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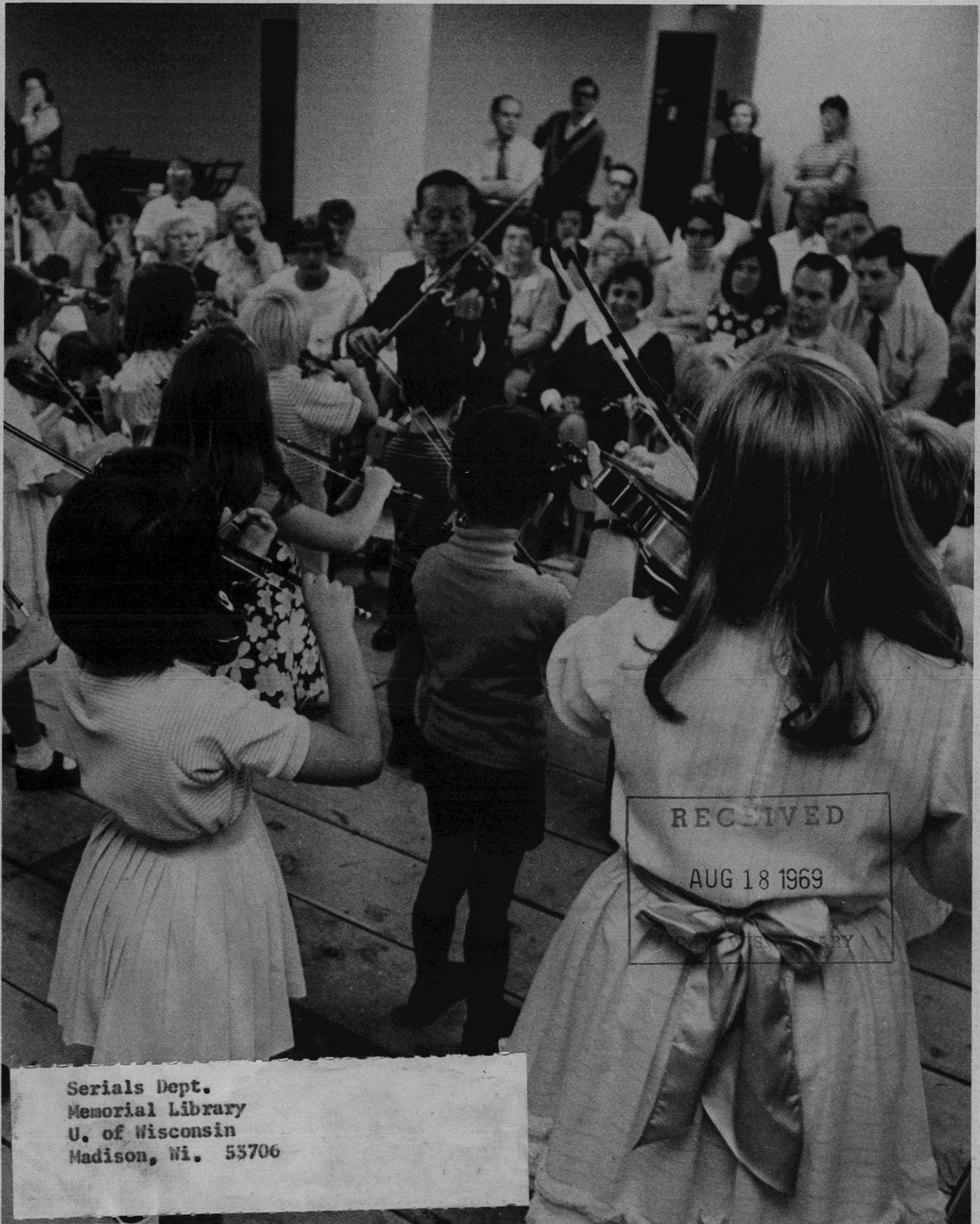
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How the calendar moves along! It's hard to believe that in only a few weeks footballs will be filling the air, 35,000 students will be descending upon your favorite campus, and the excitement of a new fall season will be on us. Your *Association* staff has been busy setting up a number of important alumni dates. Here is a rundown of some of them.

To begin, our 1970 travel package is an especially good one.

January, 1970—Jamaica—(8 days)

May, 1970—Roman Holiday—(10 days)

July, 1970—Central Europe and Mediterranean Cruise (21 days)

September 1970—Trip to the Orient including a visit to Expo in Tokyo—(25 days)

We will be giving you complete information in subsequent issues of the *Alumnus*. We know you will enjoy one of our Alumni tours.

School starts for the freshman and a record number of children of alumni will be in attendance on September 12th, with regular classes starting Monday, September 15th. Our National club officers and constituent leaders will be coming to the Madison campus on September 19th and 20th for their annual Leadership Conference, and our fall program will really be on its way.

For the ladies we have another Wisconsin Women's Day set for Tuesday, October 28th, an all-day session on the arts.

Homecoming this year is Saturday, October 25th, against Indiana. Start making your plans now. The Alumni House will be open for your use on this weekend. There will be a reception after the game



ON WISCONSIN

Arlie M. Mucks, Jr. / *Executive Director*

in the Alumni House for the classes of 1949, 1954 and 1959. (For your information here is the complete schedule. We are planning on an alumni event at all of the out-of-town games, so if you're in the area, be sure to be part of the Badger activities. **Sept. 20**—Oklahoma; **Sept. 27**—UCLA; **Oct. 4**—Syracuse; **Oct. 11**—Iowa; **Oct. 18**—Northwestern (away); **Oct. 25**—Indiana; **Nov. 1**—Michigan (away); **Nov. 8**—Ohio State (away); **Nov. 15**—Illinois; **Nov. 22**—Minnesota (away).)

There is an air of optimism on the campus relative to our football fortunes for the coming year. It seems that we have a great many people who are interested in Wisconsin football. Just this past week I was in Washington, D. C., and the cab driver who took me from the airport to the hotel was very interested when I told him I was from Wisconsin. He asked, "Do you think the Badgers will come back?" My answer was, "Yes sir—they will be back because everyone concerned wants a success story for the University of Wisconsin." It is going to take a great deal of effort from everyone involved, and that includes the alumni. There has been a tremendous reaction to Elroy Hirsch and his acceptance of a most challenging position. There is no doubt that Wisconsin needs good football to assure a strong athletic program. It needs exciting football.

The selling job has been underway since Elroy came on campus last winter. John Coatta and his staff have spent hundred of hours attracting exciting young men to the Madison campus. The results look good. We have an outstanding crop of sophomores and this year's freshmen class looks like the best football talent in a decade. You and I have a job to do, and that is to sell Wisconsin wherever we can. (We will not be changing our academic standards. We know that we must attract the scholar athlete, and we know that we must get young men who can first do their school work and secondly perform on the gridiron.)

There is great competition for the entertainment dollar, and certainly football has to be classified as entertainment. It is necessary that we have a good football show at Wisconsin. Hirsch, knows that there is great competition for the entertainment dollar as well as does anyone connected with college athletics. He came from the Los Angeles Rams in one of the most competitive sport markets in the world.

The Wisconsin athletic program is supported financially by football. (Basketball makes a small profit, and hockey breaks even. All the rest of the sports depend upon football for their continuation.) Attendance at Wisconsin football games has declined steadily since the record crowd of 65,728 to watch Michigan State play us in 1964. Since that time we have been unable to attract the necessary number of fans to support a break-even athletic budget. So it's up to all of us to do a job. We need to support the program by purchasing tickets and attending ballgames.

We are excited about the fall season and we hope you are. We're wishing John Coatta and his staff and the entire Athletic Department the best of luck for an exciting and winning fall. See you in Madison!

Wisconsin alumnus

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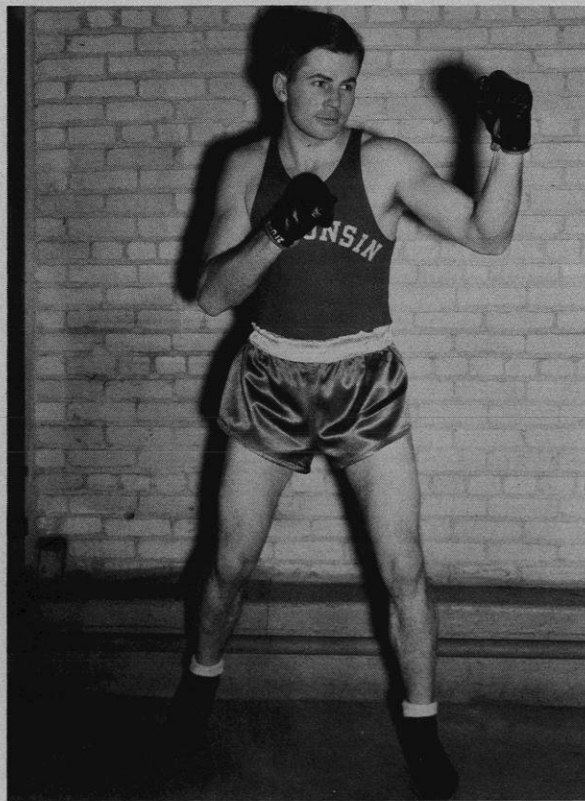


BET ON THE BIG, QUIET GUY

Truman Torgerson, '39, of Manitowoc, took office July 1 as the new president of your Alumni Association. Go a long way to meet him if you get the chance—it's worth it.



Back in the late 30's, young Truman Torgerson got into UW boxing by accident, and went on to take an NCAA heavyweight crown. He became active in Alumni Association activities thirty years ago, not by accident, and this month assumed the top spot in your organization for the coming year. If there is a moral there, it is probably that if sets his mind to something, he does it, even if he hadn't quite planned it that way. The boxing years came about because he went out for football. The coach was Doc Spears, who thought nothing of running the afternoon scrimmage until the harvest moon rose on a dark practice field and every man out there was hungry, cold, tired and awfully ornery. Only then could the scrubs hope for a chance to get in the line, and it took very few practices, indeed, to convince Torgerson that if he was going to get belted that hard and that often it was more logical to do it where there was enough light to see to swing back. Thus a football career was nipped and one of the UW's boxing greats was born. (That, too, was not without some confusion: Torgerson went to the boxing locker three times to ask for the coach, and had Johnny Walsh pointed out to him. Each time he left, unable to believe that this "kid" could coach college men.) After graduation he taught vocational agriculture for three years, coached a little high school boxing, then became County Agent in Rusk and Manitowoc counties for six years. After a hitch in the Navy in World War II, he was approached by a group of dairy farmers who asked if he would help them organize a co-operative. Oh, and would he serve as general manager? He would, and did, and still does, with *Lake to Lake* now operating five plants in eastern Wisconsin and handling more than 500,000,000 lbs. of milk a year which, with other dairy products, result in some \$30 million in annual sales. Through the years Torgerson has maintained a hard-working loyalty to his University, organizing alumni clubs, serving on more committees than he can remember, and getting over to Madison whenever there was a chance to help out on the national level. He and his wife, Ruth, have five children, three of whom have attended the University. His weight hasn't changed much from his 175# boxing days, although he follows no strict exercise program, leaning more towards such gentlemanly endeavors as hunting, fishing and "a lousy game of golf". Torgerson has a great faith in the current generation—"They are a lot smarter than we were"—and supports its spirit and even some of its dissent, "when done with respect for authority." He regrets the demise of college boxing, believing that its power to teach confidence, self-reliance and humility far outweigh any dangers. He is also less than rapturous over the abundance of athletic scholarships available today. "When a sport becomes a meal ticket, it's lost something important," he says. "A guy who goes out for sports for the love of it— he's going to be a fine man some day." Truman, without a doubt, went out for sports for the love of it.





by M. D. Tans

The Businessman's Special UW

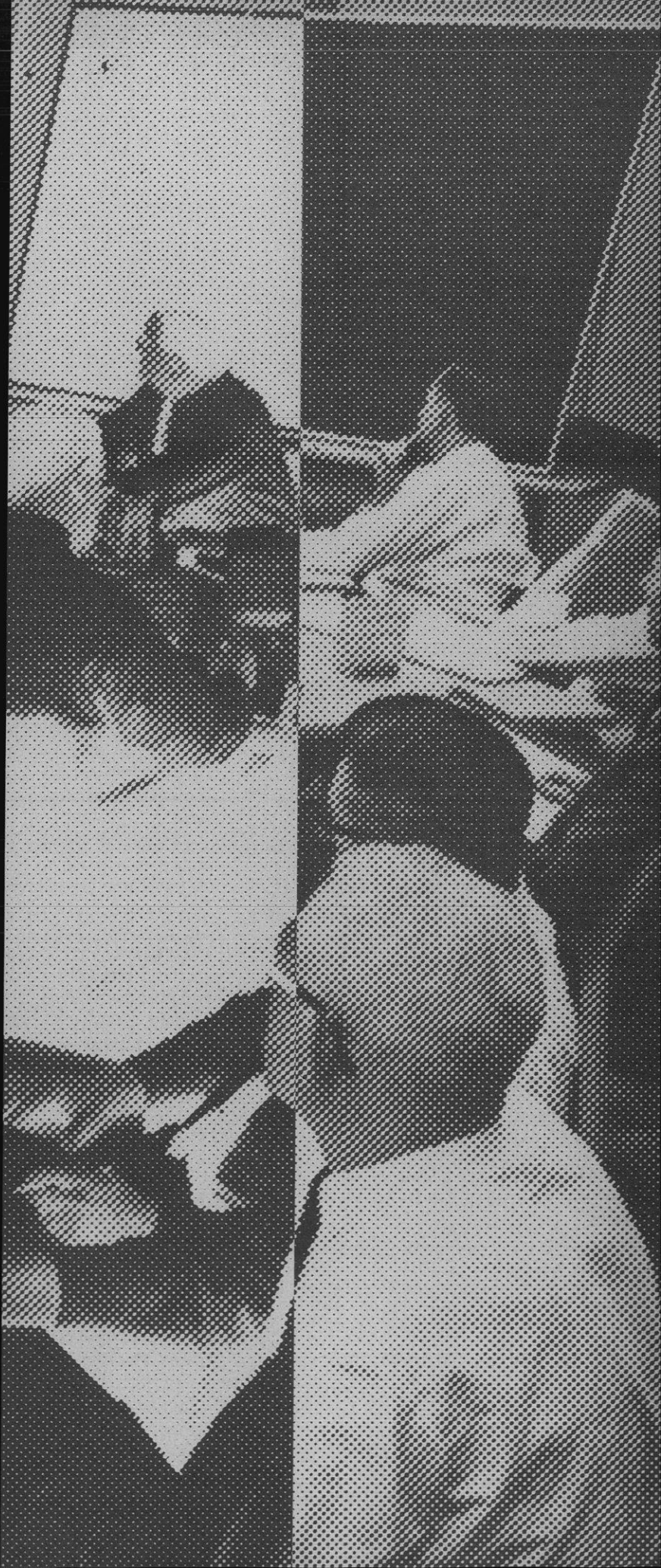
To more than 113,000 U.S. businessmen, a most important side of this University has nothing to do with exams, credits, or The Hill. They use neither spiral notebooks nor the reserve room of the library. And they wouldn't think of cutting class.


This strange breed of student represents participants in Management Institute's more than 250 annual seminars, workshops and conferences. Over the Institute's 25-year history, starting in the 1944-1945 term, those 113,000 managers and supervisors from business and industry have attended programs here.

Now part of the University Extension's Department of Commerce, Management Institute represented the first participation of a U.S. university in continuing business education of this type.

Beginning with a special commemorative program September 26, the Management Institute this year celebrates its silver anniversary with a series of special programs for businessmen called *The Future of Management*.

Management Institute was conceived in 1944 when a wartime work force manned the machines and production lines of American industry—an untrained force of the women, the old, the uneducated. Their supervisors, often chosen from their ranks, lacked leadership skills. To prepare them for their new responsibilities, the U.S. Office of Education set up supervisory training programs, jointly sponsored by the UW School of Commerce and University Extension. Twenty-three





institutes were held in 1944-45, for 386 plant superintendents, foremen, and supervisors. A total of 459 management personnel attended another 23 events the next year. Then the war ended and the embryonic training program was slated to end with it.

But Wisconsin industry had seen the benefits of professional management training and was unwilling to let the Institute die. With its support, plus that of the Wisconsin Manufacturers' Association, the temporary programs became permanent.

During the next few years, programs continued to be aimed solely at the supervisory level. Then it was discovered that supervisors were learning management skills in which their bosses and executives had no professional training. So, in 1947, the Institute began a series of Executive Seminars. Next came programs for middle management, to round out the curriculum.

The Institute owes its success to a professional attitude toward programming.

"We take the time to do it right," director Norman C. Allhiser says. "Instead of using only our staff members or professors from The Hill, we bring in about 800 outside discussion leaders each year."

"About 15% are academicians, 10% consultants. The remaining 75% are successful practitioners who are able to communicate effectively."

Other keys to success are the use of surveys of businessmen to discover what types of programs they need, reliance on advisory commit-

tees for program feedback, and a devotion to detail.

At *this* University class it's the students who rate the teachers, so program coordinators have an excellent idea of how effective each discussion leader was with each group, and "only those who receive consistently 'excellent' ratings are invited back," Allhiser says.

Testimonials to the Institute's success, in addition to its soaring number of participants, abound on the program evaluation sheets completed by each participant. Typical comments:

"Very good course. I will highly recommend it to my company for future attendance of personnel."

"A worthwhile experience."

"I was much impressed by the manner in which the meeting was held. Very thorough, precise, consistent. I learned one hell of a lot of very useful information."

"Another in the line of excellent programs for industry."

"The Wisconsin Center is an ideal location for holding seminars; facilities are excellent."

Sponsoring 250 programs annually requires special skills in planning and teaching, the prerequisites of the 22 coordinators at the Institute. Most staff members come to the Institute with extensive backgrounds and reputations in business and industry; to these they add coordination techniques and skills in adult education.

Staff members, called program coordinators, develop management programs in various functional

areas; advisory committees of businessmen-managers in each field suggest topics and speakers. Programs, which run from one to five days, are usually limited to about 30 participants each, to maximize personal attention and opportunities for discussion. Madison programs are held at the Wisconsin Center; others are offered in Milwaukee, Eau Claire, Appleton, Manitowoc, and 11 other Wisconsin communities.

Programs are announced by direct mail brochures sent to each functional area's mailing list. (A total mailing list of more than 35,000 names for the entire Institute is maintained on computer tape.) Many on the list are "graduates" of programs, but they frequently return for more seminars, and some become members of the advisory committees.

Management Institute supporters range from the giants of the business world such as Standard Oil, General Motors, Ford Motor, IBM, ITT and others, to the three-man businesses in Wisconsin's smaller communities. "Often the manager of a 300-man department can learn a lot from his counterpart in a smaller business," comments Allhiser. "And, of course, frequently the opposite is true."

In its 25 years the Institute has presented more than 3,000 seminars, attended by more than 110,000 managers and supervisors representing about 15,000 firms. Wisconsin residents comprise about half the participants.

To celebrate its anniversary the Institute will offer a series of

programs—planned by executive "graduates"—on business and management of the future.

On September 26 about 500 company presidents and policy-making executives are expected to attend *The Future of Management*. The one-day program at the Wisconsin Center will cover the ways in which changes in the economy, the market place, business-government relations, and society in general will affect management.

Speakers include **Anthony Weiner** Co-author of the book *The Year 2000*; **Martin Gainsbrugh**, senior vice-president and chief economist of the National Industrial Conference Board; **John C. Emery, Jr.**, president, Emery Air Freight Corporation; Wisconsin Senator **William Proxmire**; and **Lawrence Wood**, vice-president, General Electric company and president, Business-Government Relations council, Washington, D.C.

Later, the Institute will present "futuristic" programs for middle managers in the functional areas. These include:

International Trade and Transportation Seminar, October 1-3

Purchasing in the Future, November 18-19

Marketing and Sales in the Future, February 19-20, 1970

Planning for Tomorrow in Labor Relations, March 12, 1970

Planning for Tomorrow's Manpower, March 13, 1970

Self-Development for Tomorrow's Finance Manager, March 25, 1970

One-Day Anniversary Conference for Supervisors, April 4, 1970

Administrative Management by Models, May 15, 1970

A special feature of the celebration is a reception on the eve of the September 26 event, sponsored by the UW Alumni Association, to honor its members attending the program.

In addition, the Association is coordinating arrangements for alumni to attend the UCLA football game the Saturday following the program.

Over its 25 year history, the Management Institute has been able to serve the continuing education needs of Wisconsin's business and

UW alumni who have not had the chance to see the Institute's brand of education in action are invited to write to the Management Institute, 432 N. Lake Street, Madison 53706, for information on programs in your field, or to register for the special anniversary seminars.

industry through its contacts with businessmen, through the support of the University administration, and through the wide-scale acceptance of management training by business.

In covering a news-making University with 34,000 students and a faculty of more than 4,000, the staff of the News Service can be found in the same place only rarely. However, the prospect of watching Director Harvey Breuscher sit on a table brought together Mrs. Vivien Hone, reporter; Jack Burke, managing editor; Robert Sullivan, graduate student; Professor Robert Foss, assistant director; and Mrs. Hazel McGrath, reporter.



Photo/Duane Hopp

THE NEWS SERVICE— AND HOW IT GREW

Ours was the first state University news service in the nation, dating back to 1870. Through change and growth it is, 99 years later, busy, objective and still one of the best.

Wisconsin Alumnus

THE two professors probably had no idea what they were starting back in 1870 when they obtained permission to issue a monthly UW periodical, with its columns "open to scientific, literary, or general news articles, written by the students, professors, and friends of the University."

Historians cite this as the birth of the UW News Service as thousands of editors, reporters, publishers, radio and television newsmen, students, faculty, and others know it today.

Profs. G. W. Raymer and James W. Bashford told the University administration, almost a century ago, that the school was growing so rapidly it was time "to let others know about its ever-increasing scope of operations." They published what historians have referred to as an external house organ.

In her book, *Writing and Selling Feature Articles*, Prof. Helen Patterson Hyde contended Wisconsin was the first state university to establish a service to send out news. This was a proposal advanced by Willard G. Bleyer, in 1904 a professor of English, later to become one of the nation's most distinguished teachers of journalism. He started the first UW journalism course in 1905, one of the very first in the U. S. Four years later, journalism was separated from the English department at Madison.

After 1910 he had the aid of Prof. Grant M. Hyde, another in the UW parade of journalism greats. It was not until the 1914-15 school term, however, that fiscal records showed a separate outlay of funds for the dissemination of news. Bleyer and Hyde originated a newspaper-size sheet, printed on one side, with news stories and headlines which editors could scissor out as needed.

This press bulletin was still being issued in 1947 when it disappeared in favor of complete mimeographed services.

IN the early days, it was Pres. Charles R. Van Hise who gave the biggest push to informing the citi-

zenry about the full program of the University, not just its social and athletic activities. His efforts bore fruit, and Wisconsin became known around the world more than a half century ago, particularly for its agricultural research and achievements in teaching and service to the public.

The title, "Editor of the Press Bulletin," did not officially appear on the records for Prof. Bleyer until 1915. It continued until 1929. Prof. Ralph O. Nafziger, later head of the School of Journalism, edited the bulletin in 1928-30, and George Downer, who served as editor of the sports news service during this era, also handled the complete campus coverage for awhile, as did Robert Foss. Now assistant director of the News Service, Foss also doubled as assistant professor of journalism and director of sports news services until 1948.

The service was known at different times in the 1930s and 1940s as "Press Bureau," "Information Service," and "News Service"; and the director's title swung between "editor" and "director." In 1945, however, it was established as University News Service, and the director's title became official. Now its full title is University of Wisconsin News and Publications Service, with the publication of catalogues, brochures, and other booklets a division headed by John E. Gruber.

Prof. Foss recalls the bureau office in an old home on Langdon, across the street from the Red Armory, and dashing to all corners of the campus for news. Sometimes there was a student-reporter to lend a hand, but usually Foss, whose record now shows almost 40 years under five UW presidents, was on the job alone.

In the mid 1940's, President Edwin B. Fred called on Journalism Prof. Scott M. Cutlip to broaden the News Service into the total public relations concept. The big fellow from West Virginia in turn called on Robert Taylor, now a UW vice president, and Clay Schoenfeld for assistance on the renovation project. Schoenfeld is

now director of Summer Sessions, professor of journalism and wildlife ecology, and director of the conservation communications program.

PROF. Taylor took over the top post when Foss yielded the reins two decades ago, and held the position until John F. Newman was named to the directorship in 1959. It was at this time that the late President Conrad A. Elvehjem approved a merger of the general printing budget for bulletins and catalogues with the News Service, under Taylor's guidance. Taylor also was appointed assistant to the president 10 years ago.

Newman, who came with impressive service in broadcast news, also taught in the School of Journalism. Now "Jack" is director of Central Communications for the University.

He was followed by James F. Scotton, trained in education writing in the UW News Service internship program. He had worked as a staff man for an independent news bureau in Washington, D. C. Scotton held the post from June, 1964, to June, 1966, when Harvey Breuscher, the present chief, took over command of the office.

Scotton, Breuscher, and Jack Burke, the service's managing editor, all came to the UW after years of service with The Associated Press.

A native of Des Plaines, Ill., Breuscher began his career as a reporter for the Des Plaines *Suburban Times*. He is a 1950 graduate of Drake university.

GENERAL campus coverage of the UW News Service is coordinated with the specialized information services of the College of Agricultural and Life Sciences, athletic department, University Extension, Medical Center and hospitals, the Wisconsin Union, and WHA and the State Radio Council.

The basic assignment of the News Service—located for the past several years in Bascom Hall after occupying a home on Observatory Hill—is providing news and feature



stories concerning Madison campus activities. It helps newsmen find their way around the ever-growing campus, and provides pictures, information, biographical material, guide services, and public relations services.

The staff is organized in newspaper fashion with reporters assigned to regular beats. The writers check news sources in offices, classrooms, and laboratories; interview faculty and staff members and students; and prepare copy tailored to space and style requirements of modern news media of all kinds.

In addition to Foss, who is responsible for local news, the College of Engineering, women's physical education, commencement programs, and more, the staff includes:

Mrs. Hazel McGrath, who steadfastly covers more than a dozen areas of the University, ranging from anthropology to women's news to the honors program, a member of the force for 24 years;

Mrs. Vivien Hone, who produces colorful stories on art, English, the Arboretum, geophysics, Polar research, among others, 20 years;

Jack Burke, with assignments ranging from law to business to planning and construction, eight years;

And a number of students, working on a part-time basis. These include Robert E. Sullivan and Jan Gams, Madison; Sylvanus Ekwelie, from Biafra; Lynn Behnke, Alpena,

Mich.; and Jane Pechman, Bethesda, Md.

The student-internship program, first of its kind in the country, offers on-the-job training opportunity and provides assistantship compensation.

Many of the stories pertaining to science are prepared by the science writing division of the University-Industry Research program which provides project assistantships and specialized training for graduate students who are preparing for careers in science reporting. They write articles on research for the *UIR/Research Newsletter*, and for newspapers and magazines.

Dr. James A. Larsen, science editor, is program director, assisted by Marlette E. Swenson, associate editor. The student-writers: Bruce G. Ingersoll, St. Paul; John Wolf, Madison; Dennis L. Meredith, Groves, Tex.; Louise A. Purrett, Dubois, Pa.; Patricia M. Wathen, Clinton, Md.; Linda Weimer, Milford, Conn.; and Michael J. Woods, Dunkirk, N. Y., who is joining the staff of the *Toledo Blade* this summer.

THE science writing program, established by Pres. Elvehjem 20 years ago, is the oldest in the U. S. A.

Alumni of the News Service include:

Michael J. Kirkhorn, *The Milwaukee Journal*; Jane Brody, *New York Times*; Robert Lindsay, with UNESCO in Paris; Allen Ostar,

executive director of the American Association of State Colleges and Universities;

Malcolm Laing, for some years with UN's FAO in Rome; Lawrence Holmes, Canadian Medical and Breweries' associations; Edward Aebischer, U. S. Oak Ridge Laboratory in Tennessee; Leonard Heffel, American Osteopathic Association; Prof. John McNelly, UW School of Journalism.

Almost 45 years ago, the late Emer. Pres. E. A. Birge delineated the role of the pioneer News Service in these words:

"The University has to live its life in public and in contact with people in all sorts of ways. You are to paint the portrait of a living institution and keep it before the mind of the people."

That remains the mission today.

American higher education carries a weighty responsibility in the struggle for a free, peaceful, democratic world. If it is to meet this responsibility, it must have adequate public support and interest. Only through public understanding will such support be forthcoming.

Therefore, it is both the privilege and responsibility of the News Service to do all it can to win the understanding and support of the citizenry of the state for the University by helping the press, radio, and television news media tell the Wisconsin story completely, candidly, and continuously. ●

ANALYSIS: THE SMALL BUSINESS

Virtues, a few hazards, and a formula said to help you make profitable decisions.

by Harriett Moyer

The operator of a small business—with his independence and high risks—has long held a favored position in the folklore and traditions of America. The appeals of such enterprise are real, as are its problems, according to William A. Strang, acting assistant dean of the UW School of Business. Beginning next fall he will direct a credit course in small business operation. Included will be some of the following points, of value to any who contemplate, or who are now involved with, a privately-owned operation.

The small business (which Professor Strang identifies as any firm grossing up to \$25 million annually) is one of the few remaining commercial areas of personal challenge and a sort of pioneering romance, he says. "The owner is a big fish in a small pond. He has real power and prestige in his community and a high profit potential. Success or failure often depends on him alone, or almost alone, and in this sometimes frightening truth there is also stimulus. He makes the decisions, and he makes them across the board, rather than in only specialized areas, such as sales or accounting."

Why, then, do so many small businesses fail? Limited size means limited resources, of course. Any businessman can and does make mistakes, but it might take vast financial backing to keep a mistake from resulting in bankruptcy.

Are there hazards common to small businesses; special pitfalls which contribute to the failure of those which don't make it? Yes, says Professor Strang, there are three in particular.

1. The owners too often look at a problem only superficially. For example, they might blame declining

profits on allegedly "poor" sales efforts without stopping to consider that the real cause might be an outdated product or faulty distribution.

2. Their horizons are limited because they must rely on personal experience rather than on the combined backgrounds of a team with varied experiences, as a big firm does. Businesses have failed when a principal lacked marketing or financial skill to back up his production expertise.

3. They don't seek out all the possible alternatives to a problem.

Successful small operations—whether the thriving corner grocery or the manufacturer who actually did gross \$25 million last year—are still prone to the above three hazards, but chances are they have found the formula to offset their built-in limitations, says Professor Strang. *This formula is based on a formalized decision-making process, and at the UW School of Business they've found it to be almost limitless in its applicability.* It works for small business; it is inherent in the operation of multi-faceted corporations: Here it is:

1. **Identify the objectives of the operation.** Decide how much emphasis is to be placed on power, profits, prestige, independence and community service. This helps determine the whole tone of the enterprise, and is fundamental to all other factors.

2. **Pinpoint individual problems.** Take careful stock of the present situation. Look beyond superficial symptoms. Maybe the "obvious" cause isn't the real trouble-maker at all.

3. **Identify all reasonable solutions.** For example, suppose your probing uncovers the fact that the actual cause for a sales lag is an outdated product. Professor Strang sug-

gests as possible solutions that you: (a) hire a researcher to study new product design and purpose; (b) license a product from another patent-owner; (c) concentrate on distribution for another manufacturer; (d) drop some of the products from your line—it is common to find that 20% of sales produce 80% of the profits; (e) get help and consultation from a university or some other reputable outside agency.

4. **Evaluate each choice in terms of impact on profits or other objectives.** This is the most difficult of all the steps, according to Strang. *Remember that the alternatives need not be mutually exclusive.* For example, you might decide to license a product from another patent-owner and drop some products from your line. Each possible alternative will have a set of factors which must be considered. Here, for instance, are some of the pros and cons involved in the choice of, "license a product from another patent-owner": (a) Producing a licensed product will have an immediate impact on your operation, and no research expense is involved. (b) The risk is low, as the product is already accepted and on the market, but (c) the royalties may cut into profits, (d) the licensing agreement may restrict your freedom to manage your own firm, and (e) unless a contract is well drawn, the licensor could withdraw the product just as your sales efforts become profitable.

5. **Select what you consider to be the best alternative(s) and plan for implementation.** Implementation may involve hiring additional personnel and a new distribution system. It will require supplies, the establishment of prices and promotion.

(continued on page 24)



The Man Who Teaches Joy

“*E*lbow! Elbow—twenty-three times!” The laughing Japanese flaps his arms like a chicken. The two children giggle and flap theirs, holding their tiny violins. The famed music educator, Shinichi Suzuki—who has developed a system of teaching children to begin learning the violin at the age of three—is conducting his second annual workshop for music teachers.

A three-year-old solemnly bows her mini-violin without noticeable trouble; a four-year-old performs equally well for several bars until her instrument emits a pained squawk. She looks out of the corner of her eye at Suzuki. His smile reassures her. She finishes, nods happily and sits down.

Suzuki talks to a boy. “You are much better today; you are one day older. Today your tone is much improved.” Then he pats the head of another, approving his performance of an intricate passage from Mozart.

The children are only a part of a Suzuki seminar as sponsored by the UW Extension’s music department. It includes, also, his lectures on his philosophy of string instruction and music education; group discussion, exploration of the ways his methods can be applied by the teachers who flock to this four-day workshop.

But when they leave it is with memories of Suzuki and the children. Kids run to him and take turns sitting on his lap before their learning sessions begin. They hug him, they laugh with him, they obey his every command as he takes them, in his words, “to the thresholds of their own minds.”



(continued)



All Time High Granted Degrees

The number of students getting first and higher degrees from the University in June went over the 5,000-mark for the first time in history.

More than 5,570 students, representing another record graduating class in the University's 120-year history, received degrees at two commencements.

Degrees were presented to 4,300 students at commencement ceremonies in Madison, and to about 1,450 in Milwaukee.

The total number is about 1,000 over last year's record figure.

On the Madison campus, almost 3,000 received bachelor degrees, 800 their master degrees, 300 Ph.D. degrees, 141 law degrees, and 94 medical degrees. At the University in Milwaukee, 1,139 received bachelor degrees, 308 their master degrees, and three their Ph.D. degrees.

Dr James Nellen Heads Regent Board

James Nellen, M.D., DePere, an orthopedic surgeon and the team physician for the Green Bay Packers, was elected president of the Board of Regents in June.



Regent Nellen

Nellen succeeds Charles Gelatt, La Crosse, who filled the post vacated by the death of Kenneth Greenquist, Racine, in April, 1968. Mr. Gelatt did not wish to run for reelection.

The physician is a Madison native, a former UW football player, and a 1939 graduate of the Medical School.

Elected vice president was Bernard Ziegler, West Bend, who was also elected to represent the regents on the State's Coordinating Council for Higher Education (CCHE), succeeding Maurice Pasch, Madison, who recently retired from the Council.

L & S Dean Epstein Resigns, To Teach

Dr. Leon D. Epstein has resigned as dean of the College of Letters and Science to resume a career of teaching political science. The regents accepted the resignation, effective in September.

Prof. Epstein has held the deanship of the University's largest division since 1965. In his letter of resignation, he told Chancellor Edwin Young the decision to leave administrative duties "is based on my belief that I can contribute to the University in a more satisfying way by returning to professorial responsibilities."

A native of Milwaukee, Dean Epstein joined the Wisconsin faculty in 1948. He holds two degrees from Wisconsin and received his Ph.D. from the University of Chicago.

He has written extensively in his special fields of comparative politics and political theory. His books reflect his special interest in the political structures of his home state and of Great Britain. He wrote *Britain—Uneasy Ally* in 1954, *Politics in Wisconsin* in 1958 and *British Politics in the Suez Crisis* in 1964.

Epstein was appointed dean when Young resigned to become president of the University of Maine, a post he held until he returned to Wisconsin last year.

The chancellor said he would pro-



The University

ceed immediately to appoint a search committee in consultation with the University Committee.

Job Market 'Good' For Recent Grads

The job market for recent graduates from the University looks generally good, according to interviews with placement directors in education, engineering, journalism, and business.

Robert Heideman, director of the placement bureau in the School of Education, said: "We are registering the greatest number of people in our history."

Some 3,400 people interested in teaching positions have registered with the bureau this year, a figure which represents an increase of some 700 over last year.

The number of job openings in education at all levels has increased along with the number of men and women interested in going into teaching. About 130,000 jobs have been reported to the UW bureau this year, in contrast to about 98,000 last year. These openings are all over the country and most of the world. Public school salaries are advancing much more than college salaries, with beginning public school teachers getting about \$7,000. New Ph.D's are still starting at around \$9,000 to \$9,500, salaries which are generally considered rather poor considering their education and training.

Elementary education continues to be an excellent placement field, according to Heideman, and the same is true for any field of special education and library work. Social studies is overcrowded, however.

At the college level, positions are fewer and beginning assistant professorships are hard to come by, "probably due to budgeting problems," Heideman said.

If things look pretty good for new teachers, they appear to be even better for engineers, according to Prof. James A. Marks, place-

ment director for the UW college of Engineering.

"The job market for engineers is absolutely wide open," he said. "We have three or four recruiters in here for every student looking for a job. We've been running this way for a number of years, especially the last two years."

Marks said that Wisconsin trends in engineering opportunities follow national trends.

"The national output of engineers is barely enough to take care of normal attrition due to death and retirement," he said.

Current starting salaries for graduate engineers is up eight per cent over what it was a year ago, with current average starting salaries at \$10,000 a year.

About 40 per cent of the engineering school graduates stay in Wisconsin.

Edward Peterson, director of placement for the University's School of Business, said that average starting salaries seem to be getting higher in many areas.

"We are having a very active placement year," he said. "The demand for accountants continues high as banks and other financial institutions have been more active in seeking better people."

Peterson said campus unrest has probably contributed in a small way to fewer companies coming to the campus for interviews. "But in general," he emphasized, "I've noticed no falling off in jobs for students with bachelor's degrees, nor for our masters of business administration."

The picture in journalism looks bright too. "There are plenty of jobs in journalism and mass communications," Prof. Lester L. Hawkes, placement director for the University's School of Journalism, reported.

He noted that newspaper work ranks first in numbers of job openings and placements, with public relations second and advertising third.

"Opportunities haven't lessened," he said. "A great number of the

male students are subject to the draft and are not presently in the market for jobs."

Another large group is going into graduate school either at the UW or elsewhere, Hawkes added, and consequently they, too, are not in the job market at the present time.

Regents OK New Building For Communications Arts

Final plans for a \$9,425,000 Communication Arts Building on the campus were approved by the University regents.

The structure, to be erected in the 800 block of University avenue, bounded by N. Park, W. Johnson, and Murray Mall, will house the School of Journalism, the department of speech, and radio-television activities.

It will contain teaching and research facilities, classrooms, laboratories, an 800-seat proscenium theater, small theaters, production areas, seminar rooms, storage areas, rehearsal rooms, studios, maintenance and repair facilities, and observation, listening, and control areas for WHA and WHA-TV.

Work on the six-story building is expected to start this fall and be completed within two years.

A pedestrian bridge over University avenue will be part of the project, this linking the new building with the South Lower Campus complex on the north side of the avenue. The complex includes the History, Art, Art Education, and Music Building and the Elvehjem Art Center, both now under construction.

The Communication Arts Building will be funded with \$950,000 in federal money and \$8,475,000 from the state.

Cleary Resigns

James W. Cleary, vice chancellor for academic affairs and a professor of speech, resigned to become president of San Fernando Valley (Calif.) state college.

Cleary, 41, becomes the second president of the 11-year old campus

which has an enrollment of 18,322 students.

Cleary was granted a Bachelor of Philosophy degree and the Master of Arts Degree by Marquette university in 1950 and 1951 respectively and the Doctor of Philosophy degree by the University of Wisconsin in 1956.

He taught at Marquette university from 1950-1953 and then joined the faculty of the University of Wisconsin. In 1963 he became a full professor in the speech department and in 1965 was appointed assistant chancellor of the University. In 1966, he was named to his present position, vice chancellor for academic affairs.

Earn Commissions

Sixty-nine young men who graduated from the University on June 9, received commissions in the armed forces that day.

Of the total, 28 were commissioned second lieutenants in the Army Reserve, 19 as second lieutenants in the Air Force Reserve and one as second lieutenant in the Air Force, 18 as ensigns in the Navy, one as second lieutenant in the Marine Corps, and two as second lieutenants in the Marine Corps Reserve.

All had been enrolled in campus ROTC units.

Language Fellowships

The University, with 95, is second only to Indiana university, with 118, in number of National Defense Education Act fellowships granted for study of foreign languages this summer.

The NDEA fellowships were established 10 years ago for study of foreign languages and related subjects in response to the need for specialists. Including the awards for 1969-70, approximately 14,642 fellowships have been provided for 8,785 students since 1959.

For the 1969-70 academic year, Wisconsin, with 86, ties for fourth place with the University of Michigan, following Columbia with 128, the University of California at Ber-



Fourteen story Wisconsin Alumni Research Foundation building and parking ramp under construction at Walnut Street and Observatory Drive. Twelve stories will be leased by the University, which will eventually get the property.

WARF Builds, To Share With UW

WISCONSIN Alumni Research Foundation (WARF) has begun construction of a \$6 million, 14-story office and laboratory building on the west end of the campus.

Twelve floors of the building will be leased to the University. The entire building will eventually become part of the Foundation's building grants to the University when rentals on the building have equaled the construction and land costs, plus interest on the investment. The 225-car parking ramp will be given to the University immediately upon completion.

Two of the 14 floors will house the WARF offices, including the administrative, licensing and development, and education divisions. The two occupants, the University and WARF, will pay equal rentals per square foot of occupied space until the University takes ownership. That portion of the rentals which represents interest, however, will be given each year to the University as a part of WARF's annual research grant.

The space leased to the Univer-

sity will help meet very serious campus space deficiencies. Its easily accessible location adjoining the campus, University officials believe, is of special benefit. In addition, the flexible functional design will make the space in the building usable by a variety of departments. Thus, it will serve primarily as quarters for University programs with interim space requirements.

Total utilizable interior space will amount to 125,000 square feet.

The building will be WARF's major single gift to the University in aid of research. During the past 40 years WARF has given to the University of Wisconsin almost \$50 million, of which more than \$15 million has been for research buildings and major research equipment. WARF's building grants to the University since 1938 include University Houses, Sterling Hall and the Enzyme Institute, and partial funds for the Elvehjem Art Center, Steenbock Memorial Library, the Chemistry Research and the Molecular Biology and Biophysics buildings, and numerous others.



After 20 years

Ed Gibson, Alumni Relation Director, Retires

A face familiar to thousands of former UW students around the state will be missing from future alumni gatherings. Edward H. Gibson, Madison, for twenty-one years a member of the staff of the Wisconsin Alumni Association retired last month. As Director of Alumni Relations for the Association, Gibson spent months each year crisscrossing the state to help local alumni clubs plan and carry out meetings, establish scholarships for deserving students and promote programs in support of University athletics.

Born in Jefferson, Iowa, in 1899, Gibson was a member of the class of 1923 here at the University. Though a track and football star in high school, he concentrated on varsity football for three years at the University. Track remains an

abiding interest, however, and Gibson still serves actively as a judge at University meets in Madison.

Following graduation he worked as a counsellor in a boys' camp, and directed the Junior Fair camp at the Wisconsin State Fair for six seasons. He was athletic director and coach at Janesville High School from 1922 to 1930, a position he followed with work in veterans' education and youth and adult education before joining the Alumni Association.

He is married to the former Katherine Nienaber, '19, and they have two children: a daughter Pat, (now Mrs. William G. Marshall, of Wilmington, Delaware) whose marriage ended a career as one of the nation's all-time great speed skaters; and a son Edward, an engineer with Zenith Foundry in Milwaukee.

keley with 100, and Harvard with 93.

More than \$6.6 million will be made available to 54 colleges and universities in 28 states and the District of Columbia to finance the fellowships for this summer and next year. The stipend to each fellow for summer training is \$900, and for the academic year, \$4,500.

A breakdown of NDEA fellowship figures reveals that 1,020 fellows are preparing for the Asian area, 300 for Latin America, 423 for Eastern Europe and the Soviet Union, 351 for the Middle East, 212 for Africa, and 21 for western Europe. An additional 15 fellowships are allocated for the study of linguistics.

Student Aid Foundation Directors Named

The Student Aid Foundation (WSAF) named nine men to serve three year terms on its board of directors recently.

They include Robert Leske and Yew K. Low, Madison; Jack F. Kellner, Grafton; Charles Goldenberg, Milwaukee; Ray Heiser and Clyde Schlueter, Wausau; Fred Steckelberg, Prairie du Sac; Palmer Strickler, New Glarus; and William G. Lathrop, Janesville. Their three year terms will expire in 1972.

The Wisconsin Student Aid Foundation, Inc., is a Wisconsin non-stock, non-profit corporation formed to solicit monies which are turned over to the University Board of Regents to provide grant-in-aid scholarships for student-athletes.

All gifts and donations to the Foundation are tax deductible within the limits fixed by state and federal tax laws.

Members of the board of directors continuing in office include Duane Bowman, Sr., Robert C. Buehner, Robert Schmitz, John Fish, Dr. V. K. Hansen, and Jim Heineke, all of Madison; Harold Peterson and Lloyd Larson, both of Milwaukee; Don Bartelt, Rockford, Ill.; Tom Godfrey, Elkhorn;

(continued on page 22)

Short Course

Anti Neuralgia Drug. Dr. Manucher Javid, professor of neurological surgery here, reports initial success in controlling painful trigeminal neuralgia with a European drug, carbamazepine. Extreme cases of this debilitating facial neuralgia are difficult to control otherwise except by severing the nerve.

Take Me Along. The cause of a minor traffic accident on campus late one night last month was adjudged to be impaired vision. Police discovered the driver of a small foreign car in difficulty seeing around his cargo of the lounge chair, two coffee tables and two sand urn ashtrays he had stolen a few minutes earlier from the Student Union.

Student Honors. The number of seniors cited for outstanding scholastic achievement at June commencement this year went over the 1000-mark for the first time in history; more than 1,200, as a matter of fact, at the Madison and Milwaukee campuses.

Senator Who?? According to a report in the *State Journal*, a group of Wisconsin senators were recently seeking (and getting) approval of a budget provision to give the Legislature review power over the pay of any state employee earning more than \$25,000. "How about Har Gobind Khorana?", a senator demanded. "Any of you know him? These people are in some ivory tower somewhere!" None of the senators recalled Dr. Khorana as the UW scientist who came out of the tower long enough to win last year's Nobel Prize for his work in genetics.

When You Got It—Flaunt It. We had a phone call from Miss Toby Waldman, '61, of Boston, the other day, requesting two more copies of the May issue of the *Wisconsin Alumnus*. It seems hers was stolen when someone broke into her car recently. Obviously, though, the

thief is not beyond redemption: Miss Waldman says he passed up several personal items and a *Newsweek* to get to us!

Club Leaders To Meet. The annual Alumni Club Officer's Leadership conference will be held here September 19–20. It begins with a bit of hospitality on Friday night in Alumni House, with the seminar on Saturday morning, and the Wisconsin–Oklahoma football game that afternoon. Reservation blanks are in the mail.

Slichters Honored. When Milwaukee industrialist Allen Slichter received his honorary LL.D. from UW–Milwaukee in June, he made it a family affair for the four sons of the late dean of the UW grad school, Charles Sumner Slichter. Late brother Sumner's was first, in 1948; former *Alumni Association* President Donald earned his in 1964; and Louis's came in 1967. (He added one from UCLA this year for his work in geophysics). Although he was the last one in, Allen added a filip by being a recipient of the *Association's* Distinguished Service Award in May.

When You Got It (in Norway)—Flaunt It. We have just granted permission to BEDRIFTSOKONOMISK INFORMASJON, a publication in Oslo, Norway, to reprint Jean Selk's study of sensitivity training here at the University, *The Giftie Gie Us*, from our May issue.

Tuitions Up. According to a recent Associated Press survey, it will cost more to go to any Big Ten school this fall, with Wisconsin expected to follow the fold. Fall rates are: Purdue, \$700 for residents, \$1,600 for non-residents; Indiana, \$650 for residents, \$1,490 for non-residents; Michigan, \$480 for residents, \$1,540 for non-residents; Michigan State follows a sliding scale according to ability to pay, ranging, for residents, between \$369 and \$552. Non-resident rates are a flat \$1,260. Wisconsin's tuition is expected to raise, but amounts have not been announced. Currently it is \$350 for residents, \$1,150 for non-residents.

Minnesota charges the two groups \$405 and \$951 respectively. At Ohio State it's \$510 and \$675. At Iowa, \$375 and \$1,000. At Illinois (Urbana) residents pay \$170 with no figure given for out-of-staters. The survey did not include Northwestern since it is a private school.

Block That Myth. UW Med School faculty member Bob Samp, M.D., got no argument at a June Dairy Month luncheon when he rose to put down some long-standing canards about Wisconsin's best-seller. Contrary to myth, he said, dairy products do not build up cholesterol. Studies show that the culprit is more apt to be stresses such as noise, nagging, fright and disturbance of sleep.

Nth Degree. President Harrington traveled to Nigeria in June to receive an honorary LL.D. degree from the University of Ife, the third of the month and the eighth of his presidency. It was given him in recognition of his educational leadership.

(Green) Things Ain't What They Used to Be. The traveling squad from 3M raced into Camp Randall this month, their dye bottles at the ready. The "permanent" green was gone in spots from the Tartan Turf, leaving large black patches. Technicians explained that it was because the Turf is really a green-and-black tweed, sort of, and that for some reason the green threads had worn away in these areas. For now, the whole field gets a green rinse. Next summer the bad spots will be replaced.

Good Company. Guggenheim Awards are given annually to "persons of the highest capacity for scholarly and scientific research . . . and to persons of outstanding and demonstrated creative ability in the fine arts." The Awards went this year to 13 UW faculty members (second only to the University of California at Berkeley), among 270 scholars, scientists and artists at 66 institutes. ●

John Hewitt, Neenah; Joseph Luden, La Crosse; Nate Manis, Fond du Lac; Emmett Terwilliger, Lancaster; Rex Capwell, Racine; Ray Kubly, Jr., Monroe; E. O. Dale, Waukesha; and Lee Mitchell, Monroe.

Foundation officers are Duane Bowman, Sr., Madison, president; Dr. V. K. Hansen, Madison, and Charles Goldenberg, Milwaukee, vice-presidents; and Robert C. Buehner, Madison, secretary-treasurer.

King Scholarship Fund Gets Added Support

Included in the \$7,226 accepted by University of Wisconsin regents this month for the Martin Luther King Scholarship Fund is \$1,700 raised in the joint effort of a University of Idaho pianist and a UW sociologist's wife.

This spring Paula Reynolds Tyler, artist-in-residence at Idaho, played a piano recital in the Unitarian Meeting House here as a benefit for the King fund. She came at the behest of her friend and classmate at the New England Conservatory of Music, Estella Elesh, soprano, wife of Prof. David Elesh of sociology.

Mrs. Tyler played to a packed house to earn critical acclaim as well as proceeds amounting to \$1,700, an average of \$9 from every member of her audience. A committee of young faculty wives helped Mrs. Elesh sell tickets and provide elaborate refreshments for the reception which followed the recital.

The King scholarship fund was established on the campus in April of 1968 for students with financial, academic, and cultural-social disadvantages who demonstrate that, with special help, they can succeed in a regular collegiate curriculum.

At commencement, senior class president James B. Weingart turned over the class gift, "a gift of learning, a gift of knowledge, a gift of research, a gift of inquiry, a gift to the Martin Luther King Scholarship Fund."

Anyone wishing to contribute to the King fund may mark contributions for this purpose and mail them to Student Financial Aids, 432 N. Murray St., Madison 53706.

Class of 1919 Completes Carillon

Members of the Class of 1919, this year celebrating their golden anniversary as alumni, have decided to give a class memorial that will finish what they helped to start a half-century ago.

In 1919 they contributed funds for the carillon, a project begun by the class of 1917 and continued through the years by classes until 1927. They voted this year to raise about \$30,000 to complete the carillon, which needs just five big bells to give it the widest possible range—4½ octaves—for playing of the entire carillon literature without transposing.

According to UW carillonneur John Wright Harvey, who keeps such facts and figures on tap, the five bells will weigh over 20,000 pounds and cost about \$1.75 per pound. Three firms are bidding on the project.

"The largest bell weights 7,200 pounds and measures about 69½ inches in diameter," he says. "Installing it will be a challenge, since the tower opening through which it must be pulled to the bell platform is just 69½ inches. However, it will be possible to do it by tipping and rocking the bell as it goes up.

"The present tower structure is perfectly adequate to house the additional weight."

Plans and specifications for the five bells were worked out when 27 small bells and two claviers were installed in the summer of 1963. The money for those was raised by the Carillon Expansion Committee appointed by Pres. E. B. Fred in 1957 and administered by the UW Foundation. James S. Vaughn of Cedar Rapids, Iowa, has been chairman since 1957. The bells were sup-

plied by the French firm of Georges Paccard.

The carillon tower was built with funds supplied by regents and the old PWA. The original 25 bells were cast by Gillett and Johnston of England, and installed in the tower in 1936. Five smaller bells were added in 1937.

The class of 1919 graduated a total of 496 members. The degree in medicine was granted to 31, in home economics to 56, in engineering to 26, in chemistry to 15, and in pharmacy to five.

Astronomer Code Is Honored By U of Chicago

Arthur D. Code, director of Washburn Observatory and widely known space astronomer, has received a professional achievement award from the University of Chicago Alumni Association.

The award is given for outstanding achievements in a professional field "which confer positive benefits upon society and reflect the standards and ideals of the University."

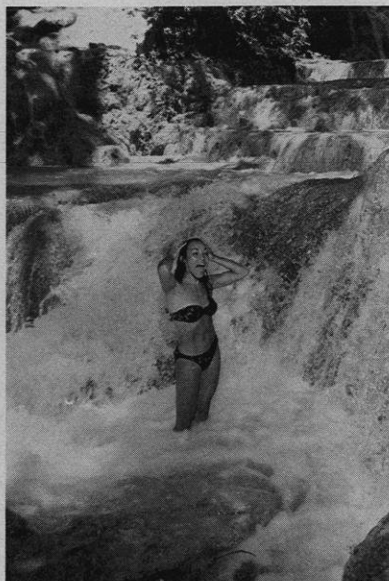
According to U. of Chicago alumni officials, the Wisconsin scientist, who holds both the master and doctor's degree from Chicago, is honored as an eminent theoretician in the study of stellar surfaces and as a pioneer in space astronomy.

The award citation lists among Prof. Code's major achievements: Research leading to new concepts concerning the configuration of outer space phenomena; the building of a first-rate astronomy team at Wisconsin; and a decade of research which recently resulted in the successful operation of the largest scientific satellite constructed by the United States.

Prof. Code joined the UW staff in 1951 and with the exception of two years spent at the California Institute of Technology, has continued the Wisconsin association. As director of Washburn Observatory, he has headed all astronomy studies on the Madison campus since 1958.

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House professor and "daughters" at Chad

Small Business

(continued from page 13)

6. Implement the alternative(s). This step means "translating" the implementation of the alternative(s) into the day-to-day activities of the company. It may affect almost every person and action of the operation.

7. Review the results. Evaluate the situation against the original criteria and make any necessary revisions in your operation.

A product's margin usually starts to decline while sales volume is still increasing, according to William J. Stanton in his *Fundamentals of Marketing*. This means that the businessman must constantly innovate if his operation is to continue over the long term. Suppose he has made a conscientious attempt to follow the formal decision-making process in handling his innovation or other management problems and he is still not satisfied with the results. Where can he go for help?

Wisconsin's own Northern Wisconsin Development Project which is designed primarily for manufacturers has excellent free consultation services, according to Strang. Located in Wausau, this University Extension organization has been instrumental in saving several small firms in the state. Professor Strang also suggests contacting the nearest office of the Small Business Administration. This governmental agency is geared to give help in financing and has offices located in most large cities. The Dun and Bradstreet publications for small businesses are also excellent sources of information, in Strang's opinion. In addition, most university schools of business can offer expert guidance or help on a consulting basis. ●

Dorm Girls Happy With House Profs

Ten professors have "adopted" 660 coed "daughters" at Chadbourne Hall. It's a plan to bridge the communication gap between students and their teachers.

The House Professor Program, four years old, gives Chad dwellers an opportunity for person-to-person relationships with members of the academic community—a chance to widen their University experience through humanizing it.

"Having a house professor changes your attitude," says Jackie Albee, a Chad junior and WAA scholarship winner from Mukwonago. "He's no longer the big strange man on the lecture platform, and we are no longer just numbers to him. He really cares."

Rooted in a limited mid-1960 freshman orientation program, the residence hall's current attempt to bring students and staff closer together provides one faculty member (and sometimes the professor is also administrator) for each of the 10 house units within Chadbourne.

There is no formal plan for operation of the House Professor Program, since informality and ease of situation are vital to its success. But invitations for dinner and an evening of discussion are frequent during the school

year. The professors and their wives are also asked to join the girls for all holiday meals, other special dinners, and other social events—Fathers' weekend, for instance. And each participating professor is urged to drop in any time, come for lunch, make Chadbourne his second home.

The talk sessions may focus on world events, the war, demonstrations, civil rights—on anything which greatly concerns the campus community, but they do not exclude the smaller and more personal interests of the girls or merely lighthearted banter.

"It's a marvelous program," declares Chester H. Ruedisili, associate dean in the College of Letters and Science and a lecturer in psychology. "I've been a house professor for two years. I hope I've helped."

One or two of the 10 men have been house professors ever since the program was initiated. Others have taken part for two or more years. Occasionally, and with the consent of the girls, a professor will switch houses, thus hoping to stimulate and freshen the enterprise. But most of them prefer not to disturb their identity with a particular house and an established rapport with its residents.

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Alumni News

Helen Verplanck '99 was recently awarded a life membership in the American Association of University Women. She is a retired history teacher and lives in Birmingham, Ala.

Fayette H. Elwell '08 has been presented the golden anniversary award for "outstanding contributions to the ac-

refugee program, Miami. He and his wife (**Ruth Schiesser '29**) are living at Sebring, Fla.

Mrs. Francis H. Wendt (Della Madsen '24) was honored recently by the Wisconsin division of the American Association of University Women when the organization named its new endowment fund for her. Mrs. Wendt was named Racine woman of the year by that city's women's civic council last year.

Francis H. Wendt '24 has retired after 13 years as Racine county judge of the probate court.

Mrs. John A. Ragone (Thora Mathilda Reitan '25) was honored at a tea upon her retirement as housemother of Alpha Gamma Delta for 22 years in Madison.

Lynn H. Matthias '26 has been elected to the board of Allen-Bradley company.

masonry association and now does consultant work in Glen Ellyn, Ill. where he lives.

Both **Mr. and Mrs. James B. Hipple '29 (Leola M. Blackman '25)** have retired from their respective positions. She served with the Louisiana state department of welfare for 25 years while he was employed by the veterans administration for 28 years. They make their home in Shreveport.

1931-40

William E. Siegel '31 retired from the tax commission-research division of the city of Milwaukee after 35 years of service.

Jean F. Rose '32 is now director of training for Goodwill Industries. He retired recently after 26 years of federal service and is living in Shorewood, Wis.

T. Harry Williams '32, now of Louisiana State university, is one of the authors of the third edition of *A History of the United States to 1877*, a college text. The book, published by Alfred A. Knopf, is dedicated to former UW Vilas professor of history, the late William Best Hesselstine.

Frederick D. Mackie '33, president-general manager of the Madison Gas and Electric company, has been named chairman of the board of the Wisconsin utilities association, Milwaukee.

L. Frederick Hoebel '34, executive vice president of Mutual of Omaha, has been elected general coordinator of costs and affiliates for the firm.

Richard W. Hantke '35, professor of history at Lake Forest college, has been elected vice president of the Wisconsin-Northern Illinois regional American studies association for 1969-70. He lives in Lake Bluff, Ill.

John L. Shipman '36 is a programming engineer in the 21st composite wing at Elmendorf AFB, Alaska.

Harold H. Snyder '37 has been appointed general manager of Du Pont's electrochemicals department in Wilmington, Del.

October 25, 1969

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Mark the date now!

Members of these three classes, watch your mail for further details from your class reunion chairmen.

counting profession during the past half century" by the Madison chapter of the National Association of Accountants. He is emeritus dean of the UW school of business.

1911-20

Arnold R. Petersen '14 has been honored by the American bar association for a half century of membership.

Roland A. Ragatz '20 has retired from the UW faculty after nearly half a century of service. He served as chairman of the chemical engineering department.

Paul S. Smith '20 retired as president of Whittier college and has been named director of the newly established Richard Nixon institution of human affairs.

1921-30

Harry B. Lyford '22, former editor of the *Monroe (Wis.) Evening Times*, has retired as information officer, U.S. Cuban

He is vice-president of research and development for the firm.

Lloyd G. Larson '27, Milwaukee, sports editor of *The Milwaukee Sentinel* and former president of WAA, has been re-elected to another six-year term on the Milwaukee school board, on which he has served for 16 years.

Lester Leilt '27 retired from the athletic department at Wisconsin State University-Platteville after 42 years as a coach.

Kenneth F. Bick '28 has retired as principal of the Janesville high school. He has been an educator for 40 years.

Helen Bunge '28, UW dean of the school of nursing, has been presented the M. Adelaide Nutting award by the national league for nursing.

Ronald E. Copeland '28 has received the Walter C. Voss Award for 1969 by the American society for testing and materials. He is the retired director of engineering for the national concrete

As a biographer I am seeking correspondence, reminiscences, classroom notes, anecdotes—even gossip—on the late

WILLIAM ELLERY LEONARD

a member of the UW

English faculty

from 1907 to 1944.

Nothing about him is unimportant to this work.

CLARA LEISER

16 Saint Luke's Place

New York, N. Y. 10014

James S. Vaughan '38 has been elected vice president-group manager by Square D company of Park Ridge, Ill. He lives in Milwaukee. While a resident of Detroit he was president of that UW Alumni Club.

Roger Le Grand '39 was featured in a Milwaukee newspaper recently. The general manager of WITI-TV, he received the Milwaukee ad club's silver medal and has been elected president of the Wisconsin broadcasters association.

Robert F. Schilling M.D. '40 has been named president-elect of the Wisconsin medical alumni association.

1941-45

Mr. and Mrs. Donald V. Stophlet '41 (Janice Hutson '51) announce the birth of a daughter, Shelley. The Stophlets live in Melbourne Beach, Fla. where he is associated with the Florida Institute of Technology.

John C. Wickhem '43 of Janesville has been elected president of the state bar of Wisconsin.

1946-50

Eugene S. Lindstrom '47 has been promoted to associate dean for resident instruction in the college of science at Pennsylvania State university.

Robert E. Koehler '48 is editor of *AIA Journal* for the American institute of architects.

Hal Denis '50 has been elected a vice president of Warren-Teed, a subsidiary of Rohm and Haas company of Philadelphia.

1951-55

Edgar R. Fiedler '51 of Dobbs Ferry, N.Y. has joined the national industrial conference board as manager of the general economics department.

Jack Casler '52 of Madison has been promoted to systems maintenance supervisor for Wisconsin's department of transportation, division of business management.

Milo G. Flaten '52, a Madison attorney, was featured for his civic work in a local newspaper.

Thomas M. Segerson '52 was recently ordained to the Roman Catholic priesthood in Madison.

J. A. Shadler '52 has been appointed vice president of The Pillsbury company in Minneapolis.

Gerald H. Teletzky '52 has been named president of Zimpro Inc., a subsidiary of Sterling Drug Inc. Immediate past president of the Wausau UW Alumni Club, he lives in Wausau.

Lt. Col. Gustaf R. Carlson '53 was graduated recently from the U.S. army command and general staff college at Ft. Leavenworth, Kan.

William J. Devine '53 of Chicago has been named vice president and assistant

general counsel for General Finance corp. of Evanston, Ill.

Richard D. Karfunkle '54 recently participated in an economic outlook forum at Pennsylvania State university where he received an alumni appreciation certificate and was elected to the executive board of the alumni association of that university's college of business administration. His wife (**Shirley Chapnitsky '56**) is a guidance counsellor in the Claymont, Del. school district.

Paul J. Cleary '55 and Miss Rachel M. Heine were recently married in Madison where he is food director at the Memorial Union.

E. Lester Levine '55 is the co-editor of *Cooperation and Conflict: A Reader in American Federalism* published this year. He lives in Tallahassee, Fla.

American Oil company's Atlanta region. He and his family live in Tucker, Ga.

Terry C. Felland has been appointed office manager of the 3M company duplicating products division in St. Paul.

Donald H. Lecher has been named market manager for new ventures in the food service division of General Mills in Minneapolis.

1963

E. F. Brown has joined the mechanical engineering faculty of Virginia Polytechnic institute.

1964

Duane F. Huetter and his wife (**Mary Louise Kienow '65**) are moving to Aruba,

'ON WISCONSIN'

The University of Wisconsin, like many other universities and colleges throughout the nation, was the scene of campus riots this year.

Unlike many other universities, however, Wisconsin was not afraid to deal with disruptive persons.

It did not hesitate to use force when necessary and called the police and National Guard to restore order.

Wisconsin did not grant amnesty to disruptors, did not yield to "non-negotiable" demands, refused to bow to pressure.

The university did not close down for a single hour; others closed for days, weeks and even months. Wisconsin's record is due to the firm leadership of President Fred Harrington, and strong faculty support for his policy. Nearly 500,000 classes convene on the Wisconsin campus in any school year; less than 50—1/10,000 of them—were ever disrupted with any success.

There is a lesson here that all administrators could well follow.—**Los Angeles Herald-Examiner, June 20**

1956-60

Thomas J. Newman '59 is Milwaukee director of Manpower Training & Services.

John F. Wendt '59 is a professor and head of a research laboratory at the von Karman institute for fluid dynamics at Rhode-Saint-Genese, Belgium. He and his wife (**Marjorie Timm '59**) and two daughters live in Tervuren, Belgium.

David Eshelman '60 is assistant professor of speech at Central Missouri State College.

Richard H. Wendt '60 of Cincinnati is a research chemist with Proctor and Gamble.

1961

Walter Schoenherr will be coaching football at Waterloo, Wis. this fall.

Thomas S. Thomas is a flight officer with American Airlines. He and his family live in New York City.

1962

William C. Adams is public relations supervisor for the south and east in

Netherlands Antilles where he has joined Lago Oil and Transport company, Ltd.

1965

Ronald Frain is associated with Gottlieb/Beale & company in Chicago.

Mr. and Mrs. Joseph J. Greshik (Joan Guyon '64) announce the birth of their third child, Keith Joseph. They live in Cochrane, Wis.

Linda Reivitz is legislative assistant to U.S. Congressman David Obey (D-Wausau).

1966

Albert Krichmar has accepted a position with the reference section of the main library at the University of California Santa Barbara campus.

1967

Roger A. Engstrom is attending the air force institute of technology's civil engineering school at Wright-Patterson AFB, Ohio.

Bruce Hanson has been named director of the legal aid bureau of George

This is The Chair



This is The (other) Chair



This



is a Serendipity

You won't notice the University of Wisconsin seal right off.

Your first impression is admiration of good lines, of patient craftsmanship. There's the soft glow of gold trim on black on selected Northern hardwoods.

The final touch—the Seal, making the chair something quite personal.

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Captain's Chair with cherrywood arms: \$42.00

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Madison, Wis. 53706

Enclosed find \$-----
 --- Boston rocker(s) @ \$34
 --- Captain's chair(s) @ \$41
 --- Captain's chair(s) @ \$42

Name -----

Address -----

City -----

State ----- Zip -----

Washington university's national law center.

Eric O. Larsen is now serving in Vietnam with the signal corps.

Paul P. Rux has been named a graduate research assistant at the University of Toronto's Ontario institute for studies in education during the 1969-70 academic year.

Mr. and Mrs. Louis Santangelo (**Lynne Puttmann**) have adopted Maria, who was born in Peru where the Santangelos have served two years with the Peace Corps. (May *Wisconsin Alumnus*) They are now returning to the States and will be living in Wausau, where Louis will teach Spanish.

Wendel H. Wight has been graduated from the flight nurse course at the U.S. air force school of aerospace medicine, Brooks AFB, Texas.

1968

William J. Brown has received his silver wings upon graduation from navigator training at Mather AFB, Calif.

Maria Ciganovich was recently graduated from a VISTA training program at the University of Oklahoma.

James M. Decker has been graduated from officer training school at Lackland AFB, Texas.

Robert P. Myott and **Brewster H. Shaw Jr.** were graduated from officer candidate school at Ft. Sill, Okla.

Janet A. Olive has been graduated from Eastman Kodak company's administrative internship in industrial nutrition.

Sharon Sopher has been appointed information director for the Consumer Federation of America and will work in Washington D.C.

Thomas J. Vancura has been assigned to headquarters company, U.S. army element facility, defense atomic support agency at Sandia base, Albuquerque, N.M.

J. Philip Winiger has been awarded his silver pilot wings upon graduation at Webb AFB, Texas.

1969

George E. Glatz is a field sales representative for Geigy Agricultural Chemicals, a division of Geigy Chemical corp. He lives in Beaver Dam, Wis.

James F. A. Goodno, **Phillip E. Ononen**, **Douglas L. Spitz**, and **David W. Wylie** have completed basic training at Lackland AFB, Tex.

Janis L. Green, **Robert S. Hauter**, **Larry R. Johnson**, and **Michael S. Plumley** have been graduated from officer training school at Lackland AFB, Texas.

Richard W. Merrifield is attending the air force institute of technology's civil engineering school at Wright-Patterson AFB, Ohio.

Nancy Randolph is a stewardess for Pan American Airlines.

July, 1969

Newly Married

1961

Susan Fraser Lawson and Radleigh Val BECKER, Madison
Jean Auguste Fuldner and Charles T. GORHAM, Milwaukee
Mary Elizabeth Beck and Harold A. MACK

1962

Katherine Marie Zimbrich and Ronald W. GIBSON, Sun Prairie
Barbara Ann Entrekin and William Jere HOUGH, Meridian, Miss.
Elizabeth Hillman HOTCHKISS '63 and David George MURRAY, Appleton
Rashalee SWICKOW and Johanan Levine, New York City

1965

Mary McElhatton Streblov and Patrick Kent CASSADY, Madison
Bonnie Jean FIELD '66 and Weber C. HERMANN, Jr.
Mary Frances LANEY and Thomas A. McComas, Hubertus, Wis.
Mary Jane GURDA '67 and Walter Ray MARKS, Madison
Jean Ann Hirschboeck and Thomas A. SCHOWALTER, West Bend, Wis.
Cynthia Tull Ward and Dr. Thomas A. WOOLSEY, Baltimore

1966

Justine Paula Knoll and Dr. Robert E. HASELOW, Madison
Arlene R. HOLLFELDER and Robert G. McCord, Jr., Madison

One-Upsmanship at the UW

The art of one-upsmanship, or the perfectly-placed put-down, is practiced far too rarely these days by beleaguered university officials and students opposed to radical changes on their campuses.

The last meeting of the University of Wisconsin Board of Regents was unique, therefore, because two shining examples of the all but lost art took place that day. The first occurred when the regents listened quietly to the reading of a demand by the African Students Union that they sell the University's Chase Manhattan National Bank stock, a demand first made a year ago.

The student group charged that Chase is part of a holding company which supports the segregationist South African regime. A demonstration was to have been held later that day to back up the demand. The demonstration never came off. The reason became apparent later that day when a regent announced without fanfare that the board had sold the University's Chase stock in February, three months earlier.

The other example of one-upsmanship came when a student spokesman for a group supporting continuation of the ROTC program criticized the Wisconsin Student Assn. (WSA) president for calling for its elimination.

The student spokesman questioned the propriety of the WSA president issuing a statement on ROTC because it might imply he was speaking for the student body. He noted that the petition he presented calling for continuation of ROTC contained the signatures of 3,500 students, 1,000 more than the number who voted for the WSA president when he was elected.—*Wisconsin State Journal*, May 28

1963

Gwenn Mary JONES and Richard Harold Jessen, Berlin, Wis.
Katherine Wolff MISCH '66 and Allan Robert KORITZINSKY
Pamela Eugenie GOODMAN '66 and Don B. LICHTY, Madison
Kathleen Theresa RANDALL and Daniel Ralph Frisch, Madison
Elizabeth ROSENBERY and Dr. Luther Lindner

1964

Barbara Ellen ECK and Walter Richard Menning, Fox Point, Wis.
Millicent Freed and Robert Stratton HAWLEY, Madison

Martha Anne Seawright and James M. JONDROW, Charlotte, N.C.
Mary Elizabeth Putt and Donald G. SCHILLING, Appleton

1967

Pamela Lynn Perlick and Steven John BERGUM, Wauwatosa
Suzanne Marie Crego and Lorin Fred BUSSELBURG, Salt Lake City
Janice Margaret Henry and Thomas Lee FUSS, Madison
Susan B. BEUTHIN and Eugene A. GROTBEC
Barbara Lillian HARTWIG and Carl F. Mandleco, Gainesville, Fla.

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Street _____

City _____ State _____ Zip _____

Send gift sets to:

Name _____

Street _____

City _____ State _____ Zip _____

Name _____

Street _____

City _____ State _____ Zip _____

Marcia McLaughlin and Thomas E. KNECHTGES, Milwaukee
 Katharine Ann MYERS and Alan Ross Muirhead, Madison
 Marlene Sweet and Allan NOVICK, Madison
 Vicki Lynn FRIEDRICH '69 and Richard Eugene PETERSON, Milwaukee
 Christine Suzanne LEONHARD '68 and V. William REED, Madison
 Sheryl Ann YESKE and Graham Donald Allen, Wisconsin Rapids

1968

Diane Harder and Drury R. BURTON, Jr., Madison
 Lynnann Leigh Wegner and Thomas Joseph CASPER, Madison
 Randine J. Smith and Roger S. CELUSTA, Madison
 Sarah Bridget CULLEN '69 and William J. CONROY, Beaver Dam
 Patricia Ann MARTENS and Patrick V. DEANY, Madison
 Marguerite DEHUSZAR and John T. Allen, Jr.
 Joan Louise Johnson and James M. FLEMING, Madison
 Janice Rae GRAFF '67 and James Philip GERLACH, Madison
 Jane Ann HAMILTON and Dennis Lee Hockerman, Madison
 Sally Ann ELLESTAD and David James IVASKA, Fort Atkinson, Wis.
 Patricia Luise FEICK '65 and Gary Lee JOHNSON, Madison
 Kathryn Knoficek and Michael KUHRT, Verona, Wis.
 Connie Lea CURRAN '69 and Albert Joseph LACHER, Madison
 Susan Ann LARSCHIED and William Robert Lee, Green Bay
 Mary Ann LINDEMANN and Albert A. Logan, Jr., Madison
 Marie Almeda SIEKER and Roderick Jon MATTHEWS, Madison
 Christina Britt NOLAN and Todd James MITCHELL, Rochester, N.Y.
 Mary Catherine MUNDIE and Warren Douglas NELSON, Wauwatosa
 Kristin Mary FOSEID and David Willis ROBBINS, Madison
 Carol Ann Mathwig and Robert N. SHULSTAD, Fremont, Wis.
 Susan Carolyn WILLI and John Melchior Schiesser, New Glarus, Wis.

1969

Carol Lee PETERSON and David Gary ANDERSON, Green Bay
 Jill Randall and Roy Marshall CHRISTIANSON, Easton, Pa.
 Holly DUNLOP and Thomas E. Wis-sing, Wauwatosa
 Patricia Marie MOEDER and Thomas Francis Curtis
 Sara Janet GILLEN and James Chris NEUROTH, Madison
 Jane ROCKMORE and Stephen Baier, Madison
 Judith Jean Schey and Russell ST. CLAIR, Sun Prairie

Deaths

Joseph William JACKSON '00, Madison
 Mrs. Rudolph B. Hartman (Clara L. STILLMAN) '01, Colgate, Wis.
 Jesse A. DAVIDSON '04, St. Petersburg, Fla.
 Aden Wright ANDREWS '05, Sun City, Calif.
 Cornelia L. COOPER '05, Madison
 Mrs. Morris Graves Fairchild (Grace WELLS) '05, Des Moines, Wash.
 Valerio Cala JAEHRLING '07, Manila
 Frances Catherine ENRIGHT '08, Racine
 Lee Edwin CANNON '09, Hiram, Ohio
 Chester E. RIGHTOR '09, Rockville, Md.
 Alvin John KOHN '10, Cincinnati
 Bernadotte Everly SCHMITT '10, Alexandria, Va.
 John Alexander DORNEY '11, Clintonville, Wis.
 Mrs. Lloyd Osborne (Mabel PAL-LISER) '11, Omaha
 Frank GRAY '13, St. Petersburg, Fla.
 Harry Samuel GLEICK '15, St. Louis
 Frederick August NAUSE '15, Sheboygan
 Mrs. E. A. Heberlein (Emily Allice BUDD) '16, Fennimore, Wis.
 Ben Melwin JENSEN '16, Grantsburg, Wis.
 Mrs. John McCunniff (Mildred Brown STARR) San Francisco
 Leo J. BLIED '17, Madison
 Robert Colton JOHNSON '17, Milwaukee
 Irving Alfred PUCHNER '18, Milwaukee
 Stanley Anton STAIDL '20, Appleton
 Glen Holley GIFFORD '21, Indian Rocks Beach, Fla.
 Laurence Hazelhurst McKAY '21, Hendersonville, N.C.
 Carl Louis ROBINSON '21, Laona, Wis.
 Taylor Hayhurst SEEBER '21, Grosse Pointe, Mich.
 Reuben Cornwell CHADBOURN '22, Columbus, Wis.
 Percy Odin SUNDT '22, Janesville
 Rev. Harold Arthur ALLISON '23, Barron, Wis.
 Carl Emmit FRICK '23, Waukegan, Ill.
 Elmer O. J. KNUTSON '23, Encinitas, Calif.
 Ray Eugene ORR '23, Redlands, Calif.
 Gustav Kenneth TEBELL '23, Charlottesville, Va.
 Sidney Howard BLISS '24, Janesville
 Gorton RITCHIE '24, Milwaukee
 Francis Joseph CROAKE '25, Chicago
 James Gordon CULBERTSON '25, Chicago
 Helen Katherine HERMAN '25, Sheboygan

Lydia WEGNER '25, West Covina, Calif.
 Mrs. Robert Edwin Brand (Emma Jeannette NUNEVILLER) '26, Toledo, Ohio
 Max HEBGEN '26, Beverly Hills, Calif.
 Traugott Herman NAMMACHER '26, Oconomowoc
 Col. Melancthon Henry SIMPKINS '26, Orlando, Fla.
 Charles Mountjoy BICE '27, Honolulu
 William Chilton TROUTMAN '27, Warsaw, Ind.
 Mrs. Ralph George Klieforth (Helen Margaret GAFFNEY) '28, Oshkosh
 Ernest Sloyen MORELAND '28, Hayward, Wis.
 Robert Earl McCLENDON '29, Huntsville, Tex.
 Mrs. Charles W. Sherman (Irene Mary STENZ) '29, Waltham, Mass.
 Erwin Charles FORD '30, Athens, Ga.
 Robert John HOGAN '31, Park Ridge, Ill.
 Mrs. Stanley Robinson (Edith Marie LINDLEY) '31, Dodgeville
 Mrs. Max L. Carroll (Mildred Irene THOMAS) '32, Beloit
 Emily Elizabeth BENFER '33, Madison
 Burel Stark BUTMAN '33, Green Bay
 Joseph R. GOODMAN '33, Milwaukee
 William Garner HOTTENSEN '33, Milwaukee
 Richard Weed WILLING '33, Pompton Lakes, N.J.
 Wayland Z. HAIGHT '34, Milwaukee
 Clifford Louis MULRINE '34, Jackson, Miss.
 Arthur Benjamin PAFF '34, Neenah
 Elva Anne SMITH '34, Randolph, Wis.
 Bruce Bowman Fitz RANDOLPH '34, Milwaukee
 James Donald McMURRAY '35, Racine
 Maynard Wallace DOLPHIN '37, Beloit
 Mrs. Arthur Davis Hasler (Hanna Bertha PRUSSE) '37, Madison
 Norma Martha GRUNDEMANN '38, Milwaukee
 Col. Peter Michael MARGETIS '39, Silver Spring, Md.
 Guy William ROGERS, Jr. '39, Milwaukee
 Orville Edward BRAULT '43, La Crosse
 Murdo MacKenzie HUTCHINSON '47, Kenmore, N.Y.
 Dean Roy FEENEY '48, Los Alamitos, Calif.
 Wallace George BRAZEAU '49, Eau Claire
 John Norman GIBSON '50, Olympia, Wash.
 Louis Fredrick NIELSEN '51, Racine
 Mrs. Robert Stewart Nelson (Janet Freeman WALLEY) '59, Wausau, in Janesville
 Judith R. NEEVEL '66, Fairfield, Conn.

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