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WISCONSIN

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Alumnus

this issue:

WISCONSIN
HAS CHANGED
THE WORLD

*about the cover
see p. 5*



Why a successful man gave up a career

HBS

The Harvard Business
School Bulletin

FEBRUARY 1961

CAMBRIDGE BUILDING

showpiece

L



SELL INSURANCE— AND LIKE IT!

With new uses developing for life insurance, both business and personal, an agent's career can be a creative and satisfying one for HBS alumni.

Norman M. Wallack '48, New England Mutual Life Insurance Company, Boston

STANDARD EQUIPMENT for a B-School alumnus is a built-in image of the ideal HBS man: keen, tough-minded, analytical, imaginative, farsighted and resourceful. At the same time, most of us have a mental picture of a life insurance agent: unimaginative, plodding, high-pressure, ill-informed, persistent and annoying.

Given the clash between these two pictures, my Business School friends really raise an eyebrow when they find out that I am one of those "people with endurance—a man who sells insurance." There are very few graduate business school alumni in my end of the business, much less HBS types, though

of course we have many alumni among the managerial personnel in the industry. So they immediately want to know how I ever ended up in such an occupation, and sit sadly expecting some horror story of a misspent youth and wasted opportunities.

Actually, the facts bear no resemblance to their assumptions. I am in this business because I like it, because I chose it after trying several other types of work, because it offers all kinds of opportunities for ingenuity in developing special insurance programs for particular companies and individuals. In so doing, I have come to the conclusion that businessmen are so

in industry to start one in life insurance

Norman Wallack had good reasons.

Here's the first-hand account he gave us after his article had appeared in the Harvard Business School Bulletin —

"After graduation from Harvard Business School, I did well during the next nine years in two different areas of business. First, as merchandise manager for a large Midwest manufacturer. Next, as developer and owner of a camping-equipment company. But after five years of having my own company, I sold out at a substantial profit. Six months later I had decided to sell life insurance for New England Life.

"I had plenty of confidence by this time in my business ability. Now I wanted to find an area where it would pay off on its own and require little reliance on others. I wanted a field that offered increasing income as I grew older without suddenly dropping off when I reached 65 . . . that held fewer

of the frustrations encountered in industry . . . that could put to best use my training at the School, experience and capabilities.

"Life insurance seemed to come closest to this ideal. So I picked out the company with one of the finest reputations and cost pictures in the industry and sought out one of the most outstanding training agencies in the business.

"It adds up to this: I'm in this business because I like it. Because I chose it after trying other types of work. Because it offers all kinds of opportunities for developing special insurance programs for companies and individuals. It's the unusual combination of freedom and variety that appeals to me. Perhaps it will appeal to you."

If you'd like a reprint of the 5-page article by Norman Wallack, "I Sell Insurance — And Like It!" just send along the coupon. We'll also mail you our free booklet, "Are you cut out for a career in LIFE UNDERWRITING?" which describes the opportunities with New England Life for those men who meet our requirements.

NEW ENGLAND LIFE

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY; FOUNDER OF MUTUAL LIFE INSURANCE IN AMERICA IN 1835. INDIVIDUAL AND GROUP LIFE INSURANCE, ANNUITIES AND PENSIONS, GROUP HEALTH COVERAGES.

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501 Boylston Street
Boston 17, Mass.

Please send me a reprint of Norman Wallack's "I Sell Insurance — And Like It!" and your free booklet, "Are you cut out for a career in LIFE UNDERWRITING?"

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For those over 65, too!

As we grow older, protecting our health becomes even more important. And, protecting against the costs of illness or injury is a real concern. For that reason, the State Medical Society of Wisconsin has developed a bold new health insurance plan for Wisconsin people 65 years old or over. It's called the CENTURY PLAN and includes benefits for

surgical, medical, hospital and nursing home care. No physical examination is required. The cost is only \$9 a month per person. You, or your parents need this kind of protection. Don't wait — ask your own doctor or return the coupon today for a descriptive folder on CENTURY PLAN.

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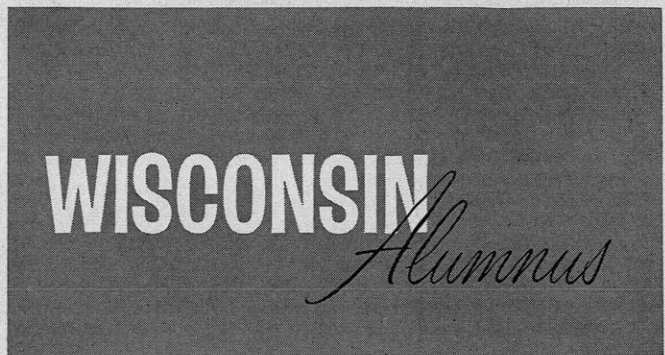
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March, 1962



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Wisconsin Alumni Association
 770 LANGDON STREET, MADISON 6

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About the Cover—The strange looking vehicle on our cover is carrying a Douglas fir tree down Linden Drive just opposite Babcock Hall. The tree, originally in an area which is to be cleared to make way for the new entomology building (see p. 24), was transplanted near Ag Hall as a part of the University's program to preserve the natural assets of the campus.

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- | | |
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Where did yesterday go?

That's the big trouble with college reunions. They bring home the fact that time passes awfully fast!

Let's look ahead.

As a husband and father you can look ahead with greater confidence once you have talked life insurance with a Connecticut Mutual Life man. Reason: A CML man can tell you how much and what kind of life insurance will provide *exactly what you want* for your wife and children. He'll ask *you* what you and your family need, and when, and then recommend a plan to provide the funds. This skilled professional work he does without cost or obligation.

Many a client of a CML agent has been delighted at what was done to *stretch* his present life insurance, to make it provide *more money* for the right purposes at the right times *without increasing the cost one cent!* Why not call on a CML man for this service?

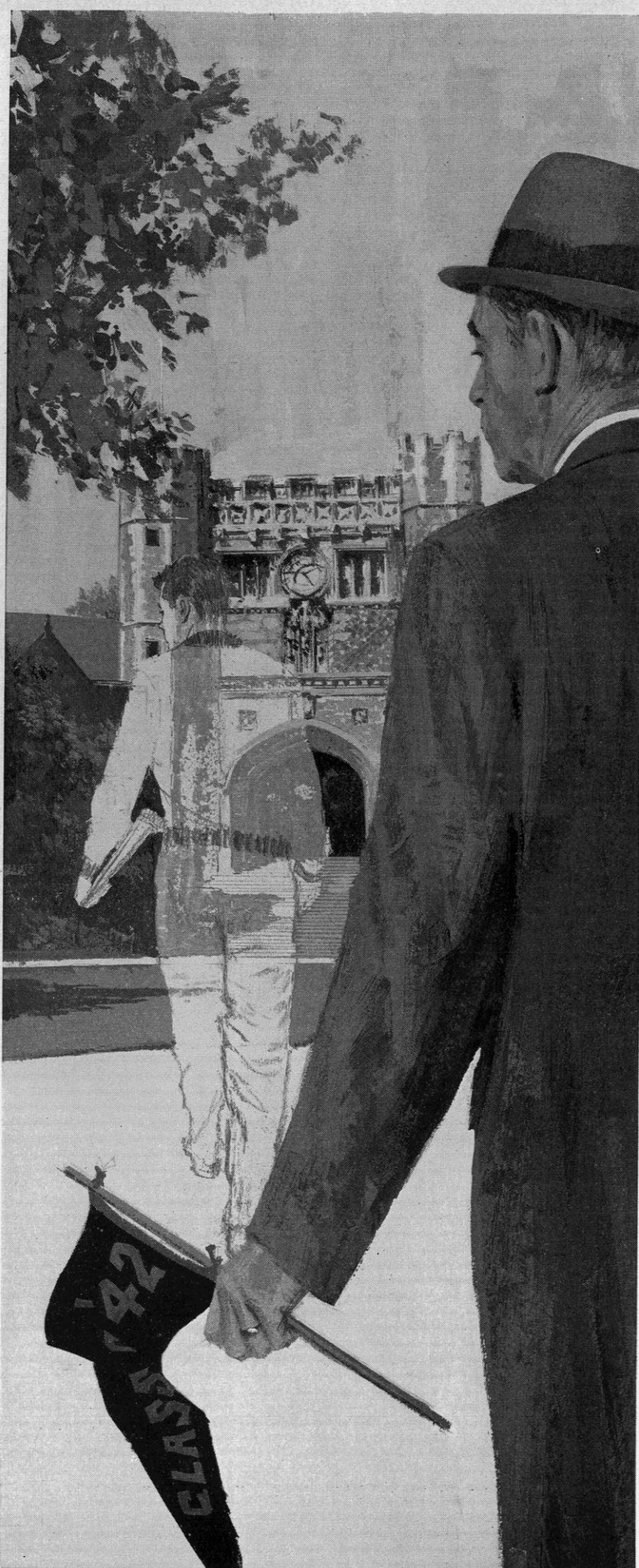
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On Wisconsin

by Arlie M. Mucks, Jr., Executive Director



ONE OF THE SINCERE pleasures of my life was assuming the duties of executive director of the Wisconsin Alumni Association on January 1, and to become an active member of the Wisconsin team. My father had a distinguished record while he was attending the University and later was a member of the faculty for 28 years, so I literally grew up in the shadow of the University.

In the short time that I have had to familiarize myself with the workings of our Association, it has become evident to me that this organization, whose very reason for existence is to support the programming of one of the outstanding universities of our country and the world, has an unlimited potential. The realization of this potential is largely dependent on the enthusiasm with which Wisconsin alumni, as a vocal group, give support to their University and this Association.

Although our name and activities are closely integrated with the University of Wisconsin, many alumni do not realize that this Association is financially independent of the University. This independence gives us complete freedom in setting the policies of our organization. It allows us to speak out on issues with our own voice so that we cannot be accused of simply parroting the wishes of the University administration. But, at the same time, our independence means that we have an even greater responsibility of interpreting the University to our alumni and those people of the state whose taxes make up a portion of the University budget. A judicious interpretation of the University involves not only citing the strengths which have gone to make it a great institution, but taking note of the shortcomings which are inherent in its make-up and which help it to grow.

In all of this, you, as an alumnus, play a key role. Whenever we approach Wisconsin alumni and ask them to join our Association, we often are asked the following question: "Why should I?" or "What's in it for me?" Fortunately, these questions are not hard to answer when taken in terms of loyalty to Wisconsin.

As alumni of the University of Wisconsin, we all have an obligation—or better yet, a challenge—to reciprocate in understanding and support, for some of the benefits we received as a result of our experiences at the University. I personally feel that alumni should have a loyalty to their university similar to that which they feel towards their parents. After our parents have gone through the demanding experience of raising us and imbuing us with a sense of values, our indebtedness to them does not automatically cease when we become financially independent of them. So too with our University. The knowledge, the social and intellectual ex-

periences we were exposed to during our stay at the University are something which has and will affect the course of our lives. If we feel no loyalty or sense of responsibility toward Wisconsin, then either we or the University has failed to benefit from our mutual experiences.

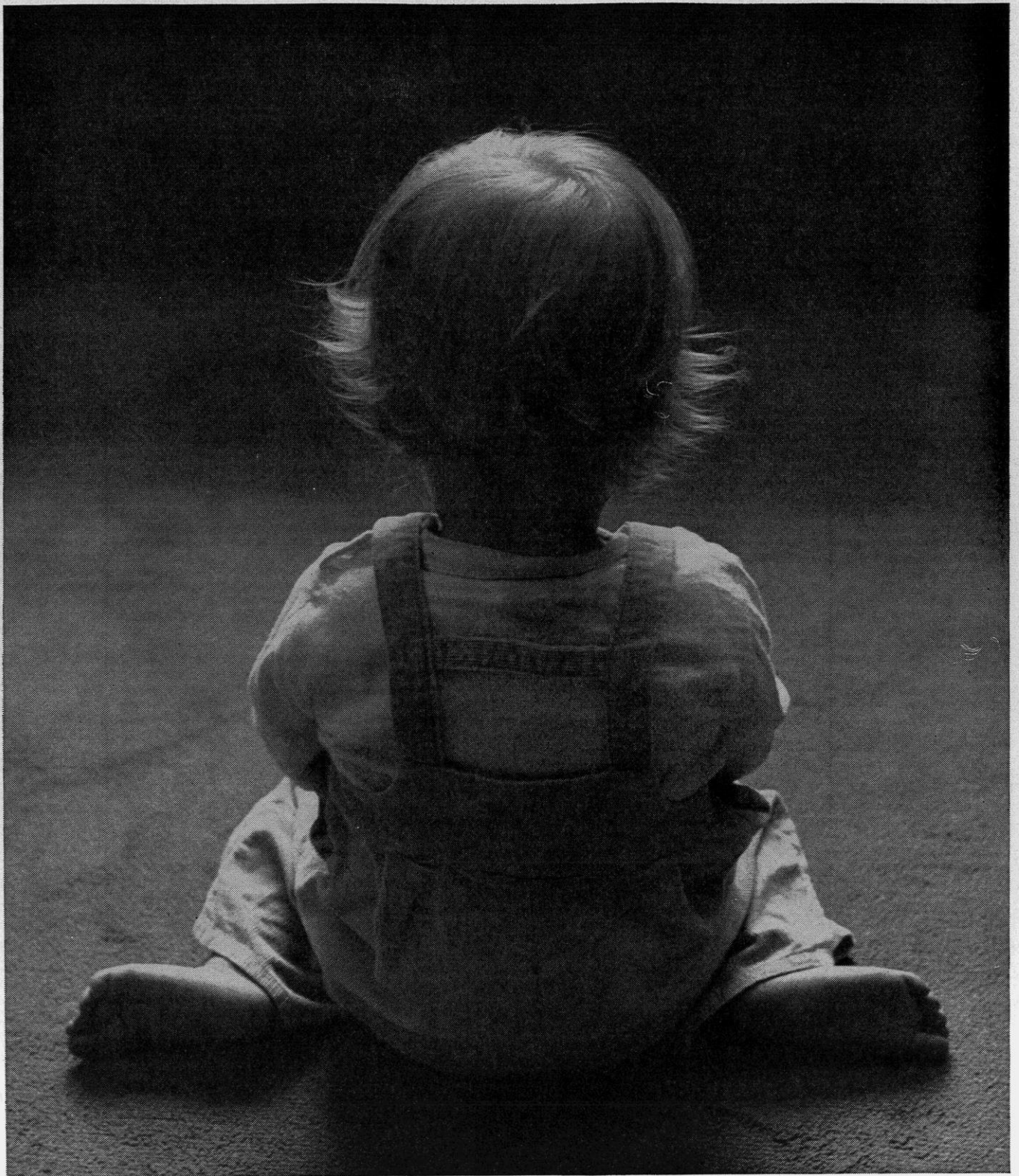
Any responsible citizen who cares about the future of our nation cannot help but be concerned with the future course of higher education. It is through the broad base of knowledge spread among our electorate that we achieve responsible government and progress in the science and humanities. Any alumnus of the University of Wisconsin has a right to be proud of his Alma Mater and should consider it a special privilege to hold a degree from this institution, or for that matter to have attended the University for some period of time.

This is why membership in the Wisconsin Alumni Association is an easy item to sell. Your support of the Association makes you an active member of an organization whose sole purpose is the betterment of our University. As an individual, my efforts to improve the University will meet only a small part of this effort. But as members of a group—more than 24,000 strong—you and I can have a definite say in what can be done for the University of Wisconsin. Through the pages of this magazine (which is your magazine—a forum for your feelings about Wisconsin), and through your participation in alumni affairs, we can be an active voice in shaping the present and future course of the University.

We feel that it is the Association's responsibility to put the University in a proper perspective, to interpret the complexities of its many facets to the public. It is our collective responsibility to see that the University's policies and goals are properly understood and that it moves forward with the demands of the times.

It is your membership in the Wisconsin Alumni Association that puts you in the University of Wisconsin picture. Through your membership, you are helping to underwrite the activities of the Association. It is through your dues that the Association gains its financial—and thereby operational—independence. Without an understanding body of alumni, the University has few sources to turn to for support.

The challenges lie before us. We live in a dynamic age where change has become the "watchword". In the coming years, the University of Wisconsin will be undergoing unprecedented changes that will be exciting and dramatic. We want you to be aware of these changes, to help the University meet the challenges ahead. Your continued membership in our Association will make this possible.



MUST 2,000 CHILDREN BE SENTENCED TO DEATH EACH YEAR ?

Leukemia is a great child-killer. Yet scientists insist this disease must be conquerable.

When sixty die of cancer, one is a child. Because leukemia is so grimly fatal, the American Cancer Society diverts one out of six of its research dollars to a search for a cure or preventive for this dread malady. Will anyone say this is wrong?

Out of research supported by the American Cancer

Society have come temporary arresters for leukemia. Some scientists are hopeful that a vaccine against this disease will be developed.

If a tiny victim can be kept alive for just a little bit longer, the "insulin" for this cancer of the blood-forming tissues may yet be developed.

Your dollars help make this possible. Send them now to CANCER, c/o your local post office.

AMERICAN CANCER SOCIETY



Dining Wisconsin Style at . . .

INN WISCONSIN, the Wisconsin Union's new dining room which is designed to emphasize things "distinctively Wisconsin," opened on a distinctively different note February 13.

The first public glimpse of the INN came after President Conrad Elvehjem applied a fresh white cloth to a thick coating of Bon Ami on the glass door entrance.

Occasion of the president's taking cloth in hand was the official opening of the INN, when students on the Union Directorate invited University and Union officials and representatives from University-related groups to be their guests at an opening luncheon.

The printed menu for the luncheon opening typified the accent on Wisconsin: opposite each menu item was the name of the state community from which it came.

The name INN Wisconsin (and it is no accident that it recalls a favorite UW college song) was chosen because it describes the new room: a dining room with a special Wisconsin flavor at the center of the state's university, and a place for rest and refreshment, per the definition of inn.

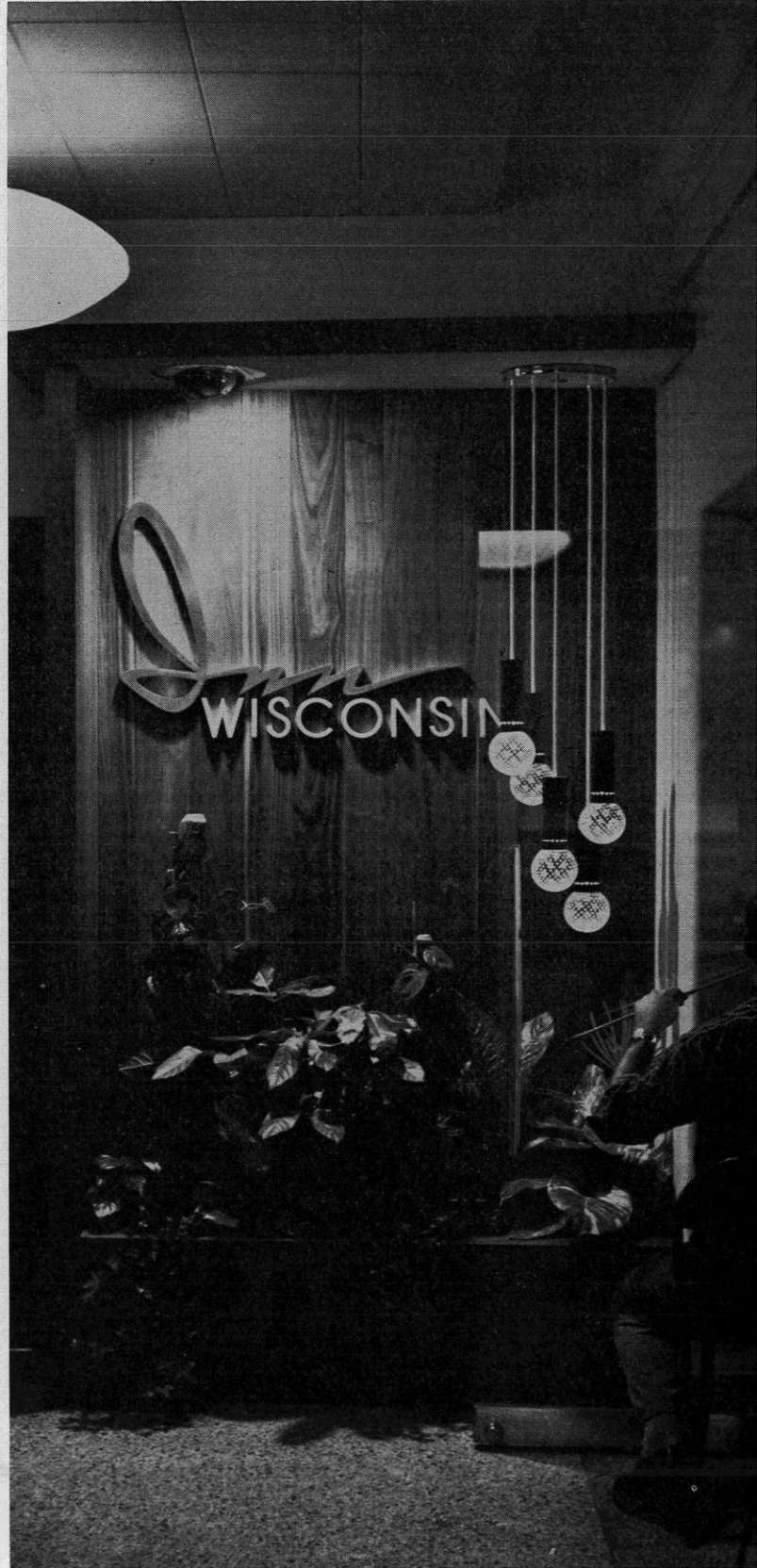
If there is a room theme, it is a Wisconsin theme. Paintings of Wisconsin scenes or by Wisconsin artists hang on the walnut-paneled walls. Each night a favorite Wisconsin regional dish is featured on the menu. Recipes were carefully researched, and represent all parts of the state. For example, Sauerbraten, the Sunday specialty, is prepared from a recipe which Milwaukee made famous and Kaese Kueche, or Swiss cheese pie, which is featured on Wednesday evenings, is Monroe's contribution, courtesy of the INN's Swiss supervisor, Miss Lillian Steinman.

The INN replaces the Georgian Grill, which in turn replaced the Union Tea Room in 1929 when it became apparent that a place for having a spot of tea wasn't high in campus interest.

The change from Grill to INN is complete: walnut paneling replaces marble pilasters; soft ceiling downlights whose light intensity is regulated by sensing photocells according to the outside window light took the place of chandeliers; comfortable upholstered chairs in rich browns and reds replace wooden chairs; beige wall-to-wall carpeting covers the terazzo floors; complete acoustical treatment and an air-conditioning system add to the room's comfortable atmosphere.

The INN, however, is more than a redecorated room under a new name. It introduces a new kind of dining to the campus with its new service features and additional menu items. Another innovation is the extension of the evening dining hour for the convenience of theater-goers and late diners.

The INN has been planned as a place where members of the University family can dine leisurely together, where faculty and conference groups can gather to talk shop, where theater-goers can begin an exciting evening of music or drama, and where guests and those returning to the campus can see University hospitality at its best.



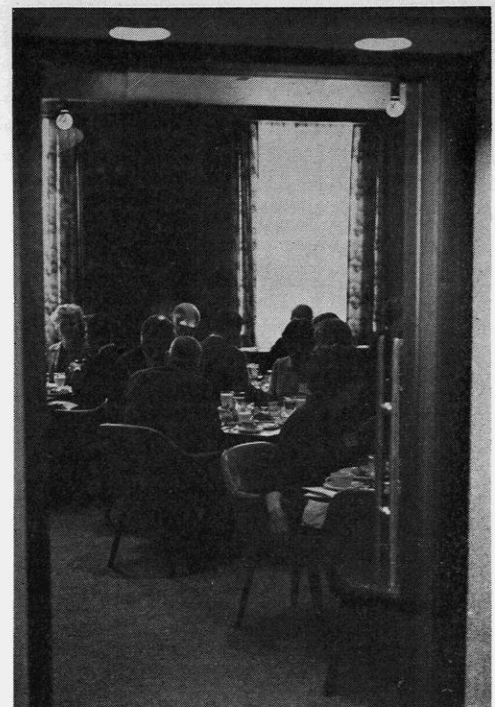


The beautiful setting of the INN Wisconsin

*a close-up
of the grand opening
of the Union's new*



A peek through the INN's glass door gives an outsider's view of the opening luncheon.





was filled to capacity for the grand opening.

President and Mrs. Elvehjem look over the INN menu which features native Wisconsin dishes on special days of the week.



March, 1962

Dr. Ira Baldwin, of the Coordinating Committee, Arlie M. Mucks, Jr., WAA executive director, and Mrs. David Jones, president of the Board of Visitors, enjoy a chat during the opening luncheon of the INN Wisconsin.





Planning this year's Wisconsin Women's Day program, from left, are: Mrs. John Walsh, Madison; Mrs. George Kronke, Madison; Mrs. Richard Teschner, Mequon; Mrs. Grace Chatterton, Madison; Ruth Baumann, Madison; Mrs. Conrad Elvehjem, Madison; and Mrs. Isabel Craig, Janesville. Members of the committee who are not shown are: Katherine McCaul, Tomah; Mrs. James Geisler, Madison; and Mrs. Ralph Peterson, Madison.

Wisconsin Women's Day—1962

ONE OF THE PLEASANT surprises of the Centennial Year of the Wisconsin Alumni Association was the overwhelming success of Wisconsin Women's Day, held last May in the Wisconsin Center. Due to the popularity of the event, we plan to make this special day an annual affair. Plans are already in the making for this year's program to be held on the campus on May 8.

Mrs. John Walsh, Madison, general chairman for 1962, has been working with her committee chairmen over the past few weeks to plan a stimulating program. The theme for this year's Wisconsin Women's Day is "Wisconsin is an Idea," inspired by the University's stirring new film produced by the Photographic Laboratory. Specifically, the program will deal with the ways in which the University of Wisconsin is furthering the original concepts of the Wisconsin Idea.

The 1962 program will be similar to last year's in content and substance. The day will open with a general session which will feature a greeting by

University President Conrad A. Elvehjem and a special showing of the "Wisconsin is an Idea" film. Following this plenary session, individual seminars will deal with challenging topics in the fields of education, the arts, and finance.

After the seminars, luncheon will be held in Great Hall of the Memorial Union. The day will be concluded with an address from a distinguished Wisconsin alumnus.

This year's program promises to be a highly rewarding event. I recommend that you reserve the 8th of May, and plan to be on the Madison campus and enjoy the companionship of a group of Wisconsin women. It will also be a wonderful opportunity to feel the pulse of the University of Wisconsin and see for yourself how the programs being carried forward at the University have a direct relation to your daily life.

We are convinced that you're going to spend an exciting day in Madison and look forward to seeing you!

Norman O. Becker, M. D.

President, Wisconsin Alumni Association

Next month, the Alumnus will carry a complete program for Wisconsin Women's Day and a reservation blank.

through its varied programs of
teaching, research, and public service

WISCONSIN HAS CHANGED THE WORLD

by Fred H. Harrington—Vice President of Academic Affairs
—adapted from a Freshman Forum address

THE UNIVERSITY of Wisconsin is not just another university. It is one of the great universities of the world.

This is not idle boasting. Every survey of American universities shows the University of Wisconsin in the top ten.

That is pleasant. But, in our pleasure, we must remember that excellence carries special responsibilities. We of the University and our alumni must justify and maintain our standing. We must try a little harder than others. We must accomplish a little more.

What must we do?

In facing this question, I like to use the example of the late Selig Perlman. Professor Perlman was a great force in building the University as we know it today.

When a magazine writer came to this campus a few years ago, he went to see Professor Perlman. The writer had learned a lot about this university, but he had not caught the full meaning of the institution.

"There is something special about this university," he said, "What is it? What has made the University of Wisconsin great?"

"There are many things that have made this institution great," answered Selig Perlman, "But the one thing to remember, young man, is that the University of Wisconsin has changed the world."

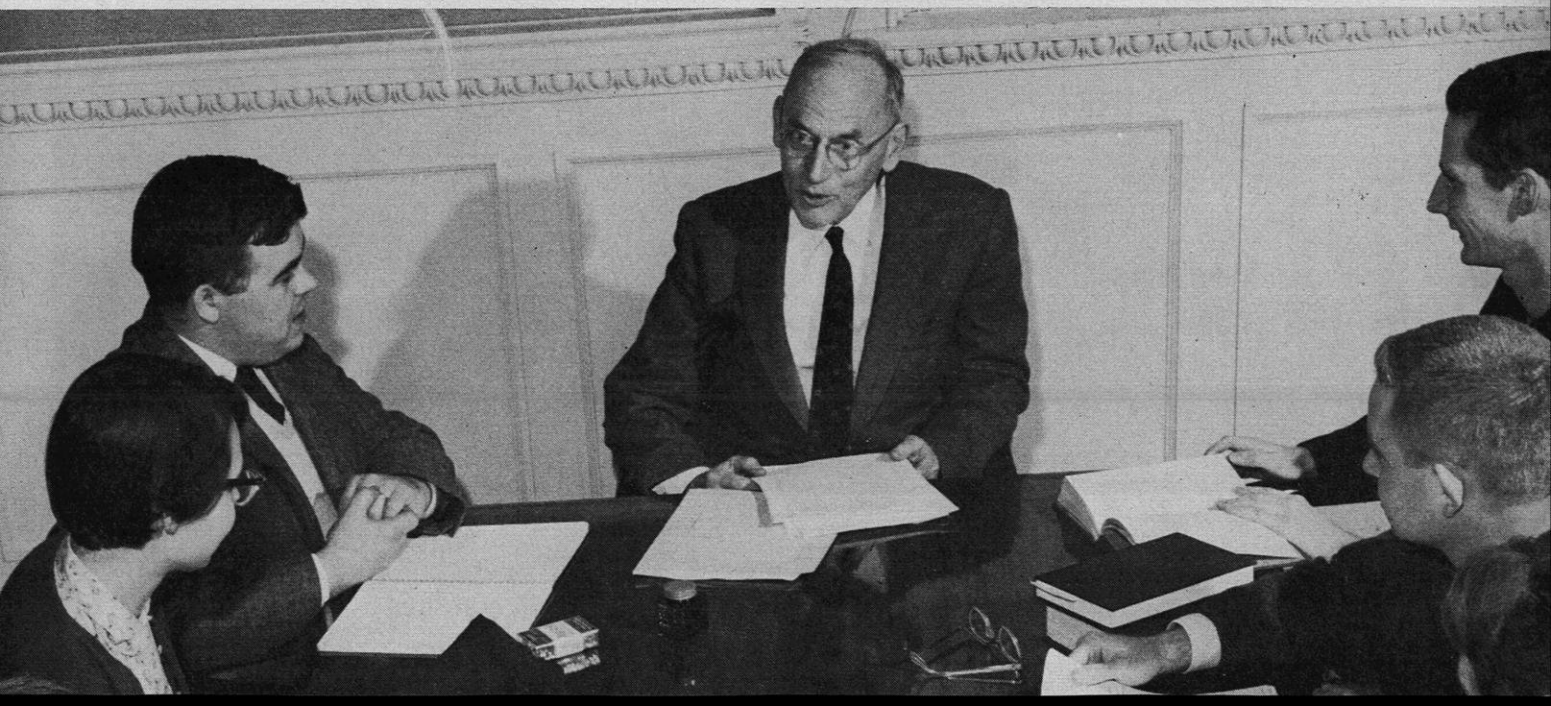
This is a statement of appreciation and understanding. Selig Perlman came to this country as an immigrant from Europe. He developed into a great scholar and a great man here in Madison. He gave the University of Wisconsin credit for his personal development. Beyond that, he recognized that the nature of a university is to serve mankind, and to improve the world. From his own experience, Selig Perlman knew that the University helps individuals. The people of Wisconsin want it that way. But the University's work does not end in helping individuals. Our students are being educated not only for their own benefit, but also for the benefit of our government, society, economy and culture. Educated largely at public expense, the alumnus of the University of Wisconsin has an obligation to the state and nation to preserve American traditions, and to improve the republic.

LET US LOOK a little deeper into this double job of *preserving traditions and improving the republic.*

We at the University of Wisconsin know that it is our job to preserve traditions. It is our job to communicate the learning and the values of past generations to students. The students will need this knowledge of the past as a basis on which to build.

But the modern university cannot be content simply

It is our job to communicate the learning and values of past generations to students.



to preserve the past. In the world of today change has become the normal pattern of existence. The university is one of the institutions that brings change. We must teach young people to expect change, and to produce change. We are not educating young people for the present. We are educating them for the future. We are educating them in hopes that they will improve the world.

The Selig Perlman story makes this clear. It also makes clear another point—that this is a people's university, dedicated to educating the many rather than the few.

Let me explain by looking backwards (as a historian is bound to do). The American university rests upon a foundation of European learning. We draw from the European university our traditions of free speech, academic freedom and faculty rights. We draw from the European tradition our devotion to the endless search for new knowledge.

We have, however, added our own traditions. In the old European world there was no effort to educate the many. It was understood that only a few would attend the universities. Americans felt that same way in the colonial era. But for two centuries now we have been moving in the direction of mass education, in the grades, on the secondary level and in our colleges and universities.

We at the University of Wisconsin have always favored this movement toward mass education. We have grown to greatness in connection with this democratic movement.

Where does it leave us now?

Every generation a higher percentage of young Americans wants to go to college. Add to this the plain fact that the number of young people is increasing rapidly. This means that the University of Wisconsin can expect a doubling of enrollment within a dozen years. To handle these students will require a great deal of money—money from the state legislature, from the federal government, and from private giving.

We could of course refuse to accept some of these students. Remember, though, Selig Perlman's words about the tradition and purpose of this university. It is a public university, built by the people of Wisconsin to help America and the world. Should such a university think in terms of a restricted future?

Look at it another way. In this technological age the nation needs many trained men and women. Training must be more elaborate than before, for the problems of science and government and mankind are more complicated than ever; what is more, we must train for human as well as for scientific values.

Now, this does not mean that we at the University of Wisconsin must educate everybody. Some young people could not benefit from higher education. Other institutions will help us educate those who are equipped for college and university work. But, as the population increases, it is obvious that the number of qualified young men and women will increase. It is obvious, too, that our American democratic society needs trained people. It seems clear, therefore, that the University of Wis-

We train young people for many professions.



consin should, must and will expand greatly in this next decade.

We are planning for expansion in all three of the University's roles—teaching; research; and adult education and public service.

On the teaching side, we train young people for many professions—engineering, law, medicine, nursing, pharmacy, business. We teach young men and women to be artists and astronomers, chemists and historians, professional soldiers and diplomats, mathematicians, artists, sociologists, bacteriologists, landscape architects and professional dancers.

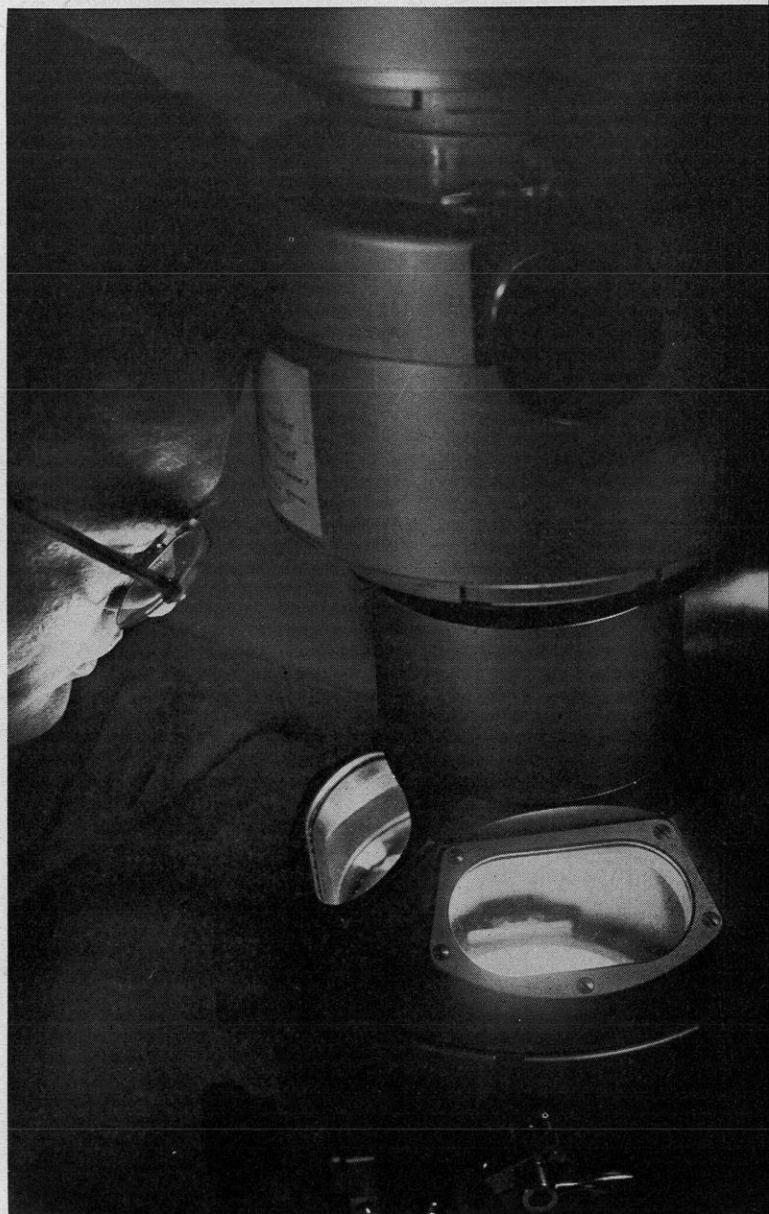
We are proud of the professional training which is available at the University of Wisconsin. Americans are a practical people. We believe in getting ahead. We believe that our high standard of living stems in part from the fact that our people specialize and become experts. We believe that experts are required to handle the job of improving the world.

EVEN so, it would be incorrect to say that the University's primary teaching role is to train young people for professions. Rather, our fundamental view is that understanding is even more important than specific content knowledge. We provide general education as well as professional training. Moreover, professional training is changing. A generation ago, "how-to-do-it" courses were the stock-in-trade of professional curricula. We taught students how to do things in the fields in which they proposed to spend their adult lives. We still do some of this. But now, instead of featuring "how-to-do-it" courses, we put our main emphasis on basic knowledge, on fundamental theory, on the necessary foundations in science and the humanities. This prepares the student for a broader, changing, developing future.

As life becomes more complicated, the University adds to its graduate programs. This is necessary in the modern age. It should be noted, however, that undergraduate enrollment is growing more rapidly at the University of Wisconsin than is graduate enrollment. We have one of the major graduate schools in the world, and we take great pride in its accomplishments. But the teaching program of the University of Wisconsin is, and will remain, primarily for undergraduates.

The University is heavily engaged in research. In some countries much of what we call university research is carried on in government laboratories or by private industry. In America, however, the campus is the major center for basic, fundamental, theoretical research. Here we have the real foundation for the future, the basis for progress. Here we find much of the reason for the world reputation of the University of Wisconsin.

You have heard much about the tidal wave of students coming in the next decade. But in fact, research is growing faster than enrollment. In the past ten years enrollment has not quite doubled at the University of Wisconsin, whereas research has increased more than four times over. In the next decade, enrollment will al-



The University is heavily engaged in research.

most double, but we expect to quadruple our research activities.

DOES THIS MEAN that we are neglecting our students? Far from it. If we do not understand and participate in research, we will not teach well. The university teacher must keep up to date by reading and research if he is to train the citizens of the future. Research is the partner of teaching. Our research people want to teach, and they do teach, and teach well. If they did not like the classroom, they would be doing research in industry, or in a government laboratory, rather than on our campus.

I do not wish to suggest that all research professors are good teachers. Some are not. But it is possible to be a good research man and a good teacher. We have many such examples on our staff. We also have some good



For a century our agricultural extension service has been in touch with Wisconsin farmers.

teachers who are not outstanding in research. We should not conclude, however, that research and teaching are incompatible or hostile to each other. In fact they are twin parts of the same academic structure. They live well together and help make the total university.

There is a third side to our work—adult education and public service. We all know that in a changing world education is never finished. It must be continued all our lives.

THE UNIVERSITY HELPS where it can. For a century our agricultural extension service has been in touch with Wisconsin farmers. The extension people carry the results of University research to the farm. They also carry the problems of the farmers to the University, to suggest new research opportunities. This important work goes on; and the University is moving into urban areas. There too we are providing services and identifying research problems. The future will see much greater activity in this field.

Nor is that all. The University runs correspondence courses and special classes and conferences. We have a state radio network. We have special training programs for people from other countries. We run institutes for pharmacists and physicians, for teachers and labor

leaders and engineers and bankers and government officials. These institutes provide advanced professional training and an introduction to broad questions of national significance. Increases in enrollment and in research activity must not keep us from expanding in this area of adult education.

The University's public service work goes beyond the limits of adult education. The much-used term "Wisconsin Idea" refers to the work of University professors as advisors in government. Our professors have taught our students and they have done significant research. They have also helped the state and federal governments in many ways. Today some are also helping governments overseas. This is plainly in the Wisconsin picture, as it has developed and as it will continue to develop in the future.

Teaching, research and public service. All are essential parts of the University's past, the University's present, the University's future. Each is impressive, but no one of the three stands alone. For at the University of Wisconsin, teaching, research and public service are interwoven into a single pattern. Clearly, we must maintain and strengthen each part of the whole if we want the University to serve Wisconsin and the nation and the world as effectively in the future as in the past.

alumni seminars prove that

EDUCATION

is a never-ending process

by Jim Van Horn

THIS SUMMER, when most people will relax and enjoy life or seek some diversion, some 80 men and women will explore new worlds of knowledge or try to recapture a world which they feel has passed them by. They will discover new places, meet new people, discuss new ideas and reshape old ones in a variety of programs sponsored by the University of Wisconsin Extension.

Members of three different study tour groups in Europe will peer at Velasquez originals in the Prado, explore the twisted streets of Warsaw's Old Town, or enjoy a current hit play in London.

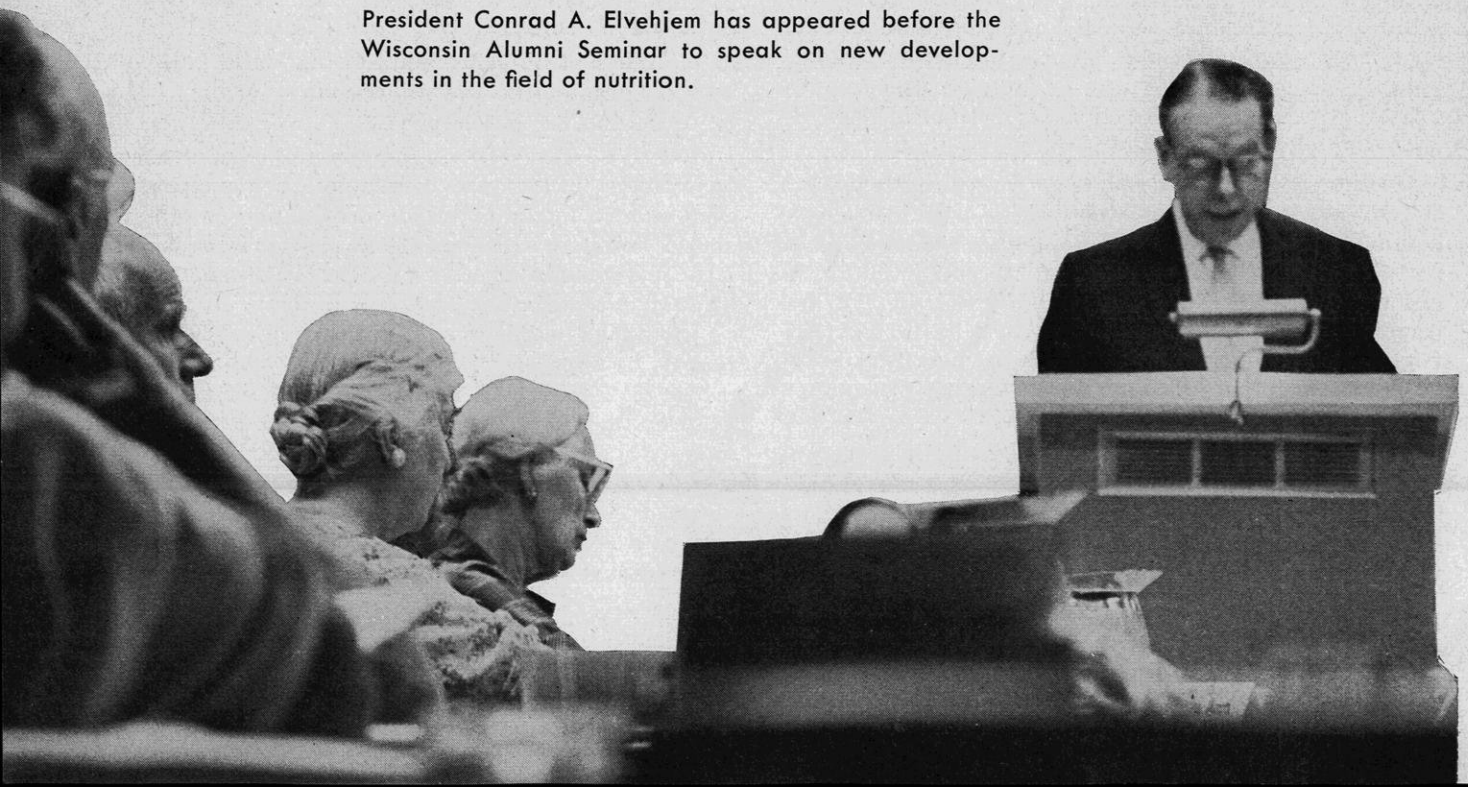
In activities closer to home, a group of college alumni will wrestle with the problems of the expanding city in a sunlit conference room while pier habitués frolic a few yards away on Lake Mendota. In a converted mansion overlooking Lake Michigan, a second group of

alumni will debate liberal and conservative viewpoints on the individual in today's society.

These adults will be participating in the Extension's most ambitious summer offerings to date in a series of continuing education programs. The Extension Division's three study tours of Europe include an art study tour of Spain, Italy, Denmark, Holland, England and France to be led by Dean J. Meeker, professor of art and art education; a literary pilgrimage to England, Scotland and Wales, headed by Robert C. Pooley, professor of English and chairman of the Integrated Liberal Studies program; and a study-tour of the Soviet Union and the Balkans, under Michael B. Petrovich, professor of Russian history.

Two seminars will be held, one at the Wisconsin Center in Madison and the other at Marietta House near the University of Wisconsin-Milwaukee campus.

President Conrad A. Elvehjem has appeared before the Wisconsin Alumni Seminar to speak on new developments in the field of nutrition.





Profs. Hazel Alberson and Eugene Boardman compare notes before a meeting of the concluding segment of last year's Alumni Seminar dealing with the cultural heritage of the East.

In Madison, week-long sessions will examine current issues of the day, while the seminar at Milwaukee will discuss "The Role of the Individual in Today's Mass Society."

Behind the glamour of the tours and the seminars lies a sincere effort by the Extension to educate the college-trained adult for today's world by acquainting him with what has happened since he left the ivy-covered halls of his alma mater, and the background of these current events. The seminars bring together the teachers, the students and the ideas they will discuss; the tours take the students to the source, so they may better understand what is happening in Europe today.

Participants in the seminars and tours have a variety of reasons for "coming back to school," similar to those of all adults who take part in some form of adult education. A noted adult educator, Cyril Houle, in his book *The Inquiring Mind*, explores the motivation behind the man who continues his education after leaving school. He lists three directions of learning: goal-oriented, activity-oriented, and learning-oriented.

Goal-oriented persons seek specific goals in their education: job advancement, training to pass tests, new hobbies, or leisure activities, or polish and suavity in social relations. Their point of view is summed up by a postal inspector: "I attribute to the time I spent in receiving some adult education down here to the fact that I have received promotions. If I hadn't had the knowledge I received here through adult education I couldn't have done it."

The activity-oriented join adult education programs for social reasons: to meet people and make new friends, to escape a humdrum or stifling life, or just to have something to do. One woman, among the many Houle interviewed in preparing his book, summed up

the reasons: "There is so much that is drab in this world. The real joy of participation, that's the only thing that I think is overlooked in adult education, and I think that's what adults want."

The learning-oriented are the closest to the pure scholars of the three. Their purpose is simply to know. They read a lot, attend many classes, and seem to devour, Faust-like, every opportunity for knowledge that comes their way. A skilled laborer with a strong desire for knowledge explained his thinking this way: "Negatively, there was no one to discourage me and positively I always enjoyed it. The more I fed my appetite, the greater my appetite became."

The University Extension tries to serve all three groups. The Extension Division has taken Margaret Mead's definition of education as its statement of purpose:

"No one will live all his life in the world into which he was born, and no one will die in the world in which he worked in his maturity.

"For those who work on the growing edge of science, technology, or the arts, contemporary life changes at even shorter intervals. Often, only a few months may elapse before something which previously was easily taken for granted must be unlearned or transformed to fit the new state of knowledge or practice.

"In today's world, no one can 'complete an education!'"

The UW Extension Division carries out its purpose in several broad areas: correspondence study, the freshman-sophomore centers where students can complete two years of university education, classes held for university credit in cities and villages throughout the state, and a variety of non-credit classes, workshops, institutes and seminars. The latter, known as informal instruc-

tional services, aim "to provide educational services that will meet professional, cultural, vocational and civic needs of individuals, groups, and communities which cannot be met by the regular processes of the university or by other educational agencies," according to an Extension publication.

Informal services for alumni include specialized and non-specialized programs. The former include the lawyers' seminars and the Engineering and Management Institutes, all aimed at bringing professional groups up to date in their fields, and all goal-oriented, to use Houle's terms.

Several of the non-specialized programs are learning-oriented, mainly the summer tours and institutes. The University of Wisconsin, while not a pioneer in continuing education for alumni, has one of the strongest programs. Ernest E. McMahon, dean of the University Extension at Rutgers University, called the UW's 1959 summer institutes "the most ambitious of all alumni colleges" in his book *New Directions for Alumni: Continuing Education for the College Graduate*.

At the summer institutes a series of weekly seminars is held, each built around a general area of ideas. Participants, all college alumni, are drawn from many walks of life, and may attend any and all seminars they wish. While in Madison, they stay at Lowell or Carroll Halls.

The 1959 seminars, the first ones held, centered on the theme, "The Conflict of Ideas in Modern Western Culture," and studied the impact of science and a changing environment on ideas in the Western world. Led by Prof. Robert Pooley and Aaron Ihde, professor of chemistry, the 22 students came away from the seminars blinking and gasping for breath in the rare heights to which they were raised, but loving every minute of it. One of the participants, Mrs. Warren Shrago, wrote: "In many ways this was the most rewarding vacation we have ever taken. I feel as though the wheels in my head have been given a fresh spin, and I'll make the most of the new speed and directions in which they are turning."

Successful seminars were also held in 1960 and 1961. The 1960 seminar featured Pooley, Ihde and Frederick Logan, professor of art education, and was divided into three parts: Nature, Man and God in the 17th and 18th Centuries; Conflicts of Science with Tradition in the 19th and 20th Centuries; and The Arts in Modern Western Culture.

The 1961 seminars, opened to alumni of any college or university, focused on the bases of Western culture symbolized in the enduring human values inherited from Greece, Rome and Palestine. Each culture was considered for one week under a professor schooled in it. A subsequent two-week period concentrated on the cultural inheritance of the East, and the final week looked at contemporary political issues. Eighty-six persons attended one or more of the sessions.

Mrs. E. J. Jozwiak, Appleton, Wis., a member of the seminar group, commented on it: "I just completed four weeks of the Alumni Seminar and I wish to express my appreciation for the opportunity of attending such

a fine program . . . I hope that this program will be continued and many more alumni will be able to participate."

Miss A. M. O'Brien, Milwaukee, who also participated in the program, wrote about the seminars: "I hope they will be continued for many years, as they afford adults an opportunity for group discussion, etc. not usually encountered in other situations."

This summer's seminars are perhaps the most ambitious yet. The topics of the Madison seminars, scheduled to begin the day after Commencement, include:

The University's outstanding research contributions in science and engineering, led by Farrington Daniels, professor of chemistry;

The future of cities and metropolitan areas, under former mayor of Milwaukee Frank P. Zeidler;

The exploration of the universe, taught by Aaron J. Ihde;

Africa, a continent in transition, led by Aristide R. Zolberg, assistant professor of political science;

The nature of Marxism, organized by Michael B. Petrovich.

The Milwaukee seminar will be held from Sunday, July 29, through Friday, Aug. 3. On successive days a historian, economist and sociologist will set up frames of reference for the problem. Members will read David Reisman's *Individualism Reconsidered*, William S. Whyte's *The Organization Man*, and Kenneth Eby's *Protests of an Ex-Organization Man*. The seminar will finish with a comparison and contrast of liberal and conservative views, as espoused by J. K. Galbraith and Barry Goldwater, respectively.

Heading the Milwaukee program is Allan Dionosopoulos, coordinator of Letters and Science Extension Services at UW-M and assistant professor of political science there. In charge of the tours and the Madison institute is Robert Schacht, assistant director of Informal Instructional Services for the UW Extension. Schacht initiated the tours and the summer institutes as part of his work in adult education. He arranges and supervises them from start to finish, sitting in on all of the Madison sessions. He literally spends his winters making others' summers.

The men and women—schoolteachers, businessmen, doctors and housewives—who join the tours and institutes this summer will do so for a variety of reasons. But as they relax on the sun-speckled shores of Lake Mendota, tackle the problems of Africa, prowl down main roads and back streets of Europe, or dissect the Organization Man, they will be preparing themselves for tomorrow. As *The Challenge of Lifetime Learning*, the 1953 report of the Fund for Adult Education, puts it:

"A free society will prosper in direct relation to the ability of its citizens to think independently and critically, to grow in knowledge and wisdom, and to accept with a mature sense of responsibility positions of trust in civic, national and international affairs. Citizens of this character can only be developed through education which continues throughout adult life."

A Trio of Presidents



Recently, three Wisconsin alumni were elevated to top executive positions as recognition of their ability

ROBERT F. DRAPER '37, the young (48) new president of Schick, Inc., makers of electric shavers, once sold siphon-proof gas tank caps to help finance his education at the University of Wisconsin. Draper, who came to Schick from National Presto Industries in Eau Claire, where he was vice president for sales and marketing, has been characterized by his fellow workers at Schick as "a human dynamo with a magnetic personality and perception of modern management that not only gets things done but creates a loyalty and respect far beyond the average business relationship."

Born in Deerfield, Wisconsin, Robert Draper has seen his career range from department store stock boy to his present position as chief executive officer of America's first electric shaver company. In 1936, Draper left college and selling gas caps behind and took a position with the Sherwin-Williams Paint Company where he became a branch manager before moving to Montgomery-Ward in 1941. He left Montgomery-Ward in 1949 to join Regal Ware, Inc., a Wisconsin concern, as general sales manager. Five years later, he joined National Presto Industries.

As president of Schick, Inc., Robert Draper faces the problem of propelling the oldest name in the electric shaver industry from third into first place in sales. It is a challenge which both he and Schick welcome.

Aside from his business interests, Draper enjoys sharing his free time with his family. He is married to the former Louise Heins, who also attended the University of Wisconsin. They have three children, two girls and a boy. Draper is an active skier, medium handicap golfer, and especially likes to trapse off into the woods with his family to hunt deer with a bow and arrow.

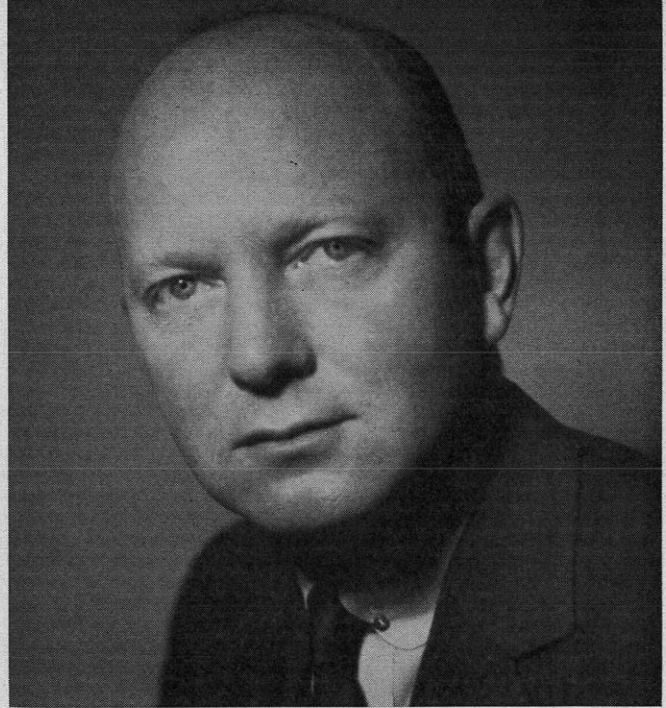
LEO H. SCHOENHOFEN, a native of Marshfield, Wisconsin, has recently received recognition for his distinguished contribution of service to the Container Corporation of America. Last April, he was elected president of the Container Corporation; more recently, he was named that company's chief executive officer in December.

Schoenhofen, who has a degree in mechanical engineering from the University of Wisconsin and a Master's degree in business administration from Northwestern University, began his career with the Container Corporation in Chicago in June of 1940 as an assistant to the executive vice president.

Later, he was transferred to the Philadelphia Folding Carton Division where he served as a foreman, personnel director, and assistant superintendent successively. His career was interrupted from 1944 to 1946, when he served with the United States Navy as a lieutenant. After being released from the Navy, Schoenhofen returned to the Philadelphia Folding Carton operations as assistant sales manager and subsequently sales manager and general manager.

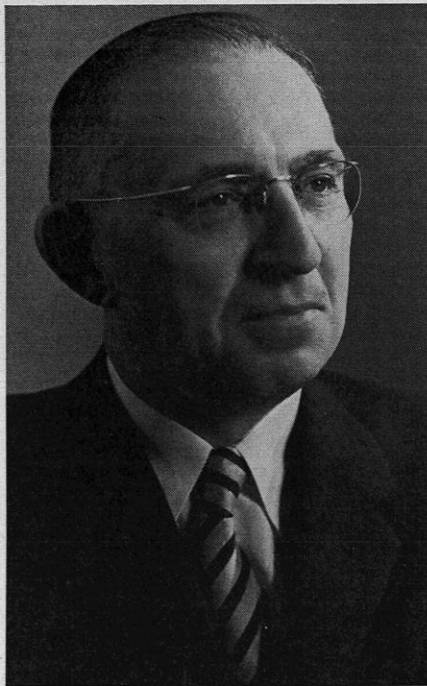
In successive steps up the executive ladder, Schoenhofen was appointed division manager of the Eastern Folding Carton and Boxboard Division in 1952; elected a vice president in 1952, and a senior vice president of the Corporation in 1954. In 1960, he was elected to the board of directors of the Corporation, and to his present positions in 1961.

Leo Schoenhofen is married to the former Emily Bell.



They have three children: Ann Bell, Andrew Burns, and Leo H., III, and live in Barrington, Illinois.

Among his professional associations, Schoenhofen lists the Folding Paper Box Association of America and the National Paperboard Association. He is also a member of the Barrington Hills Country Club, The Chicago Club and Executives Club of Chicago, the Coleman Lake Club, the Mid-America Club, The Newcomen Society, The New York Athletic Club, and the Pine Valley Golf Club.



ONE OF THE MAJOR influences behind the establishment and success of the University of Wisconsin's world-famous Summer School of Banking, Herbert V. Prochnow '21, has been named president of the First National Bank of Chicago. Prochnow has been on the staff of the bank and its predecessor institutions for 39 years, a period in which he has had a tremendous range of experience in matters pertaining to banking and economics.

But a knowledge of the intricacies of these subjects represents only a small portion of the many talents of Herbert Prochnow. He has been a statesman and is noted for his abilities as a raconteur and public speaker.

From 1955 to 1956, he took a leave of absence from his banking post to serve in Washington as a deputy undersecretary of state for economic affairs. During that time, he had a great deal of experience working on matters pertaining to the role of eco-

nomics in foreign policy. Furthermore, his assistance in planning and arranging the Wisconsin School of Banking has established this unique program as one of the outstanding of its kind in the world.

As an author and public speaker, Prochnow has gained a reputation to match his proven ability in the executive world of finance. Although many of his published works deal with banking and international finance, he has published several books on the art of public speaking as well as collections of quips and witty remarks. In fact, he usually spends a short time before going to bed each night dreaming up an epigram or two that can be used in a speech; and he keeps a drawerful of items that he has clipped from magazines and newspapers.

Prochnow, who is a native of Wilton, Wis., has two degrees and an honorary degree from the University of Wisconsin as well as a Ph.D. from Northwestern University.

IN THE NEXT seven years, the National Institutes of Health (NIH) expects to provide over \$2,700,000 to support a Radiotherapy Research and Training Center for cancer treatment at the University of Wisconsin Medical Center.

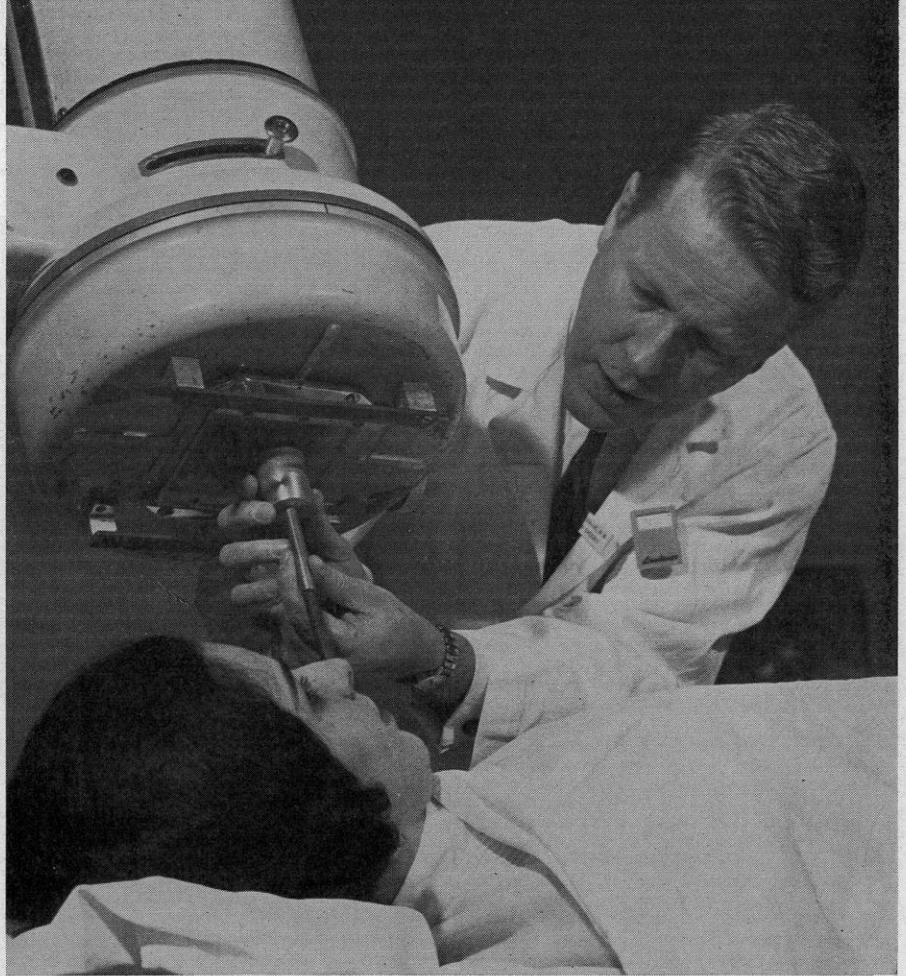
NIH has made \$500,000, the first year portion, available to Dr. Halvor Vermund, professor of radiology, who will direct the new center. The first year portion alone is one of the largest grants ever offered the Medical Center. Dr. Vermund anticipates that NIH support for the center in the next six years will range from \$346,700 to \$392,300 a year. The funds will be used to expand the radiology department's radiotherapy division to create the Radiotherapy Research and Training Center for cancer treatment. Dr. Vermund said, "The grant will provide Wisconsin with one of the few such centers in the country."

Beds will be available for clinical studies of patients receiving radiotherapy. Operation of the beds will be integrated with the study program in chemical treatment of cancer. A special research laboratory will also be set up to study malignant diseases treated by radiation, and by a combination of chemicals and radiation.

A major portion of the grant will be used for remodeling, renovation, furnishings and permanent equipment installations for the center in the basement of University Hospitals. Other grant funds also will be used for the remodeling.

Much of the treatment will be by supervoltage (over a million volts) radiation, Dr. Vermund said. "With supervoltage radiation a higher tumor dose with less side reactions and a more adequate radiation distribution can be achieved," he noted. "Supervoltage therapy is used in treatment of cancers of the head, neck, uterine cervix and bladder."

The center will use high energy radiation units to achieve the supervoltage. These include a cobalt 60 and a cesium 137 unit, both of which will be purchased through other funds from the NIH, National Sci-



Dr. Halvor Vermund, professor of radiology at the University, and X-ray technician Karen Zweiger demonstrate how a million-volt radiation unit is used to treat a cancerous growth on the nose. Dr. Vermund will direct the Radiotherapy Research Center which will be established at the University under a grant from the National Institutes of Health.

*thanks to NIH support,
the University will become a*

RADIOLOGY CENTER

ence Foundation, American Cancer Society, Wisconsin Alumni Research Foundation and private donations.

Though radiation inhibits the growth of some types of tumors, there sometimes is a better outlook if treatments are a combination of surgery, radiotherapy and chemotherapy, Dr. Vermund said. In some instances, where operations are not feasible, a combination of chemical and radiotherapy will be used. Among the chemicals to be used is

5-Fluorouracil (5-FU), developed here by Dr. Charles Heidelberger, Oncology.

Dr. Heidelberger's development of this drug, which possesses "some effect in bringing about reduction or disappearance of cancer of the large bowel," was recently named by Dr. Watson Davis, director of Science Service, Washington, as one of the top 10 science advances in 1961.

After treatment in the radiotherapy center, patients will be closely

observed to study the effects of treatments.

A number of Medical Center developments have led to the establishment of a radiotherapy center here. Among them are:

- Rapid expansion of the radiotherapy division since 1958, when programs in radiation physics, biology and clinical radiotherapy were initiated and developed.
- The development of new drugs, such as 5-FU, which are useful for chemical treatment of cancer.
- The increasing number of cancer patients available for study in the radiotherapy program. There has been a 32 per cent increase since 1958.
- A desperate national need for trained radiotherapists, radiation physicists and radiation biologists.

The center will use consultation and cooperative services of several other Medical Center departments and divisions, including surgery, medicine, gynecology, pediatrics, pathology, otolaryngology, urology, neurosurgery, and diagnostic radiology, especially in diagnostic work and follow-up exams.

According to Dr. Vermund, the center will also be used for medical school teaching programs in cancer and for research training.

"NIH realizes the need for such a center," he said. "Canada for example has a ratio of radiotherapists to population that is five times higher than in the U. S., and some European countries have even higher ratios."

Dr. Vermund received his M.D. degree from the University of Oslo, Norway, and a Ph.D. from the University of Minnesota in radiology in 1951. He joined the Medical Center faculty as a full professor in 1957, coming here from Minnesota.

Other investigators involved with the radiotherapy center are Drs. Lester W. Paul, professor and chairman of the radiology department; John R. Cameron, associate professor of radiation physics; and K. H. Clifton, assistant professor of radiobiology.

Shortage of Qualified Engineering Teachers Spurs Ford Grant to UW

THE UNIVERSITY of Wisconsin is among 10 leading universities selected to receive \$100,000 grants by the Ford Foundation in a new program of forgivable loans and other aid to doctoral engineering students preparing to be engineering teachers.

The program aims to help meet a growing shortage of qualified engineering teachers by bringing approximately 1,000 graduate students into the engineering-teaching profession and supporting their training through completion of the doctorate.

A total of 42 initial grants, ranging from \$25,000 up, was made by the Ford Foundation but only 10 schools, including Wisconsin, received the top grant of \$100,000. The forgivable loan grants are based on size of the current doctoral program at recipient schools.

The program will total \$8 million over a five-year period.

The loans are designed to bring into teaching graduates who, usually because of family responsibilities, require more support in advanced training than conventional fellowships or their personal resources can provide. The forgivability feature is intended to reinforce the graduates' own motivation toward teaching.

Qualified students who commit themselves to teaching careers will be eligible for loans of up to a total of \$10,000 each over a three-year period. After students complete their doctorates, the loans will be forgiven at a fixed rate—\$1,000 or 20 per cent of the total owed at the termination of graduate study, whichever is greater—for every year of service on an American or Canadian engineering faculty.

The loan recipients will be selected entirely by the engineering in-

stitutions themselves. No student over 40 years of age will be eligible.

Carl W. Borgmann, director of the foundation's science and engineering program, commented, "Although the number of new engineering doctorates has increased by about half in the past five years, at least 50 per cent of the recipients go into industry and 25 per cent are foreign students who return to their home countries.

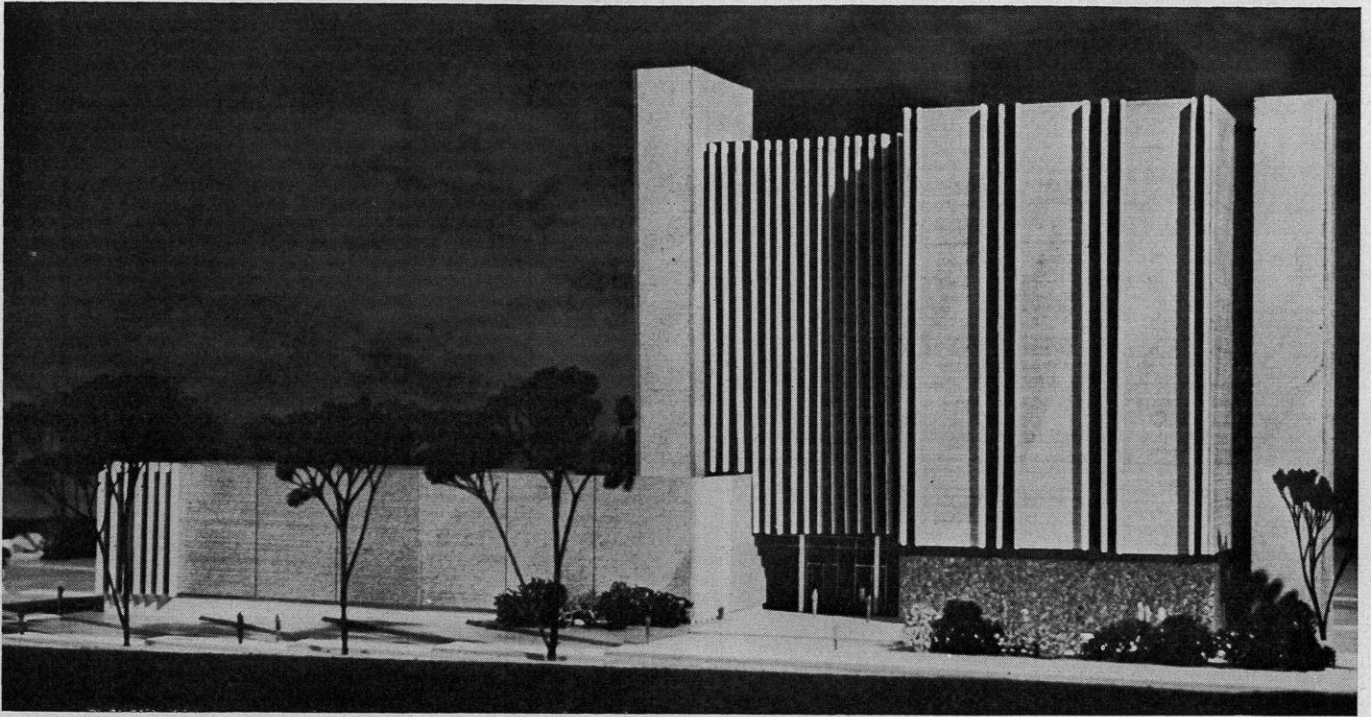
"The picture, moreover, seems to be getting worse. By 1969, it is estimated, the nation will need at least 1,500 new engineering-faculty members per year to replace those who retire and to meet rising enrollments. But, if the present trend continues, we can expect at most only about 500 engineering-doctorate holders per year to be available for faculty employment."

Commenting on the new program, Prof. W. Robert Marshall Jr., chemical engineering and associate dean of the UW College of Engineering, said:

"This advanced engineering education program supported by the Ford Foundation should be a substantial aid in encouraging our promising students to enter engineering teaching as a career. We hope it will help alleviate the shortage of qualified Ph.D. holders required for teaching and also for the needs of industry."

With Wisconsin in the list of 10 leading schools being given the top \$100,000 grants are: California Institute of Technology, University of California at Berkeley, Carnegie Institute of Technology, University of Illinois, Massachusetts Institute of Technology, University of Michigan, University of Minnesota, Purdue University, and Stanford University.

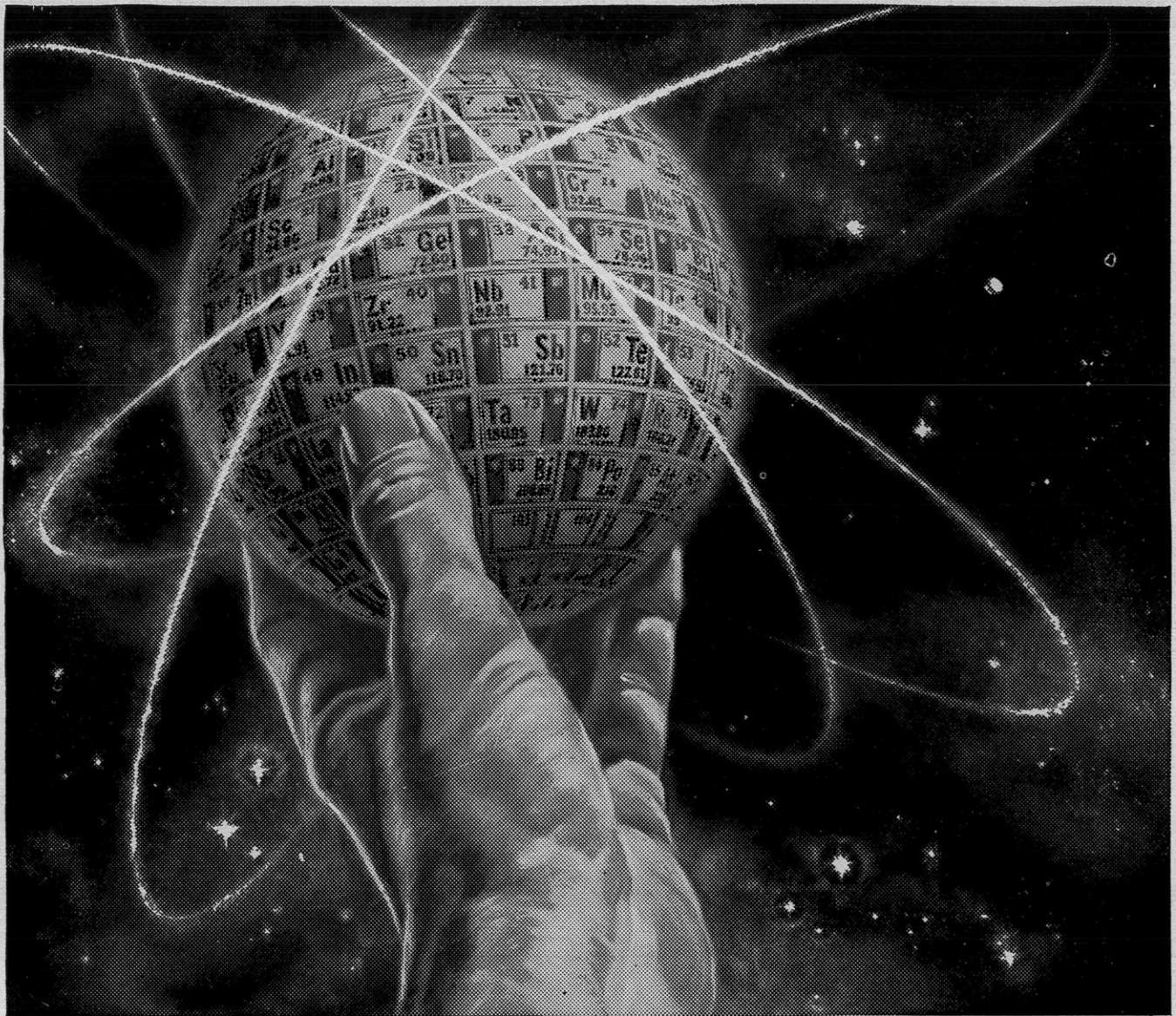
These New Buildings are Planned for the Campus



The H. L. Russell Laboratories, a \$4.5 million agricultural science building, will be constructed on the University of Wisconsin campus at Babcock and Linden Drives. Preliminary plans for the eight-story structure, pictured above, have been approved by UW Regents. The name will honor a Wisconsin pioneer in entomology and plant science who served for 24 years as dean of the College of Agriculture. The building, the foremost center of its type in the nation, will house departments of plant pathology, entomology, wildlife management, and forestry.

Shown below is a sketch of Southeast Dormitory No. 1, the first unit of a 4,000-bed, \$28-million University of Wisconsin student housing project to be completed before 1970. The first unit of the 10-story structure, designed by J. & G. Daverman Co., Grand Rapids, Mich., to cost \$6,395,000, will accommodate 1,130 students. The Regents have authorized awarding of contracts for construction. This view is looking west, with Murray Street in the foreground and North Park Street on the far side. The bounding streets are West Johnson and West Dayton. The two sections of Unit No. 1 will have a common first floor providing joint snack, parlor and mail facilities.





The Periodic Table lists all the known elements of the world we live in . . . more than half of them used by Union Carbide

This is the world of Union Carbide

. . . bringing you a steady stream of better products from the basic elements of nature

You're probably one of the millions who have used such Union Carbide products as PRESTONE anti-freeze, EVEREADY flashlights and batteries, or PYROFAX bottled gas. But the major part of Union Carbide's output is in basic materials, employed by more than 50,000 industrial customers to fill your life with useful things.

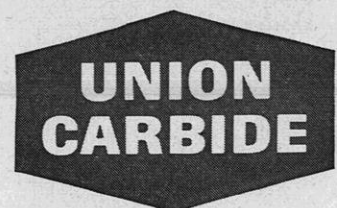
The 70,000 people of Union Carbide operate more than 400 plants, mines, mills, laboratories, warehouses, and offices in the United States, Canada, and Puerto Rico. With these vast resources and skills, and the help of 35,000 suppliers, they create a variety of products in the fields of metals, carbons, gases, plastics, and chemicals.

It is men and women working together to provide new and better materials that gives full meaning to Union Carbide. And the people of Union Carbide, backed by 128,000 stockholders, will go on bringing you the necessities and conveniences that will help keep our standard of living the highest in the world.

Periodic Chart ©Welch—Chicago

The terms "Eveready," "Prestone," "Pyrofax," and "Union Carbide" are trade marks of Union Carbide Corporation.

Learn more about the products of Union Carbide and its work in atomic energy. Visit the science exhibit at 270 Park Avenue, New York, or write for booklet F50, "The Exciting Universe of Union Carbide." Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.



**...a hand
in things to come**



WAA
Field Secretary
Ed Gibson
jots down
some of his
observations

FIELD NOTES

REAL HAPPINESS—that spine tingling kind—is experienced when helping others. And what better aid can an individual alumnus, or an alumni club, give, than in keeping the University of Wisconsin well nourished with a flow of outstanding young students.

For instance, the *Oshkosh Alumni Club* (current president—Harlan Quandt) does a grand job for scholarly high school students.

Earlier, the club had held a spring sports banquet for high school athletes. With the opening of the beauti-

ful new high school, the administration had the facilities and felt it should take over the Awards Banquet.

The club directors, casting around for another worthy project (and they are clever at this job), came up with a “Scholarship Recognition Banquet.” Twenty of the top academic honor and award winners were invited to this dinner. Professor John Rothney of the University, who works with exceptional high school students, was on hand to recount some of his experiences with these outstanding young people.

A different slant is taken by the directors of the *Fort Atkinson Club* (current president—Harold Gattie). Twelve outstanding high school seniors, planning on entering the University, are guests at the annual Founders Day Dinner. Each student is introduced by the recounting of a portion of his high school record and his plans for college. The honoring procedure reaches a climax with the awarding of a \$220 scholarship.

Still another tack is taken by the *Door County Alumni Club* (current president—Gerald Bosman). The directors compare the grades of all Door County students at the University. A “Citation of Academic Achievement” is awarded to the top student in each University class. One of the four students so honored, wins the club’s scholarship of a semester’s tuition. These young people are always flirting with that magical 4.0 grade point average achieved only by a talented few.

Happiness?—you should see the look on the club officers’ faces as they make these awards, or listen to favorable comments of high school administrators. And, it is heart warming to watch the faces of parents as their “pride and joy” marches up after the award.

How about your alumni club doing something for outstanding high school students? Give that old adage—“Happiness comes to those who serve and help others” a try. You might be in for an agreeable surprise.

With Alumni Clubs

OCONTO Founders Day April 26

Speaker: Lloyd Larson

Contact: Blair MacQueen (Phone 8-W)

IOWA COUNTY Founders Day April 25

Speaker: Michael Petrovich, Russian History

Contact: Gary R. Schill (Phone: 3661)
 Dodgeville

MISSISSIPPI VALLEY April 26

Founders Day Dinner

Contact: Don Furstenberg (355-4410)

CHIPPEWA FALLS Founders Day April 23

Speaker: Prof. Herbert Pick, Psychology

Contact: Paul Murphy (Park 3-4456)

MARINETTE Founders Day April 15

Speaker: Dr. Ira Baldwin

Contact: Mrs. Wm. Rohrberg (RE 2-2108)

SACRAMENTO VALLEY, CALIF. March 23

Informal Get-Together

Contact: John Collins (IV 9-1317)

Sylvia Hatfield (IV 7-6606)

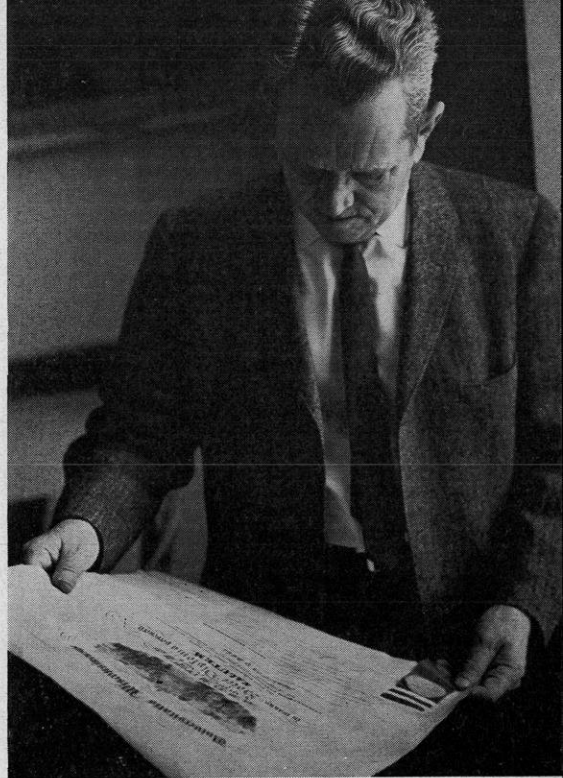
History is Preserved in the

UNIVERSITY ARCHIVES

RECENTLY, a member of the staff of the University of Wisconsin discovered one hundred rolls of nitrate movie film which constitutes an invaluable record of the University through the decade of the 1920's. The films, relating to student activities, athletic events (football and track), and various agricultural programs, were promptly sent to the University Archives to insure that they would be properly catalogued and preserved.

The University Archives, located on the fourth floor of the Memorial Library, contains nearly 3,000 cubic feet of permanent historical records including everything from the early

minutes of the meetings of the Board of Regents to pictures of reuning classes. More specifically the collection is composed of correspondence (both letters received and copies of letters sent), files of completed pre-printed forms and documents, record and minute books, memoranda and reports, organized files which always contain a great variety of material and other material such as tapes and recordings of lectures, broadcasts, and special events. Also, the Archives Department has complete files of directories, catalogues, announcements, bulletins, and copies of an endless variety of other official publications—the official files of stu-



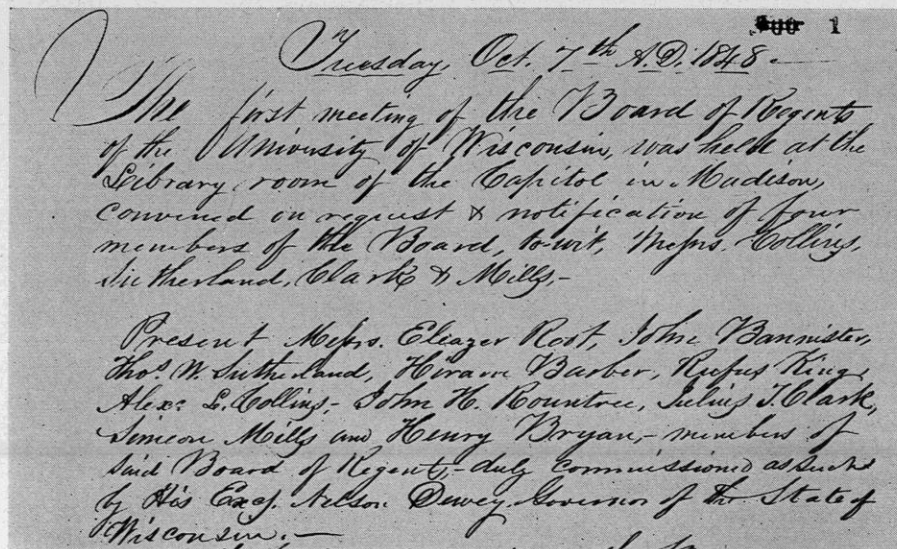
J. E. Boell, director of archives, looks at the first diploma granted by the University of Wisconsin. He would like to have a copy of one diploma for every graduating class.

dent publications such as the *Badger*, *Daily Cardinal*, and many other journals and memorabilia of student life are preserved in the archives.

Not a single day passes without receiving some material for deposit in the University Archives. It may be a single folder of material, a package of folders, a single publication, or even several cartons of official publications, or as many as thirty-five to forty cubic feet of records and files. The job for J. E. Boell, director of archives, and his staff then becomes the cleaning, cataloguing and storing of the material, which is a time-consuming and exacting operation. Also, much of the material that is received is of little historical value and must be disposed of. Often, a great deal of time is spent in sorting through great masses of material to separate the historically significant from the trivial.

But the University Archives is not simply a repository for historical material; it is a valuable research tool that is used continually. Requests for research and reference data have come from students and scholars on the campus. In addition,

This facsimile of the minutes of the first meeting of the Board of Regents of the University of Wisconsin is among the many treasures catalogued in the University Archives.



scholars from several universities have found a substantial amount of material in the archives files that has been useful in their research.

"The kind of data and information requested by the students and scholars on the campus varies widely," Boell points out. For example, one student, for a dissertation on the public relations policy of the University for a decade beginning at the turn of the century, made extensive use of the papers and files of President Charles R. Van Hise and Prof. William G. Bleyer. Many of the records needed for a history of agricultural extension in Wisconsin were found and used in the archives. The archives also had useful information for a biography of Hiram Smith; research on agricultural co-operatives required use of the College of Agriculture files in the archives; and Profs. Moore and Army found essential data in the Regents' files, the records of the College of Agriculture, and in the President's papers for their brief history of the department of plant pathology. President Emeritus E. B. Fred has also made extensive use of the archives for a documentation of the early years of the Wisconsin Alumni Research Foundation.

Biographers have also found the archives a useful source in writing studies of such famous University personalities as E. A. Ross, John R. Commons, Glen Frank, Frederic L. Paxson, and Frederick Jackson Turner.

In a two year period, more than 6,600 reference requests have been handled by the Department of Archives. Looking ahead, director Boell anticipates an increase in activity and in the acquisition of material that will help document the history of the University of Wisconsin. In the latter area, Boell says that he would welcome contributions of any historical material or memorabilia pertaining to the University from alumni. He is particularly interested in collecting letters and diaries dealing with University life and activities, graduation class photographs, and other pictures of campus life and buildings. He would also like to have one copy of a diploma for every year.

Athletics

Grants-in-Aid Modified

THE BIG TEN financial aid program to athletes has been revised by recent legislation adopted by the Conference to eliminate the "need" factor of an athlete for aid from the program.

Under the new plan, athletes must meet prescribed academic standards before they will be eligible for aid. The discarded "need" factor was based on the need of the athlete for financial help. Parents of an athlete had to pay all, or a part of, the athlete's university expenses if they could afford it.

Basically, as described below, a high school graduate establishes eligibility for aid on the basis of aptitude scores and high school class rank.

The feature of this new plan is that a school no longer has to take the "risk" athlete because of the fear that he will play at another school already on the schedule since the boy's scholastic aptitude will be tested.

Each Big Ten university retains its own standard of admission for students, and while it may permit a high school student to matriculate, if he is an athlete, he cannot receive any financial aid unless he has fulfilled the requirements of the new aid program.

No Under-table shenanigans

What's the "Big Ten Financial Aid Program?" Well, it's a sound policy to financially assist worthy student athletes in obtaining their educational goals. It's a clean, clear, concise program that is controlled by the institution . . . eliminating all "under-the-table" shenanigans.

No auctioneering

Why is it fair? A student athlete may receive the same maximum financial assistance from any one of the Big Ten schools. This equitable method takes the student off the auction block and eliminates competitive bidding. The impressive financial strength of any one school will

not influence "cream of the crop" prospects.

How do you qualify?

A high school graduate who has a predicted grade point average of 1.7 (based on 2.00 as a C) is eligible for aid. This is determined in the Big 10 Office by using a formula combining rank in high school class and a score made on a standard test. This is a change from the old rule using "need" and definitely raises the academic standards that are required to qualify for financial assistance.

The assistance includes the cost of tuition, fees, board, room and books. At Wisconsin this amounts up to approximately \$1200 annually for an in-state student and \$1700 for an out-of-state student.

The offer is made on a written "tender." Once a prospect accepts, he cannot receive financial assistance from any other Big Ten school and be eligible for athletics. Acceptance is therefore a "letter of intent" to attend a specific Conference institution.

How many Tenders for Each School?

Eighty per year (this means a possible maximum of 320 tenders outstanding at any one time.)

How Long is the Award Effective?

(A) Financial aid may be awarded for only one year, but may be renewed annually for the duration of the student's undergraduate career.

(B) Academic eligibility as prescribed by the school and the Conference must be maintained for the award to remain in effect.

Is a Tender Confined to One Sport?

Absolutely not!

Where Does Support Money Originate?

Approximately one-third from athletic gate receipts, the remainder from individuals and corporations.

by Jim Mott

Complete Spring Sports Schedule

GOLF

April 13-14—All-University Tournament (Cambridge, Wis.).
April 20—Rockford College at Madison.
April 24—Wisconsin Alumni at Madison.
April 27—Northwestern at Madison.
April 30—Illinois, Minnesota, Iowa at Champaign, Ill.
May 5—At Michigan State.
May 7—Minnesota and Iowa at Madison.
May 9—Northern Illinois at Madison.
May 14—Iowa, Notre Dame, and Northwestern at Bobolink CC, Highland Park, Ill.
May 18-19—Big Ten Championship meet at Champaign, Ill.
June 18-23—NCAA Championship meet at Durham, N. C.

May 11—At Minnesota.
May 12—At Iowa (2).
May 18—Michigan State.
May 19—Michigan (2).

TENNIS

April 20-21—Iowa, Purdue, at Lafayette, Ind.
April 27-28—Michigan State, Minnesota, and Iowa at Iowa, City.
May 4-5—Ohio State, Notre Dame, and Minnesota at Madison.
May 11-12—Michigan State, Indiana, and Illinois at Champaign, Ill.
May 16—Michigan at Minneapolis, Minn.
May 17-19—Big Ten Championships at Minneapolis, Minn.

BASEBALL

April 6—At Northern Illinois.
April 7—At Northern Illinois (2).
April 13—North Dakota.
April 14—North Dakota (2).
April 20—At Ohio State.
April 21—At Indiana (2).
April 23—At Ill. Wesleyan.
April 24—At Ill. Normal.
April 25—At Ill. Wesleyan.
April 27—Northwestern.
April 28—Northwestern (2).
May 4—Illinois.
May 5—Purdue (2).
May 7—Notre Dame.
May 8—Notre Dame.

OUTDOOR TRACK

April 21—Air Force Academy at Colorado Springs, Colo.
April 24—University of Colorado at Boulder, Colo.
April 28—Colorado Relays at Boulder, Colo.
May 5—Iowa and Army at Iowa City, Ia.
May 12—Minnesota at Madison.
May 18—Big Ten Meet at Lafayette, Ind. (Also May 19).
June 15—NCAA Championships, Eugene, Oregon (Also June 16).

CREW

May 5—Purdue Boat Club, Madison. Varsity and Frosh.
May 12—MIT, Dartmouth, Brown, Cambridge, Mass. Varsity.
May 19—Eastern Spring Regatta, Worcester, Mass. Varsity and JV.
June 9—Navy, Madison. Varsity.
June 16—I.R.A. Regatta, Syracuse, N. Y. Varsity, JV, and Frosh.

University Moves To Improve Instruction In English

THE UNIVERSITY has launched preliminaries for its part in a nationwide summer program to strengthen and improve English instruction in high schools.

The National Council of Teachers of English has pointed out that in 1960 approximately 150,000 students flunked college entrance tests in English and each year approximately 70 per cent of all American colleges and universities must offer remedial work in English at a cost of \$10-million. Wisconsin is among institutions providing remedial English instruction.

Through a teacher-training project sponsored by the Commission on English of the College Entrance Examination Board, the UW and 19 other universities are going to battle the serious problem of students flunking the college entrance tests in English—beyond this, of being handicapped through life because of inadequacies in English.

The project will include grants for tuition and living costs to participat-

ing teachers. Estimated total cost of the institutes is \$600,000. Funds are provided through various foundations.

Under the plan, a limited number of the state's high school teachers who can show themselves to be highly able in English instruction will be selected to attend Wisconsin with tuition and \$350 for living costs supplied from the College Entrance Examination Board.

Beyond competency in their field, applicants will be expected to show qualifications such as: three or more years of teaching experience in secondary school English; principal assignment in college preparatory English; academic record that promises success in graduate study; intent to continue classroom teaching for 10 or more years; endorsement and support of their administrators in carrying out the commission's program.

Each teacher will undertake three specially organized graduate level courses: in literature, in language, and in composition, and a workshop

which will explore the relationships of the three. He or she will be expected to develop materials and assignments appropriate for secondary school English.

A follow up program after the summer studies is planned. This will have two goals—to help teachers to prepare and revise teaching materials in the light of their summer in-

struction; and to help the Commission on English to evaluate the institutes.

UW Prof. Ednah S. Thomas said that all teachers and superintendents in the state's secondary schools—public, private, and parochial—have been notified of the opportunity in the 1962 Institute in English which will be held on the Madison campus

for six weeks, June 25–Aug. 3. Contents of the courses was carefully studied and determined in a special planning institute for the nationwide program. This was held at the University of Michigan in the summer of 1961. Prof. Helen C. White, chairman of the UW department of English, was among the distinguished planners.

Manchester Bequest Benefits Needy Medical Students

SOME OF THE University's most generous benefactors are often those whose loyalty goes unnoticed until a particular event points up their feelings for Wisconsin. A case in point is the late Capt. John Darwin Manchester, a University of Wisconsin alumnus who was one of the pioneers in the development of the modern Navy Medical Corps, who recently left \$1,300,000 in trust to provide loan funds for young men who need assistance in financing their premedical and medical education at the University. Capt. Manchester died in Garden Grove, Calif., on December 14, 1961, but the University was unaware of the magnitude of his trust until notified by the trustee, the First National Bank of San Diego shortly after the New Year. Following notification of the existence of the will, the Regents promptly accepted the gift.

Capt. Manchester was born in Waupaca and entered the University

in 1894, and attended through the Summer Session of 1896, then transferred to Rush Medical College, Chicago, where he was awarded the M.D. degree in 1899. Wisconsin had no Medical School at that time, but offered preparatory courses and many of its students finished their education at Rush.

Vice Pres. James F. Healy of the First National Bank, San Diego, in reporting the bequest to the University, estimated that it would provide at current earnings "a little better than \$28,000 per year . . . to continue in perpetuity for the benefit of the University of Wisconsin." He reported that the trust has grown over the years "and I am sure it will continue to grow and produce greater income."

He reported that securities valued at \$30,000 will be taken from the fund as a gift bequest to Capt. Manchester's grand-niece, Mrs. Mary

Frances Rosemark, Rhinelander, Wis., in accordance with the will.

Capt. Manchester's "great concern," Healy reported to the University, "was for the development and furthering the education of medical students at the University of Wisconsin."

The will provides that the University create the John Darwin Manchester Endowment fund to be used "to loan funds, with or without interest, as it (the University) may deem proper, to young men students whom it shall deem to be desirable students of said University and deserving and in need of financial assistance in securing premedical and medical college education."

The will left the "details and mechanics" of the fund to the University. The trustee has agreed to forward to the University all net income from the trust on a quarterly basis beginning April 8, 1962, and to provide the University a quarterly accounting of the trust.

"This is a magnificent and extremely useful bequest," U. W. Pres. Conrad A. Elvehjem told the Regents. "I am sure that it will be employed in a way that will perpetuate the memory of Capt. Manchester."

ALUMNI of the University of Wisconsin's famed Experimental College will gather on the campus in June to celebrate two milestones: the 35th anniversary of the founding of the College and the 90th birthday of the founder, Dr. Alexander Meiklejohn.

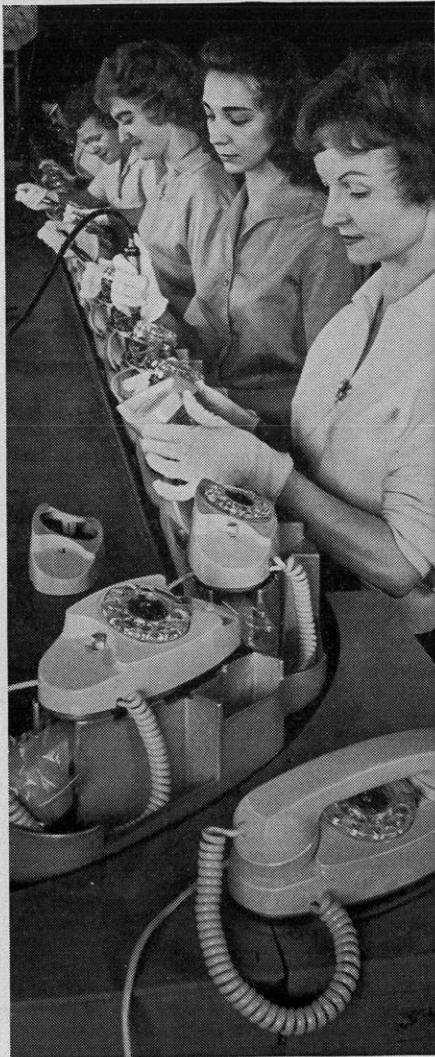
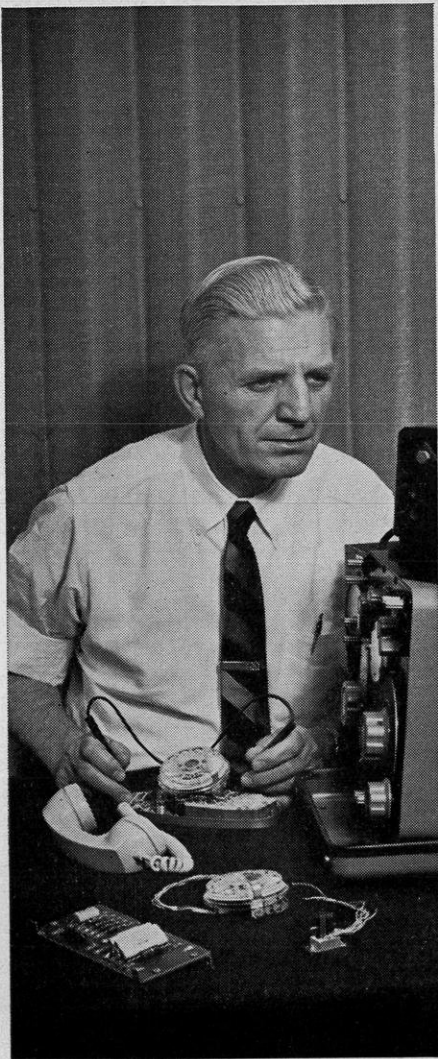
Dr. Meiklejohn, still active in academic circles from his home base in California, will be one of the principal speakers, to discuss "What is a College?" The eminent Prof. John M. Gaus of Wisconsin and Harvard will also be honored.

Experimental College Alumni to Have 35th Reunion

The pioneering College, which existed on the UW campus from 1927 to 1932, has always been more influential than the size of its enrollment or the brevity of its life would warrant. Enrolling 120 male students to live and work in their own dormitory, the curriculum provided that they study Greek and Roman civilization for the first year, American

society the second. Students then were absorbed into the University proper.

The Meiklejohn college curriculum has been called the inspiration for the UW integrated liberal studies program and general education programs at Columbia, Dartmouth and Chicago, as well as the "100 great books" idea.



THESE 3 VITAL STEPS

bring you the world's best telephone service

1 • RESEARCH

The telephone was born of research and grows ever more useful the same way. *Bell Telephone Laboratories* conducts a far-reaching research and development program—most of it in communications, but much of it devoted to defense.

Basic Bell inventions such as the Transistor and the Solar Battery have benefited man in many ways. And constant development of new equipment is revolutionizing telephony. But research alone doesn't bring service improvements and economies.

2 • MANUFACTURE

Research-created equipment must be manufactured, held to high standards at low cost, and made available anywhere in the nation.

That's *Western Electric's* job. Working closely with Bell Laboratories, Western Electric makes the vast amounts of high-quality equipment required for the telephone network. But the task still remains of putting this research and equipment to work—so they can make daily living easier and more pleasant for you and your family.

3 • OPERATION

Here, twenty-one *Bell Telephone Companies* step in. They take the results of Bell Laboratories research and Western Electric production and bring them to useful life on your bedside table or kitchen wall or office desk.

All three—research, manufacture, operation—are interdependent and indispensable. Working as a team with a common goal, they give this country the world's finest telephone service and more telephones than all other countries combined!



BELL TELEPHONE SYSTEM

Owned by more than two million Americans



ALUMNI FUND LISTS RISE IN GIVERS

IN THE PICTURE at the left, Sharon Emmerich, a sophomore from Minocqua, displays a small portion of the report of contributions received from friends and alumni by the University of Wisconsin Foundation during 1961.

The list totalled 7,412 separate contributions—an increase of nearly 18% over 1960. This is the second year in a row that the increase in the number of contributions was 18%.

Howard I. Potter '16, chairman of the 1961 Alumni Fund, gave credit for stimulating alumni interest and participation to the men and women who formed the special Challenge Committee of 1961. "These 58 loyal Badgers challenged all other alumni to give to the seventh annual fund. They offered to contribute \$10 to match the gift of any alumnus giving \$10 or more but who had not contributed to the Foundation in 1960. The effect of this offer is gratifyingly apparent in the results achieved."

(Figures quoted are preliminary and may change slightly when a final report is compiled by the Foundation. The number of contributions is known to be higher than the number of contributors since some alumni sent in gifts more than once during the year.)

UWF REPORTS 1961 TOTALS

CITIZENS and businesses in Wisconsin continue to be generous benefactors of the University of Wisconsin, according to a preliminary report of 1961 giving issued by the University of Wisconsin Foundation.

Robert B. Rennebohm, executive director of the Foundation, announced that the total amount collected from all sources by the foundation during 1961 was \$448,247.62. Of this amount, \$288,027.81 came from alumni, friends, foundations, and businesses within Wisconsin. All funds raised by the Foundation are

Wisconsin Alumnus

used for University programs and projects that are not supported by legislative appropriations.

Seventy counties are represented in the Wisconsin total as alumni responded enthusiastically to the seventh annual appeal for contributions. Leading the list were Milwaukee County with \$161,857.83, Dane County with \$51,286.49, Racine County with \$15,043.90, Sheboygan County with \$9,973.50, and Winnebago County with \$7,660.37.

Contributions from outside Wisconsin came from the other 49 states, the District of Columbia, and nine foreign countries. The most generous non-resident contributor was Illinois. Alumni and business friends there accounted for \$54,227.18 in gifts to

the Foundation. Pennsylvania was next with \$13,307.72 followed by New York with \$11,464.41, New Jersey with \$10,400.60, and Texas with \$10,091.50.

Among the foreign contributors were alumni from Peru, Hong Kong, India, England, Canada, Puerto Rico, China, Taiwan, and Brazil.

Many gifts to the Foundation are restricted by the donors for some specific purpose on campus. Others are left to the discretion of Foundation officers to use wherever they will do the most good. Principal areas for expenditures during recent years have been professorships, scholarships, and special buildings such as the Wisconsin Center for adult education.

UW Ninth in Number of Undergraduates who Become Doctors

THE UNIVERSITY of Wisconsin ranks ninth in the nation as a source of undergraduate students who go on to become medical doctors, according to a study published by the U. S. Public Health Service.

The study showed that seven of the top ten, 26 of the top 50 institutions whose students went on to obtain M.D. degrees, 1950-59, were state universities.

According to the study, entitled "Baccalaureate Origins of 1950-59 Medical Graduates," the number of

students going into medicine depends on such factors as competition of other curricula, personality of professors and advisers, tradition, and nature of student body.

Harvard University headed the list of producers, and the others in the top ten, in order, were University of Michigan, New York University, University of Illinois, Columbia University, University of Minnesota, University of California, University of Texas, University of Wisconsin, and Indiana University.

Alumni News

During 1961 44 members of the classes from 1881 to 1900 contributed \$3,650.51 to the University of Wisconsin Foundation for the annual Alumni Fund.

1901-1910

William T. EVJUE '06, editor and publisher of the *Capital Times*, Madison, has received the highest professional honor given by Sigma Delta Chi, national journalistic society.

Harlan B. ROGERS '09, a nine letter winner in major sports at the University of Wisconsin more than a half century ago, was announced as one of four entrants to Wisconsin's Athletic Hall of Fame. Mr. Rogers is presently the senior member of Rogers and Owens law firm, Portage, Wis., and president of the City Bank of Portage.

Mr. and Mrs. Guy M. PELTON '09, Evanston, Ill., recently observed their golden wedding anniversary. Mr. Pelton retired from the position of financial analyst for Swift and Co. in 1949.

\$36,046.16 was contributed by 266 alumni from the classes of 1901-1910 to the University of Wisconsin Foundation for the 1961 Alumni Fund.

1911-1920

George W. KEITT '11 has been awarded a certificate of merit by the Botanical Society of America for outstanding contributions to botanical knowledge.

Benjamin G. ELLIOTT '13, professor emeritus of mechanical engineering, has been named a national honorary member of Triangle fraternity.

Roy H. PROCTOR '14, retired superior court judge, has been named a court commissioner by Dane County's seven judges.

J. Barry HAYES '14, genial poultry expert at the University of Wisconsin, will retire in June 1962, having been a member of the staff for 48 years.

Edward M. DUQUAINE '15, circuit court judge for Door County, was honored on his retirement after 16 years on the bench at a testimonial dinner held recently in Green Bay, Wis.

Samuel C. VAIL '16 is presently residing in Evanston, Ill., after retiring as manager, Chicago office, Rockwell Co., in 1959.

Harry A. BULLIS '17, former chairman of the board of General Mills, has accepted the invitation of President Kennedy and George McGovern, director, Food for Peace, to serve as president of the American Freedom from Hunger Foundation. Mr. Bullis has also been very active in alumni work and is a past president of the Wisconsin Alumni Association.

William J. GREDE '19 has resigned as president and board chairman of the J. I. Case Co., Racine, Wis., and is presently chairman and chief executive officer of Grede Foundries, Inc., Milwaukee.

Carl E. PETERSON '20, retired judge for Dunn County, is now associated with the law firm of Peterson, Thedings & Peterson, Menomonie, Wis.

Charles B. DREWRY '20, Plymouth, Wis., has retired from his position of state supervisor of county and district fairs for Wisconsin.

Aaron J. MACE '20, editor of the *Oshkosh Daily Northwestern*, has retired after 42 years with the newspaper.

Seven hundred twenty-nine from the classes of 1911-1920 contributed \$58,848.51 to the University of Wisconsin for the 1961 Alumni Fund.

1921-1930

Herbert V. PROCHNOW '21 has been elected president of the First National Bank of Chicago.

Eliot G. FITCH '21, president of the Marine National Exchange Bank, Milwaukee, has been named the "Man of the Year" in Milwaukee for 1961 by the *Milwaukee Sentinel*.

Wilber G. KATZ '23, professor of law at the University of Wisconsin, has been named to a nine member council on public affairs and religious freedom formed by the National Council of Christians and Jews.

Marquis W. CHILDS '23 was recently named chief Washington correspondent for the *St. Louis Post-Dispatch*.

John W. ROBERTS '23, has been elected chairman of the board of Albert Ramond and Associates, a management consulting firm, located in Chicago.

Your lucky mascot, Bucky Badger



Bucky Badger is five inches tall, with a cardinal sweater and white trousers—and a wicked gleam in his eye. Made of hard rubber and as hard to crack as the Wisconsin varsity line.

Just what the doctor ordered for your desk, mantel or recreation room. Get one for that son or daughter dreaming about following in your footsteps someday on your favorite campus. Everybody likes Bucky Badger, so order yours today.

\$2

Wisconsin Alumni Association
770 Langdon St., Madison 6

Please send me _____ Bucky Badgers at \$2 each. (Check enclosed)

Name _____

Address _____

City _____ Zone ____ State ____

Charles J. McALEAVY '23 recently retired as county agriculture agent of Marathon County, but continues in his position of president of the Wisconsin Association of Fairs.

Dr. Lowry NELSON '24, professor emeritus of sociology at the University of Minnesota Institute of Agriculture, has finished three months of public service in Washington as a public (non-governmental) member of the 1961 Foreign Service Selection Boards.

County Judge Joseph H. RIEDNER '30 has been appointed district attorney for Pepin County.

Mrs. Gordon Derber (Mary THOM '30) and Kenneth J. BENSON '30 were married recently in Appleton, Wis.

During 1961 \$5,831.01 was contributed by 1,181 from the classes 1921-1930 to the University of Wisconsin Foundation for the annual Alumni Fund.

1931-1940

Dr. Hoyt TROWBRIDGE '31, University of New Mexico professor and chairman of the English Department since 1957, has been named dean of the College of Arts and Sciences at New Mexico.

Atty. Jack H. KALMAN '31 has been elected president of the Sheboygan County Bar Association.

Arnold W. HARTIG '31 has been appointed director of purchasing for the Chrysler Corp., Detroit, Mich.

Dr. Karl A. FOLKERS '31, executive director of fundamental research at Merck & Co., is the new president of the American Chemical Society for 1962.

Pablo N. MABBUN '32 is presently an agricultural credit specialist for the Food and Agriculture Organization of the United Nations and has performed extensive work in this field in Djakarta, Indonesia during the past few years.

Dr. Herbert R. ALBRECHT '32, formerly director of the Agricultural and Home Economics Extension Service, Pennsylvania State University, is the new president of North Dakota State University of Agriculture and Applied Science.

Dean of Administration, Gaston S. BRUTON '32, was recently elevated to the post of provost, The University of the South, Sewanee, Tenn.

Charles M. ELKINTON '32 has been named assistant administrator for international affairs of the foreign agricultural service. Since 1959, he has been agricultural attache in the U. S. Embassy in Tokyo.

Glenn J. NOWOTNY '32 has been promoted to the position of director, battery production, by the Ray-O-Vac division of the Electric Storage Battery Co.

Matthew DROSDOFF '32 is currently head of an agricultural mission in Saigon, South Vietnam.

Frederick W. PEDERSON '33, sales manager for Northern Engraving & Manu-

facturing Co., La Crosse, Wis., is the author of a brochure entitled "Industrial Marketing," which elaborates on selling and advertising to business and industry.

William H. FRITZ '33 has been named marketing manager, capacitor products, for the Kemet Co., division of Union Carbide Corp.

George M. GIBSON '35, Upland, Calif., recently retired from the Federal Bureau of Investigation after over 21 years of service. He is presently associated with the Kaiser Steel Corp. of Fontana, Calif., as superintendent of plant protection.

Margaret C. CRUMP '36 and Stanley C. DuRose were married recently in Waukesha, Wis. The former Miss Crump is an associate professor at the University of Wisconsin School of Nursing.

Dr. Philip P. COHEN '37, acting dean of the University of Wisconsin Medical school, has been elected an honorary member in the Dane County Medical Society.

Edmund J. FRAZER '37 is head of a public relations, advertising, and governmental affairs firm located in San Marino, Calif.

William H. POLK '37 has been named to the executive staff of Passenger Service Improvement Corp., Philadelphia, Pa.

Gordon B. LEMKE '38 has been promoted to director of technical specialties for Employers Mutuals of Wausau.

Robert J. PARENT '39, of the University of Wisconsin, Department of Electrical Engineering, has been appointed chairman of the awards committee of the National Electronics Conference, Inc. for 1962.

One thousand one hundred thirty-eight contributions to the University of Wisconsin annual Alumni Fund amounted to \$27,-108.03 donated by the classes of 1931-1941 during 1961.

1941-1945

Jacob W. STUTZMAN '41 has been appointed president and chief executive officer of Riker Laboratories, Inc., Los Angeles, Calif.

Mrs. Gordon MacQuarrie (Ellen GIBSON '41), a *Milwaukee Journal* reporter for nearly 19 years, has been appointed a special public information consultant in the federal family service bureau. The bureau is part of the department of health, education and welfare.

Mrs. Joseph Romani (Dorothy PARBEL '41) has been named chief of the extension department of the Detroit Public Library.

Clifford J. REUSCHLEIN '42 has been named president of Hyland, Hall and Co., Madison.

Nathan S. HEFFERNAN '42, deputy state attorney general, has been appointed United States attorney for the Western district of Wisconsin.

Gerald O. DAHLKE '43 has been selected "Man of the Year" by his associates at the Hartford branch office of Connecticut General Life Insurance Co.

Paul A. HIRSBRUNNER '43 is the new Farmers Mutual Insurance representative in the Lancaster, Bloomington and Cassville areas in Wisconsin.

Dr. Donald L. BENEDICT '43 has been appointed associate director-research at Stanford Research Institute, Menlo Park, Calif.

Dr. and Mrs. Gordon M. GARNETT announce the birth of a son, John Douglas.

Allan W. EISTER '45 has been named professor of sociology at Wellesley College, Wellesley, Mass.

The classes of 1941-1945 contributed \$10,274.22 to the annual Alumni Fund of the University of Wisconsin Foundation during 1961. The number of contributors was 629.

1946-1950

Prof. Joseph R. DILLINGER '48, of the University of Wisconsin Physics Department, has been named treasurer of the American Association of Physics Teachers.

William A. DEAN '47, chief of the budget branch of the comptroller division, USAREUR, at Heidelberg, Germany, was recently promoted to the rank of colonel.

Dr. Paul R. EBLING '47 has been named medical director of Willys Motors, Inc., Toledo, O.

Dr. Timothy H. BLOSSER '47 has been named chairman of the Dairy Science Department of Washington State University.

Collins H. FERRIS '48 was recently elected president of the Madison Bank and Trust Co.

John R. CAGNON '48 has been named warden of the new Wisconsin correctional institution at Fox Lake.

Dr. Arthur H. POST '48 has been named head of the Department of Plant and Soil Science at Montana State College.

Dr. Robert E. CECH '48, research metallurgist in the General Electric Co. Research Laboratory, is the recipient of the 1961 Mathewson Gold Medal, awarded by the American Institute of Mining, Metallurgical, and Petroleum Engineers for outstanding technical publication.

Robert L. NELSON '48 recently joined the staff of the Mechanical Engineering Department of the University of California, Lawrence Radiation Laboratory, in Livermore, Calif.

Ernest R. REICHMANN '48 has been promoted to operations manager of Trailmobile, Inc., for the Longview, Tex., manufacturing plant.

Dr. William S. APPLE '49, Washington, D. C., has been named "Man of the Year for 1961" by the *American Druggist* magazine. He has been secretary and general manager of the American Pharmaceutical Association since 1959.

Keith R. ALLISON '49 is currently secretary-treasurer of Jerome Turkey Hatchery, Inc. and is the manager and controller of Jerome Turkey Farms, Inc., Barron, Wis.

John ILTIS '49, director of the Janesville High School Bluebird Band, has been voted into active membership in the American School Band Directors Association.

Walker Manufacturing Co. has announced the appointment of William M. CARPENTER '49 as director of communications and public relations.

Calvin W. PIPAL '49 has been promoted to technical assistant to the manager, retail tape and gift wrap division, Minnesota Mining & Manufacturing Co., St. Paul, Minn.

Ralph J. WYDELL '49 has become a registered representative of the Milwaukee Co., an investment banking firm located in Milwaukee.

William R. LUND '49 has been appointed director of sales for Fortune National Life Insurance Co., Madison.

Earl J. ADASHEK '49 has become a registered representative of Paine, Webber, Jackson & Curtis, investment banking firm, Milwaukee.

Alfred HANSEN '50 has been named trust officer of The Indiana National Bank of Indianapolis.

Myron GRIMES '50 recently received his Master of Science degree (soils) from the University of Minnesota. He is presently a soil scientist for the State of Minnesota.

Dr. and Mrs. Donald D. WHEELER '50 are the parents of a daughter, Wendy Lois.

Dr. Henry H. MARVIN, Jr. '50 has been named manager of engineering for General Electric's Capacitor Department at Hudson Falls, N. Y.

John F. BLONSKI '50 has been appointed first executive director of the Joint Industrial Development Commission of Adams County, Ill.

Dr. Earl H. JOCHIMSEN '50, a member of the Sheboygan County Guidance Center staff, has been named director of the Manitowoc Guidance Center.

Nathan L. McCLURE '50 has been elected comptroller of Natural Gas Pipeline Co. of America, Natural Gas Storage Co. of Illinois, and Texoma Production Co., all with headquarters in Chicago.

The 1961 Alumni Fund of the University of Wisconsin Foundation received 1,200 contributions amounting to \$16,754.39 from the classes of 1946-1950.

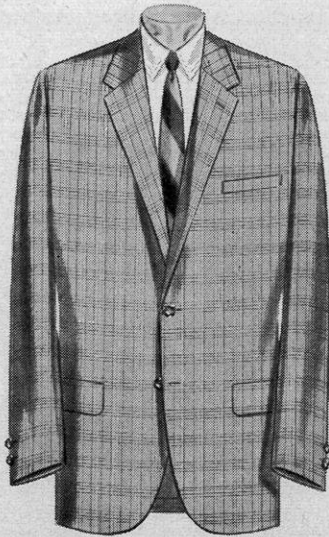
1951

John P. GUIMOND has been appointed to the position of division controller for Ray-O-Vac, division of the Electric Storage Battery Co., Madison.

John CHRISTIANSON has been promoted to assistant vice-president of the Valley National Bank, Phoenix, Ariz.



Shortly after he assumed the responsibilities of executive director of the Wisconsin Alumni Association, Arlie Mucks, Jr. was busy soliciting memberships. Here he is shown on the right as he signs up his first member, Donald D. Dega '40, president of the Hallman Paint Company.



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in our distinctive new 2-button model,
and our traditional 3-button style

The handsome suitings in these lightweight trop-
 icals are woven exclusively for us, in designs and
 colorings of our selection... and the suits them-
 selves reflect the workmanship and detailing of our
 expert tailors. This season we offer these fine trop-
 icals in our new 2-button* style that was so success-
 ful when introduced by us last Fall... as well as our
 good-looking 3-button model. Coat and trousers.

Our Own Make Tropicals. English Worsted, \$125;
Dacron® Polyester and Worsted, \$110

Also our "346" tropical suits, made to
our exacting specifications, \$80

*in Dacron-and-worsted only

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Dr. Donald L. SWANSON has been ap-
 pointed manager of the newly organized
 applied physics section of the Research
 Service Department, Stamford Laboratories,
 American Cyanamid Co., Stamford, Conn.

Lowell V. JACOBSON has joined Mead
 Johnson Research Center, Evansville, Ind.,
 as senior scientist in the Nutritional Pro-
 duct Development Department.

During 1961 217 members of the Class
of 1951 contributed \$3,381.24 to the Uni-
versity of Wisconsin Foundation for the
1961 Alumni Fund.

1952

Stanley E. REINHOLTZ is the new
 partner in the Madison accounting firm of
 Donald E. Gill and Co.

Mr. and Mrs. Russell C. PETT (Phyllis
 SCHELLPFEFFER '50) announce the
 birth of a daughter, Karen Louise.

Farnsley L. PETERS is the new man-
 ager of the Madison Chamber of Com-
 merce's convention-promotion division.

Dr. and Mrs. Stewart McLean (Anne
 HOLDEN) are parents of a daughter,
 Catherine Stewart.

Atty. Henry A. FIELD, Jr. was recently
 named a partner of the Madison law firm
 of Roberts, Boardman, Suhr, Bjork, and
 Curry.

A daughter, Caia Cecilia, was recently
 born to Mr. and Mrs. J. Martin Grisar
 (Carol HANSON), New London, Conn.

Donald SCHMIDT is presently working
 at an International Voluntary Service farm
 post in Vietnam.

William D. PLUMMER has been named
 president of the H and H Electric Co.,
 Inc., Madison.

One hundred eighty from the Class of
1952 contributed \$2,370.25 to the Univer-
sity of Wisconsin for the annual Alumni
Fund during 1961.

1953

David E. ANDERSON, C.L.U., has been
 appointed an assistant superintendent of
 agencies for the Northwestern Mutual Life
 Insurance Co., Milwaukee.

Mr. and Mrs. Roger AXTELL (Mitzi
 FORSYTH) announce the birth of a son,
 Roger Forsyth.

Robert C. GESTELAND recently re-
 ceived his doctor of philosophy degree in
 biology from the Massachusetts Institute of
 Technology.

\$2,386.50 was contributed to the Univer-
sity of Wisconsin Foundation for the an-
ual Alumni Fund by 136 members of the
Class of 1953.

1954

Mr. and Mrs. Sherwood Collins (Julie
 GERKE) are the parents of a daughter,
 Carolyn Susan. They recently moved
 to Massachusetts where Mr. Collins is on
 the staff at Tufts University, Department
 of Speech and Theatre, Boston.

William C. BRUNKOW is now with the State Bank of Elkhorn.

A daughter, Shannon Lynn, was recently born to Mr. and Mrs. David E. MORAN, Dallas, Tex.

Mr. and Mrs. John S. BALIS, Footville, Wis., are among 20 persons recently commissioned missionaries and deaconesses of the Methodist Church.

Capt. and Mrs. John S. LIESMAN (Jean THOMPSON '53) announce the birth of a daughter, Nancy Jean.

Dr. James R. ALLEN is now on the staff of Marquette University, Milwaukee, in the Department of Microbiology and Immunology, School of Medicine.

During 1961 \$642.50 was contributed by 97 members of the Class of 1954 to the University of Wisconsin Foundation for the annual Alumni Fund.

1955

Dr. and Mrs. Richard DE MARS (Donna PLOOG '55) are parents of a daughter, Jeanne Anne. Dr. De Mars is doing research for the IBM Co. at the Watson Laboratories, Millwood, N. Y.

Mr. and Mrs. Robert W. KOHN (Marlene WEISS '58) announce the birth of their first child, David Nathan. Mr. Kohn practices law in Milwaukee.

Paul A. STIVERS is now associated with AC Spark Plug, the electronics division of General Motors as a senior job analyst.

Dale H. SORENSON has been promoted to general foreman of the cast house at Reynolds Metals Company's aluminum reduction plant in Longview, Wash.

Richard A. HOLLERN has become associated with D.V.W. Beckwith in the practice of law in Madison.

Romaine F. OBERMEIER has been named supervising foreman in charge of service for the Wisconsin Telephone Co., Madison.

Lowell LUEPTOW is the executive director of the Arizona division of the American Cancer Society.

The Class of 1955 contributed \$1,727.00 to the annual Alumni Fund of the University of Wisconsin Foundation during 1961. The number of contributors was 135.

1956

Dr. and Mrs. S. MacCallum KING (Virginia JACKSON '46) have moved to Glenview, Ill., where Dr. King has assumed the position of agronomist in the marketing division of International Minerals and Chemical Corp. of Skokie.

John ELLEGARD has become a partner in the law firm of Wickert & Fuhrman, Brown Deer, Wis.

Paul K. KINDEL has received a doctor's degree in biochemistry from Cornell University, Ithaca, N. Y., and is now studying

in Munich, Germany, under a grant from the U. S. Department of Health, Education and Welfare.

James H. STEIN is now associated with Baillies and Newman, Madison, as a certified public accountant.

One hundred twenty-five contributions to the University of Wisconsin annual Alumni Fund amounted to \$895.50 donated by the Class of 1956 during 1961.

1957

James L. GREENWALD recently announced his resignation as assistant Dane County Family Court Commissioner to accept a position of mediator with the Wisconsin Employment Relations Board.

Mr. and Mrs. John A. Anderson (Jane CANFIELD) are parents of a daughter, Sarah Marie.

William A. BOLGRIEN has been named city attorney for Beloit, Wis.

Robert NORTON has assumed the position as radio pastor and program director of radio station WRVB-FM.

The 1961 Alumni Fund of the University of Wisconsin Foundation received contributions amounting to \$1,131.97 from the Class of 1957 from 142 contributors.

1958

A son was recently born to Mr. and Mrs. William BREUCH (Treva CALDWELL '60).

Theodore J. LONG was recently admitted to the practice of law before the Supreme Court of Wisconsin and the United States District Court for the Western district of Wisconsin. He is associated with the law firm of Orr, Isaksen, Werner and Lathrop, Madison.

Mr. and Mrs. Robert B. LUBIC (Benita ALK) announce the birth of a daughter, Wendy Allison.

Roland MANTHE has joined the Marathon County Agriculture Extension Staff as 4-H club agent.



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Ray R. CRITTENDEN is presently associated with the Cosmotron Division, Brookhaven National Laboratory, Upton, L. I., N. Y.

Mr. and Mrs. Charles H. HAJINIAN announce the birth of a daughter, Karin Ann.

Atty. Alvin R. KLOET has been appointed assistant district attorney for Sheboygan County.

One hundred thirty-one donations were received by the University of Wisconsin Foundation from the Class of 1958 for the 1961 Alumni Fund. These donations amounted to \$898.50.

1959

Mr. and Mrs. George W. LONGE-NECKER (Caryol MAGNUSSEN '60) announce the birth of their first daughter, Karin Sue.

Atty. William R. SLATE has announced his association in the practice of law with Atty. Emery Paul, Markesan, Wis.

A daughter, Kelly Ann, was recently born to Mr. and Mrs. Michael E. Donagan (Marlyn JOHNSON).

James SHEPPARD has been named interviewer on the staff of the Wisconsin State Employment Service office in Racine, Wis.

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Wisconsin Library Association

A son, Mark Alexander, was recently born to Mr. and Mrs. Edward C. INGRAM (Margaret BRINK '60). Mr. Ingram is studying for a Ph.D. degree in mathematics at Harvard University.

The Class of 1959 contributed \$1,262.00 to the 1961 Alumni Fund. The University of Wisconsin Foundation received the contributions from 150 members of the class.

Thomas F. Canny Class of '60

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1960

Karen HEASSLER recently returned to the United States after spending a year in Stockholm, Sweden, where she was employed as a secretary and model. Miss Heassler is presently studying at the Stella Adler Theater Studio in New York City.

Mr. and Mrs. Anthony J. REIN and son have moved to Salt Lake City, Utah, where Mr. Rein has accepted a position with the Hercules Powder Co.

Betty BLUE has accepted a two-year assignment with the Special Services of the Army in Europe.

Prof. and Mrs. Robert E. Reuman (Dorothy SWAN) are parents of a daughter, Elizabeth Linda.

Dennis I. GOFF has become associated as a registered representative with Francis I. du Pont and Co., Phoenix, Ariz.

Peter L. KASSON was recently promoted to first lieutenant in the U. S. Army at Fort Lawton, Wash.

During 1961 79 members of the Class of 1960 contributed \$641.15 to the University of Wisconsin Foundation for the 1961 Alumni Fund.

1961

Mr. and Mrs. Norman A. CAMPBELL announce the birth of their second child, Linda Ann. Mr. Campbell is an instructor in pharmaceutical administration at the Massachusetts College of Pharmacy in Boston, Mass.

Contributions to the University of Wisconsin 1961 Alumni Fund amounted to \$975.05 donated by 40 members of the Class of 1961.

Newly Married

1950

Carolyn T. Malin and Robert J. BRAUN, Genoa.

1951

Darlene D. Lowther and Elden C. MATHEWS, Oshkosh.

Alice N. Morse and Dr. Frank V. POWELL, Fresno, Calif.

1952

Elaine R. Budzynski and Lionel F. THALKE, Milwaukee.

1953

Lois Druch and Alfred A. FRANK, Waukesha.

Donna M. Bunda and Charles J. RICHARDS, Kenosha.

1955

Elsie M. Lindegren and Dr. Allen J. BLOMQUIST, Rhineland.

Lois F. Jessie and Hugh L. BUCHANAN, Prairie du Sac.

1956

Joyce M. Harvey and Richard H. DAMERAU, Fort Worth, Texas.

Mary C. Carey and Richard J. MENG, Neenah.

1957

Geneva V. HOLEN and Larry J. EGGERS '53, Madison.

Mary T. SMITH and John W. NEILSEN '60, Madison.

1958

Barbara N. CHAPMAN and William J. Vaughan, Madison.

Jean A. Pettera and Barry R. DEMPSEY, Fennimore.

Elizabeth A. Buck and Robert A. NICHOLS, Fullerton, Calif.

1959

Barbara A. ANDERSON and Robert E. Tinsman, Madison.

Ruth McLintock and Dr. J. Frank HENDERSON, Washington, D. C.

Patricia A. Edwards and Donald J. IVEY, Ansbach, Germany.

Susan M. SILVERNESS and Peter H. KNUTSON '57, Charlton, N. Y.

Lucille B. Mermer and Bruce D. SKOFRONICK, Appleton.

1960

Shirley G. Sorenson and Albert J. BEAVER, Madison.

Carolyn M. Starck and William W. BURNS, Madison.

Donna M. Bubolz and Richard W. HAHN, Milwaukee.

Judith A. LUSTOK and Lawrence S. Lessin, Milwaukee.

Lorelei J. McNOWN and Charles A. Green, Madison.

Sue RINGROSE and Robert P. Krohn, Skokie, Ill.

Judith A. SCHNAITTE and David W. Peterson, Hoyt Lakes, Minn.

Jane F. SCHROEDER and Joe E. Bailey, West Bend.

1961

Amy J. ABENDROTH and Larry K. WEISS, Fox Point.

F. Elizabeth ANDREWS and John A. DUTTON '58, Merrimac.

Mary A. Sperisen and Gary A. BETLACH, Sun Prairie.

Barbara A. BOSS and John H. Williams, Hales Corners.

Mary F. BROWN and Lavern E. Anderson, Madison.

Georgia DENNIS and Alan C. COLE, Wauwatosa.

Joyce A. FREDERICK and Thomas A. Christensen, Madison.

Birgitta Liljequist and Alan T. GREENE, Ashland.

Doris Borgwardt and Warren J. KENNEY, Whitefish Bay.

Joan C. Fintel and Donald P. KRASNY, Wisconsin Rapids.

Audrey A. Feudner and John D. LOGEMEN, Fond du Lac.

Nancy L. NEWBURY and Donald W. LUETSCHWAGER, Appleton.

Inez A. Manderfield and Richard M. RABIDEAU, Appleton.

Sandra K. RAEMISCH and Bruce K. KAUFMANN '57, Waunakee.

Mary A. Webster and William O. SCHMITZ, Madison.

Louise Anderson and Mark D. SHULMAN, Madison.

Margo M. Langetieg and Alfred P. SZEWS, Madison.

Anna Sperry and Torolf R. TORGERSEN, Winnetka, Ill.

Bonnie J. Hughes and William W. WAGNER, Granton.

1962

Margaret L. MAKOSKY and John T. HARRINGTON '61, Glen Ellyn, Ill.

Necrology

David W. NORTH '86, Edgerton.

Hugh J. ROONEY '93, Plymouth.

Capt. John D. MANCHESTER '96, Garden Grove, Calif.

Frank B. WYNNE '96, Cedar Grove, N. J.

Max A. WITTE '97, Madison.

Dr. Robert A. MAURER '01, Milwaukee.

Mrs. C. A. La Vassor '03, (Mina A. ANDERSON), Argyle.

Harry J. COWIE '03, Niagara Falls, N. Y.

Mrs. Thomas Mithus '04, (Martha GILBERTSON), Stoughton.

Mrs. Forest D. Calway '04, (Marian O'NEILL), Minneapolis, Minn.

Louis M. ANDERSON '06, Minneapolis, Minn.

Frank E. BEST '06, Brodhead.

Louis E. WARD '07, Midland, Mich.

Frank H. HANNAFORD '08, Kansasville.

Raymond J. HEILMAN '08, Minneapolis, Minn.

Frederick S. DEIBLER '09, Chicago, Ill.

Mrs. Clarence C. Fuller '10, (Lyda L. GROSS), Chicago, Ill.

Albert L. HAMBRECHT '10, Madison.

Theresa C. MULLER '12, St. Petersburg, Fla.

Floyd D. CAMPBELL '14, Boston, Mass.

Ford H. MAC GREGOR '14, Beverly Hills, Calif.

Edward J. CONNELL '15, New York, N. Y.

Morgan T. BINNEY '18, Miami, Fla.

Francis H. LE WOHL '20, Racine.

David C. ZUEGE '20, Milwaukee.

Myrtle O. BANGSBERG '21, La Crosse.

Herbert A. MULLER '21, Milwaukee.

Herman P. SIEBKEN '22, Madison.

Oscar P. BROWN '23, Junction City, Kans.

Lippert E. ELLIS '23, Fayetteville, Ark.

Mrs. John L. Sammis '24, (Flora E. CURTIS), Madison.

Mona L. THOMAS '25, Mineral Point.

Robert R. GEHRAND '26, Madison.

Henry S. SMIEDING '27, Racine.

Emerson E. HAWLEY '28, Evanston, Ill.

Everest W. OLSON '35, Madison.

Dora WRIGHT '40, Madison.

Orrin S. SLAUSON '42, Chippewa Falls.

William L. STAUTZ '42, Clearwater Beach, Fla.

Romain E. ZAHM '46, Beloit.

John A. WEAVER '48, Chippewa Falls.

Edmund C. BLAIR '50, Chippewa Falls.

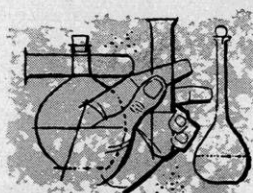
Wallace E. HOLMES '54, Riverside, Calif.

Herbert J. HIELSBERG '60, Beloit.

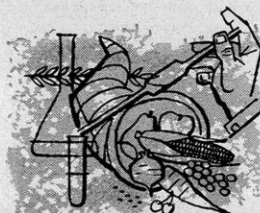


Laboratory Services for Industry

The Wisconsin Alumni Research Foundation has a large laboratory division devoted to consulting and testing services for the food, feed, drug and chemical industries. These services are divided into the following major categories:



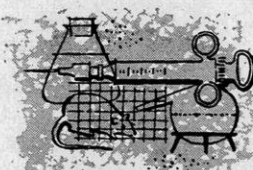
CHEMISTRY



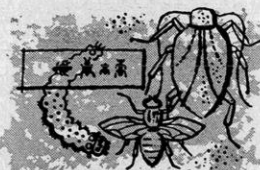
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MICROBIOLOGY



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Work is performed on a fee basis; results are confidential and are the property of the client. Income derived from the laboratory operation is added to the general fund from which grants are made to the University of Wisconsin.

With over 30 years of experience and with highly qualified technical personnel, the laboratory division has become the leader in many areas of consulting research. Inquiries are welcomed—projects of all sizes and costs are considered.

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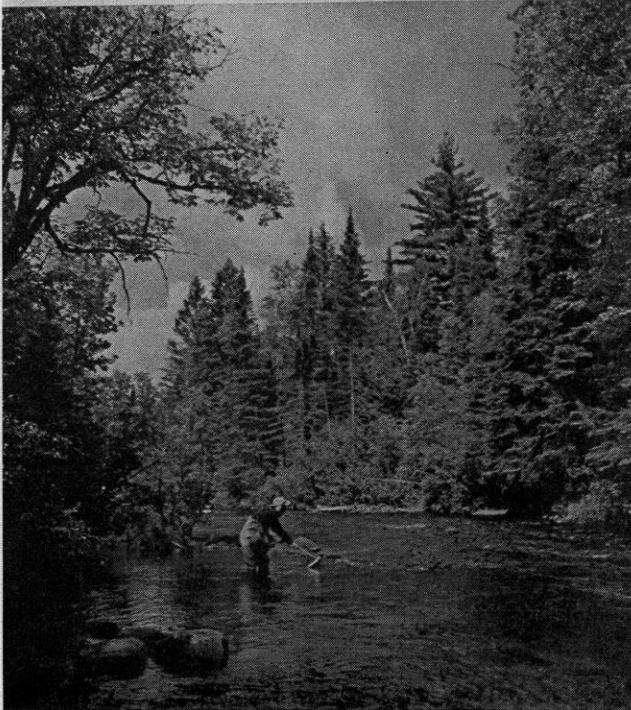
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