



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 65, Number 10 July 1964

Madison, WI: Wisconsin Alumni Association, July 1964

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

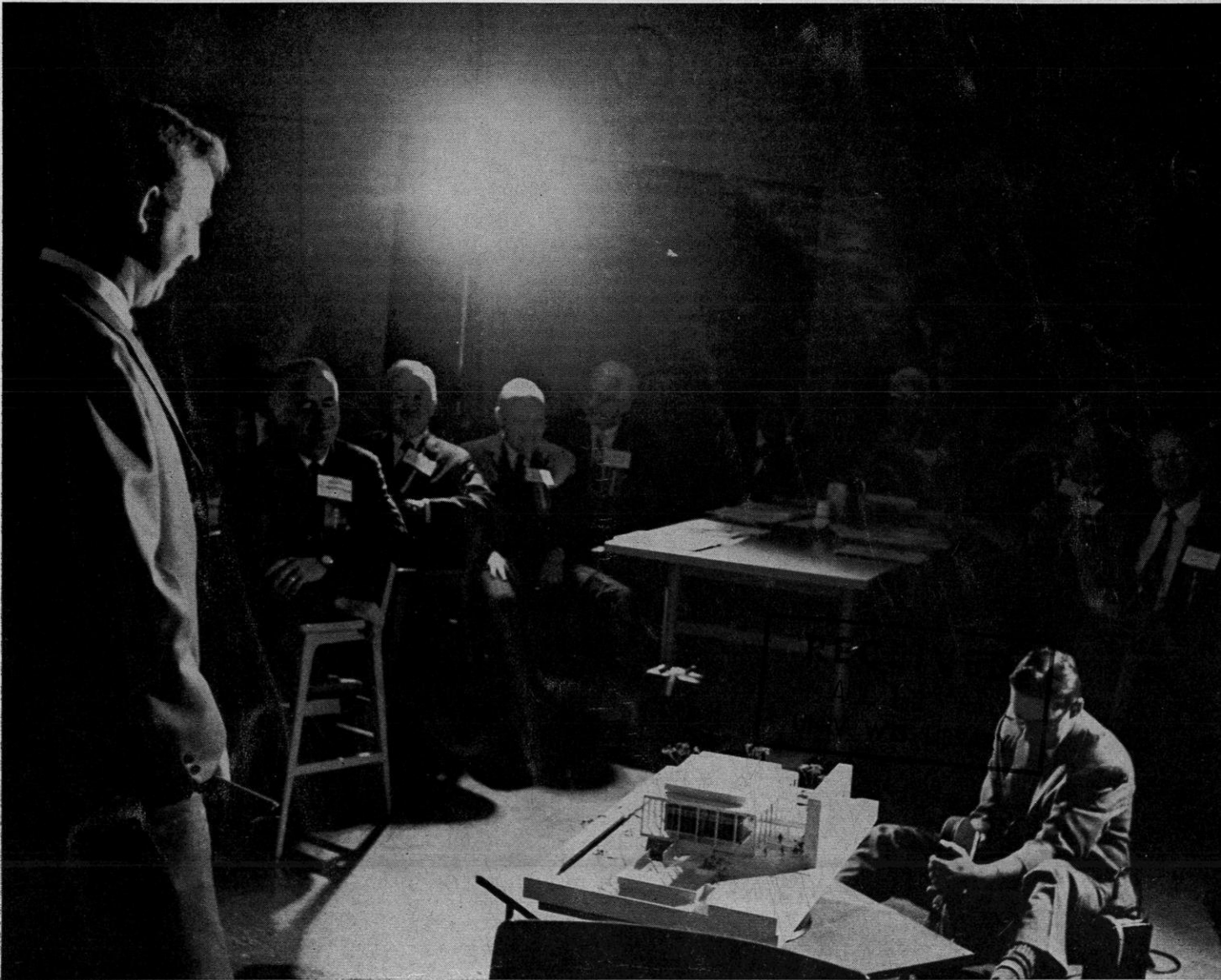
Or

WISCONSIN

JULY, 1964

Alumnus

Alumni look at model and plans of new Alumni House—page 12



Association Report

THE PROPOSED Alumni House and the election of new officers were the top items on the agenda of the Wisconsin Alumni Association board of director's meeting held in Madison Saturday, June 6.

In a "sneak preview," the directors had an opportunity to see a model of the proposed Alumni House. Jack Rule of the University Architect's office displayed the Alumni House

model to the directors and explained how it fit in with the overall development of the lower campus area. Two days later, the model and preliminary drawings were submitted to the Regents for approval (see the story on page 12).

Earlier, the directors elected the following slate of officers who began their terms on July 1: Charles O. Newlin, Chicago, chairman of the

board; Dr. Robert R. Spitzer, Burlington, president; Anthony G. DeLorenzo, Detroit, first vice president; James S. Vaughan, Cedar Rapids, Ia., second vice president; Kate D. Huber, Indianapolis, secretary; and Robert J. Wilson, Madison, treasurer.

Ten directors at large were elected to three year terms. They are: Robert Ackerman, Rochester, N. Y.; Mrs. Richard Brazeau, Wisconsin Rapids; William Lathrop, Janesville; William A. Nathenson, Chicago; James S. Vaughan, Cedar Rapids, Ia.; Donald Bruechert, Chicago; John Sohrweide, Dallas; Roger Taylor, Minneapolis; Nathan Manis, Fond du Lac; and Marvin Schaars, Madison.

The board also appointed William Nathenson to a two year term as alumni representative on the Athletic Board, and Mrs. Edward Rikers, Madison, to serve as alumni representative on the Union Council.

In other official actions, the Association directors adopted the proposed changes in the constitution which were printed in the April *Alumnus* and voted to accept constituent groups from music, journalism, and home economics as members of the Association. Each group will be authorized to appoint a representative to serve on the Association board of directors.

LeRoy Luberg, UW Dean of Public Services, spoke to the alumni on recent developments at the University and discussed the role that alumni are being asked to assume in the ongoing programs of the University.

Arlie M. Mucks, Jr., executive director, reported on the current status of the Association. It was an optimistic report as Mucks cited the success of this year's Founders Day programs, the winning of the national "Alumni Fun" television show championship, the progress made on the Alumni House, and the fact that the Association has enjoyed its largest income from membership dues in its history.

Additional staff reports were presented by Edward H. Gibson, director of alumni relations, and Arthur Hove, editor of the *Alumnus*.

Association officers for the 1964-65 year, posed against a background of the eventual site of the Alumni House, are: first row—Dr. Robert R. Spitzer; second row—Anthony G. DeLorenzo and James S. Vaughan; third row—Charles O. Newlin; and back row—Kate Huber, Robert J. Wilson, and Arlie M. Mucks, Jr.



WISCONSIN ALUMNI ASSOCIATION

OFFICERS AND DIRECTORS

Officers: 1964-65

Chairman of the Board: Charles O. Newlin '37, Vice-President, Continental Ill. Natl. Bank & Trust Co., 231 S. La Salle St., Chicago 90

President: Dr. Robert R. Spitzer '44, President, Murphy Products Co., Burlington

First Vice-President: Anthony G. De Lorenzo '36, Vice-President, General Motors Corp., Detroit, Mich.

Second Vice-President: James S. Vaughan '38, Vice-President, Square D Co., Cedar Rapids, Iowa

Secretary—Kate D. Huber '17, 3419 N. Pennsylvania Ave., Apt. D, Indianapolis, Ind.

Treasurer: Robert J. Wilson '51, Madison Bank & Trust Co., 23 W. Main St., Madison

Directors at Large

Robert A. Ackerman '51, 762 Oakridge Dr., Rochester 17, N. Y.; William Balderston '19, 1788 Papermill Rd., Meadowbrook, Pa.; George Barland '22, 22½ S. Barstow St., Eau Claire; Dr. Robert Barter '37, 6211 Garnett Dr., Chevy Chase, Md.; Homer Bendinger '33, 842 E. Lake Forest Ave., Milwaukee; Mrs. Richard S. Brazeau '36, 720—3d St., Wisconsin Rapids; Donald W. Bruechert '51, Suite 2225, 135 S. La Salle St., Chicago; Catherine Cleary '43, First Wis. Trust Co., Milwaukee; Mrs. Conrad A. Elvehjem '27, 656 Hilltop Dr., Madison; Mrs. Paul Fisher '43, 659 Garfield Ave., Aurora, Ill.; William G. Lathrop, Jr. '47, 213 N. Main St., Janesville; Nathan Manis '38, Nathan Manis Distributing Co., Fond du Lac; Wm. Allen Nathenson '33, Suite 2800, American Natl. Bank Bldg., 33 N. La Salle St., Chicago; Martin R. Paulsen '23, 6924 N. Firenze Dr., Tucson, Ariz.; Paul L. Pohle '43, 1932 N. 49th St., Milwaukee; George S. Robbins '40, Chamber of Commerce, Marinette; Raymond E. Rowland '25, Pres., Ralston Purina Co., Checkerboard Square, St. Louis, Mo.; William R. Sachse '50, Robert W. Baird & Co., Security Natl. Bank Bldg., Sheboygan; Marvin Schaars '24, 340 A Agric. Hall, UW, Madison; John E. Sohrweide '39, House of Steaks, 9499 Garland Rd., Dallas, Texas; F. Frederick Stender '49, 945 S. Monroe Ave., Green Bay; Roger C. Taylor '41, Northwestern Mutual Life Ins. Co., N. W. Bank Bldg., Minneapolis, Minn.; Ralph D. Timmons '26, 995 Applegate Rd., Madison; Ralph F. Voigt '40, 202 N. Center Ave., Merrill; Mrs. John Walsh '38, 2051 Allen Blvd., Middleton.

Past Presidents

John S. Lord '04, 135 S. La Salle St., Chicago 3; Earl O. Vits '14, 635 N. 7th St., Manitowoc; Howard I. Potter '16, Marsh & McLennan, 231 S. La Salle St., Chicago; Albert J. Goedjen '07, 350 Bryan St., Green Bay; C. F. Van Pelt '18, Pres. Fred Rueping Leather Co., Fond du Lac; Philip H. Falk '21, 3721 Council Crest, Madison 11; William D. Hoard, Jr. '21, W. D. Hoard & Sons Co., Fort Atkinson; Joseph A. Cutler '09, Johnson Service Co., 507 E. Michigan St., Milwaukee; Walter A. Frautschi '24, Democrat Printing Co., 2211 Fordem Ave., Madison 1; Stanley C. Allyn '13, Room 1016, Talbott Tower, Dayton 2, Ohio; John H. Sarles '23, Trans-Communicators, Inc., 920 National Bldg., Minneapolis, Minn.; Willard G. Aschenbrenner '21, American Bank & Trust Co., Racine; Warren P. Knowles '33, Doar & Knowles, New Richmond; R. T. Johnstone '26, Marsh & McLennan, 1 Woodward Ave., Detroit 26, Mich.; Gordon R. Walker '26, Walker Forge, Inc., 2000 17th St., Racine; Lawrence J. Fitzpatrick '38, J. J. Fitzpatrick Lumber Co., 5001 University Ave., Madison 5; Dr. John A. Keenan '30, Pres., Standard Packaging Corp., 200 E. 42nd St., New York 17; Sam Ogle '20, Wis. Retail Merchants Assn., 615 E. Washington Ave., Madison 3; Martin Below '24, Kieffer-Nolde Engraving Co., 160 E. Illinois St., Chicago; Don Anderson '25, Wis. State Journal, 115 S. Carroll St., Madison 3; Dr. Norman O. Becker '40, 104 S. Main St., Fond du Lac; Lloyd G. Larson '27, Milwaukee Sentinel, Milwaukee.

Senior Class Directors

Class of 1962—James A. R. Nafziger, 3405 Crestwood Dr., Madison
Class of 1963—Thomas J. Aycock, Portland Towers, 950 S. W. 21st St., Portland, Ore.

Class of 1964—Charles Meissner, 843 E. Silver Spring, Milwaukee

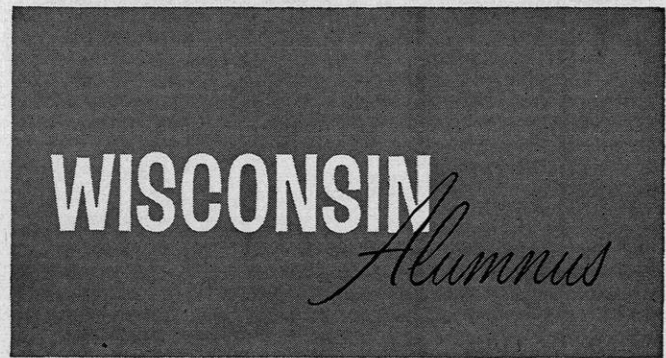
Alumni Club Directors

Beloit: William Bolgrien '57, 1725 Emerson St.; Chicago Alumnae: Mrs. Marcus Hobart '19, 621 Foster St., Evanston; Chicago: Russell Hovde '50, 1110 S. Seminary, Park Ridge; Cleveland: T. Richard Martin '53, Hornblower & Weeks, 1001 Union Commerce Bldg., Cleveland, Ohio; Fox River Valley: Carl A. Stracka '49, 1121 E. Moorpark Ave., Appleton; Green Bay: David H. Fountain '48, 312 Minahan-McCormick Bldg.; Janesville: Mrs. Fred R. Holt '36, 44 Campus Lane; La Crosse: Norman Schulze '31, 508 S. 5th St.; Madison: John L. Bruemmer '41, 121 W. Doty St.; Milwaukee: Walter S. Dryburgh, Jr. '39, 411 E. Mason St.; New York City: Kenneth B. Wackman '35, 6 E. 45th St.; Southern California: Emil Breitkreutz '05, 1404 Wilson Ave., San Marino; Washington, D. C.: Grace E. Bogart '29, 1330 New Hampshire Ave., N.W., Apt. 407; Waukesha: Dr. Tim McDonell '44, 217 Wisconsin Ave.

Constituent Directors

Home Economics: Mrs. Harry Waisman '38, 4625 Gregg Road, Madison; Journalism: Max F. Ninman '26, Times Press, Reedsburg; Music: Asst. Prof. Donald R. Whitaker, Music Annex, 823 University Ave., Madison; Nurses: Mrs. Doris Arnold '55, 1904 Kendall Ave., Madison; Social Work: Prof. Victor Howerly '46, 235 Extension Bldg., UW, Madison.

July, 1964



Volume 65

July 1964

Number 10

Wisconsin Alumni Association

770 LANGDON STREET, MADISON 6

FEATURES

- 2 Association Report
- 10 The Future and Science
- 12 Alumni House Report
- 14 Dr. Robert Spitzer
- 17 Alumni Weekend
- 19 Reunions by Classes
- 23 Several Outstanding Faculty Retire
- 27 Academic Year Review

DEPARTMENTS

- 5 Comments . . . On Wisconsin
- 6 About the University
- 29 Alumni News
- 34 Newly Married
- 34 Necrology

Photo Credits: Gary Schulz—7, 9, 10, 12 (bottom); Scheibe Studio—15; Arthur Hove—cover, 12 (top), 13, 14, 17; Duane Hopp—6; Wisconsin State Journal photos by Richard Sroda (2), by Barry Sweet (8, 18) and by Edwin Stein (16, 29); Black Photo Service—19, 21 (top); Ralph Ramsey—20; and Wollin Studio—22.

STAFF

Arlie M. Mucks, Jr. '43 Executive Director
Edward H. Gibson '23 Director of Alumni Relations
Arthur Hove '56 Editor
Alyce Weck '63 Associate Editor
Mrs. Edith Knowles and
Mrs. Gayle Langer Office Managers

THE WISCONSIN ALUMNUS, published ten times a year, from October through July. Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association), \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis.

Dean Zillman, Other Faculty Given Promotions

THEODORE W. ZILLMAN, dean of men at the University since 1951, has been promoted to assistant to the vice president for business affairs, Neil G. Cafferty, by the Regents.

A 1926 graduate of Wisconsin, Dean Zillman spent some years as a banker in Chicago before he turned his attention to study of law and a 1935 law degree from Kent College of Law in Chicago. He thereupon joined his father and brother in the practice of law.

For four years during World War II, Dean Zillman was in the Army, assigned as an ROTC instructor to the campus in Madison. On his discharge as major he was named director of the UW Office of Veterans

Affairs. He became acting dean of men in 1950 and dean in 1951. He is a member of two national honor societies—Phi Kappa Phi, which he served as national vice president in 1962 and UW chapter president in 1960, and Phi Eta Sigma.

Regents also approved appointment of Prof. Rita L. Youmans as acting associate dean of the School of Home Economics; Harold W. Montross as associate dean of the Extension Division; Dr. Mervin E. Muller as director of the new UW Computing Center; James F. Scotton as director of the UW News and Publications Service; and Wallace Douma as director of student financial aids, loans, scholarships, and employment.

Five Receive Honorary Degrees

THE ARCHITECT of the University of Wisconsin's famed Experimental College, a Nobel Prize winning scientist, a distinguished newspaper publisher, one of the nation's foremost insurance executives, and a former dean of the Law School received honorary degrees at Commencement ceremonies in Madison, June 8.

The persons honored and degrees conferred were:

Lloyd K. Garrison, doctor of laws, partner in a New York City law firm, former dean of the UW Law School, famed labor-management arbiter and spokesman for civil liberties, and former chairman of the National Relations Board. He is a former president of the Association of American Law Schools.

Irwin Maier, doctor of laws, publisher of the Milwaukee Journal since 1943 and president of The Journal Co. since 1961. A native of Mellen, Wis., and a graduate of the UW School of Commerce, he is president of the Newspaper Advertising Executives and American Newspaper Publishers' associations and an officer of the UW Foundation.

Alexander Meiklejohn, doctor of letters, who left the presidency of Amherst College in 1927 to create the UW Experimental College, credited with inspiring lasting educational innovations. He left Wisconsin in 1938 to head the San Francisco School of Social Studies. In 1945 he was a U. S. delegate to

the charter meeting of UNESCO in London.

Donald C. Slichter, doctor of laws, president of Northwestern Mutual Life Insurance Co., Milwaukee, and a 1922 graduate of the UW College of Engineering. Born in Madison, he is president of the board of trustees of the Wisconsin Alumni Research Foundation and in 1961 was the UW Alumni Association's Alumnus of the Year.

Edward L. Tatum, doctor of science, co-winner of the Nobel Prize in 1958 for medicine and physiology, and a professor at the Rockefeller Institute since Jan. 1, 1957. He received three degrees at Wisconsin, and is the son of a former member of the Wisconsin faculty.

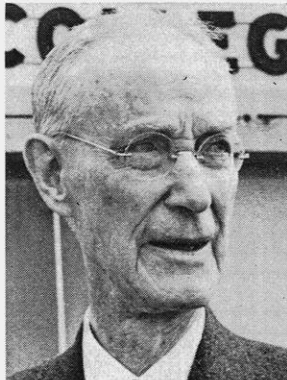
Garrison



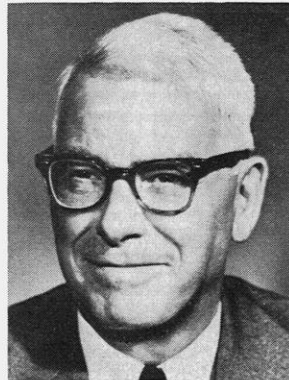
Maier



Meiklejohn



Slichter



Tatum



On Wisconsin

by Arlie M. Mucks, Jr., Executive Director



CONTINUING our evaluation of the college professor which we began last month, we have found the recent "publish or perish" discussion an interesting one in the light of the demands we make on our modern teachers. The controversy was crystallized recently in the case of Woodrow Wilson Sayre of Tufts University. Prof. Sayre was discharged from his philosophy department post at Tufts because he had not published a single work of "scholarly significance" while he was at the university. He did, however, publish a book in that time—a personal account of his mountain climbing adventures in the Himalayas.

Prof. Sayre's case points up the fact that, across our country, several colleges and universities have apparently placed a premium on the value of scholarship over teaching ability. The impression has been generated, and not without foundation, that a man who publishes scholarly articles or books with frequency, or the man who is engaged in a research project, no matter how obscure, will move up rapidly on the academic totem pole. In contrast, the man who does not publish, but is still an excellent teacher, will not be promoted as rapidly, and often, will not gain tenure.

The question then is, what is the primary function and purpose of a college professor? At one point in our history, the answer was quite simple—he should be an outstanding teacher. Now we have come to realize that the answer is not quite that simple. In order to be an outstanding teacher, a man must show a particular aptitude in the field of scholarly research. The recent "explosion in knowledge" has resulted in a revolution in teaching. No longer can a professor use the same lecture notes from year to year. He must change them constantly if he expects to be up to date. It has come to such a point that teachers, especially in the natural sciences, often rely on computers or other automatic devices to keep them posted on current research findings.

The danger in this is that, somehow, the human element becomes submerged. Obviously, any professor needs to keep up with what is being done within his field. But, the fact that a man does not publish at regular intervals does not necessarily mean that he has failed to do his homework. The important function of a teacher (with more than 24,000 students on the campus, we assume that the University needs well-qualified teachers), is that he must have the ability to inspire his students, to encourage them to discover that the

process of learning is a lifetime preoccupation. Education does not end with graduation, it continues through life. The most inspiring teachers, in my experience at least, have been those individuals who have been able to add a dimension to their subject matter, and that dimension has been one of personality, of enthusiasm, of personal integrity. Some of those required courses that would normally repel me, became an exciting adventure simply because I was fortunate to have a teacher who transmitted his enthusiasm to me.

On the other hand, I had some very distinguished scholars for teachers when I was attending the University—men who had published books and had a national reputation in their particular field. Quite often, I fell asleep in their classes. I fell asleep because they were incapable of communicating to me their dedication to their chosen subject. They lacked that mysterious spark that can ignite a person's imagination and encourage him to take up where the lectures and the course work left off.

This is where the problem lies. Many scholars are poor teachers, while many teachers are careless when it comes to keeping current with the many changes that are taking place within their field and within the world of higher education in general. In both instances, there is a serious degree of negligence involved.

The University has become a home for both research and teaching. The important thing then is to be honest. If a faculty member is hired to do primarily research, he should be allowed to concentrate on that endeavor. If he is to be primarily a teacher, then he should be honored for his ability to perform in that area. There should be no superficial "class lines" established that favor research over teaching. Each faculty man should be judged on his ability to perform effectively in a given area.

In an ideal situation, the best teacher is also the best scholar. But, because humans are variable, the ideal is often difficult or impossible to achieve. The University is committed to teaching and research. It should also be committed to judging its faculty by their individual strengths. If we draw up artificial qualifications that do not take the human elements into consideration, we will, eventually, wind up with an artificial faculty. If that comes to pass, then we could very likely have machines rather than men performing most University functions.

...about the University

New Regent President



The gavel signifying the presidency of the Board of Regents was passed from Jacob F. Friedrich, (left), Milwaukee, to the new head, Arthur DeBardeleben '40, following the election of officers in June. DeBardeleben, who has been a Regent since 1959, is a Park Falls attorney who was appointed to the Board by former Governor Gaylord Nelson. Charles D. Gelatt, La Crosse, was elected vice president at the June meeting.

The Board of Regents sat for the photographer before holding its annual meeting in June. Regents pictured are: front row—Jacob F. Friedrich, Milwaukee; Charles D. Gelatt, La Crosse; Arthur DeBardeleben, Park Falls; and A. Matt Werner, Sheboygan; back row—Carl E. Steiger, Oshkosh; Meyer M. Cohen, Green Bay; Angus B. Rothwell, state superintendent of public instruction; Kenneth L. Greenquist, Racine; Gilbert C. Rohde, Greenwood; and Maurice B. Pasch, Madison. Cohen '29 is the newest member of the Board, having been appointed in May by Governor Reynolds to take the place of Ellis Jensen, Janesville, whose term had expired.



Acknowledge Annual WARF Gift for Research

A WISCONSIN ALUMNI Research Foundation grant of \$1,808,552 to support research and allied scholarly work at the University was accepted by the Regents in June. The grant goes to the faculty research committee of the Graduate School for allocation to various projects conducted by investigators in all fields of study.

It was the ninth annual WARF grant exceeding a million dollars and brought the total University grants from the foundation since its founding in 1925 to more than \$23 million, exclusive of WARF funds given to the UW for campus laboratory construction.

"WARF grants, over the years, have helped to make this University one of the world's great centers of research and scholarly work," Pres. Fred Harvey Harrington said. "While they cannot be used to replace any deficiency in the basic research appropriations from the State, they enable the University to move

quickly into new, productive research directions and help build and hold a great faculty."

The major portion of the current grant, \$1,353,935, has been allocated by the research committee to support various research and scholarly programs on application from individual faculty members.

Other allocations made by the committee include: \$127,000 to support predoctoral fellowships, used to attract outstanding young scholars to the campus and perhaps later to the faculty; \$60,000 for research appointments to assist in bringing potentially top new staff members to Wisconsin; \$40,000 for postdoctoral fellowships; and \$30,000 for symposia and lectures.

The foundation was established 39 years ago on the initiative of Prof. Harry Steenbock to handle in the public interest his patent on the discovery that irradiation of milk increases its vitamin D content. Steenbock, now an emeritus professor on the biochemistry faculty, had proposed that WARF manage the applications of this discovery, and that the income be re-invested in UW research.

This has been done with great benefit, both to the world and the University. The Steenbock discovery has virtually freed the civilized world of rickets, a disease resulting from vitamin D deficiency.

Derived from the income of this patent and numerous others granted to WARF, and by the earnings of the foundation, WARF funds have made possible a large proportion of the University's world-renowned research programs.

Announce Changes in 1964-65 Operating Budget

AN UNEXPECTED enrollment rise on both Madison and Milwaukee campuses, plus salary increases and other improvements including a major jump in federally-supported research, brought the 1964-65 University of Wisconsin budget approved by the Regents in June to \$112,359,023 for all operations. This is an increase of \$13,863,472 over the current year's budget.

The new budget went into effect July 1 and includes promotions for 196 faculty members and appointment of 156 new faculty to replace losses and teach the additional students.

The University now estimates fall enrollments at 41,950 students, the largest teaching load in its history, 4,400 over last fall's enrollment and 3,100 over the enrollment estimated for next year when the Legislative budget was requested for the biennium.

The Legislature in April supplemented its original appropriations to help the UW meet the added load. Of the total budget increase over last year, half will be met from State tax appropriations, half from other sources.

Receipts budgeted include \$40,886,605 from State tax appropriations, \$30,041,926 from the Federal government, \$21,060,642 in receipts—mostly student fees, \$8,100,000 in gifts and grants from sources other than the Federal government, and \$12,269,850 in earnings of such auxiliaries as the Union, Residence Halls, and Intercollegiate Athletics.

On the expenditure side, the greatest increase is budgeted for student instruction, services, and aid. Factors in the expenditure hikes included \$3,184,208 for enrollment increases, \$2,529,503 for faculty and civil service salary increases, \$2,008,554 for program improvements including research expansion, a \$2,009,734 increase in fixed costs including the opening of new buildings and the operation for the first time of Downer College and University School additions to the Milwaukee campus and the new University



The famous "Sifting and Winnowing" quotation of the University, recognized in the history of American public education as one of the great statements of academic freedom, is at the New York World's Fair as part of the University's exhibit in the Wisconsin building. Originating in an 1894 report of the University's Board of Regents and issued in vindication of Professor Richard T. Ely, Wisconsin economist and champion of social progress, the quotation was cast in bronze by the Class of 1910 and later mounted at the entrance to Bascom Hall on the Madison campus. A duplicate plaque was located on the Milwaukee campus, when it became part of the University.

Here, UW Dean for Public Services LeRoy E. Luberg (left) inspects a copy of the plaque before shipment to the Fair. At right is Elmer Schwenn, of the Madison Brass Works Inc., where the World's Fair plaque was cast from the same mold from which Schwenn's uncle, Henry Vogts Sr., cast the original plaque.

Center at Marshfield, federal contract and private gift and grant supported increases of \$2,250,000, and \$1,801,477 in increases in auxiliaries and other areas covered by receipts.

Salary increases in the UW budget went to about 80 per cent of the faculty and staff. Faculty increases averaged approximately six per cent over the present year's base; civil service increases were in accordance with the State-wide formula.

Thirteen faculty members received increases of \$3,000 or more, 95 received from \$2,000 to \$2,999, 832 received from \$1,000 to \$1,999, 1,007 received from \$500 to \$999, 588 received raises under \$500 for the year, and 618 received no increase.

The impact of the raises on the average academic year's salaries brought professors to a \$14,380 average, associate professors to \$10,603,

assistant professors to \$8,622, and instructors to \$6,788. The half-time academic year rate for new teaching assistants was set at \$2,790, for experienced teaching assistants at \$2,880, and for research assistants at \$2,250.

Dormitory Halls Named for 18 Wisconsin Greats

EIGHTEEN names were added to the list of persons whose memories are honored in the titles of University of Wisconsin Residence Halls units as the result of June Regent action.

The names—all linked with the University through outstanding contributions—approved by the Regents will be given to the 18 houses within Witte Hall in the new Southeast Dormitory and Recreational Area in Madison.



Members of the family of the late Conrad A. Elvehjem, 13th president of the University, were on hand for the formal presentation of his portrait to the University early in June. Shown here are: his sister, Mrs. Orin McConnell, Stoughton; his son, Robert, Madison; his daughter, Peggy, now Mrs. Calvin Henninger, Minneapolis; and his wife, Constance, Madison. The portrait, a 34 by 42-inch likeness, was painted by Lester W. Bentley, Greenwich, Conn., and is scheduled to be hung in the Elvehjem Art Center when this proposed hub of UW art activities is constructed. The UW Foundation is currently conducting a nationwide campaign for contributions to build this memorial to Wisconsin's late president who died suddenly on July 27, 1962 after four years in office.

The hall, providing quarters for 1,130 students, is now under construction and due to be finished next fall. The Southeast Dormitory Area is bordered by North Park, West Johnson, West Dayton, and North Frances streets.

The nine houses for men within Witte Hall will bear the names of the following persons: *Howard K. Beale*, distinguished professor of American history and devoted worker in the causes of civil liberties, and international peace; *Arthur Beatty*, beloved, longtime professor of English literature, a specialist in Wordsworth; *Howard Becker*, prominent professor of sociology, who was associated with the University from 1937 until his death in 1960;

John T. Curtis, brilliant teacher and scholar of botany, best known for his work in plant ecology and conservation of natural resources; *Virgil E. Herrick*, professor of education, leader advancing greatly the dream of a great interdisciplinary university; *Paul Knaplund*, leading authority on British history, a native of Norway, and devoted worker in the cementing of ties between Scandinavia and his adopted country;

Walter J. Meek, longtime chairman of the department of physiology and assistant dean of the Medical School, adviser and admissions officer for all premedical students; *John B. Parkinson*, first county superintendent of school in Wisconsin and for more than 60 years identified with the University as graduate tutor, professor, vice president, and member of the Board of Regents; and *Alfred Sessler*, printmaker and painter, whose creative talent and teaching brought increased stature in the arts for the UW.

The nine houses for women in Witte Hall will be named for the following: *Marian A. Juare*, member of the home economics staff for 25 years; *Margery J. MacLachlan*, director of the School of Nursing and associate dean of the Medical School; *Hazel Manning*, professor of clothing and textiles in the School of Home Economics, original thinker in careers for women and initiator of a course in merchandizing;

Georgia Martin, counselor, record keeper, and assistant registrar, for close to a half century; *Stella Patton*, member of the home economics staff

from 1927 until her retirement in 1951, developer of the program of professional training in food service management; *Annie Pitman*, professor of the classics and one of the earliest faculty members of the Extension Division;

Dr. Annette Washburn, with the University for 18 years, the first woman to become a full professor in the UW Medical School; *Marjorie Kinnan Rawlings*, winner of the Pulitzer Prize and other outstanding awards for her short stories and longer works, who received the B.A. at Wisconsin in 1918; and *Caroline Young*, member of a pioneer Madison family, a longtime teacher of languages in Madison schools.

In the timetable of construction for the Southeast Dormitory and Recreational Area, Witte Hall, named for the late distinguished professor of economics, Edwin E. Witte, represents Phase 2 in a complex of four to be placed in operation within 18 months. The buildings, to eventually include Ogg Hall, a twin-tower resident hall for more than 1,000 students, and Gordon Commons, food service facility, represent some \$28 million in new construction.

Sellery Hall, Phase 1 in the project, opened its doors last September.

Greek Renaissance?

WHILE PEOPLE in certain quarters are forecasting the passing of fraternities and sororities on the Madison campus, the Greeks are embarking on a building program which indicates just the opposite is true. Seven fraternities and sororities have made or are planning additions to their present houses, or to build new houses.

The most recent change was the relocation of Sigma Chi from its Lake Street address (the site of the Alumni House) to a new house on Langdon Street. The new Sigma Chi house is built in the shape of a Maltese cross and is completely modern in its design with a glass enclosed first floor and an attractive preformed concrete second floor. The fraternity symbols emblazon the front of the building.

Alpha Chi Rho fraternity moved this past year from its Henry Street location into the former Lincoln Lodge, a girl's dormitory at Lake and Langdon Streets. Other fraternities and sororities planning building projects are: Theta Chi fraternity—an \$85,000 addition to the chapter house to include a lounge, study rooms, and a recreation room; Alpha Chi Omega sorority—an addition for a new kitchen and rooms for chapter officers; Kappa Alpha Theta sorority—will build a new chapter house at the corner of Langdon and Henry streets which is expected to be ready by the fall of 1965; Lambda Chi Alpha—has sold its present house on Henry Street and plans to build a new house in 1965; Alpha Xi Delta sorority—will build a new house at Langdon and Henry streets on the site of the present Sigma Phi Epsilon fraternity house; Sigma Phi Epsilon—will move to the present Alpha Xi Delta house; and Tau Kappa Epsilon fraternity will move into Shepherd Hall, former women's dormitory.

Fraternities were also active in the area of public service this past spring. Members of Chi Phi took a weekend out from studying to paint the home of William "Pop" Baker, a man who has spent many hours doing volunteer work for the South Madison Neighborhood Center. Kappa Sigma fraternity held a car wash in May and contributed the proceeds, \$66.46, to "Roundy's Fun Fund," a project for crippled and handicapped children which is carefully watched over by Roundy Coughlin, *State Journal* sports columnist.

Coordinating Committee Reviews Two and Four-Year Colleges

THE Coordinating Committee for Higher Education has approved establishment of four-year institutions of higher education in the Fox Valley area by 1969 and in the Racine-Kenosha area in the 1971 biennium.

Also approved in June were establishment of new two-year University Centers in Rock and Waukesha

counties and a State College branch at Rice Lake in the 1965-67 biennium. The Committee delayed a decision on whether the four-year institutions would be under University or State College regents control and approved further study of the junior college idea with the possibility that these might be operated by the State Board of Vocational and Adult Education.



Two students, with free time between the end of the spring semester and Summer Sessions classes, took time to look over the gargoyle in front of the new Law School Building which will be completed in time for the fall semester. The students are Sally Monogue, Middleton, and Dale P. Kober of West Bend. The gargoyle was one of two over the entrance to the old dismantled Law School Building. The other was knocked off its perch during a storm and destroyed, and this one was stored away for years. The 1891 cornerstone of the old building is shown in the foreground. The name of the sculptor of the gargoyles is unknown. The new Law School Building on Bascom Hill, erected to handle the anticipated enrollment of 500 future lawyers in September, will have staff and student libraries, offices, class and lecture rooms, a moot courtroom, and seminar areas. It will be dedicated in special ceremonies next fall.

The junior college question developed more debate than any other issue in the recent meeting of the Committee. The action taken was proposed by State Superintendent of Public Instruction, Angus B. Rothwell, and supported by John Thomson, State College regent from Stevens Point who is the Coordinating Committee's strongest advocate of the junior college idea.

University of Wisconsin Pres. Fred Harvey Harrington also supported

further study of the junior college idea, stressing that it would not hinder any educational development now underway.

Also speaking for the junior colleges was Clarence L. Greiber, director of the State Board of Vocational and Adult Education, and Eugene McPhee, director of the State College Board of Regents.

New University Regent Meyer Cohen of Green Bay agreed on the need for close cooperation between the University, the State Colleges and the Vocational Schools in the development of additional educational opportunities in the state, but objected to the idea of expanding collegiate work under the aegis of the State Board of Vocational and Adult Education. Arthur DeBardeleben of Park Falls, president of the UW Board of Regents, said that while further study of the junior college idea will not halt present development, it offers "no panacea for the solution of all the higher education needs of the state."

In other policy declarations the Coordinating Committee agreed:

1. That liberal arts programs be maintained and strengthened at institutions where they now are offered and extended throughout the state as equally as possible;

2. That no arbitrary limitation on growth be placed on the institutions under the jurisdiction of the State College and University Boards of Regents, but that provision for orderly growth—including deceleration of the rate in some locations—be instituted and maintained;

3. That State Colleges work on property acquisition where needed for expansion, and that programs and dormitory expansion at the University of Wisconsin-Milwaukee be encouraged;

4. That fees at University Centers and projected State College branches be established that would encourage greater attendance at those institutions;

5. That state aids for construction, equipment purchase, and state-oriented programs of the Vocational and Adult Schools be increased to encourage rapid development of expanded and improved programs.

The Future and Science

by James A. Larsen

Editor's Note: This is the sixth and last in a series of articles on research in the natural sciences at the University of Wisconsin. This article concerns contemporary thinking as to the role of science in modern civilization.

THE AGE of the earth has been estimated at roughly some five billion years. Life apparently has been present since Precambrian time—some fossil forms have been found which must be in the neighborhood of three billion years old. On this geological time-scale, man is a relative newcomer to the scene. And science, as a conscious application and thought and effort to the problems of why things behave as they do, is at the most three or four centuries old.

The life of an individual spans but a brief interval when time is considered on this scale; but life goes on—and continuity of thought and effort is the basis upon which civilization rests. An eminent American physicist has summarized: "We are at the very beginning of time for the human race. It is not unreasonable that we grapple with problems. There are tens of thousands of years in the future."

Another writer has pointed out that only individuals born since late in the last century can say they have seen changes occurring which make

This cardboard model of DNA, the molecule that stores genetic information, was designed by Van R. Potter of the University Medical Center as a demonstration and working model showing the arrangement of molecular cross-linkages between the spiral coils. Recent research at Wisconsin has advanced knowledge of these vital molecules and made possible synthesis of relatively short segments of the extremely long natural DNA molecules which carry the coded plans for growth from parent to offspring—literally the key to life form and function.



actual conditions of life significantly different for them than for their parents. This is the direct consequence of the very rapid growth of modern industry, agriculture, urbanization, and improved medical information and treatment.

Once the means to investigate the laws of nature became widely available through the tools of modern science, living conditions improved, and man's curiosity concerning the world and universe about him could, to some degree, be satisfied. The consequence has been tremendous growth in available knowledge, and perhaps more significant, an equally great increase in the potential to obtain more knowledge about any subject worthy of study.

Mankind inevitably in the decades and centuries ahead is to encounter periods when critical decisions must be made, and only with a fund of pertinent knowledge can these decisions be made effectively. It appears, today at least, that at an economic level many of these problems will require knowledge particularly in the fields which concern natural wealth now available in land and water, vegetation and mineral deposits. On the level of human affairs, future decisions will require wider breadth of knowledge of genetics, psychology, anthropology, and the many other fields where basic physical and chemical laws operate at extremely complex levels of integration.

While poverty exists in many areas of the world, we have the potential—and actually may be on the verge—of becoming a generally affluent civilization, capable of providing basic physical needs of a stable population with a minimum of human effort. To do this, to be sure, complex skills are required—but modern education, research, and industry are developing both the skills and the physical installations required. Greatly increased numbers of people have time to pursue activities not directly associated with making a living. Yet empty leisure is the most meaningless—and ultimately the most boring—of all activities. It seems reasonable to propose that the surplus time and energy be-

coming available can most productively be channeled into increased educational and research efforts in all fields of human endeavor—to the pursuit of knowledge, and more general understanding and appreciation of the arts and sciences.

A well-known financier wrote recently that long-term investment in companies devoting less than ten per cent of their profits to research is extremely hazardous. These companies ultimately lose competitive advantages to those organizations that do invest in research. Perhaps the same can be said of nations. It is to be fervently hoped that national defense budgets ultimately will be less costly than at present—although the time-scale over which this will take place is obviously uncertain. But it appears that as they do become less, a significant proportion of the saving should be given over to increasing the research potential available.

“An important characteristic of science is its incapacity to be impractical,” a director of a leading foundation supporting research has pointed out. “The most far-reaching discoveries and the most widespread useful applications regularly flow out of ideas which initially seem abstract.”

Man has changed his own environment within a very few decades. He is capable of changing it even more drastically in the future. We already have visions—not always hopeful—of what life will be like a decade or two from now, and some hint of what the future of the next century or thousand years will hold. There are always the doom-seers, and those who deplore that which is discarded, lost, or forgotten—but in times of change, problems arise primarily because of an absence of adequate knowledge, and under these conditions, a wide variety of opinion is possible.

Long-term policies for good resource management can be developed, in many instances, with knowledge already available. In other fields, information is still not adequate. Perhaps the greatest benefits of studies in anthropology and history, for example, will be im-

proved understanding of the ways in which former civilizations and peoples adjusted to changing physical and social environments—or failed to do so. These are facets of a new study of mankind which has been given the somewhat pretentious name of human ecology—the natural science of man and environment.

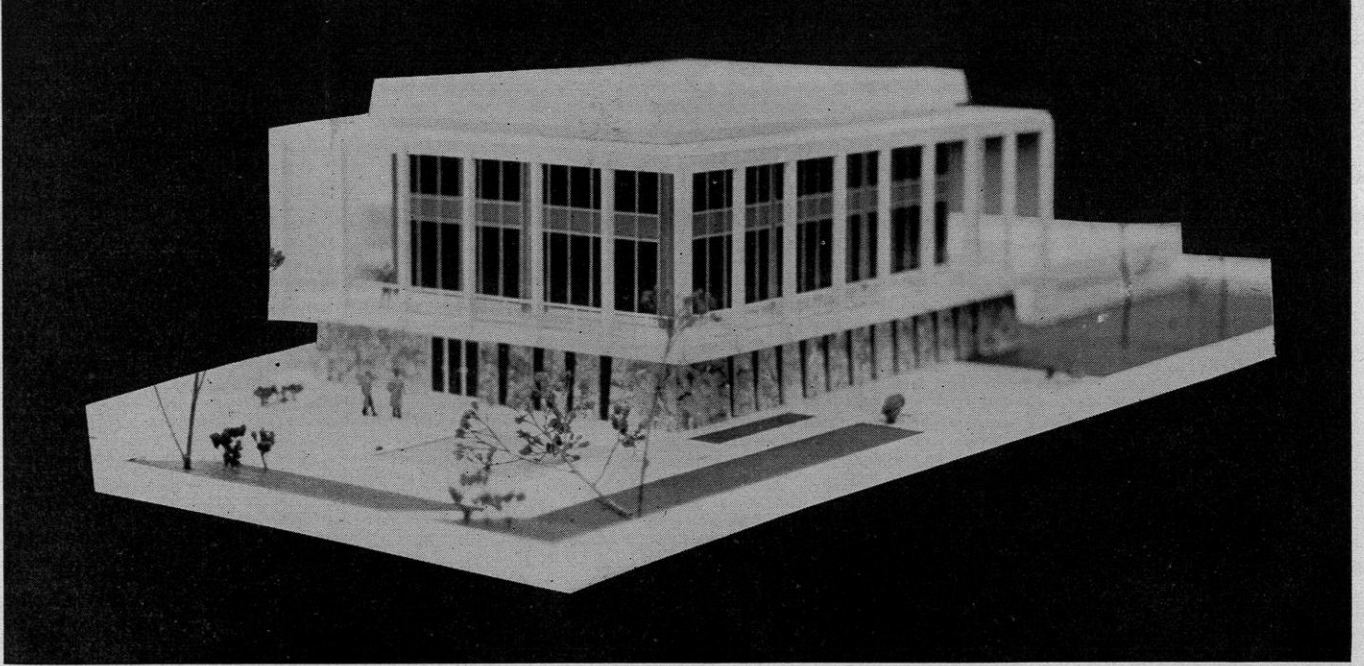
A number of research centers in this country—including Wisconsin—are now beginning to consider ways of bringing together various fields of the sciences and the humanities to consider the broader problems of advancing civilization.

“The present is a challenging moment, when for the first time we can see ourselves in the long perspective of this extraordinary process, can get a better view of its operation and direction, and can bring all our resources of knowledge and will to bear on the dual task of avoiding immediate disaster and realizing new possibilities in the long future,” points out one of the world's most eminent scientists.

At Wisconsin, a study group has been formed to encourage research on these long-range problems of humanity. It is hoped that problems—by bringing together the pertinent information and skills available in the natural and social sciences and humanities—will arise throughout the world; probably only through such broadly-conceived programs can man begin to achieve some measure of understanding of how to use knowledge to improve, on a lasting and long-range basis, the lot of all men everywhere.

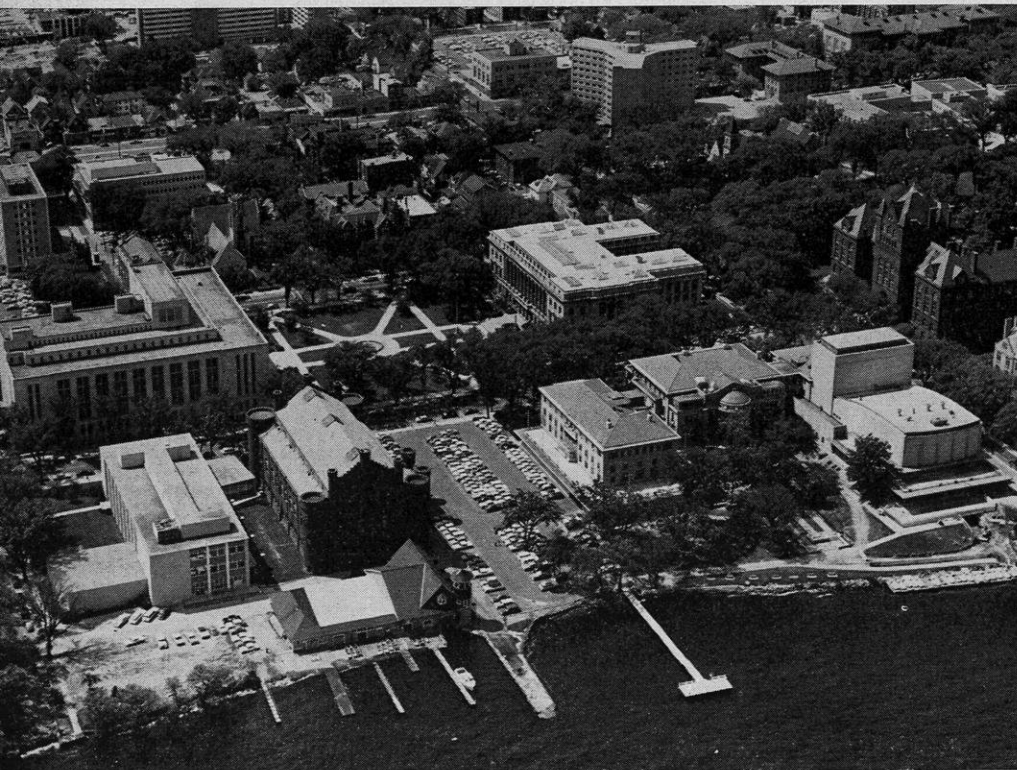
“In advocating such an organization,” one Wisconsin scientist said recently, “I would be urging the study of contemporary and long-range problems that arise from the uneven application of scientific knowledge, but I would also be looking for ways not only to avoid pitfalls but also to better the human condition.

“I would point out that science is not wisdom, but that we can use the scientific method to seek wisdom. Wisdom is the knowledge of how to use knowledge, and is the most important knowledge of all.”



Alumni House Report

The new Alumni House will be located in the lower left hand corner of this picture, behind the Wisconsin Center on the Lake Mendota shoreline.



PLANS for the proposed Alumni House took a great leap forward the first week in June.

Preliminary plans for the building were approved by the all-University committee charged with overseeing the construction of the building, the Campus Planning Committee, and finally, the Board of Regents. The Regents authorized the University to go ahead and prepare final plans and specifications for the building. Three weeks earlier, the Sigma Chi house had been razed and the land cleared for construction.

In commenting on the building, Regent Maurice Pasch, Madison, said, "I think we should see that this project receives our close attention, and we should do everything to speed the project along. We have an obligation to the alumni to see that they have this badly needed facility."

The Alumni House will be a \$500,000 structure erected at the end of Lake Street on the shore of Lake Mendota, the former site of the Sigma Chi fraternity house. It will be erected as an addition to the Wisconsin Center and will serve returning alumni as well as special visitors to the campus. The building has a "jewel box" appearance and maximum consideration has been given to the choice lakeshore location and every architectural feature has been

designed to take full advantage of the lake view.

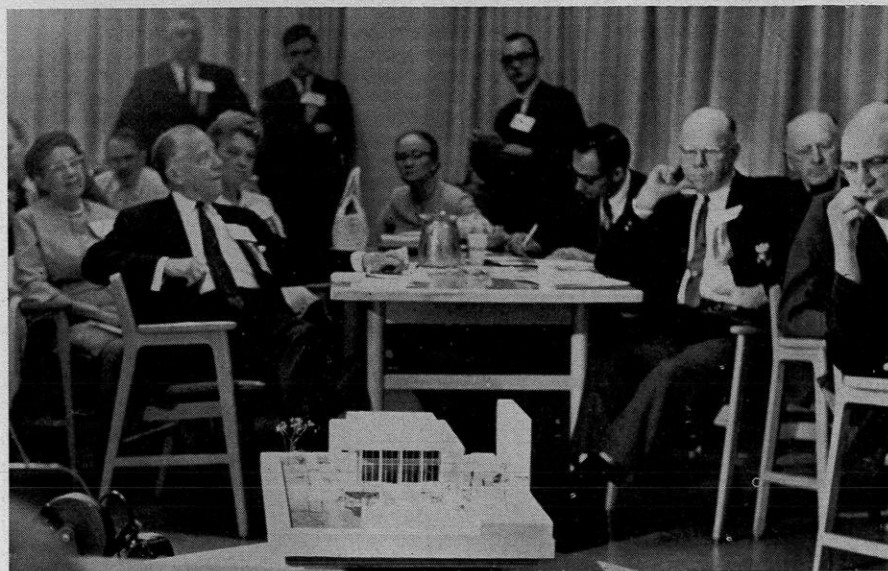
Administrative offices of the Wisconsin Alumni Association will be housed on the ground floor level of the building. The main floor will have a spacious, decorated lobby which will serve as a gathering place for returning alumni. A promenade deck will skirt the building at this level. The second floor is to be given over to a large meeting room for programs scheduled in conjunction with activities held in the adjacent Wisconsin Center.

Original plans for an Alumni House on the Wisconsin campus were approved by the Regents in 1956. It was agreed then that the Alumni House would be located in Washburn Observatory on historic Observatory Hill. A fund drive, under the direction of Dr. John A. Keenan, New York, was started to raise necessary funds to remodel the observatory. However, subsequent studies indicated this location would not meet the requirements of the Association.

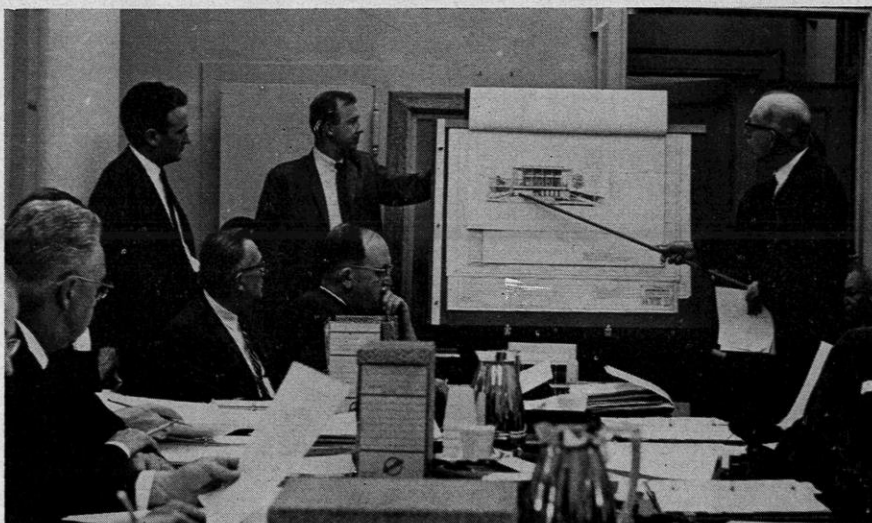
In 1959, the late Thomas E. Brittingham, Jr., prominent UW benefactor and a past president of the Association, proposed that the house be located on Lake Mendota at Lake St. It was learned that extra funds would be needed to make the change to the lower campus, and Mr. Brittingham offered to contribute one dollar for every two dollars contributed by alumni.

He turned over his check for \$33,333.33 to the Alumni Association at the 1959 Homecoming meeting of the board of directors after alumni had responded to his challenge and gave more than \$66,667. This brought the total amount raised during the Alumni House Campaign to more than \$235,000. Additional contributions have since enlarged the fund.

The entire project is being financed by gift funds, with the cost of the building being shared by the Association and the UW Foundation. It is hoped that construction can begin on the building early this fall and that it will be ready for formal dedication at Homecoming in 1965.



Recent steps in the development of the Alumni House include the razing of the old Sigma Chi house, an advance preview of the Alumni House design presented to the Association's Board of Directors (middle photo), and, finally, preliminary approval by the Board of Regents. Final plans and specifications for the new building are expected to be ready in late summer and construction should begin in early fall.





Dr. Robert R. Spitzer (right) is shown here looking over plans for an addition to the Murphy Products Company with fellow workers George Borgo and Tom Burchard.

Dr. Robert Spitzer

A Dedicated Public Servant

IF YOU SHOULD happen to visit Dr. Robert R. Spitzer '43 in Burlington, Wisconsin, the newly elected president of the Wisconsin Alumni Association will gladly take you on a tour of his home community. Along the way, he will proudly point to fine churches, a new community-built hospital, and a new junior high school as examples of what a community of like-minded people can do for each other when they decide to work together.

Dr. Spitzer feels that the community and citizenship spirit prevalent in Burlington, a town of just over 5,500, can be applied to the University of Wisconsin and its alumni. "As I understand it," he says, "our Association was founded to help sustain and improve our University through the eyes and efforts of interested alumni."

One of the most effective ways to accomplish this, Dr. Spitzer feels, is to bring alumni and the University closer together . . . through communication—from the University to alumni, and very important from alumni to the University. "We must not hesitate to be constructively critical if our convictions tell us to," he says. "If education is a *whole* process, then let's get some ideas from places other than just the academic community."

During his administration as president of the Association, Dr. Spitzer hopes to see an increase in communication and activity between the alumni and the University (administration, faculty, and students) because he is convinced that this will motivate more alumni to take an interest in their University and will benefit both the Alumni Association and the University.

He would like to see a greater exchange of ideas and efforts between faculty and alumni . . . seminars, industry, farm, community, and home visits, guest lectures from more alumni. He favors questions and answers between University and Alumni.

He also feels that others have a responsibility in providing an outstanding University of Wisconsin—the state administration must provide the University with top quality appointments to the Board of Regents, more of the faculty has a responsibility to actively participate in the policy and decision-making process. He believes that the people of our great state must make a more conscious effort to understand the nature of the University and show this interest as the individual does in his Community schools. He believes that University Alumni who

have "met a payroll" and served their Community and Country can contribute valuable experience and realism in the education process. He believes students should have maximum exposure to the financial and other business facts of our State University.

Through the years, Bob Spitzer has developed a hearty respect for the American philosophy of free enterprise and the sanctity of the individual. He states the real growth in our nation must come from individuals in our free enterprise system, creating jobs, upgrading their performance, and working together for freedom and for the dignity of man. He feels strongly for equal opportunity for all, but that rewards should be in proportion to effort, enterprise, and ability. If it is too easy to get an "education," the end result can be less appreciation of education, opportunities and our free enterprise system.

Born and raised on a Wisconsin farm, his personal story reflects a familiar American pattern in that he became president of a nationally-known company before he reached his thirty-seventh birthday.

Dr. Spitzer attended rural schools and took an active role in 4-H Club work where he served as a junior leader and attended State 4-H Club Camp. He later entered the University under a Sears, Roebuck Agricultural Scholarship, served as president of his fraternity, of the Agricultural Student Council, and was named outstanding graduate in agriculture during his senior year when he was also a finalist for the Association's Outstanding Senior Man award. He then went on to study animal nutrition under such Wisconsin greats as P. H. Phillips, E. B. Hart, Harry Steenbock, and Conrad Elvehjem. Spitzer received his doctorate in animal nutrition with minors in animal husbandry and medical physiology in 1947.

After completing his work at Wisconsin, Spitzer became associated with the Murphy Products Company in Burlington. He rose rapidly through the company's ranks and was named executive vice president in 1957, president in 1958, and

president and general manager in 1960. Murphy Products is a national company and one of the country's leading manufacturers of animal and poultry feeds.

As his career was developing, Bob Spitzer was establishing an enviable record of service to his profession and his community. He is a director of the American Feed Manufacturers Association, a director of the Wisconsin Manufacturers Association, and holds membership in over 15 professional and scientific societies. He has served as warden of his church, president of his Rotary Club, president of the Burlington Hospital Board, and has been active in other civic affairs.

When asked why he participates in these many outside activities, Dr. Spitzer explained "Whatever our occupations, we are citizens first and service is the price we pay to live on earth." He believes that he has a responsibility to use his God-given energies to repay the benefits he has received from others and to pass some of those benefits on.

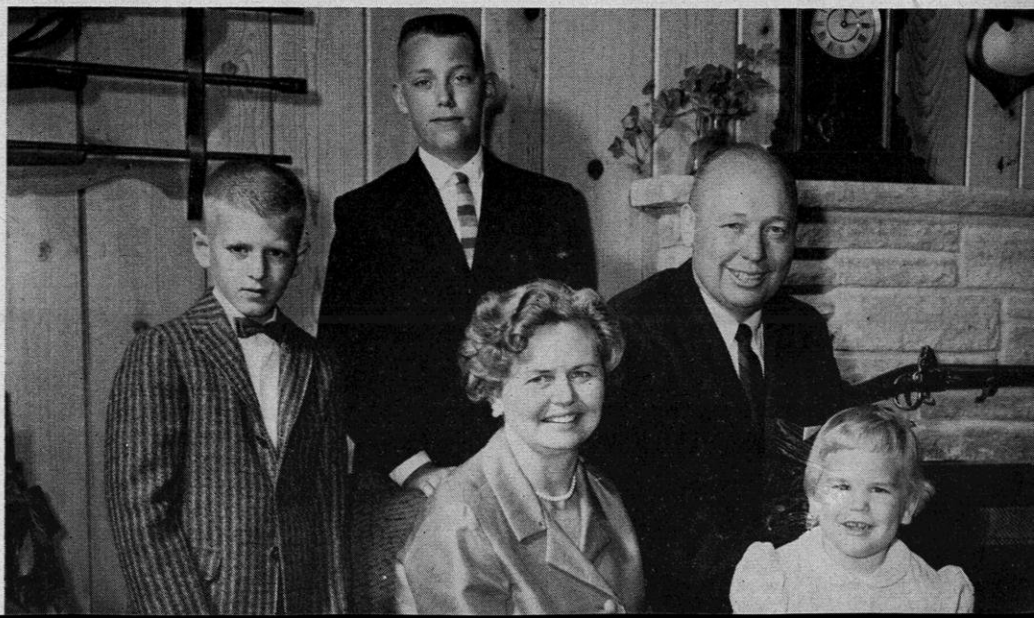
One of Bob Spitzer's abiding concerns during recent years has been to emphasize the value of the American way of life. In 1960 he traveled to Russia, Poland, Hungary, Belgium, France, Germany, and England as a member of Wisconsin's Agricultural Goodwill Mission under the "People to People" program. This experience provided him with a further working knowledge of the contrast between Communism and freedom. He has shared

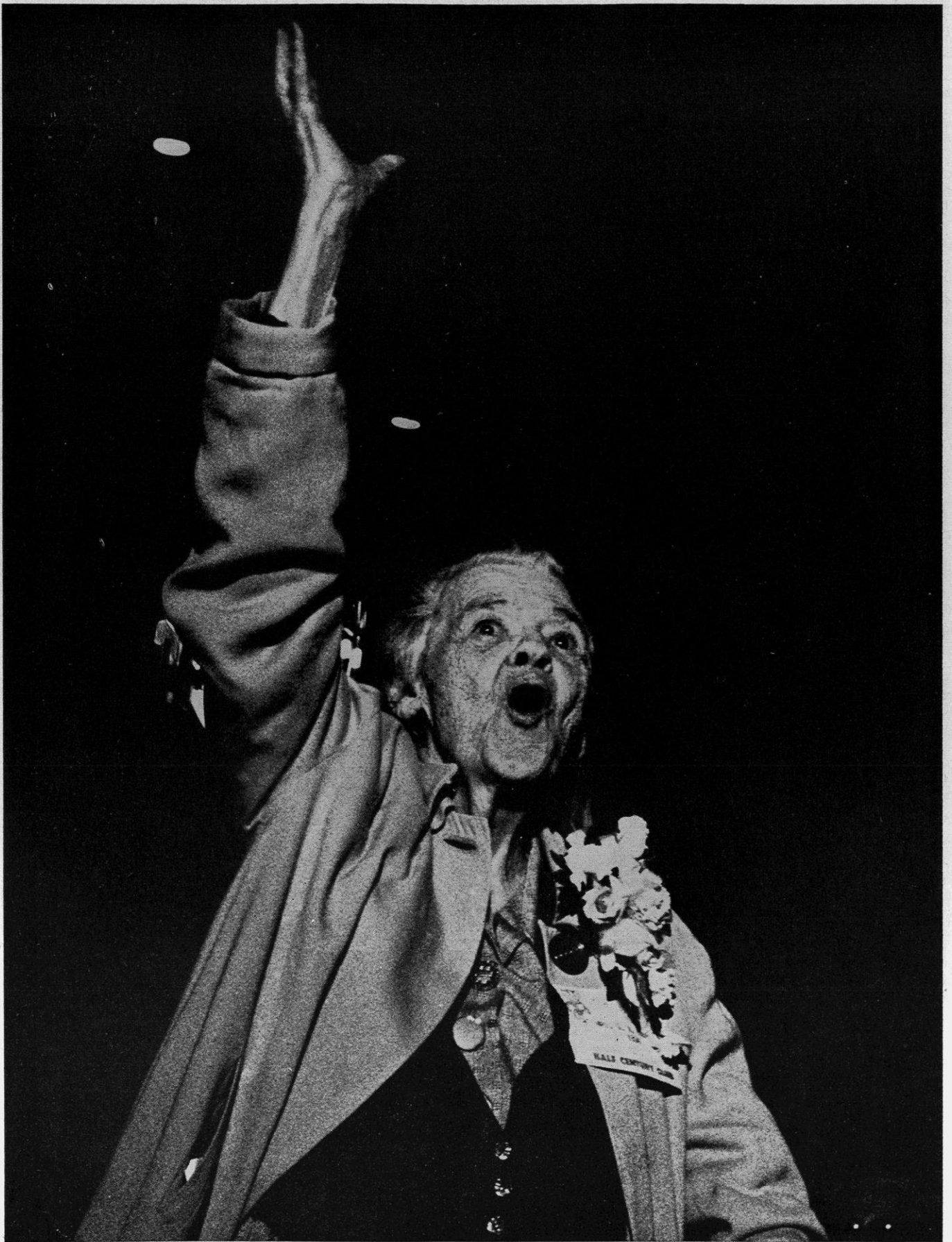
his experiences of that trip with hundreds of audiences totaling more than one million people and his radio and television appearances have increased that number significantly. In addition to his speaking, he has written a number of nationally circulated articles on Americanism, opportunity, education, and freedom. His company has recently made a movie based on his beliefs and is distributing the film "Freedom, Mightier Than Missles" to interested groups. Several of Dr. Spitzer's thoughts have also been recorded in the *Congressional Record*.

In commenting on his beliefs in his country, Dr. Spitzer says, "The struggle we face as a nation is not just between philosophies, but also between individuals, ideas, and efforts within philosophies. Who will be victorious is dependent upon how dedicated individuals are to the principles on which the United States of America was founded. Too often the world and, indeed, some Americans, have misjudged America. Let's continue to improve, but let's not abandon our heritage of faith and freedom. Let's remember that this country has made more progress for more people in 200 short years than the earth had seen in 4,000 years."

Dr. Spitzer is married to the former Marie Woerfel '41. They have two sons, John, 12, and Jeffrey, 8, and a daughter, Susan, 4. When he can find the time, Bob enjoys hunting, fishing, golf, and photography.

Dr. Spitzer is shown here with his family: Mrs. Spitzer (the former Marie Woerfel '41), daughter Susan, and sons Jeff and John.





Alumni Have Big, Enjoyable Weekend

BADGER ALUMNI made their annual pilgrimage back to the campus the first weekend in June and they found plenty of activities planned to keep them busy and renew their acquaintances with the University.

The first event in the weekend program was the Half Century Club luncheon held in Great Hall of the Memorial Union on Friday noon. More than 260 Badgers who have been graduates of the University for fifty years or more were on hand. The largest part of this group was the Class of 1914 which was formally inducted into the Half Century Club in a recreation of the graduation ceremony. Dr. Robert Clodius, vice president of the University, and Charles O. Newlin, Chicago, president of the Wisconsin Alumni Association, passed out "diplomas" to the members of 1914 as they marched up to the front of the auditorium. Earlier, Newlin had been presented with an official Commencement marshal's gown by Dean of Public Services LeRoy Luberg who said that the faculty's Public Functions Committee had made Newlin an honorary member for the day and thereby authorized him to wear the robe.

The program also featured remarks by Russell Carpenter, president of the Class of 1914, and Dr. Clodius, who spoke briefly on some of the developments and conflicts that are a part of the contemporary University scene. J. C. Walker, chairman of the golden jubilee gift fund, presented Dr. Clodius and the University with more than \$30,000 and explained that the money was to be used for the proposed Elevhjem Art Center.

Among the alumni present at the event was Winifred Case Knapp, a member of the Class of 1894 who came all the way from Corvallis, Oregon to celebrate the 70th anniversary of her graduation from the University. When she was recognized by President Newlin, Mrs. Knapp stood and gave her class yell for the assembled Badgers.

On Saturday noon, the Wisconsin Alumni Association inaugurated a new and distinctive organization as the Class of 1939 was officially inducted into the Quarter Century Club. Led by former All-American and class president, Howie Weiss, the 39'ers returned with more than one hundred of their classmates for the special luncheon held in their honor. On behalf of the class, Howie Weiss presented the class gift of \$1,500 to the University. The funds will be used for a sound and color newsreel which is being produced by the Photo Lab this summer and will be available to alumni clubs,

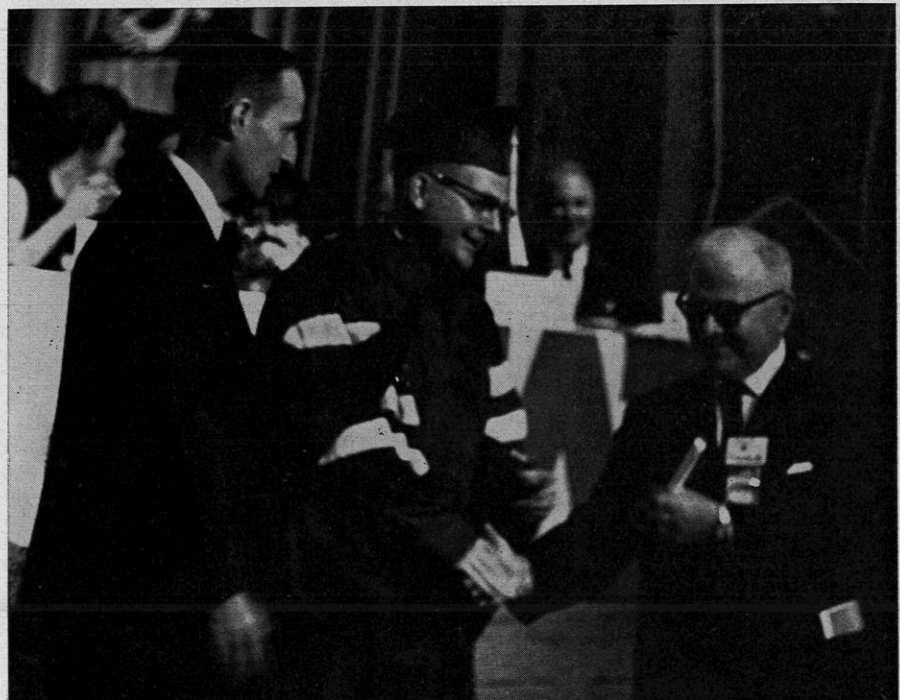
student organizations, and other interested groups this fall.

Saturday evening, more than 380 filled Great Hall for the Alumni Dinner. There was a large representation in the audience from those classes who were reuniting: 1904, 1914, 1915, 1917, 1919, 1924, 1929, 1934, and 1939. Charles Newlin, presided over the evening's program and introduced Dr. Robert Spitzer, president elect of the Wisconsin Alumni Association.

One of the highlights of the evening was the presentation of Distinguished Service Awards to five distinguished Badgers: Joseph Cutler '09, Harlan B. Rodgers '09, Mrs. Oscar Rennebohm '20, Leroy Petersen '17, and Ralph B. Johnson '17.

President Fred Harvey Harrington gave the main address of the evening. In his remarks, Dr. Harrington touched on several aspects of the present University of Wisconsin, specifically such subjects as: bigness, the desire and intention of

Dr. Robert L. Clodius (left) and Association President Charles O. Newlin pass out a "diploma" to a member of the Class of 1914.



Mrs. Winifred Case Knapp '94, who celebrated the 70th anniversary of her graduation from the University, rose at the Half Century Club luncheon to give her class yell.

the administration to maintain quality in the face of quantity, and the policies that the University has towards such controversial issues as outside speakers, and fraternities and sororities.

He stated that many alumni do not agree with the University's position on certain issues. On the fraternity-sorority question, Pres. Har-

ington quipped, "Even some of you who *understand* our policy don't agree with us."

After a review of the current controversies over University policy, he went on to his main point of the evening and that was the University today is not indiscriminately introducing new policies, it is only implementing old policies, traditions

that were established many years ago and have since established Wisconsin as a national leader in the development of higher education.

The singing of "Varsity" officially closed the alumni activities for the weekend, but many Badgers stayed on for the President's Reception on Sunday, and the colorful Commencement ceremony on Monday.

5 Receive Distinguished Service Awards

FIVE PROMINENT Wisconsin alumni were presented with Distinguished Service Awards at the Alumni Dinner, June 6. The award winners were: Mrs. Mary Fowler Rennebohm, Madison, well-known civic leader; Joseph A. Cutler, Milwaukee, chairman of the board of the Johnson Service Co.; Ralph B. Johnson, New York City, a partner with Smith, Barney & Co.; Leroy A. Petersen, New York City, chairman of the board of Otis Elevator Co.; and Harlan B. Rogers, Portage attorney.

All were cited for their outstanding professional achievement, a record of alumni citizenship that has brought credit to the University, and loyalty and service to Wisconsin.

Mrs. Rennebohm, wife of former Governor and University Regent Oscar Rennebohm, is a member of the Class of 1920. She has been active in Madison civic affairs and con-

tributed leadership to such organizations as the Girl Scouts, YWCA, American Association of University Women, Attic Angels, Community Chest, United Givers, and Red Cross.

Both Cutler and Rogers are members of the Class of 1909. Cutler has been with the Johnson Service Co., manufacturers of temperature and humidity controls, since 1912. He is a past president of the Alumni Association, a former member of the Athletic Board, and a recipient of the distinguished service award of the College of Engineering. He currently serves the University as vice president of the UW Foundation.

Rogers has long been a leader in University alumni affairs. He was a nine letter man while attending the University and was recently inducted into the Wisconsin Hall of Fame, highest honor accorded to Wisconsin athletes. He is a member

of the Rogers and Owen law firm and has been president and chairman of the Portage City Bank.

Johnson and Petersen are 1917 graduates of the University. Johnson has been associated with Smith, Barney & Co. since 1920. He is a life member of the board of trustees of Hampton Institute and a trustee of the Wisconsin Alumni Research Foundation. He was named 1964 "man of the year" by the Wisconsin Alumni Club of New York.

Petersen, a native of Amery, Wis., started his career with Otis Elevator in 1921 and worked his way up through the company's administrative ranks to become president in 1945 and chairman in 1961. A member of many clubs and the boards of such organizations as Irving Trust Co. and the Metropolitan Life Insurance Co., he is currently serving as president of the Wisconsin Eastern Alumni Scholarship Fund.

Distinguished Service Awards were presented to: Leroy Petersen, Joseph Cutler, Mrs. Oscar Rennebohm, Harlan Rogers, and Ralph Johnson.





1914

Reunions by Classes

1904

THE CLASS of 1904 held its 60th Class Reunion and re-lived that eventful day 60 years ago when the University celebrated its 50th birthday—its Golden Jubilee.

When the roll was called at the luncheon at the Loraine Hotel on June 6th, these sturdy classmates were present: Leslie and Mrs. Van Hagen, Madison; Ray and Theo Owen, Madison; Ben Paust and niece, Minneapolis; Dr. G. J. Marquette, St. Helena, California; Osmond Jorstadt and daughter, Pittsburgh; Bill Bennett, Washington, D.C.; John and Marion Lord, Hinsdale, Illinois.

Before luncheon, letters from classmates unable to attend were read with interest. Here are some—J. C. James, Aurora, Illinois; Magdalen Evans Juday, Arlington, Virginia; E. J. McEachron, Wausau, Wis.; Ray Nichols, Orange, California; George Post, Milwaukee, Frank B. Sargent, Sanford, Maine; John G. Staack, Washington, D.C.; Pearl Tompkins Weeks, Aberdeen, Washington; Horatio G. Winslow, Altadena, California; Paul F. Zinke, La Jolla, California. All were highly interesting

and showed that the spirit was strong, even though the flesh was weak in some cases.

After lunch, all gave a brief description of their activities since our last reunion. Then we were honored when President and Mrs. Fred Harrington dropped in and he honored the class with a thrilling story about the growth of the University, the plans for the coming years, and the great changes that have taken place and will take place on the enlarged campus.

That evening most of the class in Madison attended the annual alumni dinner in the Union.

—John Lord

1914

*More, more, blood and gore,
Vars'ty, vars'ty one and four!*

AT ITS Golden Jubilee reunion, June 5th to 7th, the Class of 1914 lived up to the first part of its yell; *more* members of 1914 than of any previous class attended the fiftieth reunion, and *more* money than ever before was presented to the University on the occasion of its induction into the Half Century Club. Fortunately, however, there is no

record of blood and gore, although the characteristic independence and vital enthusiasm of the class were evident at all times. During the reunion weekend, and in retrospect as well, these days were enjoyable because of the opportunity they afforded for renewing old friendships and becoming aware of the growing functions and status of the University of Wisconsin.

The fine weather doubtless was a factor favoring the last-minute influx of reunion-bound classmates. The total attendance was 182, the majority being bonafide graduates of our class, the minority being spouses or relatives (and one well mannered, though uncounted, dog!). People came from far and near, five couples from California, two couples from New York, three from Minnesota, two from Iowa, and one from Washington, D.C. Twelve individual members came from Illinois, and one or more from each of the following states—Pennsylvania, Florida, Arkansas, Ohio, Washington, Idaho, Maryland, Indiana, Louisiana, Kansas, Colorado, Georgia, and Tennessee.

Our goal for the class gift was \$25,000 because that sum would en-

sure the name of our class on the door of a seminar room in the new Elvehjem Art Center. At times the attainment of this goal appeared dubious, but was assured when a major contribution, due to the generosity of Homer Piper, put us way over the top, bringing the total gift to a record \$30,185.

The events comprising the reunion followed the customary pattern. Registration in the library of the Memorial Union (complete with embraces and wolf calls) was followed by the Half Century Club luncheon tendered by the University. For this affair Great Hall was resplendent with red and white decorations. Russell Carpenter, president, spoke first for the class; then Dr. J. C. Walker, our efficient chairman of the gift committee, presented the class gift which was accepted for the University by Dr. Robert Clodius. With the check firmly in the possession of the University, the ceremonies of induction into the Half Century Club then took place.

At the class banquet Friday, evening, Dr. Clodius, vice president of the University, was our guest speaker. Although he is a golden bear (University of California), Dr. Clodius is acquiring the interests and viewpoints of a Bucky Badger. He anticipated and answered many questions concerning the present status of the University and described plans for its future development on all campuses. Particularly after the bus trip around the campus and its environs on Saturday morning, it was obvious to every one that

the physical plant on the Madison campus is expanding at an almost incredible rate. It was reassuring, therefore, to hear Dr. Clodius emphasize the importance of maintaining a corresponding excellence in teaching, research, and other phases of University life.

The beauty of the Madison scene was impressive at all times—particularly at the class dinner which was held Friday evening at the Madison Club overlooking Lake Monona, and also at the picnic Saturday noon at the home of Norman Bassett, overlooking Lake Mendota. This is not the first time that our genial host Smiley has opened his home, with its beautiful grounds and breath-taking views, for class affairs. Preceding the picnic Smiley served cocktails. Later, each person who wished to do so had the opportunity to make a few remarks or to reminisce. The incomparable Hy Priester was master of ceremonies.

All of the events appeared to run smoothly due to the behind-the-scenes efforts of the class officers and the reunion committee. Russell Carpenter presided efficiently and both he and Charlie Walker mixed a touch of levity with their profundity. Jean Frederickson Schuette, dynamic reunion chairman and class secretary, was ably assisted by her co-chairman Inez Cooper Toebaas, and by Mary Leary Marks, Kathryn Parkinson, Mary Farley, and Mary Buell. Clint Chapman and Barry Hayes handled the bus tour and transportation to and from Maple Bluff.

—Mary Buell

1915

GENERATING PLANS for the Half Century anniversary in 1965, twenty-eight members and wives of the Class of 1915 met at dinner in the Memorial Union on June 5 to hear Harvey Higley, class fund chairman of Marinette, report on efforts to raise \$25,000 as a class gift which is intended to go to the Elvehjem Art Center.

Headed by class president, retired Judge Clarence Whiffen of Sheboygan, those gathered for the occasion were: Mr. & Mrs. A. A. Bluemke, Oak Park, Ill.; Dr. & Mrs. Robin Buerki, Detroit, Mich.; Mrs. Esther Shapiro Cohen, Milwaukee; Mrs. Marjorie Connolly, Chicago; Albert J. Dexter, St. Paul; Mr. & Mrs. John B. Edwards, Beloit; L. S. Henry, Wonewoc; Mr. & Mrs. Frank W. Tillman, La Crosse; and Prof. & Mrs. Gus Bohstedt, Capt. Joseph W. Bollenbeck, Prof. Noble Clark, Beulah Dahle (class secretary), Joseph W. Jackson, Mr. & Mrs. R. F. Lewis, Miss Ada Martin, and Stanley Welsey, all of Madison.

—Capt. Joseph W. Bollenbeck

1917

WE REUNED again, adding one more exceptionally fine get-together to the list of annual festivities which is growing lengthier and lengthier. Each one brings its special luster. Each year one or two are making their maiden trip to re-discover friends and classmates of those good old days on campus.

This year we were honored in abundance by having two of the five receiving Distinguished Service Awards from the Alumni Association—Ralph B. Johnson and Leroy A. Petersen were our stars. Leroy was able to join us at the class brunch, and we are counting on Ralph and Leroy to be with us next year. We are very proud of them.

Our bus tour of the ever-changing campus continues to be popular. This year we were fortunate to be able to go to the very top of Van Vleck Hall and view the beautiful panorama—particularly wonderful

Dr. Myra Emery Burke presides over the 47th consecutive reunion of the Class of 1917.





1924

Mendota and good old Picnic Point which still represent the central focus of campus memories.

We look forward with enthusiasm to another annual in '65.

—Myra Emery Burke

1924

THE CLASS of 1924 combined its gay and gala three day 40th reunion with looking ahead to a 50th reunion in 1974. Registration began on Friday morning at the Memorial Union where each alumnus was given a badge with his 1924 Badger picture reproduced. Most agreed they "looked as young as ever."

The Maple Bluff Country Club Supper Friday evening was attended by about 100 early registrants. On Saturday morning, two sight-seeing buses took the group on a guided tour of the campus, with a stop at Van Vleck Hall, where from the "pent-house," Richard Tipple, University landscape architect, pointed out the changes and new buildings

and described the proposed plans for future expansion of the campus. From there, the buses took the group to the Black Hawk Country Club where the official class luncheon was held. Walter Frautschi, the class president, who did an outstanding job of advance planning for the reunion, and who made possible the reunion badges, was in France, and his cabled message of greeting was read to the group. Walter Renk was toastmaster, and Marian Metcalf Stevens, vice-president, presided. All the alumni introduced themselves, and they came literally from coast to coast—from California and Yakima, Wash. to New York and Baltimore. "Bucky Badgers" were given to those who came the farthest, those with the most children and those having the most grand-children. Ray Hilsenhoff gave an accounting of the class funds, and plans were discussed for the 50th reunion. Committees are to be set up in Milwaukee, Chicago, and on the east and west coast. Volunteers for these com-

mittees are urged to write Ray Hilsenhoff, c/o Memorial Union. The luncheon closed with group singing led by Bob Nethercut and the official class picture was taken. About 150 attended.

Members of the class had a '24 Table at the Alumni Day Dinner Saturday night in Great Hall of the Memorial Union. For those who stayed over, a Sunday morning Brunch was held at the Madison Club. Members of the Madison steering committee were: Porter Butts, Edith Sinaiko Frank, Walter Frautschi, president, Janet Marshall Huiskamp, Raymond Hilsenhoff, treasurer, William Longenecker, Walter Renk, Margaret Callsen Russell, Marvin Schaars, Marian Metcalf Stevens, and Ruth Eken Towell.

—Edith Sinaiko Frank

1929

THE U. W. Class of '29 held its 35th reunion this year. It was well attended. Nearly 100 attended

1934





1939

the lunch; almost that same number went on the bus trip provided in the afternoon; and almost everyone picked up his tickets for the general Alumni Assn. dinner that evening.

Because of the numbers returning, the Alumni Association and the Union management were kind enough to allot Tripp Commons for the luncheon. Class president Wally Jensen spoke briefly. He was followed by President Fred Harvey Harrington of the University, who extended his greetings to those who had returned. The reunion chairman made announcements and indicated that the class might anticipate ambitious plans for the 40th reunion to be held in 1969. Each person present then identified himself and the place from which he had come. This made it evident that every section of the country was represented, with the Midwest understandably accounting for the majority.

A wire was received from Sylvia Meyer Gasch regretting her inability to attend because of a concert commitment. She will be remembered as harpist for the University orchestra and is now first harpist for the Baltimore-Washington Symphony. There were letters from a number of others who ordinarily come or would have come if there had not been conflicts.

Following the luncheon, a bus tour of the campus took place. Each bus had an excellent guide, and everyone, including Madison residents, expressed amazement at the expansion of the University plant. There is housing for faculty and married students as far west as what was once known as College Hills. The most dramatic incident of the trip

was the view from the lounge floor of Van Vleck Hall. This is a modernistic building immediately to the south of Bascom Hall made of pre-poured concrete, which stands on stilts, thus allowing students to walk under it as they move to the Physics and other buildings down the hill. It is primarily a mathematics building.

The class was seated at two long tables for the evening banquet. We were identified and introduced as a group. The evening program was attractively arranged and was handled in record time despite the speechmaking and introductions. Those responsible for keeping up the flow of the occasion succeeded in concluding it about 9:00 p.m.

Plans for the 40th anniversary in 1969 are already in their preliminary stages. All class members may expect a letter during the next few months outlining them.

For the information of those not present, the consensus of those who were was that the Class of '29 looked much more mature than the later classes and better preserved than those which preceded it.

While the real success of the reunion came from the enthusiastic response and attendance of all those who returned, and from others who would have liked to have done so but had to limit themselves to writing, you may wish again to know who handled the arrangements. The ex-officio members were Wallace M. Jensen, Detroit, president; James J. Hanks, Washington, D.C., vice president; and John F. Doyle, Madison, treasurer. The reunion committee itself included the following: Louise

(Coxon) Brown, Col. Franklin W. Clarke, Helen (Folsom) Cooper, John E. Cullinane, Robert B. Murphy, Marian (Nelson) Olwell, and Havens Wilber, all of Madison.

—Robert B. Murphy

1939

OUR 25th was "GREAT". Friday night we had seventy at the Edgewater Hotel for dinner, and Saturday noon one hundred and thirty attended an impressive luncheon in Great Hall as guests of the University.

Friday night started as a quiz game in trying to place faces and names. Wine, song and laughter helped to recapture the last 25 years and before we adjourned the consensus was to cut classes the next morning.

None of us should have missed the Saturday noon luncheon. Good food, short program, and all members of the Class of 1939 present were again graduated with complete ceremony. We were the first quarter century class to receive this prime treatment for which all of us should feel mighty proud.

Our class gift was a \$1,500 check to the University to help pay for a campus newsreel. We joined forces with the President's office, Alumni Association, and Foundation in providing the necessary funds to make the film possible. It will be released this fall and will be shown to students, alumni groups, and the general public.

See you all in 1969—our 30th.

—Howard W. Weiss

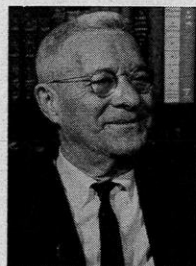
Several Outstanding Faculty Retire

Prof. Hazel S. Alberson, favorite teacher of comparative literature at Wisconsin for 32 years, has embarked on a new career. She is directing summer seminars for University alumni, lecturing to groups in the Wisconsin Center and over the radio, and traveling to University Centers and to church and temple auditoriums around the state to speak to a variety of people on a great number of favorite topics. Mrs. Alberson came to Wisconsin to work with the late Philo Buck in the thirties, and received her Ph.D. in 1935. She was named UW associate professor in 1947 and later served at two different periods as department chairman. In 1961 she represented Wisconsin at the Tagore Festival in India. With Prof. Buck, Mrs. Alberson edited *An Anthology of World Literature and A Treasury of the Theatre*. She wrote numerous articles for scholarly journals. Her professional organizations include the Medieval Academy and Phi Delta Gamma. Thousands of appreciative letters have marked her "Great Books" and "Visions That are Timeless" programs over Station WHA, which prizes her "scholarly yet popular" method of presenting her material.

Prof. Walter Agard, named one of the top ten favorite professors in the country when *Life* magazine polled U.S. college students in 1951, left in March to make his way to Athens, where he will teach at the American School of Classical Studies from next September to June. Last February, when word got around that Prof. Agard was teaching his one-semester course in classical mythology for the last time, almost 800 students showed up at the assigned classroom. His very last semester, an unprecedented number—40 students—elected to take his course in beginning Greek. An original staff member of the Experimental College founded here in 1927 by Dr. Alexander Meiklejohn, Prof. Agard stayed on at Wisconsin, to served as chairman of classics from 1937 to 1954 and to help begin the Integrated Liberal Studies program. Prof. Agard has written a number of books, including *The Greek Mind*,



Alberson



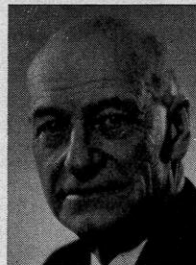
Agard



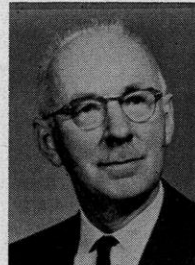
Allen



De Baun



Easum



Ferguson



Gausewitz



Krassett



Langer



McCause



McNaul



Price

into which he incorporated his thoughts on international relations, the rights of minorities, and individual values. During his 37 years at Wisconsin, Prof. Agard served on the faculty committee on human rights and as chairman of the academic freedom committee of the teachers' union. He gathered honors from his colleagues, who elected him president of the American Classical League, the Society of the American Academy in Rome, and the Classical Association of the Middle West and South.

Prof. Thomas C. Allen, key researcher in developing insect control measures for Wisconsin vegetable crops, has been a leader in the development of the entomology department which he served for 35 years. One of his big contributions to the Wisconsin vegetable crop industry came just prior to World War II, before good chemical insecticides had become widely available. He devised mechanical and rotational control measures which contributed to a marked production increase in the vegetable crop. Nationally, he is probably best known for his research on sabadilla—an insecticide, and on termite attractants. He will continue testing out his attractant on other termite species on the Pacific Coast. He is retiring to a small fruit ranch in Oregon, where he also can keep up his research interests in fruit insects.

Prof. Harold DeBaun, associate professor with the UW Extension Commerce department, made the switch from industry to education in 1947. He joined the Extension Commerce department that year and since has guided thousands of future businessmen through correspondence instruction, has taught thousands of others at special classes throughout the state, and has participated in hundreds of conferences. His career as a commerce expert included work as a comptroller-treasurer for an Indianapolis company, as an insurance man with the CIT Credit Corporation; he also spent five years with a Chicago-based finance company. Although he was 70 in January, Prof. DeBaun hopes to

be able to involve himself part time in some academic work with "vacations" devoted to travel with his wife.

Best known on the Madison campus for his courses in the origins of the world wars, **Prof. Chester V. Easum** of the history department retires from Wisconsin, but will become a visiting professor at the University of South Carolina next fall and at Louisiana State University the second semester. Prof. Easum, 70, a veteran of the Aisne-Marne and Argonne campaigns of World War I, says he began studying World War I because "I couldn't overlook a war that took two and a half years of my life." During World War II he taught courses in the origins of the war to military personnel being trained for service in occupied Germany. Later he taught the same course to returning veterans who wanted to know "why?" and to the post-war generation of students. The University's expert on German history, he went to Germany in 1946 for the U.S. State Department to study captured documents and in 1953 he was a Guggenheim fellow. He is presently working on his fourth book, on the German Second Reich. The Easums have sold their house in Madison, and will go where he's invited to teach, but, he says, they will return here, "when we're ready to really retire."

Prof. Clarence M. Ferguson, who served as federal director of the Cooperative Extension Service and assistant Secretary of Agriculture prior to joining the UW staff in 1961, was called into service here as a professor in the National Agricultural Extension Center for Advanced Study. During the past three years he has been a popular teacher, instructing future extension administrators and counseling them in techniques and methods, in the kind of center which he and his colleagues envisioned some years ago for advanced study in extension administration. Prof. Ferguson, who has also been extension specialist in poultry at Ohio and Michigan and director of the Cooperative Extension Service of Ohio, is one of the most decorated veterans

of the Cooperative Extension Service. Among his many awards is the U.S. Department of Agriculture's Distinguished Service award.

When people ask **Prof. Walter Gausewitz** what he does, he says "I simply tell them I'm a teacher." This concise self-description sums up a career which began in 1917 when Prof. Gausewitz came to the UW as a freshman and ends formally with his retirement as a highly esteemed faculty member of the department of German. When Prof. Gausewitz says he is "simply" a teacher, he means he has spent his career trying to impart "an ideal of inner freedom" which he derived from great German writers such as Goethe and Schiller. "The solution to the great problems of our day—peace, civil rights—would come naturally if we could achieve an emotional re-education of people," he contends. Prof. Gausewitz's scholarly contributions have taken the form of original articles written for academic journals, the product, he says, of new discoveries he made while doing his teaching. Prof. Gausewitz, who says he doesn't intend to have an idle retirement, lives with his wife on 160 acres of wooded farmland near Cross Plains.

Prof. Otto Krasselt's claim that he has put on more miles in the state of Wisconsin for the University than any other living person will probably go unchallenged as the Extension field representative for the northwest tier of counties retires at age 70. Prof. Krasselt, who has been working out of Eau Claire, estimates that he has traveled 1,800,000 miles in his service with the University, concentrating particularly on organizing special classes. Since 1963 Prof. Krasselt has shared offices with the director of extension services for Wisconsin State College, Eau Claire. "Mr. University" to the hundreds of school administrators, service clubs, part time students, and others in the counties he has served, Prof. Krasselt, is likely to spend much of his retirement in travel.

The first mathematician ever to receive the Army's Outstanding Ci-

vilian Service Medal for work in research and development retires after 37 years as a UW faculty member. He is **Prof. Rudolph Langer**, chairman of the mathematics department from 1942 to 1951, and, for the past eight years, director of the U.S. Army Mathematics Research Center. The Army presented the highest civilian award it gives to Prof. Langer for outstanding initiative, leadership, and resourcefulness in establishing the center and attracting distinguished mathematicians to staff it. In addition to his scholarly work which includes numerous books and papers, Prof. Langer has served in a number of professional and administrative offices. He was vice president and bulletin editor for the American Mathematical Society, president of the Mathematical Association of America, vice president of the American Association for the Advancement of Science, and president of the Wisconsin branch of Phi Beta Kappa. Prof. Langer and his wife are beginning his retirement by planning a three-month trip to Europe.

As head of the accounting section in the commerce division of the University of Wisconsin-Milwaukee, **Prof. James H. March** has been instrumental in achieving high recognition for UW-M in this field. A UW-M faculty member since 1956 and a member of the Extension faculty before that, Prof. March has been with the University for 25 years. He is the author of a book on cost accounting, which was condensed and revised in 1955 for inclusion in the "Standard Handbook for Accountants." Prof. March, 68, and his wife are planning an eight-week tour of Europe in August and he plans to follow up his canoeing and hiking interests during his retirement.

One of the accomplishments of **Prof. Ralph McCause's** 38 year teaching career at the University of Wisconsin is perfecting the art of the person-to-person approach in correspondence instruction. For many years, Prof. McCause has been in charge of the freshman English correspondence instruction and a

teacher of advanced courses. Of his 38 years with the UW, he has spent 33 with the Extension Division in Madison. One of his ways of perfecting the person-to-person aspect of teaching by writing is keeping file cards on each student as to his interests, hobbies, and other pertinent personal data. Prof. McCause is also known as an author, particularly for his two book-length narrative poems, "The Road to Hollister" and "Waters Over Linn Creek Town," in which he helps preserve part of the local color and history of his native state of Missouri. His latest publication, "The Art of the Book Review," has brought inquiries from throughout the world. Prof. McCause says he plans to spend the first ten years of his retirement "contemplating the beguiling ways of my family." The all Phi Beta Kappa group includes his wife and a son.

James W. McNaul, professor of mechanical engineering, joined the UW staff in 1923 and since has taught 14 different study-research courses in mechanical engineering and one course in industrial management. He inaugurated eight of the courses and all fit in with his specialized field—machine and plant design. He also participated in the University's advanced industrial management institutes in 1948 and served on the faculty committee which determined policy for the Industrial Relations Center started here in 1949. He has served as consulting engineer for several Wisconsin industries. A native of Montana, Prof. McNaul has an interesting family background. His grandmother was the niece of financier Jay Gould and she crossed the U.S. plains in a covered wagon. His grandfather was sheriff of Silver City, Nev. in the tough days of the late 1800s. Prof. McNaul first worked with machines in the mines and shops of the Anaconda Copper Mining Co.

Prof. Walter Price, one of the first to demonstrate that pasteurized milk could be used for cheese making, and a researcher whose advice has benefited cheese manufacturers from all over the world, retired from the faculty Feb. 1 but is continuing his

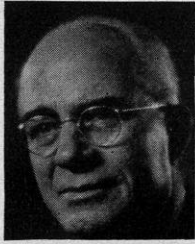
professional interests. Recipient of the Borden Manufacturing Award at the American Dairy Science Association annual meeting in 1950 and of that association's Award of Honor for 1963, Prof. Price has written or co-written over 100 scientific and popular papers in addition to a textbook on cheese making. Recently, he has worked on methods of mechanizing cheese making, American cheese storage and ripening, manufacture of brick cheese, cheese analysis, and use of calcium chloride in cheese making. He helped in the development of a vacuum treatment process which improved the texture of cheddar cheese and eliminated some of the hardest and most tedious work.

Extracting the essences of some 50 conferences a year is the role **Mrs. Hilda Marie Munro** has had with the UW Extension Management Institute for 13 years. The English-born and educated Mrs. Munro says her job has given her the opportunity to see the rise and acceptance of professional management. Mrs. Munro's carefully kept records of 13 years of conferences tell in outline form what she thinks about the real role of management in this country: "American industry needs a widespread sense of its real mission—not profit alone, but as a means to an end—the chance to make a unique contribution to the world by raising the standard of living for all." A widow whose engineer husband died in 1945, Mrs. Munro sees her retirement as a chance to get back to gardening and travel.

The retirement of **Prof. Albert J. Riker**, a leader in the fight against forest tree diseases and an important contributor to basic research on plant diseases, is only "official." After this month he retires, but will continue to do research at the University's new H. L. Russell Laboratories. A symposium held by the Food and Agriculture Organization of the United Nations this month in Oxford, England, is the result of Prof. Riker's 18 country trip in 1959 to find out how the international move-



Munro



Riker



Swindell



Wahlin



Walker



Whitney



Wilner

or co-author of more than 170 technical papers, and holder of many honors for his research, Prof. Riker has been at the UW since 1922.

Miss Blanche Swindell, assistant professor of English at the UW Center in Menasha, joined the UW Extension staff 18 years ago at Fond du Lac when that city had one of the many centers for returning GIs. Earlier, she had headed the English department in a suburban Chicago high school. Prof. Swindell, who has studied at Columbia University, Northwestern University, the University of Chicago, and at Cambridge University in England, has been cited by the Center director for her role in encouraging her students to go on to further their education. Miss Swindell will retire in Manchester, Iowa.

Prof. Hugo B. Wahlin, 71, physics, leads the retiring group in years of service to the University with 43. Though he has been involved in much research, including his role in the Manhattan bomb project during World War II, Prof. Wahlin's primary interests and aims have been in teaching undergraduates. The most significant change he has seen in his field, he says, is the change from the research problem to the research project, the emphasis on group research and huge laboratories. While these trends have led to great discoveries and accomplishments, he emphasizes that great things don't come from group action, but from individuals. A University of Chicago student of R. A. Millikan, one of the great figures in the history of physics, Prof. Wahlin has been primarily interested in the fields of gas conduction and solid state physics. His older son was the design engineer of the workhorse Able stage used in the U.S. space program.

Prof. J. C. Walker, UW plant breeder and pathologist, retires after 45 years' work on the idea that plants inherit disease resistance, a principle he has been a leader in demonstrating. His earliest project at the UW was participation in the breeding program to develop cab-

bage resistant to yellow diseases. Many other vegetable diseases have been curtailed by the "Walker touch." He has also shown the relation of enzymes to diseases and the relation of plant nutrition to disease susceptibility. Named "Man of the Year" by the Vegetable Growers of America in 1954, Prof. Walker is the author of two books which are classics in his field, and has written over 400 technical publications.

Prof. Beryl Whitney, assistant professor of English at the UW Center in Kenosha, retires with a sharp awareness that students' needs for effective expression of their native tongue hasn't changed in a half a century. "Writing is really the supreme test of one's educational backgrounds," she says. "Everyone needs to learn to express ideas and opinions well in 10 or 15 minutes." Miss Whitney, who has been with the UW Center at Kenosha through its time of greatest change, is delighted with the new center building. "It is good," she says, "because you can sense a campus spirit generating round the new building." Miss Whitney, who is also very interested in adult education, has taught for the UW in Madison and at colleges in Missouri and Tennessee.

Prof. Ortha L. Wilner begins her retirement from the classics department of UW-M with a trip to Europe this fall. When she returns, Prof. Wilner will write a new type of Latin textbook for advanced college courses in composition. Presently she is focusing on medieval Roman language by assisting with translation of a book on musicology. At Milwaukee since 1931, when she joined the faculty of Wisconsin State Teachers College, Prof. Wilner served as chairman of the foreign language department from 1932-55. She feels it has been a challenge to serve as a mediator between the classics of ancient Greek and Roman thought and today's thought patterns. Since 1930, Prof. Wilner has had numerous articles published in the journals of her field and has also prepared a syllabus of Latin and Greek terms. She plans to retire in Buffalo, N. Y., where she was born.

ment of tree diseases might be slowed down. In 1955 he made a discovery which had tremendous implications for the spread of tree diseases by confirming the trees are often connected to each other by root grafts. He and his associates have also opened up an area of plant research which may help discover the key to cancer in humans. Author

Review of the Academic Year, 1963-64

THROUGHOUT the year, the function of this magazine is to take things apart—to describe in detail various parts of the University of Wisconsin to project the spirit and the scope of the whole.

The following review of the year 1963-64 is our effort to put back together what we've taken apart all year: the story of what happens, in Madison, when some 25,000 students and 2000 professors meet in around 1350 courses and work on some 1500 research projects.

Highlights of the Academic Year, 1963-64

RECOGNITION

President Fred Harvey Harrington receives honorary doctor of laws degree at New York University.

Two former UW faculty members, Profs. Eugene Wigner, now at Princeton, and J. Hans D. Jensen, University of Heidelberg, share 1963 Nobel Prize in physics.

Prof. Robert Lampman, economics, is called to Washington, D.C. by R. Sargent Shriver to help with the Johnson administration's "War on Poverty."

Dean Lindley J. Stiles, School of Education, is elected president of the Aerospace Education Foundation.

Prof. Ralph K. Huitt, political science, is named to direct a comprehensive study of Congress, the first such examination of America's law-making body since 1946.

Donald L. Reitz, instructor in design and ceramics, creates a fountain for the Smithsonian Institution's new Museum of History and Technology in Washington, D. C.

Prof. David Fellman, political science, is elected national president of the American Association of University Professors.

Fellowship awards made by the Guggenheim Foundation go to Profs. Arthur H. Robinson and Robert H. T. Smith, geography; John A. Duffie, Solar Energy Laboratory; Alfred

Glauser, French; Julius Weinberg, philosophy; and Gian N. G. Orsini, comparative literature.

Prof. Ruebush G. Shands, agronomy, receives U. S. Department of Agriculture Superior Service Award for his work in incorporating diseases and insect resistance into barley and wheat breeding stocks and commercial varieties.

Prof. Merle Curti, UW's prize-winning historian, receives honorary degree from University of Michigan, sharing the platform with Pres. Lyndon B. Johnson, also the recipient of an honorary degree.

UW ranks first in the Big 10 and eighth nationally in number of National Science Foundation Graduate Fellowships for 1963-64.

UW ranks seventh among the nation's state university libraries for number of volumes, according to report of College and Research Library Journal.

Report by G. A. Brakely and Co., New York, shows that the UW ranks second in the nation in total voluntary financial support for public institutions of higher education.

Preliminary check shows that at least 54 books in the 1,780 volume White House library being assembled for the President were written by present or past UW faculty and alumni.

The UW granted the largest number of doctorates (3,729) of any university in the country during the 1952-62 decade.

U. S. Office of Education reports that the UW department of geology ranked second only to Columbia University in granting doctorates during 1949-59.

Survey conducted at the University of Cincinnati shows that UW continues to rank fifth in the nation in full-time student enrollment.

UW is one of four midwest universities granted a total of \$3.5 million in a five-year grant by the Ford Foundation to form a Consortium for International Activities, Inc., to further and broaden educational activities abroad.

New Woodrow Wilson National Fellowship Foundation grant of \$62,000 to Graduate School brings UW ranking to first in the Big 10 and eighth in North America among the foundation's grants to institutions of higher education.

A new book, *The American Federal Executive*, shows UW plays a leading role among American institutions of higher learning in educating graduates who become top flight federal government executives.

U.S. Office of Education shows Wisconsin ranked first among Big 10 universities in 1961-62 in granting bachelor degrees and second in awarding doctorates.

Life magazine cites UW Memorial Library's rare book department as one of foremost such collections in the country.

RESEARCH

UW dairy researchers report development of new method to control unwanted bacteria in milk.

Researchers in the University Hospitals and UW chemistry department develop machine which makes it possible to analyze enzymes in the blood more readily.

University researchers develop a new way to make cottage cheese at lower cost and higher quality.

UW Profs David W. Smith and Roger S. Kushner, pediatrics, develop new drug which proves effective against a disease leading to permanent brain damage.

Drs. Edwin C. Albright and Frank C. Larson, medicine, and Dr. Richard W. Heniger, physiology, uncover new substance in human tissues which gives clues as to how the hormone works and how the thyroid gland affects individual cells.

UW Medical Center develops new process to take three-dimensional picture x-rays of the human heart.

Drs. Vincent L. Gott and James D. Whiffen, surgeons at University hospitals, discover a method of rinsing carbon-coated artificial heart valves in detergents to make them more resistant to blood clots.



And How To Grow Them

Selling your Company as well as your Product

When your organization builds superb automobiles you can plant seeds of new sales by telling people in the high income group about your Company as well as your Product.

General Motors is doing just this and is reaching people who appreciate fine cars by advertising in

MIDWEST ALUMNI MAGAZINES

U of Chicago Alumni Magazine
 Indiana Alumni Magazine
 Michigan Alumnus
 Michigan State University Magazine
 Minnesota Alumni News
 Ohio State Monthly
 Purdue Alumnus
 Wisconsin Alumnus

Total Combined Circulation
 Over 162,000

For full information write or phone Midwest Alumni Magazines, Birge W. Kinne, 22 Washington Sq. North, New York, N. Y., GRamercy 5-2039.

New chemical synthesis techniques developed at the UW Institute for Enzyme Research are expected to enable man to hand-tailor pieces of the ultimate genetic material, DNA.

The nation's first permanent laboratory for research on counseling disabled persons begins with a graduate training program in the School of Education.

A new artificial heart valve, described as a major breakthrough in cardiac surgery, is developed by Dr. Vincent L. Gott, Medical School, and Prof. Ronald L. Daggett, mechanical engineering.

Profs. Donald W. Kerst and Robert A. Day of UW Physics Department develop new device to control and study plasma, a discovery expected to lead to harnessing thermonuclear energy via an electrified gas heated to millions of degrees.

REVISIONS

UW Regents approve Pres. Harrington's recommendation that UW system of centers be raised to status of a full branch of the University and Prof. L. H. Adolfson, formerly dean of Extension, is named provost.

Milwaukee University School agrees to sell 6.3 acres of property and buildings to University for \$2.3 million for expansion of UW-M campus.

Carnegie Corporation grants \$387,000 to UW to help finance the Articulated Instructional Media program, an experiment in offering higher education to more people in Wisconsin via new flexible patterns of teaching and learning.

UW faculty approves a policy enabling gifted students to take college-level courses for credit before their high school graduation.

UW establishes Junior Year in Germany program.

Dean of Students Martha Peterson recommends keeping costs to students at a minimum consistent with quality education and sound financing and increasing kinds of financial aids available so that students can limit their borrowing to 50 per cent of college costs.

Plans are underway to consolidate all non-classroom student activities and services on the Madison campus into a single division of student affairs, headed by a new dean of student affairs for the Madison campus.

Enrollments at the eight University centers climbed 71 per cent from 1958 to 1962 with five new buildings providing added space.

Enrollments at UW-M increased 20 per cent in 1962-63.

Wood County-Marshfield Center, the ninth in the system, expected to open this fall.

UW College of Letters and Science introduces new faculty advising service to help incoming freshmen and sophomores in the B.A. and B.S. general courses.

School of Journalism announces new social science writing program which will bring six young newsmen a year for three years to the Madison campus for graduate study under \$165,550 grant from the Russell Sage Foundation.

Requests for 1964 Summer Sessions bulletins run 75 per cent ahead of the same period a year ago.

University administration in Madison halts processing of applications for enrollment from out-of-state freshmen in keeping with decision to limit enrollment of out-of-state freshmen to this year's ratio.

Gov. John Reynolds signs into law a bill permitting the State Building Commission to purchase the \$10 million Milwaukee-Downer College property for expansion of the UW-M campus.

Federal approval announced of an \$80,000 grant to enable the UW to establish an economic development center at Wausau to bring full resources of the University to bear on economic problems confronting northern Wisconsin.

Regents vote to double the current rate of dormitory construction, beginning in 1966, to provide 14,000 units by 1970, in accordance with the blue-print advanced by Pres. Harrington.

As of April, 1964, the Campus Planning Committee reported that 18 building projects on four campuses have started or will start in 1964, at a cost of \$31,685,000.

Alumni News

1900-1910

Lewis E. MOORE '00, Vero Beach, Fla., writes that he married Mrs. Alice Williams last Dec. 16 in Houston, Tex.

Miss Leslie SPENCE '08, Madison, received the 1964 grant of the Helen C. White endowment fund from the Madison branch of the American Association of University Women. Miss Spence has worked for better broadcasts for many years, was the first president of the American Council for Better Broadcasts, and became its executive director in 1957.

Mr. and Mrs. Miles C. RILEY '09 and their children celebrated his 87th birthday recently. Mr. Riley lives in Madison and has been referee in bankruptcy for Western Wisconsin for the past 30 years.



Basil Peterson '10 (right) is shown here as he received the St. Olaf V medal of honor which is awarded by the King of Norway. UW Prof. Harald Naess, of the department of Scandinavian Studies, presented the medal to Peterson and extended congratulations on behalf of Hans Engen, Norwegian ambassador to the U. S., and Finn Sandberg, Norwegian consul-general in Chicago. Peterson, who served for many years as executive secretary of the UW Foundation, received the highest honor that the Norwegian government can bestow on an American citizen in recognition of his work on the Sister City program and "his enthusiastic support of all things Norwegian." For many years, Peterson has been a district chairman of the Rotary International Scholarship Program. He has been responsible for introducing many foreign students to American life and has taken numbers of them into Wisconsin homes. Basil Peterson has served the University over the years as treasurer of the Alumni Association, as a member and president of the Board of Visitors, and as president of the Alumni Club of Chicago. He is currently associated with the Madison office of the American Automobile Association.

Morningside College, Sioux City, Iowa, recently conferred on William A. KLINGER '10 the degree of Doctor of Science, in recognition of his work over the past ten or twelve years in behalf of education for construction and the adoption by a number of colleges of engineering of the "Klinger curriculum." Mr. Klinger is presently on the advisory boards of the colleges of engineering of Iowa State University and the Pennsylvania State University. He has also been called on in recent years to help evaluate civil and architectural engineering departments in several universities and has held offices in contracting and engineering associations.

1911-1920

Miss Lillian FROGGATT '11, retired as director of the library at Stout State College, Menomonie, Wis., continues to live in Menomonie.

Edward H. CARUS '12 was recently promoted from president to chairman of the board of the Carus Chemical Co., LaSalle, Ill.

Ruth B. GLASSOW '16, professor emerita at the UW, recently received the top award of the American Association for Health, Physical Education and Recreation for distinguished service in the field.

Lillian KOEHLER Karch '17 has retired from her library post at the U.S. Forest Products Laboratory, Madison.

Dr. Gunnar GUNDERSEN '17, prominent La Crosse, Wis., surgeon and founder of the Gundersen Clinic there, is temporary chairman of the Norwegian-American Institute in Decorah, Iowa. Dr.

Gundersen is a former member of the UW Board of Regents and a past president of the American Medical Association.

Dr. Armand J. QUICK '18 received the Pere Marquette Faculty Award for teaching excellence, annual award given by Marquette University, on May 6 and on May 12 was honored by the State Medi-

Football Meetings

ALUMNI attending away football games this fall will once again find an opportunity to meet with fellow Badgers before the game. The Alumni Association is planning to sponsor luncheons at two of the away games: Purdue at West Lafayette on October 10, and Illinois at Champaign on November 14. At this point, it is also anticipated that our clubs in Columbus, Ohio and Chicago will sponsor similar events for the Ohio State game (October 24) and the Northwestern game (November 7).

People interested in attending any of these events should write to the Wisconsin Alumni Association. Detailed information will be mailed to alumni in the various areas at a later date.

Follow 1964 UW Football

WISCONSIN football fans interested in following the progress of the Badgers this fall are once again being offered the opportunity to do so through a series of weekly game reports published by the Sports News Service. These weekly reports include lineups, statistics, injury reports, and other interesting background information. In addition, you may reserve a copy of the "Football Facts Book" which contains capsule biographies of this year's team, a statistical summary of Wisconsin football through the years, and a year-end review of other Badger sports.

The cost for the weekly football reports and a copy of the "Football Facts Book" is \$3. To those who wish only the weekly reports, the price is \$1.50. Place your name on the mailing list for the 1964 season by sending along your check and the coupon below.

UW Sports News Service
Camp Randall Stadium
1440 Monroe Street
Madison, Wisconsin

Please send me the weekly game reports and the "Football Facts Book" (Cost: \$3)

Please send me the weekly game reports only (Cost: \$1.50)

(make all checks payable to the Wisconsin Athletic Department)

Name _____

Address _____

City _____ State _____ ZIP # _____

cal Society of Wisconsin with the distinguished service award for research in medical science.

Dr. Edna HEIDBREDER '18, professor emeritus of psychology at Wellesley College, received an honorary Doctor of Laws degree from Knox College, Galesburg, Ill., in June.

1921-1930

Dr. Frank L. WESTON '21, UW professor of medicine, is president of the Wisconsin Medical Alumni Association.

On June 15, Prof. Lawrence W. MURPHY '21, retired from the University of Illinois, where he became director of the School of Journalism in 1929. He is a founder and early editor of the *Journalism Quarterly* and also edited the *Quill*, magazine of Sigma Delta Chi journalism fraternity.

Walter C. YAEGER '22 retired last month after more than 41 years with the Wisconsin Telephone Co., where he was a building engineer—plans and specifications. He lives in Wauwatosa.

Harvey WEAVERS '22 who recently retired as chief of the dairy and foods division of the Wisconsin State Department of Agriculture, is executive secretary of the Wisconsin Horticultural Society.

Lucius P. CHASE '23, a director, vice president, and general counsel at Kohler Co., Sheboygan, has been appointed to the Lakeland College board of trustees.

UW president Fred Harvey Harrington presented a citation honoring Dr. Ovid O. MEYER '24 at reunion activities of the graduates of the UW Medical School in June. The citation, from the Class of 1944, lauded Dr. Meyer for his "inspiring example as clinician and teacher during the difficult wartime years by contributing to the establishment of a new program in support of research in educational methodology in clinical medicine."

The American Philosophical Society elected Samuel LENHER '24, vice president of the DuPont Company, to membership on April 24.

Dr. Samuel WICK '26 has resigned as superintendent of the Arizona State Hospital and is now in private practice as a psychiatrist in Phoenix.

Dean Kurt F. WENDT '27, UW College of Engineering, received an honorary degree from the West Virginia Institute of Technology at June commencement exercises there.

Mrs. Hazel SINAICO Maryan '27, who lives in Madison where she owns the Little Studio Art gallery, recently won honorable mention for a water color painting in the annual national art competition of B'nai B'rith Women in Washington, D.C.

At the Madison Sports Hall of Fame dinner last month, Lloyd LARSON '27, past president of the Wisconsin Alumni Association and sports editor of the *Milwaukee Sentinel*, won the first Pat O'Dea award, named for the legendary UW football hero. The award will be given annu-

Perkins and Mich Receive Cowles, LOOK Promotions

TWO BADGER alumni have received high level promotions in the Cowles Magazines and Broadcasting, Inc., firm. They are: Don Perkins '32 who has been named executive vice president of the firm and Daniel D. Mich '26, who was named editor of LOOK magazine.

Don Perkins has been with the Cowles firm since four days before the first issue of LOOK went on sale in January, 1937. For the first seven months, he worked on newsstand circulation for the magazine, and then switched to the advertising department as a salesman.

During World War II, he enlisted in the Navy a month after Pearl Harbor, rejoining LOOK in November, 1945, with the title of Eastern advertising manager. He became advertising director in January, 1950, was elected a vice president of the company in October, 1951, and has served on the board of directors of Cowles Magazines and Broadcasting, Inc., since June, 1953.

In the 14 years Perkins has headed the LOOK advertising department, advertising revenue on the magazine has increased from \$15 million to more than \$74 million.

Dan Mich joined the staff of LOOK in 1937 just six months after the first issue went on sale. He has been closely identified with the growth of the publication into one of the most successful and most widely-read magazines in America. During his first 13 years with LOOK,

Mich served in various capacities, progressing to managing editor and then executive editor. His tenure was interrupted for 3½ years when he left in 1950 to direct the editorial activities of *McCall's* magazine. In January, 1954, he returned to LOOK as editorial director. Three months later, he was named a vice president, and in January, 1955, he was elected to the board of directors.

Mich began his journalistic career as a newspaperman. Immediately before joining LOOK in June, 1937, he was managing editor of the *Wisconsin State Journal* and prior to that he had been managing editor of the *Muscatine (Ia.) Journal*.

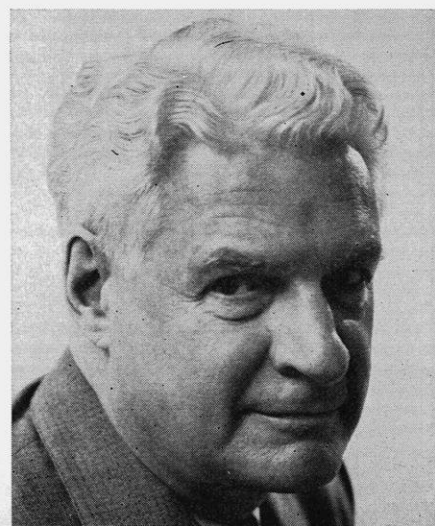
In 1958, the University of Wisconsin cited Mich for his "distinguished service to journalism." The citation commended him for having pioneered in the development of the picture story and the application of the graphic arts to the interpretation of current events; for being recognized today as one of America's leading magazine craftsmen; and for editorial policies that make a statesmanlike contribution to the American way of life.

Most recently, Dan Mich was honored by the Society of Magazine Writers as the recipient of the 1963 Richard L. Neuberger Award given to "the editor or publisher who in the preceding twelve months has done the most to raise the standards of magazines as a medium of democratic communication."

Don Perkins



Dan Mich



ally to a former Wisconsin athlete who has followed the principles of O'Dea in furthering the ideals of the University. Larson was a five-letterman at Wisconsin.

At the same dinner, Madison Sportsman of the Year award went to Earl WILKE '27, in recognition of his success in coaching at Edgewood High School, Madison.

Willis G. SULLIVAN '27, chairman of the board of the Krause Milling Co., Milwaukee, married Mrs. Charles A. Krause in May.

Charles L. CROWELL '30 is general sales manager of the Robertson Paper Box Co., Montville, Conn.

1931-1940

Mrs. Walter BRUMMUND '31 (Gertrude BUBOLZ '31), Appleton, is the new president of the Lawyers' Wives of Wisconsin.

Harold C. VEDELER '31 is director of the office of Eastern European Affairs for the U.S. State Department, and previously served abroad as U.S. consul general in Prague and first secretary in Vienna.

Dr. John Russell SMITH '31 is professor of medicine at Washington University School of Medicine, St. Louis.

Neal KEEHN '32 is sales vice president of General Film Laboratories, Hollywood, Calif.

Glenn G. HAVENS '32 has introduced a sea water conversion system in the Chula Vista, Calif., area which could revolutionize the costs of obtaining fresh water from sea or sewage water. The system could be capable of providing fresh water cheaper than Colorado River water presently used in the area. Mr. Havens is president of Havens Industries, San Diego.

Zenno GORDER '35, manager of the Madison city water utility, was named Wisconsin Water Works man of the year at the annual conference of the American Water Works Association at Toronto.

Miss Jean LIEDMAN '35 is dean of women at Monmouth College, Monmouth, Ill.

Owen D. NEE '35 is vice-president of Merritt-Chapman and Scott Corporation's construction and marine department, New York.

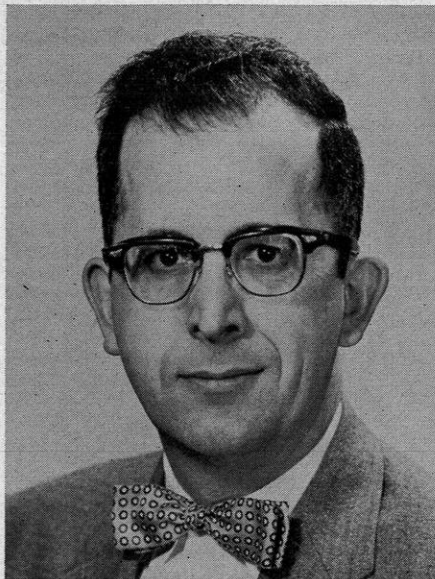
Owen R. SLAUSON '36, vice-president for domestic marketing at the Ray-O-Vac company, is general chairman of the 1964 Givers Campaign for Madison.

Students at New York University voted Prof. David B. STOUT '36 of the NYU anthropology department, "Mr. Faculty of 1964."

Robert T. HOWELL '38, treasurer of the Twin Disc Clutch Co., Racine, has been named a member of the UW Board of Visitors.

Walter W. HELLER '38, for 3½ years chairman of the Council of Economic Advisers to the President, received an honorary degree from Oberlin College in June.

Attorney Spencer A. MARKHAM '39, Horicon, was elected a director of the Wisconsin Izaak Walton League at the



V. E. Hersfeld was recently appointed manager of commercial operations of UNIVAC, division of the Sperry Rand Corporation in the Twin Cities, and will be involved in the engineering and production of UNIVAC 490, 1107, 418, and 422 computer systems and core and drum memories for all UNIVAC products. Most recently director of commercial engineering with UNIVAC, Mr. Herzfeld joined UNIVAC in 1953, was a project engineer for a brief time, then became supervising engineer for the development of the UNIVAC airlines reservations system. In 1959 he became manager of special product development and also served for a time as manager of Tele-Systems. Before he became director of commercial engineering, he was manager of industrial control computers.

state convention in April and received a special plaque for obtaining 25 new members for his chapter in 1963.

Walter MAAS, Jr. '39, owner of Walter Maas Jr. Interiors, Madison, was cited in a recent edition of *Interior Design* magazine for his redesigning and redecorating of the Madison Club.

Jack NEWMAN '40, director of the UW News and Publications Service, left Madison in June for a year in South America. Most of it will be spent at the National University of Nicaragua in Managua under a Fulbright-Hayes lectureship. His wife and their two sons join him this month.

Dr. James RUSSELL '40 is college physician and professor of biology at Whitewater State College (Wis.) effective Sept. 1.

The new director of personnel at Northwestern National Insurance Company is Kent M. QUANTIUS '40, now living in Ft. Lauderdale, Fla.

The Rev. Theodore A. GILL '40 is president of San Francisco Theological Seminary, and is a former editor of *Christian Century* magazine. He recently received a Doctor of Divinity honorary degree from Grinnell College.

1941-1945

Philip K. DRESSLER '41 has been elected a vice president of the Marshall & Ilsley Bank in Milwaukee. Active in civic affairs, Dressler has been with the M&I since his graduation from the University.

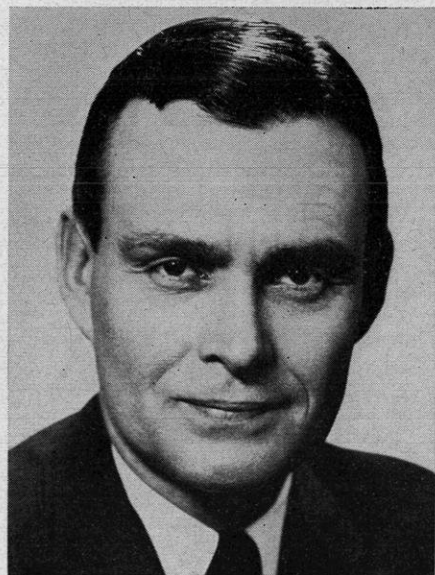
Mr. and Mrs. Ralph EVANS '47 (Rosa BARTELL '41), Milwaukee, have received promotions in the Bartell radio business. Mr. Evans is vice-president of engineering for Mcfadden-Bartell Corporation and Mrs. Evans is president of Bartell Broadcasting and general manager of station WOKY, Milwaukee.

George O. ROSS '41 has been promoted from senior planning analyst to supervisor of the economic analysis and planning section of the financial analysis and control division in the American Oil Company's comptroller's department.

Arthur F. MULLEN '42 has taught agriculture and science for the past 21 years in Plainfield, Wis., and has five children.

Roger ZION '43, director of sales training, Mead Johnson Laboratories in Evansville, Ind., won in the Republican Primary for representative to Congress from Indiana's Eighth District. He is the author of *Keys to Human Relations in Selling* published by Prentice-Hall in 1963. His wife is the former Marjorie E. KNAUSS '44.

James R. FELIX '44 moved from assistant director of the process research



Joseph B. Woodlief '44, who began his association with the Anaconda Company in 1952 as an assistant in labor relations in Butte, Mont., was recently elected vice-president of industrial relations with the company. Prior to his new appointment, he was director of labor relations. Headquartered in New York since 1958, Mr. Woodlief has been a counsel for the company at most of the contract negotiations of Anaconda and its subsidiaries at its U.S. and Canadian installations.

division to acting staff manager of the petroleum staff with Esso Research and Engineering Company, Linden, N. J.

Charles F. ABENDSCHEIN '45 is vice president and general manager of corporate functions for Ansul Chemical Co., Marinette, Wis.

1946-1950

Robert MURRAY '46 is manager of the tire division of the Mankato Oil Co., Inc., Mankato, Minn., and is a captain in the U. S. Naval Reserve. He and his wife have two daughters.

Executive general manager in the bond department of the Prudential Insurance Co. at Newark, N. J. is Edgar F. BUNCE '46 who had been with Du Pont in Wilmington, Dela., for the past 16 years.

Wisconsin's "life insurance man of the year" is LeRoy H. JERSTAD, Jr. '47, agent for Massachusetts Life Insurance Co. in Racine.

James K. BAKKEN '47 is manager of manufacturing engineering at the Metal Stamping Division of Ford Motor Company and lives with his wife and five children in Dearborn, Mich.

Roger J. STORVES '47 is manufacturing manager, paint and chemical product plants, for Food Motor Company. He and his wife have two sons.

Harry L. WOODS '48, C. P. A., has joined the La Crosse, Wis., Trust Company.

New product sales manager for industrial chemicals for the Ansul Chemical Co., Marinette, Wis., is Henry E. ARKENS '48, who joined Ansul in 1962.

Robert L. PETERS '48 is associate professor of English at the University of California, Riverside. He was previously at Wayne State University.

Sigmund S. BIRKENMAYER '48, assistant professor of Slavic languages at the Pennsylvania State University, has been appointed head of the East European section, Modern Language Association bibliography committee, for 1964-65. He is listed in the 1964 edition of *Directory of American Scholars*.

Formerly with the A. O. Smith Corp., Kankakee, Ill., Robert M. TIMMERMAN '48 has joined American Air Filter Company, Inc., Louisville, Ky., as corporate controller.

Melvin R. LAIRD '49, Wisconsin Congressional Representative from Marshfield, was presented the Albert Lasker public service award for outstanding legislative service in the public health field in ceremonies in New York in May. He is a ranking GOP member of the House subcommittee on appropriations for health, education, and welfare. The rarely given award features a \$2,500 cash payment.

Dr. and Mrs. John TOUSSAINT '49 (Carol TOWERS '51) are now in Europe and will attend the International Congress on Retardation in Copenhagen Aug. 7-14. Dr. Toussaint, clinical director of the Central Wisconsin Colony and Training School in Madison, will visit institutions for the mentally retarded throughout their trip.

Philip P. HAAG '49, who lives with his wife and four children in Arlington Heights, Ill., has been elected assistant controller of Bell and Howell Company, Chicago.

At the annual convention of the American Institute of Architects in June, John J. FLAD '49, of John J. Flad and Associates, Madison, was made a Fellow of the Institute. Only 3.7 per cent of the Institute's current membership of more than 16,000 are Fellows.

WAC Maj. Mary F. ALLEN '50 is with the U. S. Women's Army Corps Center at Fort McClellan, Ala.

1951

Capt. Franklyn I. M. HASTY recently was awarded the U.S. Air Force Air Medal for meritorious achievement in aerial flight over Viet Nam where he is on duty with an Air Force advisory unit.

At the end of next month Vernon C. STRUCK becomes executive director of the Wisconsin Council of Agriculture. He has been with the Wisconsin State Department of Agriculture as a staff assistant to the state statistician for 13 years.

Mrs. Henry Beiman (Jeanne Marie HOLMBERG) is one of seven mathematicians who share the largest cash award in the history of the U.S. Department of Commerce. The \$6,000 award was presented to the seven mathematicians for saving taxpayers several million dollars by reducing the calculations involved in the National Fallout Shelter Survey. The Survey involved charting the physical characteristics of every major building in the U.S. then calculating, floor by floor, the value of each structure as a fallout shelter. Hand computation would have taken two million hours and the only available computer program for the job would have required one year to complete the calculations. The mathematicians redesigned the computer routine to make the necessary calculations in one-tenth of a second, and some \$10 million dollars saved from the original appropriation for the project is attributed to the mathematicians' new system.

Mr. and Mrs. James SIVLEY (JoAnn CLAPP) will live in Mexico City for a year, where he is project engineer for the new Mexican engine program of American Motors Corp.

1952

Patricia BROWNING, health and physical education teacher at LaFollette High School, Madison, has been named a fellow in the American School Health Association for her work in "significant and meaningful school programs."

Marion STEVENSON will be a librarian at Oshkosh High School next year. She is presently teaching in Hortonville, Wis.

Mr. and Mrs. Hartman AXLEY (Marguerite THESSIN '54) were in Madison recently with their two children, Colleen, 7, and Timothy, 3. The Axleys live in Denver where he is associated with the

Mutual Life Assurance Company of America, which has named him a member of the State Mutual Leaders' Club, awarded to the top eight per cent of the company's field force. He is also a national officer of the Ski Patrol.

Mr. and Mrs. Robert H. KLETZIEN (Jean GRATTY '55) have moved from Menomonee Falls, Wis. where he was assistant district attorney, to Madison, where he works with the state department of public welfare.

1953

Erling D. SOLBERG has received a citation for his meritorious service in pioneering nationwide research on rural planning, zoning, and other land use controls. He was honored by the U.S. Department of Agriculture, with which he has worked in the Economic Research Service's Resource Development Economics Division since 1961.

Delegates to the annual convention of the Advertising Federation of America honored Thomas TOWELL for "having done the most to bring about constructive efforts on the part of his clubs in the field of government relations." He is vice-president and treasurer of Arthur Towell, Inc. advertising agency, Madison.

Robert N. HUBBELL, who has been on the staff of the Academic Dean's Office, College of Letters and Science at the UW while finishing a PhD, is now counselor to men at the State University of Iowa, Iowa City.

Attorney Keith SCHOFF has opened law offices in Madison, and plans to specialize in patent, trademark, and copy-right law.

Donald R. CLARK is treasurer of American Manufacturers Mutual Insurance Company, a division of the Chicago-based Kemper Insurance Company. The Clarks and their two children live in Des Plaines.

1954

Ralph UTTECH is supervisor of the new Farmers Home Administration office which opened June 8 in Mauston, Wis.

Planning and analysis manager for the Rockford, Ill., district of the Ford Motor Company is Robert C. KEVETTER, who joined the company in 1957. He, his wife, and their two children live in Rockford.

Dale Carnegie and Associates, Inc., New York City, recently announced the promotion of Donald E. FRY, Wausau, as managing director of Dale Carnegie courses in northern Wisconsin and upper Michigan. He has been with the association for the past three years.

Arcs and Sparks, a magazine published by the Ultra Carbon Corporation for the advancement of spectroscopy, was recently dedicated to Donald R. JOHNSON, president of the Society for Applied Spectroscopy this past year. He is currently with the instrument products division, E. I. du Pont de Nemours and Company, Inc., Wilmington, Dela. He is product manager for laboratory instruments and is a senior

research chemist in spectroscopy. He has also been teaching and writing extensively in his field.

1955

Mr. and Mrs. William PORS and their four children moved to Harvey, Ill. this month where he is secretary of the South Suburban Federal Savings and Loan Association after practicing law and serving as secretary-treasurer of a savings and loan association in Marshfield, Wis.

Captain Stanley S. SMITH is permanently assigned to Myrtle Air Force Base, South Carolina, where he is an F-100 pilot.

Konrad C. TESTWUIDE III is secretary and treasurer and a voting stockholder of the H. C. Denison Investment Co., Sheboygan.

Madison attorney Michael B. TORPHY Jr. is now Dane county district attorney by appointment of the governor, and his term will run until Jan. 4. He has been practicing law in Madison.

1956

Dr. Fredric L. HILDEBRAND began practicing medicine this month in the Neenah-Menasha area, after completing his residency at the Mayo Clinic. He interned at Minneapolis General Hospital after completing medical school at the University of Pennsylvania, and is married and has four children. He will specialize in internal medicine.

Paul A. WEINERT is production manager of Union Carbide International's electronics making affiliate in Darlington, England. He was formerly an engineer in Cleveland.

James MUTSCHLER is regional sales manager for the Great Central Insurance Company of Wisconsin, working out of Madison.

James P. McNAUL, assistant technical director of the U.S. Army Satellite Communications Agency, Ft. Monmouth, N. J., goes back to school this fall on a Sloan PhD Fellowship at Stanford University.

Father Richard SCHENDT is a priest in the Opus Dei, a world-wide Catholic association whose aim is to spread Christian practices among people in their everyday lives. Because members usually continue their regular jobs, he has also renewed his license as a pharmacist. He will be assigned to a community after spending the summer in Chicago.

1957

Dr. Boen Tong KHO is research chemist in charge of the analytical laboratory in technical application products research and development of CIBA Operations at Toms River, N. J., where he lives with his wife and three children.

Thomas KALISH is superintendent of schools in Marshall, Wis.

Gary D. SHIMEK joined the Manitowoc County (Wis.) Welfare Department in June as casework supervisor.

John BOYD, division manager for Engineering Design, Inc., Milwaukee, has

Want to do Something for Wisconsin?



You can make a capital gift to the University. A dream? I have some ideas to make that dream come true.

call or write:

John T. Collentine '43, Special Agent
401 Wisconsin Avenue
Madison
Tel: 257-1401

The NORTHWESTERN MUTUAL LIFE Insurance Company

MILWAUKEE, WISCONSIN

"BECAUSE THERE IS A DIFFERENCE"

been elected vice-president of engineering of Gisholt Machine Co., Madison.

Stephen AMBROSE, whose third book will be published next month by McGraw-Hill and who has been a member of the history department at Louisiana State University since 1960, has been named associate editor of a 10-year project to publish the papers of former President Eisenhower. He begins August 1 on the project, working out of John Hopkins University, Baltimore, where he will also teach classes in military history. The Ambroses and their two children move to Baltimore late this month.

Vernon SCHNEIDER received his master's degree from Rollins College, Winter Park, Fla., in May. He is married and has two children.

John K. CALLAHAN, Monroe (Wis.) attorney, was recently appointed city attorney for Brodhead.

Robert J. RUGGIERI and his family have moved from Monroe to Kenosha, where he is newsman-announcer at radio station WAXO.

Robert M. URDIALES is with the public relations department of the Walker Manufacturer Company, Racine.

Jerome H. SILBER has been admitted to the bar of the U. S. Supreme Court. He is a state department attorney in Washington.

Dr. Carol E. YOUNG is serving on the staff of three hospitals in San Bernardino, Calif., and is associated with the San Bernardino Medical Group as a pediatrician.

1958

Donald G. SPANGENBERG has joined Kerr-McGee Oil Industries as manager of the firm's newly constructed fertilizer blending plant in Sturtevant, Wis.

On June 15 Miss Ruby Glen SILLS, formerly of Madison, became an assistant to the national executive director of the Girl Scouts, in Washington, D. C.

The first-time brokerage office in Rhineland, Wis. was opened recently by Robert G. HECK.

Walter Leon MAKOUS has completed his PhD in psychology at Brown University.

Richard J. OLSEN has returned to the Wisconsin campus to work toward his master of fine arts degree. He recently had a one-man show of his paintings which were commentaries on the war in Viet Nam. Olsen volunteered for service in Viet Nam and received a Purple Heart and five Air Medals. His twin brother, Don, is making a career of the Army.

1959

James B. HILL is supervisor of Apollo Powered Test Groups at Pratt and Whitney Aircraft Company, Division of United Aircraft Corporation, East Hartford, Conn.

Mr. and Mrs. James FLEURY '60 (Peg McCORMICK) are living in Akron, where he is project engineer on the Polaris missile in the missile department of Goodyear Tire and Rubber. The Fleurys were president and secretary of the Akron alumni club this past year, and both are taking classes at Akron U., where Mrs. Fleury is working in the AU University Relations Department, writing press releases and editing the feature section of the alumnus magazine.

1960

Marvin R. BENSMAN, who received his master's degree from the UW this June will continue his UW graduate study in mass communications next fall and will be a housefellow in Sellery Hall.

New pastor of the Monroe, Wis. Unitarian-Universalist Church is the Rev. Peter RASMUSSEN, who has been pastor at Mendota State Hospital, Madison.

1961

In June, Paul ANTONIE opened his own drug store in Manitowoc.

Mr. and Mrs. Richard ROMAINÉ '56 (Jane OLSHEFSKE) live in Sheboygan, where he is a newscaster with WMHL radio and she is the public health nursing supervisor for the Sheboygan Health Department.

Leif F. GUNDERSEN has received his bachelor of foreign trade degree from the American Institute of Foreign Trade.

Harry SAUTHOFF, Jr. has joined a Janesville, Wis. law firm. He and his wife have one child.

Attorney Peter PELKOFER recently passed the bar examination in California. He and his wife have one daughter.

1962

John SEVERSON is personnel interviewer with the Walker Manufacturing Co., Racine.

1963

Mr. and Mrs. Gerald SEELY (Barbara WOLLER) are at the UW Summer Sessions, Mrs. Seely on a \$2900 National Science Foundation Fellowship. He is working for his master's in mechanical engineering and she is working in developmental biology. They spent the past year in Kokomo, Ind.

Dennis DRESCHER completed his studies in music in June at the University and has now resumed his studies in the field of bio-chemistry.

Carol FALK received the Sackett Graduate award for excellence in libel law at the Columbia Graduate School of Journalism.

District instructor for the Wisconsin Telephone Company in Milwaukee is Mary DAHLKE, who will introduce the company's first programmed training course for telephone operators at the Milwaukee long distance office.

Gerald M. THORNE and Martha M. HOWE are with the Harris Trust and Savings Bank, Chicago. He is in the management development program and lives with his wife and son in Evanston. Miss Howe is in the bank's training program for college women.

Robert J. RUTH is assistant district attorney for Rock County.

Newly Married

1950

Mary Jane Mahlkuch and David Wulfran EISELE, Madison.

1951

Mrs. Ann C. JOHNSON and Thomas H. BARLAND, Eau Claire.

Adrienne Rabinovitz and Donald Arthur POLLACK, Shorewood.

1952

Susan Corinne Fueger and Donald Frank MITCHELL, Madison.

Margaret Ann CULB and Frank J. Moll, Oregon.

1953

Noellen Ann Fritsch and William Ernest WHITE, Hardtford, Conn.

1955

Marna Lynn Sorensen and Donald L. WICKESBERG, Racine.

1956

Suzanne DICKINSON and Charles Robert Mailley, Milwaukee.

Carolyn Zadle and Richard Junior CAROLMEYER, Cleveland, Ohio.

Ruth Chalmers Prentice and Walter William WORNARDT, Jr., Gibraltar.

1957

Doreen Ruth RAMTHUN and Richard I. Peterson, Madison.

1958

Zenella Jane Anunson and William George BREHM, Waukesha.

Esther Loomis GREENLEAF and Erick Homann Murer, Madison.

Lynne POTTER and Ronald Allen Palamati, Pearl Harbor, Hawaii.

1959

Beverly Ruth COLLAT and Dr. Paul Contorer, Whitefish Bay.

Marilyn Sandbergen and Edward ESCH, Tomah.

Daphne Newman STASSIN and Robert Edwin Herzstein, Pittsburgh, Pa.

1960

Diane Desmarais BARBER and John Gunars Sineps, Madison.

Judith Ann HAMERLA '61 and 2nd Lt. William F. STECKBAUER.

Judith Ann CONKLIN '62 and William Neal KOSLO, Madison.

Linda L. Hafermann and Eugene John LARSON, Baraboo.

1961

Trudi Argand and Harvey L. BARASH, South Orange, N. J.

Mary Norris FISCHL and Reinoud Lenaert Elias, Manitowoc.

Marian Elizabeth HEFTY '58 and Howard E. GANTHER, Madison.

Ellyn Louise JONES and James Calvin Bryan, Wauwatosa.

Mary Ellen LATHERS and Jackson Dailey Brown, Madison.

Maureen Sheila Ervin and James Russell RICKETTS, Milwaukee.

Joan Marie Beine and Reginald David WILLIAMS, Merrill.

1962

Sally Ruth STOIBER '63 and Thomas William COYLE, Holy Hill.

Mary Frances LEASE '60 and William B. DEEM, Bay Village, Ohio.

Patsy Ardsy Leistikow and Gary Brandt KLATT, Madison.

Morlynn May PARKER and Frederick John Frankey, Madison.

Kathryn Anne RUDAT '63 and John Richard RADEMACHER, Racine.

Jane Harriet ROWAN and Dorman L. Fulton, Washington, D. C.

Marla Julienne Case and Herman Carl RUNGE, Jr., Memphis, Tenn.

Mary Ellen Schultz and Earl E. SCHROEDER, Greenville.

Alice Marie Kottwitz and Michael Robert SICKINGER, Lake Mills.

Katherine Jeannette Nord and Frederick Ernest STRAND, Georgetown, Texas.

Sharon Kaye Phillips and Richard WOLTER, Brodhead.

1963

Alice Jane BOLGRIEN and Alan F. Schmatzhausen, Milwaukee.

Margaret Anna FUCHS and Alan Charles Korz, Madison.

Janess Woods and Lt. Samuel Bowie GARDINER, Battle Creek, Mich.

Cynthia HARTRIDGE and John Dudley Hettinger, Madison.

Kathleen Ann Cmelak and Richard Alan HERRMANN, Milwaukee.

Beverly Anne SARGENT '62 and John Crandall HUDSON, Madison.

Joan Audrey KANTROWITZ and Emanuel Licht.

Bonnie R. Schlueter and Carl H. Koether, Cedarburg.

Joy Ann NORTHWAY and Harold Bible, Kenosha.

Sheila Iris ROSENTHAL and Thomas G. Decter, New Haven, Conn.

Sharon Mary SCHILLINGER and Mor-teza Lac Mazaheri, Madison.

Sally Scott and Otis John THOMPSON, Tomah.

Ann Elizabeth WARTINBEE and James Spofford Reeve, La Crosse.

Mary Ann Christine Gumbringer and Richard T. ZIMMERMAN, Kenosha.

1964

Rita Elizabeth WELLS '63 and Walter George KLAUS, Jr., Menominee.

Necrology

Samuel Bowman GREGG '98, Los Angeles, Calif.

Frank Walter VANKIRK, Sr. '98, San Francisco, Calif.

Mrs. Samuel Weidman '98 (Adda J. WESTENHAVER), Los Gatos, Calif.

Mrs. Chauncey A. Graves '04 (Thorina Olena MORTENSON), Duluth, Minn.

Merton Glenn HALL '04, Centerville, Ia.

Hugo Albert RICKEMAN '04, Racine.

Reuben J. NECKERMAN '05, Naples, Fla.

Ray Fisk ROBINSON '05, Des Moines, Wash.

Mrs. Arthur Herman Bartelt '06 (Mabel Adeline DUNCAN), Thiensville.

Robert A. CAMPBELL '06, Los Angeles, Calif.

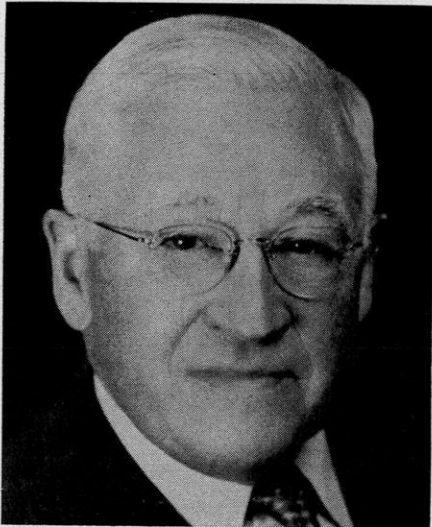
Alan Edgar DELGADO '06, Kingston, Jamaica.

Thomas HOLT '07, Riverside, Ill.

John SWENHOLT '07, Rochester, N. Y.

Harry Irwin MORRISON '08, Troutdale, Ore.

Acel Robert STEELE '08, Monroe.



Charles Byron

The Alumni Association notes with regret the death of Charles Byron '08 on June 28 in Chicago, where he practiced law. Mr. Byron served the University in many ways. President of the Alumni Association from 1926 through 1928, he was also honorary chairman of the Association's 1958 fund drive. Mr. Byron was also a trustee of the Wisconsin Alumni Research Foundation and a member of the UW Foundation, and served on both the Athletic Board of Control and the Board of Visitors.

Dr. Elizabeth W. CONRAD '09, Washington, D. C.

William E. MORRIS '09, St. Paul, Minn.

Ralph Howard CARR '10, Winter Park, Fla.

Mrs. John S. Langwill '10 (Irene Etta SHENKENBERG), Saratoga, Calif.

Mrs. A. S. Morris '10 (Julia Louise FLETT), Seattle, Wash.

John X. NEUMANN '10, Butte, Mont.

Margaret K. DUMPHY '11, Livermore, Ia.

Mrs. Fayette Herbert Elwell '11 (Zora Ethel FAIRCHILD), Madison.

Mrs. Walter Allos Koehler '11 (Laura Ellen HARKER), Madison

Madeline SEMMELMEYER '11, Chicago, Ill.

Herbert Cecil TAYLOR '11, Lancaster.

Mrs. R. T. Wetteland '11 (Florence Melanie CARPENTER), Largo, Fla.

Mrs. Peter Lionoudakis '12 (Helen Mary HEEZEN), Baltimore, Md.

Laura Edith SUTHERLAND '12, Eau Claire.

Wearne Edward HARWICK '14, Long Beach, Calif.

James Dorr HYER '14, Waterloo.

Hermann Ernest KRANZ '14, Center Line, Mich.

Robert Herman LIBKE '14, Milwaukee.

Edward Parish RADFORD '14, St. Petersburg, Fla.

Warren Talmadge BLEECKER '15, Tucson, Ariz.

Charles Francis DEGARIS '15, Oklahoma City, Okla.

Mrs. Vern Boynton '16 (Mary Lucile FOWLER), Milwaukee.

John BROYLES '16, Shreveport, La.

William LeRoy GITTINGS '16, Racine.

Mrs. Cuthbert Powell Conrad '17 (Beatrice Carroll TABOR), Bettendorf, Ia.

John Austin GRONOUSKI, Sr. '17, Two Rivers.

A(rthur) Michael HAYES '17, Rock Hall, Md.

Chester Dee RICHARDSON '17, Kenosha.

Curtis Clay WEISSE '17, La Crosse.

Parry Haines PAUL '18, Haverford, Pa.

Mrs. Louis De Vries '20 (Mary Laura AID), Seattle, Wash.

Palmer John WIRTH '20, Cedarburg.

Carl John ANDERSEN '21, Wauwatosa.

Leland John MELROSE '21, St. Paul, Minn.

Harold William NAECKEL '21, Riverside, Calif.

Mark Snowden NELSON '21, Canton, Ill.

Chester Davison WALZ '21, Los Angeles, Calif.

(Lillian) Alice WHITE '21, Chicago, Ill.

Earl Raymond VANCE '22, Waukesha

Harold Walter WITTENBERG '22, Wisconsin Rapids.

Ezra Dormer CRISTMAN '23, Hollywood, Calif.

John Julius GRAMKE '23, Janesville.

Gustav Kuestermann KLAUS '23, Green Bay.

William Morgan KNOTT '23, Stuart, Fla.

Arthur Carl LEMKE '23, Cadott.

Lawrence Rieder PAUST '23, Elmwood Park, Ill.

James Hannan BUTLER '25, Indianapolis, Ind.

Mrs. Theodora Porter Coxon '25 (Theodora PORTER), Rockford, Ill.

Richard Thurston PORTER '25, Dayton, Ohio.

Rose Lillian WOLDENBERG '25, Los Angeles, Calif.

Mrs. Robert A. Dean '27 (Margaret Ellenore HOFF), Decatur, Ga.

Rose Margaret GALLAGHER '27, Madison.

(Wright) Ford MASSEY '27, Bameveld.

Walter Fred NELSON '27, Green Bay.

Benjamin Arthur BROWN '28, Storrs, Conn.

Kenneth William FALLON '28, Milwaukee.

Edwin Earl HONEY '28, State College, Pa.

Chester Anthony KUNZ '28, New Berlin.

Julia Amelia MOLLER '28, Madison.

Sam Robert ROTTMAN '28, Milwaukee.

Ralph Erhart SCHUETZ '28, Evanston, Ill.

Mrs. Richard A. Wechter '28 (Helen Bertha RUUD), Middleton.

Grace Irene ROWE '29, Richmond, Va.

Mrs. J. E. Thelen '29 (Ruth Josephine HOLTON), Palm Beach, Fla.

Clare Frederick THIEDE '29, Pasadena, Calif.

Thomas Chauncey CARTER '30, Tonkawa, Okla.

Leo Laurence HOLSTEIN '30, Takoma Park, Md.

Wilbert Albert ADRIANS '31, Appeton.

Daniel Morris HILDEBRAND '31, New York, New York.

Carl George NIEMANN '31, Pasadena, Calif.

Betty SCHMIDTBAUER '31, Palm Beach, Fla.

LaFayette Milton ADAMS '32, Stevens Point.

Hubert William ALBRIGHT '32, Madison.

Thomas Jennings MATHEWS '32, Oregon City, Ore.

Mrs. Lyman Spencer Vincent Judson '33 (Elizabeth Ellen MacKECHNIE), Winona, Minn.

Mrs. Weldon Emmerson Rhoades '33 (Grace Thompson HALL), Palo Alto, Calif.

Robert HAYWARD '34, Kewanee, Ill.

Karl KNELL '34, Birmingham, Ala.

Henry Robert KNOWLES '34, Union of South Africa.

Frank Jonathan WHITE '34, Madison.

Olen Winfred CHRISTOPHERSON '34, Elm Grove.

Arthur Russel COLE '35, Lodi.

Wilbur Charles DODGE '35, Palatine, Ill.

Dr. H. Gerald MORIN '36, St. Petersburg, Fla.

Clinton Otis CROMER '37, State College, Pa.

Eleanor Jerry LEVIN '39, Milwaukee.

Carl William LINNETT '39, Houston, Texas.

Mrs. Robert K. Rodibaugh '39 (Doris Ann SIEKEMEYER), South Bend, Ind.

Charles Bowman WALDEN '42, Elgin, Ill.

Dorothea Catherine SWARTZ '44, Roberts.

Mrs. Marvin Resnick '49 (Elaine Dorothy REICHLUM), Milwaukee.

John Karl SCHRAM '49, Milwaukee.

Donald James MYERS '50, La Crosse.

Mrs. Maxine A. Dubnick '51 (Maxine Audrey FRANCE), Chicago, Ill.

Theodore Charles FEIERSTEIN '53, Milwaukee.

Timothy John COLPITTS '61, Enid, Okla.

DEVELOPER

Serials Dept.
% Memorial Libr., Univ. of Wis.,
Madison 6, Wis.

This man is producing a flame *three times hotter than the surface of the sun!* He's a process engineer with the Manufacturing Development section at the General Motors Technical Center, and he's operating a plasma jet torch. The 30,000-degree flame is so hot that it melts the toughest heat-resistant metals so that they can be sprayed like paint . . . and provide a protective coating for the searing heat that rocket parts must undergo.

This is just a sample of the work of over 600 people at GM's Manufacturing Development section. Their job is to improve manufacturing processes by developing new tools and techniques. They develop ideas and make them practical . . . make them work! It may mean a way to make stronger steering gear components, a new way to finish a refrigerator, better techniques for electroplating car parts, an improved method of assembling radio transistors, and there are countless others.

Manufacturing Development, along with the Technical Center staffs of Research, Engineering and Styling, is a highly important part of the General Motors team . . . a big reason for GM's technical advances year after year.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You

