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## **Wisconsin alumnus. Volume 65, Number 8 May 1964**

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Or

# WISCONSIN

MAY, 1964

# Alumnus



Wisconsin Women's Day—see page 16

## This man's career in Seattle began 2,052 miles away



New England Life agent Arlen Prentice (University of Washington '59) discusses a key-man insurance program with Larry Mounger (University of Washington '59), secretary and legal counsel of Pacific Trail Sportswear Corporation.

It started in Chicago. After college and the service, Arlen Prentice took a position there as a salaried officer of a national fraternity. It was interesting work, but for Arlen something was lacking: challenge . . . long-range potential.

Then a prominent fraternity brother had a talk with him about plans for the future. This man was a New England Life general agent. He pointed out the opportunities with this company and convinced Arlen that life insurance could give him the kind of career he was after.

Arlen liked what he heard. But there was one drawback. Much as he felt that here was the man who could guide him to his full potential in this business, he had

always hoped to settle in the Seattle area. Although he regretted losing Arlen, our Chicago general agent quickly assured him that he could also get what he wanted in our Seattle agency. He then wrote his counterpart in Seattle, strongly recommending Arlen. "Our loss is your gain," he said.

For Arlen this is already working out very well. He's found he can provide a service to businessmen that is welcomed. And he's getting direct results in earnings. As Arlen puts it: "Even as a new man in the business, I didn't have to limit myself to any particular 'class' of prospect. New England Life has prepared me for going

**NEW ENGLAND LIFE**

after big accounts as well as modest ones."

Our general agencies throughout the country provide support and direction to help men with aptitude for our business realize their full potential. If a career like Arlen Prentice's interests you at all, there's an easy first step to take. Send for our free Personality-Aptitude Analyzer. It's a simple exercise you can take on your own in about ten minutes. Then return it to us and we'll mail you the results. (This is a bona fide analysis and many men find they cannot qualify.) It could be well worth ten minutes of your time.

Write to New England Life, Dept. AL, 501 Boylston Street, Boston, Mass. 02117.

# WISCONSIN ALUMNI ASSOCIATION

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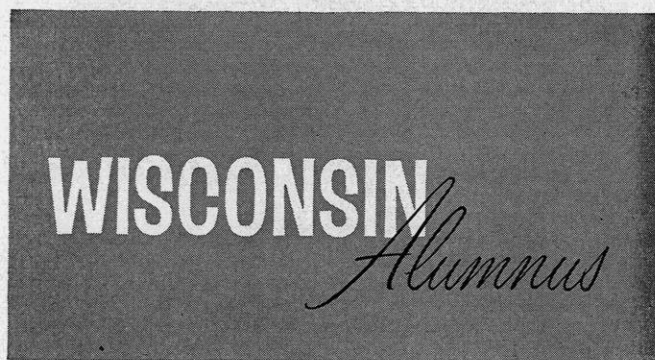
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Class of 1963—Thomas J. Aycock, 1575 Ivy Ct., Lake Oswego, Ore.  
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May, 1964



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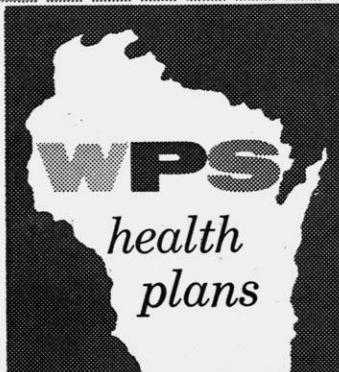
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# On Wisconsin

by Arlie M. Mucks, Jr., Executive Director



THREE BUSES stopped in front of Van Vleck Hall. A large group of enthusiastic women, visiting the campus as part of the Wisconsin Women's Day program, looked in awe at the imposing new structure. They were then taken to the ninth floor lounge for a breathtaking view of the campus. A lady from Janesville rushed to the window, gazed at the panorama before her and exclaimed, "Wow!" Perhaps "Wow" best describes the reaction to the many new buildings rising on our campus and to the many administrative changes that are taking place.

At this time of year, when the fresh smell of spring is everywhere, our campus takes on a quickening pulse and "Wow" suddenly becomes a word that applies to many different situations. Everywhere you look on our campus there are new buildings rising to modify familiar parts of the landscape. Much of the campus remains the same, but a great deal of it is being made over each day. Our President and the Board of Regents have taken an aggressive course in confronting the problems of higher education that face our state. That plan is taking shape and you can see the results on the campus.

Speaking of presidents (elsewhere in this issue, you will find the first part of an article on our University presidents), I feel it is appropriate for me to say a few words about Wisconsin's current president, Fred Harvey Harrington. The University has been blessed during the last 115 years of its history by having the right man at the right time. The critical stages of the University's development were watched over by men with visionary leadership.

During our early years, the University remained largely provincial until John Bascom brought an "executive ability" to the presidency. Then, Charles R. Van Hise, the first University of Wisconsin alumnus to serve as president, gave Wisconsin the direction to establish itself as a university of world renown.

Now, as our University faces its greatest effort, we have a man who is in the tradition of Bascom and Van Hise. He knows what Wisconsin needs, wants, and deserves, and he has made a commitment to continuing excellence. His desire is not only to handle the growing quantity of students, but to move ahead in raising the quality of our educational offering. His spirit and desire are channelled into one aim—to make Wisconsin even greater. We are fortunate to have a man like Fred Harvey Harrington serving the University

during its most dramatic period of change. The policies and programs being established now will have a lasting impact.

This period also demands the greatest amount of effort and understanding from our alumni. It is not enough to simply read the *Alumnus* and render lip service to the University. You and I must *actively* promote the interests and ambitions of our institution.

It seems to be popular these days for individuals as well as certain groups to use our university as a whipping boy, a political football that can be kicked in the air whenever an opportune moment presents itself. Such attacks on our integrity and pronouncements that the people of Wisconsin cannot afford and do not want a great university are what we must unite against.

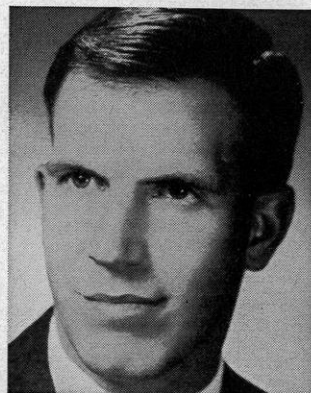
Alumni represent the educated segment of our population and therefore have a responsibility to defend and nurture the true values of education. This responsibility does not center solely around our Madison campus, it is one that reaches into your community, even your home. You must be vocal in preserving the ideals that are fostered by our universities. When suspicion and fear become the arbiters of policy, then misunderstanding is the result. Truth is the only antidote to such a situation.

Wisconsin has become known for its visionary approach to higher education in our country. The people of Wisconsin have given their resources and efforts to the maintenance of a position of leadership. We have not elected to take an easy road that is free of controversy. We have recognized that controversy is the essential ingredient of progress and have demanded much from our citizens.

As alumni, we can look with pride to our University of Wisconsin degree. It represents recognition from a university of quality. Will we stand passively by and let our University become tarnished by those who maintain we simply cannot afford the price of excellence? Can we actually afford mediocrity? Will we really let it become a reality?

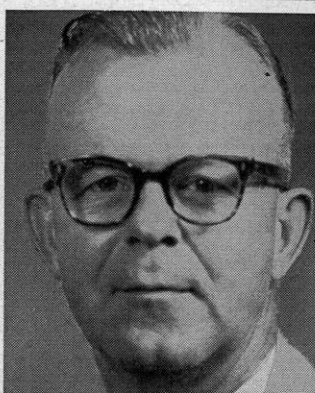
I maintain that we have the ingredients for greatness—a dynamic president, distinguished Board of Regents, an informed alumni public, eager student body, and a dedicated faculty. What greater tribute can we pay to ourselves and our University than to work, to sacrifice, to reaffirm those special beliefs that we developed here on the campus?

# These 4 Mass Mutual men achieved outstanding success in their first full year!



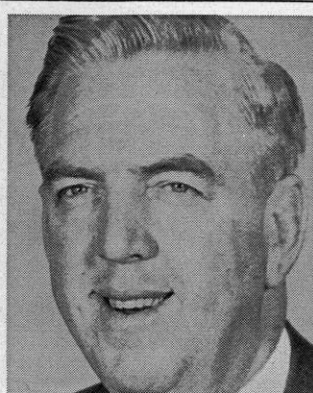
**Ned G. Patrick, II**

A '60 graduate of Dartmouth College, he joined our Omaha Agency of which his father is General Agent, in December, 1962, immediately following military service as a lieutenant in the Infantry. Honored as Mass Mutual's First Year Man of the Month for October '63, he placed over \$50,000 in each of the last nine months and is first year leader not only in volume but in lives with 81.



**Marion E. Marshall**

Owner and operator of a funeral business for twenty-three years, he joined the Mattoon Agency in August, 1962. He was honored as First Year Man of the Month in March '63. He was second among the first year men for 1963 and 51st among all Mass Mutual agents in lives. He exceeded \$30,000 in ordinary new business in each of the last 16 consecutive months.



**Gordon E. Bergstrom**

A graduate of the University of Minnesota, and a Bishop in the Mormon Church, he held a series of key posts in aero-space engineering for 15 years before joining our San Jose Agency in August, 1962. Last December he completed 15 consecutive months of more than \$30,000 ordinary production, and was honored as First Year Man of the Month in July '63.



**John B. Boyd**

With 10 years of experience in the construction supplies business, he joined our Springfield Agency in March '62. Producing almost a quarter of a million in his first three months, he was honored as First Year Man of the Month in May '62 and as Second Year Man of the Month in October '63. He now has 22 consecutive months of over \$30,000 of new business each.

Less than two years ago, these men were asking themselves a question you may be asking yourself today.

"Where will I be a year from now?"

They found the answer with Mass Mutual. They investigated a whole new career — a career in life insurance. It turned out to be one of the most important decisions of their lives, because today they are among the most successful first-year men in their company!

Can you think of any other business where such rapid achievement would be possible, particularly without any kind of capital outlay? Any other business which permits you to make money while you help people, where you choose your own customers and are your own boss?

If you are concerned about your rate of progress in your present job, and are interested in learning more about an opportunity with Mass Mutual, write a personal letter to Charles H. Schaaff, President, Massachusetts Mutual Life Insurance Company, Springfield, Mass. This organization has a record of over a century of dynamic growth and over \$2.9 billion in assets. There's always room for a good man at Mass Mutual.

**MASSACHUSETTS MUTUAL  
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## *Some of the University of Wisconsin alumni in Massachusetts Mutual service:*

William J. Morgan, '07, Milwaukee  
Eugene C. Noyes, C.L.U., '13, Akron  
Silas G. Johnson, '23, Madison  
Herbert J. Mullen, '30, Stoughton  
Arthur R. Sweeney, '38, 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 G. Jefferts, '50, Madison  
Kenneth K. Kesser, '51, Houston  
Robert R. Pivar, '51, Evanston  
Robert B. Slater, '51, Phoenix  
David E. Birkhaeuser, '52, Home Office  
Silas G. Johnson, Jr., '52, Madison  
Wendell A. Lathrop, C.L.U., '52, Mattoon, Ill.  
Burton A. Meldman, C.L.U., '55, Milwaukee

Bruce Bryant, '56, Syracuse  
Earl E. Poorbaugh, '57, Elkhart  
Raymond L. Paul, C.L.U., '58, Rockford  
James E. Meier, '60, Milwaukee  
Peter S. Zouvas, '61, Chicago  
Louis A. Matagrano, '62, Racine  
Ernest L. Nilsson, Madison  
A. Burr Be Dell, Appleton  
Ernest L. Nilsson, Madison  
William S. Reed, Chicago

## ...about the University

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### Stop Processing Out-of-State Admissions Applications

WITH APPLICATIONS for admission to the Madison campus next fall from out-of-state freshmen running 15 per cent ahead of last year, the University discontinued processing further applications from them in the middle of April.

The action was taken on recommendation of the Admissions Committee of the faculty and approved by University deans. University Regents earlier had approved limiting the enrollment of out-of-state freshmen to this year's ratio, and Registrar Wayne Kuckkahn reported that a cut-off became necessary to meet such a limit. He announced that applicants affected would be notified.

Up to April 2, he explained, permits to register on the Madison campus had been issued on a regular basis to out-of-state freshmen. He said that many of these students probably would not complete registration, if past experience holds, but the actual number of Madison registrations must be held to 1,600 new out-of-state freshmen next September, if current ratios of state to out-of-state admissions are to be maintained.

The whole admission situation will be reviewed by the first week in June, he reported, and if it is possible then to admit more out-of-state students, those given permits to register will be chosen by date of completed application, the date when all the student's credentials are in.

The action affects only the Madison campus and new out-of-state freshmen. Processing of applications from transfer students and graduate

admissions will continue on the Madison campus, the registrar announced, and there has been no limitation on admission to any other campus of the University.

This year, out-of-state students made up about a third of the Madison campus freshman admissions, he explained, and the cut-off was instituted as of 4:30 p.m. Friday, April 17, when it appeared that applications might result in an imbalance in the freshman class.

### Dr. Bowers Resigns

DR. JOHN Z. BOWERS, professor of medicine and former dean of the Medical School, has resigned to accept a position with the Rockefeller Foundation to make a study of international medical education,

Appointed dean of the Medical School in 1955, Dr. Bowers resigned that post in May, 1961, at the height of a controversy in his school, withdrew his resignation two weeks later, and was relieved of his deanship by the Regents Oct. 20, 1961. He has resigned his professorship as of next June 30.

He has spent the past year in the Far East as the Alan Gregg Fellow of the China Medical Board, with his headquarters in Kyoto, Japan. He previously had consulted in the Orient on medical education under the sponsorship of the Rockefeller Foundation.

In 1947 Dr. Bowers became chief of the medical branch, biological and medical division, of the Atomic Energy Commission, and served that division as deputy director from 1948-50. He was named dean of the College of Medicine at the University of Utah in 1950, then went to India in 1953 to study village health

conditions and make program recommendations under auspices of the Ford Foundation. Dr. Bowers became dean at the University of Wisconsin Medical School in 1955, succeeding Dr. William S. Middleton who had served in the dean capacity since 1935.

### Move to Strengthen Board of Visitors

TWO MOVES to strengthen the continuity of the Board of Visitors were approved by the Regents in April.

The Regents lengthened the terms on the Visitors Board from the present four years to six, and provided that, except to fill vacancies, only two new visitors will be appointed each year. They limited the terms of the visitors to two. To accomplish the change they extended the terms of the present members in the same order of expiration dates as at present.

The Board of Visitors was established by the Regents in 1858 as a "visiting examining committee." Its 12 members are chosen: three by the state governor, three by the Regents, and six by the Wisconsin Alumni Association.

Beginning in 1965, under the change approved by the Regents, except to fill vacancies, the Alumni Association will name one visitor each year, the governor and the Regents will each name one in alternate years.

The purpose of the Board of Visitors is "to cooperate with the Board of Regents . . . and to render such assistance as they may be able in the development of the efficiency of the University." The new change deleted the requirement that an annual



meeting of the Visitors and Regents be held in April, leaving the date of annual report of the Visitors and the Regents to year-to-year determination by the Regents.

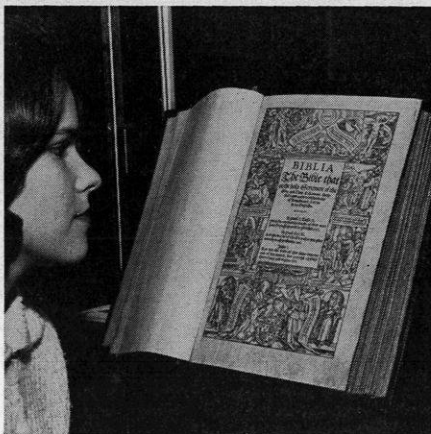
Current members of the board, and the new expiration dates of their present terms in office include:

NAMED BY THE ALUMNI: Judge Christ T. Seraphim, Milwaukee, 1965; Mrs. David Jones, Whitewater, 1966; Mrs. L. J. Walker, Berlin, 1967; Mr. Robert T. Howell, Racine, 1968; Mr. F. Frederick Stender, Green Bay, 1969; Mrs. John Walsh, Middleton, 1970.

NAMED BY THE REGENTS: Mr. Bidwell Gage, Green Bay, 1965; Mr. Dale R. Clark, Ashland, 1967; Mrs. Robert Johns, La Crosse, 1969.

NAMED BY THE GOVERNOR: Mrs. Kathryn Hill, Baraboo, 1966; Mrs. Bruno V. Bitker, Milwaukee, 1968; and Mr. Milton E. Schneider, Wisconsin Rapids, 1970.

## The Book and the Spade



A COLLECTION of rare Bibles from the far corners of the earth was among highlights of the University's exhibition on the Bible and Biblical archeology held recently on the campus.

"The Book and the Spade" was planned as the result of today's great public interest in the lands of the Bible and discoveries made there. The two-week-long exhibition placed on view artifacts borrowed from outstanding collections of U.S. museums, seminaries, universities, and private individuals, along with fragments of the Dead Sea Scrolls.

The departments of Hebrew and Semitic studies, classics, anthropology, and Extension art were among the sponsors of the event. Area clergymen helped by cooperating on arrangements.

Of all books, the Bible is the oldest of printed works, the most printed, and the most frequently translated. Two of the University's own very rare Bible holdings—the Coverdale Bible (pictured here) and the Polyglot Bible—were among the main attractions of the exhibit.

The Myles Coverdale, printed in 1535, presumably at Marburg, Germany, is the first translation of the whole Bible done in England. Made at the request of England's King Henry VIII, it was translated from the Dutch and Latin. Today, only a handful of copies of this first edition are known to exist. Only 18 are in America; the rest are in British possession.

Wisconsin's prize was held for centuries in Newbattle Abbey at Midlothian, Scotland, and ultimately became part of the Marquess of Dothian collection. The Memorial Library acquired the rare book as part of the famous Thordarson library, purchased in 1947 from Chicago manufacturer and inventor Chester Thordarson.

Concordia Seminary at St. Louis, Mo., and Zion Research Library, Brookline, Mass., were among heavy contributors of Bibles for the Wisconsin event. More than a dozen other institutions and individuals loaned valuable items from collections—Biblical manuscripts, facsimiles, Jewish, Greek and Roman coins, cuneiform tablets, other Babylonian and Egyptian items, and also ancient weapons, tools, jars, and lamps.

## From Norway to Madison

IF YOU come from Norway and your wife comes from Germany and you met at an Italian spaghetti party in England, naturally you find yourself in Madison, Wisconsin—that is, if you want to study public relations at the University under Prof. Scott M. Cutlip.

This was the long and circuitous road which led the Ringbakks to

Madison where Kjell-Arne Ringbakk (who is called Chuck for convenience) is a senior, and his wife, Hannelore, is a project assistant in charge of the journalism reading room.

"After meeting in England in the spring of 1962, being married in Germany in April, 1963, and living in Oslo until we immigrated here in August, 1963, I'm just now beginning to feel that I can unpack and settle down," says the pretty dark-haired girl from Freiburg, Germany.

Ringbakk, 24, already has had journalism experience. After finishing high school in 1959, he worked for the daily newspaper in his home town of Svolvær, a far northern city located beyond the arctic circle. Later he went to Oslo where he did feature writing, photography and sports editing for a daily. In 1960, he entered the University of Oslo where he spent his spare time as a motor correspondent—that is, test-driving cars, then writing reports on them for the paper.

"When I returned to Oslo after my stay in England I worked for the largest public relations firm in Scandinavia. It was there that I heard of Professor Cutlip, whom we regard as the world's foremost teacher of public relations," he continued.

"Getting here was quite an operation. We used our savings, cashed in our wedding gifts and got a government loan. Our extra capital was a new German auto, given to us by Hannelore's mother who has a dealership in Freiburg. We sold the car here, bought an old U.S. car and a house trailer. Now we have both transportation and living quarters."

Scheduled to earn his degree in January, this ambitious Norwegian plans to continue study for a master of business administration degree with a major in marketing.

"American firms are the most progressive in the world, and I hope to work for one of them as European representative," he explains.

Mrs. Ringbakk, who was trained in banking, finds Americans friendly and helpful. "It's great to be able to call your professor by his first name. You could never do that in Europe," she says.



# *The University and its Presidents*

## Part I

by F. O. Leiser

*“On the shores of Fair Mendota,  
Stands a mother we would praise;  
Rare her gifts and rich her offering,  
Glorious all her walks and ways.  
Crown her, O ye sons and daughters!  
Give to her your heart and voice;  
Bid the world sing loud her anthem,  
And in all her work rejoice.”*

**T**HE AUTHOR of this hymn became known to those of us who, in September, 1898 entered the university as freshmen. She was Mary Adams, the wife of President Charles Kendall Adams. Not only was Mrs. Adams a charming woman to meet, but, as well, she impressed us with her deep concern for the entire student body, and for all phases of University life and the campus.

Now, after a little more than sixty years, some of us can appreciate far better than we did then the intent and purpose of this inspired hymn. After being separated from daily contacts with the student body and faculty of our Alma Mater for these six decades we are

challenged to renew its acquaintance. Over these years we have been aware that it has been blazing trails and pushing back the limits of our knowledge. But we need to gain greater acquaintance with the advances made by our great University and to do this we need to familiarize ourselves with the leaders of each epoch. To accomplish this we should look again at the men who have held the office of president.

In 1848, when Wisconsin became a state, the new state constitution included specific instructions concerning the manner of starting a land grant college. A year later, steps were taken to call Dr. John Lathrop, a graduate of Yale, to take up the duties of Chancellor. Ground was set aside not far from the state capitol for the home of the University. No site could have been better chosen. At the same time provision was made for a preparatory school for those young men who wished to enter the university classes but were not fully prepared.

By the middle of June, 1854 two men were ready to receive their diplomas as the first graduates of the University of Wisconsin. They were Levi P. Booth and



*Fred Leiser, a member of the Class of 1902, is an ardently loyal alumnus of the University of Wisconsin. For many years, Mr. Leiser was an executive in YMCA work in this country and in China. He has observed the University's progress through the administrations of eight of its 14 presidents.*

Charles T. Wakeley. On June 26, 1861 the Wisconsin Alumni Association was born and Wakeley became a member of its first Board of Directors. Dr. Lathrop was soon to discover that the Board of Regents was not willing to give him, as Chancellor, the authority he needed to accomplish his purposes. There developed many points of friction. In spite of his desire to remain until a firm beginning of college life could take place, he found the opposition too great and so resigned in the summer of 1859. He felt that someone else might do better.

As the second Chancellor, Henry Barnard was appointed. Because of ill health he remained but a year. The Civil War then came making its demands upon the enlistment of young men. The Regents asked Dr. John Sterling, then head of the preparatory school, to serve as acting Chancellor. In 1867 Dr. Paul A. Chadbourne, a graduate of Williams College, became the third Chancellor. But he too had trouble with the Regents. To make matters worse he was not at all in favor of coeducation. However, among the students, faculty, and Regents there was strong sentiment in favor of admitting women to the University. Dr. Chadbourne resigned in 1870 and Reverend John H. Twombly became his successor.

From the very start Twombly did not get along with the Regents and in 1874 was asked to resign. Looking back on the struggles of the young institution it cannot be said to have had an auspicious beginning. Its start and perhaps its early uphill growth in its first twenty-

five years may rightly be considered as the first period in the life of the University. There were even those in high authority at the time who had doubts as to the ability of the University to "survive the storms and politics and blight of indifference" which encompassed the young institution.

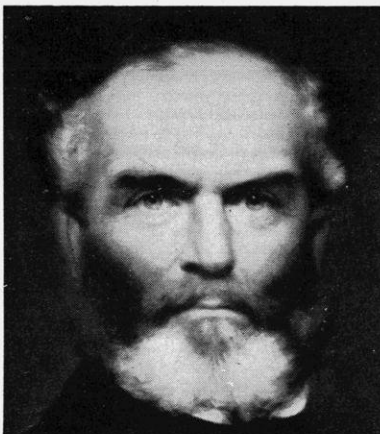
However, vital changes were taking place in the population of Wisconsin. These had an important influence upon the State and the University. From 1835 to 1860 there were many immigrants to Wisconsin from Europe, especially from Germany and the Scandinavian countries. Many of these settled in various sections of the state. These came with a fixed desire to live in a free environment. They developed temper and character worthy of respect. They began to make it known that they favored a worthy institution of higher learning where they could send some of their children. Accordingly, it was during the beginning of the second period of the life of the University that the Ochsners, the Siebeckers, the Van Hises, the La Follettes and others of similar origin and purpose began to seek entrance to the University. At this time the Regents had given the call to Dr. John Bascom to become the fifth president. Like Dr. Chadbourne, Bascom was also a graduate of Williams; but quite unlike him, Bascom was very much in favor of coeducation. One of his first tasks was to see that entrance be granted to young women or even to adults if they chose to enter.

In one of Bascom's first public addresses, he voiced his idea of what this institution should be:

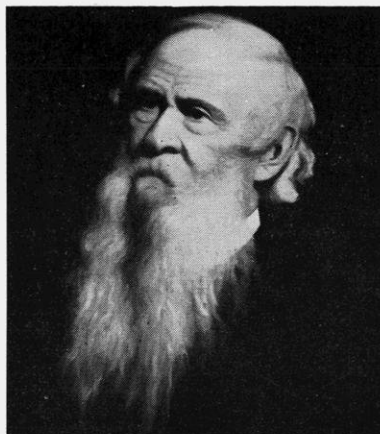
"The University," he said, "will be permanently great in the degree which it understands the conditions of prosperity and peace of the people, and helps to provide them; in the degree in which it enters into the revelation of truth, the law of righteousness, and the love of man, all gathered up and held firm in the constitution of the human soul and the counsel of God concerning it."

**F**OR THIRTEEN years John Bascom was the inspirer of the student body. His administration was the first marked step forward for the institution. From then

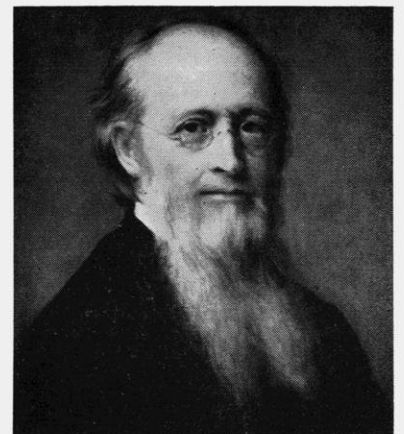
John Lathrop



Henry Barnard



Paul Chadbourne



on there was no more doubt about its survival and its constant growth. Even so after serving the University for thirteen years there seemed to be a conviction among some of the Regents and certain others that Bascom was a supreme educator, but not too good as an administrator. It was on this assumption that he decided to resign. He felt that inasmuch as he did not have a seat on the Board of Regents and was hardly ever asked to attend any of its meetings, his real power was greatly impaired, making it difficult to fulfill his duties to the best interests of the University. Then, too, there were some of the Regents who did not like Bascom's enthusiastic advocacy of the prohibition of intoxicating liquors. In the face of the opposition confronting him, Bascom decided to withdraw but not without eminent and well known alumni giving him an unqualified endorsement as "the first great President of the University."

In 1887 the call was given to the sixth president of the University—Thomas C. Chamberlin, a graduate of Beloit College and a geologist of top rank. Time was ripe for a man like Chamberlin to appear on the campus. He assembled all the various and separate colleges of the institution and welded them into a unit. For the first time we had the organization of a real university. Chamberlin encouraged research and was the first president to actually see to it that this feature of university work was given strong encouragement. He was instrumental in bringing in 1888 Dr. Joseph Jastrow from Johns Hopkins to the Madison campus. This made possible the establishment at that time of a psychological laboratory. Frederick J. Turner was brought back from John Hopkins to take over the teaching of American history. Turner was a native of Portage who, after receiving his B.A. degree from the University of Wisconsin, had gone to Johns Hopkins for graduate studies. He at once began to occupy a unique place in the life of our University. Chamberlin also contacted Dr. Richard T. Ely, then at Johns Hopkins and in 1892 he was induced to become the head of the School of Commerce, Political Science, and History. Chamberlin also started the Extension Division and introduced the first

summer school session. He had happy relations with the Regents and Legislature, but was not popular with the students. In 1892 he resigned in order to give more time to his special interest—geology.

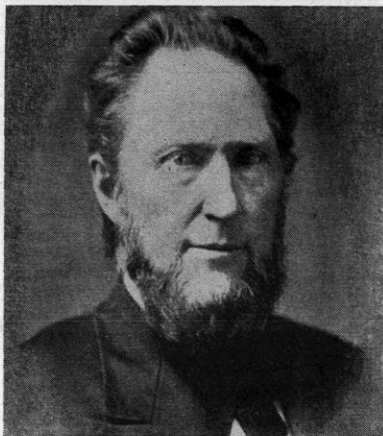
After serving Cornell University for seven years, Charles Kendall Adams arrived in Madison in 1892 to begin as the seventh President of the University. He was just the right man to follow Chamberlin. He "brought a wealth of university and administrative experience to adapt and enlarge the program launched by his predecessor." Dr. E. A. Birge said of Adams that he heightened the spirit and temper of the teaching given by the University, and elevated the education which inspired it. With possibly one or two exceptions the Legislature appropriated every request that Adams made. His relation with the Regents was a very happy one. Above all he was interested deeply in all students and every phase of student life. He helped to get Camp Randall set aside for military practice and for all types of athletics.

**A**N ALUMNUS of the University who was a student here during the Adams' administration has this to say about him: "Adams was a great president, a great historian, a great administrator, and a great and kindly human being." During the year 1900 President Adams showed signs of ill health. The Regents immediately urged him to take a year's leave of absence, at which time Dean E. A. Birge became acting president. Adams never returned to active duty.

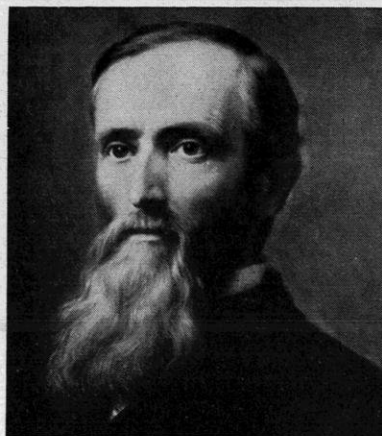
It was in 1903 that Dr. Charles R. Van Hise received an urgent invitation to succeed Adams. We like to call this the beginning of the third period of the life of the University. While the Regents were considering prospects for the vacancy caused by the resignation of Adams, a number of men from other universities were approached, but failed to become interested enough to accept any offer.

Meanwhile, the Alumni Association got busy and suggested the name of Charles R. Van Hise. Robert M. La Follette Sr. had been installed as Governor of Wisconsin and having been a classmate of Van Hise he was

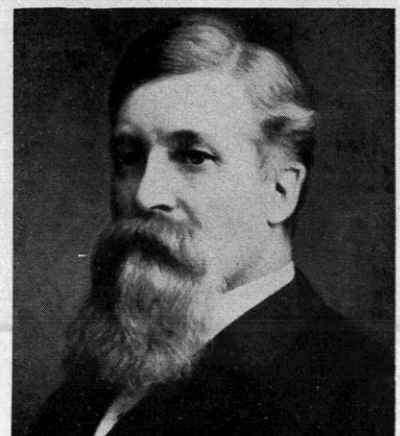
John Twombly



John Bascom



Thomas Chamberlin



very anxious to see his much respected friend get the call. Immediately after Van Hise accepted the invitation, the students had a big bonfire on the lower campus and then paraded to his home. The Alumni Magazine declared: "A new regime has begun and with it a new experiment in the West—the administration of a university by an alumnus of the institution." From the very first Van Hise began to inject a new spirit and a forward look into every phase of University life. He had a great vision of the future of his Alma Mater. He had realized that the University belonged to the people of the state and he expressed his conviction in the following: "I shall never rest content until the beneficent influences of the University are made available to every home in the state."

The progressive idea in politics was led by a classmate, Robert M. La Follette. He was the first graduate of the University to become governor of the state as Van Hise was the first alumnus to become president of the University. Governor La Follette had already sought out members of the faculty for key positions and special guidance in our state government. Professor John R. Commons drew the act to create the Industrial Commission upon which he served for a short period. Professor T. S. Adams drafted the Wisconsin Income Tax. Professor Balthasar H. Meyer served on the Railroad Commission until he was appointed to the Interstate Commerce Commission. During the years of 1910 and 1911 there were 46 people from the University who served both the University and the State.

Van Hise saw to it that the College of Agriculture would be expanded for larger service. He was responsible, too, for putting the College of Engineering on a firmer basis. In 1907 the University Medical School was established. Increased emphasis was put on advanced work in all fields served by the University. Van Hise saw the value of a vital functioning Alumni Association and had much to do with securing a full time executive secretary. He was much concerned about the cause of conservation of natural resources. This was somewhat due to his training as a geologist. He wrote a book on this subject and, after reading it in 1907, Theodore

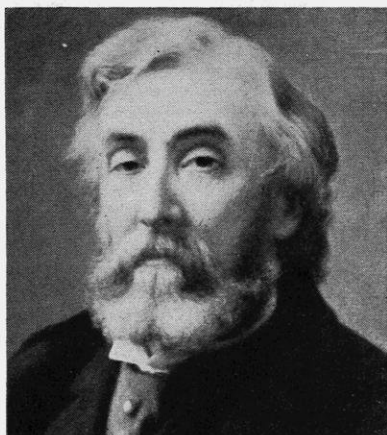
Roosevelt called Van Hise to the White House to take part with a number of selected authorities in discussing the whole matter of what place the federal government should take in the field of conservation.

Van Hise had a keen appreciation of the needs of the University. He was the first president to advocate the building of student dormitories. His public statement recommending construction met with rather cool reception from the numerous house mothers living near the University. They had been housing large numbers of young men and women students. They of course had a pecuniary interest and did not favor competition from the University. However, Van Hise saw clearly the needs of the institution and his efforts laid the foundation for the expansive dormitory movement of succeeding years.

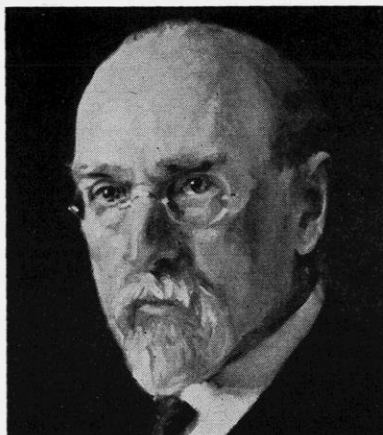
It is of interest that Van Hise said on several occasions that as a student he owed much to President John Bascom. He had been much impressed with Bascom's emphasis "on the moral and social responsibility of the scholar to the public interest and in the role of education in promoting the social and spiritual as well as the material well being of people." According to some observers, Van Hise, during his term as president, unquestionably "moved from the level of the scientist and administrator to that of the publicist and statesman. The publicist he became fairly readily. It was more difficult to become the statesman." Van Hise was convinced of the doctrine that he was ever ready to emphasize, namely, that the scholar is under obligation to serve the state.

The one criticism leveled at the Van Hise administration is that he failed to press the arts in the university curriculum. However, it should be remembered that the Regents were more interested at that time in the problem of providing more laboratory space and greater extension service. Under his leadership, the University became known everywhere as a vital institution of learning and a solid going concern. Students from many countries began to seek admission. During the 1915 session of the Legislature, Van Hise made the

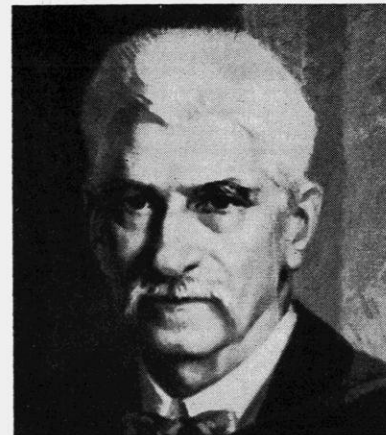
Charles Kendall Adams



Charles Van Hise



E. A. Birge



following statement to the lawmakers: "I say to you that nothing less than the world's greatest university should be the possession of Wisconsin."

In 1918 after the sudden death of Van Hise, Dr. E. A. Birge became acting president again, and, after a period of two years, was given the de facto title of president. This he held until the year 1925 when he felt that the time had arrived for him to step out of any further administrative duties. The period of seven years of Birge's administration can be summarized in the statement that he held the fort. He had been dean of the College of Letters and Science for many years. Some controversial issues appeared during the last few years of his activity as president. Among them was the accusation in a public statement by William Jennings Bryan accusing him of religious unorthodoxy. This was given front page coverage in Madison papers.

This, in turn, was followed by one who had the authority to allocate the use of University halls for outside speakers requested by any of the student organizations. The Social Science Club had been refused the use of a hall for the Upton Sinclair meeting. The stu-

dents and Sinclair carried the matter to the Board of Regents and by a vote of 7 to 4 the use of the old Armory was granted. Professor E. A. Ross was to introduce the speaker but in an interview by some reporter Upton Sinclair said: "It is a clear class struggle and President Birge is on the side of special privilege." Upon seeing this statement Ross refused to introduce the speaker saying, "I have been here sixteen years and I have never experienced from Dr. Birge, as dean or president, the least pressure to say or not to say, to do or not to do, anything my conscience prompted."

The University Committee on Student Life and Interests then met and passed the following resolution to be added to the bylaws: "The action of the Board of Regents in 1894, 'whatever may be the limitations which trammel inquiry elsewhere, we believe that the great State of Wisconsin should ever encourage the continual and fearless sifting and winnowing by which alone the truth can be found' shall be applicable to teaching in the classroom and to the use of University halls for public addresses, under the control of the president of the University with appeal to the Board of Regents."

*The second part of this article will appear in the June Alumnus.*

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# New Medical Frontiers

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Fourth in a series on research in basic sciences at the University of Wisconsin, this article concerns work conducted at the forefront of medicine—speculations on the effects of the recent discoveries in biology and biochemistry upon future medical science.

by James A. Larsen

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**A** MORE COMPLETE understanding of the basic biological processes—how life obtains energy and the biochemistry of heredity—will permit science eventually to make astonishing progress in all fields of biology—from agriculture and resource development to the many industrial applications of biological knowledge.

But perhaps the greatest impact will be felt in the field which clearly is one of paramount importance to mankind—medicine.

Without doubt, the new knowledge of life chemistry at the molecular level will bring revolutions, perhaps greater than any we have ever

seen, in the ability of medical science to cope with the afflictions which harass mankind.

One cannot look to the future of medical science without at least a cursory consideration of the past. The greatest scientific drama of the early years of this century is the story of men pitting minds and meager laboratory tools against the common infectious plagues.

It is the story that began with that now nearly-forgotten giant of the 19th century, Louis Pasteur, who not only saw that many of the common diseases had identifiable causes—bacteria—and that certain preventive measures could be devised to combat infection, but who also had a vision of science that far transcended the limits of his laboratory. "Come, we will transform the world by our discoveries," he said.

Now nearly forgotten in the rush toward space and into the nucleus of the atom, Pasteur and his successors have, indeed, transformed the world. No longer do we have the

threat of smallpox, typhoid, typhus—all diseases that swept through the human populations of the world with devastating effect not many years ago.

The history of medicine is often an account of labors accomplished quietly by obscure men, who were perhaps as often fascinated by the puzzles that nature had fixed for them as by visions of the world free of plague. Some of medicine's greatest discoveries came after years of solitary work, in remote areas ranging from the dusty Texas plains, to Africa, and the tropics of South America. The work was done by men who took roles for which circumstances, and not always training, had fitted them; some ironically died of the disease they studied, not long before answers came that would have saved them.

Today the infectious plagues are no longer a problem. We have in their place, as the major cause of death in the civilized world, the diseases of the heart and vascular system, cancer, and the various implacable ailments of old age.

It is almost certain that the cause of many of the most troublesome modern diseases must be sought at the most fundamental levels of life chemistry—at the level now encompassed in the term biochemistry and molecular biology. Here, malfunctioning of the genetic material, or of protein synthesis, or of the systems responsible for energy transformation, lie at the heart of disease. And for an understanding of these, the basic biochemistry of life must be understood.

It has become apparent recently that research is providing the basis for what could well become an almost complete understanding of the basic principles of life chemistry. It does not seem unreasonable to anticipate that sometime within the next few decades, simple forms of life will be created in a test tube. When scientists have achieved sufficient understanding of life to create its basic framework artificially—then many of the diseases now most baffling to medical science may also be understood.

These diseases are the most difficult to understand—and to treat—simply because they concern the basic chemistry of life. Only when we understand the fundamentals can we hope to understand the ways in which the framework can fail.

New hope for understanding this framework has come recently with the discoveries demonstrating that DNA carries the coded chemical plans from which reproductive cells build the architecture of the new individuals of every generation. Cancer research is perhaps a field in which this knowledge will find its most productive application.

Understanding of DNA is important to an understanding of cancer because cancer cells beget cancer cells—and the obvious conclusion is that they have a defective chemical architecture, carried from parent cell to offspring through the cellular DNA. Other abnormalities of cancer cells add to the general ability of malignant tissue to cause havoc in an organism.

Understanding of DNA has progressed to the point where a molecular model has been designed. Recently, Wisconsin scientists have succeeded in forging a chemical duplicate of nature's DNA—the stuff of the chromosomes—and have shown that this is in many ways identical to the natural material.

This is perhaps the critical breakthrough needed to open new fields of bio-design—in which biochemists can create new genetic plans for incorporation into an organism, either providing new traits or substituting normal genetic materials for defective ones—thus eliminating the effect of the so-called hereditary diseases—and perhaps for devising lethal chemical tricks to play on cancer cells.

**T**HAT THIS is not beyond range of the possible has been demonstrated by two scientists at Wisconsin who succeeded in substituting one set of genetic traits with another (in this case the ability to produce one type of enzyme) in human cells growing in laboratory test tubes. This may be a far cry from substituting a set of normal traits for defec-

tive ones in an embryonic organism—but on the other hand, it may not.

One Wisconsin geneticist said recently: "If someone had asked me 20 years ago whether or not I thought we would have the key to the genetic code by 1960 I would have laughed. Today we have it. With this in mind, I can only say that the progress to be anticipated in the future has no foreseen limits."

Just as significant are the advances to be anticipated in other fields, such as diseases of the kidney, heart, liver, and the whole general field of ailments of old age. Here the energy-transformation processes seem to be of paramount importance. Perhaps the clue to alleviation of many of these ailments lies in the enzymatic systems found in the mitochondria.

The heart muscle, for example, must pump an ocean of blood during a normal lifetime. Ultimately, this is a reflection of the ability of the countless mitochondria to maintain a high level of performance as energy transducers—oxidizing the simple blood sugars into energy available for work in the heart muscle. What accounts for the success—or failure—of the heart muscle to serve as an efficient pump for 70 years? What would permit an extension of this time to 100 or more years?

Mitochondrial efficiency may be critical in high muscle performance, it is also critical to the other organic functions.

"The way in which the mitochondrion powers other processes in the cell poses many problems for the future," says another Wisconsin scientist. "How does the mitochondrion power the other working elements of the cell—the cell membrane, the kidney tubule, the conducting nerve membrane? These are the areas on which research of the future will be focused. When these areas have been properly explored, we may anticipate a major revolution in medical science."

There now also exist many hopeful hints that knowledge of cancer has reached the point where practical advances are at hand. Chemicals

have been designed which show some promise when used in treatment of some forms of cancer. Work progresses in the search for viruses which may twist the genetic material of the cells into becoming cancerous. It seems reasonable to expect that new and better chemicals will be forthcoming in the near future. If cancer-producing viruses can be found and isolated, an important initial step will have been taken toward preparation of vaccines effective in preventing certain types of cancer.

A Wisconsin cancer researcher has foreseen that: "The final understanding of the cancer problem is something that we can now look forward to as a distinct possibility within our lifetime.

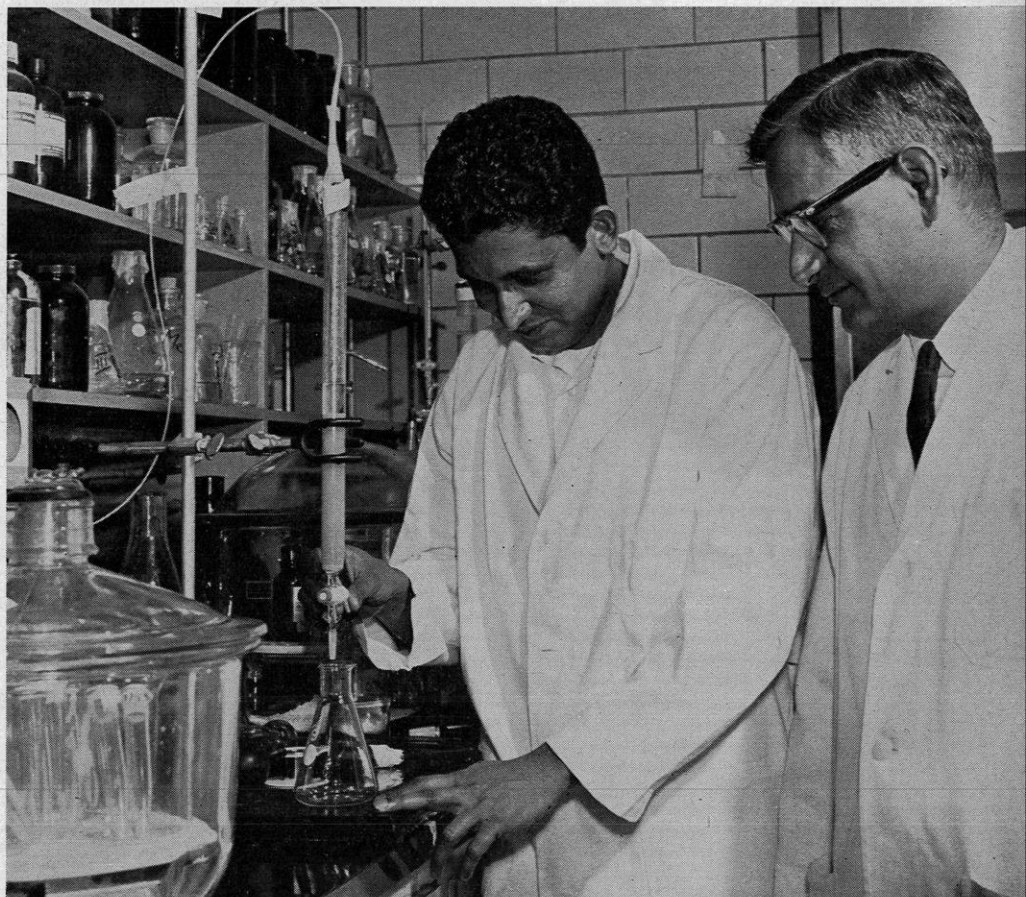
"It is not implied that cures for all the clinical forms of cancer will be equally near at hand, but no doubt, cure for some forms will be accomplished."

He continued: "I regard the unravelling of the secrets of life as the first essential, the most direct approach to the final solution of the cancer problem."

The world's medical problems are obviously still imposing. But basic knowledge becoming available is giving medical science a wealth of information upon which to build methods of treatment and prevention of diseases that have become important to large numbers of people. It is heartening to some extent that these diseases have become important only because today the average life span extends into the years when the ailments of maturity and old age can begin their attrition.

Two centuries ago medical science was baffled by smallpox. Not fifty years ago, a long list of diseases—including many caused by viral infections and relatively simple organic disorders—were still considered hopeless. Only recently have many devastating ailments been conquered—including poliomyelitis. The pace of discovery has accelerated as research programs expand. The most difficult problems of all—for they concern basic life architecture—may now slowly begin to yield.

May, 1964



The first synthesis of small pieces of DNA, the molecular carrier of genetic information, with a known sequence of code letters has been accomplished by Dr. H. Gobind Khorana, right, and one of his many collaborators, Dr. T. Mathai Jacob. They are shown here in their laboratory at the Institute for Enzyme Research at the University of Wisconsin. Dr. Khorana is a co-director of the institute and head of a large research group. This advance in the chemistry of DNA should make it possible for biologists to work out the fine details of the genetic code.





the Arts Seminar

## *1964 Wisconsin Women's Day*

the trip to Van Vleck Hall



**W**ITHOUT a doubt, Wisconsin Women's Day has become one of the Wisconsin Alumni Association's most appealing and rewarding programs. As testimony to the fact, nearly 400 women from all over the state, and from points as far away as Missouri and Finland, gathered on the campus for the fourth annual Wisconsin Women's Day on April 21. The all-day event is designed to familiarize Wisconsin women with the new breakthroughs in knowledge that are being developed at the University.

This year's appropriate theme which emphasized that development was "The New Dimensions of Learning." And, in order to give the women an opportunity to appreciate the full scope of these dimensions, the Women's Day Committee decided that those attending this year's program should be able to visit two seminars rather than just one as had been the practice in past years. Those attending the seminars had an opportunity to choose two out of the following five categories: The Arts, The Sciences, Education, Economics, and Campus Living.

The Arts seminar was chaired by Prof. Helen White, internationally known UW scholar, novelist, and educator who has received honorary degrees from 19 institutions. Aaron Bohrod, UW artist-in-residence who is famous for his "fool-the-eye" style of painting, showed some of his works and spoke briefly on what he considers to be the relationship of the artist to his society. Dr. Eva Badura-Skoda, Viennese musicologist who is Brittingham Professor of Music for the second semester, gave a brief historical account of the various types of music that have been fostered in and inspired by the city of Vienna. The seminar concluded with a presentation by Forrest Coggan, Drid Williams, and members of the UW dance department which illustrated the ways in which man's spiritual nature can be exemplified by the movement of the dance.

Dr. Henry Lardy, co-director of the Enzyme Institute, headed the panel on The Sciences. Profs. Rob-

ert M. Bock, biochemistry; William Beeman, biophysics; and Dr. Roswell K. Boutwell of the McArdle Memorial Laboratory for Cancer Research, spoke on developments within their special fields of research. In commenting on how specialized the sciences have become, Dr. Lardy remarked that he found himself taking notes while listening to his colleagues give their presentations.

The panelists in the Education seminar all agreed that the curriculum in our schools is changing quite markedly thanks to the new methods of teaching being developed at edu-



Mrs. Conrad A. Elvehjem was general chairman for the 1964 Women's Day program.

cational centers such as Wisconsin. Prof. Wilson Thiede, associate dean of the School of Education, was chairman of the panel which included: Prof. Donald Bucklin, zoology; Prof. Henry Van Engen, education and mathematics; and Dr. Leonard V. Kosinski of the State Department of Public Instruction.

Big business and how to invest your money were the subjects of the Economics seminar headed by Prof. Robert Lampmann, chairman of the economics department. Prof. Arnold Zellner spoke on the use of computers in economic research and forecasting. Prof. Frank Graner discussed the vagaries of the stock market and advised the ladies present to invest now to take advantage of the coming moment when the "soaring sixties" really take off. The discussion was rounded off by Prof. Leonard Weiss who spoke on mon-

opoly and market situations in big business.

The final seminar, Campus Living, was chaired by LeRoy Luberg, former Dean of Students who is now Dean for Public Services. Dean Luberg and the other panelists—Mrs. Patricia Tautfest, acting dean of women; Konnie Klumpar, president of Associated Women Students; and Peter Jahnke, president of the University YMCA—discussed some of the current developments on the campus. Prominent among the subjects they covered were: the increase in enrollments, the growth of the campus, the proliferation of knowledge, and the moral climate that prevails at the University today.

Luncheon following the seminars was held in Great Hall of the Memorial Union. Great Hall was gaily decorated in a decidedly Wisconsin motif. Large red "W"s set off the head table while red flowers brightened the individual tables and two huge Bucky Badgers watched over the proceedings.

Following luncheon and a review of the morning's seminars by the respective chairmen, the UW Opera Workshop, under the direction of Prof. Karlos Moser, put on a program of scenes from Rossini's "Cinderella."

The next event was a bus tour of the campus. The visiting women had an opportunity to stop off at Van Vleck Hall and get a panoramic view of the campus from that building's top floor lounge. Tea at the home of President and Mrs. Harrington marked the formal conclusion of this special day for Wisconsin women.

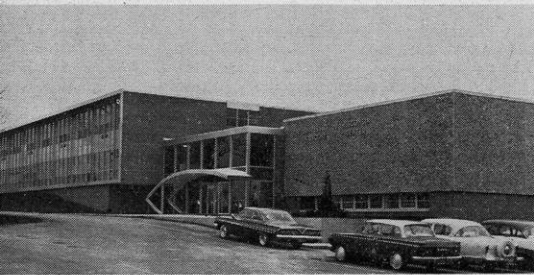
Full credit for the outstanding success of the day goes to the following women who served on the executive committee: Mrs. Conrad A. Elvehjem, general chairman; Mrs. George Kroncke, Jr., assistant general chairman; Mrs. Vincent E. Kivlin, program chairman; Mrs. Isabel Craig and Mrs. Katherine McCaul, state arrangements co-chairmen; Mrs. Eldon Russell, coordinator of hostesses; and Mrs. Fred Harvey Harrington, honorary chairman.



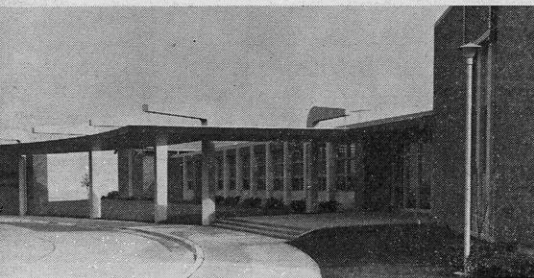
Fox Valley (Menasha)



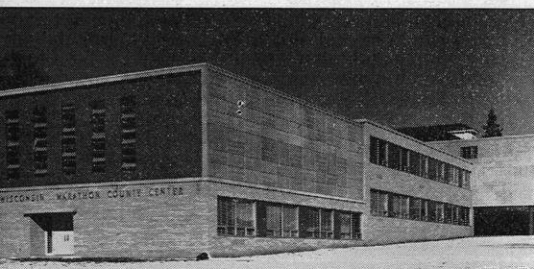
Green Bay



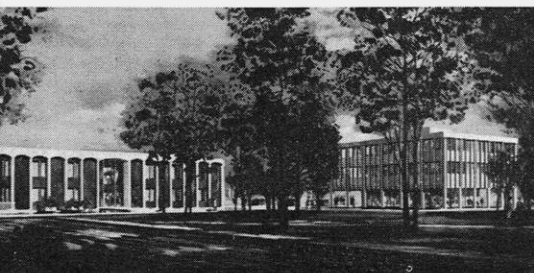
Kenosha



Manitowoc



Marathon County (Wausau)



Racine

*The University Centers are playing an increasingly important role in the development of adequate higher educational facilities for the State of Wisconsin. Here and on the following two pages, we offer a brief description of the Centers and what they mean to Wisconsin.*

**W**HERE is the University of Wisconsin campus?

Don't answer that too quickly or you may be wrong. Not too many years ago the answer "Madison" would have sufficed, but since 1956 you had to add "Milwaukee." That still isn't the total answer, for nine other cities can claim to have UW campuses.

To the freshman and sophomore students of the UW Centers, these locations are as much a part of the Badger campus as the phenomenally booming sites at Madison and Milwaukee. And there are more than 3,000 such students this year. They attend classes at Green Bay, Kenosha, Manitowoc, Marinette, Menasha, Racine, Sheboygan and Wausau, with a ninth on its way at Marshfield.

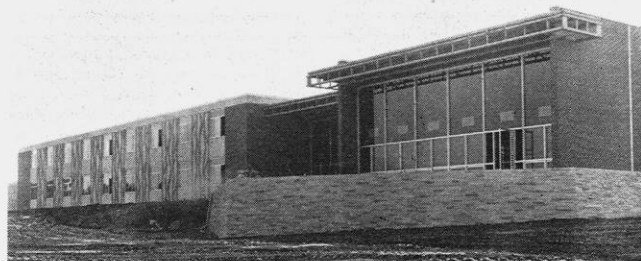
The state Coordinating Committee on Higher Education has predicted that enrollment in these centers will soar over 6,000 by 1973. That's double the present enroll-

ment. In a sense, the center system got its real impetus since 1960 when the first building designed entirely for UW freshman-sophomore education was opened at Wausau, the Marathon County Center.

Now the CCHE has publicly recommended 13 other sites as future locations of two-year university centers or state college branch campuses. For the 1965 biennium, for example, the committee suggests centers at Waukesha, Rice Lake and the Beloit-Janesville area.

Which cities will have centers and which will have state college branches is still undetermined. But the appointment of L. H. Adolfson (see page 20) as provost of the Centers will provide administrative direction in this area.

Pres. Fred H. Harrington has asked that the center system have its own provost and be separated from the University Extension Division. The latter formerly administered the



Sheboygan

# The Center System

nine centers under Dean Adolfsen of the division and W. M. Hanley as director of the freshman-sophomore programs.

Such an announcement by the president naturally sparked speculation, a few false conclusions, and the anticipation of a still brighter future for the campuses around the state. One such conclusion was that the Extension Division, with the Center program removed, would be smaller. Actually, there is every reason to believe that the Extension Division will continue to work with and through the Centers in much the same way as it does at present. These satellites are natural focal points for Extension's special classes, institutes, conferences, field services, concerts, public affairs programs and correspondence instruction.

The growth of both Extension and the Centers made the projected separation inevitable. Citizens of existing Center communities, however,

have another question in their minds. Can any of these two-year institutions be expanded into four-year campuses? Physically, many of them have the grounds for such development. The UW has taken the position that any third university—or fourth—should be located in the Southeastern part of the state and possibly in the Fox Valley area with its heavy concentration of people.

There is more than enough evidence that both the Madison and Milwaukee campuses need the Centers more and more to drain off the undergraduate load. Such two-year institutions also provide the added blessing of giving the beginning university student a "break" on expenses. Living close to home is almost always cheaper than "going away" to college, especially when the tuition is the same for both places.

If you still visualize UW Centers as rented quarters in vocational

schools or former elementary schools, you will have to tune into a new picture.

The opening of the Marathon County Center at Wausau (now ready to expand) sparked similar buildings elsewhere. And since the buildings are paid for by the communities they serve, there is an individuality to all of them. The buildings are both functional and are generally located on sprawling grounds. Two of them—Manitowoc and the new Racine Center—are located right on the shore of Lake Michigan.

The Fox Valley Center at Menasha has already added a wing to double its size. Its wing was dedicated in March of this year. And the original building is less than four years old! Kenosha, dedicated in November, 1961, is preparing to expand.

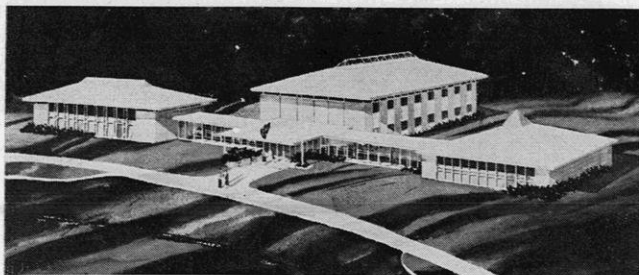
Here, then, is a brief rundown of the status of the nine centers and the names of their directors. Kenosha, just described, is directed by Bernard Tallent. Manitowoc, dedicated in November, 1962, is directed by Raymond Grosnick. Marinette is now drawing plans for its first building. It presently uses space in the vocational school. Lon Weber is its director.

Fox Valley's growth has been described. Verne Imhoff is director of that two-year institution. Racine is now constructing its new lakeshore buildings and campus. A. E. May is director.

Earl Beard is director of the Sheboygan Center which is just being completed and will be dedicated this spring. It sits high on a wooded hill to the west of the city. Marathon County, described earlier, is directed by Henry Ahrnsbrak.

The ninth center will soon rise at Marshfield where a site has already been chosen. Norbert Koopman will be its director.

With its own provost, with enrollment bulging, and with the enthusiasm of the communities where there are centers, this phase of the University of Wisconsin promises to be a dramatic influence and offer statewide cohesiveness to the Wisconsin Idea.



Wood County (Marshfield)

**A**PPPOINTMENT of Dr. L. H. Adolfson, Dean of the Extension Division and director of Summer Sessions, as the first provost of a separate University Center System was approved by the Regents last month.

Dr. Theodore J. Shannon, associate dean of Extension, was promoted to Dean of the division, one of the oldest and largest in the country.

The provost office, created by the Regents last fall when they reorganized the freshman-sophomore Centers into a separate system, calls for Dr. Adolfson to direct the fast-growing University program of resident instruction, research and public service in communities outside of Milwaukee and Madison.

Reporting directly to the University's central administration, Dr. Adolfson, widely-known educator and UW faculty member for 22 years, will direct the eight existing two-year Centers, the new freshman-sophomore Center at Marshfield, and Centers approved later by the Regents and the Coordinating Committee for Higher Education.

The Regents have also directed that the Center System have jurisdiction over whatever new junior-senior programs the Regents and the Coordinating Committee for Higher Education may authorize the University to offer outside of Madison and Milwaukee.

A native of Chicago, Dr. Adolfson received a B.A. at Wabash College and his Ph.D. at Wisconsin, writing his dissertation on public administration. He first served the UW as a member of the Extension's teaching staff, conducting classes throughout the state and lecturing widely on national and international affairs. He was appointed director of UW Extension in 1944 and its dean in 1959.

As a member of the Defense Advisory Committee on Education in the Armed Forces, he has traveled to Japan, Okinawa, and Korea. Dr. Adolfson spent 14 months in Turkey in 1957-58, heading a government-sponsored educational mission which set up courses in public administration at the University of Ankara.



Center Provost Lorentz Adolfson passes on some of the Extension Division paperwork to the new dean, Theodore Shannon.

## Adolfson Named Provost of Centers

He was elected president of the National University Extension Association in 1951, and has served on the Governor's Commission on Human Rights, Wisconsin State Radio Council, Governor's Committee on United Nations Day, Wisconsin Free Library Commission, the national council of the Adult Education Association of the United States, and as a member of the senate and executive committee of the Association of State Universities and Land-Grant Colleges.

Dr. Shannon, a native of Danbury, Conn., earned his B.E. at Danbury State Teachers College, the M.A. and Ph.D. at Yale University. After a period as an instructor at the University of Connecticut, he joined the UW Extension Division as assistant to Dr. Adolfson. In 1951 he was named director of special classes and a year later held the roles of assistant to the director, director of

special classes, and director of the division's Bureau of Lectures and Concerts.

Dr. Shannon was appointed chairman of the Extension education department in 1953, then took a leave for one year through a grant from the Fund for Adult Education. Upon his return to Madison he was named director of informal instructional services and field services. The rapid growth of UW Extension made it necessary in 1959 for him to concentrate fully on the field service directorship. He was appointed associate dean in 1960.

The University administration has said it expects ultimately to bring together the adult education and extension activities of the UW, including Extension, Cooperative Extension, and radio and television operations. The first step is separation of the Center System from the Extension Division.

## Impressions of the University Centers

# *What the Students Think*

**H**OW DO STUDENTS feel about the University Centers? Ask them and you get as many different answers as there are individual students. Yet there are several points that most of them are willing to agree best describe the value of the Centers.

In the first place, it should be pointed out that the Centers themselves tend to differ from city to city. What the student experiences at Wausau or Menasha is naturally somewhat different from what he experiences at Racine or Kenosha simply because the communities are different. And, for the most part, the individual Center derives its special character from the community it serves.

It is this factor which makes the Centers different from the University at Madison or Milwaukee. Because the Centers have a small enrollment and are normally located in the student's home town (some do commute from neighboring towns), they possess an identity and offer certain advantages as well as disadvantages that are seldom encountered at Madison or Milwaukee.

Nevertheless, almost any Center student will tell you that, to them, the University of Wisconsin is Madison, it is not their building in Manitowoc, Green Bay, Kenosha, Marinette, or Sheboygan. The Center is an expedient means of preparing for something that lies beyond the boundaries of their home community.

Students feel that one overwhelming advantage that the Centers provide in terms of preparation is the opportunity to know their instructors and to appreciate the fact that the teaching-learning process is not exclusively limited to the classroom. Instructors and students encounter each other throughout the day while

they are at the Center. The instructor's office quite often becomes a meeting place for discussion; the student lounge at the Center can serve a similar purpose. After school, the relationship, the teaching-learning process may continue as students and instructors see each other in various situations within the community.

Another advantage of the Center is that it provides many a student with a means of beginning. Some students simply cannot afford the burden of financing a full four years of college away from home. Others, uncertain about their ability to do college work, utilize the Centers as a testing ground. Doing well at the Centers and receiving the close attention that is available there encourages them to continue beyond the two year level. Most students feel that this is the natural function and value of the Centers.

On the other hand, the Centers, because of their size, also have their disadvantages. Readily apparent are the limited facilities and the narrow range of course offerings. Libraries are small and so is the range of out-of-class activities. If the students want an extra-curricular life at the Centers, they usually have to make it for themselves along with the help of instructors who are willing to devote their free time to assist.

Center directors, with their limited staffs, are working constantly to correct these shortcomings. One encouraging sign can be seen in the fact that laboratories at the Centers are usually well-equipped and, what is more important, accessible to the student outside of the normal class time.

What happens when the Center student transfers to Madison? Again there is a variety of responses. By the time they reach here, many of

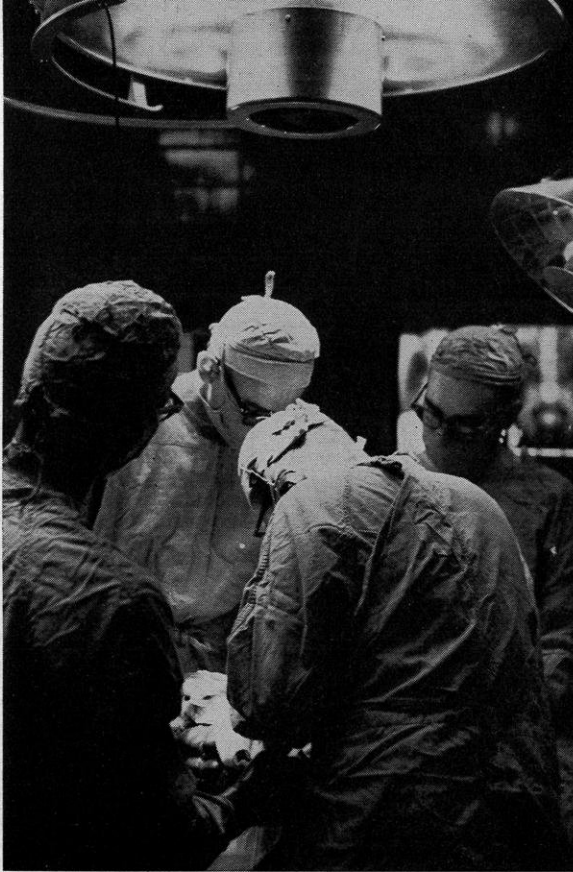
them have decided on a major. They have satisfied many of the prerequisite requirements and their anxiety about pursuing a particular course of study is usually diminished. They come to Madison convinced that they can do college level work even though there is some apprehension about whether the courses will be harder in Madison. They find that the courses are not necessarily more difficult, but that the competition from other students is a great deal more intense.

But the Center student has learned something valuable from his experience. He has discovered that it is important to confer with his professor whenever he has a question or wants to discuss a particular matter. This attitude quite often differs from the student who has come to Madison directly from high school and, because of large classes and limited contact with faculty members, has grown to assume that professors inhabit some kind of Olympian heights and deign to speak with students only on rare occasions.

Besides the academic adjustment, former Center students must get accustomed to the bigness of the Madison campus. Here, there is so much going on within a given week that it sometimes presents a bewildering panorama of courses and extra-curricular activities. Here, school is the total involvement of the student while at home the Center student thought of school only as a part of his life in the community.

There is a social adjustment, too. At the Centers, students form a reasonably homogeneous group while at Madison there is an infinite variety of students from all over the world. After the initial shock of recognition, the Center students find that their relationships with students

*Continued on page 26*



# TELEVISION

## *aids medical instruction at the University*

by Ed Hawley

FOR THE past year, medical students have been getting a surgeon's-eye-view of operating techniques and procedures over the Medical School's closed circuit television system.

The importance of closed circuit television in teaching is that it brings a highly specialized field of interest—inevitably located in an area where vision is easily obscured—to an audience of 80 to 100 medical students and physicians. Such a crowd could not possibly gather around an operating table or a patient.

The television system, a \$30,000 gift from A. C. Nielsen Sr., a prominent UW alumnus and benefactor, was donated to the Medical School and University Hospitals to enrich the education of medical undergraduates, post graduates, and post doctorates. Very few hospitals in the United States have a closed circuit television system to aid in instruction.

After the installation of the system, Nielsen visited the University Hospitals to review its operation. He stated then that his gift expressed a combined interest in television and

great respect for the difficulties of surgery and its instruction.

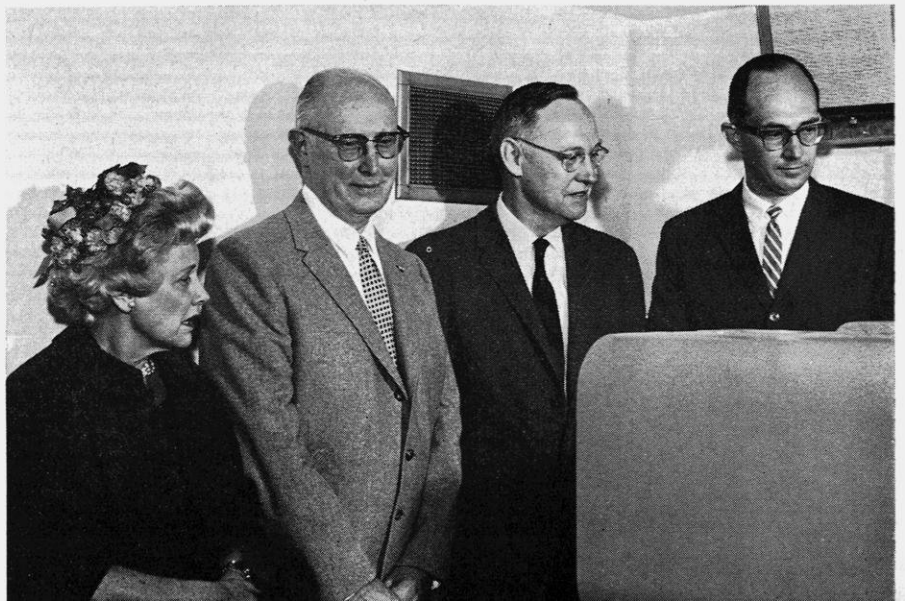
After watching a telecast of UW surgeons removing a thyroid tumor, he commented: "I am very impressed by the fine anatomical details the set shows."

And experience of the past year shows that students and physicians are also impressed by what they see, according to Dr. Frank Larson, as-

sociate professor of medicine, and chairman of the Medical School's Audio-Visual Committee.

The system, which has twice the resolution of an ordinary TV set, consists of a floor camera, a portable camera, and two overhead cameras set up in the operating rooms and connected by cables to four TV monitors elsewhere in the hospitals. A microphone worn by the surgeon

Above: A closed circuit television camera is suspended in the center of the lamp above the operating table. The camera, which has a zoom lens, is controlled by the instructor in the classroom. Below: The closed circuit television system is being viewed by Mrs. A. C. Nielsen, Sr.; A. C. Nielsen, Sr., donor of the system; Dr. James F. Crow, acting dean of the Medical School; and John A. Russell, assistant superintendent, University Hospitals.



enables him to give play by play explanations of the operating procedure.

The portable camera makes it possible for all other departments—including the basic sciences—to use the TV system for teaching purposes. Presently, the camera is used to show material related to the operation in progress, such as microscopic photographs of removed tissue.

For non-surgical demonstrations, the camera may also be moved through hospital wards and laboratories.

The UW system permits telecasting over the University station WHA-TV in addition to within-hospital viewing, and videotape recording for future showings. In training student nurses, for instance, tapes demonstrating simple skills such as making a bed or washing a patient, will help teachers currently faced with endless repetition of the lessons.

Jerry Madden of WHA-TV, who originally served as production consultant to the hospitals, is now training students at the hospitals in tele-

vision techniques. Only two persons are needed to operate the system—one at the monitors and one to move the portable camera.

Donor Nielsen, founder of the Chicago-based international market research firm which bears his name, also supports the Rasmus Nielsen Scholars—Scandinavian students who come to the UW for graduate studies. Most of the eight scholars presently studying under the fellowships, donated in honor of Nielsen's late father, are enrolled in the School of Commerce.

## Edward Brenner: U.S. Patent Commissioner

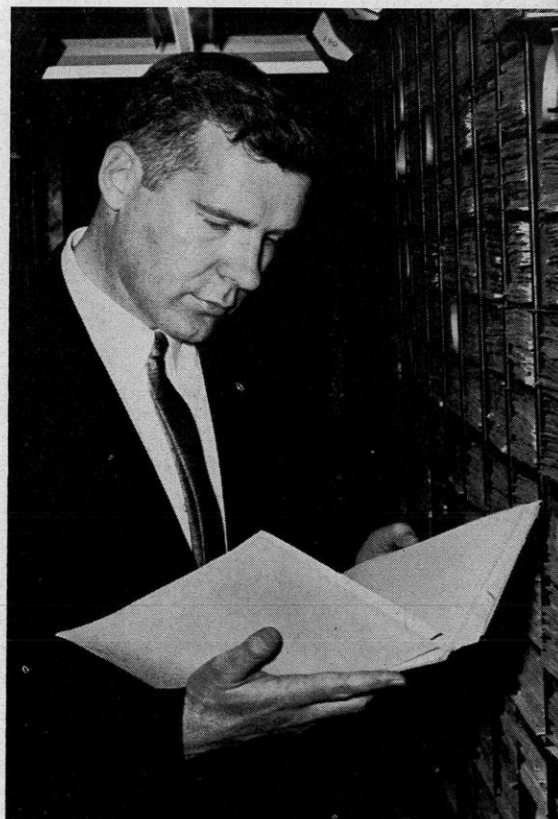
**T**HOSE OF YOU who are working on a better mousetrap should be advised that when you perfect your mousetrap, the man to contact is Edward J. Brenner, a 1947 graduate of the University of Wisconsin, who is the newly appointed U.S. Commissioner of Patents.

In his new position, Commissioner Brenner is responsible for the administration of an office that receives 350 applications for patents each day and issues 1,000 patents a week. Commissioner Brenner supervises a department of the federal government which has 2,500 employees and an annual workload of nearly 215,000 applications for patents.

As Commissioner of Patents, Edward Brenner is faced with a number of problems. It now takes, on the average, 3½ years for a patent to issue. Brenner would like to cut the time to 1½ years. The Commissioner is also faced with a personnel problem. Each year there is a 20% turnover in patent examiners within the office and Commissioner Brenner must be concerned with the continuing recruitment of qualified engineers from our colleges and universities. He is also confronted with the problem of providing adequate space for Patent Office employees. At the moment, conditions are so crowded that the professional people in the department have a total working space no larger than the top of a ping pong table.

Edward Brenner began his patent career eleven years ago as a patent attorney with Esso Research and Engineering, preparing and prosecuting patent applications before the United States Patent Office. He later worked for three years as a contract attorney engaged in the negotiation and preparation of contracts covering the purchase and sale of patent rights and technical information. He served as assistant director of the technical information division of Esso Research for one year and for the past four years, Mr. Brenner has served as an assistant director (patent counsel) of the legal division of Esso Research. He was acting director of the division for nearly a year in the director's absence.

Recently, Brenner has had overall responsibility for all of the Esso Company's patent work relating to petroleum products, petroleum processes and engineering. Before his work at Esso Research and Engineering, Brenner worked from 1950 to 1953 as a chemical engineer engaged in refinery economics with an affiliated company, Esso Standard Oil at Baton Rouge, La. His engineering background was established at the University where he received both the bachelor's and master's degree in chemical engineering and taught part-time as an instructor in the College of Engineering. He received his LL.B. from Wisconsin in 1950.



A native of Wisconsin Rapids, Edward Brenner served as an enlisted man in the U.S. Army during 1944-46 and was assigned to the Manhattan District Atomic Bomb Project. He was a member of the radiological safety team at the atomic bomb tests at Bikini Atoll in the summer of 1946.

Mr. Brenner is married to the former Jane Segrest. They live with their four children—Beverly, 12; Douglas, 8; Carolyn, 5; and Mary, 3—in Bethesda, Md.



# The Truth About Football Tickets

**I**N THE SPRING a young man's fancy turns to thoughts of love and alumni start thinking about football tickets for the coming season.

This perennial phenomenon creates a hubbub of activity in the office of Oscar Damman, UW athletic ticket manager. Every spring and summer, Damman and his staff process ticket applications for the coming football season. This is customarily an orderly procedure until it gives way to a hectic pressure when the season is underway and an alumnus suddenly discovers that he needs six tickets on the fifty for the Homecoming game which has been sold out since the latter part of August.

Among alumni and the general public, there is often confusion about the Athletic Department's ticket policy. In an effort to spell out this policy, we visited Oscar Damman in April and asked him some questions which we hope will clarify certain points.

Is there any preferential order in assigning football seats?

Oscar, who is an extremely affable man (a blessing for someone in his position), indicated that there was. "The first time someone sends in their application for a season book, we assign the locations on the following priority basis: (1) **members of the Wisconsin Alumni Association**; (2) alumni of the University; and (3) non-alumni."

Is there a similar preference after the first year? "No, then the individual becomes a regular ticket pur-

chaser and we assign him a location on a seniority basis. If he has been buying football tickets for ten or fifteen years in a row, he naturally will have a better location than the person who renews after buying his first season books just last year."

What about the person who drops out for a few years and then reorders? "He starts all over again. Of course, he starts in the priority category I mentioned before."

Many alumni want to improve their location. What is the best way for them to accomplish this? "First, I would tell them to continue to re-order each year and, if possible, they should reorder the same number of tickets. If they increase the amount of season books they want, then we will have a harder time improving their location. It's much easier for two people to move up than it is for four or six. The smaller the number of tickets, the faster the progression.

"Also, I would suggest that they give us the *general* area of the stadium they are interested in. We can always do a better job with that information than if they limit us to a specific row or a particular part of a section."

All of these statements apply to season book holders; what about single game admissions? "We just can't give any preference on a single game ticket. We have to sell them on a first-come basis."

What about away football games? Some of our alumni find that when they go to an out-of-town game they

are put in poor locations. "The conference agreement is that the visiting school gets 2,500 tickets within the goal lines. Any tickets above that number are usually located beyond the goal lines."

Each year, in the middle of May, the Ticket Office mails out application blanks to Alumni Association members who are former ticket holders, or who live in Wisconsin or any of the states where away games are being played. This year, the Ticket Office is going one step further by sending blanks to the states where the visiting team schools are located. On that basis, Wisconsin Alumni Association members living in Ohio, Kansas, Indiana, Iowa, Michigan, Illinois, and Minnesota will be receiving application blanks.

The Association addresses all the envelopes for sending out these blanks and each year we run an application from an alumnus received service to alumni who are interested in ordering tickets.

Alumni receive the preference outlined above if they return their applications before June 15. Any application from an alumnus received after that date is treated as a general application.

During our conversation, Oscar Damman emphasized the fact that the Athletic Department and the Ticket Office want to "be of service to all alumni. We encourage them to contact us whenever they have a need for tickets to University of Wisconsin athletic events."

## 1964 FOOTBALL SCHEDULE

September 19	Kansas State at Madison
26	Notre Dame at Madison
October 10	Purdue at LaFayette
17	Iowa at Madison
24	Ohio State at Columbus
31	Michigan State at Madison
November 7	Northwestern at Evanston
14	Illinois at Champaign
21	Minnesota at Madison

**WISCONSIN** Alumni Association members who wish to receive 1964 football ticket information and blanks, fill out the coupon below if: (1) You did not purchase tickets in 1963, and (2) You do not live in Iowa, Kansas, Ohio, Indiana, Michigan, Illinois, or Minnesota.

Athletic Ticket Office  
University of Wisconsin  
1440 Monroe Street  
Madison, Wisconsin 53706

Please send me a ticket application blank for 1964 Wisconsin  single game (home or away)  season ticket.

Name .....

Address .....

City ..... State ..... ZIP #.....



Athletic Director Ivan B. Williamson (seated) and Ticket Manager Oscar Damman are seen here against a backdrop of Camp Randall Stadium. Present plans are to build a new press box and add a second deck of seats by the 1965 football season.

## *More Seats, New Press Box for Stadium*

**I**N A DEVELOPMENT directly related to the Wisconsin football ticket picture, the Regents have approved in principle the enlargement of Camp Randall stadium by 12,500 seats, the construction of a new stadium press box, and a hike in ticket prices to pay for the improvements which also include the erection of a winter sports arena on the campus.

The proposals, presented by the UW administration upon recommendation of the Athletic Board, would result in expenditure of about \$3 million to be financed out of athletic receipts, if given final authorization. Wisconsin Athletic Director Ivan B. Williamson estimated the cost of stadium improvement at \$2.4 million, the arena cost at \$600,000.

In an ensuing action contingent on

approval of the construction proposals, a revised athletic ticket price schedule, to take effect next September, was approved by the Regents, as follows: The \$5, \$4, and \$3 tickets would be increased to \$5 and \$4. All present \$5 locations would be unchanged. The \$4 locations would become \$5, and the \$3 would become \$4. Student season books would be increased from \$10 to \$12, and the student-spouse books from \$13 to \$14. The faculty-employee and spouse rate would go from \$17 to \$18.

The Regents voted allocation of \$15,000 in athletic department funds for a study of the best possible construction design and materials for the stadium addition, as recommended by the UW planning and construc-

tion department and the University administration. The additional seating in the form of a second deck on the east side would bring the stadium capacity to 75,935.

The winter sports arena is planned for recreational skating, for intramural and intercollegiate hockey, and for curling.

In a report submitted to the administration by the UW Athletic Board, it was stated: "In anticipation of an enrollment of 45,000 students (in Madison) by 1970, the board recommends an increase of the seating capacity of the stadium prior to the 1965 football season. It is proposed to add a second deck of approximately 12,500 seats on the east side.

"This . . . would make possible an

improvement of seat location for students and faculty members, and contribute to the solution of a less obvious problem, that caused by the increased sale of coupon books. This arises from the fact that for every additional sale of such books to students and faculty, our gross potential income decreases, because there is a proportionate decrease in seats available for sale to the public."

The administration cited the Athletic Board report which stated that the UW press box "is one of the three least adequate" in the Big 10 Conference, and that it "lacks working space for press, radio, and television, as well as other necessary facilities. It has become a hazard as far as injury and fire are concerned."

The report also stated that erection of the press box would result in making 400 additional stadium seats available for sale to the public.

## Bud Foster Honored

**F**ORMER University of Wisconsin basketball coach Harold E. 'Bud' Foster was honored at the recent NCAA basketball tournament in Kansas City by being named recipient of the Metropolitan Intercollegiate Basketball Association Annual award.

Foster, who is chairman of the basketball rules committee, received the award on the basis of his outstanding contribution to basketball over the years he has been associated with the sport; his devotion and idealism that he has evidenced to the game of basketball through the National Association of Basketball Coaches, and other outlets, and for his promotion of basketball in a positive manner.

Foster is the second University of Wisconsin basketball coach to receive the award since it was first inaugurated in 1941. Dr. Walter E. Meanwell, the man Foster succeeded in 1934 as Wisconsin basketball coach, was presented the award in 1953.

Foster is director of the grant-in-aid program at the University of Wisconsin, a job he has held since retiring from coaching in 1959. He had served as Wisconsin head coach for 25 years.

## Center Students (continued)

from other parts of the country and from other cultures are an invaluable part of their University education.

Because they are usually juniors when they get here and because they have to concentrate on the work in their major, Center students hesitate to join some of the popular forms of extra-curricular activities such as fraternities and sororities or other social organizations. They tend to limit their out-of-class time to specialized activities which fall within the scope of their present interests and future plans.

There is no question that the Center system has an increasing impact

on a greater number of Wisconsin college students. The opportunities afforded by the Centers, in many instances, mean the difference between obtaining a college education and going without the benefit of one. In any event, the combined experience of attending both a Center and the University in Madison has meant a great deal to those students now on the campus. They maintain that they have a deeper appreciation of the State and the University. Invariably, they feel that they are more informed and aware of the processes of state government as a result of having attended a Center. And they all want to do something for the University after they leave.



The Friends of the Arboretum views the "rush" prints and pictorial charts of the new color movie, "The U. W. Arboretum Through The Seasons." Left to right, back row: Prof. D. Archbald, managing director of U. W. Arboretum; Prof. Walter J. Meives, of the U. W. Photographic Lab, who filmed the movie; Arthur Towell, vice-president of the Friends of the Arboretum; A. W. Peterson, past-president of the Friends; Benjamin W. Huiskamp; Lowell Frautschi, president of the Friends; Prof. J. H. Beuscher; and Prof. G. William Longenecker, executive director of the Arboretum. Front row: Mrs. John T. Curtis, secretary-treasurer of the Friends; Mrs. A. C. Garnett; Mrs. Bentley Courtenay; Mrs. William Sachse; and Prof. Grant Cottam, chairman of the Arboretum Committee.

**"THE UNIVERSITY** Arboretum Through The Seasons," a 30-minute color movie produced by the Friends of the Arboretum, will shortly be available for public showing. It is hoped that the movie will engender added popular support to this unique natural outdoor laboratory for those interested in plant pathology, soils, geology, wildlife, zoology, art, botany, medicine, meteorology, ornithology, entomology, forestry, horticulture, and limnology.

The photography was an all-year project by Prof. Walter J. Meives, official photographer for the Winter Olympics. The scenario is being written by James A. Larsen, science

editor for the University News Service; narration is by Prof. Karl Schmidt, WHA.

The film will be available to conservation and service groups, schools, and television stations. It will also be shown to Government agencies and commercial research leaders. It is expected that the story of the Arboretum will bring added visitors to the city. Dane County and the City of Madison, in cooperation with the University of Wisconsin, is helping the group to complete the movie. Inquiries should be addressed, after June 1st, to "Friends of the Arboretum," 329 Birge Hall, University of Wisconsin, Madison.

# Alumni News

## 1921-1930

R. J. HEINS '22 recently retired after 39 years service with the Wisconsin Public Service Corp. He was manager of the Green Bay division when he retired.

On the first of this month, Fred J. SINGER '22, Chatham, N.J., retired as executive director of the switching systems engineering division of Bell Telephone Laboratories after more than 41 years with the Bell System.

At the March convention of the National Association of Bedding Manufacturers in Chicago, L. Gerald KOCH '23, president of the Columbia Bedding Co., Chicago, was named "Bedding Man of the Year." The award is presented annually to a bedding manufacturer who, over the years, has done most to further the service and development of the bedding industry.

Mr. and Mrs. Thomas A. TREDWELL '23 (Aileen HALL '24) have moved from Bronxville, N.Y., to San Mateo, Calif., where he will be selling Dodge-McGraw Hill publications in the Northwest.

*The Loves Poems of Ovid*, in a new translation by Horace GREGORY '23, will be published by New American Library in August. Gregory, distinguished poet, translator, critic, and classical scholar, lives outside New York with his wife, Marya ZATURENSKA '23. Holt, Rinehart, and Winston published *Collected Poems of Horace Gregory* this month.

John J. STREAM '23 is living in Loveland, Colo. where he is director of driver education at Loveland High School.

Mrs. M. C. Borman (Alice DAVIS) writes that "39 years, five children, and nine grandchildren later than my junior year at UW, I received my B.A. degree from the UW-M last June" and says she would enjoy "belonging" to her old class-1924. She is doing some speech correction work at private schools in Milwaukee.

Louis B. FALB '25 has retired after nearly 39 years of continuous service with General Mills Inc., Minneapolis.

Mrs. John F. Wyckoff (Delaphine G. ROSA '27) will be a consultant in biological science curriculum study for a National Science Foundation institute at Indiana University in July. She has twice served as director of National Science Foundation sponsored programs for high school biology teachers of New England. She is on the faculty at Wellesley College.

Barney B. BARSTOW '30, who has been engaged in private law practice in Superior (Wis.) since 1930, was recently appointed full-time counsel for the Fraser-Nelson Shipbuilding and Dry Dock Co., Superior.

Edward L. LANGE, Jr., '30, was recently appointed to the newly-created position of director of public affairs by the Keystone Automobile Club, Philadelphia. He was formerly public relations manager for the Allstate Insurance Company. He is president of the Montgomery County Safety Council and a director of the Delaware Safety Council. He is a member of the Philadelphia Public Relations Association and has been on several championship bowling teams in the area.

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## Wisconsin Day at the World's Fair June 18, 1964

## Wisconsin Alumni Day July 6

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## 1931-1940

Horace G. BARDEN '31, partner in the Chicago office of the accounting firm of Ernst and Ernst, has been nominated as a vice president of the American Institute of Certified Public Accountants on the slate which will be submitted to the institute's annual meeting in Miami on Oct. 5.

J. J. BOHRMICH '31, president of the Prestolite International Corporation for the past three years, has announced the formation of a new international management company, Industrial Development International, Ltd., headquartered in Toledo, Ohio. Offices have been opened in London, Rome, Bombay, Sydney, and Tokyo. Mr. Bohrmich has resigned his position with Prestolite International, but will continue to represent it in a consulting capacity in many fields.

Lewis F. SMITH '31 was honored last month at a dinner where a scholarship fund was established in his name to mark his July 1 retirement as superintendent of the Grossmont Union High School District, near San Diego, Calif. Some 1600 guests attended the dinner.

Prof. Arthur C. COPE '32, head of the department of chemistry at M.I.T., recently received the William H. Nichols Medal, oldest award of the American Chemical Society, for his work in various areas of organic chemistry.

True Temper Corp., manufacturer of hardware, has promoted Ray T. GUTZ '33 to the newly created position of executive vice president. Vice president of marketing since early 1962, Mr. Gutz will continue to head the Cleveland-based company's marketing department in addition to his new duties.

Dr. Ernst H. KRAUSE '34, vice president and general manager of the San Bernardino Operations of the Aerospace Corp., has been named to the Science Advisory Board of Orange State College, Fullerton, Calif.

Melvin H. WUNSCH '34 has been transferred to the national headquarters of the Social Security Administration in Baltimore. He is on the central planning staff, in charge of long range systems planning for the Administration.

Ken W. PURDY '35 is the author of the close-up of Prince Philip in the April 7 issue of *Look* magazine and recently published a book on Stirling Moss, British racing driver, entitled *All But My Life*.

Dr. John C. WEAVER '36, son of Andrew T. WEAVER, professor emeritus of the UW speech department and Mrs. Weaver, has been appointed vice-president of instruction and dean of faculties at Ohio State University. He is now vice-president for research, dean of the Graduate College, and professor of geography at the State University of Iowa.

Walter J. COLE '38, varsity member of UW football teams in 1935, 1936, and 1937, and a lawyer in Platteville, (Wis.) for 24 years, has been named deputy attorney general for Wisconsin.

W. R. ANDERSON '39, agent for the Equitable Life Assurance Society, Chicago, has founded the Leif Ericson Society "to give due honor to the man who arrived on this continent 489 years before Columbus What's-His-Name approximated these shores. Those with some Norse blood who are willing to assist in arranging suitable observances are invited to write Leif Ericson Society, Box 1112, Evanston, Illinois 60204." Mr. Anderson is the author of a number of articles about business which have appeared in national magazines.

Harvard G. BORCHARDT '40 is assistant director of the Labor-Management Reporting and Disclosure Act and the Welfare and Pension Plans Disclosure Act for the U.S. Department of Labor.

## 1941-1945

David J. LIPPERT '41 is completing his second year as a graduate student and part-time lecturer in the UW School of Journalism, after having covered the Wisconsin state capitol and state politics for nearly 12 years for the *Milwaukee Sentinel*. His wife, Dr. Jean Seay, who interned and took her residency at University hospitals, is a psychiatrist at Mendota State Hospital. They announce the birth of their second child, James Seay, Jan. 15.

Warren L. SOMMER '42 has been promoted to assistant chief engineer of production engineering of aircraft engine operations at the Allison Division of General Motors, Indianapolis.

K. R. CHANDLER '45, president and general manager of Koehring-Waterous Ltd., Brantford, Ontario, was recently appointed to the board of directors of the Koehring Co. Milwaukee. The Canadian division which Mr. Chandler heads manufactures and distributes pulp and paper machinery and construction machinery. The Chandlers (Barbara GATES '47) and their three children write that they find living in Canada an interesting experience.

## 1946-1950

Russell J. CHRISTESEN '46 is project manager for Ebasco Services Inc., New York, on the construction of a 400,000 kilowatt steam-electric generating station for Louisiana Power and Light Co., New Orleans.

Peter M. HOLL '46 recently joined the staff of the mechanical engineering department of the University of California Lawrence Radiation Laboratory in Livermore, Calif. He lives in Walnut Creek with his wife, Ruth, and their six children.

Osmon C. FOX, Jr. '48 lives in Palo Alto, Calif., where he is an engineer with a Redwood City firm.

William J. FOX '50, recently chief of staff of St. John's hospital, Oxnard, Calif., is now chief radiologist there. His wife is the former Lyanne LEWIS '50, and they have four children.

Dr. Fox's twin brother, Dr. Charles R. FOX '49 is head radiologist at Kaiser Hospital in Walnut Creek, Calif., where he lives with his wife and three children.

John R. RAMSEY, Jr. '48 married Nancy ODEGAARD '53 in September of last year. She is an occupational therapist at University Hospitals, Madison.

Richard W. CLEEREMANS '48 is head of the systems and procedures section of the Mayo Clinic, Rochester, Minn. The administrative unit is concerned with procedures for facilitating service to patients.

Kenneth E. BROST '48 has joined Hoff and Lem Inc., Madison firm which provides financial planning and consulting services for professional and business men.

Gayle E. ADAMS '49 is professor of engineering at Arizona State University, Tempe, Ariz. He assumed this position after spending 11 years with the General Electric Co., Schenectady, N.Y., and Phoenix, Ariz. He lives with his wife and two children in Phoenix.

Ralph HOWLAND '49 is president of the Craftwood Corp., Oconomowoc, Wis., nationwide sales and distribution firm serving hardware and building material jobbers, and is a professional speaker and consultant in the field of communications.

Les NELSON '49, editor of the Wisconsin Rural Electric co-operative *News* published in Madison, was awarded the George W. Haggard Memorial Journalism award for 1963 by the national Rural Electric Co-operative Association. The award annually goes to one of the 29 state wide rural electric publications judged as presenting the most lucid and effective treatment of the over-all objectives of the rural electrification program.

Prof. Edward C. NABER '50, professor of poultry science at Ohio State University, has accepted a visiting professorship at the UW from Sept. 1, 1964, until June 30, 1965.

Former Wisconsin State Senator Robert DEAN '50 is judge of Marathon County (Wis.). The Deans and their seven children live in Wausau.

Sales manager of the J. W. Speaker Corporation, Milwaukee manufacturer of automotive, agricultural, and industrial safety lighting equipment, is Robert N. ROTH '50.

Mr. and Mrs. Charles BENTSON '50 announce the adoption of a daughter, Jacqueline Anne. The Bentsons are living in London, where he is employed in the European Office of the U.S. Navy's Bureau of Yards and Docks.

James LAUX '50 is associate professor of history at the University of Cincinnati. Madison district attorney William D. BYRNE '50 was elected the first judge of the new Dane County Branch 5 court in the April election. He has been in the county prosecutor's office for 11 years.

William R. JOHNSON '50, vice presi-

dent and treasurer of Northwestern National Insurance Group and its chief financial officer, has been elected to the board of directors of the Milwaukee-based firm.

Lisle J. BLACKBOURN '50, Badger football star in the late forties, is a cattle breeder in Cassville, Wis., with a herd of 55 Angus cattle and 411 acres.

## 1951

Marianne McGEEHAN is an author and feature writer for the *Chicago Scene* and the *Chicago Sun Times*.

Karl E. MEYER is an editorial writer on the *Washington Post*.

## 1952

Franklin SCHOENBECK, high school chemistry and senior mathematics teacher, has won a \$3600 National Science Foundation grant to study at The University of Illinois from June 1964-65.

Daniel L. CARLTON is assistant administrator of St. Luke's Hospital, Milwaukee.

Jack CUSACK is an apprentice attorney with the Lake Geneva (Wis.) law firm of Genoar and Braden. He was formerly employed by Marshall Field & Co., Chicago.

## 1953

Fred JACOBY, UW freshman football coach since 1958, has moved up to the varsity coaching staff this season.

Dr. and Mrs. Rodney J. STURM (Catherine THEISEN '55) have returned to Madison, where he has joined the staff of the Davis and Duehr Eye Clinic.

Roger E. AXTELL, his wife, and three children moved to London last month where he has been assigned to the Parker Pen Company's subsidiary. He has been assistant to the president at Parker Pen for the past two years, and formerly headed the company's public relations department.

## 1954

James A. NEWELL is assistant secretary in the trust department of Harris Trust and Savings Bank, Chicago. He lives with his family in Deerfield, Ill.

## 1955

Don URSIN, district sales manager of the Glen Ellyn office of Baird and Warner Real Estate, has been elected an assistant vice president of the Chicago firm.

Dr. Daniel F. TONER is director of the physical metallurgy laboratory of the Corporate Research and Development Division of Continental Can Co., Chicago.

George L. RUECKERT, vice-consul in the American Consulate at Edinburgh, Scotland, has been promoted to Class 6 in the State Department's foreign service.

## 1956

Mr. and Mrs. Dan E. DECKER (Betty OLSON) announce the adoption of their second child, a four-month girl whom they have named Susan Eileen. Susan's brother, Tom, is now 2½. The Deckers live in Abbotford, Wis.

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Robert HINDS is working with General Ralph Immel in the Investment Associations of Madison.

Roy LINDAU, who began his career in broadcasting with WHA-TV while he attended the University, is now sales manager for WEAM radio in Washington, D.C. He was formerly sales manager of Tape Films Inc., a subsidiary of MPO Videotronics, Inc., New York.

John J. HELBLE, principal officer of the American Consulate at Hue, Vietnam, is one of 45 civil servants to be honored with career education awards of the National Institute of Public Affairs. The awards, made under a Ford Foundation grant, give each winner a year of graduate study at one of five universities. Helble will study at the University of Chicago.

Robert HILLESTAD resigned from the buying staff of Marshall Field and Co., Chicago, last year to study fashion in Paris.

### 1957

Fred H. GOLEN is director of Stine-way System and Service Stores, a division of Stine-way-Ford Hopkins Retail Drug Chain.

David E. HUGHES has been reassigned to Keesler AFB, Miss., for training as a communications officer following his commissioning as a second lieutenant in the United States Air Force after graduation from officer training school at Lackland AFB, Tex.

Internal auditor for the Rossmoor Corporation, Seal Beach, Calif., is William MARCH.

Howard KANETZKE is editor of *Badger History*, the Wisconsin State Historical Society's publication for young historians. He joined the society staff in 1959 after teaching in Wisconsin, and has been assistant editor of the magazine.

Captain Paul G. ZURKOWSKI has been assigned to Carlisle Barracks, Pa., as the post staff Judge Advocate. He previously held a comparable post at Fort Irwin, Calif.

### 1958

Gerald R. GOULET, former manager of the Oscar Mayer and Co. distribution center at Miami, Fla., has been promoted to sales manager for the company's Los Angeles Plant.

### 1959

Mary BEHRENS is staff economist with the home service department of the Maytag Company.

Bruce R. ELLIG is wage and salary administrator for Charles Pfizer and Co., Inc., New York, and is serving as chairman of the New York co-operative clerical surveys and as chairman of the executive committee for the New York Association of Compensation Administrators.

Garth R. SEEHAWER, Racine attorney, was recently chosen Racine's "Outstanding Young Man of the Year" by the Junior Chamber of Commerce.

Robert J. MIXSON was recently promoted from second to first lieutenant in the U.S. Army Medical Service Corps at Walter Reed General Hospital, Washington. A psychology intern assigned to the Clinical Psychology Service, Lt. Mixson is working toward his PhD.

### 1960

Mr. and Mrs. Stuart M. MATLINS (Andrea CINES) announce the birth of their son, Seth Cines Matlins, on March 22, 1964, in Washington, D.C.

Holiday births are popular with Mr. and Mrs. Don HEINZ who became the parents of Ellyn Elizabeth on Easter Sunday, March 29, 1964. Their first son, James Donald, was born on Christmas Day, 1962. Don is doing graduate work in marketing at the University.

Gwendolyn FISHER sailed March 18 for Germany, where she will spend a year

doing research work at a medical center in Marburg, Germany.

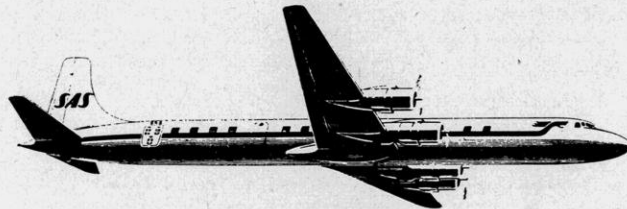
Second Lt. Sidney SODOS completed an eight-week officer orientation course at the Army Infantry School, Ft. Benning, Ga., last month.

Dave BLACKWELL, who has been sports director of WMTV, Madison, since January, 1961, left Madison last month to take over as sports director of KMTV, Omaha, Neb. He had also been public relations director of United Givers in Madison since last September. Recently, he and Mrs. Blackwell (Martha DAVENPORT '63) became the parents of a boy, David Haydon.

Harvey L. WENDEL has opened a law office in Madison, where he is also on the faculty of the Madison Business College.

### 1961

First Lt. Henry O. HEFTY is in Air Force pilot training at Williams AFB, Ariz., where he will be for a year.



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Kathy O'MEARA is a stewardess with United Airlines, working out of Denver.

Roger W. CLAUS is ending his second year of a three year General Electric employee relations training program at G.E.'s medium transformer department in Rome, Ga.

Mr. and Mrs. Mark SHULMAN (Mary ANDERSON '62), Highland Park, N.J., announce the birth of their first child, Beth Ann, March 16. Mr. Shulman is a member of the meteorology department at Rutgers University.

Bill RICHARDS is the new head basketball coach at Sheboygan North High School, Wis.

Mr. and Mrs. John A. ANNIN (Marilyn McMURRY '60) announce the birth of their second son, Michael Edward, on March 3. The Annins live in Bloomington, Minn.

Army 1st Lt. William W. WAGNER received the 9th, 10th, and 11th Oak Leaf Clusters to the Air Medal during ceremonies in Vietnam, March 21. He received the award for meritorious achievement while engaged in aerial combat support of ground forces of the Republic of Vietnam.

## 1962

Mr. and Mrs. Terry W. ANDERSON announce the birth of their daughter, Kim Ternan, March 10. Her father is an application engineer at Rex-Chain Belt, Inc., Milwaukee.

Anita RUBINO has received a United States Army Europe Certificate of Achievement for her outstanding work in the Sheridan Service Club at the Army Post in Augsburg, Germany. She has been transferred to a similar job in the All-American Service Club, Berlin. She was cited for her "conscientious efforts toward providing 'a home away from home' for the American soldier. . ."

Frederick W. HABERMAN won the prize for the best brief by a second-year student in the fall series of the Harvard Law School Ames competition at Cambridge, Mass.

## 1963

Mr. and Mrs. Guy W. SIMPLER (Gail HARMAN '62) have a new daughter, Catherine Elizabeth, born March 9 in Omaha, Neb.

Victor C. SEAVERS has been reassigned to Reese AFB, Tex., for training after being commissioned a second lieutenant in the U.S. Air Force upon graduation from officer training school at Lackland AFB, Tex.

Carole Anne WALSH has completed training for flight stewardess with Pan American Airways, and will fly Jet Clippers on the international airline's round-the-world routes to Europe, Africa, and Asia. She will be based at John F. Kennedy International Airport in New York.

## Newly Married

### 1950

Jayne Ann PAUCH '60 and Glenn Daniel PELTON, Madison.

### 1957

Louise AMUNDSON and Dr. Ralph Dale Schmoll, Hartford, Conn.

Patricia Hallett and Charles W. FORSBERG, Cleveland, Ohio.

### 1960

Donna Jane McLIMANS and John Edward Bargo, Gobles, Mich.

Kathleen Ann O'Keefe and Lowell Ray WATKINS, Madison.

### 1961

Virginia Alice Thaw and Frederick J. NEITZEL, Redondo, Calif.

### 1962

Wendy Lea ANDERSON and Arlyn Lavem Egger, Milwaukee.

### 1963

Joan FRIEDLANDER and Lawrence Fogel, Phoenix, Ariz.

Gail ISSELHARDT and James MacFarlane.

Betty Claire MARSHALL and Masatsugu Yoshida, Takamatsu City, Japan.

Roni Ann ROBERTS and George Gordon NEWMAN, Madison.

Jane Toneta Thompson and Thomas Claire O'SHERIDAN, Madison.

Sally Annette COCHRAN and Donald Ross PAUL, Madison.

### 1964

Margaret Denison HUNT and 1st Lt. Peter Klock Hepler, Madison.

## Necrology

Mrs. Paul Findlay '91 (Augusta J. BODENSTEIN), Berkeley, Calif.

Rev. Olaus QUALEN '93, Los Angeles, Calif.

Jesse Milton BOORSE '95, Milwaukee.

Chester FERRIS '95, Pomona, Calif.

Mrs. Marie P. Grove '95 (F. Marie POMEROY), Boulder, Colo.

Georgiana McFETRIDGE '97, Baraboo.

Mrs. Ernst Greverus '02 (Grace G. GODARD), Washington, D. C.

Mrs. A. W. Murley '02 (Kate L. HOCKING), Elmhurst, Ill.

John Adams CLIFFORD '05, Chicago, Ill.

Aron Taylor HENRY '05, Wallingford, Conn.

Edgar Albert HALL '06, Washington, D. C.

Rufus A. BARNES '08, Park Forest, Ill.

Wellington Wilson HUME '08, Milwaukee.

Mrs. Carl Ristvedt '09 (Helen E. SMITH), West Salem, Ill.

Andrew L. QUIGLEY '11, Wauconda, Ill.

Martin John THUE '11, Mt. Prospect, Ill.

Florence A. WELLS '11, Wauwatosa.

Berthold Franklyn ZINN '11, Milwaukee.

Elsa Helen BREITKREUTZ '12, New Braunfels, Texas.

Lasser KALMAN '12, Beverly Hills, Calif.

Burton Hynard HAWKINS '13, Westchester, Ill.

Francis Arthur DENNINGER '14, Cincinnati, Ohio.

Carleton Dexter SPERRY '14, Madison.

William Hover HARDING '15, Chicago, Ill.

Mrs. Walter Johnson '15 (Mabel I. LEHNHOFF), Duluth, Minn.

J. Arthur LYONS '15, Hinsdale, Ill.

Laurence Henry PURDY '15, San Diego, Calif.

Henry Stephen RADEMACHER '15, Wheaton, Ill.

George Frederick SOELCH '16, Milwaukee.

Stanton UMBREIT '16, West Orange, N. J.

Marvin Hooper YOUNG '16, Austin, Tex.

Erving John LEVENHAGEN '17, Milwaukee.

Bernard SOBEL '17, New York, N. Y.

Alfred Moore ROGERS, Sr. '18, Chicago, Ill.

Mrs. F. Ray Alden '19 (Gladys M. SEVERIN), Anaheim, Calif.

Nicholas Stanislaus JOHNSON '19, Macomb, Ill.

Lawrence Wortendyke ANDERSON '21, Capistrana Beach, Calif.

Esther Bertha ZARLING '21, Milwaukee.

Elgie Bernie JAMISON '22, Beetown.

Merel Thomas MILKS '22, Brodhead.

Lester William PARR '22, Madison.  
 Harold Westlake TAYLOR '22, Burbank, Calif.  
 Irvin Royce TRUMBOWER '22, Glendale, Calif.  
 Elmer Simon HOLLENSTEINER '23, Milwaukee.  
 George Alfred CARLSON '24, Chicago, Ill.  
 Alfred Benjamin ENGELHARD '24, Park Forest, Ill.  
 Evan Victor HILL '24, Mukwonago.  
 Harry BREIMEISTER '25, Milwaukee.  
 Mrs. Frederick G. Cook '25 (Adelene W. JAMES), Richland Center.  
 Agnes C. ELLESTAD '25, Middleton.  
 Robert Bernard TALLEY '25, Northfield, Ill.  
 Elmer John WENTORF '25, West Bend.  
 Walter Edwin SCULL '26, Wichita, Kans.  
 Alice M. BYRNE '27, La Crosse.  
 Gertrude Marie GIBBONS '27, Beloit.  
 F. Earl LAMBOLEY '27, Monroe.  
 Elmer Hans MORTENSEN '27, Stevens Point.  
 Mrs. Fred Allan Nelson '27 (Esther A. FOSSHAGE), Middleton.  
 Richard Cauch TREMBATH '27, Hurley.  
 Mrs. B. McKee Marcon '28 (Virginia BROWN), Wilmette, Ill.  
 Charles DeLano MINOGUE '28, La Canada, Calif.  
 Edmund D. DELWICHE '29, San Jose, Calif.  
 Mrs. Robert Hodan '31 (Dorothy N. HUBBARD), Beaver Dam.  
 Mrs. Donald Arthur Maxwell '31 (Christine M. GRIGGS), East Cleveland, Ohio.  
 Theodore Richard SCHENDEL '31, Milwaukee.  
 Robert C. FRINGER '33, Rockford, Ill.  
 Mrs. C. J. Hajek '33 (Elise A. SALB), Kewaunee.  
 Paul Louis PAVCEK '33, Rhineland.  
 Leon LeMar STEPHAN '33, Troy, Ala.  
 James Joseph FEENEY '38, Tonawanda, N.Y.  
 Mrs. Ray E. Kundert '38 (Annabel PENN), Monroe.  
 John Howard BOLEN '39, Glendale, Calif.  
 John Maynard LIDDLE '40, Delavan.  
 Alexander Frank BEHR '41, South Milwaukee.  
 Mrs. John Joseph Rooney '41 (Gertrude E. RATHKE), Port Washington.  
 Darwin Robert SCHUELKE '41, Cobb.  
 Edward James BALSEWICH '43, Chicago, Ill.  
 Mitchell Robert KITTAY '44, Ocean-side, L.I., N.Y.  
 Leslie George LANGLOIS, Jr. '51, Brookfield.  
 Elaine Carol BOEDER '54, Milwaukee.  
 William Ernest JOHANSSON '59, Neenah.  
 John Frank RUMBAC '59, Madison.  
 Richard Elmer JAECK '62, Cudahy.



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*Odd Trousers, \$26; Bermuda Length Shorts, \$17.50*

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