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## **Wisconsin alumnus. Volume 63, Number 13 May 1962**

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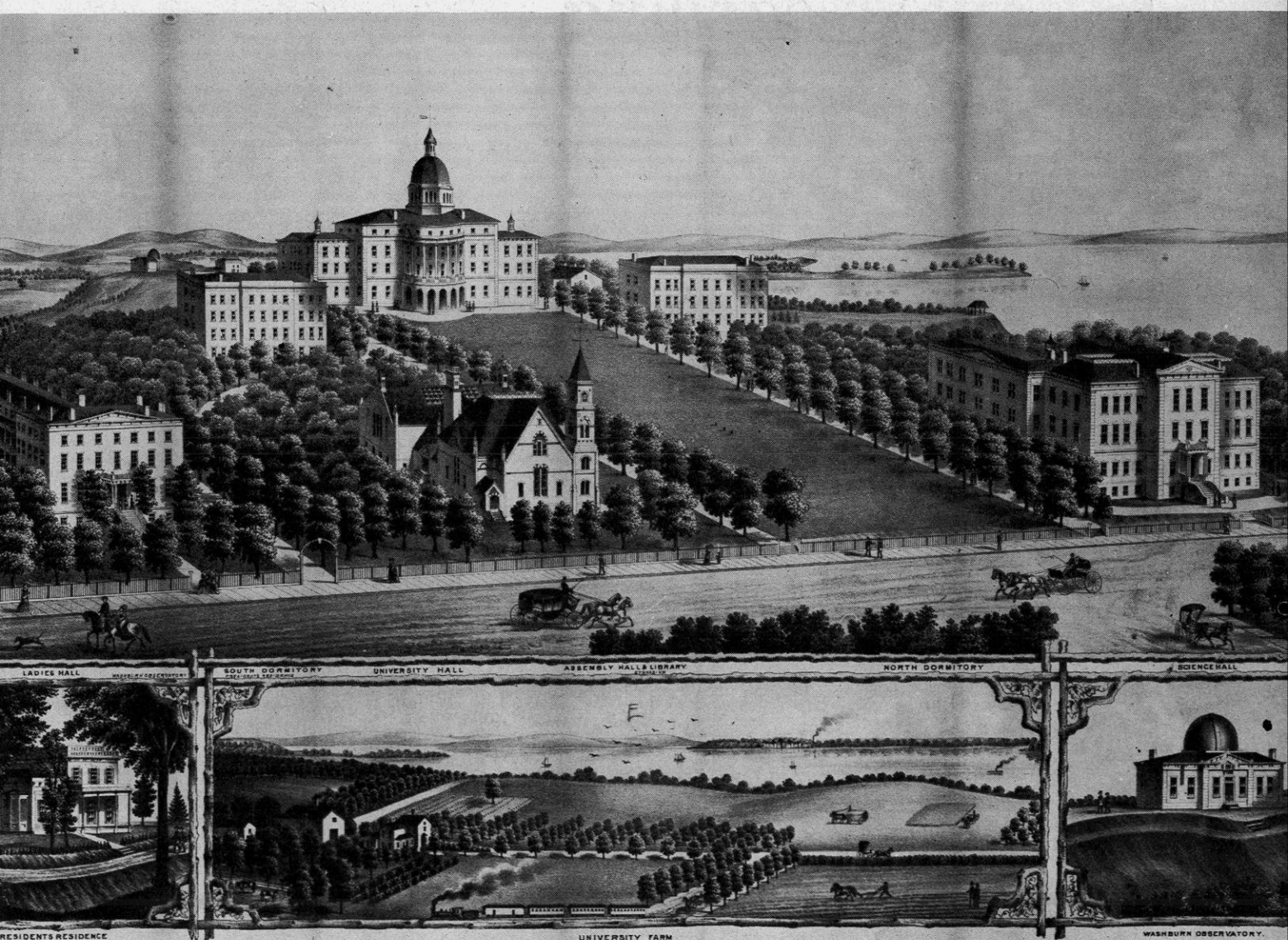
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# WISCONSIN

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# Alumnus



**WISCONSIN STATE UNIVERSITY.**  
MADISON, WIS. 1879.

*The Land Grant Centennial* see page 9

**S**UMMERTIME '62 at the University of Wisconsin will offer many things to many people: to the old grad back for a fresh quaff of knowledge, an eye-opening look at a changing campus; to the youth just out of high school, a chance to dip a toe and test the waters of higher education; to the stranger from afar, some challenging weeks amid gracious surroundings that soothe the body and lift the spirit.

There will be, as always, the op-

portunity for fun in the sun on the beaches, and study under the oaks and elms; for mining the library's treasures and enjoying wide cultural offerings; for contact with faculty intellects selected from institutions across the land and over the seas to aid the resident scholars.

The eight-weeks general session, June 19-Aug. 10, will again be the heart of the summer, but around it will ebb and flow an abundance of short sessions and special confer-

ences to satisfy the educational needs of specialized careers.

There will be a four-week general session, July 2-27, with programs in art, classics, education, home economics, journalism, music, and speech, for those who cannot spend two months at Madison. There will be special sessions of varying lengths in agriculture, education, engineering, home economics, law, letters and science, and nursing. There will be courses offered for freshmen in 22 fields, from art and astronomy to speech and zoology.

Non-credit meetings include the art institute on sculpture and sculptors' drawings with lectures by visiting artists and a comprehensive exhibit of contemporary sculpture; the four-day meeting of CUNA educational directors; and the institute in reading which annually draws its quota of anxious parents and teachers eager to learn new methods.

High school students in journalism, speech, music and art will have their own workshops, especially planned to meet their changing needs.

Among special features listed in the colorful Summertime bulletin are the program on India for teachers; the Wisconsin alumni seminars to explore research in science and engineering, the future of the cities, the changing face of Africa, and the nature of Marxism; and the inter-university summer session on South Asia, to begin at Madison this year in collaboration with the Universities of Minnesota and California.

UW-Milwaukee, in addition to the eight week session June 18-Aug. 11, and the four-week session June 18-July 13, will present a variety of workshops and institutes, an artists-in-residence program, and a special six-weeks chamber music workshop and festival.

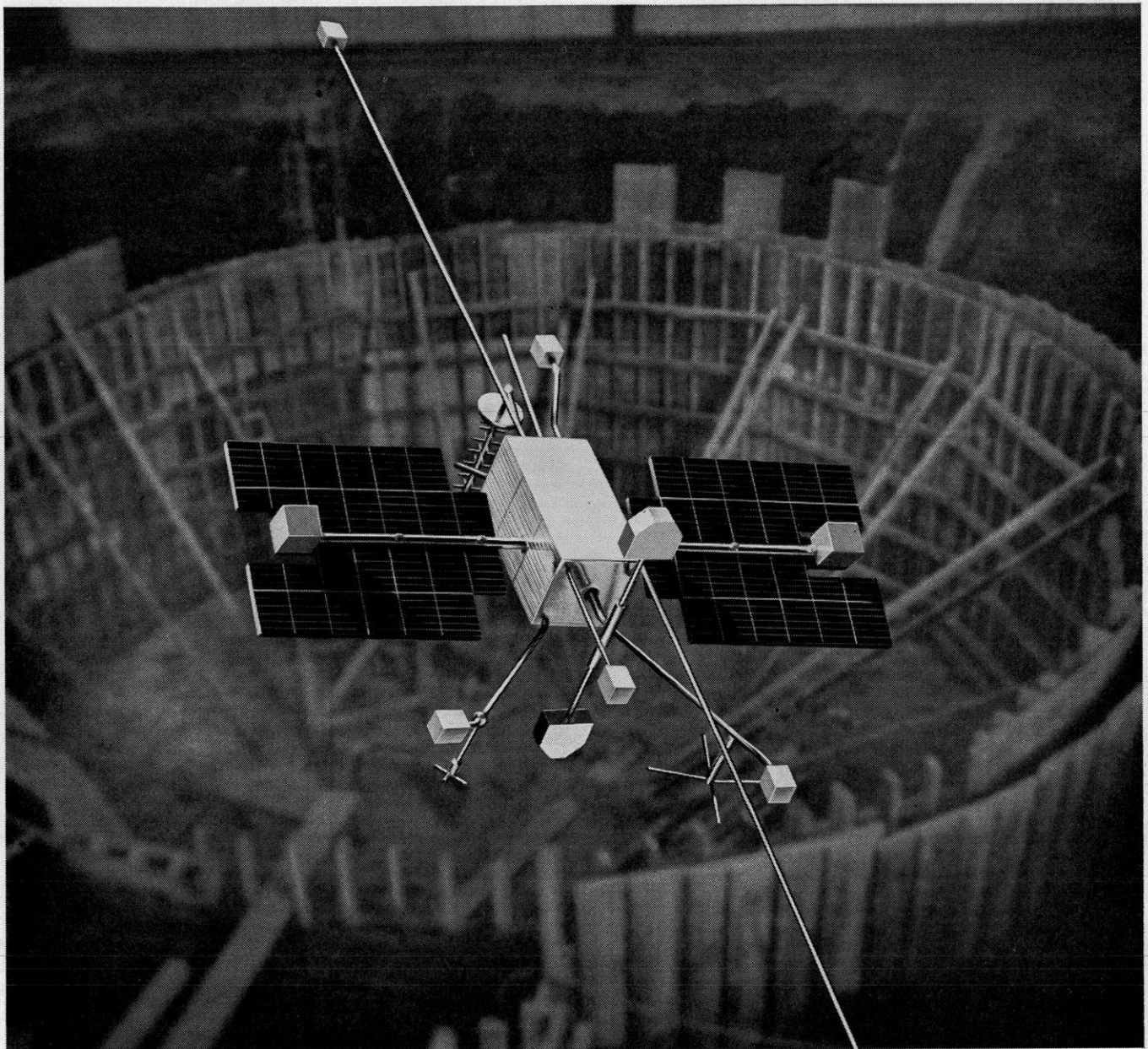
Extension Centers at Kenosha, Racine, and Wausau will also offer summer credit work.

The Bulletin describing these offerings and many more is available for 25¢ at the Summer Sessions office. Profusely illustrated with paintings by artist-in-residence Aaron Bohrod, it has as a cover a Bohrod original in full color.

# Summertime Learning

"Summertime" by Aaron Bohrod





## Today OGO hovers above a crater on earth

Soon a new space chamber 30 feet in diameter will fill this deepening bowl of earth. Here OGO (NASA's Orbiting Geophysical Observatory) will be subjected to conditions of solar heating, vacuum, and vehicle radiation to the cold of outer space. The new space chamber will be the sixth at STL. It will enable engineers and scientists working on OGO, Vela Hotel and other STL projects to test large, complete spacecraft as well as major subsystems. And along with other advanced facilities at STL's Space Technology Center, it will provide unusual scope for engineers and scientists to verify

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# A Modest Proposal

*to meet the  
Communist threat*



by Carl Beck

*Editor's Note—Carl Beck '10, is best known to Badgers for his part in the writing of "On Wisconsin". Mr. Beck was so stimulated by the articles on communism which appeared in the February Alumnus that he offered his own views on the subject. As is the case with the other authors, Mr. Beck's opinions are his own and do not necessarily represent those of the Wisconsin Alumni Association.*

**T**HE HANDWRITING is on the wall. International communism has openly challenged us. Let us face it. The issue is our survival or slavery!

We cannot act today in any department of American life, including education, as if we were at peace, doing business as usual. That self-deception must be brushed away—we are head over heels in a "cold war" which the Communist world is playing for keeps. So must we. From this premise of a "cold war" waged relentlessly against us by avowed enemies, whose unalterable aim is world conquest, follows logically the only answer—we must win! Our thoughts and acts must be geared to that. (We have been losing the "cold war" up to date, as Cuba testifies.) It means win the "cold war" now with determination, and not just intellectual knowledge and understanding, important as they are. The spirit to win must be instilled in all of us. Today, every college has a great and vital responsibility as a custodian of Young America.

The American public agrees in the gravity of the challenge. A new spirit is rising. The "Wisconsin Spirit" can do its part to inspire and motivate. College youth preparedness should not only be intellectual;

it should have a strong ingredient of our spiritual heritage and moral values. This inner strength of ours should be built up, for it is a plus factor in our superiority over Godless communism. Education must not be behind or out of step in the march to a "cold war" victory.

## MY PROPOSAL

Applied to the University of Wisconsin, as I see it, there are three areas of needed action for adequate education on the critical Communist threat to freedom and democracy:

1. A course, or series of seminars on communism for alumni.
2. A course, or series of seminars for citizens throughout the state through the Extension Division.
3. A specific, concentrated, undiluted course for every student to take as survival preparation to avoid slavery. None of these should be too academic.

Wisconsin isn't the only college—practically all do—that adheres to a traditional pedagogic scattered pattern of exposing its students to the dynamics and conspiracy of the enemy Communist movement. Parts are no doubt well done in courses in history, economics, social science,

anthropology, geography, philosophy, psychology, and Slavic languages as I have definitely been informed—but no single course.

But does every student take all these courses? If he did, could such bit by bit, unrelated treatment come anywhere near doing justice to a highly integrated set of techniques and dynamic force of espionage, infiltration, subversion, double-faced deception, trickery, agreement-breaking, supported by Soviet military operations? Worst of all is their ideological campaign, nursing their Fifth Column to do their work and rioting in eighty-one countries including our own. To learn even the related high-spots of all this realism, what is needed is one course with the able, knowledgeable men in the Wisconsin faculty contributing their special angle on some serial lecture basis. There is yet constructive work to be done with a single focus to burn a hole in this tough, complicated subject. Thus every Wisconsin student would become oriented. Still deeper studies can be elective as a follow-through.

No Wisconsin student should be graduated without this orientation. It is new and may modify present pedagogical procedures in order to meet today's practical requirements. Didn't the University of Wisconsin, years back, blaze the trail when it supplemented the academic with practical agricultural knowledge and experimentation? So practical and timely was the University that the result was the famous Babcock Milk Test and Dr. Steenbock's vitamin formula for wide commercial use. If Wisconsin blazes the trail on this most critical matter, setting the pace for all colleges and universities, and it is properly announced, the press of the country will rise to hail Wisconsin. But that is incidental to doing what is right and timely. The academic sneer over the country years ago calling us a "cow college" did not stop us. We have kept on doing more of the same thing ever since.

This is Wisconsin's greatness; will it now feel its greatness enough to seize its opportunity for crucial service?

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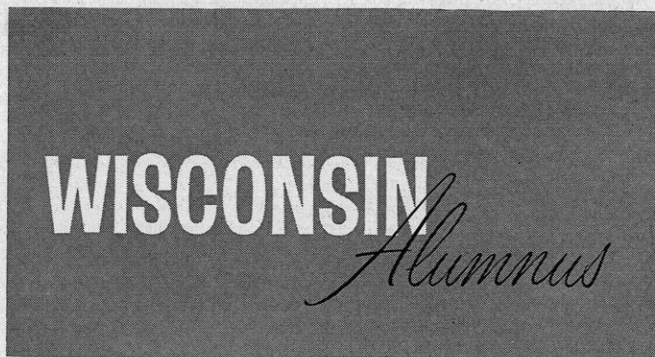
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May, 1962



Volume 63

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Number 13

Wisconsin Alumni Association

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*Wisconsin Alumni Association*

# Reunion Roundup

## Commencement-Reunion Time Table

<b>Friday, June 1</b>		<b>Sunday, June 3</b>	
All Day	Registration, Union	9:00 A.M. to	
12:15 P.M.	HALF CENTURY CLUB Luncheon, Wisconsin Union	11:00 A.M.	Union Terrace Breakfasts Honors Convocation, Theater Twilight Band Concert, Terrace President Elvehjem's Reception
Evening	Various Class Events		
<b>Alumni Day—Saturday, June 2</b>			
All Day	Registration, Union Events arranged by various reunion committees;	9:00 A.M.	<b>Monday, June 4</b> 109th Commencement, Stadium (UW-Milwaukee Commencement is at 2:00 P.M. on Sunday, June 3, at Pearse Field)
12:30 P.M.	Class luncheons		
6:30 P.M.	Alumni Dinner, Great Hall		

## ALUMNI DINNER

Reserve ..... place(s) for me at the Alumni Dinner in Great Hall at 6:30 P.M. on Saturday, June 2, at \$3.50 per plate. Check enclosed.

Name ..... Class .....

Address .....

City ..... Zone ..... State .....

Mail your reservation as soon as convenient, not later than May 29, to Wisconsin Alumni Association, 770 Langdon St., Madison 6, Wisconsin

**T**HE IRRESISTIBLE LURE of Madison in the Spring, coupled with the desire to see the dramatic new changes taking place at the University of Wisconsin, will bring many alumni back to the campus for Commencement-Reunion weekend. As is customary, this year will feature a full schedule of events, beginning with the induction of the Class of 1912 into the Half Century Club on Friday, June 1. That evening and the following day, individual classes—this year's official reunion classes include those ending in "2" and "7"—will be holding separate class programs dedicated to the renewal of old acquaintances as well as to the formulation of ways in which the class can make a distinctive contribution to the University.

The highlight of reunion activities will be the Alumni Day Dinner to be held on Saturday evening, June 2. This dinner will be unique in the sense that it will be the first Alumni Day Dinner of the Second Century of the Wisconsin Alumni Association. Included in this year's observance will be the presentation of the "Alumnus of the Year" award as well as an address from a distinguished Wisconsin alumnus.

On Sunday and Monday, visitors to the campus will have the opportunity to participate in the many activities scheduled to coincide with the 109th Commencement of the University. Such colorful activities as the Honors Convocation, the President's Reception, Twilight Band Concert and, finally, Commencement itself, will lend an air of pageantry to the weekend.

Visitors to the campus will do well to make motel or hotel reservations well in advance as last-minute lodging is sometimes difficult to arrange due to the popularity of the weekend. Parking, of course, is restricted and limited in some University areas, but special permits will be issued for certain areas.

Come along and join those Badgers returning to Madison for the 1962 edition of Commencement-Reunion weekend. Don't miss this special opportunity to take advantage of all that is memorable about the University of Wisconsin.

Comments . . .

# On Wisconsin

by Arlie M. Mucks, Jr., Executive Director



at the Berlin Wall

IT IS A REAL PRIVILEGE to be an alumnus of a great university such as Wisconsin. This fact was brought home to me several times over during the past two months as I met with alumni clubs both in the United States and in Europe where I was fortunate to visit with many of our alumni while on an orientation tour of the North Atlantic Treaty Organization (NATO) with the United States Air Force.

I have found that wherever you go, wherever Badgers gather, there is a real spirit of enthusiasm for the University of Wisconsin. No matter where you meet them—be it in Peoria, New York, London, Paris, or Berlin—Badgers have the spirit and pride in their University that binds them together.

Let me give you an example. While we were in Paris, we received the news of Wisconsin's memorable basketball victory over Ohio State. What a thrill it was to see the story of that triumph unfolded in such a paper as the Paris edition of the *New York Herald Tribune*. Of particular significance were the headlines in the Paris editions of the major papers proclaiming "Badgers win" or "Badgers upset . . .". Not one paper said Wisconsin, it was always BADGERS. The Badger is a familiar symbol of our University, and to our alumni the Badger has a special meaning. It represents an institution which was founded and has flourished on the basic principles of democratic America. (For a fuller discussion of this tradition, we offer a special section on the centennial of the Land Grant College beginning on page 9 of this issue.)

If there are those among you who have occasion to doubt the virtues of this system of democracy, I invite you to visit Berlin as I did. When you have had the first-hand opportunity to compare the vigorous social and economic atmosphere of West Berlin with the drab, non-productive way of life practiced in East Berlin, you should have little trouble discerning which of the two systems is superior as far as the welfare of man is concerned.

A trip behind the Berlin wall for five hours was an experience that is hard to describe. Emerging from that bleak province which has been proclaimed a communistic utopia, you keep saying to yourself that you are incontrovertably thankful to live in a society where

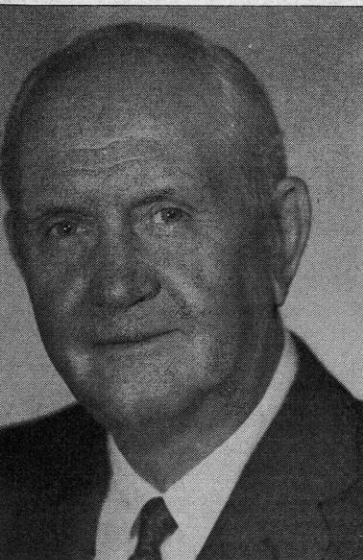
men and women are blessed with the greatest gift that any government or social system can offer—freedom!

Applying this particular experience to higher education in our country, it is easy to see why our great universities must be established on the firm foundation of academic freedom. Certainly the Wisconsin Idea that has become world famous is the very symbol of what a university can do for its public in a climate of freedom. The image of freedom that is inherent in the Wisconsin Idea was created by those individuals who have been responsible for shaping the history of the University of Wisconsin for the past 113 years. No corporation or group of benefactors can automatically endow a university with such an image. It is the product of the untiring work of those loyal individuals who are devoted to a principle. The accomplishments resulting from that dedication naturally accrue to the credit of the University of Wisconsin, and to the benefit of society in general. For that reason, exemplary goals must be fixed by all institutions of higher education in the years ahead. We—that is, our universities as well as you and I—have a responsibility (a *raison d'être*, if you will) to lead our society down the pathways of progress that will preserve our individual freedom as we build a better world for all. In this sense, we must alert public opinion to our cause.

The creation of a responsible intelligence among our people is our greatest national asset. The future then belongs to those who can grow under the burdens of responsibility that freedom places upon us. All of us who have received so much from our University must take a new interest in the preservation of the democratic ideals that characterize this great institution.

Controversy is a healthy sign of growth. The University of Wisconsin is currently faced with many problems that are likely to arouse controversy among our alumni as well as the general public. When these issues confront us, we must recognize them as signs of growth, as portents of change. And we must be thankful that, unlike the East Berliners, the University has not built a wall to screen itself off from the outside world. The avenues of exchange between you and your University are still open. Freedom keeps the roadway clear.





# John Berge Named Alumnus of the Year

WHEN THE ALUMNI AWARDS Committee of the Wisconsin Alumni Association was recently engaged in deliberation on who would be a likely candidate for the "Alumnus of the Year" award, there was little doubt in their mind who should receive the honor. In short order, the committee unanimously voted the award to John Berge, executive director of the Association for more than 25 years, and now director of alumni relations.

During his long years of service to the University of Wisconsin and to its alumni, John Berge has had a hand in shaping many projects which have markedly contributed to the course of University history. When he was appointed to assume the executive reins of the Wisconsin Alumni Association back in 1936, Berge discovered that he was confronted with what seemed to be an almost insurmountable collection of problems. At that time, the Association had only 2,491 members and it had been operating in the red for three years running. In addition, the Association was being attacked from all sides by faculty, students, and alumni.

But things have changed in the ensuing quarter century. Today the Association can claim over 25,000 loyal Badger members. It has a balanced budget and a net worth (if you include the funds available for construction of the Alumni House) of more than a half-million dollars. However, what Berge considers to

be an even more significant development is the rapport that has been established between the Wisconsin Alumni Association and its public. Today the Association has a congenial and effective relationship with both students and faculty. Representatives of both groups are serving on the Association's board of directors and continued progress is being achieved in making the relationship between the University and the Association increasingly effective.

When John Berge first came to the Association, he also learned that the University of Wisconsin was considered to be in the top ten universities of America. He has since directed all alumni programs toward the goal of keeping Wisconsin in that select top ten category. To that end, he has encouraged alumni, both in Wisconsin and throughout the world, to make their support of the University "really count". Over the years, the Wisconsin Alumni Association has instituted many programs which have furthered this objective.

A brief review of some of these programs might help underline this point. In 1936, there were only 12 Wisconsin Alumni Clubs extant. Now there are 84 Wisconsin Clubs scattered throughout the state and world, all organized under the banner of Wisconsin, and all doing their individual best to support the activities of the University. To help facilitate the work of these clubs, the Association developed an "Alumni

Club Bulletin" and instituted an annual club officers' conference.

Publications have always been an important part of the Association's program, and under Berge's direction, the official publication of the Association, the *Wisconsin Alumnus*, has kept pace with changes in the field of alumni publications, and has been cited often for editorial distinction. Another popular publication, the *Football Bulletin* was a pioneering effort that came into being through the cooperative efforts of Berge and former Badger football coach Harry Stuhldreher.

One of the most popular reunion features developed at this or any other university has been the Half Century Club which was started here just over 20 years ago. This exclusive club, composed of members who have been graduates of the University for fifty years or more, annually contribute large sums of money to the University, the University of Wisconsin Foundation, and the Wisconsin Alumni Association.

Membership is always an important consideration because it is the very lifeblood of the Association. In addition to the phenomenal rise in the number of Wisconsin alumni who belong to the Association, special memberships have been created to help provide the Association with additional working capital to accelerate and expand its services. These memberships include: sustaining memberships (\$10 per year), 49er membership (\$49 or more per year), and Century Council membership (\$50 or more per year). The Association has also fostered a closer relationship between graduating seniors and the Association by offering them a year's free membership following their graduation.

John Berge feels that perhaps the most important development for Wisconsin alumni during the more than 26 years that he has served the Association was the steps taken to provide Wisconsin with an Alumni House. "When this facility is completed, it will be the finest of its kind in the country. It will be the focal point for alumni activity, and a true home for Wisconsin Spirit."

*Wisconsin Alumnus*

# WISCONSIN

Land Grant

College

for 100 Years



**T**HE UNIVERSITY OF WISCONSIN stands today among the giants of the world—in education, as a center of research, and as a source of ideas. The University had humble beginnings, but a good share of its successful growth can be attributed to the “land grant” idea.

On July 2, 1862 President Abraham Lincoln signed the Morrill Act which established a nation-wide system of “land grant” institutions for higher education. The Act, introduced by Senator Justin S. Morrill of Vermont, gave to the states a federal grant of land—30,000 acres for each member of Congress. This land was to be sold, and the income used to endow and support at least one college in each state. Classes had started at Wisconsin some 12 years earlier. Wisconsin became a part of the educational revolution that came out of the Morrill Act.

In the century of its existence, Wisconsin has opened the doors of education to all who can benefit from it and have the will to meet its demands.

The pages that follow reflect but a small part of the historic panorama of the University, for the real history is written in the hearts and the minds of the students and the faculty who have lived it. The pause to celebrate the 100th anniversary of the land grant university is a brief one—for our eyes are directed to the vast and complicated reaches of the future. But there should be a pause.

*This Year  
Marks the  
100th  
Anniversary of  
the Morrill Act*

# Some Dates of Significance

- 1839—Territorial Legislature provided for a “university at the seat of government”.
- 1848—Constitutional clause creating a State University adopted by the people as part of the statehood charter. A Board of Regents created by law. First professor, John Sterling, who served for 35 years. Set up department of Science, Literature and Arts.
- 1849—Sales of the first lands granted to the University by the federal government authorized by the legislature. “College Hill” site, including 157 acres for lots, bought from Aaron Vanderpool of New York with a \$25,000 loan from the school fund.
- 1850–51—John Lathrop, first chancellor, took office. First classes held. North Dormitory opened.
- 1854—First graduates—Levi Booth, Madison, and Charles T. Wakeley, Whitewater.
- 1861—Wisconsin Alumni Association formed at Commencement; Wakeley president.
- 1862—Passage of the Morrill Land-Grant College Act. Lands allotted to Wisconsin 240,000 acres. Temporary acceptance voted by legislature.
- 1866—Legislature picked the University as the formal recipient of the federal land-grant; reorganized and enlarged the University.
- 1870—Legislature made the first donation to the University since its founding—\$50,000 for Ladies Hall.
- 1871—College of Engineering founded.
- 1872—First annual state tax of \$10,000 made to the University fund by the legislature.
- 1875—Co-education becomes effective without restrictions. Best commencement essay prize offered by Gov. Lewis, won by a woman.
- 1881—First state experiment appropriation of \$40,000 provided for University studies on cane growing and manufacture of sugar and sirup by Dean Henry and associates.
- 1890—The Morrill Act of 1890 increased the activities of the College of Engineering with new courses in railroad and electric engineering.
- 1892—University Extension began as a trial of the off-campus activities and operations, being formally organized in 1906.
- 1894—Famous Regent “sifting and winnowing” statement issued, reaffirming value of free inquiry.
- 1903—“Service to the Commonwealth” was slogan of the Van Hise administration, embraces the “Wisconsin Idea”.
- 1910—Federal Forest Products Laboratory founded on the campus, marking development of U.S.-State cooperation in conservation of natural resources.
- 1917–20—Emergency war work done by numerous departments and individuals of the University, particularly the Cooperative Extension Service. County agents, home economics women and 4-H clubs were active in defense measures and food production.
- 1925—Wisconsin Alumni Research Foundation incorporated, provided for generous and fluid research funds.
- 1928—Tripp-Adams Residence Halls and Memorial Union opened, extending University concept of social education.
- 1942—University of Wisconsin designated as center for United States Armed Forces Institute.
- 1945—University of Wisconsin Foundation organized.
- 1954—New \$5-million Memorial Library dedicated February 1.
- 1956—University of Wisconsin—Milwaukee was organized, the first regional branch of the University.
- 1958—The Wisconsin Center for Adult Education building was dedicated, provided through University of Wisconsin Foundation.
- 1962—Student attendance at all-time high of 31,377—comprising 20,000 at Madison and the balance at Milwaukee and the 8 University centers—Sheboygan, Racine, Marinette, Wausau, Manitowoc, Kenosha, Green Bay and Menasha.

# What Makes Wisconsin ?

**THE STUDENTS**—come in ever increasing numbers, coursing up and down the walks, in and out of the buildings, the life blood of the Wisconsin Idea.

**THE FACULTY**—catalyst between students and ideas, independent of action and thought but working together in the goals of education and research, always striving for quality.

**THE REGENTS**—outstanding citizens setting the policies and the directions of one of the nation's leading land grant institutions.

**THE LEGISLATURE**—elected representatives of the people, responsible for the size and quality of the institution.

**THE ALUMNI**—interested former students who by their interest will influence the future of the University.

**THE FOUNDATIONS**—encouraging, supporting, opening new channels of growth through a wide variety of programs.

**THE GRANTS**—amplify and expand legislative appropriations, and encourage new areas of research and gifted students and teachers.

**THE CITIZENS**—final decision-makers on the quality of the University. The beginning and the end of the process of education.

# What Keeps it Great ?

That continual fearless sifting and winnowing by which alone the Truth can be found—that is Wisconsin. The idea that democracy can flourish best when education is free and open to all—that each person should be fitted by study for his highest achievement—and that all of us will benefit by his accomplishment; the belief that mankind has not reached perfection; that unfettered search for further learning can lift all men to higher planes—these too are Wisconsin.

The unbridled mind will seek the Truth—this is our tradition. We would not quiet the foolish if, in that attempt, we stilled the wise. Nor would we hoard the fruits of knowledge for the few, but rather offer them for the taking, nourishing our State, our Nation and the World.

These things are Wisconsin's tradition. They make the Wisconsin man or woman a true servant of mankind.

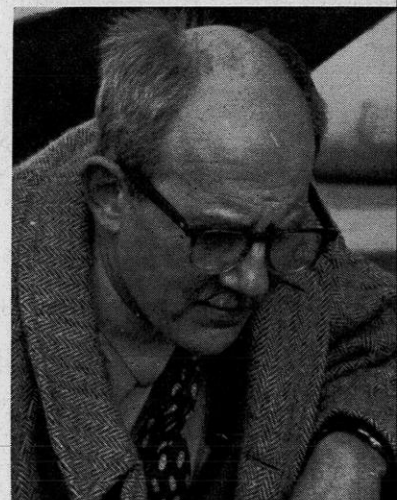
*Conrad A. Elvehjem*

*President, University of Wisconsin*

May, 1962



students



faculty



alumni

# The Presidents

**Chancellor John H. Lathrop** had been head of the University of Missouri. In Wisconsin he served 10 years—1849–59. He returned to Missouri University because of some internal troubles met at Madison. Yet he served the state well during trying times of academic pioneering and lack of support.

**Chancellor Henry Barnard**, chosen by the Regents in 1859, was a Yale graduate. He had belonged to the Connecticut legislature, was a recognized authority on popular education and first editor of the *American Journal of Education*. In Wisconsin he held numerous institutes for teachers and addressed 12,000 at evening meetings. He left Wisconsin in 1861 for health reasons, but later was named U.S. Commissioner of Education.

**Prof. John Sterling**, of the original University pioneer staff and associates, handled University affairs in the Civil War era. At that time less than 60 students per year were enrolled.

**President Paul A. Chadbourne**, formerly president of the Massachusetts Agricultural College, was named to the Wisconsin post in 1867. "It is the aim of the University to meet the educational wants of every student in the state," said the catalog of 1868. "He brought the breath of life and set up stronger courses that meant better growth of the University," is a comment made at the time.

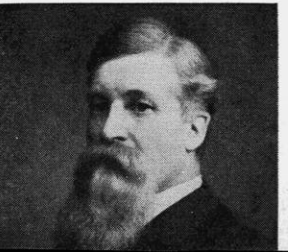
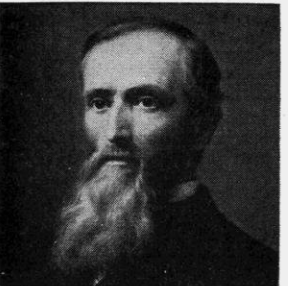
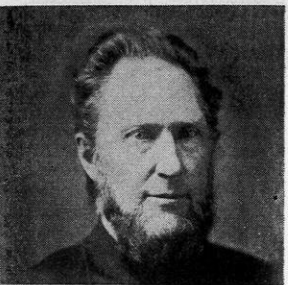
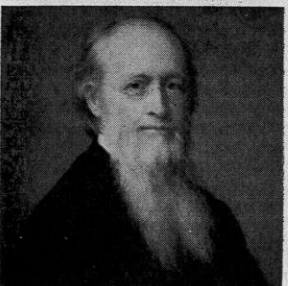
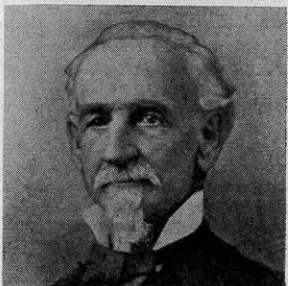
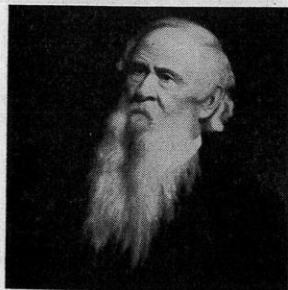
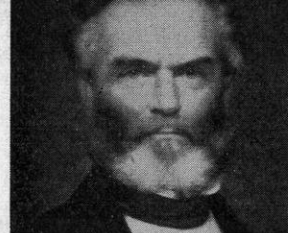
**President John H. Twombly** of Massachusetts took office in 1872 and resigned in 1874. He did not make any lasting impression on the developing character of the University.

**President John Bascom** served from 1874 through 1887. He was a voluminous writer in ethics, philosophy, sociology and religion. Dean E. A. Birge said that Bascom found a little local college with a burdensome preparatory school and when he left he had built up a real University. The first state property tax for the support of the University came in Bascom's term. Farmers' Institutes and the Agricultural Short Course were created. He strongly favored co-education, and by 1877 one-fourth of the students were women.

**President Thomas C. Chamberlin** served from 1887 through 1892. He was a Beloit College graduate, author of four volumes on Wisconsin geology, and was with the U.S. Geological Survey when offered the presidency. "Every problem he met was approached by reasonable examination. With him, all knowledge took the scientific form," writes J. F. A. Pyre in his University history.

**President Charles Kendall Adams** was a Vermonter and graduate of Michigan University. In 1885 he headed Cornell University; from there he came to Wisconsin. He had intimate knowledge of University administration based on his studies at home and abroad. His informal dress and manner and his frequent open house parties and song fests for students made Adams popular. He encouraged student life and interests through his career that ended with his resignation in 1901.

**President Charles R. Van Hise** was inaugurated during the University Jubilee of 1904. He never attended any other University. Born near Fulton,



Wisconsin, of pioneer stock, he took up geology, mining and metallurgy at the University and by 1890 was a full professor. He had served under Bascom, Chamberlin and Adams and knew current problems well. He emphasized the relation of the University and the state at a time of popular awakening in conservation, social science and competent government. He once said: "If we could only fully utilize our latent talent there would be no limit to our progress." His name stands for academic courage and leadership and extension of the University beyond the campus.

**President Edward A. Birge** had been acting president after Adams resigned. He was named president in 1918 after Van Hise died. He had studied under Bascom at Williams College and joined the Wisconsin faculty in 1874, where he served as Dean of Letters and Science. As president, Birge officiated splendidly during years of great University growth and achievement. Of Birge one University historian says: "He was a faculty leader of unusual powers of analysis, balanced judgment and keenness of reasoning."

**President Glenn Frank** held office from 1925 to 1937. He was a Missourian and edited the *Century* magazine when he was chosen as University head. Frank was a publicist and philosopher. He wrote several books and wrote a syndicated newspaper column while president.

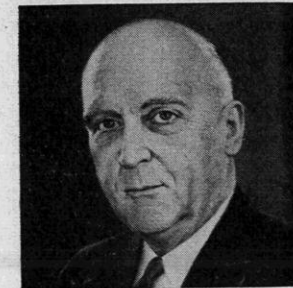
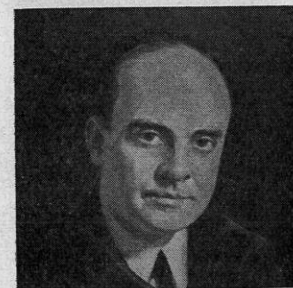
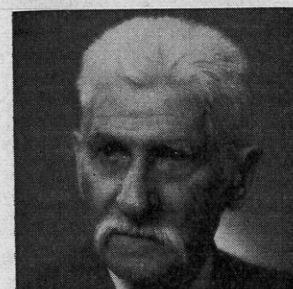
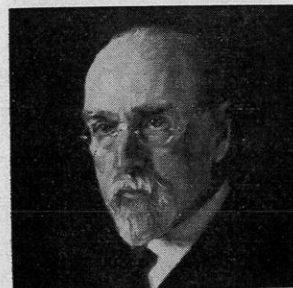
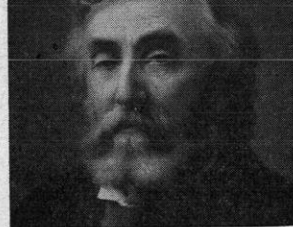
He was in constant demand as a speaker. Frank is best known for launching the much-debated Experimental College with its background of ancient classical life and work. In the last year of his administration, he was placed on trial by the Regents.

Upon leaving the University in 1937, Dr. Frank entered politics and was killed in an automobile accident while campaigning for U.S. senator.

**President Clarence A. Dykstra** came to the University from work as city manager at Cincinnati, Ohio. His term began late in 1937 and ended in 1945. His administration faced a hard task with World War II problems and defensive preparations. The times required a vast array of adjustments, new enterprises and assignments for the head of a liberal institution to solve. As the war ended President Dykstra resigned to become provost of the University of California, Los Angeles.

**President Edwin Broun Fred** came to the University of Wisconsin from Virginia in 1912 as a legume bacteriologist with E. G. Hastings, College of Agriculture. As president of the University from 1945 to 1958, he showed great insight and ability as a quiet and effective leader. In the early war years, Dr. Fred did defense work for the federal government. He was chosen Dean of Agriculture in that period. Although fundamental and applied physical science held his constant interest, Dr. Fred was friendly and appreciative toward the social sciences as well. After 13 years that brought further gains in making the Wisconsin campus world-wide in scope, Dr. Fred resigned. As President Emeritus, his desk in Bascom Hall is near the office of his former agricultural associate, President Elvehjem.

**President Conrad A. Elvehjem** was chosen University president in 1958, after serving as head of the University Graduate School. His parental home farm is only a few miles from the campus where he presides. A notable biological scientist of international standing, Dr. Elvehjem was associated with Dr. E. B. Hart, E. V. McCollum and Harry Steenbock in fundamental vitamin discoveries made in the nutrition laboratories of the Department of Biochemistry. His official outlook in the past four years is marked by a clear understanding of the world-wide scope of teaching and discovery inherent in a great University's service to mankind.



# The Evolution of an Idea

*Gradually and painstakingly—down through the 100 years—an idea developed at Wisconsin which in its totality became a unique contribution of the University to the world. Because it is unique, it is fitting to examine the roots of the Wisconsin Idea at the time of a centennial observance.*

THE WISCONSIN IDEA is an open road that all may travel with Freedom in search of Truth. For over half a momentous century it has animated the progress of the State and the University, working together for better legislation and extending the borders of a land-grant college to the entire world.

With devoted pride, Prof. William H. Kiekhofer, University economist, said at the Wisconsin Centennial Jubilee in 1948:

Unafraid of new ideas, Wisconsin has been a pioneer of social progress. Theodore Roosevelt described Wisconsin as "a great political laboratory." It is the function of a new idea to leaven the whole lump of accepted ideology. Wisconsin has long been in a ferment of ideas, which indicates growth. Education deals with new ideas and old ones. One idea may conquer another, but ideas are really imperishable. Men have burned books and torn down the temples of learning, but the ideas survived.

Taking an advanced stand, the University of Wisconsin conceived the idea that a land-grant college should serve the everyday needs of the people in the state that gave it birth and made its continuing existence possible.

Side by side, the State Government and the University have faced the fat years and the lean. Together, they have met the issues of war and peace. Together, they have provided for the security and enlightenment of the people whose servants they are.

Yet the real keystone of the Wisconsin Idea refers to the historic alliance between the peoples' legislature and the faculty of the University in the areas of political economy and public affairs. This occurred at the turn of the century. It laid down a challenge in jurisprudence to all other progressive commonwealths.

The leaders in the movement included President Charles R. Van Hise; Richard T. Ely and John R. Commons, brilliant, world-renowned economists; Dr. Paul S. Reinsch, political scientist; and Dr. Charles E. McCarthy, advocate of the legislative reference library

and its founder as the first one in the country. McCarthy also championed a new system of vocational adult education. Both his "dreams" became realities that have furthered the cause of public service in Wisconsin.

This group of men of similar beliefs personified what was soon called "the Wisconsin Idea," meaning that the state, through the resources of its University, should be served by its best minds in planning remedial laws and administering them through boards, commissions and bureaus. Its theory bloomed from the philosophy of Gov. Robert M. LaFollette, who filled the state house with the best "resource people" he could find at the University.

University authorities were soon connected in an advisory way with almost every department of the government. They set to work on railway, taxation and industrial problems, as well as matters related to agriculture.

As Prof. Kiekhofer wrote: "Whether one agreed or not with their political philosophies, they were intellectual and political giants who helped to make Wisconsin a rich testing ground for fresh viewpoints."

Wisconsin was first in taxation of incomes, a pioneer in statutory workmen's compensation insurance, a trail-blazer in unemployment compensation.

Direct primary election laws were passed. Other provisions by these legislatures included direct nomination of United States senators, a presidential primary, the control of corrupt practices in campaigns. The railway and utility control laws were called models and copied by other states.

Unsanitary factory conditions were outlawed. Child labor terms and practices were regulated and a state life insurance system was set up by the state for citizens. It developed a forestry policy with help from Gifford Pinchot and others and laid the ground work for a state program in conservation. Vocational lessons for out-of-school adults was highly popular legislation, as well as more funds for the state free traveling libraries and the Farm Short Course.

These intellectual giants built well. Most of the institutions and services voted in by the Wisconsin Idea legislatures have continued in modified form as evidence of their sound and democratic character.

The early alliances between legislators and educators also brought forth two agencies of the University most concerned with carrying the campus out to the people.

Full official recognition of the University Extension Division in 1906 led to tremendous teaching programs and correspondence courses. The Agricultural Extension Service of 1912 established a three-way procedural agreement between federal, state and county governments. This took the College of Agriculture into the field.

The University broadened in the process of making greater outside contacts. It offered courses to workers with grade school education. It went in for the humanities—especially in University Extension. There, music, art, poetry, history, and literature were used to meet the needs of many more citizens than the resident students comprised. Today University Extension embraces 40 basic subjects.

Likewise, the Cooperative Extension Service has grown in influence. Counting the 4-H club members and leaders and the home economics volunteer workers as well as the adult groups at work with the county agent, the total reaches several hundred thousand. It is noteworthy that family and neighborhood groups are doing just what was pronounced essential to do in a democracy—keep up open discussion of public affairs, upholding free speech and searching for the truth.

Back in 1905, President Van Hise had something to say about the University reaching out to meet the unschooled citizens:

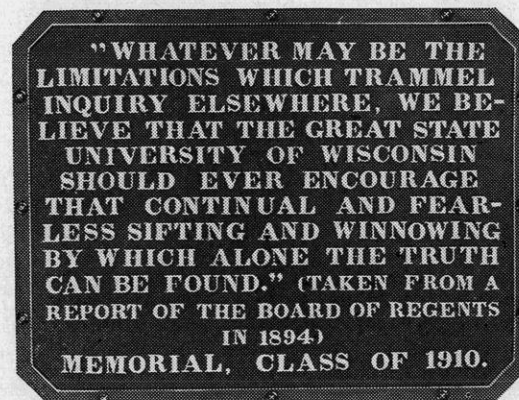
A state University should not be above meeting the needs of the people, however elementary the teaching needed to accomplish it. It is projecting the University into the most distant townships, even into the factories, mills and lumber camps of the state. Education then becomes a lifelong pursuit. There are already more students enrolled outside of Madison for University courses.

Few if any charges are heard today about the lectures and group discussions at the University being subversive. Maintaining freedom of teaching and public expression against prejudice is also recognized as part of the Wisconsin Idea.

In the summer of 1894, Dr. Richard T. Ely, advanced in thought as a pioneer economist, was charged by another educator as teaching radical and seditious ideas. After a formal trial by the Board of Regents, the accuser was routed and Ely fully vindicated. Most everyone has read the last part of the Regents' statement, which was placed on Bascom Hall in bronze by the Class of 1910:

Whatever be the limitations which trammel inquiry elsewhere, we believe that the great State University of Wisconsin should ever encourage that continual sifting and winnowing by which alone the truth may be found.

Shortly after the Regents made their statement, a well known lecturer in political science at Madison, Frederick C. Howe, stated:



The achievements of Wisconsin came through freedom in thought as well as in action. There was an end of fear. Men dared stand for ideas. Freedom of speech and research was preserved at the University of Wisconsin.

It had been charged by some critics that the people would not stand for generous expenditures to maintain big ideals. Wisconsin proved that they would. From 1902 to 1912 the annual appropriations for the University increased from \$550,000 to \$1,700,000.

## Some Facts About the Present

The University of Wisconsin now has a wide network of international relations and obligations, as graduate students from abroad come to test the Wisconsin Idea.

To service them are 9 separate schools and colleges with 1600 courses in 140 fields of human skill and knowledge. The students all flock to the two available "day and night" libraries that have over two million books to study.

Of the 20,000 students on the Madison campus, every county in the state and every state in the nation is represented, as well as 75 foreign countries and two U. S. territories.

One of the best tributes to the guiding spirit of the Wisconsin Idea is the Wisconsin Center for Adult Education, located in Madison. It is a splendidly serviceable building, erected in 1958 at a cost of \$2,500,000. Contributions from the alumni and friends through the University of Wisconsin Foundation made it possible. Here, hundreds of special bodies of study and inquiry meet and utilize the fine resources afforded. Scores of active organizations in all walks of life and work go there to confer under favorable conditions, helped in most cases by faculty personnel.

One more proof that the Wisconsin Idea still lives in the educational annals of the world: After visiting the Madison campus, Max Freedman, news analyst of *The Manchester Guardian*, wrote that this visit was a major event, because "this University has always been honored for its devotion to personal rights and the noblest values of the academic tradition."



**L**AND-GRANT COLLEGES and universities are in the vortex of an era of research. Scholars of the University of Wisconsin contribute in many ways to the ceaseless quest for truth wherever it is found.

Such dedicated scientists work through days and nights. Their tools include the most complex of documents, theorems and formulas. They labor so that man may better know himself, his environment, and the meaning of life. Cooperation in research within the University and with other institutions and foundations speeds the allied attack on the unknown. Wisconsin research teams have demonstrated that basic science is a fountainhead of new discoveries in applied or practical research.

It was here that the butterfat test of milk was developed in 1890 by Dr. S. M. Babcock. This set in motion a long list of major advances in nutrition, grain breeding, soil culture, silos and barn ventilation, cow testing technique, conquering animal diseases, and higher living standards on farms.

One of the major advances was the development by Dr. Harry Steenbock of irradiation to increase the vitamin D content of milk. That and the work in biological chemistry of Profs. E. B. Hart, E. V. McCollum, and C. A. Elvehjem meant as much to health and welfare as any other great advances in nutritional science.

The Wisconsin Alumni Research Foundation was organized to administer the patent on Steenbock's discovery and return the income from it for more research at the University. That was in 1928. Ten years later, the annual grant to the University for research totaled \$163,000, and by 1961 it amounted to \$1,300,000.

WARF's grant has been a dependable core of support to which generous additional sums have been received annually from other varied sources. Today gifts and grants from individuals, corporations and foundations support one-third of the University's research program. Another third comes from agencies of the federal government, military, medical and otherwise; while the state legislature provides the balance.

Research specialists at Wisconsin have achieved notable triumphs in safeguarding health and welfare:

Wisconsin biochemists found that the active principle in liver extract was nicotinic acid, which was proved to be effective in treatment of pellagra, a childhood disease once 40 per cent fatal in America.

A Wisconsin scientist seeking the cause of sweet clover poisoning in cattle discovered Dicoumarol. This drug was found valuable in treating heart disease and preventing blood clotting after surgery. A related compound from the same source was developed into a powerful rat killer.

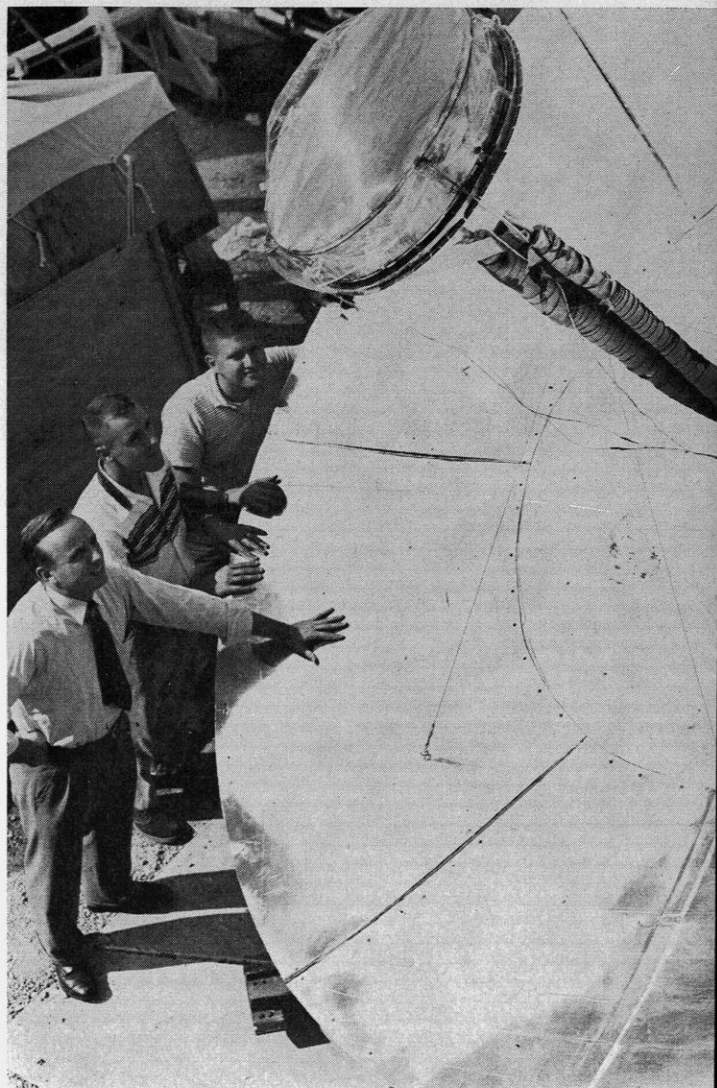
A Wisconsin scientist wondering why direct sunlight cured rickets, discovered the activating power of ultraviolet light . . . A Wisconsin bacteriologist studying molds discovered a safe and effective treatment for certain common skin diseases, such as ring-worm.

A Wisconsin specialist in biochemical genetics won the Nobel Prize for achievement in health protection in 1958, by discovery of inheritance in bacteria. Wis-

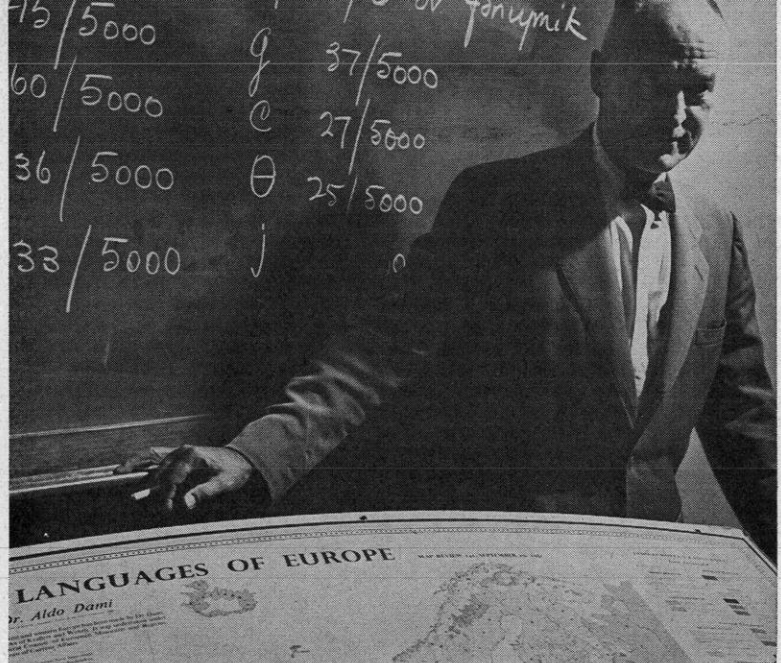
# RESEARCH

*and the search for*

Wisconsin scientists are testing sun power and energy . . .



# TRUTH



Under study are racial origins . . .

consin workers found a substance in oat hulls which reduces tooth decay and is now often used as a food additive.

Wisconsin teams of botanists, chemists and bacteriologists found penicillin-producing organisms with higher yields and greater amounts in commercial fermentations. Result: the cost of the drug used in the standard unit doses dropped from \$60 in 1943 to 12 cents in 1958.

Wisconsin astronomers are measuring the size and shapes of the Milky Way, that great unfathomed galaxy of which the earth is but a speck . . . Wisconsin meteorologists study and chart the variable advent of the seasons and learn how weather behaves so it may be more accurately forecasted . . . Instruments are being perfected at Wisconsin for data-gathering satellite stations in outer space . . . Wisconsin geophysicists have conducted the major part of the current world-wide gravity research project. They have tested ice cover in the Antarctic . . . Wisconsin has played a leading role in atomic age physics. A few years ago a Wisconsin engineer perfected a high voltage machine that ran at 4,500,000 volts. It was taken in secret to Los Alamos and used in development of the atomic bomb . . . Wisconsin scientists are testing sun power and energy for use in lands where labor is cheap and solar heat may warm houses and run small engines. . . . A new field known as radiation chemistry is studied by Wisconsin workers. From it may come better food sterilization, improved plastics and new materials from petroleum . . . Economic geology points to vast new mineral deposits upon which modern industry is based. University of Wisconsin geologists have mapped the biggest of all valuable chromite deposits in central Africa. . . . Under study are the life of the mind and man and society, racial origins, migrations, human behavior and law revision for a changing world.

Researchers study enzymes, viruses, chromosomes, plant hormones, endocrines of metabolism, and nitrogen fixation.

Under the constant search by skilled minds and equipped with the very finest of facilities, a wonderful chance lies just ahead for the conquest of heart disease and the possible cure of cancer. Heart surgery at Wisconsin is world-renowned. Splendid teamwork at the Wisconsin Medical School and the McArdle Laboratory has been augmented lately by a new grant of \$2,700,000.

Such is the heartening return for a State and University policy of freedom in research. In 1925, President Glenn Frank said:

"The research of this institution must be assured as nearly complete freedom as is possible in organized society. Freedom of research implies freedom from the dictates of organized wealth and from the influence of organized politicians."

In another view Lindley J. Stiles, dean of Education at Wisconsin, says "our schools play a key part in conserving and developing the human talent and resources that make all progress possible."

Present research programs are trying to find the truth about critical educational problems. Some of these problems include:

The new centralized school districts recently formed here . . . a study of the county school superintendency . . . the best methods of teaching children how to read and write . . . television teaching and its effects . . . better ways to identify and handle gifted children . . . adjustments in high school courses to meet the needs of those in the professions who must be well prepared for college.

Dean Stiles says, "Modern individuals are surrounded and hemmed in by a great galaxy of profound phenomena, and we must learn to know and live with these newly discovered factors in our daily lives. In a continual quest for a better, broader, and a longer, safer life, man has conjured up and made use of a host of things for his comfort and convenience on all fronts."

**A**LL THE GREAT traditions of the University, the Wisconsin Idea, the research, the expanding physical plant, the wealth of ideas—all these rest on one foundation. That is the student.

The students come in ever increasing numbers. They course up and down the walks, in and out of the buildings—a sea of faces. Yet each one is an individual and to live the university experience each one must fully develop his individuality.

During the first semester of the 1961-62 school year, enrollment reached a new record high of 20,118 students at Madison, 8,665 in UW-Milwaukee and 2,594 in the Extension Centers. More than 1,000 of them were from foreign countries. More than 4,500 were in the graduate school.

In June of 1961, the University granted 2,500 degrees to senior, graduate, law, and medical students. Degrees granted during 1960-61 other than at the June Commencement numbered 2,000. More than 133,000 degrees have now been awarded by the University.

Wisconsin students come from farm and factory, village and city. They come from one-room schoolhouses and private academies and from small town and big city high schools. Many are attending on scholarships, others are partly or wholly self-supporting.

Wisconsin students want to learn two things from their University training: how to earn a living and how to live a good life. Toward the first of these ends they choose among the multitude of courses offered, from agricultural bacteriology to zoology, from introductory ethics to public utility management. Toward

the second they take advantage of one of the richest and most varied programs of extracurricular activities found in any university in the land. They learn too from daily association with their fellow students in group living units, for some 52 per cent of the men and 67 per cent of the women live in organized units on or near the campus.

They can also take advantage of the well-developed intramural athletics program which develops skills in sports, for Wisconsin has one of the largest non-varsity athletic programs in the Big Ten.

Badger students find outlets for their musical talent in the University's Bands, in the University Chorus, the Men's Glee Club, the Women's Chorus, the Men's Halls Chorus, the A Cappella Choir, the Medichoir of the Medical School, and the University Symphony Orchestra. Those with an interest in dramatics are welcomed by Wisconsin Players, the student theater group. Students on the Wisconsin Union Music and Theater Committees book the concert and theatrical programs on the campus which bring to the University many of the world's great concert and stage artists.

The University has one of the finest Residence Halls systems in the nation, including newly-built apartments for married students. The Halls' plan of self-government through elected student representatives has been the model for similar programs in many other colleges and universities. Through dues paid into student associations in the men and women's living units, equipment has been provided for a wide range of extracurricular activities. These range from well-stocked libraries to sports equipment, from photographic darkrooms to a bar-bell club. The dormitories also have a resident counsellor system that has become a much-copied pattern.

Student government units give UW students training for their future roles as citizens. Whether they hold offices on the Student Board, governing body of all Wisconsin registrants, the Union Directorate which operates the programs of Memorial Union, or are officers of the Men's Residence Halls Association, Independent Student Association, Associated Women Students, or Intra-Fraternity Council, they get invaluable training in the processes of democratic government. The Wisconsin Student Association is active year-round, and one of its most notable contributions is a symposium each February which brings at least six outstanding speakers to the campus.

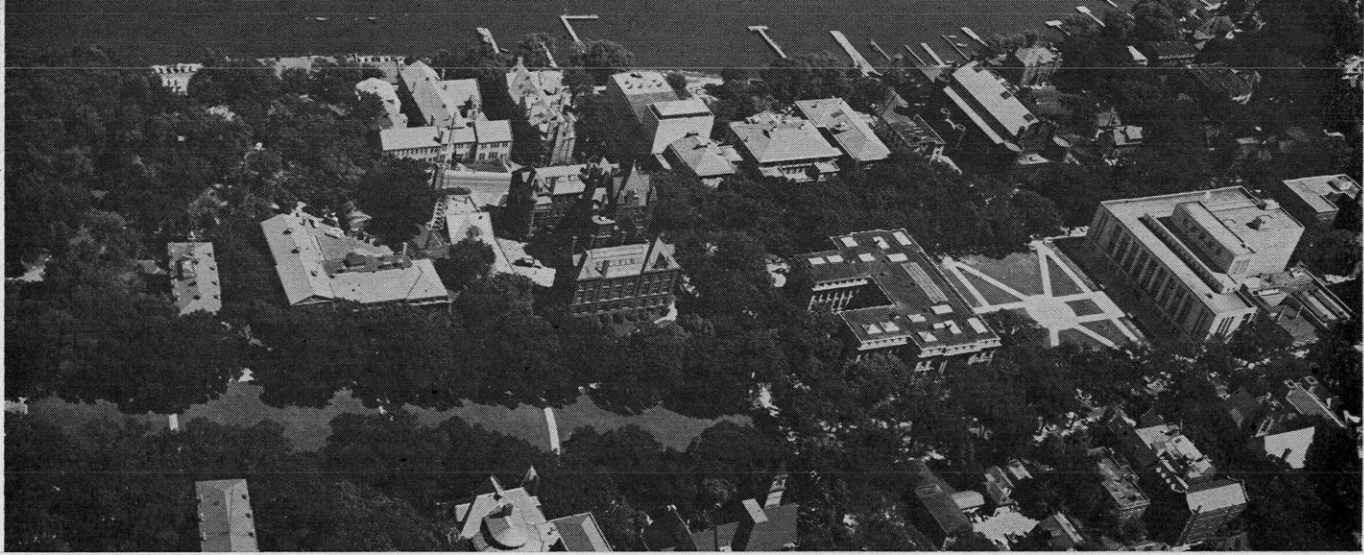
Sixteen student religious centers ring the campus and offer to Wisconsin students programs that enrich the spiritual side of their lives. A survey has shown that more students participate in some type of religious activity than in any other extra-curricular program.

Often called "the living room of the campus," the Wisconsin Memorial Union is just that. Daily more than 12,700 members of the University community pass through its doors to use its many facilities.

More students will come and in larger numbers. One hundred years from now the University will have changed in ways. But one thing will remain the same—the youthful zest of students will not change.

## The emphasis is on **The Student**





## a look to the future

**I**N MARCH, 1961, the Regents of the University of Wisconsin adopted a policy statement on the future of the University. Following are excerpts of that statement that depict the needs and potentialities of the University.

We, the Regents of The University of Wisconsin, view the future of our state University with concern—and with confidence.

We are concerned because of the demands which face us, the tremendous pressure of increasing enrollment and the even stronger pressure of expanding knowledge in every field of human interest.

We are confident because we believe that the people of Wisconsin need and want an outstanding state University. These citizens who have built this institution clearly want it to remain one of the great universities of the world.

Bold, broad planning is essential to maintaining that greatness. It would be absurd, however, to try to settle details in advance. Change is the normal practice in a major modern university. Freedom to change should in no way be hampered by this or any other declaration of the Regents; respect for tradition must be combined with readiness to try new approaches. This was never more important than it is today. Hence we must continue to guard the University's time-honored freedom of experimentation and expression—that fearless, democratic process which is the essence of the ceaseless search for truth. We believe that the only indoctrination worthy of this institution is in the values of freedom and free inquiry.

We advocate balanced development of the University, with attention to instruction, research and public service. This we do in the knowledge that distinction in each of these areas tends to produce distinction in the others; and because The University of Wisconsin has developed its strength

and reputation through a combination and inter-relationship of these functions.

Since the strength of the University is based directly on the strength of its faculty, we declare it our policy to build faculty strength in every way possible. Efforts to recruit, develop, and hold a great faculty must include the safeguarding of faculty tenure; the provision of adequate facilities; the expansion of opportunities for research and for new programs; and the improvements of earnings through both salary and fringe benefits.

In the years ahead, enrollment at The University of Wisconsin is certain to increase rapidly. Although this increase will bring problems, the University should not put a ceiling on enrollment. Wisconsin and the nation urgently need trained young men and women; and qualified students should not be denied the right to attend their state University. We feel, therefore, that it is the duty and responsibility of the University to expand, while maintaining and, where possible, improving the quality of its offerings. Moreover, we feel that such expansion is in the best interests of the state.

We recognize that greater financial support of the University is basic to its progress. A larger proportion of both public and private expenditures must be devoted in the future to higher education in general and to The University of Wisconsin in particular. We see in a variety of sources of support the best insurance of flexibility and freedom.

We are fully aware that these declarations call for expenditures, a level of operation, and a dedication to excellence greater than ever before asked. Their accomplishment can be assured only by widespread support—in spirit as well as dollars—by the people of Wisconsin, who, for more than a century, have constituted the major force for University progress. No effort should be spared to broaden their appreciation for their University's needs and goals.

# THE WISCONSIN URBAN PROGRAM IN MIDSTREAM

by **Lorentz H. Adolfson**  
*Dean, Extension Division*

THE WISCONSIN Urban Program is a broad search for new and better ways to relate the whole University directly to the urban citizen and his pressing problems in this era of explosive change. Financed in part by a million-dollar grant from the Ford Foundation, the Program is a five-year experiment. We are now at approximately the mid-point. What are we doing? Where are we going? What are the implications for University alumni?

As every loyal Badger knows, no single characteristic of this University has so distinguished it from all others as its *Idea* of state-wide service. The world of today, however, is distinctly different from the world that inspired the flourishing of the *Wisconsin Idea*. As Governor Gaylord Nelson recently put it, "we are in a period of massive transition." In particular, the current era is marked by a mushrooming urban population and a multiplicity of urban stresses. The University has always been aware that educational programs must change to meet changing needs. Ford Foundation cooperation has given us the impetus to face and move in new directions.

In brief, the Wisconsin Urban Program seeks to develop for the Wisconsin city dweller a set of comprehensive educational services similar to those long available in rural areas. Through the Urban Program we are trying to strike out along novel lines that will identify urban problems and urban needs, interpret these concerns to the University, focus campus skills and resources upon them, and thence translate expert insights into urban educational programs throughout the state. In the words of the Ford grant itself, we are charged with developing over a five-year period "a university-wide, community-oriented program of urban research, education, and extension."



OUR FIRST major problem, as you can see, is to take a 114-year-old institution by the scruff of the neck, so to speak, shake it vigorously, and "generate a degree of interest and activity in urban investigation, instruction, and action which is commensurate with the scope of urbanization." Our second task is to assure a clear and continuous flow of information and impact from the campus to the city, and, just as important, from city to campus. Our third requirement is so to build the Program into the warp and woof of Wisconsin enterprise that lessons learned will continue to be applied long after our five-year experimental period ends.

These objectives have dictated that we proceed slowly, within the on-going framework of campus and state, so as to achieve maximum involvement of those personnel and agencies who could be expected to contribute sustained insights and support to the development of ways and means by which a large, complex, and far-flung higher education system can apply its total resources to volatile, perplexing urban problems. Hence the first year of operation under the Ford grant was largely a year of planning, and the second a year of staffing. We are now beginning to go to work in a systematic way.

Over-all, the Urban Program concept takes the following shape:

1. Every appropriate University department should concern itself with three complementary functions: urban-related teaching, urban-oriented research, and urban-directed extension.

2. Urban Program funds are being used to stimulate basic research and instructional programs on both the Madison and Milwaukee campuses.

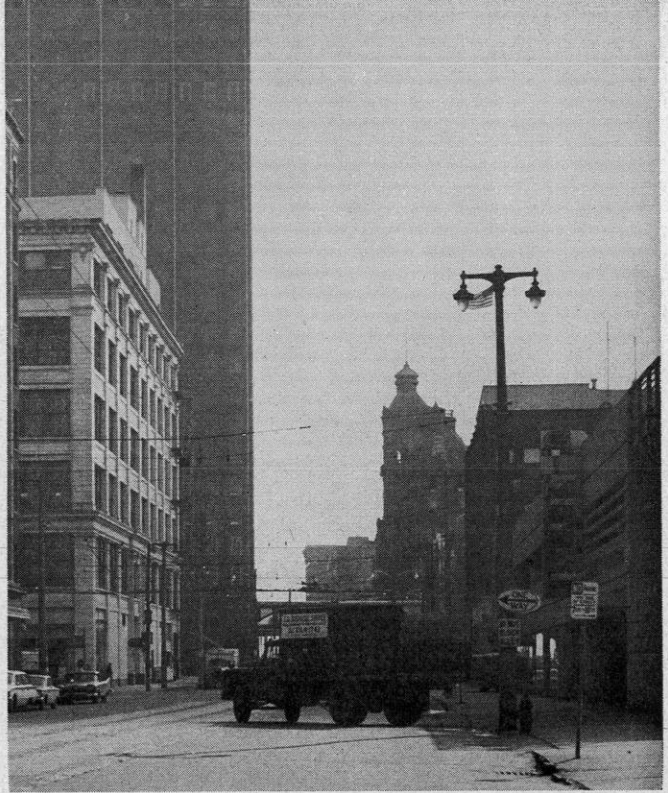
3. To help relate these University activities to urban Wisconsin, a new type of "extension agent" is being organized in the form of teams of urban specialists.

4. These urban teams are building working ties with urban study groups, planning agencies, and action organizations, particularly in three demonstration areas.

The three main experimental areas are Milwaukee, the state's largest metropolitan complex, with the University of Wisconsin-Milwaukee as the base; the Fox Valley, an area of urban sprawl, with the Fox Valley University Center as the base; and Columbia County, a traditionally rural region now feeling urban pressures, with the county agricultural extension office as the base.

Other urban centers in Wisconsin are the sites of secondary Urban Program projects. As the headquarters of the experiment, the whole University campus at Madison is of course involved in the Urban Program.

As I have already indicated, the Urban Program is not organized as a discreet operation. It involves the on-going personnel, processes, and goals of the University as it seeks to relate itself to many urban individuals and institutions. For administrative purposes, however, the Urban Program does have a small special staff. Top-level policy and coordination is the responsibility of a six-man faculty executive committee, headed by Vice President Fred Harvey Harrington. The



operating agency is a seven-member faculty work group, which I have the privilege to serve as chairman. Other faculty advisory committees are at work in the areas of urban instruction, urban research, and urban extension. Citizen advisory groups are frequently consulted. A very few University personnel are assigned full-time to Urban Program projects. Upwards of 100 others participate part-time, as do lay leaders throughout the state.

Two years ago the Urban Program executive committee turned first to the task of shaping an urban research program as the necessary prelude to a determination of what to teach and what to extend. Four major categories of research are now being pursued: urban growth and dispersal—residential, industrial, and commercial; processes and problems of public policy formulation in respect to major urban affairs; urban public finance; and supportive projects, including urban history, the urban extension process, bibliographic services, and data inventories.

Of the dozen projects under way, some are of national import and some are concerned directly with the three test areas. Some are fundamental in nature; others applied. A number of principal investigators have already completed their projects and their work is in the process of publication. Other projects will be added as the needs of the Program require. All have as their objective enriching our understanding of urban communities—their functions, their problems, and their future.

THE URBAN instructional phase is emerging as a program with four main goals: strengthening the faculty and opening up new urban-oriented courses at

Madison and Milwaukee; awarding fellowships and scholarships in urban study; training urban specialists at the undergraduate, graduate, and refresher levels; and tying in with urban research and extension. Progress to date relates mainly to changes in and development of urban studies curricula and research facilities on both the Madison and Milwaukee campuses.

In many ways the extension phase is the key to the Urban Program as a whole. The Urban extension project hopes to find ways of developing new methods of identifying urban problems and working out solutions to them, of integrating extension efforts with research and teaching, of coordinating the now separate university extension and agricultural extension agencies, and of evaluating the extension process itself. Urban Program extension workers are engaged in liaison with groups, consultation and communications, adult education and training, applied research and service.

Although it is difficult for an inside observer to see in perspective the direction in which Urban extension is moving, we detect a number of interesting developments so far. For one thing, there seems to be taking place a heartening interplay of extension, research, and teaching. Facets of the Urban Program also seem to be diffusing beyond the demonstration areas, thus to flow into the bloodstream of University Extension. Third, programs appear to be taking on an increasingly interdisciplinary coloration.

In the Fox Valley we have an embryo urban team involving a political scientist, a sociologist, an economist, an engineer, and agricultural scientists. Guided by a survey of Fox River cities, these personnel and others are conducting classes, conferences, and consultations aimed at enriching community organization, education, and action. Our new Center building at Menasha cannot be discounted as a spur to the vibrant activity getting under way there.

In Milwaukee the situation is quite different. Here we have in the University of Wisconsin-Milwaukee an old institution with over half a century of tradition, mores, and modes that has been asked almost overnight to take on the role of an urban university. The Urban team in Milwaukee includes over 30 representatives from a wide variety of disciplines on the UW-M staff, augmented by county agricultural extension personnel.

In Columbia County the focus again is different. At Portage we are augmenting the conventional team of agricultural and home demonstration agents with an urban specialist.

Whether it will be the Fox Valley, Milwaukee, or Columbia County that first achieves a significant "breakthrough" in Urban extension cannot at this time be predicted. But we are on our way in three different yet complementary areas, and we are confident that in total we are headed in the right direction.

**Q**UITE APART from the formalized developments I have described thus far, the Ford project has had the effect of stimulating a great deal of thinking and action throughout the University community on the

total commitment of the University to urban studies and services. It has intrigued the attention of citizens throughout the state. And it has brought visitors to the campus from all over the country bent once again on tapping Wisconsin for ideas.

Despite our patient progress, we are not without our problems.

We have discovered that even a million dollars tends to shrink rapidly when it is split three ways among teaching, research, and extension and then apportioned again over five years. We have found there are about as many variations of an urban curriculum as there are professors on the planning committee. We have learned that distinguished scholars are not easily detoured from one research road to another. We encounter certain difficulties when we ask agricultural extension and university extension to work in harness. Within my own Division, I have by no means been totally successful at promoting an experimental approach to University outreach.

None of these problems is insurmountable. They all stem from the fact that we are working with people, and from a philosophical point of view we can be glad these people are careful and deliberate. Just so, once we find the proper formula, these same people will become vigorous exponents and practitioners of a new University way of life.

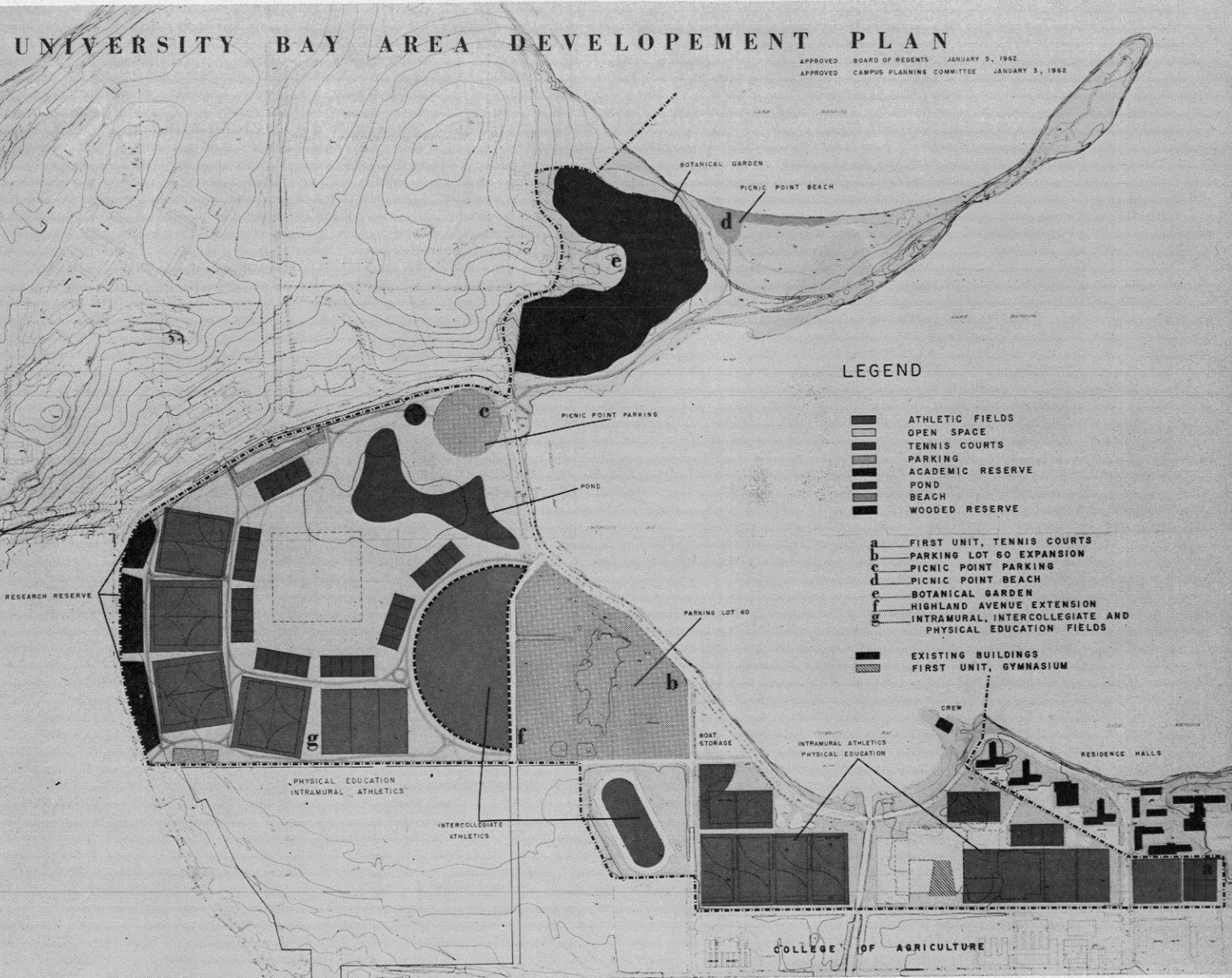
**W**HAT ARE the Urban Program implications for University alumni? For one thing, I believe you can share in our gratification that your University is at the growing edge of productive scholarship in an area of strategic educational enterprise. Secondly, if you are within range of one of our experimental regions, you are cordially invited to participate in Urban Program services. Third, wherever you are, we earnestly solicit your comments and criticisms. This is, as I have said, an experimental venture. We look for fresh approaches. As citizens and as alumni you can see both ends of the spectrum. We value your suggestions.

In summary, Wisconsin's Urban Program seeks to refashion the goals and processes of University service to the state so as to relate the campus more directly to the urban citizen. If the experiment is successful, it could well set the pattern for the American state university of the future as that remarkable institution draws new sustenance from new publics newly served.



# UNIVERSITY BAY AREA DEVELOPEMENT PLAN

APPROVED BOARD OF REGENTS JANUARY 5, 1962  
 APPROVED CAMPUS PLANNING COMMITTEE JANUARY 3, 1962



A 15-YEAR construction plan (see sketch above) for the University of Wisconsin's University Bay recreational area, to provide facilities for physical education classes, varsity and intramural teams, has been approved in principle by the Board of Regents.

Outlined by Leo Jakobson, institute planner for the University, the 225-acre area will include when completed:

Some 51 tennis courts, 16 multi-purpose play fields, two baseball diamonds, three football practice fields, several golf putting greens, a crew house and boat launching facility at Willows Beach, additional parking space for 1,300 cars, a new beach, a dressing room and storage area for the Badger baseball team, and a lagoon.

Jakobson said the area would, when completed, have a park-like appearance, with the fields broken up by

lines of trees and walkways.

The Regents have also approved a gymnasium in the area for intramural and class utilization, with a natatorium for the Wisconsin swimming team. All land for the proposed recreational area is owned by the University.

As outlined, the area lies west of Babcock and University Bay drives and north of Observatory Hill Drive. It will be bounded on the north by woods in Picnic Point.

Adjacent parking lot No. 60, the University's largest, will be increased from 1,050 to 2,131 spaces. Another lot, at the foot of Picnic Point, to handle 238 vehicles, also is provided in the plans.

Because of the long-range planning for the huge project, no accurate estimate of the cost is possible at this time, Jakobson said.



- film controversy
- physical education
- medical school

## Regents Review

# SOME PROBLEMS

THE BOARD of Regents held its April meeting in Milwaukee against a backdrop of newspaper headlines dealing with points of controversy which have recently been confronting the administration of the University of Wisconsin. The two principal issues were the dispute arising over the production of a film on discriminatory housing practices, and a flare-up of the long-standing problem in the UW Medical School. Another matter of considerable dispute which came before the Regents in April was the question of compulsory versus voluntary physical education for Wisconsin students.

The film question came to light when Stuart Hanisch, an instructor in the Extension Division, submitted his resignation on the grounds that the University was planning to suppress candid film footage that he had taken in conjunction with the making of a film on discrimination in housing against the Negro in a moderate size northern city (Madison, in this instance). The University had accepted funds from three separate donors last summer and had agreed to make such a film. The issue in point, however, was that in collecting material for the film, Hanisch had employed such devices as hidden cameras and microphones. Members of the administration, when they had had an opportunity to view some of the resulting footage, indicated that they would be opposed to releasing the film in its present status.

This decision elicited a hue and cry from two separate camps. On the one side were those who held that the suppression or destruction of such a film would do away with

valuable documentary evidence concerning the matter of housing discrimination, and compromise the impact of the film. Opposed to this were those who felt that the film, through its secretive techniques, was in direct violation of the civil rights of those landlords and property owners who were filmed, without their knowledge, in the act of refusing housing to Negro students.

In explaining the situation to the Regents, Fred H. Harrington, vice president of academic affairs, said that the film, as it now stands, has been sealed in the University Archives. Commenting on the University's official position on the matter, he said. "We of the University administration feel that it was a mistake to use these [secretive] methods." But "we feel that the original decision to make the film was a correct one." Harrington felt that a proper solution to the controversy would be to make the film over and re-enact those portions of the film which now impinge on the privacy of certain individuals.

Although they took no formal action, the Regents were in complete accord with the University action on the matter and expressed support of the decisions taken.

The Medical School question erupted anew when members of the surgery department submitted a letter to Dr. Philip P. Cohen, acting dean of the Medical School, indicating that they wanted the right to appoint a chairman from within the ranks of their own department. A copy of the letter was forwarded to President Elvehjem who has continually held that the new chairman of the department of surgery should come from outside the school.

(The Medical School problem first came to light more than a year ago when former Dean John Z. Bowers indicated a desire to appoint Dr. John Cole of Western Reserve University to replace the late Dr. Erwin Schmidt, who was scheduled to retire in June, 1961. The surgeons in the department were opposed to the move, favoring instead the selection of someone from within the department. This led to a series of disputes between the faculty, Dean Bowers, and the President which culminated in the dismissal of Dean Bowers last October.)

At the April Regent meeting, President Elvehjem reported that progress was being made toward the selection of a chairman for the surgery department and he felt that an announcement could be made of the selection within a relatively short time.

On the question of physical education, the Regents took an action which contravened an action taken last fall. In November, the Regents had voted by a 6-2 margin to accept the minority report of a special faculty committee which recommended that compulsory physical education for men and women be eliminated after the first six or eight weeks of school for those students who pass physical fitness tests. In January the Regents showed a change of heart and asked the powerful University Committee to reconsider the majority and minority reports of the special faculty committee on physical education and directed the faculty to prepare a physical education program to be instituted in September, 1962. The new program, as proposed by the committee, would feature one semester of compulsory physical education which would be given for one credit and be required of all students, and that subsequent courses in physical education be "open for election by all students." These additional courses would also carry credit. In addition, intramural sports and recreational programs would be expanded under the committee recommendation.

Regent Harold Konnak, Racine, who has objected to compulsory physical education in any form,

spoke out against the program, saying, "I don't think that physical education is a part of the regular educational program of the University."

Regent Arthur DeBardeleben, Park Falls, supported Konnak's argument and went on to explain, "Nobody's proposing that physical education should be abolished . . . We're questioning the fact of whether it should be compulsory."

When the final vote was taken, the Regents approved the new recommendations by a 5-4 vote. Those voting for the program were Regents Jacob Friedrich, Milwaukee; Carl E. Steiger, Oshkosh; Gilbert Rhode, Chippewa Falls; and

A. Matt Werner, Sheboygan. Those opposed were: Konnak; DeBardeleben; Charles D. Gelatt, La Crosse; and Maurice Pasch, Madison.

Later in the day, the Regents approved a motion that the decision to give one credit for physical education be studied. This was done because the offering of a credit for physical education would necessitate a change in the credit requirements necessary for a degree, and because there was the feeling among several Regents that a poor mark in the subject might affect the scholastic record of an otherwise outstanding student.

## Hill Farms Sale Provides Funds for Research

THE UNIVERSITY of Wisconsin will realize some \$4,000,000 for agricultural research, plus continuing income to support humanities and social studies from the sale of University Hill Farms, Oscar Rennebohm, Madison, former governor and University agent, reported to the Board of Regents at their March meeting.

Rennebohm, who headed the Regent committee which supervised the Hill Farm sales and the purchase of Arlington Farms to replace them, was asked by the Regents to continue as an unpaid consultant on the project after he left the board last year.

His report indicated that the valuation of the Hill Farms development ultimately will reach \$24,000,000 and that, at the present tax rates, will mean revenue to the City of Madison of \$1,000,000 per year.

Hill Farms sale was authorized by the 1953 Legislature, and since that time, Rennebohm reported:

1. A total of 1,830 acres of fertile farm land and modern buildings has been purchased or constructed at Arlington at an expenditure of \$1,500,000 of the Hill Farms sale proceeds;

2. An additional \$600,000 for other buildings and improvements at Arlington has been approved and the

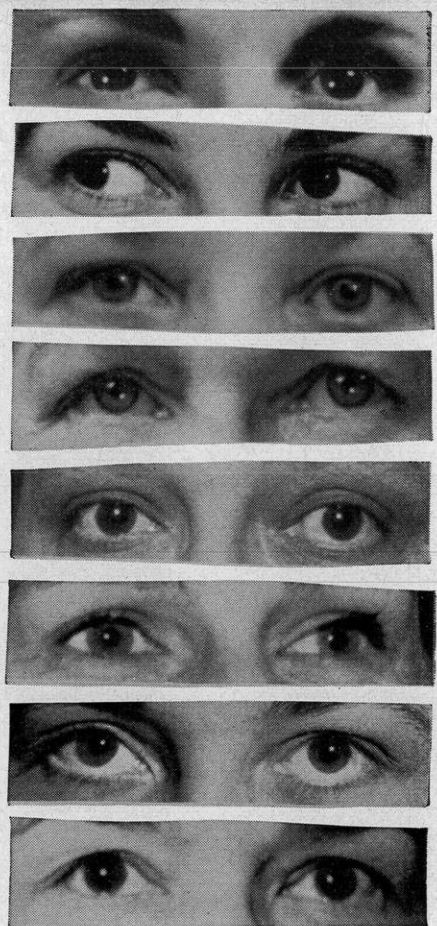
total investment of Hill Farms proceeds there ultimately will reach \$3,000,000;

3. A \$50,000 Meats Laboratory has been constructed on the Madison campus, and further campus construction financed from Hill Farms receipts will approach the \$1,000,000 authorized by the Legislature;

4. Development of the Hill Farms thus far has resulted there in 760 single family residential lots, sites for approximately 50 apartment buildings, four church sites, an elementary school, a junior high school, a city fire station, a large State Office Building, 25 commercial lots, a 20-acre park, and a shopping center which will contain about 40 businesses.

Rennebohm emphasized in his report that Hilldale Shopping Center, scheduled for completion next fall, is a private enterprise, though its earnings will go to the University.

"The Regents sold the land for the Shopping Center to KELAB, a Wisconsin corporation," the report explained. "KELAB has leased the property to Hilldale, also a Wisconsin corporation, which will build and sublease the shopping center. Full real estate taxes will be paid and the net profits resulting from rents collected by KELAB will be remitted to the University."



# SEE IT NOW!

... a film for women that could save your life from cancer.

Our film, BREAST SELF-EXAMINATION, will show you how to examine your breasts for signs that *might* mean cancer and that should send you immediately to your doctor. Thousands of lives are being saved today because women *are* going to their doctors in time for early diagnosis and proper treatment.

But thousands more *could* be saved. *You* can take the first step that will ensure early diagnosis, by examining your breasts once a month and going to your doctor immediately at the first suspicious sign.

BREAST SELF-EXAMINATION will give you all the details. *See it now!* Call your local Unit of the American Cancer Society or write to "Cancer," c/o your local post office.

AMERICAN CANCER SOCIETY





*Wisconsin Loses*

## Pat O'Dea

**T**HE DAY after he was named to the National Football Hall of Fame, Wisconsin's legendary "Kangaroo Kicker", Patrick John O'Dea, passed away in San Francisco, Calif., thus ending one of the most colorful careers in football history. O'Dea's death came after a long illness which found him in the hospital as he observed his 90th birthday on St. Patrick's Day of this year. During his illness, Pat O'Dea received birthday greetings and get-well messages from his friends and admirers throughout the country, including President Kennedy.

Pat O'Dea came to the University of Wisconsin from his native Australia. In fact, that he came to Wisconsin at all was somewhat of a coincidence. His brother, Andy, was crew coach at the University just before the turn of the century. One day, as Andy was busy polishing up one of his racing shells, he happened to look up from his work and was somewhat startled to see the familiar face of his brother.

"Hi Andy," Pat said nonchalantly. And that was it. Pat had travelled all the way from Australia to see his brother who later convinced him to stay on in Madison. From that mo-

ment on, Pat O'Dea was to write his own legend in the annals of Wisconsin and sports history.

Pat O'Dea attended the University of Wisconsin from 1896 to 1900 when he was graduated with a law degree. While he was playing for the Badgers, O'Dea was noted for his all-around play as a halfback and fullback, but more specifically for his fabulous kicking ability. During an era when the football was more round than oval, Pat established feats of kicking which are amazing, even to modern standards. In 1897, against Minnesota, he stepped back and put his toe to a punt which travelled 110 yards. Against Yale in 1899, he kicked one that went 100 yards.

But it was his dropkicking ability that made him an ever-dangerous threat. Having perfected his kicking techniques while playing rugby in Australia, Pat could dropkick a football on the run. Probably his most fantastic kick was a 62-yard field goal dropkicked on the run in a snowstorm against Northwestern in 1898; but he was also proud of the 57-yard field goal he booted into the teeth of a 20-mile an hour wind against Illinois. In all, Pat kicked 31

field goals during his playing career, including at least four that went for distances of 60 yards or more.

After he graduated from Wisconsin, Pat coached for a while at Notre Dame and then went into law practice in San Francisco. Later, he mysteriously disappeared. Some thought that he had joined up with an Australian regiment under an assumed name to fight in World War I. But, whatever the case, no one could trace his whereabouts. As time passed and the O'Dea legend grew, alumni and friends continued their attempts to find him. The search continued for nearly 17 years until, in September, 1934, the *San Francisco Chronicle* reported that it had found the missing Pat O'Dea. The *Chronicle* claimed that since he had disappeared, Pat had taken on the name of Charles Mitchell (Mitchell was his mother's maiden name) and had been working as a statistician for the Red River Lumber Co., in Westwood, Calif.

Many of Pat's friends in Madison were skeptical of the story. To make sure that this was the real Pat O'Dea, a group, including the late Henry J. McCormick, sports editor of the *Wisconsin State Journal*, and the late Earl "Slam" Anderson, a teammate of Pat's from Stoughton, dispatched a telegram containing certain questions which only the real Pat could answer. When the answers were wired back, there was no doubt about it—Pat O'Dea had been found.

To celebrate the event, the Athletic Department invited Pat back to Homecoming, and the 1934 Badger football team joined in the spirit of things by beating a strong Illinois team. In 1953, recalling the incident, Pat wrote a prophetic letter to Art Lentz, then director of sports publicity at the University: "On the eve of our battle with Illinois I cannot help turning back to the 1934 Homecoming at Madison. At that time the situation was somewhat similar. We were facing an unbeaten Illinois with a Wisconsin team much weaker than ours that will face Illinois on Saturday. On the eve of that game I told the campus audience that Wisconsin would win. Most thought

it was wishful thinking . . . We won that game 7 to 3 to the amazement of the football world. History has a habit of repeating itself. Why not on Saturday?" History did repeat itself as the 1953 Badgers went out and overwhelmed an exceptionally good Illinois team by a 34-7 score.

Since he had his real identity returned to him, Pat O'Dea had been one of the University's strongest backers. He was quite active in alumni affairs on the West Coast and loved to return to the campus whenever he could. His last visit to Madison was in 1959 when he flew

in with the Stanford football team and was honored at halftime ceremonies as a member of Wisconsin's Hall of Fame.

The University of Wisconsin has lost the man that was Pat O'Dea, but it will never be without the legend he established.

## 43rd Concert Series Features Leading Artists

ANDRES SEGOVIA, the world's foremost classical guitarist, will headline the 43rd annual Concert Series which is sponsored by the Union Music Committee. Segovia will be making a return appearance in Madison in March of 1963 and will cap off the series which includes a variety of concert talent featuring youthful performers who have the potential of becoming great artists as well as seasoned musicians who have demonstrated their special abilities to concert audiences throughout the world.

### Red Series

George London, *bass-baritone*  
New York Pro Musica  
Rosalyn Tureck, *pianist*  
Jaime Laredo, *violinist*  
Andres Segovia, *guitarist*

### White Series

George London, *bass-baritone*  
New York Pro Musica  
Shirley Verrett-Carter, *mezzo-soprano*  
Chicago Strings, *Francis Akos, director*  
Andres Segovia, *guitarist*

Considered briefly, the performers are noted for the following:

George London is one of the great operatic singing-actors of the present day who is a top star of the Metropolitan Opera and the Vienna State Opera.

With programs of early music, baroque, medieval and renaissance, with instruments from a past era, and the refinements of singing as practiced in courts and country homes of a less frantic age than ours, Noah Greenberg and the New York Pro Musica have built a national following. The group includes

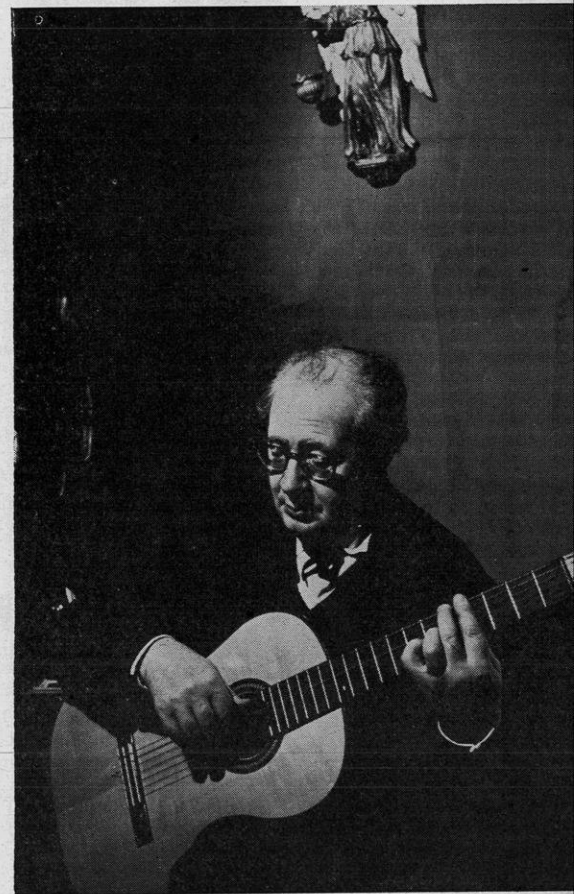
singers (sopranos, counter-tenors, baritone and bass) and instrumentalists (bass viol, harpsichord, organetto, recorders, krummhorn, sackbut and flute) whose repertory ranges from sacred works performed at Chartres or Notre Dame to lusty songs and dances of 15th century Germany, and madrigals of the Italian Renaissance.

Rosalyn Tureck has been called the "high priestess of Bach" and her distinguished performances as pianist and conductor have established her as one of the world's foremost interpreters of the composer.

Shirley Verrett-Carter is a young mezzo-soprano with an addiction for winning awards; she will make her Madison debut next December. Last year she climaxed five years of award winning with the top vocal prize in the National Federation of Music Clubs competition. Another young artist to be introduced to Madison audiences is Jaime Laredo whose mature skill with the violin makes it hard to believe that he was born in Bolivia in 1941. He has been widely praised by critics and other musicians who, like George Szell, look to him as "one of the great hopes among young violinists."

Fourteen instrumentalists from the Chicago Symphony, under the leadership of assistant concert manager Francis Akos banded together last year as the Chicago Strings. Dash, discipline and finesse has characterized their playing, and the group reflects much of the inspired musical philosophy currently displayed by its parent symphony.

All of these outstanding musical attractions will be visiting the University of Wisconsin campus next season as a part of the 43rd Concert Series.



Andres Segovia

UNIVERSITY OF WISCONSIN : CAMP RANDALL STADIUM

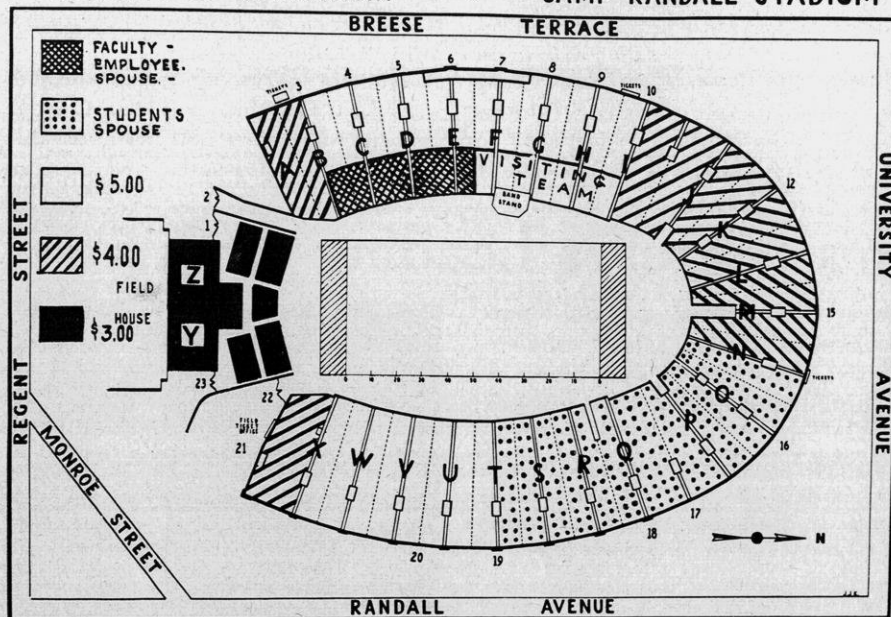
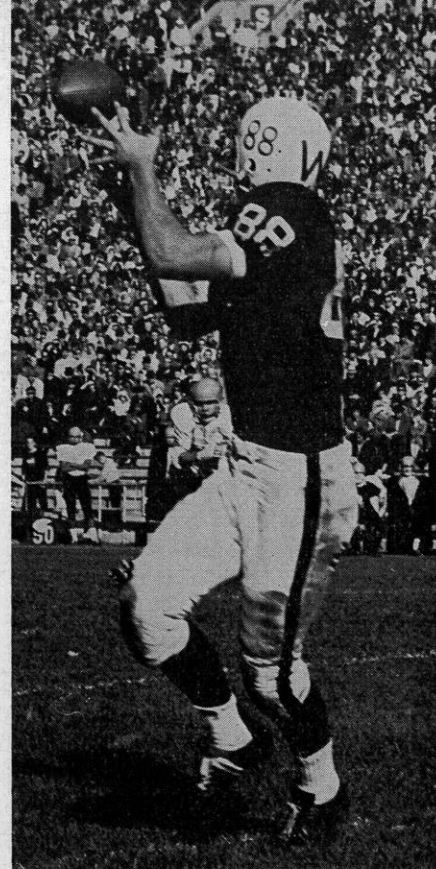


Diagram shows Camp Randall seating arrangement.

All-American Pat Richter, 1962 Co-Captain



AS THE RESULT of a recent action by the University of Wisconsin Board of Regents, tickets to all Badger football games for the coming season will be scaled in price according to location. The diagram shown here indicates the distribution of seats within the new ticket price range—\$3, \$4, and \$5. In addition, the student section has been moved from the west side of Camp Randall Stadium to the east side.

Besides the change in seating prices and policy, this year's Wisconsin football picture will include a

*Applications Mailed May 15*

# Time to Order Football Tickets

by Oscar Damman  
*Athletic Ticket Manager*

## 1962 FOOTBALL SCHEDULE

- September 29 New Mexico State at Madison
- October 6 Indiana at Madison
- 13 Notre Dame at Madison
- 20 Iowa at Madison
- 27 Ohio State at Columbus
- November 3 Michigan at Ann Arbor
- 10 Northwestern at Madison  
(Homecoming)
- 17 Illinois at Champaign
- 24 Minnesota at Madison

To Wisconsin Alumni Association Members only:

If you wish to receive 1962 football ticket information and blanks, and

1. You did not purchase football tickets in 1961, and
2. You do not live in Ohio, Michigan, or Illinois (states where "away" games are scheduled), then please fill out the blank and indicate which ticket application blank you desire.

.....Season Ticket..... Single Game (home or away)

Name .....

Address .....

City ..... State .....

Mail to University of Wisconsin  
Athletic Ticket Office  
1440 Monroe St., Madison 6, Wisconsin

—Do Not Send Money—

total of six home games instead of the customary five. Among the teams who will make an appearance in Madison this year are: New Mexico State, a highly respected football power from the Southwest, and Notre Dame, the legendary "Fighting Irish" from South Bend, Indiana. (The last time the Badgers met the Irish was in 1944 when Notre Dame won by a 28-13 count.)

Football ticket applications for 1962 University of Wisconsin football games will be mailed out on May 15 to these two groups:

1. All 1961 ticket purchasers—these blanks will be for games home and away.

2. Every Wisconsin Alumni Association member residing in Ohio, Michigan, and Illinois—the states in which out-of-town games will be played in 1962. This group will receive individual game application blanks.

If you *do not* fall into either of these two groups, then fill out the blank printed here and mail at once to the Athletic Ticket Office.

Past season ticket purchasers have until June 15 to submit their orders for location priority. All season ticket location priorities will be considered in the following order:

A. Annual season ticket purchasers who order under the same names over a period of consecutive years—if order is received by June 15.

B. Alumni not qualifying for Priority A in order of receipt *each day* after June 15.

C. Non-alumni not qualifying for Priority A in order of receipt *each day* after June 15.

Orders for individual games will be filled only after season ticket orders are filled. The same priority listing will be observed in assigning single game locations. However, individual game locations cannot be assigned with season ticket locations.

We are looking forward to another exciting season of football in Madison and invite you to be with us for all the color and pageantry that characterizes a Big Ten football game.

The Athletic Department welcomes the opportunity to be of service to you!

May, 1962



John Shaw (second from left), manager of the University Co-op, presents first and second place awards in the "importance of alumni giving" contest to UW students Diana Greenblau and Clarence Budd Howell. Observing the presentation are Robert B. Rennebohm (left), executive director of the University Foundation, and James E. Bie (right), administrative secretary.

*UW Foundation Conducts Essay Contest on*

## ALUMNI GIVING

A SOPHOMORE majoring in education and a senior engineer have been awarded the prizes offered in the "importance of alumni giving" contest sponsored by the University of Wisconsin Foundation.

Diana Greenblau of Park Forest, Illinois, won first prize, a \$25 merchandise certificate from the University Co-op. She lives at Lincoln Lodge. Second prize went to Clarence B. Howell of Fennimore, Wisconsin, who lives at the Alpha Chi Sigma fraternity house. He received a Co-op award of \$5. The winners may select books, records, gifts, sports equipment, or any other merchandise offered in the store.

Robert B. Rennebohm, executive director of the University Foundation, said the two winning entries are being printed in the annual honor roll of alumni contributors. The honor roll has been mailed to about 115,000 former students all over the world.

"The purpose of the contest," Rennebohm said, "was to show alumni that students who are benefiting

from alumni philanthropy realize it and appreciate it. (Last year the Foundation reported nearly \$450,000 in gifts to the University from alumni and friends.)

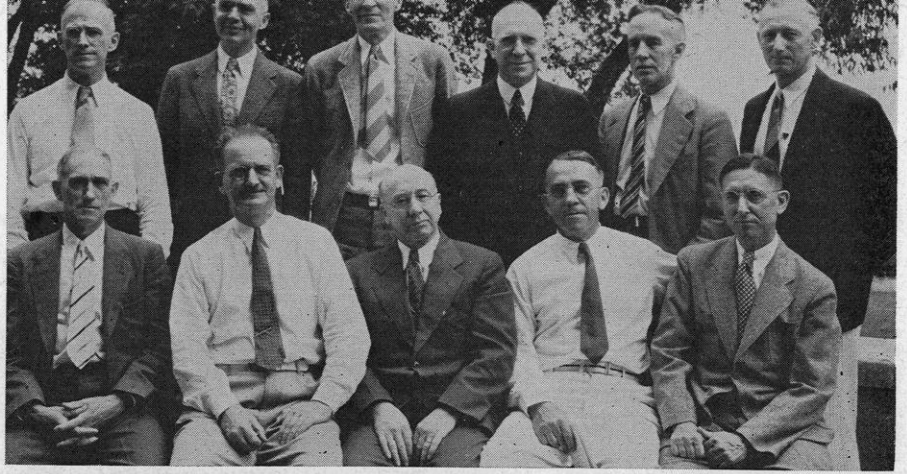
"Second, we want to create a greater awareness among students, alumni, and friends of the need for financial assistance. Many students do not know that their tuition and fees cover only a small part of the cost of their education or that state tax appropriations pay only 43% of the University budget. Gifts from friends and alumni play a vital role in University progress."

Contest judges were Dr. Robert H. DeZonia, co-director of the staff of the Coordinating Committee for Higher Education in Wisconsin; Arthur O. Hove, editor, *Wisconsin Alumnus* magazine; and Mrs. Sally Williamson Trautman of Madison, and alumna of the University and of Alpha Xi Delta sorority.

Contestants were instructed to complete, in 150 words or less, the statement, "Alumni giving is important to the University because . . ."

# Round Robin Reunion

by Jean Goodsell Clausen



In June of 1937 most of these men were celebrating the 35th anniversary of their graduation. Eleven of the original group returned to the campus for a reunion. Seated left to right, and listed with their occupation at the time, they are: C. G. Goodsell, Children's Aid Society of Wisconsin; C. V. Hibbard, secretary of the University YMCA; Walter Hughes, a Fond du Lac attorney; F. O. Leiser, general secretary of the Madison YMCA; Dana Grover, English teacher at Glendale High School in California. Standing: Frank Swaboda, Madison insurance man; Harold Gaffin, Milwaukee insurance man; Andrew Hopkins, agricultural journalism, UW; G. Sydney Phelps, a YMCA secretary in Japan; Milton Orchard, Madison attorney; James E. Smith, professor of Civil Engineering at the University of Illinois.

WHAT HAS HAPPENED to the ten or twenty people you knew best in college? Chances are you have lost track of most of them.

Sixteen men who were students here at the University at the turn of the century started a round robin letter in 1902—and it is still going. They were all active in the University YMCA and lived in its dormitory.

F. O. Leiser '02, Madison, sparked the project. He has "put the Robin back into flight" many times when someone kept it too long or it became lost. He it is who keeps the list up to date. Currently he has titled it "Schedule of the Jet Liner Robina," and it includes the following, listed with their former occupation:

F. O. Leiser	Madison, Wis.	YMCA secretary
Andrew W. Hopkins	Madison, Wis.	agricultural journalism

These three Madison men are part of a group of sixteen who were University students at the turn of the century. They have kept a round robin letter circulating among their members for almost sixty years. Seven of the original members remain. They now live in Madison, Milwaukee, Colorado, and California. The three Madisonians below are shown at the home of C. Glenn Goodsell, right. They are F. O. Leiser, left, and Andrew W. Hopkins.



G. Glenn Goodsell	Madison, Wis.	YMCA secretary
C. H. Gaffin	Milwaukee, Wis.	insurance
Walter Hopkins	Denver, Colo.	YMCA secretary
John W. Nevius, M.D.	La Puente, Calif.	physician & professor, UCLA
Dana Grover	Menlo Park, Calif.	English teacher

## IN MEMORIUM

Walter Hughes	Fond du Lac attorney
Paul C. Foster	YMCA secretary
R. M. Orchard	Madison attorney
Dr. Willis W. Waite	bacteriologist, El Paso, Texas
James E. Smith	engineering professor, University of Illinois; former mayor of Urbana, Ill.
Carlyle V. Hibbard	YMCA secretary, Madison, Manchuria, & Japan
LeRoy B. Smith	YMCA secretary
Frank G. Swaboda	Madison insurance man
G. Sydney Phelps	YMCA secretary in Japan

Mr. Phelps was not a graduate of the University, but he was the first full time secretary of the UW YMCA. From 1902 to his retirement he served as a YMCA secretary in Japan.

At one time the round robin letter included China, Japan, and Manchuria on its itinerary. Mr. Leiser was in China from 1905 to 1914, when he joined the staff of the Madison YMCA. Dana Grover once taught English at Doshisha College, Kyoto, Japan.

In spite of the fact that these men now are all past the age of 80, they are not consigned to the rocking chair. On a recent stop in Madison, "Robina" yielded the following quotes:

From C. H. Gaffin, Milwaukee: "Don't laugh too hard at this! I'm down on their list to sing a solo at the church service I usually attend on Sunday evenings. I guess I've just about reached my limit there, however."

From Andrew Hopkins: "Here in Madison we enjoy the companionship of Goodsell, expert deluxe in archery, master of constructive philosophy, and careful analyst of trends. Leiser, in true Daniel Boone charac-

ter, continues to fish, hunt, garden, and interest himself in the welfare of the University and its YMCA."

From F. O. Leiser, Madison: "Isn't it true now that most of us are conscious daily of the high spots of what is happening throughout the whole globe? It is quite a contrast to my boyhood days when I didn't know what was going on outside my township . . . . The Chinese had a proverb as follows: 'A gem is not polished without rubbing nor a man perfected without trials.' The astronauts know what that means. I think we who have reached four score years also know what that means."

Retirement within the last ten or twenty years has provided many of these men with an opportunity to pursue interests for which there was never time in the busy years of their careers.

Walter Hopkins, former state YMCA secretary for Colorado, after a great deal of research, has written the history of the Congregational Church in Colorado. In one of the round robin letters he wrote: "When I want a mental refresher I retreat to books of history, poetry

or other literature. I guess poetry is my favorite . . . . When I want a hard intellectual struggle I tackle Robert Browning. He was always hard for me to understand. Now I am wrestling with 'Instans Tyrannus.' I see in it the power of a soul's confidence in God when one is all but overwhelmed."

F. O. Leiser, Madison, is at work on an article about little known facts concerning our presidents. In preparation for this he has read biographies of all thirty-five of our presidents, through Eisenhower. Also since his retirement he has learned to speak Spanish and to play the violin.

Andrew Hopkins has done much for Shorewood Hills, a suburb of Madison in which he has lived for almost fifty years, still taking an active part in its politics. His most recent project is a unique memorial to the late Ernest F. Bean, state geologist who died in 1961. He keeps other members of the round robin informed on matters of current University interest, and is a strong proponent of not marring Bascom Woods with TOO many new buildings!

*with alumni clubs*

## Founders Day Meetings

by Edward H. Gibson

WAA Field Secretary

THE BULLETIN BOARD method of reporting upcoming alumni meetings in the *Wisconsin Alumnus* is being discontinued. The issuing dates of the magazine, and the news value at the time of establishing dates for alumni events just do not jibe satisfactorily.

We are, therefore, shifting the emphasis of the club page to brief summaries of alumni club activities. Included will be the most interesting, varying, and unusual. Omitted will be the routine and prosaic. Toward this end, the help of club officers is needed because the *Alumnus* cannot be represented at all alumni functions.

For a marvelous winter view (though chilly), it's hard to beat the *Door County Club's* (Pres. Gerald Bosman) Founders meeting place—the Yacht Club on beautiful Sturgeon Bay. The assembled alumni "went to the bottom" of Lake Superior with Professor Arthur Vierthaler. Ditto the winter scene and

speaker for the *Chequamegon Bay Club* (Pres. Thomas Anich) meeting in the attractive Marine Club on historic Chequamegon Bay.

Freewheel dancing, singing and raising money for its scholarship fund accompanied Robert Rennebohm, executive director of the University of Wisconsin Foundation, at the Founders meeting of the *Gogebic Range Club* (Pres. Florian Santini).

The alumni in the Watertown Club area (Pres. Philip Mallow) enjoyed one of the best beef dinners of all groups at a nightclub in Pipersville, Wisconsin.

The *Shawano Club* (Pres. Roger Gottschalk) continues its leadership among clubs with novel and timely decorations for Founders meetings. The last one, on a very snowy night February 21, naturally used the George Washington theme topped off with cherry ice-cream and hatchet shaped cookies.

The only club to broadcast its

Founders program was *La Crosse* (Pres. Curtis Storck and Chairman John Flynn). The assembled alumni witnessed an unusual happening—in the middle of the solemn invocation, the public address system cut in with chamber music. (Maybe that's not such a bad idea). To the minister's credit, his part in the program was carried to completion without a hitch.

The *Lake County Club*, Waukegan, Ill., (Pres. Bruce Howe) met in the attractive Swedish Glee Club House to honor its founder, and most ardent supporter, Fred J. Helgren. And when George Crawford awarded the testimonial certificate, it was given to Fred's son—Preston. For the first time in the club's 25 year history, Fred and his wife were absent because of the sudden illness of a close relative. This group is made up, in large measure, of employees from Abbott Laboratories, so Dr. James Crow had to field highly technical questions on nuclear testing and radio active fall-out from this very professional group.

Club record keeping is important, historically, and especially for succeeding boards of directors. One of the best club secretary record books has been kept by Mrs. John Vye of the *St. Croix Valley Club* (Pres. Robert Sandeen).



All alumni club presidents and Founders Day chairmen look for interesting tie-ins with the subject of their meetings. The *Stevens Point Club* (Pres. Emil Fleischauer) did an outstanding job in this respect. Dr. A. R. Zolberg was to speak on "African politics", so Emil invited three graduate students from Kenya, Africa, now attending the State College in Stevens Point, to the meeting. Also invited were three outstanding high school students. The speaker certainly had to know his subject to handle the questions tossed at him by natives from that continent.

Slushy streets and rapidly dropping temperatures greeted the *Berlin Club* at its Founders meeting (Pres. Milton Spoehr).

Regent Harold Konnak gave the *Kenosha Club* (Pres. Robert Schmidt) good reasons for "looking to their laurels" as alumni in order to maintain Wisconsin's excellency among great universities.

Implementing an idea—Mr. M. E. Schneider, a member of the University Board of Visitors, and Arlie Mucks, executive director of the Association, were discussing alumni

activities. The suggestion was made that Wisconsin Rapids should have some organized alumni activity. Yours truly entered the picture by visiting Wisconsin Rapids. Mr. Schneider introduced me to Dane Dahl, a florist, who had earlier expressed an interest in doing something on behalf of the University. We discussed organized alumni activities in Dahl's attractive place of business; our conversation resulted in a steering committee meeting at his home March 28. It was attended by: Michael Daly, Mrs. Richard Brazeau, Robert C. Lingren, Mrs. Gene Rowland, Mrs. George W. Schmidt, and Roman Schmid. A thorough discussion ensued, culminating in a successful meeting held

in late April with John Berge featured as the main speaker.

## John Berge to Visit Philadelphia

The Philadelphia Alumni Club will hear from John Berge, WAA director of alumni relations, at a golf and picnic outing on May 26. The golfing part of the program will be held at the Huntingdon Valley Country Club, while the remainder of the program will take place at "Sunswept", the home of Mr. and Mrs. William Balderston, Meadowbrook, Pa. Those interested in attending the event should contact Mrs. Karl Beyer (MITCHELL 6-1282).

## Two Clubs Re-activated

**T**WO NEW Wisconsin Alumni Clubs have been re-activated since the first of the year. In such widely differing geographic areas as Miami, Fla., and Buffalo, N. Y., alumni gathered under the Wisconsin banner to plan a program of activities.

In Miami, UW Regent Maurice B. Pasch spoke to local Wisconsin alumni at the beautiful Coral Gables Country Club on February 10. Club president Charles Kaniss and his directors had contacted Wisconsin alumni living or vacationing in the area and 75 turned out for the meeting. Among the business and professional leaders who were on hand were former state senator Louis Feltenz and Robert Nohr, formerly

associated with the UW men's professional physical education program.

Alumni from the Buffalo and Niagara Falls area turned out 55 strong on the night of March 23 to hear Arlie Mucks, WAA executive director, and to see the new film, "Wisconsin Is an Idea". Also on hand to lend advice and counsel was Bob Ackerman '51, a member of the WAA board of directors and the Rochester, N. Y. Club. The graduates on hand for the meeting ranged in classes from S. B. Severson '11 to Alice Sauer '58. Club president Mort Spooner '48 predicts an active future for the new "Niagara Frontier" Club.



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## Alumni News

### 1900-1910

Mr. and Mrs. Henry A. SCHUETTE '10 (Jean FREDERICKSON '14) recently returned to Madison from a seven-weeks trip to South America. Mr. Schuette is a professor-emeritus in the chemistry department of the University of Wisconsin.

The *Wisconsin Alumnus* erroneously listed Raymond J. HEILMAN '12 in the Necrology column in a recent issue. Mr. Heilman, who informs us that he is very much alive, wrote to inform us of the death of Emeritus Professor Ernest A.

HEILMAN '08 of the University of Minnesota.

### 1911-1920

Robert C. JOHNSON '17, board chairman of Siessel Construction Co. of Milwaukee, was recently given the Kennedy Award of the American Concrete Association.

Louis G. WEEKS '17, consulting geologist, Westport, Conn., has been chosen to receive the Sidney Powers Memorial Medal, highest honor in petroleum geology,

for distinguished and outstanding contributions in his field.

Charles BRACE '18, Wisconsin field man for the Holstein-Friesian Association, Waukesha, Wis., is retiring after more than 20 years of service.

Robert E. RETTGER '20, chief geologist, Southwest Division, Sun Oil Co., has been elected president of the American Association of Petroleum Geologists for 1962-63. He is an honorary life member of the Dallas Geological Society and is a member of the Dallas Petroleum Club and the Dallas Country Club.

Leonard MORAN, Jr., '20, C.L.U., representative of National Life Insurance Company of Vermont, attended the firm's agents' educational conference held recently at Hollywood Beach, Fla.

#### 1921-1930

Dr. Norman L. WITTKOP '21 has retired from the educational field as principal and superintendent, and has purchased a home in St. Petersburg, Fla.

A biography titled *Beloved Professor* by Russell E. FROST '21, Glen Ellyn, Ill., has been nominated for a 1961 Pulitzer Prize in Letters. *Beloved Professor* is the story of the life of William D. FROST '03, a pioneer University of Wisconsin bacteriologist, teacher, researcher, inventor, public health leader and crusader in the fight against human tuberculosis.

Dr. Paul B. BAUM '21 will retire July 1, 1962 as Dean of LaVerne College, LaVerne, Calif. He will remain at LaVerne College as head of their new fifth year graduate program and will also counsel and teach education courses on the graduate level.

Mrs. Mayer Hiken and Dr. J. Joseph BARATZ '23 were married recently in Chicago.

Oscar A. HANKE '23, vice-president and publishing director of the Watt Publishing Co., Mount Morris, Ill., has been named "The Poultry Industry's Man of the Year."

M. Curtis PEARSON '23, president of Realty Associates, Madison, has been appointed a county condemnation commissioner for Dane County.

Dr. Nels A. HILL '24 is the new president of the Wisconsin State Medical Society. Dr. Hill is also active in the Red Cross, the United Givers, the Family Welfare Association and is the Medical Director of the Wisconsin Life Insurance Co., Madison.

Prof. Carl R. ROGERS '24 of the University of Wisconsin Psychiatric Institute, has been named a fellow of the Center for Advanced Study in the Behavioral Sciences at Palo Alto, Calif., for 1962-63.

Neal E. MINSALL '24, research hydraulic engineer for the Agricultural Research Service, U. S. Department of Agriculture, has been transferred to Columbia, Mo., to head the new North Central Hydrologic Research Project.

Dr. David SINCLAIR '24, research technologist in the Johns-Manville Basic Physics Research Section, has developed a dual-brake inertia dynamometer for testing automatic brakes.

Dr. Theodor W. BRAASCH '25, head of the German department at Western Reserve University, will retire in June, after having been a member of the faculty since 1930.

Miss Virginia Donham '26 is the new president of the Wisconsin Alumnae Club of Chicago.

Mary B. Yost and Dr. Ralph M. CROWLEY '26 were recently married in Phoenixville, Pa. The former Miss Yost is a liter-

## '17 PLANS 45th REUNION



Hit 'em on the eyeball!  
Hit 'em on the bean!  
Varsity, Varsity, Seventeen!

Times have changed and less violent slogans may have replaced the above as older and (we hope) wiser Seventeeners approach their forty-fifth reunion on the Madison campus. But that hard-hitting youthful spirit still eggs them on. Always come back for more—more



of the delightful game of meeting and greeting friends, of catching up with the growth and improvements of their Alma Mater, of discovering where they can lend a hand—more, more, more, that's SEVENTEEN!

A busy Madison committee has sent out a letter to six hundred and thirty-six members offering these plans for a jubilant week-end June first through third:

**REGISTRATION** in the Union lobby Friday, one to five P.M. Here information on lodging and transportation may be obtained and reservations made for all Class events, including permits for golfers as guests at Maple Bluff Country Club.

**CLASS BANQUET** at Maple Bluff Country Club, Friday at seven, preceded by a social cocktail hour. Late registrations. A new film, "Wisconsin Is an Idea", will be shown during the evening.

**BRUNCH** in the Union, Saturday at eleven, followed by Class business meeting. Plans for 50th Reunion gift to the University will be considered at this time.

**BUS TOUR OF THE CAMPUS** at two:thirty, guided by a University official, to view new developments and planned extensions.

**GENERAL ALUMNI BANQUET** in Great Hall of the Union, Saturday at six:thirty, for which individual reservations must be made.

**BREAKFAST** on the Union Terrace, Sunday at nine:thirty, for a final fling of sociability.

Early registrations are being received by Miss Mary McNulty, at 604 E. Gorham Street, Madison 3, Wisconsin. Lodgings should be reserved with hotels or motels directly and well in advance to avoid disappointment.

Come on, Seventeeners, hit 'em on the . . . Never mind, I'll be seeing you!

CAROL McMILLAN REID

ary agent in New York City and Dr. Crowley is a psychiatrist and psychoanalyst, having recently been elected to the New York Academy of Medicine.

Mrs. John F. Wyckoff (Delaphine ROSA '27), professor of bacteriology at Wellesley College in Wellesley, Mass., has been elected president of the Northeast Branch of the American Society for Microbiology. At present, she is national president of Sigma Delta Epsilon, graduate women's scientific fraternity.

Lester N. DUKELOW '27, has been appointed manager of sales of Republic Steel Corp.'s Tin Plate Division.

Orland K. ZEUGNER '27 has been elected executive vice-president of Stone & Webster Securities Corp., a large investment banking firm in New York City.

Dr. LaVerne E. CLIFCORN '28, who recently returned to the United States from Viet Nam, was presented with a citation from the South Viet Nam government for lending his professional assistance as a special consultant to the Department of Defense.

Roderick H. RILEY, '30, former economic advisor to the U.S. Information Agency, has been appointed assistant and economic advisor to Commissioner of Indian Affairs, Philleo NASH '31.

Robert W. KUBASTA '30 has been named product sales manager for unit heaters and sheet metal specialties for Carrier Air Conditioning Co., Syracuse, N.Y.

### 1931-1940

Mrs. Carl R. WOLF (Phyllis HANDFORD '31) has been elected president of the Wisconsin Alumni Club of Berlin.

Dr. Theodore J. JENSEN '31 has been appointed chairman of the Ohio State University department of education.

Mrs. Henry BUNTING (Mary INGRAM '32), president of Radcliffe College, has been elected to the National Merit Scholarship Corp. board of directors.

Donald MacARTHUR, Jr. '34 has been appointed a vice-president of Koppers Co., Inc., Pittsburg, Pa.

Mrs. John B. Gillett (Lulubelle CHAPMAN '34) has been elected secretary-treasurer of the Wisconsin Alumni Club of Berlin.

William H. STRAUB '34 has been elected president of the Madison Bus Co.

Arnie F. BETTS '35, public relations director of Allied Van Lines, has been named associate director of development at Illinois Institute of Technology in Chicago.

Dr. Harry PURCELL '35 is currently on the staff of the Holy Family Hospital in Delhi, India.

The new president of the Wisconsin

Alumni Club of the St. Croix Valley is John C. BURKHOLDER '37.

Martin H. ALBRECHT '37, assistant superintendent of University hospitals, Madison, is the new president of the Wisconsin Hospital Association.

Raymond L. THURSTON '37 is presently residing in Port-au-Prince, Haiti, where he is serving as American Ambassador.

J. Gordon FULLER '38, Menlo Park, Calif., has been appointed assistant to the national manager of Shell Oil Co.'s industrial sales department.

Rev. Joseph LINDE '38, Reno, Nev., recently celebrated the 25th anniversary of his ordination to the priesthood.

Milton W. WIESNER '38 has been named new general manager of the Whatcom County (Washington) Dairymen's Association.

Miss Martha SCHURCH '38, of the Wisconsin Department of Public Welfare, participated in the program at the Midwest regional conference of the Child Welfare League of America held recently in Des Moines, Ia.

Lyell C. TULLIS '38 has been named vice-president in charge of research and engineering for Gilman Engineering and Manufacturing Co., a subsidiary of the Parker Pen Co., Janesville, Wis.

Murray MEDVIN '38 has been named assistant secretary of General Devices, Inc., and its subsidiary, General Thermoelectric Corp., Princeton, N. J.

George C. BECKER '39, professor of biology at Stevens Point State College, has been awarded a Ph.D. degree from the University of Wisconsin.

Mrs. Henry H. HUBER (Dr. Mary WEHE '39), professor of speech at Los Angeles State College, is one of the contributors to the new symposium on the speech ailment known as aphasia, recently published by the National Society for Crippled Children and Adults.

Dr. William H. McClAIN '40, associate professor of German at Johns Hopkins University, received the Christian R. and Mary F. Lindback prize for distinguished teaching at a recent banquet of the Johns Hopkins University Alumni Association.

Ruth COE '40, who founded the practical nursing program at the Madison Vocational & Adult School, will retire this summer after 37 years at the school.

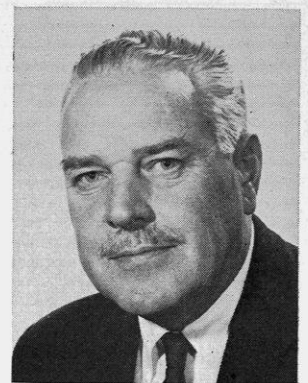
### 1941-1945

Atty. George E. RAPP '41, former United States Attorney for the Western district of Wisconsin, recently announced the reopening of his law office in Madison.

Mrs. Henry C. Clarenbach (Kathryn FREDERICK '41), an assistant to the Dean of Women at the University of Wisconsin, is head of a study committee that is exploring problems and possibilities of continuing education for Wisconsin women.

John O. MILLER '41 has been elected

John H. Sarles '23 recently joined Trans-Communicators, Inc., Minneapolis-based public relations agency, as vice president. He retired as a vice president of Knox Reeves Advertising, Inc., Minneapolis, in December 1961, where he had also served as chairman of the plans board and an account manager. Mr. Sarles has also been very active in alumni work and is a past president of the Wisconsin Alumni Association.



Paul A. Christenson '38, manager of Square D Company's Industrial Controller Division in Milwaukee, has been elected a vice president of the company. He joined Square D in Milwaukee in 1943 as a production clerk, became works manager in 1957 and in June 1960 was promoted to division manager.



Wisconsin Alumnus

executive vice-president of Farmers Mutual Automobile Insurance Co., Madison.

Theodore J. GRISWOLD '42, prominent Livingston Polled Hereford breeder, has been elected president of the Wisconsin Livestock Breeders Association.

Mrs. John Ladner (Mildred DIEFENDERFER '42), Tulsa, Okla., recently received the Comenius Award from Moravian College, Bethlehem, Pa. The award is presented annually to an alumnus for outstanding achievement and is made in the name of John Amos Comenius, 16th century Moravian educator.

Gerald D. RUNYARD '42 has been promoted to lieutenant colonel in the United States Air Force. He is assigned to the 28th Bomb Wing in Ellsworth AFB, S.D., as a management analysis officer.

Edith FRANKLIN '43 is the new secretary of the Wisconsin Alumnae Club of Chicago.

Prof. Truman P. KOHMAN '43, of the Carnegie Institute of Technology, known for his studies of radioactivity in meteorites, recently received a cash award from the American Chemical Society.

Dr. John J. VAN DRIEST '44 is presently in Saigon, South Viet Nam where he is serving as a volunteer for Orthopedics Overseas, a program sponsored by the American Association of Orthopedic Surgeons.

Mrs. Henry J. COOK (Dorothy J. ALLEN '43) has been elected president of the Wisconsin Alumni Club of Shawano.

L. Joseph LINS '44, professor and coordinator of institutional studies at the University of Wisconsin, has been appointed acting registrar and acting director of admissions.

Dr. Gordon H. SVOBODA '44 has been appointed a development associate by the pharmaceutical firm of Eli Lilly & Co., Indianapolis, Ind.

Mrs. William A. NIELSEN (Margaret PREHN '45) has been named secretary of the Wisconsin Club of West Bend.

#### 1946-1950

Dr. Rhoda E. JOHNSON '46 has joined the staff of Lakeside Laboratories, Inc., Milwaukee, as assistant director of clinical research.

Dr. Alwin E. SCHULTZ '46 has announced the opening of his office for medical practice in Madison.

Charlotte BUCKBEE '46 is the new secretary of the Wisconsin Alumni Club of Shawano.

Mr. and Mrs. Joseph SHUTKIN '47 (Glenna KRAVAT '54), Whitefish Bay, Wis., announce the birth of their first son, David Seth.



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*Our Featherweight Dacron® Polyester and Rayon Suits, \$42.50*

*Our Remarkable Brooksweave (Dacron® Polyester and Cotton) Suits, \$49.50; Odd Jackets, \$37.50; Odd Trousers, \$16.50; Bermuda Length Shorts, \$13.50*

*Our Distinctive Tropical Worsted Suits, from \$80\**

*Our Traditional Cotton Seersucker Suits, \$35; Odd Jackets, \$25; Odd Trousers, \$12.50*

*Hand-Woven Cotton India Madras Odd Jackets, \$39.50*

*Lightweight Worsted Blazers, \$55*

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Ralph M. ROEN '47 has been promoted to manager of manufacturing engineering for Line Material Industries, Milwaukee, Division of McGraw-Edison Co.

Mr. and Mrs. Ronald G. MARSHALL '49 (Eileen HANSEN '47) and family are now living in Ames, Ia., where Mr. Marshall is associated with the National Animal Disease Laboratory and is also attending Iowa State University.

Harold S. JOHNSON '47 has been appointed district manager for the Commercial Credit Corp. of Wisconsin.

James GARNER '47 has been named secretary of the Wisconsin Alumni Club of Cleveland, O.

Dr. Paul R. EBLING '47, formerly chief physician for the Mead and Trentwood plants of Kaiser Aluminum and Chemical Corp., has been appointed medical director of Willys Motors, Inc., Toledo, O. Dr. Ebling is also a Lt. Commander in the Naval Reserves (Medical Corp.).

Robert J. JONES '48 was recently promoted to full colonel in the U. S. Air Force at Barksdale Air Force Base, La.

John SZARKOWSKI '48 has been named director of photography at the world famed Museum of Modern Art in New York City.

Dr. George S. O'BRIEN '48 has joined the staff of Midwestern Psychological Services, Madison, as neurological consultant, specializing in diagnosis and management of neurological conditions.

Nancy C. HANSCHMANN '48 and C. Wyatt Dickerson, Jr. were recently married in Washington, D.C. The former Miss Hanschmann is a news correspondent for the Columbia Broadcasting System.

Harold SCALES '49, vice-president and treasurer of Anchor Savings and Loan Association of Madison, has been elected governor of District VI of the Society of Savings and Loan Controllers.

Leif F. ERIKSEN '49 is the new president of the Wisconsin Alumni Club of West Bend.

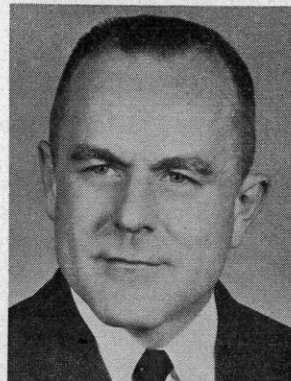
Byron J. CROSSE '49, C.L.U., has been appointed Northwestern Mutual Life Insurance Co.'s general agent at Kalamazoo, Mich.

Dr. Stephen W. NICKSIC '49 has been appointed research associate in the Analytical and Physical Measurements Section of the Richmond Laboratory of the California Research Corp.

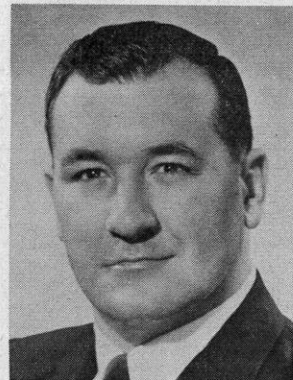
John FETZNER '49 has been elected secretary of the Wisconsin Alumni Club of the St. Croix Valley.

Mr. and Mrs. D. Dale HANNER '49 (Lillian FRISKE '50) announce the birth of a son, Mark Dale. Mr. Hanner was recently promoted to the position of assistant chief budget analyst for the California State Department of Finance.

George Stolze '42 has been appointed plant manager of the newly-opened Cleveland, Ohio plant of the Arwood Corp. He is in charge of the company's sixth plant, a fully integrated investment casting foundry, which was established to serve Arwood customers in the Mid-West. Mr. Stolze formerly was operations manager of Howard Foundry Co., Chicago.



George R. Simkowski '53 has been appointed field sales manager of Webcor, Inc., Chicago and will direct regional sales managers covering more than 100 distributors from coast to coast. Mr. Simkowski joined Webcor five years ago as an assistant in the advertising department. Prior to joining Webcor, he was field promotion manager of the Red Ball Footwear Co., a division of U.S. Rubber Co.



Dr. and Mrs. Edward A. PRYZINA '49 (Mary LERDAHL '50), Wausau, Wis., are parents of a daughter, Susan Mary.

The new president of the Wisconsin Alumni Club of Stevens Point is John LAURIN '49.

Dr. John ALLEN '49, district counselor for the Industrial Medical Association, was recently awarded a fellowship certificate by the Association for outstanding achievement in the field of occupational medicine.

James L. BLOOR '49 has been named secretary of the Wisconsin Alumni Club of Watertown.

Paul G. PLANTICO '49, teacher of history at West Senior High School, Green Bay, Wis., is one of 88 public high school teachers in the nation to be awarded a John Hays Fellowship for a year of study in Humanities during 1962-63.

The Department of Public Welfare recently announced the appointment of Arthur GERG '49 as superintendent of the Wisconsin Child Center, Sparta, Wis.

LeRoy A. BLOCK '49 is the new president of the Wisconsin Alumni Club of Watertown.

Dr. and Mrs. Fred G. BLUM, Jr. '50 (Miriam EYE '60) are parents of a daughter, Heidi Hefty.

Mrs. Urban JOHNSON (Jane SMYTHE '50) is the new secretary of the Wisconsin Alumni Club of Janesville.

Four Madison attorneys, Joseph A. MELLI '46, Robert W. SMITH '49, F. Anthony BREWSTER '50, and Donald D.

JOHNSON '59, have announced the formation of a law firm in Madison.

Robert G. WEISKE '50 has been promoted to manager of The Trane Co. design department, La Crosse, Wis.

Ralph ROTHWELL '50 has joined the staff of the Hawthorn-Melody Dairy Plant as a bacteriologist and assistant laboratory technician.

Jerry M. HIEGEL '50 has been named assistant general sales manager, Western Division, for Oscar Mayer & Co., Madison.

Donald C. KAMM '50 has been elected president of the Wisconsin Alumni Club of Racine.

S. Stanton DAVIS '50 has been appointed the Madison representative of the National Brokers Council.

## 1951

Mrs. Warren D. Phillips (Vel RODGERS) was recently selected to represent President Kennedy at the first Independence Day celebration in the Republic of Upper Volta, Africa. Mrs. Phillips practices law with her husband in Milwaukee.

## 1952

Mr. and Mrs. Thomas W. BAUTZ announce the birth of a daughter, Julie Ann.

Atty. James HALFERTY has been appointed acting district attorney of Grant County.

Mr. and Mrs. Herbert D. ANTON are the parents of a daughter, Becky Lynn.

## 1953

T. Richard MARTIN is the new president of the Wisconsin Alumni Club of Cleveland, O.

Robert H. MACKE, Jr. has been elected president of the Wisconsin Alumni Club of Oshkosh.

Mr. and Mrs. Sidney N. HARTWELL (Inez LOW) announce the birth of their second daughter, Katherine Inez.

Charles WITTKOP, Morton Grove, Ill., has been promoted to the head of the engineering department for Motorola Co., Chicago.

Wallace G. WEISENBORN has been promoted to assistant cashier in the banking department at Harris Trust and Savings Bank. Chicago.

Richard H. HANSEN has been named public information director for the State Medical Society of Wisconsin.

Thora VERVOREN, chief pharmacist at Columbia Hospital, Milwaukee, is the first woman president of the Wisconsin branch of the American Pharmaceutical Association.

Dr. Don W. SCHULZ is now associated with the Marsh Clinic in Shawano, Wis.

Mrs. John Caradine (Susan WEGENER) is the new secretary of the Wisconsin Alumni Club of Green County.

## 1954

Mr. and Mrs. David R. Schulte (Virginia HALL), Highland Park, Ill., announce the birth of a son, Theodore Edward.

Robert DUCKETT, basketball coach at Waukesha High School, has retired from coaching to devote full time to his duties as vice-principal.

Mrs. John B. Gittings (Jane REARDON) has been named secretary of the Wisconsin Alumni Club of Racine.

A second daughter, Suzanne, was recently born to Mr. and Mrs. Byron H. STEBBINS (Mary OSGOOD '57).

## 1955

Dr. Eugene D. KOPLITZ, associate professor of psychology and guidance, was recently appointed director of the honors program at Colorado State College, Greeley, Colo.

Charles TEBO was recently named 1961 Salesman of the Year by Cities Service Oil Co.

Walter F. GUGGISBERG has joined Holland Color and Chemical Co., Holland, Mich., as a chemical engineer. He was formerly with the National Aniline Division of Allied Chemical Corp.

George R. KLACAN has joined the staff of Colorado State University's San Luis Valley (Calif.) Branch Experiment Station as assistant horticulturist.

Dr. and Mrs. Donald I. VAN GIESEN (Leah CLARK '57) announce the birth of a second son, Robijn. Lt. Cmdr. Van Giesen is a staff surgeon at the United State Public Health Service Hospital in Detroit, Mich. He will resume urological training at the University of California Medical Center, San Francisco, in July.

Atty. Robert J. MUELLER has announced his resignation from the Wisconsin Employment Relations Board and is now associated in the general practice of law with the firm of McBurney and Koch, Madison.

Mrs. Raymond R. KUBLY, Jr. (Dolores HODGSON) was recently elected president of the Wisconsin Alumni Club of Green County.



George Grabin  
President

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Mr. and Mrs. Harry H. HICKS have announced the birth of a daughter, Diane Lynette. Mr. Hicks is manager of the Frito-Lay plant in Rhineland, Wis.

## 1956

Mrs. Richard LANE (Ann PETERSON) has been named president of the Wisconsin Alumni Club of Janesville.

Prof. and Mrs. Walter BUNGE (Judith WRAGE) have announced the birth of a second son, Christopher. Prof. Bunge is on the journalism faculty at the University of Idaho.

Richard W. DROZEWSKI is now associated with AC Spark Plug, Milwaukee, as a senior project engineer.

## 1957

Dean WALKER, town of Lewiston dairy farmer and director and secretary of the Kilbourn Cooperative Exchange, Wisconsin Dells, Wis., has received runner-up honors in the state's outstanding young farmer contest sponsored by Wisconsin Jaycees.

Mr. and Mrs. John V. BESTEMAN (Laura PIKE), Seattle, Wash., are parents of a son, George Abraham.



John J. Helble '56 (center) is shown here with US Ambassador Nolting and Mrs. Helble, the former Joan Biason '56. Helble, US Consul at Hue, South Viet Nam, is being presented with a State Department meritorious service award from Secretary of State Dean Rusk.

May, 1962

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David P. DIXON is presently associated with AC Spark Plug, as a project engineer.

### **1958**

Mrs. William A. Diedrich (Molly RICE) is the new secretary-treasurer of the Wisconsin Alumni Club of Stevens Point.

Mr. and Mrs. Robert Galminas (Mary Lou SCHAUDER) announce the birth of a daughter, Lisa Rae.

James KEALEY is presently a pharmacist for Tobin Drugs, Burlington, Wis.

Mr. and Mrs. John J. Ladner (Barbara L. EATON), Oak Park, Ill., announce the birth of their first child, Lucy Anne.

Mrs. Verlin H. LA MAY (Nan BACHKAL) has been elected secretary of the Wisconsin Alumni Club of Oshkosh.

A son, Mark Leslie, was recently born to Mr. and Mrs. John WAGGONER (Karen KINDSCHI).

Atty. Dale N. MIRACLE recently joined the legal firm of Johnson and De Baufer, Whitewater.

Dr. and Mrs. Marshall B. ROSENBERG, Oshkosh, Wis., are parents of a daughter, Marla Ann.

### **1959**

Lt. S. Rollins HEATH, Jr. is currently working in the Judge Advocate Generals Office of the Ft. Bliss Air Defense Center, El Paso, Tex.

Harold BECKMAN has been appointed head of foreign language studies in the Manitowoc public school system.

Dr. Irvin D. SMITH is the new president of the Wisconsin Alumni Club of Lake County, Ill. (Waukegan)

Atty. Donovan W. RILEY has announced the opening of his law office in Madison.

Mr. and Mrs. Robert A. BURTON (Nancy FELTENBARGER '58) have announced the birth of a daughter, Shawn Renee. Mr. Burton is a petroleum engineer with the Shell Oil Co., Midland, Tex.

### **1960**

William H. KELLER is now associated with AC Spark Plug, Milwaukee, as a junior engineer.

Edward C. DREHER, Jr. has been appointed an accountant by Baxter Laboratories, Inc., Morton Grove, Ill.

Marilyn SPICUZZA has been appointed a registered representative by Paine, Webber, Jackson & Curtis investment firm, Milwaukee.

Mr. and Mrs. William C. ROBBINS announce the birth of a daughter, Julie Ann. Mr. Robbins is on the editorial staff of the *Wisconsin State Journal*, Madison.

Elizabeth J. BLUE recently arrived in

Europe where she is serving as a recreation director at the Army service club.

A daughter, Jody Ann, was recently born to Mr. and Mrs. Anthony J. REIN, Salt Lake City, Utah.

The birth of Jeffery James, son of Mr. and Mrs. James F. RANKIN, Oakland, Calif., was the subject of an article appearing in a recent issue of the *Ladies' Home Journal*.

Mr. and Mrs. James O. HUBER (Joyce VERTHEIN) are parents of a daughter, Katherine Ellen.

Mr. and Mrs. Henry J. BROWN, Jr. (Mary CLATWORTHY), Salt Lake City, Utah, announce the birth of a son, Henry J. Brown III.

## 1961

Frances F. FULLER is currently studying theatre at the Neighborhood Playhouse School of Theatre in New York City.

Mr. and Mrs. Jerrie W. GASCH (Martha STEWART '58) recently announced the birth of a son, Kent Lowell.

Nancy ADASKARICH has begun her field work assignment as junior executive trainee at Ohrbach's in New York City, as part of the on-the-job training arranged by the Harvard-Radcliffe Program in Business Administration.

Barbara E. STRONG was named recently to a post with the Army Special Services in Europe.

## Newly Married

### 1952

Jean M. MATHESON and James D. SELK '58, Racine.

### 1953

Jean Ross and Richard S. LESLIE, Shorewood.

Valeria M. Verdev and Robert W. SCHROEDER, Milwaukee.

### 1956

Jo Ann M. Jacoboski and Gale J. FAMEREE, Wausau.

### 1959

Elizabeth A. Siudzinski and Richard E. HALBROOK, Denmark.

Sally McDermott and Ralph W. JOHNSON, Madison.

Cora L. JORGENSEN and Dale Peterson, Larson ABF, Wash.

Patricia A. Belzer and Kay S. LARSON, Oak Park, Ill.

Sonia M. Christie and Daniel R. RIEDY, Milwaukee.

Barbara Every and James P. SCHERZ, Darmstadt, Germany.

### 1960

Patricia L. NYMAN and Arthur V. BIGGS '52, Corvallis, Ore.

Gloriann L. Hartwig and Keith B. ONSRUD, Oregon.

Kathleen J. OVERMAN and Donald W. JOHNSON '53, Neillsville.

### 1961

Cam Olson and Robert F. CARLSON, Watertown.

Sandra F. LeMAHIEU and Harlan H. Hrubant, Milwaukee.

Suzanne NORMAN and Peter W. MEKELSON '62, Champaign, Ill.

Ruth A. Shrake and Charles N. REP-SUMER, Wausau.

Fay E. Chrisien and Ernest C. SMITH, Portage.

### 1962

Nancy J. KAMINER and Robert P. BOHM '61, St. Louis, Mo.

Kathleen J. Bly and Charles D. NELSON, Madison.

## Necrology

Mrs. E. M. Beeman '96, (Ivis ANDERSON), Neenah.

Louis H. BARKHAUSEN '01, Chicago, Ill.

Fred C. McGOWAN '01, Portland, Ore.

Edward M. BENSON '02, Monroe.

Max H. STREHLOW '02, Rochester, Minn.

Donald J. MURRAY '04, Wausau.

James H. GRIER '05, Waukesha.

Dr. Charles B. KUHLMANN '06, Minneapolis, Minn.

Anthony M. TRESTER '06, Sheboygan.

Olga E. REINKING '07, Baraboo.

Milton L. WOODWARD '07, Detroit, Mich.

George E. BUNSA '08, Columbus.

Hazel DRIVER '08, Mobile, Ala.

Ellen HAMMOND '08, Oxford.

Ernest A. HEILMAN '08, Minneapolis, Minn.

Dr. Wilbert W. WEIR '08, Tucson, Ariz.

Walter H. GRELL '12, Evanston, Ill.

Arthur C. RUNZLER '12, Los Gatos, Calif.

Mrs. Bradley Delehanty '13, (Margaret E. ROWLAND), New York, N.Y.

Carl IVERSON '14, Kenosha.

Walter P. SCHAUS '14, Milwaukee.

Harry R. ROSEN '15, Fayetteville, Ark.

Dr. Samuel J. SCHILLING '15, Memphis, Tenn.

Harold F. DICKENS '16, Milwaukee.

Mrs. Robert P. Butler '16, (Lillian EASTLUND), Atlanta, Ga.

Mrs. Lester C. Rogers '16, (Lucile PRITCHARD), Chicago, Ill.

Dr. James G. DICKSON '17, Southern Philippines.

W. Walter KOCH '17, New York, N.Y.

Dr. Rolf T. JOHANNESSEN '18, Bethesda, Md.

Gladys E. PALMER '18, Carmel, Calif.

Dr. Harold M. COON '20, Milwaukee.

R. Curtis LAUS '20, Oshkosh.

Letha M. PEEBLES '22, Monroe.

Dr. George D. SCARSETH '22, Lafayette, Ind.

Theodore E. STICKLE '23, Vicksburg, Miss.

Roy D. TRAINOR '23, Madison.

Gerhard E. ZIMMERMANN '23, Sheboygan.

John L. DUKE '24, Madison.

Walter J. BERGER '24, Sheboygan.

Dorothy A. EBBOTT '27, New York, N.Y.

Charles F. ESSER '28, Madison.

Donald F. DAVLIN '30, Madison.

Charles W. OLSEN '30, Tomah.

William C. TREICHEL '30, Marshall.

Dr. Max A. GROSSMAN '31, Green Bay.

Kosmo J. AFFANASIEV '32, Washington, D.C.

Ellis N. ROBINSON '32, Madison.

Dr. Joseph E. TUCKER '32, Madison.

J. Edward SWEENEY '34, Edgerton.

Charles M. DeGOLIER '35, Madison.

Willis J. NICHOLS '38, Mt. Hope.

Mrs. Robert R. Tews '41, Lois L. GOULD), Milwaukee.

C. Wright MILLS '42, Nyack, N.Y.

Dr. Thomas F. FLEMING '46, Fairchild.

Donald E. McMILLER '49, Wisconsin Rapids.

Dr. William H. DUSHACK '50, Madison.





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William H. Pryor		Wauwatosa, Wis.
John S. Ramaker	'54	Skokie
Gerald J. Randall	'53	Home office
CLU		
David R. Rawson	'57	San Francisco
Robert E. Reichenstein	'53	Newark
CLU		
Anthony J. Stracka	'54	Madison
Fred C. Williams		Milwaukee