



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 67, Number 7 April 1966

Madison, WI: Wisconsin Alumni Association, April 1966

<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.

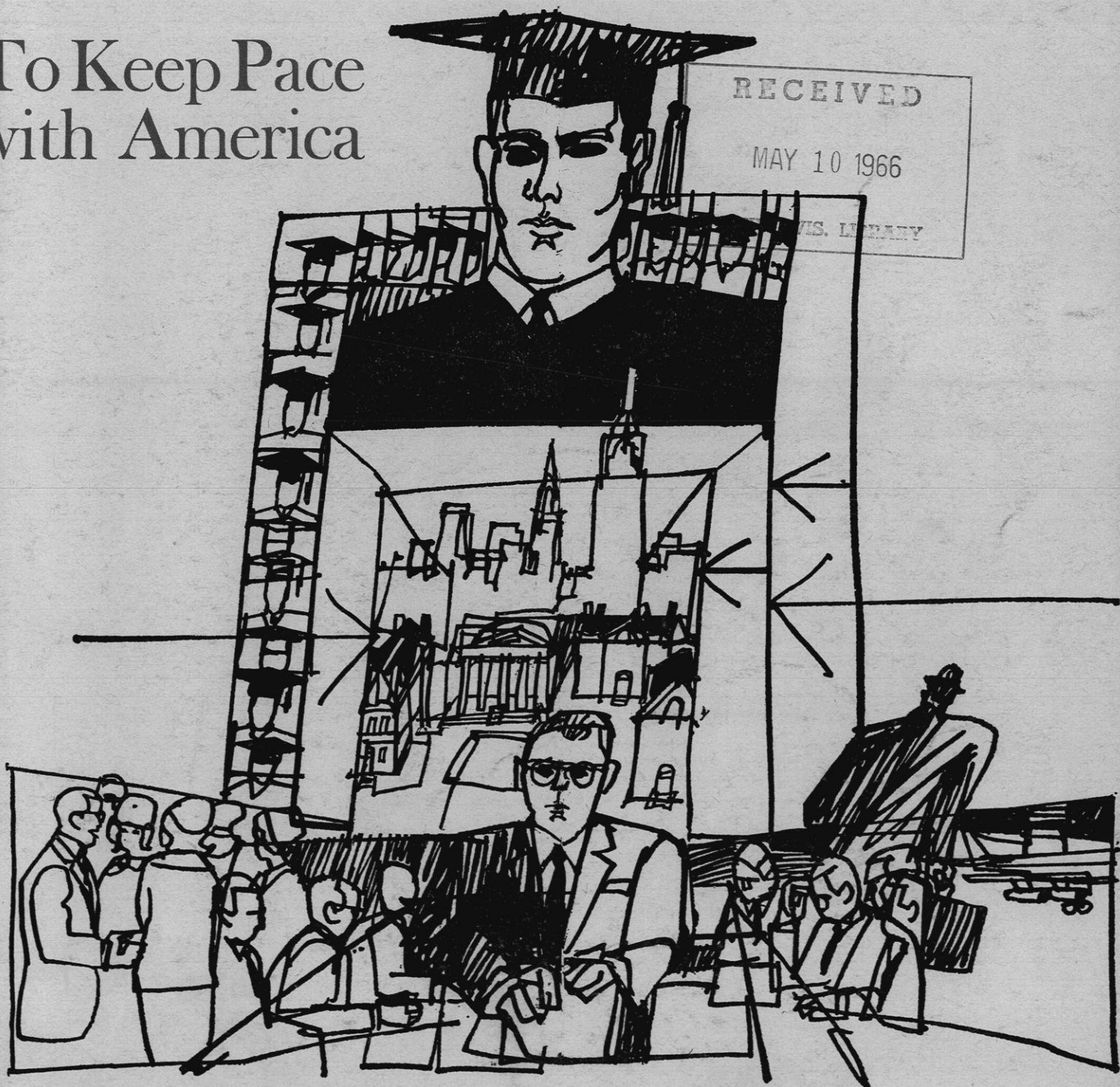
pr

wisconsin

alumnus

APRIL, 1966

To Keep Pace
with America



**“I don't know another business
in which you can do as much good
and become as successful
in as short a time.”**

Thomas B. Wheeler, Yale '58



“Four years ago some of my closest friends thought I was a little crazy when I quit a solid job with a giant corporation to sell life insurance.

“Now, a wife, a daughter, a comfortable home and over \$4,000,000 in life insurance sales later, even the most skeptical of these have changed their views.

“And best of all I am not caged in by the age or ability of anybody else. My ceiling is unlimited — my income is in direct proportion to the work I do . . .”

And income consists of two factors — commissions from new business and fees for policy renewals. Since a new agent's clients tend to be his contemporaries, the

volume of new business from them increases as they progress and move up the income ladder. But even if an agent's new business were to remain level at, say \$1 million per year for the first five years, his income could double during that period because of renewal fees.

While income is extremely important, the insurance company you represent can make a big difference, too. Ask any life insurance man and you'll find Mass Mutual has a reputation for being solid yet progressive. After all, it's been in the business for over a century and has more than \$3 billion in assets.

So if you're a person who likes people,

who wants a business of his own with no capital outlay and no ceiling on what he can make — and if you're anxious to work hard *for yourself* — this is it.

If you are looking for the rewards Tom Wheeler wants, the President of Mass Mutual would like to know about it. Write him a personal letter: Charles H. Schaaff, President, Mass Mutual, Springfield, Mass. 01101. It could be the most valuable letter you'll ever write.

MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY

Springfield, Massachusetts / organized 1851



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

William J. Morgan, '07, Milwaukee
Eugene C. Noyes, C.L.U., '13, Akron
Herbert J. Mullen, '30, Stoughton
Arthur R. Sweeney, '30, Longview
Earl C. Jordan, '39, Chicago
William Q. Murphy, '39, Madison
Alvin H. Babler, C.L.U., '41, Monroe

Norman H. Hyman, C.L.U., '44, Milwaukee
LeRoy H. Jerstad, Jr., C.L.U., '47, Racine
John W. Loots, C.L.U., '47, Tulsa
Jack J. Jefferds, '50, Madison
Robert B. Slater, '51, Phoenix
David E. Birkhaeuser, '52, Home Office
Wendell A. Lathrop, C.L.U., '52, Mattoon, Ill.

Burton A. Meldman, C.L.U., '55, Milwaukee
Earl E. Poorbaugh, '57, Elkhart
Raymond L. Paul, C.L.U., '58, Rockford
A. Burr Be Dell, Appleton
Ernest L. Nilsson, Madison
William S. Reed, Chicago

wisconsin alumnus

Volume 67

April, 1966

Number 7

Wisconsin Alumni Association

770 LANGDON STREET, MADISON 53706

FEATURES

A special 16-page supplement
dealing with the current happenings
at our colleges and universities

11-26

DEPARTMENTS

Alumni Weekend	5
About the University	6
Alumni News	27
Athletics	28
Newly Married	32
Necrology	33

WISCONSIN ALUMNI ASSOCIATION OFFICERS AND STAFF

Officers 1965-66

CHAIRMAN OF THE BOARD: *Dr. Robert R. Spitzer '44, President, Murphy Products Company, 556 Dodge Street, Burlington, Wisconsin*

PRESIDENT: *Anthony G. De Lorenzo '36, Vice President, General Motors Corporation, Detroit, Michigan*

FIRST VICE PRESIDENT: *John J. Walsh '38, Attorney-at-Law, 25 West Main Street, Madison, Wisconsin*

SECOND VICE PRESIDENT: *Donald Slichter '22, 611 East Wisconsin Avenue, Milwaukee, Wisconsin*

SECRETARY: *Mrs. Richard Brazeau '36, 720 3rd Street, Wisconsin Rapids, Wisconsin*

TREASURER: *Robert J. Wilson '51, Madison Bank & Trust Company, 23 West Main Street, Madison, Wisconsin*

Staff

Arlie M. Mucks, Jr. '43

Edward H. Gibson '23

James B. Burt '57

Arthur Hove '56

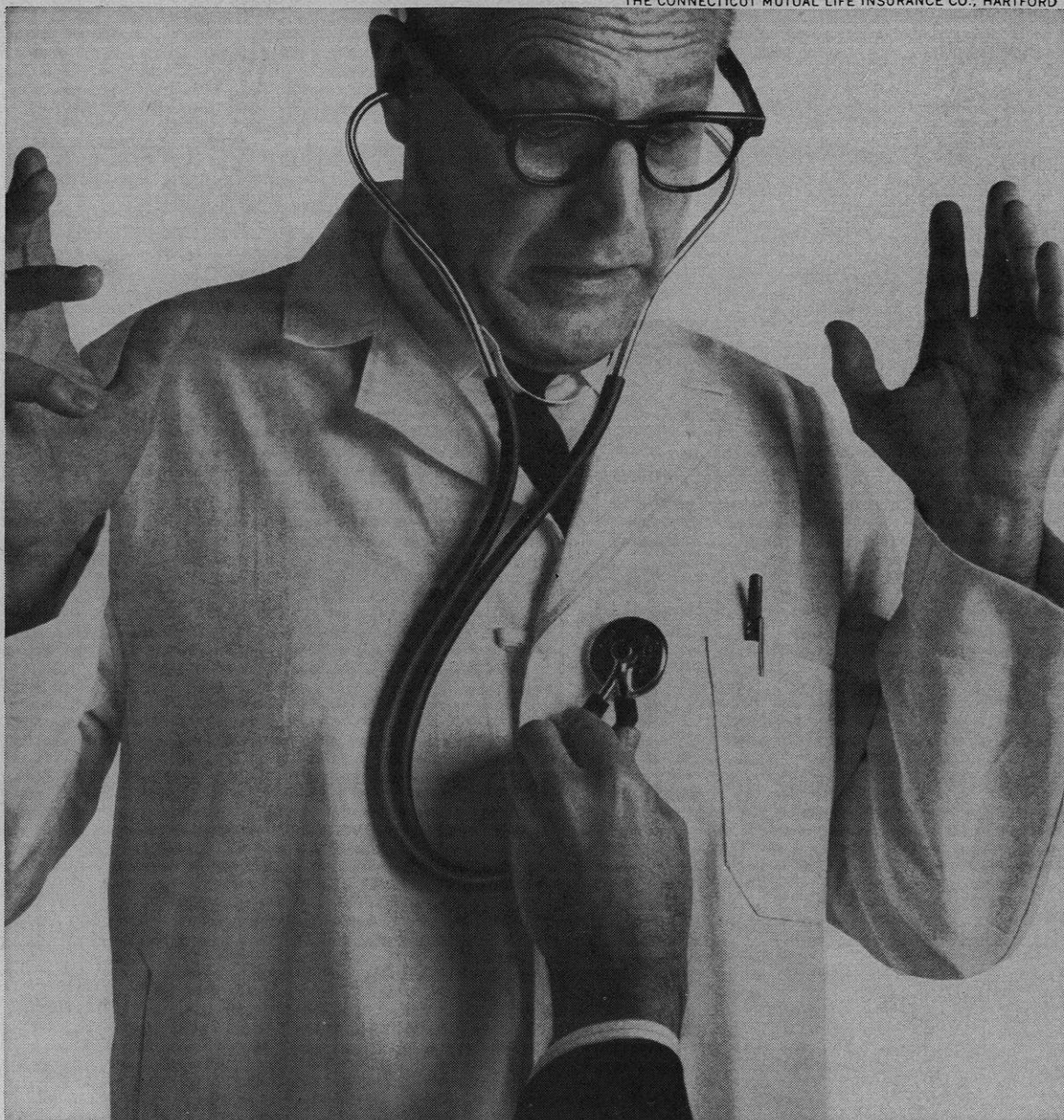
Mrs. Gayle Langer

Mrs. Edith Knowles

Mrs. Helen Slauson

Executive Director
Director of Alumni Relations
Associate Director
Editor
Administrative Assistant
Records Office Manager
Club Coordinator

THE WISCONSIN ALUMNUS is published ten times a year: Monthly in October, November, December, January, February, March, April, May; and bi-monthly in June-July and August-September. Second-class postage paid at Monroe, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison, Wis. 53706.



Examine the insurance company before it examines you

You'll find healthy differences
in the 'Blue Chip' company!

Before you let any insurance company's doctor (including ours) zero in with his stethoscope, it will pay you to take a thoughtful look at that company.

Of the 1,600-odd life companies in the U.S., Connecticut Mutual—the 'Blue Chip' company—ranks in the very top bracket. In high dividends (continuous dividends for 120 years). In liberal benefits and options. In reserves for contingencies. In quality of investments. In low net cost. Connecticut Mutual's net cost to policy holders is remarkably low. This is substantiated by Best's Life Insurance Reports, industry authority.

Our financial health is a big plus for you. It means more dollars—for your retirement or to leave your loved ones.

Connecticut Mutual Life

The 'Blue Chip' company that's low in net cost, too.

Your fellow alumni now with C.M.L.

Robert E. Arnold	'39	Madison
Bernard A. Britts	'41	Oakland
R. C. Bucholz	'42	Asheville, N. C.
Michael W. Cantwell	'62	Madison
George Chryst		Madison
Mitche L. Dack	'32	Downers Grove, Ill.
Roger G. David, CLU	'50	Racine, Wis.
Carl L. DeCleene	'65	Madison
Calbert L. Dings, CLU	'48	Charlotte
Gerald B. Fisher	'65	Appleton, Wis.
James E. Heineke	'62	Madison
Bruce B. Hendrickson	'59	Milwaukee
John V. Hovey, CLU	'32	Denver
Clement D. Ketchum	'52	Milwaukee
David Klister	'61	Fort Wayne
Russell F. Marquardt	'54	Chicago
Armand W. Muth, CLU	'47	Albuquerque
Richard E. Nelson	'56	Wauwatosa, Wis.
Ronald L. Perkins	'63	Madison
Frederic Ragatz		Milwaukee
Gerald J. Randall, CLU	'53	Home Office
Perry Schultz	'65	Madison
Anthony J. Stracka	'54	Madison
William H. Tarryolly	'64	Milwaukee
Fred C. Williams	'34	Milwaukee



**You never
had it
so good...
so close!**



WISCONSIN

**...the land that was
made for vacations!**

Wisconsin has hundreds of miles of Great Lakes shoreline, spectacular vistas along the Mississippi, and wall to wall beauty in between. There are rolling dairylands, rugged blufflands, great forests and 8,700 lakes. All in one compact, nearby state. Wide choice of accommodations in every area, with activities just as diverse as the scenery. Wisconsin welcomes a visit from your family, this summer!

You'll like it here!
SEND FOR FREE VACATION KIT.
 Wisconsin Vacation and Travel Service
 Room AL, Box 450, Madison, Wis. 53701
 Please send free 32-page brochure, latest highway map
 and sources of regional information to:

Name.....
 Address.....
 City.....
 State.....Zip.....

Don't Miss

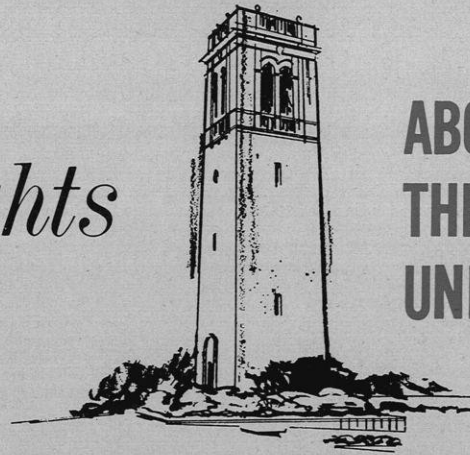
ALUMNI WEEKEND—1966

May 13, 14

A full schedule of events is being planned for this year's Alumni Weekend. Below is an outline of the program which should make your 1966 return to Madison a memorable one.

- Alumni Events
 - Class reunions for the classes of 1911, 1916, 1917, 1921, 1926, 1931, 1936, and 1941.
 - Half Century Club Luncheon honoring the Class of 1916
 - Quarter Century Club Luncheon honoring the Class of 1941
 - Alumni Dinner featuring presentation of Distinguished Service Awards
- Badger Sports Events: spring football game, doubleheader baseball game, and track meet
- Dedication of North Hall as National Historic Landmark
- Bus tours of campus
- Spring Variety Show sponsored by the Senior Class with Ella Fitzgerald as the featured entertainment (Saturday evening, May 14 at 8:30 p.m.)
 (The Alumni Dinner will precede the Spring Variety Show—alumni are encouraged to attend both events.)

news and sidelights



ABOUT THE UNIVERSITY

Dope Ring Reports Produce Conflicting Views

LAST MONTH, a front-page headline in Madison's *Capital Times* boldly proclaimed that there was a "dope ring" on the UW campus which involved some 3,000 students.

The day following the banner headline revelation, the *Capital Times*, in an editorial admitted that it "has not been able to substantiate these reports about the University," and said that "Those who make the claims do so from hearsay evidence based on the fact that some marijuana users were detected in 1964." The *Times* said that it got its information from Inspector Herman Thomas of the Madison Police Department who told the paper "that from 3,000 to 5,000 students are narcotics users."

The *Times* further explained that Inspector Thomas "said he was given this information by a 'reputable magazine writer' by the name of Richard Goldstein who came to Madison in January to gather material for an article on narcotics on college campuses . . .

"It turns out that Goldstein is a 21-year-old neophyte who has published one previous article in an obscure magazine. He says he did not say that there were from 3,000 to 5,000 users. He said that is an estimate of how many students have tried marijuana."

In an apparent act of contrition, the *Times* went on to say, "Unfor-

tunately there is a tendency on the part of the press to exaggerate narcotics traffic on the campuses, just as there is a tendency to exaggerate sex. Exaggerated claims attract attention and sell papers."

Reacting to the original *Capital Times* story, Dr. Joseph F. Kauffman, dean of student affairs for the Madison campus, admitted "there is evidence of some narcotics use by students that is being brought to light by the police. Whatever number may be involved would be too many as far as I am concerned, for the University cannot tolerate either unlawful or self-destructive behavior. But the throwing around of incredibly large numbers based on guesses and hearsay can only serve to lessen the seriousness with which all of us ought to be pursuing a solution to the problem."

Concluding its editorial and commenting on Dean Kauffman's statement, the *Capital Times* said, "The situation is undoubtedly not nearly as bad as the outside sources say and not nearly as good as the University administration says.

"There is need for some fact finding."

The facts might be hard to come by, however. As the *Daily Cardinal* pointed out, "Since all the publicity, everyone involved is now keeping their mouth shut, and if the problem does exist, the pushers will go into hiding and the dope will be destroyed or well hidden. We are afraid a fatal blow has been dealt."

UW to Become Major Poverty Research Center

DESIGNATION of the University of Wisconsin as the home base of the new National Institute for Research on Poverty "means that Madison will be the focal point for the study of poverty issues," according to Prof. Robert J. Lampman, interim director of the Institute.

The Office of Economic Opportunity has announced the establishment of the institute on the Madison campus of the University. "The new institute will have a meaning for the University which is only imperfectly measured by the size of the grant (\$1,649,184 for 12 months) from the OEO," Prof. Lampman stated.

"The money will enable some present faculty members and graduate students to expand their research inquiries along lines they are already pursuing. It will be useful to some departments in attracting visiting professors and new faculty members.

"When the institute is in full operation, it will engage the efforts of more than a score of senior researchers and an even larger number of graduate students from a number of the social studies fields."

Through an extensive publications program, and by conferences, consultations, and workshops, Prof. Lampman explains that the institute will make Madison a focal point for the study of poverty issues.

"Many of these issues," he says, "lie at the heart of the pure and applied social sciences and give them reason for being.

"Hopefully, then, the institute will refresh some disciplines here by bringing them into closer touch with live issues of social policy. I like to think that in doing that the institute will be following the vision of Charles R. Van Hise and other exponents of the 'Wisconsin Idea' of a university which makes scholarship relevant to the needs of democracy."

Prof. Lampman is a nationally known economist whose research was instrumental in the establishment of President Johnson's anti-poverty program in 1964.

Madison Campus Chancellor R. W. Fleming said Prof. Lampman would serve as director for a limited period while the executive committee launches the institute and conducts a nationwide search for a permanent director.

Chancellor Fleming said Prof. Lampman would continue to be a key man in the institute's activities, even after a new director is appointed. "The institute will have great and exciting implications for the University in the building of an even stronger program in the sciences," Chancellor Fleming added.

Under the contract to be signed by the University and the OEO, the institute will conduct major research into the entire range of poverty problems, advise the federal government as to its findings, hold annual conferences, and encourage other institutions to conduct research in this area. The OEO grant is renewable and the initial level of funding will continue for a minimum of five years.

Hybrid Computer Assists Engineering Research Programs

UW engineers now have a new tool for solving difficult engineering problems.

A \$350,000 "hybrid" computer was installed recently in the College of Engineering to aid in engineering research. The computer was obtained with funds provided by the National Science Foundation and the University.

The hybrid computer gets its name from the fact that it combines the desirable features of both the analog and digital computers. Analog computers work with voltages and mathematical entities called differential equations to obtain solutions to the problems presented to it. Digital computers solve problems using numbers.

The main advantage of the new computer is that it eliminates the undesirable features of both the analog and digital machines, while retaining and even improving upon the features that make them both invaluable as research tools.

Prof. Vincent C. Rideout of the UW College of Engineering is director of the Hybrid Computing Laboratory. He was in charge of an instructional institute held last month, under the University Extension Division, in which engineers from industry were briefed on the uses of hybrid computers. More such institutes are planned.

Many of the University's research programs eventually will use the new hybrid computer. Several Uni-



Prof. Vincent Rideout (right), director of the hybrid computing lab, makes final adjustments before solving a problem on the computer while Ronald Schaefer, graduate student and lab supervisor, looks on.

versity research groups have already begun to do so. One group, for example, is simulating extra high voltage direct current long distance power transmission systems. Another is studying the dynamics of a hydrofoil boat in motion.

The computer is useful for biological and medical research problems as well as those in engineering and natural science.

One group, for instance, is using

the machine to simulate the cardiovascular systems of mammals. Their initial objective is to improve modeling of such systems by matching the computer response to that of an actual animal.

At the present time the computer is used part of the time. However, it soon will receive more than its share of attention as researchers discover its vast capabilities.

James Dickey

Writer-in-Residence

Wins National Book Award

JAMES Dickey, American poet and writer-in-residence on the Madison campus during the first half of the second semester, was the winner of the 1966 National Book Award in poetry.

The award, a \$1,000 cash prize, was given for his fifth volume of verse, *Buckdancer's Choice*, published in 1965 by the Wesleyan University Press, Middletown, Conn. Dickey was chosen for the honor by a panel of prominent poets including Ben Belitt, Elder Olson, and Phyllis McGinley.

As writer-in-residence at Madison for two months, Dickey conducted a class in the writing of verse and met with his students for frequent informal conferences on their work. On Sept. 1, he will become consultant in poetry at the Library of Congress where he will hold the honorary post in the library, a post once held by Robert Frost.

In a *New York Times* book review of Feb. 6, reviewer Joseph Bennett declared that Dickey's *Buckdancer's Choice* (later to win the award) "establishes him as one of the most important younger poets of our time." Bennett also called attention to the power and clarity of Dickey's verse, as well as the passionate yet controlled flow of emotion, technical delicacy, honesty of statement, and purity of language.

His subject matter is drawn from his war experiences (in World War II and Korea) as well as his other interests which are, in his words: "archery, guitar music, sex, drinking, conversation, athletics of all kinds, modern art, architecture,

theories of time, archeology and etc., etc. etc."

Asked how he feels about the circumstances of contemporary American poetry, Dickey said, "We've had a whole nation of play-it-safe poets, and they have very nearly become the ruination of my generation of poets." Even so, he is optimistic. "I have great hopes for poetry in America these days. Some very good new people are coming along and the caliber of the verse in the spotlight today is very high."

James Dickey



New Literary Magazines Flourishing on Campus

MUSHROOMING student interest in creative writing has inspired the publication of two new literary magazines on the Madison campus.

Editors of both new magazines report that they are receiving more than 500 manuscripts a month from UW students. The editors also report that the magazines have not been collecting dust on the newsstands.

Thoth, a quarterly which began publication in January, sold out its first run of 450 copies in two days. *Quixote*, a monthly started last November, met such an encouraging student response that the editors doubled its size in March and stepped up the press run to 600 copies.

Both magazines accept all types of literary work along with art and

photographs, but *Quixote* is primarily interested in poetry.

Thoth (the name is from Egyptian mythology and refers to the scribe of the gods) is an independent publication. It was organized by Robert LaBrasca and James Hougan, both from Racine, Wis., and January graduates of the University, along with Ralph Silverman, graduate student in philosophy from New York.

"There is a wealth of writing talent on the Madison campus," believes LaBrasca, the magazine's editor. "The purpose of *Thoth* is to provide these talented students, who often are not skilled enough to publish in the major literary magazines, a format in which they can exercise and develop their literary talents."

LaBrasca believes that the UW talent is good enough to attract reader interest outside of Madison and he plans to expand the magazine's market into major college towns and cities across the nation.

The two publications are the first literary magazines to appear on the Madison campus in two years. The student literary magazine the *New Idea* ceased publication in 1964.

Alumni Seminars to Provide Summer Learning Opportunity

THE COMPLETE program for this summer's Alumni Seminar, to be held on the Madison campus from July 10 to August 13, has been announced by the University Extension Division.

This approach to a renewal of the educational experience, a "vacation with a purpose," is a series of week-long seminars under the guidance of distinguished Wisconsin teachers and guest lecturers who bring their special scholarship resources to the classroom. Each seminar meets mornings and late afternoons, leaving the period after lunch for reading, rest, swimming, fishing, boating, or golf. Evenings are usually unscheduled, allowing time to take advantage of the many cultural events taking place on the campus and in the Madison community.

This year's program of seminars includes the following:



The policeman directing traffic (outlined in white on the right) has been a common sight on the lower campus during recent weeks. In an experiment, the Madison Police Department has stationed officers at the intersections of Park and Langdon and Park and State streets to handle the heavy flow of vehicular and pedestrian traffic, especially during class breaks. Eventual plans include the building of pedestrian ramps over Park Street at both State and Langdon and there has been talk of installing

traffic lights at the key intersections in the meantime. One can only speculate about the value of having a policeman on the corner during the experimental period. The students have grumbled about being told to wait at the corner until they are instructed to cross, but the motorists have been grateful for the guidance through the oftentimes capricious swirl of pedestrians in the area.

July 10-16—"Crises of Life Through the Mirror of Literature" conducted by Hazel S. Alberson, associate professor emeritus of comparative literature. July 17-23—"What's Happening to the American Male?" conducted by Dr. E. E. Le Masters, professor of social work. July 24-30—"The Problems of Freedom in a Democracy" conducted by David Fellman, Vilas Professor of Political Science. July 31-August 6—"Music and Musicians in Contemporary Society" conducted by Orville Shetney, assistant professor of music. August 7-13—"German Contributions to Western Culture" conducted by Sieghardt M. Riegel, professor of German.

All of the seminars will explore in detail certain aspects of our contemporary society and the entire program is open to any alumnus or adult who is interested in taking full advantage of the University's intellectual resources in a summer setting that provides relaxation along with stimulation. Complete information on the program can be obtained by writing to: Robert H. Schacht, Director, The Wisconsin Alumni Seminar, University Extension Division, 432 N. Lake Street, Madison 53706.

Student Symposium Continues As Major Campus Activity

PROM used to be the big all-campus event of the winter season at the University. But students don't seem to like to dance as much as they like to go to lectures in the era of the Scintillating Sixties. For that reason, the winter's biggest student activity is the annual Student Symposium. This year marked the seventh year of the event and the subject under consideration was, as always, particularly relevant to the problems of existing in today's complex world.

Symposium was held in February and featured the appearance of seven distinguished speakers all discussing, from their particular vantage point and in relation to their own area of interest and specialization, "The Direction of American Democracy."

Supreme Court Justice William O. Douglas was the keynoter for the 1966 edition of Symposium, speaking on "American Democracy and the Courts." In sequence, the other speakers and their subjects were: David Schoenbrun, former CBS News correspondent in Paris and author—"American Democracy: A

View from Abroad"; Richard Netzer, professor, New York University of Public Finance—"The American City: A Political and Economic Dilemma"; Marquis Childs, nationally syndicated newspaper columnist—"Presidential Power and Presidential Personality"; Edward P. Morgan, radio and television commentator for ABC News—"Mass Media and Public Opinion"; Sen. Albert Gore, US Senator from Tennessee—"America's New Voter: The Changing Electorate in the South"; and Carey McWilliams, editor of *The Nation* magazine—"The American Two-Party System."

All of the lectures were well-attended by students, faculty, and interested townspeople. None of the speakers had any particularly hard and fast answers for the solving of our contemporary dilemmas, but they all had provocative questions which were capable of stimulating new points of view in the consideration of familiar problems.

School of Education Needs Cited in Study

MORE THAN \$19 million will be needed to build up the UW School of Education, whose five de-

partments and half a dozen laboratories are scattered throughout the campus and Madison.

This is a conclusion of a study of the school's building needs presented at an education faculty meeting in March.

The study, requested in February by the Board of Regents, represents a step toward what Dr. Lindley J. Stiles, dean of the School of Education, considers its "top priority"—the construction of needed facilities.

"This is what is needed to keep improving Wisconsin's grade schools and high schools, to have an adequate teacher-education program to meet the demand for qualified teachers, and to keep-up with our graduate study and research programs," Prof. Wilson B. Theide, associate dean of the School of Education, said.

The \$19 million package includes a \$8.8 million Education Sciences Complex to be built in two stages in the 1000 block of W. Johnson St.; a \$3.5 million women's physical education building; a \$3.8 million teacher education building, and two projects for which federal funds are anticipated—a \$3.6 million mental retardation center and a \$2 million research and development center.

The Regents in February authorized preparation of initial plans for the first stage of the Education Sciences Complex to provide classrooms, offices, and laboratories. It is hoped that this stage will be completed by September, 1968.

Inaugurate Campaign to Honor Prof. Ralph O. Nafziger

A CAMPAIGN to raise \$15,000 to furnish a "Ralph O. Nafziger Conference Room" in the University's new Communications Arts Building has been started by faculty colleagues and former students of the retiring UW School of Journalism director.

Named chairman of a committee which seeks to raise the funds by May 15 was Irwin Maier, president of the Journal Co., Milwaukee.

"Professor Nafziger has given more than 45 years of devoted serv-

ice to journalism, news reporting, teaching, research, and administration," Maier said. "A group of his friends and co-workers want to honor him for his service to journalism and, in particular, to recognize the wonderful job he has done as director of the school in making it one of the nation's finest."

Contributions should be sent to the University of Wisconsin Foundation for Ralph O. Nafziger Conference Room Fund, Box 5025, Madison 53705.

New Director Outlines Plans For Undergraduate Library

MRS. Dorothy Schultz has been appointed chief librarian for the College Library planned largely for undergraduates on the Madison campus.

Construction on the four-story building at 600 N. Park St., is expected to begin before next fall. It will house both the undergraduate library and the Library School. An adjoining 12-story tower will provide faculty offices.

Louis Kaplan, director of libraries, announced the appointment. He said Mrs. Schultz will have responsibility for building the undergraduate collection with advice from the faculty.

"Mrs. Schultz has served for a number of years with imagination and energy and I am confident that the management of the College Library will be in competent hands," Kaplan said. She is already engaged in enlarging that collection which, together with the reserve collection, will be moved to the new library.

"We are buying in quantity, using some basic lists from other college libraries, but also, with the cooperation of our various campus departments, adapting those lists to our own needs," Mrs. Schultz said recently. "If we can move in with 60,000 to 70,000 books, we will have a very good collection—100,000 is the top."

Two big goals, Mrs. Schultz pointed out, are: a basic working collection of books to fill the broad needs of undergraduates—books in

the humanities, social studies and the sciences, and plenty of seating space. The plan calls for 3,000 reader spaces.

"A research library, patronized largely by graduate students and faculty, has many books with a comparatively small number of people using them," Mrs. Schultz explained. "By contrast, the undergraduate library requires a smaller collection but larger space for its many student readers."

Wisconsin wants its new undergraduate library to be both efficient and informal, quiet and comfortable, something that provides the individual student with a highly favorable environment for study.

"More than half the seating space will have individual work tables," Mrs. Schultz continued, "and there will be some soft seating. There will also be some small four-person study rooms. Many of these small study areas will be equipped for audiovisual aids."

Before joining Wisconsin, Mrs. Schultz held posts as teacher in Minnesota adult education programs and as reference librarian for the Minnesota Historical Society. Mrs. H. A. Schultz in private life, she is the mother of one daughter and three sons. Two of her sons are now attending the University of Wisconsin at Madison.

Extra Badgers Available

THE Badger Office has announced that extra copies of the student yearbook are available for the following years: 1925, 1929, 1931, 1932, 1933, 1944, 1945, 1946, 1947, 1949, 1953, 1954, 1957, 1959, 1962, 1963, 1964, and 1965.

The price range for these extra Badgers is: 1925-1943—\$4; 1944-1964—\$5; 1965—\$7.

There is a limited supply of most of the above listed years available. If you would like a copy of the *Badger* for any particular year listed, send your requests to The Badger Office, Room 511, Memorial Union, 770 Langdon St., Madison 53706. (There is an additional \$1 charge to cover mailing costs.)

*No memory of Alma Mater
older than a year or so
is likely to bear much resemblance
to today's college or university.*

*Which, in our fast-moving society,
is precisely as it should be,
if higher education is . . .*

To Keep Pace with America

W

HAT ON EARTH is going on, there?

Across the land, alumni and alumnae are asking that question about their alma maters. Most of America's colleges and universities are changing rapidly, and some of them drastically. Alumni and alumnae, taught for years to be loyal to good OLD Siwash and to be sentimental about its history and traditions, are puzzled or outraged.

And they are not the only ones making anguished responses to the new developments on the nation's campuses.

From a student in Texas: "The professors care less and less about teaching. They don't grade our papers or exams any more, and they turn over the discussion sections of their classes to graduate students. Why can't we have mind-to-mind combat?"

From a university administrator in Michigan: "The faculty and students treat this place more like a bus terminal every year. They come and go as they never did before."

From a professor at a college in Pennsylvania: "The present crop of students? They're the brightest ever. They're also the most arrogant, cynical, disrespectful, ungrateful, and intense group I've taught in 30 years."

From a student in Ohio: "The whole bit on this campus now is about 'the needs of society,' 'the needs of the international situation,' 'the needs of the IBM system.' What about *my* needs?"

From the dean of a college in Massachusetts: "Everything historic and sacred, everything built by 2,000 years of civilization, suddenly seems old hat. Wisdom now consists in being up-to-the-minute."

From a professor in New Jersey: "So help me, I only have time to read about 10 books a year, now. I'm always behind."

From a professor at a college for women in Virginia: "What's happening to good manners? And good taste? And decent dress? Are we entering a new age of the slob?"

From a trustee of a university in Rhode Island: "They all want us to care for and support our institution, when they themselves don't give a hoot."

From an alumnus of a college in California: "No one seems to have time for friendship, good humor, and fun, now. The students don't even sing, any more. Why, most of them don't know the college songs."

What *is* happening at America's colleges and universities to cause such comments?

Today's colleges and universities:

IT BEGAN around 1950—silently, unnoticed. The signs were little ones, seemingly unconnected. Suddenly the number of books published began to soar. That year Congress established a National Science Foundation to promote scientific progress through education and basic research. College enrollments, swollen by returned war veterans with G.I. Bill benefits, refused to return to “normal”; instead, they began to rise sharply. Industry began to expand its research facilities significantly, raiding the colleges and graduate schools for brainy talent. Faculty salaries, at their lowest since the 1930's in terms of real income, began to inch up at the leading colleges. China, the most populous nation in the world, fell to the Communists, only a short time after several Eastern European nations were seized by Communist coups d'état; and, aided by support from several philanthropic foundations, there was a rush to study Communism, military problems and weapons, the Orient, and underdeveloped countries.

Now, 15 years later, we have begun to comprehend what started then. The United States, locked in a Cold War that may drag on for half a century, has entered a new era of rapid and unrelenting change. The nation continues to enjoy many of the benefits of peace, but it is forced to adopt much of the urgency and pressure of wartime. To meet the bold challenges from outside, Americans have had to transform many of their nation's habits and institutions.

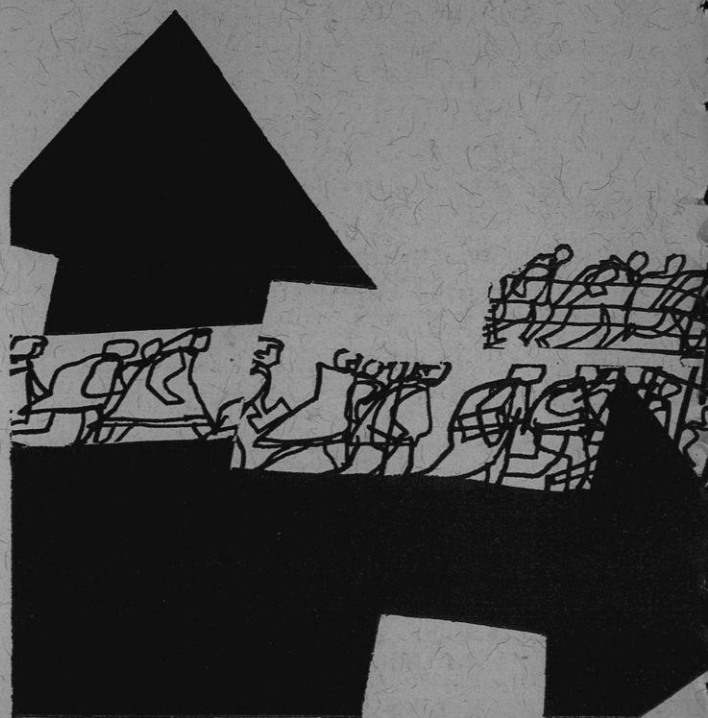
The biggest change has been in the rate of change itself.

Life has always changed. But never in the history of the world has it changed with such rapidity as it does now. Scientist J. Robert Oppenheimer recently observed: “One thing that is new is the prevalence of newness, the changing scale and scope of change itself, so that the world alters as we walk in it, so that the years of a man's life measure not some small growth or rearrangement or modification of what he learned in childhood, but a great upheaval.”

Psychiatrist Erik Erikson has put it thus: “Today, men over 50 owe their identity as individuals, as citizens, and as professional workers to a period when change had a different quality and

when a dominant view of the world was one of a one-way extension into a future of prosperity, progress, and reason. If they rebelled, they did so against details of this firm trend and often only for the sake of what they thought were even firmer ones. They learned to respond to the periodic challenge of war and revolution by reasserting the interrupted trend toward normalcy. What has changed in the meantime is, above all, the character of change itself.”

This new pace of change, which is not likely to slow down soon, has begun to affect every facet of American life. In our vocabulary, people now speak of being “on the move,” of “running around,” and of “go, go, go.” In our politics, we are witnessing a major realignment of the two-party system. Editor Max Ways of *Fortune* magazine has said, “Most American political and social issues today arise out of a concern over the pace and quality of change.” In our morality, many are becoming more “cool,” or uncommitted. If life changes swiftly, many think it wise not to get too attached or devoted to any particular set of beliefs or hierarchy of values.



busy faculties, serious students, and hard courses

Of all American institutions, that which is most profoundly affected by the new tempo of radical change is the school. And, although all levels of schooling are feeling the pressure to change, those probably feeling it the most are our colleges and universities.

AT THE HEART of America's shift to a new life of constant change is a revolution in the role and nature of higher education. Increasingly, all of us live in a society shaped by our colleges and universities.

From the campuses has come the expertise to travel to the moon, to crack the genetic code, and to develop computers that calculate as fast as light. From the campuses has come new information about Africa's resources, Latin-American economics, and Oriental politics. In the past 15 years, college and university scholars have produced a dozen

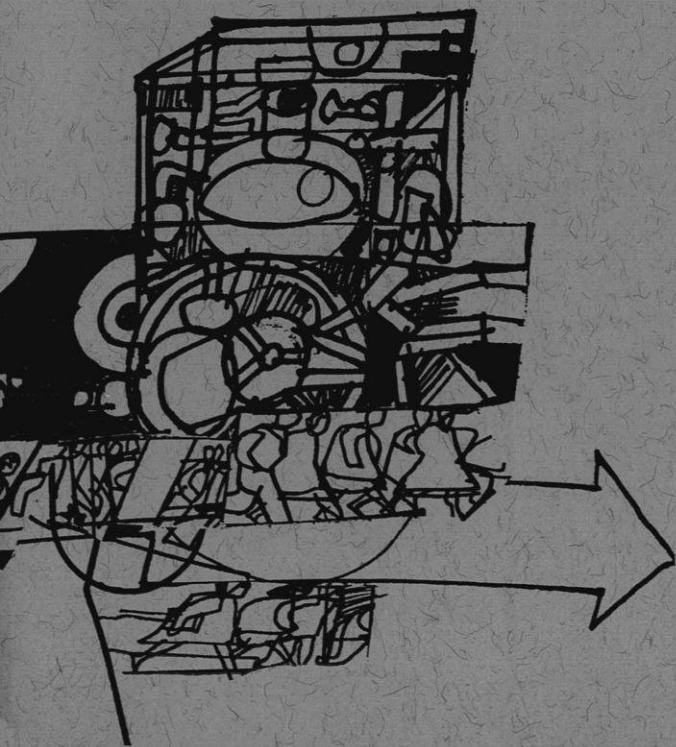
or more accurate translations of the Bible, more than were produced in the past 15 centuries. University researchers have helped virtually to wipe out three of the nation's worst diseases: malaria, tuberculosis, and polio. The chief work in art and music, outside of a few large cities, is now being done in our colleges and universities. And profound concern for the U.S. racial situation, for U.S. foreign policy, for the problems of increasing urbanism, and for new religious forms is now being expressed by students and professors inside the academies of higher learning.

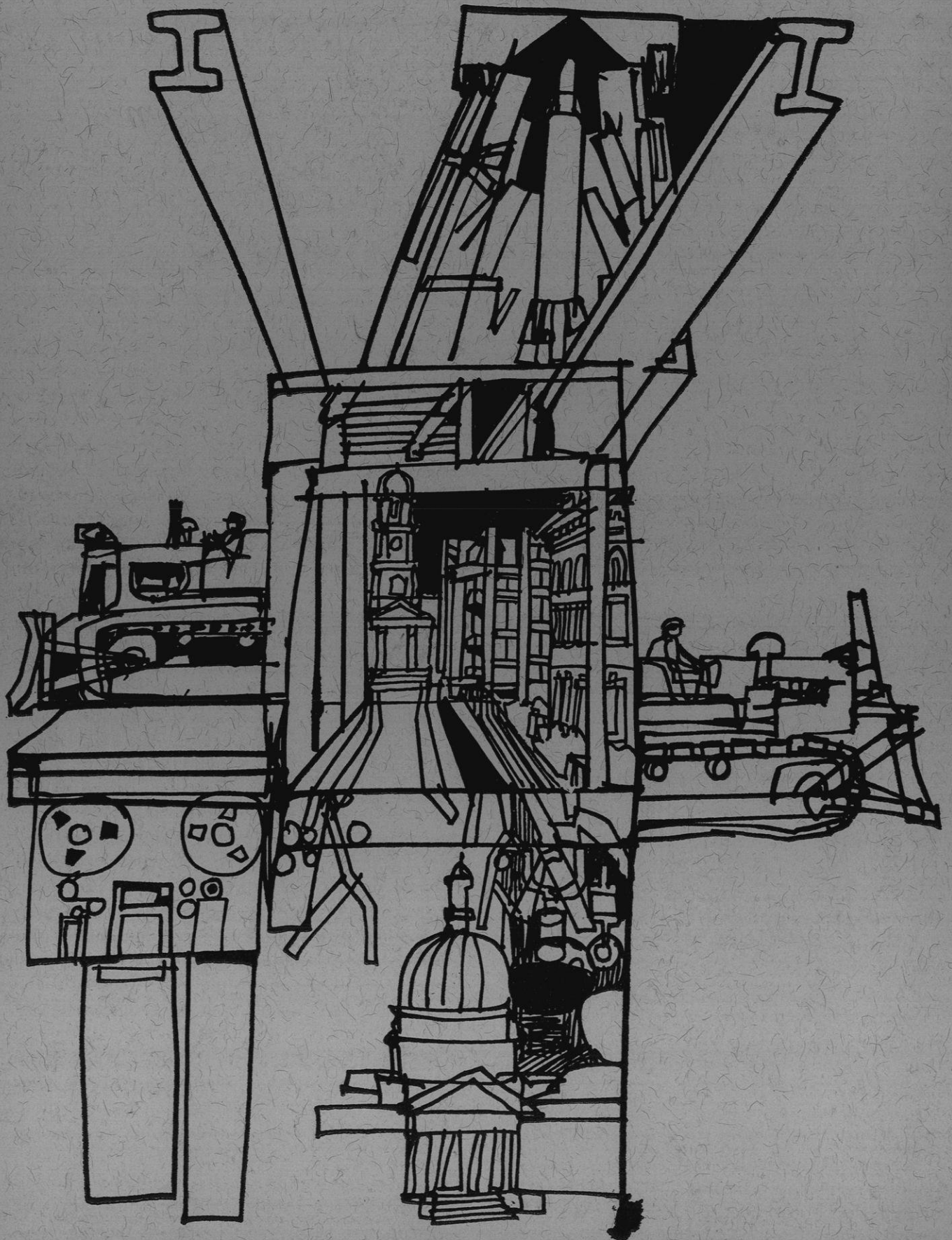
As American colleges and universities have been instrumental in creating a new world of whirlwind change, so have they themselves been subjected to unprecedented pressures to change. They are different places from what they were 15 years ago—in some cases almost unrecognizably different. The faculties are busier, the students more serious, and the courses harder. The campuses gleam with new buildings. While the shady-grove and paneled-library colleges used to spend nearly all of their time teaching the young, they have now been burdened with an array of new duties.

Clark Kerr, president of the University of California, has put the new situation succinctly: "The university has become a prime instrument of national purpose. This is new. This is the essence of the transformation now engulfing our universities."

The colleges have always assisted the national purpose by helping to produce better clergymen, farmers, lawyers, businessmen, doctors, and teachers. Through athletics, through religious and moral guidance, and through fairly demanding academic work, particularly in history and literature, the colleges have helped to keep a sizable portion of the men who have ruled America rugged, reasonably upright and public-spirited, and informed and sensible. The problem of an effete, selfish, or ignorant upper class that plagues certain other nations has largely been avoided in the United States.

But never before have the colleges and universities been expected to fulfill so many dreams and projects of the American people. Will we outdistance the Russians in the space race? It depends on the caliber





of scientists and engineers that our universities produce. Will we find a cure for cancer, for arthritis, for the common cold? It depends upon the faculties and the graduates of our medical schools. Will we stop the Chinese drive for world dominion? It depends heavily on the political experts the universities turn out and on the military weapons that university research helps develop. Will we be able to maintain our high standard of living and to avoid depressions? It depends upon whether the universities can supply business and government with inventive, imaginative, farsighted persons and ideas. Will we be able to keep human values alive in our machine-filled world? Look to college philosophers and poets. Everyone, it seems—from the impoverished but aspiring Negro to the mother who wants her children to be emotionally healthy—sees the college and the university as a deliverer, today.

Thus it is no exaggeration to say that colleges and universities have become one of our greatest resources in the cold war, and one of our greatest assets in the uncertain peace. America's schools have taken a new place at the center of society. Ernest Sirluck, dean of graduate studies at the University of Toronto, has said: "The calamities of recent history have undermined the prestige and authority of what used to be the great central institutions of society. . . . Many people have turned to the universities . . . in the hope of finding, through them, a renewed or substitute authority in life."

THE NEW PRESSURES to serve the nation in an ever-expanding variety of ways have wrought a stunning transformation in most American colleges and universities.

For one thing, they *look* different, compared with 15 years ago. Since 1950, American colleges and universities have spent about \$16.5 billion on new buildings. One third of the entire higher education plant in the United States is less than 15 years old. More than 180 completely new campuses are now being built or planned.

Scarcely a college has not added at least one building to its plant; most have added three, four, or more. (Science buildings, libraries, and dormitories have been the most desperately needed addi-

New responsibilities are transforming once-quiet campuses

tions.) Their architecture and placement have moved some alumni and students to howls of protest, and others to expressions of awe and delight.

The new construction is required largely because of the startling growth in the number of young people wanting to go to college. In 1950, there were about 2.2 million undergraduates, or roughly 18 percent of all Americans between 18 and 21 years of age. This academic year, 1965-66, there are about 5.4 million undergraduates—a whopping 30 percent of the 18-21 age group.* The total number of college students in the United States has more than doubled in a mere decade and a half.

As two officials of the American Council on Education pointed out, not long ago: "It is apparent that a permanent revolution in collegiate patterns has occurred, and that higher education has become and will continue to be the common training ground for American adult life, rather than the province of a small, select portion of society."

Of today's 5.4 million undergraduates, one in every five attends a kind of college that barely existed before World War II—the junior, or community, college. Such colleges now comprise nearly one third of America's 2,200 institutions of higher education. In California, where community colleges have become an integral part of the higher education scene, 84 of every 100 freshmen and sophomores last year were enrolled in this kind of institution. By 1975, estimates the U.S. Office of Education, one in every two students, nationally, will attend a two-year college.

Graduate schools are growing almost as fast.

*The percentage is sometimes quoted as being much higher because it is assumed that nearly all undergraduates are in the 18-21 bracket. Actually only 68 percent of all college students are in that age category. Three percent are under 18; 29 percent are over 21.

Higher education's patterns are changing; so are its leaders

While only 11 percent of America's college graduates went on to graduate work in 1950, about 25 percent will do so after their commencement in 1966. At one institution, over 85 percent of the recipients of bachelor's degrees now continue their education at graduate and professional schools. Some institutions, once regarded primarily as undergraduate schools, now have more graduate students than undergraduates. Across America, another phenomenon has occurred: numerous state colleges have added graduate schools and become universities.

There are also dramatic shifts taking place among the various *kinds* of colleges. It is often forgotten that 877, or 40 percent, of America's colleges and universities are related, in one way or another, with religious denominations (Protestant, 484; Catholic, 366; others, 27). But the percentage of the nation's students that the church-related institutions enroll has been dropping fast; last year they had 950,000 undergraduates, or only 18 percent of the total. Sixty-nine of the church-related colleges have fewer than 100 students. Twenty percent lack accreditation, and another 30 percent are considered to be academically marginal. Partially this is because they have been unable to find adequate financial support. A Danforth Foundation commission on church colleges and universities noted last spring: "The irresponsibility of American churches in providing for their institutions is deplorable. The average contribution of churches to their colleges is only 12.8 percent of their operating budgets."

Church-related colleges have had to contend with a growing secularization in American life, with the increasing difficulty of locating scholars with a religious commitment, and with bad planning from their sponsoring church groups. About planning, the Danforth Commission report observed: "No one

can justify the operation of four Presbyterian colleges in Iowa, three Methodist colleges in Indiana, five United Presbyterian institutions in Missouri, nine Methodist colleges in North Carolina (including two brand new ones), and three Roman Catholic colleges for women in Milwaukee."

Another important shift among the colleges is the changing position of private institutions, as public institutions grow in size and number at a much faster rate. In 1950, 50 percent of all students were enrolled in private colleges; this year, the private colleges' share is only 33 percent. By 1975, fewer than 25 percent of all students are expected to be





enrolled in the non-public colleges and universities.

Other changes are evident: More and more students prefer urban colleges and universities to rural ones; now, for example, with more than 400,000 students in her colleges and universities, America's greatest college town is metropolitan New York. Coeducation is gaining in relation to the all-men's and the all-women's colleges. And many predominantly Negro colleges have begun to worry about their future. The best Negro students are sought after by many leading colleges and universities, and each year more and more Negroes enroll at integrated institutions. Precise figures are hard to come

by, but 15 years ago there were roughly 120,000 Negroes in college, 70 percent of them in predominantly Negro institutions; last year, according to Whitney Young, Jr., executive director of the National Urban League, there were 220,000 Negroes in college, but only 40 percent at predominantly Negro institutions.

THE REMARKABLE GROWTH in the number of students going to college and the shifting patterns of college attendance have had great impact on the administrators of the colleges and universities. They have become, at many institutions, a new breed of men.

Not too long ago, many college and university presidents taught a course or two, wrote important papers on higher education as well as articles and books in their fields of scholarship, knew most of the faculty intimately, attended alumni reunions, and spoke with heartiness and wit at student dinners, Rotary meetings, and football rallies. Now many presidents are preoccupied with planning their schools' growth and with the crushing job of finding the funds to make such growth possible.

Many a college or university president today is, above all else, a fund-raiser. If he is head of a private institution, he spends great amounts of time searching for individual and corporate donors; if he leads a public institution, he adds the task of legislative relations, for it is from the legislature that the bulk of his financial support must come.

With much of the rest of his time, he is involved in economic planning, architectural design, personnel recruitment for his faculty and staff, and curriculum changes. (Curriculums have been changing almost as substantially as the physical facilities, because the explosion in knowledge has been as sizable as the explosion in college admissions. Whole new fields such as biophysics and mathematical economics have sprung up; traditional fields have expanded to include new topics such as comparative ethnic music and the history of film; and topics that once were touched on lightly, such as Oriental studies or oceanography, now require extended treatment.)

To cope with his vastly enlarged duties, the mod-

Many professors are research-minded specialists

ern college or university president has often had to double or triple his administrative staff since 1950. Positions that never existed before at most institutions, such as campus architects, computer programmers, government liaison officials, and deans of financial aid, have sprung up. The number of institutions holding membership in the American College Public Relations Association, to cite only one example, has risen from 591 in 1950 to more than 1,000 this year—including nearly 3,000 individual workers in the public relations and fundraising field.

A whole new profession, that of the college “development officer,” has virtually been created in the past 15 years to help the president, who is usually a transplanted scholar, with the twin problems of institutional growth and fund-raising. According to Eldredge Hiller, executive director of the American Association of Fund-Raising Counsel, “In 1950 very few colleges and universities, except those in the Ivy League and scattered wealthy institutions, had directors or vice presidents of development. Now there are very few institutions of higher learning that do not.” In addition, many schools that have been faced with the necessity of special development projects or huge capital campaigns have sought expertise and temporary personnel from outside development consultants. The number of major firms in this field has increased from 10 to 26 since 1950, and virtually every firm’s staff has grown dramatically over the years.

Many alumni, faculty members, and students who have watched the president’s suite of offices expand have decried the “growing bureaucracy.” What was once “old President Doe” is now “The Administration,” assailed on all sides as a driving, impersonal, remote organization whose purposes and procedures are largely alien to the traditional world of academe.

No doubt there is some truth to such charges. In their pursuit of dollars to raise faculty salaries and to pay for better facilities, a number of top officials at America’s colleges and universities have had insufficient time for educational problems, and some have been more concerned with business efficiency

than with producing intelligent, sensible human beings. However, no one has yet suggested how “prexy” can be his old, sweet, leisurely, scholarly self and also a dynamic, farsighted administrator who can successfully meet the new challenges of unprecedented, radical, and constant change.

One president in the Midwest recently said: “The engineering faculty wants a nuclear reactor. The arts faculty needs a new theater. The students want new dormitories and a bigger psychiatric consulting office. The alumni want a better faculty and a new gymnasium. And they all expect me to produce these out of a single office with one secretary and a small filing cabinet, while maintaining friendly contacts with them all. I need a magic lantern.”

Another president, at a small college in New England, said: “The faculty and students claim they don’t see much of me any more. Some have become vituperative and others have wondered if I really still care about them and the learning process. I was a teacher for 18 years. I miss them—and my scholarly work—terribly.”

THE ROLE AND PACE of the professors have changed almost as much as the administrators’, if not more, in the new period of rapid growth and radical change.

For the most part, scholars are no longer regarded as ivory-tower dreamers, divorced from society. They are now important, even indispensable, men and women, holding keys to international security, economic growth, better health, and cultural excellence. For the first time in decades, most of their salaries are approaching respectability. (The national average of faculty salaries has risen from \$5,311 in 1950 to \$9,317 in 1965, according to a survey conducted by the American Association of University Professors.) The best of them are pursued by business, government, and other colleges. They travel frequently to speak at national conferences on modern music or contemporary urban



problems, and to international conferences on particle physics or literature.

In the classroom, they are seldom the professors of the past: the witty, cultured gentlemen and ladies—or tedious pedants—who know Greek, Latin, French, literature, art, music, and history fairly well. They are now earnest, expert specialists who know algebraic geometry or international monetary economics—and not much more than that—*exceedingly* well. Sensing America's needs, a growing number of them are attracted to research, and many prefer it to teaching. And those who are not attracted are often pushed by an academic "rating system" which, in effect, gives its highest rewards and promotions to people who conduct research and write about the results they achieve. "Publish or perish" is the professors' succinct, if somewhat overstated, way of describing how the system operates.

Since many of the scholars—and especially the youngest instructors—are more dedicated and "focused" than their predecessors of yesteryear, the allegiance of professors has to a large degree shifted from their college and university to their academic discipline. A radio-astronomer first, a Siwash professor second, might be a fair way of putting it.

There is much talk about giving control of the universities back to the faculties, but there are strong indications that, when the opportunity is offered, the faculty members don't want it. Academic decision-making involves committee work, elaborate investigations, and lengthy deliberations—time away from their laboratories and books. Besides, many professors fully expect to move soon, to another college or to industry or government, so why bother about the curriculum or rules of student conduct? Then, too, some of them plead an inability to take part in broad decision-making since they are expert in only one limited area. "I'm a geologist," said one professor in the West. "What would I know about admissions policies or student demonstrations?"

Professors have had to narrow their scholarly interests chiefly because knowledge has advanced to a point where it is no longer possible to master more than a tiny portion of it. Physicist Randall Whaley, who is now chancellor of the University of Missouri at Kansas City, has observed: "There is about 100 times as much to know now as was available in 1900. By the year 2000, there will be over 1,000 times as much." (Since 1950 the number of scholarly periodicals has increased from 45,000 to

95,000. In science alone, 55,000 journals, 60,000 books, and 100,000 research monographs are published annually.) In such a situation, fragmentation seems inevitable.

Probably the most frequently heard cry about professors nowadays, even at the smaller colleges, is that they are so research-happy that they neglect teaching. "Our present universities have ceased to be schools," one graduate student complained in the *Harvard Educational Review* last spring. Similar charges have stirred pulses at American colleges and universities coast to coast, for the past few years.

No one can dispute the assertion that research has grown. The fact is, it has been getting more and more attention since the end of the Nineteenth Century, when several of America's leading universities tried to break away from the English college tradition of training clergymen and gentlemen, primarily through the classics, and to move toward the German university tradition of rigorous scholarship and scientific inquiry. But research has proceeded at runaway speed since 1950, when the Federal Government, for military, political, economic, and public-health reasons, decided to support scientific and technological research in a major way. In 1951 the Federal Government spent \$295 million in the colleges and universities for research and development. By 1965 that figure had grown to \$1.7 billion. During the same period, private philanthropic foundations also increased their support substantially.

At bottom, the new emphasis on research is due to the university's becoming "a prime instrument of national purpose," one of the nation's chief means of maintaining supremacy in a long-haul cold war. The emphasis is not likely to be lessened. And more and more colleges and universities will feel its effects.

BUT WHAT ABOUT *education*—the teaching of young people—that has traditionally been the basic aim of our institutions of higher learning?

Many scholars contend, as one university president put it, that "current research commitments are far more of a positive aid than a detriment to teaching," because they keep teachers vital and at

The push to do research: Does it affect teaching?

the forefront of knowledge. "No one engaged in research in his field is going to read decade-old lecture notes to his class, as many of the so-called 'great professors' of yesterday did," said a teacher at a university in Wisconsin.

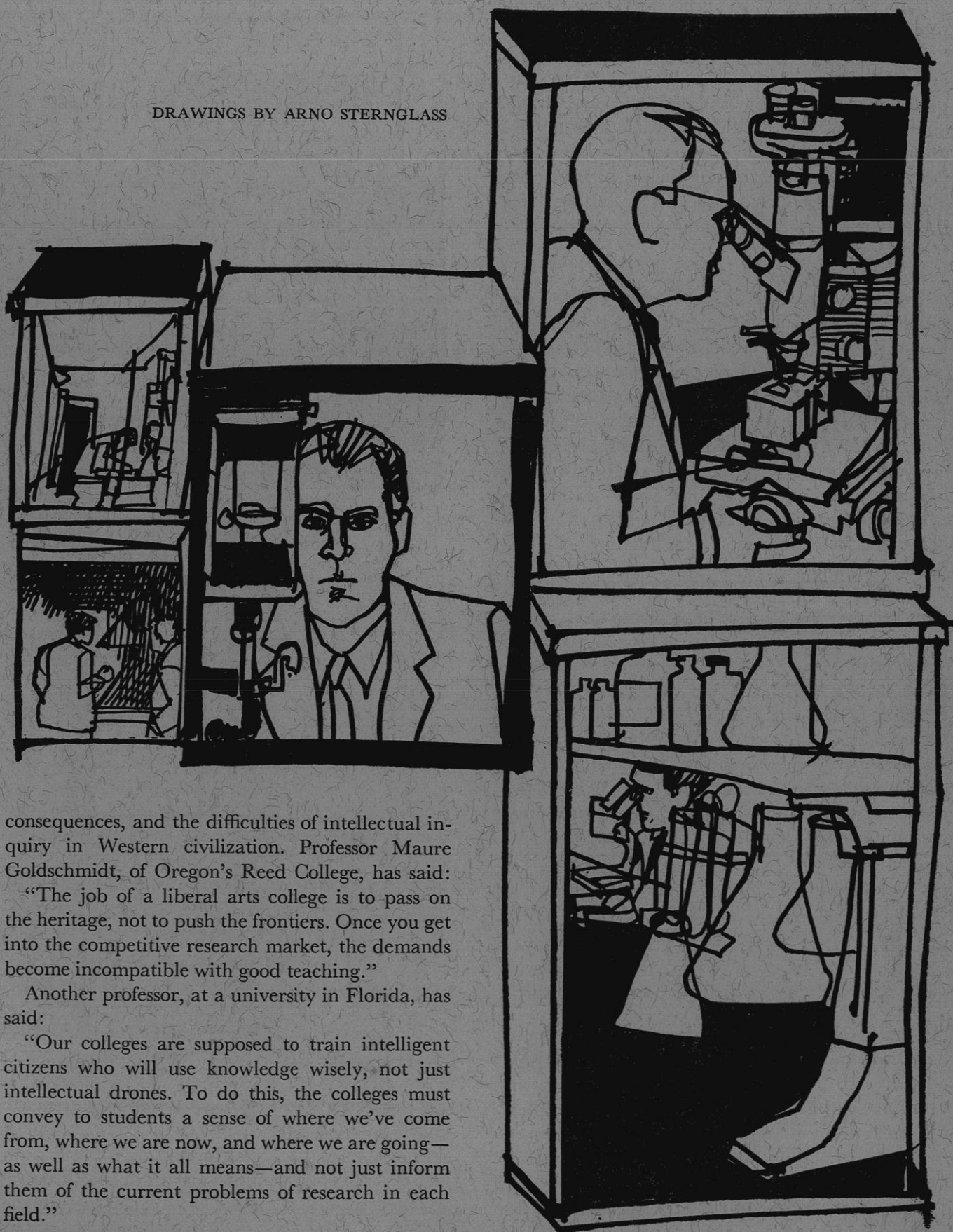
Others, however, see grave problems resulting from the great emphasis on research. For one thing, they argue, research causes professors to spend less time with students. It also introduces a disturbing note of competitiveness among the faculty. One physicist has put it this way:

"I think my professional field of physics is getting too hectic, too overcrowded; there is too much pressure for my taste. . . . Research is done under tremendous pressure because there are so many people after the same problem that one cannot afford to relax. If you are working on something which 10 other groups are working on at the same time, and you take a week's vacation, the others beat you and publish first. So it is a mad race."

Heavy research, others argue, may cause professors to concentrate narrowly on their discipline and to see their students largely in relation to it alone. Numerous observers have pointed to the professors' shift to more demanding instruction, but also to their more technical, pedantic teaching. They say the emphasis in teaching may be moving from broad understanding to factual knowledge, from community and world problems to each discipline's tasks, from the releasing of young people's minds to the cramming of their minds with the stuff of each subject. A professor in Louisiana has said, "In modern college teaching there is much more of the 'how' than the 'why.' Values and fundamentals are too interdisciplinary."

And, say the critics, research focuses attention on the new, on the frontiers of knowledge, and tends to forget the history of a subject or the tradition of intellectual inquiry. This has wrought havoc with liberal arts education, which seeks to introduce young people to the modes, the achievements, the

DRAWINGS BY ARNO STERNGLASS



consequences, and the difficulties of intellectual inquiry in Western civilization. Professor Maure Goldschmidt, of Oregon's Reed College, has said:

"The job of a liberal arts college is to pass on the heritage, not to push the frontiers. Once you get into the competitive research market, the demands become incompatible with good teaching."

Another professor, at a university in Florida, has said:

"Our colleges are supposed to train intelligent citizens who will use knowledge wisely, not just intellectual drones. To do this, the colleges must convey to students a sense of where we've come from, where we are now, and where we are going—as well as what it all means—and not just inform them of the current problems of research in each field."

Somewhat despairingly, Professor Jacques Barzun recently wrote:

“Nowadays the only true believers in the liberal arts tradition are the men of business. They *really* prefer general intelligence, literacy, and adaptability. They know, in the first place, that the conditions of their work change so rapidly that no college courses can prepare for them. And they also know how often men in mid-career suddenly feel that their work is not enough to sustain their spirits.”


Many college and university teachers readily admit that they may have neglected, more than they should, the main job of educating the young. But they just as readily point out that their role is changing, that the rate of accumulation of knowledge is accelerating madly, and that they are extremely busy and divided individuals. They also note that it is through research that more money, glory, prestige, and promotions are best attained in their profession.

For some scholars, research is also where the highest excitement and promise in education are to be found. “With knowledge increasing so rapidly, research is the only way to assure a teacher that he is keeping ahead, that he is aware of the really new and important things in his field, that he can be an effective teacher of the next generation,” says one advocate of research-*cum*-instruction. And, for some, research is the best way they know to serve the nation. “Aren’t new ideas, more information, and new discoveries most important to the United States if we are to remain free and prosperous?” asks a professor in the Southwest. “We’re in a protracted war with nations that have sworn to bury us.”

THE STUDENTS, of course, are perplexed by the new academic scene.

They arrive at college having read the catalogues and brochures with their decade-old paragraphs about “the importance of each individual” and “the many student-faculty relationships”—and having heard from alumni some rosy stories about the leisurely, friendly, pre-war days at Quadrangle U. On some campuses, the reality almost lives up to the expectations. But on others, the students are





The students react to “the system” with fierce independence

dismayed to discover that they are treated as merely parts of another class (unless they are geniuses, star athletes, or troublemakers), and that the faculty and deans are extremely busy. For administrators, faculty, and alumni, at least, accommodating to the new world of radical change has been an evolutionary process, to which they have had a chance to adjust somewhat gradually; to the students, arriving fresh each year, it comes as a severe shock.

Forced to look after themselves and gather broad understanding outside of their classes, they form their own community life, with their own values and methods of self-discovery. Piqued by apparent adult indifference and cut off from regular contacts with grown-up dilemmas, they tend to become more outspoken, more irresponsible, more independent. Since the amount of financial aid for students has tripled since 1950, and since the current condition of American society is one of affluence, many students can be independent in expensive ways: twist parties in Florida, exotic cars, and huge record collections. They tend to become more sophisticated about those things that they are left to deal with on their own: travel, religion, recreation, sex, politics.

Partly as a reaction to what they consider to be adult dedication to narrow, selfish pursuits, and partly in imitation of their professors, they have become more international-minded and socially conscious. Possibly one in 10 students in some colleges works off-campus in community service projects—tutoring the poor, fixing up slum dwellings, or singing and acting for local charities. To the consternation of many adults, some students have become a force for social change, far away from their colleges, through the Peace Corps in Bolivia or a picket line in another state. Pressured to be brighter than any previous generation, they fight to

feel as *useful* as any previous generation. A student from Iowa said: "I don't want to study, study, study, just to fill a hole in some government or industrial bureaucracy."

The students want to work out a new style of academic life, just as administrators and faculty members are doing; but they don't know quite how, as yet. They are burying the rah-rah stuff, but what is to take its place? They protest vociferously against whatever they don't like, but they have no program of reform. Restless, an increasing number of them change colleges at least once during their undergraduate careers. They are like the two characters in Jack Kerouac's *On the Road*. "We got to

go and never stop till we get there," says one. "Where are we going, man?" asks the other. "I don't know, but we gotta go," is the answer.

As with any group in swift transition, the students are often painfully confused and contradictory. A *Newsweek* poll last year that asked students whom they admired most found that many said "Nobody" or gave names like Y. A. Tittle or Joan Baez. It is no longer rare to find students on some campuses dressed in an Ivy League button-down shirt, farmer's dungarees, a French beret, and a Roman beard—all at once. They argue against large bureaucracies, but most turn to the industrial giants, not to smaller companies or their own business ventures,



The alumni lament: We don't recognize the place

when they look for jobs after graduation. They are critical of religion, but they desperately seek people, courses, and experiences that can reveal some meaning to them. An instructor at a university in Connecticut says: "The chapel is fairly empty, but the religion courses are bulging with students."

Caught in the rapids of powerful change, and left with only their own resources to deal with the rush, the students tend to feel helpless—often too much so. Sociologist David Riesman has noted: "The students know that there are many decisions out of their conceivable control, decisions upon which their lives and fortunes truly depend. But . . . this truth, this insight, is over-generalized, and, being believed, it becomes more and more 'true'." Many students, as a result, have become grumblers and cynics, and some have preferred to withdraw into private pads or into early marriages. However, there are indications that some students are learning how to be effective—if only, so far, through the largely negative methods of disruption.

IF THE FACULTIES AND THE STUDENTS are perplexed and groping, the alumni of many American colleges and universities are positively dazed. Everything they have revered for years seems to be crumbling: college spirit, fraternities, good manners, freshman customs, colorful lectures, singing, humor magazines and reliable student newspapers, long talks and walks with professors, daily chapel, dinners by candlelight in formal dress, reunions that are fun. As one alumnus in Tennessee said, "They keep asking me to give money to a place I no longer recognize." Assaulted by many such remarks, one development officer in Massachusetts countered: "Look, alumni have seen America and the world change. When the old-timers went to school there were no television sets, few cars and fewer airplanes, no nuclear weapons, and no Red China. Why should colleges alone stand still? It's partly our fault, though. We traded too long on sentiment

rather than information, allegiance, and purpose."

What some alumni are beginning to realize is that they themselves are changing rapidly. Owing to the recent expansion of enrollments, nearly one half of all alumni and alumnae now are persons who have been graduated since 1950, when the period of accelerated change began. At a number of colleges, the song-and-revels homecomings have been turned into seminars and discussions about space travel or African politics. And at some institutions, alumni councils are being asked to advise on and, in some cases, to help determine parts of college policy.

Dean David B. Truman, of New York's Columbia College, recently contended that alumni are going to have to learn to play an entirely new role *vis-à-vis* their alma maters. The increasingly mobile life of most scholars, many administrators, and a growing number of students, said the dean, means that, if anyone is to continue to have a deep concern for the whole life and future of each institution, "that focus increasingly must come from somewhere outside the once-collegial body of the faculty"—namely, from the alumni.

However, even many alumni are finding it harder to develop strong attachments to one college or university. Consider the person who goes to, say, Davidson College in North Carolina, gets a law degree from the University of Virginia, marries a girl who was graduated from Wellesley, and settles in Albuquerque, New Mexico, where he pays taxes to help support the state university. (He pays Federal taxes, too, part of which goes, through Government grants and contracts, to finance work at hundreds of other colleges and universities.)

Probably the hardest thing of all for many alumni—indeed, for people of all loyalties—to be reconciled to is that we live in a new era of radical change, a new time when almost nothing stands still for very long, and when continual change is the normal pattern of development. It is a terrible fact to face openly, for it requires that whole chunks of our traditional way of thinking and behaving be revised.

Take the standard chore of defining the purpose of any particular college or university. Actually,

some colleges and universities are now discarding the whole idea of statements of purpose, regarding their main task as one of remaining open-ended to accommodate the rapid changes. "There is no single 'end' to be discovered," says California's Clark Kerr. Many administrators and professors agree. But American higher education is sufficiently vast and varied to house many—especially those at small colleges or church-related institutions—who differ with this view.

What alumni and alumnae will have to find, as will everyone connected with higher education, are some new norms, some novel patterns of behavior by which to navigate in this new, constantly innovating society.

For the alumni and alumnae, then, there must be an ever-fresh outlook. They must resist the inclination to howl at every departure that their alma mater makes from the good old days. They need to see their alma mater and its role in a new light. To remind professors about their obligations to teach students in a stimulating and broadening manner may be a continuing task for alumni; but to ask the faculty to return to pre-1950 habits of leisurely teaching and counseling will be no service to the new academic world.

In order to maintain its greatness, to keep ahead, America must innovate. To innovate, it must conduct research. Hence, research is here to stay. And so is the new seriousness of purpose and the intensity

of academic work that today is so widespread on the campuses.

Alumni could become a greater force for keeping alive at our universities and colleges a sense of joy, a knowledge of Western traditions and values, a quest for meaning, and a respect for individual persons, especially young persons, against the mounting pressures for sheer work, new findings, mere facts, and bureaucratic depersonalization. In a period of radical change, they could press for some enduring values amidst the flux. In a period focused on the new, they could remind the colleges of the virtues of teaching about the past.

But they can do this only if they recognize the existence of rapid change as a new factor in the life of the nation's colleges; if they ask, "*How and what kind of change?*" and not, "*Why change?*"

"It isn't easy," said an alumnus from Utah. "It's like asking a farm boy to get used to riding an escalator all day long."

One long-time observer, the editor of a distinguished alumni magazine, has put it this way:

"We—all of us—need an entirely new concept of higher education. Continuous, rapid change is now inevitable and normal. If we recognize that our colleges from now on will be perpetually changing, but not in inexorable patterns, we shall be able to control the direction of change more intelligently. And we can learn to accept our colleges on a wholly new basis as centers of our loyalty and affection."

The report on this and the preceding 15 pages is the product of a cooperative endeavor in which scores of schools, colleges, and universities are taking part. It was prepared under the direction of the group listed below, who form EDITORIAL PROJECTS FOR EDUCATION, a non-profit organization associated with the American Alumni Council.

DENTON BEAL
Carnegie Institute of Technology

DAVID A. BURR
The University of Oklahoma

DAN ENDSLEY
Stanford University

MARALYN O. GILLESPIE
Swarthmore College

CHARLES M. HELMKEN
American Alumni Council

GEORGE C. KELLER
Columbia University

ALAN W. MAC CARTHY
The University of Michigan

JOHN I. MATTILL
Massachusetts Institute of Technology

KEN METZLER
The University of Oregon

RUSSELL OLIN
The University of Colorado

JOHN W. PATON
Wesleyan University

ROBERT L. PAYTON
Washington University

ROBERT M. RHODES
The University of Pennsylvania

STANLEY SAPLIN
New York University

VERNE A. STADTMAN
The University of California

FREDERIC A. STOTT
Phillips Academy, Andover

FRANK J. TATE
The Ohio State University

CHARLES E. WIDMAYER
Dartmouth College

DOROTHY F. WILLIAMS
Simmons College

RONALD A. WOLK
The Johns Hopkins University

ELIZABETH BOND WOOD
Sweet Briar College

CHESLEY WORTHINGTON
Brown University

*

CORBIN GWALTNEY
Executive Editor

JOHN A. CROWL
Associate Editor

Naturally, in a report of such length and scope, not all statements necessarily reflect the views of all the persons involved, or of their institutions. Copyright © 1966 by Editorial Projects for Education, Inc. All rights reserved; no part may be reproduced without the express permission of the editors. Printed in U.S.A.

Badger Teams Enjoy Mildly Successful Winter

BADGER WINTER sports teams finished their various seasons on a winning note as their combined won-lost record indicated—61 wins, 43 defeats, and one tie in match competition for a winning percentage of .586.

The Wisconsin basketball team salvaged some glory from a losing season as it closed out the year with a three-game winning streak, bouncing powerful Minnesota on their home floor in the final game. The Badgers' season record was 11-13 overall and 6-8 in Big Ten competition, good for seventh place. The statistical summary hardly indicates the cliff-hanging excitement that was part of this year's basketball campaign as the Badgers won five of their games by a single point.

At the conclusion of the season, Paul Morenz, reserve guard from McHenry, Ill., was named the team's most valuable player. It was Morenz' coolness under pressure that was responsible for four of the Badgers' one-point victories as he repeatedly sank crucial free throws or field goals seconds before the final buzzer.

In addition to Morenz, five other seniors have concluded their Wisconsin basketball careers. They are: Ken Gustafson, forward, who was the season's high scorer with 333 points; Mark Zubor, center, who contributed 261 points to the cause and finished with a career total of 901 points, good for 8th place on the all-time Badger scoring list; Ken Barnes, forward, who set a modern individual Wisconsin scoring record when he dumped in 42 points in a game against Indiana during his junior year; and reserves Dave Roberts, forward, and Tom Gardner, guard.

The loss of these valuable performers is mitigated somewhat when one considers this year's freshman team. The yearlings look like a real potential asset with such highly-regarded players as Keith Burington and Tom Mitchell from last

year's state champion Monroe team, John Schell, from Cumberland, Chuck Nagle, an All-Stater from Milwaukee Marquette, and Jim Johnson, leading scorer among the freshmen, who hails from Memphis, Tenn. In addition, next year's Badgers will have the stature and services of Eino Hendrickson, a 7-1 center from Holmen who was fourth among freshmen scorers.

The hockey team concluded its third successive winning season under retiring coach John Riley as it posted a 12-9 record. Highlight of the season was a 5-4 overtime triumph over Minnesota, a feat comparable to the New York Mets beating the Yankees.

The indoor track team, most successful of Wisconsin's winter sports teams in recent years, had another fine season as it posted three wins and two losses in dual and triangular meets and finished second to Michigan State in the conference championships. Ken Latigolal and Steve Whipple won Big Ten titles in the half-mile and 440 respectively and the Badger mile relay team was first in that event.

The Badger swimming team recorded one of its highest conference finishes ever when the mermen placed fifth in the Big Ten meet last month after a 5-3 dual meet record. Bud Blanchard led the Badger swimmers as he finished 2nd and 3rd in the 100 and 200 yard breast-stroke events.

Both the Wisconsin wrestling and fencing teams concluded their seasons with 4th place finishes in their Big Ten meets. The fencers had a 10-10 season record while the wrestlers mounted a highly respectable 13-3-1 season effort. Elmer Beale captured the Big Ten 157 pound title and Al Sievertsen finished third in the 145 pound class.

The Badger gymnasts, after a successful 7-4 dual meet season, slipped to 6th place in the conference meet.

At this writing, the Wisconsin

outdoor track squad and the tennis teams appear to hold the most promise for bringing home honors among the spring sports teams.

Weight Training Program Popular with Several Campus Groups

ATHLETES and other students, including Navy midshipmen and Marine Corps cadets at the University, are learning these days that getting rid of excess weight and strengthening muscles cannot possibly come under the heading of "Easy Jobs."

The students—and also some UW faculty-staff-members—are making use of the University's weight training and physical fitness program under the direction of Vernon Woodward, director of the program in the UW's Athletic Department.

"Keeping yourself physically fit in our weight training program is not an easy job for anyone," Woodward says. "But it does help very much to keep yourself in top shape physically. And that, to a lot of men young and not so young, especially those in athletics or our armed forces, is very important."

Woodward was formerly boxing coach at the University, and is a lieutenant commander in the U. S. Naval Reserve (Ret.). He was awarded the 1965 Physical Fitness Award of the Madison Jaycees for leadership in physical fitness training of youth.

The weight training and physical fitness program has been growing at Wisconsin since 1960. When boxing was discontinued as an inter-collegiate sport, the boxing training quarters were converted to a weight training and physical fitness room, and a program of exercises aimed at developing greater strength in arms, legs, and upper torso of athletes and any other interested students was set up. The program also aimed at providing physical exercise to help reduce any excess weight bothering male students of faculty-staff members.

Students in 10 of the 12 intercollegiate sports carried on by the UW athletic department in Madison

make use of the weight training program under Woodward. The other two intercollegiate sports, gymnastics and fencing, have included the physical training program in their own training quarters.

The Navy ROTC unit at the University became interested in the program and in 1964 Capt. Forrest Todd of the Navy and Maj. Robert Otteraaen of the Marine Corps arranged to include Navy midshipmen and Marine officer candidates in the physical fitness training work.

The program includes a dozen different physical exercises. Among them are repetition exercises using barbells weighing more than 100 pounds, and traveling along a suspended ladder with your hands and "chinning" yourself a dozen times. After each workout in the training room the participant runs or jogs a half mile or more on the University's indoor or outdoor track, depending on the weather.

Before-and-after tests are given to each person participating in the program so he can see the increase in strength, speed, and agility—and the loss in excess weight.

Alumni News

1916 Reunion

UNDER THE chairmanship of Milo K. Swanton, the Class of 1916 Reunion Committee is completing plans for a memorable two-day reunion program. As could be expected from this class, a large number of "I Will Return" cards have already been received. There has also been a good response to the Class Memorial Gift Fund.

Golden Jubilee Reunion details recently reported in a letter to 16ers reveal there will be two great days of "re-acquainting time" as they re-live pre-World War I events and enjoy a pleasure-packed never-to-be-forgotten get-together. Returning like a pack of Rip Van Winkles, this year's Half Century Class will be amazed at what they will see on a conducted tour of the campus.

Of the 720 1916 graduates pictured in the 1917 Badger, nearly 500 still survive. Always proud of being different, this class has not yet decided what to do with its gift but will vote on it at the reunion. Ordinarily a class decides on a project first. The Class of 1916 decided to wait and see. There is now a strong sentiment in favor of the Elvehjem Art Center.

Those working on reunion plans include

Milton B. Findorff, Class President, Milo K. Swanton, Reunion Chairman, Archie W. Kimball, Fred M. Distelhorst, John E. Wise, Louis M. Sasman, Erwin C. Trumpf, Ruth Glassow, Ruth Thomas Porter, Anita Pleuss Nelson, Dora Miller Osterheld, Marion Casterline Sperry, Ed Connor, Nicolas J. Schmitz, all of Madison; Imogene Kirskey Griswold, Middleton; Eloise Seavert Eager, Evansville; Vera Parke Brainerd, Janesville; Howard I. Potter and Wallace Meyer of Chicago.

Among the class members expected back from far distances are Webb B. White, Massachusetts; Mr. and Mrs. Warren Weaver, Connecticut; Mr. and Mrs. John Bickel, Crawford Wheeler, L. R. Boulware, Earl W. Brandenburg, Harry E. Benedict, all of New York; Col. Truman R. Spooner, Jessie Bosshard Maurer, Florida; Harold H. Huston, Washington; Dana W. Walsh and William W. Cargill, California.

1921-1930

Mr. and Mrs. Hugh L. Templeton '21 (Ruth Marks '27) have moved from Omaha, Nebr. to Bogota, Colombia where they are engaged in the development of a food plant for the South American country.

William R. Kellett '22, past president of Kimberly-Clark Corp., and now a director and management consultant to the firm, will soon take a business trip to Australia, the Philippines and Japan for the firm. Kellett is also president of the Wisconsin Alumni Research Foundation and last year was chairman of a special committee appointed by Gov. Knowles to study the functioning of state government and to find solutions to a reduction of costs through efficiencies.

Frederick N. Macmillin '22, was recently featured in the *Wisconsin State Journal's* "Know Your Madisonian" section. Macmillin has held many governmental posts; until December of last year he was executive director of the Wisconsin Retirement Fund.

H. F. Augustine '23 has retired from the Royal McBee Corporation after 37 years of service.

Senator Wayne Morse '23, (D-Ore.) spoke in Madison Feb. 20 on the war in Vietnam. Senator Morse called for a cease-fire in Vietnam before further escalation of the war.

Dr. Clark A. Dunn '23, has been named associate dean of the college of engineering at Oklahoma State University. Dunn had been director of the office of engineering research at Oklahoma for the past 22 years.

George M. Umbreit '23, board chairman of the Maytag Company, has been named recipient of a special community award by the Newton, Iowa Chamber of Commerce for his contribution to the industrial progress of the city.

Dr. Samuel Lenher '24, a DuPont Company vice president and a trustee of the Wisconsin Alumni Research Foundation,

has been named a Fellow of University College, London. The title of Fellow is granted to former students of University College who have attained distinction in science, art, literature, or public life.

Paul A. Raushenbush '24, will retire after 34 years as director of Wisconsin's unemployment compensation division. Raushenbush was the nation's first director of a state unemployment compensation system.

Oscar A. Haas '26, has retired from Allis-Chalmers after 47 years with the firm and holding a variety of positions. His most recent was manager of the defense special products division.

Ralph Timmons '26 recently observed the 25th anniversary of the founding of the Ralph Timmons, Inc., Madison advertising agency of which he is president.

Ted Sutherland '26 has been named chairman of the board of the Thilmany Pulp and Paper Co., in Kaukauna.

Norman A. Evans '26, has been named president of the Pressed Steel Tank Company of Milwaukee.

Frederick C. Winding, Sr., '26, president of Winding Roofing Co., received the 1966 distinguished service award of the Wisconsin Alumni Club of Milwaukee.

Rev. Harold C. Stark '28, spoke at the 50th Anniversary of Westminster Church in Madison. Rev. Stark is the only living former pastor of the church.

Katherine Berkstresser '29, has retired from teaching in Hawaii and is now living in San Jose, Calif.

Harvey Kailin '29, chief of the Census Bureau's business division, has been honored by the U. S. Government for meritorious federal service. He was presented a U. S. Dept. of Commerce Silver Medal Award by Commerce Secretary John T. Connor at ceremonies held February 15 in Washington, D. C.

J. Robert Strassburger '30, vice president—finance and international operations—of Rex Chainbelt, Inc., Milwaukee, has been assigned the additional responsibility for all international operations in which the firm has capital investments.

Dorthea Wagner '30, is the new second vice president and member of the executive council of American Association of Teachers of German for 1966. The AATG is an organization of 5,000 teachers of German in high schools, colleges and universities throughout the nation. Miss Wagner teaches at South High School in Sheboygan, Wis.

1931-1940

William P. Steven '32, former editor of the *Houston, Texas, Chronicle*, has accepted an executive position in the Houston office of the World Book Encyclopedia.

Dr. Henry V. Grattan '32, has been advanced to full professorship of English at the University of Hartford.

Philleo Nash '32, has resigned as United States Indian Commissioner. He plans an extended lecture tour in India describing the American Indian economic program.

William E. Sieker '33, lawyer and conservationist, was featured in the "Know Your Madisonian" section of the *Wisconsin State Journal* in February.

Dr. Robert Stallman '33 is on leave as professor of English at the University of Connecticut to teach for a semester at the University of Louisville.

Frank E. Stehlik '34, has been named vice president and corporate controller of Armour and Company.

Dr. James M. Sprague '34 has been named executive director for medicinal chemistry at the Merck Sharp and Dohme Research Laboratories in West Point, Pa.

A. F. Robertson '35, of the National Bureau of Standards Institute for Applied Technology, has just completed a study to develop basic information on the use of small-scale models in fire research.

Zenno Gorder '35, manager of the Madison Municipal Water Utility, recently published a paper entitled, "A Workable Program of Public Relations," at the annual meeting of the Illinois section of the American Water Works Association at Chicago.

Donald C. Wilkinson '36, senior accountant for Wisconsin Power and Light Co., of Madison, has completed 30 years of service with the utility.

Mrs. James Geisler '37, is general chairman of the sixth annual Women's Day, scheduled at the University of Wisconsin, Tuesday, April 26.

Donald L. Griswold '37, will become president and a director of Jefferson Chemical Company, Inc., of Houston. Mrs. Griswold is the former Mona James '37.

Charles O. Newlin '37, vice president of Continental Illinois National Bank and Trust Co., has been elected president of the Chicago Convention Bureau at the annual meeting.

Dr. Aileen Lockhardt '37, professor of physical education at the University of Southern California, has revised her book, *Modern Dance*, published by the Wm. C. Brown Co.

Karl H. Beyer, Jr., '37, administrative vice president for life sciences at Merck Sharp and Dohme of West Point, Pa., has been elected senior vice president for research.

Harvey O. Grasse '37, has been appointed state director of the Rural Community Development Service.

Howard M. Teichmann '38 has been promoted to adjunct professor on the Barnard College English faculty. The title of "adjunct" is given to an expert in a special field, such as writing, whose main post is outside the college. Teichmann, playwright and critic, is the author of *The Solid Gold Cadillac*, *The Girls in Room 509*, *Miss Lonelyhearts*, and other Broadway plays.

J. L. Buchberger '38, has been promoted to the post of senior professional representative in the Madison area for Merck Sharp and Dohme of West Point, Pa.

Carl W. Danzer '38, has been named chief chemical engineer of Modine Manufacturing Co., Racine.

Alfred O. Gray '39, is the author of a recently published book, *Not By Might*, a history of Whitworth College of Spokane, Washington, where Professor Gray has been head of the department of journalism since 1946.

Richard E. Streu '39, has been appointed to the Wisconsin State Board of Pharmacy by Gov. Knowles.

David Zenoff '40, former Milwaukee attorney and now a state supreme court justice in Nevada, performed the wedding ceremony for former Green Bay Packer football star Johnny Blood and Miss Catherine Copp, St. Paul. Both Judge Zenoff and Miss Copp are natives of Chippewa Falls.

Romain C. Brandt '40, editor of the *Platteville Journal* is leaving the *Journal* to become general manager of the *Plymouth Review*.

1941-1945

John Bruemmer '41, of the Madison law firm of Stephens, Bieberstein, Cooper, Bruemmer, and Gartzke, along with Prof. Orrin Helstad '48, UW Law School, and Prof. Arnon Allen '52, University Extension Division law department, have contributed chapters to the *Wisconsin Uniform Commercial Code Handbook*. The book includes practical methods for solving commercial law problems encountered under the Wisconsin Uniform Commercial Code and is published by the Institute of Continuing Legal Education.

Bruce K. Thomas '41, formerly senior patent attorney for the Pure Oil Company, announces the foundation of a partnership under the firm name of Harbaugh and Thomas. Offices are in Evanston, Illinois.

Mrs. Robert J. Hemlock (Carolyn Mears '41) is public information officer at Whitewater State University.

Lloyd Hein '41, will be the new head of the Wisconsin Alumni Research Foundation vitamin D department.

Spencer E. Olson '42 has joined Automatic Electric Company of Northlake, Illinois as chief patent counsel. Olson formerly was senior patent counsel for the electronic systems division of Sylvania Electric Products Inc., in Waltham, Mass.

Roger W. Gerling '42, vice president of general commodities, Spector Freight System, Inc., Chicago, has been promoted to executive vice president of sales and operations and will be responsible for all aspects of the company's general and special commodities divisions.

James P. Green '42, of the State Highway Commission, has been named to serve on the National Speakers Bureau for the Keep America Green program.

E. C. Carlson '42, has been named a staff engineer in the engineering department of the technical division of Enjay Chemical Company's Baytown, Texas plant. In this position he is engaged in detailed process design and contract process design coordination for major capital projects.

Frederick H. Thoke '42, has been appointed Midwest regional sales manager of Crucible Steel Company.

Lloyd E. Kronsoble '43, has been appointed to the new position of director of advertising and planning for the Armour grocery products group. He was formerly manager of advertising and merchandising for the grocery products division. Kronsoble is married to the former Beverly Ward '42.

Robert R. Spitzer '44, president and general manager of Murphy Products Co., Burlington, and chairman of the board of the Wisconsin Alumni Association, spoke at the Republican party's 112th anniversary dinner at Ripon, Wis., March 19th.

Jane Mott '44, has assumed her duties as president of the Eastern Association for Physical Education of College Women for a one-year term.

Prof. Gilbert Stork '45, of Columbia University, was awarded the Edward Curtis Franklin Memorial Award for outstanding contributions to chemistry. The award was presented by the Stanford University Iota Chapter of the national chemistry honorary fraternity, Phi Lambda Upsilon.

1946-1950

Jerome Onheiber '46, assistant professor of Spanish and director of student affairs at the University of Wisconsin Marathon County Center, has been appointed director of the University's Articulated Instructional Media (AIM) in northern Wisconsin.

C. W. Bowers '47, who has been with National Cash Register for 18 years, has been named as one of seven directors in the nation of NCR's 100 Per Cent Club.

Samuel Glazer '47, has been promoted to safety director of the company safety department of the General Telephone Company of Wisconsin, effective April 16.

John W. Cowee '47, dean of the Graduate School of Business Administration and the School of Business Administration at the University of California at Berkeley, has been elected a director of California Western States Life Insurance Company.

Lee Hoiby '47, has written incidental music for Tennessee Williams' recent play, "Slapstick Tragedy."

Norbert F. Mullaney '47, has been named general manager of the new railroad products division of the A. O. Smith Corp. in Milwaukee.

James E. Scott '48, will become Illinois district engineer for the Portland Cement Association.

Peter Bieri '48, has returned to the UW School of Agriculture to get his master's degree in agricultural extension.

Robert R. Washatka '49, has been named sales manager of the Rockford Paper Mills, Chicago Packaging Division.

Prof. and Mrs. Robert C. Davis (Lois Dutton) '49, Cleveland Heights, Ohio, announce the birth of a daughter, Leigh Campbell on Feb. 24.

Thomas J. McJoynt '49, will take over marketing services and planning depart-

ment at the general offices of American Oil Co., in Chicago.

Phillip T. Drotning '49, formerly executive communications consultant with Standard Oil, will be manager of American Oil Company's communications services, a new public relations division.

Ivan Nestingen '49, former Madison mayor, is associated with the Chicago law firm of Raskin, Downing and Danimann as counsel. Nestingen continues to maintain Madison and Washington, D. C. law offices.

George D. Davis '50, has been named New York regional news manager of the Dodge Reports, a publication of F. W. Dodge Co., a division of McGraw-Hill, Inc. Davis has been with Dodge since 1950 and formerly was news manager of the St. Louis district.

Lt. Col. Howard R. Ross '50, is currently in Vietnam working with the advisory team at Pleiku.

Gilbert P. Goetz '50, has been appointed director of advertising for the Consolidated Edison Company.

Rob Roy MacGregor '50, has been named manager of the casualty-property department at the Traveler's Insurance Company's Buffalo, N. Y. office.

William Kertulla '50, has been named to the new central staff position of deputy state highway engineer for development by the State Highway Commission.

1951-1955

Dr. Willis A. Warner '51, assistant professor in the department of anesthesia at the University of Iowa College of Medicine, has completed a two-month tour of volunteer service on the SS Hope, the famed hospital ship now on a mission to Nicaragua. Dr. Warner is one of 30 volunteer U. S. physicians now completing their teaching-treatment tour.

Daniel P. Meyer '51, director of public relations at Consolidated Papers, Inc., of Wisconsin Rapids since 1956, has been named administrative assistant to the president of the firm.

Prof. Byrum E. Carter '51, former assistant dean and acting associate dean of faculties at Indiana University, will become chairman of the department of government July 1.

Henry B. Buslee '52, city attorney of Fond du Lac since 1961, has been named city manager. Buslee was assistant city attorney at Madison from 1955 until moving to Fond du Lac.

Major Thomas H. Burkhalter '52, has begun five months of study at the Armed Forces Staff College at Norfolk, Va.

Vladimir Gribov '52, has been named manager of a Walgreen drug store at 3432 W. North Ave. in Milwaukee.

Robert E. Long '52, has been named agency manager of the newly created Buffalo-Long agency of Bankers Life Co., Des Moines, Iowa.

Dr. Charles D. Louch '52, associate professor of biology at Lake Forest College,

recently published papers in the Journal of the Bengal Natural History Society and the Journal of Mammalogy. The articles concern the Indian squirrel and the house shrew, both of which are important as reservoirs of plague and typhus in India.

Kenneth O. Madsen '53, has published an article in *Food and Nutrition News* entitled "Oral Food Residues and Tooth Decay."

Mr. and Mrs. David E. Moran '54 of Dallas, Texas announce the birth of a daughter, Jan Elizabeth, on March 1.

James Mott '54, has been named UW sports information director to succeed George Lanphear.

Dr. Anthony J. Catana '54, associate professor of biology at Albion College (Mich.) has been awarded a summer fellowship to work on a paper describing the plant and animal life and physical habitat of the preserve near Battle Creek.

Prof. Erwin Hiebert '54, of the UW history of science department, addressed a symposium program held March 12 at the Ernst Mach Institute in Freiburg, Germany.

Leo R. Hilfiker '54, has been appointed co-ordinator of educational field research and development for the State Department of Public Instruction.

Phillip C. Ebberts has been appointed development engineer-manager of ASQ-38 systems analysis at IBM's Electronics Systems Center in Oswego, N. Y.

Dr. and Mrs. Herbert Gahr '55, of New York, announce the birth of a son, Evan Lawrence, on November 28, 1965.

Dr. Albert R. Bryan '55, has opened an office at 3410 Monroe St. in Madison for the practice of medicine.

Robert C. Moll '55, has resigned as assistant controller of Freeman Chemical Co., Port Washington, to become secretary-treasurer of McDonald Davis and Associates, a Milwaukee advertising and public relations agency.

1956

Delbert E. Lins is the new corporate manager of industrial engineering for the A. O. Smith Corp., of Milwaukee.

Dr. H. Robert Huntley, assistant professor of English at Washington and Lee University, has been named a fellow in the cooperative program in the humanities sponsored by Duke University and the University of North Carolina. Huntley's special field of interest is the Edwardian novel and Ford Madox Ford.

1957

Philip J. Lyons, C.L.U., has qualified once again for the 1966 Million Dollar Round Table, an organization comprised of life insurance salesmen who sell in excess of a million dollars of new business per year. The membership represents approximately the top two per cent of the life insurance industry.

James C. Boll, assistant district attorney of Madison has been promoted to deputy in charge of criminal cases.

Donald R. McCallum, former Madison deputy district attorney, has joined the Madison law firm of Jasper, Winner, Perina and Rouse.

David L. Steele has associated himself with attorney H. D. Blanding at St. Croix Falls.

Thomas D. Zilavy has become a partner in the Madison law firm of Ross, Stephens, Pick and Spohn.

Dr. James M. Roherty has been named chairman of the department of government at the College of William and Mary in Williamsburg, Virginia.

1958

Stuart K. Taussig has been made a partner in the law firm of Rosenthal and Schanfield of Chicago.

Mr. and Mrs. Craig Eben (Elizabeth Donkle) announce the birth of a daughter on February 8.

Captain Robert W. Wilda has entered a 24-month curriculum leading to a master's degree in astronautics at the Air Force Institute of Technology at Wright Patterson AFB, Ohio.

Dr. Charles P. Lattuada, director of research for A. R. Schmidt of Madison, has been selected for inclusion in the 1966 edition of *Outstanding Young Men in America*.

James G. Wiegart will head the newly established Washington news bureau of the *Milwaukee Sentinel*.

Lionel C. Barrow, Jr., is now employed in the New York office of Foote, Cone and Belding advertising agency as a research group head in charge of copy and experimental research.

1959

Mr. and Mrs. George W. Longenecker (Caryol Magnussen '60) have moved to Morgantown, W. Va., where he is an assistant professor of landscape architecture.

Michael J. Wyngaard has resigned from his post as Assistant U.S. Attorney to become legal counsel for Wisconsin Motor Carriers Association.

Gregory J. DeLucca has been appointed industrial product planning specialist for GE's housewares division with headquarters in Ashland, Wis.

Dr. Carl Peraino, a member of the staff for cancer research at the Argonne National Laboratories, has been selected for inclusion in the 1966 edition of *Outstanding Young Men in America*.

1960

Stephen C. Jones has become associated with the law firm of Jasper, Winner, Perina and Rouse of Madison.

Maj. Gen. George V. Underwood Jr., has been awarded the Distinguished Service Medal for serving with distinction in the U.S. Army from 1960-1966. Serving in the dual position of Chief of Information, Office of the Chief of Staff, and Chief of Public Information, Office of the Secretary of the Army, General Underwood developed information policies and

procedures which significantly improved public understanding of the Army's roles and missions.

1961

Richard Murray has joined the staff of Nasco Industries of Ft. Atkinson as executive assistant.

William H. Robichaux has been promoted to captain in the Air Force. He is a B-52 Strato Fortress navigator at Carswell AFB, Texas.

Georgia Lesh has been awarded the Ph.D. in biology from Western Reserve University.

1962

Suzanne Holly is an associate research supervisor with the Leo Burnett advertising agency in Chicago.

Gene Pulvermacher has been promoted to manager of the new Rennebohm drugstore in the Sherman Plaza Shopping Center in Madison.

Mr. and Mrs. Donald R. Parker announce the birth of their first child, a son, Bryce Kempton, in Los Angeles, October 8. Parker is a senior civil engineering assistant employed by Los Angeles County.

1963

Alan F. Karow has been elected to the American Institute of Certified Public Accountants. He is associated with a Chicago accounting firm.

Elmer E. Zuehls, Jr., has been named a Peace Corps volunteer, having completed 16 weeks of training at California State College at Los Angeles and 3 weeks of field training in Puerto Rico. He will serve in Colombia, South America.

Mr. and Mrs. Lee Miller (Suzanne Arnold) announce the birth of a son, Scott Arnold, on Dec. 21, 1965.

Jack B. Hunter is employed as a pharmacist in Seattle, Wash.

David Bostrom has been named Quality Control Manager of the Bostrom Corp., of Milwaukee.

David Cheung has joined the staff of Rolf T. Killingstad, consulting engineer, as a structural engineer in Madison.

Steven N. Nager has been named to the Connecticut General Life Insurance Company's Vice President Club for outstanding agents.

Nancy Nelson has spent two years in the Peace Corps as an advisor to English teachers in twelve girls schools in Mashhad, Iran.

1st Lt. Kenneth R. Oestreich is studying for a master's degree in electrical engineering at the Air Force Institute of Technology at Wright-Patterson AFB, Ohio.

Florence Schmidt has joined the faculty of MacMurray College in Jacksonville, Illinois as an instructor of rhetoric.

Prof. Donald J. Taylor, now at the University of Arizona, has offered a new theory that the planet Jupiter is more a small star than a large planet. Photoelectric studies made by Prof. Taylor indicate

Jupiter radiates 1.2 times more heat than it receives from the sun.

1964

2nd Lt. Fred E. McCoy has been awarded U.S. Air Force silver pilot wings upon graduation at Vance AFB, Oklahoma.

Mr. and Mrs. Richard L. Harris (Sissy Lynn Schram) announce the birth of a daughter, Lynn Leigh, October 3, 1965, in Macon, Ga.

Mrs. Howard Solomon (Donna Zeff) is the speech and language therapist at the Clearbrook School for Retarded Children in Arlington Heights, Ill.

Robert Stein has taken on duties for the Wolf River Planning Commission as a site planner and landscape architect.

1965

Wm. Ahrnsbrak has recently returned after a year on Anvers Island, 900 miles off the tip of South America. He made the trip, under the auspices of the NSF grant, to study icebergs.

Judie Nielsen has joined the Madison advertising firm of Stephan and Brady, Inc., where she will prepare copy for several media advertising accounts.

COLLEGE MASCOT TIES



For grads and undergrads, a superior quality all silk Repp tie. In many major college colors with mascot or crest embroidered on bottom. Just \$4.00 in our attractive box. Please add 25¢ per package for postage.

ALSO

Amherst
Army
Dartmouth
Harvard
Illinois
Indiana
Iowa
Marquette
Michigan
Michigan State
Minnesota
Navy
Northwestern
Notre Dame
Ohio State
Pennsylvania
Princeton
Purdue
Yale

MacNeil and Moore

STATE AT FRANCES

604 State Street

Madison, Wisconsin 53703



- CONTOUR OF FRONT as the traditional No. 1 model.
- COLLAR redesigned for closer fit, better jacket balance.
- CHEST a little fuller, for greater comfort.
- SHOULDER AND ARM HOLES have greater comfort. Shoulder slightly squared.
- SLENDERER LINES, through more waist definition.

**OUR NEWLY REDESIGNED NO. 2 SUIT
that will fit the great majority of men**

The new No. 2 suit is—first and foremost—unmistakably Brooks...resembling very closely in appearance our classic No. 1 model. The many small but important details we have incorporated in this new model give added comfort and will permit it to be worn by many men who have been unable to be fitted in a Brooks suit before. With either 2 or 3 buttons...in solids, checks or stripes in blues, browns or greys.

English All-Worsted Tropicals, \$140

Dacron® Polyester-and-Worsted Tropicals, \$125

Prices slightly higher west of the Rockies.

ESTABLISHED 1818

Brooks Brothers
CLOTHING
Mens & Boys' Furnishings, Hats & Shoes

74 E. MADISON, NR. MICHIGAN AVE., CHICAGO, ILL. 60602
NEW YORK • BOSTON • PITTSBURGH • LOS ANGELES • SAN FRANCISCO

Hughes McCoy Jr., is a social worker and chief of social services for Outagamie County hospitals.

Virginia May has accepted a position on the *Denver Post*.

John K. Wyatt is the new principal of Pittsville high school.

Constantine Papandreopoulos has joined the staff of B. F. Goodrich Co. Research Center, Brecksville, Ohio as a research engineer.

Glenn E. Varenhorst has accepted a position as assistant professor of political science at Ball State University, Muncie, Ind.

Newly Married

1958

Carol Anderson and Randall TAUBENHEIM, Torrance, Calif.

1959

Joanne E. HINDERMAN and Patrick S. Lyons, Horicon.

1960

Joanne McGonigal and James ABING, Glendale, Calif.

Pamella Elizabeth GRUEHN '63 and Alfred Joseph WELCH, Appleton.

1961

Delores J. Barb and John Thomas CNARE, Washington, D.C.

Alice E. COHAN '65 and Theodore S. FINS, Madison.

1962

Karen Joan CHRISTIANSEN and John Allan Davidson, Sheboygan.

Betty Jean Christman and Don HAACK, Fort Wayne, Ind.

Donna Marie Gother and Randall Martin PARKER, Madison.

1963

Judith Mary Johnson and Charles M. ARNOLD, Vienna, Austria.

Patricia Hasselquist and Jack B. HUNTER, Bellevue, Washington.

Katherine J. McAleer and David F. LOEFFLER, Madison.

Margaret Eleanor PAULEY and Ronald Herbert Fisher, Cincinnati, Ohio.

Karen E. Harrington and Daniel E. SHEA, Madison.

Elaine Elizabeth Barbian and Wayne M. VAN ESS, Waunakee.

Mary Ann Plunkett and Karl H. WOLLNER, Kingston, N. Y.

1964

Jayne WEINKOETZ and Raymond M. STARK, Madison

1965

Ellyn GOETZ '64 and Roger CARLSON, Milwaukee.

Ingrid Panthel and Ulrich FISCHBACH, Kirchen, Germany.

Wisconsin Alumnus

Carolyn Lee RAYMAKERS and Jean Georges Jacquinet, Gif Sur Yvette, France.
Robin Lee TANNER and Dr. John Francis Barnes, Madison.
Jean Louise WAHLSTROM and Ronald G. Kelemen, Madison.

Necrology

Mr. Frank R. Nanscawen '98, (Fannie CHARLETON), Rolling Hills, P.V.E. Calif.

Mrs. Harry E. Olsen '02, (Nelly Catherine MOLDSTAD), Minneapolis, Minn.
Edwin Henry SCHORER '02, Kansas City, Mo.

Amy ALLEN '05, Milwaukee.
Ruth Florence ALLEN '05, Berkeley, Calif.

Ralph CORLETT '05, Harvard, Ill.
Maynard Edward ALLEN '06, Chicago, Ill.

Matthias Louis DERGE '06, Annapolis, Md.

Mrs. Norman M. Smith '06, (May Louise DURST), Minneapolis, Minn.

Elsie Adelaide BELL '07, Corona Del Mar, Calif.

William Kneeland WINKLER '07, Milwaukee.

Mark Lawrence PATTERSON '08, Chicago, Ill.

Harold Ripley HASTINGS '10, Mansfield Center, Conn.

John William MEINCKE '10, Milwaukee.

Carl Francis NAFFZ '10, Fresno, Calif.
Jesse Talbot LITTLETON, Jr. '11, Ft. Pierce, Fla.

Forest Foster MENGEL, '11, Wisconsin Rapids.

Dr. Emil BUNTA '12, of Chicago, Ill. in Oak Park, Ill.

Warren William CLARK '12, of Niles, Mich. in South Bend, Ind.

Hugh LeRoy GEAR '13, of Menasha in Neenah.

Nathaniel Herman MEWALDT '14, Aberdeen, S.D.

Will Asa FOSTER '15, Scarsdale, N. Y.
Kenneth H. COPE '16, St. Petersburg, Fla.

Laudimire Joseph COUBAL '16, St. Petersburg, Fla.

Wendell Earl DUNN '16, Baltimore, Md.

Alexander Francie JONES '16, of Syracuse, N. Y. in Orlando, Fla.

Mary Helen KRAFT '16, Ely, Minn.
Evelyn Foote Morrison '16, (Evelyn Louise FOOTE), of Waterloo, Ia. in New York City.

Mrs. Richard Douglas Robertson '16, (Imogen STURTEVANT), Ft. Myers, Fla.

Arthur William SIEMERS '16, Tryon, N.C.

Edwin Richard STAVRUM '16, Chicago, Ill.

James Pettigrew WOODSON '16, of Ft. McClellan, Ala. in Birmingham, Ala.

Harold Myron LANGER '17, Baraboo.

Other Dwight BROWN '18, Manhattan Beach, Calif.

Halford Harrison KITTLEMAN '18, Chicago, Ill.

Fred Louis BEHLING '19, Moorhead, Minn.

Dr. Agnes CONRAD '19, Washington, D. C.

Marian Field FRANK '19, Miami, Fla.

Mrs. Earl Albert Heassler '19, (Sarah Elizabeth ASHBY), Solano Beach, Calif.

Mortan Earl MIX '19, Palo Alto, Calif.

James Lee SELLERS '20, Lincoln, Nebr.

Gerald Jay HANSON '21, of Eau Claire in Baraboo.

Anton STUCKY, Jr. '21, Waterville, Minn.

Sister Mary Bonaventure '22, (Helen Marie HARRINGTON), River Forest, Ill.

Robert I. SWIFT '22, Racine.
Christina Mary WEEKS '22, of White-water in Madison.

Harry Lloyd EDWARDS '23, Elmhurst, Ill.

Mrs. Willis Blakeslee '24, (Frederica Wells CRANE), Pasadena, Calif.

August Franklin BRANN '24, Milwaukee.

Alfred Frederic LAGEMANN '24, Indianapolis, Ind.

Clifford Arthur MULHOLLAND '24, St. Louis, Mo.

William Frederick OSIUS '24, Plymouth.
Eve Marie POUNDSTONE '24 of Mel-len in Milwaukee.

Lester Carl DINGELDINE '25, Chandler, Ariz.

Napier Ambrose HENDERSON '25, Knoxville, Tenn.

Eleanor Bryce SCOTT '25, Red Springs, N. C.

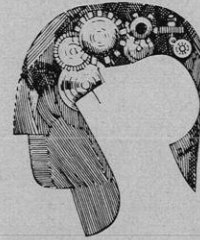
Mark Carl BIENFANG '26, Elmhurst, Ill.

Eugene Aerris BIRD '26, LaWard, Tex.
Matt Joseph RICHDORF '26, of Maribal in New Berlin.

Mrs. Grace Gardner SMITH '26, Madison.

Martha Jeanette PETTY '27, Kenosha.
Mrs. Lawrence F. Schultz '27, (Grace Louise HART), Reedsburg.

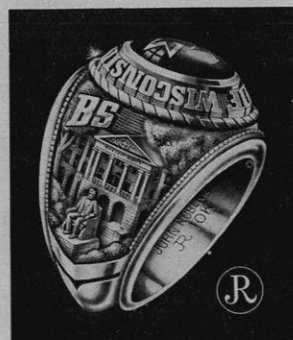
Carroll Ewart ROACH '28, Tice Fla.
Francis Ward SLIGHTAM '28, Omaha, Nebr.



WHERE CAN MAN GO... IN R & D?

To distant planets, to land-vehicles of the 1970's, to a region far beyond the grasp of man today — the ocean bottom. Lockheed's major Research & Development programs reach from deepest space to the ocean deep. Engineers and Scientists interested in Lockheed's varied programs are invited to write K. R. Kiddoo, Professional Placement Manager, Sunnyvale, California. An equal opportunity employer.

LOCKHEED
MISSILES & SPACE COMPANY
A GROUP DIVISION OF LOCKHEED AIRCRAFT CORPORATION



(available for
any year)

Write for details—

BROWN'S BOOK SHOP 673 State Street
Madison, Wisconsin 53703

Jerome H. WHEELLOCK '29, of Viroqua in Richland Center.

Walter Louis BURMEISTER '32, Milwaukee.

Lloyd Wesley COVERT '32, of Meadowbrook, Pa. in Tokyo, Japan.

Luther SHAW '32, Waynesville, N.C.

Chester Burnell VINGER '32, Argyle.

Clarence Wilfred OTTENSAN '33, Platteville.

Henry Leopold ARNOLD '34, Milwaukee.

William Stephens BOWER '34, Kenosha.

Vincent Parker DAVIS '34, Hayward.

Julius GROTSKY '34, Kenosha.

Mrs. S. A. Stenseth '34, (Ruth SORLIE), Sioux Falls, S. D.

Philip Lloyd McDONOUGH '35, Rochester, Minn.

Donald Paul RADDE '35, Sparta.

Mrs. George R. Kirk '37, (Jane Bidwell PATTERSON), Washington, D. C.

Abraham R. BECKER '39, Milwaukee.

Mrs. Stella Sorenson '39, (Stella KANCHIS), Racine.

Horace Arthur TOLLEFSON '39, Glendale, Calif.

Paul Leonard MANGOLD '40, Milwaukee.

Robert Careins OVERSTREET '41, Fairview Park, Ohio.

Gordon Elliot GILBERT '42, Ashland.

Mrs. Donald Joseph Voegeli '43, (Jean Louise LAPPLEY), Madison.

Mrs. John Culbertson White '45, (Ambrosia CHUSE), Belleville, Ill.

Herbert Lee BAILEY '47, Sycamore, Ill.

Mrs. Harvey Lewis '48, (Mary Jane ZIARKOWSKI), Milwaukee

Henry Ernst WOLF '48, Whitefish Bay.

Adrian Francis HANSON '51, Madison.

Ralph Rubel RADA '52, Milwaukee.

Marion Robert CONNORS '59, of Hurley in Port Washington.

Mrs. Richard McKasson '62, (Andrea RUSCH), Marshfield.

Barbara Louise SCHUETZE '65, New Holstein.

Now Enjoy In Your Home Or Office SPRINGTIME AT WISCONSIN In Superb Sparkling Watercolors

by PAUL ANDREWS

Yes! Right now you can enjoy an exciting and colorful new idea in decorating your family room, library, student's room, office — **A gift to delight the eye and stir the spirit!**

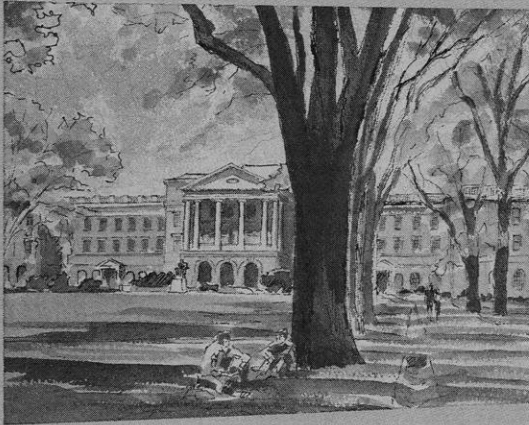
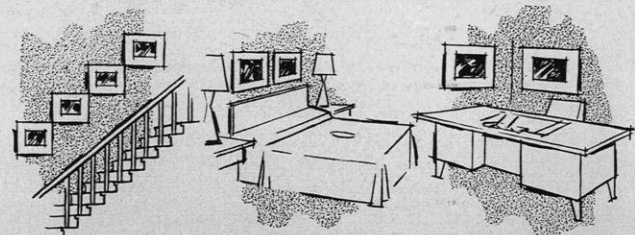
What better time . . . the most nostalgic season of the year . . . to treat yourself, or someone near you, to a rare gift that recalls the splendor of Wisconsin in springtime all its emerald brilliance . . . so universal in its beauty and appeal that even non-Alumni will be delighted to own these expertly rendered watercolors — with unmatched spontaneity and freshness **only possible with watercolors.**

Artist Paul Andrew, was chosen to do the series because of his unusually fine, free technique which has won him national recognition as an award-winning watercolorist. His style and a special familiarity and fondness for this subject have enabled him to capture in these four paintings the very essence of Wisconsin.

Each full-color scene, measuring 11" x 14", is masterfully hand rendered (NOT a printed reproduction) on the finest watercolor paper, signed, and matted on heavy stock ready for framing.

The very low price of \$9.95 per set of four (or \$3.00 each) is possible only as an introductory offer by the COLLEGE WATER-COLOR GROUP, a gathering of expert watercolorists who seek to create the widest possible appreciation for the medium of watercolors—and to introduce you, reacquaint you, or renew your delight in the marvelous, spontaneous, and refreshing world of watercolors.

So at a fraction of the actual value of this rare set, we make this initial offer—with full money-back return privileges. For a perfect gift to friends, to yourself—to Badgers and friends of Wisconsin alike—**FOR IMMEDIATE DELIVERY, RETURN THE NO-OBLIGATION COUPON TODAY.**



THE HILL AND BASCOM HALL

(Actual size of each 11" x 14")



UNION TERRACE AND LAKE MENDOTA



THE MEMORIAL UNION



THE CARILLON TOWER

MAIL THIS NO-OBLIGATION COUPON TODAY

College Watercolor Group
P.O. Box 56, Skillman, New Jersey

A10

Gentlemen: Please send me immediately the Wisconsin Watercolor Scenes by Paul Andrews, indicated below, at \$9.95 for the set of 4 (or \$3.00 each). My check or money order for \$_____ is enclosed. If I am not completely satisfied, I understand I may return them for a full refund.

Bascom Hill Union Terrace Memorial Union Carillon Tower

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____