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Wisconsin alumnus. Volume 60, Number 13 May 1959

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PK

WISCONSIN Alumnus

May, 1959

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*The University's
Last Prom Queen?*

see page 22



Reunion Roundup

WHEN YOU RETURN TO MADISON—

at Commencement-Reunion time, or any time, make your visit enjoyable at one of these Chamber of Commerce listed hostelrys:

ARBOR MOTEL

3313 W. Beltline ALpine 7-4891
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2800 W. Broadway ACademy 2-4411
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The annual Alumni Day Dinner, always a sell-out attraction, is scheduled in Great Hall of the Union at 6:30 p.m. Saturday, June 6. Early reservations should be made, using the blank on this page. The traditional Alumni Day program will follow this dinner. It will feature presentation of the coveted "Alumnus of the Year" award. Conrad A. Elvehjem, who will be presiding at his first Commencement as University President, will be featured speaker at the dinner.

Parking and Housing: The University will issue special parking permits for certain areas from the Union information booth on Park Street. Housing will not be available this year in University Residence Halls, since the last final examination is not scheduled until June 6. Alumni are urged to make all reservations as early as possible.

Commencement Reunion Time Table

Friday, June 5

All Day Registration, Union
12:15 p.m. Half Century Club,
Great Hall
Evening Various Class Events

Saturday, June 6

All Day Registration, Union
Events arranged by various
reunion committees:
sightseeing, boat rides,
etc.
12:30 p.m. Class luncheons
6:30 p.m. Alumni Day Dinner and
Program, including pres-
entation of "Alumnus of
the Year", Great Hall

Sunday, June 7

9:00 a.m.—
11:00 a.m. Union Terrace Break-
fasts
4:00 p.m. Honors Convocation,
Theater
7:00 p.m. Twilight Band Concert,
Terrace
7:30 p.m. President Elvehjem's Re-
ception, Union

Monday, June 8

9:00 a.m. 106th Commencement,
Fieldhouse (UW-Mil-
waukee Commencement
is at 3:30 p.m. on Sun-
day, June 7, at Pearse
Field)

Alumni Day Dinner

Reserve ----- place(s) for me at the Alumni Day Dinner
in Great Hall at 6:30 p.m. on Saturday, June 6, at \$3.25
per plate. Check enclosed.

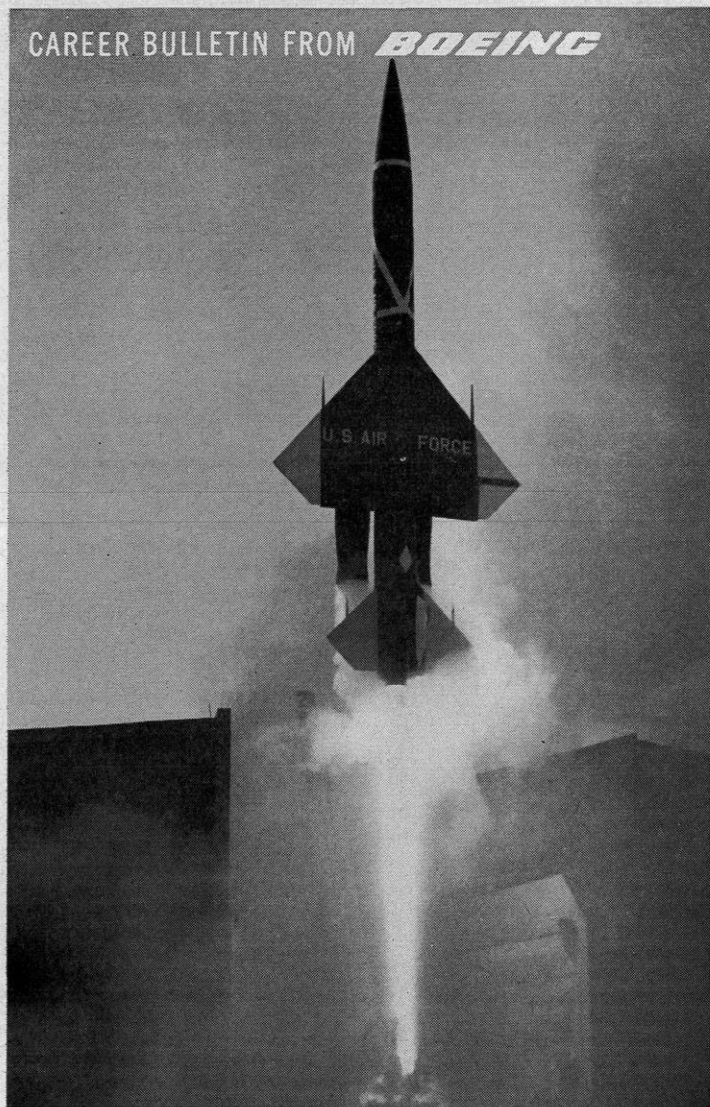
Name ----- Class-----

Address -----

City ----- Zone----- State-----

Mail your reservation as soon as convenient, not later
than June 1, to Wisconsin Alumni Association, 770
Langdon St., Madison 10, Wisconsin.

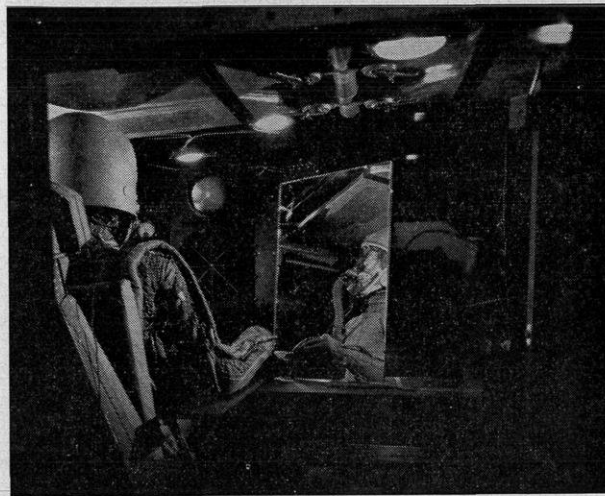
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Name

Address City State

Degree(s) Field of interest

Experience

BOEING

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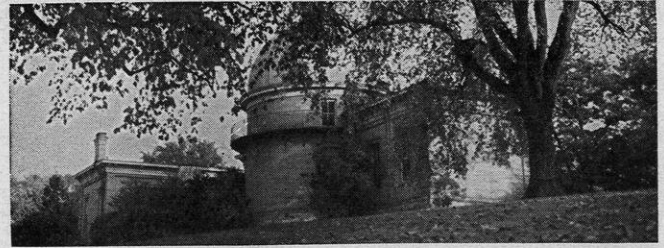
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WISCONSIN Alumnus

Official Publication
 Wisconsin Alumni Association

Volume 60 MAY, 1959 Number 13

Cover

This pretty co-ed is Rosemary Robertson, a sophomore in secondary education from Menasha. She was 1959 Prom Queen. See story on page 22. (Photo by Duane Hopp)

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 George Richard, '47-----Editor
 Edward H. Gibson, '23-----Field Secretary

THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 10, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

keeping in touch with Wisconsin

TUITION BOOSTS of \$10 and \$25 per semester were recommended by the joint finance committee of the legislature at its April 7 session. Resident tuition will be increased from \$100 to \$110 a semester and non-resident tuition from \$275 to \$300. These recommendations have not yet been acted upon by the Board of Regents.

Tuition fees have been going up for the last decade. Two years ago, resident fees were increased from \$90 to the current rate of \$100. Wisconsin's resident fees are lower than most universities in this area but non-resident fees continue to be comparatively high.

Over the years, resident tuition fees at Wisconsin have averaged about 20 per cent of total education cost for a student. The increases just approved are designed to maintain this 20 per cent level.

Recent reports from the capital indicate that the Legislature may go along with Governor Nelson's reduced budget for the University for 1959-1960. This budget has been approved by the joint finance committee of the legislature.

Governor Nelson recommended a budget of \$23,577,658 for the University for the coming year—a cut of \$3,456,494. The University requested \$27,034,152 for 1959-60.

His biggest cut, unfortunately, was in faculty salaries. The University requested \$3,170,072 for salaries. Governor Nelson countered with two recommendations. First, he suggested that \$849,842 be included in the budget to provide 4 per cent salary increases. Secondly, he proposed a separate salary adjustment measure which would add another 4 per cent to both faculty and civil service employes. This would give the faculty \$662,974 in addition to the \$849,842 included in his budget, or a total of \$1,512,816. This is \$1,657,256 less than the University requested. Furthermore, this second 4 per cent increase must be voted by the legislature as a separate appropriation measure. Without this favorable action by the legislature, faculty salaries would be limited to the 4 per cent included in the Governor's budget.

The salary increases requested by the University are important in maintaining Wisconsin's leadership among American universities. Wisconsin now is in the top ten because we have a top flight faculty. Faculty salaries must be increased if Wisconsin is to stay in the top ten. Wisconsin cannot afford to go on a reducing diet when other Universities are combining the country for professors and offering higher salaries than now are being paid in our University. Here is how Wisconsin ranks in the Big Ten on this salary question:

Professors	-----	Sixth
Associate Professors	----	Eighth
Assistant Professors	----	Eighth
Instructors	-----	Eighth

Ordinarily, Wisconsin budgets are worked out on a two-year basis. Governor Nelson, however, has pointed out that his figures for the second year of the 1959-61 biennium are token figures. Consequently, the figures used here relate to the University's requests and the Governor's recommendations for the first year of the biennium, 1959-60.

In addition to the salary reductions outlined above, the Governor's recommendations also included the reductions listed in the table below.—JOHN BERGE, Executive Director.

	Univer- sity Re- quest	Governor's Recommen- dation
Instruction	---1,035,381	660,000
Student Services	107,701	-70,926
Extension and Public Service	313,119	280,311
Research	----- 386,943	194,000
Physical Plant Operation and Maintenance	- 390,243	256,355
Administration and General Auxiliary En- terprises	---- 33,816	33,816
Libraries	----- 155,483	64,000
President's Un- assigned	----- 120,000	0

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ACTION SHOT OF DUKE ALL-AMERICAN HALFBACK
GEORGE CLARK ON ANOTHER FIELD



When a lawyer wants advice...

George Clark handles the life insurance program of J. V. Morgan (seated at desk, above), partner in a prominent law firm in High Point, North Carolina.

It's not surprising, therefore, that Mr. Morgan conferred with him on the effect that pending federal legislation would have on the integration of insurance with his personal estate. (This legislation would allow a self-employed individual a tax deduction on funds used to set up his personal retirement plan.)

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John C. Zimdars, '39, Madison
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Donald J. Johnson, '50, Milwaukee
David H. Talbot, '50, Milwaukee
David H. Massey, '57, Chicago

Ask one of these competent men to tell you about the advantages of insuring in the New England Life.

May 1959

Institutes, etc., in Wisconsin Center unless otherwise noted.

- 5 *Annual William J. Hagenab Debate*, Wisconsin Center, 8 p.m.
- 5-6 *Engineering Institute*, Engineering Economic Analysis.
- 5-6 *Management Institute*, Plant Management Conference.
- 5-7 *Management Institute*, Improving Office Methods.
- 5-9 *Wisconsin Players*, "The Corn is Green," Wisconsin Union Theater.
- 6 *Management Institute*, Office Management Conference.
- 6 *Opening Reception, 31st Student Art Show*, Memorial Union.
- 7-8 *Engineering Institute*, Adhesives and Fasteners.
- 7-8 *Engineering Institute*, Effective Drafting Operations.
- 7-8 *Management Institute*, Purchasing Management Conference.
- 8 *Management Institute*, Personnel Management Conference.
- 8 *Concert*, University Women's Chorus and Men's Glee Club, Music Hall, 8 p.m., free.
- 8-9 *Law School Spring Program*.
- 9 *Wisconsin Council of Machinists*.
- 9 *Wisconsin Personnel and Guidance Association* Annual Spring Meeting.
- 9 *Crew Race*, Wisconsin vs Columbia, MIT and Wayne State, Lake Mendota, 2 p.m., free.
- 9 *Varsity Alumni Football*, Camp Randall, 1:30 p.m.
- 9 *Tennis*, Wisconsin vs Michigan, Varsity Courts, 2 p.m.
- 9 *Joint Voice Recital*, Ann Parker and Susan McLaren, 508 State St., 8 p.m., free.
- 10 *Lecture*, Dr. J. Robert Oppenheimer.
- 10 *Concert*, Gunnar Johansen, pianist, Music Hall, 8 p.m., free.
- 11 *Golf*, Iowa, Minnesota and Notre Dame, at Maple Bluff.
- 11 *Medical Lecture*, "The Medical Effects of Ionizing Radiation," Major General Elbert De Coursey, Medical Corps, USA, SMI, Aud., 8 p.m.
- 12-14 *Management Institute*, Supervisor's Role in Cost Reduction.
- 12 *School of Education Banquet*, Great Hall.
- 12-14 *Management Institute*, Advanced Executive Secretaries.
- 13 *Medical Field Day*, including lectures, "Peptic Ulcer Problems," Dr. Owen H. Wangensteen, head department of Surgery, University of Minnesota, SMI Aud.
- 13 *Golf*, Wisconsin vs Western Illinois, Maple Bluff.
- 13 *Lecture*, "Wherein Lies the Future of Social Work," Rev. Swithun Bowers, Old Madison Room, Memorial Union, evening.
- 13 *Lecture*, "Justice, Poverty and Charity," Russell Kirk, B-10 Commerce Bldg., 8 p.m.
- 13-16 *Management Institute*, Clinic Managers Midwest Institute.
- 14 "W" Club Banquet, Great Hall.
- 14-15 *Management Institute*, Sales Management Conference.
- 14-15 *Engineering Institute*, Specification Writing.
- 14-16 *American Association of Physical An-*



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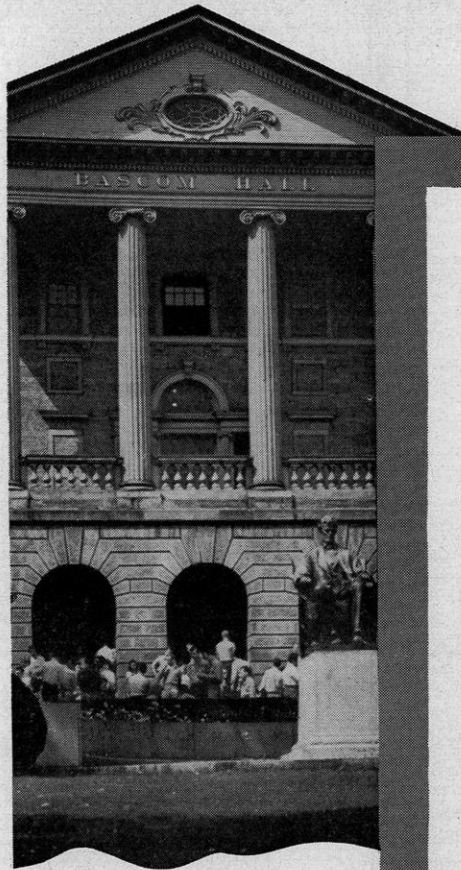
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calendar (continued)

- thropologists, Central States Anthropologica Society, and Society for Applied Anthropology.*
- 15 *Medical Alumni Day*, with two guest speakers: Dr. Newell Philpot, president, American College of Surgeons, Montreal, Canada, and Dr. Michael E. DeBakey, chairman, department of surgery, Baylor University; SMI Aud. Evening banquet meeting, Hotel Lorraine.
- 15 *Tennis*, Michigan State, Iowa, Minnesota and Wisconsin.
- 15 *Baseball*, Wisconsin vs. Ohio State University.
- 15 *Senior Voice Recital*, Warren Hoffer, Music Hall, 8 p.m., free.
- 15-17 *Parents' Weekend.*
- 16 *Tennis*, Michigan State, Iowa, Minnesota and Wisconsin.
- 16 *Baseball*, Wisconsin vs Indiana (two games).
- 16 *Senior Swingout.*
- 16 *President's Reception.*
- 16 *Tournament of Song.*
- 16-17 *"Village Fair" Craft Sale*, Union Terrace.
- 17 *Concert*, University Bands, Terrace, 3 p.m., free.
- 17 *Lecture*, "Is Character Intellectually Indecent," Arthur H. Hobbs, professor of sociology, University of Pennsylvania, 116 Education Bldg., 8 p.m., free.
- 17 *Concert*, University Chorus, Music Hall, 8 p.m., free.
- 18-22 *Engineering Institute*, Wood Utility Pole.
- 19 *Graduate Piano Recital*, Lucille Kubiak, Music Hall, 8 p.m., free.
- 19 *Russian-Polish Play*, Play Circle.
- 19-20 *Engineering Institute*, Legal Problems in Engineering Practice.
- 19-21 *Management Institute*, Leadership and Personal Growth.
- 20 *Management Institute*, Labor Relations.
- 21 *Management Institute*, Financial Management Conference.
- 21-22 *Engineering Institute*, Engineering Organization.
- 21-23 *Medical Post Graduate Course*, The Pathology and Radiology of the Skeletal System.
- 23 *Wisconsin High*, all-school play, "Playboy of the Western World," Union Theater, 8 p.m., free.
- 23 *Senior Voice Recital*, Charlotte Burr, Music Hall, 8 p.m., free.
- 22-23 *Seminar on Berlin Crisis.*
- 24 *Wisconsin High School Concert*, Union Theater, 3:30 p.m., free.
- 24 *Graduate Violin Recital*, David Zeff, Music Hall, 8 p.m., free.
- 26-27 *Engineering Institute*, New Opportunities with Plastics.
- 26-28 *Management Institute*, The Changing Role of the Marketing and Sales Function.
- 27 *Graduate Piano Recital*, Rose Van Arsdell, Music Hall, 8 p.m., free.



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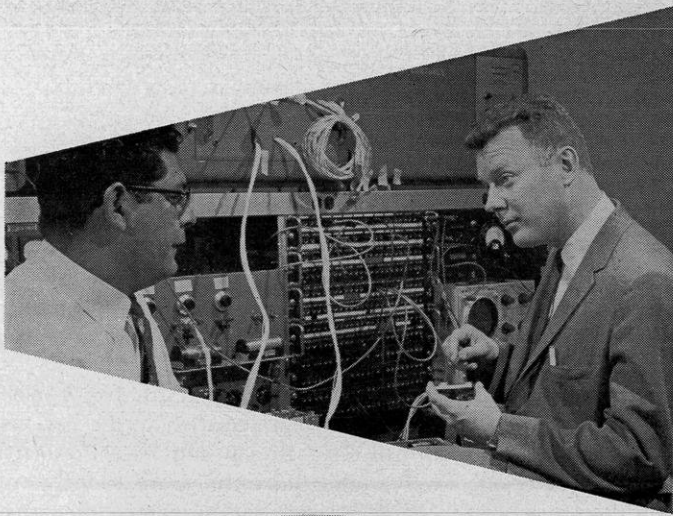
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3. Financially support scientific research in the natural sciences at the University of Wisconsin.

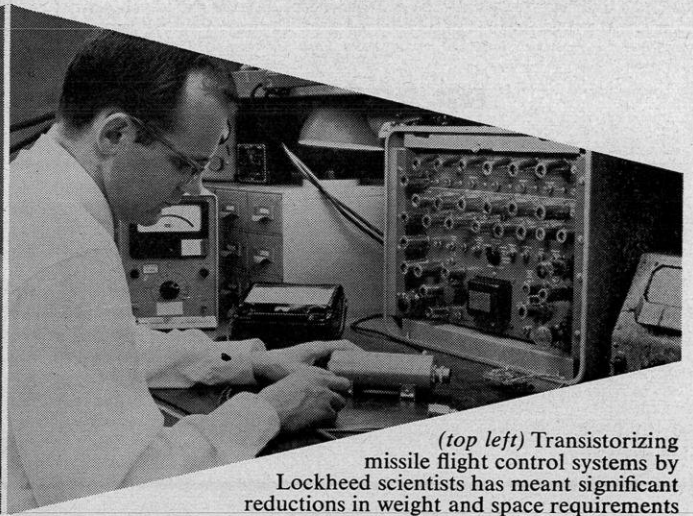
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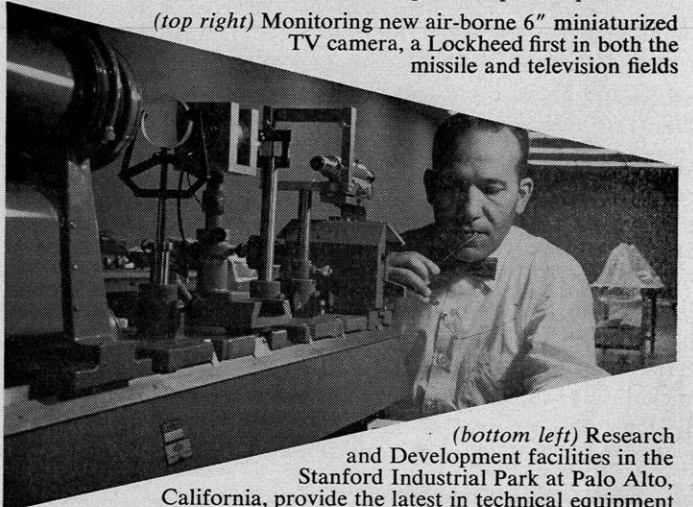
INVESTMENT
PHILANTHROPY
PLAN



(top left) Transistorizing missile flight control systems by Lockheed scientists has meant significant reductions in weight and space requirements



(top right) Monitoring new air-borne 6" miniaturized TV camera, a Lockheed first in both the missile and television fields



(bottom left) Research and Development facilities in the Stanford Industrial Park at Palo Alto, California, provide the latest in technical equipment

(bottom right) Setting up a diffraction image for a research study in infrared optics

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Write: Research and Development Staff, Dept. E-52, 962 W. El Camino Real, Sunnyvale, California. U.S. Citizenship required.

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Lockheed / **MISSILES AND SPACE DIVISION**

Weapons Systems Manager for Navy POLARIS FBM; DISCOVERER SATELLITE; Army KINGFISHER; Air Force Q-5 and X-7

up and down the hill

Still pressed for space at UW-Milwaukee, the Regents decided to erect two temporary classroom-office buildings on the Kenwood campus and renewed lease of 9,372 square feet in the Tower Building downtown. Meanwhile, a public hearing was scheduled in April on the Regents' request to purchase Milwaukee Downer Seminary, immediately adjacent to the north of the Kenwood campus, at a cost of \$1,550,000. Deadline on the option to buy is July 1. The site includes 85,000 square feet of space in four brick buildings.

*

The UW School of Education has received a \$625,000 educational research grant from the Ford Foundation's Fund for the Advancement of Education. It will cover a five year period, and under the direction of Prof. John Guy Fowlkes, will try to develop more effective educational procedures in schools, and to improve teacher training in the University.

*

The second edition of *Arts and Society*, which explores just this topic in articles and pictures, is available for \$1.50 at the UW Extension Bookstore, Madison 6. Editor is Prof. H. D. White.

*

The University received \$459,680.81 in gifts and grants (including \$348,162 in the latter category) in March, bringing the 1958-59 total so far to \$6,190,709.63, compared to the 1957-58 total of \$5,645,416.37.

*

The UW chapter of Mortar Board is desperately trying to compile a list of board alumni in the Madison area so they can be invited to the annual breakfast on May 17. They can be reached through this magazine.

*

The University has been spraying the 1,800 elm trees on the Madison campus to offer them some protection against the Dutch elm disease which now has been identified in Madison. Some of the trees are more than 100 years old but even so might have considerable life left. The Dutch elm disease is fatal if a tree is attacked, and there's no cure

legislative roundup

A variety of bills affecting the University of Wisconsin are in the Legislature, most of them still awaiting committee action. This includes the biennial budget bill, soon to be reported out by the Joint Committee on Finance. A new development on this front in early April made it clear that a student fee increase of \$10 for residents and \$25 for non-residents (per semester) is in the offing. Here were some of the other measures, and their standing in early April:

7-A and 22-S These would transfer Superior State college to control of the University Board of Regents. This

known. Yearly spraying must be continued if control is to be effective.

*

There has been a remarkable growth of interest by "Hill" students in opera and symphony, courses open only to non-music majors.

*

A newly-organized University Corporation for Atmospheric Research has Wisconsin representation in the persons of Meteorology Chairman Reid Bryson and Vice President A. W. Peterson. Twelve other universities are cooperating in the project to encourage research and to increase the number of trained scientists available for research. The organization plans to establish a National Institute for Atmospheric Research at one of the member universities: MIT, New York U., Florida State, Cornell, Chicago, St. Louis, Texas A. & M., Arizona, U.C.L.A., Pennsylvania State, Washington (Seattle) and Michigan.

*

An annual \$1,000 Emil H. Steiger Award will reward good teaching at the University, as a result of a gift from the late Mr. Steiger's daughter and son, Mrs. Sophia S. Roth and Carl E. Steiger, both UW alumni from Oshkosh. The latter is vice president of the UW Regent board.

*

After May 1, the Union will receive orders for the 1959-60 Concert Series.

*

The University will become one of a half dozen universities in the country to offer a full program of humanistic studies centered on India, with the help of a \$46,750 grant from the Rockefeller Foundation. Studies will embrace Indian civilization, history, linguistics and literature. Hindi will be taught for the first time next year.

*

The student observatory, next door to Washburn Observatory—which will be remodeled into Wisconsin's Alumni House—will be presented to the Madison Junior Astronomical Society, if the Regents' request to the Legislature is granted.

bill has been opposed by the UW Board and the Coordinating Committee for Higher Education. The University, spokesmen say, right now has its hands full with development at Milwaukee.

75-S This measure to merge Wisconsin State college and the Institute of Technology at Platteville passed unanimously in the Senate and awaited Assembly action.

186-S One section of this bill establishes tenure for University professors and instructors: neither could be removed except on findings "of fact, conclusion and determination after due hearing . . ." The UW Board of Regents opposed the measure, declaring that present informal tenure (which doesn't extend to instructors) is preferable.

bob zuppke's alumni house contribution



On the Gunflint Trail, Lake Superior's North Shore



THE LATE Bob Zuppke '05, an artist who became one of football's most famous coaches, has made his contribution to Wisconsin's Alumni House.

When this home for loyal alumni spirit becomes a reality early next year, a strikingly beautiful Zuppke canvas will occupy a place of honor on one of its walls. The painting is reproduced on this page, although without the color that adds so much to its appeal.

It's too bad color printing is so expensive. Coach Zuppke himself once remarked: "Football is to college life as good color is to a painting. It makes college life throb and vibrate."

Bob Zuppke was only a scrub grinder when he was on the Wisconsin campus early in the twentieth century, although he was a basketball letter winner.

After graduation, he worked for a time as an artist, then began a somewhat more secure career as an art teacher at Muskegon, Mich., High school. On the side, he began coaching football. Soon the sideline became a career, and his painting was done between seasons. Zuppke died on Dec. 22, 1957.

The feats of Zuppke-coached football teams at the University of Illinois between 1912 and 1941 are well-known. And at his avocation of painting, Zuppke was also successful. The workmanship displayed at a number of his one-man shows in midwestern cities was acclaimed by critics as exceptional.

The Alumni House painting was sent to Wisconsin Alumni Association Executive Director John Berge by Mrs. Zuppke.



Harry Bullis '17, left, with another famous American, Pres. Eisenhower, at Abilene, Tex. The president recently named Mr. Bullis to the chairmanship of his International Development Advisory Board.

Harry Bullis Is Alumni Fund Chairman

Harry A. Bullis '17 of Minneapolis has been named honorary chairman of the University of Wisconsin Foundation's 1959 Alumni Fund.

The appointment was announced by Foundation Pres. Frank V. Birch, of Milwaukee, who also reported a record-breaking total of \$198,690 in alumni gifts to the 1958 fund, headed by Charles L. Byron, of Chicago.

Bullis retired Jan. 1 as chairman of the board of General Mills, Inc., but continues to serve as a director and member of its executive committee. He has held several important assignments in government and education and was recently named chairman of the International Development Advisory Board by President Eisenhower.

Long active in alumni affairs, Bullis is a past president of the Wisconsin Alumni Association, charter member and director of the University of Wisconsin Foundation, and a trustee of the Wisconsin Alumni Research Foundation.

In announcing the 1958 results, Birch pointed out \$144,034 was given by over 3,800 alumni and friends in "annual type" gifts, and an additional \$54,656 in bequests or gifts in trust were received. In addition the foundation receives contributions from businesses and charitable foundations.

Donations from all sources are used for such projects as scholarships, fellowships, professorships and special purpose buildings not likely to be erected with state funds. Included in the latter are the new \$2,400,000 Wisconsin Center and the proposed Alumni House on Observatory Hill.

The Foundation's annual alumni program began in October, 1955. Gifts to the program through 1958 total \$575,000 from 11,000 donors. In addition, some alumni gifts are received directly by the Board of Regents and other organizations relating to the University.

Fay H. Elwell, dean emeritus of the University's School of Commerce, is chairman of the Foundation's Annual Alumni Fund Committee.



Louise Stuart

ON OPPOSITE coasts of the United States reside the two oldest alumni of the University of Wisconsin. In San Francisco, California, lives Mrs. Florence Mitchell Taylor, who received her University degree in 1877. Mrs. Taylor, whose birthday is listed in the alumni records as December 8, 1857, has received considerable mention on these pages.

At the other end of the continent, in Newtonville, Massachusetts, lives Louise Stuart, who just passed her one hundredth birthday last December 13. Although she never received a University degree because of ill health, she was on the campus both in 1876-1877 and in 1880-1881.

For many years, Miss Stuart was a reference librarian at the Newton library. Recently she wrote us a letter which we would like to share with you:

". . . I must apologize for probable mistakes in typing. I don't see very well.

"Let me recall our great University as it appeared in 1877. There were only four buildings: The Main Building, now known as Bascom Hall, North Dormitory and South Dormitory for the men, and at a discreet distance down the hill, Ladies' Hall.

"All the classrooms were equipped with iron stoves and woodboxes. The indispensable Patrick built fires every morning; after that, the teachers took a hand at keeping them going. In one of these rooms I attended a class in psychology, taught by a keen-eyed young man, a recent addition to the faculty whose name was Edward A. Birge (later UW president). What a long road has been traveled since that time . . . I never expected to cumber the earth so long, and in my opinion it is not worthwhile. I thank you for getting in touch with me."

**just turned 100,
she recalls campus of '70's**



the college teacher: 1959.

how is the teacher shortage

At the conclusion of the Moonshooter section in last month's *Wisconsin Alumnus*, several questions were raised regarding the college teacher and his relationship to institutions of higher learning. The *Alumnus* herewith presents some of the answers to these questions, as they appear to administrators and observers at the University of Wisconsin

Q. *IS your Alma Mater having difficulty finding qualified new teachers to fill vacancies and expand its faculty to meet climbing enrollments?*

Nearly every college and university, of course, is having some difficulty in the face of the financial limitations with which *Wisconsin Alumnus* readers must by now be familiar.

The Madison campus is encountering intense competition with other top-flight institutions for outstanding academic-minded talent. Some of these universities have sharply increased starting salaries to improve their bargaining position.

Working in favor of the University are a number of items, both tangible and otherwise. One is the fine balance between research and teaching and public service.

"Good teaching is prized and respected, if not quite universal, at Wisconsin," one top official said candidly. "Two of the excellent selling points of the University of Wisconsin are the tradition of faculty rule, and the inter-relationship and cross-fertilization among departments."

Too, having a strong graduate school is helpful at Madison: it attracts top students, some of whom serve immediately as teaching assistants and some of whom become permanent members of the faculty.

Moreover, residence in the city of Madison seems to hold a special appeal for many faculty members who have turned down attractive offers simply because they *were* elsewhere!

On the other hand, things are not quite the same at the UW-Milwaukee, where it has been somewhat difficult to adjust teaching loads to rapidly increasing enrollments, and which is not yet sufficiently established to attract outstanding new faculty people on its own reputation.

Things are considerably worse at the Extension Centers, which do not offer the prestige, the facilities, nor the salaries, that are available on the main campus.

"On the whole," one administrator said, "we're not in bad shape for the future—in fact, we're in better shape than many less fortunate institutions elsewhere. The very excellence of the University of Wisconsin helps us maintain our excellence—always assuming reasonable financial support. We'll do well in the face of competition because we can draw on other institutions for top talent; Wisconsin is sort of a "special place," and this is a highly-prized advantage. We can also recruit faculty from abroad, because of the University's international reputation."

So, you can see, the University is drawing upon a lustrous past to maintain the present. But it is obvious that the future will therefore depend on maintaining a productive and successful present. You've got to hang on to the principal if you hope to draw interest.

Q. *Has the economic status of faculty members of your college kept up with inflationary trends?*

This question is fraught with some rather subjective considerations. After all, it is probable that the economic status of nearly all Americans has improved constantly over the years. Relatively speaking, however, the University of Wisconsin professor's income has not kept pace with that of faculty members at some other comparable institutions, nor have professors' incomes generally kept up with those of such comparable professional people as lawyers and physicians.

.. some questions answered

ing to affect the University of Wisconsin?

Q. *Are the physical facilities of your college, including laboratories and libraries, good enough to attract and hold qualified teachers?*

This problem of inadequate facilities has been particularly bad at Milwaukee and, as indicated, at some Extension Centers. However, the current building program is expected to help the laboratory situation in particular, both at Milwaukee and Madison. The Madison campus has some admirable new laboratories for dairy industries, biochemistry, bacteriology, biology, medicine and astronomy. Library facilities are excellent at Madison, inadequate—although new—at Milwaukee, almost non-existent at Extension Centers.

There are, too, some badly out of date, even obsolete, laboratories and other buildings at Madison reflecting an almost total lack of building from 1929 to 1945.

Generally lacking is office space; there's too much doubling up, which forces the professor to retreat to the libraries, or to his home—and this takes him away from his students, or causes him to be less efficient in his laboratory.

Q. *Is your community one which respects the college teacher? Is the social and educational environment of your college's "home town" one in which a teacher would like to raise his family?*

As a matter of fact, the hold of Madison on faculty members is quite remarkable. There is a good relationship between "town and gown," with a minimum of friction. The Madison public school system is one of the nation's best. Recreational opportunities are virtually unlimited. Cultural attractions fit a wide range of tastes. As long as the city retains its general character, these questions are apt to be answered in the affirmative.

Q. *Are the restrictions on time and freedom of teachers such as to discourage adventurous research, careful preparation of instruction, and the expression of honest conviction?*

Wisconsin is far famed for its tradition of freedom of research, instruction and expression. The University conscientiously tries to live by the words on the Bascom Hall plaque:

"Whatever may be the limitations which trammel inquiry

elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

One administrator put a similar idea in more modern idiom: "Anybody can shoot off his mouth about anything."

There might be a somewhat different story on time restrictions, but, if so, it's not evident. Faculty members make no general outcry on this subject. The average faculty member spends about one third of his time on research, the balance on instruction preparation, class contact, individual student contact, public service committee work, and miscellaneous activities.

Q. *To meet the teacher shortage, is your college forced to resort to hiring practices that are unfair to segments of the faculty it already has?*

This, unfortunately, has been inevitable. In one department, it was found that \$5,500 was necessary to attract new teachers. Teachers at the same level who were already on the staff were only getting \$4,500. This sort of thing does not make for internal harmony, and obviously requires an adjustment in the salaries of older faculty members. This phenomenon happens to a certain extent at very level, beyond the "merit" differences that have always prevailed.

The alternative to hiring the \$5,500 teachers in the above illustration would have been to hire inferior people.

In the face of intense competition from other universities and from industries, the University has found it more and more difficult to stick to its traditional salary scale, in which the political science professor and the philosophy professor are at the same general salary level as the physics professor and medical professor.

"It's pretty hard to buck the law of supply and demands," an administrator said. "But we do our best and have succeeded pretty well. Fortunately, we think, since it seems to us that wide divergencies would hurt faculty morale and would hamper the cooperation between departments for which we strive."

Q. *Are you, as an alumnus, doing everything possible to encourage talented young people to pursue careers in college teachings?*

THE END

MUIR PARK

a perfect laboratory for nature study

By

James H. Zimmerman '47



The unspoiled charm—and some Muir Park wildlife—are evident in this photograph.

THE DECISION to build a sociology building in the western third of Bascom Wood is apparently a *fait accompli*.*

Now what will be the fate of the balance of Bascom Wood? What will be the nature of the John Muir memorial park envisaged by the Regents?

I live in an architecturally unusual house. It attracts many who "must" buy it; yet, in the next breath, they tell how they would alter it toward conventionality! So it is with Bascom Wood, or John Muir Park. Whether all or only two-thirds of the present wooded area is to be preserved, now is the time to analyze its values and to debate the alternatives of future management before irreparable errors are made.

The suggestions for "improvement" may be grouped under two plans, which differ rather markedly in purpose.

One plan aims at stepping up the slope's recreational and scenic appeal. Removal of all brush and ground flora and a third to a half of the trees would admit enough light for grass and expand views of the Lake. Various modifications involve buildings, drives, walks, steps, and plantings. The present forest's contribution to the appreciation of

* However, a pending legislative bill would nullify the Regents' building decision.—Editor.

nature would reside in the remaining trees—emphasized as individuals. The increase in available lawn space would accommodate additional classes and persons who wished to study outdoors in good weather.

A second plan aims at stepping up the intellectual and educational appeal of the forest as it now stands—a complex community of interrelated trees, shrubs, herbs, birds, mammals and invertebrates which has developed with relatively little hindrance or help from man for some two centuries.

Under this plan the only alteration of the site would be re-routing of access paths on contour to prevent indiscriminate trampling, and repair of erosion caused by the downslope paths and cut-down lake bank. Hollow oaks would be left intact, even after they fell.

"Improvement" to proponents of this second plan would mean more intense and meaningful class use, chiefly in large, unspecialized biology and education courses. This would provide a really large share of the student body with opportunities for competent instruction in the awareness, appreciation, interpretation and understanding of nature. This second plan views the unusual coincidence of the forest's naturalness and its accessibility as a golden opportunity for student contact with evolution, ecology and behavior directly in the wild.

I will leave others to sing the praises of a scenic park, with neatly groomed grove; I propose to offer an analysis of plan number two, my own personal choice.

AT ONE OF the world's most influential institutions of learning, educational purposes should precede the recreational. Unless by fair trial the unique instruction which Bascom Wood can offer in its present natural state is shown to have no meaning for modern society, the area should be utilized to the limit as an educational tool. At very few other places in the country are high-caliber faculty, large enrollment and natural land so closely juxtaposed. If Bascom Wood is altered, the time and money wasted in transportation, even to the Arboretum, would make land and nature training impractical. (Imagine the problems involved if an English class section on Shakespeare could be taught only at the Arboretum!) Moreover, the

Arboretum's extensive research programs and experimental plantings preclude heavy use by large introductory classes.

Extracurricular values balance out: both plans, in their own ways, offer inspirational, restful, scenic and recreational benefits. Hence the second plan achieves two ends against the other's one. Moreover, this natural forest's importance to the now abundant campus wild-life—an important esthetic asset—will grow as efforts to save elms decimate wildlife elsewhere on the campus.

It seems clear that the best insurance against future encroachment of buildings is the present natural state. Another park-like lawn would be as vulnerable to further "development" as was the slope west of Bascom. Neither the Commerce Building, nor the plans for building between Law and South Hall, were opposed with anything like the vigor with which construction in Bascom Wood has been fought.

From the point of view of ethics and philosophy, Bascom Wood is the only thing intimately accessible to the student which was neither created nor fundamentally altered by man. To manipulate

the Wood is to assume, in a most unscientific way, that nature can be improved upon, that man knows his needs. To intensify use of the area without altering it, on the other hand, assumes that nature is the inexhaustible source of all that we know; that man is an important but humble part of a vast and challenging scheme whose pattern he is only beginning to comprehend.

Bascom Wood is an excellent place to correct many misconceptions, like the one that unpleasant weeds or tangled brush characterize truly undisturbed land. Or that all forests—even those not managed for money—must be "cleaned up." Or that trees alone, in the absence of the forest's complex of litter-holding ground flora, prevent erosion. Or that woodbine and other common forest plants are poison ivy. Because they teach literacy of the land, natural areas do in fact have long-term economic and social values: they are the only means by which we may someday know how the soils that nourish us were built and how they are maintained. From them we may eventually judge our extensive influences, for good or bad, on our own formative environment.

Two "hybrid" proposals deserve mention. One would allot part of the slope to each plan. Unfortunately, the forest is now close to the minimum size for the sustained, efficient use which could justify its maintenance as an educational laboratory. Even the Sociology building's exact shape and location, and the amount of walks, drives, re-grading and other damage to the ground cover permitted nearby would make a big difference in how much of the forest's educational value is unnecessarily and permanently destroyed.

A second hybrid plan would keep the forest wild but cause to be planted in it certain additional herbs, shrubs and saplings which isolation from other woodlots by the city has presumably kept out; also, some of the "unnatural" saplings resulting from the proximity of planted Norway maple and green ash trees would be removed. But the chief value of Bascom Wood as a nature laboratory is to introduce the uninitiated to the wealth of life in the wild—for which the Wood's flora is already bewilderingly diverse—leading to the population dynamics involved in co-existence and community development.

continued on page 36

Keep Bascom Wood

in its present undeveloped

state, suggests this botanist,

who presents a strong

argument for his position

Athletics

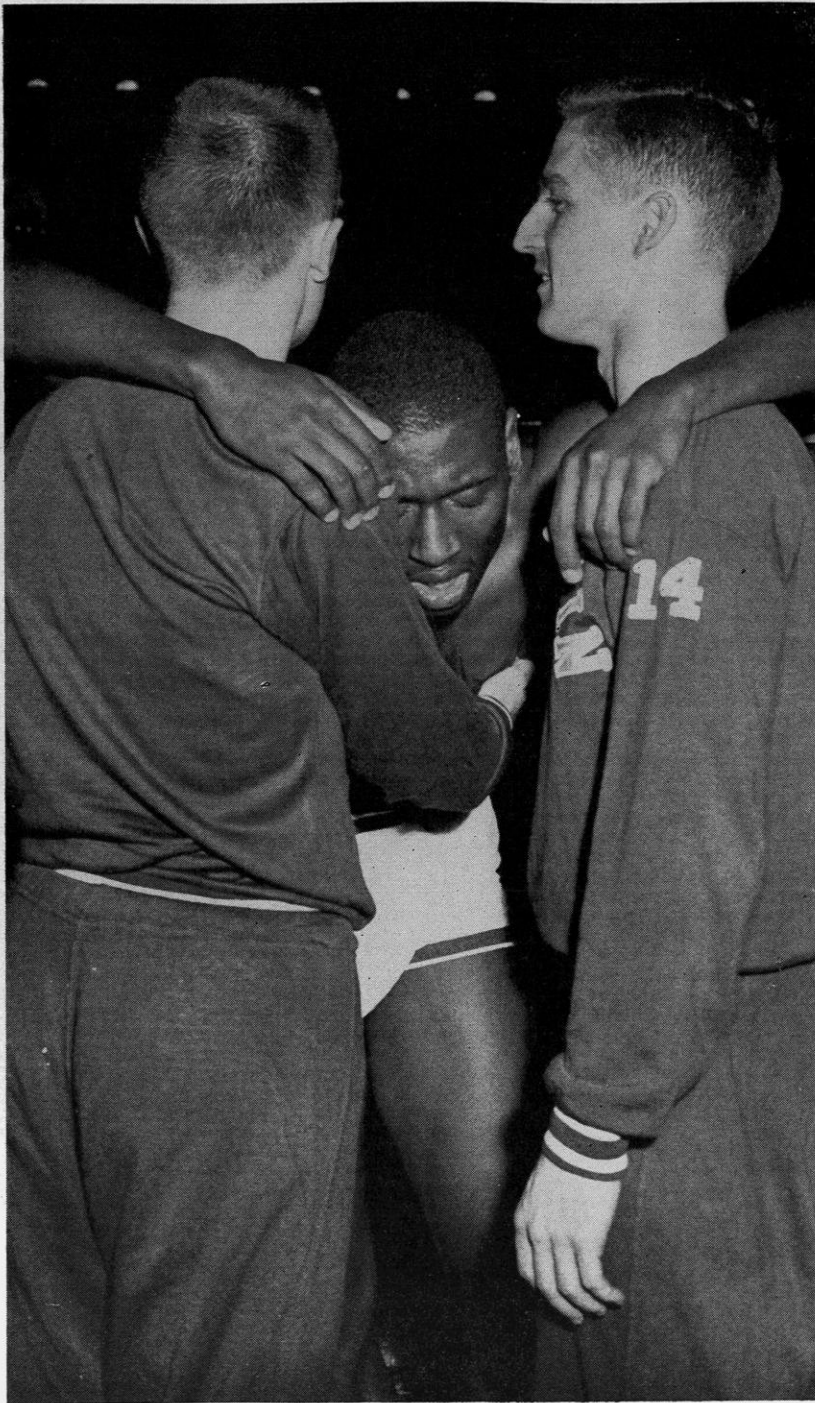


Photo by Duane Hopp.

SUPPORT FOR A CHAMPION

When Jesse Nixon of Wisconsin won the Big Ten championship in the 600-yard run during the conference meet at Madison, he was immediately and warmly congratulated by two teammates, who then lent some material support to the tired athlete.

THE TEMPERATURE was in the forties and Football Coach Milt Bruhn's *football* candidates were in the eighties as spring practice got under way on April 7. That number of prospective 1959 varsity players included 20 lettermen from the 1958 team that won seven games and lost one and tied one, and four lettermen from the 1957 team.

The finale of the spring practice will be a renewal of the Alumni-Varsity encounter, now in its third year and looming as a tradition. This year outstanding Badgers of former years will do battle with the pick of the youngsters at Camp Randall Stadium on Saturday, May 9, at 1:30 p.m.

If you're within driving distance you'll want to be on hand for this pigskin preview!

Coach Vern Woodward's *boxers* wound up dual meet competition with two wins, three draws and three losses, against an all-West Coast list of opponents. Topped were Nevada and Washington State, both 5-3. Tie scores resulted with San Jose State, Sacramento State, and Idaho State. Losses were to Idaho State, San Jose State and California Poly—all away from home matches. The Badgers were weak in the lower weights, but much stronger in the classes above 147 pounds. Outstanding was 165 pound Charles Mohr, of Merrick, N.Y., who was undefeated in seven matches and went on to become a victor in the NCAA tourney at Reno. Others who advanced beyond the first round in the NCAA tourney were John Drye at 132 and Bill Urban at 178. Disappointing was 147 pound Ron Marshall of Gillingham, Wis., who took a 7-1 record into the tourney but lost a split decision in the first bout. Less successful but persevering boxers included Ellis Gasser, Forrest Hartman, Phil Gokey, Bill Sensiba, Marshall Rand and Tom Wiesner.

Coach Dynie Mansfield's *baseball* players came north after spring recess with Arizona sun tans and five victories

Wisconsin Alumnus, May, 1959

over Arizona State, as against four defeats.

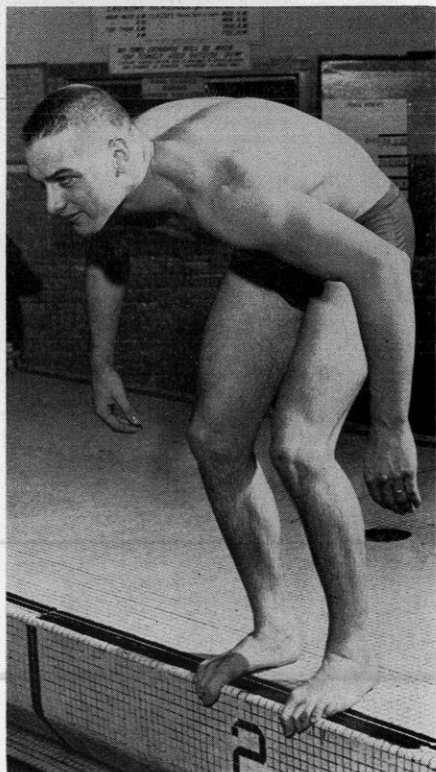
A blaze of glory marked the close of swimming co-captain Fred Westphal's career. At the National Collegiate Meet at Cornell U. in late March he won the 50 yard free style, and also set a new national collegiate record time of 21.9 seconds. The record time, which equalled the American Record and established an NCAA championship mark, was made in a trial heat.

This wasn't Westphal's first record performance. In 1958 he tied the 27.3 second national collegiate mark for the 60 yard free style.

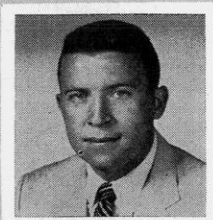
Westphal is only the second Wisconsin swimmer ever to win an NCAA championship, the other being Winston Kratz, a 200 yard breaststroker, who swam in 1927 and who later became an outstanding flier, airline executive, and World War II fighter pilot. Kratz has been with the Hughes Aircraft Co. of California for some years.

Said Coach Hickman: "Fred gave all he had all the time during his career here at Wisconsin, and it's such hard work that makes champions."

This is NCAA swimming champion Fred Westphal, only the second Badger swimmer to gain a national crown.



Wisconsin Alumnus, May, 1959



"Bud" Foster's

Successor Is Named

John Erickson Will Guide Fortunes Of Badger Cagers

"I won't believe it until I read it in the paper tomorrow."

THE SPEAKER was John Erickson. The day was the first of April—April Fool's Day. The reason for Erickson's statement: he had just been named head basketball coach of the University of Wisconsin.

The Athletic Board's appointment came on the same day, as did President C. A. Elvehjem's confirmation. Later the Regents approved.

Coach Erickson—who joined the athletic department as assistant coach last fall—did put enough faith in the announcement of his appointment to make a somewhat more formal statement:

"I am deeply moved and highly honored at being named basketball coach at the University of Wisconsin. We have a big job ahead of us and I expect to call on alumni and friends of the University of Wisconsin to help in this tremendous task.

"We expect to carry on an attractive program that will always strive for excellence and not be satisfied with mediocrity.

"Our style of play will be determined by the type of material available, although there is no secret to the fact that I lean toward a running style of play."

Erickson succeeds Harold E. "Bud" Foster, who resigned in early March to become director of the grant-in-aid and related programs. Several leading college and high school coaches—including Ray Meyer of DePaul, Jack Gardner of Utah, Ned Wulk of Arizona State, and Robert Krueger of Janesville—had been interviewed by the Athletic Board earlier; Meyer, Gardner and Wulk had removed themselves from the running before the board finally acted.

Thirty-one years old, Erickson never played high school basketball but became the first 1,000-point man in Beloit college history. His schooling there was in fast-break ball. He coached Beloit freshmen for a year, then coached both Stevens Point and Beloit High school teams into the state tournament. His over-all high school record was 53 wins, 18 defeats. After two years of Army Service, he coached at Lake Forest, Ill., college, winning 37 games and losing 35. While at Stevens Point Erickson coached two leading Badger scorers—Dick Cable and Bob Litzow.

WHAT IS WISCONSIN?

By

Lindley J. Stiles

Dean, School of Education

Wherever man is, there too is the University of Wisconsin. Its boundaries are exceeded only by its influence; its influence is surpassed only by the devotion accorded it by alumni and friends throughout the world. What is this University? How may its personality be described? Why has it been imitated the world over, but never duplicated? What does Wisconsin symbolize in American higher education?

The University of Wisconsin, above all, is a spirit, a philosophy of life and learning, an idea. An idea as simple as it is potent. Yet, too, the University is a song, played briskly by a fast-stepping marching band, sung with deep feeling and reverence in a far away land, or intoned softly by the chimes of the Carillon Tower. A poem, painting, statue, concert, dramatic production, newspaper—ah, yes, Wisconsin is all of these.

For many the University is such a parcel of interwoven personal memories that only a sigh and a quiet smile can do justice to their complexity. They remember a boy and girl kissing goodnight in front of Elizabeth Waters Hall or strolling gaily along the lake to Picnic Point. They recall a girl on skis falling down on Bascom Hill, a can of beer, a glass of milk or a cup of coffee with a friend—and classes. These recollections surely are Wisconsin, but they are other universities as well.

What is Wisconsin?

Wisconsin is a milk cow, eating the finest foods that chemistry can grow, in the shade of an elm tree.

Wisconsin is a circuit rider carrying the word of truth to farm, village and city, that all may better live.

Wisconsin is a laboratory where dedicated men and women search to know that others may benefit.

Wisconsin is a lake, a hill, some trees—and controversy, especially controversy.

Wisconsin is a teacher, wise, inspired, dedicated, learned, human, helping students set facts and principles to ideas.

Wisconsin is a Street of State, lighted by the lamp of learning, with the approving countenance of Mr. Jefferson clearly visible from the clouds above. It is a student on a soap box impatient with the times arguing that others have a better way, with few listeners, but all ready to defend his right to express his views.

Wisconsin is a library filled with books—all open.

Wisconsin is a meeting place of ideas, cultures, religions, races, nations; but mostly of people.

A quiet man studying Greek, a doctor kneeling at the bedside of all the sick, an engineer planning a bridge across the world—these are Wisconsin.

Wisconsin is an atom—split asunder.

Yes, Wisconsin is a woman, too; a pioneer woman unafraid of work, a homemaker, a scholar and teacher holding high a torch, quietly moving toward equality; a lady, splendid and wise, dressed in purple with a Bird of Fire circling around her shoulders; a bathing beauty, lounging on a pier with one pretty ankle dangling in the cool waters of Mendota, reading a treatise on American Foreign Policy. Wisconsin is a statue of Mother and Child.

Wisconsin is a true record of the past married to the present to bring forth the future. It is a giant enterprise that operates at a profit for all.

A monkey teaching a professor; bankers and business men going to school; a lawyer reading from his books in the State Legislature; and controversy, sharp, sincere, and at times bitter debate—these are Wisconsin.

In another land, the University of Wisconsin is a happy child free from pellagra.

Wisconsin is work before play, mind before the material, character above all.

Controversy is the University. It is eternal conflict between fact and opinion, error and truth, prejudice and tolerance, rights and responsibilities, with newspapers and citizens rallying forces; professors with cap and gown aside mixing in the common brawl—and an editor.

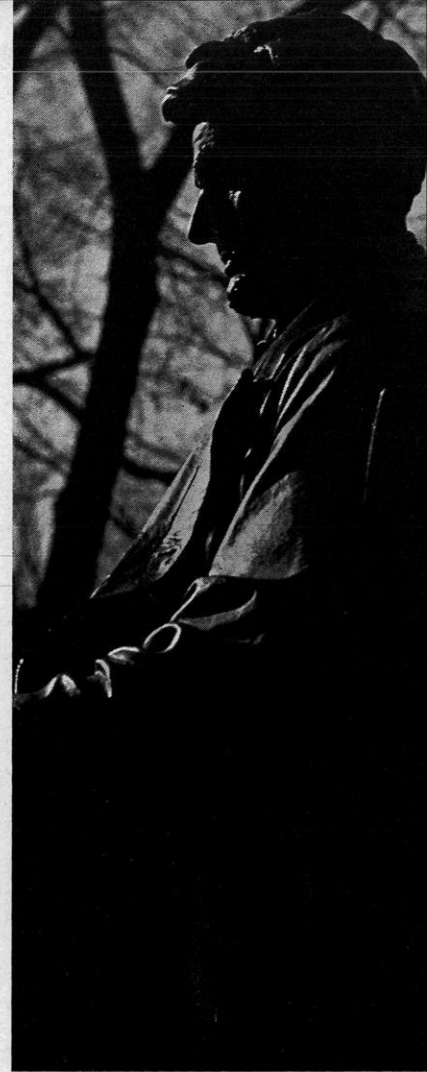
Wisconsin is a week in January between semesters; a statesman pleading that all should rule, and be ruled; a machine testing butterfat. It is an athlete with strong and agile muscles running a race with a Bucky Badger between classes.

Wisconsin is an invigorating climate, both physical and human, that challenges all to play over their heads. It is the itch of curiosity and creativity with unlimited ability to scratch. Wisconsin is both a tender mother encouraging the weak and a stern father admonishing all to do better.

Wisconsin is Christianity and all other religions, all denominations and faiths. It is a priest, a rabbi, a minister talking quietly with a group of students away from home. Wisconsin is equality, democracy, freedom, opportunity, humanity. It is a statue of Lincoln; a flag and a plaque on Bascom Hall.

Yes, Wisconsin is a spirit that encircles the world and reaches into space. It is an idea: that truth in the hands of people is the end of education.

What is Wisconsin? Touch a human being any place in the world and you will feel its image. Listen to the wind and you will hear its song. Watch a shooting missile and you will feel its power. Take a walk in the sun; you will feel its energy. Sit quietly in the shade of a tree by a lake; you will feel its beauty. Search your soul and you will find its values. Recall the passage, "Ye shall know the truth and the truth shall make you free"; and you will catch its spirit and know its mission.



IS YOUR NAME ON THE HONOR ROLL?

IS YOUR NAME on the Alumni House Honor Roll?

Campaign Chairman Dr. John A. Keenan wrote to every member of the Wisconsin Alumni Association early in May. His letter was a special appeal to those who have not yet contributed to the Alumni House Fund.

Loyal Badgers from coast to coast, and from countries beyond, comprise the distinguished group of former students who are building our ALUMNI HOUSE, a new home for Wisconsin Alumni Spirit.

Conversion work on the old Wash-

burn Observatory will begin in July. By the end of the year we should be nearing the completion of rebuilding, furnishing, and decorating our Alumni headquarters on the shores of Lake Mendota.

At that time the Honor Roll will be printed and installed in the Alumni House. Future generations of Badgers will honor the men and women who contributed so generously to their Alma Mater to build this monument of alumni loyalty.

In his letter, Dr. Keenan pointed out that Alumni Day, June 6, was fast ap-

proaching. It is his intention to make a complete report on the Alumni House campaign progress at that time. He urged all alumni, but especially members of the Wisconsin Alumni Association—who are traditionally the strong core of University support—to be sure your name is on the Alumni House Honor Roll.

If you have already made a contribution in the past, you might consider adding to your gift at this time.

All contributors will also receive a copy of the Honor Roll by mail when it's printed. Be sure your name is included!

The Last Prom Queen? *(see cover)*

The girl on the cover of this month's *Wisconsin Alumnus* is Rosemary Robertson of Menasha.

Rosemary was queen of the 1959 Wisconsin prom. And she may be the last prom queen in the University's history, if the first reaction of Prom Chairman Jean Sorum is followed:

"The Prom should not be held next year."

Miss Sorum had just counted up a deficit of \$1,124 on the 1959 affair, despite an austere budget and strict accounting. Only 328 tickets were sold, at five and six dollars per couple. In 1958 the prom had twice as many couples at-

tending—but still showed a \$300 loss.

What accounts for the lack of enthusiasm for school-wide activities?

Porter Butts, Memorial Union director, offered a few reasons for the slack off in student interest in such activities, particularly formal dances:

Students are older. Average age of undergraduates is 21.3 years and for graduate students, 28 years.

Twenty-three per cent of all students are married and the dances are too expensive for them.

There is increasing interest in cultural activities and small participation groups.

More students seem to be going steady and don't exchange dances as in other days.

The excitement and glamor of formal affairs have worn off, since youngsters today start dancing at an early age.

Television has taken away the glamor of big name bands.

Higher student ownership of cars opens up a wide variety of entertainment.

Many students seem to prefer spectator activities to active participation.

Compared with talking and drinking, dancing has been declining in popularity among college students.

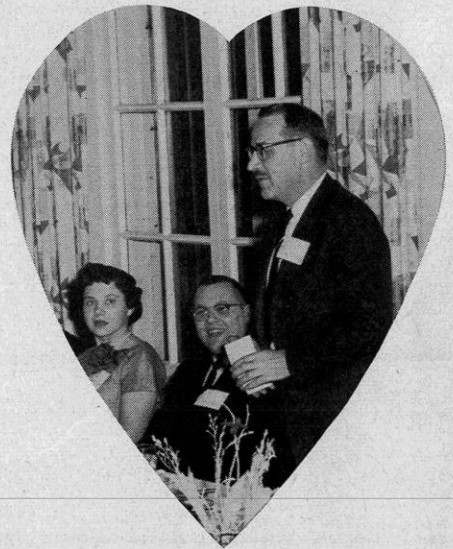
with alumni clubs

ONE OF the greatest Founders Day seasons in University history is virtually at an end, with a variety of unofficial records chalked up. From coast to coast, outside-Wisconsin Alumni Clubs held successful meetings in a score of cities; inside Wisconsin, no less than 45 out of the total 47 clubs carried out their Founders Day plans.

Another notable feature of Founders Day season in Wisconsin was the prevalence of perfectly atrocious weather.

For the first time in the memory of Field Secretary Ed Gibson, speakers from Madison were unable to get through to fulfill their engagements because of weather. Once a freak snowstorm and resulting treacherous roads turned back President Elvehjem from La Crosse; and one of the year's biggest snowfalls effectively kept Meteorology Prof. Verner Suomi separated from Ashland. And "B" stood for blizzard as well as Beloit, Burlington and Berlin, so far as Founders Day speakers were concerned.

a LOVELy time in Akron



The night was February 13 and a Valentine motif prevailed at the Akron Founders Day Dinner. At the left, retiring president James T. Haight and his wife, together with incoming president Walter Prieser and his wife, beam upon a gift of Wisconsin cheese. At the head table it's Mrs. Prieser again, Donald C. Voegeli, arrangements chairman, and the speaking guest of the evening Registrar Paul L. Trump. Below, Badgers all.



Living Units Become Living Memorials

The University in March dedicated its three newest Residence Halls in the names of 11 late faculty members. Some 400 guests heard praise for the Residence Halls system of "education through living" praised by President C. A. Elvehjem and Regent Ellis Jensen. Among those present were families and relatives of the men honored.

Major units in the new halls are Holt Commons, a food service building; Sullivan Hall for 256 men and Cole Hall for 254 women. Erected at a cost of \$2,100,000, the halls are part of the University drive to provide a higher proportion of all students with preferred housing. The addition of other units next fall makes the housing picture bright for a year or two, even for out-of-state students.



GEORGE SMITH BRYAN, 1879-1958

"Possessing a rare combination of scholarship and dramatic flare, this exceptionally popular Wisconsin professor employed his talents to fire the study of botany. He was not, however, without idiosyncrasy. The only surviving champion of a once commonplace University practice, Dr. Bryan demanded strict segregation of the sexes in his classes."



PHILO M. BUCK, JR., 1877-1950

"'Mankind,' he once wrote, 'in spite of varied language and culture, is at heart one, is bound together by a chain of gold.'"

"In that loving bondage, the genial, kindly scholar roamed freely. He wrote, he traveled, and for his devoted classroom and radio audiences, opened vistas upon the towering beauties of Man's making."



LLEWELLYN R. COLE, 1902-1948

"The life of Llewellyn Cole was one continual seeking for the public good. A family physician to all, Dr. Cole sought shining health for University of Wisconsin students and likewise, through education, for every citizen within the State."



FRANK O. HOLT, 1883-1948

"Under his last title, assumed in 1943, the Director of Public Service brought his contribution to full circle. Voice of Wisconsin, the warm, knowledgeable educator made known their treasure to some 80,000 of the State's people in more than 100 of the State's places. Through him the University reached to the multitude and the multitude reached to the Hill."



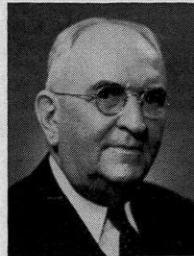
WILLIAM HENRY KIEKHOFER, 1883-1951

"Teaching was an exciting mission for the scholar, for his audience, a dynamic and convincing experience. Through his efforts great numbers of young people were drawn to further economics study, and scarcely anyone entering his classes passed through them without finding a deep faith in America, an even deeper faith in men."



ALDO LEOPOLD, 1886-1948

"Aldo Leopold was nature's scholar and in the natural order of our natural world saw perpetual enrichment of our heritage. By this so humble yet so bold and novel approach, he pioneered a new science for the conservation of land and biological resources and in so doing, improved the birthright of all humanity."



MAURICE ERVE McCAFFREY, 1874-1947

"One of Wisconsin's most valued public servants, Maurice McCaffrey was the strong right arm of five administrations on this campus. For the great span of forty years (1906-1946), the Board of Regents called him Secretary; for forty plus one, he was the University Trust Officer, a finance expert."



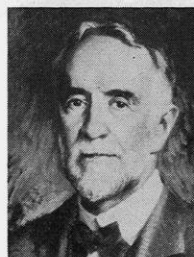
JULIUS EMIL OLSON, 1858-1944

"Julius Olson belongs to that select band of faculty who by their color, zestful scholarship, and deep devotion to this University are bound forever in Wisconsin tradition . . . For forty-six rewarding faculty years, for years of eloquent public speaking, he labored joyously to reveal Scandinavia's literary beauties and interpret Norway."



EDWARD ALSWORTH ROSS, 1866-1951

"The years of service to his times, given under the Wisconsin banner, stood at thirty-one when Edward Ross retired in 1937. By then thousands of students had found inspired training in his classes. Other thousands have learned the primary Ross lessons from his lucid and voluminous pen."



BENJAMIN WARNER SNOW, 1860-1928

"The special talent of this University of Wisconsin professor shown from the platform and there also gleamed all the demonstration equipment which time and his remarkable energy could garner."



RICHARD T. SULLIVAN, 1922-1957

"In ten swift years and in a difficult field bridging academy and business, Richard Sullivan had found success. A rapid transit, this, but the heart had remained with the Halls. Problems of the dormitories were still his to help solve as Dick Sullivan served on the Men's Residence Halls Faculty Committee."

to speak, to hear

THIS MONTH of May has been labeled "National Hearing Month." Attention will be focused across the country on the problems of those who live in a world of silence, shut off from easy commerce with their fellow men.

The month will be like any other in the University Speech and Hearing Clinic, where every month of every year is Hearing Month. Here Dr. John V. Irwin and his staff work patiently to invade the silence of the deaf and to bring the gift of fluency to the defective in speech.

Since 1914, when Dr. Smiley Blanton came to Wisconsin to teach speech pathology—and to establish the clinic as the first of its kind on any college campus—thousands of men, women, and children have climbed to the fourth floor of Bascom Hall for help to overcome the handicaps which prevent them from participating freely in the life around them.

"Patients ranging in age from 3 to 70 have come to us from every corner of Wisconsin," Dr. Irwin recently explained. "They are sent to us by their family doctors, by speech correctionists, by health nurses, by teachers."

If the patient lives in the Madison

area he comes to the Clinic for therapy; otherwise, a clinician or teacher in his own area is put in charge of his treatment.

Some, particularly the children, first go for mental testing to the University Psycho-educational Clinic, directed by Dr. Gwen Arnold. When their report is in, the Speech and Hearing Clinic's work begins.

If the patient has a hearing difficulty, his case is diagnosed by the new associate director of the Clinic, Dr. Claude S. Hayes, who decides whether the difficulty will respond to any of the various therapies available. Dr. Arnold Aronson does the same for the speech patients.

Among the current patients of the Clinic in Bascom Hall is a professional man of middle age who is afflicted with aphasia (impairment of the power to use or understand speech) as the result of a stroke. He has been coming in for

By Hazel McGrath

Here, a clinician helps a young patient distinguish between sounds, with electronic aid.



two hours a week for several years to work with clinicians.

"When he first came he had lost most of his nouns, as many aphasics do; but he was so interested and so articulate in explaining the steps by which he remembered words that we found it easy to plan therapy to help him," Miss Carol Chworowsky, a Ph.D. candidate who worked with him a long period, explained.

"For example, he learned to remember my name, which is a tough one, by thinking first of 'church,' then of 'rough,' then of 'ski,'" she says. "He remembers his doctor's name, which is Chase, by thinking of cat. When he wants the word 'violin' he thinks of violets."

"He is quite fluent now, and rarely stops short, gropes for a word, and says 'That's not inside of me at all,' as he used to," Margaret Rainey, also a Ph.D. candidate, adds.

Miss Rainey described the case of Johnny, who was referred to the clinic by his second-grade teacher, as typical of work with young speech patients.

"Johnny refused to recite and took to weeping when called on in class, though he has a normal IQ and is an attractive, alert child. At first he refused to read aloud for us and to respond to our attempts to help him. We discovered, eventually, that he could not make the th, l, r, s, and z sounds properly, so we found the easiest one for him, and started with that sound. After he gained confidence in us and himself, and could make the sounds by themselves, we started him on words incorporating these sounds. He has been coming in twice a week for two months, and we hope he can be dismissed by June.

"Right now most of our speech clients are students with foreign accents. We also have about 10 children with articulation problems, four who are mentally retarded, nine adults who are stutterers, 12 adults who lisp or have other problems of articulation, six aphasoids, and four with cleft palates," Miss Rainey says.

With almost speechless children, the clinicians set up a situation where the child wants desperately to learn. A member of the staff will take him into one of the treatment rooms and show him that a toy train run by remote control will run only when he says 'ba ba ba.'

The child, in his eagerness to see the train run, will usually cooperate.

The clinician may hold a small cotton ball before her mouth and make it swing back and forth by saying "pa pa pa." Or a drink of water may be withheld until the little patient says "wa wa." Or he may be lured into making the "p-p-p" sound by blowing bubbles. The first sound is the biggest hurdle.

The clinic staff works directly with parents and teachers to help young stutterers. Parents and teachers are warned not to call attention to the difficulty and not to nag the child to overcome it.

"Most children hesitate and repeat; when parents and teachers call attention to it and worry about it, the condition is frequently aggravated," Dr. Aronson explained.

With adult stutterers the staff works to eliminate the secondary characteristics of the confirmed stutterer: the head jerks, the eye blinks, the facial contortions. The patient is taught to be objective about his handicap while learning the techniques of controlled speech.

"We try to minimize the stuttering, but we don't promise complete success," Dr. Aronson remarked. "We have found that clinicians who have overcome their own stuttering are among the most successful at helping other stutterers to build up their self-confidence, to relax and develop a more objective attitude, and to find ways to overcome their handicap.

Work with the deaf is equally varied, one patient was a woman who had from birth been totally deaf for all practical purposes. An accomplished lip reader, she had earned a master's degree and a responsible position. Her problems, be-

cause she had never been able to hear her own voice, were those of quality articulation, and inflection. Her hours in the clinic were devoted to reading with the clinician until she had fixed in her mind and muscles the proper pitch and inflection, to watching the clinician read and repeating the gist of the material, and to conversation about her activities.

One child could hear low sounds, footsteps, door slams, and his own name, but could not hear speech, because that depends on a full auditory range. He was fitted with a hearing aid and taught to discriminate among speech sounds.

On June 1, many of the activities of the Clinic will be moved to building T-17, for the executive committee of the Madison Community Chest has given final approval to the merger of the Clinic with Hear, Inc. The combined organization will be called the Speech and Hearing Rehabilitation Center, will be primarily for adult cases, and will be directed by Drs. Irwin and Hayes. Supported by the State Board of Vocational and Adult Education, the University, and the Madison Community Chest, it will be able to offer more complete diagnostic and therapeutic services.

The Clinic in Bascom Hall will not be abandoned; it will remain the training center for students in speech and hearing correction. There they will continue to learn the patience and ingenuity it takes to spend months trying to induce, by every trick they can think of, an aphasic child to utter a key word like "car," and be encouraged to fresh efforts when the little patient proudly mutters, at the end of six months, "bus, bus, bus."

alumni news

1901-1910

C. M. VAIL '06 has retired as editor of the *Benton Advocate*.

The convention of the American Society of Civil Engineers in Los Angeles in February attracted four 1908 class members: Louis R. HOWSON of Chicago, immediate past president of the society; George H. ZEISLER, Philadelphia; George H. LAUTZ, Los Angeles, and Lee H. HUNTLEY, Gualala, Calif. Their wives were all present, too, and all enjoyed several pleasant days together.

Mrs. Frank B. MORRISON '11 (Elsie BULLARD '10) has set up, in honor of her

Up to 1900

Dr. John W. DRYER '00 of Aurora, Illinois, a physician and surgeon who has served that community for more than half a century, was honored with the Cosmopolitan International Distinguished Service Medal, awarded by the Cosmopolitan Club.

Members of Classes from 1891 to 1900 have so far contributed a total amount of \$465 to the Wisconsin Alumni House; there's one contributor each from the classes of 1891, 1893, 1896 and 1899, two each from the class of 1894 and four each from the classes of 1898 and 1900.

late husband, an annual award which will go to top students in the showman contest at the UW's "Little International" livestock show.

Here is how various classes stood in the Alumni House Campaign drive early last month; as far as individual donors were concerned: Class of 1901—two contributors, a total of \$100; Class of 1902—seven contributors with \$180; Class of 1903—seven with \$205; Class of 1904—eight with \$285; Class of 1905—ten with \$430; Class of 1906—fourteen with \$470; Class of 1907—twelve with \$3,350; Class of 1908—fourteen with \$1,962.88; Class of 1909—thirteen with \$140; Class of 1910—twelve with \$2,110.

1911-1920

Dr. Frank R. MENNE '13 and his wife retired to Peebles, Wis., after he had practiced medicine in Portland, Ore., for 43 years.

"Your picture . . . of the 1913 Prom in the old Gym brought back happy memories to Mrs. Griffith and myself. We enjoyed that great evening and still have one of the original pictures, identical with the one you published," wrote Harry B. GRIFFITH '14, from 820 S. 90th St., Omaha 3, Nebr.

Raymond Lee CUFF '14, manager of the southwestern region of Livestock Conservation Inc. and a resident of Kansas City, received a distinguished service award for his contributions to the livestock industry of Missouri.

Rufus R. RUNKE '14, a pioneer in the use of farm fertilizers and rural electrification, retired as farm management officer and area supervisor for the Farmers Home administration in 17 southeastern Wisconsin counties. His successor is James F. WILSON '38.

Individual contributors from these classes gave these total amounts to the Wisconsin Alumni House fund, aimed at remodeling Washburn Observatory into a headquarters for alumni: 14 from the Class of 1911—\$661.70; 14 from the Class of 1912—\$4,571.84; 18 from the Class of 1913—\$1,725; 17 from the Class of 1914—\$1,600.80; 18 from the Class of 1915—\$2,617.50.

Gustav BOHSTEDT '15, emeritus professor of animal husbandry of the UW, has retired again—this time from a visiting professor post at Southern Illinois university, and is residing in Madison.

The president of the American Medical Women's Association is Katharine W. WRIGHT '16, Chicago.



Keith S. McHUGH '17 retired on April 30 as president of the New York Telephone Co. to accept an appointment by New York's Gov. Rockefeller to head the state's Department of Commerce. The governor had promised to name a top business executive to this post, with a view toward stimulating business growth and job



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opportunities in the Empire State. McHugh had been serving as chairman of the Commerce Department's business advisory council under an appointment by former Gov. Harriman; he has also been active in New York Alumni club affairs and civic activities. He is a director of the Greater New York fund.

Mr. and Mrs. H. Russell BRIGGS '17 of Waunakee are avid mountain climbers and are planning to travel onward and upward in Colorado this summer.

Dean Mason H. CAMPBELL '18 of the University of Rhode Island's college of agriculture will retire on June 30. He lives in Kingston, R. I.

A milestone for Mrs. Breta LUTHER Griem '19! Ten years for her Milwaukee WTMJ-TV program "What's New in the Kitchen"—probably the longest run for any such program without interruption.

After retiring in December as export sales manager with the West Bend Aluminum Co., Herbert P. SCHOWALTER '20, decided to resume the university education interrupted by service in World War I. He is enrolled as a journalism student at the University of Wisconsin-Milwaukee and his main reason for returning to school, he said, "is to keep myself mentally abreast of the times." He also plans to write articles about his service in Europe in both world wars.

Individual donors in these classes contrib-

uted these amounts up to last month in the Alumni House Campaign Fund: Class of 1916—\$1,165 from 19 contributors; Class of 1917—\$4,015.35 from 30 contributors; Class of 1918—\$4,895 from 23 contributors; Class of 1919—\$405 from 20 contributors; Class of 1920—\$765 from 24 contributors.

1921-1930

Mrs. Dudley Paul (Aileen HAMILTON '21) operates a gift and jewelry shop (she designs much of the jewelry herself) in Granville, O., after having had similar shops in Palm Beach, Fla., and Petoskey, Mich. Her business name is Aileen Dunkin.

Twenty-four members of the Class of '21 have so far contributed \$3,507.50 toward the Alumni House fund.

Carl E. STEIGER '21, vice-president of the Board of Regents and president of the Deltax Rug Co. of Oshkosh, has set up a fund to award, annually, a \$1,000 Emil H. Steiger award for excellence in teaching by a UW faculty member. The award is in honor of his father.

Frank KUEHL '21 was appointed by the U. S. Secretary of Labor as administrator of the welfare and pension plans disclosure program—aimed at policing pension and welfare funds. He had been legislative counsel in the Washington office of the American Medical Assn.

Dr. Lester McGARY '21, who has served

as Madison General Hospital's pathologist and director of laboratories since 1926, received a recognition plaque from the hospital association.

The Class of 1922 has so far contributed \$894.50, from 37 people, to the UW Alumni House campaign.

The Rev. Benjamin Saunders '23 was named a director of the Racine UW Alumni club.

Elmer E. PRICE '23 of Evanston, Ill., was named chairman of the board of Eugene Dietzgen Co., manufacturers and marketers of a broad line of drafting, surveying and printmaking products. He will have broad responsibilities for the company's industrial and governmental relations. He had been executive vice president of the firm, with which he has been associated since 1925.

Since 1946 Hugh L. RUSCH has been vice president of Opinion Research Corporation. He resides in Lambertville, N. J. (class of 1923.)

Mrs. Carroll R. Heft (Arleen D. KLUG '24) is vice president of the Racine UW Alumni Club.

Thirty eight members of the Class of 1923 have contributed \$2,488.79 to the Wisconsin Alumni House; likewise 40 members of the Class of 1924, with \$3,079; and 21 members of the Class of 1925 with \$3,280.

Appointed Douglas county judge by Gov. Nelson was attorney Donald A. ROCK '25 of Superior.

1926-1930

Waldemar NAUJOKS '26 is now associated with Octigan Forge Division of Chicago as chief engineer.

Patriarch of the Wisconsin Assembly is durable John KOSTUCK '26 of Stevens Point—blind since he was 15, a leg amputated last year—who has been a legislator since 1931.

James HAYES '25 has moved from Elkhorn to Whitewater where he is with the Max's Walgreen drugstore as registered pharmacist.

Earl F. HALVERSON '27 is regional director of the U. S. department of labor's wage and hour and public contacts division for Illinois, Indiana, Minnesota and Wisconsin, with headquarters in Chicago.

Edward SEIM '27 is treasurer of the Wausau UW Alumni club.

Benjamin R. TEARE Jr., '27, dean of the college of engineering and science, Carnegie Institute of Technology, has been nominated as president of the American Society for Engineering Education.

First Wisconsin National Bank Vice-president Robert A. ZENTNER '28 has been named to head the bank's new banks and insurance division in Milwaukee.

Elected as a trustee of the American Society for Metals was Merrill A. SCHEIL '27, who is director for metallurgical research at the A. O. Smith Corp., Milwaukee. Both he and his wife (Marion KRUG '28) are long-time members of the Wisconsin Alumni club of Milwaukee.

Mrs. L. E. Ryall '28 (Genevieve REESE) is a director of the Burlington Alumni club.

Rollie BARNUM '28, veteran Big Ten football official, has announced his retirement from the gridiron. He is in the brokerage business in Milwaukee. "There always comes a time and this is it for me," he said. "The old legs just aren't what they used to be."

Three Class of 29 members hold posts in the Chequamegon Bay Alumni club: Mrs. Karl A. Vandebrooke (Maurine L. EVA '29) is secretary and Theron P. PRAY and Lewis J. CHARLES are directors.

Leo J. KLINGER '29 is president of the Klinger Paint and Mfg. Co. in Cedar Rapids and Clinton, Iowa; he is new president of the country club there and has been trustee chairman of the First Presbyterian church.

Ray SENNETT '30 is new president of the Security State Bank, Madison's East Side—his favorite community. His wife is the former Helen SCHNEIDER '30 and they have a daughter, Sally Ann, a high school junior.

Margaret QUAM '30 is secretary treasurer of the Burlington UW Alumni club.

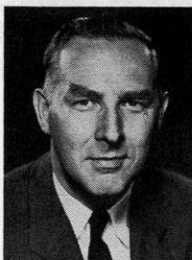
Dr. Samuel Engle BURR Jr. '27 is director of off-campus and in-service training programs at the American University, Washington, D.C.

A special presentation of a play "The Diamond" by Dr. Aurelia SCOTT '26, associate professor of English at Wagner college, was presented at the college on Staten Island, New York.

From 19 members of the Class of 1926 and 29 members of the Class of 1927 came \$755.30 and \$433.50, respectively, for the Wisconsin Alumni House on Observatory Hill. Twenty-eight from the Class of '28 had contributed, so far, \$2,556.50.

Mrs. Konrad Testwuide Jr. (Charlotte ANDERSEN '28) is vice president of the Sheboygan UW Alumni club.

W. B. MURPHY '28, president of the Campbell Soup Co. of Camden, N. J., has been elected a trustee of the Academy of Natural Sciences of Philadelphia. He resides in Glawyne, Pa.



Haaken I. ROMNES '28 has been elected president and a director of the Western Electric Co. He had been a vice president in charge of operation and engineering since 1955 and started in the Bell system by installing telephones in the summer of 1927

during the college vacation of his senior year. The Western Electric firm employs more than 122,000. Romnes and his wife live in Chatham, N.J.

Twenty members of the Class of 1929 have contributed \$760 toward the Alumni House on Observatory Hill.

Wallace L. (Jimmy) WILGUS, senior geologist for Shell Oil Co. in Tulsa, received a diamond-studded service pin and gold wrist watch for his quarter-century with the company.

Prof. Harold (Bud) Foster '30 has stepped

off the head basketball coach pedestal at Wisconsin and will now direct the grant-in-paid and related athletic programs.

Mark L. MITCHELL '30 of Green Bay was elected president of The Larsen Co. He is nationally known for his work in the field of raw products procurement and canner-grower relations. He is married and the father of two.

Thirty-four members of the Class of 1930 have contributed \$1,162 toward the Wisconsin Alumni House, so far.

Dr. George H. BROWN '30 has been named vice president of engineering of the Radio Corporation of America's research laboratories in Princeton, N.J. He joined the firm upon graduation (he received four UW degrees).

1931-1940

Recently resigned as administrator with the Department of Commerce in the Philippines is Carlos QUIRINO '31, who is now in the United States.

Armand CIRILLI '31 is a director of the Gogebic-Iron UW Alumni club.

The wife of U.S. Ferry pilot Max Conrad, who recently completed a 4,805-mile nonstop flight from Chicago to London in a single-engine plane, is Betty BRESANZ '31.

The members of the Class of 1931 have so far contributed—20 of them, that is—\$376 toward the Wisconsin Alumni House on Observatory Hill; the Class of 1932—\$392.50 from 19 members.

John J. DIXON '31 is vice president of the UW Alumni club of Rockford, Ill.

Anna E. GRIMM '31 is a member of the February, 1960, class of the American Institute for Foreign Trade, Phoenix.

Mrs. C. V. Mars (Ruth L. MUNDT '32) is secretary treasurer of the Marinette Menominee UW Alumni club. Joe TRIER '32 is a director of the Gogebic-Iron club.

Mrs. David Malaiperuman (Marjorie LUETSCHER '32) lives in Calcutta, India, where she is a teacher in a private English school and where her husband is a YMCA executive.

Vern W. SCHMIDT '33 is a director of the Rockford UW Alumni club.

Individual members of the Class of 1933—29 of them—have contributed \$1,412.50 toward the Wisconsin Alumni House campaign.

April 7-12 was especially exciting in the Washington, D.C., home of Mr. and Mrs. Hugh Jackson (Virginia BROCKETT '33) since daughter Judy, a UW sophomore, represented Wisconsin as the state's princess in the Cherry Blossom festival.

William O'Gara is assistant production manager of the Wisconsin Rapids division of Consolidated Water Power and Paper Co.

Oswald B. ANDERSON '33 resigned as secretary to Madison *Capital Times* publisher William T. Evjue to go to Formosa for the International Cooperation Administration.

Dan J. SPIKA '34 is a Rockford UW Alumni club director.

C. A. REINBOLT Jr. '34 is general manager of the kitchen division of the Whirlpool Corporation in St. Joseph, Mich.—responsible for product development, sales,

advertising, merchandising and training. He has two children.

Twenty-three members of the Class of 1934 have contributed \$197 to the Wisconsin Alumni House.

Reynold O. TJENSVOLD '35 is manager of labor relations at the Inland Steel Products Co. in Milwaukee, after a similar position at Kearney & Trecker Corp.

Mrs. J. Donald McMURRAY (Carol R. STARBUCK '35) is secretary of the Racine UW Alumni club.

Avner HOVNE '35, director of research for the ministry of labour in Israel, is serving as an economic consultant to the Puerto Rico Planning Board until June, 1960. His name while at the University was Adrian B. Schwartz.

Prof. Samuel E. BRADEN '35 is vice president and dean for undergraduate development at the University of Indiana.

Members of the Class of 1935 so far have contributed \$443 toward the Alumni House campaign; members of the Class of 1936, \$305.

The Rev. Phillip HILLER '36 is director of education at Our Savior Lutheran church in Milwaukee.

F. A. MEYTHALER '37 and Dr. F. J. SANTINI '37 were named director and treasurer respectively of the Fox River Valley and Gogebic-Iron Alumni clubs.

Walter R. JOHNSON '37 is now principal

of O'Neill Junior High school in Downers Grove, Ill. Married, he has a son and daughter.

H. D. BECWAR, '38, is assistant division manager of the Denver division of the Texas Company.

Twenty members of the Class of 1937 and 16 members of the Class of 1938 have contributed \$257.51 and \$166, respectively, toward the Wisconsin Alumni House on Observatory Hill.

Roth S. SCHLECK '38, a vice president of the First Wisconsin National Bank in Milwaukee, is now manager of its 2nd ward office.

Margaret OLSON '38 is a director of the Gogebic-Iron Alumni club.

John T. KONRAD '39 has been promoted to manager of investments for the Northwestern Mutual Life Insurance Co. in Milwaukee.

Special Agent Eugene E. WELCH '39 is on the faculty of the Office of Special Investigations School, Washington, D.C.

Harvey H. PECH '39 is sales manager of the housewares, food service equipment and Alcoa Wrap divisions for Chicago and Minneapolis districts of Wear-Ever Aluminum Inc. with his office in Chicago. He and his wife and two sons live in Elmhurst.

Sixteen members of the Class of 1939 have contributed, so far, \$327.50 to the Wiscon-

sin Alumni House; from the Class of 1940, it was \$188 from 17 class members.

Jack PISCHKE '40 is with the B. C. Ziegler and Co. in West Bend, where he lives with his wife and two children.

Dr. Edward W. MILL '40 has a review article in the Spring, 1959, issue of the *Yale Review*.

Edward H. ERSPAMER '40 is a director of the Gogebic-Iron UW Alumni club.

Stewart EDGERTON is now vice president and controller of Shure Brothers Inc.—electronic equipment manufacturers in Evanston, Ill. He lives in Clarendon Hills, Illinois.

Dr. Orrin B. EVANS '31, associate dean of the University of Southern California School of Law, is on the executive committee of honor society Coif.

UW Prof. James WATROUS '31 has been highly praised for his mosaic mural which adorns the School of Fine Arts of Washington University, St. Louis.

John T. DROW '31 was named assistant director, division of forest products utilization research, in the Forest Service at Washington, D.C. His specialty has been the fundamental strength properties of wood.

Henry L. AHLGREN '31, associate director of agricultural extension at Wisconsin, has been named an "overseas member" of

SPECIAL REPORT



Mr. RULON E. RASMUSSEN NEW YORK LIFE AGENT

at PHOENIX, ARIZONA, GENERAL OFFICE

BORN: April 7, 1923

EDUCATION: University of Utah, George Washington University, Business and Law Schools.

PREVIOUS EMPLOYMENT: Member of U.S. Senator Elbert Thomas' staff. Staff member Senate Education & Labor, and Military Affairs Committees, 1943-1947.

REMARKS: One key factor in Rulon Rasmussen's successful transition from legislative fact-finding to life insurance selling was his fine business and law school background. This background and his congenial personality have helped Rulon top the million-dollar sales mark every year since 1949, the year after he became a New York Life representative. Today he is a Qualifying and Life member of the insurance profession's Million Dollar Round Table and has earned membership in the Company's Presidents Council—an honorary organization of New York Life's leading agents. If past experience is any indication, the years ahead look bright indeed for New York Life representative Rulon E. Rasmussen.

Note

Rulon Rasmussen, like so many other college alumni, is well established in a career as a New York Life representative. It offers him security, substantial income and the deep satisfaction of helping others. If you or someone you know would

like more information on such a career with one of the world's leading life insurance companies, write:

NEW YORK LIFE INSURANCE COMPANY
College Relations, Dept. P-5
51 Madison Avenue, New York 10, N. Y.

the Royal Swedish Academy of Agriculture and Forestry.

Percy HARDIMAN '32, new president of the Wisconsin Farm Bureau, commutes daily to Madison from his farm near Hartland in Waukesha County.

Del BRAULT '31 is a director of the Manitowoc UW Alumni club; Robert H. McMICKEN '32 is vice-president of the Fort Atkinson club.

H. Maxwell MANZER '32 and Hugh F. OLDENBURG '36 have combined their Madison law practices into a new law firm; third member of the firm is Arthur E. ENGEL '51.

Prof. Arthur C. COPE '32, head of the department of chemistry at Massachusetts Institute of Technology, is chairman of the American Chemical Society's board of directors.

Joseph G. WERNER '33 is a district governor of Rotary International; he lives in Madison and is a partner in the law firm of Thomas, Orr, Isaksen, Werner and Lathrop. Other UW alumni who are Rotary district governors are Ray S. Erlandson '18 of San Antonio, Tex., and Allen G. UMBREIT '21, Muskegon, Mich. The latter is the retired director of the Community Junior College in Muskegon, and Erlandson is chairman of the department of business administration of Trinity University in San Antonio.

A new Madison law firm includes Claude J. JASPER '33, John D. WINNER '43 and Robert I. PERINA '53. Jasper is also state chairman of the Republican party of Wisconsin and a member of the national GOP executive committee.

L. Fredric (Fritz) HOEBEL '34 has been named a vice-president of the Mutual of Omaha company; he is assistant treasurer and the firm's chief investment officer.

Elmer EBERT '34 is a director of the Burlington UW Alumni club.

Charles LeCLAIR '35 is head of the art department of Chatham College in Pittsburgh, and has had a number of showings of his work in various galleries.

Stanley REWEY '35 is a senior vice president of the Marshall and Ilsley Bank in Milwaukee; he is a member, too, of the Wisconsin State Investment Board.

1941-1945

New Walworth county agent with headquarters in Elkhorn is Stanley IHLENFELDT '41.

Wisconsin Alumni House contributors to March 1 from the Class of 1941 were 23 in number, with a total of \$220.50.

Mrs. Robert Rote (Marion M. ETTER '41) and Mrs. Merlin Meythaler (Dorothy L. PETERSIK '41) are vice president and director, respectively, of the Green County UW Alumni club.

Mr. and Mrs. A. T. PRENGEL '42 (Ruth H. SCHROEDER '39) live in Beirut, Lebanon, with their two sons. Mr. Prengel is first secretary at the American embassy there. She is writing a book about ancient Egyptian paintings.

Wallace BERG is president of the newly formed General Life Insurance Corp. of Wisconsin. He was former assistant superintendent of agencies for Northwestern Mutual.

Robert O. WILLIAMS '41 is administrator of the Reedsburg municipal hospital. He is married and has two sons.

Dr. Elmer C. RIECK '42 is personnel administrator at the University of Hawaii.

Dominic J. SANTINI '42 was named president of the Gogebic-Iron UW Alumni club and Franklin NEHS '42 is a director of the Fox River Valley club.

Joe S. GATES Jr. '42 has been named executive vice president, trust officer and a director of the National Bank of Commerce in Superior. He is married and the father of two.

D. Rex SCOTT '42 is assistant general manager of Robertshaw-Fulton Control Company's Western Research Center in Anaheim, California.

John W. LEYKOM '42 heads the sales service department of Brown and Bigelow, calendar publishing company of St. Paul.

Twenty five members of the Class of 1942 have so far contributed \$178.50 and 21 members of the Class of 1943 have so far contributed \$135.50 toward the Wisconsin Alumni House on Observatory Hill.

President and director of the Racine UW Alumni club are, respectively, Thomas A.

LINTON '43 and Mrs. Carl E. WULFF (Esther NIESS '43); directors of the Fox River Valley club are Donald C. BRADLEY '43 and Mrs. William T. Ducklow (Mary Ellen POMEROY). Harold STEINKE '43 is a director of the Sheboygan club.

Elliot M. NESVIG '43 is vice president of marketing of the Pyle-National Co., electrical equipment manufacturers.

If you're a Class of '44 member—or should be—plan to be on hand for the 15th reunion in June. Co-chairmen are Emily Jane GRAHAM Kiekhofner (21 Hiawatha Circle) and Mary Jane PURCELL Day (321 N. Midvale Blvd.), both of Madison.

Dr. Donald P. AMES '44 is a scientist with Monsanto Chemical Co.'s inorganic chemicals division at St. Louis.

Fourteen class members of '44 and eight from '45 have so far contributed \$101 and \$48.50, respectively, toward the Wisconsin Alumni House.

William B. RODIGER '45 is president of the La Canada Chamber of Commerce. He operates a downtown Los Angeles law office. He's married and has two children.

Secretary treasurer and director, respectively, of the Fox River Valley UW Alumni club are Dr. Janet WHITMORE '45 and Mrs. Robert W. Johnson (Ardith Joy MacDONALD); Mrs. Robert ZINKGRAF, a '45 graduate of UW-M, is director of the West Bend club.

Paul M. IPSEN '45 and Mary MacCulloch were married in February; he is manager of the Cuba City Creamery.

1946-1950

Delford HANKE '46 is a director of the Fox River Valley UW Alumni club.

W. L. PHILLIPSEN '46 is organization director of Dairy Society International in Washington, D.C.

Mr. and Mrs. Leonard S. EISENBERG '46 (Sydelle RESNICK '47) announce the birth of their third child, first daughter, in Glencoe, Ill.

Fifteen members from '46 and 26 from '47 have contributed, so far, \$127.50 and

three new higher education committees named

The Coordinating Committee for Higher Education plans to establish and work with three new higher education groups in the state, in an effort to bring about closer teamwork among all institutions:

1. An 18-member Joint Staff planning committee with representatives from public and private institutions: the University, state colleges, private colleges, schools of vocational and adult education, county teachers colleges, and school board, Wisconsin educational and high school principals associations. Initially, the committee will evaluate current post-high school programs.

2. A council of presidents and deans from the University of Wisconsin and State Colleges. "It is imperative

that each (state) college and university recognize itself as an integral part of the total system of higher education in Wisconsin," said the CCHE. The Council will provide machinery for active coordination between public institutions, and permit the trade of experiences in the fields of management and instruction.

3. A joint standing Committee on Adult Education to survey the diverse adult education and extension services offered Wisconsin residents. The committee will "study the interrelationships of existing programs and identify areas of possible duplication". Particular heed will be paid to northern Wisconsin.

Lawyers Know Their Contracts

A Message From The
State Medical Society
of Wisconsin

A health insurance policy is an important contract. The State Bar of Wisconsin, the organization of all Wisconsin lawyers, recently went shopping for a group health insurance plan for its own members.

The State Bar chose the WPS-Blue Shield SPECIAL SERVICE plan, a completely new concept in surgical-medical insurance, developed by the State Medical Society for groups of five or more persons.

The SPECIAL SERVICE plan provides for FULL PAYMENT of the usual charges of physicians and their assistants and consultants up to \$1,000 per person for each illness.* These services include surgery, in-hospital medical care, radiation therapy, and anesthesia and diagnostic X-ray associated with surgery or maternity. There is no restrictive fee schedule.

And WPS offers a flexible hospital plan, based on hospital costs in your community, as a companion to the SPECIAL SERVICE plan.

Write or call for complete information about WPS-Blue Shield plans. They're good contracts!

* WPS Contract S-101.



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\$410, respectively, to the Wisconsin Alumni House campaign fund.

Kenton BROWN '47 is director of research with the E. D. Jones Corp. of Pittsfield, Mass., after 11 years with the Forest Products Laboratory.

Wisconsin Alumni club office holders from the Class of 1947: Robert SCHRANK, vice president at Marinette-Menomonie; Dan AULT, president at Green County, and Floyd SPRINGER Jr., director at Racine.

Robert "Pat" MOUL '48 writes from Douglas, Alaska, that he is in charge of Civil Defense Planning Staff in that new state. The Moul family includes two children.

Basketball Coach Robert KRUEGER '47 has compiled an enviable record at Janesville; his team recently won its fourth Big Eight championship in six years.

Marshall TAYLOR '48 was honored by the Wausau Junior Chamber of Commerce as outstanding young teacher; he is a basketball coach and social science teacher.

For the Wisconsin Alumni House on Observatory Hill 35 members of the Class of 1948 contributed \$277, and 7 members of the Class of 1949 contributed the same amount by March 1.

Coe J. ROST '49 is manager of purchasing development of the Standard Oil Co. of Indiana. He lives at Homewood, Ill., with

his wife (Doris M. McDEVITT) and two sons.

Jack BENNETT '49, assistant professor of biology at Northern Illinois U. in DeKalb, Ill., has received his doctorate from the UW.

Mrs. Nancy MILLS Berg '49 lives at the unusual Fort Logan Ranch about 50 miles from Ringling, Mont. It contains many original buildings used during the Indian wars.

Mildred J. BRADY '49 is director of the Racine UW Alumni club; Keith F. PECOTTE '49 is secretary of the Gogebic-Iron club.

Dwaine DICKENSON '50 has been named assistant to the manager of the American Dairy Association in Wisconsin, with headquarters in Madison. He's married and has five children.

Mr. and Mrs. Ronald H. PLIETZ '49 (Winifred IDTSE '49) live in Brown Deer Wis. He is sales manager in the Milwaukee branch of General Motor Acceptance Corp. They have three daughters.

Forty-five members of the Class of 1950 have so far contributed \$312.50 to the Wisconsin Alumni House campaign fund.

Dr. James E. HALPIN '50 is now with the department of botany and bacteriology at Clemson college in Clemson, S.C.

Robert RIEDER '50 is secretary of the Green County UW Alumni club; Larry S. MacDONALD '50 was elected president of the Sheboygan alumni club, while Mrs. Robert March. (Dorothy A. WOREL '50) is secretary treasurer of the same club; Don R. HERRLING '50 is president of the Fox River Valley club.

Robert E. SHAFER '50 is associate professor of education at Wayne State U. in Detroit; he completed his doctorate at Columbia last summer.

Born: a son to Mr. and Mrs. Henry G. SCHUETTE '50 (Rita KING) '49) in Lexington, Mass., where Mr. Schuette is on a special assignment for Convair.

Robert STEIL is manager of Sanna Dairies, Inc.'s vending division, Madison.

Rep. Melvin LAIRD '49 is a member of the Board of Visitors of the United States Military Academy.

Rolland K. DRAVES '49 is a director of the Burlington UW Alumni club.

Lloyd A. THACHER '50 is general manager and sales manager of the proximity transducer division of Electro Products Laboratories, Chicago. Married, he and his family, which includes three daughters, live in Evanston.

Lance HOOPER '50 and Robert J. BRAUN '50 are vice president and treasurer, respectively, of the Manitowoc UW Alumni club.

Herbert GOETSCH '49 is with the engineering department of the city of Milwaukee. The Goetsch's have two children.

John P. (Jack) KING '50 is state supervising director for the National Guardian Life Insurance Co. at Bloomington, Ill.

Dr. Harry H. LARSON '50 and Stuart GULLICKSON '50 are, respectively, pres-

ident of the Chequamegon Bay UW Alumni club and vice president of the Wausau club.

1951

Henry W. LIPPOLD Jr. is supervisor of television news for WILL-TV, University of Illinois, and television news instructor there.

Capt. William H. ALVIS has a key staff position with the 819th Air Division at Dyess Air Force Base, Abilene, Tex. He is married and has two children.

Thomas LEAHY lives with his wife and son in Houston and is a partner in the investment firm of Underwood, Neuhaus and Company.

Mr. and Mrs. Robert Ralph McLOUGHLIN '49 and '51 are publishers, printers and owners of the Los Banos, Calif., Advertiser-West Side Printers enterprise.

James D. STEINHAGEN is sales engineer of molecular sieves products for the Linde Company, division of Union Carbide Corp., with headquarters in Los Angeles.

Robert BARTH lives with his wife and two children in Madison, where he is controller of the Mautz Paint and Varnish Co.

James R. HOFFMAN has been reelected president of the Burlington UW Alumni club.

Named Wisconsin motor vehicle commissioner was Capt. James L. KARNS.

1952

It's a boy—the first child—for Mr. and Mrs. Cal "Skip" MUTH (Kay KELSEY '53) down in Kansas City, Mo.

Lorraine HANSBERRY is author of "A Raisin in the Sun", which opened to fine notices in New York recently. She is one of the first Negro women to have a play produced in the American professional theater.

C. Lewis TRINE is in the certified public accounting firm of Vavrinek and Trine in Ontario, Calif. He is married and has two children.

Angie E. BROOKS '52 has been appointed assistant secretary of state in Liberia, where she has been assistant attorney general.

Robert A. SCHULTZ and Glen WILPOLT are treasurer and president, respectively, of the Racine UW Alumni club and the Marinette-Menominee Alumni club.

Twenty-one members of the class have contributed \$97.50 to the Wisconsin Alumni House campaign fund.

1953

Richard E. LENT '53 is deputy Dane County district attorney; he and his wife live in Madison, and have four children.

Two dozen members of the class have so far contributed \$167.50 toward the Alumni House on Observatory Hill.

Richard L. CARR lives in Dallas; he is employed in the contracts department of Bell Helicopter Corp. in Forth Worth.

The Rev. A. Henry HETLAND is executive secretary of the division of college and university work of the National Lutheran Council in Chicago.

New directors of the Marinette-Menominee

BOYDEN ASSOCIATES, Inc.

We are retained by the Presidents and Directors of many leading corporations to provide them with confidential counsel and negotiating guidance when they are confronted with the problem of bringing major executives into their companies at the officer level.

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Sid Boyden, '23, *President*

UW Alumni club are Robert McFARLANE and Bruce COLLINS.

Mrs. R. H. Alander (Virginia NICKERSON) writes from the intriguing address of Plot 109, Tor Road, Vainona, P.O. Borrowdale, Salisbury, Southern Rhodesia. She and her husband had been in the Belgian Congo for two years previously.

Edmund R. HOBBS, assistant cashier of the American Exchange Bank, was honored as the Madison Junior Chamber of Commerce's Man of the Year. He and his wife, Marianne, have four children.

Fred DREXLER and Lee D. LEIFER are directors of the Manitowoc UW Alumni club.

Director of life sales for Time Insurance Co. of Milwaukee is Kenneth R. WILLIS.

Arthur VERICK and Edward ANICH are vice president and director of the Burlington and Chequamegon Bay UW Alumni clubs, respectively.

Thomas C. ALLEN Jr. of Sunnyvale, Calif., is head of the plant pathology section at the Stauffer Chemical Co., Mountain View, and is a hobby artist who was represented in the 19th annual exhibition of the Society of Western Artists in San Francisco.

1954

David M. QUALE is the fourth son of the late Attorney Normal Quale of Baraboo—a UW Law school graduate—to receive his law degree at the University. He is married, has two sons and is with the First Wisconsin Trust Co. in Milwaukee.

Mr. and Mrs. E. J. (Jim) SMITH have moved to Sharon, Wis., where he is with the Hans Larson Insurance Agency. They have a five months old son.

Bob CHAMBERS is in the catalog sales promotion division of Montgomery Ward in Chicago. He and his wife (Jean PAYTON '56) have one son.

New city engineer at Beaver Dam is John PRUNUSKE, who is married and has five children.

Ervin H. ZUBE has been awarded a Rome Prize Fellowship and will study for one year

at the American Academy in Rome. He is studying landscape architecture.

Fifteen members of the class had contributed \$58 to the Alumni House campaign by March 1.

1955

Charles R. SAMUELSON is now lieutenant in the Navy, stationed at the Brunswick Naval Air Station, Maine. Mrs. Samuelson is the former Nancy HEIMERL '57; they have two daughters, Susan Lynn, 2, and Sally Ann, 1.

Born: to Mr. and Mrs. Don C. WOLD (Shelly THURMAN '56), a daughter, Sara, in Lahore, Pakistan.

Paul MORROW is president of the Iowa County UW Alumni Club.

Norman J. PETERSEN is with the city of Milwaukee Health Department and is married to the former Nancy Jo Walker.

Clifford DEPKA of Rosholt is president of the Central Wisconsin Pharmaceutical Assn.

Richard C. EVENSON is with W. B. Doner and Co., Advertising, in Chicago.

Dr. William H. MUIR is an assistant professor of biology at Carleton college.

Harold GERMAN is a director of the West Bend UW Alumni club.

R. Charles BANKER is associated with the Superior law firm of Johnson, Fritschler, Barstow and Witkin.

James B. GOLLEY and his wife (Judith HARRISON) studied at the American Institute for Foreign Trade in Phoenix; he was graduated in late January.

Carlyle WAGNER is a director of the Burlington UW Alumni Club.

1956

Fourteen members of the class have contributed \$66.50 toward the Alumni House on campus.

Diane M. BRENDAMIHL is a first lieutenant in the U.S. Women's Army Corps Center at Fort McClellan, Ala.

Jack L. FLORIN is back in Eau Claire after some interesting duty at the Ft. Chaffee

a parents' eye view of campus

The many alumni who have sons and daughters attending the University of Wisconsin will get a glimpse of student life today during Parents Weekend held on May 16-17.

Saturday morning will start with tours of the campus. Various open houses will be all during the day, and outstanding senior men and women will be honored separately at Men's Award Luncheon and Senior Swingout. Those interested in chatting with the faculty will have an opportunity to do so at the President's Reception in the Union Lounge.

Saturday evening will feature the

Tournament of Song, a choral competition featuring the best choruses from campus organizations. Following that will be a Parents Weekend Party with entertainment, dancing, singing, and contests.

Both days, Hooper's Sailing Club will sponsor an intra club "Sailing Regatta" on Lake Mendota for outdoor enthusiasts.

The University Band under the direction of Mr. Dvorak will present a concert of Wisconsin favorites and band specialties Sunday afternoon. Later, the Wisconsin Union Theater will sponsor backstage tours.



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(Ark.) department of communications and we appreciate the nice things he said about the *Wisconsin Alumnus!*

Richard GLAMAN has been editor of the *Westfield Central Union*. He is married and has two children. He had been working with the *Appleton Post-Crescent*.

Russell NOTT, an investigating attorney for Farmers Mutual Insurance Co., recently was admitted to the Wisconsin bar. He and his wife live in Madison with their two daughters.

Elsie JUHL is a physical therapist with a Juhlsgaard, Viuf, Denmark, address. She has been seeing a good bit of Europe via tours from her home base.

The new president of Northwestern college in Watertown, Wis., is Prof. Carleton A. TOPPE.

Peter SCHILS is a director of the Sheboygan UW Alumni club.

1957

Wallace R. PETERS is treasurer of the Rockford UW Alumni club.

Warren SELBO is principal of Stoughton High school.

Fourteen members of the class up until March 1 contributed \$103.50 to the Wisconsin Alumni House on Observatory Hill.

Associated with the Thiokal Chemical Corp. in Brigham City, Utah, is Jim H. BOEHNLEIN, who also reports the birth of daughter Ellen Ann last year. Jim had been with Chance-Vought Aircraft in Dallas.

Walter A. NOWICKI is teaching social studies and coaching football, basketball and track at St. Mary's Springs, Fond du Lac, as well as helping care for an eight-months old son.

Lt. (j.g.) R. G. KELLSON is now attached to the staff of Commander, Amphibious Squadron Eight, aboard the U.S.S. *Pocoyo*, which has been on Sixth Fleet maneuvers in the Mediterranean area.

Kathleen J. RUSSELL is secretary-treasurer of the Iowa County UW Alumni club.

Althea A. HILL is now Sheboygan County public health nurse.

Mr. and Mrs. Victor R. HILAROV (Sallie Anne HATHAWAY '55) spent seven months last year, traveling 17,000 miles on \$2,000, visiting much of Europe including Yugoslavia and east Germany. They ended up back in Milwaukee with \$5—just in the nick of time! He reported: "Everywhere we found vast reservoirs of good will toward Americans. We were a little surprised, in view of what we had read and been told back home. Americans are genuinely liked."

Howard L. FINK is a second-year law student at Harvard Law School.

Gilbert BLECK, William J. HAAS '58 and Gerald STENLYFT '48 are all employed by Delco-Remy in Anderson, Ind.

Mr. and Mrs. Richard H. MITCHELL (Ruth SCHULKE) are living in Madison, where she has a position with the Memorial Library.

Walter O. SEABORG is new associate editor of the *Wisconsin REA News* in Madison.

William LOWE is teaching history and coaching baseball at Regis High school in Eau Claire.

Marilyn Mason is an assistant editor with the Ohio Agricultural and home economic extension service at Ohio State U.

Mr. and Mrs. William NIEWOEHNER (Gwyneth CHANDLER '58) are parents of a daughter, Lisa; they live in Wauwatosa.

Alfred J. D'ONOFRIO has become Middleton's first full time engineer.

A daughter, Claudette, to Irene (FORMAN '57) and Claude CHARPENTER, on January 14, in Brooklyn.

1958

Twenty-one members of the class have contributed \$151 toward the Alumni House campaign to remodel old Washburn Observatory into an alumni headquarters on campus.

It's now Lt. John F. PAMPERIN at the Provost Marshal General's School, Fort Gordon, Ga.

Among new Wisconsin alumni club officers: Ray PAUL, president at Rockford; William WORTHINGTON, director at Rockford, and Eugene LYNCH, vice president at West Bend.

Army 2nd Lt. Loren F. BROWN has completed infantry officers leadership course at Fort Benning, Ga., as has 2nd Lt. William A. BREUCH.

Mrs. Constance GERVAIS Stephenson has joined the UW Extension division as advisor to some 10,000 UW correspondence study students.

Thomas P. MOORE has passed the state certified public accountant examination and is employed by a Madison accounting firm.

2nd Lt. Thomas S. STAFFORD has completed the officer basic course at the Army Signal School, Ft. Monmouth, N.J.

Daniel R. HUBER completed an officer's basic course at Army Transportation school at Ft. Eustis, Va.

Barbara WETZLER is teaching English at Watertown High school.

William THIESENHUSEN has been on a speaking tour of Wisconsin describing his experiences as an International Farm Youth Exchange student in Spain.

And Wayne E. MEISTER, now studying at the University of Stockholm's International Graduate School in Sweden, wrote a series of articles on his Russian tour for the *Beaver Dam Citizen*.

James D. QUINN is with the technical services at Monsanto Chemical Co.'s John F. Queeny plant at St. Louis.

Army 2nd Lt. William D. FROMM completed the officer leadership course at the Infantry School, Ft. Benning, Ga. completing the same course was 2nd Lt. Gaylord R. CARLEY, 2nd Lt. James F. SLOAN, 2nd Lt. David LEITH, and 2nd Lt. Frederick E. DETTLOFF.

Pvt. Lloyd L. LUDKEY has completed an electronics course at Fort Monmouth, N.J.

2nd Lt. Joseph E. CONRAD has completed the 10-week officer basic course at Army Signal school, Ft. Monmouth, N. J.

newly married

1953

Carol EDLER '54 and Richard J. BAUMANN, Madison.

Arlys R. OLSON and Monte C. Kravik, Deerfield.

Janice E. WARNER '59 and Richard PAYNTER, Madison.

Soledad Perez and Robert K. NEWMAN, Bloomington, Ind.

1955

Suzanne M. STREIFF and Robert W. Buck, Syracuse, N.Y.

Beth C. GOLDSTOCK '60 and Herbert M. GAHR, Brooklyn, N.Y.

Sylvia A. WOLVERTON '59 and Clemens S. SCHMIDT, Madison.

Sheila WILDER and Robert Hoke, APO, New York, N.Y.

Mary A. RUSY and Eckart F. Schultz, Milwaukee.

1956

Roberta C. Schwade and Sanford FEDDERLY, Milwaukee.

Patricia A. LANGSFORD and William CHASE '58, Green Lake.

Shirley J. BUSK and Ward K. POLLARD, Tulsa, Okla.

Carole J. Weger and H. Alan WIEGAND, Milwaukee.

Martha H. Hayes and Ronald F. LABISKY, Champaign, Ill.

1957

Janet C. NELESEN '59 and Dennis H. DUEBNER, Sheboygan.

Ida J. Latimer and Wolmar J. STOFFEL, Washington, D.C.

Joanne M. Maxwell and Carl W. STEPHAN, St. Paul, Minn.

Elba VALDIVIA and Gunther Remmling, Alton, Ill.

Judith L. Robertson and Lawrence D. BUTLER, San Juan, Puerto Rico.

Margaret C. Falk and James C. PANKRATZ, Madison.

Nancy A. BARRETT and Robert C. DOMAN '59, Madison.

1958

Lois SHERMAN and Norton STOLER, Madison.

Mary A. Knutson and Richard C. GABRIEL, Milwaukee.

Lorna J. STEUL and Robert L. WINN '59, Madison.

Martha A. ROSS and Lt. H. Brooks West, Park Ridge, Ill.

Sharon D. BELL and William J. MURRAY, Skokie, Ill.

Frederica Sadowski and Richard B. JATCZAK, Seattle, Wash.

Mary M. HILTON and Lawrence J. JORDAN, Newton, Ia.

necrology

Mrs. Katherine HARDY Dickson '90 (Mrs. Charles), San Diego, Calif.
 Mrs. Julia CUSHING Rogers '91 (Mrs. Walter), Daytona Beach, Fla.
 Oscar T. ERHART '91, La Crosse.
 Benjamin W. JAMES '97, a retired West Coast construction engineer, La Crescenta, Calif.
 Mrs. Mary KOLTES de Ranitz '01, Prairie du Chien.
 Grace HASTIE '01, Poynette.
 Mrs. Ella HARDY Greene '02, (Mrs. Michael), La Jolla, Calif.
 Roy R. ROE '03, former manager of the Kimlark Inn, Appleton.
 Dr. John Q. AMES '03, Brooklyn, Wis., former dean of George Williams College, Chicago, Ill.
 George G. CURTIS, '03, Merrill.
 Albert H. SCHUBERT '03, La Crosse.
 Zel RICE '04, Sparta attorney.
 John F. STUCKERT '09, Appleton.
 Henry E. BALSLEY '09, La Jolla, Calif.
 George E. ACRET '10, a member of the Los Angeles Bar Association.
 David A. MENZIES '11, Monroe.
 Lawrence C. UNDERWOOD '11, former justice of the peace, Avoca.
 Constance M. CURRIE '12, St. Paul, Minn.
 Ivan F. WATERMAN '12, Corvallis, Ore.
 Mrs. Sarah PROUD Reif '13, (Mrs. Walter), former employee of Madison Newspapers, Inc.
 Mrs. May WALKER Corner '14, (Mrs. Douglas), Beverly Hills, Calif.

O. Lyman DWIGHT '14, former president of the Dwight Brothers Paper Co., Milwaukee.
 Walter P. BLOECHER '14, construction engineer, Langcroft, Chestertown, Md.
 Dr. H. C. DALLWIG '14, Milwaukee.
 Richard D. BRIGHAM '14, San Francisco, Calif.
 Kenneth T. OFTELIE '14, Verona.
 Walter C. TOPELMAN '16, a nationally known member of the University of Colorado geology faculty and director of veterans affairs, Boulder, Colo.
 George E. BOOTH '16, Hillsboro, Mo.
 Charles S. PETTIS '17, Spartanburg, S.C.
 Ralph BONGEY '18, former principal of Menomonie High school.
 Otto L. ROHSENBERGER '18, Champaign, Ill.
 Frank L. HUGHES '18, Wauwatosa.
 Mrs. Pearl JERDIN Mills '20, Madison.
 Roy B. DRIVES '22, Clinton, Ia., formerly associated with the J. B. Drives Fuel Co., Madison.
 Ray J. CASSERLY '22, a retired treasury agent, Madison.
 Frank E. GERHAUSER '23, senior merchandising manager for Sears Roebuck and Co., Minneapolis, Minn.
 Leslie L. DOYLE '23, supervisor of motor vehicle facilities for the Postoffice, Madison.
 Dr. James G. CURTIN '23, former Milwaukee physician.
 Ward T. LOGAN '24, Warsaw, Ind.
 William C. CHRISTENSEN '24, Rockford, Ill.

Stuart O. FIEDLER '24, production manager of the Griffolyn Co., and vice-president and director of research of the Bjorksten Research Laboratories, Madison.
 Russell J. ROSSOW '25, Nashville, Tenn.
 Reinhardt H. RUHNKE '26, a retired assistant superintendent of schools and a leading educator, Milwaukee.
 Arthur L. BLAWUSCH '27, a school bus driver for the Checker Cab Co., Madison.
 George W. ALLEN '28, Silt, Colo.
 William L. LOWRY '28, Gainesville, Fla.
 Marian E. YOUNG '30, El Paso, Tex.
 Marjorie C. HAMER '31, co-owner of the Blue Bird Restaurant, Carmel, Calif.
 Margaret LEARD '32, Milwaukee.
 Esther M. JENSEN '34, former high school teacher of English, Eau Claire.
 Werner S. SMITH '39, principal of William Horlick high school, Racine.
 Virgil C. BRYAN '41, former supervisor of rehabilitation for the state board of vocational and adult education, Racine.
 Helen TIERNEY '46, a Milwaukee high school teacher.
 Mrs. Dorothy KRUEGER Ranney '48, (Mrs. Willet), Palos Park, Ill.
 Chester E. RIECK '48, broker in industrial real estate, Chicago, Ill.
 Robert E. MOLDENHAUER, '50, farmer, Coloma.
 Lowell E. HARVEY '51, an engineer for the State Highway Commission, Madison.
 James L. ASHTON '51, Sheboygan and Ozaukee counties' district executive of the Boy Scouts Kettle Moraine council.
 William T. PRICE, a University of Wisconsin Law student, Madison.
 Mrs. Carol OETZEL Leverentz '49 (Mrs. Eugene), formerly employed in the adjutant general's office, Madison.
 Elton H. LEISSRING '50, Electric Co. engineer, Brookfield.
 Donald R. GROVER '59, University Extension division artist, Madison.

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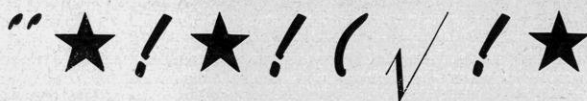
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(or why a golf ball
behaves as it does)

an alumnus offers a scientific explanation

"I WAS LOOKING for some non-controversial subject of thought," recalls retired lawyer LeRoy B. Lorenz of San Gabriel, California.

So, unlikely though it may seem, Mr. Lorenz came up with golf as a subject, not only for thought, but as the subject for a booklet entitled "The Science of Golf." Further, he has offered to mail, free of charge, the booklet to every member of the Wisconsin Alumni Association who sends him name and address.

What is "The Science of Golf?"

Well, in the words of the author it is a "discussion of some of the scientific principles involved in the game". However, Lorenz warns:

"I originally thought my book could emancipate the would-be golfer; but my book is much too 'scientific' for ordinary consumption. Ordinary people just won't furnish the necessary mental energy to try to understand it. But I think university graduates might appreciate it."

Now here is a challenge which should not go ignored.

The booklet is a short 24 pages long and includes chapters entitled *Powered by Inertia*, *The Club's Duties*, *Swinging an Arc*, *A Slice or a Hook*, *Aiming the Stroke*, *Long or Short Radius*, *Long or Short Player*, and *Follow Through*. Under the last heading is a notable description of what happens when the club strikes the ball:

"The ball seems to 'stick' to the club for a fraction of a second, when the ball

is hit hard. Because a stationary object tends to remain stationary the ball hesitates to move . . . As the ball is flattened to some extent, it begins to move with the club. This relieves the pressure somewhat and the distorted rubber begins to expand as the ball begins to resume its former shape. The ball then reforms with such force and speed that it pushes itself away from and ahead of the club and on its way . . .

"In the average swing, the club changes its direction through at least one hundred and eighty degrees. This change of direction is continuous and just as fast as the swing. So, the change of direction cannot be avoided while the club is being swung. If the club is aimed at the target when the club makes contact with the ball, it will be aimed to the left of it when the ball takes off.

"Of course, this can be off-set by aiming farther to the right as many players probably do, automatically; but it is commonly avoided by not swinging the club during the crucial period.

"As the club-head approaches the ball, the skillful player moves the handle of his club violently to his left to keep pace with the approaching club-head, so that the entire club is moved toward the target, and the direction of the club is not changed during that crucial period."

If you wish to further investigate Mr. Lorenz's theorems, you may address him at 865 Domingo Drive, San Gabriel, Calif.

Muir Park

continued from page 17

Any interference in the flora by man only further complicates the difficult job of ecological detection of environmental adjustments in plants, most of whose life spans are measured in centuries.

Except where tree reproduction of any kind is entirely lacking or where erosion control demands it, planting in Bascom Wood would seem unwise, especially since it would only duplicate part of the Arboretum's extensive demonstration series of native Wisconsin plant communities whose restoration is already well underway. Other parts of the immediate campus are available for additional educational plantings, too.

THE INCREASING need for college-level introduction to nature is the recent outgrowth of three developments:

First, ecological and behavioral research is beginning to unravel the structure of natural systems where biology and sociology find common ground.

Second, the impact of intensified agriculture and rapid urbanization denies many people any intimate and repeated contact with the native flora and fauna, whose values and stimulation were taken for granted by our parents.

Third, population growth and the total weapon are forcing a major shift in survival policy in the mid-twentieth century. Previously, the keynote of survival was further exploitation of nature, including other peoples. But now that space is running out, we must turn to mechanisms of coexistence—between value systems, between peoples, and between man and whatever nature is not allowed to become extinct. All require education, ethics, planning and ingenuity on a scale undreamed of a few years ago. We can no longer afford to overlook the humblest guiding clue.

In recent years, Bascom Wood has been used chiefly by a few specialized biology courses, which are inaccessible to the many who take only one course in elementary biology to broaden their education. But current experimental integration of field work in several large introductory biology courses at the University clearly demonstrates that, because of its naturalness and its accessibility, Bascom Wood is a unique and valuable

aid in fulfilling the following four aims of unspecialized nature education:

1. *Awareness of the wealth and richness of nature and its wholesome cultural and spiritual values.* Today less than one student in twenty has seen a common redstart or a toothwort. The 60-odd plants comprising Bascom Wood, and the dozen mammals, 27 nesting birds and 75 visiting birds which are found near it each year, are ignored for lack of introduction by thousands of students who hurry by a few feet away. Aldo Leopold's "right to see geese—as inalienable as free speech" includes the right of society to the contributions of its nature-inspired members. The new leisure of our age intensifies the need for absorbing, constructive outlets. Since our basic behavioral responses were shaped during millenia of contact with the wild, sociologists may find nature essential in our development, mental health, and productivity. And respect for life through familiarity with it is surely an important part of our value education.

2. *The ecological literacy so essential to adequate conservation.* By this I mean the maintenance within our civilization's structure of enough native flora and fauna, as well as soil and water, to meet our future needs. Nature understanding and know-how are still almost the exclusive province of the professional specialist, who is more often retained as adviser than as educator; yet the ultimate conservator is the landowner, voter, laborer and executive, who seldom receive competent nature training. The migratory bird act forbids the shooting of thrushes, but doesn't tell the developer of real estate which trees to save if future urbanites are ever to hear the thrush's song; nor does it advise officials how to kill elm beetles without killing thrushes.

3. *Better mind-training for the tough challenges of the "atomic" age.* Like many elementary science courses, biology is too often a crowded hodgepodge of information prerequisite for the major, with little time for practice in synthesis and the open, critical approach. This, after all, is justification for the universal science requirement. The natural history approach not only makes test tubes and microscopes more interesting but also is especially well suited for encouraging the slow development of independent analysis and deduction. No text explains

tribute to a teacher

The teaching profession has brought satisfaction beyond material rewards to many Wisconsin alumni. Moreover, their accomplishments are often of long standing.

Back in 1915 young B. B. Burling '06 instituted an electrical department at Boy's Trade and Technical High School in Milwaukee. At the same time he helped write a textbook for the course: "Light and Power Wiring."

Later Mr. Burling became vice-principal at Washington High School, a dedicated teacher who, in a quiet, unspectacular way, influenced and guided many young boys. He retired in 1954 and died in May, of last year at the age of 74.

But still his book lives on.

"Light and Power Wiring" recently was translated into the Chinese language and will be among the technical books sent to the Vocational Industrial Education of Formosa, headquarters for Nationalist China, by the International Cooperation Administration.

specific questions such as why more robins than nuthatches nest in Bascom Wood, why robins prefer lawn worms to forest worms, why white snakeroot hugs the forest edge, why the aggressive starling has not replaced all of the native cavity-nesters, why there are no oaks among the tree seedlings in this oak stand, why most of the white oaks are at the west end, and a thousand other inquiries. The importance of this all-too-rare kind of teaching in liberal arts education is being voiced with increasing frequency (as by Dael Wolfe in the Spring, 1959, *American Scholar*). It is one of the strong points of our own I. L. S. program, whose introductory biology course was the first to see in Bascom Wood more than a place to practice the identification of plants and animals.

4. *A philosophical perspective on society's aims and needs—the common ground of the humanities and sciences.*

Paradoxically, the dim dawn of the space age illuminates the basic fact of the finiteness of currently available space, materials and energy which exempts nothing from a price tag. Elementary knowledge of plant structure and physiology, when put together, strikingly explains why the forest herbs' remarkable adaptations for survival in relatively dim light are only at the high cost of slow reproduction and vulnerability to trampling and drouth. This concept of finiteness turns attention to natural systems which maintain both equilibrium and diversity during change—such as the evolution of communities like Bascom Wood, as well as the much slower evolution of the species themselves. The importance of the high efficiency of matter and energy transformations achieved in natural systems, hinted at in our Leopold's famous "Odyssey," has been stressed of late by writers such as Professor Paul Sears of Yale ("Physical Law and Moral Choice," *The Key Reporter*, January, 1959). Sears reminds us that, since we have substituted conscious control for Darwinian control over our own future, we now must know not only what natural laws permit, but also what they forbid, if our offspring are not to pay for our ignorance. Thus, the return to nature is not Huxley's fatalistic determinism; rather, it is the challenge of realism which can call up our unlimited potentialities and inspire us to find the right track.

CAN WE RELY on our stone-age genes to provide instinctive behavioral solutions for the complex problems of modern society? Or is it through our capacity to develop a sense of purpose out of inquiry for its own sake that we will find the means for improving the quality of our existence as well as the possibility of our survival?

Granted, it is not easy, this investigation of nature contemplated in these four aims of nature education. This is all the more reason to harness Bascom Wood's every instructional capacity to make the campus experience deeper as well as broader, more worthwhile as well as more interesting. One of the biggest "hills" that Pres. Elvehjem, in his inaugural address, urged us to climb was the improvement of both quality and balance in education. Precisely because its study is no snap, Bascom Wood can help us climb that hill.

badger bookshelf

THE SCARLET GUIDON. Ray Toepfer '42. Coward-McCann. (\$3.95)

A poignant picture of men under fire and their attitudes toward life and death are presented in this first novel of the war between the States. The characters are men and boys from the backwoods of Alabama who find them-

selves fighting in "Yankeeland." This book illustrates how the pressures of combat hold them together in a fighting unit and then tear them apart.

The author, Ray Toepfer '42, (this is his first novel) received both his B.A. and M.A. from the University of Wisconsin. Today he lives and writes in New York City.

THE BEHAVIOR OF MAN—AN INTRODUCTION TO PSYCHOLOGY. Prof. Karl U. Smith and Prof. William Smith. Henry Holt and Company. (\$6.95)

This book is both a student textbook introduction to psychology and a book of general reader interest. A new slant to psychology is given by some 330 drawings and photographs which serve to augment the text.

The book was written by Prof. Karl U. Smith of the University Psychology Department and his brother, Prof. William M. Smith of Princeton University. Working closely with them was Prof. Donald Anderson of the U.W. Art education department, the book designer and main contributing artist. Six other Wisconsin artists who assisted Anderson were Bill Armstrong, Bob Burkert, Nancy Burkert, Donald Grover, Burke Martin, and Dorothy Zupanchich.

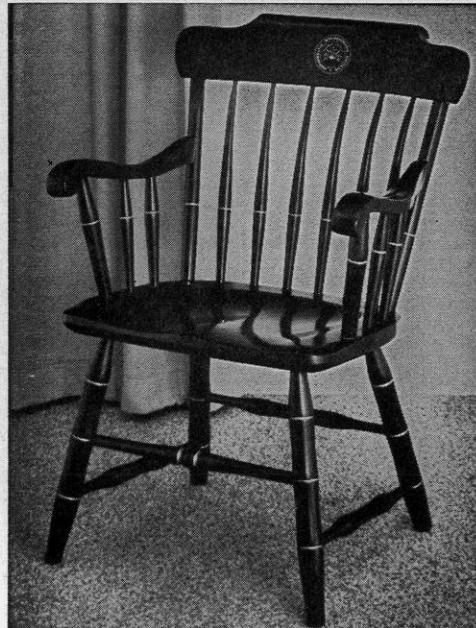
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ORIENTATION IN PHARMACY

By Dr. Ralph W. Clark.

"Orientation in Pharmacy" introduces pharmacy to new students as a profession. It is designed not only to inform but also to encourage and interest beginning students to continue their education in the pharmaceutical profession. The book gives a brief history of pharmacy in America and internationally, explains the opportunities and ethics of the profession, presents a quick resume on the development of new drugs—their need, the research and production, their control, effectiveness, and fate—and finally, it touches on matters of conducting a successful business, giving the present and future status of pharmacy.

Printed by the University of Oklahoma duplicating service, the book has been distributed to beginning pharmacy students in U.S. colleges of pharmacy through the courtesy of McKesson & Robbins, Inc.

The author, Dr. Clark, received his BS in 1922 and his PhD in 1933 from the UW and served ten years on the UW staff. Now Dr. Clark is dean of the College of Pharmacy and a professor of pharmacy at the University of Oklahoma.



WISCONSIN ALUMNUS FOOTBALL BULLETIN

By Oscar Damman

Athletic Ticket Sales Manager

1959 Football Ticket

Applications Will

Go Out on May 15

*If you didn't buy tickets in 1958,
be sure to read this information*

1959 FOOTBALL SCHEDULE

September	26	Stanford, at Madison
October	3	Marquette, at Madison
	10	Purdue, at Lafayette, Ind.
	17	Iowa, at Madison
	24	Ohio State, at Madison (Homecoming)
	31	Michigan, at Ann Arbor
November	7	Northwestern, at Evanston, Ill.
	14	Illinois, at Madison
	21	Minnesota, at Minneapolis

FOOTBALL ticket application blanks for 1959 football games of the University of Wisconsin will be mailed out on May 15 to these two groups:

1. All 1958 ticket purchasers. These blanks will be for games at home *and* away.
2. Every Wisconsin Alumni Association member residing in Indiana, Michigan, Illinois and Minnesota—the states in which out-of-town games will be played in 1959. This group will receive individual game application blanks.

If you do *not* fit into either of these two groups, then fill out the blank on the back cover and mail it at once to the Athletic Ticket Office.

Past season ticket purchasers have until June 15 to submit their order for location priority. All season ticket location priorities will be observed in the following order:

- A. Annual season ticket purchasers, who order under the same names over a period of consecutive years, if order is received by June 15.
- B. Alumni not qualifying for Priority A in order of receipt *each day* after June 15.
- C. Non-alumni not qualifying for Priority A in order of receipt *each day* after June 15.

Orders for individual games will be filled only after season ticket orders are filled. The same priority listing will be observed in assigning single game locations. However, individual game locations cannot be assigned with season ticket locations.

The stadium chart on the back cover indicates the allocated sections designated for the various patrons. Seating preferences may be indicated on the application blanks when ordering tickets.

The Athletic Department welcomes the opportunity to be of service to you.

*

*See blank on the back cover,
after you have read above*

WISCONSIN FOOTBALL, 1959

Before you fill in this blank, read information inside the back cover.

To Wisconsin Alumni Association Members only:

If you wish to receive 1959 football ticket information and blanks, and

1. You did not purchase football tickets in 1958, and
2. You do not live in Indiana, Michigan, Illinois or Minnesota (states where "away" games are scheduled), then please fill out the blank and indicate which ticket application blank you desire.

----- Season Ticket ----- Single Game (At home or away)

Name -----

Address ----- City ----- State -----

MAIL TO UNIVERSITY OF WISCONSIN ATHLETIC TICKET OFFICE

1440 Monroe St., Madison 5, Wisconsin

—Do Not Send Money—

If you are a regular football ticket purchaser, please do not return this blank.

