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## **Wisconsin alumnus. Volume 68, Number 5 Feb. 1967**

Madison, WI: Wisconsin Alumni Association, Feb. 1967

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The UW Centers  
—a partnership of people

FEBRUARY, 1967

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## Letters

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### More News of Science

Why doesn't the magazine give news of physics, chemistry, biology, engineering, agriculture, medicine, and geology, the fields that made Wisconsin great?

Not drama and art (so called).

I made worse glass messes than those shown [in the December issue] through ineptness when I was studying chemistry.

Walter J. Ingram '21  
Rice Lake

### Over-reaction

One point that is overlooked about the disruptive tactics employed by a small group of people to harass Senator Edward Kennedy is the fact that Senator Kennedy was not speaking as a guest of the University at a University sponsored educational program. Senator Kennedy was speaking in behalf of a Democratic candidate for public office.

Personally, I admire the Senator and I also was a supporter of the man in whose behalf he was speaking. However, I do feel that there has been an over-reaction to the incident.

Good manners and courtesy are not necessary elements of public debate. Indeed, some of the most spirited debates are notable for their lack of courtesy. Likewise, heckling is not a new experience for political candidates, although in recent years American candidates have been particularly immune from this tactic.

I fear that we in America are too concerned about the decorum of our political debate rather than the substance of it. It may be that in the long run we are sacrificing the substance of our political process for a blandness that is protected in the name of dignity.

Roy T. Traynor '62  
Wausau

### For the Conservation of Beauty

One of the letters in your December, 1966 issue (from Fred O. Leiser '02) pleased me very much. There are many

aspects to the subject [preserving the beauty of the campus] which is so well presented. I am pleased that there are concerned people in Wisconsin and Michigan who see the tragedy in the trade of so much wonderful natural resource for transient and often obsolete (before they are five years old) areas of concrete.

We who were in the CCC camps (U.S. Civilian Conservation Corps, 1933-42) became conscious of the tragedy of ruthless exploitation and wreckage of a nation's natural resources (and human resources). So very much of the raped and eroded natural resources were and are in Wisconsin and Michigan. Unhappily (sometimes happily), we who were in the camps engaged in colossal effort to transform our nation's face. We took the eroded and useless, made them fertile and productive. We cleared endless miles of fire-scarred tree trunks and countless carcasses of starved and wounded animals. Today those same areas are covered with magnificent tree plantations. Every autumn, hundreds of thousands of hunters roam those woods. We cleared the lakes and rivers that were choked with logs and debris just left there from the lumbering eras. They were unnavigable, polluted, dangerous. Today, those lakes and rivers are free-flowing, filled with fish. Annually, millions of fishermen enjoy them. Especially in Michigan the contributions of CCC boys to the state's lakes and rivers have made possible

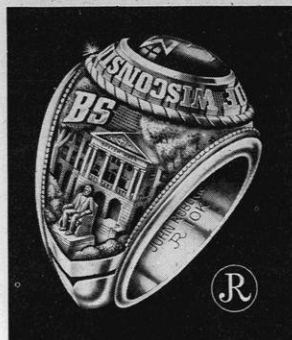
an industrial development impossible otherwise. Yet who among the general public in Wisconsin or Michigan gave gratitude to CCC boys for their part in national beautification?

Interestingly, President Johnson has emphasized the beautification objectives of his administration and I AM GLAD FOR THIS EMPHASIS. Yet no mention has been made of the beautiful, valuable, useful contributions of school dropouts in the 1930s to national improvement. . . .

Probably students on the Madison campus are so concerned with other objectives that beauty and beautification fade into the background as unimportant or impossible. Certainly this is true on several Michigan campuses. People should keep in mind that the secularization of the campus might mean that eventually (sooner than we think) school dropouts will organize themselves again and re-beautify campuses and other areas of American life. If this happens, our program will not be an interlude between programs of ruthless exploitation of human natural resources. We shall build to achieve for a thousand years.

I have pride in my WAA membership and wish to be counted among those who seek to conserve the beauty of a most outstanding campus.

Clarence C. Case  
Lansing, Mich.



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Wisconsin Alumnus



# wisconsin alumnus

Volume 68

FEBRUARY, 1967

Number 5

## Wisconsin Alumni Association

770 LANGDON STREET, MADISON 53706

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THE WISCONSIN ALUMNUS is published ten times a year: Monthly in October, November, December, January, February, March, April, May; and bi-monthly in June-July and August-September. Second-class postage paid at Monroe, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison, Wis. 53706.

February 1967



# ON WISCONSIN



*Arlie M. Muecke Jr.*  
EXECUTIVE DIRECTOR

**C**ONTINUITY is essential to a tradition of excellence. The realization of this fact has caused University officials to remark recently that the University wants the children of its alumni to attend Wisconsin.

To support this claim, the University has proposed a new schedule of admissions priorities which would grant favorable consideration to children of alumni (see the story on page 13 of this issue).

This is a brand new policy, but one your Association has worked for over the past few years. Until a short time ago, the UW admissions application did not have a space for the applicant to indicate if he was the child of an alumnus. The application now does have such a space and we have found that this information can be extremely valuable—to the Alumni Association and to the University.

Universities that can attract children of alumni are fortunate because the continuity provided through such an element insures a tradition of excellence and broadens the base of support and understanding. A recent statistical breakdown provided by the Registrar's Office revealed that 21.7% of the current undergraduate enrollment on the University's Madison campus is composed of children of alumni, students who come from 42 states in addition to Wisconsin. These statistics are encouraging because they indicate that our alumni are interested in seeing that their own children receive the educational benefits they have found to be a major strength of the University of Wisconsin.

A source of this strength has historically been the variety that is inherently recognized as a critical factor in the new admissions policy. The University realizes that it is a diversity of experience and background that produces a vital academic climate, one which promotes growth in knowledge and understanding. The strength of this position is reflected in our alumni program as the University receives alumni support not only on a nation-wide basis, but also on a world-wide

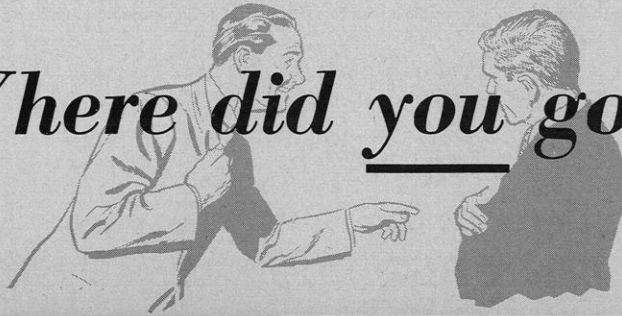
basis. Our strong alumni club program, consisting of 102 clubs (54 of them out-of-state), demonstrates that there is a climate of support for the University that extends far beyond the boundaries of the state.

Variety must now be consciously programmed into the University because of the tightening of admissions requirements by major colleges and universities throughout the country. More and more institutions of higher learning are being forced to place restrictions on enrollment due to the pressures that increased enrollments have placed on their resources. At a state university, such as Wisconsin, the initial impact of such a development naturally comes at the out-of-state level. For that reason, the children of alumni preference contained in the University's new admissions policy is encouraging; it accords favorable consideration to those who have demonstrated a continuing concern for the University's welfare. (Of course, it is important to note that there has been no relaxation of the academic requirements in the new policy.)

To those of us who have a vested interest in the University because we are its graduates and support its program, the position taken by the faculty in drafting the new admissions policy is gratifying. It is a welcome development for two reasons: 1) it acknowledges that, in many ways, alumni are the life blood of a university and 2) it is a tangible witness to the fact that your Association, working in cooperation with the University, can effect programs that are beneficial to our alumni.

This kind of cooperation must continue for it is essential to the very survival of the University of Wisconsin. The costs of running a first-rate university are increasing at an alarming pace. If we expect our alumni, our citizens to support their University, we must demonstrate that it is truly their University—that they are the ones who directly benefit from its position of prominence.

# "Where did you go to school . . . ?"



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request produces  
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## **PRESERVING THE DELICATE BALANCE**



**T**HE UNIVERSITY of Wisconsin has always prided itself on being a "people's university." As such, however, the University is constantly in the news, always subject to scrutiny from an amazing variety of outside groups who feel they should have a say in running the affairs of the University. This phenomenon becomes particularly apparent during a budget year when the Regents, the Coordinating Committee for Higher Education, the Governor, and the Wisconsin Legislature all engage in a fantastically intricate series of maneuvers designed to plot the destiny of the University for the next two years by determining the level of the state's appropriation.

A fascinating series of sparring matches take place between the pragmatic politicians on the one hand and idealistic educators on the other. What results is an exercise in democracy that has all of the elements of a medieval morality play.

The opening scene of the current pageant, for example, began last November when a legislative committee decided to take no action on the University's request for funds to build an \$89.4 million Medical Center complex on the western edge of the Madison campus. Under the new plan, originally put forward a year ago, the UW Medical School and related activities would be shifted from their present location on University Avenue in the central campus area to the west campus site. The move would take place over a period of years.

The legislative committee balked at endorsing the fund appropriation for several reasons: They wanted the Coordinating Committee for Higher Education to make a study and define "the medical education role to be carried out by the University's Madison campus;" they were also hesitant about spending money for expansion of the Madison campus medical facilities because they felt there should be some encouragement to develop a medical school

at the UW-Milwaukee.

In December, State Sen. Taylor Benson (D-Franksville) gained headlines by demanding that the UW Athletic Department's funds be turned over to the state's general fund. The Athletic Department would then have to seek its operating funds like any other University department. Traditionally, athletic ticket receipts have been managed by the Athletic Department, subject to review by the Athletic Board in conformance with Big Ten conference rules. These funds are used to support the University's intercollegiate athletic programs, to pay staff salaries, provide capital for the construction of new facilities, and to support an intramural recreation program.

Benson's demands received little support from his legislative colleagues. In mid-January, Sen. Walter Hollander (R-Rosendale) and Assemblyman Byron Wackett (R-Watertown), co-chairmen of the Joint Finance Committee, said that there would be no probe of the Athletic Department's funds. They cited a report prepared by the Legislature's budget analysts to support their decision. The report explains that the athletic budget is incorporated into the University's operating budget and receives appropriate review at all levels. The report also noted that there is seldom a sufficient profit left in the athletic fund at the end of a given year to make any substantive contribution to reducing the University's overall operating budget.

The emphasis shifted slightly in mid-December when the University administration was rebuked by Governor Warren Knowles at one of his budget hearings when it was learned that the University had made arrangements to purchase a large and expensive computer before receiving proper approval. The governor was miffed that he was, in essence, being asked to endorse the move after the fact. The University's explanation of the matter was that an order of intent to pur-



chase had merely been placed for the computer and that the actual delivery and installation of the equipment would not be forthcoming until the University was well into the upcoming 1967-69 biennium.

**A**FTER the New Year, State Sen. Jerris Leonard (R-Bayside) was demonstrating a practical application of politics to the business of the University. Leonard, who is chairman of the University Affairs Subcommittee of the State Building Commission, announced that he was opposed to the magnitude of the University's 1967-69 request for funds to build new four-year campuses in Green Bay and Kenosha counties and recommended budget cuts that would seriously impede the programmed development of these campuses.

Sen. Leonard's recommendations were not enthusiastically received by his colleagues, particularly those representing the Green Bay and Kenosha Areas. Sen. Reuben Lafave (R-Oconto) accused Leonard of "nitpicking," and others chimed in. Meanwhile, Governor Knowles presented his "State of the State" message to the Legislature without mentioning the additional campuses. The *Milwaukee Sentinel*, noting the omission, claimed that "the governor ignored the serious threats to higher education development posed by the public attitude of some legislative leaders and, more particularly, by the recent actions of the State Building Commission in drastically slashing funds for the new University of Wisconsin campuses in Kenosha and Green Bay. A display of determination from the Governor is called for to keep the 1967 Legislature, guided solely by considerations of economy, from doing great damage to Wisconsin's system of higher education."

While Sen. Leonard claimed that the Governor would support his proposed cuts, pressure for reconsideration of the matter developed. The Governor pushed for a rehear-

ing of the four-year campus proposals and Sen. Leonard agreed to hold meetings in the southeast and northeast sections of the state to review the need for the additional campuses.

At the end of the month, Gov. Knowles, proposing the state's first billion dollar budget drew partisan cheers when he assured that there would be no raise in taxes and that the budget would be balanced. His budget recommendations included an approximate cut of \$29 million from the UW operating budget recommended by the Coordinating Committee, bringing the total cut from the budget approved by the Regents to some \$43 million.

Commenting on the Governor's budget message, President Harrington said, "The result is a very tight budget, one which would not enable us to serve the state as this University could."

The month of January closed with the sound of distant thunder in the form of a crescendo of talk about a tuition raise to meet the increasing cost of instruction. (Current Wisconsin student fees are: \$325 for residents, \$1050 for out-of-state students.)

Meanwhile, the process of scrutinizing the University's request continues as the Joint Finance Committee of the Legislature moves toward a detailed consideration of the budget. The process is one of continual review, one that produces a great deal of give and take before any final outcome is apparent.

The existing system for determining the state's share of the University operating budget has proved beneficial because it has produced a delicate balance of power between the Legislature, politically responsible to the people of the state in the judicious expenditure of tax funds, and the University, dedicated to formulating educational programs which will keep Wisconsin in its place of pre-eminence among American universities.

The responsibilities on both sides are indeed formidable.



## ***University Centers are the result of***

*Center classes are generally small,  
allowing for more personal contact  
between the student and the instructor.*





# A Partnership of People

by Joanne Desotell

**P**PROMISE keynotes the expanding growth of the University of Wisconsin Center system. The Centers form a state-wide campus network that exists today because interested citizens across Wisconsin believe in extended higher educational opportunities and are backing up their beliefs with direct support.

The University, as a result, is on the move and making its presence felt in every corner of the state. Today there are thirteen Wisconsin campuses in the state, with four more planned for the immediate future.

Besides the two main graduate-undergraduate campuses at Madison and Milwaukee, there are now two separate four-year branch universities in pre-construction planning stages at Racine-Kenosha (Parkside) and Green Bay (UW-G). These two degree-granting institutions will operate as independent elements of the UW system alongside existing divisions.

Freshman-sophomore Centers of University instruction comprise another of these integrated divisions, and are located at Racine, Waukesha, Janesville, Kenosha, Marshfield, Marinette, Manitowoc, Menasha, Sheboygan, Wausau, and Green Bay. The opening of the two new campuses at Janesville and Waukesha last fall set the System's growth pace in 1966; UW campuses are additionally scheduled for Baraboo and West Bend in 1968.

Situated as they are in concentrated population areas throughout the state, these eleven Centers serve almost 6,000 full-time commuter students who find it more convenient and less costly to study at home. And their numbers are growing. Total Center System enrollment increased 23.9% in just the last year, while enrollment figures from the Madison and Milwaukee campuses combined indicated only a 16.8% rise from 1965 to 1966. Freshmen enrollment actually decreased by 417 students at Madison this fall, while Center freshmen enrollment was up 532 students over 1965-66.

Since 1960, all eleven Centers have been either re-

located or initially constructed on million-dollar-plus land and building complexes designed specifically as UW campuses. And expansion is the rule of the day. Additions at Manitowoc, Wausau, and Kenosha were completed in the last year; more throughout the System are becoming immediately necessary. Marinette citizens, for example, have recently approved building plans which will double their existing Center's capacity.

**D**ISTINCTIVE in this aspect from other state-supported schools, all Center campus development is based on a "partnership of people" idea. The actual construction of the Center buildings and part of the maintenance is financed on city-county initiative, while the State of Wisconsin through the University provides instructors, equipment, and the remainder of the upkeep. The Higher Education Facilities Act—operative since 1963—allows substantial grants for the construction of higher education facilities, and has added a new factor to Center financing.

Bona fide off-the-Madison-campus University instruction is not a new idea for Wisconsin, long proud of its adherence to the idea of an unboundaried campus. As early as 1923, for example, University-accredited courses were being offered in rented quarters at Milwaukee.

This expansion of service caught on rapidly in the midst of post-depression pressure for advanced education, and Extension Centers developed in a dozen communities across the state.

In the decade between 1936-37 and 1946-47, as the still informally organized system contracted and expanded according to local dictates, circuit-riding instructors from Madison and Milwaukee were lecturing regularly at Extension Centers in a total of 38 Wisconsin communities. Alternately the swell was reduced during World War II years, then rose again as the



*Chancellor Lorentz Adolfson believes that  
"The youth of today must be  
'turned on' if real learning is to occur."*



*Dr. William Schmitz, a biologist  
from the Marathon County Center,  
takes water samples at the  
Trout Lake Experimental Station.*

G.I. bulge set in.

1948 brought a weeding-out and settling-down period, and since that time a steady and planned development has brought the number of Center campuses—now a collective third unit entirely distinct from University Extension—to eleven.

Since their separation from Extension in 1964, the Center campuses have been administered by their own chancellor, Dr. L. H. Adolfson, who reports directly to University President Fred Harvey Harrington and the University Board of Regents. Each Center is headed in turn by an individual resident dean who is responsible to Chancellor Adolfson.

Entrance, grading, accreditation and credit-transfer standards are the same at the Centers as they are at the Madison and Milwaukee campuses. Fees, on the other hand, are lower: Center students pay \$210 a year as compared to the regular \$325, and out-of-state students pay only half of the \$1050 required of them on either of the main campuses. In most cases, Center students are commuters living at home, and this too cuts out much of the exploding cost of "going to college."

In addition, last September the Center System offered various combinations of financial aid and part-time employment to some 620 students. The number of local scholarships, grants and loans is also increasing. Starting in the fall of 1967, the Wisconsin Alumni Association will match, up to \$1,000 per year, scholarship monies offered to University students by its local alumni clubs. Work-study programs are also popular on the local level, with many Center students serving as project assistants in area-related research.

**T**HE COMMUNITY-service aspect of the Centers is an important factor. The Marathon County Center at Wausau, for example, houses the Superior Students Guidance Laboratory and the first office of in-

*All Center facilities are equipped with modern electronic teaching aids such as the one shown at right.*

stitutional research in the Center System, and is the North Central Wisconsin Headquarters for A.I.M. (Articulated Instructional Media). Faculty biologist Dr. William Schmitz is assistant director of the Trout Lake research station in Vilas County; the Marathon County Center is also associated with the Northern Wisconsin Development Center, a University-sponsored organization set up to help small business and industry.

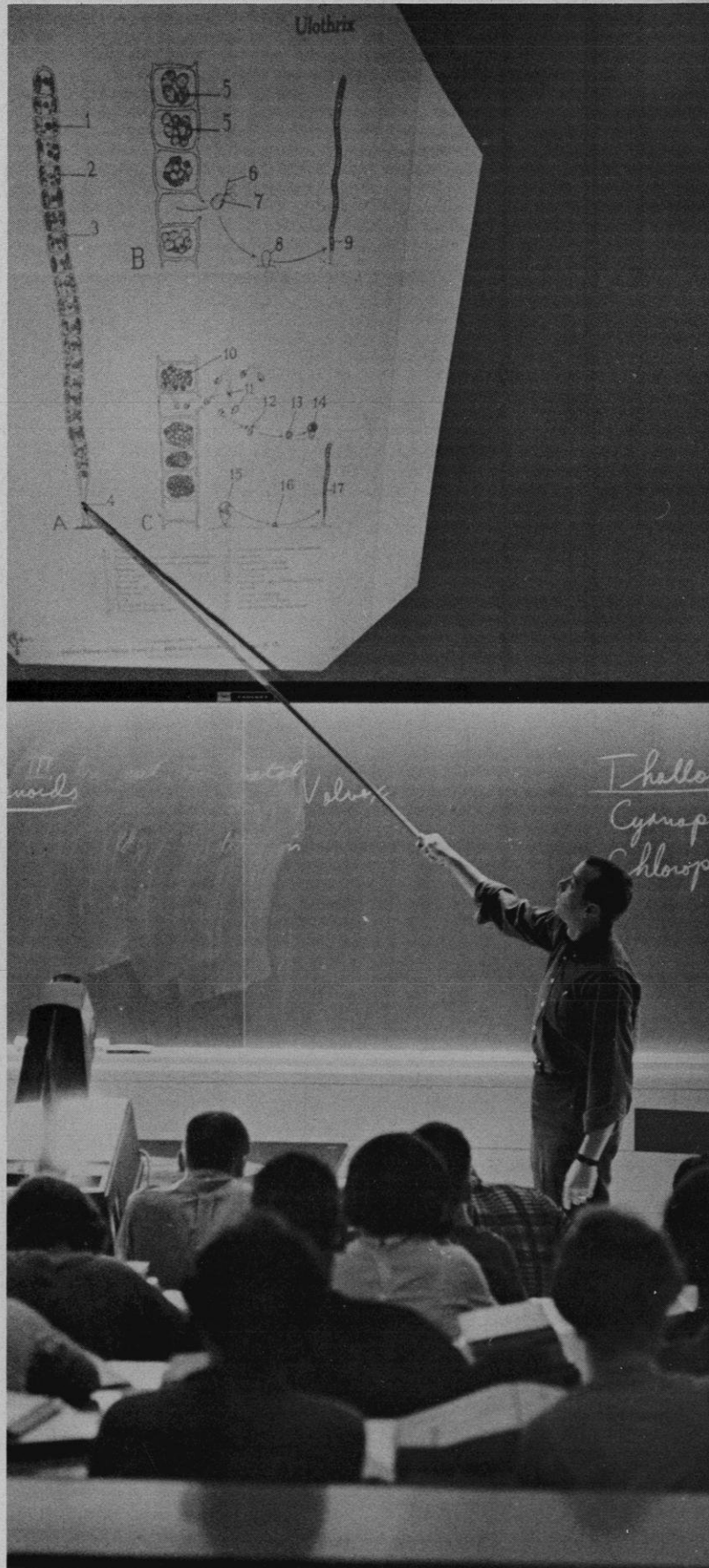
Again focusing on community service, the Centers are developing a schedule of concert and lecture series and fine arts presentations. In these areas, as well as in undergraduate extracurricular and athletic activities, there is much regional college cooperation, with neighbors like the UW Center at Green Bay and St. Norbert College at DePere combining to sponsor special programs and speakers.

Emphasis is also given to continuing education. Various post-graduate courses, clinics and workshops, professional seminars and informal institutes are all a part of the Centers' area-wide programs, often offered in conjunction with University Extension. Thus their community college function is realized, but not at the cost of provincialism or lower standards.

But the primary emphasis is still effective freshman-sophomore instruction.

"The youth of today, to use their own terminology, must be 'turned on' if real learning is to occur. Our educational task, then," says Chancellor Adolfson, "is not so much a matter of spewing out facts as it is instilling a love for learning and an awareness that it is a never-ending, personally and socially rewarding process. The size and structure of The University of Wisconsin Centers make them ideal instruments for the fulfillment of this objective."

Hired by department chairmen mainly located in Madison and following the same standards prescribed







*Short courses and seminars, like the one pictured above, are an important part of the Center System public service program.*

for Madison and Milwaukee instructors, one quarter of the Center System faculty hold Ph.D. degrees, and another one-third have done graduate work beyond the master's degree. An average of some 30 research grants per year are awarded to Center faculty, whose research efforts continue to strengthen the Centers' goal of effective and personalized teaching.

General liberal arts courses leading to either a B.S. or B.A. degree are offered to Center-area freshmen and sophomores, as well as pre-professional courses leading to degrees in engineering, commerce, home economics, computer science, music, social work, journalism, law, medicine, nursing, occupational therapy, education, medical technology, library science, pharmacy, forestry, and agriculture. In addition, students wishing to terminate their formal education at the end of two years or 60 credits may be awarded an Associate in Arts or Science certificate. The Centers emphasize their "transfer role," however, and the terminal two-year degree is not stressed.

**O**F COURSE, there are still problems for the University and its Centers to iron out. Every attempt is being made to smooth the remaining wrinkles. University Dean of Student Affairs Martha E. Peterson is currently conducting a round of visits to each Center, and the Board of Visitors also makes periodic checks, interviewing both students and faculty for criticism and comment.

Inside the System itself, plans are being formulated so that transferring Center students will have a chance to pre-register for the first time next fall. A pre-transfer workshop was held in December to more fully acquaint Center advisers with various Madison and Milwaukee programs. Students are also unhappy with both the lack of an Honors Program and with the sixty-credit ruling that limits them to no more than 60 hours of Center work toward their bachelor's degree.

On the plus side, an investigation of a workable Honors Program is now under way, and most students have few complaints about the quality of teaching and counseling at their individual Centers.

Because there are, at this time, no student housing facilities, practically all of the Center students are commuters. The lack of a cosmopolitan climate, along with the two-year nature of the programs and their smaller enrollments, does create certain problems for faculty and students alike. Within the past two years, however, greater emphasis has been placed on formalizing faculty and student organizations. The development of a Student Life and Interest Committee (SLIC), a Center System Faculty Senate, and comparable organizations are tying together students and faculty on a Center to Center and Center to Madison and Milwaukee basis. Attempts are being made to ease the faculty teaching load in certain academic areas and to increase the amount of funds available for professional and scholarly activities.

Students are being urged to assume their proper role in decision-making policies of their Centers. Problems vary from Center to Center, but students attending the annual Center System Student Government Leadership Conference held recently at Green Lake, Wis., agreed they weren't insoluble. One of the conference resolutions involved the establishment of an intercenter student government. A conference participant—Sue Waters, president of the Marinette County Student Senate—summed it up, "The conference gave us a way to pool our ideas and attack our common problems."

While the Center System strives to incorporate many of the features and much of the tradition of the Madison campus, it is, as Chancellor Adolfson explains, "impregnated and complemented by local programs, people and policy. It is the mixing and melding of these elements at the community level that creates the unique entity that is a University of Wisconsin Center."



# Admissions Policy Undergoes Modification

**A** REWORKING of the University's admissions policy has been put forward following a recommendation by the Coordinating Committee for Higher Education (CCHE) that out-of-state enrollment be limited to 25% of the total undergraduate body.

The University's revisions were presented to the Regents last month in the form of a report to Madison Chancellor R. W. Fleming from a special faculty-student Committee on Admissions Policy.

In submitting the report the committee noted that: "To reduce the number of non-resident students we could, of course, simply raise the academic standards to the upper one-third or one-fourth or one-tenth of high school students rather than the present two-fifths." They were not convinced that this would be a satisfactory solution, however.

"In our opinion the young people of Wisconsin will derive more benefit from associating with non-resident students who represent a wide range of ability than from associating with those from the highest intellectual level . . ."

"If we must exclude some non-resident students—as clearly we must—it is our firm conviction that we should not leave to chance the selection of those who will be admitted. If a diversity of types of students is desirable to leaven the undergraduate student body, we should take measures to assure that there will, in fact, be a diversity of types . . . We want our Wisconsin youths to have the opportunity to associate with a variety of types of individuals."

To insure this possibility, the committee set forth three recommenda-

tions which would apply to the admission of non-resident freshmen in 1967:

1. The basic admission requirements will remain the same, with applications being received until March 1, or an alternative spring date recommended by the Admissions Office. Following the cutoff date for the acceptance of applications, a final estimate will be made of the number of freshmen who will enter in the fall. No more than 30% of this number is recommended as the allotment of non-resident freshmen who will be admitted next fall.

(The committee proposed a 30% figure this year because it felt that "There is no compelling reason to reduce the proportion of non-resident students to 25% immediately. It can be done in stages.")

2. "The allotment of non-residents will be filled from the pool of qualified applicants. The main consideration in selection will be to provide a diversity of interest, experiences and qualifications within the student body.

3. "Within a reasonable time (to be specified by the Admissions Office), students who receive a permit to register must state their intent actually to come to the University and must solidify that intent with a reasonable non-refundable cash deposit."

While the committee maintained that it did not "wish to specify rigid criteria for the selection of non-resident students," it did propose some points it thought should be considered in making selections.

While stating that "geography alone will not assure diversity," the committee said that "everything else being equal, we think it desirable to select students from as wide geo-

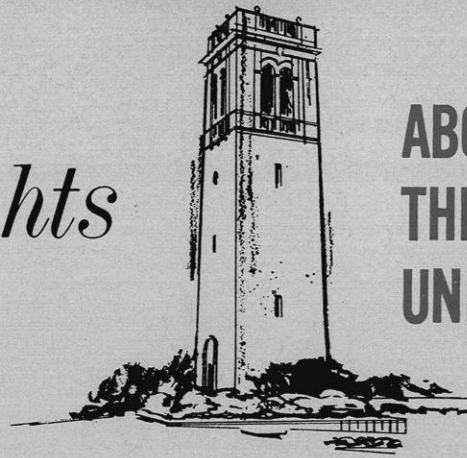
graphic distribution as possible." Balance was also stressed in the selection of non-resident men and women and in the selection of proposed majors—"If, for example, a choice exists between a student who wishes to enter a crowded field and a student who is interested in a less crowded one, we recommend that preference be given to the latter."

Children of alumni will be given preference under the new policies. As the committee explained, "Every university needs all the friends it can get, and we like to hope that our graduates are friendly to the University of Wisconsin. Many of them wish to send their children here. When a choice exists we recommend that preference be given to children of our alumni."

A final criterion for selection of out-of-state students was a diversity in skills and interests. The admissions committee observed that "Some high school graduates are gifted musicians, others are accomplished artists, and still others are skilled athletes. Some write unusually well and others have traveled extensively. Students with special skills and experiences can add much to the cultural climate of the University."

The committee stressed that its recommendations outlined in the report apply basically to the University's Madison campus and said that "In all likelihood, the faculty and administration at other University campuses might welcome more students from out of state."

"We feel strongly that, within the basic all-university admissions requirements, each campus should select its own non-resident undergraduates to meet its particular needs," the committee concluded.



### *Marijuana Cache Uncovered by Madison Police*

**T**HE UNSAVORY subject of narcotics became a topic of discussion again at the University last month when Madison police uncovered a six-pound cache of marijuana in a student's apartment.

Madison detectives arrested the student—Alan F. Shepherd, a senior from Madison—during an early morning raid on January 14. The police found two men, Shepherd and another man who was later released, smoking marijuana and listening to records as colored lights flashed around their room. The cache of marijuana was sequestered in an attache case and at various points within the apartment.

The six-pound haul was one of the largest ever confiscated at one time in the state. Police authorities estimated the supply to be worth from \$4,000 to \$5,000, explaining that refined marijuana sells for \$20 to \$60 an ounce.

Shepherd pleaded guilty to the illegal possession of narcotics and was placed on two years probation by Dane County Judge William Buenzli. The court stipulated that Shepherd must spend a year of his probation in jail and obtain psychiatric treatment. His probation is subject to review every three months and he could be released from jail in April.

Following the sentencing of Shepherd, UW Dean of Students Joseph

F. Kauffman made the following statement:

“Obviously, apprehension and prosecution of drug and marijuana law offenders is the primary responsibility of local and federal law enforcement officials. But the University has a legitimate interest and

concern in preventing students from engaging in harmful or illegal activities. Further, on its campus and in its residence halls, the University assumes considerable responsibility for student conduct and requires that each student be bound by all civil requirements.

“On cases involving student behavior off campus, my information is limited to that which is provided by local officials. When a student is arrested or tried for illegal activity off campus, our information about the case is derived entirely from the evidence developed in police investigations and subsequent prosecution.

“I do not believe it would be proper for me to comment on the findings of the court or the terms of the sentence of Mr. Shepherd. It does grieve me, however, when any individual, and especially a University student, has to learn the hard way that there are serious consequences for engaging in unlawful behavior. Possession of marijuana is a felony, and although some individuals experimenting with it may avoid notice, the consequences for those apprehended are grave indeed. . . .

“When a student is convicted of a crime, his status as a student is reviewed. If the nature of his behavior has relevance to the University community, the Committee on Student Conduct will consider appropriate University action. This procedure applies to marijuana cases.”

Last winter, the University was

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### **Nominations Open For Alumni Awards**

**T**HE Wisconsin Alumni Association will again be presenting Distinguished Service Awards to outstanding Wisconsin graduates. The awards will be given to alumni who have fulfilled the following qualifications:

- outstanding professional achievement;
- a record of alumni citizenship that has brought credit to the University;
- loyalty and service to Wisconsin.

Association members are encouraged to nominate alumni for this award. The WAA Awards Committee will review the nominations and make a final selection. The Distinguished Service Awards will be presented at the Alumni Dinner on May 13.

Nominations should be in the Association office by March 21. Send your suggestions to: Alumni Awards, Wisconsin Alumni Association, 770 Langdon Street, Madison, Wis. 53706.





### **Badger Astronaut Returns**

Wisconsin's premiere astronaut, James A. Lovell returned to the Wisconsin campus last month to address a joint meeting of Madison service clubs held in the University Field House. Lovell has spent more time in space than any other human, serving as command pilot on both the Gemini

VII and Gemini XII space probes. The astronaut, who is a native of Milwaukee and attended the UW College of Engineering for two years, is shown above with UW President Fred Harvey Harrington and Wisconsin Governor Warren P. Knowles during his recent visit. In his address to the service club audience, Lovell narrated a filmed account of the Gemini

XII mission and put in a strong plug for continued support of the United States space program. He also spoke before a joint session of the Wisconsin Legislature and participated in a space science symposium with University faculty and students before returning to his primary duties of preparing for missions in the upcoming Apollo series of space explorations.

the focus for another marijuana investigation when an article in a small circulation magazine claimed that there were from 3,000 to 5,000 narcotics users on the Madison campus. The claim was never documented

### **Faculty Continues Draft Policy**

**T**HE FACULTY has voted to continue the policy of providing individual students rather than Selective Service officials the information needed to obtain educational deferment from the draft.

The policy was adopted last May in the wake of campus demonstrations against draft procedures, and continuation of the policy had been recommended by the University Faculty-Student Committee assigned to make a general review of draft problems.

In accepting the committee recommendation, the faculty meeting also endorsed the procedure of providing class rank and academic

standing to students requesting the information for relay to their draft boards. Another recommendation, that would have put the University in support of a national lottery, without general deferments, was voted down. The committee had qualified its recommendation to say that the lottery would be acceptable only if Selective Service could demonstrate the need for continuing a draft.

The recommendation lost on a narrow vote of 62-54 which approved the alternative proposal of continuing the present system of calling up draftees with the suggestion that the selections be made from the ranks of 18-year-olds and up. Currently, the draft chooses older inductees first.

### **Graduate School Dean,**

### **Other Appointments Made**

**D**R. Robert M. Bock, professor of biochemistry and molecular biology at the University, is the new

dean of the UW Graduate School. His appointment was approved by the Regents at their January meeting.

Dr. Bock succeeds Dr. Robert A. Alberty who has left to take the post of dean of sciences at Massachusetts Institute of Technology.

The choice of Dr. Bock for the deanship followed wide search by a special committee appointed in November by Madison Chancellor R. W. Fleming to find a man "of the highest caliber."

The young scientist is a thoroughly Wisconsin product. He was educated at the University in Milwaukee and Madison and received his B.S. degree in chemical engineering at Madison in 1949. Upon receiving his Wisconsin Ph.D. in physical chemistry in 1952 he accepted an appointment as assistant professor of biochemistry. He was named associate professor in 1956 and full professor in 1961.

Post-doctoral study took Dr. Bock to the California Institute of Tech-





Dean Robert M. Bock

nology in 1955 and to the Pasteur Institute in Paris, to Cambridge, England, and to institutions in Germany and Russia in 1961.

Dr. Bock was born in Preston, Minn., on July 26, 1923. In the U.S. Army from 1943 to 1946, he was warden of the War Crimes Interrogation Center and the Nuremberg Trials. He is a member of the American Chemical Society, the American Society of Biological Chemists, the American Society of Cell Biologists, Alpha Chi Sigma, Phi Lambda Upsilon, Phi Beta Kappa, and Sigma Xi. He is married and the father of two daughters.

In related personnel actions, the Regents also approved the appointment of Dr. Harry M. Hutson as dean of the UW Fox Valley Center in Menasha and named Thomas H. Hoover to the post of registrar on the Madison campus.

Hutson, who is currently professor of history and director of the graduate program at Towson State College in Baltimore, Md., will assume full-time duties on May 15. He replaces Alan Bussel, who was appointed acting dean last fall when Robert Najem left the Center to become director of the UW Articulated Instructional Media program.

The new dean of the Fox Valley Center is an historian, with a B.A. degree from the University of Maryland and M.A. and Ph.D. degrees from the University of Iowa. He has also done graduate and post-doctoral work at Columbia University Teachers College, the London School of Economics, Harvard University, and the University of Oxford.

From 1962 to 1965, he was chairman of the social science department at Towson. Before joining that institution in 1955, he was on the faculty of Linfield College in Oregon where he served for one year as acting dean. He has also taught in the Johns Hopkins University summer sessions.

Hoover was assistant registrar from 1964 to June 1, 1966 when he became acting registrar to replace Kenneth Kalb who resigned.

A graduate of Pacific Lutheran College, Parkland, Wash., where he majored in economics and business administration, Hoover has done

graduate work in personnel and industrial relations at Wisconsin and in hospital administration at Baylor University.

## *Elvehjem Art Center*

### *Director Appointed*

**T**HE FIRST stirrings in a new era of art will begin when Millard F. Rogers, Jr., arrives at the University in early spring.

Rogers recently was appointed to the staff of the department of art history, and will come to Wisconsin as the first director of the Elvehjem Memorial Art Center. The \$3 million dollar complex of galleries, offices, and quarters for research and teaching in art history was made possible through gift funds. Now under construction in the lower campus area, it is expected to be completed in the fall of 1968.

While construction goes forward, Director Rogers will be responsible for organizing the University's collections of art. Many of the works, for lack of galleries, are now held in storage. Rogers must plan for the most effective and useful display of the art at the new center and also select the furnishings for this new home of the arts.

The new Wisconsin administrator recently resigned from his curatorship of American art at the Toledo (Ohio) Museum of Art, a post he has held for the past four years. He has also lectured, conducted classes and seminars, and edited a museum publication. He is the author of numerous articles on a wide variety of art and American antiques.

Study under John Pope-Hennessy at the Victoria and Albert Museum, London, 1959, climaxed Rogers' formal education. He had earned a B.A. in art with honors at Michigan State University in 1954, interrupted his studies for two years of service with the U.S. Army, 1954-56, and taken an M.A. in art history from the University of Michigan in 1958.

## *Wisconsin Atlas*

**T**O SATISFY what it calls an "ever-increasing need," the University plans to produce a major atlas of Wisconsin.

An undertaking of the Madison campus of the University, the project is being worked out by the Committee on the Atlas of Wisconsin. The committee was appointed by Chancellor R. W. Fleming, with approval of his administrative council.

A major objective of the program is to produce a high quality but inexpensive atlas suitable for classroom, home and office use. It will include sections on history, climate, agriculture, population, water resources, transportation, mining, industry, and other subjects.

"The project is not conceived to produce a single book of maps," the committee stated. "Rather it is intended that ultimately several types of publications will result. The atlas will contain the wealth of geographical and topical data regularly needed by many people: the average citizen, the scholar, the lawmaker, the law enforcement officer, the state employee.

"A considerable amount of this data already exists, but in a variety of forms with varying reliability and on map bases of greatly different character."

Actual cartography will be done in the UW Cartographic Laboratory, with publication by the University of Wisconsin Press.

### **Allis-Chalmers Grant**

#### **Supports Mediation Center**

THE ALLIS-CHALMERS Manufacturing Co., Milwaukee, has offered \$15,000 to support the work of the Mediation Center recently established in the University of Wisconsin Law School for the study of methods and techniques of disputes settlement and for training in that field.

Pres. Fred Harvey Harrington announced the grant to University Regents last month as the initial "outside" grant for the support of the Center and said that others could be anticipated.

"This is an area in which Wisconsin has a long tradition," Pres. Harrington said, "and one in which our people can make a great contribution in research, in instruction, and in service."

In a letter to Prof. Nathan P.

Feinsinger, of the UW Law School, announcing the contribution to the Mediation Center, William J. McGowan, director of employee and community relations for Allis-Chalmers said "your demonstrated talent and vast experience in this field assures proper direction of this significant educational venture."

The Allis-Chalmers commitment



*A conference on winter sports injuries, the first of its kind, was held at the University last month. The conference, which covered everything from the "Epidemiology of Ski Injuries in the United States" to the "Prevention of Frostbite in Winter Sports," was sponsored by the UW Extension's Department of Post-Graduate Medicine and the University Medical Center. Shown above examining some of the latest in ice hockey protective equipment are: Dr. George Nagobads of the University of Minnesota Health Service; Robert Johnson, UW hockey coach; and Dr. Allan J. Ryan, who is the UW team physician and served as chairman of the conference.*

is contingent upon financial support from other sources to fully fund the Center's estimated \$75,000 three-year budget. The company will make three annual payments of \$5,000.

In his letter to Dr. Feinsinger McGowan said:

"Our experience in labor-management disputes convinces us of the need and value of establishing a research-teaching institution designed to develop the basic principles and



provide authoritative guidance on techniques and skills involved in applying voluntary mediation and arbitration processes to the settlement of disputes.

"Opening of new avenues to peaceful settlement of disputes and avoidance of conflicts and legal complications in our increasingly complex society and relationships should be encouraged. Creation of confidence in the efficacy of voluntary dispute settlement methods will diminish possible forcing of resort to undesirable compulsory methods."

Requests for further information concerning the Center can be addressed to Dean George H. Young at the University of Wisconsin Law School in Madison.

### *Alumni Seminar Offers*

#### *"Vacation with a Purpose"*

**A**NOTHER summerful of learning has been planned by the University Extension in conjunction with the Wisconsin Alumni Association.

These two groups are sponsoring the six-week Alumni Seminar which will be held on the Madison campus from July 5 through August 12.

The Alumni Seminar has been a regular feature of the University's summer program for several years. The program affords an opportunity to participate in a continuing education experience which combines the best features of the University's intellectual atmosphere and the pleasant environment of Madison in the summer to produce a "vacation with a purpose."

The seminar is conducted in six individual week-long sessions. Those wishing to take part in the seminars may select one or any number of sessions.

The 1967 program includes: July 5-8—"Chamber Music Workshop," conducted by Marvin J. Rabin, associate professor of music; July 9-15—"The Theory and Practice of Communism," conducted by Michael B. Petrovich, professor of history; July 16-22—"Comparative Education and

Cultures," conducted by Andreas M. Kasamias, professor of educational policy studies; July 23-29—"The University of Wisconsin at Work in Latin America," conducted by Earl M. Aldrich, associate professor of Spanish and Portuguese; July 30-Aug. 4—"Conflicts in Conservation," conducted by Clay Schoenfeld, coordinator of the UW conservation education program and director of the Summer Sessions; and Aug. 7-12—"The Great Society, Analysis and Appraisal," conducted by Jack Barbash, professor of economics.

Detailed information about the 1967 Alumni Seminar may be obtained by writing: Dr. Robert Schacht, Director of the Wisconsin Alumni Seminar, 601 Extension Building, Madison, Wis. 53706.

### *International Faculty*

**M**ORE THAN 550 members of the faculty on the Madison and Milwaukee campuses of the University are qualified to serve as experts

*A mantle of snow provided an attractive landscaping for Wisconsin's new Alumni House, now nearing the completion of construction. It is anticipated that the Alumni Association will begin transferring its staff operations from its present headquarters in the Memorial Union to the Alumni House early this spring. Formal dedication of the structure will be on Alumni Weekend, May 12-13.*



in their fields in one or more areas of the world.

Their backgrounds of education and experience are set forth in the 340-page publication titled "Directory of Faculty With International Academic Qualifications," recently issued by the Office of International Studies and Programs on the Madison campus. Copies are available from the office, 6239 Social Science Building.

Because their experience and know-how takes in three or more continents, 109 of the total number are listed under "international." Others are listed according to geographic areas in the following numbers:

Africa, 11; Central Africa, 2; East Africa, 16; North Africa, 10; South Africa, 5; and West Africa, 39. For Asia as a whole, 5; Central Asia, 4; Northeast Asia, 39; South Asia, 44; Southeast Asia, 28; and the Middle East, 22. For Latin America, 37; the Caribbean area, 15; Central America, 45; South America, 80. Europe, 27; Scandinavia, 22; Southern Europe, 29; Western Europe, 134; Eastern Europe, 25. The Arctic and Antarctic, 3; Canada, 13; and the Southwest Pacific, 6.

In another section, faculty members are listed according to the types of technical assistance they are capable of giving to developing nations: in planning and programing; natural resources; population, manpower, and labor problems; education and training; health and sanitation; social welfare; industry; trade and transportation; communications; scientific and technological policies, agriculture, and many other areas.

Finally, the faculty members are listed by department, beginning with African languages and literature, continuing with the many areas of agriculture, education, economics, medicine, and engineering, and concluding with wildlife management and zoology.

### ***Freshman Athletic Competition Receives Two-Year Trial***

**I**NTERCOLLEGIATE competition for freshmen athletic teams has

*February 1967*

# Wisconsin Women's Day

*April 25, 1967*

## ***"Facing the Fantastic Future"***

*a brief program outline:*

● **Seminars:**

**I—STUDENT LIFE AND INTERESTS—**  
*Chairman: LeRoy Luberg, Dean for Public Services*

**II—MEDICAL FORECASTS—Chairman: Dr. Edgar S. Gordon, Professor of Medicine**

**III—SCIENCE BRINGS CHANGE—Chairman: Erwin A. Gaumnitz, Dean of the School of Business**

**IV—THE ARTS—Chairman: H. B. McCarty, Professor of Radio and Television Education**

● **Luncheon—Greetings from UW President Fred Harvey Harrington**

● **Lecture-Recital—"The Music of Schubert" by Paul Badura-Skoda, pianist, artist-in-residence**

● **Tours of the new Alumni House and the campus**

*Make your plans now to participate in this special day for Wisconsin Women. Complete details and a reservation blank will be included in the March ALUMNUS.*

been approved for a two-year period at the University.

The Madison faculty endorsed the program last month on the recommendation of the athletic board.

Wisconsin voted against intercollegiate competition for freshmen teams in December, but the Big Ten Conference later approved the program on a two-year trial. The conference vote was 6-4.

The faculty accepted the athletic board's recommendation that Wisconsin "defer" to the conference's majority opinion. But in doing so, the faculty stiffened academic requirements for competition. As recommended by the board, freshmen

with a 1.7 grade average at the end of six weeks of school would have been eligible for sports competition. The faculty raised the standard to 2.0.

### ***Book by Prof. Curtin Receives Top Award***

**P**HILIP D. Curtin, UW professor of history, has received the 1966 Robert Livingston Schuyler Prize for his book, *The Image of Africa: British Ideas and Action, 1780-1850*.

The \$100 prize is awarded every five years by the Taraknath Das Foundation for the best work in the field of Modern British, British Im-



perial, and British Commonwealth history written by an American citizen. The award was announced recently at the annual meeting of the American Historical Association in New York.

Curtin's book, a broad study of British colonial policy in the 18th and 19th centuries, examines the attitudes, values, and sentiments present in European, and especially British, society at large, and traces their effects on the present status of Africa. The book was published by the University of Wisconsin Press in 1964.

Prof. Curtin, founder and former chairman of the African Studies Program and of the Department of African Languages and Literature, has been on the UW faculty since 1956. He is also the author of *Two Jamaicas: The Role of Ideas in a Tropical Colony, 1830-1865* and editor of the forthcoming *Africa Remembered: Narratives by West Africans from the Era of the Slave Trade* to be published in April by the U. W. Press.

## **Badger Alumni Listed**

### **As Top Corporate Executives**

**W**ISCONSIN has been ranked seventh in the nation among state universities and land-grant colleges whose alumni are executives of the largest corporations in the United States.

Wisconsin was credited with contributing 23 top executives in the 500 major industrial corporations surveyed by the Office of Institutional Research of the National Association of State Universities and Land-Grant Colleges.

"It is possible," the research office said, "that some state and land-grant university alumni in corporate leadership positions have been inadvertently omitted."

A check of University records disclosed four additional UW alumni in executive positions in major corporations, boosting the Wisconsin total to 27. Wisconsin had ranked 10th in the last previous listing.

Leaders among institutions were Massachusetts Institute of Technology with 48 alumni among the top

executives, University of Michigan 46, Cornell University 37, University of Illinois 35, University of California 29, and University of Minnesota 25.

The listing "documents the growing contribution of public higher education to American business," the research office said.

"Although representing less than five per cent of the nation's more than 2,200 colleges and universities, the 97 institutions (in the association) have educated the top executives in more than half of the nation's largest commercial enterprises," the research office reported.

Material in the report was compiled from the 1966 Fortune magazine "Directory of the 500 Largest U.S. Industrial Corporations," ranked by sales, and the 1966 edition of Poor's "Register of Corporations, Directors, and Executives."

The University of Wisconsin alumni in corporate leadership positions: Carroll H. Blancher—president—Public Service of Indiana; Gordon R. Corey—chairman finance committee—Commonwealth Edison; G. Kenneth Crowell—executive vice president—Kimberly-Clark; A. G. DeLorenzo—vice president—General Motors Corporation; Wayne J. Hood—executive vice president—Trane; James E. Ivins—vice president and senior attorney—Tennessee Gas Transmission Co.

James R. Kennedy—vice chairman—Celanese; L. A. McQueen—executive vice president—General Tire & Rubber; William B. Murphy—president—Campbell Soup; Herman C. Nolen—chairman—McKesson & Robbins; Elmer B. Ott—chairman—Electric Storage Battery; Donald Perkins—executive vice president—Cowles Communications; Herbert C. Prochnow—president—First National Bank of Chicago; John G. Qualle, executive vice president—Wisconsin Electric Power.

H. I. Romnes—chairman—American Tel. & Tel.; Raymond E. Rowland—chairman—Ralston Purina; Leo H. Schoenhofen—president—Container Corp. of America; Lawrence F. Seybold—chairman—Wisconsin Electric Power; Donald C. Slichter—chairman (retired)—

Northwestern Mutual Life Insurance; Emmett G. Solomon—president—Crocker-Citizens National Bank (San Francisco).

J. A. Straka—president—Cheshbrough-Pond's; A. F. Tegen—president—General Public Utilities; Robert A. Uihlein, Jr.—president—Jos. Schlitz Brewing; George M. Umbreit—chairman—Maytag; R. Worth Vaughan—vice president and senior counsel—American Smelting & Refining Co.; Fred W. Wenzel—chairman-president—Kellwood; J. Robert Wilson—executive vice president—Roadway Express.

## **Journalism School Dean**

### **Publishes Book on**

### **Freedom of the Press**

**D**OCUMENTS tracing the history of freedom of the press in America provide the content for a new book edited by Prof. Harold L. Nelson, director of the UW School of Journalism.

The book, *Freedom of the Press from Hamilton to the Warren Court*, was published by the Bobbs-Merrill Co. Inc., Indianapolis, and is part of its American Heritage series.

Prof. Nelson's study deals with the period since 1800, the era of Alexander Hamilton, to the present. It is concerned not only with legal controls on the press and legal assistance for the press, but also with controls imposed by the public and within the media.

His introductory essay establishes the extent of freedom of the press, and concludes that freedom today is probably the greatest it ever has been since 1800. Under his categories of controls, Prof. Nelson considers such pressure areas as public violence and economic forces.

The book is the first of its kind in the field of journalism since Theodore Schroeder compiled his *Free Press Anthology* in 1909. *Freedom of the Press* is a companion book and sells in its hardback edition as a set with a study by Prof. Leonard W. Levy, Brandeis University, on press freedom to 1800.

Prof. Nelson's book is also available in a paperback edition of 419 pages, selling for \$3.75.

## Founders Day Marks the University's 118th Birthday

IT WAS 118 years ago that the young teacher rapped for order, and 17 young men came to attention for the first time in a University of Wisconsin classroom.

The first Badgers had come from Lake Mills, Madison, Platteville, Sun Prairie, Whitewater, and Canada. Each one had paid \$20 for tuition, a sum believed "amply sufficient to defray the expense of education."

The young teacher was Prof. John W. Sterling, a graduate of the College of New Jersey (now Princeton). He was 33.

He was told to instruct the students in the Latin reader, *Caesar's Commentaries*, the first six books of the *Aeneid* of Vergil, Caesar's select orations, Sallust, the Greek reader, Xenophon's *Anabasis*, arithmetic, the elements of algebra, the Antiquities of Greece and Rome, English grammar, and ancient and modern geography.

Prof. Sterling, whose own specialty was mathematics, also was required to give them exercises in penmanship, reading, composition, and declamation. If he could find some spare time, and if anyone desired the instruction, he was to teach them bookkeeping, the elements of geometry, and surveying.

To observe Founders Day, thousands of UW alumni in all parts of the world will hold more than 100 dinners this season. The speakers at these gatherings, usually members of the faculty, will recall the words of Regent Eleazer Root of Waukesha when he welcomed the University's first president, John H. Lathrop, to the campus in 1849:

"We are about laying the foundations of an institution of learning which we believe is destined to exert a great and salutary influence on the moral, intellectual, and social character of the people of this state, for all time to come."

Each year the Founders Day meetings become increasingly important to alumni who gain firsthand information about UW problems, policies, plans, and progress. No one alive now remembers the

*Plan to Attend*

## ALUMNI WEEKEND

*May 12, 13, 1967*

*Highlights of the weekend include:*

- *Formal dedication of the new Alumni House*
- *Class reunions for the classes of 1917, 1922, 1927, 1932, 1937, and 1942*
- *Half Century Club Luncheon honoring the Class of 1917*
- *Quarter Century Luncheon honoring the Class of 1942*
- *Several additional all-University events*

*Complete details in the March ALUMNUS*

struggling old days, but history has recorded in some detail the amazing evolution of the University that was inaugurated on Feb. 5, 1849.

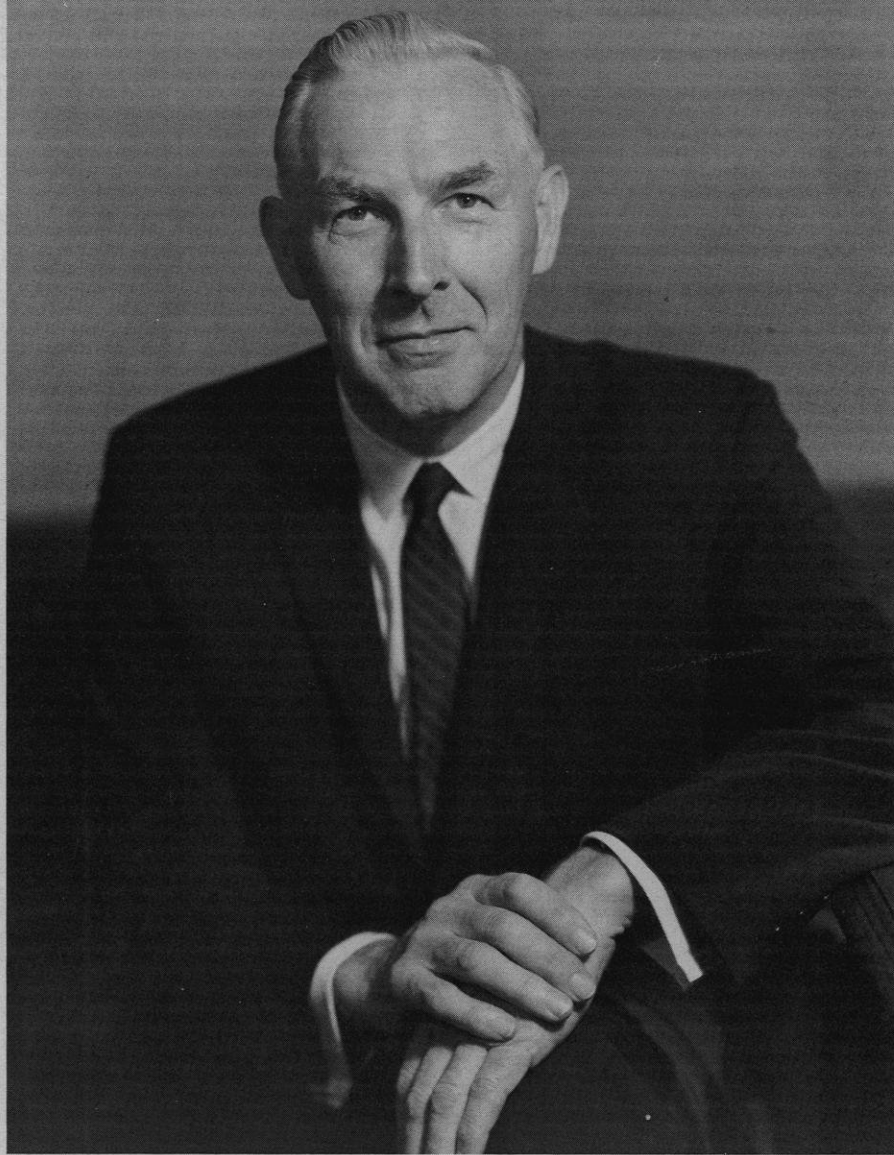
The first Wisconsin Board of Regents had met in Madison in October, 1848. Gov. Nelson Dewey had appointed the board members "from among the ablest men in the various sections of the state." No fund or buildings were yet available, and no schools in Wisconsin were preparing students for University studies. Yet the board went ahead with determination, first voting to establish a preparatory department, then electing Prof. Sterling to head it. His first class met in a room offered rent-free by the Madison Female Academy.

In 1861 the Wisconsin Alumni Association was founded, and a year later the first organized alumni dinner was held in Madison. In 1874 the University's 25th anniversary was marked with a special banquet arranged by the Association.

Pres. Charles R. Van Hise in 1914 urged Wisconsin graduates to meet annually to celebrate the University's founding, and dinners were held in Chicago, Kenosha, New York, Milwaukee, and Detroit.

It was not until 1924, the year of the University's diamond jubilee, however, that alumni clubs were organized on a nationwide basis in large numbers, and not until 1926 was the name changed from Foundation Day to Founders Day.





**Haakon Romnes**

## AT&T's "Mild Viking"

**H.** I. Romnes '28 has been elected chief executive officer and chairman of the board of the American Telephone and Telegraph Co.

Romnes, who has been with the AT&T organization since the summer of 1927 when he worked on a construction crew, heads an organization that serves approximately 84% of the nation's more than 90 million telephones. He is also the administrative head of more than 800,000 employees and serves more than three million stockholders, representing the nation's largest family of shareholders.

Romnes, who prefers to be known by his initials rather than his given names Haakon Ingolf, is tall and soft-spoken. "Hi," as his friends call him, has been described as a "mild Viking," a reference to the fact that he was born and raised in Stoughton, Wis., a center of Norwegian culture at the turn of the century. *Time* magazine once characterized Romnes as "a gentle and friendly executive whose great strength is persuasion and persistence . . . in convincing people that the impossible is possible and then seeing that it gets done."

It was in Stoughton that Romnes got his first introduction to the business world, working after school in his father's bakery. His initial experience with AT&T and the Bell System came during his 1927 summer vacation from the University when he worked as an installer and member of a construction crew for the Wisconsin Telephone Company. The following year, after graduation from Wisconsin with an engineering degree, Romnes accepted a position as a member of the technical staff of Bell Telephone Laboratories in New York.

"To the best of my recollection," he recalls today, "I became an engineer because I enjoyed engineering, because it interested me more than anything else."

During his seven years at Bell Telephone Laboratories—he worked in the field of circuit design—six patents were issued in his name.

In 1935, Mr. Romnes moved to AT&T where—over the next 15 years—he held a variety of posts in engineering management. In 1950, he moved to Chicago, where he became chief engineer of the Illinois Bell Telephone Company. Returning to New York, he served for a year as director of operations for AT&T's Long Lines Department before his appointment—in 1952—as chief engineer of the company. In 1955 he became AT&T's vice president—operations and engineering.

These latter years were years of growth and far-reaching technological change for the Bell System, much of it accomplished under Mr. Romnes' persuasive direction. In terms of the sheer scale of the undertaking, the most notable accomplishment of this period was the development of the Bell System's direct distance dialing network, an integrated nationwide switching facility which—from its inception in 1951—today permits nearly 90 per cent of the Bell System's telephone subscribers to dial their own long distance calls.

His experience in the development of direct distance dialing contributed to Mr. Romnes' belief that what he calls a "sense of the whole" is the most vital ingredient in management decision-making—and on

matters non-technical as well as technical.

Contributing, too, to the "sense of the whole" Mr. Romnes brings to the Bell System's top post is his personal experience in all three of the major functions the System performs—research, manufacture, and operations. During his term (1959–63) as president of Western Electric, that company's ties with Bell Telephone Laboratories were strengthened by a build-up of Laboratories units in Western Electric factories to facilitate early "manufacturability" of new designs at low cost. In the same period Western Electric strengthened its services to the Bell telephone companies by decentralizing the management of its distribution, installation and systems equipment engineering functions at sites in or near the companies they serve. At the time, University of Wisconsin cited Romnes for his outstanding achievements when it presented him with an honorary degree in 1960.

Just as Romnes believes that service—from the customer's viewpoint—is the ultimate criterion of the telephone business, so he believes that performance—in terms of the objectives of society—is the ultimate criterion of business as a whole.

Of the relations between business and government, he has said, "it would be unfortunate . . . if some of the more dramatic encounters between business and government should lead people to believe that there is a necessary and inevitable conflict between public and private interests." On the contrary, he argues for a broader understanding between businessmen and political leaders. "If we in business can say of the bureaucrat that 'he never met a payroll,'" he said not long ago, "it can also be said with equal justice that we 'never carried a precinct.' We have a lot to learn from each other."

Mr. and Mrs. Romnes live simply in the Chatham, N. J., home they have owned for 18 years. Surrounded by naturalized shrubs and gardens and shadowed by ancient trees, the Romnes residence reflects the taste and interests of its mistress, a skilled horticulturist and ardent conservationist.

# Alumni News

## 1900–1910

**John E. Hanzlik '02** is recovering from an operation in Riverside, Calif. and hopes to resume publication of his *VACATION MONTH* magazine by mid-1967.

## 1911–1920

**Dr. Austin S. Igleheart '12**, Greenwich, Conn., has given \$425,000 to Evansville College in Evansville, Ind., to provide for an Institute of Government and for a Chair of Government at the college.

**Capt. Joseph W. Bollenbeck '15**, retired from the army and living in Madison, was recently cited by the Military Order of World Wars for his numerous anti-communist talks. He was re-elected a member of the MOWW National General Staff.

**R. Gilman Smith '15** has resigned as president of the W. C. Gilman & Co., Inc. of New York City and is now a consultant for that firm. He and his wife are now living in Christiansted, St. Croix, U.S. Virgin Islands.

## 1921–1930

**Samuel Lenher '24** was recently named to the Secretary's Task Force on Environmental Health and Related Problems, Department of Health Education and Welfare. Mr. Lenher is a vice-president of E. I. du Pont de Nemours & Co., Wilmington, Del.

**Ward Ross '25**, Madison, married Lorraine Virginia Simonsen Riemen in New York City on December 22.

**Merrill A. Scheil '27**, of the A. O. Smith Corp., Milwaukee, has been elected the "1966 man of the year" by the Wisconsin section of the American Institute of Mining, Metallurgical and Petroleum Engineers.

**Eugene J. Zander '28** was elected to the House of Delegates of the Maryland legislature from Montgomery County.

**Dr. Millard E. Gladfelter '30** will retire as president of Temple University, effective October 1, 1967.

**Edward J. Konkol '30**, a Madison attorney, has been appointed lobbyist for the Wisconsin Association of Life Underwriters.

## 1931–1940

**Luverne F. Lausche '34** has been appointed university architect, engineer, and planner at Ohio University, Athens, Ohio.

**Reginald C. Price '35**, Sacramento, Calif., has been appointed an assistant commissioner in the Department of Interior's Water Pollution Control Administration.

**Robert W. Maercklein '37**, Milwaukee, has been elected president of The Wisconsin Club for 1967.

**William H. Polk '37** is manager of client services for EBS Management Consultants Inc., New York.

**John H. Warren '37**, a retired commercial artist who has become a resident of the Grand Army Home for Veterans in King, Wis., did an original painting for the cover of the Christmas cards that were produced and sent out by the veterans.

**William W. Wheeler '37**, claims manager at the Central Region office of Fireman's Fund American Insurance Companies in Chicago, has been appointed a secretary-claims.

Wisconsin State Supreme Court Justice **Myron Gordon '39** has been appointed a federal judge for the Eastern District of Wisconsin by President Johnson.

**Malcolm Andresen '40**, New Canaan, Conn., has been named senior government relations advisor for Mobil Oil Corp.

**John F. Gallagher '40**, vice president of international operations for Sears Roebuck & Co., has been named as a new trustee of Milton College.

## 1941–1945

**George J. Antlfinger '41** has been named development consultant at B. F. Goodrich Chemical Company's development center in Avon Lake, Ohio.

**J. W. Perschbacher '41** has been promoted to sales manager of Wisconsin Motor Corp., Milwaukee.

## 1946–1950

**Clifton Fonstad '46**, former Mauston school superintendent, has joined the staff of the State Department of Public Instruction.

**John L. Borman '47**, Madison, has been appointed vice president of Towne Realty.

**John W. Cowee '47**, vice president of business and finance at Marquette University, has been elected a director of Marine National Exchange Bank, Milwaukee.

**Marvin A. Kobel '47**, director of public relations for the National Association of Life Underwriters, Washington, D.C., has been awarded the Chartered Life Underwriter designation by the American College of Life Underwriters.

**Ralph D. Ebbott '48** has been elected assistant treasurer at the 3M Company, St. Paul, Minn.

**James H. Hill '48** is in Uentrop, Germany for the DuPont Company which is building a new nylon-dacron plant.

**Col. Robert J. Jones '48** was awarded the Air Medal with seven Oak Leaf Clusters, the Distinguished Flying Cross, and the Legion of Merit in recognition of his achievements during a seventeen month tour of duty in South Vietnam.

**Donald G. Klein '48** has joined Ralston Purina Company's Chow Division as Chow fleet manager.



# Richard Leonard Named Milwaukee Journal Editor



**R**ICHARD H. Leonard, editor of the *Daily Cardinal* while he was a student at the University, has been appointed editor of the *Milwaukee Journal*, one of the nation's foremost newspapers.

Leonard has been working for the *Journal* since June, 1947 following his graduation from the University. During the intervening years, he has held a number of positions on the *Journal's* editorial staff, all of which have prepared him for his present responsibility.

Leonard began working as a reporter and was later assigned to the *Journal's* picture desk. After a two-year stint in Madison where he covered proceedings in the State Capitol, Leonard was assigned to the state desk and was named state editor in 1953.

As state editor, he was responsible for covering Wisconsin news outside Milwaukee County. During his tenure on the state desk, Leonard covered a wide variety of assignments, ranging from the grim murders committed by Ed Gein at Plainfield to the claims by a Necedah housewife, Mrs. Mary Ann Van Hoof, that she had seen visions of the Virgin Mary. He also had the opportunity to interview many world figures, including former Presidents Truman and Eisenhower, and the late Prime Minister Nehru of India.

When the *Journal Company* acquired the *Milwaukee Sentinel* in 1962, Leonard was named managing editor of the *Journal*, a position he held until his recent elevation to the paper's top editorial position.

The new editor has been ac-

tive in many professional societies and has served as president of the Milwaukee Press Club, the Milwaukee Professional Chapter of Sigma Delta Chi, and the United Press International News Editors of Wisconsin.

Leonard originally entered the University of Wisconsin in 1939, but had his college career interrupted by World War II. He served overseas in the Army Transportation Corps for two years in the European and Pacific theaters, and returned to the University in 1946 to complete his work for a degree and to resume his editorial work on the *Daily Cardinal*.

He is married to a former *Cardinal* staffer, Barbara Klausner '48. They have two daughters—Lisa, 14, and Laurie, 10—and live in Whitefish Bay.

**Lou Landman '48** is president of the Kiwanis Club of Jackson, Michigan.

**Benjamin D. Sisson '48** has been elected a vice president of General Aniline & Film Corp.

**Richard S. Strommen '48**, executive director of the Illinois Pharmaceutical Assn., received the Award for Distinguished Service to Pharmacy from the Alumni Assn. of the St. Louis College of Pharmacy, St. Louis, Mo.

**Atty. Rolfe Hanson '49** has been named a partner in the Stephens, Bieberstein, Cooper, Bruemmer, and Gartzke law firm of Madison.

**J. K. Leidiger '49** has been named a special assistant to the Wisconsin tax commissioner as part of a training program.

**Mrs. Joan Polivka '49**, president of the Peace Corps Service Council in Minneapolis, attended a community leaders seminar sponsored by the Foreign Policy Association in New York last December.

**Joseph C. Wohl '49** has been appointed assistant to the chairman of the board of the research consulting firm of Dunlap & Associates, Inc., Darien, Conn.

**Juanita Sumpter Sorenson '50** is the 1966-67 president of the University League Newcomers, an organization of wives of new University faculty members on the Madison campus.

## 1951-1955

**Peter Dorner '51**, director of the UW Land Tenure Center and Professor of Agricultural Economics, will be on leave of absence for one year; he will be a member of the staff of the President's Council of Economic Advisors.

**Edward Rosenbaum '51** is an associate professor of economics at Lehigh University, Bethlehem, Pa.

**Hartman Axley '52** has received the National Quality Award from the National

Association of Life Underwriters and the Life Insurance Management Assn.

**Martin S. Begun '53** has been made associate dean at the New York University School of Medicine.

**Donald Hovde '53** has been named president of Hovde Realty Co., Madison.

**Atty. James R. Hebbe '54** married Miss Judy Dixon this past December in Appleton.

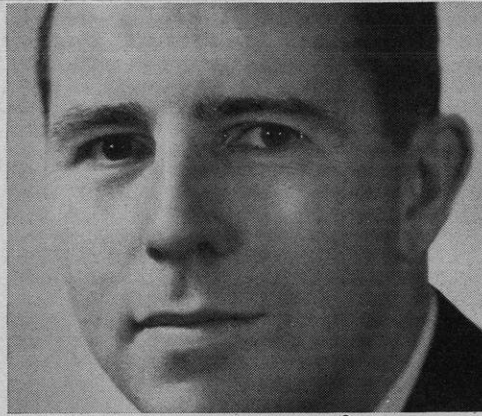
**Mrs. Charles H. McLean (Elizabeth A. Jackson '54)**, Chicago, is included in the 1966 edition of *Outstanding Young Women of America*.

**Mrs. Myrna Delson Karan '55** is student teaching supervisor in foreign languages at Queens College, New York City.

## 1956-1960

**John H. Middel '57** has been appointed to the General Motors Corp. labor relations staff.

**Mr. and Mrs. David Trubek '57 (Louise**



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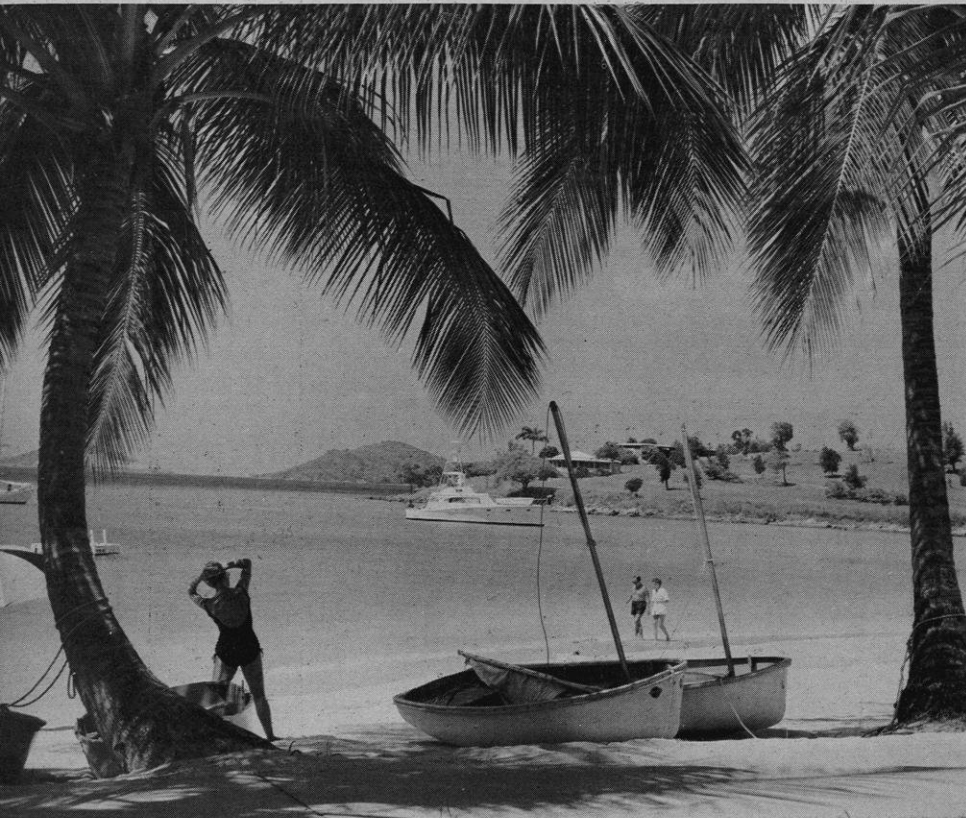
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*From left to right:  
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A. T. Cross Co.; W. Russell Boss,  
President; Robert E. Borah, CLU,  
a farsighted man from  
New England Life in  
Providence, R.I.*

The following UNIVERSITY OF WISCONSIN Alumni are New England Life Agents: Todd E. Clark, '65, Milwaukee; William D. Farnsworth, '48, Los Angeles; Howard D. Hobbs, '56, Peoria; Milton H. LeBlang, '48, New York; Martin B. Lehman, CLU, '35, Kansas City; Edward M. LeVine, '46, Milwaukee; Paul A. Stewart, '48, Madison; Joseph J. Walters, '48, Milwaukee; Edward F. Westphal, '38, Milwaukee; Evert E. Voth, '56, Tulsa, and John C. Zimdars, CLU, '39, Madison.





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Grossman '57) are living in New Haven, Conn., where he is a professor of law at Yale Law School. The Trubecks and their three daughters (Jessica, Amy, and Anne Raquel) recently returned from two years in Rio de Janeiro where he was with the US A.I.D. mission to Brazil.

J. M. Whitmer '57 has been appointed to the faculty of Iowa State University as an extension associate in local government.

Richard A. Comfort '58 has been elected an assistant vice president of Irving Trust Co., New York City.

Charles Hajinian '58 has been promoted to chief of planning and evaluation section of the Missouri-Souris-Red Rivers Comprehensive Water Pollution Control Program of the Federal Water Pollution Control Administration.

Kyle M. Heller '58, after a year of duty in Vietnam, is now director of medical services and supplies at the hospital at Ft. Irwin, Calif.

Thomas J. Prosser '58 is assistant vice president in commercial lending of the Marine National Exchange Bank, Milwaukee.

Otto H. Wirth '58 is assistant vice president in correspondent banking at the Marine National Exchange Bank, Milwaukee.

James P. Twomey '58 is director of the Local Development Services Division of Urban America, Inc., Washington, D.C.

Mrs. Donald Hand (Karen Hampe '60) is now living in the Philippines; her husband is stationed at Clark AFB.

George A. Nelson '60 has joined the First National Bank, Madison, as an assistant vice president and commercial loan officer.

### 1961

Mr. and Mrs. John Hunter Burlingame (Carolyn Elizabeth Beachley '60) announce the birth of a daughter, Amy Hunter Burlingame on Nov. 8, 1966 in Cleveland, Ohio.

Richard D. Murray has been named vice president in charge of purchases at Nasco in Fort Atkinson, Wis.

Lt. William Wilson has been awarded the Distinguished Flying Cross for combat missions he flew in Vietnam.

### 1963

1st Lt. Alan R. Giever was recently honored at ceremonies in Walter Reed Army Medical Center when he received the Army Commendation Medal.

Mr. and Mrs. Harold J. Jebens (Charlene Sigger '64) announce the birth of their first son, Harold John, Nov. 26, 1966. Jebens is an assistant professor at Wisconsin State University, Platteville.

Frank E. Harvey, Jr. has been named an assistant cashier in the municipal bond department of the Marine National Exchange Bank, Milwaukee.

### 1964

Ronald C. Kesselman has been appointed a brand manager with the Quaker Oats Co., Chicago.

Paul C. Aspinwall is now stationed at

Clark Air Base in the Philippines as the Officer-in-Charge of data services.

**Wm. Richardson Jr.** is serving with the U.S. Marine Corps Band in Washington, D.C.

**Kenneth J. Szalai** has been named assistant project manager of the general purpose airborne simulator at the NASA Flight Research Center, Edwards AFB, Calif.

**Howard A. Hunt** is an instructor in economics at Lehigh University, Bethlehem, Pa.

#### 1965

**Lt. Howard Adkins** has been assigned to the nuclear submarine USS Halibut.

**2nd Lt. Peter G. Dannerbeck** received the U.S. Air Force silver pilot wings and will be assigned to MacDill AFB, Fla.

**Jerome C. Kinder** has his silver pilot wings and is also stationed at MacDill.

**Roger C. Rardin** has been commissioned a second lieutenant in the U.S. Air Force upon graduation from OTS at Lackland AFB, Texas.

Navy Reserve Ens. **Thomas S. Sanborn** has been commissioned an officer following graduation from OCS at the naval base in Newport, R. I.

**1st Lt. Albert W. Winter** has graduated from the Air University's Squadron Officer School, Maxwell AFB, Ala.

**Thomas L. Grinde** has been commissioned a 2nd Lt. in the Air Force upon graduation from OTS at Lackland AFB, Texas.

**2nd Lt. Jerome E. Goodrich** is serving with the 3rd Marine Division in Vietnam.

**Mary Patterson**, 4-H home economist for the Milwaukee County Extension Service, will be a delegate for the International Farm Youth Exchange.

**Karen Greenwald** is a Pan American stewardess serving aboard jet flights from Chicago over the polar route to London.

#### 1966

**Susan Mary Asher** was critically injured in an auto accident on Oct. 29 near Fredericksburg, Va. She is now recovering in the St. Vincents Hospital, Green Bay, Wis.

**Airman Robert C. Reitz** has been selected for technical training at Syracuse University as a language specialist.

**Patrick M. Bartness, Stephen L. Benedict, Robert L. Keller, and Dennis L. Schultz** have been commissioned 2nd Lts. in the US Air Force at Lackland AFB, Tex.

**2nd Lt. Dennis T. Reger** has completed the training course for avionics officers at Keesler AFB, Miss.

**Capt. Wm. B. Wright** was graduated from the Air University's Squadron Officer School, Maxwell AFB, Ala.

**1st Lt. John H. Danner, Jr.** has been assigned to U.S. Army Hospital, Ft. Campbell, Kentucky.

**1st Lt. Donald A. Bille** has been assigned to duty at the 8th Field Hospital in Vietnam with the U.S. Army Nurse Corps.

Navy Ens. **Jerry L. Siegmann** has been commissioned an officer after graduating from OCS at the Naval Base in Newport, R.I.

**Mr. and Mrs. William F. Wilson**, VISTA volunteers, will work in the poverty areas around Colorado Springs, Colo.

**Richard O. Byrne** is copy director of the Madison advertising firm of Stephan & Brady, Inc.

**2nd Lt. Lee E. Schmidt**, Duluth, Minn., is a site civil engineer, 74th Air Defense Missile Squadron.

**Atty. J. Dewey Scholl**, Whitewater, is a

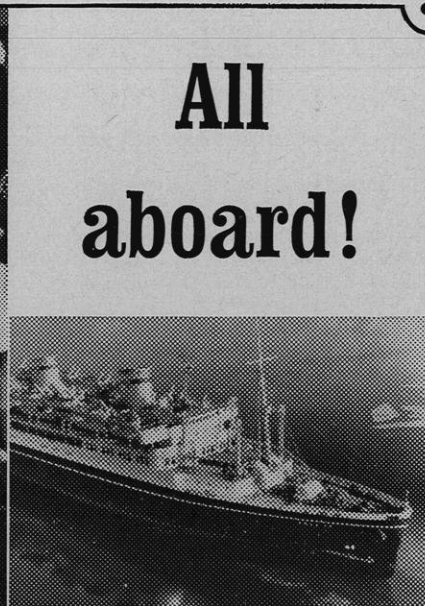
law partner in the firm of Brown, Soffa, and Scholl.

**Bonnie Murdoch** is attending the Antioch-Putney Graduate School of Education at Antioch College. **Susan Gladstone** is also at the Antioch-Putney graduate school.

**John C. Albright**, Madison, has been selected as the outstanding student civil engineer for 1966 at UW.

**Nanci Jeanne Stitch** is a Peace Corps volunteer teaching in Chion, Ethiopia.

**Ernestine Van Schaik** is with the Peace Corps in El Salvador doing community development work.



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## Newly Married

### 1961

Irene MaCris and Thomas Lee HAMMILL, Coconut Grove, Fla.

Pearl Ann Ruchti and John M. HUGHES, Lancaster.

### 1962

Barbara Baun and William C. ADAMS, Chicago, Ill.

Helen Suzanne Desmond and William Elmer BARRY, Whitefish Bay.

Marion Kathleen Fortner and Lloyd William MUELLER, Crystal Lake, Ill.

Barbara Jo Johnson and Marc David MUSSER, Madison.

### 1963

Jane Ellen BRODY and Richard Engquist.

Gail F. CANFIELD and Richard M. Lee, Briarcliff Manor, N. Y.

Lucinda Jane Alston and Thomas Ashland CHAPMAN, Waukesha.

Renee Diane COHEN and Atty. Jeffrey Michael Epstein, Milwaukee.

Margaret I. HERTEL '66 and David O. COONEY.

Mary Stener HALVERSON and Robert Franklin Spence, Austin, Tex.

Molly Mathieu HAMEL and David R. Anderson, Madison.

Marjorie Louise RENNER and Frederick August Hegner, Barcelona, Spain.

Martha Mary HOWE and Kenneth Lee STOFFLET, Madison.

### 1964

Pamela Marcia Hardy and Howard Richard BERRY, Milwaukee.

Virginia Jean CROWNHART and C. Brooks Brenneis, Madison.

Karen Ann HARTENBERG and Robert Mackenzie Cory, Madison.

Mary Kathryn Morgan and John Joseph McWILLIAMS, Madison.

Dorothy Carol SAMPE and Rune Westye Harboe, Racine.

Janet K. SHARK and Charles J. Frisch, Fargo, N. D.

Karen L. VON GUNTEN and James D. Guidry, Madison.

Patricia LaBARRO and Robert WHIPPLE, Madison.

### 1965

Joanne AYRES and Ronald M. Beckman, Racine.

Peggy Lee WAITROVICH and Atty. Thomas R. FAHL, Niagara.

Carol Ann GONNERING and J. Michael Doherty, Kenosha.

Ann Clare HEALY and James Edward Allen, Madison.

Janet Marie JANES '66 and James Gerald KOLFF, Cudahy.

Maryalice Barbara Jordan and David Dollison MARSH, Madison.

Barbara Ann MORGAN and Lawrence Ray White, Racine.

Mary Jean Norwick and James Peter NUSSBAUM, Rice Lake.

Jane Ann SIMMONS and Bruce Douglas Hanrahan, Milwaukee.

Kathleen Walsh and Lt. James F. ZAHRADKA, Madison.

### 1966

Carolee Ann BENNETT and Randolph James Robel, Madison.

Signe A. BOHRNSTEDT and William Morris Buchholz.

Terry Seltz and Fred B. DAVIS.

Margaret Mary Kelly and Edward Thomas FAIRCHILD, Madison.

Gretchen Merida Lundstrom and Daniel Stuart FARWELL, Rockford, Ill.

Vicky Denis and Terry Gordon FORREST, Green Bay.

Diane Elizabeth GILLES and Charles Alton FORSBERG, Madison.

Nancy Mei Sheng GOW and Ronald R. Crabb, Glen Cove, N. Y.

Marianne GEPPERT and Robert James Stefezak, Madison.

Berneita Mary HARRINGTON and Robert Dan Burke, Evansville.

Donna Jean MARSHALL and Ens.

David John HIERL, Madison.

Karen Lorraine HOLTZ and Luis M. Herz, Appleton.

Jane JACOB and William Ambrose White, Ann Arbor, Mich.

Mary Susan SPEAR '65 and Arthur Holmes JOHNS, Elm Grove.

Sandra Sue FREY '65 and Robert Allan KAMRATH, Chicago, Ill.

Ellen Leone Covert and Douglas Lee KANE, Madison.

Teresa Lee Theisen and David William KINNEY, Madison.

Sally Ann Helen IWERT '65 and Philip E. NEUSTEDTER, Madison.

Gloria Karen PAULSON and Jon Hollis Toynton, Madison.

Rosemary Borland and James PURNELL, Evanston, Ill.

Linda Marie RUDD and David L. Dollins.

Ruth Anne Schroeder and Terrance Wayne SCHWALENBERG, Milwaukee.

Susan Jean Ford and Ens. Jerome Lee SIEGMANN, Madison.

Becky Anne STATON and Stephen Frederick Andersen, Dearborn, Mich.

Helen Lee WOOD and Roger Louis Poppe, Madison.

## Necrology

Fred K. LANDGRAF '98, Pittsburgh, Pa.

John P. INGLIS '99, Ojai, Calif.

Stephen GARDNER '02, Mercedes, Tex.

Adah Georgina GRANDY '02, Minneapolis, Minn.

Anna May PELTON '03, Seattle, Washington

Allan Theron PRAY '03, Ashland

Gaius Sibley WOOLENGE '04, Minot, N. D.

Frank Oscar BRUNCKHORST '05, of Neenah in King

Comdr. Ray Lyton HANKINSON '05, New Rochelle, N. Y.

Mrs. Herman Hilmer '06 (Netta HAFFNER), Berkeley, Calif.

Volney Goodrich BARNES '08, Bradenton, Fla.

Roy Schiess EDWARDS '08, Chicago, Ill.

Thomas R. HEFTY, Sr. '08, Madison

Herbert Paul BRUMDER '09, of Hartland in Milwaukee

Andrew Charles SCHERER '09, of Evanston, Ill. in Birmingham, Mich.

Dr. Aaron ARKIN '10, Chicago, Ill.

Mrs. Leo Weilep Bruemmer '10, (E. Vera BORGMAN), Kewaunee

Ralph Newton MORRISON '10, Madison

Stanley Kuhl HORNBECK '11, Washington, D. C.

Mrs. Belle Smith '11, (Bell SMEATON), Gig Harbor, Washington

Francis A. TORKELESON '11, of Oakland, Calif. in Sacramento, Calif.

Joseph Charles GILMAN '12, Ames, Iowa

Mrs. Charles L. Jamison '13, (Anne

Phillips HUTCHINS), of Ann Arbor, Mich. in Simsbury, Conn.

Louis Ehrhart REBER, Jr., '13, Jerome, Ariz.

Mrs. Katherine Vilas SULLIVAN '13, Kaukauna

John Seymour WINSLOW '13, Kent, Conn.

James Orr BIXBY '14, Madison

Harvey William CHAPLIN '14, Plymouth

Sherman Gray ROSS '14, of Barton in West Bend

Roland Howard RISDON '15, Green Bay

Andrew Hamilton WRIGHT '15, Madison

Mrs. Arthur C. Cross '16, (Gertrude E. RYAN), of Boulder, Colo. in Sacramento, Calif.

John Bernard GUEINZIUS '16, Green Bay

William Frederick MEGGERS, Sr., '16, Washington, D. C.

David William SMITH '17, Wichita, Kansas

Harry Horton FRENZEL '18, Phoenix, Ariz.

Victor Edward HEMMING '18, of Chicago, Ill. in Evanston, Ill.

Bernardo Whitefield ELSOM '19, Laguna Beach, Calif.

Joseph Arnold STAUDL '20, Madison

R. A. RYBOLD, Sr., '21, Milwaukee

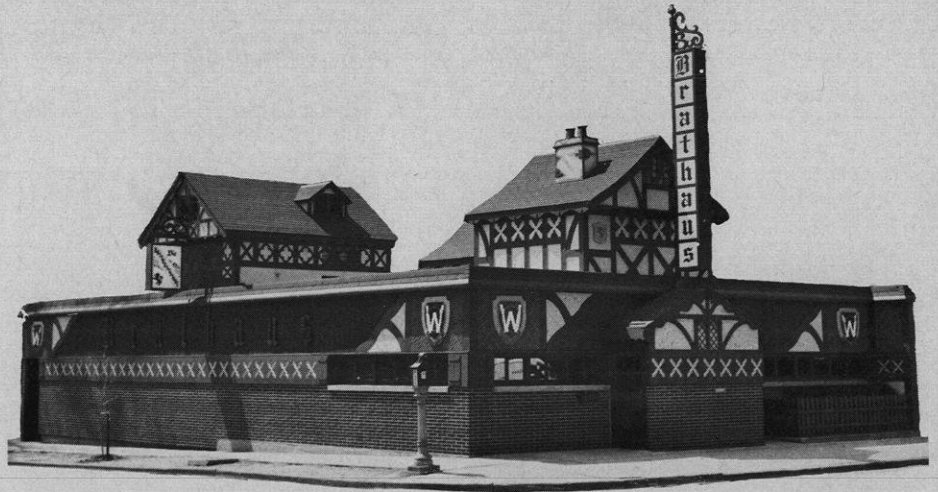
Clarence Bernard FELTEN '22, Tampa, Fla.

Paul Christoffers GATTERDAM '22, La Crosse

Arthur John HUEGEL '22, Milwaukee

Eugene Meyer JUSTER '22, Madison

Roy SORENSON '22, Sausalito, Calif.  
 Herbert Carl DOHRMAN '23, Oshkosh  
 John James KLAKE '23, Bethesda, Md.  
 Raymond Frederick KORFMACHER  
 '24, Madison  
 Dr. Raymond Horace LUDDEN '24,  
 Madison  
 Dorothy Allison SISSON '24, Richmond,  
 Ind.  
 Henry William KLOS, Jr., '25, Madison  
 in Minneapolis, Minn.  
 Mrs. Arthur Nelson Lowe '25, (Marga-  
 ret Kristine CHORLOG), Madison  
 John Elbert DUNLAP '26, Dallas, Tex.  
 Allen Monroe KANOUSE '27, Twain  
 Harte, Calif.  
 Lawrence P. WALSH '27, Ontonagon,  
 Mich.  
 Mary Magdalen DUNCAN '28, of Bar-  
 aboo in Madison  
 Carl Lewis HEYERDAHL '28, of W.  
 LaFayette, Ind. in Yuma, Ariz.  
 Dr. Ralph W. MARQUIS '28, Rose-  
 mont, Pa.  
 George Roy NEUHAUSER '28, Madison  
 Loraine Minnie VILAS '28, Pierre, S. D.  
 Ruth Vernetta CHAMBERS '29, of Chi-  
 cago, Ill. in Clearwater, Fla.  
 Mrs. Stanley N. Kurby '29, (Catherine  
 Virginia FISHER), Madison, N. J.  
 Esther Faye PALMER '29, of Chicago,  
 Ill.  
 George Field HOWARD '30, Stockholm  
 Charles Morris HULTEN '30, Berkeley,  
 Calif.  
 Henry Herbert SPAENI '30, of Barron  
 in Rice Lake  
 Walter Hank GUSTAVEL '31, Dallas,  
 Tex.  
 Meric Vance OVERMAN '32, of Neills-  
 ville in Hayward  
 Karl Whitcomb BISHOP '33, Denver,  
 Colo.  
 Fred Jerome SARLES '34, Monroe  
 Alfred B. POMERANTZ '37, Buffalo,  
 N.Y.  
 Alfred Orlando RICCHIO '38, Racine  
 Perry HIBMA '39, Madison  
 Frederick Carl RUSSELLER '40, Oshkosh  
 Mrs. John Henry Wilde '40, (Helen  
 Ruth ASHMAN), of Evansville in Madison  
 Norman Albertus FRANKEN '41,  
 Havre, Mont.  
 Oral Wilhelm SEIPP '41, Franklin, N. C.  
 James Ward SCHROEDER '42, of New  
 Glarus in Monroe  
 Sister Mary Dunstan TUCKER '42, of  
 Madison in Chicago, Ill.  
 Mrs. Frank Whitwham '47, (Marguerite  
 ZIRING), London, England  
 Lyman Eustis BRIGGS, Jr., '48, Pitts-  
 ford, N.Y.  
 Effie Virginia EDWARDS, '48, St.  
 Louis, Mo.  
 Dr. Lloyd Edward CALVY '49, New-  
 port Beach, Calif.  
 James Dirk DOEDENS '50, Midland,  
 Mich.  
 Richard Alan SCHUBERT '51, Wauna-  
 kee  
 Charles John THOMA '58, of Madison  
 in Vietnam  
 Michael Dean SUND '65, Caracas, Ven-  
 ezuela

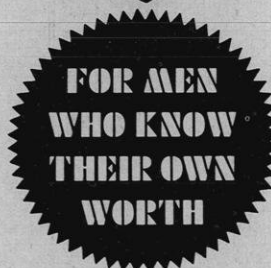


**Attending a Wisconsin Center workshop—U of W ballgame  
 —or some other activity in Madison—**

**Be sure to check in for an incomparable steak or brat—or  
 both!**

## the Brathaus

State at Frances in the Capital City



If the value of an engineer is computed in terms of his contribution to technology, then the men who brought to reality such systems as Polaris and Agena are worthy indeed. They, and others like them at Lockheed, who designed and built these pacesetters of modern technology do not doubt their own importance. Their contribution is unquestioned. And their significance far transcends the glamour surrounding these achievements. Here are men of dedication. Acceptors not merely of the challenges of their own intrinsic curiosity, but of the generation in which they live as well. You too, will have the opportunity to participate in history at Lockheed. Write: Mr. R. C. Birdsall, Professional Placement Manager. P.O. Box 504, **LOCKHEED** Sunnyvale, California 94088. **MISSILES & SPACE COMPANY** A GROUP DIVISION OF LOCKHEED AIRCRAFT CORPORATION  
 An equal opportunity employer.





## The world's foremost center of industrial engineering could be Building 56.

**There it is. Would you like to work there?**

"Industry has gone a long way toward satisfying those human needs which can be reached through money, benefits, and security. The future points to the job itself through improved job design as a source of increased performance and satisfaction."

That's what we say in a new paper coming out of Building 56. It relates the job design function of the industrial engineer to the sciences that study human behavior. Such a paper would not have come out of a company where top management is less than sold on the benefits of leading the field in applying the most advanced concepts in industrial engineering no less than in chemical, mechanical, or electrical engineering. We have a balance sheet to prove that our management knows which way is up.

Industrial engineers can come into Building 56 either from college, from graduate school, from military service, or from a well-reasoned decision that their present employment is not what they want for the long haul.

Once in and with a little time gone by, choice confronts a good industrial engineer. Does he want to

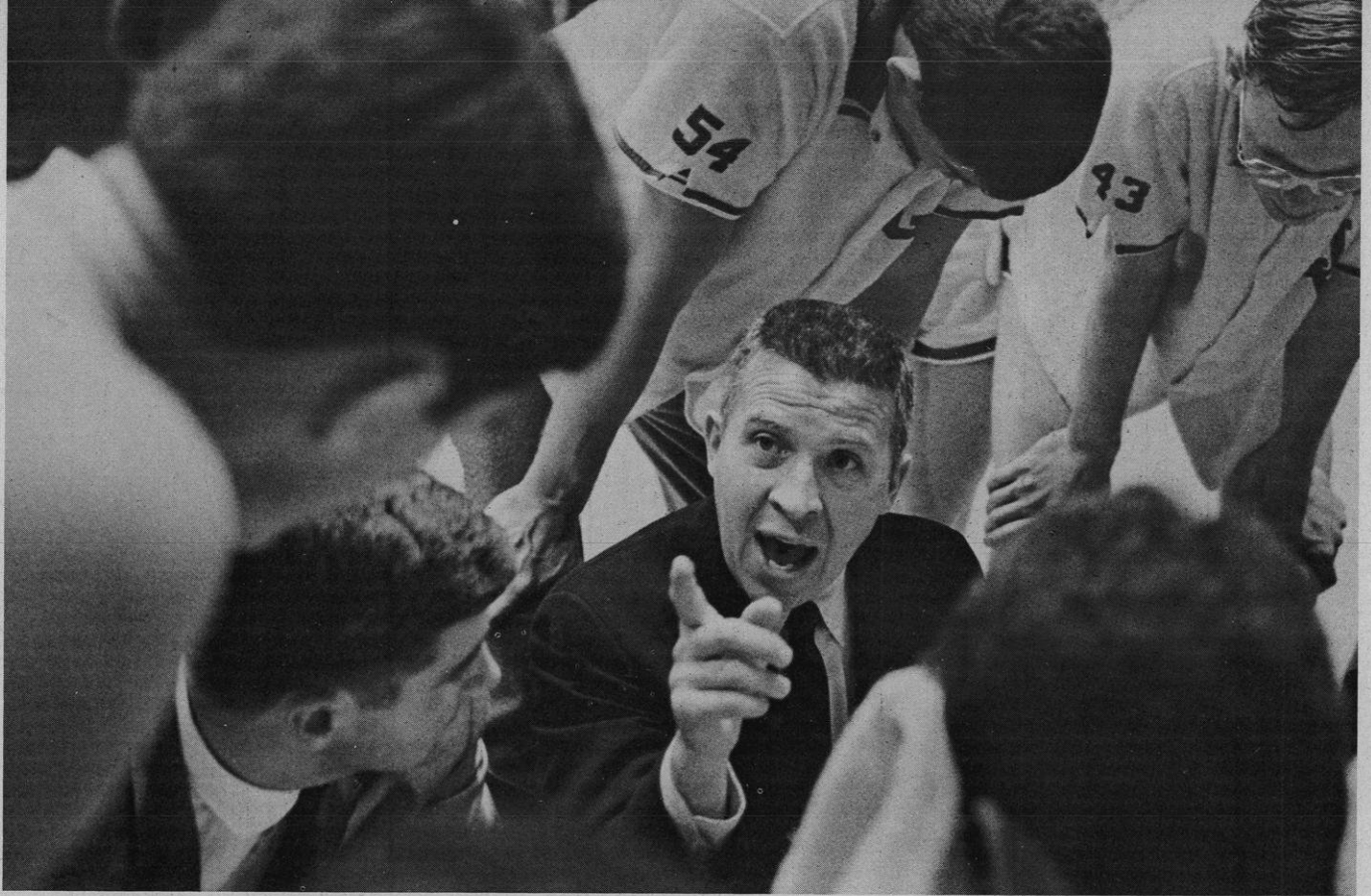
remain an industrial engineer and enjoy a status in his profession that may be more difficult to attain for industrial engineers who practice under conditions less favorable than prevail at Kodak? Or do multiple regression technique and mathematical model building and behavioral research mean less to him than swinging over to one of Building 56's intramural clients and there starting his way up to where the whole mighty, fascinating, and gloriously diversified ship is steered?

The fact that parallel choices have to be made by those who join us as chemical, mechanical, or electrical engineers will not be mentioned here for lack of space.

We'd be honored to have a note about yourself. Write Business and Technical Personnel Department, EASTMAN KODAK COMPANY, Rochester, N.Y. 14650.

An equal-opportunity employer offering a choice of four locations: Rochester, N.Y., Kingsport, Tenn., Longview, Texas, and Columbia, S.C.

**Kodak**  
TRADEMARK



*Forming a predominantly sophomore team into a cohesive and efficient unit takes a lot of coaching. Here Wisconsin coach John Erickson is shown with his team (above) as he talks over strategy during a timeout and (below) discusses the fine points of playing the pivot with towering 7-foot center Eino Hendrickson, a sophomore from Holmen.*

## *developing a winning team*

UW BASKETBALL COACH John Erickson was a busy man during the first half of the current basketball season. Erickson's main challenge was taking a predominantly sophomore unit and moulding it into a winning team. Liberally endowed with talent, but short on experience, the 1966-67 Badgers went into the first semester exam break with a 6-6 record. Highlight of the first six weeks of play came when the Badgers beat Fordham and then South Carolina to win the Milwaukee Classic Tournament the week before Christmas. The nadir came on January 4 when the Badgers lost to interstate rival Marquette, 66-60. Leading scorers for the Badgers in the opening half of season play were: sophomore forward Chuck Nagle with 219 points, junior forward Joe Franklin with 187 points, and junior guard Jim McCallum with 133 points.







## Youthful chef for the outdoor set now cooks up some answers for GM's Frigidaire



Dawn was breaking over Buckeye Lake in the summer of 1920. Over a campfire the tantalizing aroma of breakfast was in the air. And breakfast was the responsibility of young Lawrence Howdysshell, top cook in the troop.

It was at Buckeye Lake that "Howdy" developed his talent for cooking that paid off in later years when he became a range and oven-

tester at the Frigidaire Division of General Motors in Dayton, Ohio.

Now, "Howdy" bakes cakes and broils steaks—he cooks both fast and slow, with heats high and low, to test the performance of Frigidaire ovens and ranges. "Howdy" is one of the housewife's representatives at the factory, searching for anything that might cause complaints in the kitchen.

He started with Frigidaire in 1931 as an inspector of refrigerators, but for the past 13 years has devoted full time to testing ranges.

"Howdy" and men like him play an important part in the development of Frigidaire ranges. We're glad he's cooking for Frigidaire. His experiments in the test kitchens can make any housewife a better cook.

General Motors is people making better things for you.

