



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 61, Number 11 March 1960

[s.l.]: [s.n.], March 1960

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

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

For information on re-use, see

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

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

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

WISCONSIN *Alumnus*

RECEIVED

65513

UNIV. OF WISCONSIN
LIBRARIES

MARCH 1960



1960
Badger
Beauties

see page 8

"Friendly Giant" Gets TV Award



"THE FRIENDLY GIANT," a children's television program which originated at the University of Wisconsin station, WHA-TV, has won a major Sylvania award for its contribution to educational broadcasting. The show's creator, producer, and its principal star, is **Robert Homme '47** who is currently on leave from the Madison campus and working with the Canadian Broadcasting Co. in Toronto.

"The Friendly Giant" is keyed to an audience of preschool children and features a soft-spoken individual of gargantuan proportions who, for fifteen minutes, exchanges pleasantries with animal puppets, the most no-

table being a giraffe named Jerome and a rooster named Rusty (both played by station-announcer Ken Ohst). Primarily, the program deals with children's books but, often, the giant and his companions break into an informal serenade from a variety of musical instruments. Like other programs of its type, "The Friendly Giant" has a captivating charm which is equally appealing to adults.

Local recognition for Homme and the program's achievement came when WHA-TV aired a special salute which featured Ohst and William G. Harley, program director for the State Broadcasting Service.

letters

... I am squeaking about the statement in the January issue of the Alumni Magazine calling the colors of our University cardinal and white instead of cardinal. Living as I do in the 20th century, I am accustomed to change, but I ask that it be authoritative, not anonymous. Here's the tale:

Last Fall the *State Journal* ended a cardinal editorial with the words "welcome to the cardinal and white". I asked Herb Jacobs, "Where and by whom the change was authorized?" He took action and found no authority was known. So when the January Alumni Magazine repeated the statement, I wrote to President Elvehjem, "How come?"

The response came "No authority was found". I am enclosing an excerpt from the letter to Herb Jacobs sent by Robert Taylor of the President's staff.

I ask your help. Here endeth my squeak.

Lelia Bascom
Madison

(The cardinal and white we referred to in the January issue of the ALUMNUS was the respective names of the two trains which carried Wisconsin students to the Rose Bowl. However, the question of the "official" school color or colors does raise a problem. Printed below is Mr. Taylor's research on the problem—if anyone has additional information, we would appreciate hearing from them. —Ed.)

A check of University histories, historians and with the custodian of the University archives, the minutes of the Board of Regents, and the faculty fails to disclose any official act naming a University color—cardinal. Yet I seem to recall once seeing an old action making our color cardinal. I am quite certain I have never seen any action making the colors cardinal and white. However the committee of 30 which accomplished the merger of the two Milwaukee institutions, decided September 10, 1956 that the colors of the new institution would be cardinal and white.

(Miss Bascom's comment here—"Does the tail wag the dog?"—Ed. note.)

Certainly cardinal has been the color associated with the University as early as April 4, 1893, for on that date the first issue of the Daily Cardinal, the student paper, was published. The 1884 Badger used the word "colors" in the plural saying, "Everyone wears the colors now". A story in the 1910 Cardinal (May 9) reports that "The May Pole dance will be larger and more beautiful. Thirty-two streamers instead of twenty-four will be changed to the rainbow tints to add more color to the dance."

An alumnus, writing to the 1920 Wisconsin Alumni Magazine (June) said his memory was "somewhat vague" but he seemed to recall that the color cardinal was adopted "in the early '80's". In the November 1930 Wisconsin Alumni Magazine, F. A. Pike, who was graduated in 1885, wrote that "the University color was in vogue before my entrance in 1881."

All this is to report that we are still looking for an answer but have not yet found it. Perhaps a report of our difficulties will prompt someone whose hobby is history to dig in and find a satisfactory answer.

Robert Taylor
Assistant to the President

Pres Adams saw our ad...

Men have joined New England Life after starting careers (often with considerable success) in a number of different fields. Sometimes, as in the case of Preston Adams, they come to us from other life insurance companies.

Pres had long felt he wasn't moving ahead as well as he should. He was even considering other kinds of employment. About that time he saw an ad telling about our Leaders Association. The fact that so many New England Life agents were meeting the high standards of qualification for this organization was an eye-opener. Pres knew how success has a way of generating more success. This was the kind of atmosphere in which he wanted to work.

The climb has been steady for Pres ever since he joined New England Life. Now he's really hitting his stride. He has qualified for our Hall of Fame as well as the Leaders Association he had read about not so long ago.

Perhaps a career like that of Pres Adams appeals to you. There are opportunities at New England Life for other ambitious college men who meet our require-

ments. You get a regular income from the start. You can work just about anywhere in the U.S.A. More than in any other field, your efforts will show *direct* results in your advancement.

For more information, write to Vice President L. M. Huppeler, 501 Boylston Street, Boston 17, Massachusetts.



Preston G. Adams, holding his youngest daughter Sharon, poses with Linda, Mrs. Adams, and Susan in front of their home in Salt Lake City.

NEW ENGLAND *Mutual* LIFE Insurance Company BOSTON, MASSACHUSETTS

THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA — 1835

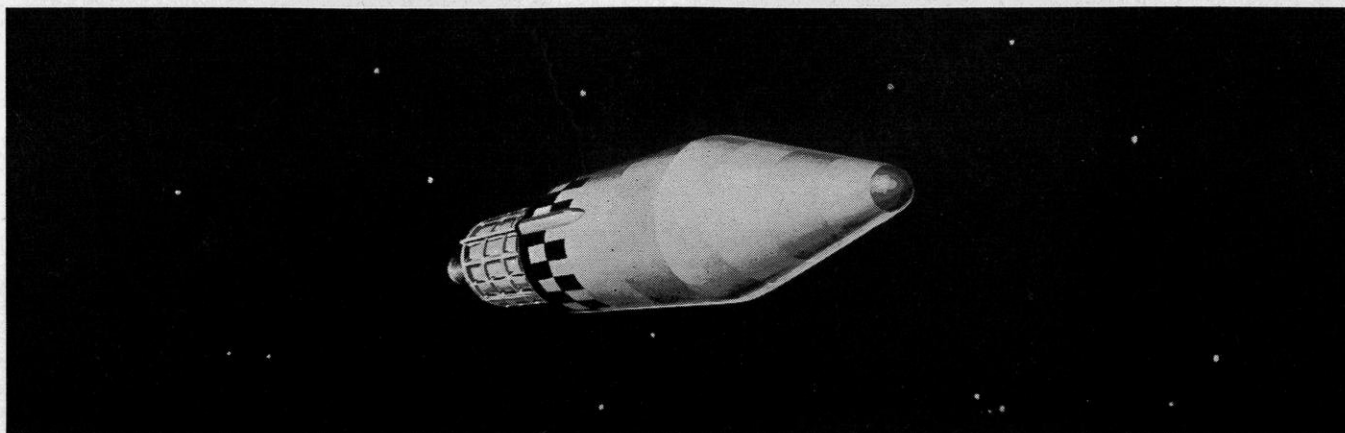
These University of Wisconsin men are New England Life representatives:

Henry E. Shiels, '04, Chicago
Alfred C. Goessling, '23, Janesville
Hugo C. Bachhuber, '26, Mayville
Godfrey L. Morton, '29, Milwaukee

Martin B. Lehman, CLU, '35, Kansas City
John C. Zimdars, '39, Madison
Kenneth N. Wedin, '46, Minneapolis
Calbert L. Dings, '48, Charlotte

Donald J. Johnson, '50, Milwaukee
Burt A. Smith '40, Milwaukee

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



EXPANDING THE FRONTIERS OF SPACE TECHNOLOGY

Lockheed Missiles and Space Division is prime contractor for the Navy POLARIS Fleet Ballistic Missile; the Air Force AGENA Satellite in the DISCOVERER program; MIDAS infrared detection satellite system; SAMOS satellite program; Air Force X-7; and Army KINGFISHER.

These programs include: celestial mechanics; computer research and development; electromagnetic wave propagation and radiation; electronics; the flight sciences; human engineering; magnetohydrodynamics; man in space; materials and processes; applied mathematics; operations research and analysis; ionic, nuclear and plasma propulsion and exotic fuels; sonics; space communications; space medicine; space navigation; and space physics.

Headquarters for the Division are at Sunnyvale, California, on the San Francisco Peninsula, and research and development facilities are in the Stanford Industrial Park in Palo Alto and at Van Nuys in the San Fernando Valley.

Facilities are new and modern and include the latest in technical equipment. A 4,000 acre Division-owned static test base in the Ben Lomond mountains near Santa Cruz provides for all phases of static field test. In addition, flight test facilities are provided at Cape Canaveral, Florida, and Vandenberg AFB, Santa Maria, California.

ENGINEERS AND SCIENTISTS

Such programs reach into the future and deal with unknown and stimulating environments. It is a rewarding future with a company that has an outstanding record of progress and achievement. If you are experienced in any of the above areas, or in related work, we invite your inquiry. Please write: Research and Development Staff, Dept. C-52RR, 962 W. El Camino Real, Sunnyvale, California. U.S. citizenship or existing Department of Defense clearance required.

Lockheed / **MISSILES AND SPACE DIVISION**

SUNNYVALE, PALO ALTO, VAN NUYS, SANTA CRUZ, SANTA MARIA, CALIFORNIA • CAPE CANAVERAL, FLORIDA • ALAMOGORDO, NEW MEXICO • HAWAII



WISCONSIN ALUMNI ASSOCIATION OFFICERS AND DIRECTORS

OFFICERS, 1959-60

Chairman of the Board: Sam Ogle '20, Ed Schuster & Co., Inc., Milwaukee 1
President: Martin Below '24, Kieffer-Nolde Engraving Co., 160 East Illinois, Chicago
First Vice-President: Don Anderson '25, Wis. State Journal, Madison 3
Second Vice-President: Dr. Norman O. Becker '40, 104 S. Main St., Fond du Lac
Treasurer: Walter A. Frautschi '24, Democrat Prtg. Co., PO Box 1148, Madison 4
Secretary: Maxine Plate '35 Ambrosia Chocolate Co., 528 W. Highland Ave., Milwaukee
Executive Director: John Berge '22, Memorial Union, Madison 10

DIRECTORS AT LARGE

Robert Angus '43, 1221 Lillian St., Fort Atkinson; George Barland '22, 22½ S. Barstow St., Eau Claire; Dr. Robert Barter '37 6211 Garnett Dr., Chevy Chase, Md.; Grafton H. Berry '34, 210 N. Stevens St., Rhinelander; Oscar C. Boldt '48, 217 S. Badger Ave., Appleton; Gordon Connor '29, PO Box 810, Wausau; President Conrad A. Elvehjem '23, Bascom Hall, UW, Madison 6; Mark Hoskins, Jr. '46, Box 207 Lancaster; John G. Jamieson '38, A. C. Allyn & Co., 1 S. Pinckney St., Madison 3; Mrs. Robert D. Johns '41, 1514 King St., La Crosse; Lloyd Larson '27, Milwaukee Sentinel, Milwaukee; Katherine McCaul '25, Tomah; Mrs. Paul Fisher '43, 1621 Madison St., Evanston Ill.; Charles O. Newlin '37, Continental, Ill. Natl. Bank & Trust Co., 231 S. La Salle, Chicago; Raymond Patterson '45, Pres., Wayland Academy, Beaver Dam; James D. Peterson '18, 135 S. La Salle St., Chicago; George S. Robbins '40, Chamber of Commerce, Marinette; William R. Sachse '50, Robert W. Baird & Co., Security Natl. Bank Bldg., Sheboygan; Prof. William B. Sarles '26, 112 Bacteriology Bldg., UW, Madison 6; Mrs. John A. Schindler '28, 532-22nd Ave., Monroe; Dr. Robert Spitzer '44, Murphy Products Co., Burlington; Ralph D. Timmons '26, 995 Applegate Rd., Madison; Frederick N. Trowbridge '23, 130 E. Walnut, Green Bay; Mrs. John Walsh '38, 1930 Regent St., Madison 5; John C. Wickhem '43, 19 E. Milwaukee St., Janesville.

PAST PRESIDENTS

Charles B. Rogers '93, 95 N. Main St., Fort Atkinson; John S. Lord '04, 135 S. La Salle St., Chicago 3; Charles L. Byron '08, First Natl. Bank Bldg., Chicago 3; Earl O. Viss '14, 635 N. 7th St., Manitowoc; Harry A. Bullis '17, 404 Title Ins. Bldg., Minneapolis; Minn.; Howard I. Potter '16, Marsh & McLennan, 231 S. La Salle St., Chicago; Albert J. Goedjen '07, 350 Bryan St., R. #6, Green Bay; C. F. Van Felt '18, Pres., Fred Rueping Leather Co., Fond du Lac; Philip H. Falk '21, Supt. of Schools, 351 W. Wilson, Madison 3; William D. Hoard, Jr. '21, W. D. Hoard & Sons Co., Fort Atkinson; Joseph A. Cutler '09, Johnson Service Co., 507 E. Michigan St., Milwaukee; Walter A. Frautschi '24, Democrat Printing Co., PO Box 1148, Madison 1; Stanley C. Allyn '13, Chairman of the Board, Natl. Cash Register Co., Dayton, Ohio; John H. Sarles '23, Knox Reeves Advt., Inc., 400 2nd Ave. S. Minneapolis, Minn.; Thomas E. Brittingham '21, 835 Wilmington Trust Bldg., Wilmington, Del.; Willard G. Aschenbrenner '21, American Bank & Trust Co., Racine; Warren P. Knowles '33, Doar & Knowles, New Richmond; R. T. Johnstone '26, Marsh & McLennan, 1300 Natl. Bank Bldg., Detroit, Mich.; Gordon R. Walker '26, Walker Forge, Inc., 2000 17th St., Racine; Lawrence J. Fitzpatrick '38, J. J. Fitzpatrick Lumber Co., 5001 University Ave., Madison 5; Dr. John A. Keenan '30, Pres. Standard Packaging Corp., 200 E. 42nd St., New York 17, N. Y.; Sam Ogle '20, Schusters, Inc., 2153 N. 3d St., Milwaukee 1.

SENIOR CLASS DIRECTORS

Class of 1957: James G. Urban, 425 Lorch St., Madison
Class of 1958: Don Hoffman, 830 Shadow Lawn Drive, Elm Grove
Class of 1959: J. Phil Elliott, 124 Langdon St., Madison

ALUMNI CLUB DIRECTORS

Chicago Alumnae: Mrs. Marcus Hobart '19, 621 Foster St., Evanston, Ill.; Chicago Alumni: Frank B. Carney '32, Lissone-Lindeman, USA, Inc., 140 S. Dearborn, Chicago 3; Detroit: Irwin R. Zemon '50, 17325 Northland Pk Ct.; Eau Claire: C. David Bugher '46, 646 Putnam Drive; Fond du Lac: Nathan Manis '38, Cohodas-Manis Co.; Fox River Valley: F. A. Meythaler '37, 910 E. College Ave.; Appleton; Janesville: Richard C. Murphy '49, 129 Corn Exchange; Kenosha: Mrs. Archibald Naysmith '29, 502 Sheridan Road; La Crosse: Norman Schulze '31, 206 Exchange Bldg.; Madison: Laurie Carlson '43, 3800 Regent St.; Minneapolis: Marshall Diebold '25, Northrup King & Co., 1500 N. E. Jackson St.; Green County: Mrs. Fred T. Burgy '33, RFD #2, Monticello; Milwaukee: Edward S. Waterbury '47, Schuster & Co., 2153 N. 3d St.; New York City: Kenneth B. Wackman, 6 E. 45th St.; Northern California: Delbert Schmidt '38, Employers Mutual of Wausau, 114 Sansome St., San Francisco; Oshkosh: Clifford Bunks '50, 1425 E. Nevada Ave.; Racine: Keehn Yeager '36, 920 E. Colonial Dr.; Sheboygan County: Larry S. MacDonald '50, PO Box 11, Sheboygan; Southern California: Emil Breikreutz '05, 1404 Wilson Ave., San Marino 9; Washington, D. C.: Grace E. Bogart '29, 1711 Mass. Ave., N.W.; Waukesha: Vince Gavre '39, 120 W. Roberta Ave.; Wausau: Stuart Gullickson '50, 710 First Am. State Bank Bldg.



Wisconsin Alumni Association

770 Langdon St. Madison 10
Volume 61 MARCH, 1960 Number 11

ARTICLES

- 6 UW Foundation Announces 1959 Alumni Fund Totals
- 8 Fire Hits Music School Annex
- 10 The Coordinating Committee for Higher Education
- 14 An Honors Program for Wisconsin
- 16 Metropolitan Studies
- 19 Col. Vilas Will
- 20 Project North
- 24 Philip D. Reed
- 30 The Minneapolis Symphony Orchestra
- 32 Soldier Set Designer

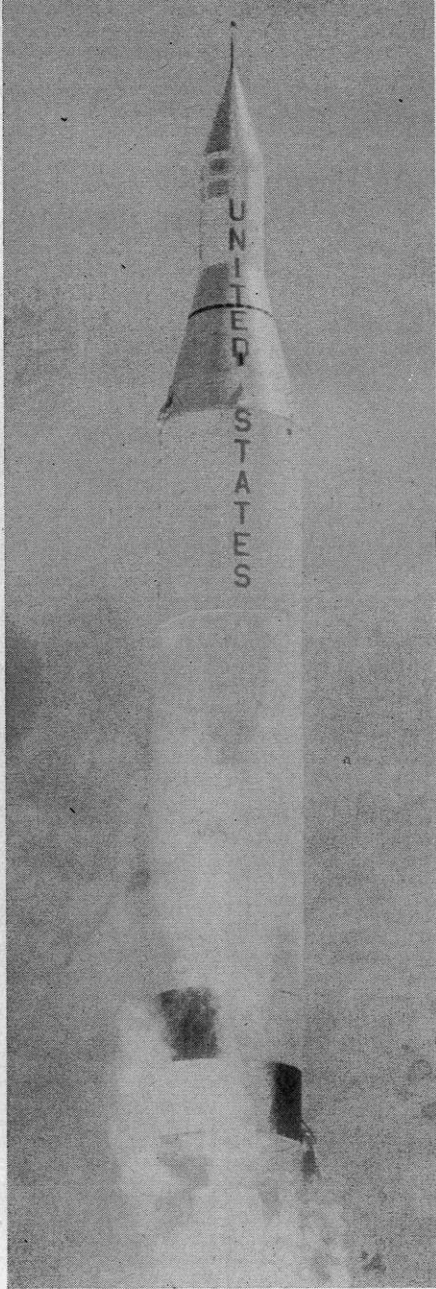
DEPARTMENTS

- 2 Letters
- 7 Keeping in Touch with Wisconsin
- 26 Up and Down the Hill
- 28 Athletics
- 31 UW Calendar
- 33 With Alumni Clubs
- 34 Alumni News
- 38 Newly Married
- 38 Necrology

STAFF

John Berge '22 Executive Director
Edward H. Gibson '23 Field Secretary
Arthur Hove '56 Editor
Edith Knowles Office Manager

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



UW Foundation announces 1959 Alumni Fund totals

ALUMNI, faculty, and friends contributed \$290,616.18 to the University of Wisconsin Foundation during 1959, according to Frank V. Birch of Milwaukee, Foundation president. Birch said this was an increase of 102 percent over the 1958 annual alumni fund.

Birch also reported that \$224,609.65 had been collected by the Foundation from business firms, charitable foundations, and bequests. The total raised by the Foundation for University purposes during the past year was \$515,225.83.

Birch made the announcement at a special luncheon at the University Club in Milwaukee. Members of the Foundation board of directors and other Milwaukee business leaders were on hand for the Foundation's annual financial report and to honor University Pres. Conrad A. Elvehjem.

Pres. Elvehjem discussed the financial situation of the University and explained how the money needed to operate it must come from many sources—including the generosity of alumni and business friends. Then he answered questions about long range University plans in Madison and Milwaukee.

Carl E. Steiger of Oshkosh, president of the Board of Regents, complimented Birch following the meeting. "The Foundation has rendered a great Service," he said, "by bringing together the top administrator of our University with the heads of business and industry in Milwaukee. This exchange of information will help build better understanding of the goals and needs of our University."

Harry A. Bullis of Minneapolis, former president of General Mills Corp., was praised for his leadership as honorary chairman of the 1959 Alumni

Fund. In addition to doubling the amount collected, the number of individual contributors rose from 3,708 in 1958 to 5,089 in 1959 for an increase of 37.2 per cent.

Fayette H. Elwell of Madison, emeritus dean of the University's School of Commerce, is chairman of the Annual Alumni Fund Committee. He said, "Our emphasis in this field has been on securing a greater number of alumni, friends, and faculty members as annual contributors to the support of the University."

"While there are still thousands of former students who have not responded, the increase of 1,381 donors last year is most gratifying and encouraging to all who realize the needs of our University during these days of spiraling costs and soaring enrollments."

Robert B. Rennebohm, executive director of the Foundation, pointed out that all money received by the Foundation is used to further the program of the University.

"Many continuing and special projects are supported by funds solicited and accepted by the Foundation," Rennebohm said. "Many of the 1959 givers restricted their gifts to the Alumni House fund, Rose Bowl Band fund, scholarships, and loans. Many corporate contributions were earmarked for the Middleton Medical Library, an auditorium addition to the Wisconsin Center, for adult education, professorships, and lecture funds."

"In addition to cash gifts," Rennebohm added, "many friends have been able to help the University more with gifts of stocks and bonds, real estate, personal property, and bequests to the University of Wisconsin Foundation."

Next Month:

A Special MOONSHOOTER Issue of the Wisconsin Alumnus

*... featuring an article on Alumni
and their role in the development
and success of the University.*

Keeping in Touch with Wisconsin

President C. A. Elvehjem has just come up with an idea with interesting possibilities. In discussing reunion activities he suggested that some plan be worked out to recognize families that have sent a significant number of their children to the University—especially those with outstanding records as students and graduates. He mentioned one family, for example, that had six children graduating with honors—all making either Phi Beta Kappa or Tau Beta Pi.

The big problem, of course, is to get a list of these families—and here is where you come into the picture. We have the names of some of these families but we need your cooperation in compiling a complete and accurate list. If you know of a family that should be considered for the recognition suggested by President Elvehjem, please drop me a note at 770 Langdon Street, Madison 10, Wisconsin. Perhaps Connie's suggestion for honoring these distinguished families can be included in our reunion program. Here are the dates for this year's Commencement-Reunion activities:

Friday, June 3—Half Century Club Luncheon and Class Dinners.

Saturday, June 4—Alumni Day, with class luncheons and the annual Alumni Day Dinner.

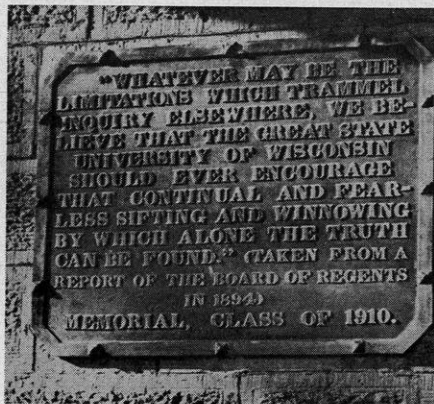
Sunday, June 5—University Honors Convocation and President's Reception.

Monday, June 6—Commencement exercises in the Stadium.

This year's Half Century Club luncheon will celebrate the twentieth anniversary of this exclusive organization which includes alumni who have been graduates of the University of Wisconsin for fifty years or more. At least 275 are expected at this year's luncheon.

The Half Century Club was organized in 1941. It has two major objectives: (1) to honor Wisconsin alumni who are celebrating the fiftieth anniversary of their graduation; (2) to make

their reunions memorable and enjoyable. There are no dues.



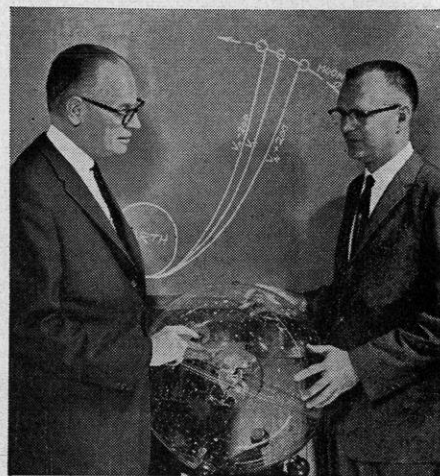
On June third the members of the Class of 1910 will be inducted into the Half Century Club. Among its many achievements, this class presented the famous plaque at the entrance to Bascom Hall.

Five years elapsed, however, before this plaque was bolted on the outside wall of Bascom Hall. At first, the Regents refused to accept it. In 1912 it was accepted by the Regents but after gathering dust in storage for several years it finally was bolted in its present position in 1915.

Forty-one years later, in 1956, the plaque mysteriously disappeared from its place on Bascom Hall. Weeks later it was still missing, so the Regents established a Freedom Plaque Fund to be used for recasting a replica and perpetuating the "principles for which it stands".

Shortly thereafter the University Department of Protection and Security received an anonymous telephone call saying that the original plaque could be found near the Willows Beach.

On February 15, 1957, the original plaque was re-dedicated at a special University convocation. Copies of the resolution adopted by the Regents and records telling the story of this famous plaque were sealed in a box behind the plaque.—John Berge, Executive Director



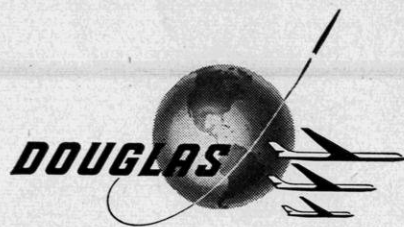
Arthur E. Raymond, Senior Engineering Vice President of Douglas, goes over a proposed lunar trajectory with Maxwell Hunter, Asst. Chief Engineer—Space Systems

Guided tour of the solar system

The new NASA Thor-boosted research rocket, DELTA, now in production at Douglas, will set up important signposts for further space explorations.

Combining elements already proved in space projects with an advanced radio-inertial guidance system developed by the Bell Telephone Laboratories of Western Electric Company, DELTA has the versatility and accuracy for a wide variety of satellite, lunar and solar missions. Douglas reliability rides with these 90 foot, three-stage rockets on every flight.

Douglas is now seeking qualified engineers, physicists, chemists and mathematicians for programs like ZEUS, DELTA, ALBM, GENIE, ANIP and others far into the future. For full information write to Mr. C. C. LaVene, Douglas Aircraft Company, Inc., Santa Monica, California, I Section.



MISSILE AND SPACE SYSTEMS ■ MILITARY AIRCRAFT
DC-8 JETLINERS ■ CARGO TRANSPORTS
AIRCOMB ■ GROUND SUPPORT EQUIPMENT

Fire Hits

Music School Annex

by Hazel McGrath



THIS SCARRED grand piano is one of four instruments ruined by the fire which swept through the 70-year-old building housing Annex III of the University School of Music on the second floor at 508 State Street. Wehrmann's leather shop on the first floor was completely gutted by the blaze, which kept city firemen busy for five hours the night of January 31.

The pianos, fully covered by insurance, will be replaced. New quarters—of a sort—have already been found. But fire and water destroyed personal and professional property of the occupants which was unique and irreplaceable.

The entire voice faculty—except Prof. Christine Gunlaugson who occupies a studio in Annex I on Park Street—including Profs. Bettina Bjorksten, Lois Fisher, Dale Gilbert, Samuel Jones, and Warren Wooldridge, was housed in the Annex.

Hardest hit was Prof. Bjorksten, whose pleasant studio at the rear of the building was in the direct path of the flames. She lost valuable pictures; an original sketch for a new theory of music by Busoni, the great Italian composer and pianist; a hand-blocked Bavarian print; her six-year collection of notes for a book she planned to write on the art of singing; and all her books in English on the production of the voice.

"Expecting to find everything gone when I first went to my studio after the fire, I lost my composure on seeing one of my treasures still there, miraculously preserved," she says. "My studio was boarded off, because the floor was unsafe, but one of the workmen was able to reach to a shelf and

rescue my volume of Schubert which contains the markings of my voice teacher in Frankfurt, the great Ria Ginster.

"The steel desk and its contents were ruined, but next to it in a little wooden cabinet were my oratorios and opera scores, untouched.

"The greatest irony of all was this: many of the things destroyed had followed me from my home in Germany to South America, to Chicago, and to Madison, without any damage whatsoever," she adds.

Prof. Bjorksten was born and educated in Germany. She made her concert debut in Europe before Naziism became "unendurable" and she emigrated to Brazil with her family, and later to the United States.

Most of Prof. Gilbert's books were ruined, but he mourns most his score of Brahms' "Requiem" which he sang three times under Bruno Walter, who wrote notes and comments in the margins. Prof. Jones, whose new Opera Workshop was to have occupied the Annex auditorium, lost his foreign language books, most of them out of print.

Profs. Fisher and Wooldridge were less affected than their colleagues, because their studios were not in the direct path of the fire. Miss Fisher did lose the programs she has been saving for 25 years, and some of her music.

All five dispossessed professors are carrying on their work in Annex IV until more appropriate quarters can be found. This Annex, comprising the second and third floors at 823 University Avenue, was taken over in 1958 for brass and woodwind instruction and practice. The bare rooms now echo with the counterpoint of soprano and French horn, tenor and trumpet.

Since 1900, when the University library vacated Assembly Hall to move across the street, and music moved in and changed the name to Music Hall, the School has spilled over into four annexes: an old fraternity house at 425 North Park Street; a former clothing store at 718-720 State Street; the ill-fated spot above the luggage shop; and the floors above the Cardinal Publishing Company on University Avenue.

"Overnight we backed up three years," Dr. Samuel Burns, chairman of the School of Music, says about the fire.

About the Cover

On the cover of this month's *Wisconsin Alumnus* are six beautiful young ladies—forming a veritable pyramid of pulchritude—they are the Badger Beauties of 1960. Moving up the left side of the triangle and coming down on the right, the girls are Patricia Reybold, Minneapolis, Minn.; Diane Kohlmetz, Wauwatosa; Joan Bradley, Glencoe, Ill.; Mary Ann Sinkler, Green Bay; Roanne Ringsmuth, Glenview, Ill.; and Patricia Clarkson, Fort Wayne, Ind.

Wisconsin Alumnus, March, 1960



... a hand in things to come

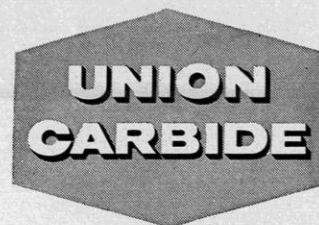
Shaping another sun

7000 degrees . . . an inferno approaching that of the sun's surface has been created by the scientists of Union Carbide. The energy comes from the intensely hot carbon arc. Through the use of mirrors, the heat is reflected to form a single burning image of the electric arc at a convenient point. Called the arc-image furnace, it extends the limits of high-temperature research on new materials for the space age.

For years, mammoth carbon and graphite electrodes have fired blazing electric furnaces to capture many of today's metals from their ores and to produce the finest steels. But, in addition to extreme heat, the carbon arc produces a dazzling light that rivals the sun. In motion picture projectors, its brilliant beam floods panoramic movie screens with every vivid detail from a film no larger than a postage stamp.

The carbon arc is only one of many useful things made from the basic element, carbon. The people of Union Carbide will carry on their research to develop even better ways for carbon to serve everyone.

Learn about the exciting work going on now in carbons, chemicals, gases, metals, plastics, and nuclear energy. Write for "Products and Processes" Booklet I, Union Carbide Corporation, 30 E. 42nd St., New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.



... a hand
in things to come

The Coordinating Committee for Higher Education

*On the occasion of its fifth year in existence,
this important State tool for aid to higher education
makes an assessment of its accomplishments thus far
—printed below are excerpts from the Coordinating Committee's
most recent semi-annual report.*

The Origin of the Coordinating Committee for Higher Education

THE CONCEPT of coordination in higher education is a fairly recent one in Wisconsin, although earlier attempts were made to unify agencies of public higher education. As in many other states, coordination and cooperation among institutions of higher learning developed as a result of the social and economic changes which have greatly affected the concept of education during the past decade. Several unsuccessful bills were introduced in the Wisconsin Legislature through the years to integrate the University with the state colleges. Then, when the need for such an agency became obvious, the permanent Coordinating Committee for Higher Education was established by statute in 1955.

This gave the State a committee specifically organized for the purpose of improving higher education. The Committee is not a central agency dealing with many aspects of state government but a citizen body representing the boards of regents of the state colleges and the University, and the public.

The function of the Committee, as stated in the statute, is "to make a continuing study of the state supported institutions of higher education under their jurisdiction, the relation thereto of the needs of the people in Wisconsin (italics ours), to recommend necessary changes in programs and facilities, to provide for a single, consolidated, biennial budget request for all of such institutions, and to report the results of its studies and recommendations to the governor and the legislature . . . The Committee shall adopt a coordinated plan for the integration and most efficient use of existing facilities and per-

The Members of the Coordinating Committee

Five

University Regents

Arthur De Bardeleben—Park Falls
Ellis E. Jensen—Janesville
Harold A. Konnak—Racine
Wilbur N. Renk—Sun Prairie
Carl E. Steiger—Oshkosh (president of the Board of Regents and 1960 chairman of the Coordinating Committee)

State Superintendent of Public Instruction

George E. Watson—Madison

Five

State College Regents

Harold G. Anderson—Whitewater
Barney B. Barstow—Superior
W. D. McIntyre—Eau Claire
Eugene W. Murphy—La Crosse
Mrs. John Walter—DePere

Four

Citizen Members

Meyer M. Cohen—Green Bay
N. E. Masterson—Stevens Point
Lee C. Rasey—Milwaukee
A. E. Wegner—Madison

sonnel, and an order of priority for the construction of new facilities at all institutions under its jurisdiction."

The legislation gives to the Coordinating Committee responsibility and authority in two broad areas: first, that of providing for the coordination of the activities of the state colleges and the University; and second, that of continuously studying the needs of the people for state-supported higher education. The management of the University and of the state colleges is left in the hands of the respective boards of regents.

New educational programs in the professional and graduate fields are determined by the Committee. Strengthening or modifying of existing programs is the responsibility of the boards, as are the design and location of buildings.

As stated in the statute, "Except as expressly provided in this section, nothing herein shall be construed to deprive the Board of Regents of the University and the Board of Regents of the State Colleges of any of the duties and powers conferred upon them by law in the government of the institutions under their control."

The Committee does not operate with

a budget of its own, but can use the services of administrative and technical staffs of the institutions to aid in its studies and activities. Compensation for these services is paid by the board or institutions employing the personnel.

The Joint Staff

Early in the Committee's first year of operation, a Joint Staff was organized to provide both short and long-range studies containing facts and recommendations or, in some cases, a choice of solutions, in order to furnish the members with the necessary information on which they could base their policy decisions. The emphasis would be on state-wide needs, and ways in which the public institutions of higher education could work together to meet those needs in the most efficient and economical manner. The Joint Staff is under the co-directorship of Ira L. Baldwin, professor of bacteriology and Eugene H. Kleinpell, president of River Falls State College. Frederick E. Schwehr, Robert DeZonia, Phyllis Hawthorne, and Mrs. Mary Ann Hunt are project assistants who write and compile the various studies made by the group, and Mrs.

Audrey Walker serves as the administrative secretary.

Some Significant Actions and Policy Decisions of the Coordinating Committee

Budgets—The two boards of regents file their budget requests for the next biennium with the Coordinating Committee. All matters within the fiscal responsibilities of the Coordinating Committee come to it through the appropriate board of regents. Any requests to the Emergency Board for the allocation of additional funds are directed to the Committee by the respective boards.

After an independent study by the Coordinating Committee of the needs of the state colleges and the University, necessary changes are made by the Committee, which then establishes and presents a single, consolidated budget to the Governor for each biennium.

Physical Facilities and Building Programs—Requests for the enlargement or improvement of physical facilities are presented by the institutions concerned

continued on the next page

to the appropriate board of regents and by it to the Coordinating Committee. Self-liquidating or gift fund projects approved by the boards also are included. Building priorities are established by each board and furnished to the Committee.

Surveys of physical facilities and consideration of the effectiveness and efficiency of such facilities for a long-range building program are continually studied by the Coordinating Committee. The Committee has the responsibility of determining the relative building needs of the state colleges and the University and of integrating the two priority lists into a single priority list for presentation to the Governor.

Mergers—The Act which established the Coordinating Committee in 1955 charged the Committee with the task of merging the State College and the University Extension Center at Milwaukee into a single institution of higher learning before January, 1957. In September, 1956, this request was completed; the new institution, the University of Wisconsin-Milwaukee, has evidenced steady growth during its period of operation.

The Coordinating Committee also recommended to the Legislature that the two institutions at Platteville—Wisconsin State College and the Institute of Technology—be merged. On April 21, 1959, a bill effecting this merger was signed by the Governor.

Gifts and Grants—The University of Wisconsin has had statutory sanction for receiving and disbursing gifts, grants, and bequests. The Coordinating Committee's recommendation that similar legislation be passed for the state colleges was enacted into law during the 1959 legislative session. The acceptance of gifts or grants which would provide facilities for new professional or graduate programs would require the approval of the Coordinating Committee.

Enrollment Statistics—Accurate figures on elementary and secondary school enrollments are necessary to plan for the future load of students in our institutions of higher education. Since this responsibility never had been assigned to a state agency, the Coordinating Committee recommended that suitable legislation be enacted for the Department of Public Instruction to collect such sta-

tistics. A bill requiring both public and private elementary and secondary school administrators to submit enrollment data to the Department of Public Instruction was passed in the 1959 legislative session.

The Progress of Long-Range Educational Policy

Four-Year Programs in Liberal Arts and Teacher Education—The Coordinating Committee has found no undesirable duplication of programs offered by the state-supported institutions. In order to provide greater educational opportunity where programs are not now available and a greater supply of teachers where shortages are most acute, the Committee has authorized funds for the development of additional majors in four-year teacher education programs at the state colleges; namely, business education, women's physical education, and education of the mentally handicapped.

The gradual expansion of commerce to a full four-year program at the University of Wisconsin-Milwaukee was also approved by the Committee.

An improved degree of cooperation between the state colleges and the University in engineering education is being established, so that a student can start engineering courses at a state college and transfer to the University for completion.

The strengthening of the program of nursing education at the University is also being studied to relieve the acute shortage of nurses in the state.

Teacher Education at the Graduate Level—It is hoped that progress toward improving teaching in Wisconsin's elementary and secondary schools may be achieved with recent approval by the Coordinating Committee of a plan for teacher education at the graduate level. Following a two-year study, a cooperative program between the University of Wisconsin and the several state colleges for graduate studies at the master's degree level was authorized for classroom teachers in elementary and secondary schools.

This program will begin with the 1960 Summer Session on a limited basis in certain broad areas of subject matter—science and mathematics, the

social studies, language and the arts, and elementary education. Courses will be designed specifically to augment the competence of experienced elementary and secondary classroom teachers.

Vocational and Adult Education—The schools of vocational and adult education are currently playing an increasingly important role in the training of apprentices, technicians, and semi-professional workers as the need for these specialists mounts with our growing industrial development. These programs are designed to prepare students for specific occupational fields and trades. Self-improvement courses are offered for adults interested in retraining or upgrading their skills. The "compulsory-aged" youth, those in trouble with the law who are required to take some training, also attend the vocational schools.

Although the Coordinating Committee has no statutory authority over these institutions, the legislation does state that it shall "continuously study the needs of the people of Wisconsin for state-supported higher education." The Committee realized the need for cooperation among all institutions offering post high school work in order to perform this function. Representatives of the Coordinating Committee and the schools of vocational and adult education jointly considered the role these schools might best play for the benefit of Wisconsin's citizens. To accomplish the most effective and economical development and integration of these types of programs of less than four years in length the Committee recommended that, for the present, any additional public educational opportunities of less than four years in length be met in the field of technical education by the schools of vocational and adult education and in the field of collegiate education by the extension centers to be developed either by the state colleges or the University.

Is There Need for the Community College?—The status of the community college in Wisconsin was studied to see whether the existence of such an institution would be practical for the state.

Wisconsin has not yet developed public community colleges because present programs in the state serve the same general purpose. The state colleges and

the University's extension centers provide college credit programs where there is sufficient local interest and enrollment demands. The schools of vocational and adult education are responsible for technical programs.

At the present time, opportunities for college seem to be adequate; there is no need to expand the number of educational institutions beyond the high school. A continuing study is mandatory, however, and the development of criteria for the establishment of two-year college programs, should further studies indicate their need, is under way.

Vehicles to Stimulate Coordination and Cooperation

Joint Staff Planning Committee—Since the Coordinating Committee can operate with authority only in the area of state-supported higher education, a Joint Staff Planning Committee was formed to include all groups interested in the problems of education in Wisconsin. This cooperative long-range planning committee has representation from all post high school institutions. It also includes members from the Association of Wisconsin High School Principals, the Wisconsin Education Association, and the Wisconsin Association of School Boards.

The committee will evaluate current programs in the light of interests and abilities of high school graduates. It will suggest improved means of cooperation among existing programs and plan for the development of subsequent programs, including suggested criteria for additional college-type institutions should they become necessary.

Although existing colleges and universities offer educational opportunity to a vast majority of high school graduates in Wisconsin, one of the regions which requires study is the northern part of the state where certain factors make educational planning difficult. A decline in population in an area already sparsely populated is a problem. Furthermore, the high school graduates in the region are not concentrated in any particular area.

Council of Presidents and Deans—It is important that each college and university recognize itself as an integral part of the total system of higher edu-

cation in Wisconsin. All institutions of higher education face similar problems today, possibly greater than many colleges or universities can solve independently. It will help the institutions, therefore, to establish a closer working relationship.

Although the state colleges and the University cooperate in various studies, there has been no specific direction to bring together the presidents and deans of these institutions. They could share experiences concerning management and instruction. Members could recommend ways for various units to cooperate to better advantage and to undertake experimentation in certain fields to improve the efficiency and effectiveness of instructional programs. These meetings would enable the participants to think in terms of what is good for all of the people in the state, not only for those in individual college areas.

With these aims in mind, the Council of Presidents and Deans was recently formed to assist the Coordinating Committee in identifying the emerging needs of higher education and to improve communications and exchange of information between the two systems. It will constantly consider how well the degree-granting institutions are serving all the citizens of the state.

Faculty Subcommittee—There is a need for a unified statement of the function of the various units of the state colleges and University which would best serve their needs.

The Coordinating Committee requested the Council of Presidents and Deans to appoint a faculty subcommittee with appropriate representation from the state colleges and the University to study the character and functions of various units of the two systems in relation to the total needs of the state.

Such policies as entrance standards, academic standards, and transfer without loss of credits from one institution to another will be examined by this subcommittee.

Committee on Adult Education and Extension—Adult education and extension offer wide and diverse coverage in the state. Faculties of the state colleges and the University conduct some of these activities, but they are not formally organized or budgeted as adult education, extension, or public service.

Other adult education and extension activities in these institutions are organized and budgeted as such: for example, institutes and short courses, lectures and concerts, educational film libraries, consultative services, etc. More programs are offered by several state agencies and the schools of vocational and adult education. A greater degree of cooperation is imperative to keep duplication to a minimum and yet provide adequate service to all parts of the state.

The Coordinating Committee requested the two boards of regents to authorize a joint standing committee on adult education representing the University, state colleges, and the schools of vocational and adult education. The committee is making a careful study of all present programs of adult education, with particular reference to areas not now adequately served, possible duplication, and to determination of costs, both direct and indirect.

The First Five Years

Certainly much has been achieved by the Coordinating Committee in the past five years toward the establishment of better cooperation and coordination among Wisconsin's tax-supported institutions. A closer relationship exists today between the University and the state colleges than at any time in the history of higher education in the state. The public is not generally aware of the extent of this cooperation. It has gone much further than the staff groups authorized by the Committee to do specific assignments. Substantial informal cooperation has been achieved among the faculties of the University and state colleges through the meetings of faculty working groups appointed for various studies. The interest of the vocational schools, the county teachers' colleges, and the private colleges in the state was sought and received. These institutions have offered fine cooperation in the studies made by the Joint Staff and they feel that no action will be taken affecting them without their having a chance to present their views.

Many perplexing problems face the Coordinating Committee in the future in the field of educational planning. If the spirit of cooperation and participation can continue, however, higher education and all the people of Wisconsin will benefit.



The honors program—"an increased opportunity for gifted students."

An Honors Program for Wisconsin

IN THE SPRING of 1958, a student petition calling for a greater challenge in the standards of instruction was submitted to the President of the University of Wisconsin. The University, also concerned about the problem, had already passed a resolution even before the student petition reached the President's desk. The faculty resolution asked that a committee be appointed to "explore plans to provide increased opportunity for gifted students and, in particular, to study the possibility of the development of a general honors program in the College of Letters and Science."

Now, that honors program has been established and is on the brink of being integrated into the University's schedule of classes. During the academic year 1960-61, it is planned to have an honors program in effect for freshmen and sophomores, and by the

1961-62 academic year, a full program leading to an honors degree will be underway.

The honors program is the administrative responsibility of a six-member, faculty honors committee which works in cooperation with the Dean of the College of Letters and Science and the administrative committees of the various departments so as to insure that the program will be, and will remain, strongly departmentally oriented. The honors committee is composed of three members who are elected on staggered three year terms (so that a new member will be elected each year), and three members (one from the office of the Dean) who are appointed by Dean Mark H. Ingraham. Faculty members currently serving on the committee are Edward R. Fadell, associate professor of mathematics; Grant Cottam, associate professor of botany; Eugene Rotwein, pro-

fessor of economics (currently on leave to Kobe University, Japan); Andrew Clark, professor and chairman of geography; Chester H. Ruedisili, associate dean of the College of Letters and Science; and Alvin Whitley, chairman, associate professor of English who will be dividing his time between administering the honors program and teaching.

It should be noted that the honors program is not intended to impair or detract from the present educational opportunities available to the majority of the student body. "The prime purpose of a university is to offer a general public education," Prof. Whitley observes, "but a university should also offer a different kind of work for the mind that is capable of it. Without an honors program, you really don't have a general university."

The honors committee, in conjunction with the individual departments, is

developing procedures by which selected honors students may conduct a substantial part of their studies with significantly improved depth and challenge, with more individual guidance by faculty members, and yet with increasing degrees of individual freedom and responsibility, particularly in their last two years.

As planned, Wisconsin's honors program will offer honors courses in all four years of undergraduate study. This general honors program departs from the traditional program in that it offers more than just honors in the last two years of the major study. The new program eliminates the current University of Wisconsin practice of awarding Sophomore and Senior Honors based on grade-point average alone and will, after the student has successfully completed the requirements, offer a degree indicating that he has pursued honors work—the specific degrees being a BA or BS with Honors.

To qualify for Sophomore Honors under the new program, a student should be recommended by the honors committee, and should have successfully completed at least 20 credits of work under honors procedures, including at least three credits in humanities, three in social studies, and three in a physical or biological science. This policy of awarding Sophomore Honors will make it possible to grant appropriate recognition to students who have done superior work but do not continue further study in the College of Letters and Science.

Senior Honors will be awarded students when they have completed the requirements for a degree in the College, have been recommended by the honors committee, and have satisfactorily completed at least 40 credits of work under honors procedures (at least 25 credits of which shall have been earned in the junior and senior years, and at least 10 credits of the total 40 should be earned in departments other than the department of the major—appropriate exceptions to this condition may be made for inter-departmental majors and in the case of unforeseen problems encountered in the early phases of the program). In any case, a senior thesis, or its equivalent, for six credits or more, will also be required of all honors students. The above regulations make it

possible for transfer students, entering at the beginning of their junior year, to earn Honors degrees.

Students to be admitted to the honors program will be selected from that group which roughly comprises the upper 10% of undergraduates in the College of Letters and Science. They may apply for entry into the program on their own initiative or they may be recommended by a faculty member. It is important to note here that the student's participation in the program is completely voluntary on his part.

Although students may be selected for Honors status for any semester of their undergraduate careers, they will receive appropriate recognition only as they meet the requirements stipulated for Sophomore or Senior Honors. When honors students who are majors in one department take work in another, they will have the opportunity to participate in honors procedures if that department is both willing and able to provide honors work.

If a student is dropped from the honors program, he will suffer no penalty unless, of course, his work is below the norm of the general University standard. Student withdrawal (whether voluntary or on the recommendation of the honors committee) will take place only between semesters as will enrollment in the program.

The complex business of establishing an honors program at the University is naturally resulting in a series of administrative contingencies which will have to be properly worked out by the individual departments and the honors committee.

On the matter of grades, honors students are expected to earn "A" or "B" grades. However, they will not be penalized because they have been given more difficult work and instructors are expected to refrain from grading a group of advanced students on the traditional "curve".

The advising of Freshman and Sophomore students will be accomplished on a basis to be determined by the honors committee. Junior and Senior honor students will come under the guidance of departmental advisors who are to be carefully chosen and designated by their departments as special honors advisors. Because of the encouraged independent work on the part



Alvin Whitley
chairman of the honors committee

of the student, these advisors will play an important part in the success of the program.

The implementation of the honors program is expected to make its biggest inroads on faculty time. For that reason, additions to the staffs of the departments will be needed to supplement those devoting much of their time to honors courses. But even if the honors program didn't exist, additions will have to be made to the faculty because of the ever increasing enrollments. Hence, any faculty additions brought about as a result of the honors program will also benefit regular students as these additional teachers will be able to devote a portion of their time to conducting regular classes.

In estimating the projected cost of operating such a program, each department was asked to submit a budget of additional costs necessary to carry out the program. As for the question of financing the program, the College of Letters and Science is applying for grants from various foundations and agencies but also accepts contributions from responsible parties who are interested in providing the University with an honors program.

So, amid the hue and cry for excellence in higher education, the University of Wisconsin will soon launch an honors program which it hopes will expand the possibilities for advancement of knowledge at the University.



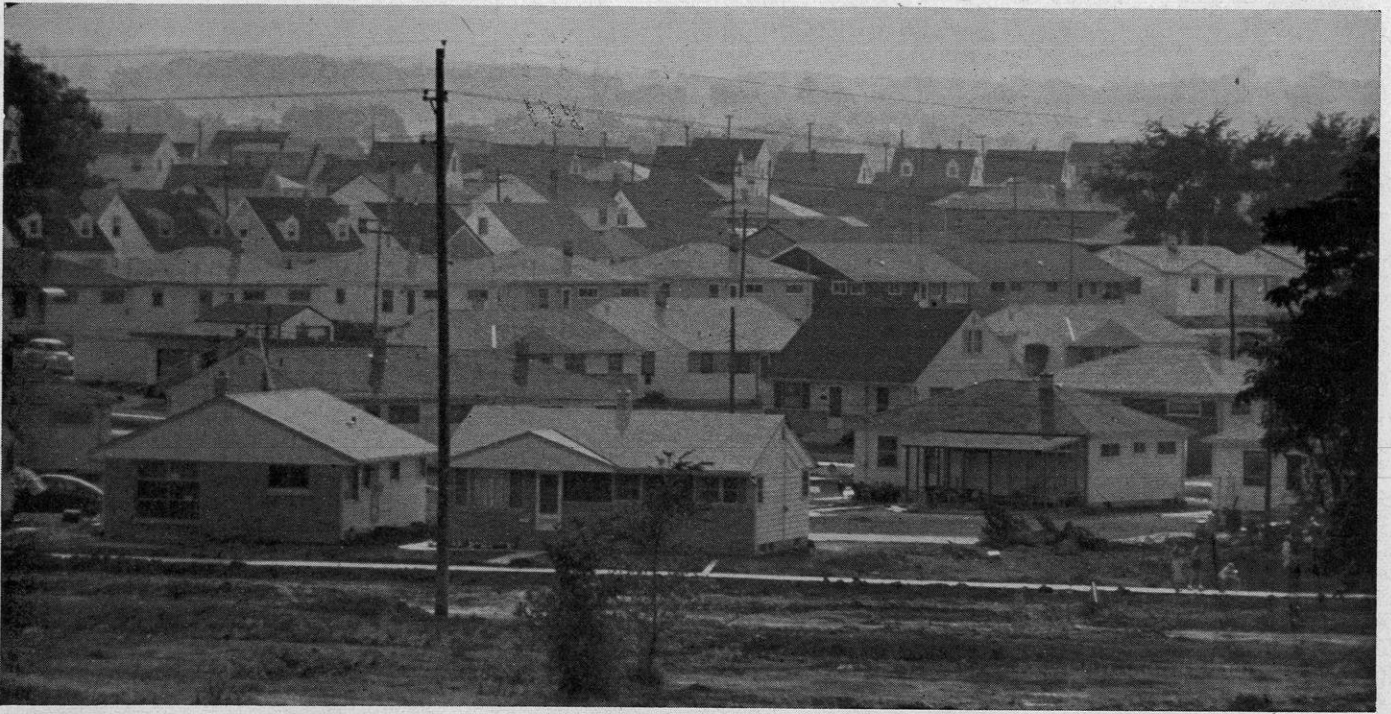
... communities of carefully planned anonymity.

Metropolitan Studies

*a one million dollar
Ford Foundation grant
is helping to establish the UW
as a leader in the study of
urban development*

IN THE LAST generation, America and the world have experienced an unprecedented era of change and growth. Previously underdeveloped nations on the continents of Asia, Africa, and South America are emerging from the anonymous blackness of ignorance and poverty, with seemingly portentous consequences to the remainder of the world. Amid these developments, the United States is also assuming a new face, a new character—the most obvious manifestation of this can be witnessed in our changing cities.

In a little over a decade, our cities have spilled over into areas that were once suburban or even rural in composition. Old communities have been absorbed into a larger whole as completely new neighborhoods have risen from land that was once open country. Accompanying these developments are people, and automobiles, and noise, and smoke. In many sections of our country, the sylvan glades, the romantic prairies, and the lush meadows that were once the inspiration of the Longfellows and the Whittiers of a previous century now ring with the shouts of children at play, the rumble of Hollywood mufflers, the wrap-around strains of stereophonic high-fidelity, and, on sunny afternoons, the wind catches up the odor of charcoal-grilled steaks and spreads it over



... our cities have spilled over into rural areas.

the landscape. Man has come and he is here to stay.

In many instances, the development of our cities has resulted in communities which are characterized by carefully planned anonymity and often these communities make indiscriminate use of the land they occupy. Most always, they ignore nature rather than take full advantage of her beauty.

As our cities grow larger, more complex, and more congested, we must find ways to alleviate the problems brought about by our hurried, modern way of life. Systems must be devised which will accommodate our steadily increasing population as well as create an aesthetic spirit that is representative of our people and our time for, in its most genuine essence, a city should be an inspiration to a people. What then shall we do about the traffic that threatens to hamstring our cities? What is to be the future role of the older, downtown areas as the city de-centralizes? How can we best utilize land areas and still preserve their intrinsic beauty?

In the light of these and a multitude of other questions, the new program, just getting underway at the University of Wisconsin as a result of a million dollar Ford Foundation grant, will be of fundamental importance to the future of American cities.

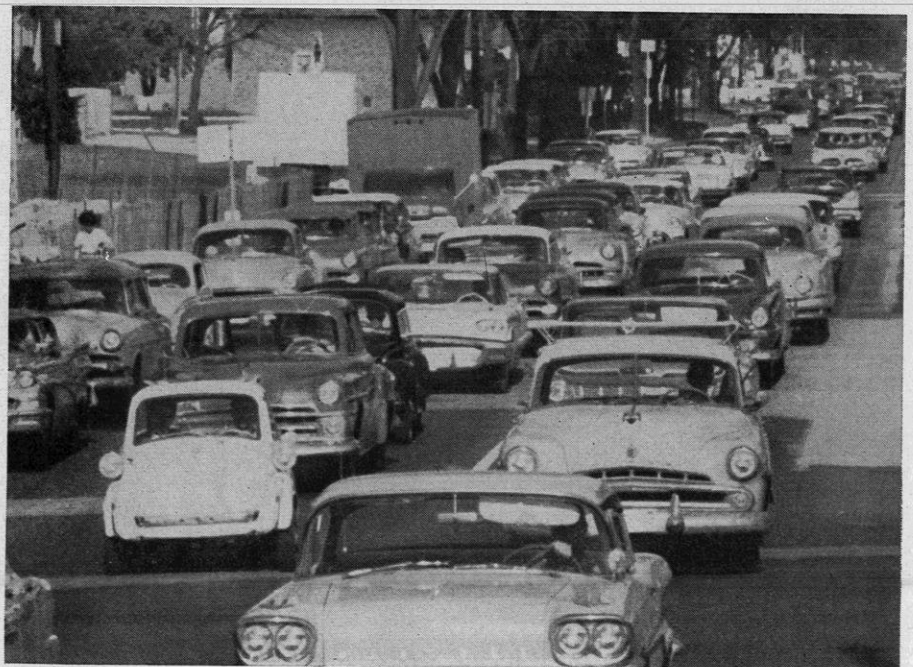
For nearly a century the University of Wisconsin and other land grant universities have been in the forefront in the attack on agricultural problems. Research, extension, and instruction have combined to offer insight and pathways to farm progress.

Agricultural problems persist, of course, but another set of problems become more and more insistent for at-

tention: those arising from accelerating urbanization in Wisconsin and all over the country.

"It's the coming problem of the next century", according to University of Wisconsin-Milwaukee Provost J. Martin Klotsche, who is well aware of the total situation from his vantage point

continued on the next page



The traffic that threatens to hamstring our cities.



What shall be the future role of the older, downtown areas as the city moves toward decentralization?

as chairman of the governor's Metropolitan Milwaukee Study Commission.

A good deal of the work on urban problems will likely be done in Milwaukee, naturally. But that city is not the only Wisconsin area with urban characteristics and other communities within the state will be examined.

Dyke Brown, a vice-president of the Ford Foundation, put it this way:

"Both the communities in the state and the University stand to benefit—the communities from fundamental and applied research undertaken by the University and the University through making its research and educational efforts more meaningful by direct contact with the communities".

And, said University President Conrad A. Elvehjem: "This grant provides an opportunity for the University to try the Wisconsin Idea in the cities as we have done for the past century on the farm. We foresee, for example, the development of an urban agent system corresponding to the county agent system in translating research results into practical situations".

President Elvehjem pointed out that the University effort to become a national center for study in the field of urban problems, actually got its original

great impetus in 1957 when a grant of \$100,000 from the Brittingham Trust led to the appointment of Prof. Coleman Woodbury, one of the nation's leading specialists in urban study, as director of an Urban Research Center. Another key figure in that center is Prof. Henry Schmandt, appointed in 1959 to head up UW-Milwaukee urban research and to be the center's associate director.

Few specific details so far have been worked out in regard to the program made possible by the million dollar Ford Foundation grant, but a special committee headed by Fred Harrington, vice-president of academic affairs, is beginning to set up a research, educational and extension pattern. The committee includes Dr. Klotsche; Prof. Woodbury; L. A. Adolfson, dean of the Extension Division; Henry Ahlgren, associate director of Agricultural Extension; UW-Milwaukee Prof. Frederick Olson, chairman of the all-University urban research committee; and Prof. Leon Epstein, chairman of the social studies division of the University.

Dr. Harrington said the program will likely involve study of such subjects as urban design, urban finance, urban history, redevelopment and zoning, water supply and sewage problems. The edu-

cational phase of the program will include training of urban specialists at the undergraduate and graduate levels. It will be all-University in character, involving faculty members in numerous departments at Madison, Milwaukee and around the state.

"Wisconsin is an ideal state for the locale of this program", Dr. Harrington noted. "The state has retained its agricultural strength while building its urban and industrial strength. We will be working with existing governmental commissions and citizen groups which already are concerned with urban problems. We won't be taking over the work which these agencies have underway."

The Ford Foundation grant to Wisconsin is the second in a series offered under its urban and regional program. A \$750,000 grant was made last year to Rutgers University, which now is conducting projects in the urban area.

One thing seems clear in relation to this major University of Wisconsin expansion into the urban studies field: A "solution" of metropolitan problems is no more a "one-shot" proposition than has been the investigation of rural and agricultural problems. Urban study will meet a continuing need for decades to come.

UW soon to realize benefits of Col. Vilas will

If and when the Wisconsin Legislature accepts, the University of Wisconsin will begin receiving scholarship, fellowship, and professorship support amounting to more than \$200,000 per year from the estate of Col. William Freeman Vilas, Madison, pioneer Wisconsin lumberman, Civil War hero, and public servant.

Ultimately, these and other projects will benefit from a \$30,000,000 Vilas Trust Fund, administered by a self-perpetuating board of UW alumni trustees.

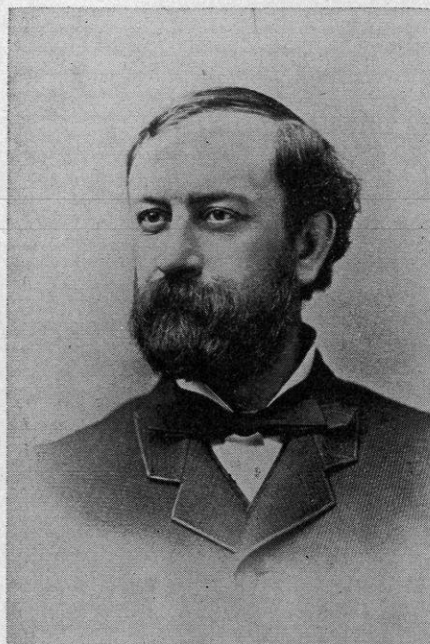
The intricacies of the will, drawn by Col. Vilas himself in 1902, were explained to the Regents by one of the three present trustees of the fund, Atty. R. M. Stroud, Madison.

Although Col. Vilas died in 1908 and his widow died in 1922, provisions of the trust affecting the University did not apply until his daughter, Mrs. Mary Esther Vilas Hanks, died in December, 1959 at the age of 86. Col. Vilas had been U. S. senator, cabinet member, attorney, law professor at the University, and a University regent.

His long, complex will was written in his own hand. At the time of his death his estate totaled about \$1,800,000. Although income has been since used for the generous support of his widow and daughter, its market value at the time of his daughter's death was \$11,498,000.

The will provides that all of its provisions must be accepted by the Wisconsin Legislature, or the estate passes to heirs. Some of its provisions, Atty. Stroud said, are questionable in the light of inflationary patterns since it was written, but he indicated his belief that the Legislature would accept the trust arrangement. In 1927 the Legislature adopted a resolution indicating its intention to accept the bequest.

The will provides that upon acceptance, the trustees can begin paying for scholarships, fellowships, and professorships, but that they can use for these purposes only half of the income until



Col. William Freeman Vilas

the fund reaches a cost or par value of \$20,000,000, then only three-quarters of the income until the fund reaches a cost or par value of \$30,000,000. Thereafter, all income can be used for the stipulated purposes.

The restriction on the amounts allotted for scholarships, fellowships, and professorships is the greatest problem in the trust, Atty. Stroud said. "Vilas obviously had anticipated that these would be very generous—they were far above 1902 amounts for these purposes—but today, they perhaps must be supplemented by other funds."

The will provides for allocation, in this order, to persons designated by the Board of Regents:

Ten undergraduate scholarships for up to \$400 per year;

Ten graduate fellowships for up to \$600 per year;

Ten research professorships for up to \$10,000 per year.

Holders of these professorships may teach not more than one hour a day and three hours per week. Their duty,

according to the bequest, will be to "press back the confines of knowledge."

One-tenth of one per cent of the earnings may be used for the encouragement of music, particularly music festivals, and the trustees may use up to \$500,000 to build a theater or provide funds for other buildings under some restrictions which, Atty. Stroud said, "clearly indicated that Col. Vilas did not favor use of his bequest for buildings."

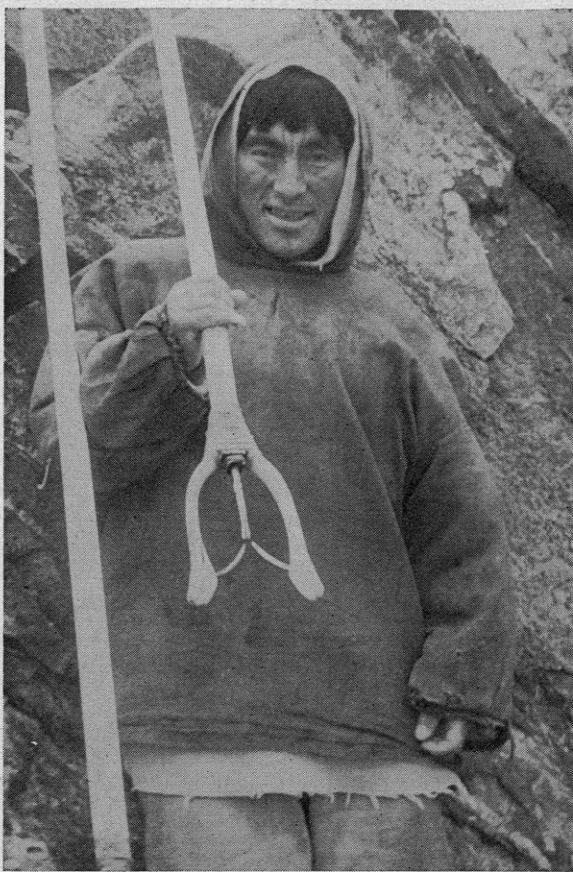
"Col. Vilas saw in the research professorships the major value of his bequest," Atty. Stroud said. He provided that after the first set of 10 scholarships, 10 fellowships, and 10 professorships were established, that 50 more scholarships, 50 fellowships, and additional professorships—these for both instruction and research—could be supported.

The will makes it clear that the determination of award winners would be the responsibility of the Regents, and the trustees of the estate would merely provide the money directly to those named, Stroud explained. Once a professorship was granted permanently by the Regents, there would be no retraction of the grant. Professorships also would carry retirement income for the holders.

The will suggests that in the second set of scholarships and fellowships, preference be given to Negroes when qualified applicants were available.

The principal of the trust never comes to the University, Atty. Stroud stressed. It is now administered by three trustees. After Legislative acceptance, the three trustees will name two others so that the trustees number five, and later the number can be increased to seven.

Atty. Stroud said he would submit the proper legislation for action in January 1961 and the Wisconsin Legislature will have two years to pass it, before the estate would pass on to heirs. It is possible that first payments can come in 1961, Stroud said, but it is more likely that they will begin in January, 1962.



An Eskimo spearman displays one of the ingenious lyre-shaped spearheads which not only impales the fish but prevents it from slipping off by means of flexible barbs.

Project North

a team of UW scientists
studies the many natural wonders
of this strategic area

ALWAYS FASCINATING if for no other reason than its remoteness, the Far North within the past decade has attained the position of one of the world's strategic areas.

Here, at the edge of a region whose cardinal dates of exploration are within the present century—navigation of the Northwest Passage by Amundsen, 1903–1907, and final conquest of the Pole by Peary in 1909—are now found radar, radio, and weather stations, ice-island research camps, trading posts, and mines, operating on a year-round basis. The Pole has been reached by submarine; just as in 1926 Byrd first showed it to be within the range of aircraft.

Along with this increased interest in the Polar Ice-Cap itself, has come a conviction that the land areas designated as Arctic and Sub-Arctic—areas characterized geographically by concentric bands of tundra and spruce forest surrounding the Polar Basin—may rapidly assume greater importance than was believed possible a few years ago.

As a result of this increased military and economic significance, a string of research stations has sprung up—the U. S. Arctic Research Laboratory in Alaska, the Canadian Defense Northern Research Laboratory at Churchill, a Danish research installation on Greenland—designed to provide increased fundamental knowledge of these areas, most of it to be made available to all who will find it useful or interesting.

One such project was initiated in 1958 at the University of Wisconsin, with funds made available by the U. S. Office of Naval Research. It was a project designed primarily to provide information on the lakes and vegetation of an area stretching from Quebec to Saskatchewan northward to the Northwest Territories and, eventually, the Canadian Arctic Archipelago.

The northern half of this vast rectangle is an area virtually unexplored from nearly every scientific standpoint; it's the last of the true wilderness regions our continent can afford. Where better then to conduct studies of physical

*photos and text by
James A. Larsen '46*



Eskimos and project members pose for a formal portrait. Seated in the center is a tribal elder, apparently an ex-chief, and standing directly behind him is the present chief of the tribe. To his left, in western hat, is Prof. Reid Bryson, project director. Behind Bryson is Rocky Parsons, pilot, and to Bryson's left are Profs. John Thomson and Erwin Hiebert. Seated at the far left of the photo is Prof. Robert Ragotzkie. The author is behind the camera.

limnology—the annual 'life-history' of lakes, the characteristic yearly warming and cooling brought about by sun and wind? And where better to conduct a study of climatic influences upon the distribution of plant species? Here the cold winds, deep snows, long winters, the sudden advent of spring followed by an all-too-brief summer, impose such hardships on living things that small variations in temperature and moisture (or any one of many things that influence growth) exert striking effects.

Field work during the summer of 1958 consisted primarily of reconnaissance surveys of lakes and the vegetation of the spruce forests in a number of areas in Ontario and Manitoba. During the summer of 1959, this work continued, with flights to three areas considerably farther north—Ennadai Lake, Great Slave Lake, and to Baker Lake and Chantry Inlet, the latter spot well within the Arctic Circle on the shores of the Polar Sea, a few miles from King William Island where Amundsen spent two ice-bound winters in the harbor

now named after his first vessel, the *Gjoa*.

Our reconnaissance to Chantry Inlet took place during the latter part of July. On board the Norseman aircraft as we winged north from Churchill on July 18 were six of us: the pilot, Rocky Parsons, veteran of a decade of northern flying; Reid Bryson and Robert Ragotzkie, (the former our project director) both of whom possess a wealth of research experience in the field of limnology; John Thomson and myself, John an expert on Arctic lichens with wide, and to us, most valuable experience in the Far North, myself a student of the vegetation ecology of the North; and Erwin Hiebert, historian of science interested in Arctic research and in learning first-hand how field scientists obtain information directly from nature. Also to be mentioned are John Dutton, meteorologist-pilot conducting studies of how heat from sunlight is absorbed by the atmosphere and surface of the earth; Walter Bailey, a geographer who joined the project at a later date; John

T. Curtis, Wisconsin botanist whose constant interest and expert advice have been invaluable in the ecological studies; and Jon Scott, meteorology student assisting in many phases of the work.

We landed at Baker Lake some five hours after our take-off from Churchill to refuel. By mid-morning the next day (there was no night—this time of year daylight is virtually continuous) we had lifted from Baker Lake and my notes read:

"Gaining altitude we look out over the long gentle slopes of the country around Baker; perhaps one-quarter of the area is given over to lakes of irregular shape, gravel-bottomed, with ice and snow still accumulated in patches everywhere. Blue lake—apparently of considerable depth.

"The tundra itself is a mosaic of greens, broken now and then by the ice-scoured top of a rise where gray rock shows through the greensward. The tundra pattern seems, in broad

continued on the next page



Part of the data required for the study of the annual heat budget of lakes must be obtained during the winter. Here James Lahey is shown taking the water temperature through the ice on a northern lake.

generalization, to be of three types—a green-brown upland, a darker green upland apparently along drainage lines, and a light but vivid green in areas of lowland and around lakes.”

Later John Thomson and I would have an opportunity to answer the questions that continually presented themselves; what are the species of higher plants and lichens that give the landscape these colors? What value do they have as indicators of the type of ground beneath them—could aerial photography or first-hand observation be used to identify areas that might be most trafficable for vehicles, for example, or provide the best and quickest passage for men on foot? Can they somehow be induced to provide clues to the kind of weather to be expected in this particular area? Why are these particular plant species growing at this particular spot? A hundred questions, including many basic ones of interest only to an ecologist.

Within an hour we were well into an area that is relatively unknown and unexplored. Very little work has ever been done on its geology, plants, mammals, fish, and birds. A hundred miles to the west in 1938, Angus Gavin, then of Hudson's Bay Company (now head of Ducks Unlimited), solved a long-standing problem of Arctic ornithology when he discovered the breeding

grounds of the Ross's Goose. Here, too, was the region of Northern Keewatin reputed to be the habitat of black lichens. We watch the landscape intently and soon begin to see the first dark patches indicating the presence of the dark *Parmelias* and *Alectorias*.

We are now being driven down by an ominous overcast apparently blowing in from the Polar Sea. I glance at the thermometer fastened to a wing strut. It reads 37°. I recall an earlier flight across northern Manitoba that Ragotzkie and I took in April, during which, under similar conditions, we were forced to land on a remote lake with heavy icing on the wings. The temperature is now right for icing if we are driven into the edge of the overcast. We are heavily loaded. The rocks and ice below seem more menacing.

Then suddenly we are over open water, Chantry Inlet, as we circle an Eskimo camp with seven white tents, then set a course for a lake along the northwest shore of Chantry, a lake which, from our maps, looks to be about the right size and shape for lake temperature work. We are disappointed, however, for instead of being blue and clear, the lake has a clay bottom and, dispersed through the water, is colloidal material, giving it a thick, murky, aspect. We are accustomed to changing plans. We cannot learn all we need to

know about a lake from maps, and we have alternate lakes we can investigate. There are lakes beyond the headland of Irby and Mangles Point, and again we head north toward hills with tops obscured by overcast.

The country becomes near-mountainous now, as we fly along the eastern edge of Chantry Inlet, rugged hills rising above us to the right. We sight a draw between the dark walls of rock, and at the far end is a smooth lake, blue and yet unnamed, probably seen only once or twice in the past decade by the occupants of some passing aircraft. We circle, watching carefully for a hidden rock that could rip a float wide open. Then we slide between the hills and drop down to the water for a landing.

A brief lunch and Bryson and Ragotzkie are off in the rubber boat to take detailed temperature measurements, and John and I begin to work our way across the dark landscape, under drizzling skies; the familiar clink of John's rock hammer indicates that he has discovered a rich lichen flora growing on the huge boulders. To collect these, he must chip off bits of the stone, so firmly are the lichens attached. I soon fill a collector's bag with perhaps a hundred species of plants. Both John and I, during the winter months at home, will identify and catalogue these specimens. We are the first to have collected at this particular spot and each specimen is the answer to a question mark in the botanical manuals. These specimens will give me, in particular, an opportunity to learn the flora of the North in preparation for the next summer's work when there will be less time for collecting and many ecological questions—why and how—to be answered.

By the end of the afternoon it appeared that we might be forced to camp for the night because of the low clouds and rain, but by six the tops of the high hills are again in sight and we load gear and climb into the familiar Norseman. Without delay we taxi the length of the lake, turn, and, after a long run in the now nearly motionless air, are flying. We bank the instant the floats are free of the water and climb slowly over a long gigantic draw to the east of the lake, coming out perhaps two hundred feet high over the tableland. There is a visible relaxing of muscles.

We return to the Back River rapids and the seven Eskimo tents, circle, and land. As we taxi toward the rock-lined shore, Eskimos run to meet us in obvious excitement. We pass around chocolate and cigarettes, shake hands with everyone including the smallest children. Rocky points out that these Eskimos have not been in contact with people from outside, excluding the Hudson's Bay Post manager at Gjoa Haven, for many years.

The members of this tribe are known as the fish-eaters, distinct from the seal hunters and caribou Eskimos, and lowest in tribal prestige. They are, indeed, reputed to be the most primitive of the northern peoples, but we found them inferior to none in hospitality. No sooner had we come ashore than the grizzled patriarch of the group had two boys carry our gear to a campsite up the hill from the village. We brew a large stew-kettle full of tea for the circle of some 40 Eskimo men, women, and children, then cook our supper as Rocky fishes along shore to attract the crowd from our campsite.

John and I work until past midnight putting our collected specimens in plant presses. We climb into sleeping bags with the sky still as light as it would be at eight in the evening back home. Within a few hours the camp is again awake, watching for the fog and rain squalls to lift sufficiently to permit a take-off. It is several hours before we can seriously consider flying—hours we spend catching up on notes, photographing the members of the village, trying our hand at fishing below Back River Rapids.

By early afternoon we are again in the air, heading southwest and hoping for open water on another lake we have selected for the survey. Soon we are far inland, over country, we remark later, that looks much like eastern Montana, excepting that on closer inspection the plant life becomes distinctly that of the Arctic rather than of the prairies of the American West. John remarks that he has been able to do some of the best lichen collecting ever done in north-central Canada.

Soon our lake is beneath us, ice-free, and we circle, checking again for rocks. There are distinct blue areas, indicating that it must be well over thirty feet deep. We are now far from human



Two spearmen and a sentinel watch the fast dark water below the Back River for the silvery flash of the side of an Arctic char. While we watched, two great char—each weighing close to 20 pounds—were brought from the water at spearpoint.



Our camp on Rossby Lake—named by us in honor of the late Carl-Gustaf Rossby, famed meteorologist. The lake is located about half-way between Baker Lake and Chantry Inlet.

habitation of any kind. We drop down and as the floats hit the water we reach for our gear. We are about to repeat the cycle—lake temperatures, botanical collecting, the routine of camp life.

The lakes we checked on the Chantry Inlet reconnaissance will become points in a grid extending halfway across a continent. They will eventually become as familiar to us as our back yard—from repeated visits and, for some of our crew eventually, from living along their

shores for extended periods of time. They will become, from the scientific standpoint, some of the best-known lakes in the world.

Never again will they possess the fascination that comes with the first introduction to a new and strange country. But neither will they wholly lose it. There is a legend that all who visit the Far North possess an undeniable urge to return. The legend is true.



"the future is unlimited"

Philip D. Reed

PHILIP DUNHAM REED was a mere seven weeks old when the citizens of his native Milwaukee celebrated the New Year's Eve that ushered in the twentieth century. By September 18 of that same year, just two months before Philip Reed's first birthday, the General Electric Co. was granted a registered trademark which featured a script "GE" in a monogrammed circle—nearly forty years later, Philip Reed was to become chairman of the board of that organization.

In 1914, when war plagued the continent of Europe, Philip Reed's father, William, an insurance man, and his wife, Virginia, moved into a house at Hartford and Hackett Avenues on Milwaukee's East Side. Living in this neighborhood meant that Philip ordinarily would have gone to East Division High School, but his father had long admired the principal of North Division High School so arrangements were made to have his son enrolled there. Thus the well-built youngster had to cross town to go to high school where he soon proved to be an outstanding student and athlete. Like most American boys, Philip was interested in athletics: he played basketball; was a high jumper and a hurdler; and he was a bulwark right tackle on North Division's first championship football team. The *Milwaukee Journal* took note of his football ability when it described him as "a fellow who could diagnose, get there fast and tackle hard."

For the young Philip Reed the summer months were just as active as any other time of the year. He held numerous jobs which ranged all the way from testing controls to be used in submarines, to toting baggage at Milwaukee's Union Depot. These displays of industriousness pleased his parents

and his mother was often heard to remark that she was glad her son was not "one of those snappy youths who spend their summers dressed in blazers, standing around a tennis court."

Soon the United States became committed to the War in Europe, and Philip enrolled at the University of Wisconsin. After his freshman year, he spent the early part of the summer in military training at Fort Sheridan, Ill. By September, 1918, he was on his way to Officer's Candidate School in heavy artillery at Fort Monroe, Va., where he remained until the Armistice was signed. In 1919 he returned to the University and resumed his studies in electrical engineering, receiving his BS degree in 1921.

During his senior year in college, Philip had developed an interest in the field of patent law and, prior to his graduation, made several inquiries into the possibilities which were available in that field. As a result of one inquiry, he discovered that, each year, a New York law firm was engaging one or two young engineers who would work as law clerks for them during the day and study law at night.

In a short span of time, Reed accepted a position with the New York law firm of Pennie, Davis, Marvin, and Edmonds, declined the offer of a job with the General Electric Co., and was married to a classmate, the former Mabel Mayhew Smith, daughter of the late Judge Ben Mayhew Smith of Chicago.

So Reed worked during the day, attended night classes at Fordham Law School, and was soon given the assignment by Pennie-Davis of working on a complex and rapidly developing patent situation which involved John M. Van Heusen, the inventor of a semi-stiff collar that required no starch.

Van Heusen's collar became an instant success and, when his competitors started to imitate it, he brought suit against them. For Philip Reed, who had already been kept busy doing preparatory legal work, the Van Heusen assignment became a full-time one and he decided to leave Pennie-Davis to devote himself exclusively to the problem which involved international as well as domestic patent licensing matters.

Reed had graduated cum laude from Fordham Law School in 1924 but was not yet a member of the bar when the Van Heusen trial lawyer, Charles Neave, won the case that Reed had helped to prepare so thoroughly. With the big suit successfully concluded, Philip Reed looked to the future and decided that opportunities with the Van Heusen organization were limited. At the time, Neave, who was also general counsel for the General Electric Co., was impressed with the ability that Reed had demonstrated and he suggested that he might be interested in joining the Company's legal department.

After a thoughtful consideration, Reed made an important decision that eventually affected the entire course of his future career. He decided that the General Electric Co. represented a growing enterprise in a dynamic industry and that opportunities for advancement were indeed promising. Reed accepted the position in November, 1926 despite the fact that Van Heusen was paying him considerably more as vice president and patent counsel.

During the late 1920s and early 1930s, Philip D. Reed devoted his efforts to financial, legal, and policy considerations. It was soon evident that his alertness, vigor, ability, and determination combined with his personable manner in dealing with people made him especially qualified as a future business executive. He was popular as a poker and bridge player, an enthusiastic golfer, and a good story-teller.

In 1934 he was promoted to counsel for General Electric's incandescent lamp department. A few years later, in 1937, he was appointed assistant to the president, Gerard Swope, and in 1938 he became a member of the board of directors.

In November, 1939, just one day after his 40th birthday, the General Electric Co. announced the appointment of Philip D. Reed as the chairman of the board.

His tenure at that position was short-lived for when war began boiling in Europe again, Reed, at the insistence of E. R. Stettinius, Jr., then director of priorities, was granted a six-month leave of absence to go to Washington and serve as senior consultant to the director of priorities in the Office of Production Management (later the War Production Board). The complex problems of the war required his time and talents and soon the six-month assignment stretched into a year and a half. From July, 1941 until July, 1942, he served as deputy director of the materials division and, subsequently, as chief of the WPB's Bureau of Industries, whose principal assignment at that time was to convert peace-time industries to war work with all possible speed.

Throughout this period, Reed returned to New York on Friday evenings to spend Saturday, and sometimes Sunday, at his General Electric office. He also returned to be present at meetings of the board.

But America was in the thick of the war now and Reed felt that he should devote his full efforts to government service. He had been urged to go to London as deputy chief

of the U. S. Mission for Economic Affairs, which was then headed by Averell Harriman and which represented all of the Washington war agencies connected with supply, shipping, and Lend-Lease. In July, 1942, he went to London and shortly thereafter resigned from all of his General Electric posts. Fifteen months later, he was named chief of the London mission with the rank of United States minister.

Shortly before peace returned to America in 1945, Philip D. Reed returned to General Electric. Re-elected chairman of the board, Reed, together with Company President Charles E. Wilson, undertook the task of guiding the company on its return to the peace-time production of goods and services required by the national economy.

In addition to the many post-war problems requiring his time and attention as chairman of the board, Reed devoted considerable energy to other activities. In 1945 he served as a consultant to the U. S. delegation at the San Francisco Conference on World Organizations, a conference which laid the cornerstone for the United Nations. From 1948 through 1952 he served with distinction as chairman on the U. S. side of the Anglo-American Council on Productivity, an organization of major importance established under the Marshall Plan to help Great Britain rejuvenate her war-torn economy.

Serving in the capacity of president of the International Chamber of Commerce, 1949-51, he traveled throughout the world to help foster business policies which he believed were essential for the stimulation of increased trade between free peoples of many nations. He also has served on more than a dozen other national committees, foundation boards, advisory groups, corporation boards, and civic organizations. He has received honorary degrees from his Alma Mater, Union College, Rensselaer Polytechnic Institute, Brooklyn Polytechnic Institute, New York University, and Swarthmore College.

Since 1951, Philip D. Reed has continued to serve his country with distinction. In 1951 he was elected vice chairman of the Business Advisory Council for the Department of Commerce. He served as director of the Ford Foundation Fund for the Advancement of Education, and as trustee and chairman of the Finance Committee of the Eisenhower Exchange Fellowships. Not only has he been a champion of the electrical industry, but in recent years he also has become well known as an architect of "people's capitalism." He has stated with firm conviction that under our American brand of capitalism, fresh opportunities have presented, and will continue to present, themselves to all Americans, and not just to the privileged few, to share abundantly in its great rewards and responsibilities.

In November, 1959, Philip D. Reed reached his 60th birthday and retired as chairman of the board of the General Electric Co. In his eyes, the age of electricity is still unfolding and the future is promising.

"Although the years have brought great changes in the American scene," he has observed, "years in which the applications of electricity have contributed to better and easier living for millions of people, the fundamentals of the American way still are firmly entrenched. America still is a land of untouched opportunities. For young men with ability and determination, I believe the future is unlimited."

Up and Down the Hill

EDNA FERBER PAPERS—The Regents recently accepted a collection of manuscripts of the novel *Giant* from Miss Edna Ferber, together with a collection of personal papers and other materials relating to the writing of the novel and its production as a motion picture. The gift has been appraised by a Chicago book dealer to be worth \$13,975.

No stranger to Wisconsin, Miss Ferber spent her youth in Appleton and began her writing career as a reporter for the *Appleton Post-Crescent* and the *Milwaukee Journal*.

SUMMER SESSION FEES—At the suggestion of the Wisconsin Legislature's Joint Committee on Finance, the UW will institute special fees for out-of-state students at its Summer Sessions this year. The new schedule of fees, which has been approved by the Regents, raises last year's \$75 fee for the 8-week Summer Session to \$80 for residents, \$110 for non-residents; last year's \$100 fee for the 10-week session to \$107 for residents, \$147 for non-residents; the \$60 6-week fee to \$65 for residents and \$90 for non-residents; and the \$42 4-week fee to \$45 for residents and \$62 for non-residents.

Until now, non-residents of Wisconsin paid the same fees in summer as Wisconsin residents, though there has been a major difference in the fees paid by residents and non-residents in the regular sessions for many years. Instituting higher fees for non-residents enabled the University to minimize the fee increase for residents this summer, Summer Session officials have pointed out.

WORLD AFFAIRS INSTITUTE—A grant to assist the development of an Institute for World Affairs Education at the UW-M has been accepted by the Regents. The Johnson Foundation, Racine, is contributing an initial grant of \$15,000 to help launch the program, described by UW-M Provost J. Martin Klotsche as one with "potentially great community as well as University impact." Additional funds from various

sources, including other expected grants that will total \$100,000 over a five-year period, will be allocated to the development of the Institute.

"The purpose of the Institute for World Affairs Education is to stimulate the interest and broaden the knowledge and understanding of students, faculty and the community in this important area," Dr. Klotsche said.

OPERA WORKSHOP—University students interested in operatic singing, conducting, or directing have the opportunity to try out for the Opera Workshop being offered for the first time this semester. The project, which grew out of the successful summer Opera Workshops scheduled by the School of Music since 1955, is under the direction of Prof. Samuel Jones.

"Students eligible to take the course for credit include those who can sing and are able to perform major or minor roles in operatic excerpts; those interested in opera conducting and musical coaching who are capable pianists; and those interested in operatic stage direction who have some musical knowledge and background," Prof. Jones explains. "Students who do not fit into these categories may participate without credit as chorus members or stage assistants, or merely attend to satisfy their interest in opera. Part of our function will be to try out new scores, to encourage composers, and to stage scenes in different styles and from different points of view."

SCHOLARSHIPS—Students of sociology, anthropology, and education will benefit in the future from scholarships now being established at the University by bequests from John L. Gillin and Daniel B. Straley, according to Robert B. Rennebohm, executive director of the UW Foundation.

Rennebohm has estimated that the money left to the Foundation by Mr. Straley would yield more than \$600 a year for scholarships and Prof. Gillin's bequest would supply more than \$400 annually. The first grants are expected to be available this fall.

TV EDUCATION HISTORY—For the first time in the history of American higher education, a TV-correspondence course is offering graduate credit. The course, Education 165, is being televised in Milwaukee through the facilities of WXIX-TV (Channel 18). The audio-visual course, originated and coordinated by W. A. Wittich, professor of education at the University of Wisconsin, will explore, during 14 weeks, such areas as how we learn, the various implements of audio-visual instruction, and the skills and techniques involved in their use.

The project is staffed by a team of top level teachers in audio-visual education, including Prof. Wittich; Prof. Charles Schuller, Michigan State University; Prof. V. B. Rasmussen, Wisconsin State College at La Crosse; Richard D. Hubbard, UW lecturer in education; F. A. White, director of the UW Bureau of Audio-Visual Instruction; Lee Campion of Washington University, St. Louis and the St. Louis County Audio-Visual Bureau; and Wes Meierhenry, of the University of Nebraska.

Those taking the course for credit will take examinations and have other correspondence contacts with the University, according to LeRoy Peterson, associate dean of the University Extension Division.

WXIX-TV is one of nine television stations across the country cooperating in the presentation of the telecourse. Other stations are in La Crosse; Chicago; St. Louis; Lincoln, Nebraska; East Lansing, Michigan; Detroit; Miami; and Honolulu.

EDUCATION RESEARCH—Four years of exhaustive research, compiling, and editing by two University of Wisconsin professors of education have culminated in the publishing of the third edition of the *Encyclopedia of Educational Research*.

Prof. Chester W. Harris of the UW School of Education, with the assistance of Prof. Marie R. Liba, department of physical education, compiled the volume, which is the major compendium of educational research. The book is structured multi-dimensionally to assure that all aspects of education are covered. Major areas of interest included are: 1. History and philosophy of education; 2. Knowledge of human devel-

opment, including such aspects as re-search in the learning phenomenon, the gifted child, and the handicapped child; 3. Insights into the political, social, and economic factors affecting educational institutions, such as population change, the family, and the community; 4. Knowledge of the operation of administration, curriculum, counseling, evaluation, and instruction, such as school district organization, and intercultural education; 5. Research on various age groups of education, from pre-school to adult; 6. Research on the teaching of various subjects in the school program; 7. Knowledge of value systems affecting educational goals; and 8. Insights into the methods of educational research.

Dean Lindley J. Stiles of the School of Education has commented, "The School of Education was delighted to have had a part in this monumental work. The finished product, which is a pageant of the entire history and scope of American education, is one which reflects the scholarly work of Prof. Harris."

BAND ON THE GO—The University of Wisconsin band recently completed an 850 mile tour of Wisconsin, playing before an estimated 16,000 people in 14 communities of the State. The trek through the Wisconsin countryside was billed as the "'On Wisconsin' Golden Anniversary Tour," because the famed song is celebrating its fiftieth birthday this year.

The band visited the towns of Westfield, Mosinee, Antigo, Eagle River, Minocqua, Hurley, Phillips, Tomahawk, Medford, Wausau, Wisconsin Rapids, Wautoma, Fond du Lac, and Watertown, and culminated their tour with a Sunday Music Hour performance held in the Wisconsin Union Theater.

ARCHITECTURAL PROGRAM CONSIDERED—A special faculty committee, named to study a request that a school of architecture be established at the University, has recommended that consideration be given to a program of advanced studies and research in urban design, and the report has been approved in principle by the University Regents.

The study committee, appointed by Pres. Conrad A. Elvehjem, consisted of Ira L. Baldwin, special assistant to the



It was dress right and cover down as eighty-one mid-year ROTC graduates received their commissions in ceremonies held in Great Hall of the Memorial Union.

president and co-director of the Coordinating Committee's Joint Staff; Bruce M. Davidson, assistant dean of the College of Engineering; and James S. Watrous, chairman of the department of art history.

"The University of Wisconsin, in its urban studies program, has the unusual opportunity of leadership in matters vital to our society, and offerings in urban design, presented by distinguished personnel and research conducted by perceptive staff should add another factor of strength and effectiveness to the program at the university," the committee said.

In other recommendations, the committee suggested that "continuing thought be given to the possibility of graduate studies and research in architecture," and that, subsequently, "consideration again be given to the questions associated with the need and nature of a program of undergraduate studies in architecture." But the committee feels that the immediate establishment of an undergraduate program leading to a bachelor's degree in architecture would be premature.

STUDY "TRIMESTER" YEAR—The first part of an exhaustive study of the possibility of a longer school year for state college and University of Wisconsin students was presented recently to the State Coordinating Committee for Higher Education. This "trimester" plan would divide the academic calendar into three major periods: September to mid-

December; January to mid-April; and mid-April through July. This arrangement would provide one month of general vacation in August, and shorter holiday periods at Thanksgiving, Christmas, and Easter.

The study, undertaken by the Coordinating Committee's joint staff at the request of Gov. Gaylord Nelson and the State Building Commission, cites advantages and disadvantages of lengthening the school year to alleviate inadequate space conditions caused by booming enrollments.

Possible advantages of the trimester plan are suggested to be: 1. Fuller utilization of building space (if enough students attend the summer trimester); 2. The granting of more degrees per year (if the program brings enrollment increases); 3. Longer periods of employment and "getting the jump" on jobs for students not electing to enroll in the summer trimester; 4. Acceleration of study for students enrolling in the summer trimester; 5. Lower annual operating costs; and 6. Chance for faculty members to take vacations other than in the summer.

Possible disadvantages of the plan are described as: 1. Difficulties arising from the school's not being on the same calendar as other institutions of learning; 2. Curtailment of diversified activities such as conferences and short courses offered during the summer; 3. Financial difficulties for students enrolling in summer trimesters; and 4. Less vacation for faculty members.

Badger Boxers Look Sharp

by Ron Corwin '62

The boxing gloves on Bucky Badger's hands have a special meaning to Vern Woodward, the University of Wisconsin's head boxing coach. The gloves are symbolic of the dominance that Wisconsin has assumed in this intercollegiate sport since 1946. This year's edition of the Badger boxing team, under the direction of Head Coach Woodward, looks as though it could bring another NCAA championship to Madison.

According to Coach Woodward, "It looks like we have a much stronger unit than we did last year. Experience has definitely paid off and this season we are much deeper than last. To add to that, the unit that Wisconsin is sending into the ring has a better overall chance for success because we're not plagued by any apparent weak spot."

In commenting on the Contender's Tournament and the All-University Tournament held in the Field House, Woodward stated that the squad shows a lot of promise and pointed out that the team is not composed chiefly of seniors but has a great deal of talent spread throughout the three years of eligible fighters.

With the March 4 match against California Polytechnical in Madison, the boxing season will be entering its second half. Matches held in February pitted the Badgers against Idaho State, Washington State, San Jose State, and the University of Nevada, rounding out the first four matches of the eight contest season.

During the second half of the season, the Badgers take to the road for a dual match at Idaho State and then return home to meet Sacramento State and San Jose State in Madison.

Capping the season will be the National Collegiate Athletic Association finals which will be held in Madison on April 7, 8, and 9.

As was mentioned before, the Badger lineup is sprinkled with good boxers. Fighting in the 125 pound class is John Drye, a senior who fought at 132 pounds last year. Coach Woodward feels that Drye is more effective in the lower weight class and is replacing him in the 132 pound slot with Brown McGhee, a sophomore who is a scrappy fighter and a hard puncher.

Howard McCaffery, another sophomore, is proving to be a real competitor at 139 pounds while Gary Wilhelm and Wally DeRose share the fighting chores in the 147 pound class. In the All-University Tournament held early last month, DeRose walked off with the "Fightin'est Fighter" trophy for the second time in his three years of competition.

At 156 pounds, Jerry Turner, a junior transfer from San Antonio Junior College, turned in a good performance in the All-University Tournament to merit the top position in his weight class. Charlie Mohr, a previous NCAA champion, is again the Wisconsin representative in the 165 pound echelon. Mohr set a Wisconsin record when he took his fourth ring title as the All-University boxing champion.

Bob Christopherson is the top choice in the 178 pound class while Bill Sensiba and Bill Urban are trading assignments in the heavyweight class.

Wisconsin is the only Big Ten school which enters into intercollegiate competition in boxing, although some of the Big Ten schools send representatives to the Golden Gloves tournaments. Woodward feels that college boxing is slowly coming into its own and, if given the proper support from the various universities administrations, the program can flourish into forming an integral part of the athletic programs at many of the schools in the nation.

In the coach's own words, "The reason college boxing takes the direction it does at many schools is due to the cooperation—or lack of it—that a school's administration affords. There must be a keen interest to keep any boxing program going.

"This is a sport that a young man likes to participate in for the sheer thrill of the competition," Woodward continued. "We hope to encourage boxing and right now I think it's on the upsurge at Wisconsin. In order for boxing to be accepted, people must understand that it is a sport intended to develop the best in a man. We try to teach our boys how to defend themselves—but most important, we try to make them realize the true meaning of sportsmanship."

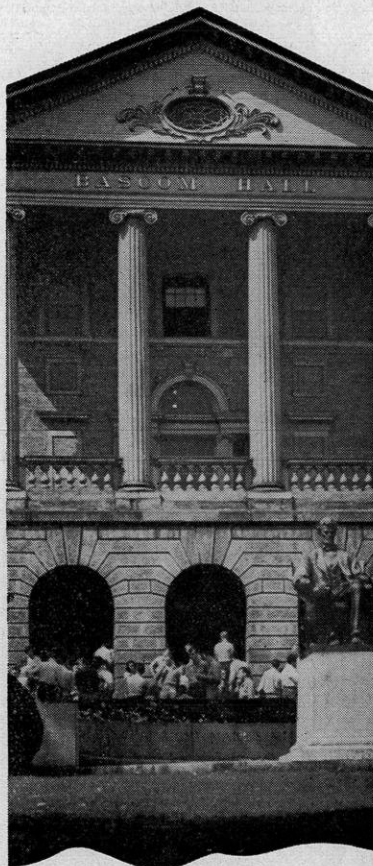
So while other schools are busy building boxing programs, Wisconsin, under Coach Vern Woodward's guidance, is building champions in hopes of bringing another title home to Madison.



Ivy to Conduct Olympic Tour

Those who want to see the Olympic games as well as spend some time sight-seeing in Europe this summer may do so with a cicerone who is known for his athletic and coaching ability. Ivan B. Williamson, Wisconsin's athletic director, will be the escort on a tour which will take in the 1960 Olympic games in Rome along with stops in some of the exciting capitals of Europe. The tour leaves August 21 and will return September 11—highlights of the trip include stops in London, England; Copenhagen, Denmark; Rome, Italy; Nice, France; Madrid, Spain; and Paris, France. For further information, interested parties should write Ivan Williamson, athletic director, UW Athletic Department, 1440 Monroe St., Madison.

Wisconsin Alumnus, March, 1960



A PROFITABLE INVESTMENT WITH 3 RETURNS

Let us send you details of this unique plan of Investment—Philanthropy

The Wisconsin Alumni Research Foundation offers you the opportunity to:

1. Realize important and immediate income and capital gains tax savings. Personal and/or real property may be used as your investment
2. Receive an income for the lives of two beneficiaries (one may be yourself), an income based either on the Foundation portfolio of carefully selected "growth" stocks, or on the segregated returns of your contribution
3. Financially support scientific research in the natural sciences at the University of Wisconsin.

Write for Brochure 58, WISCONSIN ALUMNI RESEARCH FOUNDATION, P. O. Box 2217, Madison 1, Wisconsin



The Minneapolis Symphony Orchestra

—a burgeoning UW tradition



Antal Dorati

On March 6, the Minneapolis Symphony Orchestra will make its thirty-third appearance in Madison when it plays two concerts in the Wisconsin Union Theater. The orchestra, whose yearly appearance at the University of Wisconsin is fast becoming a tradition, first came to Madison in 1912 and has made consecutive yearly appearances since 1953.

The story of the development of the Minneapolis Symphony Orchestra is an interesting chapter in the cultural history of the Middle West. The orchestra was founded in 1903 when Emil Oberhoffer, a young choir director and organist, and several music-minded citizens of Minneapolis came to the conclusion that the many musical activities being carried on in the city deserved an orchestra that would allow them to present programs of wide scope and interest.

The man chosen to gain financial support for Oberhoffer's plans for an orchestra was Elbert L. Carpenter, a rising young lumber executive who once had ambitions of being an opera singer. Carpenter was a man of action with a great deal of business acumen. Before long, he had approached 50 prominent men in Minneapolis and had raised a guaranty fund of \$30,000 to support the orchestra in its initial organization.

The funds raised were sufficient to employ 50 musicians, all from the Twin Cities area, and the first concert was given on November 5, 1903. The orchestra was well received and in 1905, it moved into permanent quarters in a new auditorium which had been patterned after Symphony Hall in Boston. Twenty-five years later, the orchestra shifted its home to Northrup Auditorium on the University of Minnesota campus to become an integral part of the university—

in that respect, it is the only major orchestra in the United States to have its home on the campus of a university.

As enthusiasm for the orchestra mounted over the years, Oberhoffer augmented the regular subscription program with popular concerts and initiated a program of annual tours which took the orchestra to all parts of the United States as well as into Canada and Cuba. When he had completed his nineteenth season with the orchestra, Oberhoffer announced his retirement. This move caused some apprehension as to the future of the orchestra but the anxiety subsided when the directors announced a policy of guest conductors for the 1922-23 season.

From a list of distinguished guest conductors, Henry Verbrugghen was chosen to be the permanent conductor—a post he held until 1931 when a nervous collapse forced him to retire. The search for a replacement for Verbrugghen resulted in the appointment of Eugene Ormandy as conductor. Ormandy held the post for five years, a period in which the orchestra made great musical progress. Because of Ormandy's record of achievement with the Minneapolis Symphony, he was named to succeed the retiring Leopold Stokowski as permanent conductor of the Philadelphia Symphony in 1936.

When Mr. Ormandy left the Minneapolis Symphony, another temporary reign of guest conductors ensued. From their ranks, Dimitri Mitropoulos was the unanimous choice of the directors to be appointed to the permanent post. He gave a new dimension of dynamic musical direction to the orchestra and his services were much in demand as a guest conductor of other orchestras. He was invited to become the permanent co-conductor of the New York Philharmonic in December, 1948. One year later he was that orchestra's conductor.

Once again the directors of the Minneapolis Symphony found their orchestra without the services of a permanent con-

University of Wisconsin Calendar March 1960

Feb. 29
Mar.

ductor. They immediately went to work to find an appropriate successor to Mr. Mitropoulos. Their choice, after studying the qualifications of available conductors in the United States and Europe, was Antal Dorati, a young Hungarian who had gained considerable attention for his work as the conductor of the Dallas, Texas Symphony Orchestra.

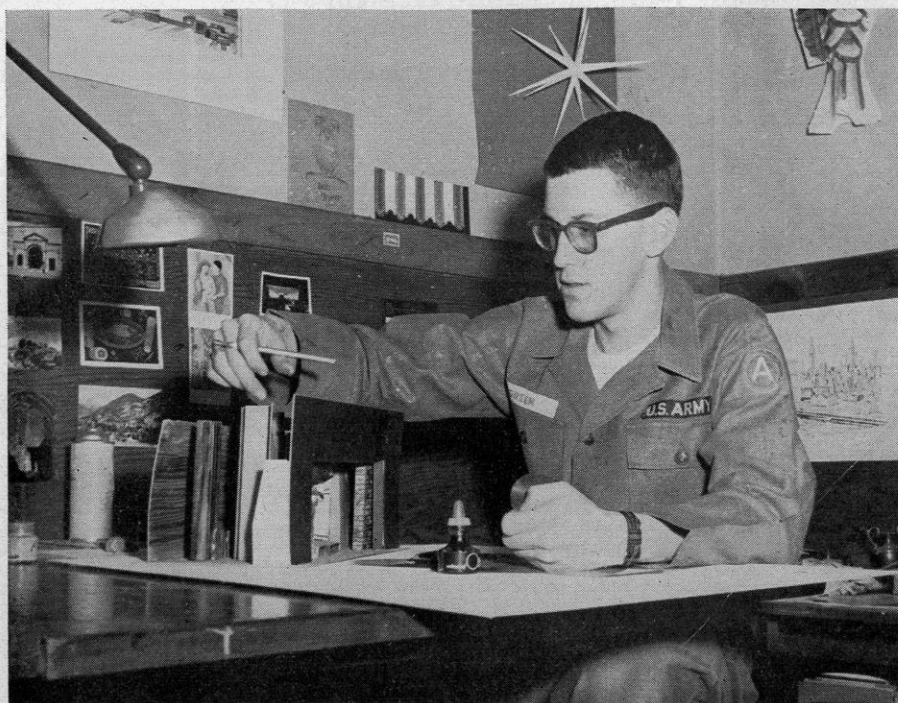
Antal Dorati was born in Budapest, just a little over 50 years ago. His parents were both musicians and recognized early the ability of their son. He was enrolled in the Academy of Music in Budapest and received training as a conductor, pianist, and composer—so quick was his learning, so facile his mind that he emerged as the youngest student in the history of the school to receive a degree. Among his early teachers were Hungary's most distinguished composers, Zoltan Kodaly and Bela Bartok.

Mr. Dorati has devoted his life to music and has been a conductor for over 30 years. At 18, he began conducting opera in Budapest, then he spent ten years as a musical director of some of the foremost ballet companies of the world. He has conducted some of the greatest symphony orchestras in the United States, Mexico, Australia, and Europe, especially Holland and Italy where he has gained a great respect for his musicianship. In 1953 he directed an orchestra in Stockholm, Sweden in a concert that was part of the 700th anniversary of the founding of that city.

At the conclusion of this season, Antal Dorati will be leaving the Minneapolis Symphony Orchestra and, once again, the orchestra will be temporarily without the services of a regular conductor. However, Wisconsin audiences and the music world will be waiting to see what new talent will be chosen to direct the orchestra that has been so instrumental in developing the cultural heritage of the Middle West.

- 5 *Wisconsin Players*, "The Devil and Daniel Webster," and "Down in the Valley," Wisconsin Union Theater, 8 p.m., admission \$1.50.
- 3 *Lecture*, "Some Contributions of Renal Research to Medicine," Dr. Karl H. Beyer, Jr., UW alumnus and vice president of Merck, Sharp and Dohme, West Point, Pa.; 300 Hospital, 8 p.m.
- 4 *Boxing*, Wisconsin vs. California Polytechnic, Field House, 8 p.m., adm. \$1.00.
- 5 *Basketball*, Wisconsin vs. Purdue, Field House, 1:30 p.m., admission \$1.50.
- 5 *Little International*, UW Stock Pavilion, 1:30 and 8 p.m.; admission, matinee 50¢ for children, \$1.00 for adults; evening \$1.50, all seats reserved.
- 6 *Minneapolis Symphony Orchestra*, Wisconsin Union Theater, 2:30 and 8 p.m.; admission \$3.00, \$2.50 and \$3.50, \$3.00, respectively.
- 7 *Lecture*, "Peoples of the Scottish Highlands and Islands, Yesterday and Today," A. A. MacGregor, British author and lecturer, Play Circle, Wisconsin Union, 7:30 p.m.
- 9 *Lecture*, "Africa in the Modern World," Sir Andrew Cohen, former governor of Uganda and British representative to the trusteeship council of the United Nations, Wisconsin Center auditorium, 7:30 p.m.
- 9 *Adventure Film Series*, "Himalayan Holiday," With Dr. J. Michael Hagopian, Wisconsin Union Theater, 8 p.m., admission \$1.00.
- 9-12 *American Bandmasters Association Convention*, Wis. Union, attendance 300.
- 10-11 *Phi Beta Reading*, "Six Characters in Search of an Author," Wisconsin Center auditorium, 8 p.m., admission \$1.00.
- 10-12 *Medical School Post Graduate Course*, "Neurology," Wisconsin Center, attendance 75.
- 11 *Short Course Prom*, Great Hall, Memorial Union, 9-12 p.m.
- 11-12 *Annual Intercollegiate Debate Tournament*, sponsored by Delta Sigma Rho and Wisconsin High School Forensic Association, Wisconsin Center, attendance 250.
- 11-12 *74th Anniversary Concert*, University Band; Wisconsin Union Theater, 8 p.m., admission \$1.25 and \$1.00.
- 12 *Home Economics Annual High School Hospitality Day*, Great Hall and Theater, Wisconsin Union, 9 a.m.-3 p.m.; exhibits in Home Economics building.

- 12 *Short Course Graduation*, Agriculture Hall auditorium, 11 a.m.
- 13 *Union Forum Committee Lecture*, Dr. Carl Rogers, Great Hall, Wisconsin Union, 3 p.m.
- 13 *Pro Arte Quartet*, Music Hall, 8 p.m.
- 15 *Matrix banquet*, Wisconsin Union.
- 15-16 *New Horizons in Public Administration Institute*, for top administrators in Public Welfare institutions; Wisconsin Center, attendance 25.
- 16-18 *Annual Spring Conference of Association of Secondary School Principals*, in cooperation with School of Education and State Department of Public Instruction, Wisconsin Union and Wisconsin Center, attendance 350.
- 17 *Hal Holbrook in "Mark Twain Tonight"*, Wisconsin Union Theater, 8 p.m., admission \$2.00.
- 17-19 *Basketball*, WIAA State Tournament, Field House, 1:30 and 7 p.m. (7:30 on 19th), admission \$1.50.
- 18 *Student Recital*, Gail Korseberg and David Seiler, Music Hall, 8 p.m.
- 19 *Modern Dance* by Emily Frankel and Company of eight, Wisconsin Union Theater, 8 p.m., admission \$1.75.
- 20 *Sunday Music Hour*, University Symphony Orchestra, Wisconsin Union Theater, 3 p.m.
- 21 *Boxing*, Wisconsin vs. Sacramento State, Field House, 8 p.m., admission \$1.00.
- 22 *Hibbard Memorial Lecture*; "Agricultural Policy in Foreign Lands," Dr. Eric Englund; Dr. H. C. Taylor also speaking; Wisconsin Center auditorium, 7:30 p.m.
- 23 *Student Recital*, Wendy Kemp and Jeanie Croy, Music Hall, 8 p.m.
- 24-26 *Humorology*, Wisconsin Union Theater, 8 p.m. plus 2:30 Saturday matinee; price of admission to be announced.
- 25 *Student Recital*, Eric Steensrud, Music Hall, 8 p.m.
- 26 *Mathematical Association of America*, Wisconsin High School Contest Finals, 165 Bascom Hall, 10 a.m., attendance 100-125.
- 27 *Faculty Recital*, Samuel Jones, baritone, Music Hall, 8 p.m.
- 28-April 1 *All Campus Blood Drive*, Lake Plaza, Wisconsin Union.
- 30 *Concert Series*, Camera Concerti, Wisconsin Union Theater, 8 p.m., admission \$2.50, \$2.00 and \$1.50.
- 31 *Training and Administrative Session for Agricultural Personnel*, Wisconsin Center, attendance 35.
- 31-Apr. 2 *Dolphin Show*, Lathrop Pool, 8 p.m., admission 75¢.



Soldier Set Designer

Private Robert A. Green, a 1958 graduate of the University of Wisconsin, was recently named to be the set designer for the production of Truman Capote's play *The Grass Harp*, staged in the Playhouse at Ft. Bragg, N. C.

Pvt. Green, a member of the U. S. Army Special Warfare Center's 1st Radio Broadcasting and Leaflet Battalion, was given the assignment because of his civilian background. He helped produce off-Broadway shows in New York City and acted in and designed theater and TV productions in the Midwest. He has created original settings for such plays as *Can-Can*, *Call Me Madam*, *Teahouse of the August Moon*, *South Pacific*, and *Wish You Were Here*. He has worked with Johnny Desmond, Kay Ballard, Monique Van Vooren, Bill Hayes, Helen Gallagher, and others.

Green is a Wisconsin native and has been associated with the theater since his freshman year at the University where he majored in art and developed a love for the theater while working on sets for various college plays.

He was elected president of the Wis-

consin Players in his sophomore year when he designed his first show. During his association with the Players, he was both actor and technical director. "The stage hands thought I was crazy," he remembers with a grin, "because I usually directed while in stage costume."

His first big break came in 1956 when he took a part-time job with a theatrical group in Chicago. The set designer was called away and Green was hired as his replacement. He impressed the group and was named full-time designer. In addition to working on sets, he was in charge of other technical aspects of production.

After graduation from the UW with a degree in art education, Green moved to New York and joined the Equity Library Theater. He also worked for the drama department of Brooklyn College and did technical work for several off-Broadway theaters.

The young private describes New York as a wonderful starting place for designers. "One can gain experience in New York and get a job almost any-

where because more professional theaters are developing throughout the country every day," he points out. "However, as most plays are written with Broadway in mind, it's difficult for theater designers elsewhere because they have to adapt the shows for smaller budgets and lack of technical equipment. But stage designing is a very satisfying profession. It's really quite a thrill to see your sketches develop into three dimensional stage settings."

Green saw many shows while in New York and helped design many more in the East and Midwest. He thinks that Leonard Bernstein's *West Side Story* is a "perfect show" because of its dynamic integration of music, drama, and dance.

When he's not busy designing or directing, Green has appeared in the productions of such well-known shows as *South Pacific* and *Pajama Game*—recently he appeared as a dancer in a North Carolina production of *Oklahoma*.

His future plans include more schooling and experience to augment his knowledge of the theater.

with alumni clubs

Reports of some Founders Day meetings arrived too late for inclusion in the *Alumnus* before the day of the meeting. However, we would like to make note of these activities in recognition of the work being done in our clubs. On February 11, the Shawano Club heard Lowell Laudon, professor of geology; on February 15, the Baltimore Club was addressed by Prof. Raymond Dvorak, director of the UW bands; on February 25, George Field, assistant to the President, spoke to the Gogebic Range Club; and on February 29, Wayne L. Kuckkahn, assistant to the dean of students, was the featured speaker at the meeting of the Watertown Alumni Club.

* * *

The following is a report from the Kalamazoo Club . . .

The University of Wisconsin Alumni Club of Kalamazoo, Mich. "went to Russia" at its annual meeting February 4.

Robert C. Bjorklund '49, farm editor of *The Wisconsin State Journal*, gave a bachelor's view of the Soviet Union. Bjorklund, who toured Russia in 1959 with a group of Wisconsin farmers, gave a highly humorous talk which was highlighted with a series of color slides. To those present at the meeting, this was a new approach to the Russian story and the audience of 50 went away convinced that they had attended one of the most interesting annual meetings on record.

Club President Lee Baker '40 presided and Jack Plano '54 was master of ceremonies. Jack Hayes '50 was elected to be the new president while K. Philip Rahbany '57, John Copps '54 and John Buege '57 were named directors.

Picture Credits

cover, 8, 27—Duane Hopp
2, 15, 29—UW Photo Lab
6—U. S. Air Force
14—Badger photo
16-18—photos courtesy LET'S SEE magazine
16—The Milwaukee Journal
17 (top), 18 (right)—George P. Miller
17 (bottom)—Bruce G. Brander
18 (left)—Fred R. Stanger
20, 21, 22, 23—James A. Larsen
24—General Electric Co.
32—U. S. Army Special Warfare Center photo by Tucker

Wisconsin Alumnus, March, 1960

KANSAS CITY Founders Day March 2

Speaker: George Field

Contact: Fred Ladewig, 3527 Broadway (JE 1-8747)

CHICAGO March 4, April 1, May 6

Monthly luncheons, Mandel Bros. Grill, 9th floor

Contact: William J. Sficos, Room 1328, 400 West Madison Street

DENVER Founders Day March 3

Speaker: George Field

Contact: Mrs. Carol Evans, 3235 S. High St., Englewood, Colo.

INDIANAPOLIS Founders Day March 5

Speaker: Kenneth Burgess

Contact: Russell L. Machael, 3845 Winthrop Ave.

SACRAMENTO VALLEY, CALIF. March 6

Founders Day Dinner

Del Prado Restaurant

Contact: Mrs. Dale Hanner, 3932 Rosemary Circle, Sacramento (Iv 9-9666)

ST. LOUIS Founders Day March 7

Speaker: George Field

Contact: Paul S. Kelthau, 1555 Railway Exchange Bldg. (Main 1-1731)

GREEN BAY Founders Day March 17

Speaker: Frank Graner, Commerce

Contact: Stephen Bur, 206 Main St. (Hemlock 7-7673)

DALLAS Founders Day March 27

Speaker: John Hickman, UW Swimming Coach

Contact: Raymond E. Zahn, 11024 Eastview Circle

WAUSAU Founders Day April 4

Speaker: Ralph Huitt

Contact: Mrs. Richard Tinkham (VI 8-5244)

FORT ATKINSON Founders Day April 19

Speaker: Edmund Zawacki, Slavic Languages

Contact: Robert McMicken (Jordan 3-3761)



OUR OWN MAKE TROPICAL SUITS
featuring our unexcelled workmanship
plus exclusive designs and colorings

Starting with handsome suitings, woven exclusively for us in subtle colorings of blues, greys or browns—and in pin stripes and fancy patterns—to the final hand-detailing in our own workrooms...our tropical suits are distinctively Brooks Brothers in quality, styling and taste. This Spring's interesting selection for town or country wear includes English all-worsted tropicals, and lightweight blends of Dacron* polyester and worsted. Coat and trousers.

English Tropical Worsteds, \$115

Dacron-and- Worsted Tropicals, \$100*

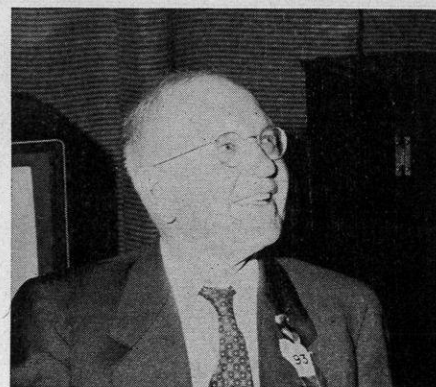
*Du Pont's trademark

ESTABLISHED 1818

Brooks Brothers,
CLOTHING
Mens Furnishings, Hats & Shoes

74 E. MADISON ST., NEAR MICHIGAN AVE., CHICAGO 2, ILL.
 NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

alumni news



Charles B. Rogers

Up to 1900

Charles B. ROGERS, '93, having retired after more than sixty years of practice from the law firm of Rogers and Vance, Fort Atkinson, announces that the firm will hereafter be known as Vance and Vance. Charlie Rogers is well-known to many Badgers as a past-president of the Wisconsin Alumni Association and the citizens of Fort Atkinson know him as an ardent baseball fan, a former president of the Rotary Club, a member of the Knights of Pythias, city attorney, and district attorney and judge of Jefferson County. Charlie wrote the "Reminiscences of a Country Lawyer" which were published in the *Jefferson County Union*—the "reminiscences" were a series of articles based on his experiences as a country lawyer and cover a span of several years. He's also an authority on Black Hawk and the history of Fort Atkinson.

1900-1910

Dean Fayette ELWELL '08 reminds all his classmates that their 52nd reunion is this year. The '08 class, by an almost unanimous vote, has decided to have their own dinner and picnic in addition to the traditional Half Century lunch and the Alumni Day dinner. Dean and Mrs. Elwell (Zora FAIRCHILD '11) are enjoying the winter in St. Petersburg, Fla. where they are taking advantage of the sun and the opportunity to engage in some hotly contested bridge games.

Vern P. KAUB '07 reports that he's temporarily "house-bound with an impacted fracture of the left humerus near the shoulder." But we're sure he'll be back in action very soon.

1911-1920

Basil I. PETERSON '12, former administrative secretary of the UW Foundation, has joined the staff of Industrial Education for Foreign Students, Inc. The group has as its objective the technical training and on-the-job education for foreign students who complete their academic education in American colleges and universities. He expects to devote time to arranging industrial and business opportunities as well as working with foreign students.

When William K. FITCH '13 retired from the Dravo Corporation in Pittsburgh, Pa., the company, the chairman of the board, and the president paid him this tribute:

"Bill Fitch retired today.

"He came here 46 years ago as a sales engineer, became district manager, then vice president, director, and, finally, chairman of the board. He never worked for any other company.

"He convinced many purchasing agents that the order should be placed with Dravo. Within our organization, his enthusiasm and industry set an example for all.

"He never stops selling the virtues of hard work . . . good physical condition . . . spiritual values . . . civic responsibility . . . honesty in all things. He is a crusader concerning ethics in business. Regularly he reminds our salesmen that we expect each of them to transact his business so that he would have no hesitancy in relating every detail to his wife, mother, sister or minister.

"Few surpass Bill in pride in his country, belief in free enterprise or conviction that a job well done is the best path to opportunity and usefulness. Mostly, though, Bill believes in people. He looks for and finds the best in others.

"He's retired now but his beliefs have not. He left them for us to use in furthering the work to which he devoted almost a half century of his life. We join with his many friends in wishing this gracious gentleman

long life, good health and continued satisfaction in his many hospital, welfare and other civic activities.

"We're going to miss him."

A hearty second and all good wishes from this end.

Stanley C. ALLYN '13, chairman of the Board of the National Cash Register Co., and a past-president of the Wisconsin Alumni Association, was the subject of a recent feature story in *Time* magazine. The story described "Chick" Allyn as "the very model of the traveling capitalist, who bounces around the world spreading U. S. ideas. At 68 he is nearing the rocking-chair age, but the ruddy, grey-haired businessman averages five trips abroad each year, traveling 100,000 miles. Says he: 'You can't learn about world conditions sitting on the banks of the Miami River in Dayton.' What Allyn has learned amounts to a field manual for U. S. businessmen."

The cultivation of foreign trade has resulted in a boom of business as far as National Cash Register is concerned and Allyn says that 40% of his profit comes from business abroad.

In a recent communication Harry MARSHALL '15 recalls with pride the time in Topeka, Kans. when he was in the Civic Theater with William Gibson, the author of such Broadway hits as *Two for the Seesaw* and *The Miracle Worker*.

Homer A. DAVIS '15 has retired as supervisor of training with the Metropolitan Area Equitable Life Assurance Society in New York City and now lives in Decatur, Ill.

Lester C. ROGERS '15 was one of the two U.S.A. Employer delegates to the International Labor Organization's 6th meeting in Geneva, Switzerland last October—it was the fifth time he had represented the U.S.A. there. He and Mrs. Rogers (Lucile PRITCHARD '16) visited London, Germany, Austria, Italy, and Paris while in Europe. They traveled by jet both to and from the continent.

Mrs. Katherine WHITNEY Curtis '17, chief of the leave activities office, Special Services Branch of USAREUR in Nurnberg, Germany, has been elected to the Helms Hall of Fame, Los Angeles, as the originator of synchronized swimming. While teaching physical education at the University of Chicago, Mrs. Curtis started adding music as a background for swimming shows, began the practice of synchronizing the body movements in the water with the rhythm of the music.

Mr. and Mrs. George LEVIS '16 (Helen PARKINSON '18) have left Milwaukee to establish a new home at Deerfield Beach, Fla. He has retired from the Libbey-Owens-Ford Glass Co.

John B. WILKINSON '16 has retired after 38 years with the Fire Insurance Rating Bureau in Milwaukee. He is a registered professional engineer, a past-president of the western section of the International Association of Electrical Inspectors, a former member of the Underwriters Laboratories' Electrical Council, a member of the Wisconsin State Industrial Commission Advisory Committee on building, electrical, flammable liquids, and various other state codes, a member of Tau Beta Pi and Pi Tau Sigma, honorary engineering fraternities, and an honorary member of the Wisconsin State Fire Chiefs' Assn.

Charles C. BRACE '18 is extension fieldman for the Holstein-Friesian Association of America. He is an authority on the Holstein breed in the United States.

Edward W. MOREHOUSE '20 was recently married to Mrs. Margery Robinson Collins in Princeton, N. J. He is vice president of the General Public Utilities Corp.

1921-1930

William Dempster HOARD, Jr. was at his editor's desk as *Hoard's Dairyman* celebrated its 75th year. In its many years of service to the State and to dairymen everywhere, the paper has passed from father to son to grandson. William Dempster Hoard, the founder, is considered, more than any other man, to have made Wisconsin supreme in dairying.

Jacob E. ALSCHULER '23 and Sam ALSCHULER '33 have announced some changes in the law firm which has been part of the community of Aurora, Ill. since 1881. The firm will continue its practice under the name of Alschuler, Putnam, DeBartolo and McWethy.

Rudolph E. ANDERSON '24 and Mrs. Nellie BINGHAM Russel '25 were married recently in Superior.

James Wilson CLARK '27 is owner of Motel Town & Country and sheriff of Puma County in Tucson, Ariz.

Dr. Stevens J. MARTIN '27 was recently selected as the recipient of the Horace Wells Award of Merit for his outstanding interest and achievement in the field of anesthesiology.

Dr. Florence I. MAHONEY '27 was awarded a citation for her work in helping the handicapped by Gov. Tawes of Maryland.

W. B. MURPHY '28, a trustee of the Wisconsin Alumni Research Foundation, has been elected chairman of the board of Crusade for Freedom, the private, non-profit American organization which supports Radio Free Europe. He is president of Campbell Soup Co., Camden, N. J.

Ralph L. WAGNER '29 has been appointed sales training manager for the hearing aid division of the Zenith Radio Corp. in Chicago.

Thomas ROGERS '29 is president of the Edwards Motor Co. in Milwaukee. The firm is one of the country's largest Chrysler-Dodge-Plymouth dealerships.

Dr. Francisco G. TONOGBANUA '30 is the secretary of the Institute of Arts and Sciences of the Far Eastern University in Manila, Philippines. He is professor of American, English, and Filipino literatures and a professor of research in the Institute of Graduate Studies at the University.

James W. ARNOLD '30 is returning to this country after two years in Afghanistan. He had been with the Civil Aeronautics Admin. until he went to Afghanistan to give technical assistance in building the airport at Kaudahar. He makes his home in Lawrence, Kans.

Atty. John R. CASHMAN '30 has been appointed family court commissioner for Manitowoc County.

1931-1940

Judge Carl FLOM '31 was sworn in recently for his first regular six-year term as judge of Dane County Court.

Milton L. MEISTER '31 is the new circuit court judge of the 13th judicial district in Washington County.

Dr. and Mrs. Maurice O. BOYD '35 (Eleanor FERGUSON '37) and their two children, Susan and Bill, gave the 12th Boyd Family Vesper Concert at the State University of New York in Oswego. The concert has become a traditional part of the holiday season at Oswego.

John C. LOBB '37, former vice-chairman of the Marine Corp., a Milwaukee bank holding company, has been elected vice president in charge of long-range planning of the A. O. Smith Corp. in Milwaukee.

Court JORGENSEN '37 announces the beginning of the new Time Realty Co. in Madison.

Ruben W. ENGEL '37 has an article entitled "Minerals in Nutrition" in a recent number of the *Food and Nutrition News*. Since 1952, he has been the head of the Department of Biochemistry and Nutrition at Virginia Polytechnic Institute. His principal research interests have been: relation of B vitamins and choline to fatty livers; the relation of nutrition to cancer; and the minor element of balance and rumen function.

Lawrence J. FITZPATRICK '38, past president of the Wisconsin Alumni Association who did such yeoman service in raising funds for the Wisconsin band's Rose Bowl trip, has been elected to the board of directors of the Commercial State Bank in Madison. His firm, the J. J. Fitzpatrick Co., one of the largest manufacturers and wholesalers of lumber, will open a Chicago branch in the old Orchard Shopping Center, Skokie, Ill.

1941-1945

Dr. George F. CRIKELAIR '42 has been appointed chief of the Plastic Surgery Division of the Surgical Service at the Presbyterian Hospital in New York City.

Arthur L. LUEBKE '42 has been named judge of the 12th judicial circuit by Gov. Nelson.

Dean Goodnight's 85th Birthday Party



Dean and Mrs. Scott Goodnight (center) with friends in Winter Park, Fla. on the occasion of the dean's 85th birthday celebration. On the left are Mr. and Mrs. Louis Hopkins and on the right are Mr. and Mrs. Delbert Lean.

FROM ALL REPORTS, the recent 85th birthday party held in Winter Park, Fla. for Dean Scott H. Goodnight '05, was an overwhelming success. Along with over 300 birthday letters and cards, \$800 was presented to the Scott H. Goodnight Scholarship Fund at the University—that figure has since grown to nearly \$1,000.

A surprise party, arranged by Emeritus Prof. J. O. James of the College of

Agriculture, was attended by over 50 people who gathered on the occasion to honor Dean Goodnight. Several poems and jingles commemorating the event were read at the party—among the contributors and readers were Mr. Robert Chamberlain, Mrs. Gilbert Willey, Ivan G. Fay, University Pres. Conrad A. Elvehjem, former Gov. Oscar Rennebohm, Porter Butts, Don Halverson, and Dean of Men Theodore Zillman.

Dr. Delbert G. Lean spoke on "Among Friends of the Hamburger Club", a group of four men, including the dean, which meets every Thursday afternoon for shuffling at the city courts. And then M. K. Hobbs, speaking for the alumni, faculty, and friends of the University presented Dean Goodnight with a purse containing 85 new one-dollar bills. Mrs. Goodnight was presented with an orchid corsage and the dean with an orchid boutonniere.

After the luncheon, the Goodnights and their friends adjourned to the home of Victor K. Gardner where they wound up a most enjoyable day.

Chairman of the Scott Goodnight 85th Birthday Committee was Margaret Ellingson.

Harold A. LUBNOW '44 has been appointed chief engineer and head physicist of the navigation division at the U. S. Mine Defense Laboratory, Panama City, Fla.

1945-1950

Dr. and Mrs. Rodney A. BRIGGS '48 (Helen RYALL '46) live in Morris, Minn. with their four children, Carolyn, age 13; Kitty, age 11; David, age 6; and Andrew age 1. Dr. Briggs has been named acting dean of the newly established University of Minnesota at Morris.

Elaine M. STANELLE '47 has left the Greenfield-Mills Restaurant Co. of Detroit, Mich. to take the position of food production manager with the Hot Shoppes Corp. of Washington, D. C.

Dr. Laurence T. GILES '48, a diplomat of the American Board on Internal Medicine, has a new office at Doctors' Park in Madison.

Frank L. HUMPHREY, Jr. '48 was an engineer with the Frigidaire Division of General Motors Corp. from 1948-1956. During that time he served two and one-half years as an officer with the U. S. Navy—this was his second tour of duty. Since 1956, he has been employed at Wright Air Development Division, Wright Patterson AFB, Ohio where he is a project engineer for aircraft environmental control systems.

Mr. and Mrs. Edgar A. EISENSTADT '48 (Clara HELGEBY '54) live in Chicago, Ill. with their 3½ year old daughter, Karen Ann.

Roshan IRANI '48 recently received her doctor's degree. She makes penicillin for Hindustan Anti-Biotic Ltd. in Pimpri near Poona, India.

Howard GERLACH '50 has accepted the position of senior development engineer with the Aeronautical Div. of Minneapolis Honeywell Regulator Co. in St. Petersburg, Fla. He is working in the field of design and development of internal guidance systems for missiles.

1951

Mr. and Mrs. Ed GREEN (Dorine TRAULSEN) of Milwaukee, spent a summer in Europe collecting mementoes of the trip as well as producing some stunning sketches of places they had visited.

Ardin G. HARTMAN recently entered the management engineering field as an independent consultant serving small and medium size manufacturers in Georgia. His work includes personnel, cost controls, methods engineering, production management, and company organization. He was formerly with Pillsbury Mills, Ford Motor Co., Brock Candy of Chattanooga, and Blue Bird Body

Co. of Fort Valley, Ga. His home and office are located near Atlanta, address Box 298, Lilburn, Ga.

Lane M. HELLER is teaching in the French department at Washington State University.

Mrs. Theodore Lewis (Jane KISSEL) has joined the staff of Marshall Erdman and Associates in Madison. She will work out color schemes for the prefabricated medical buildings, houses, and schools manufactured by the Erdman company.

1952

Arthur L. ORTIZ is the manager of the Quaker Oats Co. in Venezuela. He lives with his wife and two young daughters in Caracas, Venezuela.

Rutherford P. HAYES has been promoted to chief estimator of the Udyllite Corp. in Detroit, Mich.

Mr. and Mrs. William D. EHMANN announce the birth of their son, William.

Atty. Robert H. CONSIGNY has become a member of the new law firm of Wickhem and Consigny in Janesville.

1953

Gaylord A. JENTZ is an assistant professor in the Department of Business Law at the University of Oklahoma, Norman, Okla.

David MARTELL has been appointed general credit manager of the Mautz Paint Co. in Madison.

Dr. James HANSON has been assigned as one of two physicians with the U. S. Olympic ski jumping team.

Mr. and Mrs. Avery W. DENKERT, who recently moved from Madison to Niagara Falls, N. Y., are the parents of a son, John Avery. He joins the company of William Arthur.

Mr. and Mrs. Ervin ZUBE (Margaret PEW) and their son, Eric, are in Rome where Mr. Zube is studying landscape architecture at the American Academy.

1954

James E. GREEN has opened a new modern pharmacy in Appleton.

Charles G. BENTZIN has been appointed chief actuary for the Arizona Insurance Department in Phoenix.

1955

Joseph L. STONE is now associated with the William A. Nathenson law firm in Chicago, Ill.

1956

Hilbert W. BAUMANN recently received an advanced degree in business administration at Ohio State University.

Robert D. READ is associated with R. R. Donnelley & Sons in Chicago, Ill.

Malcom H. MILLER is vice president of the Walworth Foundry Co. in Darien.

Peter E. THOMSEN is a salesman for the Marathon Corp. in New York City.

1957

Army 2nd Lt. James C. BOLL recently completed the ten-week officer basic course at the Army Signal School, Ft. Monmouth, N. J.

Roger D. DORAN, pharmacist for DiCicco Drugs in Stoughton, is proud of his collection of old-time pharmacy tools, instruments, and fixtures.

Mrs. Claude Charpentier (Irene FORMAN) is now teaching French at George Gershwin Junior High School in Brooklyn, N. Y.

1958

Marvin C. PLETZKE is with the army in Japan where he is a base entertainment director.

Army 2nd Lt. Kyle M. HELLER is living in Tokyo where he is in charge of the pharmacy in an army hospital just outside of Tokyo.

Roland MANTHE is the new 4-H Club agent in Green Lake County.

Russell O. STONE has joined Eli Lilly and Co. as a salesman in Danville, Ill.

1959

Army Pvt. Bruce J. ANDERLE recently completed eight weeks of advanced individual training with the 2nd Armored Division at Ft. Hood, Tex.

Bruce ZUCKERMAN is employed as a project engineer with the American Missile Products Co., Inc. in Lawndale, Calif.

From New York Life's yearbook of successful insurance career men!

WALTER BIETILA— a crack skier who jumped into a secure lifetime career!

Former Olympic skier Walter Bietila's ability to make friends and his keen competitive spirit have paid off handsomely for him. In his very first year as a New York Life representative, he ranked first in paid-for-policy sales in his area. This was followed by even greater results that earned him membership in the select Million Dollar Round Table in '58. He is now working for his Chartered Life Underwriter degree as a means of further improving his professional service to clients, and an already substantial income.

Walter Bietila, like many other college alumni, is well established as a New York Life representative. In business for himself, his own talents and ambitions are the only limitations on his future income. Additionally, he has the personal satisfaction of helping others. If you or someone you know would like more information on such a career with one of the world's leading life insurance companies, write:



WALTER BIETILA
New York Life
representative at
the Green Bay, Wis.,
General Office

Education: Univ. of Wisconsin,
B.A. '39.

Military: U.S. Navy (Air Corps),
Lieutenant, World War II.

Employment Record: Joined New
York Life July '54. Member,
Top Club (Company organization
of leading agents), Million
Dollar Round Table.

New York Life
Insurance *nylic* Company

College Relations, Dept. U-5

51 Madison Avenue, New York 10, N. Y.

newly married

1948

Alice McPHERSON and Tony Mierzwa, Clearwater, Fla.

1950

Solveig Urberg and Robert J. ROGNE, Sherman Oaks, Calif.

1951

Bea Barnum and David R. SHENKENBERG, Cincinnati, Ohio.

1952

Elenore Schultz and J. Fred OVERMAN, Waukesha.

Mary C. KARSTEN and William D. SUTHERLAND, Janesville.

Carol L. HANSON and J. Martin Grisar, Stonington, Conn.

Ann M. Meagher and Donald ROSENBERG, San Francisco, Calif.

1955

Margaret Kolar and Edward L. VOREL, Racine.

Carol Pearson and Jule ANDERSON, Duluth, Minn.

1956

Karin L. Erickson and Richard N. RINGLER, Cambridge, Mass.

Constance PAPPAYLION '63 and Patrick H. HUGHES, Madison.

Sheila R. Feingold and Ashley T. LIPSHUTZ, Los Angeles, Calif.

Paula M. Toussaint and Donald W. READY, Milwaukee.

Nancy J. METZ and Joseph C. White, Milwaukee.

Sharon A. Stoer and Robert N. EVENSEN, Oshkosh.

1957

Jane C. CANFIELD and John A. Anderson, Ann Arbor, Mich.

Denyse C. DuBRUCQ '59 and Douglas P. McNUTT, Madison.

Sandra L. Risser and Lawrence D. PESCE, Woodbury, N. J.

Glady's G. Peterson and George J. STAGAKIS, Madison.

Patricia DOUGHERTY '59 and David I. BOYD, Clovis, N. Mex.

Margaret E. MEIER '59 and David P. HARTMANN, Milwaukee.

Marlys HIPPE and William R. Anderson, Jr., Oxnard, Calif.

1958

Joyce F. JANA and Gerard R. Deily, Washington, D. C.

Lois J. KAERCHER '59 and Ronald O. KAGEL, Wayzata, Minn.

Rita L. WITTICH and John C. Turner, Odessa, Texas.

Joan J. BAIER '61 and David PETERSON, Madison.

Sharon L. ATINSKY '59 and Robert I. SANDERSON, Milwaukee.

Cordelia K. WAGNER and David Reimers '59, New York City.

LaVonne Baumann and James KOEHLER, Minneapolis, Minn.

Marcia C. MEKELBURG and Daniel R. WARD '59, Waukesha.

Marguerite A. TRAUT '62 and Ralph T. JONES, Madison.

neurology

Ambrose P. WINSTON '87, Austin, Texas.

Leonard W. HATCH '93, New Rochelle, N. Y.

George T. FLOM '93, New Haven, Conn.

Mrs. Thomas H. Gill '99 (Laura Alice SCEETS), Milwaukee.

Paul TRATT '01, Ft. Atkinson.

C. J. HESSEL '02, Francis Creek.

Thomas B. TULLOCK '02, Rockford, Ill.

Mrs. John W. Schempf '02 (Ruth HEATON), Madison.

George AWSUMB '04, Memphis, Tenn.

John E. TRACY '04, emeritus professor, Ann Arbor, Mich.

Osmore R. SMITH '06, Wausau.

Lloyd B. MCCOY '06, Minneapolis, Minn.

William M. CONWAY '06, Madison.

Mrs. Harold J. Week '06 (Josephine ALLEN), Modesto, Calif.

Warren J. MEAD '06, Belmont, Mass.

Clara RICHARDS '06, Fargo, N. Dak.

Lillian BANTING '07, Hamilton, Ontario, Canada.

C. C. LEFEBVRE '07, Appleton.

Mrs. Mark Williams '08 (Leonore HORAN), Milwaukee.

John D. BUCKSTAFF '10, Oshkosh.

Arthur L. HERRICK '10, Seattle, Wash.

Ralph R. HARTLEY '10, Oshkosh.

Richard A. RUEDEBUSCH '10, Cambridge, Mass.

W. Verne BICKELHAUPT '11, Fort Pierce, Fla.

Calvin F. SCHWENKER '11, Madison.

Harold C. BALCH '12, Madison.

Clarke K. WOLFERT '13, Oswego, N.Y.

Robert H. BURNS '13, Grand Rapids, Mich.

Robert P. BUTLER '14, Memphis, Tenn.

Rev. R. Harold GEE '15, Baraboo.

Stuart W. REID '15, Madison.

1959

Cathryn A. ELSE and Norbert D. MILLER, Lake Mills.

Eileen A. STARAL and Thomas P. Ackerman, Cedarburg.

Jeanne R. LARSON and Thomas D. HOULE, Madison.

Margaret I. Hobbs and Charles J. WILBUR, Madison.

Judith A. Delforge and Thomas D. WATTS, Oak Ridge, Tenn.

Sally L. SCHUBERT '60 and John H. HANSEN, Madison.

Nancy C. MYERS and John A. KOLDEN, Oak Park, Ill.

Gae Marie KNAUP and Robert A. BERGEMANN, Menasha.

Barbara L. DENNIS and Tracy J. ALLEN, Madison.

Barbara J. BLAKE and Thomas P. DAMM, Pensacola, Fla.

Dr. Raymond C. WERNER '15, Urbana, Ill.

Mrs. Reid M. Bergh '16 (Alice CURTIS), Madison.

J. Fletcher HARPER '17, Milwaukee.

James G. MEIGS '17, Scottsdale, Ariz.

Norman B. FREER '17, Hinsdale, Ill.

Mrs. Edward HUKU '20 (Margaret REEDER), Toledo, Ohio.

Atty. Burton R. PERRIGO '20, Milwaukee.

Mrs. Walter B. Champlin '20 (Doris SIMONSON), Madison, Conn.

Harold E. STAFFORD '21, Chippewa Falls.

Mrs. Elmer O. Habegger '21 (Marguerite GOODING), Jenkintown, Pa.

Stalham L. WILLIAMS '21, Highland Park, Ill.

Edwin G. NELSON '23, Oregon.

Atty. Timothy F. EGAN '22, Wauwatosa.

Helen R. DICKINSON '22, Edgerton.

Charles HAWKS '24, Philadelphia, Pa.

Aileen E. MAC GEORGE '24, Stevens Point.

Knight D. FARWELL '24, Chicago, Ill.

Robert M. BEATTY '26, Mansfield, Ohio.

Dr. Myrl N. DAVIS '26, Appleton.

Eugene L. HALEY '27, Racine.

Dr. Joseph C. DEAN '27, Madison.

Edward VOIGTMAN '30, Neenah.

Leslie A. YOLTON '31, Madison.

P. Leighton AHLBERG '31, Erie, Pa.

Prof. William A. SUMNER '31, Madison.

Arthur H. CHADWICK '32, Weston, Conn.

Jessie M. WETTER '33, Baltimore, Md.

Emanuel ZOLA '34, Madison.

Charles W. D. HANSON '34, New Canaan, Conn.

Mrs. Brudette M. Holman '39 (Marcella BUCHANAN), Royal Oaks, Mich.

Harry BELL, Jr. '39, Fairhaven, N. J.

Mrs. Lorrain Celley '48 (Beverly WITT), La Crosse.

Kenneth EMERSON '54, Waukesha.

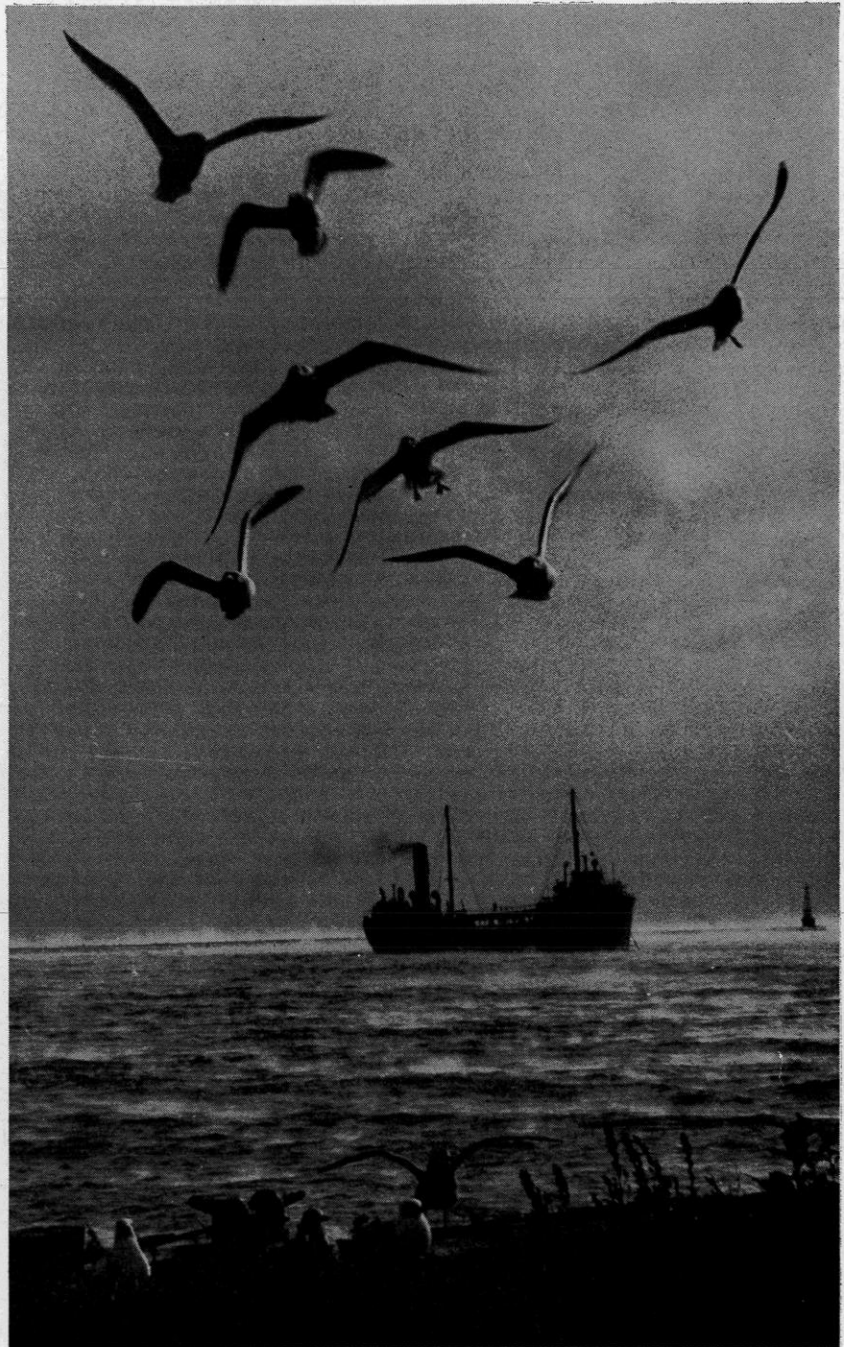
Betty L. LAWSON '56, Ripon.

Wisconsin Alumnus, March, 1960

SIGN OF THE GOOD LIFE IN WISCONSIN

For the good first signs of spring's return, Wisconsin folk seek the shore of a dramatic inland sea: a sweep of water heaving off its icy shackles to lie steaming in the hesitant sunshine, gulls winging in to forage in the wake of a farmer's plow, a freighter impatiently tugging at its anchor as it gets set to cruise the great new seaway that now links Wisconsin with the oceans of the world.

For professional information about a great new Surgical-Medical-Hospital insurance program, Wisconsin folk have only to consult their family doctor. This one-package plan is designed and recommended for Wisconsin individuals of all ages and groups of all sizes by over 2,700 physician members of the State Medical Society. Or you can write to WPS offices in Madison, or contact one of our district offices in Kenosha, Eau Claire or Green Bay.



one of a series

WPS SURGICAL
MEDICAL
HOSPITAL
WISCONSIN PHYSICIANS SERVICE

THE DOCTORS' PLAN  OF THE STATE MEDICAL SOCIETY OF WISCONSIN • 330 E. LAKESIDE • MADISON 5, WISCONSIN • ALPINE 6-3101

© 1960, by State Medical Society of Wisconsin

Good Telephone Service and Good Telephone Earnings Go Hand in Hand

There is no way to have one without the other

The function of the Bell System is to serve you and serve you well.

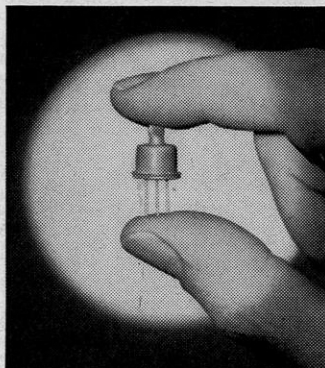
It works two ways.

We must serve well to prosper. And just as surely we must prosper to serve you well.

Progress does not just happen. It has to be encouraged and made worth while. And it costs money; in the telephone business a whole lot of money.

Sheer prudence would bring a hesitancy to go full steam ahead if there are too many restrictions on profits. Or if the rewards of efficiency, good research, good management and downright hard work are sliced away as soon as earned.

In the telephone business there is special need for a sustained level of adequate profits. For the telephone business, more than almost any other, is a long-term business. Always we must keep building ahead to meet the needs of tomorrow.



NEW AND BETTER SERVICES for telephone users will come from the Bell Telephone Laboratories invention of the Transistor, a major scientific breakthrough. This mighty mite of electronics, which can amplify electric signals up to 100,000 times, will play a big part in push-button telephony, for example. The Transistor has been made possible by basic physical research that can only be undertaken by a progressive business with good earnings over the long pull.

These needs are growing every day. Just the gain in population alone gives some idea of their size.

By 1970—just ten years away—there will be 40,000,000 more people in the United

States. More and more communication services will be required by people, industry and defense.

So when we emphasize the need for satisfactory earnings on a continuing basis, it is for a very practical and useful purpose. It helps us, of course. But in a very real sense it helps you.

Only with adequate profits can we run the business most efficiently and take advantage of long-range economies.

Only with adequate profits can we finance and put in operation the latest advances in telephone science.

All this not only improves the service but helps to hold down the cost of providing it.

The result over the long run is bound to be better service for you at a lower price than you would otherwise have to pay.

BELL TELEPHONE SYSTEM

