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# WISCONSIN

MAY, 1965

# Alumnus



College Bowl Champs—Zillman, Hoffman, Hays and Grover—See p. 5

## WHEN 'BLUE CHIP' INSURANCE BECOMES A CRYING NEED



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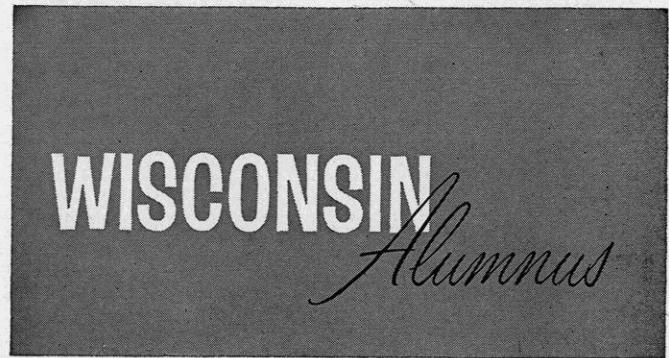
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# ON WISCONSIN

by Arlie Mucks, Jr.  
EXECUTIVE DIRECTOR



**L**OYALTY is a word that we often, and sometimes flippantly, refer to in alumni work. It is an easy word to use, but a hard quality to find in people. Too many of us, in our scramble to be a "success," have forgotten the essence of loyalty. When asked to volunteer our services, we are usually prompt to ask, "What's in it for me?" without considering what we, in turn, can contribute in the way of ability and resources to make life better for others.

It is discouraging for me to encounter this attitude among students—students who will eventually be alumni. Today, the University grants more than 5,000 degrees each year. Out of this expanding number of graduates, it is disappointing to me to see the proportion of those who leave Wisconsin with no thought of looking back, no appreciation for what has been given them while they were on the campus. These graduates, unfortunately, have developed the attitude that the University and all it stands for—excellence in education, integrity in life—is simply theirs for the asking and that they should receive the maximum of benefits with the minimum of personal sacrifice. Such civic irresponsibility is harmful to our way of life. It negates the principles on which our society was founded and on which it has flourished.

It is not hard for us to look at today's student and predict who will be tomorrow's loyal alumnus. We can look around the campus and identify the leeches who are sucking the blood from our University with no thought of eventually replenishing the supply. These are the perpetual malcontents who seek only to destroy the prevailing order with no real thought of building a new and better world for the future. It is my hope that this neo-nihilism is not as contagious as some would think it to be.

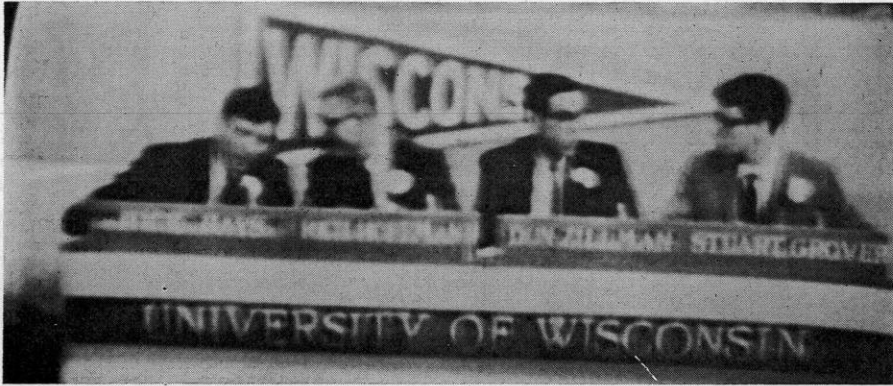
There are still those who believe that man's basic instinct is to give back or to pass on to society the benefits which he has received at one time or another. There are examples of people—Wisconsin alumni—who have given infinitely more to their University than they have received, who have demonstrated the quiet courage to accentuate those values which have made Wisconsin a beacon shining through a fog of ignorance and indifference.

One of these Badgers is Kate Huber, our WAA secretary and a member of the Class of 1917. Kate, who recently celebrated her 75th birthday, has given of her resources to the institution that she loves for nearly fifty years now. She has spent a great portion of her life promoting the best interests of the University of Wisconsin in the Indianapolis area. Her local alumni club, which she helped establish, has an outstanding program of activities designed to acquaint the people of the area with the University and its programs. In all of the time Kate has been speaking out for Wisconsin, she has never asked for, nor expected any special recognition. Cheerfully and diligently, she has continued to work for Wisconsin.

Such loyalty was again brought home to me during our recent Association tour to Hawaii. At that time, I had the opportunity of spending some moments with a more recent UW graduate, Toby Hatanaka '52, who lives on the Island of Maui. This young man was so influenced by his experiences as a Badger, that he has been responsible for sending twenty young people to the shores of Lake Mendota from his small Island of Maui which has a total population of 43,000.

Kate and Toby are examples of the loyalty and service that make alumni work worthwhile. They are also the type of people who, when the nihilists have had their innings, come in to put our world back together again, brick by brick.

# ABOUT THE UNIVERSITY



Hays, Hoffman, Zillman, and Grover during their final television appearance.

## Badgers Win GE College Bowl Championship

WHILE BADGER spring sports teams were warming up for their schedule of events, another Badger team was in the thick of a national competition.

This particular Wisconsin team was not especially noted for its feats of physical skill, unless you consider the speed of their reflexes as they pushed a button that sounded a buzzer. They were, however, marked by the computer-like agility they demonstrated as they sorted through their memories and came up with the correct answers to complex questions.

This was the victorious Wisconsin G-E College Bowl team that retired with a championship after five straight wins on the nationally televised program.

The brilliant Badger students, who brought a total of \$10,500 in scholarships to the University, including a \$1,500 grant from Gimbels-Schusters department stores, were: Richard Hays, Boise, Ida.; Richard Hoffman, Sheboygan, team captain; Donald Zillman, Madison;

and Stuart Grover, Newark, N. J. Peter Hoff, Madison, was the alternate member of the team and Prof. Jerry McNeely, speech, served as coach.

On successive Sundays in March and April, the Badgers mowed

down opposition from Utah State, Susquehanna University, Wilson College, Clarkson College of Technology, and Bethany College.

The Badgers trained long and hard for their victories. At the beginning of the semester an all-campus College Bowl competition, sponsored by the Union Forum Committee, was held with several living units and organizations entering the contest. Later, the squad of "Varsity Scholars" was selected and each week, before flying off to New York, the team engaged in rigorous practice sessions under the supervision of Prof. McNeely. The dedication paid off as Wisconsin convincingly defeated all of its opponents.

With its string of five victories, Wisconsin joins Lawrence University, Appleton, as the second school in the state to win a championship this season.

## Alumni Association Awards Scholarships

SCHOLARSHIPS and awards totaling \$800 were awarded last month to eight (Madison campus) students by the Wisconsin Alumni Association. The students were rec-

ognized for their achievements in scholarship and extra-curricular activities, and for the degree of self-support they have contributed towards their educational expenses.

Top alumni scholarship winners include, front row: Jane Shapiro, Joan Wilkie, Mary Chrouser, and Judith Fifrick; back row: W. David Knox, Thomas Tinkham, and Edward Weidenfeld. David Fronek was not present for the picture.



A special Alumni Association committee, headed by Prof. Marvin Schaars, agricultural economics, selected the winners from among 18 junior and senior candidates.

Three outstanding junior women received \$100 cash scholarships. They are: Mary Chrouser, Wausau, vice president-elect of the Memorial Union; Judith E. Fifrick, Plymouth, arrangements chairman of Senior Swingout; and Jane A. Shapiro, Madison, president of the Pan-Hellenic Civic Council.

Outstanding junior men who also received \$100 cash scholarships include: David Fronek, Antigo, captain of the 1965 Wisconsin football team; W. David Knox, Fort Atkinson, president-elect of the Memorial Union; and Thomas Tinkham, Wausau, president of the Wisconsin Student Association.

Two outstanding seniors each received life memberships in the Wisconsin Alumni Association valued at \$100. They were: Joan Wilkie, Madison, president of the Memorial Union, and Edward Weidenfeld, Akron, Ohio, vice president of the Wisconsin Student Association.

In addition to Prof. Schaars, members of the alumni selection committee included: Mrs. Richard Brazeau, Wisconsin Rapids; and Mrs. Conrad Elvehjem, Mrs. James Geisler, Mrs. Edward Ridders, Duane Bowman, Sr., George Holmes, and Ralph Timmons, all of Madison.

## *Wisconsin Team Explores the Bottom of the Earth*

**E**VEN in what is likely the most isolated area on the globe, the latchstring of hospitality among the world's scientists can be found.

University of Wisconsin geophysicists recently returned from a rugged two-month oversnow traverse in Queen Maud Land, last vast unexplored Antarctic region. They found at their goal—the Pole of Inaccessibility—the small hut erected by a Russian team. They also found at this point, farthest in all directions from the Antarctic coasts, cigarettes, matches, food supplies, a reminder to lock the door before leaving, and a bust of Lenin.

Once again the Wisconsin team had pioneered across the ice fields a zigzag path of measurements to fill gaps in knowledge of the Antarctic icecap and the rock underlying it. When the International Geophysical Year began in 1957, the ice-wrapped southernmost continent had been shrouded in its secrets, almost untouched. In the eight years since then, scientists from many nations, Wisconsin men among them, have fought their way by many routes over the hostile terrain and the “picture” of Antarctica has become more and more detailed.

The hut at the end of the Wisconsin trek was built by the Russian

team in early activities of the IGY, according to Prof. Charles R. Bentley of Wisconsin's Geophysical and Polar Research Center. The Russians had pushed their way to the Pole of Inaccessibility by a route opposite to the Wisconsin 1964-65 trail. Russians had touched this point again only last year and provided the housewifely courtesies for those to come later.

Bentley led the motorized traverse of Sno-Cats, rolitrailers, and 10 men when it left the South Pole station on December 4. He is now back on the Madison campus with six seasons of Antarctic exploration to his credit.

“We had more mechanical breakdowns than we hoped for, but all in all it was a successful trip,” he said. “Hopefully, we got the best information yet obtained on the mean velocity of seismic waves traveling vertically through the icecap.”

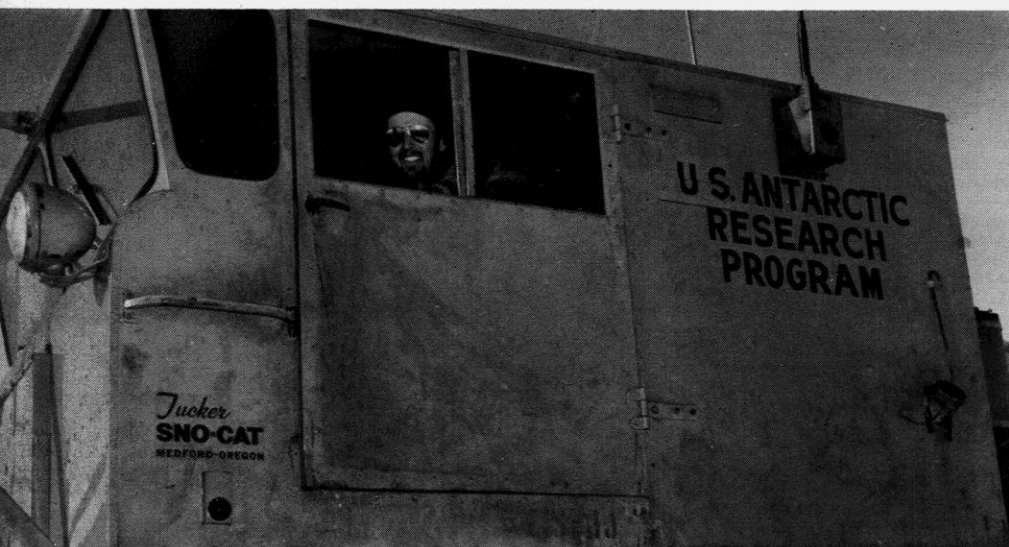
One surprising feature the scientists found was a rough subglacial topography. Mountains lying beneath the ice began much closer to the South Pole than was expected, starting within 50 miles of it.

In temperatures that averaged 15 degrees below, the Wisconsin party zigzagged across the desolate high polar plateau. They worked always at heights greater than 9,000 feet and on ice that was often two miles thick. They worked frequently for 20-hour stretches, for the summer session in Antarctica is short. Ultimately, in order to reach the Pole of Inaccessibility before the winter closed in, they curtailed one zig of the traverse, reducing the total journey by 200 miles.

When their goal was reached January 27, only one leg on a planned 5,000-mile traverse reaching from the South Pole to Roi Baudoin on the coast nearest to Africa had been carried out. Completing that route will be left to three other parties in three subsequent seasons.

The traverse party was evacuated from the point February 2 by Navy planes and returned to McMurdo Station by way of the South Pole. Listed among Madison campus personnel who took part in the traverse were Prof. Bentley, John

Prof. Charles Bentley on the way to the “Pole of Inaccessibility.”



Beitzel and Bruce Redpath, project assistants in geophysics, and Raymond Koski and Edward Parrish, traverse engineers. Also working and traveling with the five from Wisconsin were five scientists from Ohio State, the U.S. Coast and Geodetic Survey, and institutions in Belgium and Norway.

Bentley reported that some of the most interesting results of the 1964-65 Antarctic season, as related to Wisconsin activities, were in the area of testing equipment, especially a radio-sounding device. This new tool, which reveals the nature of subsurface features through reflected radio waves, will reduce the need for the more time-consuming and laborious seismic reflection measurements. George Jiracek and James Nicholls, Wisconsin project assistants, undertook the testing in the McMurdo Station area and south of there at Skelton Inlet.

"One of the discoveries we made with the radio-sounding equipment was the existence of radio-reflecting layers of ice within the upper few hundred meters of the icecap," Bentley said. "One possible explanation for this phenomenon—also observed in the Greenland icecap—is that ice once lying at the surface was subjected to unusually warm temperatures, resulting in abnormally dense layers of ice. These may now be the radio-reflecting horizons in the upper meters of the cap."

In another Antarctic project undertaken by Wisconsin's Geophysical and Polar Research Center, William Boman, traverse engineer, and John Albright, a civil engineering student, crossed the dome of Roosevelt Island by motor toboggan. The pair replaced stakes set out during past Wisconsin surveys and close to buried by subsequent snowfalls. They also did some surveying and measured snow depth.

The United States Antarctic Research program is financed by the National Science Foundation and is given logistical support by Operation Deep Freeze of U.S. Navy Task Force 43.

—VIVIEN HONE

May 1965

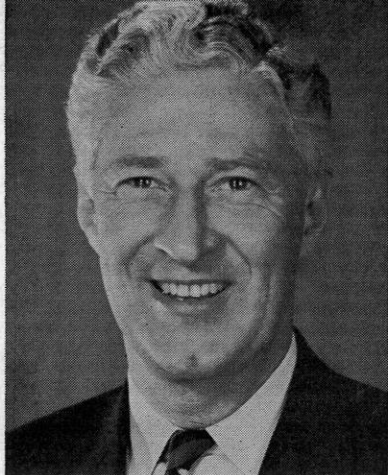


Paul Zedler (left), UW Arboretum botanist, and Glenn Goff, former Arboretum botanist, are authors of a new picture guide for leaf identification of all Wisconsin trees. The tracing process developed by the two Wisconsin graduate students and researchers presents an unusually effective reproduction of leaves, making identification as easy and accurate as possible. Their guide to leaf identification also contains a great amount of information on the types of plant communities in which the various tree species are most apt to be found, as well as general information on Wisconsin's vegetation types.



This 110-year-old building on the Madison campus will be torn down this spring. To make room for new University structures (an Art, Art Education, Music, and History Building and the Elvehjem Art Center), the old Administration Building at the corner of State and Park Streets must go. Many of its employee-residents have already moved into the new Administration Building at the corner of North Murray Street and University Avenue. The old facility, erected in 1855, has seen the shuffle of families moving in and out, and served as the scene of their daily life for half a century. The University purchased the property in 1905 and the past 60 years has witnessed thousands of Badger students filing through the halls of this historic structure. They came to register, to pay entrance and lab fees, to visit loan officers and obtain financial help for their education. And, along with members of the faculty, they also came here to collect pay checks for campus employment.





*Gov. Warren P. Knowles  
emphasizes our current  
need for a*

## **COMMITMENT to EDUCATION**

**T**HE United States, and more specifically, the State of Wisconsin is facing an educational crisis. This is not a situation that we can ignore—it is something that is here, something that is placing a tremendous strain on our educational facilities and raises the larger question of how we shall allocate our educational resources.

Four separate and expanding factors have produced this crisis. They are:

- a rapid increase in school population,
- an increase in the cost of education per student per year,
- the rapid increase in educational requirements for employment, and
- the need for training and retraining to meet the changing demands of business and industry.

The total impact of these factors clearly indicates that we must search for new approaches to our educational process to meet present and future demands.

My concern in this problem goes beyond June graduation and September enrollment to many Junes and many Septembers that will see hundreds of thousands graduate from our State's high schools and begin a kind of higher education that will take advantage of the different talents these young citizens bring to the classrooms.

It is important to recognize that the future of this State is tied explicitly to the abilities, the knowledge, and the skills of these young people. What we do to strengthen or to change the course of higher education in this State within the next two years will have a lasting influence on Wisconsin.

We know that in our changing society, tomorrow is already here. The 1800's were characterized as the age of steam; the early 1900's became the age of electricity and, beginning with the 50's, we have entered the atomic, the electronic, and the solar age, all of which have been compounded by automation.

Like yourselves, I am not alarmed with the great changes that are making over our society. But I am shocked by the accelerated rate of change. The pace of change is continually increasing—the age of steam lasted 100 years; the electric age 50 years; and the age of electronics and atomics that we are now in was predicted to last 25 years. That takes us to 1975. What then?

Contributing to this accelerated change are these facts:

- 90% of all scientists the world has known are living today;

● the accumulated knowledge of 5,000 years of civilization will double in the next ten years;

● in 1963, the federal government spent \$14 billion on research and development—ten times the amount spent for that purpose 12 years ago.

One of our great sociologists has noted that change today is not merely from one form of society, from one technology to another, but that changes are so wide-sweeping that they are taking us from major epoch of human history to another.

What are some of the milestones that are flashing by at this rocketing pace? What effect do they have on our lives?

● Automation in the 60's is eliminating or drastically changing two and one-half million jobs annually.

● Machines now mine coal, pick cotton, cast and finish engine blocks, sort bank checks, grade oranges, and weave cloth.

● Computers can help diagnose symptoms for the physician, read envelopes for the postman, design a plant for the architect, fly missiles for the scientist and keep inventory for the merchant.

● By 1975, it is estimated that this nation will have 25% more white collar employees than blue collar. These groups now are nearly equal.

● In 1950, only 15% of high school graduates went on to some form of college. By 1960 it was 40% and five years hence it will be over 50%.

The fact is that automation and our increasingly technological society have created more and more jobs and professions requiring skills and education, while every year sees fewer jobs for the unskilled. Soon the man with only his labor to sell will truly have nothing to sell.

**W**HEREVER YOU go in our own State you find machines doing work that was performed by a man just a few years ago. A Milwaukee machine tool firm makes tailpipes with one machine programmed by thermo-plastic tape. They begin with a length of pipe, but there are no dies and no machine set-up time. Unlike the old 1960 automated assembly lines, this machine will make 80 *different* tailpipes in succession as rapidly and cheaply as it can make 80 copies of the same one. And with only a piece of tape to run it.

A major insurance firm in this State built a data processing complex seven years ago to handle its daily

work flow from its nationwide offices. Since then, the firm has increased its business volume over \$50 million and at the same time reduced total employees 12%.

They tell the story at this Wisconsin-based insurance company of hiring 125 extra employees in their Boston office just to handle the renewing of their Massachusetts auto business each year. Now they hire no one in Boston, but at their Wisconsin data processing center, one electronic system handles all the policy renewals over a weekend.

The Sunday "help wanted" columns of our State newspapers tell how these revolutionary changes in industry relate to the employees. Linage records are being broken in the classified sections as industry searches for skilled, trained technicians and craftsmen. These job openings often go begging or to out-of-state people who can be pirated from other plants to fill them.

Business activity has been so brisk in the early months of 1965 that the bidding has become torrid for an increasingly scarce resource: skilled hands and trained minds. To many people, labor being a scarce resource sounds ridiculous because the Labor Department has just reported four million people, or 5% of the labor force, as unemployed. In addition, to insist that labor is scarce is an implied criticism of some of the major tenets of growthmanship: unemployment will cure itself if we can expand economic activity fast enough; a danger of inflation does not exist until the level of unemployment has been driven below 4%; and, an acceptable rate of economic expansion requires successively heavier doses of stimulative medicine from the federal government.

Yet, about 16% of our nation's young people in the 16-21 age bracket—one million of them—are unemployed today. In minority groups, unemployment exceeds 25%.

These are young people who are school dropouts, either during high school, at graduation, or after an unsuccessful college experience. Even in Wisconsin today we find many of our young people out of school and out of work. This is a cancer in our social order. Here is the recruiting ground for violence, crime, and the welfare roster. These young people are rejected by the economy and hostile to the social order.

**T**HE WARNING is there for us to heed. Already many of the nation's great corporations such as General Electric and General Dynamics are predicting that within five years they will have little or no use for

the employee with only a high school education. They will demand skills and training that can only be obtained through post-high school education of some sort.

Specifically there are these areas of immediate manpower need in our own State today: engineering, science and research, medicine, teaching, humanities, the social sciences, corporate management. All demand four or more years of college training.

Then there is also immediate demand for data processing programmers, draftsmen, machinists, machine mechanics, building craftsmen, service and repairmen, salesmen, medical technicians, legal secretaries, and dozens of other specialized fields.

These careers do not require four-year baccalaureate programs, but most demand specialized post-high school training. It is estimated that by 1975, at the very latest, half of the nation's labor forces will be employed in these specialized fields. Generally today, and certainly tomorrow, the high school graduate does not step immediately or automatically into a job with a future.

Obviously, then, the sequence is Man, *Education*, Work. Not education for only the 25% of our Wisconsin young people graduating from college today. But post-high school education for *all*. Let me re-emphasize that—*Education for all!* For every young citizen in school today and for those who will be in our schools tomorrow.

**T**HERE IS that one vital question we must ask ourselves in this year of 1965: "Are the present systems of higher education in Wisconsin providing for the educational needs of all our citizens in the most efficient and educationally sound manner?"

If the answer is "Yes," then we must seek ways to expand and enlarge those systems and encourage increased participation in them by more students.

If the answer is "No," then we must seek *new* educational systems that will meet all our people's needs and truly prepare them for a changing world. And if drastic changes in our present patterns of higher education are demanded, *we must have the courage to make them.*

In the past, this State grew and prospered with a great higher education system which included: the University of Wisconsin, excellent private universities and colleges, the State Colleges (now State Universities), the University of Wisconsin Extension Centers,

the County Normal Schools (now being phased out), and the Vocational Schools.

These institutions did an excellent job for Wisconsin people for the first half of the 20th century. But are they geared to meet our citizen's total educational needs in these late years of the 20th century? I think not.

These schools are unquestionably ready to meet the needs of today for the students who attend them, and they must be continually strengthened to meet tomorrow's needs.

But we must also remember that Wisconsin is historically committed to providing for the educational needs of *all* our citizens. It is a commitment never to be abandoned.

Our problem is to match differences in human aptitude and aspiration with an educational program flexible enough to prepare youth for employability at all levels of the occupational world, and compassionate enough to care as much about the transition of youth to jobs as their preparation for and admission to colleges or graduate schools.

I have proposed the following program to the Legislature in an attempt to achieve this end:

- The reorganization of the Coordinating Committee for Higher Education to assure an objective and independent perspective in the formulation of our higher education programs;

- Expansion of four-year educational opportunity to better serve the Fox River Valley and Southeastern Wisconsin;

- A framework for the development of comprehensive two-year educational institutions to meet our dual needs for liberal arts transfer work and technical education, with an immediate accent on the development of technical education; and

- Additional support to our programs of financial assistance for students, so that no student is denied his right to an education because of lack of financial resources.

Wisconsin has had a strong system of higher education. In these changing times, with the ever-increasing number of students, we must provide the leadership to maintain and build on our current strength. When the history of this decade is written, we can then look back upon the year 1965 as the year we had our chance, perhaps our best chance, perhaps our last chance, to effect this change and thus enrich the lives of our coming generations of citizens.

the University's new Psychology Building provides

# *A Laboratory for Human Subjects*

by Jean Clausen

**T**HE CORNER of Johnson and Charter streets in Madison has a new look. On this site rises a new six-story, three-million-dollar home of the University of Wisconsin Department of Psychology. This new building is a great improvement over the situation of the last several years when the department had offices, laboratories, and classrooms situated in four different locations on the campus.

The largest lecture room in the building had a new look, too, on a recent Friday morning. Four hundred students were busily taking notes, but there was no one on the rostrum up in front of the classroom. The attention of the students was riveted on eight television screens, arranged along the sides of the room, from which Dr. Willard Thurlow was giving one of the lectures in Introductory Psychology. In the next room Dr. Thurlow himself was teaching a course in the Psychology of Motivation to a smaller class.

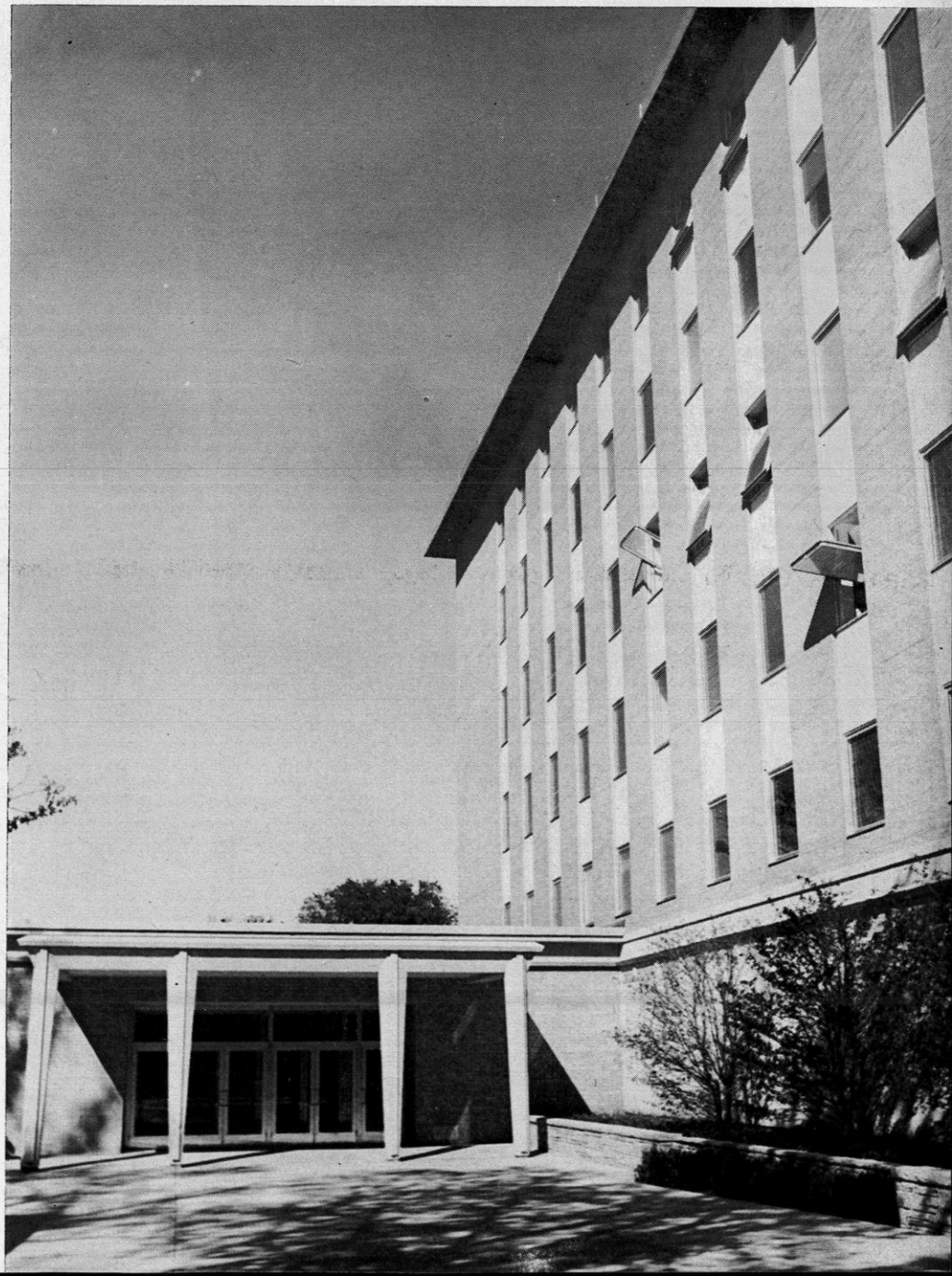
The closed-circuit television system, provided through the facilities of WHA, can make use of previously prepared tapes, or can broadcast live from animal surgery or human-research rooms elsewhere in the building. Each lecture room is equipped so that the professor can use other visual aids which he can control from the rostrum.

Classroom and laboratory instruction are centered in the basement of the Psychology Building's office wing and on the ground floor of both wings. This ground floor is served by the main lobby which was designed to accommodate an exchange of 2,000 students between

class periods. Another room containing calculating machines provides undergraduates with a place to do assignments in research and statistics.

The research wing, on the Charter

Street side of the building, consists of six floors which have been especially designed for this purpose. Prof. James Archer, chairman of the department, calls it "the nearest



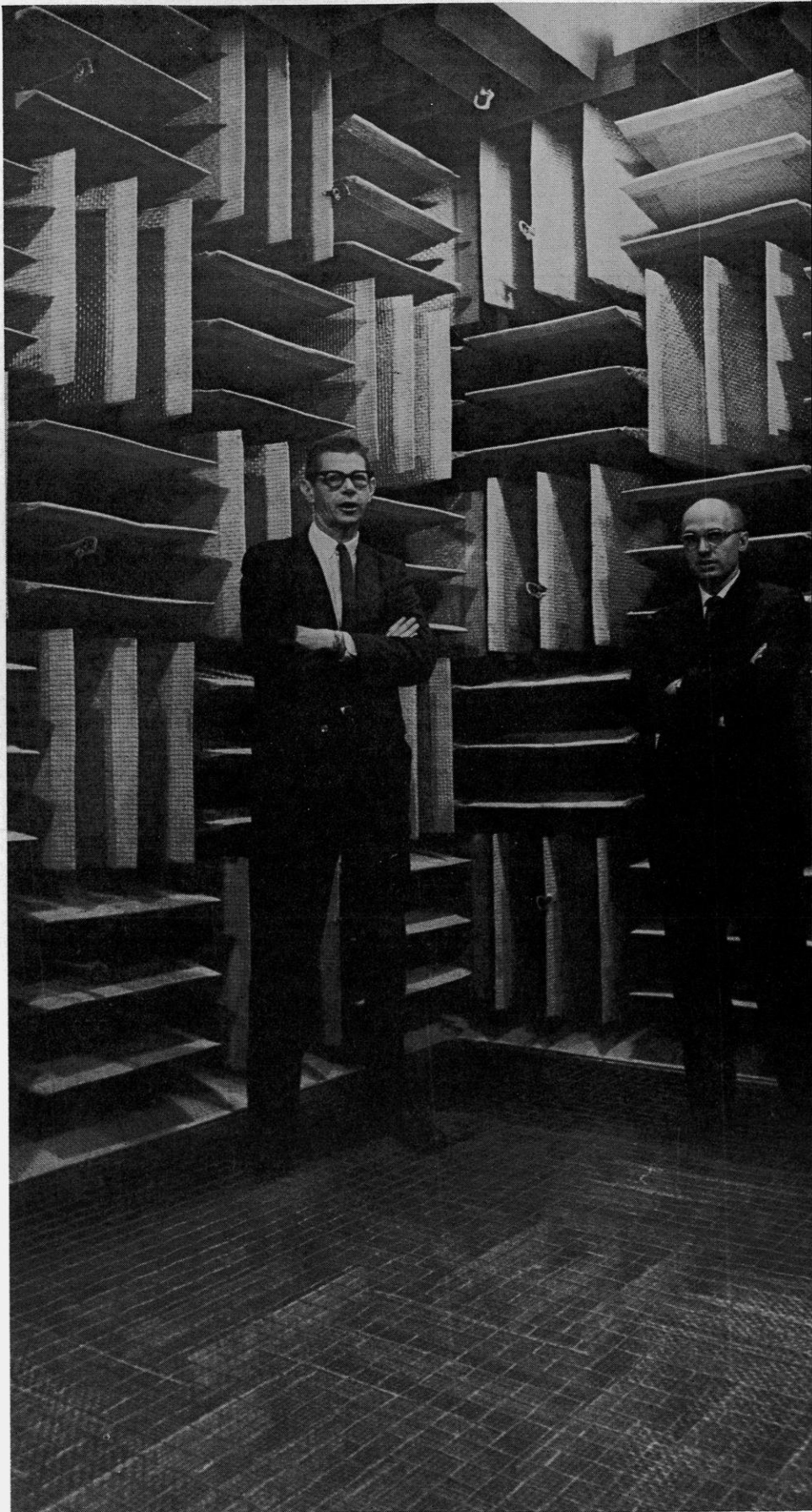
thing to a biotron (controlled environment laboratory) for human subjects." He further explains: "Psychological experiments always work against a background of disturbances; here we are able to eliminate many by sound control, a lack of windows, and complete air conditioning."

A firm of acoustical engineers worked with the building committee and the architects on the problem of sound control. For example, vibration and sound from the air-conditioning equipment in the basement is eliminated on the upper floors by specially designed supports. The pillar supporting the ceiling in this basement area is only a hollow outer core. Inside and completely separate from each column are the pillars which support the rest of the building, whose first floor is several inches above and separate from the ceiling of the basement.

One of the most widely publicized features of the Psychology Building is the anechoic chamber. It is underground and separate from the building but reached from the basement by a short ramp and double doors. This chamber completely eliminates echoes by its special construction of fiberglass wedges in ceiling, floor, and walls. It is used for research on sound, the absolute threshold of a sound; change in sound threshold; and studies in the localization of sounds. This is pure research on the nervous system and furthers understanding of the workings of the human organism. There are only a few other such chambers in the country.

Certain other rooms throughout the building, although of simpler construction, are sound-proofed for the administration of tests. These rooms are in pairs with one-way glass, allowing the person administering the test to observe the subject unnoticed. There are also teaching labs which provide for the observation of students learning how to administer tests.

Prof. Wilfred Brogden and James Archer stand amid the sound-stifling equipment in the anechoic chamber.



The first five floors of the research wing are for human research, while animal research is conducted on the sixth floor. Air in this section is not recirculated, "so the whole place won't smell like a rat lab." There are modern facilities here for sterilizing cages and feeding equipment to ensure controlled conditions in running the animal experiments.

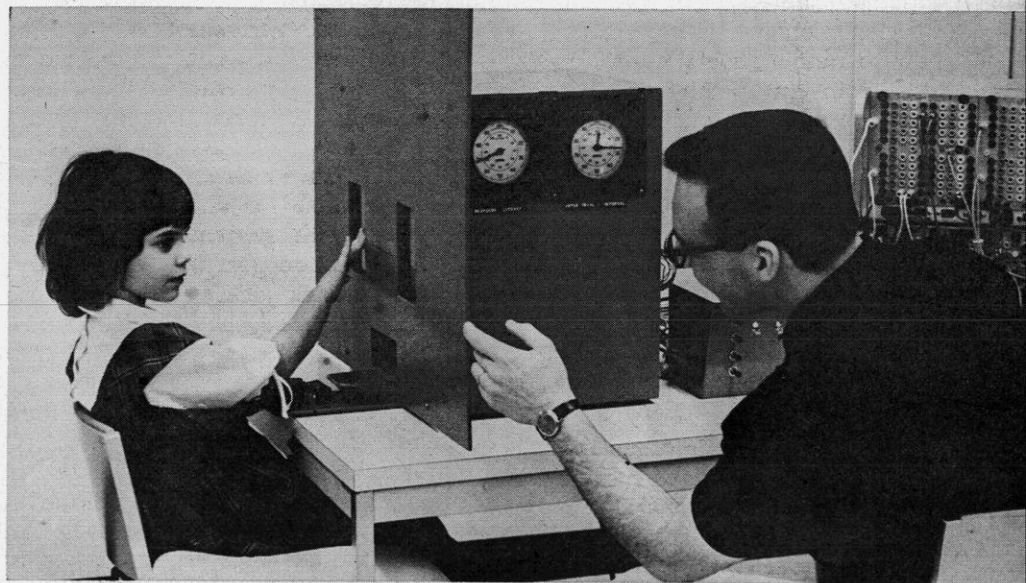
Here also a variety of studies is taking place. Prof. Jack Gilchrist is working on the result of fear in the rate of growth of mamillary cancer, and Prof. Robert Calfee on discrimination in learning in animals. Prof. Calfee has developed a unique method of handling rats so that their behavior is more typical during the actual testing. If an animal has to be moved just prior to testing, its reaction may be affected. He keeps his rats in the same environment for as long as two years, and can attach his equipment to various cages or boxes as needed. The response of the animals is automatically recorded on IBM equipment.

The use of large-scale statistical computers has opened new vistas in research in the behavioral sciences, in human as well as animal research. The President's Panel on Mental Retardation pointed out last year that advances in scientific methodology and instrumentation now make it possible to study adequately complex phenomena such as mental retardation. To quote its report of March, 1964, "There is, in general, a very great disparity between what is known about learning in the normal individual and what is known about learning in the retarded." Some of the work at the University of Wisconsin in mental retardation is being headed by Leonard Ross of the psychology department, who feels that research with retardates has much to contribute to the understanding of normal behavior.

Prof. Ross is studying the broad comparative problem of the mentally retarded child and the average child, both in the laboratories in the Psychology Building, and in a new trailer laboratory which will test school children throughout the state. According to Ross, there are certain

popular beliefs about the mentally retarded that have never been adequately tested; for example: can the retarded inhibit responses? Is he more distractable than the normal child?

In the laboratory, Ross and several graduate students have developed an elaborate device to collect information on behavioral patterns in both normal and retarded children. The children are selected according to mental age, the physical age of the normal children then being younger. The child sits before a device and is given a choice of colors and patterns in two lighted areas immediately in front of him. His responses are automatically recorded, allowing the experimenter to determine how long it takes him to learn the correct response, how varying the problem may affect this response, and to make a comparison of reactions of normal and retarded children.



Graduate student Howard Garber and young Terry Ross are shown with the experimental equipment used by Prof. Leonard Ross in his studies of mental retardation.

The specially built house trailer is termed by Ross, "the only conditioning lab on wheels" in the country. It contains heavy equipment which would be difficult to move and set up in schools, and it has the added advantage of providing a controlled environment which will be the same for each child studied. The equipment measures the heart rate, pulse, breathing and other physiological responses to various external stimuli. Again, both normal

and retarded children will be studied.

The National Institute of Health has just given a grant to the Psychology department which will provide for additional Ph.D. candidate trainees in developmental psychology with emphasis on mental retardation. Part of this money will be used to broaden the scope of the study, and to purchase and equip additional trailers.

Many other research problems are being studied. For example: Brendon Maher is studying personality and clinical psychology. With a tele-meter he measures the reaction of students during exams, checking respiration, heart beat, and skin response. Prof. Peter Lang, also in clinical psychology, is studying phobias. Currently, he is working on techniques to rid an individual of a fear of snakes.

Wilfred J. Brogden is doing a study on rabbits concerning the maintenance of a conditioned response once it is established. He is also running some studies on verbal learning in human subjects, and the kinds of relationships that make for interference with or facilitation of the learning process.

Prof. Brogden, who was chairman of the building committee, reports that much careful thought went into every detail of the new facility. The efficient use of space is evident as one tours the building. Faculty offices are small, but there is a reading room as well as a conference or coffee room where informal discussions can be held. On the second floor is a departmental committee room for more formal meetings and advanced degree oral examinations. There are small rooms where students taking advanced level courses can set up experiments and leave them until completion. There are also shops for the construction of necessary equipment.

Six years of painstakingly planning the new structure have produced a result of which faculty, students, and alumni can be very proud. "Of course, I'm prejudiced," says Prof. Brogden, "but I think it is the most superb psychology building in the United States."

# The Professor

by Hazel McGrath

ONE of Wisconsin's most distinguished professors, Merle Curti of history, is this semester sharing his wisdom and experience with students of sophomore standing—to their great good and deep satisfaction.

He likes it too. He says so, with feeling.

"I enjoy immensely teaching the American history survey course for undergraduates. I find this brings me contacts I have not had for some time. The students come see me in my office, they invite me to meals at their places of residence. They are responsive, and most stimulating."

Prof. Curti's department has long been noted for sharing its great names with students at all levels. The tradition goes back to the days of Frederick Jackson Turner, whose "name" professorship Curti now holds.

"We professors see few enough students in this huge institution," Prof. Curti points out. "I have felt for a long time that we all need to pay a great deal more attention to our undergraduates. Our older and more experienced professors should be teaching them at all times, for students have heard their names and feel they know them. While they may not always be getting better instruction from them, it's psychologically good for the kids to think they're getting the best teaching the University affords."

By spending more time with the "kids," Prof. Curti is setting an ex-

ample sure to be widely followed. He has had wide influence, as teacher, historian, and lecturer, ever since his career in education began at Beloit College in 1921. That year the ink was still damp on his bachelor of arts "summa cum laude" degree from Harvard. He later followed it with the Harvard master's and Ph.D. degrees, and with study at the Sorbonne.

Before returning to Wisconsin to teach at the University in 1942, Prof. Curti taught at Simmons College, Smith College, and Teachers College, Columbia University. He won the Pulitzer prize for his volume, *The Growth of American Thought*, during his second year at the University.

In 1946 the historian traveled 8,000 miles in India to lecture at 21 universities under the auspices of the Watumull Foundation. He undertook the arduous trip because he firmly believed that "the Americans and the Indians, having many needs in common, such as the need for federalism, the management of minorities, and the planned use of technology, can learn from each other."

In the spring of 1954 he was called to Puerto Rico to attend a conference on the study and teaching of national histories in the Americas. He was then a member of the advisory board of the Pan American Commission on History and Geography, and president of the American Historical Association.

During the 1955-56 academic

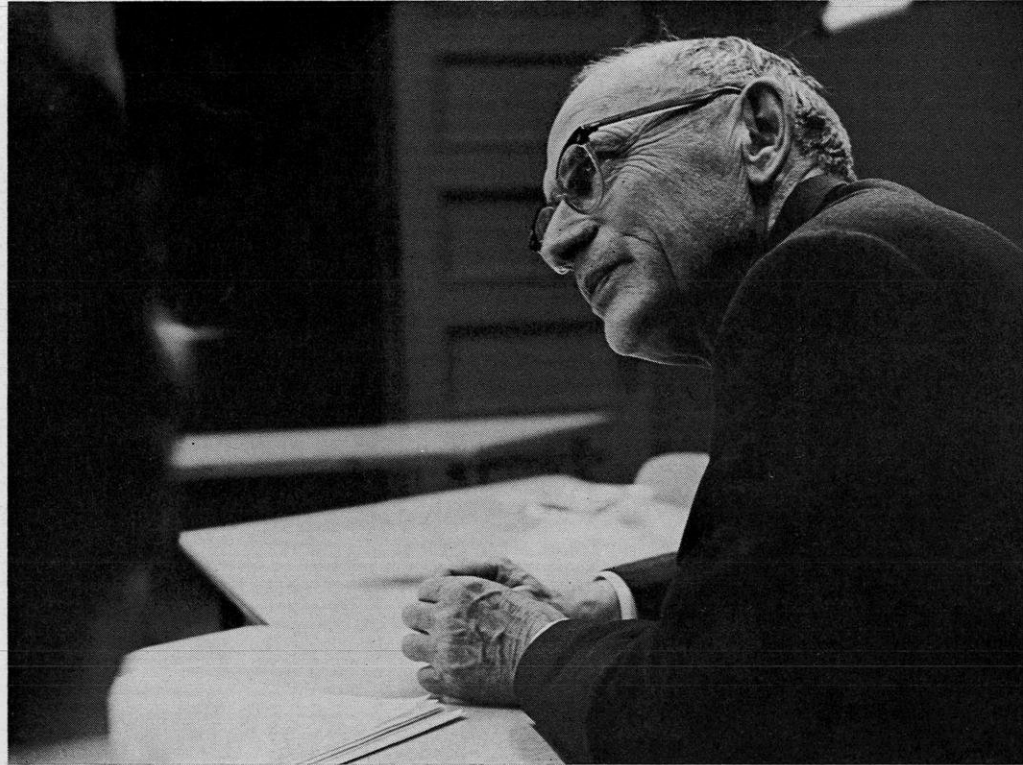
# and the Sophomores

year he did research at the Center for Advanced Study in the Behavioral Sciences under the sponsorship of the Ford Foundation. In 1957 the Foundation granted Wisconsin the sum of \$100,000 to study the history of American philanthropy under his direction.

In 1960 he was awarded a \$10,000 prize for "extraordinary scholarly achievement" by the American Council of Learned Societies.

The citation read, in part: . . . "He has both minutely and broadly interpreted American minds, American ways of thinking about the world and man. He has shown that if intellectual history is not complete without a social context, social history is nothing without the historical sense of developing ideas and ideals."

In 1962 Prof. Curti gave the Olaus Petri lectures at the University of Upsala and worked toward promoting academic relations and historical research between Swedish and U.S. universities. He has served as vice-chairman and director of the American Council of Learned Societies, president of the American Historical Association and the Mississippi Valley Historical Association, Senator of Phi Beta Kappa, and director of the Harry S. Truman Library Institute; member of the American Academy of Arts and Sciences, American Philosophical Society, National Council for the Social Studies, Mexican Institute of History and Geography, advisory council of



Princeton's history department, and John Dewey Society. He has written many volumes illuminating corners of American history.

To his list of honors and awards Prof. Curti recently added another. He was dubbed Knight of the Royal Order of the North Star by the King of Sweden. This honor, the highest decoration given by the Swedish crown to persons who are not heads

of state, was given him during the Madison meeting of the American Studies Association.

His students are proud of his accomplishments and grateful for the energy and interest with which he encourages—and, when necessary, pushes—them along intellectual paths. They love him for quite other reasons: the gentleness, kindness, and generosity of his character.



students become involved in issues of the day

## Of "Teach-Ins" and Petitions

THE WISCONSIN landscape at the end of winter and the hesitant beginning of spring has been bleak. But the climate on the Madison campus has been heated as students, faculty, and administration have become embroiled in the controversial issues of our day.

The initial excitement was generated over the civil rights demonstrations in Selma, and Montgomery, Alabama and Washington, D. C. (see April *Alumnus*). But this fervor was supplanted by campus concern over increased U. S. involvement in the war in Vietnam.

Reacting to President Johnson's Vietnam policy, a group of students held a protest demonstration on the lower campus mall between the Memorial Library and the Historical Society. The demonstration was preceded by a "Teach-In" which saw

26 faculty members utilizing classrooms in the Social Science Building to discuss aspects of the Vietnam situation in sessions that began at 2 p.m. and ended at midnight on April 1. It was estimated that more than 1,500 students attended the sessions.

Following the "Teach-In", voices of support and criticism were heard, and the dialogue of dissent that has filled the academic year was once again voluble and exciting. Prof. David W. Tarr, political science, seemed to express the consensus of those who questioned the advisability of the action in a letter to the *Daily Cardinal*.

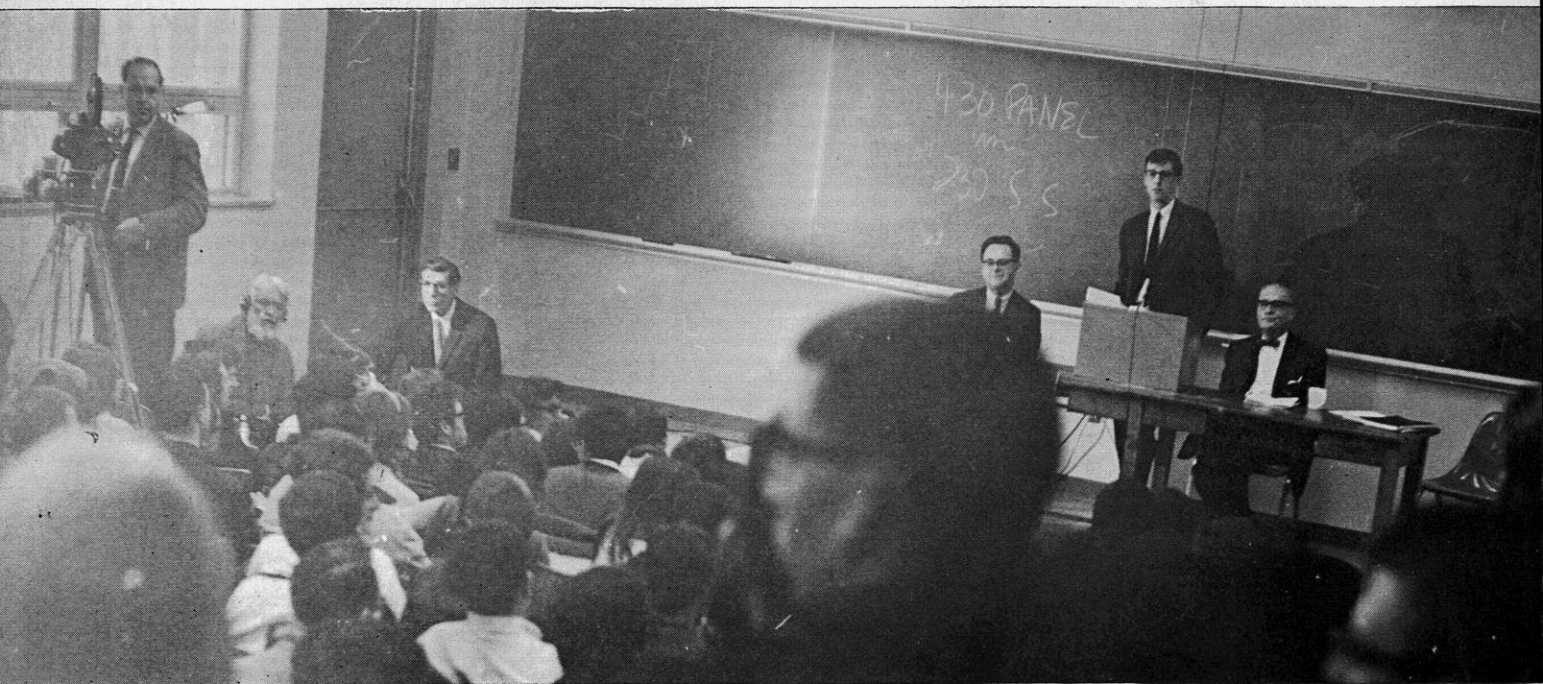
"I have no objection to professors advocating a partisan cause per se," Prof. Tarr said. "The point I want to make is simply this: a professor is not granted academic license

with academic freedom. Professors should not try to indoctrinate students to partisan political views or use the classroom as a forum to urge students to specific political action. There is a crucial difference between discussing politics and advocating adherence to a cause.

"The basic defect of the "Teach-In" is that it attempted to stimulate an academic forum and in doing so confused the professor's teaching role with his personal and private right to take an active political role.

"Three factors contributed to the confusion of roles: (1) the name "Teach-In" implied a teaching session; (2) the meetings were held in regular classrooms; (3) the professors purported to be presenting lectures. Some professors did indeed present lectures, and good ones at that. But the overall result was to

Members of one of the "Teach-In" panels prepare to respond to a question on Vietnam.



combine lectures with political harangues. A rational and responsible effort at constructive criticism of American foreign policy was impossible under those unfortunate circumstances.

"I do not doubt the sincerity or integrity of the participants in the 'Teach-In.' The format they chose, however, was inadvisable. A professor should avoid the temptation to recruit students to a cause in the classroom or through the subterfuge that a political rally by any other name is not a political rally."

While the anti-Vietnam War contingent was carrying placards and getting its picture in the paper, another, more substantial group of Wisconsin students and faculty was working on behalf of the government's position. A Committee to Support the People of South Vietnam was busy collecting signatures to a petition that advocated the following: the right to self-determination of peoples in a climate free from terror, manipulation, and intimidation; the protection of minority rights within the framework of a stable constitutional democracy; and the moral responsibility to assist in creating the emergence of an international society in which "the strong are just, the weak secure, and the peace preserved."

Approximately 6,000 Wisconsin students signed the petition which was delivered to Presidential adviser McGeorge Bundy at the White House on Easter weekend. At the same time, an estimated 15,000 students from various colleges and universities throughout the country were picketing the White House in protest against administration Vietnam policy.

As the expressions of student interest in the Vietnamese situation attracted most of the headlines in the press, Wisconsin students were quietly, but constructively, expressing concern and commitment in other areas.

A story by David Bednarek which appeared in the *State Journal* explained how a group of University students—about 150—were spending their Saturday mornings work-

ing at Madison's East High School with mentally and physically retarded children.

As Bednarek explained it, the students' "volunteer effort makes possible a recreation program for handicapped youngsters which could not otherwise be offered.

"The recreation program is sponsored by the Madison public schools in cooperation with the Madison Area Retardation Council and the University's rehabilitative recreation

closed for five years because of an integration battle, and then visited Negro and white colleges and universities in North Carolina.

As the Human Rights Committee of the Wisconsin Student Association explained it, "Project Understanding" is an experiment to see how effective a large-scale experience can be in changing attitudes and opinions of 40,000 students on the 11 campuses of the University of Wisconsin."



UW students Harley Lewin, Roslyn, N. Y. (left), and Herman Kafura, Appleton, present a petition signed by 6,000 Wisconsin students to Presidential adviser McGeorge Bundy at the White House. The petition was sponsored by the Student-Faculty Committee to Support the People of South Vietnam.

department. . . Each of the University students participated in one of the several activities offered to the handicapped children."

During Easter vacation, thirty students and four faculty members visited North Carolina and Virginia to participate in "Project Understanding."

The mission of the group was to bring back to the Madison campus a better understanding of the problems facing Negroes and whites in the South. The Wisconsin delegation visited Prince Edward County, Va., where public schools have been

Such a sampling of student activity over the past two months helps to further blur the image of today's Wisconsin student. Simultaneously, one could say that today's Wisconsin student is a placard-waving liberal, a petition signing conservative, a do-good volunteer worker, or a carpetbagging Yankee.

But these of course are merely labels. And they point up the difficulty of trying to conveniently catalogue today's student. If he is anything, today's student is committed to probing the world that lies beyond the library and the classroom.

# Planning: No Longer a Nasty Word

by Jack Burke

**P**LANNING—as it relates to urban and regional areas—is no longer a nasty word.

Prof. Coleman Woodbury, director of the UW's department of urban and regional planning, claims, "In fact, urban planning in the past 10 years has become not only respect-

able, but popular. State planning is not yet as well accepted, but its image is improving. Even federal planning, under various terms such as 'national economic policy,' is becoming a part of the institutional scenery."

Why the change?

"Undoubtedly part of the explanation is simply that the detractors of planning cried 'wolf' once too often," Prof. Woodbury believes. "People who at first were impressed with planning's supposed threats to all they hold dear now see that the sun still rises, that the republic still stands."

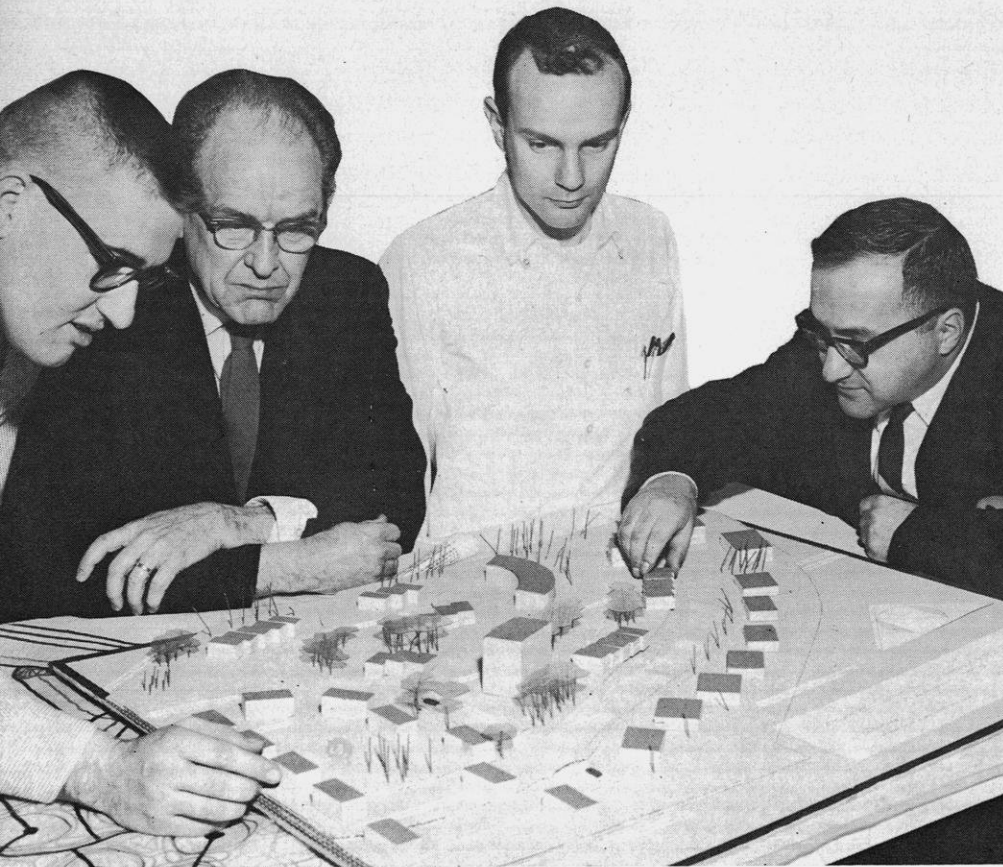
About the future of our cities, he predicts: "One thing seems sure—our cities will keep on growing in population and area. I doubt that the population increase will be quite as great as many people have been making out. Migration from the farms already has reduced the agricultural population to a point where before long it will begin to level off. I expect city growth to continue strong but at a slower pace than we have seen since World War II."

Prof. Woodbury looks for the structure of future communities to be quite complex: Some areas of reasonably dense development served by mass transit, some new towns or satellite cities with considerable employment centers, some suburban growth in cluster patterns, and more big shopping centers and industrial areas scattered through whole urban or metropolitan sections.

On the whole, he envisions, "I think it will result in more satisfactory living for a larger proportion of the population than anything we have seen to date. It should be one of the prime objectives of this planning to give all classes of people a reasonable range of choice as to where they live and in what kinds of house and neighborhood environment."

Prof. Woodbury anticipates that state and federal grants-in-aid and new systems of sharing taxes will become more significant in financing city growth and operation. "We need to plan in this sector of urban growth just as much as in land use patterns and public improvements," he believes.

Another major influence, still largely unknown, is the effect of automation. He looks for shorter work years, shorter careers in many callings, and combinations of these with shorter work weeks. . . "Not



Three students majoring in community planning and the director of the University's urban and regional planning department, Prof. Coleman Woodbury (second from left), survey a model of a metropolitan subdivision to find ways to better living conditions. From left, the students are: Kenneth J. Theine, Menomonee Falls; Richard L. Schmitz, Sauk City; and Charles Montemayor, Madison, formerly of Janesville.

nearly enough attention is now being given to this potential force in the ways of life and forms of city growth over the next two or three generations."

Although the University of Wisconsin department of urban and regional planning is actually less than three years old, already it is recognized by persons in planning education as one of the 10 best in the nation. Its staff, scope, graduate programs, and stature with professionals rank with any of the institutions now including such courses in their curriculum.

"Our enrollment now is quite close to what we consider a rather flexible limit—35-40 master's and a few Ph.D. candidates," Prof. Woodbury explains. "Although the overall quality of our students has risen in the past year or so, we are certain it ought to go up still more in the near future. We hope to do more research, to secure more fellowships for our young people, and build up our library. And soon."

One candidate for a master's degree in planning at Wisconsin is devising a renewal site in Milwaukee; another is preparing a prospectus for land-use planning in Southwestern Wisconsin. A third is planning development of the Lake Koshkonong area in Jefferson County.

The interests of others concern such matters as the Cherokee Marsh hassle in Dane County, the zoning possibilities of the old Burr Oaks golf course in Madison, and the pollution problems in the Castle Rock-Pettenwell flowages, the Fox and Wolf rivers, and the Root-Milwaukee-Menomonee river basin.

These are, of course, student exercises and do not represent official action or plans for any of the areas involved.

Back in 1946 the University first offered a course program which led to an M.S. in regional planning. This evolved into the present department and its expanding program. Much of the credit for the climb in stature goes to Prof. Woodbury, who joined the Wisconsin faculty in 1957 as a member of the political science staff.



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# Alumni News

## Up to 1900

Dr. Mark A. Bailey '00, physician in the community of Fennimore for 62 years, has announced that he will retire June 30.

## 1901-1910

On the occasion of her 90th birthday, **Lelia Bascom '02** was featured in Madison newspapers in March. A distant cousin of Pres. John Bascom, the quick-witted, vibrant Miss Bascom, who was both student and associate professor at the UW, is noted for her years of leadership in civic and church activities and her very active concern for unfortunate people everywhere.

**William T. Evjue '06**, editor and publisher of Madison's *Capital Times*, was awarded the Charles C. Chambers Memorial Award, presented to the most outstanding alumnus of Phi Gamma Delta, Mu Chapter, on the UW campus, at the annual Phi Gamma Delta "pig dinner" in April.

Fifty eight years ago a round robin letter was started by seven graduates of the Electrical Engineering Class of 1907 at the University of Wisconsin. It has travelled without faltering ever since. Five of the original seven have passed on. They are Allen C. Hibbard, Edwin P. Hubbard, and Louis F. Reinhard all of Milwaukee, Richards L. Loesch of Chicago and Rowland B. Anthony of Illinois. The two who survive and keep the round robin active are **Charles W. Green**, originally of Chicago but now residing at Suncook, N. H., and **Albert J. Goedjen** of Green Bay.

## 1911-1920

Asst. Dist. Atty. **Raymond J. Heilman '12**, Madison, resigned his post in April

to become executive director of the Madison Legal Aid Society.

**Arle Mucks Sr. '17**, Oshkosh, was among five state sports personalities enshrined in the Wisconsin Athletic Hall of Fame at the Milwaukee Arena on April 19. The UW track and football star made his abilities known at the age of only 16 when he became the first prep ever to make a U.S. Olympic team, competing in Stockholm in 1912.

**C. Moreau Jansky Jr. '17** received a distinguished service citation at the annual Wisconsin Engineers Day in Madison May 7. He is associated with Jansky and Bailey, Inc., consulting radio engineers, Washington, D. C.

**H. Stanley Wanzer '20** was recently elected president of the Rotary Club in Chicago.

## 1921-1930

**Donald C. Slichter '22** has been appointed director of the Mautz Paint and Varnish Co., Madison. Active in civic affairs, Slichter is a former president of WARF, was awarded a distinguished service citation by the College of Engineering in 1957, was elected alumnus of the year in 1961, and in 1964 received an honorary law degree.

UW Dean **Mark H. Ingraham '22** has been reappointed to the Wisconsin Investment Board for a six-year term by Gov. Knowles.

**Mr. and Mrs. Hugh L. Rusch '23** recently completed an extensive round-the-world tour by jet aeroplane, visiting 14 countries in 40 days. Mr. Rusch is vice president of Opinion Research Corporation, Princeton, N. J.

**Thomas M. Niles '23**, consulting engineer, Chicago, received a distinguished service citation at the annual Wisconsin Engineers Day in May.



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**John Slezak '23** attended the 11th National Conference of Civilian Aides to the Secretary of the Army at Fort Bliss, Tex. in March. The chairman of the board of Kable Printing Company in Mount Morris, Ill. is the civilian aide for his state. He served as Assistant Secretary of the Army from 1953 to 1954 and Under Secretary of the Army from 1954 to 1955.

**Harold P. Taylor '24**, Milwaukee, has retired from the presidency of the Wisconsin Public Service Corporation, but will continue as a member of the board of directors and the executive committee. Among his many civic responsibilities, Taylor is a director of the Wisconsin Valley Improvement Co. and is vice president and director of Trees for Tomorrow Inc.

**Arthur Towell '24**, president of Arthur Towell, Inc., Madison advertising agency, recently was reelected a director and vice president of Town and Country Printers, Inc., Columbus.

**R. T. Johnstone '24**, Detroit business leader, received a "Layman of the Year" award for distinguished service to the church and community at the annual meeting of the Metropolitan Detroit Council of Churches in March. He is vice-president in charge of Michigan operations for Marsh & McLennan.

**Fred D. Huber '26**, executive vice president and a director of Northwestern National Insurance Group, Milwaukee, has retired after being in the insurance field since 1931.

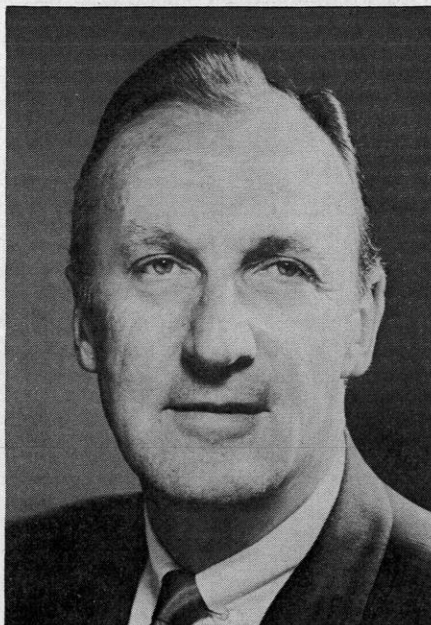
**Dr. Henry C. Ahnsbrak '27**, director of Marathon County University Center, is leaving his position in June to face a new challenge. He will teach the fall term at the Madison campus, where he holds a full professorship in the School of Education, and then depart in March 1966 for Northern Nigeria, where he will be chief administrator and coordinator of a school program.

**Elmer Freytag '28**, Chicago attorney, was a member of the Superior, Wis. curling team which traveled to Scotland in March to become the first American team to win the world's curling championship.

**Richard S. Hartenberg '28**, professor of mechanical engineering of the 1964-65 Western Electric Fund Awards for excellence in engineering education.

Described as a cross between Wallace Beery and Billy Graham by *Wisconsin State Journal* sports reporter Tom Butler, **Arthur (Dynie) Mansfield '29**, UW head baseball coach, was the subject of a colorful biographical sketch in the April 4 issue. Dynie's image was so described: "An idealistic man, Dynie's got more scruples than an Amish elder. He preaches the gospel of sanity in athletics and practices what he preaches."

**Margaret Ellingson '30**, who served for several decades as administrative assistant in the office of UW Dean of Men, has assumed one of the key posts of the Southwestern Wisconsin area of Red Cross in her retirement. She is alter-



**John A. Keenan '30** has been elected president and a director of the W. A. Sheaffer Pen Co. of Fort Madison, Ia. Dr. Keenan was, until his resignation in December, 1964, president and chief operations officer, a member of the executive committee, and a director of Standard Packaging Corp. of New York. Born in Beloit, Wis., in 1908, he holds the B.S., M.S., and Ph.D. degrees, all from the University of Wisconsin, and served as president of the Wisconsin Alumni Association in 1957 and 1958. Prior to joining Standard Packaging in 1944 as executive vice president, Dr. Keenan served for three years as director of research for the Carnation Co. in Milwaukee, five years as vice president of New England operations for National Dairy Products in Boston, and three years as assistant director of research for the Wisconsin Alumni Research Foundation in Madison.

nate Veterans' Administration Hospital representative.

**Dr. John Parks '30**, dean of The George Washington University School of Medicine, has been elected president of the National Board of Medical Examiners at the Board's recent fiftieth anniversary conference in Philadelphia.

#### 1931-1940

**E. S. McLoud '31** has retired as basic research director at S. C. Johnson & Son, Inc. after a 33 year career with the Racine firm.

**Lillian Paukner '31** holds the highest administrative post assigned to a woman in the public schools of Milwaukee, where she is executive director of elementary curriculum and instruction.

**Dayton F. Pauls '32**, president of Citizens Bank of Sheboygan, has been elected president of the Wisconsin Bankers Association.

**Louis L. Meldman '32**, Milwaukee attorney who was appointed by Gov. Rey-

nolds as a member of the Wisconsin State Board of Accountancy, has been elected president of the Board.

**UW Prof. Charles A. Wedemyer '33** is the first Kellogg Fellow in adult education at Oxford University, England. He was director of the UW's new Articulated Instructional Media program and of instruction and evaluation for the Extension Division until his departure in April.

**Mrs. Hazel S. Alberson '35**, emeritus associate professor of comparative literature at the UW, is the new chairman of the Madison Civics Club.

**Allen R. Kittleson '37**, who has been issued 26 U.S. patents, was honored for his outstanding achievements as an inventor at a dinner given by the Esso Research and Engineering Company in April. He is a senior research associate in the firm's chemicals research division.

**E. G. Christianson '37**, vice president of the Shell Oil Company, Houston, Tex., received a distinguished service citation at the annual Wisconsin Engineers Day in Madison early this month.

**Dr. Henry Settlege '37** is opening a medical practice in Crivitz to become the community's first doctor in 25 years.

**Kenneth V. Dahl '37**, president of Dahl Motors, has been named co-chairman for the 1965 La Crosse United Fund drive.

**Mrs. Otto H. Hansen (Charlene Brozich)** of Stoughton became the bride of **Owen S. Holtan '38** in February. They reside in Littleton, Colorado.

#### 1941-1945

**Dr. Garland G. Parker '41**, University of Cincinnati registrar and dean of admissions, has been elected vice president of the Association of Ohio College Registrars for 1965-66 and was appointed chairman of the association's Committee on Program and Special Projects.

**Alfred C. Ingersoll '42** has been dean of engineering, University of Southern California, since 1960. He is presently chairman of Relations with Industry Division, American Society for Engineering Education, Pasadena, Calif.

**Ralph L. Zaub '42**, executive vice president of the Grafton State Bank, is president of the Independent Bankers Association.

**Otto Festge '42**, Dane County clerk, became mayor of Madison in the April election.

After several years of traveling around the country as an Army wife, **Mrs. Peer A. Buck '43 (Ann Hansen)** and her husband have settled down near Stevens Point, where they operate the Muckamoor Kennels.

**Richard W. Brust '45** is director of a seven-man crew operating Minnesota Mining & Manufacturing Company's tax department.

**Mrs. Delbert Struble '45 (Patricia North)**, Neillsville artist, had an exhibit at the Nekoosa-Edwards Paper Co. administration building in Port Edwards.

## 1946-1950

Mrs. Hyatt Boyette '46 (Mary Bandou-veris) is a special assistant in public relations for the AAUW. She was called upon to discuss "The Working Mother" with Mary Haworth, internationally syndicated columnist, and Mary Dublin Keyserling of the U.S. Dept. of Labor Women's Bureau at the March meeting of Theta Sigma Phi, national professional organization for women in journalism, held in Silver Spring, Md.

Dr. Dal Nogare '46, du Pont Company research chemist, received a \$1,000 American Chemical Society award recently. He was cited for his research on gas chromatography, an instrumental technique for separating and identifying small amounts of closely related chemical compounds.

Stanley P. Hebert '47, U. S. Navy deputy general counsel, Washington, D.C., has been named chairman of the executive committee, National Catholic Community Council.

Jane Anderson '48 has been appointed assistant cashier of First Western Bank's credit department. She works at the bank's administration offices in Los Angeles.

Dr. Lawrence Abler '48, visiting associate professor in English and comparative literature at Occidental College, Los Angeles, will become the first lecturer in comparative studies next September at Juniata College, Huntingdon, Pa. The program is an interdisciplinary study in the general areas of English and German literature.

Frances Biller and Soloman Belinky '49 were recently married in Milwaukee. The couple will reside in Sheboygan.

James Scheinfeld '49 has been appointed executive vice president, operations, for Manpower, Inc. with home offices in Milwaukee.

H. S. Phillips '49 has been elected a vice president of Howard Chase Associates, Inc., international public relations firm, located in Rockefeller Center, New York. His home is Windmill Farm, Armonk, N. Y.

At the recent College Band Director's National Association meeting at Arizona State University, Tempe, James R. Jorgenson '49 was elected to the office of national vice president. He is presently concluding a sabbatical leave from the U. of Redlands, Calif. and is working toward the Doctorate in Education at North Texas State University, Denton, Tex., where he also teaches brass.

Mr. and Mrs. Norman Grant '49 (Arlene Meyer) announce the March 15 arrival of their seventh child and third son, Marshall Norman. The Grants reside at 6302 Paseo San Anores, Tucson, Ariz.

Elroy (Crazylegs) Hirsch '49, former Big Ten and National Football League star, and now general manager of the Los Angeles Rams of the NFL, was one of five men added to the Wisconsin Athletic

Hall of Fame in ceremonies at the Milwaukee Arena on April 19.

M. Audrey Kachelski '50 is on the faculty of the School of Nursing at Loyola University, Chicago. She is teaching psychiatric nursing.

Mr. and Mrs. Leonard Loeb '50 are parents of a second son, Jordan, born January 25.

Dr. Robert R. Johnson '50 is director of engineering for digital computers with Burroughs Corp., Detroit. FORBES magazine for May 15, 1964 cited him as one of the three top digital computer engineers in the U.S.

## 1951-1955

David Kuechle '51, Cambridge, Mass., has received the degree of Doctor in Business Administration from the Harvard University Graduate School of Business Administration

Joseph Cutler '52 is leading a group of Albany, N. Y. businessmen in their project of raising \$3,000 to send the U.S. ski jumping team to Norway.

Alfred Meyers, M.D. '53 recently was appointed an associate pathologist at the Marquette University School of Medicine.

Dr. Jerry J. Cotter '53 is an industrial economist with Management & Economics Research Associates, Palo Alto, Calif.

Mrs. Russell Luckow '53 (Edna Johnson) is working at Appleton Memorial Hospital. The Luckows bought a new home in Appleton last spring.

Jack R. Harned '54 has been named manager of public relations for AC Spark Plug Division's Milwaukee operations.

John Rice '54, La Crosse pharmacist for the past seven years, has purchased Shrake's Self-Service Drugs in Marshfield.

Dr. and Mrs. David R. Downs '54 (Bonnie Jean Tuttle '56), Dodgeville, announce the birth of Alan Jeffrey, born March 28. The baby has an older sister and two brothers.

Mr. and Mrs. John C. Abney (Mary D. McGalloway '54) announce the arrival of Timothy Andrew, who joined brother Peter and sister Haynes in January. The Abneys make their home in Greenbrae, Calif.

Mrs. Charles McLean '54 (Elizabeth Jackson) has been appointed chief research and planning engineer of the City of Chicago Bureau of Engineering.

Dr. Norman Adler '55 is chief of the assets research staff, statistics division, of the Internal Revenue Service, Washington, D. C., a post he's held since 1959 after receiving his Ph.D. in economics. Dr. and Mrs. Adler are the parents of a nine-month-old daughter.

Mr. and Mrs. F. Jack Pluckhan '55 (Nancy Dean '57) announce the birth of a son, Scott Thomas, on February 22.

## 1956

Dr. Charles H. Weaver, former University of Tennessee engineering profes-

sor, will return to that campus in the fall to become dean of the College of Engineering. He has been head professor and Westinghouse Professor of Electrical Engineering at Auburn University since 1959.

## 1957

Gerald D. Cornell, staff member of the *Daily Herald*, Provo, Utah, is now a part-time member of the Brigham Young University School of Communications faculty, teaching advanced reporting. For the past six years he has been associated with the Scripps League of Newspapers in Napa, Calif., Roseburg, Ore., and Provo.

Philip J. Lyons, a chartered life underwriter, has qualified for the second successive year as a member of the Million Dollar Round Table. This is a world wide organization comprising those individuals having sold in excess of a million dollars of life insurance in one year. Lyons has his own agency in Chicago.

Richard H. Huibregtse recently was appointed assistant superintendent of two plants at General Motors' Packard Electric Division, Warren, Ohio.

Peter Barrett clinched first place in the Finn class of the Caribbean midwinter regatta in March. He will leave his position as lecturer in mechanics at UW-Milwaukee at the end of this semester and will move to California in June, where he will run the Newport Beach branch of the North Sail Co., San Diego.

Mr. and Mrs. William Grant Marshall (Patricia Gibson '56) Cincinnati, announce the birth of a son, William Grant Marshall, Jr., on March 22. The baby has a sister, Barbara.

Phillip R. Trautmann and his wife are enjoying a four-month vacation in New Zealand, following his Army service. Beginning June 1, he will have a three-year psychiatric fellowship at the Menninger Clinic, Topeka.

## 1958

Karen Robertson, supervisor of the home economics section in the Oscar Mayer and Co. research department, Madison, has been appointed a member of the home economics consumer service committee of the American Meat Institute, Chicago.

Malcolm T. Barlass, Lanark, Ill. recently accepted a position as assistant farm advisor in Winnebago County, Ill. at Rockford. He was employed by Oscar Mayer and Co. as a livestock buyer for the past four years.

Allan A. Yousten has joined International Minerals & Chemical Corporation as a research microbiologist, with offices in Skokie, Ill. Yousten and his family reside in Deerfield.

Mr. and Mrs. Stuart K. Taussig announce the adoption of a baby daughter, Elaine Michelle. Mr. Taussig is associated with Rosenthal and Schanfield, Chicago law firm.

These five men  
were new to the life insurance business . . .

# See how far they've gone with Mass Mutual in just 12 months!

Not all businesses measure success in terms of years served. Take these 5 men as a case in point. Two years ago, not one of them had any experience in the Life Insurance field.

Now they've become the most successful first-year men in their company! Each is his own boss, chooses his own customers, and enjoys earning a living helping people. And the amount of money each earns is in direct proportion to his achievements. No income ceilings. No ladder to climb. A career with Mass Mutual can start anytime; and it can progress as fast as you want it to.

Mass Mutual men work for themselves, but not by themselves! Behind them is a strong company, both at the local agency level and in the home office. For Mass Mutual has over \$3 billion in assets and over a century of experience.

If you're interested in a career like this, write a letter about yourself to: Charles H. Schaaff, President, Massachusetts Mutual Life Insurance Company, Springfield, Mass. He's always interested in good men!

**MASSACHUSETTS MUTUAL  
LIFE INSURANCE COMPANY**



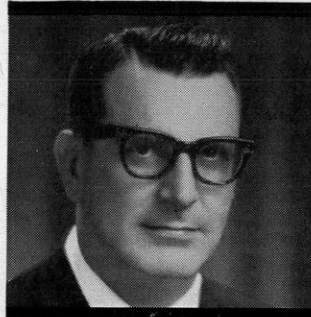
*Springfield, Massachusetts / organized 1851*

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

William J. Morgan, '07, Milwaukee  
Eugene C. Noyes, C.L.U., '13, Akron  
Silas G. Johnson, '23, Madison  
Herbert J. Mullen, '30, Stoughton  
Arthur R. Sweeney, '38, Longview  
Earl C. Jordan, '39, Chicago  
William Q. Murphy, '39, Madison  
Alvin H. Babler, C.L.U., '41, Monroe  
Norman H. Hyman, C.L.U., '44, Milwaukee

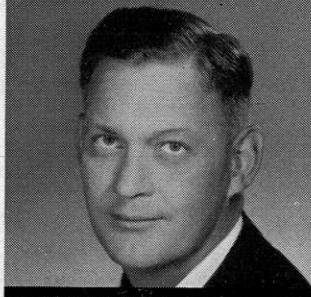
LeRoy H. Jerstad, Jr., C.L.U., '47, Racine  
John W. Loots, C.L.U., '47, Tulsa  
Jack G. Jeffers, '50, Madison  
Robert R. Pivar, '51, Evanston  
Robert B. Slater, '51, Phoenix  
Paul H. Kleckler, '51, Denver  
David E. Birkhaeuser, '52, Home Office  
Wendell A. Lathrop, C.L.U., '52, Mattoon, Ill.

Burton A. Meldman, C.L.U., '55, Milwaukee  
Earl E. Poorbaugh, '57, Elkhart  
Raymond L. Paul, C.L.U., '58, Rockford  
James E. Meier, '60, Chicago  
William R. Smith, '64, Madison  
Ernest L. Nilsson, Madison  
A. Burr Be Dell, Appleton  
William S. Reed, Chicago



## Samuel J. Rabin

Hotel owner and manager ... served in the Army Air Corps during WWII ... graduated from U of Miami '49 ... 6 years experience in advertising, 9 years in hotel business ... joined Mass Mutual in Miami July '63 ... sales totaled \$1,863,650 in his first 12 months.



## Jon W. Roggli

U.S. Air Force 22 years ... served as pilot with rank of Captain in WWII ... won DFC ... received BS degree U. of Maryland '56, plus LLB LaSalle Ext. U ... joined Mass Mutual at San Rafael, Calif. January '64 ... first year sales totaled \$1,182,084.



## Howard W. Wing

Marketing Manager, vinyl fabricating firm ... 14 years sales and marketing experience ... WWII Air Force veteran ... '49 Dartmouth graduate ... joined Nashua, N. H. agency July '63 ... first full year's production with Mass Mutual reached \$1,004,575.



## John W. Scarborough

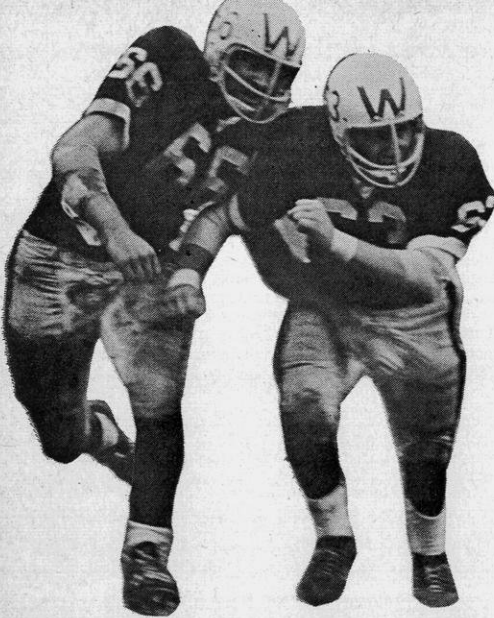
Joined Mass Mutual October '63 at age 22 before completing undergraduate studies at U. of Puget Sound ... worked part of a year as a commercial fisherman to help finance college ... in his first full year with the Seattle agency, his sales totaled \$1,041,000.



## David J. Belknap

President, Catering firm ... BS degree Ohio State University '47 ... after 20 years in family business, joined Columbus agency January '64 ... sales during his first year totaled \$799,500.





# FOLLOW THE BADGERS!

Of course it's still spring and most sports fans are just beginning to get worked up about the pennant races and the various golf championships. But with spring and its sports activity comes the realization that the fall is not so very far off—and neither is the football season.

You'll want to see the Badgers in 1965 as they attempt to rebuild their forces in the face of a rugged sched-

ule. If you are an Alumni Association member and wish to receive 1965 football ticket information and blanks, fill out the coupon below if:

- (1) you did not purchase tickets in 1964, and
- (2) you do not live in Nebraska, Illinois, Michigan, Indiana, or Minnesota—states where away games are scheduled.

### 1965 FOOTBALL SCHEDULE

September	18	Colorado at Madison
	25	Southern California at Madison
October	2	Iowa at Madison
	9	Nebraska at Lincoln
	16	Northwestern at Evanston
	23	Ohio State at Madison (Homecoming)
	30	Michigan at Ann Arbor
November	6	Purdue at West Lafayette
	13	Illinois at Madison
	20	Minnesota at Minneapolis

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

Please send me a ticket application blank for 1965 Wisconsin  
 ---- single game (home or away) ---- season ticket.

Name -----  
 Address -----  
 City ----- State ----- ZIP -----

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Mr. and Mrs. Max F. Sporer (Beverly Prill '57) announce the birth of their second child, Elizabeth Ann, Dec. 14. Max is a management consultant with the C.P.A. firm of Touche, Ross, Bailey and Smart in the New York office. The Sporer's live in Convent Station, N. J.

Capt. James A. Halvorson has entered U.S. Air Force pilot training at Williams AFB, Ariz.

### 1959

Mr. and Mrs. Fritz A. Fischback (Margaret Naysmith) are parents of a daughter, Jennifer Kim, born January 1. Fritz completed his Ph.D. work in biophysics in March, becoming the first recipient of a Ph.D. awarded by the UW in this field. He plans to spend a year in postdoctoral research at the University of Sheffield, England.

Robert O. Witte was recently appointed territory sales manager of Will Ross, Inc., representing the company in the Milwaukee-Chicago area.

Mrs. James M. McNelly (Patricia Colligan) has been appointed director of nursing at Central Wisconsin Colony and Training School, Madison. She was previously assistant director of nursing at Mendota State Hospital, Madison.

Madison Attorney William Dyke has been hired as the state coordinator of the New York World's Fair exhibit.

### 1960

Jarold R. Schuck, Madison, administrative assistant to former Lt. Gov. Jack Olson, has been appointed public relations director of the state headquarters staff of the Republican Party of Wisconsin.

Mr. and Mrs. Allen McDowell (Marcia Waugh), Rochester, N. Y. announce the birth of a daughter, Janet Gail, born March 20.

Mr. and Mrs. Thomas W. Crooker of Alexandria, Va. announce the birth of their first child, Philip Edwy Milton, on March 25.

### 1961

Mrs. James Fuller Taff (Laura Stauffer) is teaching in the affiliate program for nursing students at Mendota Hospital, Madison.

### 1962

Mr. and Mrs. Richard Rilling (Carolyn Casely) are the parents of a second son, Richard George, born Dec. 6. Mr. Rilling is a project engineer at A.C. Spark Plug, division of General Motors, in Milwaukee.

Mary Tschudy is working with the Madison City Health Department. She had previously worked as head nurse in the emergency clinic at Columbia Presbyterian Hospital in New York City until last June.

Mrs. Warren W. Kendall (Janet Pound) is working at a V.A. hospital in Oklahoma



## Who grows the "hair" that crowns a million beauties?

The same Union Carbide whose alloys help keep the crunch in rock crushers.

The "hair" is our DYNEL mod-acrylic fiber. It looks like real hair and feels like it.

It's the same DYNEL that's used to make luxurious deep-pile coats. It's the same fiber that's used to make filters for heavy-duty industrial air systems and home air conditioners. And its versatility is the reason why we'll be "growing" millions of extra pounds of DYNEL this year.

Lots of things are going on at Union Carbide. We're producing new alloys to re-surface equipment such as rock-crusher rolls and keep them in action longer. Other new alloys are helping the

chemical industry stop costly attacks of acids and corrosives. And we've recently introduced some new silicone rubber compounds with greatly improved resiliency for use by the aerospace and automotive industries.

To keep bringing you these and many other new and improved products, we'll be investing half a billion dollars on new plant construction during the next two years.

City, where her husband has entered medical school.

James J. Ehrman has been appointed a career foreign service officer by Pres. Johnson. The appointment makes him a vice consul and a secretary in the diplomatic service. He is presently attending the Foreign Service Institute in Arlington, Va. in preparation for an overseas assignment.

William Sloey is teaching at Oshkosh State University.

### 1963

Mrs. Richard P. Sabin (Joan Marie Freeck) is teaching pediatric nursing at St. Mary's Hospital in Madison.

### 1964

Patricia L. Korsan is a nurse at the V.A. Hospital in Downey, Ill.

Mr. and Mrs. Robert Buchen (Suzanne Kassner '63) have recently moved to Madison, where Mr. Buchen is employed by the First National Bank.

William Gjetson is one of 50 young people in Peace Corps training at Southern University, Baton Rouge, La.

Mrs. James Block (Diane Fronck) is a teaching assistant in obstetric nursing at the UW.

William Kingsbury is working at General Motors in Detroit as an engineer.

Mr. and Mrs. Richard Weaver (Barbara Breuch '57) of Houston, Tex. are parents of a son, David Thomas, born Feb. 25.

2nd Lt. Thomas P. Creagan has entered U.S. Air Force pilot training at Webb AFB, Tex.

Charles G. Erickson has joined the *Manitowoc Herald-Times* as a reporter in the editorial department.

Arthur Levi is a Peace Corps volunteer and a member of the first group to go to Kenya. He is on a management assignment on one of the land resettlement programs.

A son, Karl Hans Wagner, was born to Lt. and Mrs. Louis J. Wagner (Sandra Brumley) on March 7. The Wagners reside in Fort Lewis, Washington where Lt. Wagner is serving a two-year tour with the Army Ordnance Corps.

2nd Lt. Larry K. Harper has been awarded U.S. Air Force silver pilot wings upon graduation from flying training school at Laughlin AFB, Tex.

Carole R. Melchert has been appointed group chief operator for the Wisconsin Telephone Company in Wausau. She will assist the chief operator in the supervision and training of operators in the company's Wausau long distance office.

Mr. and Mrs. Robert Higgins (Barb Fagerlie '55) announce the adoption of a girl, Patricia Suzanne.

### 1965

James Lynch has been added to the Shorewood village manager's staff to assist in working out development problems.

## Newly Married

### 1958

Genevieve Flahault and Eric MARTEAU d' AUTRY, Paris, France.

### 1960

Karen Jane GUSLOFF and Paul R. Glanert, Stoughton.

### 1961

Arlene Evelyn Paris and Lauren Eugene EARLEYWINE, Joliet, Ill.

### 1963

Lynn Higgs THIEDE '63 and Alan Raymond GIEVER.

Kristi OLSON '63 and Alann KAROW, Madison.

Linda Helen Elliott and James R. MATHISON, Neenah.

### 1964

Margart Ann Hall and Dennis Lee BATALDEN, Madison.

Ruth Ann BENKERT and Richard Charles Bailey, Monroe.

Mary L. BRYANT and Jeorme A. Behrens, Durand.

Patricia McPEEK '64 and John Thomas FORD, Washington, D. C.

Mary Elizabeth Dennis and Terrence Kast FRAMBS, Madison.

Sally Ann WEBB and Frederick E. HAUG, Jr. '54, Madison.

Linda Carol LEE and Ronald Eugene Edelstein, Milwaukee.

Linda Lou Watson and William Ervin ZELM, Camp Pendleton, Calif.

### 1965

Sandra Jean Schmidt and Jerry R. RODENBERG, Melrose.

## Necrology

Ernest Smith BRADFORD '97, Arlington, Va.

Benjamin Ellsworth TILTON '97, Syracuse, N. Y.

Alonzo CHAMBERLAIN '99, Huron, S. Dak.

Charles Sumner PEARCE '00, Chicago, Ill.

Ara Patton RICKMIRE '01, Minneapolis, Minn.

Frank Benjamin ROWLEY '05, Minneapolis, Minn.

Loomis James SHADBOLT '06, Yakima, Wash.

Mrs. Ben H. Roderick '07, (Matilda E. BLIED), Brodhead, Wis.

Col. Frank M. KENNEDY '08, Aurora, Ill.

Eli Ross MANOR '09, Genoa City.

William Joseph MEUER, '10, Madison.

Foye P. HUTCHINSON '11, Chicago, Ill.

Mrs. George T. Steinhart '12, (Nelle Ellen BURKE), Evanston, Ill.

Selwyn Clark WOODARD '12, Melbourne Beach, Fla.

Mrs. George T. GILL '13, (Edith Weiser MOORE), Naperville, Ill.

Alvin Herman KESSLER '13, Minneapolis, Minn.

Maxwell G. B. WALSH '13, Waunakee.

Hubert Frederic JUERGENS '15, New York, N. Y.

Edward Hyatt WIGHT '15, Baltimore, Md.

Dr. Merrill Jenks KING '16, Rockland, Maine.

Fred Carl SCHILLING '16, Ft. Worth, Tex.

Moses William SMITH, '16, Madison.

Lois Lockwood DECKER '17, Bridgewater, Mass.

Irving Albert MIELENZ '17, Fond du Lac.

Emil Gerbard NELSON '17, Stoughton.

Mrs. George Anthony Benish '18, (Loretta Eden TORMEY), Milwaukee.

Mrs. Henry G. HARPER '18, (Margaret Alice FRASER), Haverford, Pa.

Philip John HICKEY '18, St. Louis, Mo.

Elizabeth Treat ALLING '19, Tallmadge, Ohio.

Chester Arthur PIERLE '19, Canyon, Texas.

Frank Charles WOLF '20, Mazomanie.

Clark Mead ROBERTSON '21, Milwaukee.

Harry Edward BILLS '23, Milwaukee.

Frank John HAMILTON '23, Wauwatosa.

Arnold Gerard MELHAM '23, San Diego, Calif.

Benjamin Walker SAUNDERS '23, Racine.

Mrs. Charles S. Curtiss '24, (Wilma Ida KUEHL), Kenosha.

Floyd Dwight JOHNSON '24, Pittsburgh, Pa.

Clara Helen MUELLER '24, Frederick, Maryland.

Mrs. Gerald Davis '25, (M. Ruth STILLWILL), Sioux City, Ia.

Frank Xavier McCREANE '25, Calistoga, Calif.

Jessie Ella BROWN '26, La Crosse.

Beatrice Leonora MARKS '26, Milwaukee.

Robert Emil BONINI '27, Milwaukee.

Simon KENYON '27, Madison.

Wencil James MAHLIK '27, Colfax, Wash.

Helen May OSTRUM '27, Milwaukee.

Leon Wallace RYDER '27, Ripon.

John Rector BARTON '28, Madison.

Mrs. Howard Newton Calderwood '28, (Ana Jule ERKE), Madison.

Mrs. Joseph Wasson Gale '28, (Marion Elizabeth Sutherland READ), Madison.

Mrs. Kenneth W. Rubadeau '28, (Florence Clare McCARTHY), Madison.

Earl George JOHNSON '29, Chicago, Ill.

James Sanborn PATERSON '30, Portage.

Karl Edmund ROENIUS '30, Milwaukee.

Edgar August ZIESE '30, Milwaukee.

Mrs. C. William Brown '31, (Ann Mary FEENEY), Campbell, Calif.

Daniel Waldo McCARTHY '31, Sioux Falls, S. Dak.

Ralph Pooler MATTHIESEN '32, Orlando, Fla.

Edward Pat SHEAHAN '32, Milwaukee.

Mrs. John Earl Feger '33, (Bertha Marie HERLIHY), Detroit, Mich.

Elmer Erwin NEICK '33, Milwaukee.

Sidney POSNER '33, Robstown, Texas.

Sol Harry EMPEY '35, Wausau.

William Leroy BRANDT '37, Merrill.

Claude Seuel HOLST '37, Milwaukee.

Jack Sheldon CHUDNOFF '38, Culver City, Calif.

Mrs. Lewis Girard Kranick '39, (Jane Ellen WAGNER), Pewaukee.

O. Sidney ORTH '39, Middleton.

Hazel Eunice BENTSON '40, St. Louis, Mo.

Mrs. Elliott Louis Bossman '40, (Katherine Louise KOLTER), Horicon.

John Allen HURD '41, Birmingham, Mich.

Ruth Amelia LINDH '41, Madison.

Erwin Edward SEMON '42, Milwaukee.

James Edward MARKLEIN '45, Dodgeville.

Mrs. Ernest CEISEL '46, Niles, Ill.

George August STEINER '46, Madison.

Mrs. Lily Y. Ozima '47, (Lily Yuriko WATANABE), Buena Park, Calif.

Jack Hess JOHNSON '49, Milwaukee.

Mrs. Sue Hansen '50, (Susan Jane GUSTIN), Oconomowoc.

Walter George KOBIELUS '51, Merrill.

Dan George DEMITROS '56, Madison.

Lt. Walter Frank DRAEGER, Jr., '56, Buckroe Beach, Va.



**OUR LIGHTWEIGHT SHIRTS**  
made by us in our distinctive styles  
with single-needle stitching throughout

WITH BUTTON-DOWN COLLAR

*In our zephyrweight oxford cloth.*

*Long sleeves. White, \$7; blue or yellow, \$7.50*

*Half sleeves. White, \$6.50; blue, \$7*

*In unusually fine lightweight Sea Island cotton.*

*Blue, grey or wine stripes on white, \$11.50*

*In Brookscloth.\* White or light blue, \$9.50*

*Half sleeves, in white, \$8.50*

WITH ROUND COLLAR

*In cool pin stripe cotton Madras—  
blue, tan or grey on white, \$8*

WITH PLAIN COLLAR

*In blue-and-end cotton Madras, \$8*

*In white Brookscloth,\* \$9.50; Half sleeves, \$8.50*

All shirts with long sleeves unless noted. 14-32 to 17½-36.

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# Alumni Club Report

Badger Alumni Clubs were busy this past Founders Day Season. The pictures on these two pages give a sampling of the people and the clubs who were active during the year.



President Fred H. Harrington (left) spoke to the Racine Club. Before the meeting, he visited with new club directors Glenn R. Coates '48, Mrs. Willard R. Melvin (Dorothy Wise '47), and J. Patrick Collentine '48, and Dr. William Smollen '50, club president.



Dr. Lee DuBridge '24 was honored by the UW Alumni Clubs of the Greater Los Angeles Area as Alumnus of the Year. Harold Frumkin '51 is shown here presenting the award.



Prof. Robben W. Fleming (right), Chancellor of the Madison campus, was welcomed to Fond du Lac by Nathan Manis '38 (left), WAA director, and Evan "Red" Vogds '49, president of the local club.



A. Walter Seiler '07, chairman of the board of the Cramer-Krasselt Co., Milwaukee advertising agency, and Malcolm K. Whyte '12, senior partner of the legal firm Whyte, Hirshboeck, Minahan, Harding & Harland, were the recipients of the 1965 Distinguished Service Awards presented by the Milwaukee Alumni Club.

Dr. Robert Clodius (right) is shown here with members of the newly-organized Louisville Alumni Club—Don Frank '47, Lalit Sarni, and Mrs. William Dolson (Joan Kaste '53).





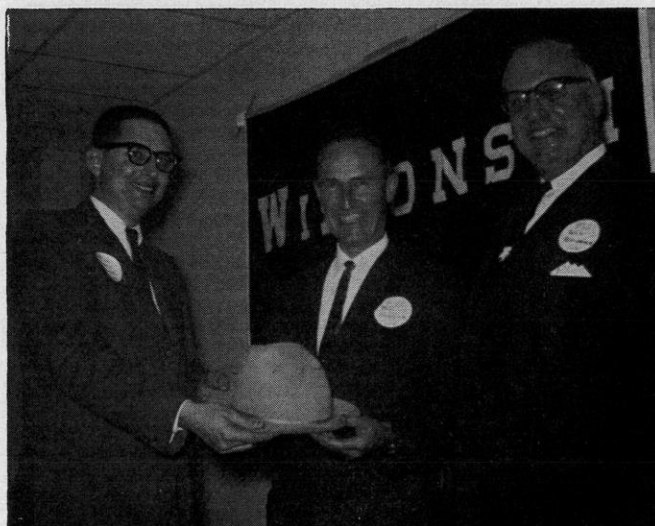
Arlie Mucks, Sr. '17 (second from right) was honored by the Oshkosh Club. Shown here with him are: UW Dean for Public Services LeRoy Luberg, Mrs. Verlin LaMay (Nan Bachkal '58), club president, and Phil Raddatz '41.



Minneapolis Club president W. R. Dahlke '49 presented a transistor radio to Prof. Ray Dvorak when the Wisconsin Band played a concert sponsored by the club in that city.



President Harrington travelled to the West Coast to speak to this gathering of San Francisco area alumni.



UW Vice Pres. Robert Clodius (center) visited the Dallas Club and received a Texas symbol of hospitality from Marvin Lane, Jr. '56, club president, and John Sohrweide '39, WAA director.



Kate Huber '17, WAA secretary, and Mrs. Conrad Elvehjem '27 were members of the WAA Hawaii Tour greeted by Stanley R. Matayoshi '41 and Jack Brown '32, members of the Hawaii Club.



Dr. Robert D. Spitzer (center), WAA president, spoke to the La Crosse Club and visited with Al Francour '50, club president, and Fred Pederson '33.



Bill Lowery—talent agent, music publisher and operator of a recording studio—discusses his new insurance program with New England Life representative Robert Evensen.

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