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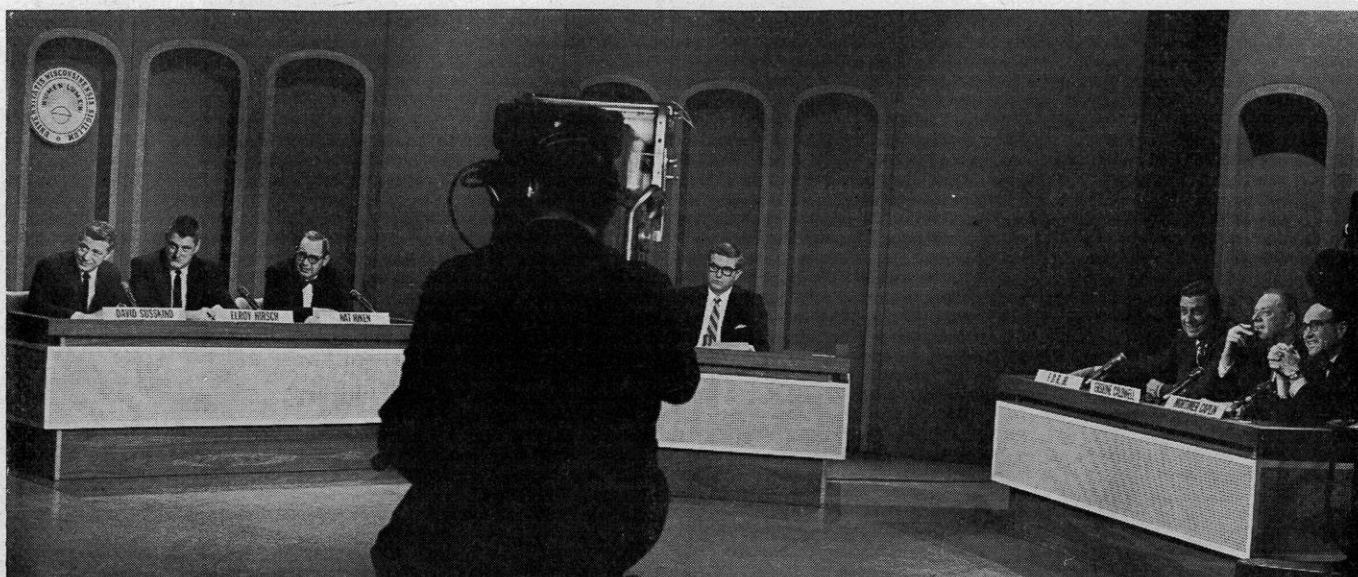
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WISCONSIN

JANUARY, 1965

Alumnus





Champs Lose on "Alumni Fun" Opener

LAST YEAR'S victorious Wisconsin team matched wits against a trio of alumni from the University of Virginia on the January 10 premiere of this season's "Alumni Fun" television show and came out on the short end of a 950 to 900 score.

Champions of last year's "Alumni Fun" series and winners of \$15,000 for the University's alumni fund, the Badger team included: David Susskind '42, television producer and

moderator; Elroy "Crazylegs" Hirsch '46, former Wisconsin football great who is now general manager of the Los Angeles Rams football team; and Nat Hiken '36, creator of the Sergeant Bilko and "Car 54 Where Are You?" television series.

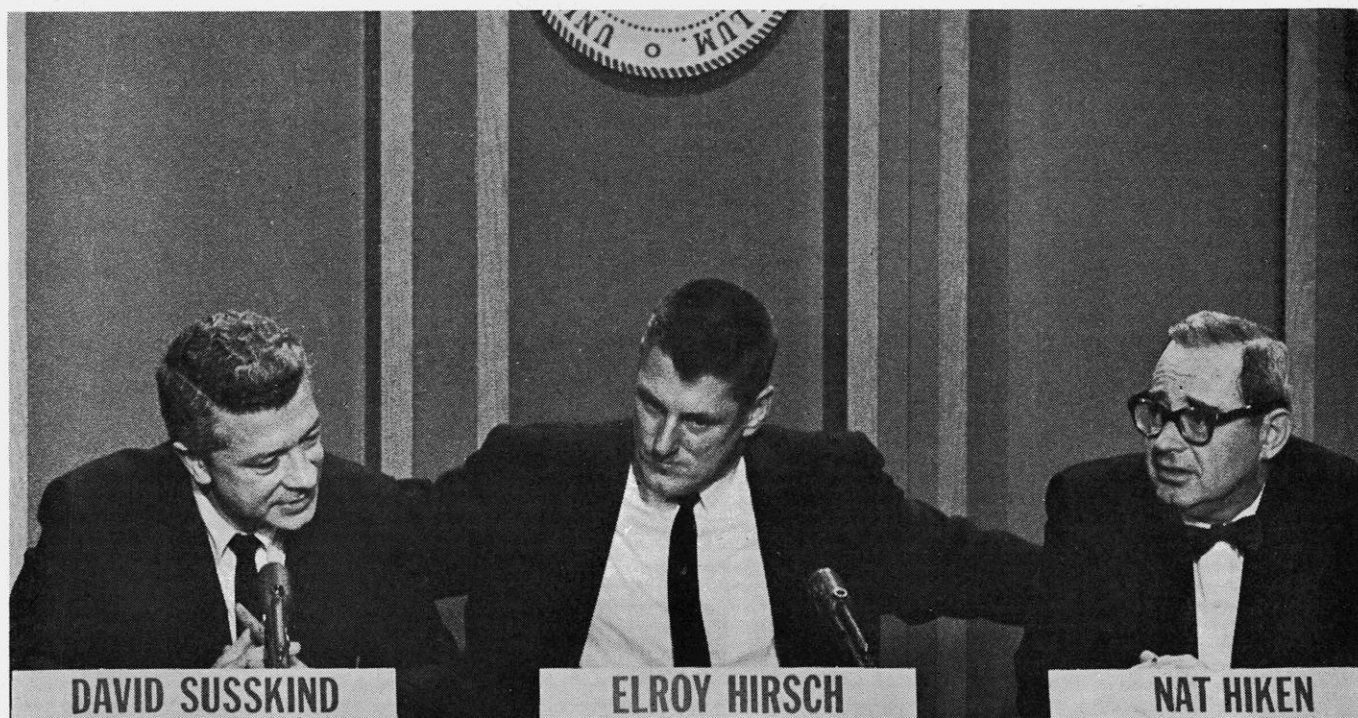
The victorious University of Virginia team was composed of Undersecretary of Commerce Franklin D. Roosevelt, Jr.; author Erskine Caldwell; and former U.S. Commissioner

of Internal Revenue Mortimer M. Caplin.

Even in their losing effort, the Wisconsin team did manage to garner an additional \$1,000 to add to their winning total of \$15,000 from last year.

The "Alumni Fun" show, which is sponsored by American Cyanamid Company and moderated by Peter Lind Hayes, is seen on CBS-TV on Sundays at 4 p.m. (EST).

In a huddle, Susskind, Hirsch, and Hiken ponder a troublesome question.



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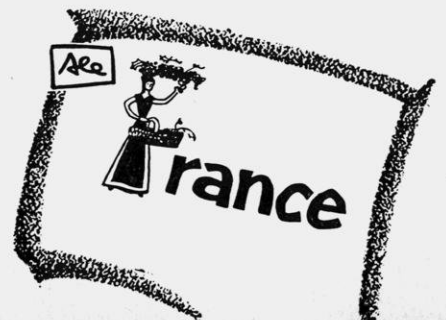
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ON WISCONSIN

by Arlie Mucks, Jr.
EXECUTIVE DIRECTOR



ACCCELERATION has become a hallmark of our present society. This was brought home to me when I read recently that more than 1700 of our students will receive their degrees at a special ceremony between semesters. This is the first time Wisconsin has held a mid-year Commencement exercise and it marks a significant turning point in the University's history.

Everywhere you look, acceleration is apparent in the field of education. Each month we attempt to interpret the many changes that are taking place on our campus in the way of new buildings, curriculum modifications, student activities, and other programs needed to keep pace with the demands of our society and our students.

In the last decade, there has been an unprecedented explosion of basic knowledge. I am sure that each of you is aware of the increased changes taking place in your own field, whatever it may be. This new knowledge must be assimilated into our University's program.

An example of the stepped-up pace of learning that is current today comes from Dr. Harvey Sorum, one of our distinguished professors of chemistry. Dr. Sorum pointed out to me recently that the text book he has written for use in his introductory chemistry course taught to freshmen contains many problems that were given to graduate students just a short time ago. Many of you who have teenage sons and daughters are aware of the advanced nature of the material being taught in our high schools. Just try and help your child with his homework once and see what an embarrassing experience it can be.

Another obvious area of acceleration is in the building being carried out at the University. This year we will be building at a rate that will cost approximately \$1 million a week. Almost daily, new buildings rising on the campus and in the area around the campus are altering the University's profile.

Of all the varied segments that go to make up an accelerated program, none is more important than the increase in services a great university can render to the people of the state. All of us have, at one time or another, basked in the fame brought to our state and University through the development of the "Wisconsin Idea." There is a growing awareness on the part of our citizens that a university plays a crucial role in the economic prosperity of our state. Our new governor, Warren Knowles, who is a past president of the Wisconsin Alumni Association, has emphasized the need for cooperation between Wisconsin's institutions of higher learning and the state's leaders of industry. Such a spirit of cooperation must extend to every aspect of our society.

In order to achieve the goals set forth during the 117 year history of the University, we also have a great need for alumni understanding. Can we keep pace with our accelerating way of life?

The answer to that question rests with the students and alumni who are the direct beneficiaries and, consequently, should be the primary supporters of our educational system.

ABOUT THE UNIVERSITY



Justice Goldberg Gives Meiklejohn Lecture

AMERICAN freedom "is secure only in and by a society where the spirit of liberty flourishes," the Hon. Arthur J. Goldberg, associate justice of the U.S. Supreme Court, said in a December speech at the University.

"There must be a common recognition," he said, "of the inherent dignity and the equal and inalienable rights of all members of the human family."

The distinguished jurist delivered the Alexander Meiklejohn Lecture on the Madison campus of the University under the sponsorship of the University Integrated Liberal Studies Program and the departments of economics and political science.

His topic was "Reflections on the Supreme Court and Freedom and Poverty and the Law."

"I welcome the opportunity to acknowledge the great contribution of both Dr. Meiklejohn and the University of Wisconsin in educating the American people to the true meaning of freedom—a concept of which our nation has truly staked its all," Justice Goldberg said.

"I should like tonight to acknowledge the free air of the educational life on this great campus. The record of the University has been outstanding in its commitment to academic freedom—a commitment symbolized by a lecture series named after a happy scholastic warrior in the cause of liberty.

"It is particularly appropriate that this lecture be given on Bill of Rights Day—a day proclaimed by the President to commemorate the

adoption of the great rights safeguarding the liberties of the American people."

The American Bill of Rights, he continued, "makes us all participants in a noble experiment—an experiment designed to prove that a nation can secure peace and prosperity for its citizens while still allowing them the freedom to say and think what they wish and to direct their own lives."

Justice Goldberg said Dr. Meiklejohn, founder of the famed University Experimental College which flourished in the 1930s, "is profoundly convinced, as am I, that this free trade in ideas—and freedom for

the individual—is important to our nation and to the world because it is necessary if we are to build peaceful and prosperous societies; and, more than that, peace and prosperity are themselves meaningful only when accompanied by freedom."

The Supreme Court member stated:

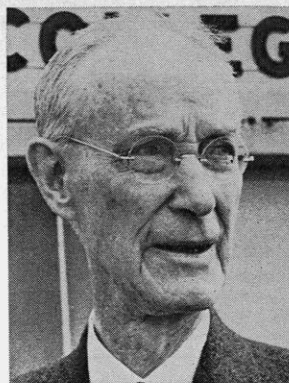
"It is the American constitutional conviction that freedom of speech, of the press, and of association is at the core of all liberty. Justice Cardozo properly observed that: 'Freedom of expression is the matrix, the indispensable condition of nearly every other form of freedom.'

"Here the learned justice was echoing what Dr. Meiklejohn has been teaching for almost three-quarters of a century. Implicit in this statement is the recognition of the simple fact that 'where men cannot freely convey their thoughts to one another, no other liberty is secure . . . Where freedom of expression exists, the germ of a free society is already present and a means is at hand for every extension of liberty.'

"Both ancient and modern history teach that the first step of a regime moving toward autocracy is restraint and control of speech and press. This is invariably the beginning of the destruction of all other liberties."

Justice Goldberg discussed the status of freedom of speech, freedom of religion, rights of the accused, the problems of poverty, civil rights, and the right to vote. He declared:

"These are a few, a very few, of the areas in which equal justice is lacking. There are many others. It is said that the government cannot be expected to equalize all economic



Justice Goldberg's remarks on the career of Dr. Meiklejohn unknowingly served as an elegy for the distinguished educator. One day after Justice Goldberg spoke in Madison, Dr. Meiklejohn succumbed to pneumonia in Berkeley, Calif., at the age of 92. Meiklejohn was last on the University of Wisconsin campus in June of 1964 when he received an honorary degree at Commencement.

disparities. Of course it cannot, but this does not mean that it should not try to eliminate disparities in assuring equal justice for all.

"In all candor, we must confess that government in this country—both state and federal—has not done all that can reasonably be expected."

Dr. Meiklejohn was awarded the honorary degree of Doctor of Letters at the Wisconsin commencement last June. He was cited for his "epoch-making contributions to liberal education in this country" and his "teaching and writing on academic freedom and constitutional and civil rights."

Justice Goldberg was appointed to the nation's highest court in 1962 by the late President John F. Kennedy.

Prof. Daniels Explores Uses of Solar Energy

DIRECT use of sunlight for power may be a widespread reality in sun-rich, fuel-poor areas of the world, according to Farrington Daniels, University of Wisconsin pioneer in research on solar energy utilization.

"It seems likely that the next few years will see the utilization of solar energy in many areas of the world," Prof. Daniels says. "The groundwork will be laid for general use long before the inevitable decrease in our fuel reserves requires alternative energy sources."

In a volume on solar energy research just published (*Direct Use of the Sun's Energy*, Yale University Press), Prof. Daniels points out that "solar energy is present in sufficient abundance on the earth to supply all energy needs."

He adds, however, that "like fossil fuels its practical availability is limited to specific localities." The direct uses of the sun will come first in areas where fuel is scarce and sunshine abundant. As coal, gas, and oil supplies dwindle—which may occur noticeably within 50 years—devices for gathering and converting solar energy will come into widespread use, Prof. Daniels foresees.

The University of Wisconsin's Solar Energy Laboratory has been generously supported over the past nine years by the Rockefeller Founda-

tion. Prof. Daniels covers the research program in which he has been particularly interested, namely the development of small, inexpensive, family sized solar units such as small solar water stills for producing drinking water from salt water and solar cookers. He gives directions for making these. He points out that interesting research can be carried out without expensive and highly specialized equipment.

Prof. Daniels' book is devoted to nontechnical descriptions of the various methods of solar energy utilization. These include devices for collecting solar energy, storing it, distilling sea water, cooking, and ideas now developing for sun-powered engines, photovoltaic, photochemical, and thermoelectric energy conversion, and storage and transportation of power.

Mathematical formulas and engineering features have been minimized for the general reader interested in science, but a complete bibliography shows where these details can be found. The present frontiers and the problems awaiting solution in all the applications of solar energy are described.

Eventually it should be possible to store converted solar energy in chemicals which can then be transported to cloudy regions where power is needed but sunlight not abundant. These chemicals would include hydrogen, ammonia, and methanol, all possible as fuels. Prof. Daniels said that plans should be made now to develop good economical substitutes for coal, oil, and gas. "These fuels have become so vital to modern civilization that research for new sources of heat and power is long overdue."

He added that the sudden demand for solar-operated devices for satellite exploration of outer space is an example of how quickly the needs for solar power sources can develop.

If the world's population continues to increase, and if all people are to achieve the standard of economic development which the industrialized fourth of the world's population now enjoys, then solar energy must come into general and widespread use, Prof. Daniels predicts.

Ladies Announce Plans for Annual Women's Day

MRS. George Kroncke, general chairman, and Mrs. Vincent Kivlin, program chairman, have announced the names of noted University of Wisconsin faculty members who will take part in the annual Women's Day on the Madison campus April 29.

Heading the roster are Madison Provost Robben Fleming, luncheon speaker; and Dean Glenn Pound of the College of Agriculture, Dean Lindley J. Stiles of the School of Education, and Dean Erwin Gaumnitz, School of Commerce, who will take part in panel sessions.

Other UW participants are Prof. Helen C. White, English; Prof. James Watrous, art history; Dr. Verna Carley, education; and Prof. Frank Graner, commerce.

Panel discussions by UW faculty men and women on the Arts, Education, the Sciences, Economics, and Campus Living will be held in the Wisconsin Center, and luncheon will be served in Great Hall of the Union. The luncheon program will include "Souvenirs" from Mozart's opera, "The Marriage of Figaro," presented by members of the UW Opera Workshop directed by Prof. Karlos Moser.

A tour of one of the new Southeast dormitories will be an after-luncheon highlight.

Dr. Potter Calls for New Breed of Scholars

A LEADING American scientist maintains that a new breed of scholars—trained in both sciences and humanities—is needed to solve the increasingly difficult and complex problems of world civilization.

Dr. Van R. Potter, noted cancer researcher at the University of Wisconsin, claims that while science has brought great benefits to the world, it has also brought problems of great complexity which only well-trained individuals are capable of tackling.

Writing in *Science*, leading American scientific journal, Dr. Potter said he advocates "a new breed of schol-

ars, rigorously trained in the fundamental nature of man, including the mechanisms of molecular biology as well as the humanities and social sciences." He said these scholars should be organized into research groups assigned with the task of "generating wisdom" needed to solve the world's problems.

"I emphasize scholars who are rigorously trained in molecular biology (which includes chemistry and physics) because the new scholasticism should not be debating whether man is a machine but rather with the question 'what kind of a machine is man?'"

Dr. Potter said the aim of the new studies would be to arrive at "valid concepts of order in terms of morality, tradition, custom, and law" with the ultimate goal of enriching life and prolonging "the survival of the human species in an acceptable form of society."

So much is now known of the potentialities of human development that the knowledge should now be brought together with a view to directing future human development and progress on a broader basis than hitherto considered before. Although science has contributed much in giving mankind knowledge and capacity to control natural forces, it has also created awkward and dangerous potentialities which, if not controlled wisely, can seriously limit man's future development or destroy him altogether.

Dr. Potter points out that one of the most important—but least widely understood—concepts was that chance and pure luck governs many aspects of natural events and human affairs, and methods for loading probabilities in favor of rational progress are important.

"Most new ideas do not turn out as expected," he writes, "but we can weigh them, sometimes subconsciously, in terms of our past experience and reject many of them without further test, and predict success for others.

"A person who does this skillfully is said to have common sense . . . The scientific method is simply a way of testing our common sense under a rigid set of rules that makes

us reject the idea when the facts go against us."

He added that one of the studies which might profitably be undertaken is an evaluation of the effect of new knowledge on society, and how good ideas can be best perpetuated, and poor ones discarded.

"The time is past when individual intuitive reason or revelation can be relied upon to bring to bear all the relevant scientific knowledge, and the only alternative is a continuing group discussion with conclusions that are continually subject to amendment," Dr. Potter writes.

Dean Pound Asks for Agriculture Future Study

THE College of Agriculture faculty has received a proposal from its new Dean for a major task force study of the functions of the College.

Glenn S. Pound asked a newly-appointed faculty committee to draft a "blueprint for our College of Agriculture Projected to 1980." The proposal asks for a "two-pronged comprehensive study to determine (1) the kinds of agriculture we are likely to have in 1980, and (2) the basic organizations of the College and the kind and quality of teaching, research and extension programs we will want and need in 1980."

Pound named H. L. Ahlgren, associate director of the Cooperative Extension Service, as chairman of a steering committee to conduct the study. He also named H. E. Calbert, chairman of the department of dairy and food industries, to head the sub-committee studying the future of agriculture, and L. E. Engelbert, chairman of the soils department, to head the sub-committee drafting a blueprint for the College.

The first sub-committee was asked to assess the changes that are likely to occur in individual farm enterprises, in the businesses and organizations which support farming, in the communities which serve agriculture, and in home and family living. The committee will talk with a variety of agencies and groups outside the College in conducting their study.

The second sub-committee will assess long-range goals for the College in basic and applied research, resident instruction, extension and service activities, and international programs. They will make recommendations on programs, facilities, and staff to implement their analysis; on relationships with other parts of the University, and with outside agencies and groups; and on the organization within the College needed to carry out College functions.

The study proposal states, "Our College of Agriculture is deeply concerned with the needs of the people it serves." It continues, "It is the fundamental goal of today's education programs to provide opportunity for each individual to reach his fullest potential. Beyond that, our goals include new discovery and training of individuals to conserve and manage our natural resources of soil, water, forests, minerals and wildlife, together with man-developed resources."

It continues, "The College of Agriculture stands on the threshold of a new era. New discoveries in the sciences are occurring at an increasing rate. Rapidly increasing populations pose great challenges in food production and use of resources. Technological revolutions in farm production and agricultural business increase the need for education of young and old alike. All of this suggests to us that the time is right to make a scholarly assessment of present programs and future needs of our College of Agriculture."

Study Evaluates Role of Adult Education Programs

BURTON W. KREITLOW, professor of adult education at the University, wants to know what he's been doing for 20 years.

"Most organizations engage in adult education but nobody—not even the professionals—know exactly what it is," he says. "The basic principles of adult education have never been systematically studied."

Adult education is a field of profuse activity. It recently was estimated that more than 28 million Americans are engaged in some



Badgers in Indianapolis held a special Preview meeting for area high school students as UW Dean of Public Services LeRoy Luberg (left) and WAA Executive Director Arlie M. Mucks, Jr. made a special trip to tell the Indiana students about the University of Wisconsin. Shown with Dean Luberg are local students Ken Hurst and Nancy Wraight, and Bill Sebald '43, scholarship chairman of the Wisconsin Alumni Club of Indianapolis.

kind of adult educational course or activity.

"The League of Women Voters educates adults," says Prof. Kreitlow. "So do a variety of other social, civic, and religious organizations. The training of a volunteer fire department is adult education, as are seminars for executives, music and art festivals, schools for bankers, vocational apprenticeship programs, and technical institutes."

But without a core of unifying principles, a fund of information explaining why and how adults learn, adult education stands inadequately prepared to face critical challenges posed by developments such as automation and increased leisure time among workers, he says.

"We must discover what learning problems and advantages adults have," Prof. Kreitlow declares. "We must know when, where and how they learn most, and why they do or don't want to learn."

Prof. Kreitlow, who teaches in both the School of Education and the College of Agriculture, spent last year in Washington, D.C., studying adult education. He

worked under a combined grant from the University of Wisconsin, the Department of Health, Education and Welfare, and the Federal Extension Service of the U.S. Department of Agriculture.

After reviewing the literature of adult education and interviewing 34 leading citizens—including anthropologist Margaret Mead and U.S. Sens. William J. Fulbright and Karl Mundt—he concluded that "as a society, we aren't doing enough to open up paths for continued learning." Continued learning is essential in a society which is undergoing such rapid changes, he said.

In a recent address to the annual UW Conference for Educational Leaders, Prof. Kreitlow called for elimination of unemployment from American life.

"Unemployment," he said, "is an unreasonable alternative to work" and should be replaced by "more reasonable alternatives—immediate retraining, additional schooling, and continuation of learning.

"Unemployment insurance would become insurance for continued learning. A worker whose job is

eliminated will move directly into a retraining program with remuneration from his new or former employer or the government, or all three."

Advanced Nursing Program

A GRADUATE program leading to a master of science degree with specialization in pediatric nursing has been established by the School of Nursing, Dean Helen L. Bunge has announced.

The program will be supported by a grant from the Children's Bureau of the Division of Health Services, Department of Health, Education and Welfare. The first five students in the program enrolled in September.

"Our purpose is to prepare pediatric nurse specialists for positions of responsibility and leadership in the field of maternal and child health," said Florence G. Blake, director of the new project.

Miss Blake said there is a critical need for practicing nurses to take major responsibility both in nursing service and nursing education. The new program, she added, will prepare practitioners for this type of responsibility. The two-year program will equip students for teaching or clinical specialization, but the program is focused on pediatric nursing, Miss Blake said.

Bus Business Booming

ACCORDING to recently released statistics, it appears that Wisconsin students would rather ride than walk to class. A report by the Campus Planning Committee showed that campus buses carried more than 1.5 million passengers during the last academic year, a figure which is up from less than a million in 1960-61.

The total cost of operating the campus bus service for the 1963-64 academic year was \$103,043.10, with bus fares and parking fees paying the entire cost.

For those who drive their cars, a minimal amount of encouraging news was produced during the 1963-64 academic year as parking spaces on the campus increased by a net of 622 bringing the total to 5,727 spaces.

THE GREEK QUESTION

Editor's Note: For some time now, Wisconsin fraternities and sororities have been faced with the need to adhere to certain University standards or lose their University sanction. All student organizations were asked last year to sign a certificate proposed by the Human Rights Committee. At the January meeting of the faculty, President Harrington remarked: "It is our policy that each student organization must have autonomy to nominate and select members without regard to race, color, religion, or national origin. We insist that this power shall rest entirely with those members who are currently enrolled students of the University—not restricted in any way by their national organizations . . . Some have interpreted our insistence . . . as an

attack on the fraternity-sorority system. Nothing could be further from the truth. What we have proposed is the strengthening of the independence and value of fraternities and sororities at our University."

Obviously, many conflicting views on the subject are current. Such conflict is, we feel, typified by the three pieces from the Daily Cardinal reprinted below: (1) a column by student Whitney Gould of Madison and (2 & 3) letters of rebuttal from students James Harvey, Baraboo, and Bruce Bendinger, Milwaukee. These items are printed here to show that the question of the future of the Greek system is a matter still very much open to debate.

Greeksqueak

SEEMINGLY MINOR and insignificant in relation to Tuesday's election, Khrushchev's ouster, the Chinese atom bomb are all the events that take place on this campus. Less significant than some occurrences perhaps, but infinitely duller than most is the sorority-fraternity local autonomy crisis.

We must observe that should the fraternity system sink slowly out of sight and into the distant sunset within the next few years, the fraternities and sororities may take pride in the fact that their demise was self-engendered.

Perhaps, however, some alert brother or sister will alert the clan to the realization that this happens to be the 20th century—a time which demands realistic answers to its own challenges and exacts a commitment to modernity from its people, whether they like it or not.

Always in sympathy with the underdog, we should like to sprinkle a few suggestions here and there which might improve The System before it disintegrates, and make it less vulnerable to attacks from the outside.

First, we propose an incentive program to hasten willingness of the

frats to sign the dreaded certificates—those pledges that membership selection is independent of outside control. 25,000 S & H Green Stamps could be offered to the first frat to sign both certificates.

In addition, volumes A through K of the new Funk and Wagnalls pocket encyclopedia would be awarded after the signing of the first certificate, and volumes L through Z after the second.

Part of the criticism against the system stems from the knowledge common to all that aged alumni are often the obstacles to real progress—in their refusals to sign recommendations for dubious aspirants, in their resistance to change in convention. Many alums are far-sighted and enlightened, however. They are the ones who have nothing more to do with The System after they're out of school.

Obviously, something must be done to increase the size of this latter group. Therefore, we suggest that all the rah-rah, active alums be gathered together in a central location on the pretext of an International Convention of the Brotherhood. During this time the gung-ho alums shall be locked in closets until 1978, when they will be as bored with the whole thing as we are now.

Atrophied, feeble and unsteady, they'll hobble off to that Great Beer Supper in the sky, never to be seen or heard from again.

In this way, the ratio of Don't-Give-a-Damns to Rah-Rahs will have increased to at least 50 to 1, enabling right-minded students to handle their own affairs.

Another problem is the extreme sensitivity of Greeks to criticism from the Outside. When they hear their system under attack, Greeks often adopt an attitude of belligerence and injury, clasp their pins passionately and inhale deeply; the usual cries of defense are: "The University is out to get us—we've got to stick together!", and "What Right do *they* have . . .?", etc. Obviously, these reactions do little to facilitate rational discussion.

So, in order to reduce the vulnerability of Greeks as a whole, a desensitization campaign must be launched. All fraternity and sorority pins in the world should be confiscated and placed, sharp side up, on a rectangular mat, 40 miles in length. The Greeks would then walk across the pin-infested mat, barefoot.

The result: an increased sense of perspective, thicker skins impervious to assault.

Surely part of the Greeks' dilemma is rooted in their dauntless quest for unity. Cajoled into uniformity of dress, outlook and pattern of behavior, they tend to isolate themselves from other kinds of people. Thus, in order to foster dialogue between Greeks and the outside world, an alternative to the beer supper system is in order.

Instead of those Friday night guzzling sessions, Greeks should initiate a series of exchange dinners—with such groups as the Young Socialist Club, the ADA, the Future Farmers of America, SNCC, etc.

Imagine the fun a young Socialist could have bellying up to the bar with a Chi Phi!

And so, the Great Leap Forward is effected in the bonds . . .

Two Replies

THE PHRASE to which I object in last week's "Solid Gould" was in reference to this being the Twentieth Century—"a time which demands realistic answers to its challenges and exacts a commitment to modernity from its people, whether they like it or not."

. . . I should think that the discrimination and local autonomy problems of fraternities might be something they should be allowed to attend to themselves. Should the speed at which they attend to it, or even the degree of progress at which they proceed, be the pressing concern of some other group?

I would call that a sort of inverted discrimination against discriminators, and your opinion seems to advocate such practice regardless of the cost in individual freedom.

Doesn't it bother you that one large group of white students or colored students or whatever they may be, loses its freedom to choose to be "controlled" by, or affiliated with, its national group? It would seem that should be a personal choice, not a dictated one.

I'm not saying "to hell with integration and antidiscrimination." I am simply pointing out to you, Miss Gould, that the preservation of freedom for one group—majority or mi-

nority—just doesn't mean preservation of real freedom for all, no matter which route is taken.

I am asking also, if Greeks are expected to conform "whether they like it or not" then, in the future, couldn't this same power which you so easily delegate to someone (I'm not sure to whom) be turned upon you or a group which you belong to? And maybe your group will be a Brotherhood Against Discrimination. Will it really make any difference?

Did you ever think that perhaps those "sensitive souls" who cry "the University is out to get us" and "what right do they have," even beneath their conformity and overt dullness (at least to the unperceptive eye) have a legitimate protest?

More importantly, it would seem that they do, despite your denial, have a right to protest infringement upon their freedom of choice—whether it be a choice to be dictated to by a national alumni group, or a choice to be dictated to by the University of Wisconsin.

Either choice cannot preserve total freedom in the end, but whose should the original choice be?

So that you won't feel you have pricked a "sensitive soul's" hide, Miss Gould, I would like to assure you that I am not a Greek. Even so, I feel that they, like *Cardinal* reporters, have the right to fair consideration, both as regards their public image and their freedom of choice.

James Harvey

WHITNEY GOULD, who should know better, wrote a singularly spastic critique of the current local autonomy issue, which could be passed over with as little afterthought as Miss Gould's misguided paragraphs had forethought. However, Miss Gould is not alone, and this is why I am writing this letter.

The forward looking, far sighted, right thinking, freedom loving dilettantes on this campus have seen fit to use fraternity pins as whipping posts, Greek letters as objects of ridicule, and a system which has provided this country with a disproportionate amount of competent leadership as the object cathexis of

a pseudo-liberal witch hunt that rivals HUAC and Senator Joe McCarthy as a self righteous source of single minded sadism.

In Miss Gould's column there was one paragraph that exhorted us right thinking Greeks to face up to "realistic answers" and "a commitment to modernity." There is nothing wrong with these statements as they stand, but the current conceptual interpretation of such erudite metaphor is open to question.

There is nothing particularly modern or realistic about sarcasm, cynicism, or indignation, nor is there anything particularly archaic about courtesy, service, or a positive scholastic and social orientation. There is an attitude prevalent on this campus against "in loco parentis." Well and good.

Yet the prevailing opinion in regards to the Greeks is that fraternities should not only be immune to the sympathetic alumni group which owns the house it lives in, (this is equivalent to LHA taking over Residence Halls) but to voluntarily place itself under the stewardship of a faculty that has repeatedly shown itself hostile to the Greek system.

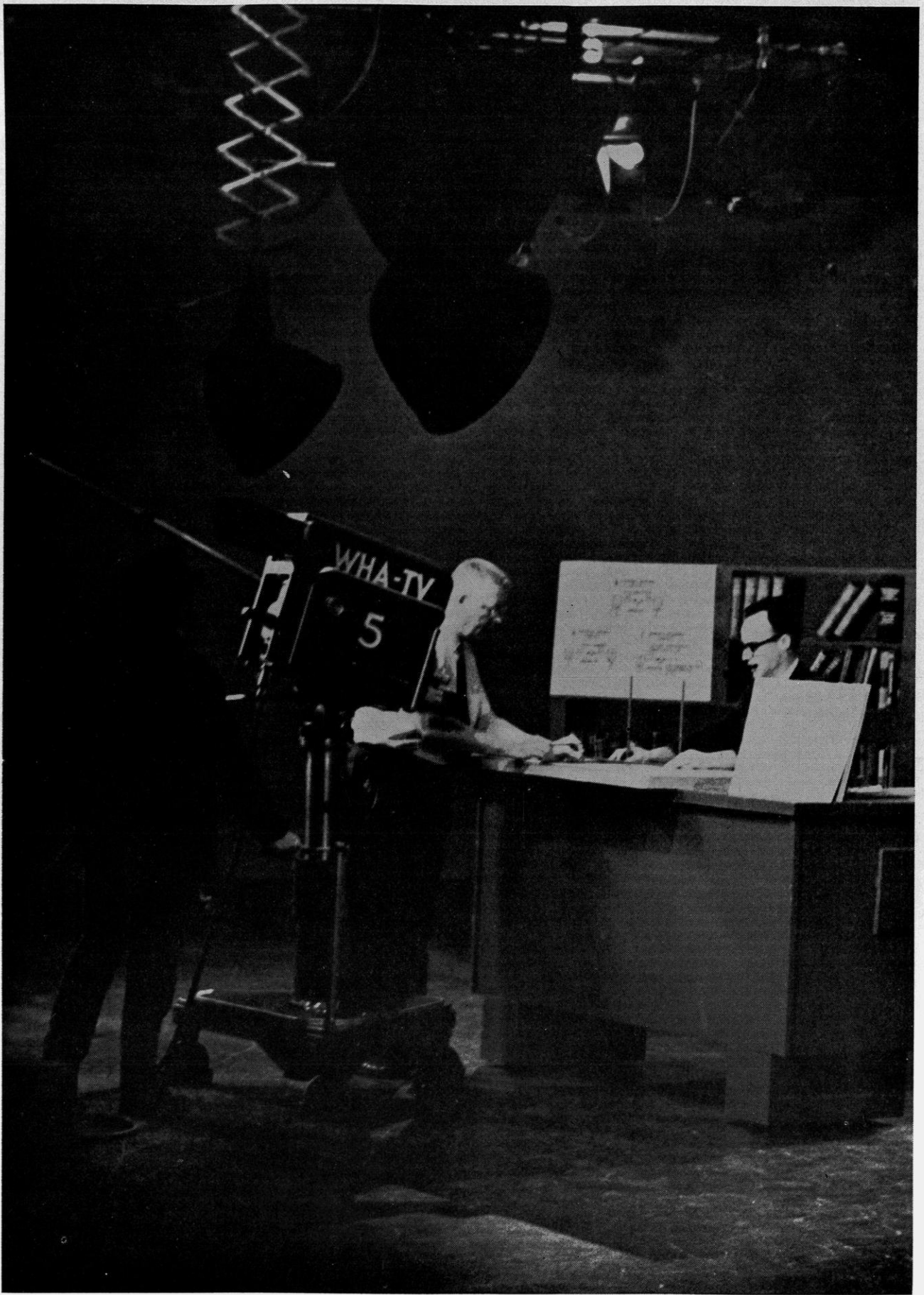
How does one demonstrate autonomy? Our fraternity has had Negro and Jewish members as have most of the fraternities on this campus. Is this the criterion, or shall we look forward to a quota system, or possibly a mass purge.

This sounds ridiculous, but when one goes through college viewed consistently as a button-down bigot to the prospect of control by the enlightened intellects that seem to abound on this campus is less than enchanting.

There seems to be a distinct dichotomy on this campus. One either straightens up and flies right, and there is an awfully high percentage of fraternity pins in this group, or one hides behind a mask of sweat, cynicism, and stringy hair.

I have nothing against sifting and winnowing, but it's a shame that the chaff seems to be the most outspoken.

Bruce Bendinger



Prof. Jack Gilchrist (left) and director Gary Gumpert go over preparations for an introductory closed-circuit course in psychology.

TELEVISION

in the classroom and beyond

IN A BUILDING that at one time served as the headquarters for a soft-drink bottling company, University of Wisconsin television (WHA-TV) is presently involved in a program of activity that is becoming increasingly important to the teaching, research, and public service mission of the University.

This newly remodeled University Television Center, located on University Avenue near Shorewood, is something of a godsend as far as the UW television people are concerned. Their operation was formerly

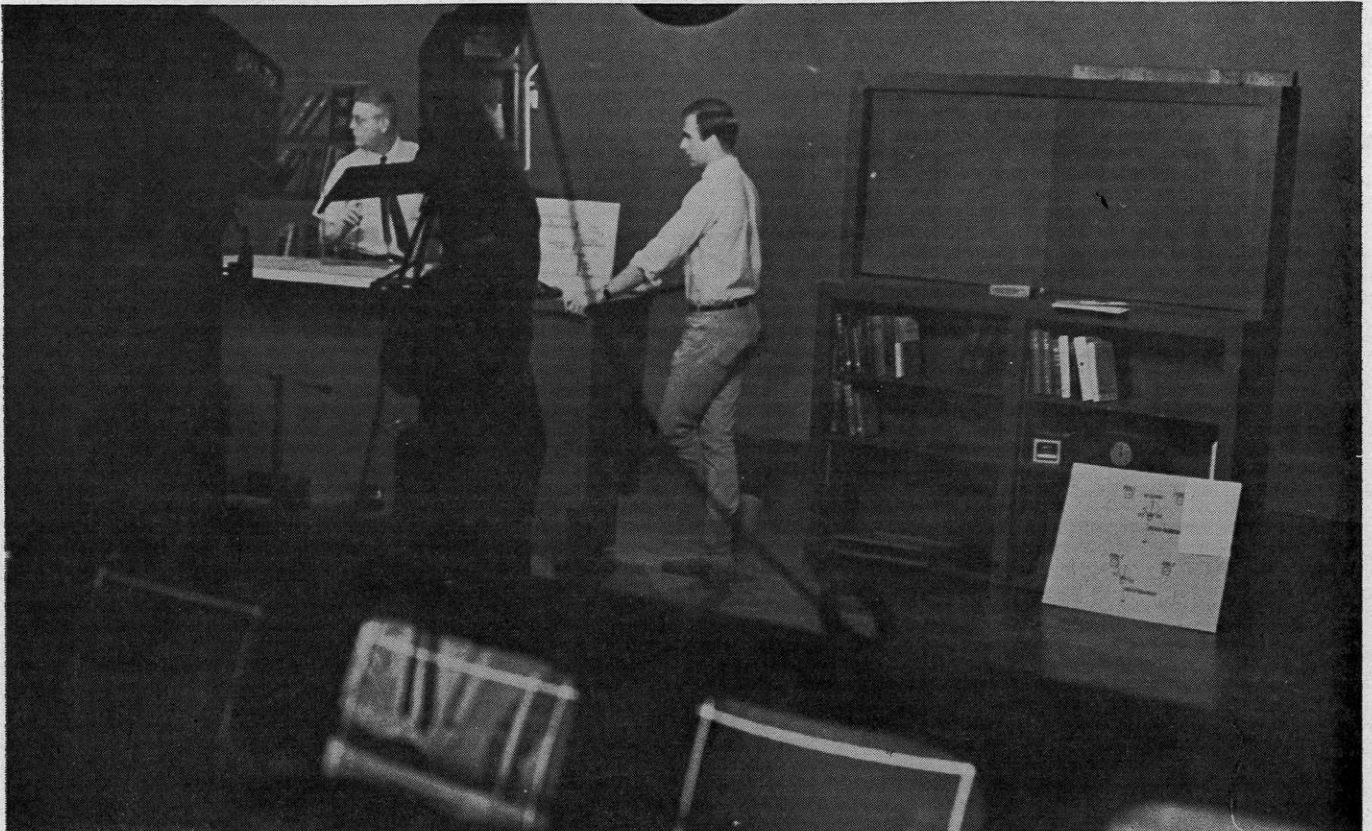
housed in the old chemical engineering building at 600 N. Park, a structure that was also occupied by the Psychology Department and the Alumni Addressograph Department. It goes without saying that the quarters were crowded and the various departments involved in television production were squeezed into every nook and cranny of the building in an effort to take advantage of available space.

Things are a little less cramped at the new Center which has over 15,000 square feet of available work-

ing space. Here there is room for two full-sized television studios, offices for management, program, traffic, and operations personnel; a television tape and film library, art room, property storage and scenery shop, a conference room, and production and closed-circuit offices. All of these departments are arranged to naturally complement each other—the engineering equipment and operations are located in the central area as are the production facilities. This arrangement eliminates the random conglomeration

The new University Television Center facility.





This view from the director's booth (shown on the front cover) reveals a series of monitors on the control panel as well as the director's view of what is taking place on the studio floor.

The new television facility provides ample storage space for properties which can be easily assembled and dismantled for the more than 60 programs that are produced each month at the WHA-TV studios.



of facilities that typified the situation at 600 N. Park.

Even so, the new building shows signs of becoming inadequate in the very near future. "Since we moved into our new quarters, the number of live shows we're producing each week has doubled," explains Steve Markstrom, station manager. "In addition to that, we've had an incredible increase in the amount of tape and closed-circuit work we're doing."

While this increase in operations does threaten an imminent overcrowding of the new Center, it is a promising omen as it points to the growing importance of television as an instructional device and to the ability of WHA-TV to fill a void in programming that is not provided by local commercial television.

The third oldest continuously operating educational station in the country (services were inaugurated on May 3, 1954), WHA-TV has a normal program day which runs from 9 a.m. to 10 p.m. H. B. McCarty, director of the division of



George Schneidewind, program supervisor, and Steven Markstrom, station manager, review the day's schedule of tape, live, and closed-circuit programming.

radio and television education, explains that "The station is dedicated to the extension of education, the dissemination of information, the furtherance of culture, and the promotion of critical inquiry into problems of public concern."

The programming begins in the morning with the broadcasts of Wisconsin School of the Air programs which are designed for elementary and junior high schools and include the teaching of such subjects as French, arithmetic, geography, science, and kindergarten. In 1963, televised School of the Air programs were used by 20,067 viewers in a 45 mile radius of the Madison area, and by school systems in Milwaukee, Chicago, Indianapolis, and Minneapolis.

Besides this form of classroom instruction, WHA-TV has an extensive closed-circuit network which provides on-campus instruction to classes at the University as well as to area schools. Two courses, specifically developed for closed-circuit work, have been effective in im-

proving the quality of instruction. They are: "Fundamentals of Nursing" which was produced at the request of the School of Nursing to teach manual skills to student nurses, and a course in "General Zoology," developed by Prof. Donald Bucklin under a grant from the Kemper Knapp Fund. This latter course has demonstrated the unique ability of television to improve instruction and to meet the shortage of laboratory facilities and the scarcity of teaching assistants.

The early evening segment of the WHA-TV program schedule is given over to young people. A normal evening's offering will include such programs as "Friendly Giant," a whimsical program developed by Bob Homme, a former member of the WHA-TV staff who is now with the Canadian Broadcasting Company; "Mr. Lister's Story Time," or a special "Contemporary Crafts" program developed by Prof. James Schwalbach; and "What's New," an educational digest designed especially for children.

Following the children's hour, WHA-TV, now in competition with prime time on commercial networks, goes into its public affairs and cultural programming. Here, the types of programs featured on the weekly schedule is considerably varied, but the general level of quality is outstanding.

Cultural programming, on a consistently high level, forms a staple of the WHA-TV evening schedule. Through cooperation with National Educational Television (NET), the station recently has been able to present a series of symphony concerts featuring such orchestras as the Cleveland, Houston, Buffalo, Vienna, and Cincinnati symphonies, and such conductors as Leopold Stokowski, George Szell, and Sir John Barbiroli. For those who prefer a different kind of music, the sounds of the Turk Murphy, Muggsy Spanier, and Woody Herman organizations have been featured another night of the week.

Supplementing this international talent are two music programs with

a University of Wisconsin background: one is a master class conducted by Paul Badura-Skoda, taped when the noted pianist was on campus last year, and the other is "Recital," a weekly program conducted by Prof. Richard C. Church and highlighting concert performances by University Music School faculty and students.

Drama is also a regular part of the WHA-TV fare with the works of Shakespeare forming an essential part of the offering. WHA has presented the "Age of Kings" series which was a playing of all of Shakespeare's history plays and is currently featuring an analysis-dramatic rendering of his plays conducted by Prof. Robert Eastman of the University of Michigan. Coming in February is a 13-program dramatic series devoted to the stories of Guy de Maupassant.

Occasionally, in cooperation with the Wisconsin Players or the UW speech department, the station will

produce its own live drama. This may involve a work in the standard drama repertoire, or an original work written by a student or faculty member.

If you are a film addict, WHA-TV currently has a series that should satisfy some of your longings to see good motion pictures. "International Film Review," conducted by Prof. Richard Byrne, shows outstanding feature films such as "Riffif" and "Hiroshima, Mon Amour" uninterrupted by commercials. After the film has run its course, Prof. Byrne and a panel of three people, which may include anyone from a faculty member, or student, to a local housewife, discuss the film.

Without a doubt, the largest part of WHA's evening schedule is given over to public affairs programming. This generally falls into one of two categories: the program that tells you how to do something (play bridge, cook like a French chef, or garden), or the program that

deals with contemporary society and the problems confronting our modern world. This latter type of program is circulated by NET or Midwest Educational Television (MET) and provides penetrating insight into the complex issues of today. In many instances, these programs are developed by television crews from other countries such as England, Australia, or West Germany. This adds an international tone to the broadcasting and helps bring a broader perspective into play so that the viewer is provided with a point of view he would not have access to through regular television channels.

WHA-TV also produces several of its own public affairs programs. These include the new "University of Wisconsin Roundtable" series, moderated by Roy Vogelmann, as well as special programs on state and national issues at appropriate times. Whenever an event of international proportion dominates the

Ed Furstenberg is shown checking one of the machines in the video tape recording room.



news, such as the recent ouster of Nikita Khrushchev, WHA will call in experts from the University faculty to discuss the significance of the event. This easy access to the faculty and their specialized knowledge provides the station with a "pool" of experts that can be called on to lend dimension to the discussion of current events.

WHA-TV has even geared some of its programming to the sports lover. Cooperating with the University Athletic Department, the station televised the Badgers' home football games that were sell-outs during the past season, and carried movies of each football game on the Wednesday following the game. This winter, the station plans to cover such events as University of Wisconsin basketball games, hockey matches, wrestling and track meets, and the Big Ten Swimming Meet which will be held on the campus in the new swimming pool, March 4, 5, and 6.

SUCH A REVIEW of the programming schedule at WHA-TV demonstrates how the station provides a kaleidoscope of offerings that affords its audience a wide sampling of the cultural and political events that are shaping our times.

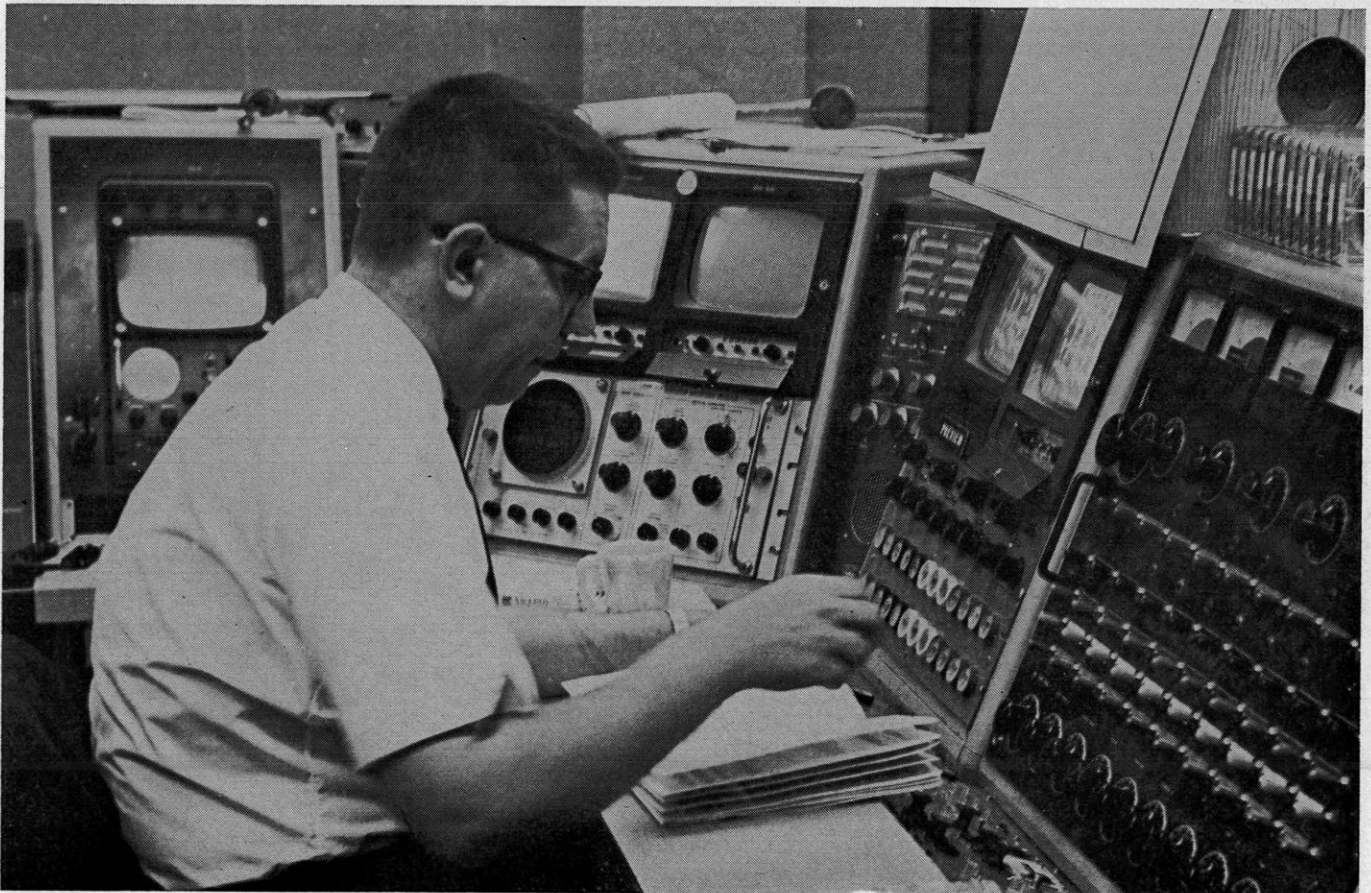
A little publicized, but important aspect of the work being done at WHA-TV is that of research. Prof. Bruce Westley of the School of Journalism and his associates have published several studies on the effectiveness of television as an instructional medium. These papers have provided a background for the application of techniques to WHA-TV programming and are in demand from other educational television stations.

Another aspect of the University Television Center is that it serves as a laboratory. It is a place to test the newest theories of educational programming, and it is a place where students can learn all phases

of television broadcasting. Students form a substantial part of the behind-the-scenes working force at WHA-TV. By being given the chance to work in a television studio, they have an opportunity to learn about television production—engineering, direction, acting, announcing, camera operation, and other communication techniques. Several of these students have, in fact, stayed on at WHA-TV following graduation to become a part of the regular staff. In that sense, the University television operation is a self-sustaining, self-nourishing operation as new ideas continually reinforce the day-to-day operation of the station.

The new Center on University Avenue is just a sign of the future of television in the overall program of the University. New talent, new ideas are working at the University of Wisconsin to make educational television a verdant oasis in what has been called a national wasteland.

Ernie Engberg, chief studio operator, is seated at the main control panel, the heart of the television operation through which all audio-visual signals pass.



Gov. Knowles Reviews University Budget

THE UNIVERSITY presented its budget for 1965-67 to Governor-elect Warren Knowles at a special hearing in December. The hearing, which is a customary part of the governor's review of the financing asked by state agencies, comes as a prelude to the submission of his own budget to the Legislature. After the Governor's Executive Budget is made public, the Joint Finance Committee of the Legislature will review the various requests and a final state budget will be recommended for approval.

Introducing the University's budget to the Governor, Arthur DeBardleben, Park Falls, president of the Board of Regents, explained that the budget had been reviewed by two public bodies—the Regents and the Coordinating Committee for Higher Education—and that it was a sound one with a broad political base.

Charles Gelatt, La Crosse, vice president of the Regents, seconded DeBardleben's remarks and went on to describe the University as a distinct asset to the state because it is a "storehouse of seed ideas" which contribute to the ultimate welfare of the citizens of the state.

There was an air of guarded scepticism hanging over the hearing as far as University officials were concerned. The day previous, Gov. Knowles had been cool to a request by Wisconsin's nine state universities for a \$49.2 million, 72% increase in their operating budget for the coming biennium. Earlier in the month, Knowles had prodded the Coordinating Committee by telling

them that they were too involved in "grandiose" schemes for higher education in the state, and that the present system of higher education seems to lack a clear plan of development. As an antidote to this situation, Knowles challenged the Coordinating Committee to come up with a realistic blueprint for higher education in the state within 30 to 60 days.

Taking the Governor's speech and the questions he posed to the Coordinating Committee as a jumping off point, UW President Fred Harvey Harrington began the University's budget presentation by commenting on how the University is of special value to the state.

In the development of skills, the University is strong in six critical areas mentioned by the Governor. The University is the only institution in the state that turns out trained doctors; it is a major producer of trained nurses, with programs in both Madison and Milwaukee; it is the leading producer of public administrators in the state; it is the major producer of foreign language teachers; and it leads in the training of data processors and skilled technicians so necessary to the progress of Wisconsin industry.

Referring next to economy and efficiency in the operation of the University, Harrington stated, "We must provide absolutely the most that we can with the money that we have." He then pointed out that the University is now on what can be considered a year-round use of its facilities, offering an expanded 12-week summer session which pro-

vides the same program as a full semester of work. Harrington also noted that improved technology has been applied to a more efficient operation of the University, especially through the use of instructional television, audio-visual techniques, and the extensive use of machines in registration procedures.

President Harrington then touched on a sensitive point when he discussed a popular notion that Madison was becoming a center for graduate study which would eventually limit undergraduate enrollment. Harrington emphasized the point that "Categorically we are not going to turn the University, or any of its campuses, into a graduate university," and being such, the presence of graduate students is especially valuable because they are able to assist in the teaching process and to learn from the experience.

Following his opening remarks, Pres. Harrington, with the assistance of his staff, went into a detailed description of the University's proposed budget for the coming biennium. The basic contents of the budget are explained in the article on the facing page.

Governor Knowles, after hearing the University's presentation, was generally reserved in his comments. He did stress the fact that ways must be found to hold the line on state spending while "rendering the best possible service to the people of the state."

The question of the budget will continue to be a vital matter through the winter and into the spring.

The Budget

more money for more services

THE BUDGET. In one sense it is a document, a compilation of figures that is confusing to the layman. On the other hand, the budget is a blueprint—a statement of needs and desires essential to carry out an effective program. Such is the case with the 1965-67 University of Wisconsin budget. It is an outline of the resources that the University will need to maintain the high standard of its current operation and to improve its program in several areas.

The University of Wisconsin is a public institution in the American tradition—it is dedicated to providing the highest quality of educational services to the people of its state in the conviction that educational opportunity is the surest guarantee of progress.

More than half of the University's resources are provided through taxation—state and federal. The remainder comes from the fees and charges paid by those who receive direct benefits, and from gifts and grants.

Approximately one-third of the University's expenditures are for the instruction, services, and student aid required by those registered for degree work on its eleven campuses. About a third supports research and other scholarly work, public services, and advanced adult education. The remainder of the operating budget administers the programs and operates the physical plants, supports the libraries and University Hospitals, builds and operates the dormitories, unions, stadiums, and similar self-supporting facilities.

FIXED COSTS

If changes in the University of Wisconsin were to be limited in the biennium ahead to those required by additional work loads and fixed cost increases only, its appropriation needs for 1965-67 would still be \$35.3 million over the current level. This need stems from the fact that more than half of the additional funds—19.4 millions—will be required for increased enrollments and changing class ratios. These are

ALL RECEIPTS, ALL EXPENDITURES, ALL CAMPUSES, ALL HOSPITALS

Last Year's Actuals, 1963-64	\$106,851,348	
This Year's Budget, 1964-65	123,511,785	
Total Biennial Budget, 1963-65	\$230,363,133	
Increase, 1964-65 over 1963-64		\$16,660,433
Next Year's Request, 1965-66	\$145,235,229	
Increase, 1965-66 over 1964-65		\$21,723,444
Second Year's Request, 1966-67	\$161,454,639	
Increase, 1966-67 over 1964-65		\$37,942,854
Total Biennial Budget, 1965-67	\$306,689,868	
TOTAL BIENNIAL INCREASE FROM ALL SOURCES		\$76,326,735

STATE TAX APPROPRIATIONS ONLY, ALL CAMPUSES, NO HOSPITALS

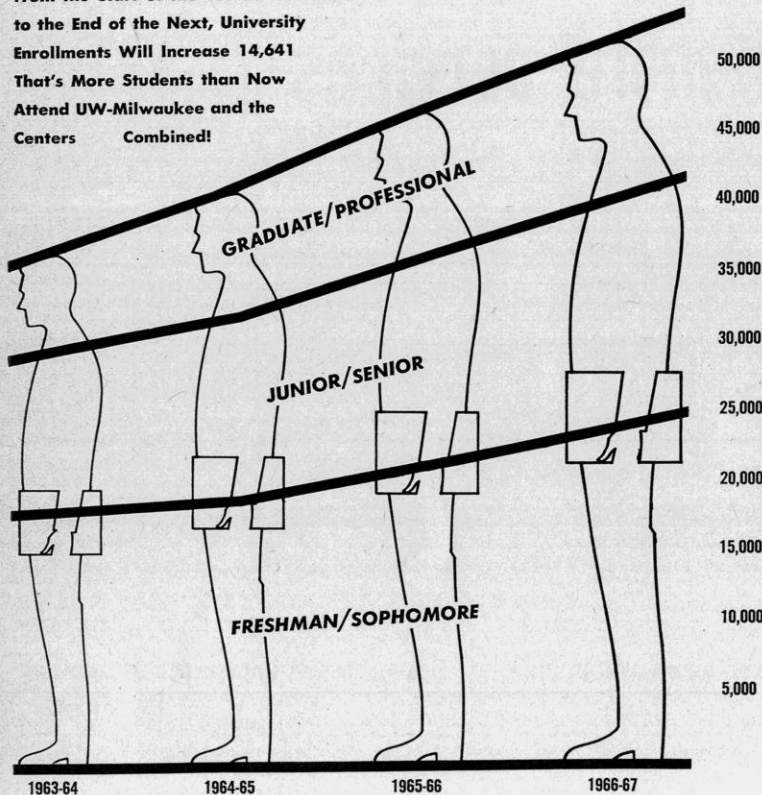
Last Year's Actuals, 1963-64	\$ 33,861,433	
This Year's Budget, 1964-65	41,176,661	
Biennial Budget, 1963-65	\$ 75,038,094	
Increase, 1964-65 over 1963-64		\$ 7,315,228
Next Year's Request, 1965-66	\$ 57,753,723	
Increase, 1965-66 over 1964-65		\$16,577,062
Second Year's Request, 1966-67	\$ 69,611,743	
Increase, 1966-67 over 1964-65		\$28,435,082
Biennial Budget, 1965-67	\$127,365,466	
BIENNIAL INCREASE FROM STATE TAX		\$52,327,372

ALL EXPENDITURES, UNIVERSITY HOSPITALS AND STUDENT HEALTH

Last Year's Actuals, 1963-64	\$ 9,910,533	
This Year's Budget, 1964-65	10,862,250	
Biennial Budget, 1963-64	\$ 20,772,783	
Increase, 1964-65 over 1963-64		\$ 951,717
Next Year's Request, 1965-66	\$ 12,123,952	
Increase, 1965-66 over 1964-65		\$ 1,261,702
Second Year's Request, 1966-67	\$ 12,813,967	
Increase, 1966-67 over 1964-65		\$ 1,951,717
Biennial Budget, 1965-67	\$ 24,937,919	
BIENNIAL HOSPITALS INCREASE FROM ALL SOURCES		\$ 4,165,136

Rising Enrollments

From the Start of the Current Biennium
to the End of the Next, University
Enrollments Will Increase 14,641
That's More Students than Now
Attend UW-Milwaukee and the
Centers Combined!



funds to hire extra faculty and provide supplies, library books, and services the additional students will require.

Other costs must go to meet additional work loads in such self-financing programs as Extension, radio and television, the University Press, the Electrical Standards and Instrumentation Laboratory, the Dairy, and the seed program. The operation of new buildings, including such major and important additions as the Biotron which will provide University scientists with unique facilities for environmental control in biological studies, and the Elvehjem Art Center, which will add new cultural depth to University learning experiences, require funds to provide janitorial care, as well as normal maintenance costs.

Rising Enrollments. The need in this area can be graphically demonstrated by one simple

statement—from the start of the current biennium to the end of the next, University enrollments will increase 14,641. That's more students than now attend the UW-Milwaukee and the University Centers . . . combined!

The direct cost per student in the current academic year on the Madison campus is \$492 for freshmen and sophomores, \$820 for juniors and seniors, and \$2,276 for graduate students. As the numbers of students increase, so will the funds required for educating them.

Faculty Salaries. Colleges and universities throughout the nation are experiencing a faculty shortage unique in the history of higher education. The national demand for new faculty members this year, mainly to meet enrollment increases, exceeded last year's production of Ph.D.'s in almost every field, and the hiring of Ph.D.'s by government and industry has steadily increased.

There is no doubt that the strength of any institution of higher learning is related directly to the quality of its faculty. Thus, the "going rate" for faculty members has been increasing steadily as competition for the best teachers has become more intensive during the past decade.

To keep up with the national competition and the general advance, the University has proposed an annual adjustment equal to 6% of the current faculty salary total for each year of the biennium.

By almost every quality measure, the University of Wisconsin is ranked among the top ten universities in America. Its goal is to bring its salaries to tenth rank before the next biennium ends. For this "catch-up" factor, the Regents have asked an additional 1.8% of the current salary base for 1965-66, and 2.2% for 1966-67. This brings the total salary increase requested for the biennium to 16% over the current salary base.

IMPROVEMENTS

The key to a university's development is in the improvements it makes from year to year. Without these improvements, a hardening of the academic arteries would take place and the intellectual spirit of the university would stagnate. Below are some of the areas in which the University hopes to make major improvements in the coming biennium:

Teaching and Teacher Training. While the instructional, research, and service programs of America's universities have been employed in agriculture, engineering, government, science, health, business, and industry to give this nation the highest standard of living in mankind's history, it was not until relatively recent years

Libraries

A PROGRAM TO REACH IN A DECADE
THE LIBRARY WHICH THE UNIVERSITY
OF ILLINOIS ALREADY HAS ACHIEVED

LIBRARY VOLUMES (in millions) 1962-1963

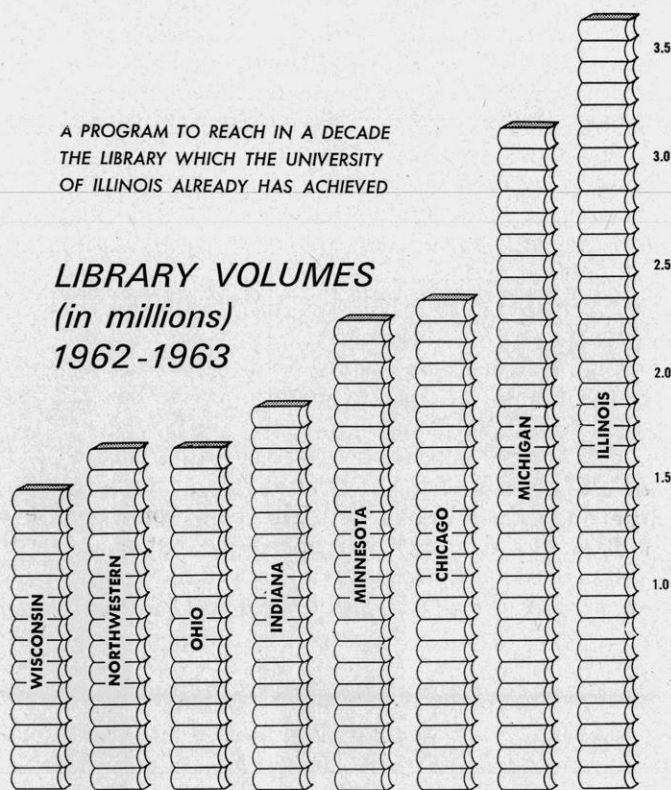


Chart excludes Wisconsin's holdings in Milwaukee. Illinois' in Chicago, Michigan's in Flint

that similar university power for progress was concentrated on America's educational system.

With the help of initial state appropriations for educational research in the current biennium, and support from foundations and the U.S. Office of Education, the groundwork has been laid for the major advance in educational programs. Involved are basic studies in such areas as curriculum development, educational policies, the education of the exceptional child, and the whole sphere of teacher training.

Fast Developing Fields. Mankind's knowledge moves ahead in a series of breakthroughs. Each segment of man's knowledge builds strength, suddenly overcomes major obstacles, and then sweeps dramatically forward. The university which best senses areas of future fast advance can move into a leadership position with an economy of funds. This fact has prompted a

selection of three major areas for concentration of program improvements in the next biennium.

Mankind's Environment—It is proposed that the University strengthen its instruction, research, and public services in such fields as water, soil, and minerals; architecture, landscaping, and urban design; and community organization, welfare planning, and urbanism.

Health Sciences—In order to continue the rapid advance of medical technology in the defeat of man's natural enemies, it is proposed that instruction and public service work go toward strengthening such programs as clinical and paramedical training for doctors; psychiatric, obstetric, and public health programs and refreshers for nurses; enlarging the capabilities of the Psychiatric Institute in Madison and expanding the nursing program at Milwaukee to four years; and extension help to Wisconsin's small pharmaceutical industry.

Computers—To meet the great demand for graduates trained in computer applications as well as to exploit their usefulness in research and instruction, it is proposed that the computing centers at Madison and Milwaukee be expanded and that both instructional and research applications be stepped up.

Progress of the State and University. Those states which most effectively employ their universities for the general advancement of their people, lead all others in earning power, in social, scientific, and cultural advance. This was the thesis which inspired the development of the Wisconsin Idea, combining the efforts of State and University, at the turn of the century.

Several factors are obvious in linking the progress of the State with that of the University: 1) University graduates are highly productive contributors to a State's economy; 2) the University itself increases income, spending, and tax revenue; 3) the University attracts new and growing industry and business to its State; and 4) the University brings private and federal funds into the State. The current budget proposes to exploit all these advantages for Wisconsin by building the basic capabilities of the University to aid the State, and expanding the University-Industry Research Program initiated last year to make the resources of the University more available to the business and industry of Wisconsin.

Libraries. The library is the heart of the University. The quality and scope of the University's teaching, its research and scholarly work, and its special services depend directly on its library

holdings and book acquisition program. In both these respects, the University of Wisconsin, despite recent improvements, provided by the state, is falling seriously behind its sister institutions. The improvement plan is to step up the Memorial Library acquisition rate from about 105,000 volumes to 140,000 volumes per year, extend the Law Library's capabilities into foreign law, and improve the wholly inadequate collections at the UW-Milwaukee and the University Centers.

ADULT EDUCATION AND PUBLIC SERVICE

Through its programs of adult education and public services, the University seeks to utilize the unique capabilities of its faculty and facilities for the benefit of those people in the State who are not degree students on its campuses.

A review of some typical programs point up the extent of this program. For example: Agricultural agents worked with 57,025 youth on year-long farming projects; some 56,052 persons were enrolled during 1963-64 in 1,128 different non-credit Extension programs, while correspondence instruction enrolled 12,225 students—7,424 from Wisconsin—during a similar period; the Bureau of Audio-Visual Instruction distributed 173,211 reels of educational motion picture films in 1963-64 and there were 1,015 institutes, seminars, and conferences with some 61,000 visitors from off-campus at the Wisconsin Center Building in Madison. The Wisconsin School of the Air, with radio course enrollments of 746,000, serves approximately 298,500 school children in their classrooms, an average of 2½ programs per pupil per week.

RESEARCH

Research is the second phase of the University's three-fold program and the key to its progress. Some of society's major advances have been based on findings by Wisconsin faculty members. Some of Wisconsin's most productive industries—dairying and vegetable growing for example—have been immeasurably assisted by discoveries made in University Laboratories. But perhaps the greatest contribution the University's research programs make possible is the development of the scientists and engineers, the scholars, and specialists of the future.

Research benefits the State and the University in at least six major ways: it leads to the solutions of State problems; it attracts new business and industry to the State and provides ideas for new products and methods for established Wisconsin enterprises; it brings into Wisconsin major University support from federal agencies, national foundations, and private industry outside the State; it attracts a great faculty and students of high promise and invigorates both

the teaching and learning processes; it produces faculty members for all institutions of higher education in the State; and it contributes to the progress of all mankind.

AUXILIARIES

Additional receipts are expected to support the various enterprises needed to add a complete aspect to the University's programs. These increases, brought about by the continuing enrollment gains, include plans for supporting the expansion of the Residence Halls (especially in the Southeast Dormitory area), the intercollegiate athletics plant, the Memorial Union (with plans for the establishment of a west-campus Union), University Houses, and the upgrading of many of these facilities at the University's Milwaukee campus. These expenses are all self-amortizing.

UNIVERSITY HOSPITALS AND STUDENT HEALTH

The University Hospitals serve as a training center for the Medical Schools, a service center for state patients and Veterans, a treatment center for patients referred for specialized care by the doctors of the state, and as an infirmary for students. The budget for this phase of the University's operation is met mainly by the receipts received for the services offered.

THE STATEWIDE UNIVERSITY

To maintain the Wisconsin tradition of University opportunity for all the sons and daughters of the State who want and are qualified for education of the highest quality, and to insure that level of quality in the face of fast-rising enrollments, the University has developed these enrollment controls:

- enrollments of out-of-state new freshmen are now limited in Madison to the 1963-64 ratio;
- development of University Centers and the UW-Milwaukee is being accelerated to attract the major force of new enrollments to those campuses.

The proposed budget reflects those policies. Many of the improvements listed earlier are aimed particularly at enhancing the Centers and UW-Milwaukee.

Funds are budgeted to open new Centers in Rock and Waukesha Counties in 1966 and the budget request proposes the reduction of student fees in the Centers of \$25 per semester and the shift of \$3 in Milwaukee fees per semester to student health services there.

The budget outlined above is based upon what the Regents and the University feel are the absolute needs of the University for the biennium ahead, and a realistic judgment of the advancements that will be of greatest value to the people of Wisconsin.

Probing the Past Through Papyri

THERE are 83 of them—dry, frayed, wafer-thin records from the Egyptian past, and for close to a half century they have lain in a protecting metal box at the University.

In recent years the air-conditioned rare books vault of the University's Memorial Library at Madison has enhanced the survival value of the papyri, but few scholars have disturbed the ancient pile.

Then in September came Piet J. Sijpesteijn, Dutch scholar and lecturer in papyrology at the University of Amsterdam, and now full comprehension of Wisconsin's treasure is assured.

Papyrus, according to the encyclopedia, is not only the name of an Egyptian water reed, but of the substance made from it which served as a writing material, century after century, until the Europeans developed paper. The papyrus was made by placing lengthwise slices of the reed side by side and covering these with a similar layer laid at right angles to the first. The reed itself supplied an adhesive juice when placed under pressure. The resulting sheets were used in their original size or as glued together to form a scroll.

Collections of papyri are held at Cairo, the British Museum, and universities in Europe and America, Heer Sijpesteijn will tell you, and the science of papyrology is concerned with deciphering everything written on papyrus. Here on these withered manuscripts the ancient inks can still reveal the one-time literature and history of an Eastern world.

If a collection is in good shape, a papyrologist can simply proceed to translate, as with any modern foreign document. But if it is in bad condition, he must first try to organize and fit the pieces together, the scholar pointed out.

"Wisconsin's collection is a very interesting small one—and most of the papyri are in a very good state of preservation," the Dutch papyrologist said. There are no literary papyri within them, but there are documents of many kinds.

Their dates range from the 3rd century, B.C. to the 8th century,

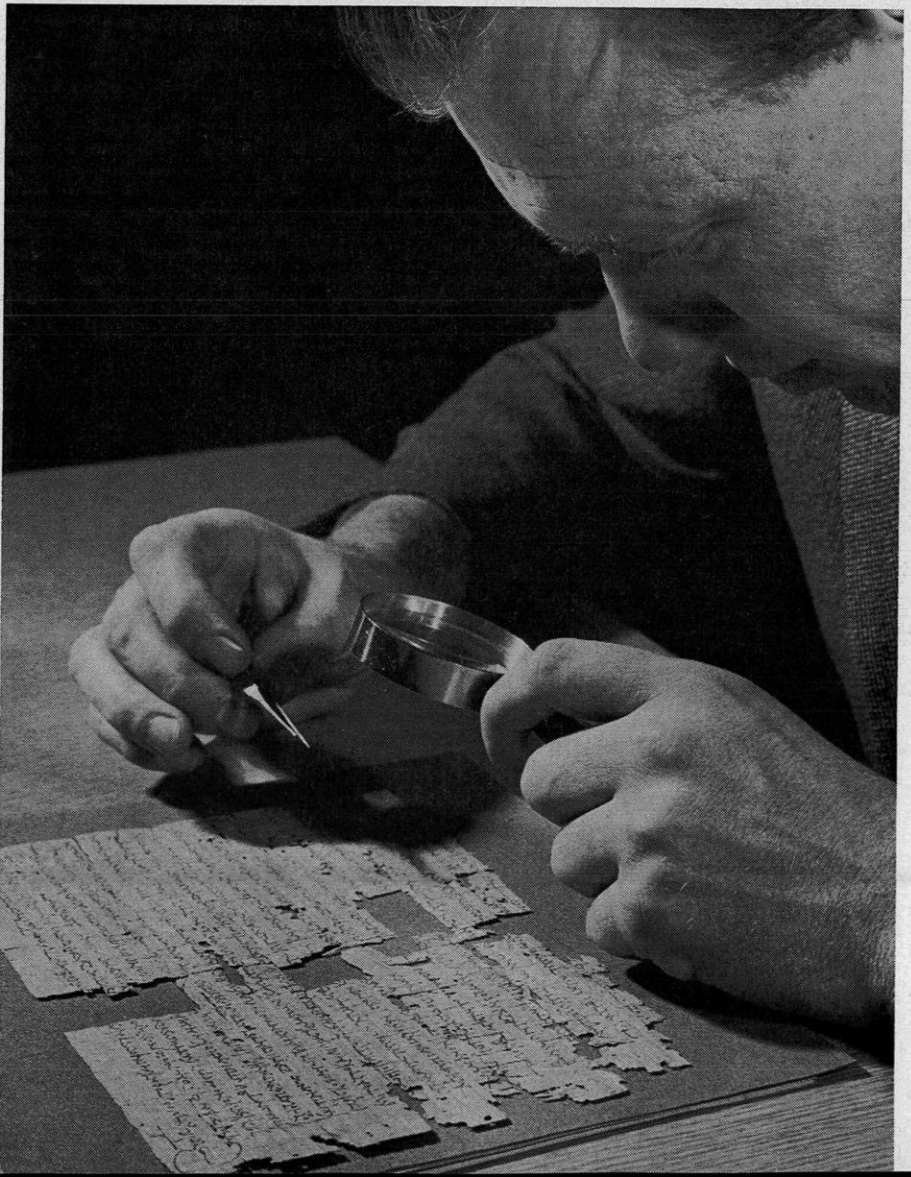
A.D., a more than a thousand year span within which Greek influence in Egypt was strongly felt. As this chunk of history begins, the Egyptians are found already conquered by Alexander the Great and grateful for Greek rule. Later the Romans take over (30 B.C.) and finally Egypt falls to the Arab world (641 A.D.).

Long after the Romans entered the picture, Greek continued to be spoken, according to Heer Sijpesteijn, and though the Romans wrote in Latin, they saw to it that documents were translated into Greek.

Little wonder then that most of Wisconsin's papyri (Greek word for papers) are written in Greek. The papyri in Latin are few, a petition and a letter or two. The entire 83 pieces include both official and private documents, some pertaining to business and some to domestic life. Five of them originated in the same Egyptian family.

The collection came to the University some 45 years ago through the generosity of a student in history, William W. McKay, then of Oshkosh. The late William L. Wes-

Heer Sijpesteijn painstakingly examines one of the Wisconsin papyri.



terman, a UW professor of history who became a world famous authority of papyrus, arranged for purchase of the collection with \$500 contributed by student McKay.

Westerman and the late UW Classics Prof. A. G. Laird studied one of the papyri and later published the results of their joint research in *The Journal of Egyptian Archeology*. But beyond this, only Sijpesteijn has worked on the rare manuscripts.

In the beginning, at the suggestion of UW Classics Prof. Herbert Howe, he tried long distance deciphering of the manuscripts through photographs supplied by Howe. Then this year the Dutch government provided the scholar with a grant for on-the-spot study of the Egyptian relics.

Almost any open hours during the fall, Heer Sijpesteijn could be found in the Memorial's rare book department, happily hunched over a papyrus, his magnifying glass focussed upon the still surviving script, his linguistic know-how making 20th-century meaning from the old Eastern documents.

He explained his pleasure thus: "Papyrology is so satisfying because you are getting in touch with 'the man on the street,' the ordinary people who wrote these things, not to be preserved for generations to come but to carry on their own affairs in their own everyday way."

Though he returned to Amsterdam this fall, the papyrologist will be back on the Madison campus in July to complete his research. His findings will ultimately be published in two volumes as part of a widely known Dutch series called "Papyrologica," known throughout the papyrological world.

The \$500 gift of ancient papyri has not only found the full attention it merits from scholars. It has also found a much heightened monetary value. Not long ago, according to the man from Amsterdam, Heer Sijpesteijn saw a collection of papyri, much inferior to Wisconsin's holdings, offered for sale at New York for \$25,000. On the basis of this figure, he estimates Wisconsin's papyri are worth between \$30,000 and \$40,000.



Sharpshooter Gail Habermann, Madison, zeroes in on the target at the University's rifle range during a practice session. At left, spotting the target is Donald A. Stair, Waukesha; center is Donald W. Pine, San Diego, Calif., captain of the Men's Varsity Rifle Team.

STUDENT SHARPSHOOTERS

NO DAN'L BOONES or Annie Oakleys will ever come of it, but interest in expert marksmanship with both rifle and pistol has increased considerably among students of the University during the past few years.

Capt. James F. Fitzgerald Jr., assistant professor of military science in the Army ROTC unit at the University, reports that three times as many students are members of marksmanship groups than three years ago. A few years ago only a handful of students were interested in the UW's rifle and pistol clubs, he said.

This year 75 students are members of a half dozen rifle and pistol teams for both men and women. About half of them are in ROTC units—Army, Navy, Air Force—on the campus.

Student interest in sharp-shooting has brought about the formation of the Rifle and Pistol Club on the University campus in Madison, Capt. Fitzgerald says. The club's purposes are to acquaint students with the aims of the National Rifle Association (NRA) which are safety, sportsmanship; to provide interested students with recognized competition; and to enable those interested to

learn and compete by providing all necessary equipment and instruction.

The club, registered on campus as a regular student activity, is supported by the University's Army ROTC unit. Members of the club's teams serve as coaches to local rifle clubs. Last spring 20 anthropology students were coached in marksmanship and rifle safety to prepare them for a summer field trip to Alaska.

The club is now made up of five rifle teams and two pistol teams. The rifle teams are the Men's Varsity, the Army and Navy ROTC teams, the Girl's Varsity, and the Freshman Rifle team. The pistol teams are the Men's Varsity and the Army ROTC.

The UW Men's Varsity team participates each year in the Big Ten Rifle League made up of teams representing Big Ten schools. During the 1964-65 school year the UW varsity shooters met Iowa marksmen in a match at Iowa in December, will fire against Purdue at Purdue in January, Michigan State at Wisconsin in February, and then will take part in the Big Ten championship meet at Purdue in March, with all schools represented.

All shooters on the rifle teams are eligible for the U.S. Olympic Rifle team, which won a Gold Medal for the U.S. in the recent competitions.

The University's ROTC rifle teams at both Madison and Milwaukee participate in the Wisconsin State ROTC Rifle League with teams from St. Norbert's College at DePere, Ripon, and Marquette University.

The Girl's Varsity participates in independent competition with other girl's teams in the state and fires matches by mail with teams throughout the nation.

The pistol teams compete with teams from Ohio State, Michigan, Michigan State, Illinois, and Xavier College, and participate in open competition sponsored by the NRA.

Capt. Fitzgerald is faculty adviser to the rifle teams and Capt. Randall D. Ralls, also of military science, to the pistol teams. Coaches are Sgt. Gerald Wilcox and Sgt. Cairl Brown, both of the Army ROTC staff, and Sgt. C. L. Platt of the Navy ROTC staff.

AIRBORNE WEATHER-WATCHERS

UNIVERSITY meteorologists are using a new research instrument to probe the origins of the arctic blasts that drop Wisconsin's winter temperatures to subzero.

The instrument is a new Navy P3A Orion patrol aircraft converted by the Navy into an airborne meteorological research platform for service in the University of Wisconsin's arctic research program.

The program will give climatologists an improved understanding of arctic air masses—which all too frequently plunge southward into Wisconsin during winter, bringing

temperatures rivalling those of the far North.

For several years, the Wisconsin researchers have employed an older model of the Navy's submarine patrol aircraft in studies of seasonal weather changes—particularly during fall, early and late winter, and spring.

The new P3A patrol-and-research aircraft had its maiden flight in December as part of Wisconsin's meteorology program. Scientists taking part in the flight included Prof. Robert A. Ragotzkie, a director of the University's arctic climatology



UW scientists studying arctic meteorology and the pilots of a new Navy P3A Orion long-distance patrol aircraft used as a flying data-gathering station are shown prior to a flight to the Far North in December. The plane is used in the University meteorology department's program of research on arctic air masses and related studies which will give meteorologists a better understanding of northern climates and weather—of the type that brings periods of severe winter cold to Wisconsin. Shown in the photograph are Graduate School Dean Robert A. Alberty, who inspected the plane on its first visit to Madison; R. L. Steventon of the UW meteorology department; Lt. Samuel M. Purvis, pilot; Lt. John M. Lorusso, co-pilot; and Prof. Robert A. Ragotzkie, chairman of the UW meteorology department.

program and chairman of the University meteorology department; James D. McFadden, scientist in charge of the aerial research; and Raymond L. Steventon, former Navy P2V navigator who is now a staff member of the Wisconsin research program.

Seasonal events during the periods when Canadian lakes are freezing or thawing, and the influence of these changes on atmospheric conditions, are one aspect of the UW research program.

Another aspect includes heat-budget studies of the Canadian air masses—investigations of the amount of heat from sunlight absorbed by the northern air and land masses and how changes in available heat energy influence the weather.

The P3A is also to be used as an observation platform for detailed aerial studies of the cloud patterns observed by weather satellites. The weather satellites, such as the Nimbus series, photograph cloud patterns over extremely large areas and relay the pictures to weather stations on the ground. Using the P3A, Wisconsin scientists can study details

of atmospheric phenomena associated with the patterns seen on the satellite photographs.

The new aircraft will also be used in projected studies of the surface temperature of the Great Lakes and Hudson Bay. These water bodies exert a powerful influence on the climate of areas in the path of the prevailing winds blowing across them.

The Wisconsin program is literally a bold leap forward in the field of climatology—a program based on the use of aircraft as a research vehicle and on sensing instruments involving infrared, microwave radar, and a number of other new techniques.

Such modern instruments permit scientists to obtain a record of surface—and even below-surface—temperatures from high-flying aircraft, covering large areas in a very short time. This is information hitherto impossible to obtain over such remote areas of the world as the Canadian Arctic and many oceanic regions.

“The cost per unit of information obtained is lower when aircraft are used than the cost for obtaining the same information by any other means—such as research ships,” Prof.

Ragotzkie says. “Additionally, many areas are inaccessible, by ship or any other manner, during most of the year—for example, the Arctic.”

The new knowledge will give scientists a much better understanding of how seasonal weather changes are triggered, and provide a better basis for ultimate analysis of the fundamental atmospheric mechanisms at work to create climates typical of the various regions of the northern hemisphere.

Little apparently can yet be done about the weather—a situation that will never change until scientists obtain a better understanding of the characteristic patterns of climate and the atmospheric events that can trigger seasonal changes.

And even greatly improved knowledge may never permit scientists to totally eliminate winter's subzero plunges—although who knows what may be possible in the distant future. But it should certainly improve the forecasting tools available to those who predict the weather, and it will give scientists a better grasp of the physical forces at work in the sea of air upon which all life depends.

DEAN WENDT COMMENTS ON SCIENCE AND ENGINEERING PROGRESS

CURRENT RATES of progress in science and engineering are so rapid that new scientific discoveries and engineering applications are actually now often made long before the date at which even experts predict they should be expected.

Dean Kurt Wendt of the College of Engineering, speaking to 120 of the state's outstanding high school student scientists last fall, used as an example the timetable of space research and rocket development. This field is already far ahead of what experts were predicting less than ten years ago, he said.

This, he added, is typical of many of the fields of science and engineering. “It is almost awesome to contemplate what the human mind can conceive, and what man, with dogged perseverance and dedication, can accomplish,” Dean Wendt told participants in the fourth an-

nual Junior Science, Engineering, and Humanities Symposium being held at the University.

The UW educator said that nine years ago a “fantastic prediction” was published in the form of the timetable for a race to the moon. It prophesied that a tiny satellite the size of a loaf of bread would be put into orbit in 1958. It predicted that the first larger, man-carrying satellite would be launched around 1980. By the year 2,000, it was predicted, a landing on the moon would be accomplished.

“Eighteen years ahead of schedule, on February 20, 1962, John Glenn became the first American to orbit the earth,” Wendt said. “A landing on the moon may become reality in a few years.”

This fast research pace is maintained in many other scientific and

engineering fields, he added. It is apparent in such diverse fields as heart surgery, artificial replacement and transplantation of tissues and organs, aeronautical engineering, development of nuclear power, and many others.

"Scientific, medical, and engineering advances all follow the same pattern," Dean Wendt said. "It can be demonstrated that over the centuries accomplishment almost always occurs long before any one believes it possible."

The prediction has even now been made that by the turn of the century man will be creating living organisms, Dean Wendt continued. Some engineering devices now in use are complicated systems simulating a number of the systems of the living body.

"Tomorrow we may build these devices with living neurons, receptors, and muscles," he said.

This is not actually so unusual, he added, since today living organisms are regularly employed in many industries to manufacture important materials such as wonder drugs and products of the fermentation industries.

He challenged young people to dedicate themselves to the observance of high moral principles and a strong code of ethics in a time when all can see "repeated disregard of ethical concepts and procedures as well as deliberate dishonesty in business, industry, advertising, politics, government, and unhappily, at times, even in the recognized professions."

"Price-fixing, misrepresentation,

collusion, bribery, and failure to protect the public interest are constantly making sordid, front-page news," he said.

Meeting these challenges—both ethical and scientific—in the effort to make the world a better place to live, Dean Wendt added, is the most apparent way that the new generation can "make substantial and effective contributions to our society in the years ahead."

"Present generations have been handed a rich heritage," he continued, "and we must accept great obligations."

The rich variety of social, economic, scientific challenges, give to the new generations a "wonderful, challenging, fast-moving and stimulating world in which to be starting a career," Wendt added.

Badger Bookshelf

NO NEED FOR HUNGER by Jonathan Garst '15, Random House, New York (\$3.95).

Vice Pres. Hubert Humphrey says of this book that it "is one of the most exciting books I have seen in the past decade. It is a convincing rebuttal of the Malthusian doctrine that population will always increase to the limit of food production. One of Mr. Garst's most provocative ideas—and one that should be thoroughly tested—is that a plentiful food supply is an essential element in the social conditions that are conducive to a low birth rate."

COLONEL AARON BURR: THE AMERICAN PHOENIX by Samuel Engle Burr, Jr. '25, Exposition Press Inc., New York (\$4.00).

The purpose of the book is to present facts and counteract misinformation about the controversial Aaron Burr. It recounts Burr's important military service during the Revolution, his role in New York politics and his rivalry with Alexander Hamilton, his distinguished service as Vice President in Thomas Jefferson's cabinet, and follows through his career in the West, his

trial for treason, and his later years in New York and abroad. According to the publishers, the facts will come as a surprise to many American readers brought up on the distorted traditional views about "a great American who has been misunderstood and misinterpreted for a century and a half." The author is Professor of Education, Dean of the Summer Sessions and Assistant Dean, Division of General and Specific Studies, at the American University, Washington, D.C.

TOWARD THE WELL-BEING OF MANKIND: FIFTY YEARS OF THE ROCKEFELLER FOUNDATION, text by Robert Shaplen, 37, Doubleday & Company, Inc., Garden City, New York.

The publication tells the story of the major areas of the Rockefeller Foundation's work from 1913 through 1963 in text, six picture essays, and 136 photographs. Major sections of the text—For The Health of Man, To Feed The World's People, and The World Of Ideas—are illustrated by pictures on environmental diseases and public health, agriculture, and centers of ex-

cellence, social sciences and humanities, and the arts.

Robert Shaplen is a regular contributor to *The New Yorker*, was a war correspondent in the Pacific for *Newsweek*, and later headed that magazine's Far East Bureau. He is the author of four books.

PUBLIC UTILITY ECONOMICS by Paul J. Garfield '48 and Wallace F. Lovejoy '56, Prentice-Hall, Inc., Englewood Cliffs, New Jersey (\$10.00).

The authors bring practical experience to a study of the areas of telephone and telegraph, electricity, water, urban transit, and the natural gas industry. Pricing and pricing problems in each industry are particularly stressed. The book is filled with actual cases that are found in no similar study of the subject, and particularly important is a rate-making case included to illustrate the principal concepts involved in such a process. Prof. Garfield is an economist with a Washington, D.C. consulting firm and Prof. Lovejoy is associate professor of economics at Southern Methodist University, Dallas.

ALICE IN MANY TONGUES: THE TRANSLATIONS OF ALICE IN WONDERLAND by Warren Weaver '17, University of Wisconsin Press, Madison (\$4.75).

Written by the owner of one of the largest and most complete Lewis Carroll collections in existence and the largest collection of translations, this book examines the translation history of *Alice in Wonderland*. Particular attention is given to the degree of success with which various translators have met its challenges. *Alice*, Mr. Weaver contends, is really two books, a book for children and a book for adults, and he begins his discussion with an analysis of the broad appeal *Alice in Wonderland* has had. The author tells the story of how *Alice* came to be written and gives a history of the negotiations between Dodgson and his publishers relative to the early translations—ultimately *Alice* was translated into 40 languages—into German, French, and Italian.

Mr. Weaver, who was once chairman of the UW Mathematics Department, is vice president of the Alfred P. Sloan Foundation and has had a distinguished career as teacher, mathematician, foundation executive, writer and world traveler.

YEAR-ROUND EDUCATION by Prof. Clarence A. Schoenfeld '41 and Neil Schmitz, '62, Dembar Educational Research Services, Inc., Madison, Wis.

The problems and prospects of year-round education are explored in an analysis of the all-year school. Chapters deal with the all-year elementary and secondary school, the year-round university, and the prospects for both. The book poses the following questions and tries to answer them in practical terms: what are the facts about the all-year school? has it ever worked? does it produce measurable economies? does it really offer acceleration and enrichment? can students and staff stand the pace? do social gains outweigh any administrative headaches? what are the principles that must guide calendar planning? is year-round education panacea or pitfall?

Professor Schoenfeld is professor of journalism and associate director of the UW Summer Sessions and Mr. Schmitz is working for his Ph.D. in English at Stanford University.

VOICES IN THE VALLEY by Frank R. Kramer '29, University of Wisconsin Press, Madison, Wis. (\$5.00).

Mythmaking and folk belief in the shaping of the Middle West is the subject of the book, and the author's chief concern is to develop the relationship between reality and myth. He shows the influence of folklore on human thought and motivation and the manner in which folklore has been used to further human goals, whether consciously or unconsciously. He does this by examining episodes from the richly varied history of ethnic groups in America's great heartlands.

Mr. Kramer is professor of classics and ancient history, Heidelberg College.

TWENTIETH CENTURY REPORTING AT ITS BEST by Bryce W. Rucker '49, Iowa State University Press, Ames, Ia. (\$4.95).

Professor Rucker, director of the journalism graduate program and journalism research at Southern Illinois University, Carbondale, has compiled 55 top news stories covering memorable events of the past twenty years in his book. He culled the stories from the millions printed in the last two decades, making final choices on the basis of whether writers "evidenced imagination, a golden touch, and repeatedly showed keen insight." Each story is preceded by comments pinpointing specific techniques, the article's connection with the mainstream of events and some background information about the reporter who wrote it.

SELLING WITH PSYCHOCHEK by Eugene Tasset DuPont '21, Prentice-Hall Inc., Englewood Cliffs, N.J. (\$5.35).

The PsychoChek theory outlined in Mr. DuPont's book is based on an understanding of what he calls three basic human types: the ExtroType,

AmboType, and the IntroType. The typical ExtroType is informal, daring, talkative, expressive, creative, symbolistic. The AmboType he describes as sociable, careful, considerate, diplomatic, anticipative, idealistic, while the IntroType is formal, cautious, reserved, deliberate, meditative, realistic. After identifying these types by body shape and characteristics, Mr. DuPont makes suggestions to salesmen on how to deal with them accordingly.

ALL BUT MY LIFE by Stirling Moss, with Ken W. Purdy '35, E. P. Dutton and Company, New York (\$4.50).

In this book, the reader sees Stirling Moss, the fastest racing driver of his day, revealed by his own words distilled from more than 20 hours of tape-recorded interviews. It began as an article for *Playboy* magazine, but in the midst of the work, Moss crashed, and the article had to be redone. After Moss' recovery, the friendship between Moss and Purdy grew, and resulted in the book, which held second place on best-seller lists in England for weeks.

THE WAR DISPATCHES OF STEPHEN CRANE edited by R. W. Stallman '33 and E. R. Hagemann, New York University Press, New York (\$7.50).

This volume includes Crane's dispatches on the Greco-Turkish War and the Spanish-American War; his articles on the Boer War; and the play he wrote about some of his experiences during the war in Cuba. It offers, as well, a selection of the parodies of his very individual way of describing warfare and a number of related articles by fellow correspondents, among them Cora Crane, Richard Harding Davis, and Frank Norris. The dispatches reveal every aspect of Crane's distinctive style: his grasp of the general war situation, his professional skill in vivid and dramatic description, his scrupulous regard for factual accuracy, and his characteristic combination of wry detachment and warm human sympathy. Many readers will consider that this book contains some of Crane's finest work.

Alumni News

Up to 1900

"Dr. Spencer D. Beebe Week" was observed in Sparta on the occasion of the well-known physician's 95th birthday. Mayor Ralph Osborne's proclamation described Dr. Beebe '93 as "Sparta's oldest and most revered physician, respected, honored, and loved by the entire community."

1911-1920

Mrs. Malcolm K. Whyte '12 (Bertha Kitchell) has published a new book entitled *Seven Treasure Cities of Latin America*.

Mr. and Mrs. John Berg '12 (Caryl Williams '13) have sold their Mondovi, Wis. drug store after operating it for 52 years.

Activities for the 1915 Class "Golden Jubilee" reunion May 14 and 15, 1965, were virtually completed at a recent meeting of the reunion committee headed by Emeritus Professor Gustav Bohstedt, held at the Memorial Union. The spirit of the occasion augured a successful reunion so far as arrangements are concerned.

Class President Clarence Whiffen of Sheboygan addressed the local group meeting which also was attended by Mary Boorse Kieckhefer of Milwaukee and Ethel Garbutt Dodge of Evanston, besides Ed Gibson and Mrs. Helen Slauson of the Wisconsin Alumni Association.

Events scheduled include the official Half Century Club luncheon at noon Friday, May 14, at which the class will be hosted by the University, a 6 p.m. dinner at Maple Bluff Country Club, and a luncheon next day at the Cuba Club, 3416 University Avenue. Bus transportation will be provided for a tour of the campus at 10 a.m., Saturday. Following the luncheon, the returning alumni probably will be honored by a band concert at the Memorial Union terrace. Committee members for the reunion were appointed as follows: Registration—Russell Lewis & Lester Rogers; Reception—Nat Biart & Ada Martin; Program—Noble Clark & Mary Tegge; Dinner & Luncheon—Beulah Dahle & Florence Crosby; Transportation—Joe Jackson and Capt. Joseph W. Bollenbeck; Publicity—Capt. Bollenbeck and Beulah Dahle.

Reservation of rooms at hotels in the campus area have been made by Chair-

man Bohstedt: all have ample parking space. Buses will take the guests to the Maple Bluff Friday evening dinner and to the Cuba Club Saturday luncheon. The usual All Alumni Dinner will be held at the Memorial Union on Saturday evening, May 15.

Harvey Higley, Marinette, Chairman of the Reunion Gift Committee, anticipates a class gift of between \$25,000 and \$30,000 but reports that contributions and pledges from nearly 400 still are to be heard from.

Capt. Joseph W. Bollenbeck

At the Sixty-ninth Annual Meeting of the American Academy of Ophthalmology and Otolaryngology Dr. Barry J. Anson '17 was elected to Honorary Fellowship in the Academy.

Dr. Olaf Hougen '18, emeritus professor of chemical engineering at the UW, has been selected as the second recipient of

the Warren K. Lewis Award in Chemical Engineering.

Dr. Verna Carley '20 is at the UW this semester, lecturing in comparative and international education and training Wisconsin educators to teach in Nigeria. State Department assignments have taken her to Asia, Africa and South Africa in the past.

1921-1930

Mrs. Paul Raushenbush '24 (Elizabeth Brandeis), professor of labor economics at the UW, has been appointed to a national advisory food and drug council to consult with the food and drug administration.

Lloyd Larson '27, sports editor of the *Milwaukee Sentinel* and past WAA president, was elected 1965 chairman of the Milwaukee chapter of the Baseball Writers Association of America last month.

John P. Gillin '27, research professor of anthropology at the University of Pitts-



Dr. Lee A. DuBridge '24, eminent physicist and president of the California Institute of Technology, has been elected to the board of directors of National Educational Television.

Dr. DuBridge, who was appointed president of Cal Tech in 1946, has had a distinguished career as both an educator and a scientist. From 1926 to 1928, he was a National Research Council Fellow. He taught physics at

Washington University in St. Louis from 1928 to 1934. In 1934 he went to the University of Rochester as professor of physics and chairman of the department, and from 1938 to 1942 also served as dean of the faculty of arts and science. Taking a leave of absence from Rochester (1940-45), he engaged in radar research as director of the radiation laboratory at the Massachusetts Institute of Technology under the United States Office of Scientific Research and Development.

Dr. DuBridge is currently chairman of the board of Community Television of Southern California, which operates KCET, the educational television station in Los Angeles. He also serves as a board member of the Rockefeller Foundation, the Los Angeles World Affairs Council, the Henry E. Huntington Library and Art Gallery, and the National Merit Scholarship Corporation.

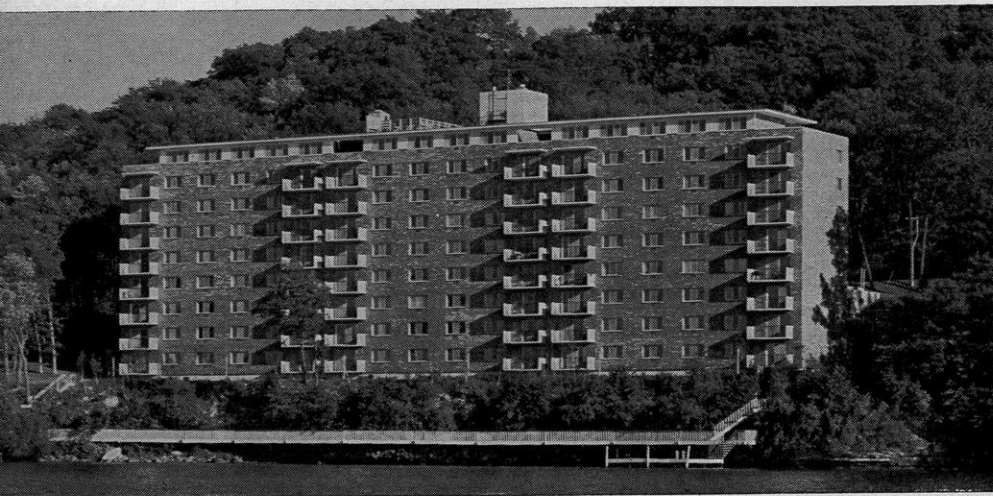
Holding honorary degrees from twenty universities and colleges, Dr. DuBridge has received the King's Medal for Service in the Cause of Freedom (British), the Research Corporation Award, the United States Medal for Merit, the Golden Key Award (National Educational Association), and the Arthur Noble Award (Pasadena).

The Wisconsin Alumni Club of the San Fernando Valley (Calif.) is planning to honor Dr. DuBridge for his many outstanding achievements at its Founders Day dinner which will be held at the Queen's Arms Restaurant, Encino, on February 5.

NOW OPEN

The Commodore

NURSING AND RETIREMENT FACILITY



Wisconsin's Largest and Most Luxurious Home for People Who Need Attention

Designed for people who wish to remain active and maintain their social contacts. It also combines the convenience and comfort of gracious living with the security of a nursing section if it should be needed. **The nursing section has a professional staff including full time registered nurses, and provides nursing care (from minimum to maximum) for residents requiring it.**

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FOR THE RESIDENT REQUIRING NURSING CARE:

- * Free choice of physician
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OTHER COMFORT-INSURING FEATURES ARE:

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LOCATION: The Commodore is situated at the edge of Lake Mendota on nearly six acres of beautifully wooded shoreline adjacent to Shorewood Hills. Each room has a commanding view of Lake Mendota and its shoreline from the vantage point of a private lakeside balcony.

WRITE OR PHONE: The Commodore, 3100 Lake Mendota Drive, Madison, Wisconsin 53705; phone (608) 238-9306.

burgh, is president-elect of the American Anthropological Association.

Henry S. Stevens '29 was elected to the new Court of Appeals of Arizona and took office when that court became operational January 4, 1965. For the first two years he will be chief judge of Division One, which will sit in Phoenix. Judge Stevens has been a superior court judge for over eleven years and will resign that office to assume his new position.

1931-1940

Henry Behnke '31, president of Mautz Paint and Varnish Co., Madison, was named vice-president for the West Central Region of the U. S. and a member of the board of directors, at the convention of the National Paint, Varnish, and Lacquer Assn. held in Dallas this fall.

Mrs. Raechel Stare Murray '38 became the bride of Dr. Victor S. Falk Jr. '36 in November. Mrs. Falk formerly resided in Tampa, Fla., where she was co-ordinator of the central library of Hillsborough County public school system. Dr. Falk is chief of staff of Edgerton Memorial Community hospital and a staff member of the Edgerton clinic and Mercy hospital, Janesville. He is also the editor of the *Wisconsin Medical Journal*.

Lloyd J. Severson '36 has been appointed director—international raw materials investigations of United States Steel Corp. He will be based in Pittsburgh, having previously been president of Quebec Cartier Mining Company, a subsidiary of U.S. Steel, at Port Cartier, Quebec.

Kermit C. Berger '37, UW professor of soils, was chosen as a Fellow in the American Society of Agronomy at the society's annual meeting in Kansas City, Mo. in November.

Thomas B. Benson '38 was recently honored for his quarter-century of service to CUNA Mutual Insurance Society. Benson is an accountant for the firm.

Lawrence E. Rocca '38, Arlington Heights, Ill., has been reappointed chairman of the American Institute of Certified Public Accountants' advisory committee to the National Committee on Governmental Accounting.

Having resigned from his post as President Johnson's chief economic adviser, Walter W. Heller '38 has returned to the University of Minnesota as professor of economics.

George Robbins '40 was recently named "Man of the Year" by the American Legion post at Marinette, Wis. George is presently executive director of the Marinette Area Chamber of Commerce, and is a member of the Wisconsin Alumni Association board of directors.

Manny S. Brown '40 was elected assemblyman for the Second District of Racine in the November election. He is also in his twelfth year as a member of the Board of Education, Unified School District, Racine, and is a practicing attorney in that city.

“I like my present job, but...”

If you've said this, or even thought it, you're like many men. Their first years have been marked with success and advancement, but now they feel as if they are on a "plateau" in their career progress. They find themselves vaguely dissatisfied — unchallenged — and see themselves not fulfilling as large a role as they KNOW they can fill.

Men like these frequently feel that they would do much better if they were working for themselves. But they are often unsure how to make the break into such work.

If you feel this way, consider a future working for yourself *and* Mass Mutual.

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Some of the University of Wisconsin alumni in Massachusetts Mutual service:

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Eugene C. Noyes, C.L.U., '13, Akron
Silas G. Johnson, '23, Madison
Herbert J. Mullen, '30, Stoughton
Arthur R. Sweeney, '38, Longview
Earl C. Jordan, '39, Chicago
William Q. Murphy, '39, Madison
Alvin H. Babler, C.L.U., '41, Monroe
Norman H. Hyman, C.L.U., '44, Milwaukee

LeRoy H. Jerstad, Jr., C.L.U., '47, Racine
John W. Loots, C.L.U., '47, Tulsa
Jack G. Jefferds, '50, Madison
Robert R. Pivar, '51, Evanston
Robert B. Slater, '51, Phoenix
David E. Birkhaeuser, '52, Home Office
Wendell A. Lathrop, C.L.U., '52, Mattoon, Ill.
Burton A. Meldman, C.L.U., '55, Milwaukee
Earl E. Poorbaugh, '57, Elkhart

Raymond L. Paul, C.L.U., '58, Rockford
James E. Meier, '60, Milwaukee
Louis A. Matagrano, '62, Racine
William R. Smith, '64, Madison
Ernest L. Nilsson, Madison
A. Burr Be Dell, Appleton
William S. Reed, Chicago
James F. Bohem, Madison

1941-1945

Dr. Clarence P. Chrest '41, Kalamazoo radiologist, has just returned from a two-month mission on Project Hope. The floating hospital S.S. Hope docked at Conadry, Guinea where Dr. Chrest taught modern technology to African doctors and treated patients. His only pay was "a nice warm feeling inside." Dr. Chrest is married to the former Thelma E. Fluke '41.

UW Prof. Robert J. Lampman '42 is a major adviser on President Johnson's anti-poverty program.

Carl S. Wallace '43 has been chosen administrative assistant by Marshfield, Wis. representative Melvin Laird and will move to Washington. He had been secretary-manager of the Stevens Point area Chamber of Commerce for the past 11 years.

Dr. Eugene Betlach '43, Janesville, was named president-elect of the Wisconsin Radiological Society at the group's annual meeting in Lake Delton recently.

1946-1950

Arne Wicklund '47, Gile, Wis., has been named Iron County judge by Gov. John Reynolds. Wicklund was a member of the State Assembly from 1951 to 1955.

Frank Nikolay '48, Abbotsford, has been elected 1965 Democratic majority leader of the Wisconsin State Assembly.

Daniel H. Boone '48 has been appointed new credit manager at St. Elizabeth Hospital, Appleton, Wis., and Roman J. Woychik '48 has been added to the hospital's pharmacy staff.

Wayland E. Noland '48 has been presented with the 1964 distinguished teaching award by the University of Minnesota. Dr. Noland, who is a professor of chemistry at Minnesota, has published numerous professional papers and is currently serving as a consultant to the Sun Oil Co.

Howard T. Richards '48 is taking course work in biology at Humboldt State College, Arcata, Calif., where the Richards reside. Mrs. Richards (Vera Nelson '63) is employed as a public health nurse in the Humboldt County Health Dept. with offices in Eureka.

The Hamilton Mfg. Co. has appointed J. M. Katzfey '49 as director of engineering. A resident of Two Rivers, Wis., Katzfey has received a master design award presented by *Product Engineering Magazine*.

Del Bertschy '50 was recently appointed manager of the Service Training Division of Caterpillar Tractor Co., Peoria, Ill. He and his wife (Dorothy Engholdt '50) have two sons.

Mrs. Glen O. Torgerson '50 (Lois Glock) is serving a two-year term as state treasurer of the Washington State Dietetic Association.

1951-1955

Russell Brustmann '51 has been named director of purchasing by the Ansul Company, Marinette, Wis.

Asst. Prof. Russell Luckow '51, UW Cooperative Extension Service, was appointed county agricultural agent of Outagamie County in July, 1964. He had been the county's farm management agent since 1955. The Luckows (Edna Johnson) have four children and live in Appleton.

John F. Simpson '51 completed his residency in neurology in June and is now an instructor at the University of Michigan Medical Center. He is also a consultant in neurology for the Wayne County General Hospital in Ann Arbor. Mrs. Simpson is the former Harriet Kirchhoff '54.

Mrs. Robert Hood '53 (Joan Holman) is home economics consultant with the Wisconsin Dept. of Agriculture and a director of Women's Activities at WISC-TV. Madison Jaycettes have chosen her as one of two candidates for the Citation for Achievement and Recognition for Outstanding Leadership, an award given to five Wisconsin women annually.

Art McCourt '53, Burlington, Wis. pharmacist, was selected by the city's Junior Chamber of Commerce as "Outstanding Young Man of the Year."

Robert Patrick Reagan Jr. '53 married Lucia Patricia Cheli in late November. The couple resides in Madison, where Mr. Reagan is employed as an analyst for the State Industrial Commission.

John A. Frederick Jr. '54 has assumed the position of assistant vice president with the Cedarburg, Wis. State Bank.

Jacob J. Spies '55 has been appointed national account executive for associations by Employers Mutual of Wausau. Spies resides in Appleton.

Dr. Daniel O. Trainer Jr. '55, UW associate professor of veterinary science, was a contributor to a book recently published by the U.S. Dept. of the Interior. *Waterfowl Tomorrow* was produced to help the peoples of the North American continent become aware of the problems involved in preserving waterfowl.

1956

Raymond Howard, St. Louis attorney, recently received two honors. He was appointed chairman of the Criminal Law Committee of the St. Louis Bar Association, and during the November general election was elected state representative to the Missouri legislature.

1957

Allen R. Korb, C.L.U. has been listed in the newest edition of Marquis' *Who's Who in the Midwest* which sketches the lives and careers of meritorious, significant individuals. His insurance office is located in Milwaukee.

1958

Lt. and Mrs. James E. Christenson (Karen Olson '59) and children have moved from Ann Arbor, where Jim received his Master of Science in Engineering degree, to Saigon, Vietnam. Lt.

Christenson is in the Civil Engineer Corps of the Navy.

1960

Mr. and Mrs. Roger Hamilton (Carole Baker) announce the birth of their first child, Sharon Elizabeth, born October 15 in Philadelphia, where Mr. Hamilton is a second-year administrative resident at Albert Einstein Medical Center.

Four tiny islands off the tip of the Antarctic peninsula that points toward South America have been named for Theodore J. Cohen. Cohen explored these islands in the winter of 1960-61 and was notified recently that the U. S. board on geographical names had approved giving his name to the island group. He is now a graduate student at the UW and expects to receive his Ph.D. degree in geophysics next year.

Owen Marshall is serving with the Peace Corps in Pinas, Ecuador. He teaches biology in a high school in the daytime and English to adults in night classes.

Max B. Heppner has joined the staff of American Chemical Society's Basic Journals Division as scientific associate for communications.

1961

Gail F. Guthrie has received an M.A. degree at Cornell University, where she was a graduate assistant in dramatic production, department of speech and drama.

Richard C. Schaus has accepted a position as field representative for the KLH Research and Development Corp., Cambridge, Mass.

William A. Greenya is working as a production control planner with Varian Associates of Palo Alto, Calif. He formerly served with the Navy as lieutenant j.g. aboard the USS Coral Sea.

Mr. and Mrs. Larry Larson (Judy Larsen '62) recently returned from a five-week trip to the Olympic Games in Tokyo and a tour of the Far East. The Larsons are both teachers in the Racine Public Schools.

1962

Mr. and Mrs. Dennis Hamill '62 are parents of a second daughter, Deborah Elizabeth, born November 9. Mr. Hamill does research work for the Dow Corning Co., Midland, Mich.

1963

Mrs. Benjamin G. Porter (Cheslee Evans) is teaching Spanish and English at Poynette High School.

Mr. and Mrs. Robert Blayney (Patricia Ann Baldwin) of Berlin, Wis. left in November to serve with the Peace Corps in Chile.

1964

2nd Lt. John R. Oleson has entered U.S. Air Force pilot training at Reese AFB, Texas.

2nd Lt. David L. Thompson has entered U.S. Air Force navigator training at James Connally AFB, Texas.

David H. Collins, Stephen D. Eckstone, David R. Olds, Philip H. Schaefer, and Richard L. Watersheid have been commissioned second lieutenants in the U.S. Air Force upon graduation from Officer Training School at Lackland AFB, Texas.

Dennis James Neuenfeldt is stationed with the Peace Corps in Brazil.

Currently a National Science Foundation graduate fellow in zoology, Stephen G. Martin is the recipient of the 1964 John T. Curtis Memorial Award, given in memory of the late Prof. Curtis to the undergraduate student who prepares the best research paper on plant ecology.

Myron Fry, Necedah, is with the Peace Corps, serving as supervisor of a group of jungle schools in Malaysia.

Carolyn Pollard has taken a position at the Harvard Graduate School of Business Administration in Cambridge, Mass.

Robert J. Casey and James M. Kroyer have completed their initial phase of U.S. Air Force pilot training in the T-37 aircraft at Laredo AFB, Texas.



HAWAII

The magic of the islands of America's newest state will be yours in a special 14-day tour sponsored by the Wisconsin Alumni Association. The tour, which is open to alumni and their families, will depart from Chicago and fly to the Hawaiian Islands via Northwest Orient Airlines. Badgers on the tour will have the opportunity to visit the islands of Oahu, Kauai, Hawaii, and Maui during their stay. First class accommodations will be provided at all points on the itinerary.

Cost of the tour is \$720
(Cost from Seattle—\$582)

Tour dates are—March 21 to April 3

For further details, return the blank printed below.

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770 Langdon Street
Madison, Wisconsin 53706

Please send me a colorful brochure describing your Wisconsin Alumni Hawaii Tour.

Name

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Newly Married

1956

Maria Rosa Millet and John O. BEHRENS, Bushrod Island, Monrovia, Liberia.

Mary Jean Hess and Edward Raymond HOLAN, Madison.

Ann Erwin Carpenter and Roy Clark LINDAU, Darien, Conn.

1959

Mary Stempe and James P. DENGEL, West Bend.

Helen G. HABERMAN and Bert A. Bennett, Brooklyn, New York.

Carol Maxine Schubring and Mark W. WEAVERS, St. Paul, Minn.

1960

Mary Ann Filichia and Thomas J. AHL, Chicago, Ill.

Julie Louise DUNN and Giuseppe Alessandro Gavazzi, Madison.

Rhoda Anderson and Dale Frederick SHARPEE, Minneapolis, Minn.

1961

Jacqueline Fay Hamilton and Robert D. ERICKSON, Coloma.

Peg Huang and Kenneth THERN, Republic of China.

Kathryn Anderson and Charles S. THOMPSON, Madison.

1962

Deborah G. Sidwell and Richard George BAUTCH, San Francisco, Calif.

Alice Kay DEAN and Mauritz Mortenson, Jr., Madison.

1963

Doris Ann Bouril and Karsten BLOM, Copenhagen, Denmark.

Linda Louise FREDERICKSON and Charles L. Jenkins, Verona.

Carol A. Turner and Richard Paul LEIFER, Pottstown, Pa.

Priscilla Kathryn MEANS and Jack Rector Choice, Manitowoc.

Donna Jeanne Reiersen and Daniel H. RINDFLEISCH, Madison.

Barbara Reinke and Robert SPARKS, West Bend.

Diane Patricia RANK '63 and John Francis VOTRUBA, Fox Point.

Bettilee BOWE '64 and Dennis ZELOSKI, Kiel.

1964

Mary Jane Marquardt and Robert Norbert FLORIAN, Sheboygan.

Penny Finger and Paul Samford HENDRICKSON, Beloit.

Pamela Dee Holten and Thomas Andrew KINCAID, Madison.

Therese Louise McMahon and Anthony Peter MAY, Madison.

Sherwood Jeanne Bicknell and James B. SCHWALBACH, Madison.

Dace Eleonore BRIEDIS '64 and Howard William SPRECHER, Madison.

Kathryn Jane Sachtjen and David Lawrence STOCKLAND, Madison.

Margaret Weirauch and Jerome E. STODDARD, Wausau.

Lillian Victoria TREBOTICH and Way Michael Tolnai, Kenosha.

Necrology

Sadie Ellen GALLAGHER '97, Verona. Mildred Alice CASTLE '00, Madison.

Mrs. William Morley Jolliffe '00, (Edna M. PARKS), Seattle, Wash.

Arthur Alexander KOCH '00, Beaver Dam.

Ralph Lee WILDER '01, Sacramento, Calif.

Mrs. Earl Maude Batchelder '02, (Maude M. STEPHENSON), Madison.

John Henry FRIEND '03, Mobile, Ala.

Mrs. Arthur I. Grinde '03, (Anna E. McDONALD), De Forest.

Grover Gerhard HUEBNER '05, Western Springs, Ill.

Floyd Elton BATES '09, Creve Coeur, Mo.

Lloyd TARNUTZER '09, Prairie du Sac. Mrs. Frederick N. Tyler '09, (Theda A. MOSS), Sacramento, Calif.

Earl Burdette YOUNG '10, Salt Lake City, Utah.

Frank Waite TILLOTSON '10, Lake Mills.

Harry Walter RICK '11, Augusta.

Mrs. Arthur H. Robertson '11, (Arlie Mae McCOMB), East Lansing, Mich.

Stewart Woods STANLEY '11, San Francisco, Calif.

Austin Walke DWIGHT '12, Milwaukee.

John Ironside FALCONER '12, Columbus, Ohio.

Walter Bert WASHBURN '12, Indianapolis, Ind.

Preston Alfred REYNOLDS '13, Madison.

Ralph SAYRE '15, New Haven, Conn.

Oscar John WEBER '15, Bloomington, Ill.

Orville Turner WILSON '15, Cincinnati, Ohio.

Vincent Joseph KOLTES '16, Madison.

Leonard Philip BAUMBLATT '17, Racine.

Mrs. Joseph Bernard Eagan '17, (Edith Mary La BILLOIS), Avoca.

Mrs. Edmond G. Toomey '17, (Ruth March EGGE), Helena, Mont.

Clemens P. BATZ '18, Sun Prairie.

Clyde DeForrest DOPKINS '18, Arena.

Charles Thomas McINTOSH '18, Chicago, Ill.

Martin Michael MURPHY '18, Milwaukee.

Victor Hugo QUICK '18, Marinette.

Milton Emil GRIEM '19, Milwaukee.

Lawrence Earl GOODING, Sr. '20, Madison.

Otis Wilcox PALMER '20, Wisconsin Dells.

John Carl POSTEL '20, Hillsboro.

Beauford Harrison BARNETT '21, Fond du Lac.

Arthur Cecil FAY '21, North Miami, Fla.

Margaret Adeline CALDWELL '22, Salt Lake City, Utah.

Mark GOLDBERG '22, Middleton.

Howard Stanley HOESLY '22, Belleville.

Mrs. Harry E. Peterson '22, (Lorena Elizabeth OESTREICH), Wisconsin Rapids.

Riess George STUHLER '22, Rochester, Minn.

George Vincent BENNETT '23, Hammond, Ind.

Mrs. Lamar McLennan '23 (Iris FELLOWS), Oklahoma City, Okla.

Raymond James PLUNKETT '23, Wausau.

Ingeborg Warne BILSTAD '24, Santa Cruz, Calif.

Nathan Newman GRABIN '24, Highland Park, Ill.

Wendell Herbert MARSDEN '24, Madison.

Richard Glenn WEISS '24, Madison.

Mrs. Obert H. Brickson '25, (Pearl Marie KLEVEN), Madison.

Kenneth Hughes CORBETT '25, Appleton.

Rolfe Bigelow SAWTELLE '25, Madison.

Francis Wilford AUBIN '26, Branson, Mo.

Fred Eugene BROWN '26, Madison.

Howard Francis HOOD '26, St. Paul, Minn.

Paul Leroy GRANGE '27, Lexington, Ky.

Samuel David KATZ '27, Jacksonville, Ill.

Pierre Duane MARTINEAU '27, Highland Park, Ill.

Laura Sophia STRANGSTADLEIN '27, Coon Valley.

Mrs. Lester Leroy DeHaven '30, (Marjorie Mildred STEIN), Cochrane.

Mrs. Stanley Maddock Lewis '30, (Edna Sophie CARLSON), Milwaukee.

Arthur Henry WEHMEYER '30, Milwaukee.

Harold Thomas FULMER '31, Rochester, Minn.

Erwin George KRESSIN '31, Milwaukee.

Amanda Helene SCHUETTE '31, Green Bay.

Frank Grant BARNUM '32, Pittsburgh, Pa.

Richard Andrew HOLLEN '33, Chicago, Ill.

Mrs. Dan House '33, (Marcella Helen GAENSLEN), Alma, Mich.

John Walter AUGUSTIN '34, New York, New York.

Charles Stevens GAGE '34, Santa Monica, Calif.

Edwin Henry KROEKER '34, Ivyland, Pa.

Ward Paul STOUT '34, Lake Mills.

Lillian Belle KNUDSON '35, Jenkintown, Pa.

Mrs. Ruth L. Zimmerman '35, (Ruth LARSON), Macomb, Ill.

Mrs. Ralph William Abrahamson '36, (Claire DeEtte SEABORN), Baraboo.

Lawrence Parish WEBSTER '36, Storrs, Conn.

Mrs. Harold LaVerne Fischer '37, (Florence Mae LEONARD), Visalia, Calif.

Delyle Raymond PERRY '37, Milwaukee.

James Roberts GREENE '40, Madison.

Wayland Barre WATERS '40, New York, New York.

Robert Eldemar KRESSIN '41, West Allis.

Jack Warren BURNS '42, Chicago, Ill.

Mrs. Thomas James Connor '42, (Betty Irene BUTCHER), Silver Springs, Md.

Mrs. William J. MacKenzie '45, (Bernice Annette SAULD), Chicago, Ill.

Ethel Mae WICHERN '45, Los Angeles, Calif.

Mrs. Carlisle Piehl Runge '47, (Elizabeth Anne ESHLEMAN), Madison.

Joseph GOODMAN '48, Madison.

Helen Virginia IRWIN '49, Greensburg, Pa.

Alfred Marten KAUFMAN '51, Madison.

Donald Burr DYER '57, Menomonee Falls.

Donald Nixon NORRIS '61, San Francisco, Calif.

Mrs. Perry William Silveira '61, (Elizabeth Ruth FEIG), Berkeley, Calif.

How To Make

1+1=40,000

Seem impossible?

Actually, it's not. If less than half of the present members of the Wisconsin Alumni Association volunteered to sign up a new member, our Association would have a membership of over 40,000 loyal Badgers.

What is the significance of this?

A larger Association membership will mean additional working capital—money to pay for expanded services, and increases in staff and programming activities. All of these increases are planned to provide a closer integration of the activities of the Alumni Association with the orderly development of the University.

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fundamental outpost of understanding, its pipeline to the higher education needs of our citizens.

By membership in the Wisconsin Alumni Association, which includes a subscription to the **Wisconsin Alumnus**, Badgers everywhere are kept aware of the progress of their University. With the work of a dedicated staff and volunteer leadership that comes from alumni throughout the country, the Association promotes a program of action.

If, through the combined effort of our current membership, we can convince and encourage more alumni to become Association members, we can keep pace with the demands brought about by the accelerated expansion of the University's program.

Do you know a Wisconsin alumnus who is not, but should be a member of our Association? If you do, please utilize the convenient insert blank facing this page. Help us complete the equation of expansion.

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770 Langdon Street Madison, Wisconsin 53706

TALENT SCOUT

This General Motors personnel expert is searching out bright young talent. He and others like him are charged with the important task of selecting the best prospects from among thousands of qualified people for jobs in industry. He conducts interviews at dozens of colleges every year.

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