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# wisconsin alumnus

MARCH, 1966




Badger Astronaut Honored—See page 5

# THERE'S A FJORD IN YOUR FUTURE

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# Letters

### More Humane

After reading your article about the UW Primate Center [in the January *Alumnus],* I felt that you should know one reader's reaction to it. The final statement that the monkeys seem to have a tongue-in-cheek enjoyment of life as they do their part to solve human behavior and medical problems really made me wonder if the author actually knew what it was all about. She did mention that two or three researchers use the same animal simultaneously. I think she is the one who had her tongue-in-cheek to say that the animals seem to enjoy it . . .

She further does not mention how many of the same experiments are being repeated in other parts of the country. And what about the cost of each experiment to the American taxpayer? It might also be pointed out that in countries where the "artistic" torture of animals is sanctioned, the social improvement of people has been least evident. As a teacher, I realize there is a moral issue involved here. Instead of spending so much money in finding out the psychological reaction of monkeys in experiments, it would be more beneficial to use it on humane education programs in the schools.

**Ruth M. McCloud '51**
Wauwatosa

### Not Interested in Football

I found your message, "On Wisconsin," in the January issue of the alumni magazine, appalling. You may be very much interested in football—and so may many other alumni. While I think the alumni magazine sports articles are a waste of paper and ink because they cover material any interested person has read weeks before in the newspapers, football is a part of university life as it now exists and, as such, deserves some mention.

Please, however, do not use the alumni "we"—as in "we must all take an interest in promoting a positive program to insure that both (scholarship and football) exist"—in discussing such matters. I am a part of that "we" and, frankly, I couldn't care less.

I have great loyalty to the University of Wisconsin and I believe the education I participated in there was the best. It has equipped me well to live in and enjoy the world, meaning the things of the world and the spirit too. I shall be grateful, and I expect to show this gratitude through financial support, as long as I live.

As one who begins her alphabet with A for Agard, Walter; not Ameche, Alan, I find your $240,000 grant-in-aid for football absurd. A great university is *never* great because of its football team. Please recognize my point of view as well as that of the pro-football alumni.

**Sara Jane Leonard '53**
Chicago, Ill.

# wisconsin alumnus

Volume 67 March, 1966 Number 6

**Wisconsin Alumni Association**
770 LANGDON STREET, MADISON 53706


## FEATURES



## DEPARTMENTS



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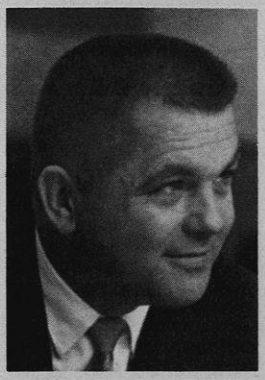
# ON WISCONSIN



Arlie M Mucks Jr.

**EXECUTIVE DIRECTOR**

LOYALTY.
What is it—a word? a concept? a state of mind? It is, of course, these things and many more.

Commentators on our social scene have recently detected a marked shifting of people's loyalties. The old forms of subservient loyalty have crumbled as today's world of increased economic and social freedom has produced a revolution in values. Harry Levinson, a psychologist on the staff of the Menninger Foundation writing in the January-February issue of THINK Magazine, explains that "paternalism, however disguised, is going, and the kind of loyalty which was characteristic of paternalism must necessarily go with it. The old ways of achieving loyalty—preaching it, inducing guilt, reinforcing it by tight controls and severe penalties, buying it by keeping people dependent and grateful—no longer work."

Such a development is of tremendous importance to those of us in alumni work. Loyalty has long been our stock in trade, the glue that holds our alumni program together.

But, as folk singer Bob Dylan points out, "the times they are a changin'." The University, or any other institution for that matter, can no longer expect the blind, almost feudal loyalty of its constituents. People, because they are more independent today, can be more selective in extending their loyalties. As a result, loyalty has become something like credit—it is usually extended only when something can be expected in return.

Using this as a guideline, it is somewhat discouraging for us to admit that only 25% of our graduates have demonstrated a sufficient interest in the University to join the Wisconsin Alumni Association. Of course our discouragement is tempered when we compare our effort with other colleges and universities and discover that the University of Wisconsin ranks second only to Ohio State in the amount of volunteer support it receives through its alumni program.

We can boast of our comparative success in this area and take some gratification from the national ranking of our alumni effort. But that is not our desire. Our great concern is and will continue to be that remaining percentage of alumni who have not demonstrated even the most elementary indications of loyalty.

It is the feeling of your Association and its staff that we must do more. We must earn the loyalty of our alumni through effective programming, through translating the vibrancy of the University experience into a continuing program of challenging and stimulating activities. We must be able to anticipate the things which will build and sustain alumni loyalty. It is here that we solicit your advice. The individual alumnus can be of great value in telling us how and where effective alumni programming can be instituted.

The majority of our alumni do not belong to the Association, do not contribute to the UW Foundation. Most of them must have valid reasons for withholding their loyalty. We want to know these reasons. You and the University are our reason for being. Without your advice and counsel, we will founder in a sea of uncertainty.

In his article, Mr. Levinson explains that "the fundamental conditions for loyalty . . . are simple: freedom for ideas to be examined, freedom to define the problems to be solved, and freedom for all in the enterprise to direct their energy to solving them."

This climate of freedom is an inherent part of the atmosphere of the University of Wisconsin. It is a substantial beginning to the development of loyalty. But it is only a beginning. We have the heritage; now we must find new and specific ways to capitalize on that heritage in light of the many and constantly fluctuating factors that influence our lives and our loyalties.

# Wisconsin Members of U. S. Space Team Honored by the State and University

FEBRUARY 24 was Astronaut Day in Madison and at the University of Wisconsin. Two Wisconsin-born spacemen—James A. Lovell, Jr. and Donald K. Slayton—came "home" the last week in February to be honored by an appreciative State and University of Wisconsin.

Capt. Lovell, who is a native of Milwaukee and was a UW College of Engineering student from 1946 to 1948, made the historic 14-day flight around the earth in the Gemini VII capsule with Frank Borman last December.

Slayton, a native of Sparta, was one of the original team of U.S. astronauts and is now a deputy director of the Manned Space Center.

The day previous to the astronauts' visit to Madison, Lovell had returned to his hometown of Milwaukee for a full day of activity planned in his honor.

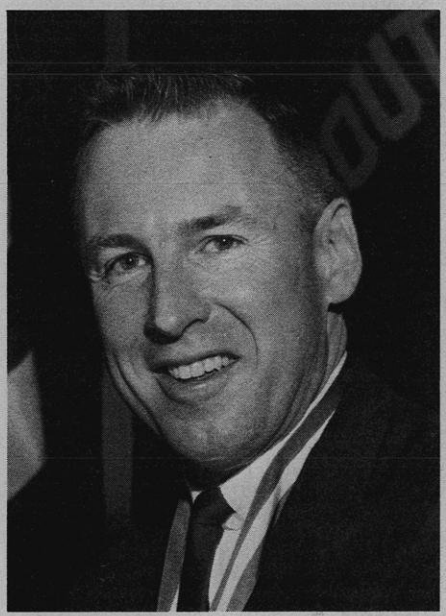
*Lovell (left) and Slayton are silhouetted by a film of the Gemini VI and VII rendezvous mission during an apperance before UW students in the Union Theater.*

The day they were in Madison was filled with activity. In the morning, Lovell and Slayton appeared in the Union Theater before a full house of UW students. At this point, they showed a film of the space rendezvous between Gemini VI and VII.

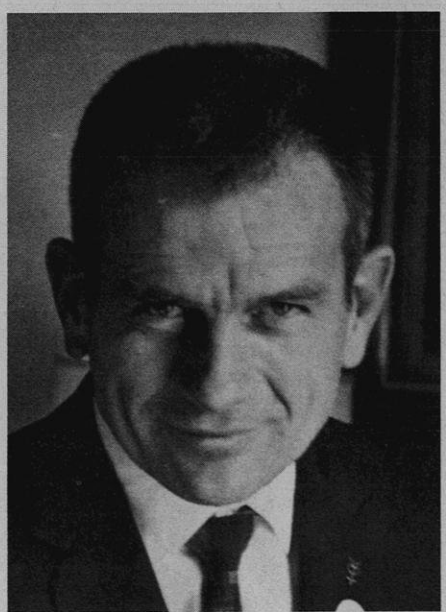
At noon, in a public ceremony held in the rotunda of the State Capitol, the astronauts were presented with gold medallions by Governor Warren P. Knowles and keys to the city by Madison Mayor Otto Festge. That afternoon, they appeared on a WHA–TV space-science panel with experts chosen from the UW faculty and then went out to the Wisconsin Fieldhouse for another public appearance and showing of the Gemini film.

That evening, as a climax to the day of bustling activity, Lovell and Slayton were honored at a special dinner by the Wisconsin Society of Professional Engineers. At the event, WAA vice president John J. Walsh presented Capt. Lovell with a life membership in the Wisconsin Alumni Association.

The highlight of the day's activities came when Lovell and Slayton presented Governor Knowles and the people of Wisconsin a state flag which had been carried in the Gemini VII capsule during its 14-day journey through space. Lovell explained that the state's motto—"Forward"—had been their unofficial guide as they carried out their space explorations.



James A. Lovell, Jr.



Donald K. Slayton

*Pictured on the cover, from left, are: Madison campus Chancellor R. W. Fleming, Vice President Robert Clodius, Governor Warren P. Knowles, Capt. James A. Lovell, Jr., and Kurt F. Wendt, dean of the College of Engineering. These were the principles in University ceremonies honoring astronauts Lovell and Donald K. Slayton.*

*Social work is a vital part of our complex urban society. Yet its purpose and method has been rarely understood by the majority of our people. In the following series of articles, prepared with the cooperation of Emeritus Prof. Helen I. Clarke, we have attempted to explain the nature of social work, its relationship to the University of Wisconsin's educational program, and the contribution the profession is making to provide a better world for our citizens.*

# The Emergence of a Profession

SOCIAL WORK is currently a flourishing profession. Yet, at the turn of the century, it was a profession that was neither respected nor accepted. In fact, it was not until after World War I that social work could legitimately claim such professional characteristics as a systematic body of knowledge rooted in scientific theories, demonstrable skills, an identified body of values and attitudes, and an organized, self-conscious group of practitioners.

The way was actually paved for the development of a profession of social work in the 19th century. The evolution of big cities, with their concentration of population and the concomitant growth of slums, industrialization with attendant low wages and dangerous conditions of employment, and many other phenomena resulted in the accentuation of human miseries. Modified and new forms of service to the needy were devised by men and women with active concern for their fellow man.

The Charity Organization Society movement, begun in Buffalo in 1877, resisted the inequities of politically administered poor relief. This movement established the principles of careful investigation, the thoughtful identification of individual applicants, adequate relief for the "worthy" poor, coordination of social services, and the use of "friendly visitors" and full-time, paid workers. All students of social work know the name of Mary Richmond who wrote, *Social Diagnosis,*

*Members of the Madison campus School of Social Work faculty meet regularly to discuss administrative business as well as recent developments within the social work profession.*

the first systematic book on social work. Written in 1917, her book grew out of her 19th and 20th century experiences in Charity Organization Societies, the precursors of our widely-influential Family Service agencies of the 1960's.

The settlement movement, which benefitted from the leadership of such greats as Jane Addams, Lillian Wald, Mary McDowell, Mary Simkhovitch, and Graham Taylor, contributed a number of propositions and approaches to the evolving practice of social work. This movement recognized differences in culture patterns, furnished informal education for multitudes of immigrants, established playgrounds and leisure-time opportunities, encouraged social improvement by and for neighborhoods, and facilitated government participation in the elimination and treatment of social problems.

The reform movement took many other avenues, including the enactment of housing codes, expansion of public health measures, improvements in sanitation, support of labor legislation, utilization of surveys for fact-gathering, encouragement of state and local boards of health, of education, of charities and corrections, improvement of administration of hospitals, workhouses, almshouses, institutions, poor relief. All of these developments and many more underlined the need for regularly employed, professional staffs.

Social work is one of many professions now active in promoting social welfare. Doctors, nurses, dieticians, physical and occupational therapists, educators, psychologists, recreation experts, and counselors are among those who also render services to individuals and communities. But social workers are specially trained to meet and prevent such individual and social problems as unemployment, low wages, ill health, mental retardation and disease, old age, unmarried parenthood and illegitimacy, marital incompatibility, parent-child conflicts, prejudice, and discrimination.

In spite of the continuing growth of social work and its obvious impact on community activity, many misconceptions about the profession unfortunately prevail. There are still people who think anyone can be a social worker. This, of course, is no more true than the claim that a housewife can diagnose and treat pneumonia or cancer because she knows how to bandage Johnny's bruised toe.

ANOTHER old-fashioned notion is that the major beneficiaries of social services are the flotsam and jetsam of society—bums, idlers, spongers, derelicts, riff-raff. Such an attitude holds that assistance for these parasites should be barely sufficient for existence and given in a restrictive manner. Grant these no-accounts a decent subsistence and they take unfair advantage of our society's relief programs.

Certainly there are such people who benefit from social services, but they *do not* comprise the bulk of clients. And it is definitely not adequate treatment to further depress their standards of living and to undercut whatever incentives they may have to raise themselves above their surroundings. Believers in this punitive concept have yet to learn that a change in motivations is hardly encouraged by condescension, niggardly service, or reluctant association.

Still another false belief is that the clients of social agencies are largely the poor, or those unfortunates comprising the genteel but helpless aged, the physically and mentally ill, the bereaved, or the victims of disaster and fate. This classification of people, many believe, should be given reasonably generous relief, medical care, warmth, and sympathy. Beyond this, not much can or needs to be done. Again, it is true that there are many such people on agency rolls. It is *not* true that they comprise the majority of clients nor that little but remedial work can be done to help them.

The truth is that there are all kinds of people with an infinite variety of problems who need, want, and receive the services of various social agencies. These people include the parasites, the sad, helpless, and sometimes hopeless, those with emotional and personality difficulties, and those with temporary or long-standing difficulties.

Such people need the guidance of a professional social worker as they attempt to solve their personal problems. Social workers strive to correct the plight of the individual through casework, group work, and community organization. Like all professional practitioners, they try to achieve beneficial results through the application of their particular skills. But often their hopes for progress do not coincide with the reality of the situation that confronts them. For that reason they seldom work themselves out of a job.

Countless examples can be cited to demonstrate the social worker's involvement with the people he serves, whether it be individuals, groups, or community organizations. In every one of these instances, social workers intend to combine scientific methods of study, diagnosis, and treatment with an understanding of what makes people click. Since the ultimate objective of the profession is to help resolve social problems, social workers must be aware of the subtle relationship between cause and effect. They must understand the economic, social, and cultural factors influencing the behavior of their clients. They must also be aware of past and present attitudes toward social treatment, and they must appreciate the structure and financing of social welfare agencies, and the power structure affecting the nature and availability of social services.

The social worker is continuously campaigning to eliminate what Sir William Beveridge dubbed the five giants of social misfortune—want, disease, ignorance, squalor, and idleness.

Social workers hope that a growing number of Americans will believe with them and Jane Addams that "the goal we secure for ourselves is precarious and uncertain . . . until it is secured for all and incorporated into our common life."

# THEORY then PRACTICE

## The Growth of the School of Social Work

A SOCIAL worker, like every other professional in our society, must have a solid educational background if he expects to be effective in his job.

Three key words are applicable to what today's social worker must learn if he is to be an effective professional—understanding, communication, and organization. Because a social worker deals primarily with people, he must be able to understand their problems, to realize how people interact with each other and with the institutions that are responsible for giving direction to contemporary life and society.

Armed with such understanding, the social worker must be able to communicate (at all levels)—with the client, with social agencies, and with the public. Finally, he must be able to organize the resources available to him to cope with pressing social problems.

Such knowledge is seldom developed without proper education. It is the teaching and perfecting of these skills that has become the purpose of today's social work education programs.

Generally, 1898 is the date associated with the beginning of social work education in the United States—in fact in the world. In that year, the New York Charity Organization Society began a summer training course for prospective agency workers. A few years later this course was expanded into a year program provided by the New York School of Philanthropy, the forerunner of the New York School of Social Work, now affiliated with Columbia University.

In 1963, there were 56 accredited schools of social work in the United States, all in colleges or universities. Accreditation by the National Council on Social Work Education means that all these schools meet certain standards of curriculum, staff, and administration. Full-time graduate enrollment in 1963 was 6,592; 1,098 men and 1,580 women received their master's degree in that same year. But the supply of professionally trained social workers by no means keeps pace with the demand.

In the relatively short span of 65 years, social work education has advanced from agency-oriented or apprenticeship training to an academic and scientific based area of knowledge and practice. Students who successfully complete two graduate years of this education receive master's degrees.

Wisconsin began its educational program for social work in 1920 when the University brought Prof. Helen I. Clarke to the campus as a member of the then economics-sociology department. The American Red Cross paid Prof. Clarke's salary for a two-year demonstration period and then the University assumed the cost.

For nearly 25 years, Prof. Clarke was the only social work staff member on the UW faculty, serving during that time as a "one woman" department. This situation prevailed because the University, like most other institutions of higher learning, was reluctant to consider social work a legitimate field of academic knowledge. It was assumed that the best place for a social worker to learn his profession was in an agency setting. Theoretical knowledge was incidental and not especially relevant. There are, in fact, agencies who prefer to employ those trained on the job before those who are professionally equipped.

Despite many pressures on the University (including elimination from the list of accredited schools because of a restricted program) to increase its social work program, no permanent staff was added until 1944. Except for the employment of temporary personnel for short-term institutes in the depression period of the 1930's, only one full-time person taught social work courses and supervised agency placements during this period.

By 1946, however, the faculty was sufficiently augmented for an independent department of social work to be established. The department awarded a master's degree and preserved the undergraduate social work major. In 1952 the department became the School of Social Work, a part of the College of Letters and Science. In that year, the School was admitted to charter membership in the Council on Social Work Education.

AN AUTONOMOUS School of Social Work in Milwaukee was approved by the Board of Regents in 1963. Both the Madison and Milwaukee schools are accredited by the Council; both offer an undergraduate integrated major in social welfare and a professional master's degree. The Madison campus initiated a Ph.D. program in 1964–65 with emphasis on research rather than the practical application of social work techniques.

Whether the two UW Schools of Social Work will continue to draw essentially the same student clientele and offer similar curricula is not yet clear.

The Milwaukee student body will probably be drawn primarily from the metropolitan area and it appears likely that the Milwaukee program will concentrate on exploring and meeting the problems of our sprawling urban areas. It looks as though the uniqueness of the Madison program will be found in its focus on experiments, demonstration, and re-

search. Both schools will certainly preserve an undergraduate major and encourage Ph.D. programs. And it is unlikely that either school will abandon the traditional emphasis, namely training social workers for service in our complex society.

The University School of Social Work at Milwaukee has requested and obtained autonomy, functioning under its own dean who has direct access to the central administration. The University at Madison continues to study the desirability of establishing an independent school outside the College of Letters and Science.

In 1953 the registration in graduate social work education at Wisconsin was 65. In 1963 it was 95 in Milwaukee and 66 in Madison, with enrollment on both campuses continuing to increase to the limit of facilities. Although accurate figures on the costs of social work education in Wisconsin are unavailable, it has been estimated that the two schools are now spending approximately $1,000,000, including funds for student stipends.

A characteristic of the social work education program at Wisconsin has been the identification with both voluntary and public welfare agencies. Long before any but a few educational institutions and schools of social work cooperated extensively with politically created organizations, University of Wisconsin educators were doing this very thing. Such faculty members as John R. Commons and Richard T. Ely in economics stimulated labor and industrial legislation. John L. Gillin and E. A. Ross, both of the sociology department, promoted correctional, public assistance, child welfare, and eugenic legislation and programs.

The State Department of Public Welfare, successor to the Board of Control, has traditionally looked to the University for many kinds of assistance and guidance and for employees with a variety of orientations. Today, most of the graduate students at Madison and Milwaukee have stipends administered by government agencies, including the divisions of the State Department of Public Welfare.

The undergraduate program at the University is now 45 years old. The undergraduate social work major has always offered an integrated social science program with more or less consideration given to field opportunities at various times. Students who register for the "social welfare" major today take courses in social welfare, sociology, economics, political science, and psychology. At the same time, they may obtain a limited amount of field experience.

The Extension Division's social work program has been growing over the years. An early introductory text, *Social Work Practice,* was written by a staff member in 1945 for correspondence courses. This was followed in 1947 by *Principles and Practice of Social Work.* Another faculty member has recently written a child welfare text for Extension correspondence and classroom use. The Extension Division currently carries on an education program for undergraduates, for graduate professional students, and for adults not interested in professional preparation. Such a program is an important factor in the growth of public understanding of social welfare and social work problems.

The future of social work education in Wisconsin and elsewhere is not clearly defined to the point where it is possible to furnish a fixed five-year plan or a blueprint for development. The nature of growth is dependent on many economic, cultural, social, political, international, state, and local factors. Recognizing this fact, social work educators have the responsibility of helping students to become competent practitioners as well as participants in community development and leaders in social thought. And they have a further duty of finding, organizing, formulating, and dispersing new knowledge as the needs for increased service expand rather than diminish.

*For many years, Prof. Helen I. Clarke (right) served as a "one-woman" department of social work at the University.*

# The IMPORTANCE of the

THE FAMILIAR chicken and the egg problem is hardly more insoluble than is the question of determining the relative importance of citizen volunteers and professional social workers. Each has a distinctive function; each is indispensable to the welfare of our society.

Over a century ago, a famous French visitor to the United States, Alexis de Tocqueville, commented that the health of a democratic society can be measured by the quality of services performed by citizen volunteers. The principle of group association, he observed, was more successfully applied to a greater multitude of objectives in America than anywhere else in the world.

Today, as yesterday, almost any cause in the United States can gain public support which includes volunteer workers and money. Were de Tocqueville to fly into this country in the 1960's, he would observe an even greater vitality in the activities of citizen volunteers. The Peace Corps, CORE, SNCC, and VISTA are visible forms of the volunteer spirit latent in our people. Many young Americans who are dissatisfied with their ego-centered education and social life have become imbued with a zeal for reform. These intransigents are not simply content to lend their enthusiasms to Christmas parties for unfortunate children, or to anonymous gifts for the poor whites of Appalachia. They are interested in achieving peace, in international political relations, in the abolition of segregation and other forms of discrimination, in a fair-share distribution of the world's goods, and in the elimination of poverty. These young people employ the conspicuous methods of marches, sit-ins, sit-downs and other forms of protest to draw attention to the ills of society as they see them. Agitation and resistance are included in their kit of methods.

Adults are also volunteering in great numbers and in many areas of activity including politics, religion, education, and the medical and social welfare fields. These adults may be critical of the focus and methods of their sons and daughters; however, they are apparently just as concerned about contemporary issues, although perhaps less dramatically and passionately so.

The motivations of individuals for volunteering their services vary. For some it is the realization that the world is not safe for democracy (or any other form of government) until resolution is found for military destruction, ignorance, disorder, and poverty.

For some it is the awareness of their own ignorance about what is happening on the other side of the fence. Today's middle class citizen has had little opportunity to know about mass misery first hand. Now he insists that he must see and, having seen, do something.

For many, their motivation for volunteering is based on the conviction that the preservation of grass root controls requires aggressive and localized citizen activity. If localities do not protect their right to solve local issues, then Washington will rush in to fill the vacuum. (Although it is generally conceded that cooperation between levels of government is desirable and essential, there is a growing anxiety over the concentration of power in remote capitals.)

For some people, social work activity is the search for status and social position, a relief from boredom and compensation of their own personal inadequacies. And for some, it is religiously or ethically inspired, a reaffirmation of the Judaeo-Christian concept that action prompted by knowledge leads to the fulfillment of religious duties.

Since the motives for volunteering and the types of activities available vary so greatly, it is desirable that thoughtful volunteers and professional workers give guidance to the volunteer movement. The use of the volunteer on an organized and planned basis is a 19th century phenomenon. Long before there were professional social workers, the family, friends, neighbors, the church, private charitable organizations and public officials who were often elected or appointed for purposes having nothing to do with the social services, cared for human distress. The activities of volunteers had scarcely been organized and institutionalized before efforts to replace them with professionals were initiated.

During the first two or three decades of the 20th century, so much effort was placed on the professionalization of social work practice that volunteering for direct services was shelved. The emphasis on professional service became somewhat of a cult. Volunteers were restricted to jobs where they "couldn't hurt anyone." The professional was IT!

THE DEPRESSION of the 1930's and World War II jolted the adherents of this position. There were not enough professionally trained workers to do what was needed. Volunteers and professionals were forced to share many kinds of activities.

# CITIZEN VOLUNTEER

**by Emeritus Prof. Helen I. Clarke**

The roles of professional and volunteer social workers have had to be intermittently defined. By consensus, the role of the professional today includes performance of services requiring technical skills and a broad range of knowledge, acting as counselor and supervisor to volunteers who perform direct services to clients, helping in the planning and decision making functions of committees and communities, encouraging the execution of these policies.

Volunteers, it is agreed, have multiple functions. The oldest and most familiar role involves giving direct services to clients, often under the supervision of professionals. For example, volunteers may act as friendly visitors to the aged; they may take disturbed children on trips and tours, provide transportation for the disabled, serve as leaders of children's groups, teach dramatics, crafts, or music to deprived persons. Or they may provide assistance in clinics and furnish blood to blood banks.

Volunteers often perform the roles of fact finders and interpreters of facts. They assist in gathering such information as: the size of minority groups in the community and evidences of discrimination, the number of school dropouts and what happens to them, the adequacy of hospital resources for an expanding population and geographical area. These volunteers also perform the indispensable liaison function of helping to interpret the data.

Another major role of the volunteer is financing private health, welfare, and leisure-time organizations. This involves budgeting and campaigning. The financial federation, frequently called the Community Chest or the United Givers Fund, is well established in hundreds of American communities. It relies for its success on a small number of professional community organization workers and hundreds of thousands of citizen volunteers. This remarkable federation movement is presently attempting to solve the as yet unsolved problem of multiple fund drives, especially in the health field.

Volunteers are able to engage in creative leadership in two areas—the formulation of policy and in the subsequent working for its achievement. Decisions regarding the need for an association for retarded children, the adequacy of services for the aged or for

*A social group worker, right, leads a community discussion at a correctional institution.*

neglected children, the need for modified public assistance programs, the determination of what services shall have priority in community development, whether particular institutions shall be abolished or their functions changed, whether foster homes or halfway houses shall be developed by public or voluntary agencies—these are decisions to be made by citizens with professional workers providing information and counsel.

HAVING DECIDED on a policy of action, someone has to be responsible for its implementation. This requires the assumption of new responsibilities by volunteers and professional workers. Involved may be such projects as a campaign for funds, pressure on the legislature for new services, coordination of existing services between competitive agencies, education of special groups regarding obsolescent services or new needs, and many other questions which continually recur.

There are as many types of volunteer workers as one can expect to find people in a cross section of a community—successful businessmen and labor leaders, dowagers, conscientious housewives, doctors, lawyers and educators, and many others interested in community activity.

Inevitably, the volunteer movement encounters problems. One of them is related to the proliferation of associations and agencies which places excessive demands on the time and energies of volunteers. Over and over again, the same volunteers are called upon to give their services. Recruitment, training, allocation, and the supervision of volunteers becomes a necessity under these circumstances.

A second problem stems from the conditions of employment. Expanding standards of living force more people into the labor market. As the regular hours of employment decrease, more workers hold more than one job. More women, especially married women, are employed than ever before. More families have more than one employed member. Such phenomena affect the availability of volunteers and the amount of time they can serve. Ultimately these changes affect the services needed in the community.

A third, and unavoidable problem can be labelled "the single cause" or "agency loyalty" problem. Such a situation is partially desirable. Volunteers quite naturally give primary allegiance to the causes with which they are associated. To help them see the community as a whole is a responsibility of professional workers. This is not always easy because professional workers quite naturally tend to consider their own agencies as the most important.

A century ago, no reformer thought poverty could be eliminated. He knew that the miseries resulting from poverty could be lightened, but felt that poverty itself would always be with us. Presently there are economists, lawyers, politicians, and a great many youth and social workers who *know* that mass poverty in the United States can be abolished. President Johnson's Economic Opportunity Act is designed to start public discussion and to offer some preliminary means for the realization of this objective.

There are many who believe that the elimination of discrimination (if not prejudice), inadequate educational facilities, horrible slums and dire poverty is within sight and they are working to make it come true. They also realize that such objectives will not be accomplished overnight, but they are unwilling to wait too long.

Another significant aspect of the citizen-volunteer movement is the number of active volunteers in the social service field. This expanded interest must be guided lest it become overly conservative or radical, apologetic or visionary.

Still another significant development is the team or partnership relationship between the volunteer and the professional. Someone has remarked that the professional derives his methods and sanctions from science while the volunteer receives his inspiration from democracy. Both need a mixture of science and democracy. What we need in our lay leadership, one commentator has observed, is not amateur social workers with an amateur's knowledge of methods and techniques, but citizen volunteers who understand the place of social welfare in a democracy. What we need in our professional leadership is method and knowledge tempered by a sense of values which anticipates changes and encourages the citizen volunteer to work for them.

Supreme Court Justice Felix Frankfurter has noted that the most important office in our republic is that of citizen. Lee Frankel, a scientist and an authority on social work and health insurance, points out that the volunteer is the imagination of his society. Edward Lindeman, a social work philosopher and teacher, has said of volunteers:

"They are to democracy what circulation of the blood is to the organism. They epitomize freedom and are to our society what the 'Bill of Rights' is to the Constitution which governs us. The health of a democratic society may be measured in terms of the quality of services rendered by citizens . . ."

Despite the fact that most Americans have more of everything today than did their parents, there are still an incredible number of people in the United States and throughout the world who lack the bare necessities of existence, and millions whose problems of adjustment to their world are overwhelming.

The teams of professional social workers and volunteers are making invaluable contributions to providing opportunities for a better life to everyone.

## *Prof. Jerry McNeely*

# Our Man from U.N.C.L.E.

**by Alice Weck**

IF THEIR OBJECT were writing to please their professor, Prof. Jerry McNeely's television writing students would have an advantage, because they can see examples of his work on national television shows.

McNeely scripts have recently been produced on "Dr. Kildare" and "The Man from U.N.C.L.E.", and his work has also been seen on "Climax," "The Twilight Zone," "Mr. Novak," and "The Eleventh Hour." In 1958 Studio One featured his script, "The Staring Match," which won the Writers Guild of America award for the best one-hour television play and is included in the anthology of best TV plays. His earlier writing credits include book and lyrics for two UW Haresfoot shows which he also directed—"Wait and See" in 1954 and "Meet Lafitte" in 1955, written during the time he was earning his master's and Ph.D. degrees at the University of Wisconsin.

The object of his course, however, is not to teach students to write as he does or to teach them how to sell. "I do not teach a course in how to write for 'Bonanza,' " McNeely emphasizes. "In my course, the students study basic dramaturgy as it relates to the camera media. They analyze the writing of different programs and films. Then they start on exercises in story development, the use of camera, dialogue, etc., and finally write an original script for television or film. Some students try scripts designed for educational television, others for amateur film production, and still others are anxious to try a script for a current television series.

"I encourage them to do something which interests and excites them; beyond that, I give them the the widest latitude in content and form. If the end product is good enough, I try to do what I can to help them get their work produced. One student sold a story to 'The Twilight Zone,' another to 'Dr. Kildare,' and a third had a script done on 'CBS Workshop.' "

What students also get from McNeely's course is a realistic look at a world their instructor knows well. Seeing his scripts through production takes him to California six or eight times a year during academic breaks. The experience he has at the studios—sitting in on the actors' first reading of his script or watching the dubbing in of a sound track—is valuable to him in his teaching, he says. What goes into production is a final script of about 65 pages for an hour-long show. The script follows a 10 to 15 page outline which must be cleared by network continuity before the producer can give the author a final go-ahead. An evening and weekend writer, McNeely has sometimes seen a year elapse between having an idea for a script and seeing the script produced. On the other hand, he recently answered a producer's call for help by turning out a completed script in a week and a half. Filming actually began in California while he was finishing the script in Madison.

*Jerry McNeely assumed his role as a professor when he coached a student while he was directing the recent Wisconsin Players production of "Gypsy."*

McNeely's present success at television writing follows what he calls

two false starts and a fluke. The fluke occurred when an agent's secretary just happened to pick his script from a pile waiting to be read. She read it, then suggested that the agent read it. McNeely then had one script produced, sold another, and thought he was on his way.

"Then nothing happened for four years." In 1961, his play, "The Joke and the Valley," won a nation-wide competition and was produced on the Hallmark Hall of Fame. Again McNeely thought things were moving; again they didn't. In 1962, however, he sold a script to the "Dr. Kildare" series, and presently he is seeing five of his shows produced per season.

*Functioning as a creative writer, McNeely is shown here with the late Thomas Mitchell during the 1961 production of McNeely's prize-winning play, "The Joke and the Valley," seen on the Hallmark Hall of Fame.*

The world of television has changed since Jerry McNeely first began writing. "It used to be that you could get an idea for a play and write it for television, but you can't do that anymore, primarily because authology shows like Playhouse 90 have given way to the episodic show." Writing for a series show imposes limitations on the author, McNeely says, because he must arbitrarily work with characters he did not create. Economics helps account for the decline of the anthology, because these shows were expensive to produce. Sets had to be built for each show at tremendous cost, and could not be re-used. In the episodic show, the set cost can be amortized over many episodes. The episodic show also draws what McNeely calls repeat loyalty. "In a show like 'Dr. Kildare,' for example, there are three or four characters an audience comes to know, to sympathize with, to want to follow, so loyalty develops in a way it didn't for the anthology show." And, in a business where cost per thousand viewers is the basic accounting unit, repeat loyalty is important. The bigger the rating, the more economical the package.

McNeely also points out that today's market for free lance writing in television is limited. About 200 writers do 90 per cent of all television writing, he says. "If a producer has 26 shows to do, he likes to get them all arranged at the outset of the season, and he likes to sign up people he knows to write them."

Trends in television are difficult to predict, according to McNeely. He cites the example of a producer whose success has come from his ability to read trends and to set them. "Today, that producer says frankly that he can't identify any trends for the future." McNeely himself speculates that television programming has been through a cycle and that it may now run through a series of variations on the same cycle.

What happens then? McNeely claims there is talk, both in commercial and academic broadcasting circles, that the TV viewing habit will not endure, but he sees little evidence to support the talk. He also rejects the idea that audiences can register their dislike at programs by turning off the set.

"But people should have another alternative besides watching or not watching. They should always be able to watch something better."

As a television writer, McNeely admits to feeling frustration at the lack of kinds of programs he would like to do. For him, "the answer is neither to get cynical because of the limitations nor to give up in despair. No matter what job I accept, I take it because I want to do it, because I think it's worth doing. That sounds pretentious, I suppose, and sure, the broadcasting business is no place for the starry-eyed idealist. But I have never rejected a good story idea because I thought it was 'above television," and I have never heard a producer talk about that 'twelve year old mind' that television allegedly caters to."

His work as a teacher places him in a quandary. "Any broadcasting teacher today has to be in a quandary," he says. "If his students are planning careers in the medium, they need to know and understand television as it operates in our country; but at the same time, it is not the professor's function merely to turn out people who have mechanical or performance skills. He also wants his students to think about what the medium *could be;* he wants to instill, if not optimism, at least some hope and confidence in the development of television's potential."

McNeely is emphatic about why he stays in the academic world. Teaching is his basic profession. "That's what I've been trained to do, and I love it. The fact that I've had some success in another field has never changed my primary loyalty." A teacher who holds the Outstanding Young Teacher of Speech Award given by the Central States Speech Teachers Association, McNeely sees himself as "a professor who writes, not a writer who also does a little teaching." He is quick to acknowledge a debt of gratitude to his colleagues and superiors who have encouraged him in his writing.

Training students for work in television falls within the province of the academic world, he believes, because "the impact of television is so great that any responsible segment of the population has got to take it into consideration." And, he says, "I dare to hope that some of today's students just might be the ones to solve the complex problem of raising program standards within the framework of the competitive business that broadcasting is in the United States."

***Prof. Nathan Feinsinger***

# Man in the Middle

ONE OF the nation's most sought after mediators, the UW's Prof. Nathan Feinsinger, was in the news at the beginning of the New Year when he served as chairman of the three-man mediation board which settled the New York transit strike. Although he is a master of mediation, Feinsinger speaks casually about how it's done, but he believes earnestly in the power of mediation to work in areas where it has not yet been tried.

Mediation, he maintains, "is the process of persuasion, backed up by public opinion . . . if you can get it." In a *New Yorker* magazine interview after the transit strike, he compared the ritual of mediating an ordinary labor case to "a turkey dance, a courting procedure, the way the male bird goes after the female."

What does it take to be a mediator? "Oh I'd say integrity, honesty, sensitivity, courage. By integrity I mean the ability to gain people's confidence. And judgment . . . 'judgment,' Holmes said, 'is what the world pays for'." In characteristic Feinsinger style, he added casually that "it would be nice to have intelligence but it's also not necessary."

What do mediators do? Different mediators work in different ways. Feinsinger has worked with one man, for example, who opens mediating sessions with a prayer, presumably to get a head start on unity. But generally, "What you try to do is get the feel of both sides. Where does the real authority lie? Is it with someone in the room, or with someone outside? If you have to go over the people present to get to the source of authority, you've probably made some enemies. That's one of the boobytraps of mediating."

Another boobytrap area has to do with saving face. The worst thing a mediator can do, Feinsinger says, is to propose an arrangement where one side, because of its economic power, can claim a clear-cut victory over the other. "If that happens, you may be setting up the basis for a much more serious dispute later on. Obviously, you have to understand human nature in this business and you have to understand, too, that the human being at best is a pretty weak vessel."

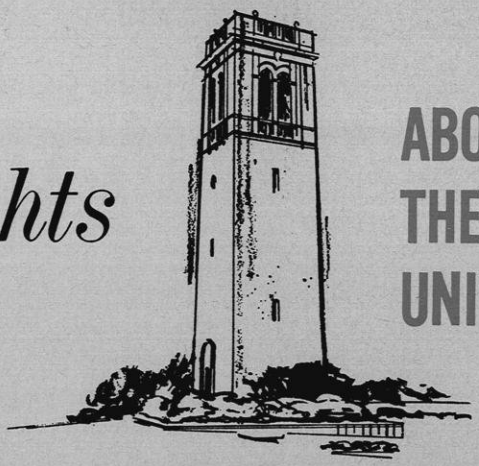
One of the occupational hazards of mediating is "outside fan mail." "I'm allergic to it," says Feinsinger. The allergy dates to 1952, when he was chairman of the National Wage Stabilization Board, and the question of the union shop was up for discussion. "It's amazing how vituperative people can be on an emotional issue such as 'compulsory unionism'," he comments, "and how often they are inclined to claim that God is on their side." His role in the transit strike brought letters, too—some 500—but the majority of them were in his favor.

Mediating also involves assessing the strengths and weaknesses of both sides, "finding the real issues." The famed Wisconsin economist Selig Perlman credited Feinsinger with particular skill in this phase of mediation. "He has what the German calls 'fingertip feeling', the ability to grasp the main issues of a situation by instinct," Perlman once said.

*Continued on page 24*

*Prof. Nathan Feinsinger (center) is shown here with fellow mediators Sylvester Garrett (left) and Ted Kheel outside of the New York City Hall following a mediation session during the New York Transit Authority strike last January.*

# *news and sidelights*



# ABOUT THE UNIVERSITY

## *Second Campus Proposal Rebuffed by Legislators*

THE UNIVERSITY sent up a trial balloon last month and it was shot out of the skies before it had a chance to rise above the tree line.

The trial balloon was a proposal for the development of a second campus in Madison. The proposal met with prompt and unequivocal opposition from several members of the Legislature who questioned the need for a second campus in Madison.

At a press conference on Feb. 16, Madison campus Chancellor Robben W. Fleming outlined points contained in a report which will be presented to the faculty. Fleming explained that this second campus document is "not definitive and is not meant to be. It is merely an outline."

The question of what happens after 1972 (the time when enrollment on the present Madison campus is expected to reach a predicted saturation point of 40,000 students) must be determined by what is best for the needs of higher education in Wisconsin, Fleming explained. The second campus proposal is being broached at this time because it normally takes about a five-year lead time to make the necessary administrative adjustments to translate a plan into action. "The decision has to be made in about a year if we're really serious about it," Fleming said.

Any new campus site should be large enough to eventually accommodate 20,000 to 25,000 students. The new campus should offer a four-year program, probably devoted largely to the arts and sciences, and should have the same admissions standards as the main Madison campus.

A new campus should not serve only, or even primarily, commuters from the Madison area, Fleming said, "for it is part of the greatness of Madison that it has such a cosmopolitan student body."

One possible site for a second University campus in the Madison area is the 325-acre Charmany–Rieder farm four miles southwest of Bascom Hall. Siting the new campus there would not take additional land off the Madison tax rolls since the University owns the property which is used by the College of Agriculture. Cost of replacing this land would be far less than acquiring urban property for the University.

Chancellor Fleming emphasized that authority to develop a new campus lies initially with the Board of Regents. Approval of the Coordinating Committee for Higher Education and the State Legislature is also required. Judging from the initial reaction of legislators, such approval will not be immediate or enthusiastic.

## *Artist-in-Residence Receives Tax Evasion Fine*

AARON Bohrod, the University's artist-in-residence, was fined $10,000 by a Federal Court last month for income tax evasion after he had pleaded no contest to evading $11,700 in 1959 taxes.

The action against Bohrod arose out of a four-count grand jury indictment rendered by U.S. Atty. Edmund Nix on Dec. 1, 1965. The indictment alleged that Bohrod earned $142,197 for the years 1958 through 1961 but that he reported only $64,796 income to the Internal Revenue Service during that time. In 1959, the artist claimed a taxable income of $16,503 with taxes of $4,026 while his actual income was reputed to be $42,279 with taxes due of $15,732.

The discrepancies were attributed to Bohrod's failure to report sufficient income from investments and the sale of paintings. Bohrod claimed that, during the time, he was too preoccupied with his painting and was impatient with record-keeping.

Judge James E. Doyle, who levied the fine, told Bohrod that "Viewed objectively, the facts here compel the conclusion that your failure to report thousands upon thousands of dollars of income from the sale of paintings was deliberate. . . . The investment of funds in 15 savings and loan associations from Maryland to California—to cite a single example—is not the badge of economic innocence."

The maximum penalty that could have been imposed was a five-year prison term in addition to the $10,000 fine. In passing sentence, Judge Doyle said that he felt a prison term for the artist would have been inappropriate.

Bohrod, who has been artist-in-residence at the University since 1948 when he succeeded the late John Steuart Curry, is noted for his *trompe l'oeil* or "magic realism" style of painting. His works have appeared in the pages of *Time, Fortune,* and *Look* magazines and other major publications.

Following the fine by the Federal Court, Madison campus Chancellor Robben W. Fleming said that the University planned no formal punitive action against Bohrod.

## *Harold Nelson Named School of Journalism Head*

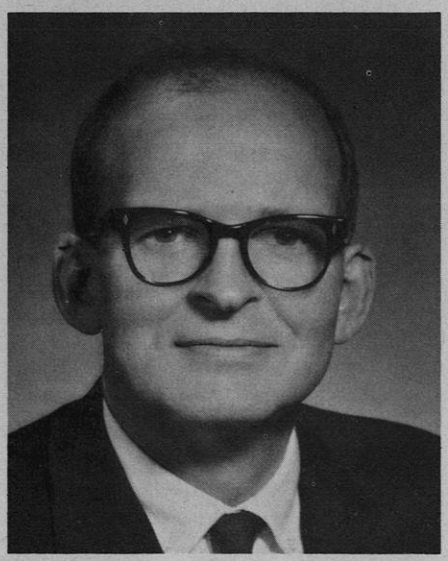
DR. HAROLD L. Nelson, professor of journalism at the University of Wisconsin, Madison, will become director of the School of Journalism upon the retirement of Dr. Ralph Nafziger at the end of the current academic year.

A member of the University faculty since 1955, Prof. Nelson attended the University of Minnesota to earn the B.A. in 1941, the M.A. in 1950, and the Ph.D. in 1956, all in journalism. He taught at Minnesota, Texas Technological College, the State University of Iowa, and the University of California at Berkeley before he joined the Wisconsin faculty to teach history of journalism, law of the press, and mass media and society.

Prof. Nelson's experience includes a period as reporter with the United Press in Minneapolis, 1947–50; a year in advertising and public relations with the Northwestern National Bank of Minneapolis, 1946–47; and in public relations work with Time, Inc., in 1941.

He is the author of two books:

**Prof. Harold Nelson**



*Libel in News of Congressional Investigating Committees,* 1961, and *Documents in the History of the Freedom of the Press in America: Hamilton to the Warren Court,* 1966; and a chapter in *Legal Control of the Press,* 1962. His articles have been printed in many professional journals including the American Journal of Legal History, Journalism Quarterly, and Military Affairs.

During World War II, Prof. Nelson served for four years with the U.S. Navy in the Caribbean and Pacific. He enlisted as a yeoman and was discharged a lieutenant.

Prof. Nelson is a member of Kappa Tau Alpha, honorary journalism society; Sigma Delta Chi, professional journalism fraternity; the Madison and Milwaukee Press Clubs; the Mississippi Valley Historical Association; and the Association for Education in Journalism. Now president-elect of this association, he has served it as vice president, chairman of the committees on reorganization and history, and member of the council on research.

Prof. Nelson was married to the former Ann Sullivan in 1942. He is the father of two children, Susan and Eric.

## *Kappa Delta Faces Ban From Campus Activity*

THE MADISON CAMPUS faculty voted last month that the Wisconsin chapter of Kappa Delta sorority must cease all campus operations by Sept. 15, 1967, unless it submits a certificate of non-discrimination.

The vote approved a recommendation by the Faculty Committee on Human Rights. The committee reported that all registered social organizations on the Madison campus except Kappa Delta, including 30 fraternities and 15 sororities, have submitted the required certificate.

The Wisconsin chapter of Kappa Delta, founded on the Madison campus in 1920, currently has 38 members and 25 pledges.

The Madison campus faculty in May, 1964, voted to require a non-

discrimination certificate, called "Certificate I," from all campus social organizations. Both local and national officers of each organization must sign Certificate I.

The certificate states that the organization has "no provisions in the national or local constitution, bylaws, ritual, or any other controlling rules which require the student membership to refrain from considering for membership, pledging, electing, or initiating any students to membership on account of race, color, creed, or national origin." The certificate also states that there are no provisions in any local or national rules "which indicate or imply that any person should be considered socially or personally unacceptable as a member because of his race, color, creed, or national origin."

Deadline for the signing of Certificate I by both national and Wisconsin chapter officers was set at Sept. 15, 1967, to give local Kappa Delta another opportunity to change the position of the national officers at the next Kappa Delta national convention, scheduled for the summer of 1967.

"We wish to make it clear," the Human Rights Committee report to the faculty stated, "that the action recommended . . . is intended to put Tau chapter (the Wisconsin chapter on the Madison campus) of Kappa Delta on notice now and to terminate Kappa Delta's presence on this campus automatically on September 15, 1967, if a properly signed Certificate I has not been submitted before that time."

The committee pointed out in its report that the Wisconsin chapter of the sorority had made strenuous efforts to change the national officers' position. A resolution supported by the Wisconsin chapter and empowering national Kappa Delta executive officers to sign certificates of non-discrimination was adopted at the national convention last July, but was declared unconstitutional by the national president.

The report also noted that the Wisconsin Kappa Delta chapter has four Jewish members and one Jewish pledge.

For several years Kappa Delta, especially the national office, has failed to cooperate with the University in the field of human rights, the committee explained. The seven-page report reviewed its relationships with Kappa Delta and included correspondence it had received on the matter.

The committee reported that its difficulties with the sorority started in 1963 when, on orders from its national, the Wisconsin chapter failed to submit a required questionnaire on membership selection practices. On orders from its national it also refused to answer a series of questions put to it in May, 1963, regarding particular circumstances of its membership selection procedures.

The local chapter of the sorority did not file Certificate I by the deadline date of Nov. 1, 1964, but on Dec. 8, 1964, it submitted a locally signed certificate which contained only the first part of the wording required by the UW faculty legislation, accompanied by a letter of protest.

Later the campus chapter president was authorized to sign the certificate in full, and the committee postponed until Nov. 1, 1965, the date on which the signing of Certificate I by a national executive officer would be required.

The Wisconsin chapter, in cooperation with many other Kappa Delta chapters, worked at the Kappa Delta national convention in July of 1965 to secure approval of a resolution which would remove ambiguities from the ritual of Kappa Delta, and empower national executive officers to sign certificates stating that its constitution and other governing laws and regulations have no discriminatory provisions.

The resolution came to a vote as the last item of business at the convention and was adopted by a vote of 133–80. When the vote was announced, the national Kappa Delta president declared the resolution unconstitutional and immediately adjourned the convention.

Since the adjournment, the Wisconsin chapter has unsuccessfully attempted to secure a change in the ruling of the chair and proceeded to operate its chapter business in accordance with the ritual approved by the convention vote and with the UW faculty legislation governing non-discrimination in the membership selection of social organizations. The Wisconsin chapter also cooperated with the committee in providing pertinent information at a hearing on Nov. 10, 1965, and continued to attempt to get the signature of a national officer to Certificate I, the committee added.

The committee stated in its report to the faculty: "The local chapter and alumni, in view of the vote of the last convention, have strong hopes that the University's policies may be reflected and furthered by action to be taken at the next convention (of Kappa Delta), and they are anxious that the local chapter have the chance to continue and to work for such action. The committee is perhaps less optimistic, but in view of the limited time involved, has voted to recommend that the local be given that chance."

Members of the Faculty Committee on Human Rights which submitted the report are Profs. Walter B. Raushenbush, chairman (law), Lloyd F. Bitzer (speech), Herbert Jacob (political science), Richard Hartshorne (Integrated Liberal Studies and geography), and three students, all seniors—Joan Kolker, Patricia Nelson, and Dennis Sherman.

## *Spreading the Wisconsin Idea Around the World*

EVEN MILITARY coups in Nigeria can't slow up Dean Henry Bertram Hill when he's on a worldwide inspection tour of University of Wisconsin projects around the globe.

Back from a recent 42-day flying trip, the Dean of International Studies and Programs reports: "In Kampala, Uganda, where I met George Field, special assistant to UW Pres. Harrington, we received a message that, because of the coup, our appointments and hotel reservations in Lagos, Nigeria, had been cancelled. We tried to check further,


## *Bucky Invites You to Attend*

# ALUMNI WEEKEND—1966

## *May 13, 14*

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

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

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Wisconsin Alumni Association, 770 Langdon St., Madison, Wis. 53706

____ Please reserve .... tickets for the Alumni Dinner @ $4.00 per plate. Saturday evening, May 14, at 6:00 p.m. in Great Hall of the Memorial Union.
Enclosed is my check for $.....

____ Please send me ticket information on the Spring Variety Show featuring Ella Fitzgerald.

Name .....

Address .....

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

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but couldn't find out anything definite, so we went ahead to Lagos.

"We had no trouble there. We remade our appointments and had conferences with the people of AID and the Ford Foundation. Then we drove to Ibadan, where our College of Agriculture is helping to found the University of Ife, an institution that is being carved out of the jungle. Things seemed better after the coup. The University is well-run and thriving.

"The prosperity and progress in Nigeria are amazing, even when compared to 1963, when I was last there. Today skyscrapers are going up all over the major cities, and traffic jams and other 'niceties' of civilization are multiplying."

Dean Hill did not, on this swing visit students spending their junior year in France or Germany, nor did he have time to inspect the many projects in Latin America.

His first stop was Tokyo, where he visited the branch of the Council on Student Travel, as a member of the board of trustees, and examined the programs for American students at Waseda University and International Christian University. At the University of Kyoto he investigated the "distinguished Southeast Asian Studies program, because we hope sometime to form a collaboration."

In Hong Kong he studied the Education in World Affairs Service Center sponsored by the Carnegie Foundation, "which has research facilities valuable to Wisconsin scholars studying contemporary China."

Continuing his travels, Dean Hill visited the University of the Philippines in Manila, which the UW economics department has undertaken to help.

"I saw Milton Barnett, a former member of our anthropology faculty who is now connected with the University in Manila and the Council on Economic and Cultural Affairs. He is a very friendly link with our activities in the Philippines," Dean Hill reports.

In Bangkok he met Prof. Fred Von der Mehden of the UW political science department who is doing research on how foreign aid money has been spent in Thailand. Then he moved on to India.

"The Indian project the University sponsors is a really exciting one. The students are finding it a climax phase in their lives, an experience they will never forget. I talked with Robert Holmes, the resident director, and met with all the students. They are making an excellent adjustment to a difficult environment, and Holmes is trying to make out of their work in the Indian universities, and with social service agencies, something truly collegiate but not conventionally so. The students live in hostels or with Indian families, making an effective fusion of two widely different cultures. "Altogether I was most impressed with the whole endeavor," he says.

According to a report compiled recently by his office, 86 members of the faculty are now serving overseas. Of these, 40 are members of the College of Letters and Science, 27 the College of Agriculture, 11 School of Education, three each Extension Division and Medical School, and one each from the College of Engineering and Law School.

Among their diverse activities are research and teaching for the Land Tenure Center in Bogota, Colombia; study of forest problems and tea raising in Kenya and of agriculture and communications in Brazil; setting up an agricultural information service and observing industrialization in Chile; writing Indian history in India; teaching meteorology in Australia; establishing a neurophysiology laboratory in Norway and a college in Tanzania; doing research on cacao in Costa Rica and in renal disease in Germany; and studying Galla leadership in Ethiopia.

## *More Buildings Announced For Madison Campus*

FOUR building projects planned for the Madison campus—Earth and Space Science, Engineering Research, Education Building, and the Letters and Science-Zoology Building—moved a step closer to construction last month.

The Board of Regents approved concept drawings for the Earth and Space Science and Engineering Research buildings, and authorized the preparation of initial plans for the other two projects.

Expected to cost $4.3 million, the Earth and Space Science facility will be located on the south side of West Dayton Street, across from the new Numerical Analysis Building. The National Science Foundation is providing $1,250,000, the National Aeronautics and Space Administration $1,750,000, and the state the remainder.

It will be a 15-story structure, with 100 offices and 53 laboratories for the meteorology department, and 20 offices and 38 laboratories for the space sciences at the University. Construction is expected to start next November, with a completion goal of January, 1968.

A 13-story tower building, Engineering Research, will be erected on the Engineering campus south of the Minerals and Metals Building, with occupancy planned for late fall, 1968.

It will provide 71 laboratories and 120 offices. The top three floors will be devoted to automotive and instrumentation laboratories, an addition which boosted the estimated cost of the structure from $3.8 million to $5 million.

The National Science Foundation has been asked to provide $1.6 million of the total project cost. It is anticipated that $300,000 will come from federal funds provided by the Higher Education Facilities Act, and the remainder from matching state funds allocated for the current biennium building program by the State Building Commission.

The first stage of an education-science complex, the Education Building, will be constructed in the north half of a block bounded by West Johnson, West Dayton, North Brooks, and North Mills streets.

It will provide classrooms, offices, and laboratories, and cost an estimated $5.2 million. It is hoped to start building in the spring of 1967

# WISCONSIN WOMEN'S DAY PROGRAM April 26, 1966

**Timetable:**

8:45– 9:30 a.m.—Registration and Coffee Hour, continuous film showing, Wisconsin Center auditorium: Arboretum film; conservation film, "Fall in Wisconsin".

9:45–11:00 a.m.—Seminars.

11:10–12:25 p.m.—Seminars repeated.

12:45 p.m.—Luncheon, Union Great Hall.

2:00 p.m.—Arts Seminar, Wisconsin Union Theater.

3:30 p.m.—A drive over the campus past new buildings, stopping at lot 60 and ending at Wisconsin Center.

**Seminars:**

**A—BEAUTIFUL WISCONSIN**

Moderator: Prof. Byron Bloomfield, director, University Facilities Research Center.

Participants: Philip Lewis Jr., professor of landscape architecture and resource development, "Wisconsin Landscape Values." James Edsall, director of planning and construction, "Plans Ahead for the Madison Campus."

**B—FEMININE HIGH FINANCE**

Moderator: Prof. David Johnson, chairman, economics department.

Participants: Prof. Frank Graner, Commerce, "Investing in Common Stocks." Prof. E. Carl Hall, Commerce, "Financial Fashions."

**C—MEDICAL ADVANCES**

Moderator: Dr. Peter L. Eichman, Dean of the Medical School, Director of the Medical Center, Professor of Medicine and Neurology.

Participants: Dr. John Cameron, professor of radiology, "New Developments in Nuclear Medicine." Dr. David Graham, professor of medicine, "Psychosomatic Problems in Everyday Living."

**D—A NEW LOOK AT THE PAST**

Moderator: Andrew H. Clark, professor of historical geography.

Participants: Dr. Catharine McClellan, professor of anthropology, "Northern Hunters Face Civilization." Dr. John T. Robinson, professor of anthropology, "The Place of Hunting in the Origin of Man."

**Arts Seminar—THERE'S MUSIC IN THE AIR** (All will attend this Seminar)

Moderator: Dr. Leon Epstein, Dean, College of Letters and Science.

Participants: Pianist Gunnar Johansen, School of Music, an informal lecture—recital. Lee Dreyfus, professor of radio, television, and speech, "Instant Culture."

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**Wisconsin Women's Day, Wisconsin Center, 702 Langdon St., Madison, Wis. 53706**

Here is my reservation(s) for the Sixth Annual Wisconsin Women's Day to be held on the campus April 26, 1966. I enclose ..... at $4.00 per ticket (includes registration fee, coffee, luncheon, and bus tour). Make checks payable to the Wisconsin Alumni Association.

Name .....

Maiden name, if married .....

Address .....

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

Circle two seminar preferences: A B C D

Reservation deadline: April 22

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and complete work by September, 1968.

A $3.2 million project, the Letters and Science-Zoology Building will be a classroom-office-instructional laboratory facility located adjacent to the Zoology Research Building in the east half of a block bounded by West Johnson, West Dayton, North Mills, and North Charter streets. Early target date for its completion is the summer of 1969, following a two-year construction plan.

## *Auto-Safety Laboratory to be Established*

A MAJOR Transportation Safety Research Laboratory for work on the nation's traffic problems is being planned for the University of Wisconsin at Madison.

The laboratory as planned will be an 800 acre site with about seven miles of special test tracks and roadways, with buildings to accommodate laboratories, offices, conference rooms, classrooms, utility equipment, and special vehicles.

Total cost of the laboratory, including land, facilities, and major equipment, is expected to be about $5 million. A faculty planning committee said it expects to obtain the necessary funds from various sources.

The entire laboratory project and program is in the final stages of preparation by the planning committee. The project has been endorsed in principle by the City of Madison—University Coordinating Committee, but final approval also is required by the University administration and Board of Regents.

Planning for a transportation safety research program and laboratory grew from a realization by Wisconsin faculty members in various departments that the problems cut across departmental lines and required study by experts in several different disciplines. For more than a year a University faculty committee has been considering transportation safety problems on an interdisciplinary basis and developing a program focusing on the interrelationships between the driver, vehicle, highway and other transportation elements.

The committee, which represents the fields of agriculture, education, engineering, law, medicine, psychology, and other related fields, developed a comprehensive plan for the establishing of a research and educational program in which a broad range of highway safety problems can be studied.

In a summary report on its work, the committee states:

"The Wisconsin program has evolved during a period when great state and national concern is being expressed about highway and traffic safety. In spite of the continuing efforts of numerous individuals, organizations, and governmental units, traffic accidents continue to mount, costing the nation annually nearly 50,000 lives, about 1,700,000 disabling injuries, and property costs of over $8 billion annually. The solution to many of the problems will require a major effort with an interdisciplinary focus in a laboratory setting such as the one proposed."

The committee explained that a large site is necessary to accommodate an oval test track with 3,500-foot straight sections for testing vehicle and driver performance at speeds of over 100 miles per hour. This track will have a 200-foot-wide clear area on each side for safe recovery in case a test driver loses control of a vehicle.

The track also will have acceleration and deceleration lanes and different highway surfaces. Inside the large oval track will be facilities for crash testing, cornering, traction and brake testing, winter hazard testing, driver education and performance studies, and activities related to agricultural equipment and vehicle testing.

Photographic and telemetry towers will permit electronic observation and recording of transportation safety procedures, tests, and research activities.

A building complex to serve the instructional and research needs of the laboratory will include space for offices, classrooms, conference rooms, and a research library. Planned are laboratories for driver simulators, psychological and physiological studies and several other uses, plus buildings for motor vehicle research and for service and utility equipment.

Additional facilities that may be needed in the future include a medical research building and a helicopter landing area. Adequate land is available in the proposed 800 acres for these additions as well as others that may be required.

## *UM–M to Have School of Architecture*

FOR MANY years, students in the state of Wisconsin who want to pursue a career in architecture have not been able to get their training in the state. They have had to go out of state to learn their profession—to neighboring states such as Illinois or Minnesota, or east to Yale.

That situation is about to be rectified. Last month, the Regents approved the establishment of a School of Architecture at the University of Wisconsin-Milwaukee.

The proposed school would begin a four-year undergraduate program in the 1967–69 biennium and a two-year master's degree program in the 1969–71 biennium. The architectural studies, which have been strongly urged by Wisconsin architects and other groups, must be approved by the Coordinating Committee for Higher Education.

The Regents were told that anticipated enrollments would increase from 115 students in 1968, when specialized junior year work would be offered for the first time, to 275 in 1971. Enrollments for the freshman and sophomore years—consisting of courses already offered—are expected to total 25 freshmen in 1966 and 70 freshmen and sophomores in 1967.

The School of Architecture's budget would total $107,500 for 1967–69 and $249,000 for 1969–71, including salaries, services, and small expenditures for capital equipment.

Faculty expansion to accommodate upper-class and graduate offerings would be three persons for 1967–69 and nine for 1969–71, plus secretarial help and a departmental

assistant. Needed facilities would total 5,500 square feet of assignable space in the first biennium, and 15,600 in the following two years.

The undergraduate program would lead to the degree of Bachelor of Arts or Bachelor of Science in Architectural Studies, while the graduate studies would lead to the Master of Architecture degree. The proposed UWM School of Architecture would cooperate closely with the graduate program in Environmental Design, previously approved for the Madison Campus.

Courses proposed for third-year study include architectural design, structural analysis, steel structures, materials of construction, and landscape design.

Courses for seniors would include architectural design, concrete structures, illumination and electrical equipment, mechanical equipment, building materials and methods of construction, and professional practice.

## *Radical Theologian Presents Provocative Views*

"GOD is dead."

He is in the opinion of Prof. Thomas J. J. Altizer of Emory University who spoke on "America and the Death of God" in the Wisconsin Union last month. Altizer is one of the leading spokesmen of a new group of "radical theologians" who are currently attracting a great deal of attention and publicity in this country.

While he was in Madison, Altizer spoke to a large gathering of the University community—the crowd was estimated at 600, 1,500 and 2,000, depending on which newspaper you read. Altizer also appeared on WHA-TV's "Religious Perspectives" program which reached a large audience.

The controversial theologian maintains that "No longer can the Christian find security in a sovereign God. He has disappeared and is visible only in the history of a irrecoverable past. . . . The original, sovereign, transcendent God truly and actually died in Christ and. . . his death in Christ has only slowly and progressively become manifest for what it was—the movement of God to man, the movement of Word to flesh."

Altizer's views provoked an outburst of response from local religious leaders whose comments ranged from terming the philosophy "illogical" to stating that it is "neither quite so radical nor quite so new as some may suppose."

There was little discernable reaction to Altizer's views aside from polite curiosity among the Wisconsin students who, in recent years, have appeared to be generally areligious. The huge turnout for Altizer's speech, however, seemed to indicate that the young (he is 36) thinker's theories and his articulate, dynamic way of expressing them are capable of provoking extensive debate about the presence of God in our increasingly secular society.

For the first time in its history, the University memorialized the name of a civil service employee when Carson Gulley Commons was dedicated on the Madison campus February 20. Gulley, who died in 1962, was a member of the University's Residence Halls staff for 27 years. Thousands of students regularly sampled the products of the chef's culinary talents which were also widely known around the state through his food programs on radio and television. Gulley Commons, near Observatory Drive, provides food service for students living in Slichter, Adams, and Tripp Halls. University officials noted that this is the first time in the long practice of naming Wisconsin's buildings for persons strongly identified with the University that the name of a civil service employee had been selected. Traditionally, the names of faculty and administrators have been chosen to be so honored.

## *Three New Coaches Appointed to Football Staff*

THE NAMING of three new assistant coaches has completed realignment of the Badger football coaching staff for the 1966 season.

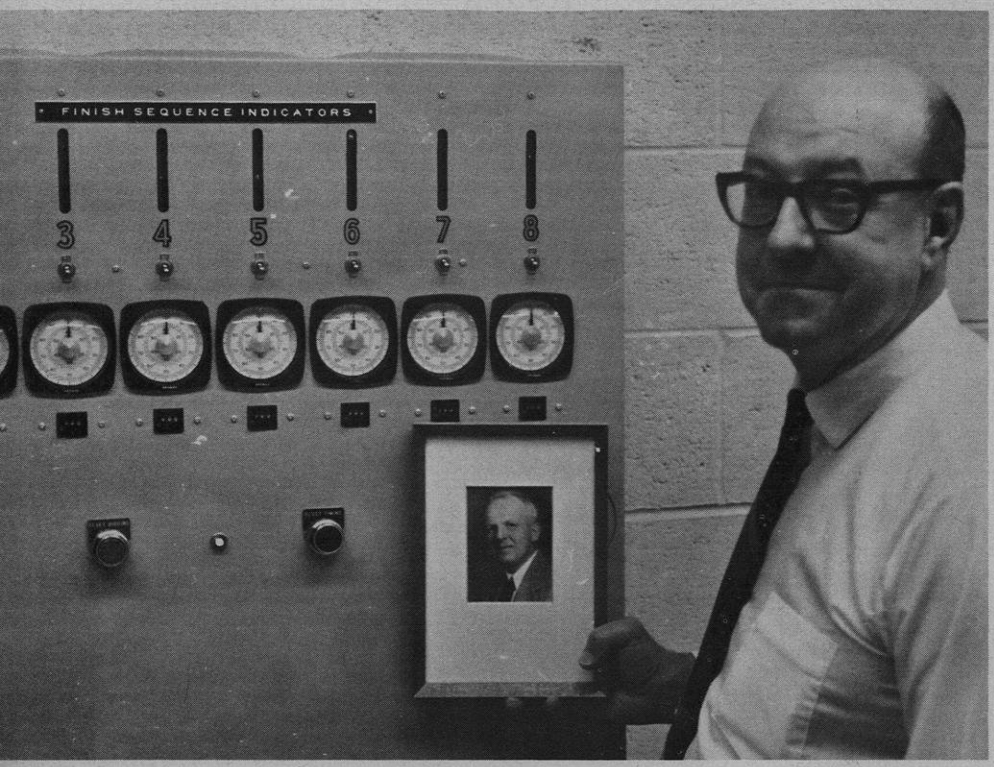
The new coaches, appointed by Athletic Director Ivan B. Williamson, are: Michael "Mike" McGee, former assistant coach at Duke University; Roger French, assistant coach at Memphis State University; and Les Ritcherson, head football coach at Moore High School, Waco, Texas.

McGee, who is 27, was a standout lineman at Duke during his collegiate career from 1957 through 1959. He played in the 1958 Orange Bowl game as a sophomore against Oklahoma and received All-American mention at tackle during his senior year when he was captain of the Blue Devil team. McGee played three seasons of professional football with the St. Louis Cardinals, 1960 through 1962, prior to his return to Duke in 1963.

French, 34, has been an assistant coach at Memphis State for the past ten years. A graduate of the University of Minnesota, he was a star defensive end for the Gophers from 1950 through 1952 and played professional football with the Philadelphia Eagles and the Cleveland Browns.

Ritcherson is the first Negro to serve on the Wisconsin football staff. During his 16 year coaching career at Moore High School, his teams have compiled an overall winning record of 132–38–3. The 39-year-old coach is a graduate of Wiley College in Texas and has a master's degree in guidance from Prairie View A & M.

The three new coaches fill the vacancies on the Badger staff left by the death of Clark Van Galder and the assignment of Paul Shaw and Fred Marsh to other duties within the Athletic Department. Other assistants on head coach Milt Bruhn's staff include: John Coatta, Fred Jacoby, Deral Teatak, and LaVerne Van Dyke.




*Unique Timing Device Used in Badger Pool*

BADGER swimming coach John Hickman is pictured above with a unique finish sequence indicator device which has proved to be an invaluable aid in timing Wisconsin swimming meets this season and last. Installed in the new natatorium on the western edge of the campus, the electronic device is accurate to the 1/1,000th of a second. In its first use during the Big Ten swimming meet a year ago, the precision proved necessary as two of the conference's Olympic swimmers finished with the exact time; only that final 1/1,000th of a second separated their finish order.

The bequest of the late Paul J. Fisher '22 (shown in the photograph held by Hickman) made the entire system possible. Fisher, a Rockford resident and active alumnus was long interested in promoting the Wisconsin swimming program. His son, Paul, Jr. '52, was a varsity swimmer in the early 1950's.

The time sequence indicator starts automatically with the firing of the starter's gun and is stopped at the end of a race when a swimmer touches a sensitive plate at the end of the pool and trips the electronic circuit. John Lindley, outstanding sophomore swimmer from Rockford, is shown touching the plate in the picture below.

**Feinsinger**
*Continued from page 15*

Feinsinger has put the principles and techniques of mediation to work successfully—in all parts of the country and in a variety of different situations. His work has won the gratitude of three Presidents and several Secretaries of Labor. When the former Secretary of Labor Arthur Goldberg came to campus for a speaking engagement, Feinsinger introduced him as the best labor mediator in the country. Goldberg, now ambassador to the United Nations, corrected him. "Nathan Feinsinger is the best labor mediator in the country," he told the audience.

In 1947 the people of Hawaii, saved from a possible loss of some thirty million dollars when Feinsinger settled the Hawaiian pineapple shipping strike, established July 16 as Nathan P. Feinsinger day. In 1950, mediation of a contract between the Minneapolis Honeywell management and union was carried on at his bedside when he was hospitalized after a near fatal automobile accident. The accident, which occurred while he was driving through a blizzard to keep a speaking engagement at a UW alumni banquet, left the former University of Michigan quarter-miler dependent on crutches. Since 1954, Feinsinger has served as the Impartial Umpire between General Motors and the United Auto Workers, and in 1963 he served on the President's emergency board working to solve the nation's railroad featherbedding dispute.

As he has for the 37 years he has been on the UW Law School faculty, Feinsinger presently combines mediating assignments with a teaching and research load. About teaching, he has his little joke. "It's always good for my ego, after I've been beat over the head by fellows in the 'outside world' who are smarter than I, to come back and talk to a class of students who as a rule know even less than I do." He says in all seriousness that teaching law has been the most rewarding thing in his career, partly because it has kept him in touch with young

minds. Students today get a strong vote of confidence from Feinsinger. "They are head and shoulders above their progenitors . . . they are keener, more broadminded, more inquiring."

What currently interests him most is the potential for applying mediating techniques to other areas besides labor disputes. "There's hardly a controversy mentionable—including the one in Viet Nam—that cannot be mediated," he insists. Here he also emphasizes that he means *mediation*, not arbitration. Mediation, he explains, involves *persuasion;* arbitration is a decision-making process. The mediator works for reconciliation between the parties in the dispute, while the arbitrator makes decisions by which they have agreed to be bound.

Feinsinger's seminar for second and third year law students focuses both on labor mediation techniques and on transfering those techniques into other areas. The seminar title is long enough for Broadway: "A Study of Peaceful Methods of Settlement of Disputes of All Kinds; Teachability of Mediation Techniques and Transferability of Successful Mediation Techniques from One Dispute Area to Some Other Areas, Such as International Disputes, Civil Rights Disputes, etc."

As he put it in the *New Yorker* interview, "A damn good title for 1966, I think. In the modern world, compulsion of any sort is no longer of paramount consideration in disputes, not only in labor but in civil rights and in international affairs. The parties can no longer get anywhere by force. The problem, then, if you're not going to use time-tested methods—or time-failed methods—is how *are* you going to get disputes settled? By some kind of voluntarism. By some approach that the parties agree to. And you have to have a catalytic agent—mediation."

In short, Feinsinger sees mediation—mediation in the broadest sense—as holding a solution for some of the world's ills . . . "mediation as a substitute for guns, economic boycotts, and the like."

# Alumni News

## 1900–1910

**Ira B. Cross '05,** Berkeley, Calif., is associate editor of the *Bulletin* of the National Chrysanthemum Society. Two years ago, he was presented with the Society's highest award which was only the third time the award has been given in that organization's 20 year history.

## 1911–1920

**Roland E. Kremers '15,** Appleton, has retired from the Institute of Paper Chemistry. He joined the staff in 1952 after spending 30 years in research in education and industry.

## 1921–1930

**Atty. Fred E. Risser '23,** Madison, was recently appointed curator for the State Historical Society.

**Everett W. Jones '23,** Fort Myers Beach, Fla., was elected president of the American Association of Hospital Consultants at the Association's recent annual meeting in San Francisco.

**Harold H. Metcalf '23,** former superintendent and principal of Bloom Township High School and Community College, Chicago Heights, Ill., is now director of the Master of Arts in Teaching Program in the University of Chicago's Graduate School of Education.

**Lisle L. Longsdorf '25** has retired from Cornell College, where for the past three years he has served as an Extension specialist. He had previously retired from Kansas State in 1961 as head of the Department of Extension Information.

**Dr. Palmer R. Kundert '29** has been appointed to the staff of the Veterans Administration Hospital, Madison.

**Arthur W. Susott '29,** Atlanta, Ga., retired Dec. 30 as public information officer in the Southeast for the Consumer and Marketing Service of the U.S. Department of Agriculture.

## 1931–1940

**Louise C. Marston '31,** society editor of the *Wisconsin State Journal,* served as toastmistress for the 36th annual Matrix Table held in Madison on March 1.

**Assoc. Prof. Henry P. Ehrlinger '31** of the Metallurgical Engineering Department at Texas Western College, El Paso, was recently elected to the Mining & Metallurgical Society of America. In addition to his teaching for the past seven years, he has served as superintendent, general manager and president of several mining companies during his many years in the industry.

**Dr. Aileene Lockhart '37** has co-authored a recently published book entitled *Anthology of Contemporary Readings,* an introduction to physical education. She has been on the faculty of the University of Southern California since 1949.

**Robert J. Doyle '38,** public information director for the Wisconsin State University System, spoke at mid-year graduation ceremonies of Stout State University in Menomonie in January.

## 1941–1945

**Robben W. Fleming '41,** Madison campus chancellor, was installed as president of the National Academy of Arbitrators at San Juan, Puerto Rico, in January.

**Harry P. Schultz '42,** chemistry professor in the College of Arts and Sciences at the University of Miami, Coral Gables, Fla., was one of 27 members selected from the more than 500 full-time teaching faculty for an outstanding teacher award. With the University since 1947, Schultz is the author of more than 30 research and educational publications, including *Organic Chemical Preparations.*

**Dr. Neil V. Hakala '43,** of Summit, N.J., has been elected to the board of directors of Esso Research and Engineering Company. In his new post, he will be responsible for coordinating and planning the Petroleum Research Program.

**William A. Solien '45** has been elected president of Lighthouse Point Bank near Fort Lauderdale, Fla. He had been executive vice president since the bank's founding in 1963.

### 1946–1950

**Dr. Eugene S. Lindstrom '47,** professor of bacteriology, has been named assistant dean of the College of Science at Pennsylvania State University.

**Gerald C. Maechler '47** has been appointed vice president, manufacturing, of Fuller Company, Catasauqua, Pa. He was formerly general manager of the Hydraulic Press Division of Nordberg Manufacturing Company in Milwaukee.

**Neal A. Hess '47** was recently promoted to colonel, U.S. Air Force. After W.W. II service in the European-African theater, Hess joined the Strategic Air Command in 1947 and has served in various staff assignments in the aircraft maintenance career field. He is married to the former **Dorothy Johnson '45.**

**Donald L. Kirkpatrick '48,** associate professor of management development at the UW Extension Division, Milwaukee, spoke at the eighth annual seminar of the Madison chapter of the National Secretaries Assn. on Feb. 12.

**James R. Conlin '48,** chief engineer, Hankscraft Co., Reedsburg, has been selected as one of 160 business executives and government officials from the U.S. and several foreign countries to participate in the 49th session of the Advanced Management Program of the Harvard University Graduate School of Business Administration.

**Prof. Maja L. Schade '48,** a member of the department of physical education for women at the UW, is spending seven months in Europe observing and participating in the use of movement or dance therapy in the treatment of patients in mental hospitals.

**Dave Pendleton '48,** Mount Vernon, Va., has resigned as general manager of the American Machine & Foundry Co. Instrument Division after 10 years of service to enter private consulting practice.

**Martin Reiter '49** has been elected chairman of the science division, Los Angeles Harbor College, Wilmington, Calif. He is currently associate professor of geology.

**Dean H. Darkow '49,** C.L.U., has been appointed superintendent of education and field training for Northwestern Mutual Life Insurance Company, Milwaukee. He had been Baltimore general agent since May, 1963.

**Dr. John G. McBratney '49,** New Bedford, Mass. general surgeon, flew to Saigon February 1 as a volunteer with Project Vietnam. He and eight other doctors will minister to civilians injured in the war or suffering from natural ailments, serving a minimum of two months without pay.

**Mr. and Mrs. Robert W. Grunska '50 (Maya N. Williams '64)** reside in Milan, Mich., where Mr. Grunska is the associate warden at the Federal Correctional Institution.

**Mr. and Mrs. Alden B. Grant '50 (Lucille Myhre '49)** and their three daughters moved from Grand Rapids, Mich. in December to Trier, Germany. "Bud" is the new general manager of the Bissell plant in Trier.

### 1951–1955

**Dr. Willis A. Warner '51,** anesthesiologist, joined the S.S. HOPE in Nicaragua in January for a two-month tour aboard the hospital ship. Dr. Warner is an assistant professor in the department of anesthesia at the University of Iowa College of Medicine.

**David G. Morton '51** has been named assistant to the vice president—manufacturing for Harley–Davidson Motor Co., Milwaukee.

**Dr. and Mrs. Melvin Gleiter (Lois Linse '51)** announce the birth of their second son, James Edward. Dr. Gleiter teaches chemistry at Wisconsin State University, Eau Claire.

**William H. Cartwright, Jr. '52,** La Mesa, Calif., is district manager for the Parke-Davis Co. in the San Diego and Los Angeles areas.

**Leslie E. Robinson '52** has been named assistant cashier in the banking department for the Northern Trust Company, Chicago. He and his wife, the former **Donna Sense '55,** have three children and live in Deerfield, Ill.

**Patricia Ann Locken '53** married Jack Arthur Chantrey, vice president and treasurer of the Bucyrus–Erie Co., South Milwaukee, in January.

**Mr. and Mrs. Leo H. Spinar '53** announce the birth of a son, Mark Leo, on January 13, in Columbia, Mo.

**Thomas A. Shannon '54,** attorney for the San Diego Unified School District, was named one of the three outstanding young men of San Diego, Calif., for 1965 by the local Junior Chamber of Commerce.

**Richard O. Jacobs '54,** C.L.U., St. Petersburg, Fla., a career representative of the Tampa/Florida west coast general agency of National Life Insurance Company of Vermont, has earned membership in the firm's tenth President's Club, signifying sales of $1,000,000 or more for the life insurance agents who gain membership.

**Gordon R. Long '54** has been appointed treasurer and assistant secretary of Bendix–Balzers Vacuum, Inc., Rochester, N.Y.

**Duane Hopp '55** of the UW Photo Laboratory at Madison has been elected president of the Wisconsin Press Photographers Association.

**Jim W. Gunderson '55,** sports editor of the *Daily Cardinal* in 1954–55, has been promoted to sports editor of the *La Crosse Tribune* after serving as assistant sports editor for 9½ years. He continues to use the same column he had at the UW, "Gunning for Sports." He also is president of the Big Rivers Sports Writers Association.

### 1956

**Kenneth Loebel** has been named executive secretary of the Wisconsin Employment Relations Board. He formerly served as an attorney with the National Labor Relations Board, and later headed the Wisconsin Board's Milwaukee office.

### 1957

**Ingeborg Maria Kuhn** has been appointed grants management officer, a new


# Put yourself in Pedro's place and decide what you would do!

Pedro Rodriguez is a resourceful 8-year-old who lives in New York City.

Last spring, Pedro went to spend his Easter vacation with relatives in Boonton, N. J. A few days later, he grew homesick, so he slipped away on the bicycle he had with him and started for New York.

After seven long hours of pedaling through strange streets and towns, he realized he was hopelessly lost. It was ten o'clock at night and he had only 15¢ in his pocket.

Through the darkness, Pedro saw the friendly light of a phone booth, dropped his lone dime in the slot and dialed "Operator." Mrs. Anna Appleton, Night Chief Operator in Bloomfield, N. J., took over the handling of his call.

Pedro knew few English words and Mrs. Appleton couldn't understand his frantic Spanish. But her calm voice reassured the boy and she held him on the line while she enlisted the help of a Spanish-speaking student at a nearby college. Patiently, they pieced together Pedro's story.

But how do you find a boy in a booth who has no idea where he is? Mrs. Appleton knew only that the call must be coming from one of five adjacent communities. In quick succession, she called the police in each town and asked them to check.

The Fairfield police found Pedro in a booth only a block from their headquarters. His mother came to get him and the story had a happy ending—thanks to a boy who knew enough to dial and an operator who lived up to the Bell System's long tradition of serving and helping, whatever the need.

Have you trained *your* children how to dial "O for Operator" in case of emergency?

**Bell System**
American Telephone & Telegraph
and Associated Companies

position in the Special Research Resources Branch, Division of Research Facilities and Resources, U.S. Department of Health, Education, and Welfare.

**Capt. Joseph C. Hoffman** has been awarded the U.S. Air Force Commendation Medal at Hickam AFB, Hawaii. He received the medal for meritorious service as a KC-135 Strato Tanker aircrew navigator and instructor navigator at K. I. Sawyer AFB, Mich.

### 1958

**Joe R. Irwin** has been elected assistant cashier of Pittsburgh National Bank. Mr. and Mrs. Irwin and their two children reside in Mount Lebanon, Pa.

**Capt. Donald J. Ward** has entered the Air University's Squadron Officer School, Maxwell AFB, Ala.

**Myron Groskopf,** formerly in charge of production for Libby, McNeill & Libby at Rochester, Minn., resigned his position to go into private research with a potato firm in Idaho.

### 1959

**Roger Rathke** has been appointed chief copywriter and account executive for Stephan and Brady, Inc., advertising agency in Madison.

### 1960

**Mr. and Mrs. Gerald D. Seinwill (Sally Wagner '62),** Denver, Colo., announce the birth of a son, Jeffrey David, on Jan. 19.

**Kenneth R. Mahony** recently resigned from his position as manager of the village of Brown Deer to accept an assignment under the foreign aid program of the State Department, which eventually will take him to Vietnam as an adviser to local governments there.

**Roger I. Milch** has been appointed to the newly created position of assistant to the director of customer service, warehousing, and distribution of Philip Morris Inc.

**Neal R. Anderson,** sales engineer—industrial division of the Timken Roller Bearing Company, has been transferred from the Los Angeles office to the Chicago office.

**Mark S. Grody** has been transferred to the field relations section of the General Motors Public Relations Staff in Detroit after serving as editor of the CABLEGRAM, employee publication of the parent plant's Packard Electric Division.

**Dr. Lawrence B. Shaffer** is assistant professor of physics and chairman of the department of physics at Hiram College, Hiram, Ohio.

### 1961

**Mr. and Mrs. Bernard M. Schur (Cindy Loock)** announce the birth of their second child, first daughter, Kristina Lynn Bryant, on Sept. 28. The Schurs reside in Walnut Creek, Calif.

### 1962

**Margo Calaharas** recently married Robert Brooks, a professor at the University of Illinois. Mrs. Brooks is a graduate student working toward a Ph.D. in speech.

**William Karl Sprenger** was awarded a Ph.D. degree from the University of Iowa in February.

### 1963

**Mr. and Mrs. Marshall B. Front (Carol Moss)** announce the birth of a daughter, Jacqueline Ann.

**1st Lt. Richard "Skip" Leifer** is presently stationed at Castle AFB, Calif., where he is an aircraft maintenance officer. Lt. Leifer recently successfully directed the first production of the Castle Royal Players, a three-act melodrama called "Gold in the Hills or The Dead Sister's Secret."

**James Clark Bohl** was recently awarded a M.S. degree from the University of Iowa.

### 1964

**Albert R. Karel** was commissioned an Army second lieutenant after graduating from the Infantry Officer Candidate School, Fort Benning, Ga., Jan. 14.

**Sharon Rose Chester** has completed her training for the position of flight stewardess with Pan American Airways. She will fly Pan Am's Jet Clippers on the international airline's Latin American routes to the Caribbean and South and Central America.

**Bruce (Rudy) Martzke** has recently completed active duty with the Coast Guard Reserve in Alameda, Calif., and joined the sports staff of the *Metro-East Journal* of East St. Louis, Ill.

**Karen Eggers** recently married Donald Hatcher of Wewahitchka, Fla. The couple resides in Germany, where Mr. Hatcher is serving with the U.S. Army.

**Charles G. Erickson** of Kansas City, Mo. has joined the Trade Book Division of Prentice–Hall, Inc., as sales representative for the Kentucky, Indiana, Nebraska, Iowa, Colorado, Kansas and Missouri area.

**William Whitnall** has been named a member of the staff of Don Amacher and Associates Insurance Agency, Madison.

### 1965

**Andris Dambekaln** has been commissioned as an ensign in the U.S. Navy while attending flight school training at the U.S. Naval Air Station at Pensacola, Fla.

**Doralle Rauch** was recently married to Stephen R. Buggs, reporter for the Palmerston North, New Zealand newspaper. Mrs. Buggs is an advertising copywriter for the New Zealand Broadcasting Corp.

**Roger G. Nord** was recently sworn in as a foreign service officer of the U.S.

**2nd Lt. Todd G. Boehm** has been awarded silver wings upon graduation from the U.S. Air Force Navigator School at James Connally AFB, Tex.

**Frederick G. Fox** is a Peace Corps volunteer in Thailand.

**Alice E. Cohan and Theodore S. Fins '61** were married in Madison last month. She is a teacher in the English department at Marshall, Wis. and he has returned to the University as a senior in the Law School.

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# Newly Married

### 1957

Saundra Lee Linville and Lawrence Henry THEIS, Madison.

### 1959

Aurelia Way and Francis M. STRUPP, Decatur, Nebr.

### 1960

Karen HAMPE and M/Sgt. Donald E. Hand.

### 1961

Suzanne Elizabeth Spoden and John Matthew POTTER, Whitefish Bay.

Harriet Stevens and James R. TURNER, Madison.

### 1962

Margo Georgia CALAMARAS and Robert D. Brooks, Champaign, Ill.

Louise Protzmann and Edward F. KRAINER, Jr.

Linda Susan Ritchey and Irwin Franklin SMITH, Oakland, Calif.

### 1963

Suzanne Marie Reiling and Philip John BACH, St. Henry, Ohio.

Pamela Anne ROWE '64 and William R. HAERLE.

Joyce LUFF and Alfred ALTMAN '56.

Linda Lou MARTIN and John Charles Clauder, Madison.

Janet Sherwood MITCHELL and Atty. Henry James Loos, Milwaukee.

Ruth Elizabeth Valentine and Thomas L. ROST, Fox Point.

### 1964

Judith Jacobs and Dennis HOWE, Baltimore, Md.

Susan Clare KLAES and Stephen Lee Zimmerman, Chippewa Falls.

Evelyn Vie Smith and 1st Lt. John David LARSON, Madison.

Sandra Ellen SINN and Kent Charles Larson, Madison.

Barbara Louise HACK and Alexander Dwight SPOONER, Jr., Pelham, New York.

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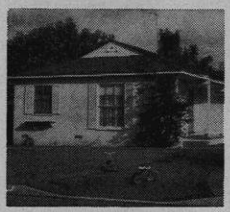

CLASS OF '60

CLASS OF '59

CLASS OF '58

CLASS OF '57

If it has been necessary to pick up some instructive experience before selecting a long-haul employer, that's fine.

The box below permits a chemical engineer, just for kicks, to test himself for possible interest in our kind of problems. Bright M.E.s, E.E.s, and other engineers will pick up enough of the general idea to transpose the test to their own fields of competence. The next step would be to drop us a line about yourself and your ambitions. If mutuality of interest develops and if the mundane matter of compensation should come up, we feel that now and far into the foreseeable future we can afford the best.

EASTMAN KODAK COMPANY, Business and Technical Personnel Dept.
Rochester, N.Y. 14650

An equal-opportunity employer offering a choice of three communities: Rochester, N. Y., Kingsport, Tenn., and Longview, Tex.

We can react diketene and tert.-butyl alcohol to tert.-butyl acetoacetate [$CH_3COCH_2COOC(CH_3)_3$] by methods that bring the price down to $3.50 a pound—about one-sixth the prevailing research-quantity price—with the usual prospect for a substantial further plunge as volume develops. A plunge to reach the price level of methyl acetoacetate and ethyl acetoacetate, two currently large-volume acetoacetic esters of ours, is unlikely. The tert.-butyl ester, however, has an advantage over the other two. When alkylated to $CH_3COCHRCOOC(CH_3)_3$, mere heating with a trace of acid catalyst drives off first $(CH_3)_2C{=}CH_2$ and then $CO_2$, leaving $CH_3COCH_2R$. With the cheaper acetoacetate esters for making ketones, there is no such neat cleavage. There the ethyl or methyl group has to be hydrolyzed off, and if R happens to be hydrolysis-sensitive itself, poof goes the yield. This same readiness of α-alkylated tert.-butyl acetoacetic esters to split out isobutylene and then decarboxylate opens up promising routes also to carboxylic acids, pyrroles, pyrazalones, uracils, and coumarins.

Now assume we have large supplies of diketene and tert.-butyl alcohol, as indeed we do.

**The problem: multiply their combined economic value to many times the sum of their separate values.**

Judy Frenzl and John SULLIVAN, Hopkins, Minn.

Sandra J. WRIGHT and John McCubbin.

**1965**

Barbara Lou Shafer and Wayne Louis SCHULTZ, Wauwatosa.

Lynda B. TELL and Howard SCHNEIDER '64.

Tessa Noble and Robert E. SMITH, Philadelphia, Pa.

Phoebe Katherine Eisele and Raymond John WEISS, Madison.

Joan Marsha WILKIE and Samuel Johnson Orr, Ill, Madison.

Diane Lynn Luecke and Richard George WOLFE, Madison.

Jane E. ANDERSON and Michael G. ZINGALE.

# Necrology

Arthur William MEYER '98, Palo Alto, Calif.

Mrs. C. F. Thompson '98, (Dora L. PENNISTON), Manhattan, Kan.

Max William ZABEL '98, of Arlington Heights, Ill. in Skokie, Ill.

Mrs. C. M. Cleveland '00, (Anna K. WEBER), Clearwater, Fla.

Harold H. SEAMAN '00, of Milwaukee, Wis. in Chandler, Ariz.

Paul R. WRIGHT, Sr., '00, San Diego, Calif.

Marie HEKTOEN '01, of Worcester, Mass. in Holden, Mass.

Henry Leslie LEA '03, Freeport, Ill.

Carl T. MADSEN '03, Los Angeles, Calif.

Orlando Richard ERWIN '04, Milwaukee.

W. Frank McELDOWNEY '04, of Lansing, Ill. in St. Petersburg, Fla.

Eugene Joseph ARCHAMBAULT, '05, Hales Corners.

Berton BRALEY '05, New York, N.Y.

Rev. John Arnd AASGAARD '06, Cokato, Minn.

Godfrey Waldo BARNEY '06, of Menlo Park, Calif. in San Francisco, Calif.

Robert Phillips FERRY '08, Mount Gold, Plymouth, England.

Harris Hazelton HOLT '09, of Delafield, Wis. in Oconomowoc.

Lester Maxwell MOSS '09, East Cleveland, Ohio.

Hilda C. VOLKMANN '09, Madison.

Clark Clinton BOARDMAN '10, Monroe, La.

Jessie J. SCHINDLER '10, Belfast, N.Y.

Pearl Ethel BLANCHARD '12, Mott, N.D.

Ira Amos FITZSIMMONS '12, Dodgeville.

S. Gale LOWRIE '12, Cincinnati, Ohio.

Ferdinand MEINECKE, Jr. '12, Laguna Beach, Calif.

Charlotte Mae MINSTER '12, South Milwaukee.

Norman Jeremiah DANIELSON '13, Oakland, Calif.

Bessie May LAKE '13, of Brodhead in Monroe.

L. Dee MALLONEE '13, Audubon, Iowa.

Mrs. John Westby '13, (Gladys Ruth WILLIAMS), of Stanford Univ. Calif., in Wash. D.C.

Benjamin Reed BRINDLEY '14, San Francisco, Calif.

William Anderson BROYLES '14, DeLand, Fla.

Ruby Anna HOEFER '14, Berkeley, Calif.

Mrs. Leonard E. Northrup '14, (Margaret Turpin COUDEN), Indianapolis, Ind.

Walter Henry SCHOEWE '14, Lawrence, Kan.

Roman Anton SCHMID '15, Appleton.

Edward William SCHMIDT '15, Tucson, Ariz.

Alembert Winthrop BRAYTON, Jr. '16, Indianapolis, Ind.

Milton MARTIN '16, of Bagley, Wis. in Laguna Beach, Calif.

Mrs. Lester William Brann, Sr., '17, (Esther Helena JACOBSEN), Racine.

Julius August WOLFRAM '19, of Manhattan, Kan. in Santa Monica, Calif.

Andrew Irving ANDREWS '20, of Urbana, Ill. in Champaign, Ill.

James Miner BERGEN '20, Iola.

Erwin William STRODTHOFF '20, Manitowoc.

Curtis Francis BESTE '21, Portland, Ore.

Russell Snow GREENFIELD '21, Costa Mesa, Calif.

Elzil Burton LIBBY '21, Evansville.

Keith POTTER '21, Huron, S.D.

Mrs. Carl Tipton Wise '21, (Elizabeth Rose FOUNTAINE), Duluth, Minn.

Mrs. Richard R. Cook '22, (Edith Blackford SWARTZBAUGH), Evanston, Ill.

Leon Jennings MATHISON '22, Downey, Calif.

Mrs. John R. Heath '23, (Trixie Knight WHITEHEAD), Hinsdale, Ill.

Arthur Charles INMAN '23, Boise, Ida.

Silas Elmer OWEN '23, Madison.

Kenneth Harold STETSON '23, Lake Mills.

George Howard NICHOLAS '24, Pittsburgh, Pa.

Mrs. Fred C. Kongsmark '25, (M. Mildred GUMM), Madison.

Ella Lydia WIBERG '25, Kansas City, Mo.

Russell Edgar HANSON '26, Fond du Lac.

H. Bowen SMITH '26, of Reedsburg in Madison.

Howard Henry TEASDALE '26, Sparta.

Clarence Newell ATWOOD '27, St. Louis, Mo.

Roland Robert HINTZ '27, New Rochelle, N.Y.

Myrtle Elsie SAVIDGE '27, Rochester, Minn.

Mrs. Arthur F. Jordan '28, (Mabel WILLIAMS), La Crosse.

Konrad Cullen TESTWUIDE '28, Sheboygan.

Tom Allen ROGERS '29, Milwaukee.

William Guido DENTZLER '30, Saukville.

Ben William MATTEK '30, De Kalb, Ill.

Fred MILVERSTEDT '30, Madison.

Allan Ross STACY '30, Indianapolis, Ind.

Irene Mary WILHELM '30, Madison.

Elroy Thomas BAXTER '32, Madison.

Phillip H. DARLING '32, of Monroe in Janesville.

Mrs. Delmar Simon Fink '32, (Betty Strayer MANCHESTER), of Madison in Chicago, Ill.

Francis John GARITY '32, Jefferson.

Caldwell Robert KEYSER '32, of Milwaukee in Sarasota, Fla.

Berwyn Mitchell BARRETT '33, Los Angeles, Calif.

Dr. Casimir Victor KIERZKOWSKI '33, Veterans Administration Hospital, Marion, Ill.

Arthur Morton DEKOEYER '33, of Baraboo in Madison.

Milton WRUBLE '33, of Kalamazoo, Mich. in Arlington, Va.

Edward Joseph DELFOSSE '34, of Poynette in Arlington.

Mrs. Gordon Worley, Jr. '35, (Jane Lolita READ), Madison.

Mrs. Stella B. Case '36, (Stella Edith BUCHANAN), Jamestown, N.D.

Mrs. Floyd Rath '37, (Ethel Vivian HARRISON), Madison.

Walter Lloyd ROETHKE '37, Milwaukee.

Robert W. KOCH '38, Glendale, Calif.

Patrick S. COONEY '39, Washington, D.C.

William Anfin EGDAHL '39, Rockford, Ill.

John Henry ECK '41, of Bernardsville, N.J. in East Orange, N.J.

Mrs. Edmund P. Shea '42, (Helen Marie ELSE), Milwaukee.

Donald James SHEEN '44, Union Grove.

Donald Paul CASE '48, Aurora, Ill.

Frank Mathew ROUILLER '50, of Milwaukee in Washington, D.C.

Warner Francis BERRY '51, Loyal.

Howard Joseph ANDERSON '54, of Grosse Ile, Mich. in Detroit, Mich.

Gilbert Samuel RACHLIN '54, of Madison in Tomah.

Eugene Taylor UNDERWOOD '55, Indianapolis, Ind.

Stanley Adolph DAILEY '56, Reedsburg.

Lawrence Edgar DeMUMBRUM, Jr., '56, Bardstown, Ky.

Guy Leslie DANIELS '60, Franksville.