger

Barbara Anne Whaley and John Scott RIDDLE, III, Milwaukee

Marie Frances Grimm and Jonathan P. Siner, Milwaukee

Kathleen Anne SARGENT '68 and Ger-old H. STOLTZ, Jr., Green Bay

Mary Ellen STORCK and David Horton Laanen, Wakefield, Mass.

Romella Katherine Marish and Thomas John VAN EGEREN, Madison

1967

Edna May MELLENTINE '65 and Kenneth Lee BRUBAKER, Jr., Sun Prairie, Wis.

Rinelda GRILLEY and David P. Bliss, Madison

Barbara H. Hudson and Joseph Paul HOUSTON, Jr., Beloit

Toni Teresa Tritt and David Thomas PRISK, Madison

Patricia Kleiber and Steven L. RAY-MER

Anna Jean STAVENESS '68 and Larry R. TIMM, Rio, Wis.

1968

Shary Kay Hilts and Vernon Lee REN-DALL, Madison

Necrology

Mrs. Charles J. Hall (Almina Mae THEOBOLD) '07, Seattle

Arthur S. LANGMAS '10, Pullman, Wash.

William John P. ABERG '12, Madison

Mrs. Frank Frandsen (Mabelle Erma STEVENS) '12, Atascadero, Calif.

Louis OLSON '12, Eau Claire, Wis.

Victor Fitzgerald BARNETT '13, Tulsa

Edward ZATOCIL '13, Mazomanie, Wis.

William Randolph LACEY '15, Palo Alto, Calif. in San Antonio

Ernest August ISENBERG '16, Baraboo, Wisconsin, in Madison

Charles O. CARLSON '21, Mountain, Wis.

Jacob Richard HIESTAND '21, Battle Creek, Mich. in Tucson

Lawrence Hahn BAUER '22, Chicago

Neva MARTIN '22, Darlington, Wis.

Robert Layne PIERCE '22, Menomonie, Wis. in Washington, D.C.

Edgar Louis ERICKSON '23, Urbana, Ill.

Gordon Arnold HUSEBY '23, Madison, in Hawaii

Oswald John MUEGGE '23, Madison

Gaige Samuel ROBERTS '23, Madison

Ernestine Anna TROEMEL '25, Madison

Kenneth Charles KEHL '26, Racine

Russell Bernard RAMSAY '26, Milwaukee

Harold Edward HAYES '28, Milwaukee

Royle Price THOMAS '28, Evanston, Ill.

Albert Adolph KLINE '30, Madison

Keith L. PARKER '30, Madison

Mrs. Robert Cyril Topping (Marion Bea-trice POWERS) '32, Madison in Scarsdale, N.Y.

Arnold Evans HOOK '34, Birmingham, Mich.

George Thomas KELLY '34, Moline, Ill.

Selmer Gerhard SWENSON '34, Madison

Anna Catherine GARVIN '35, Chey-enne, Wyo., in Mauston, Wis.

Robert Leslie WELCH '36, Santa Clara, Calif.

George Francis PRATT '38, Madison

William Michael MEYERS '40, Indian-apolis

Mrs. Walter Monson Bjork (Eleanor Mae GAUER) '42, Madison

Mrs. Max C. Rose (Delphine Irene THEILER) '43, Tomahawk, Wis.

Guy Sletten WILLIAMS '45, Falls Church, Va.

Carl Heinz ROGGE '48, Long Island

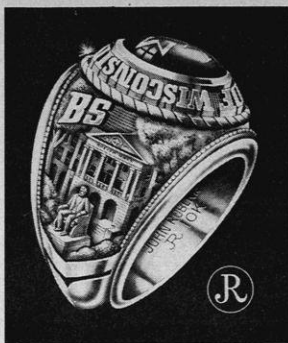
Mrs. Robert Glenn Smith (Adelaide Marie RYERSON) '51, Tucson

Mrs. David Fine (Sonia BENSON) '52, Mount Vernon, N.Y.

Irene JOHNSON '59, Atlanta

Kendall Thomas FORTNEY '63, Stoughton, Wis. in Viet Nam

Mrs. Walter Vukas (Barbara Mason KETTNER) '64, Kenosha



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Fertilizing is a tricky job. Even for professional nurserymen. Too much fertilizer can damage or kill. Too little starves trees, shrubs, roses. The wrong kind wastes material. The right kind requires frequent applications, much time. But now Eesy Grow in new Micro Pore Release Packets avoids feast or famine. It's the space-age way to give steady feeding for 5 years.



- NO MIXING
- NO MEASURING
- NO BURNING
- NO WASTE

Just insert one packet near the roots and Watch Your Garden Grow!

What is this Micro Pore Packet?

The Eesy Grow Micro Pore Release Packet is made of material that resists deterioration in the soil. The water-soluble fertilizers sealed within it are slowly released into the soil through microscopic openings in the packet wall. The most effective size, shape, and position of these extremely small openings, as well as the precise nutrient formulation, have been painstakingly determined through scientific experimentation.

Eesy Grow for new plantings

Average size shrubs need only one packet. Place packet as close to roots of ball of dirt as possible.



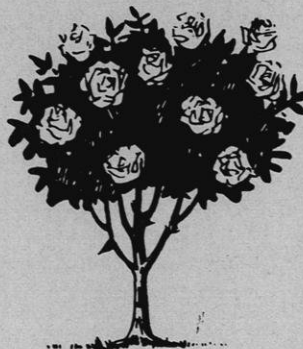
Great for established plants too

Slit soil 6 inches deep near roots with spade and insert packet. Large shrubs require 2 packets. Then close the slit.



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