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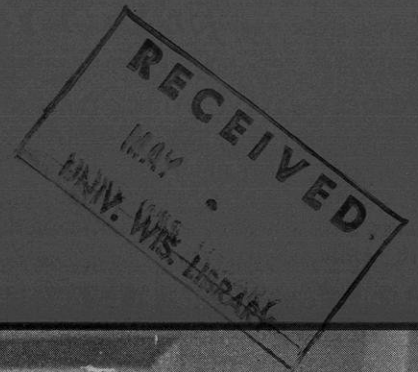
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WISCONSIN *Alumnus*

MAY, 1961



A look at the University's new computer, see page 22.

A Special Regent Report: The Future of the University

Frank Birch to Head UW Foundation for Sixth Year

THE BOARD OF DIRECTORS of the University of Wisconsin Foundation met Friday afternoon, April 7, at the University Club in Milwaukee and elected Frank V. Birch president. Birch, a former advertising agency executive, begins his sixth term as president of the fund raising unit of the University.

Other officers elected at the Foundation's annual meeting were: Howard I. Potter of Chicago, chairman of the board; Rudolph C. Zimmerman of Milwaukee, executive vice president; six vice presidents—Joseph A. Cutler of Milwaukee, William J. Hagenah of Chicago, Abner A. Heald of Milwaukee, Herbert V. Kohler of Kohler, Irwin Maier of Milwaukee, and Hon. Oscar Rennebohm of Madison; Ray M. Stroud of Madison, secretary and counsel; Harlan C. Nicholls

of Madison, treasurer; Robert B. Rennebohm of Madison, executive director; and James E. Bie of Madison, administrative secretary.

Heald, serving as chairman of the nominating committee, reported a reduction in the number of Foundation members caused by deaths in recent years. Tribute was paid to the services rendered by former members Percy H. Batten of Racine, Thomas E. Brittingham, Jr. of Wilmington, Delaware, Kenneth Curtis of Lake Wales, Florida, Alfred J. Kieckhefer of Milwaukee, Hubert E. Rogers of New York, and Glen V. Rork of Eau Claire.

Newly elected members are Ralph E. Davis of Houston, Texas, E. B. Fred, president emeritus of the University of Wisconsin, Walter J. Goldsmith of Milwaukee, Mr. William H. Kieckhefer of Milwaukee, Herbert W. Ladish of Cudahy, and George M. Umbreit of Newton, Iowa.

Birch congratulated the new members and urged them to take an active part in the activities of the Foundation. "The personal interest of friends and alumni is always important in the conduct of affairs of the University. The special task of the Foundation—soliciting and accepting funds for University programs and projects—is helped immensely each year by the loyal and generous support of our members," Birch said.

42nd Concert Series Features Young Artists

CONCERT VIOLINIST Isaac Stern was virtually unknown when he first appeared on the University of Wisconsin campus in 1945. Now an artist of international fame, he will make his fourth visit to the campus next year to give concerts on both the Red and White series as part of the 42nd annual Concert Series. Stern made his initial appearance here under the aegis of the Union Music Committee and will return as the winner of the Music Committee's preference poll of artists.

Two young artists who show the potential for greatness will also appear in the Concert Series. Julian Bream and Glenn Gould, both of whom are still in their twenties, will give concerts on the Wisconsin Union stage during the 1961-62 season. Bream, a British guitar and lute virtuoso who is a pupil of Andres Segovia, played his first concert at Wisconsin when he was featured on a Sunday Music Hour two years ago. He made such an impression at that time that he has been brought back on the regular Concert Series program. Glenn Gould, the young Canadian pianist, possesses a superb and incisive technique which, when combined with his plat-

form eccentricities, makes him one of the most exciting of American's younger pianists.

Other artists scheduled to appear on the 42nd annual Concert Series program include: Rita Streich, a young coloratura from Germany who has given distinguished performances with the Lyric Opera in Chicago; Gerard Souzay, handsome French baritone who will be making his second trip to the campus in as many years; Antonio Janigro, a 'cellist who has long been associated with the concert group, I Solisti de Zagreb; and the famed Budapest Quartet.

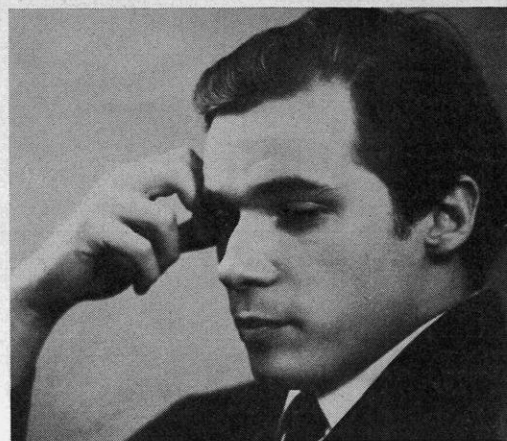
Tickets for the series may be ordered from the Wisconsin Union Theater.

RED SERIES

Glenn Gould	October 12
Julian Bream	November 28
Budapest Quartet	February 9
Rita Streich	March 13
Isaac Stern	April 1

WHITE SERIES

Glenn Gould	October 14
Gerard Souzay	December 13
Budapest Quartet	February 10
Antonio Janigro	March 18
Isaac Stern	April 2



Glenn Gould



Julian Bream

Wisconsin Alumnus, May, 1961

Wisconsin Alumni Association

Centennial Reunion Roundup

COMMENCEMENT - REUNION weekend takes on an added significance this year as the Wisconsin Alumni Association prepares to celebrate its one hundredth anniversary in June. The focal point of the weekend, as far as

alumni are concerned, will be the Centennial Dinner to be held in Great Hall of the Memorial Union at 6:30 p.m. on Saturday, June 3. An outstanding program is being planned for the Centennial Dinner, so send in the reservation

blank below as soon as possible and plan to be on hand for this historic one hundredth birthday celebration.

Again this year as in the past, loyal Badgers from near and far will return to the campus to renew old memories and to see how the University has changed in the time they've been away. In June, the Class of 1911 will be inducted into the University's select group of graduates, the Half Century Club. Other five year classes, from '16 through '56 will be returning and, of course, the Class of 1917 will make its annual pilgrimage back to the Wisconsin campus.

Parking and Housing: The University will issue special parking permits for certain areas—these will be available at the Union information booth on Park Street. Housing will not be available in the University Residence Halls this year as the last final examination is not scheduled until June 3. Alumni are encouraged to make reservations well in advance at local hotels and motels to insure that they have a place to stay during this busy weekend.

Don't miss this splendid opportunity to visit Madison in the springtime—make your plans now to join in the fun of Commencement-Reunion weekend at the University of Wisconsin.

Commencement-Reunion Time Table

Friday, June 2

All Day Registration, Union
12:15 p.m. Half Century Club Luncheon, Wisconsin Union
Evening Various Class Events

Alumni Day—Saturday, June 3

All Day Registration, Union
Events arranged by various reunion committees: sightseeing, boat rides, etc.
12:30 p.m. Class luncheons
6:30 p.m. Centennial Dinner—Commemorating 100th Anniversary of Wisconsin Alumni Association

Sunday, June 4

9:00 a.m. to
11:00 a.m. Union Terrace Breakfasts
4:00 p.m. Honors Convocation, Theater
7:00 p.m. Twilight Band Concert, Terrace
8:00 p.m. President Elvehjem's Reception, Union

Monday, June 5

9:00 a.m. 108th Commencement Stadium (UW-Milwaukee Commencement is at 2:00 p.m. on Sunday, June 4, at Pearce Field)

Centennial Dinner

Reserve ----- place(s) for me at the Centennial Dinner in Great Hall at 6:30 p.m. on Saturday, June 3, 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 10, Wisconsin.

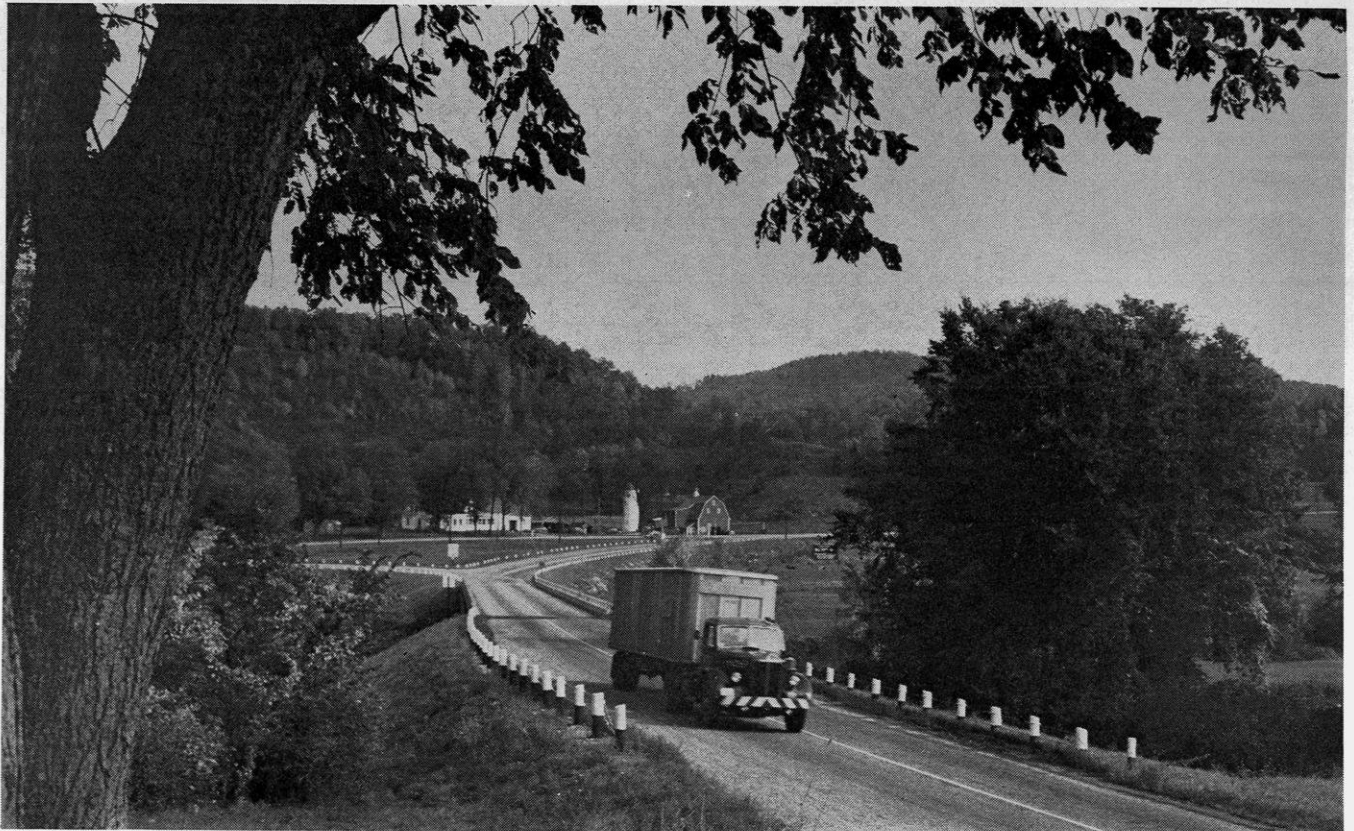


Send in your reservations today for the Centennial Dinner—the one hundredth birthday of the Wisconsin Alumni Association!

SIGN OF THE GOOD LIFE IN WISCONSIN

In the verdant weeks of spring, a sure sign of the good life in Wisconsin is a ribbon of road. The sturdy sinews of the state's great highway system are busy these days carrying city folk out into scenic countryside, and just as busy carrying to the city the fresh products of Wisconsin farms.

Another enduring sign of the good life in Wisconsin is the Wisconsin Physicians Service health protection. It is a hallmark of integrity backed by the medical profession of Wisconsin through the State Medical Society — a pledge to the people of Wisconsin that sound health-care protection will always be available to them at reasonable costs. You can talk directly to your family doctor about WPS, contact a district representative in Kenosha, Eau Claire, or Green Bay, or write the Madison office.



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Wisconsin Alumnus, May, 1961



Wisconsin Alumni Association

770 Langdon St.

Madison 10

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Field Secretary

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Editor

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THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 10, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

Moment of Truth...

Remember? The bluebooks were passed, the exam questions posted... then the panicky moment of blankness before facts gradually swam into focus. Final exams were the crucible of study and, in a real sense, forerunners of the many "moments of truth" for which each of us must prepare throughout life.

Preparation for decisive moments is man's strategy in facing his future. But this planning needn't always be a lonely, uncertain affair. The experience and understanding of a Connecticut Mutual Life man can greatly facilitate the wise safeguarding of your family... and provide for the needs that loom ahead. Use the counsel of this objective partner. Out of a wide variety of policies and payment methods, a CML man will prepare the plan best suited to secure your dreams. He's a helpful man to talk with.

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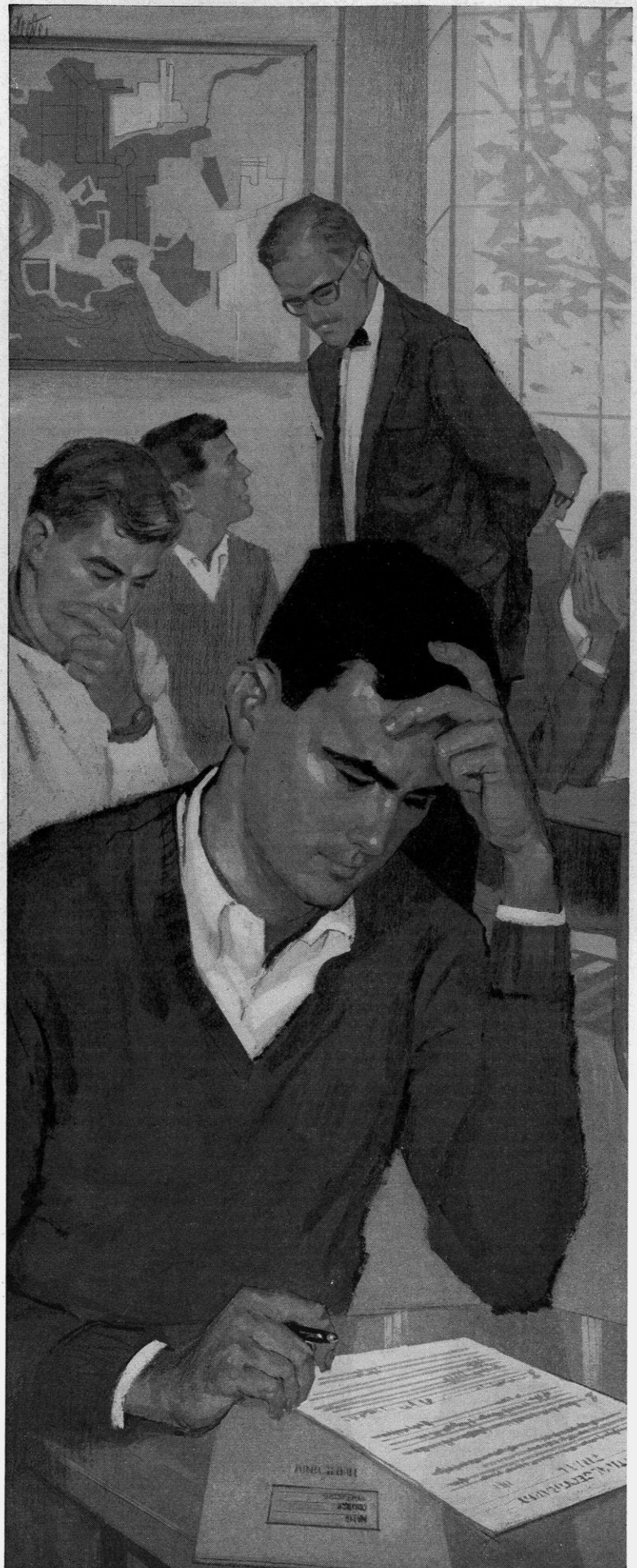
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keeping in touch with WISCONSIN

JOHN BERGE, *Executive Director*

Alumnus of the Year: Donald S. Slichter

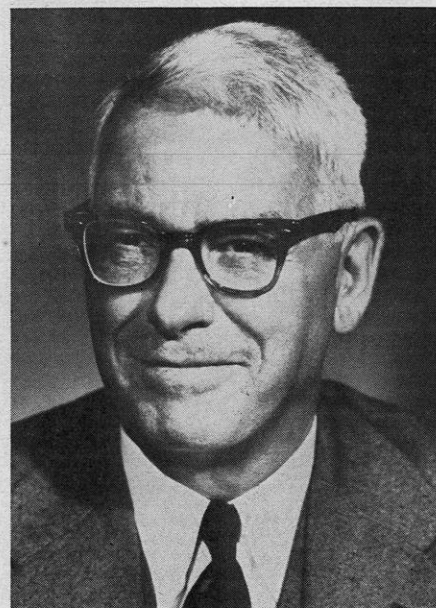
WISCONSIN ALUMNUS of the year is Donald S. Slichter, president of Northwestern Mutual Life Insurance Company. This award will be presented to him at the Wisconsin Alumni Association's Centennial Dinner on June third.

Don Slichter is a distinguished member of one of Madison's most distinguished families. His father, Charles S. Slichter, was dean of Wisconsin's Graduate School from 1920 to 1934. Prior to his deanship he was professor of applied mathematics.

All four of the Slichter sons attained eminence in their respective fields. Prior to his death, Sumner Slichter was professor of economics at Harvard University. He was one of the most widely quoted economists in America. Allen Slichter is the president and principal owner of Pelton Steel Casting Company. Louis B. Slichter is internationally known as director of the Institute of Geophysics of the University of California with headquarters on the Los Angeles campus. All have added lustre to their Alma Mater.

All four of these distinguished sons were graduated from the University of Wisconsin. Don graduated in 1922, majoring in Chemical Engineering. During his vacation periods as a student he had worked for the Lake Superior District Power Company in Ashland. After graduation he worked with his company for three years. In 1925 he became a partner and business manager of the geophysical and engineering firm of Mason, Slichter and Gould with offices in Madison and Toronto.

When this firm disbanded in 1929, Don joined the investment firm of Thomas E. Brittingham, Jr. This started a teamwork relationship that has been highly significant to the University of Wisconsin for more than a quarter of a century. Years later Tom made the following comments to a representative of *The Eastern Underwriter*: "Don and I attended college together, were in the same fraternity. Later we worked together in my office in Madison for five years where we devoted a great amount of time to studying difficult industries and their connections with forecasting market trends. —As I look back on the early days in Madison I now think that one of the real advantages we had was that we started out where no one in the locale knew anything about stock market. Thus, Don and I were spared many of the misconceptions which have always abounded in Wall Street."



In 1934 Don Slichter joined Northwestern Mutual Life and in a few months became director of public utility and bond research. In describing his work, *Eastern Underwriter* said: "Mr. Slichter's engineering and investment background and ability were a decided asset to the company in investigating and evaluating the securities offered to the company —Mr. Slichter soon became known in investment circles and his judgment and flexibility, so necessary in deals of this kind, were recognized early in the game." In 1949 Don became a vice president of Northwestern Mutual and nine years later he was elevated to the presidency.

In spite of the manifold problems of running one of the largest insurance companies in America, Donald Slichter always has managed to find time to be helpful to the University of Wisconsin. For the last fifteen years, for example, he has rendered outstanding service as a trustee of the Wisconsin Alumni Research Foundation. As a trustee of WARF he teamed up again with his fellow Badger, Tom Brittingham—a great team for doing things for the University of Wisconsin. When Tom died a year ago, Don was elected to succeed him as chairman of the board of trustees of WARF.

Selection of this year's alumnus of the year was made by the Alumni Awards Committee of the Wisconsin Alumni Association: Charles L. Byron, Chicago, Chairman; Dr. Robert Barter, Washington; Dr. Norman Becker, Fond du Lac; President C. A. Elvehjem, Madison; Mrs. Paul Fisher, Evanston; R. T. Johnstone, Detroit; Maxine Plate, Milwaukee. All members of this important committee are WAA directors.—JOHN BERGE, *Executive Director*



Frank Shull, III, (center) discusses a life insurance program for A. Richard Malkin and his wife Marjorie. Mr. Malkin is a Contract Negotiator for the Federal Systems Division of IBM.

The early success of Frank Shull, U. of Maryland, '58 — some observations

Following his first full year of life insurance selling, Frank Shull was named "Most Valuable Associate" of his agency. And not the least of his accomplishments that year was the sale of nearly \$800,000 of new life insurance.

To achieve success in a new career so rapidly is unusual — but less unusual in a New England Life sales career than in many others. There are good reasons. Tangible reasons, such as screening and training. Our candidates must, from the start, measure up to demanding standards. Then they participate in programs of study and practice at a General Agency, under the expert supervision of men who are themselves eminently successful. Finally, special schools at our home office hone their skills even further, building confidence along with competence.

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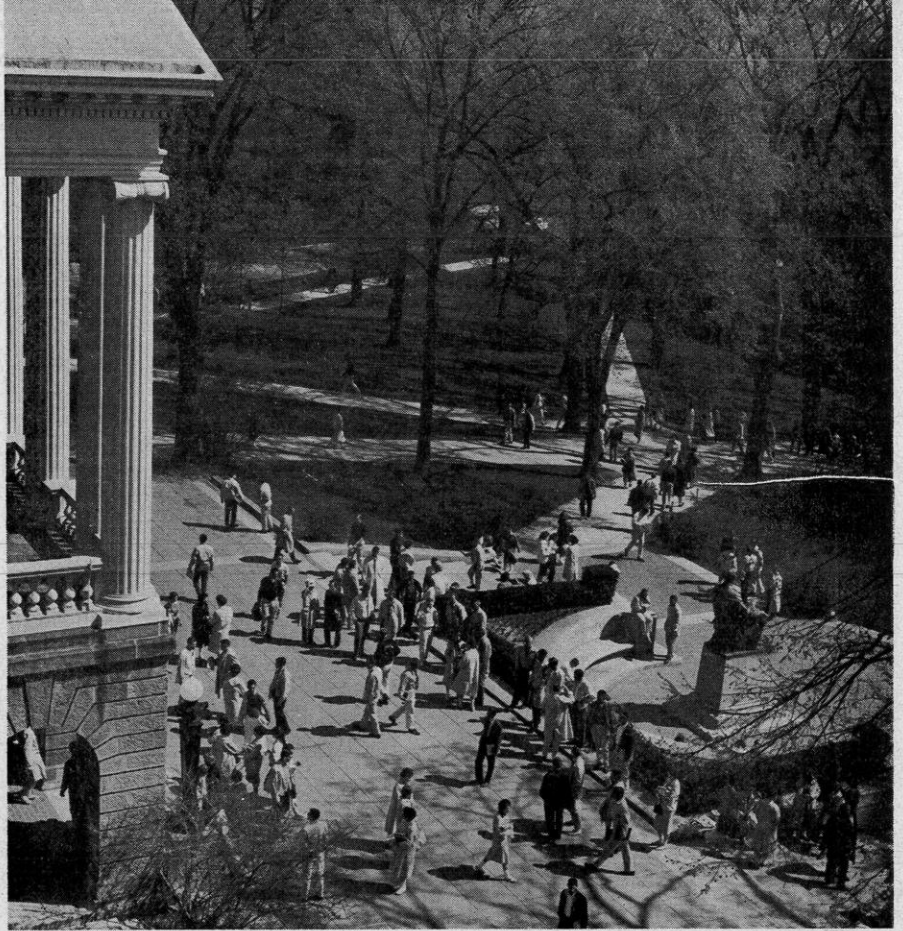
These University of Wisconsin men are New England Life representatives:

Henry E. Shiels, '04, Chicago
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Ask one of these competent men to tell you about the advantages of insuring in the New England Life.



The Future of the University

This important document—the end product of a special Regent committee on the Future Development of the University, headed by George E. Watson—establishes the policies which will guide the progressive development of the University of Wisconsin in the years to come.

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.

Freedom and Change

After a two-year study of problems involved in the future development of the University, the Regents are convinced that 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. For this we need exposure to a variety of viewpoints, brought together in the University's own example of freedom's effective power. This is basic in our form of government and, we believe, its surest safeguard.

We urge the faculty to throw the full force of its effort into the constant improvement of the University, because faculty responsibility for educational policies has long been a main element in this University's effectiveness.

Progress and Balance

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 interrelationship of these functions.

Instruction should be of the highest quality, from the freshman to the post-doctoral level. It should combine general education and professional training in such balance that the University's graduates can be specialists and at the same time have broad understanding of modern science, of human values, and of traditions.

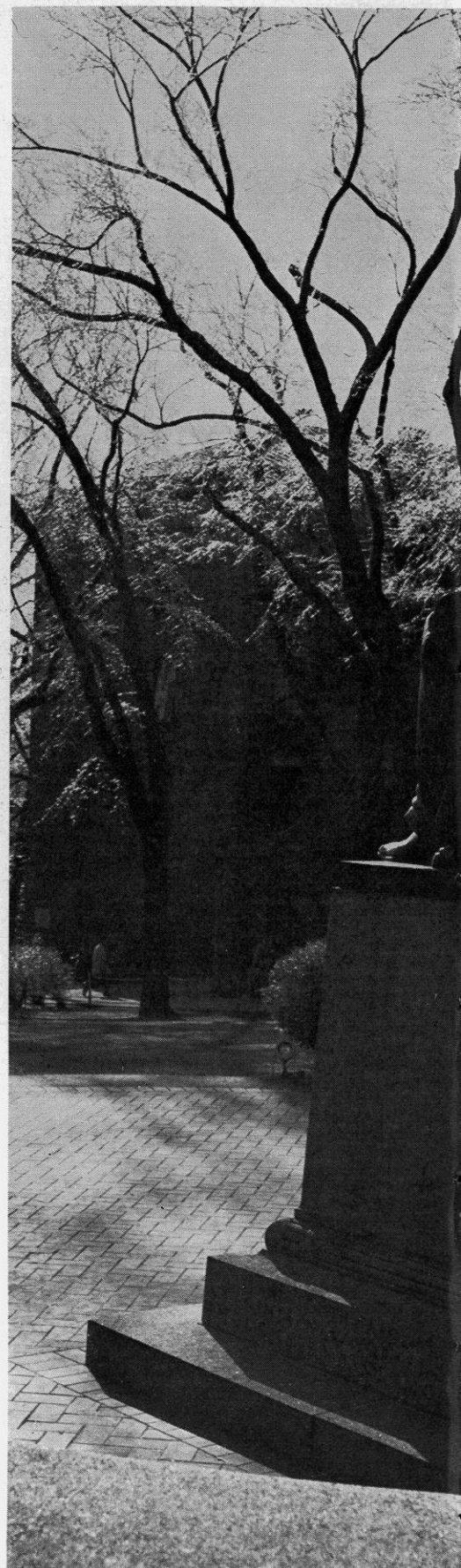
In the years ahead, enrollment at The University of Wisconsin is certain to increase rapidly. Although this increase will bring problems, the University should not put a ceiling on enrollment. Wisconsin and the nation urgently need trained young men and women; and qualified students should not be denied 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.

To accommodate this growing student body, the University will need a larger staff and expanded facilities in Madison, in Milwaukee and at the Centers. The Centers should be maintained as freshman and sophomore branches of the University with course offerings increased and enriched as enrollment mounts. Additional Centers may be added where there is a clear need, after all educational opportunities in the area have been considered, and when effective operation and financial support, including local provisions for buildings, are assured.

Since there is only one state University, admission and instructional standards should be the same throughout the University system, and students should be allowed to enroll at the locations of their choice. Facilities should be planned to assure that choice; for example, dormitory construction should not be restricted as a means of limiting enrollment on the Madison campus.

Within the total University concept, there will, of course, be differing developments on the various campuses of the University. Thus the University of Wisconsin-Milwaukee, located in the heart of the state's metropolitan area, is already developing a "personality" different from that of the University in Madison. The Centers will have still other characteristics. We as Regents consider these differences desirable, and we will do everything we can to help each part of the University build its programs in the best possible way.

As enrollment increases, standards must be maintained and improved. We are pleased to see that the quality and preparation of the University's freshman class is advancing rapidly. Continuing faculty study of entrance requirements and close cooperation with Wisconsin's secondary school officials should enhance this trend.





Inside the University, particular attention should be paid to improving instruction at the freshman and sophomore levels. Superior students at all levels should have increasing opportunities for honors and other special work. The University should experiment with new teaching methods with a view toward improving the effectiveness of instruction. Increased attention should be given to the supervision of graduate teaching assistants, and counseling services should grow with enrollment.

Efforts to reduce the drop-out rate should be increased, with special attention given to the part faculty advisers can play in helping students to select their fields of greatest strength and reach their fullest potential.

Although the value of any single course cannot be measured by the number of students it attracts, continued evaluation of low enrollment courses is urged, to enable the University to move into new areas of teaching without the burden of maintaining courses or curricula which have passed their need.

Research should be encouraged throughout the University for its own sake, for the part it plays in enriching instruction, and for the service it performs for the people of Wisconsin, the national government and society in general.

As the state's major research center, the University should continue its special attention to the problems of the state, such as those encountered by Wisconsin government, education, business, industry, labor, science, the arts and professions. As a world center for research in many fields, the University should continue to expand its scholarly activities. As a Graduate School of distinction, it must encourage the close association of student and teacher in intellectual quests, for at the graduate level, research and scholarly work, jointly achieved, constitute the best of instruction.

In all its research and scholarly effort the University should advance, in balance, the natural sciences, the social studies and the humanities; and research opportunities at Milwaukee and the Centers should be given proper attention.

Because research, "the industry of discovery," is fast becoming America's greatest resource, and most productive frontier, we expect this function to grow more rapidly than any other University function in the immediate future.

The value of research to Wisconsin, as demonstrated in the improving of farm crops and animals, agricultural marketing, and nutrition, leads us to urge that the same sort of research attention long given agricultural and rural problems now be expanded to seeking solutions of the growing urban problems of this state.

Public Service, the pioneering Wisconsin Idea of making the special knowledge and facilities of the University available to the citizens of the state through government, adult education, hospitals and laboratories, must expand as society's needs for such services expand. We as Regents recognize such public services as the University is uniquely able to provide as important opportunities for enriching the instructional and research enterprise.

Traditionally, much of the University's public service program was pointed toward the farm, with extension specialists seeking out agricultural problems, bringing them to laboratory and experimental plots for study, and taking the findings back to the farmer through county and home agents, farm meetings, bulletins, and the use of mass media. The University must continue to serve Wisconsin agriculture; but as the state becomes more and more urban, increasing attention must be given to city needs. And as urban and rural society become increasingly intermeshed, closer cooperation between general and agricultural extension will be required. Here, as elsewhere in this public service field, we will look for all-University approaches to problems.

As the complexities of our fast-advancing technology demand increasingly higher training, more and more adult refresher work, the University should seek to satisfy these needs. At the same time, the University in its programs should develop the social and cultural understanding which must accompany scientific advances.

The Wisconsin Idea was born in a close relationship between University faculty members and state government, with the University providing expert guidance in the writing of laws aimed at improving the well-being of Wisconsin citizens. We applaud the return to this role which has come about in recent years and pledge continuing University support of other state governmental agencies in programs for bettering this state.

With the passing years, the welfare of the people of Wisconsin has become increasingly tied to national and international developments. It is logical, therefore, that the scope of the Wisconsin Idea should be broadened. The years ahead certainly will see The University of Wisconsin more active on the national and international scene, in the public service sphere as well as in research and instruction.

We recognize that the University's first responsibility is to Wisconsin and its residents. But the University must look outward if this obligation is to be fulfilled. Thus we as Regents declare that the University should welcome students from other states and from foreign lands. These out-of-state students are an educational and cultural asset to our Wisconsin students, and make a substantial economic contribution to our state.

The University's contributions to international understanding also shall include exchange of students and faculty, official visits, research applicable to problems of underdeveloped countries, and similar functions it is uniquely able to perform. The interdependence of the world's people, the ease of travel and communications, the rising importance of other cultures, and the quest for peace have tended to make the globe our campus. This trend we encourage.

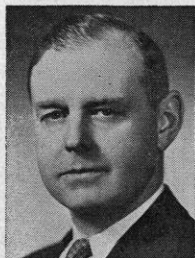
Faculty Strength

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 improvement of earnings through both salary and fringe benefits. We appreciate the University's own Graduate School as a rich source of new faculty, but caution against the dangers of inbreeding.

We see the University as a community of scholars and realize that its intellectual environment is an important factor in its quality. Primary in this setting are the library holdings, with their ready availability. Cultural and recreational opportunities are important, too, both for staff and for students. The University should encourage students to become interested in constructive activities related to their learning and to their roles as citizens. In such matters, and in all University operations, we must, of course, guard against any sort of discrimination.



The Board of Regents



Carl E. Steiger
Oshkosh
(1953-1966)



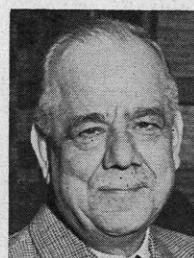
George E. Watson
Madison
(1949-Ex Officio)



Oscar Rennebohm
Madison
(1952-1961)



Robert C. Bassett
Milwaukee
(1958-1967)



A. Matt. Werner
Sheboygan
(1939-1963)



Jacob A. Friedrich
Milwaukee
(1960-1969)



Arthur DeBardleben
Park Falls
(1959-1968)



Ellis E. Jensen
Janesville
(1955-1964)



Harold A. Konnak
Racine
(1958-1962)



Charles D. Gelatt
La Crosse
(1947-1965)

Financial Support

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. Availability of funds from any source should not be permitted to outweigh educational considerations in any of the University's functions nor to destroy the balanced development of the University.

State appropriations must remain the primary source of University support. These must be at least doubled in the next decade. The University enters this critical period at a disadvantage which must be remedied before significant improvements can be felt. And flexibility sufficient to allow the University to move with fast-changing needs should be guarded and improved.

Fees for students must not be expected to cover a greater percentage of the cost of education than they currently do. In fact, efforts should be made to return to the traditional concept of free public higher education, as the percentage of our young people attending college continues to increase, and as college-going becomes a part of the expected educational program for a majority of the state's youth. In no case should fees be allowed to deny education for Wisconsin youngsters of promise, nor should they be used to control enrollments. We support expansion of scholarship and loan programs to minimize the financial barriers to University education.

Fees and charges for adult education and public service activities should continue to cover a substantial part of the costs of these programs. We believe, however, that the state should continue to meet part of the costs, because of the value of these programs to the people of Wisconsin.

Federal support, which has benefited the University since the signing of the Land-Grant Act by President Lincoln in 1862, will play an increasingly important part in the University's financing. This is particularly the case with reference to research, extension, student aid, and building programs.

We urge expansion of federal support, especially in the area of graduate education. In that field, the University serves a need more national than state; federal support is therefore logical.

Private gifts and grants are a growing source of support for research and scholarly work. They supply "risk capital" for experimental programs, provide student scholarships and loans, and enable the University to broaden cultural activities and carry on special projects for which state funds are not available. We appreciate funds received in the past from these sources and are deeply indebted to many individuals and to such groups as the University of Wisconsin Foundation,

the Wisconsin Alumni Research Foundation, the Wisconsin Alumni Association and the Memorial Union Building Association. We recommend organized effort under University control to increase activity in this area.

Economy and Efficiency

We believe that the people of the state now get full measure for every dollar the University spends. It is important, however, that continuing efforts be made to guarantee the economy and efficiency of University operations. This can best be done by searching self-studies made by the faculty and administration. Economy must not, of course, interfere with quality; but the University will benefit by the simplification of procedures, the prevention of waste, and the best possible utilization of manpower and facilities. In this light, emphasis must be given to expanded operations in the late afternoon and evenings, on weekends, and through the summer.

We approve current efforts to improve educational and physical plant planning. Toward this improvement we are working productively with the State Coordinating Committee for Higher Education, and with other state boards and agencies. We want, too, to work with other educational institutions in Wisconsin and throughout the nation and world; and with professional associations and other groups. Such cooperative efforts result in increased efficiency and effectiveness, on both administrative and faculty levels. Special efforts should be made to provide travel funds for faculty members to enable them to profit from associations of this kind.

Wisconsin has the responsibility to make its voice heard in the councils of educational leaders, and to work with other educational institutions for the advancement of all education. Policies affecting this University and all educational institutions—and through them the welfare of our country and the courses of world events—should reflect the Wisconsin influence. We urge active participation with other institutions in this worthy effort.

In all of this, however, Wisconsin's traditional independence and freedom of action should not be reduced; nor should our own educational judgments be swayed by pressure from outside forces or organizations.

Plant Expansion

In its expansion of plant the University should seek utility and economy combined with respect for beauty. These principles are sound:

- Utilize the natural beauty of the site, making sure that new buildings enhance the setting;
- Insure that the University does not spread unnecessarily;
- Provide functional distribution of activities;
- Reserve sites both within the development areas and at their fringes for future expansion;
- Minimize conflict between pedestrian and vehicular traffic and develop adequate parking facilities;
- Provide space for non-University service facilities needed by our students, faculty and staff.

Public Understanding

We are fully aware that the declarations made in this document 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.

IN MARCH of this year, six specialists from four countries gathered on the UW-Milwaukee campus to focus attention of the Milwaukee community on United States foreign policy in the Far East. An overflow crowd taxed the UW-M Union beyond capacity, despite a drizzling atmosphere, and the success of the event put another feather in the bonnet of the Institute for World Affairs Education.

When the WAE institute was launched, a little over a year ago through a grant from the Johnson Foundation of Racine, it was described as having "potentially great community as well as University impact" by UW-M Provost J. Martin Klotsche.

The prophecy has held.

The Institute has efficiently gone about its stated business: assisting community groups which work in the foreign affairs area, stimulating opinion leaders, bringing to Wisconsin distinguished authorities with a global outlook, and integrating these activities into the regular instructional, public service and research structure of the UW-Milwaukee.

During its first year the Institute has registered only one failure. It has found the task of selecting a full-time director—one who could match the energy, scholarliness and sense of community responsibility of the man who was primarily responsible for formulating the Institute, political science Prof. Donald R. Shea—a most formidable one. So Prof. Shea has continued as acting director of the WAE program, although he hopefully reported, as this was written, that several outstanding persons were being considered for the director's position.

The Institute has in many respects gained from its only failure. Prof. Shea's "feel" for the program and his involvement with Milwaukee intellectual leaders has made the project click from the beginning. The Institute's first director will find it a going concern when he takes over its guidance.

Prof. Shea modestly takes no great credit for the Institute's success.

"The total resources of the University, which for a long time has carried on productive work in international affairs, have been invaluable," he notes. "The experience of University Extension has been particularly helpful in the public

photos and text by George Richard

a recent Milwaukee conference
demonstrates that the
University of Wisconsin
is a leader in

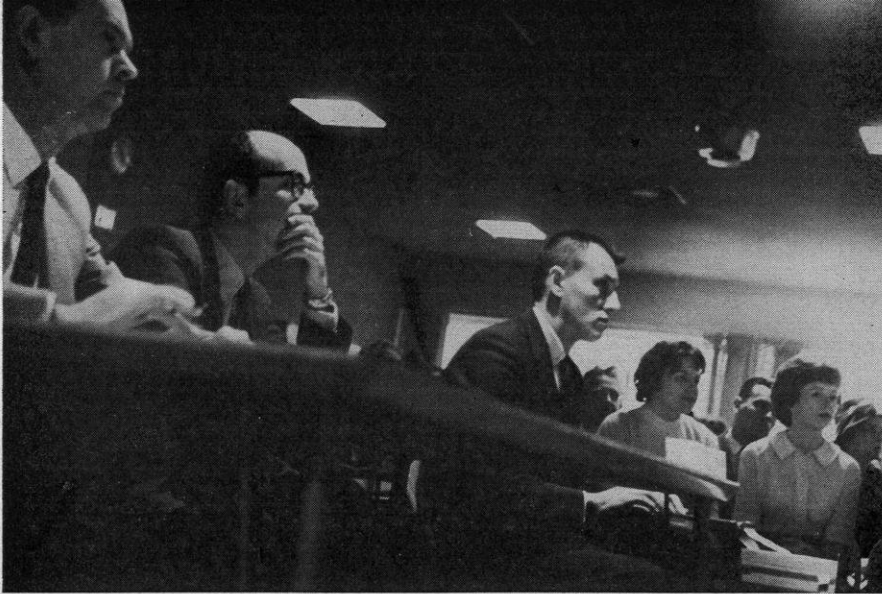
Foreign Studies

service aspects of the Institute. And of prime importance has been the interest and cooperation of lay leaders in the Milwaukee area—persons like Attorney David Beckwith, the president of the World Affairs Council."

The Institute has adhered to a practice of working closely with groups interested in foreign affairs. The "Focus on China" program was a case in point. Involved with the Institute were the Wisconsin Committee on World Affairs;

UW-M Provost J. Martin Klotsche was at the podium to open the Institute for World Affairs Education's special program, "Focus on China". Former State Department Far Eastern specialist, Walter Robertson, waited to speak and a sound engineer was busy recording the proceedings for a later broadcast on the State Radio Network via WHA.





The intense expressions on newspaper reporters and stenotypist were matched by those on the faces of nearly every member of the 500-plus audience. Talks delivered at the program are being revised and will be published by the Institute.

The registration desk was a busy place just before "Focus on China" got underway in the UW-M Union. (Note the mixture of townspeople and students.)

the American Association of University Women; the American Association for the United Nations; the United World Federalists; the Milwaukee County Federation of Women's Clubs; the Milwaukee Public Library; the Business and Professional Women's Club of Milwaukee; the International Institute of Milwaukee and the Governor's Committee on the United Nations. Other groups involved in past programs include the American Friends Service Committee, the Women's International League for Peace and Freedom, the Greater Milwaukee Council of Churches, the League of Women Voters, and the list goes on and on.

The sampling of co-sponsors indicates the variety of viewpoints offered through

the Institute to Milwaukee's student, faculty and general population.

"Focus on China," for example, led off with a plea for continuation of the present U. S. "containment" policy in relation to Red China and Nationalist China by President Eisenhower's assistant secretary of state for Far Eastern affairs, Walter S. Robertson. This view was matched by a Yale professor, David Rowe, who voiced his "irrational feeling" that the Red Chinese regime would collapse in time. A sharp rebuttal came from Prof. H. Arthur Steiner of the University of California, who remarked that if one of the basic objectives of our foreign policies has been to promote the security of the United States and to lay the foundation of a peaceful world in

which we may obtain a greater measure of security, he could "hardly reach the conclusion on the basis of our relations with China and China's neighbors that we have made much substantial progress toward that goal."

There followed a Britisher's viewpoint expressed by Richard Davy of the Washington bureau of the *London Times*: first, that diplomatic recognition does not imply approval, and second, that "the facts of international life require that Communist China should be seated in the United Nations" (a quotation from the British Foreign Secretary).

A close-to-the-scene viewpoint came from C. H. Lowe, counselor of the Embassy of the Republic of China, who suggested that U. S. recognition or its admission to the United Nations could be interpreted as "the free world's complete surrender of our moral position and ideals." Still another speaker, Edward Vostrel, a Yugoslav diplomat in the U. S., thought that time would force a major change in Red China's strong-handed foreign policy.

A stimulated audience—who had paid one dollar each for admittance—applauded, shook heads, groaned, nodded approval, and asked question after question.

With the "Focus on China" program in the past, the Institute for World Affairs Education, in its tiny headquarters on the second floor of a commercial building on Downer Avenue, moved along to other business: searching for a director, conferring with community groups, planning television series, compiling and using a comprehensive mailing list of people interested in international affairs and setting up a reading room where foreign affairs students can obtain up-to-date background information on some of the major issues of our times. The Institute, too, plans to bring to Milwaukee outstanding teachers and experts to stay in residence for several weeks, participating in lectures, seminars and general discussions.

As it moves ahead, the Institute progresses toward another goal expressed by Prof. Shea:

"The Institute, properly developed, can become a valued channel of communication between the Midwest area and the formulators of United States foreign policy."



From Regent to Professor

George Watson will assume new duties as a professor of education at the UW-M next fall.

GEORGE E. WATSON, retiring State Superintendent of Public Instruction and member of the University of Wisconsin Board of Regents for the past 11 years, will become professor of education and special assistant to the provost at the University of Wisconsin-Milwaukee in September.

UM-Milwaukee Provost J. Martin Klotzsche hailed the appointment as a strong step forward in further development of a top-flight school on the Milwaukee campus, whose traditions are deeply rooted in teacher training.

The dean of the UW-M School of Education, George Denmark, said: "Our program in school administration will be immeasurably augmented by the presence of Mr. Watson, who is nationally known as an administrator. We are delighted that he will be one of us."

During the time that he has served as an ex-officio member of the Board of Regents, George Watson has made a significant contribution to the University of Wisconsin. As an educator, he has continually championed the rights of the Wisconsin faculty; as State Superintendent of Public Instruction, he has made the Regents and the administration aware of the University's statewide impact on education. Viewing the University in somewhat the terms of an outside observer, Watson has often clashed with those of his fellow Regents who tend to regard the University in more parochial or corporate terms. But, being a man of great patience and possessing a hearty tolerance for the opinions of others, Watson has won the unqualified respect of his fellow Regents. On several occasions, it has been his sense of humor, the twinkle in his eye, and his incisive logic that has set the Regents back on the track after a discussion has wandered far afield.

Under George Watson's leadership, the Regents have developed the document of the future of the University which appears in this issue. Having a board of ten regents agree on such a

sweeping statement of policy is considered no mean achievement!

Except for a short period as a teacher in Ironwood, Michigan, high school, Watson has been associated with Wisconsin education throughout his distinguished career. Born in Neenah in 1897 to George S. and Lillian (Watts) Watson, he attended the Appleton grade and high schools and then went on to Lawrence College to acquire his bachelor of arts degree in 1921. His college career was interrupted by service in the U.S. Army in 1917-18. In 1932 he earned a master of arts degree at the University of Wisconsin.

Before his election as State Superintendent of Public Instruction in 1949, Watson was a teacher in the Ironwood High School, 1919, and in the Stevens Point High School, 1921-22; supervising principal at Fall River, 1922-23; high school principal at Stevens Point, 1923-24; and superintendent of city schools in Waupaca, 1924-35; in Marinette, 1936-40; and in Wauwatosa, 1940-49.

He has served as chairman of the Wisconsin Council on Education, on the resolutions committee of the Wisconsin Education Association, on the Wauwatosa Veterans Commission, and on the Milwaukee County School committee.

He is past president of the Wisconsin Association of School Administrators and of the Wisconsin Education Association, and past chairman of the Wisconsin Council on Education. He is a member of the National Veterans' Administrators' Vocational Rehabilitation and Education Advisory Committee.

In 1949 Lawrence College presented him with an honorary LL.D. degree.

The newly-elected State Superintendent of Public Instruction, Angus B. Rothwell of Manitowoc, a distinguished educator in his own right, will replace Watson on the Board of Regents in July.

A Move to Ease the Squeeze at Milwaukee

“A VISIT to the UW-Milwaukee Union at noon is a hair-raising adventure.” So remarked Elmer Winter, a UW alumnus and president of Manpower Inc., who recently underwent this traumatic experience for the first time.

Winter, a former UW-Madison Union Board member, was impressed enough by his visit to accept chairmanship of a new fund raising campaign, sponsored by the University of Wisconsin Foundation, whose aim is to raise \$300,000 toward betterment of existing facilities.

The UW-M community's present social, recreational, and cultural center was built for a student population of perhaps 1,500 at the Wisconsin State College, Milwaukee, a predecessor of the UW-Milwaukee. The building proved inadequate for even this small college population. Nowadays the number of individuals taking courses at the UW-M is nuzzling the 10,000 figure, and there's a total of nearly 6,000 full-time, day students.

Every UW-M building shows the effect of jamming: classroom buildings, library, athletic facilities, Union. One can't say which is in worse shape. However, it is certain that the Union need take no back seat to any facility, anywhere, when it comes to sheer inadequacy.

The first step toward alleviation of the present situation—which finds students eating in cars, lounging on the floors of corridors in Main Hall, and scheduling meetings in expresso coffee houses—is in prospect with Regent approval of a \$1,800,000 project to expand the present UW-M Union's food service facilities.

Conversation, Cokes, and classroom preparation combine to produce an overpowering hubbub in the present UW-M snack bar-cafeteria.





The Milwaukee community increasingly has taken advantage of UW-M cultural attractions. Here Mr. and Mrs. Edward Kane and son Steve chat with Union visitor Vincent Price as UW-M students John Iglehart and Bernie Buresh look on.

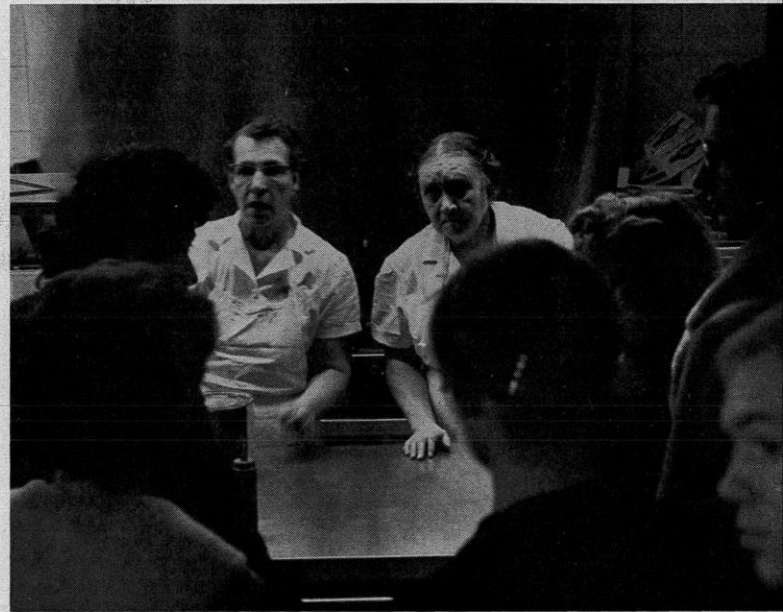
The enlargement of food facilities will mean considerable fringe benefits in other areas, too. Presently a medium-large Union lounge is the UW-M's first-line auditorium for such events as the World Affairs Institute program mentioned in another article in this issue of the *Wisconsin Alumnus*. No more than 500 persons can be seated comfortably in the room. The new Union addition will provide a "reserve" cafeteria that will be utilized as an auditorium-theater to make UW-M sponsored activities available to the increasing numbers of persons who are interested in taking advantage of them.

Use of cafeteria and lounge space for auditorium purposes is an expedient necessary until completion of the over-all UW-M Union development, which will add large and small theaters, as well as further lounge and office facilities, to the presently-projected building. Cost of the entire Union complex is expected to total \$6 million, and its imminence is a matter of conjecture.

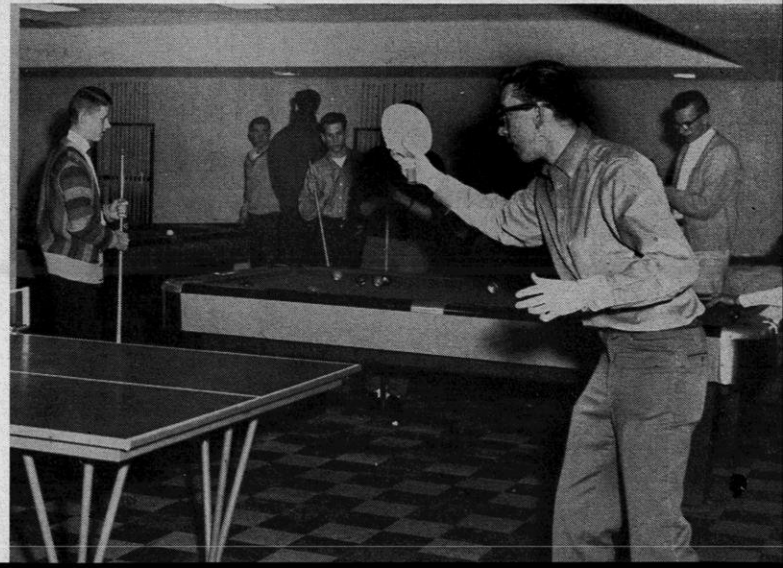
The Union project is the first Milwaukee-centered project to be undertaken by the University of Wisconsin Foundation. The Foundation expects that contributions toward the UW-M Community Center will come from faculty, students, Milwaukee area residents, business, industry and alumni—both of the UW-Milwaukee and the UW-Madison.

In early April, campaign chairmen relating to each of these groups were being selected. And by that time, students had swung into action under the direction of General Student Chairman Janet Novotny, a junior from Milwaukee, and John Tall, president of the Union Activities Board.

At lunch time, crowds of students descend on the UW-M Union Snack Bar—this picture reflects one result of the crowding.



This is almost a complete view of the Milwaukee Union's game room. The area is really not even a part of the Union itself, but a subterranean room between the Union and the fieldhouse.



Automation *in the classroom*



Prof. Michael Petrovich makes a last-minute check of his notes at the master-control lectern. From this point, Prof. Petrovich can conjure up a combination of visual and audio material that will be an effective supplement to his lecture on Russian history.

*have automated teaching
techniques made the
professor obsolete?*

by Walter Bunge

AUTOMATION has come to a University of Wisconsin classroom this semester. A classroom laboratory making automatic use of the advanced teaching techniques of audio-visual machines has been set up in the main auditorium of the Education building. Although machine automation has long been an important part of industry, and teaching machines are used in some elementary and high school classrooms, the advanced equipment recently installed at the University is among the first of its kind to be used in a college.

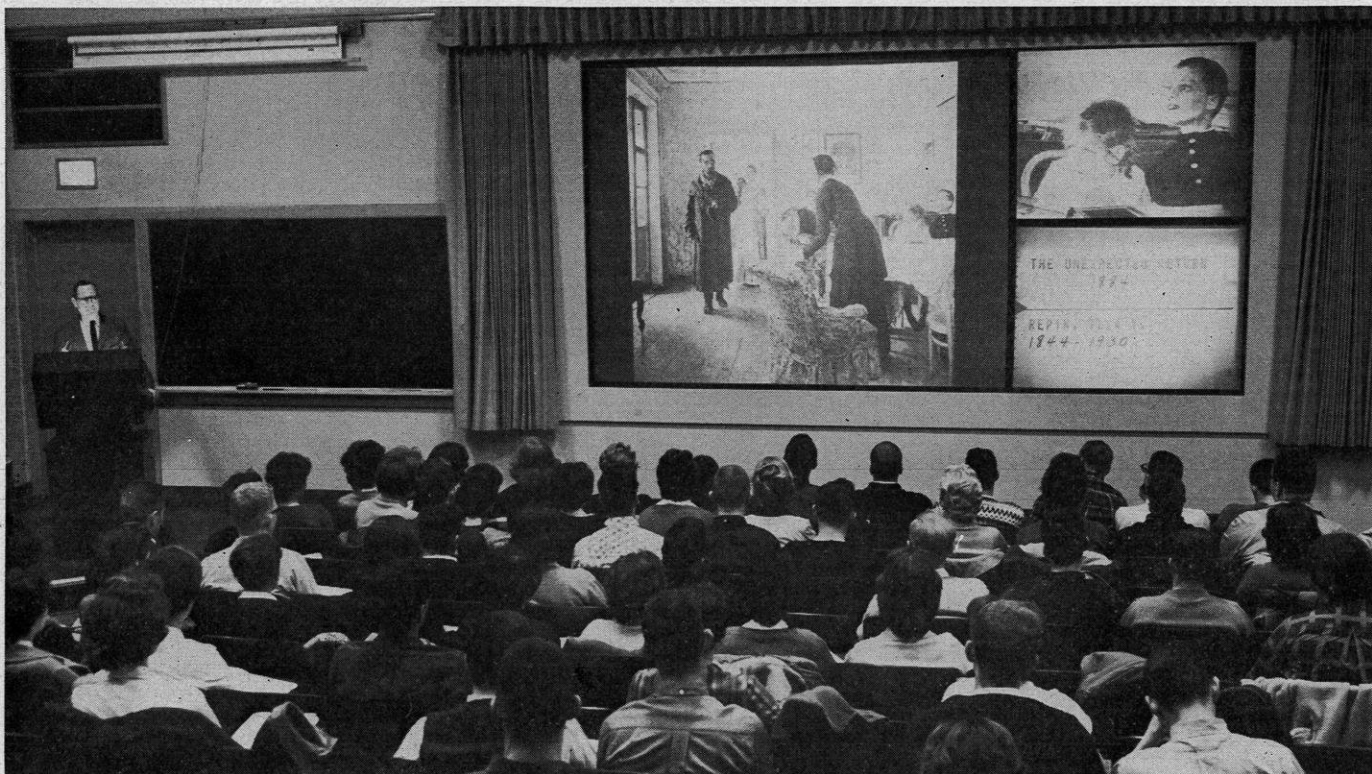
Under the direction of Prof. John Guy Fowlkes and Associate Dean Paul Eberman, the Wisconsin Improvement Program of the University School of Education will use the new laboratory to seek to improve university instruction and to test teaching in the laboratory against usual teaching methods.

The auditorium used as the laboratory is much the same as the room in which students have been listening to lectures for years. But there has been a change, a very big change.

The difference lies under the floor and behind a three-section plastic projection screen in front of the room. Packed out of sight of the students are two slide projectors, a movie projector, a tape recorder, teleprompter units, an elaborate system of electronics to automatically control the machines.

Utilizing all or any of the equipment, lectures may be taped and played back to students. Slides, movies and kinescopes may automatically appear before the class at appropriate times. Although it is conceivable that the apparatus could replace the professor appearing in flesh

Wisconsin Alumnus, May, 1961



A view of the telemination classroom laboratory showing how visual material is used in a lecture.

and blood in certain classes, the University has no plans calling for such use.

The human professor must still choose and prepare visual and audio material. He must answer student questions. Most important, he must prepare the lecture and keep it up to date. In fact, Dr. Walter Wittich, professor of audio-visual education, believes that professors using the new equipment will spend much more, not less, time preparing a course—all to produce increased efficiency in learning outcomes.

When a teacher utilizes all equipment, he uses the teleprompter, an endless roll containing his lecture which appears in front of him but which is not visible to students. The teleprompter may contain "cues" which, at prearranged times, automatically turn on one or all of three movies and slide projectors, a tape recorder or a television projector. All projectors are placed behind the screen, except the TV projector, and project through the screen to eliminate classroom distraction.

Why create such a classroom laboratory?

Fowlkes, director of the Wisconsin Improvement Program, listed important reasons. "It is possible that more effective lectures can be presented because

there will be tightness in writing and presenting lectures in the laboratory," he said. He also pointed out that use of multiple visual aids, in the form of the three screens and the television screen, will possibly mean more rapid and efficient learning.

"What we are attempting," said Eberman, "is to make lectures to large groups as effective as possible and to explore a variety of uses for audio-visual equipment in the classroom." He also pointed out that use of this equipment can involve a type of team teaching because several professors can share their competencies in a single course through this medium. But he emphasized that the equipment cannot be used in all kinds of teaching. "It will be used only where the material may be adapted to a formal, well-planned lecture program."

Prof. Michael Petrovich, who teaches Russian history, is one of the first to use the laboratory. "During a lecture on Napoleon's invasion of Russia, for example, we can show a famous painting of the battle of Borodino on the large screen, project a diagram of the battle formations and a map of battle plans on the two small screens, and play Tschai-kovsky's 1812 overture for background music," he explains.

At least six University professors are using the laboratory during this semester. They will prepare material with assistance from Raymond Hagen, on loan from the Teleprompter Corp.



A look at the tape recorder and teleprompter equipment installed in University of Wisconsin's experimental classroom.



Project engineers Robert Kowalsky (left) and Robert Tagtoe give the 1604 a final check. Tagtoe is at the master control board.

The University's New Computer

The Marvelous 1604

by Dan Botkin

A QUIET, SLEEK MACHINE that can count to 100 a thousand times a second has been installed on the University of Wisconsin campus. Operating with the flashing of a few lights, the occasional movement of a reel of tape, and the quiet clatter of a printer, the machine takes 100,000 orders a second. It stores $1\frac{1}{2}$ million pieces of information and can recall any of them in two-millionths of a second. In under 10 minutes it can answer problems that would take six months to compute by hand. This machine is the University of Wisconsin's new \$1,000,000 computer—a Control Data Corporation model 1604, one of the most advanced computers now commercially available.

Preston Hammer, director of the UW's Numerical Analysis Laboratory where the computer is located, estimates

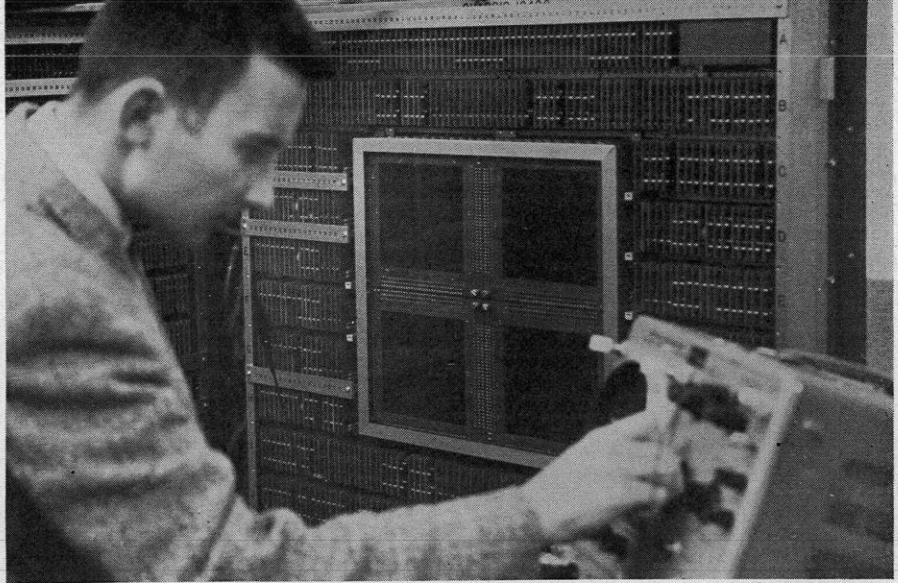
that nearly every university department will use the machine.

Last year, the computer it replaces, an IBM 650, operated 24 hours a day to handle 300 major projects involving 400 faculty members and 700 students. The new machine is 100 times faster than the old and can remember 16 times as much information. It is actually five grey-blue units mounted on a raised platform. The units include a large computer, a smaller, "satellite" computer, memory, programming, and printing units.

An unusual feature of the computer is that the main unit can potentially be connected over long distances to smaller "satellite" computers which can then operate with the 1604's full capacity. Physical and social scientists and engineers will probably do most work with

Wisconsin Alumnus, May, 1961

The memory of the 1604 computer is a group of fine wire screens with tiny magnets fastened at the junctions of the wires.



the machine. And many other departments will find limited use for it. Here are some examples. With a new computer, Meteorology Prof. Verner E. Suomi will analyze data from the Explorer VII weather satellite instrument he helped design to study the earth's heat budget—the amount of thermal radiation reaching the earth and leaving it. English Prof. Frederic Cassidy will study the frequency with which different sounds occur in English.

Agricultural researchers will use the computer for many projects, such as the inter-relationships of plant yield and plant height, and the relation between quality of meat and characteristics of the live animal. Astronomy Prof. C. M. Huffer and graduate student George Collins used the Numerical Analysis Laboratory's IBM 650 to produce the first satisfactory solution to an equation representing changes in the light of eclipsing stars. On this replaced machine, they studied just one of three types of eclipses. With the new computer, they will study a second type, more difficult to calculate. The increased speed and larger memory of the new machine will turn months of calculation to days or hours.

Geophysicists will use the computer for their studies of the earth's crust which involve a great many measurements of the earth's gravity. On the CDC 1604, Electrical Engineering Prof. James Skiles will simulate electrical power plants and Economics Prof. Guy Orcutt will simulate the economy and population dynamics of the United States.

The new machine is much faster than

an ordinary desk calculator, but it can do no more kinds of operations. The electronic brain does its arithmetic by passing electric currents through tiny transistors. It is a binary computer, which means it counts by two's rather than by ten's. Only two symbols are needed to count by two's. Such a system is well suited to an electronic computer, since these two symbols can be represented by a current turned on and turned off. In the CDC 1604, the transistors turn the current on and off, just as a house light-switch does, but much faster.

The electronic brain's memory is a group of fine wire screens with tiny magnets fastened at the junctions of the wires. The machine memorizes by magnetizing the tiny magnets. It remembers by passing currents along the wires to find out which bits of iron have been

magnetized. Though the new computer has a greatly increased capacity to handle information, it requires less space than the University's previous computer. This is because the entire computing system is transistorized. Older computers used electronic tubes. Just as transistorized radios are smaller and sturdier than older tube radios, so is the new computer smaller and sturdier than electron tube machines.

The 1604 fits into a room 20 feet square, about two-thirds the space needed for the older computer. The machine was purchased with the aid of a \$500,000 grant from the Wisconsin Alumni Research Foundation and a \$400,000 grant from the National Science Foundation, in addition to a contribution of \$300,000 from the Control Data Corporation.

Margaret Frisch of the astronomy department checks the Anelex printer for the answers to a problem which has been posed to the computer.



THIS YEAR AND NEXT, two University of Wisconsin Ph.D.'s will head the American Chemical Society, an organization which has more than 80,000 members. The two Badger chemists are Dr. Arthur C. Cope '32, who is president of the ACS for the current year, and Dr. Karl Folkers '31, who is the ACS 1961 president-elect.

Dr. Arthur C. Cope is a mild-mannered 51-year-old chemist. His first



Dr. Arthur C. Cope

love is organic chemical research, although he handles an administrative work load equal to that of any business executive. Performing the chores of the president of the American Chemical Society means little if any increase in the amount of time Dr. Cope gives to ACS activities. He has been a member of the board of directors since 1951 and served as chairman of the board in 1959 and 1960. As past chairman of the Publications Committee, Dr. Cope has long been interested in the pressing problems of handling the publication of chemical literature.

Besides being a key administrator for the ACS, Dr. Cope is head of the department of chemistry at the Massachusetts Institute of Technology. He oversees a faculty of 34 which is responsible for 150 undergraduates, 200 doctoral candidates, and 75 post doctoral students.

Badger Chemists Lead ACS

Dr. Cope has carefully avoided being barred from the laboratory by a pile of paper work. He explains that many administrative problems of the MIT chemical department are handled by an executive officer. Thus, Dr. Cope finds time to work with his students—some 20 doctoral and postdoctoral students conduct research under him. The group's largest research effort has been devoted to transanular reactions, a phenomenon discovered by Dr. Cope about eight years ago. So far the group has published about 20 papers in this field, and Dr. Cope believes the work will lead to a better understanding of how molecular geometry can affect the course of organic reactions.

Dr. Cope received his B.S. degree in chemistry at Butler University in 1929 and his Ph.D. at the University of Wisconsin in 1932. For two years he was a National Research fellow at Harvard. From 1934 to 1941 he taught chemistry at Bryn Mawr College, and for the next three years was associate professor of chemistry at Columbia. During World War II, Dr. Cope was a technical aide and section chief in the Division of Chemistry of the National Defense Research Committee. For his services he won the Certificate of Merit of the U.S. Government.

Since 1945 Dr. Cope has been professor of organic chemistry and head of the chemistry department at MIT. Among his scientific contributions is the development of an indirect synthetic method for introducing substituted vinyl

groups into malonic and cyanoacetic esters and other types of active methylene compounds. He also discovered a type of rearrangement undergone by allyl derivatives of such structures. This is now known as the Cope Rearrangement and is the work for which he received the ACS Award in Pure Chemistry in 1944. Other honors include the Chandler Medal of Columbia University given in 1958.

Dr. Karl Folkers



Wisconsin Alumnus, May, 1961

By vocation and avocation Dr. Cope considers himself a chemist. His varied chemical activities make up a full schedule which leaves little time for outside interests. He admits to leaning toward fishing, but says he has had few opportunities during the past few years to get away from chemistry.

Dr. Karl Folkers is executive director of fundamental research at Merck & Co., Inc. He graduated in 1928 with honors from the University of Illinois, and in 1931, he received his Ph.D. from the University of Wisconsin. He was a post-doctoral fellow in organic chemistry at Yale University during 1931-34.

Dr. Folkers joined Merck in 1934. He became assistant director of research and development in 1938, director of the organic and biochemical research department in 1945, associate director of the research and development division in 1951, director of organic and biological chemical research in 1953, and took his present position in 1956.

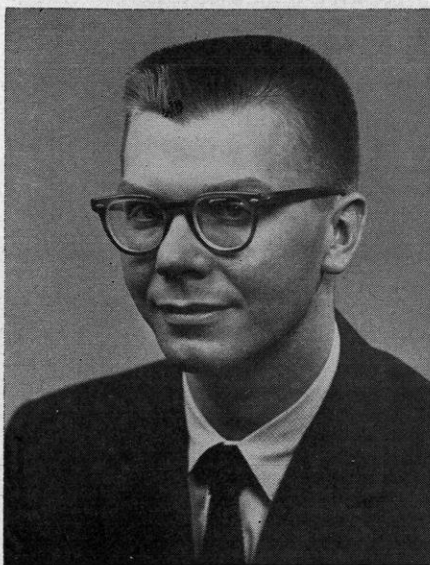
In 1940 and 1949, he was co-recipient of the Mead Johnson & Co. Award. He has also won the ACS Award in Pure Chemistry, 1941; Merck & Co., Inc., board of directors Scientific Award, 1951; Julius Sturmer Lecture Award, 1957; Spencer Award, 1959; and the Perkin Medal, 1960.

Dr. Folkers was honored by the Rochester Section of ACS by being named Harrison Howe Award winner and lecturer in 1949, and he was the George Fisher Baker Non-Resident Lecturer in chemistry at Cornell University in 1953. He was also a Medical Faculties Lecturer at universities in Sweden in 1954, and a Regent's Lecturer at the University of California in 1960.

Dr. Folkers is chairman of the advisory council of the department of chemistry at Princeton University, a member of the Scientific Advisory Committee of the Institute of Microbiology at Rutgers University, and a member of the committee on revisions for the U.S. Pharmacopeia.

He is a member of the National Academy of Sciences, American Society of Biological Chemistry, American Institute of Nutrition, Society for Experimental Biology, American Association for the Advancement of Sciences, Alpha Chi Sigma, Phi Lambda Upsilon, and Sigma Xi.

Recognition by the American Chemi-



Dr. Eugene van Tamelen

cal Society is not the special province of Drs. Cope and Folkers; it has also come to two members of the University of Wisconsin faculty.

Dr. Olaf A. Hougen '18, Burgess Professor of Chemical Engineering at the University, is this year's recipient of the ACS Award in Industrial Engineering Chemistry, sponsored by Esso Research & Engineering. Dr. Hougen has assumed many responsibilities in the development and expansion of chemical engineering education. He has lectured widely, given advanced courses to many industrial groups, and taught several semesters at other schools, including a stint as Fulbright professor in Norway and in Japan, countries where he made significant contributions to engineering education.

A decade of consistent accomplishment by Dr. Eugene E. van Tamelen, professor of chemistry, has earned him this year's ACS Award in Pure Chemistry. It is perhaps fitting to note that in this 30th year of the award, it returns to the home campus of the present sponsor of the award, Alpha Chi Sigma Fraternity.

Dr. van Tamelen's diverse and original researches into many areas of natural products have catapulted him into that small group at the top of his profession. Speaking of Dr. van Tamelen, a fellow chemist remarked "... he has accomplished the extraordinary feat of achieving his solution in most cases with a high degree of elegance, inspiration, and originality."



Dr. Olaf Hougen

PIONEERS

on the New Frontier

PRESIDENT KENNEDY relied quite heavily on Harvard faculty and graduates to staff his administration, but he also brought along a generous supply of Wisconsin alumni to keep him company on the New Frontier. In all, a total of eleven Wisconsin graduates—among them, the assistant dean of the UW Law School and the former mayor of Madison—are holding key positions in the Kennedy administration. These Badger pioneers on the New Frontier include:

George Bunn '46, appointed counsel to John J. McCloy, advisor to President Kennedy on disarmament.

George Bunn studied engineering and physics at the University and later received a law degree from Columbia University. He is the son of Prof. Charles Bunn of the University of Wisconsin Law School.

Recently in private practice in Washington, Bunn has been on the Atomic Energy Commission's legal staff and he was a member of the Senate Preparedness Committee's staff.

Brig. Gen. Chester V. Clifton '48, appointed Army Aide to President Kennedy.

Gen. Clifton holds a Master's Degree in journalism from the University of Wisconsin. He was one of the first Army officers to take part in a special University journalism training program. A 1936 graduate of West Point, Gen. Clifton was recently the Army's chief of information.

Wilbur J. Cohen '34, Assistant Secretary (legislative matters) for the Department of Health, Education and Welfare.

Wilbur Cohen was born in Milwaukee and was graduated in 1930 from Lincoln High School as president of his (January) class and as the holder of more honors than any other pupil in the school's history.

At the University of Wisconsin, Cohen majored in economics under the late Edwin E. Witte, professor of economics, and later called the father of America's Social Security Act. Cohen was graduated with honors in 1934 and

won the John Lendrum Mitchell gold medal for his thesis on labor economics.

When Prof. Witte went to Washington in 1934 to draft the social legislation, he took Cohen with him. Cohen served as Witte's assistant; Witte was then executive director of President Roosevelt's Committee on Economic Security which drafted the original Social Security Act. For the next 17 years, Cohen was technical adviser to Arthur J. Altmeyer, chairman of the Social Security Board, and to the commissioner for Social Security.

From 1953 to 1956, Cohen was director of research and statistics for the Social Security Administration. In 1956, he went to the University of Michigan faculty.

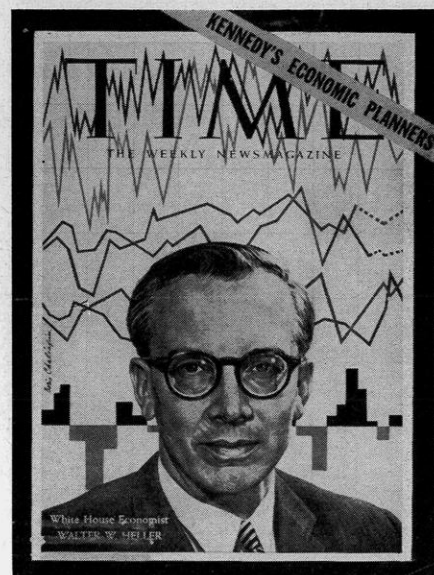
Dr. Leland J. Haworth '31, appointed a member of the Atomic Energy Commission.

Dr. Haworth, a teacher in the field of science most of his life, began as a high school physics teacher in Indianapolis, Ind. He was an instructor at the University of Wisconsin from 1930 to 1937, a fellow at Massachusetts Institute of Technology and an associate professor of physics at the University of Illinois. In World War II, he did research at MIT on radiation.

Haworth joined the Brookhaven National Laboratory as assistant director in 1947 and became director a year later. His specialties have included nuclear physics, high energy physics, and the surface structure of metals. He is a former president of the American Nuclear Society.



Carlisle Runge



Dr. Walter Heller

Two on the Kennedy Team

Walter W. Heller '38, head of the Council of Economic Advisors to President Kennedy.

Walter Heller, the subject of a recent Time magazine cover story, won a four year scholarship at Oberlin (Ohio) College where he was elected to Phi Beta Kappa and graduated at 19. He received his Master's Degree in economics from the University of Wisconsin in 1938 and his Doctor's Degree in 1941.

Wisconsin Alumnus, May, 1961

Heller was a fiscal economist in the United States Treasury Department from 1942 to 1946. In 1947 and 1948, he was chief of internal finance in the allied military government of Germany, and helped with currency reform there. He later served as a member of the ECA mission on German economic problems.

He is a member of the advisory committee on state and local statistics of the census bureau and, before accepting his Washington appointment, was chairman of the economics department in the University of Minnesota School of Business Administration.

Robert G. Lewis '42, *appointed deputy administrator, Department of Agriculture Price Stabilization Office.*

Lewis has had wide experience in both the state and national farm scene. He is a former member of the staff of the Wisconsin Electric Co-op in Madison; a former Washington representative for the National Farmers Union; and he served as administrative assistant to Sen. William Proxmire (D-Wis.) before becoming Gov. Gaylord Nelson's agricultural coordinator.

Philleo Nash '32, *appointed consultant on Indian Affairs in the Department of the Interior.*

Philleo Nash was a White House aide during the Roosevelt and Truman administrations. When the Republicans regained power in 1953, he returned to Wisconsin Rapids where his family has extensive cranberry holdings.

Nash was elected lieutenant governor of Wisconsin in 1958, and was state Democratic chairman from 1955 to 1957, and party finance chairman in 1954.

Ivan A. Nestingen '49, *Undersecretary of Health, Education and Welfare.*

Nestingén was born in Sparta in 1921 and graduated from high school there. After attending LaCrosse State College for two years, he came to the University of Wisconsin for a year before joining the Army to serve with the Corps of Engineers in the South Pacific. Discharged as a first lieutenant, he returned to the University and received his law degree in 1949.

A member of the law firm of Arthur, Dewa, Nestingen & Tomlinson, he practiced law in Madison from 1949 to 1956 when he was elected mayor. He was elected to the Assembly in 1954 as a

Democrat from the central Madison district. Nestingen suffered his first and only political defeat in 1950 when he failed to win election to the City Council. He was reelected mayor twice.

Last summer, Nestingen was chairman of the Wisconsin delegation to the Democratic National Convention in Los Angeles. Prior to that, he had been organizing support for President Kennedy in the state as early as April of 1959.

Carlisle P. Runge '46 *Assistant Secretary of Defense for Manpower, Reserve, and Personnel.*

Prof. Runge has been a member of the University of Wisconsin law faculty since 1951. He is a native of Seymour, Wis., and received both his Bachelor's and Law degree from the University.

From 1948 to 1951 he served as assistant federal attorney for the western district of Wisconsin. His special field at the University has been national security policy. Since 1956, he has served as coordinator of a social studies seminar on military policy and administration in the postwar period. He has had extensive administrative experience as a colonel in Wisconsin's 32nd National Guard division and as assistant dean of the UW Law School.

Last year he did research on defense strategy and administration in the Pentagon under a Carnegie Foundation grant.

Aubrey J. Wagner '33, *appointed a director of the Tennessee Valley Authority (TVA).*

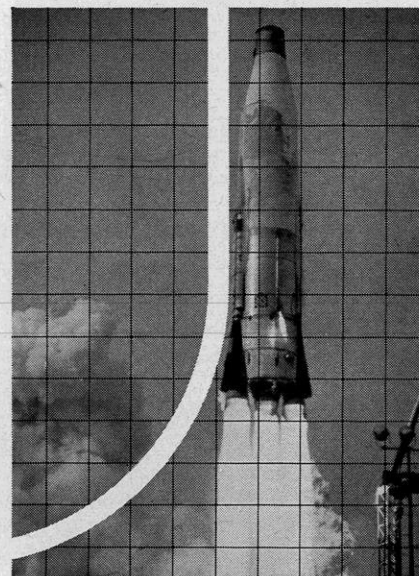
Wagner began his career with TVA in 1934, following his graduation from the University. In 1954 he was advanced to the post of general manager of TVA, a job he still holds.

Frank J. Welch '43, *Assistant Secretary of Agriculture.*

Frank Welch, a native of Winfield, Tex., holds a Ph.D. degree in agricultural economics from the University of Wisconsin. He was dean of the University of Kentucky College of Agriculture before going to Washington to take charge of federal-state relations.

One of his principal interests has been the economic development of rural areas with large numbers of small and low income farms. (He owns nearly 1,000 acres of one-time cotton land in Mississippi which he has put into timber for wood and pulp lumber.)

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Three Generations of Farm Short Course

LIVING IN RURAL Wisconsin are three generations of farmers who have graduated from the University of Wisconsin Farm Short Course. Conceived in 1884 and started on a cold winter day in 1886, the Farm Short Course has been a teacher of scientific agriculture to some 12,500 farm boys.

Just what is the Short Course? To the student it's 15 weeks of intensive training in such practical areas as farm chemistry, farm law, farm electrification,

feeding, farm management, forage crops, livestock sanitation, and many others. To the Board of Regents of 75 years ago it was an urgently needed program.

In 1884, the Regents gave considerable study to the problem of providing agricultural education for Wisconsin farm boys. A special committee consisting of William Vilas and H. D. Hitt was appointed to consider a plan for a more "convenient and useful" course of

agricultural instruction at the University. The first Short Course session was held two years later in the early months of 1886 with a total of 19 young men registered for the program.

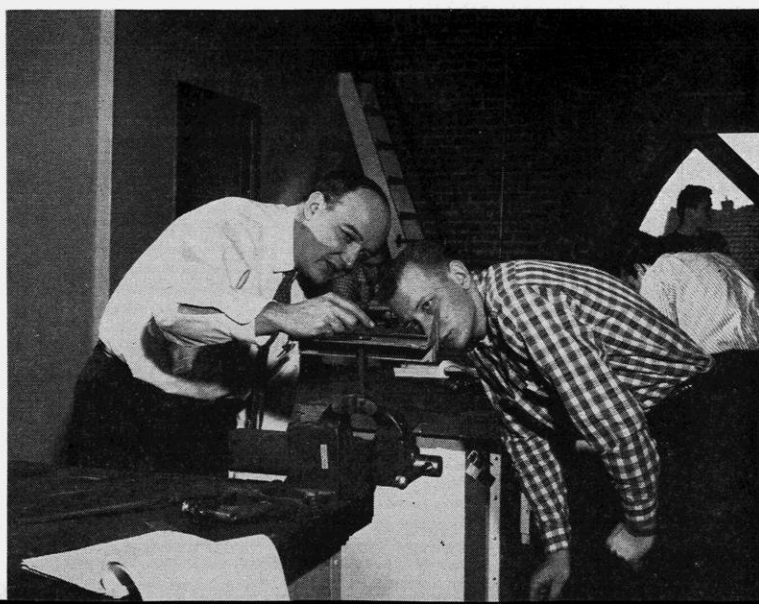
The basic purpose of the Farm Short Course has not changed in its 75 continuous years, although today's content and variety of courses would certainly amaze those original 19 students. As farming has become more complicated, subjects have increased from the original 8 to 50.

R. K. Froker, present Dean of the College of Agriculture, speaking at the Short Course's 75th anniversary celebration, said: "In 1886 the Farm Short Course was started for young people who expected to make farming their life's work and who did not feel that they had the time or money for the four year collegiate course in agriculture. Instruction has been by our very best faculty members. Emphasis had been on the applied agricultural sciences and technology. Over the years many of Wisconsin's outstanding farmers and farm leaders have attended Short Course. This is one of the strongest bonds between farm and college, to the benefit of both."

Through the years, Short Course enrollment has been something of a barometer of the times. From its inception, Short Course enrollment rose steadily to a peak of 475 in 1910. Then World War I cut heavily into the enrollment. A strong recovery was made at the end of the war, but it was short-lived because of the subsequent depression. In the early 1930's, through the concerted efforts of the College of Agriculture under Dean "Chris" Christian-

Left: The 75th anniversary of the Farm Short Course at the University of Wisconsin during 1961 Farm and Home Week brought these four agricultural leaders to the platform. From left are: J. Frank Wilkinson, current Short Course director; Walter Renk, Sun Prairie farmer, who spoke at the celebration; Myron Clark, Oshkosh, Short Course alumni president; and V. E. Kivlin, associate dean of agriculture and former Short Course director.

Right: Classes during Farm Short Course are designed for the practical in modern farming. Gordon Barrington, agricultural engineer (left) discusses a fine point on farm machinery with a Short Course student.



son, the enrollment climbed. Both World War II and the Korean conflict cut into enrollment, but since the mid-1950's, interest and enrollment has increased steadily. The 1960-61 enrollment was nearly 170 students.

The Short Course has had a series of illustrious directors: first was W. A. Henry, also the first Dean of Agriculture at Wisconsin; succeeding directors included R. A. Moore, D. H. Otis, J. P. Borden, E. F. Cooper, T. L. Bewick, V. E. Kivlin, J. R. Barton, and J. F. Wilkinson who has held the position since 1946.

In 1950 the Short Course students started dedicating their *Little Badger* annual to prominent University faculty members who were also Short Course teachers. The dedications include: V. E. Kivlin, associate Dean of Agriculture; Wilkinson; Clarence Hein, agricultural librarian now retired; B. A. Beach, veterinarian now retired; Paul Phillips, biochemist; John Barton, rural sociologist and former Short Course director; Gus Bohstedt, animal husbandman now retired; Byron Jorns and W. A. Sumner, agricultural journalists both deceased; D. R. Mitchell, farm management specialist now retired; and H. C. Jackson, dairy husbandman.

Short Course is conducted in three five-week periods. This year it started on November 14 and ran through March 11. Students pay \$264 for fees, room and board. Some 100 scholarships are available to the farm students—twenty of these at \$100 each are granted by the Board of Regents. Any Wisconsin resident who is 17 years or older and who has had some farm experience may make application for the scholarships.

Although the program is set up on a two year basis, three and four year certificates are offered. Youths with three and four years of high school vocational agriculture can enter as second year students. A high school diploma is not necessary for entrance, but almost all students have one.

The average Short Course student will take five courses at a time. In a given day the student may proceed through courses in swine management, rural citizenship, dairy cattle breeding, farm forestry, and farm advertising.

The students participate in a wide range of extra-curricular activities in-

cluding intramural sports, singing, the Little International Livestock Exposition, publications, and clubs.

While at the University, Short Course students live in two recently-constructed dormitories. The dormitories were officially dedicated with names of deceased faculty members during the anniversary celebration this past winter. The units are named for Byron Jorns, widely known agricultural artist who died in 1958; and George Humphrey, pioneer animal nutritionist who died in 1947. Both men were close to Short Course

teaching and activities during their lifetimes.

Short Coursers have their own active alumni association headed by Myron Clark of Oshkosh.

The mood of the Short Course as it looks to the future continues to be most lively. In the words of one of the current instructors, "You have to keep on your toes. The boys don't have much time here and they want to learn all they can. If your teaching is sloppy or your comments impractical, you soon hear about it."

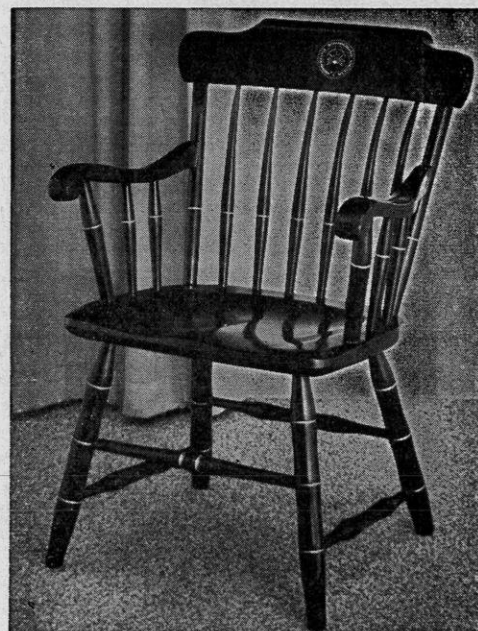
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MAKE CHECK PAYABLE TO WISCONSIN ALUMNI ASSOCIATION

Alumni and Varsity to Tangle as Oldsters Test Badger Youngsters



Alumni coaches (from left) Bob Rennebohm, Don Kindt, and Fred Negus plot strategy in a practice session before last year's game. This same trio will be on hand this year to guide the Alumni against an improving Wisconsin Varsity.

THE SECOND week in May, a group of seasoned alumni football players, plagued by occasional traces of tired blood, will return to Madison and begin a week's practice in an attempt to prove that the accumulated wisdom of age and experience can master the impulsiveness of youth. The final test of this experiment will be the annual Varsity-Alumni football game which will be played on May 13.

The Varsity-Alumni rivalry, an off-and-on affair over the years, dates back to November 20, 1896 when the first game was played. This first game in the series was won by the Alumni when they rolled up a 6-0 score over the Varsity. Actually, the victory by the graduate footballers was quite impressive—it was the only defeat the Badgers suffered that year. A week previous to the Alumni contest, the Badgers had thundered over Chicago 23-8 and, a week later, they shut out Northwestern by a score of 22-0. The eight points scored

by Chicago and the Alumni touchdown were the only points registered against the Badgers that season.

The game was played on a sunny afternoon and followed a high school game between Delafield and Madison High which had been played in the morning. In the first half, the Varsity threatened, but when the legendary Pat O'Dea missed a field goal attempt by dropkicking, the Varsity's chances of scoring were over for the day. The game's sole score came in the second half when, after ten minutes of knockdown play, the rugged Alumni captain, Walter Alexander, charged over the goal from his right halfback position.

After this first Varsity-Alumni game, there was an attempt to make the contest an annual affair. Games were played in 1898 and 1899 with the Varsity winning both times: 12-11 and 17-5. In the 1899 game, Phil King, then the Varsity coach, took off on a fifty yard run to set the stage for his, and the

Alumni's, only touchdown of the afternoon which came a play later on a five yard run.

The last Varsity-Alumni game of this first series was played in 1905 and won by the Varsity, 17-0. One of the interested spectators at that game was Senator Robert M. LaFollette who received more attention from the newspapers the following day than did the game itself.

The Varsity-Alumni rivalry was renewed in 1933 when an Alumni team composed of such stars as Moon Molinaro, Mickey McGuire, Mark Catlin, and Bo Cuisinier came back and handed the Varsity a 3-0 defeat. The game's lone score came on a 23 yard field goal by Ernie Lusby after Harry Pike had run back a partially blocked Varsity punt to the 20 yard line.

The most recent renewal of the game began in 1957 when the Alumni trounced the Varsity, 35-26. In the alumni lineup of that year were such contemporary Wisconsin greats as Elroy Hirsch, Ken Huxhold, Jim Temp, and Alan Ameche, all of whom were playing professional football. In addition to the pros, the Alumni had such talent as Harland Carl, Jim Haluska, Dave Howard, Gary Messner, Norm Amundsen, George O'Brien, Billy Lowe, Bill Albright, Bob Konovsky, and Jim Reinke to rely on.

However, the Varsity turned the tables in 1958 and took the measure of the Alumni by a score of 36-20 as the game was shifted to Milwaukee while Camp Randall Stadium was being enlarged. The Varsity team that made that particular afternoon miserable for the Alumni was to go on and win an undisputed Big Ten championship in 1959. Such aggressive stars as Dan Lanphear, Jerry Stalcup, Dale Hackbart, Jim Heinke, Bob Zeman, and Dave Kocourek played havoc with the Alumni on both offense and defense.

The following year the Alumni came back with a vengeance and throttled the Varsity 35-9. Then the Varsity rebounded last year, surprising the Alumni with a score in the last minute, and winning 20-17.

This year, with the current series tied at two games apiece, the Varsity-Alumni game will again mark the end of spring practice and will be held on Saturday, May 13. The Alumni team will again be coached by Don Kindt, former Wisconsin star of the 1940's and a standout defensive back with the Chicago Bears for nine seasons. Assisting Kindt in masterminding the Alumni attack will be: Ken Huxhold, Elroy "Crazylegs" Hirsch, Bob Rennebohm, and Fred Negus, all stars of little over a decade ago. Although Hirsch, Wisconsin's Peter Pan of the gridiron, hasn't committed himself as of yet, there is an odds-on probability that he will put on a uniform the day of the game and do his best to run circles around his youthful Badger counterparts. Last year, Hirsch caught four passes for 99 yards and two touchdowns in the Alumni's losing effort.

Once again, the Alumni will have a seasoned lineup which will be enhanced by the seniors of last year's team. The Varsity, on the other hand, will rely quite heavily on the passing arm of Ron Miller, the sensational Badger quarterback of last season. But Head Coach Milt Bruhn indicates that he has a balanced running attack which will be helped by the presence of speedy freshman backs. The chief Badger weakness comes in the right side of the line where a rebuilding is needed after critical losses of key players through graduation and drop outs.

The National "W" Club, the sponsor of the annual Varsity-Alumni game, has indicated that if this year's game does not show a promise of being a continued success, then it will probably have to be discontinued. All proceeds from the game go to the National "W" Club for the continuance of its many useful programs.

Wisconsin alumni are encouraged and invited to attend the game on May 13 at Camp Randall Stadium in Madison. Tickets may be ordered from the Athletic Ticket Office, 1440 Monroe Street, Madison 6.

Wisconsin Alumnus, May, 1961

letters

Faculty Salaries

After reading the article "To Catch Up and Keep Up" in the March issue I am moved to make a few comments, as follows:

It is a pretty good analysis of the salary situation of professors and makes a fair case for the alumni and the Wisconsin public to consider. Other states are making the same appeal through their college friends and alumni. It would then appear that competition between the different states for professional talent can be reduced by having the Federal Government handle the situation, including of course, all the channels of education in secondary schools down to the nursery . . .

The professors are of course in the top echelon of our intelligentsia. Since we have the same problem in another important minority group (the farmers), it has occurred to me that these men and women of higher learning should have long since given us (the people) a solution to economic inequalities of this kind. The problem in agriculture must be considered very important—maybe all important since the United States really is and has always been an agrarian commonwealth.

The liberal and ultra-liberal state of mind in many college faculties, more in some

schools and less in others, has without question influenced governmental policies which has been largely responsible for today's troubles . . .

This, I am quite sure: Had the men and women in the governing circles of this country had their "feet on the ground" fifteen years ago and since, many of our troubles including those of the professors would have been of a minor nature.

It is further my opinion that the teaching profession could be of much greater value (politically and socially speaking) to society if their training combined basic-practical-non academic experience with academic training. Their profession is of the greatest importance to a nation. It should have its training cover a very wide base.

A. O. Ayres '16
Eau Claire

Band Story

Re: Issue March 1961 Band Diamond Jubilee. If I am correct the name of "Mitschke" as leader for the years 1898-1904 should have been spelled "Nitschke".

I played in the band for three years under him.

F. C. Marvin '03
Zumbrota, Minnesota

badger bookshelf

THE HUG OF THE BEAR by *Mischa Jac Feld with Ivan H. Peterman '22*, Holt, Rinehart and Winston, New York (\$5.50).

This is one man's story of the terrors behind Stalin's wartime front, a first-person account of mass slavery and incredible brutality. Although the tale is tragic, it is illuminated throughout by passages of great simplicity and beauty, of deep faith and inspiration.

A true story of Russian "liberation" *The Hug of the Bear* is also a moving tribute to the unconquerable human spirit. Above all, it documents the terrible price to be paid by the losers in the race against communism.

LIFE WITHOUT GEORGE by *Irene Kampen '43*, Doubleday, New York (\$3.50).

This is the story of two young divorcees, with a child apiece, and their

battles for existence in suburban Connecticut. They are surrounded by recalcitrant machines, uncut grass, and a host of other problems that provide the reason for a husband's existence. *Life without George* sings the refrain that life is full of situations where men are desperately needed, and a divorcee certainly doesn't arise at noon, dress in a black sheath and satin pumps, and go out to a dim cocktail lounge to meet "another woman's husband."

THE HOUSES THAT JAMES BUILT AND OTHER LITERARY STUDIES

by *Robert W. Stallman '33*, Michigan State University Press.

Collected critical readings representing the New Criticism applied to modern fiction. Studies of Henry James' *The Portrait of a Lady* and *The Ambassadors*; Thomas Hardy's *The Return of*

with alumni clubs



The Wisconsin Alumnae Club of Chicago is having a busy year. One of the highlights of the season was a party given by Mr. and Mrs. Theron Mandeville Woolson. Pictured above are Univ. Pres. and Mrs. Conrad A. Elvehjem (center) with the Woolsons as they chatted at the gathering attended by more than 125 guests from the North Shore suburbs and Chicago.

In March the Chicago Alumnae held their annual Founders Day dinner at the Continental Club. Dean of Women Martha Peterson was the featured speaker at the meeting which was attended by several graduates of the Class of 1960. Later in the month, a tea was held at the Evanston home of Miss Bertha Weeks. Miss Elizabeth Webber, who was introduced by Lucy Hawkin, program chairman, gave an informative talk on the Women's National Book Association.

On May 26, Dr. and Mrs. Marcus Hobart, 621 Foster Avenue, Evanston, will hold an open house from 3 to 5 p.m. Wisconsin alumnae and alumni will be welcome as well as their husbands and wives. Mrs. Eldon Russell of Madison will speak on the work of the Board of Visitors.

NORTH WOODS (Rhineland) Founders Day May 11

Speaker: LeRoy Luberger, Dean of Students

Contact: Edward Buehler (Forest 2-6116)

MADISON Founders Day

May 10

Speaker: Elroy "Crazylegs" Hirsch

Contact: William Marling (CH 4-4777)

the Native; Stephen Crane's *Maggie*, *The Red Badge of Courage*, and short fiction; Joseph Conrad's *The Secret Agent*; F. Scott Fitzgerald's *The Great Gatsby* and *Tender is the Night*; Ernest Hemingway's *The Sun Also Rises* and *The Snows of Kilimanjaro*; William Faulkner's *As I Lay Dying*; and "The New Critics" and "Fiction and its Critics."

AMERICAN LITERATURE: READINGS AND CRITIQUES edited by Robert W. Stallman '33, and Arthur Waldhorn, G. P. Putnam's Sons.

This is the first textbook in American literature to be designed by a critical approach and groundplan which includes source, work, and critique.

Books from the University of Wisconsin Press

EVALUATION OF DRUG THERAPY edited by Francis M. Forster (\$4).

Proceedings of the Symposium on Evaluation of Drug Therapy in Neuro-

logic and Sensory Diseases held at the University of Wisconsin, May, 1960. A pilot study to encourage greater co-operation between the various persons and agencies engaged in developing and evaluating drugs.

PARTIAL DIFFERENTIAL EQUATIONS AND CONTINUUM MECHANICS edited by Rudolph E. Langer (\$5).

Proceedings of an International Conference conducted by the Mathematics Research Center at the University, June 7-15, 1960.

THE EARTH'S PROBLEM CLIMATES by Glenn T. Trewartha (\$7.50)

An original and unparalleled analysis of those climates of the world which do not conform to the standard world pattern. Included are an inventory of these regional problem climates and a description of the characteristics of each.

NEW LAWS FOR NEW FORESTS Wisconsin's Forest-Fire, Tax, Zoning, and County-Forest Laws in Operation by Erling D. Solberg (\$7.50).

Dealing with the four types of land-use laws enumerated in the title, the author analyzes the need for and development of effective laws for restoring the forests of Wisconsin. Numerous figures and tables supply necessary documentation.

TWELFTH-CENTURY EUROPE AND THE FOUNDATIONS OF MODERN SOCIETY edited by Marshall Clagett, Gaines Post, and Robert L. Reynolds (\$5).

These nine papers were delivered at a symposium held at the University. The reader is offered penetrating observations which cannot help but increase his appreciation of this great age of creative activity in European civilization.

THE RENAISSANCE A Reconsideration of the Theories and Interpretations of the Age edited by Tinsley Helton (\$4).

Six essays which explore and evaluate the results of the last century's works of Renaissance scholars in political and diplomatic history, intellectual history,

Wisconsin Alumnus, May, 1961

of art, science, Continental literature and English literature.

CHANGES IN THE MARKET STRUCTURE OF GROCERY RETAILING by Willard F. Mueller and Leon Garoian (\$6).

An analysis primarily concerned with the measurement and explanation of the causes and effects of competitive relationships, including mergers, among grocery retailers at the local, regional, and national levels.

WATER PURITY *A Study in Legal Control of Natural Resources* by Earl F. Murphy (\$4.75).

A survey of various means of legal control needed to maintain purity of

water resources. Wisconsin, one of the earliest states to develop effective legislation and administrative controls in water purity, is used as a case study.

WILLIAM WORDSWORTH *His Doctrine and Art in Their Historical Relation* by Arthur Beatty (Paper \$1.95, Cloth \$5).

Long out of print, this revealing study classifies Wordsworth's underlying philosophical principles and their roots in the politics, art, and literature of his day. Mr. Beatty deals mainly with the mature theories and poetry of Wordsworth, but offers an extensive analysis of his prose as well.

Dr. and Mrs. John R. YOST '14 are on a world cruise aboard the Bergensfjord flagship of the Norwegian-American Line.

Yu-Mei TSENG '16 is the librarian of New Asia College Library, Hong Kong, after having been affiliated with the Dah Sung Cotton and Spinning and Weaving Company for 30 years as teacher of textiles and also as managing director for the company.

The Class of 1917 will convene on the University of Wisconsin campus on June 3 for its annual reunion. Plans for the event include a luncheon at the Wisconsin Memorial Union—this will be followed by a bus tour of the campus and Madison. If you are a Seventeenner, be sure to come back!

Olaf A. HOUGEN '18, professor of Chemical Engineering at the University of Wisconsin, has received the American Chemical Society Award in Industrial and Engineering Chemistry sponsored by the Esso Research and Engineering Co.

1921-1930

Roy B. ORMOND '22 who recently retired as farm service director of Oscar Mayer and Co., was honored for his contribution to the livestock industry at the 49th annual meeting of the Wisconsin Livestock Breeders' Association.

George M. PARKER '22, president and a director of Esso Export Corp., has been appointed senior representative of Standard Oil Co. (New Jersey) in London, and Jersey stockholder representative for its affiliate companies in the United Kingdom, Norway, Sweden, Denmark and Finland.

Mrs. Proehl H. JAKLON (Mildred GERLOCH '22) was the subject of a recent article in *Editor & Publisher* which told of her unusual talent of creating crossword puzzles for the *Chicago Tribune*, an occupation which she has practiced since 1924.

Walter H. PORTH '23, who has been associated with the international operations

of the A. O. Smith Corp. since 1943, has retired from the company. He will establish an office in Milwaukee to conduct a consulting service for international business.

Atty. Eugene P. MEYER '24, who has served as general counselor of the George J. Meyer Manufacturing Co. for 15 years, is now associated with the law offices of Walter A. JOHN '16 of Milwaukee.

G. William LONGENECKER '24, professor of landscape architecture at the University of Wisconsin, was awarded a life membership in the Wisconsin Park and Recreation Society at their annual meeting which was held recently in Madison.

Mrs. Elizabeth D. Herrera and Arthur T. BENNER '26 were married recently in Waukesha.

Lloyd R. MUELLER '26 has been elected vice president in charge of sales and advertising of the Stanley J. Brown Co., Inc., Milwaukee.

Hamilton BEATTY '28, vice president and manager of sales development of the Austin Co., has been elected to the board of trustees of Euclid-Glenville Hospital, East Cleveland, Ohio.

Clarence AHRENS '28 has been elected president of the Wisconsin Electric Cooperative.

J. Conrad HEGGBLOM '29 has been transferred from Tripoli, Libya to Nigeria where he is general manager of the Nigerian Gulf Oil Co.

Lyle E. SPOONER '29, president of the Northwest Concrete Products Co., St. Cloud, Minn., has been elected to the board of directors of the National Concrete Masonry Association.

1931-1940

James C. GALLAGHER, '31 recently moved to Van Nuys, Calif. where he has established a sales organization for negative ionization air purification machines.

Robert C. BASSETT '32 has resigned from the Joseph Schlitz Brewing Co., where he was vice president in charge of labor relations and community affairs.

Dr. Hazel HAUCK '32, professor of food and nutrition at Cornell University, recently returned to the United States after spending 10 months in Nigeria where she introduced corrective diets to the natives in an attempt to overcome their number-one killer of children, malnutrition. Dr. Hauck's trip was sponsored by the Unitarian Service Committee of Boston.

Leo A. PFANKUCH '34, president of Shur Lok Marine Corp., Anaheim, Calif., has been elected a member of Telecomputing Corporation's board of directors.

Milton E. BLISS '35, who for nearly 15 years directed the daily farm program on WHA Radio and the state network, has been appointed information specialist of the U.S. Soil Conservation Service for nine Midwestern states.

James R. KENNEDY '35 has been appointed executive vice president of finance and administration for the Celanese Corporation of America.

alumni news

Before 1900

Mrs. Grace Lincoln (Grace GARRISON '99), widow of the late Richland County judge and district attorney and Richland Center mayor, P. L. Lincoln, was honored recently at a party marking her 90th birthday.

1900-1910

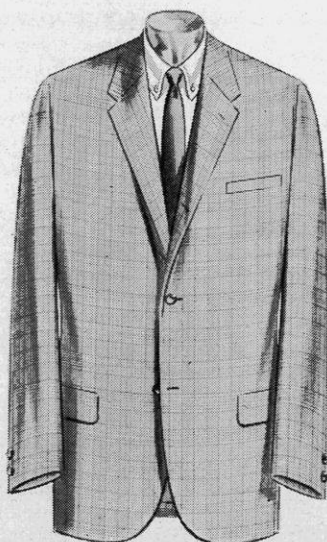
Mrs. Hudson B. WERDER '04 (Henrietta FINDEISEN) has completed her tenth year as owner-manager of Shadow Mountain Terrace, a lodge located at Palm Desert, Calif. Mrs. Werder's lodge is only two minutes away from the Eldorado Country Club, vacation retreat of former President and Mrs. Eisenhower.

Dave O. THOMPSON, Sr. '05, having retired as agricultural consultant for Grocery Manufacturers of America, Inc. in 1952, is presently engaged as the senior editor of the *Indiana Farmer*. He also is the author of *Fifty Years of Agricultural Extension Service in Indiana*, a book which is to be published in the fall by Purdue University.

Ralph E. DAVIS '06 has been named the recipient of an honorary membership in the American Association of Petroleum Geologists. He is also a member of the American Institute of Mining and Metallurgy Engineers, the Natural Gas and Petroleum Association of Canada, the Houston Geological Society, and the Engineers' Society of Western Pennsylvania.

1911-1920

Cornell University's new animal husbandry building has been named in honor of Frank B. MORRISON '11, late professor of animal husbandry and animal nutrition at the State College of Agriculture.



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*Our New Orlon® Acrylic and Dacron®
Polyester Town Wear Suits, \$60*

*Distinctive Dacron® Polyester and
Worsted Tropicals, from \$80*

Our Remarkable Brookseweave Suits, \$49.50*

*Lightweight Dacron® Polyester and
Worsted Gabardines, from \$95*

Our Traditional Cotton Seersucker Suits, from \$35

Wash-and-Wear Dacron® Polyester and Rayon Suits, \$42.50

Our Washable Cord Suits, \$35 and \$39.50

*Dacron and cotton

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Gustave H. MOEDE, Jr. '39 has been named administrator, new product planning, in the marketing department of the American Telephone and Telegraph Co. in New York.

Malcolm ANDRESEN '40 is presently a tax counselor for the Socony Mobile Oil Co., Inc. in New York City.

Mr. and Mrs. John L. RILEY '40 (Jean FIELD '42) announce the birth of their daughter, Patricia Jean.

Dr. Otto L. HOFFMAN '40 has been appointed research scientist at Spencer Chemical Company's Research Center in Kansas City.

1941-1945

Mr. and Mrs. Noel H. WALLEN '41, Glen Ellyn, Ill., are the parents of a girl, Gigi. Mr. Wallen is president of the Cameron Surgical Specialty Co.

Elmer E. KLAPRAT '42, general counselor of Employers Mutuals of Wausau, has been elected a vice president of the Pioneer Workmen's Compensation Underwriting firm.

Arnold G. LUECK '42 has been named to the Pennsylvania State University agricultural extension staff as assistant county agent.

Larry D. GILBERTSON '42 has been appointed assistant vice president in the insurance relations department of New York Life Insurance Co.

Karl S. DRECHSLER '42 has been named supervising editor for the Lawyers Cooperative Publishing Co. in Rochester, N. Y.

Willard A. KREHL '43 is presently associate professor of medicine at Marquette University and director of clinical chemistry at Milwaukee County Hospital.

Jane MOTT '44, chairman of the department of physical education at Smith College, has been appointed to the executive board of the Eastern Association for Physical Education of College Women.

1946-1950

Delford E. HANKE '46 has been named president of the Wisconsin Alumni Club of the Fox River Valley (Appleton).

Paul BRONSON '46, president of Best Block Co., Milwaukee, has been named regional vice president of one of National Concrete Masonry Association's major offices.

Dr. John R. THYGERSON '46, professor of English at the University of New Mexico, has received a fellowship for advanced research at the Folger Shakespeare Library, Washington, D. C.

George FISCHER '47 has resigned from the faculty of Brandeis University to join the Center for International Studies, Massachusetts Institute of Technology.

Allen E. BEHN '47 has been named chief engineer of the new engineering division of Sohio's Chemical Department, Standard Oil Co., Lima, Peru.

John F. O'CONNELL, Jr. '47 has been named executive vice president of the General Telephone Co. of Wisconsin.

David D. DRAVES '48, formerly assistant professor at Los Angeles State College, is

now assistant professor in the School of Education at Marquette University, Milwaukee.

James SULLIVAN '48, leader in rural electric cooperative work in Wisconsin, has been named administrative assistant to the REA administrator in Washington.

Mr. and Mrs. Ernest A. MOSHER '49, Topeka, Kans., announce the birth of a son, Mark Andrew.

Donald W. WITT '49 has been appointed district sales manager in the marketing department of Monsanto Chemical Company's Inorganic Chemicals Division, Los Angeles office, after serving as a branch sales manager of the division's Minneapolis office.

Richard F. GEBHARD '49 is presently a development engineer in the Computer and Guidance Engineering Department of Good-year Aircraft Corp.

Harlan Quandt '50 is the new president of the Wisconsin Alumni Club of Oshkosh.

Dr. and Mrs. John SANDERS '50, Worcester, Mass., announce the birth of a son, Malcolm Stuart.

Class of '50 Take Note

Contributions to the class of 1950 Silver Anniversary Investment Fund are coming in from all over the nation.

Class President Tony Brewster says, "At our 10-year reunion last summer we decided to start now to accumulate a substantial sum for a really fine gift to the University at our twenty-fifth reunion in 1975. Our investment committee will put the money into some stock program that promises good growth during the next 15 years.

"This is an opportunity to do more than we might otherwise be able to afford, and at the same time pioneer a program that other classes might follow."

Make your check payable to "University of Wisconsin Foundation, Class of 1950 Fund." Send it to classmate Jim Bie, Box 2025, Madison 5, Wisconsin.

Dean R. AXTELL '50 has been appointed assistant to the vice president, sales, by Inland Steel Products Co., Milwaukee, Wis.

Richard C. JOHNSON '50 has resigned as life agency director of Fish and Schulkamp Life Agency, Inc., Madison, to become general agent and agency manager of the Long Beach, Calif. agency of Equitable Life of Iowa.

1951

Mr. and Mrs. John W. BERGE (Lila GREENFIELD '55), Wilmington, Del., are the parents of a daughter, Joan Louise. Mr. BERGE is with the Chemistry Department at Du Pont.

Dr. and Mrs. Robert C. EDMONDSON announce the birth of a daughter, Susan

Wright. Dr. Edmondson is completing a year in hematology fellowship at the University of Utah and then will go into practice at the Woodland Clinic, Woodland, Calif.

James L. ROBILLARD has joined the office of development at the University of Chicago where he will be responsible for coordinating University-Foundation activities.

John C. EDWARDS has been appointed product manager, Industrial Roofs Division, for United States Gypsum Co.

Dr. James F. MATHIS has been named manager of Humble Oil & Refining Company's Manufacturing Research and Development Division, Baytown, Tex.

1952

Dr. and Mrs. Hipolito NINO-HERRERA (Patricia McGRATH '56), Syracuse, N. Y., are the parents of a son, Edward William.

Stephen J. BUR is one of eight agents from the countrywide field force of the National Life Insurance Co., recently selected to attend a special training school in the firm's office in Montpelier, Vt.

George E. DOLAN has formed a partnership with Thomas B. Dustin. The firm of Dolan and Dustin, Inc., consulting electrical engineers, is located in Milwaukee.

Calvin W. GALE is one of three outstanding Wisconsin teachers honored recently by the Wisconsin Society of Professional Engineers. Mr. Gale is a science teacher at Wisconsin High School in Madison.

1953

Lila LOCKSMITH has been named secretary-treasurer of the Wisconsin Alumni Club of the Fox River Valley (Appleton).

A daughter was born recently to Dr. and Mrs. William H. GADOW (Mary SISK), New Orleans, La.

Lee LEIFER is the new president of the Wisconsin Alumni Club of Manitowoc County.

Mr. and Mrs. Fred JACOBY announce the adoption of an infant son, Thomas Frederick. Mr. Jacoby is freshman football coach at the University of Wisconsin.

George R. SIMKOWSKI has been appointed marketing manager for Webcor Sales Co., Chicago, Ill.

Arthur L. McCOURT has been elected president of the Wisconsin Alumni Club of Burlington.

1954

Attys. Donald L. ABRAHAM and James G. LAWRENCE have announced their association in the practice of law in the firm of Abraham and Lawrence, Madison.

Mrs. Thomas A. McDermott (Helen MACKE) has been named secretary of the Wisconsin Alumni Club of Oshkosh.

Mr. and Mrs. Byron BARRINGTON (Barbara MORLEY) announce the birth of a son, Lee James.

Mrs. James F. BREMER (Janet GRANBERG) was recently elected secretary-



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Milwaukee, Wisconsin

treasurer of the Wisconsin Alumni Club of Burlington.

Mr. and Mrs. Franklin J. WENDT (Janice PAHLMeyer), Drexel Hill, Pa., are the parents of a son, Steven Kurt.

1955

Maj. and Mrs. Francis R. Baker (Colleen HOUGHTON) announce the arrival of their third daughter, Lauri Christine.

1956

Twin daughters were born recently to Mr. and Mrs. Donald J. Mueller (Carolyn KEITH) of Salt Lake City.

Thomas F. KUKLINSKI has been appointed manager of transportation for the Archer-Daniels-Midland Co., Minneapolis, Minn. He was formerly the traffic manager of the Tank Car and Leased Car Division for the same corporation.

A daughter was born recently to Mr. and Mrs. John W. GIBSON (Helen WIECHMAN).

Richard W. FETZNER, research geologist, Sun Oil Co., Richardson, Tex., has been selected to receive the President's Award from the American Association of Petroleum Geologists for the most significant contribution to petroleum geology.

Dr. Frank N. ELLIOTT, curator of History and assistant professor of History at Michigan State University, has been ap-

Thomas F. Canny Class of '60

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pointed associate dean of Columbia University's School of General Studies.

Dr. and Mrs. James R. LAIBLE (Elizabeth McCANSE '58), San Rafael, Calif., announce the birth of a daughter, Margaret Elizabeth. Dr. Laible is a chemical engineer with Standard Oil of California.

Robert H. STARK of Milwaukee has been appointed assistant district executive for Boy Scouts of America.

Mr. and Mrs. John TRUOG are the parents of a son, Thomas Rayne.

John M. CORUTHERS has been promoted to Monroe district installation superintendent for Illinois Bell Telephone Co.

1957

Ralph NEALE has been appointed football coach of Monroe High School.

Mrs. Richard MAURER (Barbara WEST-PHAL) has been elected secretary of the Wisconsin Alumni Club of Manitowoc County.

1958

The Regez and Johnson law firm, Monroe, Wis., has announced that John K. CALLAHAN has become an official partner in the firm.

1959

Paul A. HARTWIG has been appointed chairman for the Green County Red Cross fund drive. He is owner-operator of the new Monroe Farm Management and Consulting Service.

Donald P. SCOTT has been named superintendent of schools in Neenah, Wis.

Donald R. RICHARDS has been promoted to first lieutenant in Germany where he is a member of the 36th Infantry.

Army 1st Lt. William B. WHITE has been assigned commander of the 4th Artillery's Headquarters Battery at Fort Riley, Kans.

1960

Charles W. McCURE has been named winner of the 1961 National Electronics Conference Fellowship award. The fellowship, valued at \$2,500, is an annual award to electrical engineering graduates for further studies in electronics.

Mr. and Mrs. Robert N. POOLEY announce the birth of a daughter, Susan Elizabeth. Mr. Pooley is a graduate assistant in geology at Florida State University.

Irene A. DOBBERT has been named librarian for Hardware Mutuals-Sentry Life, the nation's sixth largest mutual property and casualty insurance group, headquartered in Stevens Point, Wis.

1961

Jose Ricaurte GARCIA-BRAND is now director of Extension, Columbian Ministry of Agriculture, Bogota.

newly married

1954

Judith A. Rosenberg and Dr. Sanford R. MALLIN, Decatur, Ill.

1955

Julia C. Whedon and Richard W. SCHICKEL, New York, N. Y.

1956

Judith A. Merlin and Donald A. BERCEY, New York, N. Y.

Marilyn J. Aarstad and Kenneth P. JOHNSON, Madison.

1958

Suzanne K. FILEK and Philip C. HENDERSON '59, Madison.

1959

Sherry L. BURKHART and Don R. Dixon, Whitefish Bay.

Sharon E. DISBROW and David H. RAIHLE '60, Wausau.

Donna R. FORMAN and Theodore H. Pincus, Milwaukee.

Mary K. Hoffman and John E. HILL, Youngstown, Ohio.

Louise M. Johnson and Henry E. WASCHOW, La Grange, Ill.

1960

Janice E. HASSELMAN and Robert G. Bosman, Footville.

Collene A. Emshoff and Edward A. HERMAN, Madison.

Beverly J. JOHNSON and Dennis C. GEHRI '59, Crete, Ill.

Kathleen A. KNERR and William F. Hinkley, Amery.

1961

Margot D. Gillingham and Robert J. KNOTHE, Dubuque, Iowa.

Mary E. LEE and Rev. Richard A. Hofstad, Madison.

Mark Henry WALL, Sr. '22, Mesa, Ariz.
Vanson V. MILLER, Jr. '23, Woods, Wis.
Louis A. RUSSELL '23, Madison.
Jewel C. McKee, Sr. '24, State College, Miss.

Philip M. ROGERS '24, Seattle, Wash.
Dorothy I. WAITE '24, Madison.

James O. FOLEY '25, Birmingham, Ala.
William F. KLOCKAU '25, Rock Island, Ill.

Robert M. MEYERS '25, Madison.
Mrs. Rachell Snyder '26 (Rachel LEARNARD), Carmel, Calif.

Mrs. John W. Lewis '27, (Alice L. JOHNS), Dodgeville.

Mrs. Richard J. Shea '28, (Cecil B. COHEN), Tucson, Ariz.

Wesley P. BLIFFERT '29, Milwaukee.
Leslie A. CARLSON '30, Duluth, Minn.

Mrs. Arthur Tollefson '30, (Emily C. HARNDEN), Orfordville.

Ida C. SWANSON '32, Marinette.
Ralph E. DUNBAR '33, Fargo, N. Dak.

Mrs. Floyd E. Tollefson, '34, (Christine E. NIELSEN), Eustis, Fla.

Mrs. Bernard Epstein '35, (Nina SILVER), Chicago, Ill.

Mrs. Harold R. Murphy '35, (Helen E. HINMAN), Great Falls, Mont.

Melvin J. BARBER '36, Chicago, Ill.
Laveta A. HOBSON '36, Paris, Mo.

Margaret A. CHASE '38, Chelmsford, Mass.

Iva J. LICHTY '39, Rockford, Ill.
Mrs. Mamie E. BARBER '51, Cuyahoga Falls, Ohio.

William W. SYLVESTER '57, Madison.

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atmosphere of this
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necrology

Lynn B. STILES '96, Milwaukee.
Robert B. COCHRANE '97, Northridge, Calif.

Dr. Max MASON '98, Calif.
Charles H. CASHIN '02, Stevens Point.
Anna JACOBSEN '03, Decorah, Ia.
Edwin C. OSTHELDER '04, Portage
Gary HETTS '05, Oconomowoc.
John R. PRICE '05, Madison.
Lee T. MULLEN '06, Los Angeles, Calif.
Stephen C. WACHENFELD '07, West Orange, N. J.

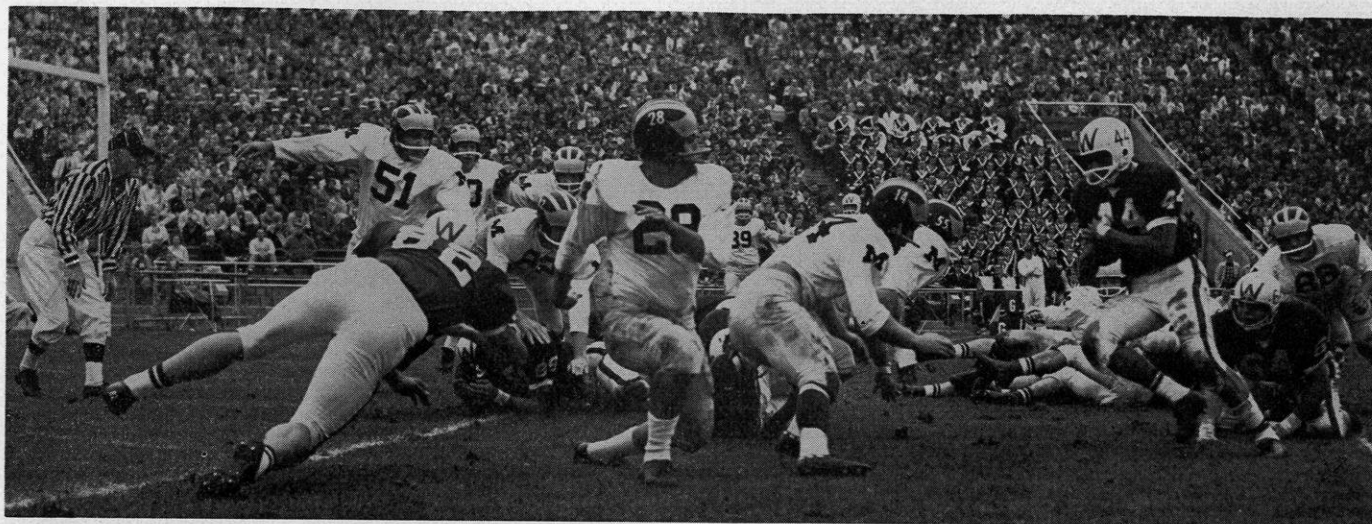
Roy E. CURTIS '08, Cedar Rapids, Ia.
John D. JONES Jr. '10, Sturtevant.
Kathryn E. PRESCOTT '10, DeBary, Fla.
Orlan B. READ '10, Galesburg, Ill.
Mrs. Ross C. Bodwell '11, (Grace C. HOWE), Waterloo, Ia.

William L. TIERNAN '14, Oak Park, Ill.
Timon N. RASMUSSEN '15, Oconomowoc.
Helen M. SMITH '15, Wauwatosa.
Franklin B. ROGART '16, Chattanooga, Tenn.

Ellis R. BRANDT '17, Mt. Vernon, Ohio.
Thurlow C. NELSON '17, Cape May, N.J.
Oscar E. ANDERSON '18, Madison.
Helen I. LOUNSBURY '18, Oak Park, Ill.
Mrs. Arthur F. Peterson '18, (Sarah L. COLOSIMO), Bethlehem, Pa.

Joseph G. Feldman '21, Seattle, Wash.
Herbert G. LINDNER '21, Collingswood, N. J.

David R. JONES '22, Skokie, Ill.
Cecil F. JONES '22, Monticello.



*Football Season
Just a Summer Away*

Football Ticket Applications Go Out on May 15

by Oscar Damman

Athletic Ticket Sales Manager

1961 FOOTBALL SCHEDULE

September	23	Utah at Madison
	30	Michigan State at Madison
October	7	Indiana at Bloomington
	14	Oregon State at Madison
	21	Iowa at Iowa City
	28	Ohio State at Madison (Homecoming)
November	4	Open Date
	11	Northwestern at Evanston
	18	Illinois at Madison
	25	Minnesota at Minneapolis

BADGER FOOTBALL FANS will notice two changes for the 1961 season: Marquette University, a traditional inter-state rival, has been dropped from the schedule, and an increase in ticket price has been approved.

Marquette, because of the increased costs of maintaining a football team, has decided to discontinue the sport. The dropping of Marquette from the Wisconsin schedule will mean that Badger fans will have an opportunity to see more intersectional teams in Madison in future years. Such schools as Utah, New Mexico State, Notre Dame, Western Michigan, Kansas State, Colorado, Iowa State and Southern California will all be sending teams to Madison in the next five years.

At their December meeting, the Big Ten athletic directors voted to favor an increase in football ticket prices because of mounting costs for travel, food, supplies, and game operations. The recommendation to raise Wisconsin football ticket prices was approved by the Athletic Board and submitted to the Board of Regents who confirmed the raise at their February meeting. Four Big Ten schools—Illinois, Michigan State, Wisconsin, and Ohio State—charge \$4.50 for single game tickets while Purdue, Northwestern, Michigan, Iowa and Indiana all charge \$5, and Minnesota charges \$4.

Football ticket application blanks for 1961 University of Wisconsin football games will be mailed out on May 15 to these two groups:

1. All 1960 ticket purchasers. (These blanks will be for games home and away.)

2. Every Wisconsin Alumni Association member residing in Illinois, Indiana, Iowa, and Minnesota—the states in which out-of-town games will be played in 1961. This group will receive individual game application blanks.

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

Past season ticket purchasers have until June 15 to submit their order for location priority. All season ticket location priorities will be observed 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.

To Wisconsin Alumni Association Members only:

If you wish to receive 1961 football ticket information and blanks, and

1. You did not purchase football tickets in 1960, and
2. You do not live in Minnesota, Iowa, Indiana, 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—

The Badgers will be an improved team this year and promise to provide Wisconsin fans with a great deal of exciting football so be sure to order your seats now.

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From New York Life's yearbook of successful insurance career men!

RONALD SCHECHTER—Gets his degree in "Success" through insurance career begun in college!

Ronald Schechter became a part-time New York Life Agent while still a sophomore in college. Two years later, after graduation, he joined the Company on a full-time basis. Ron has never had any regrets about his decision. At the close of his first full year, his efforts earned him a place in Nylic's "Star Club" of leading agents. He has qualified for the 1961 Million Dollar Round Table of the National Association of Life Underwriters.

Each succeeding year, Ron has earned even greater success. His past accomplishments are the result of his abilities. His promising future is limited only by his own talents and ambitions. If you, or someone you know, is interested in following a career like this, write for information.

RONALD M.
SCHECHTER
New York Life
Representative
in the Northland—
Detroit, Mich.,
General Office



Education: Wayne University,
B.A., '56

Employment Record: Joined
New York Life (full time)
'56. Member, Star Club '56,
'57, '58; Top Club '59-'60

New York Life
Insurance *Nylic* Company

College Relations, Dept. G-5
51 Madison Avenue, New York 10, N.Y.

Serials Dept.
% Memorial Libr., Univ. of Wis.,
Madison 6, Wis.

Too early?

Well, perhaps, if you want to be strictly literal.

And yet, when she reaches college age will she be too late? Too late to get the kind of higher education so vital to her future and to the future of her country?

It all depends.

There is in the United States today a growing threat to the ability of our colleges to produce thinking, well-informed graduates. That threat is composed of several elements: an inadequate salary scale that is steadily reducing the number of qualified people who choose college teaching as a career; classrooms and laboratories already overcrowded; and a pressure for enrollment that will *double* by 1967.

The effects of these shortcomings can become extremely serious. Never in our history has the need for educated leadership been so acute. The problems of business, government and science grow relentlessly more complex, the body of knowledge more mountainous. The capacity of our colleges—all colleges—to meet these challenges is essential not only to the cultural development of our children but to the intellectual stature of our nation.

In a very real sense, our personal and national progress depends on our colleges. They must have more support in keeping pace with their increasing importance to society.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.



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