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WISCONSIN *Alumnus*

OCTOBER, 1960

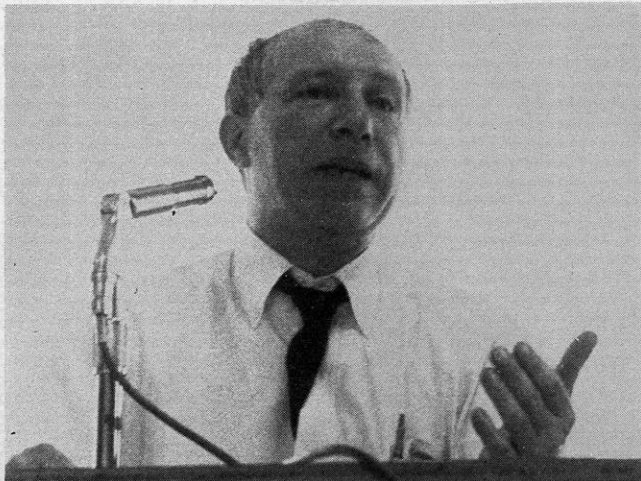


International soil scientists gather at the UW, see p. 24

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The Wisconsin Idea Around the World

The WAA Centennial Family



Jack Tworok



John Ciardi

A unique experiment at UW-M

Three Artists-in-Residence



Alvin Etler

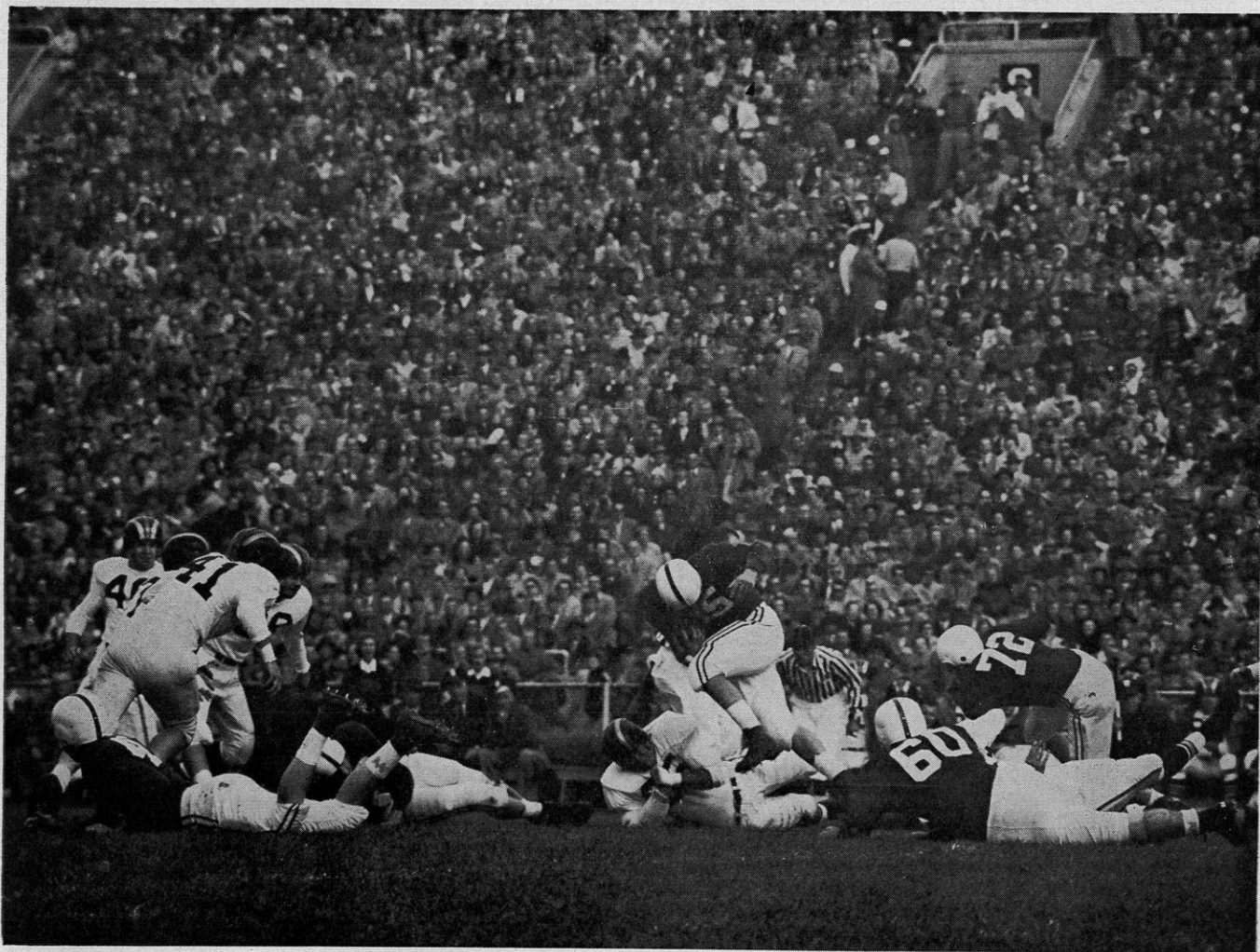
“IF ONE ARTIST-in-residence is good, wouldn't two—or even three—be better?” Such was the reasoning of Adolph A. Suppan, director of the University of Wisconsin-Milwaukee summer session, when he planned the imaginative program that brought three representative American artists to the Milwaukee campus. The artists included: John Ciardi, poetry editor of the *Saturday Review* and professor of English at Rutgers University; Alvin Etler, composer-in-residence at Smith College; and Jack Tworok, distinguished painter and member of the faculty of Pratt Institute.

The visiting artists spent four weeks on the Milwaukee campus this past summer. During that time, they took part in an imaginative program that was designed to give a wide audience the benefit of their accumulated experience and artistic philosophy. Each artist taught a credit class in his special discipline. These courses attracted many regular summer students as well as several auditors who commuted daily from points as distant as Oconomowoc. In addition to the classroom work, each artist presented a public lecture explaining his personal approach to art.

The most popular segment of the multiple artist-in-residence program, however, was a series of weekly conversations featuring the three artists discussing their individual views on the general theme, “Issues and Problems in the Arts.” Eager to hear and to participate in the discussions, the public thronged to these morning sessions. Together, the artists and their audience explored the function of the artist in society, the artist's creative method, and the role of the general public in accepting art as an integral part of life.

From such discussions came no definitive conclusions. But if their were any generalizations to be made from the content of the conversations, they were these: neither poet, painter or composer need necessarily have any specific message to communicate; the poet's function is to explore the possibilities of words, and the combinations of words; the composer is concerned with the dramatic relationships between musical tones; the painter forms patterns of line and color which exist for their own sake. Whatever the artist's approach to his art, he must, most of all, possess a passion for that art.

Wisconsin Alumnus, October, 1960




one of a series

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Wisconsin Alumni Association

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



All American halfback advises lawyer...

A lawyer's life insurance program has nothing to do with football. But it seemed appropriate for our ad this October to show one of our fine agents who was a football star at Duke. He's advising a client, J. V. Morgan, partner in a North Carolina law firm.

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

Keeping in Touch with Wisconsin

THIS IS THE YEAR to make alumni support really count for the University of Wisconsin.

During our Centennial year which started September first you can expect a good deal of emphasis on alumni support in three important fields:

a. An accelerated University building program to provide classrooms and laboratories for its sky-rocketing enrollment.

b. An adequate operating budget for the University for the 1961-63 biennium.

c. Development of WAA services to make our Association increasingly helpful to the University of Wisconsin and its alumni.

This also is the year to disprove the statement which appeared in one of Wisconsin's leading newspapers twenty-five years ago:

"But where is the school to turn for help? To the alumni? There are no Wisconsin alumni, or at least there are very few alumni, in the true sense of the word. There are a good many men and women enrolled as alumni members. But the records do not make an alumnus. A Harvard man is a Harvard alumnus because the school has put its stamp on him; A Michigan man is a Michigan alumnus always. But Wisconsin puts no stamp on its graduates."

For a quarter of a century this statement has been a challenge to me as executive director of the Wisconsin Alumni Association. I didn't agree with this statement twenty-five years ago and my disagreement today is still stronger—even though I occasionally run into alumni who remind me of this editorial.

On the other hand, practically every mail brings proof that Wisconsin does put its stamp on many of its graduates. Today's mail, for example, brought this statement from Robert E. Stiemke, president of the Wisconsin Alumni Club of Atlanta: "I look forward to this opportunity of rendering a service to Wisconsin, the school that did so much for me."

Wisconsin Alumnus, October, 1960

Today's mail also brought a three-year membership application from a Chicago Badger with this comment: "\$25.00 enclosed. Please turn over balance for University's use." He enrolled for a three-year Centennial membership which costs \$12.50 leaving \$12.50 for "University's use." This \$12.50 is tax deductible because the U. S. Treasury Department ruled last December that gifts, bequests and contributions to the Wisconsin Alumni Association are tax deductible. This ruling, of course, does not apply to membership dues.

Repeatedly President C. A. Elvehjem has expressed his high regard for the helpful support of Wisconsin alumni. When the Regents selected him to serve as Wisconsin's thirteenth president, President Elvehjem issued a special message to his fellow alumni in which he said:

"Today then I want to urge the continuing loyal support of all you alumni. Fortunately, I have had the privilege of meeting and working with many of you. I am familiar with the many contributions you have made individually or through the organized effort of three alumni arms described in last month's WISCONSIN ALUMNUS. Those of us who have followed the growth of our University know from experience that it is the support from you alumni that has added lustre to the University."

By the time you get this issue the University of Wisconsin will be celebrating the \$5,000,000 mark in contributions—another indication of alumni loyalty and support. (See pages 19-22). This includes more than a quarter of a million dollars contributed by alumni for our Alumni House.

Facts like these indicate clearly that alumni support has been helpful to our Alma Mater in the past. Rapidly rising enrollments make this support increasingly important. As we commemorate the 100th anniversary of the Wisconsin Alumni Association, let's make this support really count for the University of Wisconsin.—John Berge, Executive Director.



Donald W. Douglas, Jr., President of Douglas, discusses the ground installation requirements for a series of THOR-boosted space probes with Alfred J. Carah, Chief Design Engineer

The care and feeding of a missile system

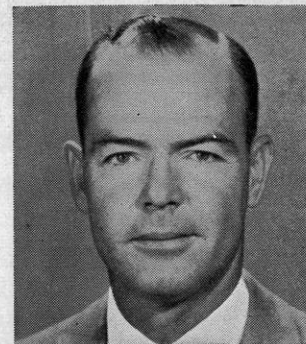
It takes more than pressing a button to send a giant rocket on its way. Actually, almost as many man-hours go into the design and construction of the support equipment as into the missile itself. A leading factor in the reliability of Douglas missile systems is the company's practice of including all the necessary ground handling units, plus detailed procedures for system utilization and crew training. This complete job allows Douglas missiles to move quickly from test to operational status and perform with outstanding dependability. Current missile and space projects include THOR, ZEUS, DELTA, SKYBOLT, GENIE, SATURN, MISSILEER and others of vital national importance.

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JAMES R. JENKINS

who attended the University of Wisconsin entered the life insurance business with our San Antonio Agency after twenty years of United States Army service.

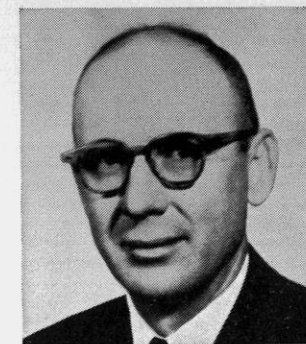
1959 SALES: \$798,251



HAROLD H. BRISTOL, JR.

a Hamilton College graduate, was only 27 when he entered the business with our Syracuse Agency after four years in the Air Force.

1959 SALES: \$1,190,500



EUGENE M. SPURGEON

an Air Force veteran, was a successful motor car dealer before joining our Wichita Agency.

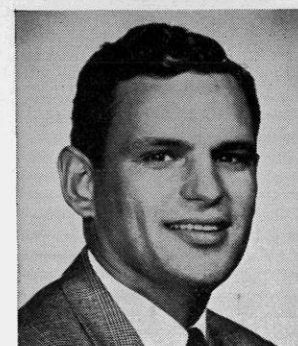
1959 SALES: \$830,125



ROBERT BROSTERMAN

educated at Columbia University and Brooklyn Law School, was a practicing attorney and the owner of a gas heating business before he entered the life insurance business with our Miami-Pierce Agency.

1959 SALES: \$1,184,050



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of our Los Angeles Agency is a University of Southern California graduate. He made an outstanding sales record last year.

1959 SALES: \$1,098,129

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The Challenge of the Second Hundred Years

by Don Anderson

President, Wisconsin Alumni Association

OUR ASSOCIATION turns to meet the approaching winds of a second century only to confront a compelling challenge that faces the University of Wisconsin. This might be appalling except for two reasons:

1. The tremendous prestige of the University, and the strong, experienced hands at its helm; and,

2. The considerable means at hand for the loyal and spirited help from its alumni through our Association.

This, our Association's Centennial year, finds Alma Mater at a critical juncture, one at which it may well be determined if she is to continue to live and grow in greatness, or lapse into mediocrity.

This great university of ours has weathered these crises before, hence there need be no cringing, no helpless wringing of hands. Rather, there should be joy and eagerness in the opportunity that is ours to help.

The ways are many, but simple:

1. A strengthened Association membership.

The past fiscal year added 1,300 new members, twice the number of the previous period. There is no reason why that figure cannot be doubled in this significant year. With more than 22,000 members, we stand in fourth place in the nation. Should any son or daughter of Wisconsin be satisfied with fourth place . . . or third, or even second? Ours should be first place as befits the institution of excellence to which our loyalties are pledged.

This means we must maintain high interest among our present members, and encourage others who are eligible,

but perhaps procrastinating or disinterested, to add their names to our rolls.

Perhaps no one ever has invited them, face to face, to join. A personal nudge, a neighbor's invitation will do more than all the literature we can send out from our office.

Which naturally leads to:

2. Effective Alumni Club organization.

A sound program of social activities, of discussions of University problems, of constant communication between Madison and clubs throughout the world will spur greater interest, attract a larger and more active membership.

Feel free to call upon your Madison headquarters for help. There are always available speakers, discussion leaders, films, suggestions. Field Secretary Ed Gibson is ready to help with organization and planning.

This help need not be limited to your home boundaries. Nearly everyone travels these days. If you are going abroad, let us know where. You'll find it a rewarding experience to drop in on a Wisconsin alumnus or an alumni club in some foreign country, and exchange stories about Wisconsin.

3. Give generously to the University of Wisconsin Foundation, to the Annual Alumni Fund in personal contributions, through stipulations in wills.

No one of us alone can do, with our mites, what the Foundation, com-

pounding them, can do through careful planning and good administration.

4. Legislative support through each of our own state representatives.

Swiftly rising enrollments no longer are something that belong to the future. They are here today. They have brought increasing demands for University services. They are not limited to our state. The boundaries of the campus no longer are the outlines of the state. The brains and abilities of the University of Wisconsin are on call throughout the world today. Indeed, as we have seen just recently, our boundaries have soared into outer space.

The University building program is big and pressing. The budget will be all-important. Staff and instruction standards may be in the balance.

Let us face it frankly. Covetous eyes are cast upon the University, and upon the funds and freedoms with which it must operate.

Your Alumni Association must be Wisconsin's first line of defense. Every man or woman in that line—or absent from it—is at a fateful post.

Each one of us who is a product of the Hill continues to be a part of the University of Wisconsin. A son who seeks his fortune and finds it far away from home does not leave his family, not ever.

Madison is not far away, wherever you are. And you are not far from Madison, from what it meant and means to you—and you to it.

100 Years of Service to the University

by Conrad A. Elvehjem

President, University of Wisconsin

AT A TIME when the University of Wisconsin was entering upon one of its darkest eras—the beginning of the Civil War, when its enrollments, its finances, and its hopes for progress hit an all-time low—one bright ray pierced the gathering gloom.

"A little band of university graduates," as historian J. F. A. Pyre recorded, gathered for the purpose of "keeping alive, amidst other excitements, the spirit of loyalty to their tottering Alma Mater. On the evening of Commencement Day, 1861, an Alumni Association was organized, with Charles T. Wakeley, (one of the University's first two graduates) as its first president . . . the following Commencement (1862) there was an enthusiastic symposium of alumni sentiment."

The earliest Alumni Association constitution of which we have record, adopted in 1879, stated the Association's purpose "to promote by organized effort the best interests of the University of Wisconsin."

As this Association enters the 100th year of such efforts, it finds a University better prepared but just as challenged; it is entering an era when the "spirit of loyalty" of alumni and their "organized effort" will be as sorely needed as they were in the dim days when the idea became an organization.

To enable alumni to appreciate the full scope of the challenge, the *Alumnus* magazine will carry, in a year-long series, articles aimed at summarizing University problems and promise. At this time I want to mention only two elements of the challenge:

*At the college level, throughout the nation, "a new, unprecedented, and almost incomprehensible demand for admission" as one national educational leader has described it—

*An expansion of knowledge at a rate and with an impact on higher education of even greater proportions than the enrollment increases.

The educational leader, whose description of the magnitude of the enrollments ahead I quoted above, was Dr. Alvin C. Eurich, vice president and director of the Fund for the Advancement of Education. He further declared that "no state in the Union, I think it is safe to say, has made adequate provisions to accommodate these students." It undoubtedly also is safe to add that no institution today is geared for the progress in all fields of endeavor which is certain to come tomorrow.

Wisconsin, however, has made two steps in the right direction. Through the University's own planning agencies and the detailed studies of the Coordinating Committee for Higher Education and its staff, a reasonably accurate measure of the dimensions of future challenge is available. And the Regents of the University, together with the Coordinating Committee, have developed plans for meeting these challenges.

These entail three basic "B's": Budget, Building, and Balance.

Although all of these, and other elements of our preparations for the future, will be discussed in some detail in later issues, it might be well here to suggest their importance and inter-relation.

THE BUDGET

On page 15 of this issue there is an outline of the University's budget request for operations in the 1961-63 biennium, the most forward-looking request the Regents have developed in many years. It differs in a major way from the most recent budget requests in the amount of "progress funds" justified.

The University has operated for more than a decade without significant state-supported improvements except for salary rates. More than this, however, in the past five years the quality of its instructional program has been impaired by the addition of large numbers of students unaccompanied by proportionate increases in state appropriations.

But enrollment statistics and instructional costs do not adequately reflect the needs occasioned by the development of new knowledge. It has been said that more than half of the products on the markets of modern America were not in existence in 1940. It is equally true that much of the knowledge which we must correlate, analyze, and pass along was not known a few decades ago.

If we had no more students today than we had in 1930 we would still have to have a larger faculty and more expensive laboratories and extensive libraries than we had then in order to keep abreast of the demands of industry, government, and agriculture.

The plain fact is that this University has not kept abreast of all these developments. What has been done has been achieved only by modifying the instructional program—substituting mass instruction for more expensive types.

The budget request not only aims at remedying this situation but also preventing its recurrence as the University moves into the major enrollment increases ahead.

In regard to enrollments, it should be pointed out that they have increased in the past two years faster than we anticipated and that new Madison campus enrollments, particularly at the undergraduate level, have exceeded the share we would normally get of the total state undergraduate enrollments.

As classes opened on the Madison campus, there were some 18,700 students in attendance—almost 4,000 of them new freshmen. (The largest Madison campus enrollment in the University's history.) Throughout the University—including Milwaukee and the eight Centers, it appeared that this fall's enrollment of day students would total considerably more than 26,000, and that part-time and night students, particularly at Milwaukee, would also show a sizeable increase.

Although faculty salary increases have not been stressed as much in this budget as they have been in the past, the

need for them and the amount budgeted are no less than in other years. It seems quite obvious that in an era when every institution of higher education is expanding to meet unprecedented enrollment increases, competition for faculty will reach its highest level. The 16 per cent increase requested for 1961-62 would move Wisconsin's salaries to the top third of the present salary averages in the Big Ten, and the 6 per cent requested additionally for 1962-63 would, we hope, keep us in the running.

This is, actually, a modest salary program—perhaps too modest to insure the continuing greatness of our faculty in the years of tough competition ahead. But with full realization of the limited resources of our state and with the acute need at this time to make major improvements in some of our programs, we have deliberately set our salary requests at a compromise figure. The future could prove this to be a serious error. But the University is united on program improvement as the theme of the 1961-63 budget request, and given that, we believe that the greatness of your Alma Mater can be extended and perhaps enhanced in the years ahead.

THE BUILDING

Key to the improvement of University programs, and to its ability to meet enrollment increases, is expansion of its physical plant. University Regents have developed building priorities which would insure the availability of sufficient facilities to meet this need.

The Coordinating Committee for Higher Education has reviewed them, integrated them, and presented them to the State Building Commission. State officials concerned with this area of state operations have made a personal tour of our plant, both in Madison and Milwaukee, and have agreed that "perhaps the greatest challenge to state administration in the 1960's will be in higher education" building programs. The quotation above is from a report that Joe E. Nusbaum, state commissioner of administration, made to the State Building Commission in August. He went on to say:

"In the 1950's the public elementary and high schools were faced with a wave of students that resulted in overcrowding, teacher shortages, and a great increase in school construction and operating expenses. Approximately \$475-million was spent for construction of public schools (in Wisconsin) in the last decade. That same wave of students will seek enrollment at our public institutions of higher education in the 1960's."

And, to stress again the part that the expansion of knowledge will play in the future challenge, it is well to remember that the University particularly must seek adequate space for research and for adult education as well as for the instructional program which Mr. Nusbaum cited.

Although in a few rather basic areas the suggestions of the Department of Administration were not in harmony with the policies and recommendations of the University Regents and the Coordinating Committee, all of us concerned with the progress of the University were well pleased with the awareness of our problems demonstrated by the state administration and hopeful that the building program recommended could be achieved in time to meet the most critical needs.

The major difference of opinion was centered on Mr. Nusbaum's suggestion that "facilities for expansion of general undergraduate enrollment should not be planned" for the Madison campus. He later explained that he had raised the point to prompt discussion, but nevertheless favored a further review of the plans for the relative development of the various institutions in the state's higher education system and suggested that improving the quality of instruction and broadening the offerings at the State Colleges might have some influence on future enrollments.

The Coordinating Committee, while showing enthusiasm for the Nusbaum suggestion of a \$22,500,000 building program for the University in 1961-63, including seven major projects at Madison and two in Milwaukee, pointed out:

"The Coordinating Committee believes that it is educationally desirable and in the democratic tradition of higher education to allow each eligible student to attend the institution of his choice. Unless artificial controls are established to impede growth at the Madison campus, there is every indication that the undergraduate enrollment will continue to grow as it has in the past. The Coordinating Committee does not believe that it would be educationally or financially sound to restrict artificially undergraduate enrollments on the Madison campus."

If student sentiment on the matter was to be considered, the answer seemed obvious in the fall enrollments. New freshmen came to the Madison campus in record numbers—almost 4,000 of them—the largest class of new freshmen ever to enter the University.

BALANCE

The third and integrating factor of the University's planning for the future is balance. Both the budget request and the building program are aimed at improving, among all things, the balance of the institution. I will discuss some aspects of this important quality in next month's *Alumnus*.

THE BUDGET, THE BUILDING, AND THE BALANCE—these are important goals in the development of the University, goals basic to the purpose of your Alma Mater: higher education at top quality level.

The progress sought is not to satisfy the University—its administration, its Regents, faculty, or even its alumni. The developments advocated are simply those which will meet adequately those needs of the state which are within the unique capabilities of a sound University. The University has never sought size, nor attempted to keep up with the Joneses of the academic world. It always has attempted to react promptly and well to the needs of the people who support it.

Because these needs already have reached exceedingly high levels and promise to soar to unprecedented heights, sound planning, adequate financing, and full understanding are needed now perhaps as much as they were in the dark years when the Alumni Association was formed.

So, as the Association enters its 100th year I most humbly suggest that alumni pledge once again "to promote, by organized effort, the best interests of the University . . . keeping alive, amidst other excitements, the spirit of loyalty to their . . . Alma Mater."

WAA Centennial Family

The Jacksons

“THIS STATE is growing fast in population, Fitchburg is but 12 miles from Madison, which is the Center of the state, a beautiful place, it being the *Capitol*, and having a fine College which we hope will be of advantage to some of our descendants.”

The author of this passage from a letter written in the early 1850's would no doubt be amazed at the number of descendants who have followed that advice and attended the University of Wisconsin. To date, five generations of the family of James A. Jackson, Sr., have been associated with the University—a total of 35 in all. This record of affiliation with the University extends back more than one hundred years and singles out the Jackson family for special mention as the Centennial Alumni Family, so named to coincide with the Wisconsin Alumni Association's hundredth anniversary.

The first Jackson ancestor to become connected with the University of Wisconsin was Dr. Joseph Hobbins who came to Madison from Wednesbury, England in 1854. At that time, UW Chancellor Lathrop appointed Dr. Hobbins professor of surgery and asked him to head the projected School of Medicine. The appointment was somewhat premature, however, as the Medical School didn't materialize until later, due to lack of support. Nevertheless, Dr. Hobbins remained close to the University. Being an ardent horticulturist, he helped lay out and plant the trees on Linden Drive, the picturesque street running between University Hospitals, the Home Economics building, and Agricul-

ture Hall. In 1877, he founded the Madison Literary Club, an organization which is still active, and served as its first president.

In 1872, Dr. Hobbins' daughter, Syndonia, married James A. Jackson, who had become her cousin by marriage. (James Jackson's step-father was William Hobbins, brother of Joseph.) It was this union of Syndonia Hobbins and James Jackson that produced the family which has been closely tied to the University of Wisconsin for more than a century.

James Albert Jackson was born in England in 1840 and came to America to settle with his family in Madison in 1853. He attended the University of Wisconsin in 1858-9, enrolling in the classical course. As a preliminary to the study of medicine, he became a drug clerk so that he could become familiar with drugs, medicines, and prescriptions.

However, his studies were interrupted by the outbreak of The Civil War. On Sept. 12, 1861, James Jackson enlisted as a hospital steward in the Eighth Wisconsin Infantry Volunteers, the "Eagle Regiment." His service during the war was characterized by many hardships suffered both under fire and in various camps where he was responsible for helping treat the wounded. After four years of privation and untiring service, James Jackson was mustered out of the Army at Memphis, Tenn. with a purse of 500 dollars, a token of gratitude from the Army for his meritorious service. The money he received from his military service was used to finance his medical education at Bellevue Medical

College in New York. After graduation from Bellevue, Dr. Jackson returned to Wisconsin and settled in Stoughton where he practiced for four years. Following his marriage, Dr. Jackson moved to DePere but returned to settle permanently in Madison in 1876.

Eager to keep up with the new developments in medicine, he travelled abroad to observe the techniques of European doctors, especially the surgeons. In his own state, Dr. Jackson was an early champion of the cause of hospitalization, and it was largely through his efforts in this area that Madison General Hospital and the Methodist Hospital were established. In 1917, with his son Reginald, he founded the Jackson Clinic in Madison which is affiliated with Methodist Hospital, and now occupies a new building dedicated in 1955.

The marriage of James A. Jackson and Syndonia Hobbins produced eight children: Russell; Reginald; Alice; Joseph; Bettina; James A., Jr.; Sydney; and Arnold, all of whom attended the University of Wisconsin.

Russell Jackson took the ancient classical course offered at the UW, and then graduated from the Law School in 1899 as president of his class. He distinguished himself early in his legal career as Wisconsin's Deputy Attorney General. During the 13 years that he served in this position, he appeared before the supreme court of the state in nearly all important cases including those involving the constitutionality of the law creating a railroad commission, the state banking law, the primary election law, the waterpower law, the income tax, the home rule bill, the public utility law, and the civil service enactments. He also negotiated settlements of inheritance tax cases in which more than \$2-million were collected for the state. In 1913, he resigned from his state office to accept the general counselship of the Uihlein interests in Milwaukee, including the general counselship of the Second Ward Savings Bank. In 1929, he returned to private legal practice and became associated with the firm of Lines, Spooner & Quarles in Milwaukee, with whom he remained until his death in 1937.

Reginald Jackson showed an early interest in medicine when he accompanied his father—who considered him "more assistance than a well trained country doctor"—on his rounds. He entered the

It took a long time and a lot of research to pick out the family that seemed to best typify the spirit of WAA's Centennial Year. Although we chose the Jacksons, there are many other families who could have qualified for the honor. We would like to continue making note of signal Wisconsin families from time to time, as originally suggested by Univ. Pres. C. A. Elvehjem. If you have knowledge of a particularly noteworthy University of Wisconsin family, we certainly would like to hear about them.

—Editor's Note.



This picture, taken on Thanksgiving Day, 1903, shows James A. and Sydonia Jackson and their children. Front row, from left: Arnold; Alice; Sydonia; Bettina; James A., Sr.; and James A., Jr. Back row: Sydney; Reginald; Joseph; and Russell.

University at the age of 15, the youngest freshman to that date. After taking pre-medical courses at the University, Reginald graduated from the College of Physicians and Surgeons at Columbia University. Following his internship as a resident in surgery at Presbyterian Hospital, New York City, he returned to Madison in 1902 and entered private practice with his father. Later the two founded the Jackson Clinic and Reginald became chief of staff following the death of his father. Reginald served as the president of the Wisconsin Medical Society in 1931, and was a professor of clinical surgery in the UW Medical School for some years. He died in 1939.

Joseph Jackson, perhaps the most colorful of the children of James and Sydonia, was a member of the Class of 1902. While at the University, he won a major "W" as a pitcher on the baseball team, and was assistant manager of the football team at the time Pat O'Dea was drop-kicking his way to fame. At the turn of the century, "Colonel" Jackson, as he is known today, went West and became a live-stock rancher, the mayor of Williston, N. Dak., and a member of a 3-man board of control in charge of North Dakota state institutions. When war broke out in Europe and the United States became

involved, Joseph Jackson volunteered in 1917. He was commissioned a captain but emerged from the war as a lieutenant colonel, having been awarded the Purple Heart for Military Merit Citation by Gen. John J. Pershing for "especially conscientious and meritorious service." While serving under Gen. Pershing, he organized the Army's last mounted cavalry unit. He also served his country during World War II as a member of the Office of Strategic Services (OSS).

For over 30 years, Col. Jackson has been instrumental in effecting many changes in the Madison and University areas. He was business manager of the Jackson Clinic for 17 years, and then, as secretary of the Madison and Wisconsin Foundation (since evolved into the Chamber of Commerce), he stimulated the development of the City-County building, Truax Field municipal airport, the Belt Line highway system, the Veterans Administration Hospital, Hoyt, Warner, and other city parks, and the University of Wisconsin Arboretum. He has continually led the drive for a civic auditorium for Madison but remains resolutely opposed to the Frank Lloyd Wright Monona Terrace project.

In the area of University service, Col. Jackson was a member of the Board of

Visitors for four years, the first honorary member of Beta Gamma Sigma (School of Commerce honorary society), and a member of the Board of Directors of the Wisconsin Alumni Association. In recognition of his outstanding work, the Alumni Association awarded him a citation for distinguished service in 1956, recognizing him as a man "whose dreams and achievements for a greater community have made every citizen a beneficiary and brought immeasurable progress to the entire state."

Col. Jackson has also been president of the Rotary Club of Madison, and district governor and international director of Rotary International.

James A. Jackson, Jr., followed the example of his brother Reginald. After taking pre-medical courses at the University, he was graduated from the College of Physicians and Surgeons, Columbia University. Completing his internship in New York, he returned to Madison where he became associated with his father and brother in the practice of medicine. When his brother Reginald died, he became the chief of staff of the Jackson Clinic and the Methodist Hospital. He also taught surgery at the UW Medical School, and was chief surgeon of the Milwaukee Road in Madison. He died in 1957.

Sydney Jackson attended the University and later graduated from the University of Colorado Medical School. An honorary life member of the UW Hoofers, and an advisor to the Canoe Club, he is a general practitioner in Madison.

Arnold Jackson, the last of the Jackson brothers and the fourth doctor, studied pre-med courses at the University and then graduated from the College of Physicians and Surgeons, Columbia University. He is currently director of the Jackson Clinic and chief of staff of the Methodist Hospital. Dr. Arnold's record of professional and civic achievement is indeed noteworthy: he is the author of several medical books and scientific papers; he is nationally-known for his research on goiter and is a former president of the American Association for the Study of Goiter; he is a member of the Dane County and Wisconsin State Medical Societies, the American Medical Association, the Western Surgical Association, and the American College of Surgeons; he is a founder-member of the American Board of Surgery; and a member of the American Railway Surgeons, and the American Medical Authors' Association.

In civic affairs, Dr. Arnold has been especially active: he is a former president of the Four Lakes Boy Scout Council and the Madison Alumni Club. In 1954, he was unanimously named by the City Council to be chairman of a committee to support the construction of a municipal auditorium and civic center.

Dr. Arnold has travelled throughout the world during the past several years. During these trips he has conferred with doctors of many lands on professional matters as well as contributing articles on his impressions of the various countries and their peoples to a Madison newspaper.

It is interesting to note that of the six Jackson boys, four became doctors, and all were associated with the Jackson Clinic. (Russell was legal adviser for many years.) While at the University, they all became members of Phi Delta Theta fraternity.

The Jackson daughters, Alice and Bettina, both attended the University. When they completed their schooling, Alice and Bettina Jackson began a lifelong collaboration on many projects.

They both taught at the Madison Vocational School, travelled extensively through Europe and Japan, taught interior decoration, and co-authored many articles and several books on interior decoration, fine arts, textiles, biography, and genealogy. During World War I, they were active in the French Relief Society, Red Cross, and the Madison Division of Canteen Service. Over the years, the sisters opened their home to many foreign students who would stay with them while attending the University. Last year Bettina passed away, but Alice, an active and gracious lady of eighty-three, is still the "official historian" of the Jackson Family.

The fourth generation of Jacksons came to the University in larger numbers. Of the twenty-two grandchildren of James A. and Sydonia Jackson, all but two attended the University of Wisconsin. This fourth generation (considering Dr. Joseph Hobbins as the first generation) produced four more doctors: Russell, Jr.; Reginald, Jr.; Robert (son of James A., Jr.); and Sidney, Jr.; as well as sociologists, engineers, housewives, and businessmen. Two of the fourth generation Jackson girls, Patricia (Mrs. George De Coursey) and Cynthia (Mrs. Armen G. Fisher), have admirable records in zoology. Cynthia's husband was the first UW student to be presented with three degrees on the same day—at the 1955 Commencement

he received a Bachelor of Business Administration, a Bachelor of Science in Chemical Engineering, and a Master of Science in Chemistry. Patricia, who has had fellowships from WARF, the National Science Foundation, and the A. A. U. W. will accompany her husband to Germany this fall where they will do research on a grant from the National Institutes of Health.

The fifth generation of Jacksons has already established a beachhead at the University and boasts of three representatives. Jonathan D. Jackson, Jr., Class of '63, entered the UW to study pre-medicine, just one hundred years after his great-grandfather, James A. Jackson, had been a pre-medical student. And now there are approximately 50 additional members of the Jackson clan who will be potential University of Wisconsin students within the next few years.

Once identified primarily with the Madison area, the descendants of the Jackson family have scattered to the four winds; they live from Maine to Florida, from Alaska to San Diego, and all points in between. Nevertheless, the spirit of Wisconsin still is strong in their thoughts.

As the Wisconsin Alumni Association concludes its first one hundred years of service to the University, it is proud to salute the Jackson family—truly the Centennial Alumni Family.



Five of the six Jackson brothers discuss plans for the Jackson Clinic in September of 1930. Seated are Joseph and Russell; standing are James A., Jr., Arnold, and Reginald.

Regents Approve Budget for Major UW Improvements

MAJOR IMPROVEMENTS in many key areas of the University of Wisconsin operations "to meet the challenges of the future" are provided in the budget request for the coming two years developed by the Regents at their September meeting.

The budget anticipates total expenditures from all sources in 1961-62 of \$72,213,181, and in 1962-63 of \$76,700,858. These compare with the present year's total budget of \$63,036,478.

The Regents added, at the president's recommendation, \$200,000 to \$300,000 to each year's budget to take care of unexpected enrollment increases and educational research.

In a separate action the Regents set University Hospitals budget expenditure estimates for 1961-62 at \$6,289,574 and for 1962-63 at \$6,435,728. These compare with the current year estimate of \$6,145,762. The total hospital budgets are expected to be met with revenue for patient care.

The University budget anticipates state appropriations of \$34,724,408 in 1961-62, and \$38,772,720 in 1962-63. These compare with the current year's appropriation of \$25,875,073. The remainder of the revenue needed to meet the total budgets approved is expected to come from operational receipts, fees, balances, gifts, grants, and Federal Land Grant appropriations.

The theme of the budget, according to the analysis supplied the Regents by Pres. Conrad A. Elvehjem, "is the desperate need of the University to make progress in fulfilling its obligations to the students, to the people of Wisconsin, and to the nation."

The budget originally provided for anticipated enrollment increases throughout the University of 1,430 in 1961-62 and an additional 1,370 in 1962-63 which University Budget Officer William Young pointed out "is equivalent to adding a new college each year." The Regents, on the basis of this fall's University enrollment experience, provided for an additional 400 students in 1961-62 and an additional 200 in 1962-63.

Wisconsin Alumnus, October, 1960

The University of Wisconsin Biennial Budget Request

| Current Budget, 1960-61 | 1961-62 Request | 1962-63 Request |
|---|---------------------|---------------------|
| \$63,036,478 | | |
| Increase to meet fixed obligations | \$ 618,591 | \$ 334,157 |
| Increase for larger enrollments | \$ 1,239,476 | 1,194,128 |
| Increase for expanded services | 521,184 | 153,045 |
| Increase for instructional improvement | 1,414,160 | 575,382 |
| Increase for fine arts improvement | 150,000 | 70,000 |
| Increase for research improvement | 664,283 | 337,075 |
| Increase for physical plant improvement | 557,720 | 209,077 |
| Increase for library improvement | 234,000 | 105,200 |
| Increase for extension and service improvement | 150,218 | |
| Increase for counseling and records improvement | 52,650 | 58,504 |
| Increase for television | 200,000 | 50,000 |
| Increase for faculty salaries | 3,600,000 | 1,350,000 |
| Decrease for Auxiliary Enterprises, etc. | 225,579Dec. | |
| Increase for Auxiliary Enterprises | | 51,109 |
| Total 1961-62 Request | \$72,213,181 | |
| Total 1962-63 Request | | \$76,700,858 |

Instructional improvement programs included in the budget call for removal of "the major disadvantages associated with wide reliance on graduate teaching assistants," strengthening of offerings in Milwaukee and the Centers, and the utilization of television in teaching, as well as a "bold new emphasis on fine arts."

Research improvements budgeted are aimed at balance in the University research programs between national demands and state needs, between applied and fundamental research, between industry and agriculture, and among the natural sciences, the social studies, and the humanities. The Regents added \$30,000 each year to the budget for educational research after Pres. Elvehjem outlined the needs for expansion.

Improvement in plant operation and maintenance includes a maintenance formula based on 1.25 per cent of the building value. Other improvements budgeted include increase in staffing and book buying in the libraries, particularly at the University of Wisconsin-Milwaukee and at the Centers, but also in the Law Library and General Library at Madison; self-supporting ex-

pansion of a number of extension and public service programs; and general improvement in student counseling and record-keeping.

Salary provisions include a 16 per cent faculty increase in 1961-62 and an additional 6 per cent in 1962-63.

"At the close of the fiscal year 1959-60," Pres. Elvehjem explained, "the University of Wisconsin ranked in the lower half of the Big Ten and 19th out of 26 of the major degree-granting institutions of the nation in average academic salaries. In 1960-61, while most of the Big Ten schools granted 8 per cent raises, Wisconsin had only 4 per cent to distribute and therefore lost ground."

The budget analysis includes a breakdown of funds earmarked for the University of Wisconsin-Milwaukee and for the Centers. Improvements specifically budgeted for the Milwaukee campus total \$738,199 in 1961-62, and an additional \$260,090 in 1962-63, including a laboratory for instruction by television that would provide a link between the Madison and Milwaukee campuses for possible exchange of televised courses.



WISCONSIN ALUMNI ASSOCIATION

During 1960-61, WAA's Centennial Year, we will be running a series of feature articles devoted to the present and future status of the University of Wisconsin. This article, as well as the one on the International Soil Science Congress appearing on p. 24, shows how the University has entered a new dimension of world-wide service.

The Wisconsin Idea Around the World

by Fred Harvey Harrington

UW Vice President of Academic Affairs

"THERE IS NEED for a Wisconsin Idea for the whole world."

So said Grayson Kirk, President of Columbia University, when Conrad Elvehjem was inaugurated as President of the University of Wisconsin. Elaborating, Dr. Kirk (Ph. D., University of Wisconsin, 1930) recalled that this State and its University had pioneered in the use of professors in government. The University had helped close the gap between research and action on both state and national levels, and had trained young people for important public service. The new need was for activity on an even broader front, that of the entire globe.

The Wisconsin Idea in Action

Those intrigued by this approach will be glad to know that the University has in fact extended its frontiers far beyond the boundaries of the United States. This became very clear to me this spring, when I went around the world with Edwin Young, our economics chairman. Everywhere we travelled we found Wisconsin professors doing significant research or working with local educators and officials

in planning economic revolutions and projects to raise living standards. Our first official stop was in Salzburg, Austria, at the Seminar for American Studies. I am a Director of this Seminar; and Ed Young (with William Gorham Rice of our Law School) taught at the Seminar in its infancy, after World War II. In the Seminar, Europeans interested in the United States work with a small, rotating American faculty. Professor Robert Hattery of Political Science-Extension in Madison goes on leave this year to live in Salzburg as the Seminar's assistant director.

We spent more time in India. There we found Dr. Clifford Liddle, Professor of Education at the University, serving as chief education officer of the Technical Cooperation Mission (the Point-Four program in India). An old India hand, Cliff has mastered the difficult art of providing help without giving offense. He has worked closely with the University on our ICA-Engineering contracts, under which we supply specialists to work with Indian institutions. In visiting the Bengal Engineering College

and the University in Roorkee, Professor Young and I found that the University's efforts have been much appreciated. Our contingent this fall at BEC includes James Van Vleet, who heads Engineering at the UW-Milwaukee; and Gerald Pickett, Professor of Mechanics, who thus begins his second India assignment. Americans like these are helping India get the engineers and engineering research which she badly needs.

We also saw Marshall Clinard in India—and again in Hong Kong. Professor Clinard, a sociologist, has been working for the Ford Foundation in Delhi, developing exceedingly promising Neighborhood-Council experiments in Indian slums. Here, as elsewhere, one sees a close tie between scholarly activities and practical improvement programs.

After India, we went to Indonesia, where Professor Young's department runs a substantial teaching and teacher-training program. Financed by the Ford Foundation, this program is located at the University in Jogjakarta, in central Java. There we met Theodore Morgan of our Economics De-



Prof. H. Edwin Young, of the UW economics department, is shown here with two Indonesian students on the island of Java. Prof. Young, who accompanied Vice. Pres. Harrington around the world, was among those educators from the University of Wisconsin who aided in the establishment of an economics department and trained a faculty for that department at the Gadjah Mada University, Jogjarkarta, Indonesia, under a program of international educational exchange co-sponsored by the Ford Foundation and the UW.

partment, who has headed this project on the ground this year and last; and Ted's successor, Edward Werner of our School of Commerce. In a country desperately in need of economic development, and short of specialists, these Wisconsin professors are producing economists for teaching, research, planning and management.

Also in Indonesia we saw a Wisconsin anthropologist, Professor Milton Barnett, who was on a special research and planning assignment for the Council on Economic and Cultural Affairs. This foundation proposes to use interdisciplinary approaches to tackle problems of Indonesian communities—paving the way, perhaps, for future self-help programs. In addition, Milt was assessing the Asian possibilities for Farrington Daniels' Solar Energy project, which is financed by the Rockefeller Foundation. Both activities illustrate the interest of Wisconsin professors in fundamental and significant research that is at the same time tied to efforts to improve living standards in underdeveloped countries.

Up in Seoul, after Ed Young had headed back for home, I saw Mau-

rice Iverson. Professor Iverson was trying to introduce audio-visual materials into the Korean educational system; and, despite many difficulties, he was making real headway.

Thus we found them, these Wisconsin professors overseas—unwilling to be discouraged by obstacles and disappointments; realistic, practical, clear-headed, and yet enthusiastic, too; working with the people of the country in a common-sense way, but never losing sight of the goals ahead. Here we have the Wisconsin Idea in action.

Alumni Abroad

This is only one part of the picture. Because of the pressure of time, Ed Young and I were unable to accept invitations from Wisconsin Alumni Clubs along our line of travel. Had we been able to make some of these contracts, we would have seen another side of the Wisconsin effort overseas. For in each of the countries which we visited, there are Wisconsin graduates at work. Some are Americans carrying their training overseas. Most, however, are citizens of the countries

concerned—individuals who came to Madison to develop new skills, or to broaden their knowledge, so that they could help improve the educational and political structure, technology, economy and culture of their homelands. Even though we could not visit alumni clubs, we ran into many of these graduates. We saw them in Athens, and Karachi; in Bombay and New Delhi and at Roorkee, near the headwaters of the Ganges. We met them on Pan American flying from Istanbul to Beirut, and on Air India on the run to Burma. We encountered them in Singapore and Java and Korea. And when we came back home, we were met by Wisconsin alumni in our fiftieth state, Hawaii. Everywhere it was the same—we were treated handsomely, and found our graduates anxious to hear news from Madison. And we found them laboring on projects designed to help their countrymen.

Research and Foreign Students

Nor need the story be confined to the countries on our itinerary. While we were covering a bit of Europe,

and a few parts of Asia, other Wisconsin faculty members were working elsewhere on the globe. Touching research alone in 1960, one finds that Wisconsin professors have been on important assignments in Labrador and the Antarctic; in Latin America, Africa and the Middle East; in Australia, Scandinavia and Germany, Yugoslavia and the Soviet Union. Add international conferences attended, and special government assignments and tours of scientific laboratories, and lectureships abroad, and travel for self-improvement, and the Extension Division's directed educational tours. Add the work of returned students, the Wisconsin-trained Latin Americans, Asians, Africans and Europeans—and the picture becomes increasingly impressive.

Yet even that does not tell the whole story. We must notice also the work being done on our own campuses. The University of Wisconsin is one of the nation's leading centers for the training of foreign students. Some of these trainees are already far advanced in their studies, and come to Wisconsin for post-doctoral work in such fields as biochemistry and oncology. Others come as regular graduate students (usually after careful screening in their home lands), for training in engineering, agricultural sciences, American studies, mathematics and many other specialties. Some report for special short-term training: Venezuelans for comparative law last summer, science teachers from many countries for a teacher-training program last winter, Filipinos for community development extension study this fall. Again, there are foreign visitors by the hundreds—distinguished scholars, high-ranking officials, businessmen, interested citizens. These, too, cover the spectrum as to interests and points of origin; but the heaviest concentration is on agricultural missions from the underdeveloped nations.

Foreign Studies for Wisconsin Students

Even more important is the instruction which the University provides for its American students. There are undergraduate and graduate courses, correspondence and adult education

offerings in every aspect of global affairs. The University offers instruction in fifteen foreign languages and has a wealth of courses in international relations, American foreign policy, the geography and anthropology of all the continents, international trade and finance. Particularly interesting is the growth of offerings in comparative studies—in education, in the economics of development, in education and sociology and history. World problems are stressed in such all-University courses as Freshman Forum and Contemporary Trends. International Relations has a key spot in the highly successful ILS (Integrated Liberal Studies) curriculum, and a non-Western Culture course is being prepared for the new Basic Studies program ("second ILS," a freshman-sophomore curriculum for science and pre-professional students). One can major in Hispanic or Scandinavian or Asian Studies at the University, or in International Relations. One can prepare for a career in the Foreign Service of the State Department, or for linguistic research or business or teaching or geological exploration or social service overseas.

Is all of this worthwhile? Are we hypnotized by the romantic appeal of those far-removed horizons? Are we neglecting the job at home for this international teaching and for these research-and-service jaunts around the globe? Are we forgetting our Wisconsin students in showering attention on visitors from foreign lands?

Some may think so. Actually, however, our work continues to be mainly with Wisconsin students. Most of these students will live and work in the United States. But they will, we hope, read about and travel to other continents. We hope, too, that some Wisconsin graduates will want to live and work abroad. This is important in this one-world of the 20th century; the future of the republic depends upon our having top-level representation overseas, both for government and private jobs.

As for the foreign visitors and students, they are assets as well as burdens. They bring experience which helps our Wisconsin faculty and student body. Many carry their full load and more by their contributions as

research and teaching assistants. Most of our foreign students go home, taking with them a more understanding view of Americans. A few remain, or come back later to add strength to Wisconsin and other American university faculties.

A New Dimension

Yes, it adds up on the positive side. World affairs are a part of the state's task; hence it is proper and appropriate for the University to assign a part of its legislative funds for teaching and related activities in the international field. It should be emphasized, however, that much the larger part of Wisconsin expenditures for these international programs comes from "outside sources"—sources other than state tax funds. Support for Professor George Woollard's Antarctic program comes from the federal government; and the Wisconsin side of this project is now housed on the Brittingham property, which was given to the University by a prominent alumnus. Private foundations have provided funds for national security and British Commonwealth studies (Carnegie); for solar energy and Indian studies (Rockefeller); for international projects in education, economics, law and other fields (Ford). Grants from the Johnson Foundation in Racine have enabled the University to organize a World Affairs Center at the UW-Milwaukee, and to bring a distinguished Spanish scholar to the University's new Institute for Research in the Humanities. And these are examples only.

We are pleased with this outside support, and trust we will continue to deserve it. We trust, too, that support will come from other directions. We should be delighted, for example, to have private gifts earmarked for scholarships for deserving foreign students, or to help American students who would profit by studying abroad.

This is no passing matter. As we all know, the United States is permanently involved in world affairs. So is the University of Wisconsin, in line with its tradition of state and national service. And thus we have, for now and for the future, a new dimension to the Wisconsin Idea.

Congratulations Alumni and Friends

You have now given \$5,000,000.00 to the University of Wisconsin Foundation

At the end of World War II the need for additional financial support of higher education in Wisconsin was vividly apparent. Alumni and friends, both as individuals and as corporations, rallied behind the leadership of the University of Wisconsin Foundation.

This is an accounting of what was accomplished—and it is presented with sincere appreciation to the thousands of people throughout the United States who help keep Wisconsin great.

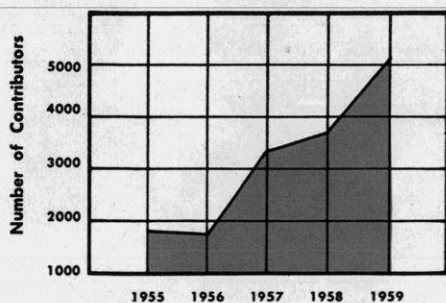
H. I. Pate
Chairman, Board of Directors

Robert Birch
President

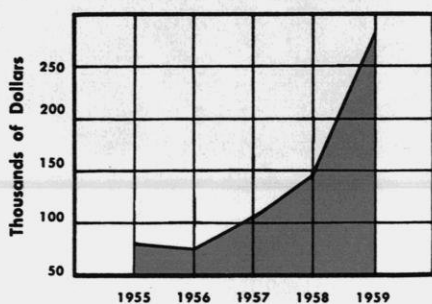
Herbert V. Kollen
Chairman, Centennial Fund Campaign

UNIVERSITY OF WISCONSIN FOUNDATION

GROWTH OF ALUMNI FUND



RECORD OF PARTICIPATION



RECORD OF GIVING

Where the first

Five Million Dollars came from . . .

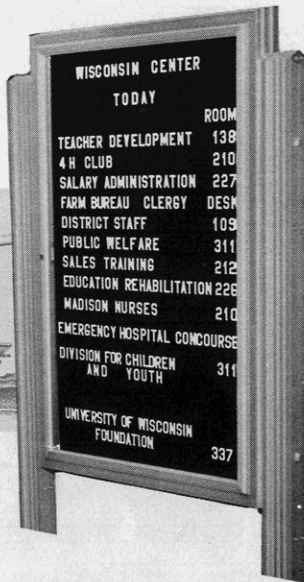
ALUMNI built a solid record of steady and generous contributions to their Alma Mater. Each year since the Alumni Fund began in 1955 a greater number of alumni join this annual program for University support.

OTHER INDIVIDUALS—faculty, relatives and parents of former students and friends—not only gave financial aid but often supplied outstanding leadership and inspiration although they themselves had never attended the University.

BUSINESSES, FOUNDATIONS, and other public spirited groups, particularly in Wisconsin, found many facets of scholarship, construction, and research which they could support for the general good of all as well as for the improvement of their own particular fields of interest.

WILLS, BEQUESTS, and gifts of property and securities provide an increasingly active opportunity to assist the work of the University. Such methods often effect substantial tax savings for the estate and allow a person to donate a much larger and much more useful memorial of his affection for Wisconsin.

The work of the University of Wisconsin Foundation is not restricted to any one segment of academic promotion. Every phase of University activity within the framework of the Foundation organization is recognized and supported. Some of the main categories to benefit from Foundation aid during the past 15 years are . . .



| WISCONSIN CENTER | |
|------------------------------------|------|
| TODAY | |
| | ROOM |
| TEACHER DEVELOPMENT | 138 |
| 4 H CLUB | 210 |
| SALARY ADMINISTRATION | 227 |
| FARM BUREAU CLERGY | DESK |
| DISTRICT STAFF | 109 |
| PUBLIC WELFARE | 311 |
| SALES TRAINING | 212 |
| EDUCATION REHABILITATION | 229 |
| MADISON NURSES | 210 |
| EMERGENCY HOSPITAL CONCOURSE | |
| DIVISION FOR CHILDREN AND YOUTH | 311 |
| UNIVERSITY OF WISCONSIN FOUNDATION | |
| | 337 |

WISCONSIN CENTER, a major project to centralize the hundreds of adult seminars held at the University each year, opens its door annually to thousands of alumni and business friends. Constructed in 1958.

PROFESSORSHIPS are established for the enlargement of human knowledge rather than ordinary academic teaching. Examples of UWF support: the Frederick Jackson Turner chair in American History, the George Ives Haight Professorship in Law, and the E. Gordon Fox chair in American Institutions.

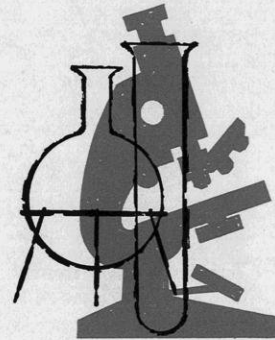
SCHOLARSHIPS, FELLOWSHIPS, and LOANS are never adequate to meet the needs of talented young men and women who lack the necessary funds for college. Our nation needs them as future leaders, and financial aid is essential for their training.

ALUMNI HOUSE—a new home for Wisconsin alumni spirit. This project won enthusiastic support from alumni all over the world. It will provide a focal point for all contact between the University and former students.

ADMINISTRATION, solicitation, and management of such large and diversified funds is a continuing task, carefully supervised for economy and progress.

REAL ESTATE is an important factor in University growth. The purchase, by the Foundation, of income producing properties on the fringes of the campus means that space will be available when the University needs it.

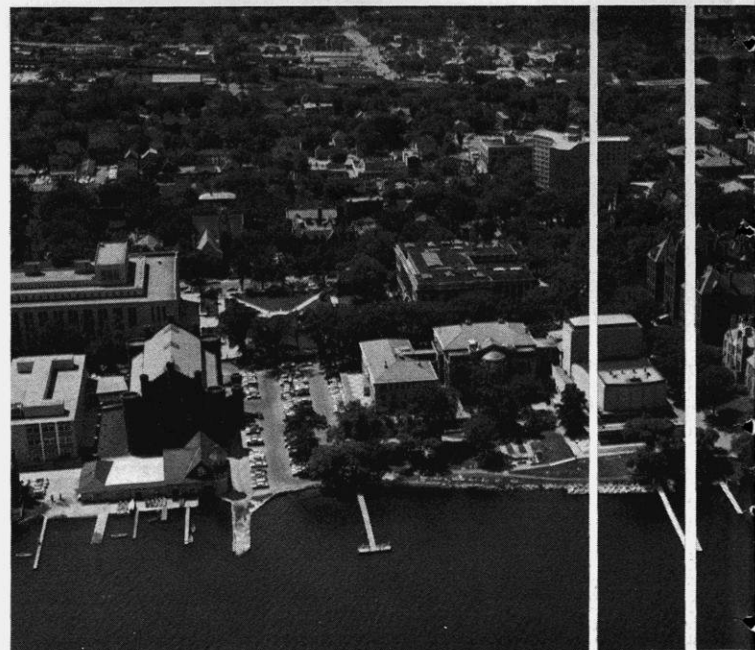
UNRESTRICTED FUNDS, perhaps the most important contribution a friend can make, provides the money which is immediately available for essential but often unexpected demands.



A

B

C



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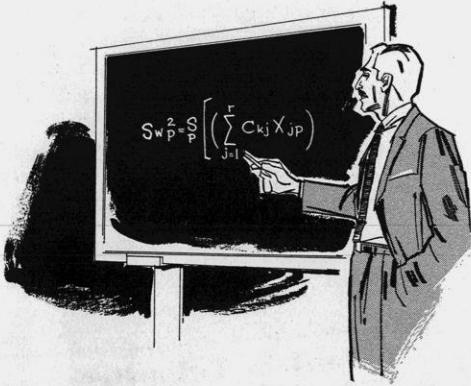
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2

MILLIONS OF DOLLARS

Wisconsin Alumnus, October, 1960

MISCELLANEOUS restrictions are sometimes placed on funds which the donor wishes to give for a specific purpose at Madison or one of the extension division campuses. These requests are always honored and fulfilled.



PLEDGES for future payment are always acceptable. Many donors of larger gifts find they can give more to the University by dividing the contribution between two or more tax years. Few pledges go unpaid.

RESEARCH in practical and theoretical sciences can provide the important "break-through" to open the doors for future advances. Diseases of humans, animals, and crops are the main subjects of intensive study.

E F G H I J K L M N

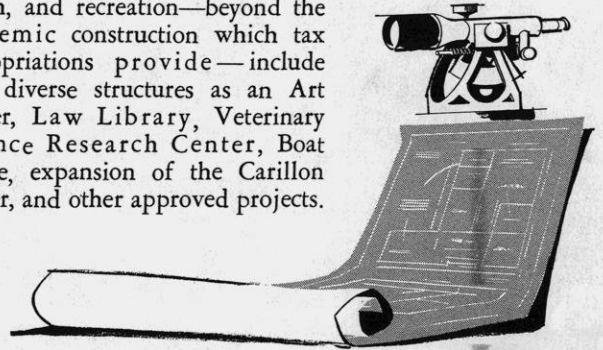


APPARATUS and **EQUIPMENT**, such as an electronic microscope, the Food Processing Laboratory, and the Journalism Laboratory and Printing Plant, offer new opportunities to both students and faculty.

MEDICAL LIBRARY and other extras at the School of Medicine are vitally needed for proper training of new doctors.

AUDITORIUM addition to the Wisconsin Center is next on the agenda of space required for adult education on the Madison campus. Demand for meeting rooms already exceeds capacity of Wisconsin Center.

OTHER BUILDINGS for culture, research, and recreation—beyond the academic construction which tax appropriations provide—include such diverse structures as an Art Center, Law Library, Veterinary Science Research Center, Boat House, expansion of the Carillon Tower, and other approved projects.



How the money was allocated:

Here is a statement of how your first \$5,000,000 has been applied. Some of the items have been spent, for example, the \$2,373,000 for the Wisconsin Center and its furnishings. Others, such as the Alumni House, represent funds held and earmarked for the purposes designated. Whenever feasible, Foundation funds are invested by a well qualified finance committee resulting in a very low net administration cost. The cash, with appreciation added, is available when it is needed.

| | | |
|---|---|--------------------|
| A | Wisconsin Center for Adult Education | \$2,373,000 |
| B | Professorships | 355,750 |
| C | Scholarships, Fellowships, and Loans | 330,475 |
| D | Alumni House Building Fund | 250,175 |
| E | Administration | 236,500 |
| F | Real Estate | 235,150 |
| G | Unrestricted Funds | 232,425 |
| H | Miscellaneous Restricted Funds | 228,050 |
| I | Pledges of Future Payments | 190,600 |
| J | Scientific Research | 185,575 |
| K | Special Apparatus and Equipment | 121,150 |
| L | Medical Library | 119,875 |
| M | Auditorium Addition to Wisconsin Center | 85,400 |
| N | Other Buildings | 55,875 |
| | TOTAL | \$5,000,000 |

The University of Wisconsin Foundation was organized in 1945 to inform the people of the state, alumni, and other beneficiaries of the University's services and research of the conditions facing the University—and to ask their help in supporting its public service and cultural activities.

The Foundation's work took on increased importance with the sudden post-World War II rush of enrollments. Since only half of the University's budget is underwritten by state tax funds, there remains a considerable need for gifts to support and sustain many functions, particularly those of non-academic nature in the area often referred to as the

Wisconsin Idea: that the resources and services of the University should be offered to all the people, not only to students.

In the years ahead enrollment will continue to spurt forward. Old and obsolete buildings will have to be replaced. Salaries and costs of operation, while often lower than the general level, must rise to meet the basic needs of faculty, administration, and maintenance people. To help Wisconsin hold its rank as one of the top ten Universities, it will be necessary for alumni and other friends to contribute generously toward the projects of the University of Wisconsin Foundation.

UW Bracing Itself for an 'Avalanche'

Staggering Enrolment Seen; Children Born in the Postwar Baby Boom Near College

Journal Staff Correspondence
Madison, Wis. — The University of Wisconsin is bracing itself for an avalanche of hordes of children born in postwar baby boom are near college age.

UW officials have concluded the load will be staggered. How it can be handled involves a question of democracy: Will every child have a chance?

Peak Enrolment Predicted at UW

Madison, Wis. — A record enrolment of 3,800 freshmen is expected next month at the University of Wisconsin.

Larger Class to Mean More U. W. Teachers

By LLEWELLYN ROBERTS
(State Journal Staff Writer)

The University of Wisconsin got the green light from the state Thursday to hire additional instructors to teach an unexpected large freshman enrolment on the university's Madison campus.

The authority came from the State Board of Government Operations, a new seven-legislator board which has supplanted the former State Emergency Board.

old Emergency Board, which was composed of the governor and the chairman of the Joint Committee on Finance — a three-

Elvehjem Tells Program

U. Puts Building Needs In 5 Years At \$138 Million

The University of Wisconsin

Personal Income Hits New High in Wisconsin

Personal income reached a new high in Wisconsin in 1959. George C. Payne, field office manager, U.S. Department of Commerce, Chicago, said Monday. Total for the state amounted to \$8,258 million compared with \$7,648 million in 1958. Wage and salary disbursements alone amounted to \$5.4 million, or 65 per cent of this amount. Manufacturing

building program will cost \$138 million to meet rising enrollments, U. W. press. Tuesday night. U. W. Pres. Conrad A. Elvehjem told the newsmen, "we think the building situation is in a critical stage."

The building crisis is due to rising enrollments, old and inadequate buildings and expanding needs in research, teaching and public service facilities, he said. Carl F. Wendt, dean of the College of Engineering and chairman of the Madison campus planning committee, outlined the university's new building

The work of the Foundation is not intended to finance any facility for which the legislature could properly and realistically be expected to make provision. It does, however, encourage widespread support of those activities which mark the difference between a good school and a great University . . . the cultural and service programs which not only help students earn a better living, but aid all citizens in leading better lives. Gifts for these purposes are recognized contributions to education and qualify for normal tax deductions.

Gifts of cash, stock, property, bequests, or anything of value are solicited and accepted by the Foundation. Write for additional information, or visit the Foundation offices in the Wisconsin Center.

UNIVERSITY OF WISCONSIN FOUNDATION

Box 2025, Madison 5, Wisconsin



A second chance to choose a career... ... doesn't come often!

You can have an opportunity to learn whether you'll like, and can do, satisfying, highly-paid work, and *without committing yourself or leaving your present work.*

A testing and orientation program will be given to selected men without charge and without commitment in a number of cities, country-wide, and at times convenient to you.

When you've completed this new program—assuming you decide to enter it and are accepted—you'll know whether you have the interests and abilities to succeed in a deeply satisfying career. You will have learned what life insurance work is like and whether you would enjoy it and do it well.

If you have the aptitude, really like people and are willing to work hard, if you have initiative, stability and determination, maybe

this is for you. If you join us, after the testing and orientation program, you'll be paid a salary, plus production bonuses, for the first three years. Our leading 100 men averaged over \$24,000 last year. Our leading 300 men averaged over \$14,000.

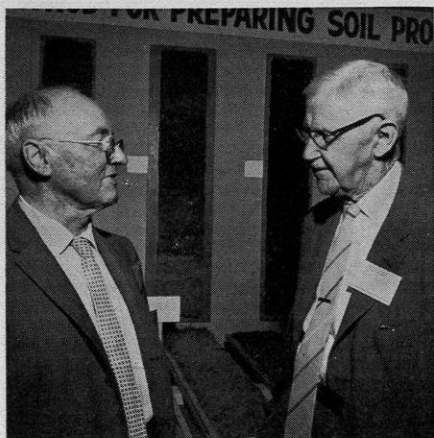
If you'd like a business of your own, with *real* opportunity to grow, write Horace R. Smith, Assistant Agency Vice President. Our General Agent near you will get in touch with you for an appointment to discuss your enrollment in the testing and orientation program.

Connecticut Mutual Life
INSURANCE COMPANY • HARTFORD

World's Soil Scientists

Gather at Wisconsin

by John Fett



Emil Truog (left), finance chairman and manager of the congress, and M. F. Miller from the University of Missouri, took time during the busy congress to chat in front of an exhibit in the armory. Both are emeritus professors at their schools.

DESPITE THE POTENTIAL destruction by nuclear warfare which looms over the world today, hunger still remains the major threat to the future of mankind. Even today, more than half of the world's population suffers from varying degrees of undernourishment and malnutrition. To complete the awesome picture, it is estimated that by the end of the century the present world population of three billion people is going to double itself.

With this disturbing set of facts before them, over 1,200 soil scientists from around the world met on the Madison campus last August. The occasion was the Seventh International Soil Science Congress, and its motto was to "promote peace and health by alleviating hunger through soil science."

Over 60 countries were represented at the international meeting. Close to 350 came from foreign countries as far away as India, Vietnam, and Australia. For those who could not afford the trip on their own, special travel aid money was available. Over 80 travel aid grants were made to scientists from 44 foreign countries. An additional 75 grants were given to graduate students in this country to make their attendance at the meeting possible.

Principal contributors for these grants, which totaled over \$40,000, were the United Nations Food and Agricultural Organization (FAO), the International Cooperation Administration (ICA), and the Rockefeller and Ford Foundations.

Russia was also represented by 22 soils men. Yet, at this nine-day meeting differences in political ideas and beliefs were put aside. All delegates recognized the seriousness of their mission.

Dr. Binay Ranjan Sen, director general of FAO, pointed out the worldwide implications of soils research in his speech to the delegates.

"That soil lies at the very core of the problem of agricultural production must be clear to all," Sen said. "Neither modern machinery and farm equipment nor improved marketing arrangements can bring about the desired increase in agricultural productivity unless the soil is in the right condition to support the needs of different crops. It has, therefore, a vital relationship to the world food problem," Sen concluded.

Dr. Richard Bradfield, Ithaca, N.Y., further pointed out to delegates the urgency of their work in soil science.

"Unless something is done to slow down the rate of population growth, agriculturists by improving production can only delay the evil day when population will greatly exceed the food supply," Bradfield warned.

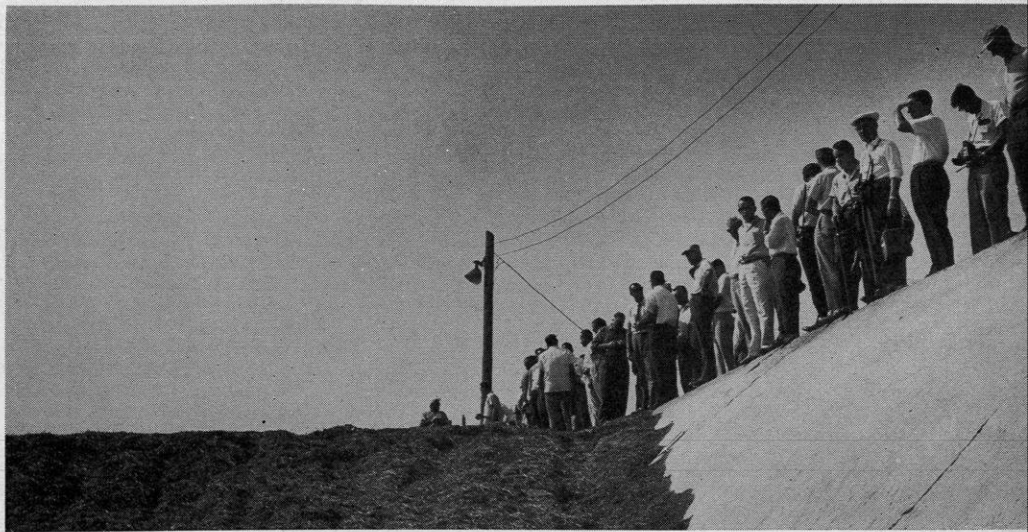
Dr. Bradfield was president of the International Soil Science Society.

The term "population explosion" and the problems involved in a rapidly increasing world population were brought up by numerous speakers.

The world food picture is not entirely black, however. Many encouraging signs were noted. For example, it was pointed out that in Iran the

Wisconsin Alumnus, October, 1960

An international group of scientists convened at the University of Wisconsin last summer in an effort to find ways to combat the world's most pressing problem—hunger!



Soil scientists were given an opportunity to view the large trench silo on the Renk farm near Sun Prairie. This silo holds 4,000 tons—the equivalent of about 25 average upright silos.

use of phosphate and nitrogen fertilizer has increased production of cereal crops from 50% to 150% in recent years. One or more nitrogen fertilizer plants are under construction in Iran, Pakistan, India, Indonesia, the Philippines, and Formosa, and others are in the planning stage.

Dr. Charles E. Kellogg, assistant administrator for soil survey of the United States Department of Agriculture, pointed out the opportunities for increased food production that exists in the tropics. Here nearly a billion acres are blessed with abundant sunshine, a growing season of 12 months each year, and generally plenty of water.

However, Kellogg stressed that their full potential cannot be realized by merely transplanting soil practices that have proved successful in the United States or other developed countries. As one example of this, in farming areas such as the United States, the use of fire in the clearing of land before cultivation is severely frowned upon. However, according to some research results from tropical areas this may very well be a desirable practice there.

A complete survey and classification of the existing soils is a basic must before any practices can be recommended for a given area. "Millions of cultivators in the world are using soils of which no scientific examinations have ever been made," Kellogg explained.

At the soils congress, scientists tried to agree on a unified world scheme



A demonstration of this minimum tillage wheel-track corn planter was one of the highlights of a field trip to the University's new Arlington farm. The revolutionary new corn planting method is being developed at the UW.

and terminology for classifying soils. Many countries, however, were not willing to give up their system for a new, more unified, scheme. Without a unified system it is often futile to try to evaluate research results from other countries or to transplant recommended cropping practices from one country to another.

The soil classifications of various countries were graphically displayed in exhibits by about 20 different countries. These exhibits, plus those of commercial companies, completely filled the basement of the Wisconsin Center building plus the old red gymnasium beside it.

Soil scientists spent the majority of their time at the congress listening to formal papers presented by other soils men. These papers ranged from the highly technical—describing methods of research—to those that showed how the application of soils research has actually raised the food production level of certain areas.

The approximately 400 papers presented represented a mass pooling of the world's knowledge of soil science. Furthermore, delegates will receive a complete volume of all the papers presented at the congress. By this means they can study those they didn't

Tall Wisconsin corn was a leading attraction on all tours. Here, G. H. Enfield (right), Washington, D. C., explains to H. Kick, Germany, how he makes nutrient tests on corn leaves.



Two delegates from Brazil enjoy slices of Wisconsin cheese at the barbecue held in the University of Wisconsin practice building for delegates and their wives.



have an opportunity to hear at the congress, and can also use the papers as reference for further research.

However, basic soil research is of no value unless it is applied to actual crop production, and the planners of the soils congress recognized this fact. Therefore, before and after the congress, a series of field trips was conducted. Three main tours—over a week each in duration—covered the United States from New York to California and south to the Carolinas. During the congress, numerous short tours were taken throughout Wisconsin. Here they viewed the practical application of their research on Wisconsin farms, and studied the soil types of the area.

It was not merely by accident that the University of Wisconsin was picked for the site of the international meeting—the first to be held in the United States since 1927. Wisconsin's soils department has long been considered a leader in its field. Furthermore, Wisconsin's emeritus professor of soils, Emil Truog, has had more soils students receive their doctor's degree un-

der his guidance than any other soils professor in the country.

For Truog, who was manager of the congress, this was like old home week. He renewed acquaintances with many of his former students who now head soils departments throughout the country—and in fact, throughout the world. India alone has about 15 soils men who were former students of Truog. Other students of his from as far away as Australia and Africa were on hand to greet him. Those who hadn't had him as instructor knew of him through his contributions in the field of soil analysis.

Here in the United States with a "problem" of crop surpluses, the criticism is at times raised that it is folly to carry on research to increase production. But as Dr. L. E. Engelbert, chairman of Wisconsin's soils department points out, "We have to push back the frontiers of knowledge, not only for our own use, but because other less fortunate countries need outside help."

Dr. Engelbert is frankly worried about the prospect of an "exploding

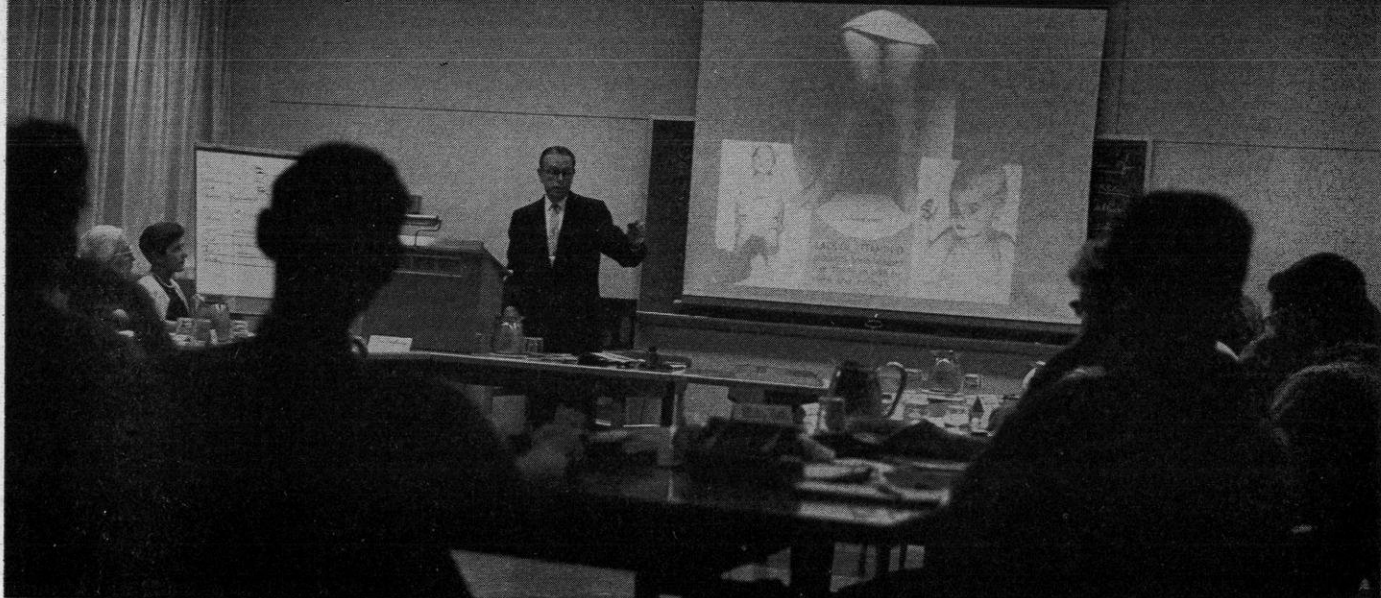
world population." He mentions India as an example where a few years ago families would raise ten children in hopes that one would survive to adulthood. "Now with modern medicine probably eight or nine are able to reach adulthood," Engelbert points out.

How does his department's teaching fit into the world picture?

"We try to teach soil science *per se*," Engelbert explains. "Then a graduate can go and work anywhere; the basic teachings will apply in any country."

At present, about 55 graduate and post doctorate students are studying and doing research in the Wisconsin soils department. About 20 of these are from foreign countries—most of them underdeveloped countries.

Although some of the world's soils can be reclaimed, "we still have limited resources," Engelbert warned. This then is the challenge facing the world's scientists—rapidly increasing population and limited soil resources. The international congress was a major step toward meeting this challenge.



A leading biochemist in his own right, University Pres. Conrad A. Elvehjem appeared before the alumni seminar group to discuss the problems of world nutrition. He is shown here with a demonstration slide picturing the effects of a dietary Vitamin D deficiency. It was Pres. Elvehjem who headed the team that first discovered nicotinic acid or niacin and its effect on the prevention of pellagra.

Alumni Seminar in Second Year

Encouraged by the success of last year's liberal studies program for alumni, the University of Wisconsin Extension Division augmented this year's alumni seminar program to provide a greater range of study. The expanded program featured three, two-week sessions, each devoted to a study of the scientific and/or humanistic development of various periods of Western civilization.

The first two sessions, conducted alternately by Aaron Ihde, professor of chemistry, and Robert Pooley, professor of English and chairman of the Integrated Liberal Studies program, went under the general headings "Nature, Man, and God in the Seventeenth and Eighteenth Centuries" and "Nineteenth and Twentieth Centuries: Conflicts of Discoveries and Traditions."

Meeting in the air-conditioned surroundings of the beautiful Wisconsin Center building, the alumni seminar members enthusiastically explored the range of ideas that have formed our culture since the seventeenth century. A partial listing of the topics under scrutiny during the sessions included: the scientific discoveries and theories of Copernicus, Kepler, Galileo, and Darwin; the philosophies of John Stuart Mill, and John Paul Sartre; and the artistic development of Jane

Austen, Wordsworth, Shelley, and Keats. All in all, a staggering range of subjects and ideas, but the seminar students appeared to be constantly in tune with their various instructors and the discussion and question-answer sessions following each block of instruction were continually filled with lively exchanges of outlook and opinion.

In addition to the core program of liberal-scientific studies, this year's program featured a two-week course devoted to "The Arts in Modern Western Culture." This was a survey of the important developments in art that have become manifest in our popular culture as well as those which have made our artistic heritage. Under the aegis of Prof. Frederick M. Logan, the subject matter for the arts group ranged from roccoco architecture to modern city planning, the dance, and motion pictures. The session was highlighted by a full day's trip to the Chicago Art Institute to view that museum's particularly distinguished permanent collection of 19th century French Impressionists.

Throughout the six weeks of the summer that the alumni seminar groups were meeting, various members of the University of Wisconsin faculty appeared as guest lecturers.

Some of the faculty who spoke on their individual specialty included: Leo Jakobsen, institutional planner and associate professor of city planning; Haskell Block, professor of comparative literature; Erwin Hiebert, professor of history of science; Walter R. Agard, noted professor of classics; and Dr. John Willard, Dean of the Graduate School. The list is only a sampling of the many UW people who helped give added stature to the program. But above all, it was the guiding influence of Profs. Ihde, Pooley, and Logan who shaped the content of the particular two-week segments. Complementing their intellectual direction was Robert H. Schacht, assistant director of informal instruction with the Extension Division, who adroitly managed the logistical problems involved in seeing to the wants and needs of the alumni group.

It was not easily possible to categorize the people who attended the alumni seminar programs. They were simply a cross-section of responsible members of the American community who feel that education is a continual process and that every citizen has an obligation to be aware of the forces that shape his life and society. . . . for pictures of the seminar, please turn the page.

The Alumni Seminar in Pictures



Miss Helen Nelson '37, assistant librarian at the La Crosse Public Library, attended the two-week seminar on "Art in the 20th Century" on a scholarship provided by the University Foundation. Pictured with her are Robert B. Rennebohm (left), executive director of the UW Foundation and Robert H. Schact, co-ordinator of the alumni sessions.



With Prof. Robert Pooley looking on, Prof. Fred Hoffman engages in a discussion of some of the more elusive facets of Existentialism.



Prof. Jonathan Curvin of the UW Speech Department spoke to the alumni group on the evolution and development of the early American theatre.



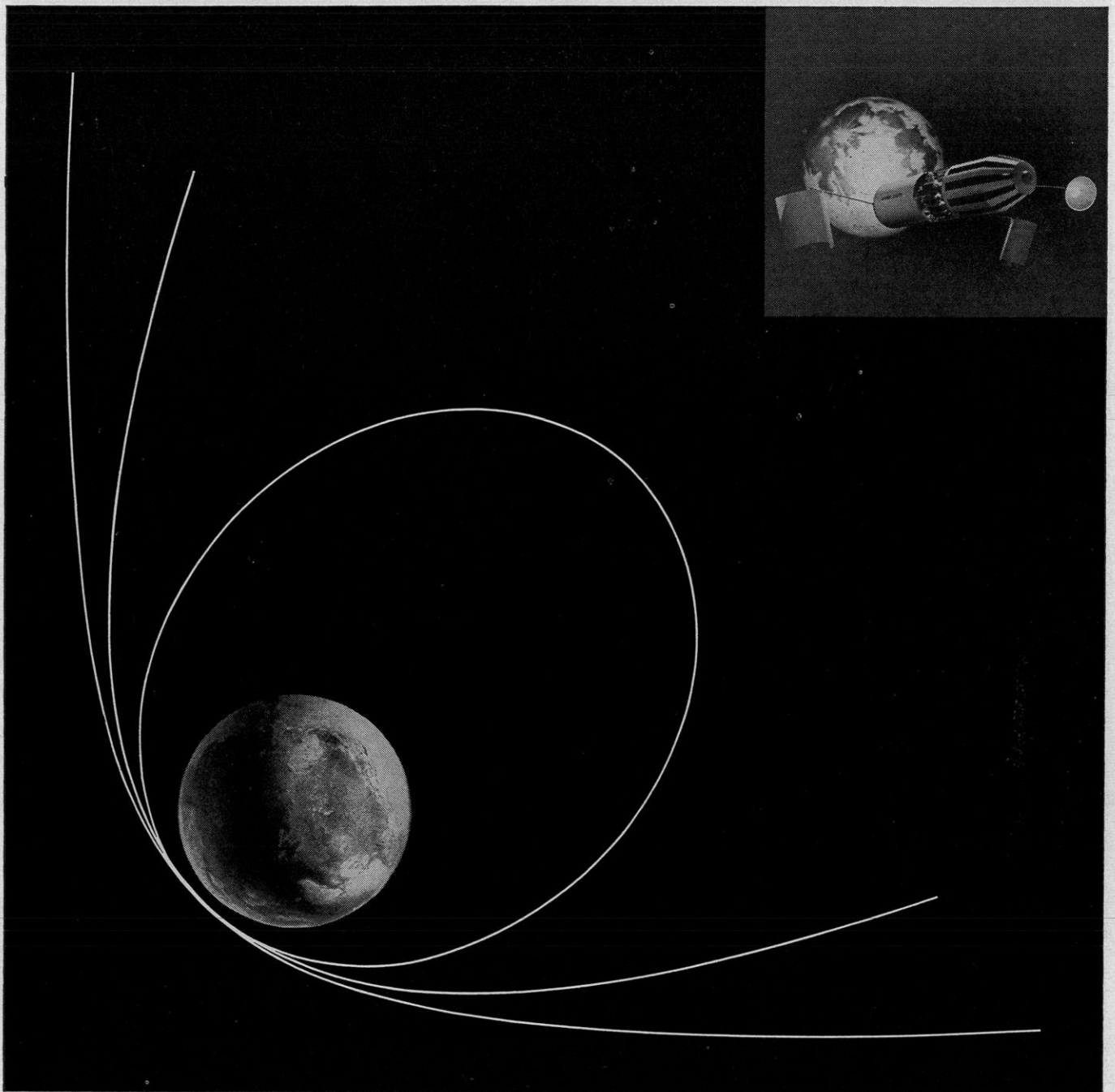
Student interest and participation in the seminar sessions was especially intensive as is obvious from this picture.



Prof. Edward Sprague, widely known for his WHA programs on folk music, moved into the field of classical music for a lecture on the innovations of musical giants such as Beethoven and Mozart.



Prof. Fred Logan, director of the arts seminar, took his group on a tour of the University of Wisconsin's craft shop facilities. Here he is shown pointing out some of the various forms of sculpture produced at the University.



Orbits through space

The space-flight paths diagrammed above represent a closed elliptical orbit, a parabolic orbit, and, on the outside, an open, hyperbolic orbit characteristic of the start of an interplanetary flight.

Orbital flight mechanics is one of the many areas of advanced investigation at Boeing. The staff of the Boeing Scientific Research Laboratories, for example, carries out basic research in such fields as energy conversion, hypersonics, magneto-hydrodynamics and plasma physics.

Other Boeing scientists and engineers are working toward the advancement of supersonic flight, propulsion systems, gas turbine engines, commercial and military aircraft, vertical and short take-off and landing aircraft.

Professional-Level Openings

The wide scope of Boeing programs in all areas of manned and unmanned flight, from theoretical research to advanced precision fabrication, offers careers of unusual interest to professional specialists in engineering and scientific fields, as well as in other-than-engineering areas. Drop a note, mentioning degrees and major, to Mr. John C. Sanders, Boeing Airplane Company, P. O. Box 3822 - UWI, Seattle 24, Washington.

BOEING



Nancy Hanschman

is a busy news correspondent who could easily pass for a fashion model

BEING NAMED a CBS News correspondent and joining the ranks of such "first team" colleagues as Edward R. Murrow, Eric Sevareid, Howard K. Smith, and Walter Cronkite, is an important achievement for any reporter. But when that reporter is Nancy Hanschman, a stunning brunette who is the first woman correspondent to be named by CBS News since the advent of television, the appointment seems especially noteworthy.

It was just last February that Nancy, a native of Wauwatosa, Wis., received her appointment as a regular correspondent and became a full-fledged member of the elite press corps that covers the Washington political scene. Since that time she has been on top of almost all of the major political developments taking place in this election year.

After receiving her degree in Education from the University of Wisconsin in 1948, Nancy did graduate work at Harvard University, and served as a student delegate to UNESCO in Europe. Then, after two years of teaching English at John Dewey Junior High in West Allis, she pulled up her roots and headed for Washington, deciding that she was more interested in politics than teaching. This decision was followed by a long period of pounding the pavement in search of a job, but work eventually came when Nancy landed a position as a staff assistant on the Senate Foreign Relations Committee. From that point on, events began to snowball and Nancy was soon launched on her political reporting career.

In 1954, she joined CBS News as an associate producer of "Face the Nation" on television and radio, and producer of

"The Leading Question" on radio. It was in her stint as a producer that Nancy established many of the contacts with political personalities that are extremely valuable as sources of news to her today.

As a producer, it was imperative that Nancy not only have an important and newsworthy person to interview each week, but that all technical details such as cameras, remote and recording equipment, cues, etc., be properly managed. This demand for precision often resulted in some last-minute, hectic situations, particularly when senators or congressmen scheduled to appear on a given program were suddenly called back into session. But even with the customary hurly-burly of the Washington scene,

the show, in the best of traditions, managed to go on, and Nancy profited from the valuable experience she gained.

Recently, Nancy has handled special assignments for regularly scheduled CBS News programs, including "Douglas Edwards with the News" on television and "The World Tonight" on radio. When she was appointed a regular correspondent, she was assigned the task of following the various presidential hopefuls throughout the country.

It was on one of these campaign junkets that Nancy gave evidence that she hasn't forgotten the lessons she learned as a producer. While covering Senator Hubert H. Humphrey's political campaigning in West Virginia, she cajoled a local farmer into the tempor-



Nancy with some of her nationally-known CBS colleagues including, from left: Howard K. Smith; Douglas Edwards; and Charles Collingwood.

ary use of his truck. The truck was then put into action as a platform for television cameras and the candidate's speech received excellent coverage.

Television viewers of the national political conventions got an occasional glimpse of Nancy as she questioned candidates and key politicians during the CBS News coverage of the national gatherings. It was amid the melee of the Democratic and Republican conclaves that the pert Miss Hanschman proved that she could more than hold her own with her male counterparts who had all they could do to shoulder their way through the jumble of delegates, spectators, and secret service men to get an interview.

But news gathering is not necessarily all elbowing one's way through a mass of placard-waving people. There's a social side to it all, and it is in this area that Nancy has demonstrated considerable polish. Having the appearance and carriage of a fashion model, Nancy is much in evidence at the many parties to which the members of the Washington press corps are invited. Her appearance and social savvy have won her the confidence of a great number of the members of the Washington political and diplomatic scene.

Among her favorites, Nancy numbers Senator Lyndon B. Johnson who has been her special assignment for the past year. When Nancy was named a CBS News correspondent, Senator and Mrs. Johnson gave her a party. "They had a special cake," Nancy recalls; "it was inscribed, 'The Eyes of Texas Are Upon You.'"

Another senator, Everett M. Dirksen of Illinois, sent her a lollipop on her last birthday. Nancy's other close sources of information include Senator Stuart Symington of Missouri, and Senator Carl T. Curtis of Nebraska.

Nancy, who is single, has many activities to keep her busy when she isn't working, which is seldom. She loves clothes and is a striking dresser. She also belongs to many professional societies and has begun to attract notice as a public speaker. Currently, she is second vice president of the Women's National Press Club, and a member of the American Newspaper Women's Club, the Radio-Television Correspondents Association, and the American Women in Radio and Television.



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alumni news

Up to 1900

Mrs. F. K. Conover (Grace CLARK) '85 recently celebrated her 96th birthday in Madison. She is believed to be the oldest living woman graduate of the University and comes from a pioneer Madison family.

Prominent lawyers and judges from throughout the state gathered in La Crosse this past summer to honor Theodore W. BRAZEAU '97 for his 60 years of service in the law profession. In addition to his long and distinguished career in the legal profession, "Theo" Brazeau is proud to lay claim to being the most loyal Wisconsin football fan. He has been attending Badger games regularly since before the turn of the century.

Frederick W. AXLEY '99 was honored by his many former students at Seymour, Wis. where he was principal of the high school from 1899 to 1929.

1901-1910

After an active career of nearly 57 years, Atty. Louis A. BRUNCKHORST '02, has retired from the legal profession in Platteville. He has generously donated his entire law library to the University of Wisconsin Law School.

Reuben J. NECKERMAN '05 returned to Madison recently for a visit. The founder of the Neckerman Agency, a Madison insurance firm, he is now chairman of the board of the Naples (Fla.) Federal Savings and Loan Association, and operates the Home Insurance Agency in Naples.

Mrs. Frank Hixon (Alice GREEN) '05, received the honorary degree of Doctor of Human Letters during the 105th Commencement of Western College for Women, Oxford, O.

Mr. and Mrs. Thomas R. HEFTY '08 toured Norway during the summer. Their trip also included stops in Berlin, Brussels, Amsterdam, and Copenhagen. He is chairman of the board of the First National Bank in Madison.

Charles F. SMITH '08 was recently honored at a dinner given by the Marathon County Bar Association for his many years of service in the legal profession. He is a former Rhinelander attorney and municipal court judge.

James S. THOMPSON '10 was one of two men recently presented with honorary memberships in the American Society for Engineering Education for "eminent service to mankind in engineering education." He is the retired vice chairman of the board and former president of the McGraw-Hill Book Co., and was cited for his "devotion to the improvement of engineering education through the conception and production of useful text and reference books."

1911-1920

Foye P. HUTCHINSON '11 has joined Consolidated American Life Insurance Co.,

of Illinois as its charter president. Former president of Harrington & King Perforating Co., and chairman of its board, he came out of semi-retirement to head the young Illinois life company at its inception.

George D. BAILEY '12 has been named by the American Institute of Certified Public Accountants to receive the annual CPA gold medal award for outstanding service to the accounting profession.

Edward A. ONSRUD '13 has retired after 30 years of service with the State of New York where he was superintendent of a state farm near Kings Park, Long Island. Previously, he was with the United States Department of Agriculture, and the American Guernsey Cattle Club.

Glenn F. VIVIAN '13 has retired as the manager of the Statistical Bureau Executive Committee-Western Traffic Association in Chicago. He spent over 45 years in the transportation field.

Joe P. HERTEL '14 has just completed two years of foreign service in Lima, Peru with the University of North Carolina in poultry extension.

Helen KAYSER '14 has retired after more than a quarter century of service as associate dean of women at the University of Wisconsin.

Arthur J. ALTMAYER '14, former director of the federal Social Security Administration, was the principal speaker at an extensive, two-day Labor Day program sponsored by the Madison Federation of Labor.

Lester C. ROGERS '15 has returned from Geneva, Switzerland where, for the fifth straight session since 1949, he represented the United States as a member of the employer delegation to the Building, Civil Engineering and Public Works Committee of the International Labor Organization. He is president of the Bates & Rogers Construction Corp., of Chicago, and a member of the executive committee of Tau Beta Pi.

Capt. Joseph W. BOLLENBECK '15, USA ret., recently was awarded the Commander in Chief's Medal of the Military Order of the World Wars for "conspicuous services in behalf of national defense and promotion of objectives of the order." The order is a national group of officers who served in the U.S. armed forces during a war.

Dr. Charles N. FREY '15, lecturer at Massachusetts Institute of Technology and Columbia University, and former director of scientific relations, Standard Brands, Inc., received a Distinguished Alumni Award at the 100th Annual Commencement of Michigan State University.

Louis M. SASMAN '16 has retired as chief of the rural division of the State Board of Vocational and Adult Education after 36 years of service.

J. E. MCGILLIVRAY '16 has retired as manager of the Milwaukee stockyards after more than 40 years of service.

Loren A. McQUEEN '16 has been elected executive vice president of The General Tire & Rubber Co., Akron, O. He is also a director of Aerojet-General, a rocket manufacturing subsidiary.

In the July issue of the *Alumnus* we erroneously listed Carol McMillan Reid as the author of the Class of 1917 reunion story. The author of the report was Ralph RAMSAY who also took the pictures which accompanied the story.

Mr. and Mrs. Arthur C. NIELSEN (Gert-rude B. SMITH '20) '18 have recently completed a seven months' tour of Australasia and the Orient. The trip included inspections of the Nielsen marketing research organizations in Australia and New Zealand, tourist visits to Ceylon, India, Malaya, Philippines and Hong Kong; and extended business negotiations in Japan which resulted in the establishment of Nielsen Television Audience Research services in that country. The Nielsen firm has recently established a new organization at Green Bay. Mr. Nielsen also announced that he has granted Rasmus Nielsen scholarships, for a year at the University of Wisconsin, to eight Scandinavian students.

Clarence A. KEELEY '17 has retired as treasurer of Universal Atlas Cement, a division of the United States Steel Co., in New York City after forty years of loyal service.

Jay E. NEWTON '19, a retired engineer formerly with the Madison Gas and Electric Co., has been named manager of the Stoughton Light and Fuel Co.

1921-1930

Carl J. SIEFERT '21 has been elected a vice president of Amphenol-Borg Electronics Corp., at Jefferson, Wis. He was formerly president of the company's Borg Fabrics-Jefferson division.

Forrest F. VARNEY '22 has returned to the United States after nine years on overseas assignments. He and his wife live at 512 Mt. Vernon St., Barstow, Calif.

Robert P. GERHOLZ '22, president of Gerholz Community Homes, Inc., Flint, Mich., has been elected to the board of directors of the Chamber of Commerce of the United States.

Werner P. MEYER '23 has received a superior service award from the United States Department of Agriculture. He is coordinator of research information for experiment stations in the USDA.

Arnold S. ZANDER '23 was recently re-elected international president of the American Federation of State, County, and Municipal Employes.

Edwin F. NELSON '24 recently retired as president and director of the Lake Superior Refining Co. He had been president of the refining company since 1952. Prior to that, he was a vice president of Universal Oil Products Co., Chicago, Ill.

Prof. Helen C. WHITE '24 recently received an honorary Doctor of Letters degree—the 15th honorary degree of her career—from St. Joseph's College, Rensselaer, Ind.

Cong. Lester JOHNSON '24 has announced that he will seek re-election to Congress from Wisconsin's Ninth District.

Francis C. QUILTY '25 has a new law office in Kansas City, Mo.

Edith McCOLLISTER '27 has retired after teaching 20 years in California. For the

past six years she has been supervisor of elementary music in the Chula Vista City Schools District and prior to that she had the same position for 14 years in the Relands Elementary School District.

V. M. MURRAY '27 retired recently as Seattle Area manager for Bonneville Power Administration, a position which he has held for 12 years.

Dr. Ralph E. HODGSON '29 has been elected president of the American Dairy Science Association.

Donald LOWATER '30 has announced his candidacy for member of the Assembly from Chippewa Falls.

Dorothea WAGNER '30, instructor in German and Latin at Sheboygan Central High School, recently attended an advanced summer institute in Germany which was conducted by Stanford University.

1931-1940

Atty. Lloyd H. ROONEY '31 has joined the State Department of Resource Development as a law examiner on urban development.

Franklin T. MATTHIAS '31 and his family are in Montreal, Canada where he is associated with Kaiser Engineers and the Aluminum Company of Canada Ltd.

Prof. Henry L. AHLGREN '31, director of the Wisconsin co-operative extension service, recently received a distinguished service award from the United States Department of Agriculture.

George HAMPPEL, Jr. '32 has been named managing editor of the *Northwest Reporter* weekly newspaper.

Leonard SEYBERTH '32 has announced his candidacy for the Wisconsin State Senate to represent Chippewa and Eau Claire Counties.

Joseph P. WERGIN '32 has announced his candidacy for the Democratic nomination for the State Assembly from the Eastern Dane County District.

L. J. LARSON '32, president of National Guardian Life Insurance Co., has been named associate chairman of the 1960 United Givers' Fund in Madison.

William E. SIEKER '33 was recently appointed by Gov. Nelson to the State Board of Tax Appeals.

Terrence W. McCABE '33, a food economist in the foreign agriculture department of the U. S. Department of Agriculture, is a contributor to the current edition of the *Encyclopedia Americana*.

Daniel C. O'CONNOR '35, a Portage attorney, has been named Columbia County Judge by Gov. Nelson.

Mrs. Ruth K. DAVIS '35 has been named executive secretary of Family Service Association in Sheboygan.

Paul M. SCHUETTE '37 was recently elected an assistant secretary of Thompson Ramo Wooldridge Inc. in Cleveland, O.

J. Curtis BURKHOLDER '37 was one of 134 participants in the 38th session of the advanced management program at the Harvard Business School.

Dr. Howard R. HEGBAR '38, assistant chief engineer at Goodyear Aircraft Corp.,



George Grabin, Pres.
Milwaukee, Wisconsin

in Akron, O., recently attended the 21st session of Northwestern University's Institute for Management.

Howard TEICHMAN '38, author of *The Solid Gold Cadillac* and *The Girls in 509*, is currently writing a play about Brooks Atkinson, retired drama critic of the *New York Times*.

Kenneth G. HOVLAND '38 has been named vice president and treasurer of the Kansas City Power & Light Co.

Curtis J. STORCK '39 has announced his candidacy for the Republican nomination for First District assemblyman.

Thomas K. CHRISTIANSON '39 has been added to the engineering and construction department of the Dow Chemical Co., in Midland, Mich.

Dr. George M. BRIGGS '40 is chairman of the department of nutrition in the College of Agriculture at the University of California, Berkeley.

Mrs. Emmet Riordan (Ann McGUFFEY) '40 writes: "I am living in Paris. Have been for three years. Previous to that time for two years in Cairo. My husband is with TWA Airlines-Public Relations." Her address is 45 Rue De Camp, Paris 16, France.

John C. ZIMDARS '40, agent for the New England Mutual Life Insurance Co., has been named president of the Wisconsin Association of Life Underwriters.

Dr. Robert C. PARKIN '40 has been appointed chief of professional training service in the department of medicine and surgery of the Veterans Administration in Washington, D. C.

John F. GALLAGHER '40 has been elected vice president in charge of Latin American operations of Sears, Roebuck and Co.

Maj. Russell W. RAMSEY '40 is the area desk officer in USAF Headquarters in Washington for Central and Northern Europe relating to Air Force Attache matters.

1941-1945

Donald V. STOPHLET '41 has been named vice president for development at Western Reserve University, Cleveland, O.

Peter N. TEIGE '41 has been named vice president and general counsel of the Ameri-

can President Lines, a steamship lines. He is chairman of the Corporate Law Department Committee of the San Francisco Bar Association, a member of the State Bar and of the board of trustees of the World Affairs Council of Northern California, and is a past president of the Barristers Club and a former member of the board of directors of the San Francisco Bar Association.

Norman W. LOFTHUS '41 has assumed the general managership of Radio Station KDES in Palm Springs, Calif.

Thomas A. LINTON '43, former director of business services for the Racine public schools, has joined Zahns, Inc., as a vice president and controller.

B. S. SCHWEIGERT '43 is the new head of the department of food science at Michigan State University.

James J. FIELD '43 has been elected to the board of directors of the Cedar Rapids (Ia.) chapter of the National Association of Accountants. He is manager of the financial planning department at Collins Radio Co., in Cedar Rapids.

Leo F. PERRY '45 recently joined the staff of Norland Associates, Inc., Ft. Atkinson, as account manager.

Dr. M. H. APRISON '45 was recently promoted from assistant professor to associate professor of biochemistry in the departments of biochemistry and psychiatry at Indiana University Medical Center, Indianapolis. He also holds the appointment of principal research investigator in biochemistry in the Institute of Psychiatric Research at Indiana University.

1946-1950

Edward G. SCHWARM '47 has been elected president of Applied Dynamics, Inc., Ann Arbor, Mich.

Dr. Seymour I. SCHWARTZ '47, assistant professor of surgery at the University of Rochester School of Medicine and Dentistry, won a \$30,000 grant from the John and Mary R. Markle Foundation to be used "to promote the advancement and diffusion of knowledge . . . and the general good of mankind." He is married to the former Ruth WAINER '47 who is a clinical instructor in obstetrics and gynecology at the University of Rochester Medical School. They have three children.

Atty. David BLISS '48 has filed nomination papers as a Democratic candidate for the Assembly from the First District in Outagamie County.

Dr. Robert BUEHLER '48 has been promoted to associate professor of mathematics at Iowa State University, Ames, Ia.

Dr. and Mrs. Louis MEYERS (Natalie ROTH) '48 announce the birth of their 4th child and 1st daughter, Kate Susan.

Sigmund S. BIRKENMAYER '48 has been appointed an assistant professor of Slavic languages at the Pennsylvania State University.

David D. DRAVES '48 has joined the faculty of Marquette University as an assistant professor of education.

David POLLARD '48, associated with the firm of N. W. Ayer & Son, Inc., in Phila-

delphia since 1956, sends word of the birth of his son, Jonathan.

Charles M. PUTNEY '48 has become associated with Eaton & Howard, Inc., Boston, Mass., investment counsel firm and managers of Eaton & Howard Balanced Fund and Eaton & Howard Stock Fund. Previously he was associated with the First National Bank of Boston and with the Old Colony Trust Co. as a security analyst.

Robert B. BIRD '50, professor of chemical engineering at the UW, has been awarded the \$1,000 George Westinghouse Award for outstanding teaching ability in a young engineering faculty member.

Charles A. SARAHAN '50 was recently awarded the Harold Stonier citation as the "most brilliant graduating student" of the American Institute of Banking, the educational section of the American Bankers Association.

Dr. Paul A. BLOLAND '49, former director of the student activities bureau and assistant professor of educational psychology at the University of Minnesota, has been named dean of students at Drake University, Des Moines, Ia.

Louis A. JORDAN '49 has been appointed Southeastern territory manager for the Steiner Co., makers of washroom dispensers and sanitary paper products.

Hal DENIS '50 has been appointed field sales manager of the Agricultural Sales division, Chas. Pfizer & Co., Inc. He lives with his family in Wayne, N. J.

Paul Alan L. SMITH '50 has been appointed an assistant professor of political science at Grinnell College, Grinnell, Ia.

Harold H. EMCH, Jr. '50 has been named resident manager of the Milwaukee offices of Kidder, Peabody and Co., investment firm of 17 Wall Street.

Mr. and Mrs. Russell D. ROBINSON '50 announce the birth of their second son, Daniel Mark. Russell is a fellow in the National Agricultural Extension Center for Advanced Study at the UW.

Edward A. OHM '50 is a member of the Bell Telephone Laboratories scientific and technical team participating in the "Project Echo" communications-via-space-satellite experiment. He joined Bell Laboratories' radio research department in 1953 and has worked on microwave filters, channel-branching devices and systems, and ferrite devices.

1951

Robert Neal SMITH has been named to the post of planning coordinator in the Mayor of Milwaukee's office. He was formerly director of public relations for the Milwaukee Chamber of Commerce.

Rodney J. HELMKE has been appointed a management assistant in the New York Life Insurance Co. home office in New York.

Dr. Kenneth F. FINGER has been appointed supervisor of chemical pharmacology in the microbiology department of Chas. Pfizer & Co., Inc., in New York.

A. Duane GUNDERSON has been elected president of the National Yearbook Manufacturers Association. He is vice president

and general manager of Artmaster Yearbooks, Mission, Kan.

Richard W. JOHN has been elected assistant secretary of Consolidated Electro-dynamics Corp., a subsidiary of Bell & Howell Co., and secretary of Consolidated Systems Corp., an associate company of Allis-Chalmers Mfg. Co., and Bell & Howell/CEC.

1952

James DAVIS is the new Delavan city attorney.

Capt. Donald M. MONSON has completed the military orientation course at Brooke Army Medical Center, Fort Sam Houston, Tex.

1953

Rita FORD spent the summer singing lyric soprano with a six-voice group presenting "The Best on Broadway" at Kalt's Theater Bar and Restaurant in Milwaukee.

Capt. Neil H. KEMPF has completed the advanced officers course at The Infantry School, Ft. Benning, Ga.

James YANIKOWSKI is president of the Beaver Dam Alumni Club.

Ray HENDRICKSON has been appointed head football coach at Rufus King High School in Milwaukee.

Lt. Ronald J. RYAN was awarded the Air Force commendation medal for meritorious achievement when he safely piloted his malfunctioning supersonic jet-interceptor back to base.

Dr. and Mrs. Donald FULLERTON live in Los Angeles with their two sons, Douglas and Stuart. Dr. Fullerton is a 3rd year resident physician at the University of California at Los Angeles.

1954

Donn QUIGLEY, former assistant director and curator of education at the Memphis, Tenn., Museum, has joined the staff of the Neville Public Museum in Green Bay as its first curator of education.

David G. CRAIG is teaching agriculture at Iola High School.

Paul HARTUNG has been appointed manager of the Capitol Square Rennebohm drug store in Madison.

Paul K. BRUNKOW is assistant to the manager of the Redwood City (Calif.) Chamber of Commerce.

Mr. and Mrs. Lee DOLNICK (Sandy FRIEDMAN '59) announce the birth of their daughter, Barrie Lynn. They have another daughter, Randy Sue.

Lola HOPKINS has an American Foundation of Pharmaceutical Education fellowship for the coming year.

1955

Atty. John P. McCROY has become associated with Atty. Joseph A. Melli in Madison.

Mr. and Mrs. Don URSIN (Joyce KROGEN '56) live in northwest Chicago with their three children, Steven, Lauren, and Karen. He is selling homes for Baird and Warner Real Estate in Chicago.

newly married

Mr. and Mrs. Donald KLEIN (Janice SWENSON '56) announce the birth of their son, John Donald. They have a daughter, Kathy Lynn.

Robert A. GOLDSTONE recently completed his surgical internship at St. Vincent's Hospital in New York City, and has been assigned to the US Army Medical Corps. He will be stationed in Germany for the next two years.

Dr. and Mrs. Leonard Scarr (Paula ABRAMSON) announce the birth of their son, Daniel Jay. They have a daughter, Amy.

Navy Lt. Philip M. PALMER is being transferred from the University of Michigan where he was an assistant professor of Naval Science to Charleston, S. C., where he will take command of USS MEADOWLARK (MSC-196), a coastal mine sweeper.

Lee FELDMAN, formerly an account executive with Mayer and O'Brien, Inc., has been elected head of the National Public Relations Council.

Roger TRUMBORE is an assistant professor of biology at Lawrence College.

1956

Phyllis WILLOUGHBY is a clinical psychologist at the Kalamazoo Child Guidance Clinic, Kalamazoo, Mich.

Jon LEVERENZ has accepted a position as head of the cartography department in the Geography and Natural Resources Department at Oregon State College, Corvallis, Ore.

Hans F. GUSTAFSON, recently ordained into the Holy Ministry, has assumed the duties as minister of Concordia Lutheran Church in Concord, N. H.

Lt. and Mrs. William SLAUSON (LuAnn WALLACE) recently returned from Japan. He is stationed at Westover Air Force Base, Mass., and is an electronic countermeasures officer in a B-52 jet bomber.

Mr. and Mrs. John W. HENKER are now living in South Bend, Ind., where he is employed as an electrical engineer with Bendix Mishawaka Division of the Bendix Corp., after having served 3 years with the United States Air Force.

1957

Robert NAUJOKS is a staff announcer for WSAU Radio-TV in Wausau.

Lt. Jg. Donald H. GUNDERSON is a gunnery officer on the USS VENTURE.

1958

Lt. Peter G. HANSON is an aviation physiologist with the 810th Medical Group at Fairchild Air Force Base, Washington.

Jo Ann KEHL is in Europe where she is studying dance in Holland, Germany, Austria, France, Italy, Scotland, Denmark, Sweden, Norway, Switzerland, and England.

Keith P. La BUDDE has joined Lever Bros. as an operations analyst.

Mr. and Mrs. Russell WIBBENS have moved to Maryland where he is associated with the American Institute of Timber Construction in Washington, D. C. He was formerly associated with the Inland Steel Co. in East Chicago, Ind.

1948

Elaine Mackinson and Glen H. JACOBSON, Milwaukee.

1949

Susan J. Holzman and Walter J. HANNA, Los Angeles, Calif.

1950

Patricia L. GRIFFITHS '61 and Edward THIEL, Madison.

Jean A. RUSSELL and William A. Sanger, Joilet, Ill.

Bernice J. Gotz and Robert M. REIN, Madison.

Carol R. Luhn and Donald E. BARBER, Milwaukee.

1951

Norine J. Fricke and John F. HAASE, Milwaukee.

Dorothy V. MILLER '57 and Glen C. SADENWASSER, Wauwatosa.

1952

Anne E. CRONIN '58 and Jerrold C. JAYNE, Madison.

1953

Terecita B. Romero and Capt. Raymond J. KOSTNER, Orleans, France.

1954

Jane Hamilton and Dr. Kenneth ENDER, Pinole, Calif.

Elaine B. Bahr and Donald L. APPLEMAN, Shawano.

Mary L. LeComte and Dean A. MAGNIN, Madison.

Anne M. GILFRY and John A. Schierl, Stevens Point.

Ophelia R. Almazar and Stephen D. DARLING, New York City.

Betty C. RISTEEN '60 and Edward R. HASSELKUS, Madison.

Mary F. BUTTERY '59 and Charles H. SLEEP, Platteville.

Shirley M. Renander and Duane A. MILLER, Waterloo, Ia.

Gloria A. GALLERT and Warren L. BOHN, Wausau.

Belle Bisno and Darrell C. HOLMAN, Chicago, Ill.

1955

Winifred A. Gordon and Gerald J. BROWN, Beloit.

Marlene A. KELLNER and Louis W. Roloff, Westwood, Calif.

E. Clare Richardson and Paul J. FRIEDMAN, Bronx, N. Y.

Myra J. Levine and Richard A. HEILPRIN, Takoma Park, Md.

Shirley M. Smith and Duane C. KRAEMER, College Station, Texas.

Judith J. KREMBS '59 and Paul K. SCHMIDLKOFER, Madison.

Barbara R. Baer and George R. BAUER, Baltimore, Md.

Gretchen OLSON and James C. Johnson, Downers Grove, Ill.

Patricia A. VECHINSKI '59 and Michael B. CWAYNA, Madison.

1956

Joan E. Showers and Stanley W. BUOL, Belleville.

Carolyn F. Slattery and Daniel J. HARRINGTON, Richmond, Va.

Margaret Pomplun and David DAYE, Wautoma.

Ruth E. Krueger and Carl P. MAERTZ, Gary, Ind.

Dr. Marcelina B. VENUS '58 and Kendall G. POWERS, Madison.

Anita C. Odegard and Claude R. BEAVERS, New Mexico.

Joyce V. Howren and John E. VAN HAREN, Plymouth, Mich.

Janet M. Thomson and James J. JENDUSA, Milwaukee.

Mary A. HANSON and George W. CROWNHART, '58, Madison.

Lois L. Smith and Orin J. THOMPSON, Madison.

Ellen S. KAYSER, '60 and Walter J. FRAUTSCHI, Madison.

Janet L. SWEETMAN and Donald E. Maas, Milwaukee.

Marilyn J. Mehlum and Richard W. FELDT, Milwaukee.

Kathleen A. Mulrine and Kenneth G. MARTINY, Madison.

Annabelle Mesner and William JANTSCH, Madison.

Carol J. Wilke and Royale G. KNIGHT, Greendale.

Martha Iverson and George MEYER, Waupaca.

Mary C. VAN ZANTEN '60 and William J. GREEN, Evansville.

Eunice Behnke and Erwin W. EICKHOFF, Kiel.

Donna M. WARD and Richard Van Voorhis, New Haven, Conn.

Alice H. TRIGGS '60 and Stewart E. GRAYBILL, Chicago, Ill.

1957

Rachael C. DUROCHER and David P. Bartz, Sturgeon Bay.

Mary F. Fargo and John H. HANSON, Wauzeka.

Barbara Bartlein and Frederic HEIDERICH, New Ulm, Minn.

Jean E. Strand and Bruce A. LAZARUS, Milwaukee.

Donna M. ROEHM '58 and Charles R. BARNUM, Wausau.

Karen B. BREITZKE '60 and William C. WALTER, Calif.

Suzanne E. WEGENER and Hans-Werner Petri, Wauwatosa.

Margaret A. Becker and Paul G. ZURKOWSKI, Bethesda, Md.

Mary E. BARR and Roger N. Maegli, Milwaukee.

Claire MEISENHEIMER and Donald Oberbreckling, Milwaukee.



SUN LIFE ASSURANCE COMPANY OF CANADA is pleased to announce that the initial response to its Values in Education series has been more than gratifying. Hundreds of thousands of booklets have been distributed on request to all parts of the United States and Canada. These booklets, which are still available, deal with the advisability of remaining in school; existing scholarships and student loan programs; trade and industrial schools; school boards and their functions, and sports tips for teen-agers. Bulk shipments can be made to educators for distribution in schools.

Sun Life is now offering a further series of booklets in its Values in Education series. 'How to Get More Fun out of School' is directed to the young teen-ager. It is hoped that 'The Value of a College Education' and 'Why Study the Humanities?' will encourage young men and women to attend university and help them in their search for their proper vocation. Two booklets have been prepared for adults—'Adult Education Today' and 'Educating Yourself for Retirement.'

Sun Life hopes sincerely that these booklets, and others to be issued in the future, will act as a stimulant on young people and at the same time prove helpful to parents and educators alike in the performance of their duties. Sun Life will be glad to consider any suggestions concerning topics for future booklets.

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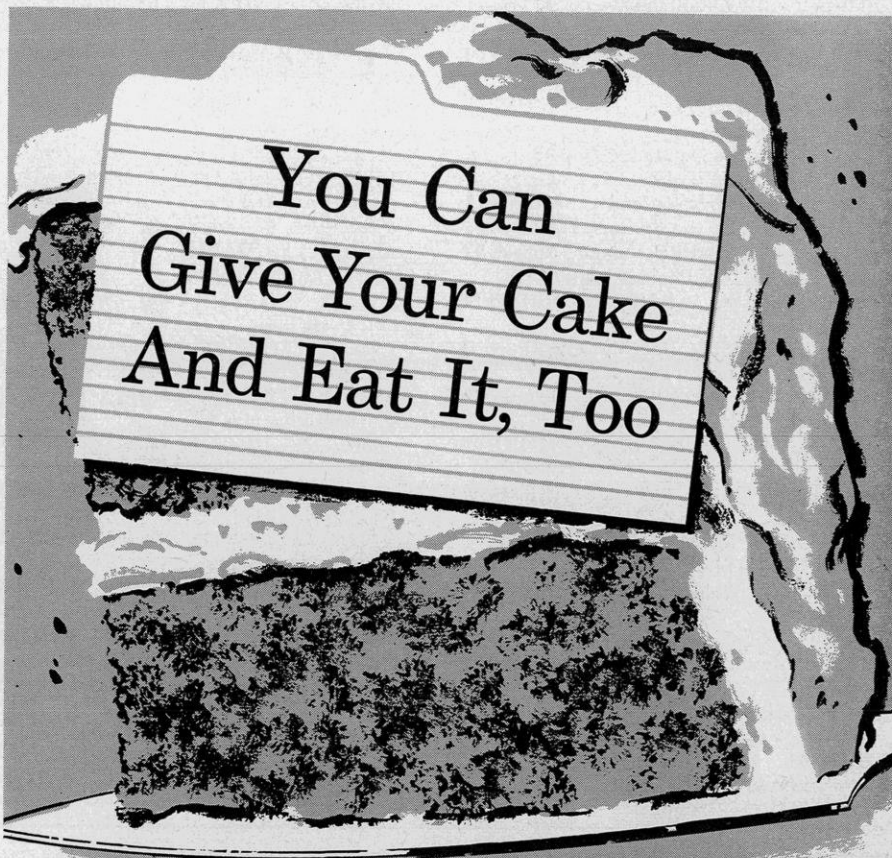
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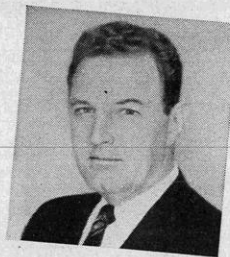
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