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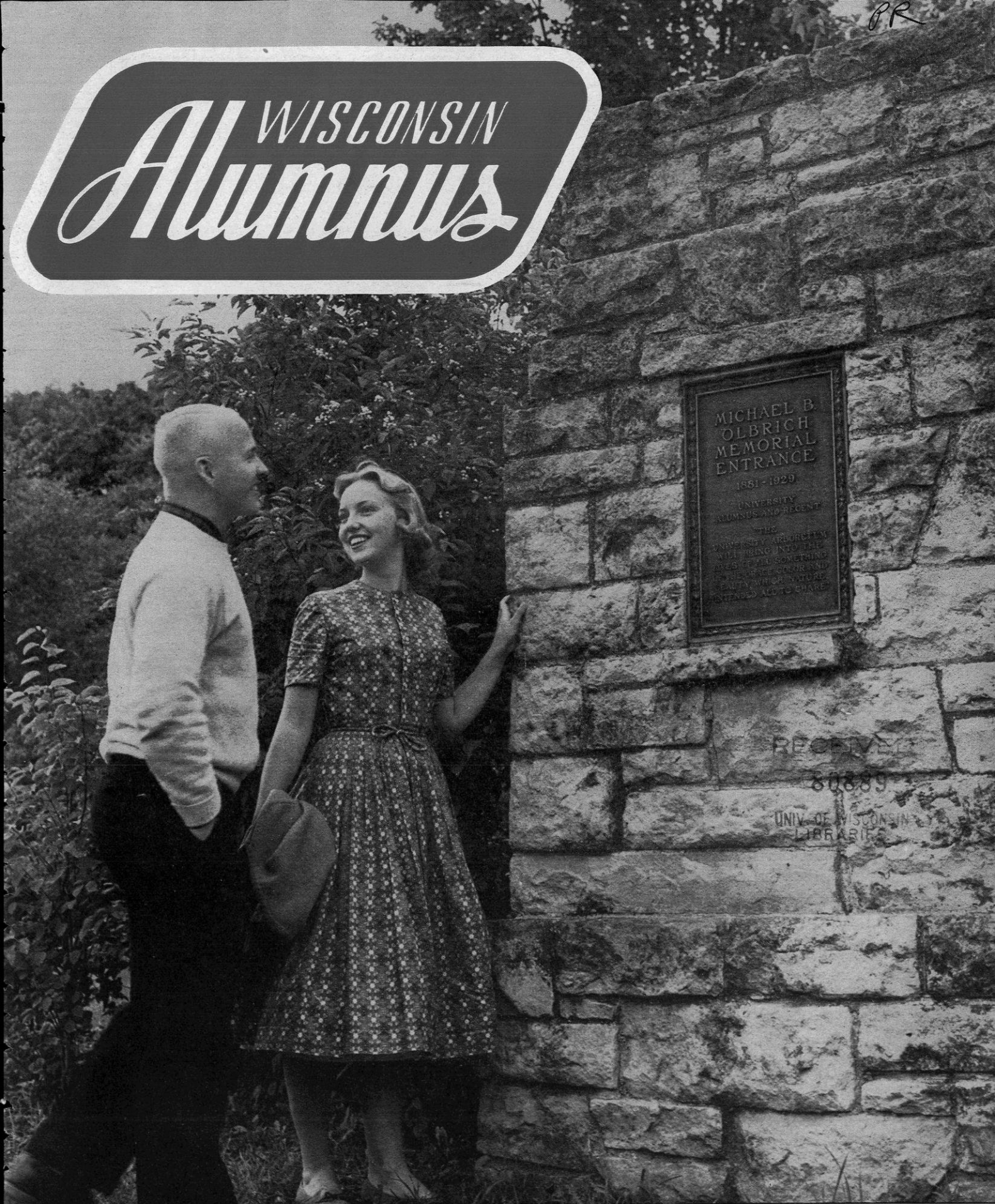
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WISCONSIN *Alumnus*




MICHAEL B.
OLBRICH
MEMORIAL
ENTRANCE
1861 - 1929
UNIVERSITY
ALUMNUS AND RECENT
THE
UNIVERSITY ALUMNUS
WILL BRING INTO THE
WORLD GREAT SOMETHING
IN THE FUTURE, COLOR AND
BEAUTY WHICH NATURE
INTENDED ALL TO SHARE

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• *the arboretum, laboratory in nature*
• *biggest building boom in view*

October, 1957



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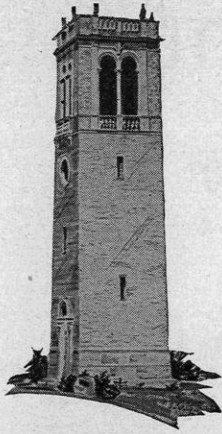
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WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

Volume 59

OCTOBER, 1957

Number 2

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★ Sidelines

COVER

At the Olbrich memorial entrance to the University of Wisconsin Arboretum, the story of which is told in this issue on pages 18-22, are University juniors Julie Wisner, Rockford, Ill., and Phil Anderson, Madison. Julie was on campus early last month getting ready for her part in New Student Week, which finished up the orientation program for the freshmen you'll find on pages 10-11. Incidentally, Julie's father, John C. Wisner, and Phil's mother, Sere Stolen Anderson (Mrs. T. M.), are both alumni and Julie, nice person that she is, told us she's been reading the *Alumnus* with interest ever since her high school days.

LONG DISTANCE LOVE

Robert Iverson, who kept diary notes for "Antarctic Adventure" (*Alumnus*, April and May) dropped us a note from Cape Horn this summer, remarking he had just made wedding arrangements with his future bride by radiotelephone from Santiago, Chile.

JOURNALISM WEDDING

Particularly of interest to former journalism students was the August wedding of Profs. Grant M. Hyde and Helen M. Patterson.

UNIVERSITY OF THE PEOPLE

A new University of Wisconsin moving picture, titled "University of the People" and produced by the Extension Division, will have a dual premier this month. There'll be a showing at the Union in Madison, and another at Rhineland, which served as background for much of the film.

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.) Entered as second class matter at the post office 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 6, 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.

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6. Do you have the satisfying knowledge that your work is important — that it contributes to the welfare of others? YES NO

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How Well Does Wisconsin Support Higher Education?

*Committee report indicates
that other midwestern states
do somewhat better*

HOW DOES WISCONSIN stack up—educationally and economically—with other states of the Union?

A staff report of the Coordinating Committee on Higher Education recently tried to answer this question, and came up with these general observations:

1. While Wisconsin's economic position is not as favorable as some of the more industrialized regions, it is not in an unfortunate position. Strength in some areas is offset by weaknesses in others, but the state is economically sound.

2. Existing evidence seems to indicate that higher education as a whole receives stronger support in most other midwestern states than it does in Wisconsin.

Statistics—not personal opinion—were offered to back up these views.

As a starting point, it was pointed out that in 1956 Wisconsin had two and one-quarter per cent (2.25%) of the nation's population. This percentage was then compared with the state's attainments in a variety of fields.

In some of these areas, Wisconsin figures bettered par for the course. In farm marketing, in manufacturing and in retail sales, Wisconsin was doing better than might be expected. In personal income and in insurance-in-force the state was slightly below the 2.25 figure.

Only where bank assets (1.74) and internal revenue collections (1.81) were concerned did Wisconsin fall much below the par figure.

When the Wisconsin figures were compared with similar records in six neighboring midwestern states, it appeared that Indiana was most similar economically speaking. Ohio rated high in all categories, particularly in manufacturing. So did Michigan, which was highest in internal revenue collections, and Illinois, Minnesota and Iowa outstripped Wisconsin in receipts from agriculture. Illinois was the most populous state.

The same sort of comparisons were made in the field of higher education.

About 2.20 per cent of U.S. youth aged 18–24 lived in Wisconsin. However, the 1955 fall enrollment in Wisconsin colleges was considerably below par, standing at 2.05 per cent of total national enrollment. Also low was the number of bachelor's degrees granted—2.01 per cent of the national figure. There were even fewer master's degrees, proportionally, although Ph.D. degrees exceeded the expected.

Only in two other areas did Wisconsin surpass par.

First, the state's 37 colleges comprised 2.78 per cent of all degree-granting institutions in the U.S., and

Second, support of public higher education was pegged at 3.01 per cent of the national figure.

On the other hand, private education expenditures were very low (1.02) and the loss here brought total Wisconsin expenditures below the norm. The combined private-public expenditure was 2.14 per cent of the national total.

And further, when Wisconsin's support of higher education was compared to that in neighboring states, the situation took on an even darker complexion.

Only Ohio shared with Wisconsin in the dubious distinction of failing to meet the expected support level for overall higher education. The states of Michigan, Minnesota, Iowa and Indiana rated high in support of both public and private education. Illinois fell below its expected norm in public school financing, but support of private education was very high and this brought combined public-private support up beyond the par figure there.

On the facts presented, it appeared that—from the economic standpoint—Wisconsin could afford to do better by its colleges.

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56th FISCAL YEAR—NEW PRESIDENT

On September first the Wisconsin Alumni Association started its 96th fiscal year—96 years of service to the University of Wisconsin and its alumni. This 96th year promises to be a significant year for all loyal Badgers interested in the University's welfare.

First of all, this 96th fiscal year will bring a new University president to 161 Bascom Hall. President E. B. Fred will retire at the close of the current academic year. A steering committee of five Regents is now doing the "sifting and winnowing" so essential in selecting Wisconsin's new president. Picking the right man for this post is important to you and your fellow WAA members, so future issues of the WISCONSIN ALUMNUS will keep you posted on developments.

Secondly, your University will be operating with the biggest budget in Wisconsin history. The Legislature appropriated \$40,880,744 for the 1957-59 biennium—nearly \$10 million more than the appropriation for 1955-57. This fine cooperation on the part of the 1957 legislature made it possible for the University to give substantial salary increases.

This year will also see the development of a new plan for financing University buildings in accordance with a new law passed by the 1957 legislature. For details of this plan see page eight. With rapidly rising enrollment in the coming years, this plan for financing University classrooms is highly significant.

This coming year also will bring you welcome news about the Alumni House. Last September the Board of Regents approved the Observatory Building as the site of our Alumni House. This famous Observatory Building will be remodeled to provide larger and more adequate quarters for the Wisconsin Alumni Association and the University Alumni Records Office. In the not too distant future, this Alumni House will become the family hearth for Wisconsin's alumni family. Remodeling plans have had to be delayed, of course, until a new astronomy building is erected at Pine Bluff, about 15 miles west of Madison. This building should be completed early in 1958.

WAA starts its 96th fiscal year with the highest membership in Association history—21,247. To make sure that this membership continues to climb, President John Keenan has appointed last year's WAA president, Larry Fitzpatrick, to serve as membership chairman for this year. Larry needs your cooperation because strength in numbers is the key to a stronger, better Alumni Association.

Like all universities, Wisconsin needs the organized support of its alumni. This organized support is best effected through membership in the Wisconsin Alumni Association. This membership combines the influence of thousands of loyal Badgers—all interested in maintaining Wisconsin's leadership among American universities.

John Berge

New Law Gives Building a

THE STAGE is set for the most concentrated building program in the University of Wisconsin's history.

Largely as a result of a 1957 Legislative action, more than forty-one million dollars of new construction will be in various stages of progress during this 1957-59 biennium.

Basic to this great impetus was the passage of a Legislative measure which in effect permits amortization of building loans from a part of student fee receipts.

Governor Vernon S. Thomson, chairman of the state building commission, has called the new law an "historic step

toward providing needed buildings for the University and state colleges."

Yet, in spite of the sunniness of the total building picture, some hazy clouds do appear on the horizon. The problem is this: where will the money be borrowed? The money market, even for tax-free bonds, has been tight, and cash a scarce commodity.

University Vice-President of Business and Finance A. W. Peterson figures that about \$25 million will have to be borrowed from non-government sources. To develop new approaches to this problem, which is a new one to the University, long stymied by a constitutional in-

junction against going into debt, Peterson has been relieved of day-to-day business administration. This is now in the hands of Neil J. Cafferty, who recently was named business manager.

Here are the "fee-financed" buildings for which the State Building Commission has authorized plan completion:

Law Sociology -----	\$2,205,000
Heating Station -----	3,300,000
UW-Milwaukee Science ---	2,095,750
UW-Milwaukee Heating ---	351,000
Extension Building -----	1,604,000

The old Law building (not the Law Library wing) will be torn down to

DURING 1957-58, the University's operating budget totals \$44,374,802.

Provided are salary increases for all employes, promotions for 166 faculty members, and 46 new faculty appointments.

The Regents approved this, the largest annual budget in the University's history, in July. It was \$5,431,765 higher than last year's annual budget.

More than half (\$23,676,240) of the budgeted income is expected to come from sources other than state taxes.

Also approved was a \$5,430,077 budget for University Hospitals, bringing the grand total for all University operations—teaching, research, public service, faculty and student housing, athletics, the Memorial Union, Hospitals, and other activities—to \$49,804,879.

The total of \$1,764,717 in faculty salary increases budgeted will give every faculty member an increase for the first time since 1951 when the last "across-the-board" increase was voted as a cost-of-living adjustment.

A six per cent "across-the-board" in-

crease for all faculty members from instructor through professor was granted, and the budget also provides a flat increase for graduate assistants and fellows.

In addition, some of the merit increase funds were used to bring salaries of the entire University system more closely into line with each other. A total of \$80,000, for example, went to help remedy the salary situation at the University of Wisconsin-Milwaukee. This involved extra salary increases for instructors and assistant professors at the former Extension Division, and extra salary increases for associate professors and professors at the former State College.

Merit increases were granted to 60 per cent of the faculty members throughout the University. The 10 faculty members

who received the highest merit increases were:

Prof. R. H. Bing, mathematics, \$2,460; Provost J. Martin Klotsche, UW-Milwaukee, \$2,160; Prof. William S. Johnson, chemistry, \$2,070; Prof. Robert B. Bird, chemical engineering, \$1,980; Prof. Joshua Lederberg, genetics, \$1,900; Prof. Fred H. Harrington, history, \$1,870; Prof. James S. Watrous, art history, \$1,750; Dean Erwin A. Gaumnitz, commerce, \$1,740; Dean Kurt F. Wendt, engineering, \$1,660; and Director Lorentz H. Adolfson, Extension, \$1,560.

Under the new budget, top faculty salaries will go to:

Pres. E. B. Fred, \$26,000; Dean Conrad Elvehjem, Graduate School, \$19,000; Prof. Rudolph E. Langer, mathematics, \$18,550; Vice Pres. Ira L.

Record UW Budget

Big Boost

make room for the Law-Sociology building on Bascom Hill. The Heating Station and Extension Building will be located south of University Avenue.

In addition, the Building Commission authorized preparation of preliminary plans for the following buildings which will be "fee-financed":

Milwaukee Fine Arts	-----\$1,058,000
Mathematics Building	----- 2,155,500
Engineering Building	----- 5,088,750

The mathematics and engineering buildings would also be located south of University Avenue, the latter on the present engineering campus. The mathe-

matics building will permit conversion of North Hall into primarily an office building; it should not be confused with the Army Mathematics Center, which will be in an addition to Sterling Hall that will also house the physics and astronomy departments.

The State Building Commission also directly appropriated \$1,265,000 for minor construction and remodeling on the campus and at the Marshfield, Ashland and Sturgeon Bay agricultural stations. No borrowing will be required.

These various state-financed projects will be joined by a large number of "self-financing" projects, which were also approved by the State Building Commission in August. They are listed below. The housing projects are eligible for federal loans; the Sterling Hall addition will be Wisconsin Alumni Research Foundation-financed; the Enzyme Addition will be paid for by gifts and federal grants; the athletic construction by gate receipts, and the farm buildings from the sale of the East Hill farm in

Madison. The Service Memorial Institute research addition will be financed by federal, WARF and state funds.

2nd Married Student Apts. (100)	-----\$ 862,000
3rd Married Student Apts. (400)	----- 3,600,000
Chadbourne Hall (678 women)	----- 3,160,500
Men's Hall south of Kronshage (516)	----- 2,100,000
Men's Hall west of Elm Drive (1,000)	----- 4,850,000
Women's Hall East of Tripp (600)	----- 3,000,000
Sterling Hall Addition	---- 1,200,000
Enzyme Addition	----- 600,000
Camp Randall Addition	--- 522,715
Outdoor Track	----- 44,000
Arlington Farm Buildings	- 168,000
Swine Barn	----- 52,000
Moving Steel Barns	----- 30,000
Curb and Gutters and Streets	98,000
Service Memorial Institute Research	----- 2,010,000

Approved

Baldwin, \$18,250; Dean Mark H. Ingraham, Letters and Science, \$18,000; Dean John Z. Bowers, Medical School, \$18,000. All of them are on a 12-month basis. Top salaries on the academic year (10 month) basis, will go to Prof. Merle Curti, history; Prof. Charles Bunn, law; and Prof. Farrington Daniels, chemistry, all at \$15,000, which is equivalent to \$18,000 on an annual basis.

Civil service raises were included in the budget at the 10 per cent of base salary estimated by state officials.

What are the sources of these additional appropriations?

The University's share of state tax funds totaled \$3,065,543 more than the current budget. Increases expected from other sources included \$13,981 from federal land-grant appropriations,

\$2,149,464 in operational receipts and balances, and \$202,777 in gifts and grants.

Fee increases anticipated by the Legislature are \$10 per semester for Wisconsin residents and \$25 per semester for non-residents, raising the semester fees in those categories to \$100 and \$275. Hospital rates were also increased from \$23.50 to \$25 a day.

Largest expenditure increases were in instruction to provide for an increase from the present 22,104 enrollment to an estimated 23,420 next year.

Added staff members authorized by the Legislature mainly are in Engineering, Commerce, the University of Wisconsin-Milwaukee, and in the College of Letters and Science departments serving Engineering needs, where the greatest enrollment expansion is expected.

A \$251,293 expansion in the University's research program will increase fluid research funds, develop a nuclear physics program, expand psychiatric research, and provide a start on special Dutch Elm disease and soils studies. A

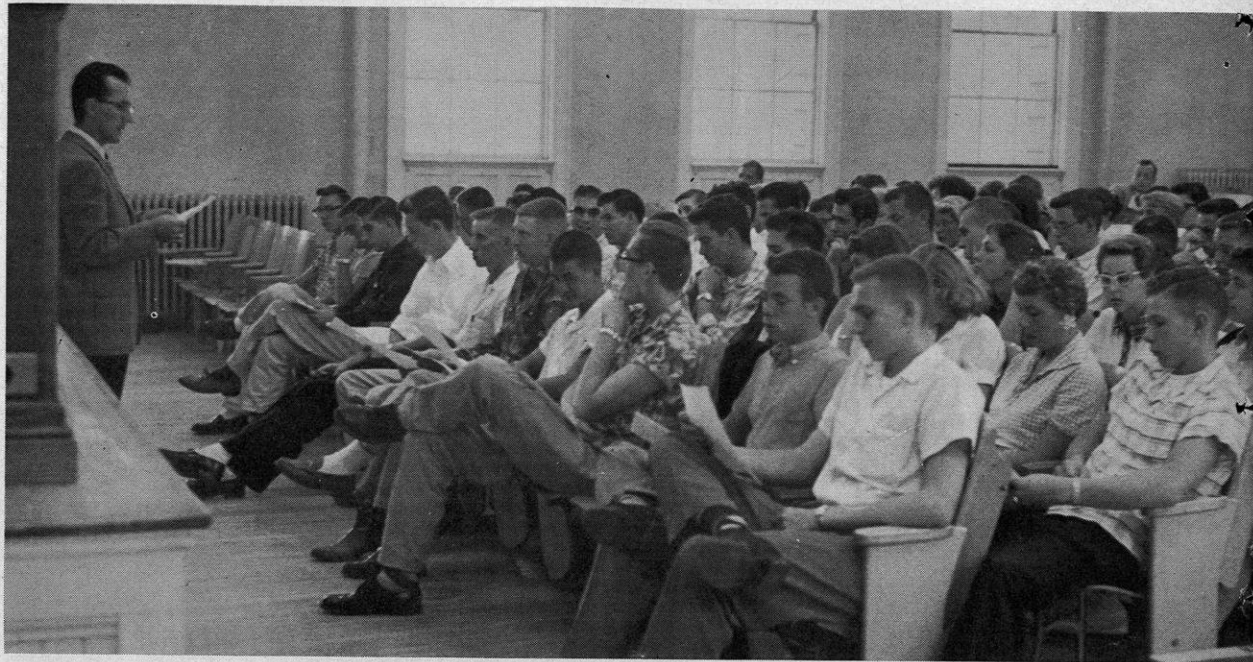
sizeable portion of what were to have been added research funds, however, had to be allocated to payment of school taxes which the Legislature authorized school districts to collect on Agriculture Experiment Stations and other outlying lands.

The major change in the University's extension and adult education programs budgeted was the addition of WHA-TV, which the Legislature transferred from the State Radio Council to the University.

Regent Pres. Wilbur Renk, Sun Prairie, calls the budget a "good one".

"I believe we should thank the Governor, the Legislature, the Coordinating Committee for Higher Education, and the fine leadership Charles Gelatt gave this board as president, for working out a budget which will help maintain our great faculty and provide a balanced, high quality program for the University," he said.

"Wisconsin has one of the greatest Universities in the land, and, with this budget, we should be able to keep it at the top."



Prospective freshmen from 69 Wisconsin counties and 21 states gathered in Room 165 Bascom Hall in groups of about 50 each to get acquainted with the campus and pre-registration consultants like Prof. Fred Leidel, engineering, above.

smoother sailing for

REMEMBER *your* first day on the campus? Very likely it was a highly hectic twenty-four hours, at best—checking into your room, taking placement tests, possibly meeting your academic adviser, perhaps saying good-bye (for a week) to your parents.

As of 1957 this picture was altered for 1,920 freshmen set on entering the University of Wisconsin.

About June 1, and for several weeks thereafter, some 2,700 prospective Wisconsin freshmen, who had successfully sought permits to register, received a letter which began like this:

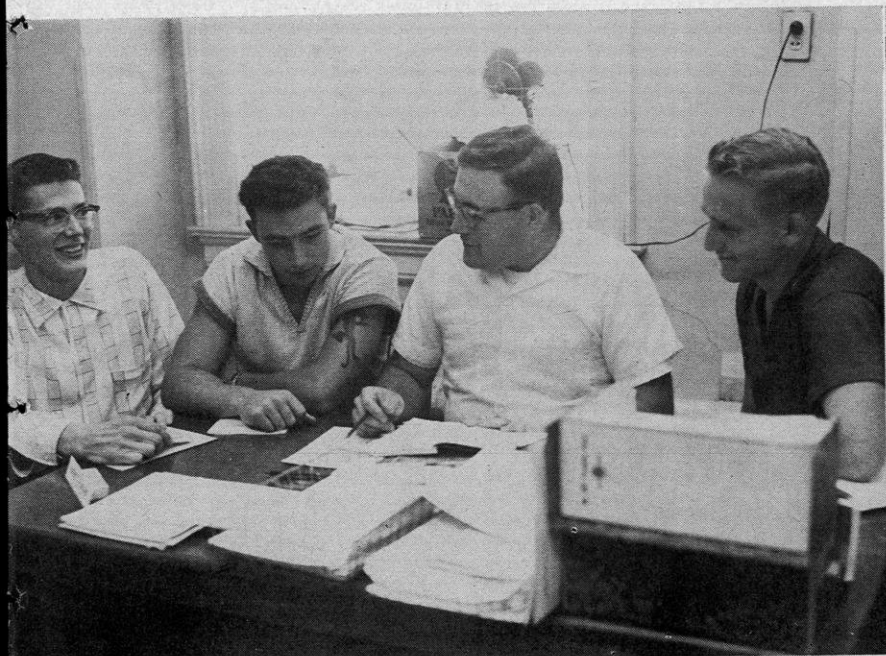
Now that you have been admitted to the University, your next step is to get acquainted with your new surroundings and to choose carefully the subjects you will study during your first semester. To help you accomplish this, you are asked to participate in a one day advance-registration-orientation during the period July 15-August 23 . . .

When August 24 did roll around, Registrar Paul Trump and the many others who worked on the program were elated with its early success.

The new students who participated in the program had received preliminary orientation, taken psychological and placement tests, and planned their first semester academic work with the assistance of registration consultants. In addition, they had acquired a passing acquaintance with the city of Madison, and generally "broken the ice."

The freshmen-to-be weren't quite ready to begin classes, of course. They were to come back on September 18 to participate in an intensive 3-day program of further orientation, to meet their faculty advisers, and to revise their study programs, if necessary. (The 800 or so freshmen who didn't take part in the advance program had to report a day earlier so that they could catch up.)

The advance-registration for freshmen was a logical



Working out course selections with consultant Everett Moore were Robert Trochell, Manitowoc, and Donald Hagen and Hughitt Johnson, both of Whitehall. Other freshmen were taking tests, talking to other consultants.



Parents and their sons and daughters met for dinner in a private room adjacent to the new Union cafeteria. Above, Karen Sanford and her parents, Mr. and Mrs. Wood Sanford of Menomonee Falls, pause at the cashier's table.

freshmen

follow-up to the streamlining of registration procedures inaugurated last year for upperclassmen. The Board of Regents had directed a revamping of the sometimes tedious registration process following a series of suggestions from the Board of Visitors.

The program has brought an added public relations dividend to the University, too. In many cases, the incoming freshmen were accompanied by their parents, who themselves got an orientation to the campus. Some out-of-state families combined a Wisconsin vacation trip with the advance registration.

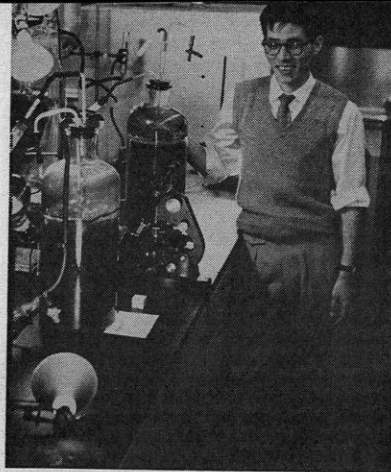
The parents' reaction was uniformly excellent. They were gratified to learn that so many people were interested in their sons and daughters, and were relieved to share with other parents the fears, problems and misgivings that frequently arise. Many remarked that the experience was making *them* feel like a real part of the University community.



New students Adele Harris, Milwaukee, and Kathy Carnito, Chicago, check in at the Badger Club dormitories with house-mother Harriet Schleck while Adrian Kruswicki, Chicago, and William Lanz, Monroe, await their turn. Adrian's father, Stanley Kruswicki, sits patiently by.

Alumni Cecil Lovewell, '30, and Mrs. Judith Figarski Garlan, '34 met at a reception for parents in the Union. She lives in Virginia, he in Illinois; they both have daughters ready for the University.





The world-wide reputation of Wisconsin's biochemistry department attracts scholars from all over the globe. This is Toshiro Yamada of Japan, who has also done important work on nitrogen fixation in Finland and Germany.

new look in

BIOCHEMISTRY

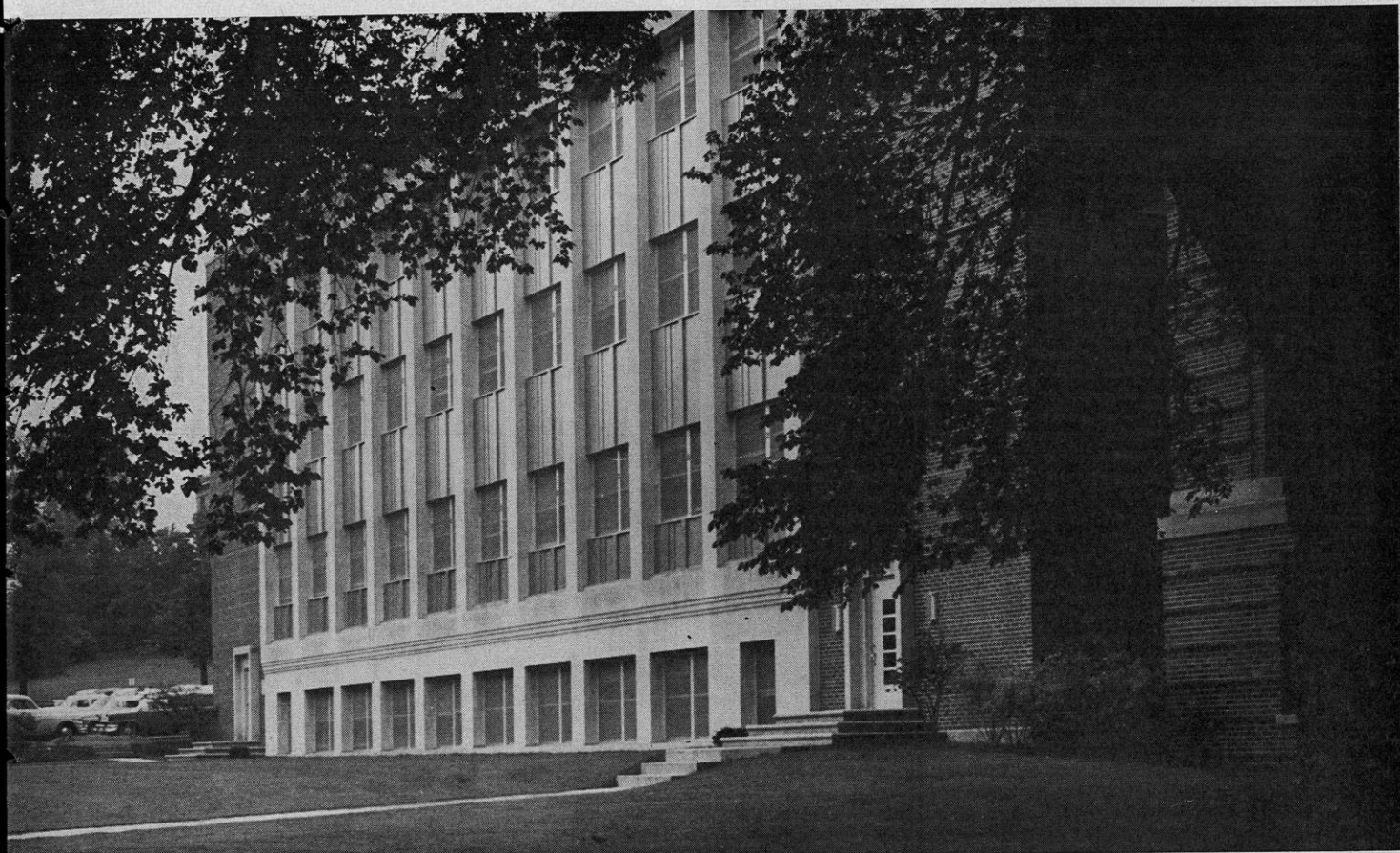


Regent Oscar Rennebohm and President E. B. Fred turned shovels at the new addition's groundbreaking as Conrad Elvehjem, department chairman and Graduate School dean, Milton Findorff, contractor, Rudolph Froker, agriculture dean, Edward Berners, architect, and Prof. Harry Steenbock, discoverer of Vitamin D irradiation, observed.

THE SCIENCE of biochemistry developed largely within the 20th century; few fields of learning have grown as rapidly. And the University of Wisconsin has more than kept pace with this rapid growth—which has come about partly because of the immediately practical results of biochemical research.

Wisconsin's eminence in biochemistry began, in fact, nearly 75 years ago when Prof. H. B. Armsby became the first professor of biochemistry—or agricultural chemistry as it was then known—at Wisconsin. This was in 1883. Five years later famed Stephen M. Babcock joined the Wisconsin faculty and within a short time had developed the Babcock test for butterfat in milk, a foundation-stone of the dairy industry.

In 1906, Prof. E. B. Hart came to



more pictures on next page →

Wisconsin, continued Babcock's work in dairy chemistry, and began to expand research on nutrition. Other noted figures became members of the biochemistry department in those early years—among them E. V. McCollum, W. E. Tottinham, Harry Steenbock, and W. H. Peterson.

By 1913 the research and teaching program at Wisconsin had expanded to the point where an entire building was needed and the present Biochemistry building was erected in that year. One new wing was constructed in 1941 with funds provided by the Wisconsin Alumni Research Foundation and the federal government, and the latest addition was begun in 1954.

During the years, many outstanding contributions to human knowledge and health have been made by Wisconsin biochemists. They include the discovery by Harry Steenbock that ultra-violet irradiation will increase the Vitamin D content of milk and the discovery of Conrad A. Elvehjem, present department

chairman and graduate school dean, that one of the Vitamin B deficiencies is the cause of the once-dread pellagra. More recent discoveries include those by Karl Paul Link, who isolated dicumarol, now used to treat certain heart diseases, and Warfarin, now used throughout the world as an outstandingly effective rat poison.

Since the first two scientific papers were published in 1907, some 2,500 have been written and published in technical journals by Wisconsin biochemists—each representing an advancement in man's knowledge of the chemistry of life. In recent years, the annual number of publications has exceeded one hundred. An analysis of these publications brings out the interesting fact that much of the work has been carried on in cooperation with other departments, such as bacteriology, plant pathology, agronomy and dairy, poultry and animal husbandry.

During this period, too, some 500 students have obtained doctorates in bio-

chemistry at Wisconsin, more than have been granted by any other university in the nation. These men have moved into a great variety of positions—from fundamental biochemistry to executive posts with large industrial concerns. The new president of the Wisconsin Alumni Association, John A. Keenan, received his Ph.D. degree in biochemistry at Wisconsin.

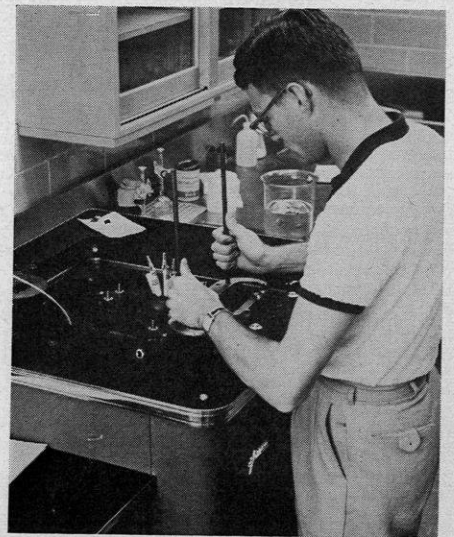
Today the demand on the part of food industries, pharmaceutical houses, and other organizations for biochemists is greater than can be supplied by each year's graduates.

An important part of modern biochemical research is the study of how new and potent chemicals affect life.

"Research in this field—as well as in the other fields which have shown promise for human welfare—will provide men with a healthier and happier existence," Elvehjem says. "We are proud to be part of this work, and confident that Wisconsin can continue to contribute her share to progress."

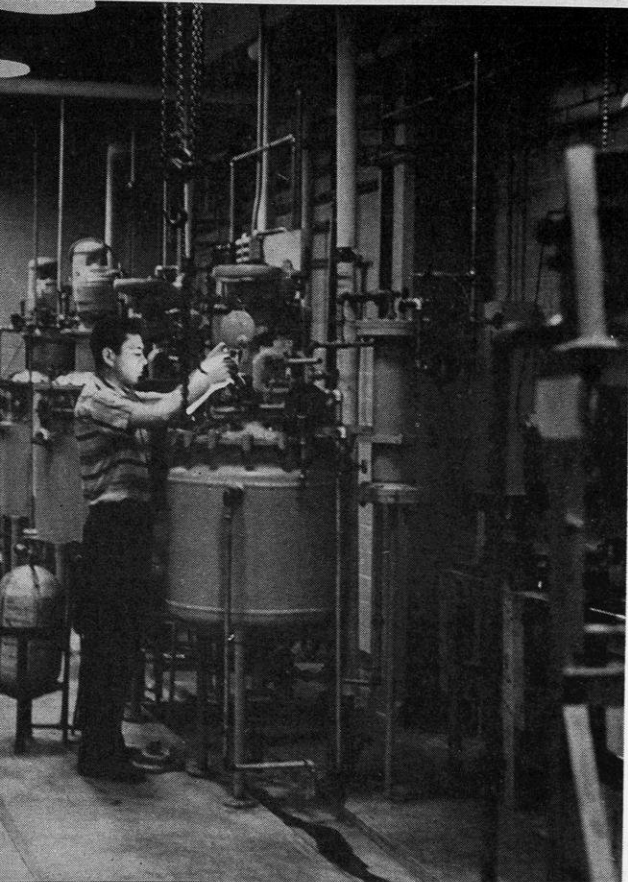


A prize piece of equipment is a new electronic microscope, costing \$25 thousand; it will magnify up to 300,000 times.



Graduate student David Filmer uses new electrophoresis machine in running an experiment. The physical biochemists are justly proud of their up-to-date equipment and facilities.

It was in a kettle like this one being examined in the fermentation laboratory that the first large batches of penicillin were manufactured on the Wisconsin campus.



All biochemistry work isn't done in laboratories, and several conference rooms offer plenty of space for spreading out papers. Here the camera interrupted students Dawson Deese and Morris Wilsing, and Dr. Roland Rohringer, the latter from Germany under a Fulbright fellowship.

Ten faculty members and deans who are assisting the Regents in selecting the next University of Wisconsin president have been chosen by various University committees and divisions. They include:

Deans Mark H. Ingraham, Letters and Science; Rudolph K. Froker, Agriculture; Conrad A. Elvehjem, Graduate School, and Joseph G. Baier, Letters and Science at Milwaukee;

Profs. Edwin Young, economics; Frederick Olson, history (UW-M); Gerard Rohlich, civil engineering; Ralph Nafziger, journalism; Murray Fowler, linguistics and classics, and James F. Crow, zoology and genetics.

President E. B. Fred, in office since February of 1945, will retire from the presidency at the close of the 1957-58 academic year.

Overwhelmingly, the UW faculty killed a proposal to fill in Lake Mendota west of the Union. Biological division opposition condemned the proposed fill, designed to provide parking space for about 350 additional cars.

*

Wisconsin meteorologist Verner E. Suomi is working, under a \$50,000 grant from the National Science Foundation, developing recording devices for the earth satellites to be launched next year.

*

Colleges and universities will benefit further from the General Electric Company's Corporate Alumnus program, since the new per-employee ceiling is \$2,000. The company reports it matched about \$78 thousand in gifts from 2,237 employees to 268 colleges and universities in 1957.

*

As one aftermath of last spring's controversy over development of the lake road for auto traffic, the Regents gave the go-ahead for a foot and bicycle path along the lakeshore from Elm Drive to Picnic Point.

*

Plans are being prepared for turning the present parking lot between the Union and the Armory into a scenic mall. Still in the discussion stage is a proposed multi-story parking structure to alleviate the lower campus auto problem.

*

More than 1100 banking officials from 39 states were on campus for the 13th annual session of the School of Banking beginning on August 26. This is a new high, reported Dr. Herbert V. Prochnow, the school's director, and Fayette H. Elwell, emeritus dean of the School of Commerce.

*

Accounting professors, industrial accountants and representatives of leading public accounting firms converged on Madison August 26 for a three-day convention of the American Accounting Association.

Faculty Group To Help In Selection of New President

Administrative Shifts Are Made

In a shuffling of top University administration positions last summer:

- Dr. J. Kenneth Little resigned from the vice presidency of student affairs to devote all his time to teaching and research in higher education administration;
- LeRoy Luberg was named dean of students, a position he'll assume when he leaves his work in the governor's office, where he has been Gov. Thomson's executive secretary. Luberg will handle many of the activities he formerly handled as assistant to the president, and will also work in the field of student activities and services;
- Dr. Fred H. Harrington, professor of history, was appointed special assistant to the President of the University. He is continuing to teach but is charged with academic planning in the president's office.

The 72nd annual meeting of the Modern Languages Association was expected to draw between two and three thousand U. S. educators to the campus Sept. 9-11. Many related societies and associations met around the same time. English Chairman Merritt Y. Hughes was general chairman of the local arrangements.

*

Another large conference was held Aug. 26-31. This drew 400 scientists from here and abroad for discussions and reports on the study of matter at cold temperatures ranging to 455 degrees below zero and was called "The Fifth International Conference on Low Temperature Physics and Chemistry".

*

November 1 is the deadline for application for college graduates to study abroad under the Fulbright and Buenos Aires Convention programs. Information is available from the Institute of International Education, 1 East 67th Street, New York City 21.

*

Ninety-seven graduates of the third graduating class of the UW School for Bank Auditors and Comptrollers received diplomas and keys on August 9. Some 300 bankers attended this year's two-week session.

*

Four kinescope television recordings presenting "Journalism in Perspective" are available from the UW School of Journalism by groups. One is particularly aimed at high school students interested in Journalism careers.

*

A new department of medical genetics in the UW School of Medicine has been established; it will be closely affiliated with the present department of genetics in the College of Agriculture.

Compendium

GREAT EXPECTATIONS

Nearly 17,000 students were expected on the Madison campus by the University's official expecters, shortly before the first semester of 1957-58. Plus 5,000 at the UW-M and some 1,500 at the eight Extension Centers. There were to be 2,700 freshmen and 1,500 other new faces attached to advanced transfer students.

Two Hungarians will be among the new students enrolling at the University this fall and both will be financed by scholarship funds raised by their fellow students at Wisconsin. The funds, totaling \$2,000, were raised by campus religious centers and the Wisconsin Student Association.

The history behind these scholarships dates back to the student revolt in Hungary last fall. Wisconsin students, sensing a responsibility to give these Hungarians all the support they could, inaugurated the drive on our campus.

The first Hungarian student, Lajos Wernigg, was expected to arrive about the first of September. He will study electrical engineering.

The next step Wisconsin students hope for is an exchange student program between a university in this country and one behind the Iron Curtain.

Campus Chronicle

by Fran Montgomery

Fran Montgomery is a senior in the school of journalism and has already had summertime experience on large city daily and small town weekly newspapers. Last year she was editor of the successful Badger yearbook. This year she'll chronicle the campus for you.



THE BURNING QUESTION

The big question on the campus seems to be, "Who will be our next President?" and everybody from the janitors to the sun bathers seems to have his own opinion. The question stems from President Edwin B. Fred's announcement that he will retire next June 30.

A section of the campus has come up with what they think is the answer and it's in the form of an "SOS". The cry is a familiar one, used by the students to back their choice for the presidency of the United States. This time, however, they're calling for Adlai Stevenson, twice a candidate for the national office, as a successful winner of the university seat. For them it's "Stevenson or Stagnation."

Stevenson's reaction is one of being very pleased. In a letter to the committee he said, "I am highly pleased that you consider me worthy of the Presidency of your University. Al-

though this assignment has not been offered to me, I find your partisanship highly stimulating and gratifying and appreciate more than anything I can say your interest and approval."

How successful this group or any other supports will be is as yet a mystery as regents and specially-appointed committees are still busy considering what qualifications will be looked for in a candidate before any decisions are made on who the man for the job will be.

HEATHER AND YON

On August 9 a Scottish flair caught the campus. The cause was "Blue Heather," the theme for the 1957 Summer Prom. Great Hall, converted into a castle, was jammed with a record number of dancers who, by casting their votes, selected Rolleen Kent from the University of Colorado as their queen for a night. She was chosen from a group of eight candidates seeking the honor.

HOUSEWARMING'S COMING UP

Construction has been started on the first men's dormitory to be built on the campus in 10 years. The three new units, two of them living units and the third a food service building, will be located on Elm Drive just south of Kronshage Hall and should be ready for occupancy September 1, 1958.

Housing for co-eds hasn't been forgotten. A new era in university history will begin when the girls move into the new 11-story Chadbourne Hall which is now under construction. The old Chad, one of the original campus buildings, was torn down last winter to make way for this new structure.

More than 3,000 additional students will benefit from the completion of these and various other student housing projects, all built with an eye to our ever-expanding enrollment.

PROGRESS ON DISCRIMINATION

The nine fraternities on the University of Wisconsin campus which still have discriminatory clauses in their national charters are making a "determined effort" for removal of the clauses and a majority of them are confident they will be able to make the required changes before the 1960 deadline.

The UW student-faculty Committee on Human Rights reported, in its annual report to the University faculty, two fraternities had removed such clauses in the past year. University legislation would deny approval to any fraternity which after 1960 has clauses which discriminate against membership in the groups because of race or color.

Only five complaints citing instances of discrimination in private housing were received by the committee last year. One was settled "by the democratic process of discussion and education," three others were solved "to the satisfaction of everyone concerned," and in the fifth case, the landlord's accommodations were removed from the University Housing Bureau's list, the committee reported.

The committee reported that "members of student-faculty committees, student government organizations, and the student publication, The Daily Cardinal, have been especially active in a constructive manner in combating discrimination," and thanked the Mayor's Commission on Human Rights and other Madison citizens for aid in the work of the committee.



Spacious and uncluttered is the *Daily Cardinal* newsroom, now located in Journalism Hall. This working-day scene includes Editor John Gruber, right rear, conferring with Managing Editor Alan McCone. That's University Editor, Rita Middleton, on the telephone.

The Cardinal's New Shop

WHEN WILLIAM W. YOUNG, founder and first editor of the *Daily Cardinal*, put the first issue to press in April, 1892, he didn't dream his modest \$300 investment would one day become a physical plant worth roughly \$100,000.

But proof positive lies in the typography laboratory of Journalism Hall where the *Cardinal* is just beginning its second year of publication in new, University-owned quarters.

Sixty-five years ago, editor Young rushed late-breaking news downtown on horseback to a spare room of the old *Madison Democrat* where the campus daily was printed every afternoon. Staff equipment consisted of pencils, paper, two tables, and a few chairs.

Today, the *Daily Cardinal* boasts editorial offices that are almost extravagant in comparison—convenient campus location, separate desks for editors, a row of typewriters for

reporters, telephones, and loads of floor space.

Inches away are the linotypes and a new press that makes the *Cardinal* the first college daily to be able to run color regularly. Facilities also include use of the J-school photo lab and a Fairchild engraver that makes plastic engravings electronically from black and white photographs.

The passage of two such important milestones—65 years of publication and the first year as a new corporation—hasn't made the *Cardinal* contingent rest complacently on its laurels. New look for fall '57: a new five-day a week publication schedule, the added edition appearing Saturday mornings.

Because of this the *New Idea*, campus literary magazine which made its debut last year as a *Cardinal* supplement, is publishing independently with offices at Campus Printing Co. where the printing is also being done.



HENRY MERRILL took a long draught of lukewarm water. His horse seized the opportunity to reach over and nip at the tasty tips of a clump of big bluestem.

As Merrill lowered his head, his gaze swept on ahead, past scattered patches of purple coneflowers, bobbing yellow sunflowers and spires of blue *Liatris*. Some three or four miles away, he could see what appeared to be a grove of oaks.

The shade looked inviting, and he quietly urged his mount forward.

It was summer, 1834. Merrill was riding over a typical section of southern Wisconsin Prairie, enroute from Mineral Point to Fort Winnebago, built only four years earlier at the portage of the Fox and Wisconsin rivers.

As he rode on, his knees were constantly brushed by thick prairie vegetation which rose from a dark, rich soil

that had accumulated through countless years. . . .

It was this primeval richness that soon made prairie land a prize among early Wisconsin settlers like Merrill, who at first had found clearing trees some little easier than forcing a wood plow through the tough prairie turf.

But when the steel plow did break through the sod, the delicate balance of nature was upset and native vegetation

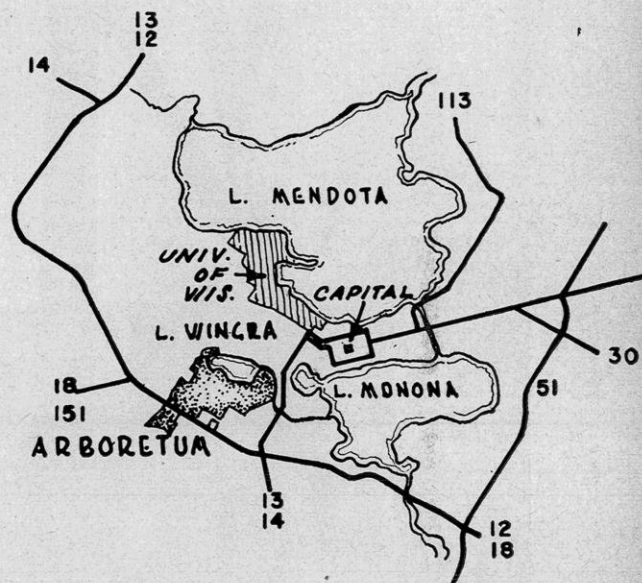
the arboretum

Natural beauty and scientific value

are combined in this

open laboratory of

native Wisconsin landscapes



Photography is by Gary Schulz.

This article is drawn from a new publication *The University of Wisconsin Arboretum*, and *Wisconsin's Renewable Resources*, both by James A. Larsen, and *The Prairie and Its People* by Martha S. Engel and Andrew W. Hopkins.

communities were destroyed forever.

A hundred years later the finality of this destruction is being challenged by planned restoration of the native landscape in several Wisconsin areas. Among the most notable is the University of Wisconsin Arboretum.

Here, within a few miles of the campus, may be found not only a wide variety of native vegetation, but many of the birds and mammals native to the

state. Some plots, too, have been devoted to outstanding horticultural varieties adapted to the Wisconsin climate.

The University Arboretum project, while appearing as an idea in earlier years, got its real start in the mid-1920's, when an ardent Madison attorney and conservationist, Michael Olbrich, '02, was named to the Board of Regents. He immediately began pressing for a "University of Wisconsin Arbore-

tum and Wildlife Refuge . . . a conservation laboratory . . . a central storehouse of information and service administered under University auspices to further and encourage the conservation program throughout the state."

Original land acquisition funds were accumulated from the Madison Parks Foundation, which Olbrich had organized, and from the Stephens Tripp Fund. Tree plantings were begun in



A red-winged blackbird study was made from this blind near Lake Wingra.

Wingra Fen is a sloping peat area west of Wingra Woods, watered by a seepage of alkaline water. This special environment harbors unusual plants.



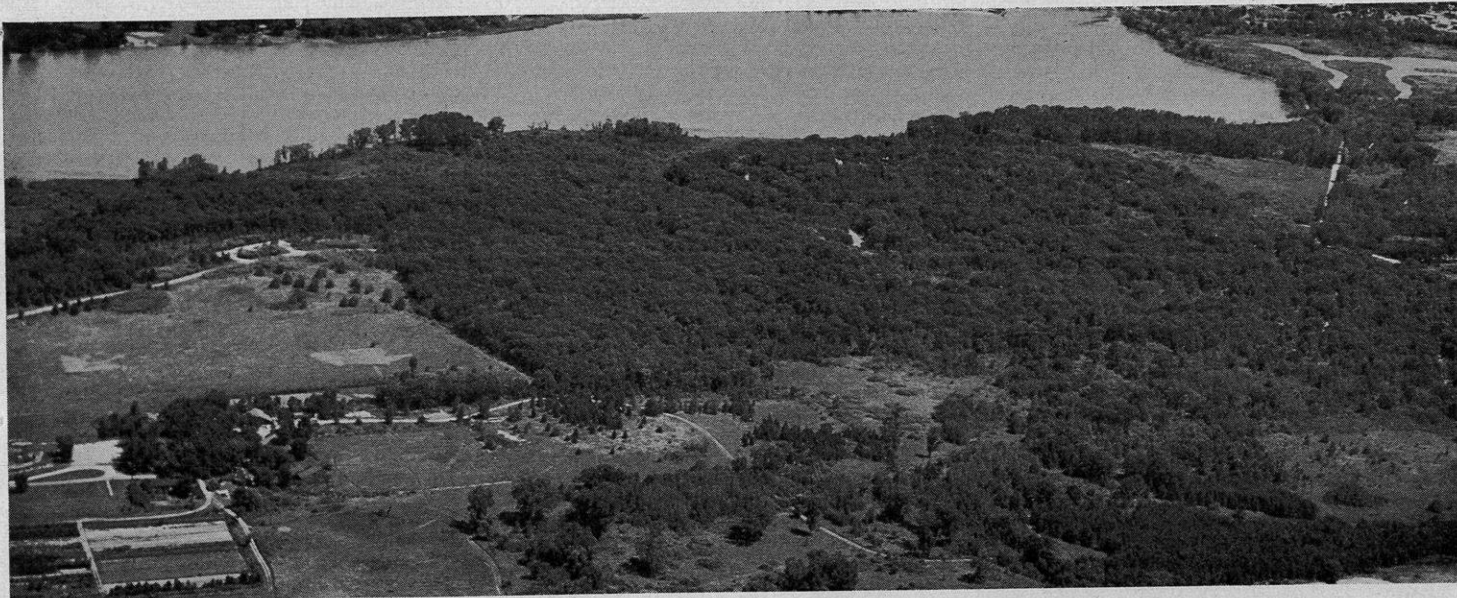
1933 and the Arboretum was officially dedicated on June 14, 1934. At that time it contained 500 acres. Since, more than 25 separate land acquisitions—made possible through the efforts of such public-spirited men as J. W. Jackson, F. J. Sensenbrenner and M. E. McCaffrey—have brought the total acreage to 1,218. From 1933 on, Prof. William Longenecker has been executive director of the Arboretum. The first research director was Prof. Aldo Leopold, and he was succeeded in 1948 by Prof. John T. Curtis.

From the first, the purpose of the Arboretum has been establishment of natural groupings of plants and animals in balanced, typical communities. Early plans envisioned creation of all major communities of the world which might be expected to thrive in the climate of Madison. Subsequently, the scope has been reduced by restricting the communities to those adjacent to the prairie-forest border extending from Canada to Missouri.

Several forest types thus are being developed within the confines of the Arboretum, which provides the proper setting for lowland stands like willow and elm as well as the upland species. Several types of oak woods were already present in 1934—probably vestiges of the original oak-opening forest in the area a century and a half ago. There's one rather large and rich red oak forest called Wingra Woods; various parts of this area are being underplanted with maple, basswood, hemlock, yellow birch and beech to provide native forest communities typical of Wisconsin. Also planted have been white, red and jack pine, white spruce, balsam fir and black spruce.

Like other forests, those of the Arboretum contain more than trees. Dozens and dozens of species of flowering plants, and even more ferns, mosses, lichens and fungi, carpet the forest floor. Late May brings a profusion of flowers here. On the other hand, the prairie flowers are at their best in mid and late summer.

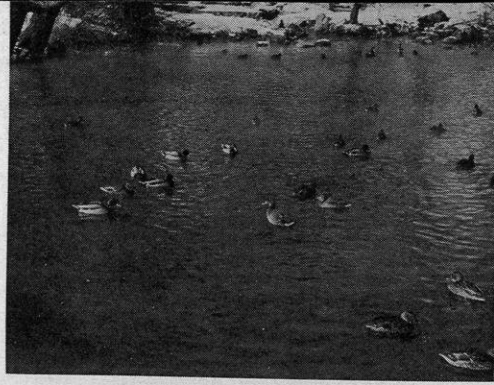
One of the most important management problems has been, and will be, keeping the forests and the prairie tracts separate. There's a natural tendency for millions of tree seedlings to convert any



Above, an aerial view, looking north, of the Arboretum.

Below, Wingra Woods, an unusually rich stand of red oaks.





On the highway near this pond is a caution to motorists: Watch for Ducks! Many people do.

The Arboretum has been a most important adjunct to the University's widely-recognized research and teaching on field, forest, lake, stream.



Controlled burning keeps the prairie free from tree invasion, as of old. Below, Disney photographer Tom McHugh, '48, filmed a prairie fire.



open space into dense forest. This has always been the case, but before the white man's coming this tendency was to a large extent overcome through great prairie fires that burned out invading species yet left prairie vegetation intact. Today, the scientific Arboretum managers return to this same weapon, and use controlled flames—plus some chemical control—to maintain nature's prairie balance.

The Arboretum attracts wildlife—and it's no wonder that it does. Many different habitats offer food and sanctuary for 185 species and subspecies of birds, opossums, prairie moles, brown bats, raccoons, weasels, skunks, foxes, squirrels, and even white-tailed deer. What's best, each species can be studied as part of an entire community of living things, in an area which duplicates as closely as possible the presettlement Wisconsin landscape.

Within a relatively few years, the Arboretum has proved its value as an outdoor University laboratory. It has been the site already of about 80 research projects, and many are now in progress. While most of the area is given over to ecological plantings, some parts have been devoted to landscape design and to testing and display of horticultural plants. This is a boon to Wisconsin students majoring in landscape architecture, as well as to southern Wisconsin residents who in the spring drive for miles to view the many varieties of lilacs in the Arboretum. Forest pathology, tree breeding, soil study, and limnology are other areas where the Arboretum has been of exceptional value. It's also a favorite field trip for botany classes.

Currently the University's Arboretum committee, under the chairmanship of Albert Gallistel, is looking around for means to finance some immediate needs of the Arboretum. The situation is a bit clouded because of the divided source of funds to date. As noted, most of the Arboretum's acreage was acquired as gifts; however, general operation expenses are appropriated by the Wisconsin Legislature. But whatever the fund source, the committee sees the need for some further land acquisition, an administration building (there's none now), greenhouses and propagating facilities, and development of suitable entrances.

“Bold” Investments Pay Off

Wisconsin Alumni Research Foundation policy provides excellent returns and benefits to the University

By Thomas E. Brittingham Jr., '21

TRADITIONALLY, the gentlemen who handle the investment funds of U. S. colleges depend heavily on bonds and preferred stock to provide a conservative balance for their portfolios.

A recent tabulation by the Boston

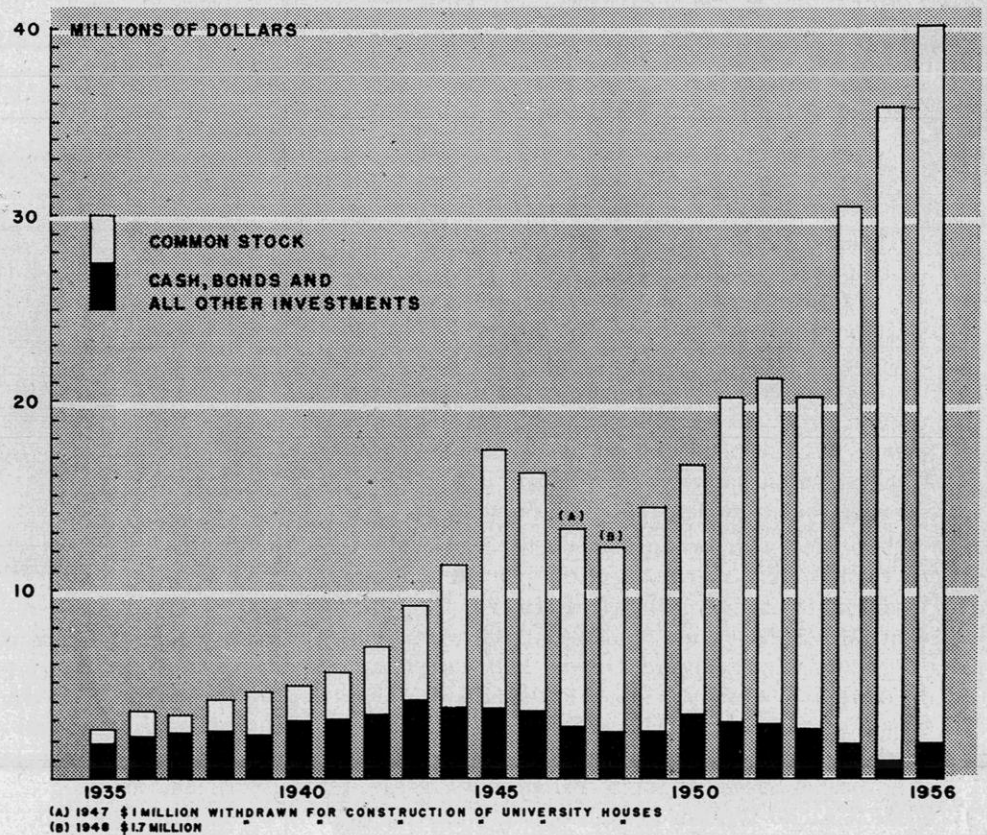
Fund, for example, showed that as of June 30 of last year, 56 leading colleges and universities had only 56% of their total investment in common stocks (*Barron's*, June 17).

Yet, ironically, *if these institutions would concentrate more heavily in com-*

mon—and particularly in shares other than the market favorites—their returns would be higher and actually more secure than they are today!

This statement, challenging as it may be at first sight, can be substantiated by the record of the Wisconsin Alumni Re-

The dramatic growth of the Foundation's portfolio, and its reliance on common stocks, is graphically demonstrated in graph at right.



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BARRON'S

National Business and
Financial Weekly

search Foundation, here disclosed in detail for the first time. After considerable thought, the Trustees of WARF have decided to make public the Foundation's record of investment accomplishment since its inception in 1927. Parts of this record have been revealed annually in the research grants made by the Foundation to the University of Wisconsin, which every year has received the major part of the Foundation's investment income.

The growth of these grants, which now considerably exceed a million dollars a year, has aroused a great deal of interest in the Foundation's policies. The total record is a provocative one, and it is believed that knowledge concerning it, if made more generally available, might stimulate and aid investment policies of other educational institutions, charities and fiduciaries.

Every organization, to be sure, has its own peculiar problems and demands. Consequently, its investment policy must be developed from a careful analysis of its basic function. University endowment funds function primarily to produce income. Moreover, the liability side of a university balance sheet includes few items that result in sudden or substantial calls upon the fund.

WARF's annual grant to the University of Wisconsin, used to support research in the natural sciences, is administered separately from funds the university receives for its teaching and research programs. There are, fortunately, no restrictions on investment policy; any proportion of the fund can be invested in any type of enterprise or security. Otherwise, there is little difference between WARF's operation and purpose and those of other college investment funds.

WARF is a rare example of an organization in which assets have been built up by the development of ideas and patents of the members of a university faculty, rather than by the usual alumni gifts. Very recently, the Foundation has inaugurated life income contracts as an additional source of funds. WARF was formed to protect and develop an extremely valuable patent on a method, discovered by the noted Professor Harry Steenbock, of synthesizing vitamin D in food and medicinal products by artificial irradiation. The only outside capital was \$900, contributed at the time of organization by the Foundation's nine original members.

Over the years, faculty members have contributed other patents and ideas. The

second most valuable contribution was Warfarin (named after the Foundation), currently the leading rat killer in the U. S. To date, WARF has netted \$11 million from patent activities, and \$29 million from investments. The market value of the portfolio on Dec. 31, 1956 (see chart), was \$40,050,000. In the past 30 years the Foundation also has made payments of \$13,122,000 from securities income for the support of research at the University. . . .

(A number of case examples involving investments in stock generally considered "safe" have impressed the WARF Trustees, and have helped to shape their investment policies. The guiding philosophy was stated in an article which the author wrote for *Barron's* in 1939:

"I believe that the age-old theory of the favorite, well-known stocks being the only investment for widows and orphans is all wrong. Hindsight and statistics show that investing in the popular favorites for the long pull is the surest way toward an ever-decreasing income and a diminishing capital.

"Just as no racing enthusiast would buy an old stud horse to compete with younger horses whose records give promise of many more years of racing

ABOUT THE AUTHOR

Thomas E. Brittingham Jr., '21, scarcely needs introduction to fellow alumni of the University of Wisconsin. A former president of the Wisconsin Alumni Association, he now is president of the Wisconsin Alumni Research Foundation Board of Trustees. One of the University's most generous and thoughtful friends, Brittingham has long been a top-ranking expert in the field of finance. In recent years this investment economist has gained additional fame as sponsor of several international scholarship programs.

Associated with Brittingham on the WARF Board of Trustees are Walter A. Frautschi, '24, vice-president, Democrat Printing Co.; Bernhard Mautz Jr., '22, president, Mautz Paint and Varnish Co.; Harry A. Bullis, '17, chairman of the board, General Mills Inc.; Charles L. Byron, '08, Chicago attorney in the firm of Wilkinson, Huxley, Byron and Hume; Armin Elmendorf, '17, president, Elmendorf Research Inc.; Ralph B. Johnson, '17, general partner in Smith, Barney and Co. Investment Bankers; William R. Kellett, '22, vice-president, Kimberly-Clark Corp.; Myron Krueger, '35, executive



vice-president, Raymond Concrete Pile Co.; Samuel Lenher, '24, vice-president and member of executive committee, E. I. Dupont Co.; W. B. Murphy, '28, president, Campbell Soup Co.; Arthur C. Nielsen Sr. '18, chairman of the board, A. C. Nielsen Co.; Donald C. Slichter, '22, vice-president, Northwestern Mutual Life Insurance Co., and Charles S. Pearce, '00, former chairman of the board of the Colgate-Palmolive Co.

victories, no wise investor would put his money in one of the old-line companies which has passed its peak and is resting on its laurels.

"My own experience has proved conclusively that maximum results have been obtained through growing companies, keeping them until they have completed their growth, and discarding them when public fancy has changed them into blue chips and pushed them to fantastic heights where they are unattractive because of their ridiculously high price ratio to current earnings. A good horse can't go on winning races forever, and a good stock eventually passes its peak, too."

To practice this philosophy, the investor must anticipate tomorrow's blue chip investments. This is what the Foundation has tried to do. The low point in its income actually was reached during the first year. At no time after that was income less than 8% *above* that for the first year. Ten years later, the income had more than doubled. In the worst year WARF has had, 1951-1952, its income dropped only 4.5% . . .

Two basic principles have guided the operations of the WARF fund. First, it is invested almost entirely in common stocks at all times; second, the fund is *fully* invested, whether the market is high, low, or in between. Investment formulas are out. Vaccillation between stocks and bonds ignores the precept that effective selection from common stocks will produce better results than trying to outguess the market's fluctuations. It makes little difference whether the market will be higher or lower in the next month or two. The probability still remains that five years from now, the dollar again will have decreased in purchasing power, and that stock values may be considerably higher, to offset the decrease.

The danger is that investment committees—and here is where conservative investors probably make their gravest error—will leave funds invested in short-term bonds or cash while waiting "to buy things cheaper." Theoretically, this is good. In practice, this is what happens: when the market is declining, the committee does nothing because the members feel it will drop even further. Once the market has turned upward, it

WARF Aid to University

Since its formation in 1925, the Wisconsin Alumni Research Foundation has granted almost 18 million dollars to the University. The following tabulation shows the amount of annual grants:

Year	Amount
1928-29	\$ 1,200
1929-30	9,700
1930-31	15,810
1931-32	18,723
1932-33	35,653
1933-34	147,663
1934-35	169,384
1935-36	128,700
1936-37	142,500
1937-38	163,000
1938-39	173,175
1939-40	165,375
1940-41	201,768
1941-42	200,000
1942-43	224,268
1943-44	230,000
1944-45	230,000
1945-46	300,000
1946-47	400,000
1947-48	437,000
1948-49	492,000
1949-50	536,428
1950-51	633,008
1951-52	688,118
1952-53	773,012
1953-54	798,012
1954-55	860,340
1955-56	950,340
1956-57	1,050,340
1957-58	1,323,340

Special Grants for Buildings

Dec. 1951 University Houses	\$ 2,710,839
May 1954 Biochemistry Addition	1,300,000
Oct. 1955 Astronomy, Physics, Biology	1,650,000
Aug. 1956 Service Memorial Institute	750,000
Total	\$17,909,696

is too late because the buying point was missed.

WARF's investment meetings are devoted completely to the discussion of values in our portfolio, the purchase of the most attractive stocks, and the selling of the most overvalued to pay for these purchases. Now what is "overvalued stock?" Briefly, it is stock which perhaps has become a favorite of the day, is out of line with dividend return and price-earning ratios, and is slowing in growth.

Without question, WARF's policy of not trying to outguess the fluctuations of the market is responsible for some of its success. Compared with the market-

favorite policy of many of the pension funds managed by some of the largest banks, WARF's approach has been much more daring. Singularly enough, however, it has offered more security and, in our opinion, it is bound to do so in the future. Under this policy, companies which have demonstrated a strong upward trend in earning power over a number of years, but which have not become favorites of investors generally, attract investments. These companies can be bought on a more rewarding earning and dividend basis. Plenty of such companies are still unrecognized, in contrast to some of today's favorites, with their extremely high price-earning ratios.

The Foundation, then, constantly has enlarged its percentage of funds in common stocks. Does this endanger security? Security is a hard word to define. To seek security is to do those things which will give the greatest protection against changing conditions. Certainly, in the Barron's Widow's Contest, there was far greater protection in the young growing companies than in the approved lists of blue chips.

The experience of my own family in 1932 and the period following may be worth recounting. At this time, those whose investments were in bonds or fully in common stocks experienced heavy depreciation. There were two listed investment companies—Fourth National and Lehman Corp.—which were about 35%-40% positioned in Government bonds. These firms were trying to halve the difference, so that at the right moment they could switch back into a heavier common stock position.

Meanwhile, the Brittingham efforts were devoted 100% to the study of common stocks. What happened? During 1932, the Dow-Jones Industrial Average went down 23%; one of the investment concerns went down 11%, the other 10%. Our family, fully invested in highly diversified common stocks, went down 8%. In 1933, when the turn came, we went up 53%, Lehman 38%, and Fourth National 18.6%.

Some of the younger companies have made magnificent gains for WARF. Distillers-Seagrams, which was in the original Widow's Contest in 1939, and Goodrich, which was added in 1944, were purchased by WARF at the same

time. The Foundation made approximately 900% on each of these stocks after rather substantial purchases.

The trustees of WARF feel that it is important to set up a reserve against losses out of the accumulated profits which have been taken since the start, for each group of stocks, bonds and preferreds. This makes it possible to determine the income return on the original investment. The value of this practice cannot be over-emphasized. Since 1927, the funds of WARF show an accumulative \$80,404 loss on preferreds, a \$159,085 gain in bonds, and a realized \$29,048,000 profit and present market appreciation on a total of \$8,749,000 put into common stocks. Looking at each group as an investment division, how can the use of preferreds or bonds be justified?

Appeals for funds from our colleges and universities today are increasing in number and amount. Additional funds are needed, but just as important in these times is the prudent investment of existing funds. And is not a prudent man one who is realistic under today's conditions?

The WARF experience suggests that the proportion of common stocks should

Philanthropic Investment

For an increasing number of persons interested in Wisconsin's welfare, the dynamic investment program of the Wisconsin Alumni Research Foundation has assumed a very personal meaning. They are the donor-investors who are participating in the WARF Investment-Philanthropy program.

WARF calls it a program in which one may "receive by giving", and it offers an unusual opportunity for philanthropy. The gift provides an income for the life of one or two named beneficiaries (one of these may be the donor); thereafter the gift and its income will be used by the Foundation to promote scientific research at the University.

The WARF gift thus combines sound investment—which often includes important tax savings—with the opportunity of building a living memorial at the University. If you're interested, an inquiry to the Wisconsin Alumni Research Foundation at Madison will bring complete details on the program.

be raised considerably in the investment portfolios of educational institutions generally. The soundness of WARF's investment policy should be obvious. Income has expanded, the value of the fund has increased, and both continuity of income and preservation of capital have been assured by the large profit re-

serves now on hand. By recognizing investment opportunities made available by the great number of fine American companies which are moving forward through excellent management and vigorous research, WARF, surprising as it may seem, actually has been following a conservative policy.

Top Theatrical Season in Store

Horizons broaden for student audiences at the Wisconsin Union theater when they have an opportunity to see attractions brought from all parts of the world.

Next season will bring music and theater programs from Spain, Ireland, England, Germany, as well as the Americas.

Three of the world's great virtuoso players are included on the list: guitarist Andres Segovia; 'cellist Antonio Janigro who will play with his instrumental group, I Solisti di Zagreb; and Louis Armstrong, whose artistry on the trumpet is often obscured in this country by his fame as a showman-comedian.

The Union Concert Series, now in its 38th season will offer the "Solisti" from Zagreb, Yugoslavia, Nov. 5, 6; the beautiful German soprano, Elisabeth Schwarzkopf, Nov. 22, 23; Italian basso, Cesare Siepi, Jan. 16, 17; young American pianist, Gary Graffman, Feb. 13 and 15; and the genial Spanish guitarist, Andres Segovia, April 22, 23.

After Armstrong's appearance in late September, other music attractions scheduled are folk-singer, Pete Seeger, Oct. 23; the NBC Opera giving matinee and evening performances of "Madame Butterfly," and "La Traviata," Oct. 19; the Minneapolis Symphony orchestra, March 16.

Road shows this season include "The Rivalry," the new Norman Corwin drama based on the Lincoln-Douglas debates, which stars Raymond Massey, Agnes Moorhead and Brian Donlevy, on Nov. 7, 8; the Dublin Players in "Juno

and the Paycock," Dec. 3; the Canadian Players in "Othello" and "Man and Superman" on Jan. 10, 11; and the Broadway comedy, "No Time for Sergeants" with its New York cast on May 17, 18.

Special events will offer the Welsh actor-playwright, Emylyn Williams, reading on Nov. 20 from the works of Welsh poet Dylan Thomas, in "A Boy Growing Up;" the English comedian, Joyce Grenfell, and Jose Greco and his company of Spanish dancers on Feb. 7.

All these programs are sponsored by the Wisconsin Union Theater and Music committees. Mei-fei Rosholt, of Rosholt, Wis. is student chairman of the Theater committee, while Joel Skornicka, Green Bay, is chairman of the Music committee. Faculty advisor to both groups is Union Theater director, Fannie T. Taylor '38 assistant professor of social education.

Wisconsin Women

... with Grace Chatterton

A TOUR OF THE CAMPUS

In the accompanying picture you see Prof. Richard M. Shackelford of the University of Wisconsin department of genetics displaying a "sapphire" mink to wives of UW regents and administrators. Seated, left to right, are Mrs. J. Martin Klotsche, Milwaukee, wife of the provost at University of Wisconsin-Milwaukee; Mrs. J. Kenneth Little, whose husband was vice president of student affairs; Mrs. E. B. Fred; and Mrs. John D. Jones Jr., Racine, whose husband is a regent. Standing, left to right, are Mrs. Joseph S. Holt, whose husband is assistant to the vice president of business and finance; Mrs. Ira L. Baldwin, wife of the vice president of academic affairs; Mrs. George Watson, wife of the state superintendent of public instruction; and Mrs. Ellis E. Jensen, Janesville, and Mrs. Wilbur N. Renk, Sun Prairie, whose husbands are regents.

The wives were guests of Pres. and Mrs. Fred on a July weekend, and the stop at the fur animal research laboratory was one of the highlights of a campus tour. Escorted by Mrs. Fred, the party started at the Dairy Cattle Research Center with a demonstration in the milking parlor; continued to Babcock Hall for short discussions of developments in dairy and food processing and a look at ice cream making; took a look at new dormitory sites, University Houses, and the new apartments for married students; had a coffee break with Dean Frances Zuill and members of her home economics faculty, and ended the morning in the rare book rooms of the Memorial Library.

The beginnings of a mink coat (see above)



After lunch in the new food serving units of the Wisconsin Union, the party drove to the Engineering campus for a look at a solar cooker, electrical generators, and other equipment; moved over to the Athletic Practice Building, where Coach Ivy Williamson described its uses and Prof. Fred Harrington gave them a short history of Camp Randall; on to University hospitals where they were shown the pump used in heart surgery, and finally to the Commerce Building for the last stop of the tour. A reception at the home of UW Vice Pres. and Mrs. A. W. Peterson, and dinner at Olin House with Pres. and Mrs. Fred completed the very busy day.

HONOR WELL DESERVED

One of Wisconsin's most distinguished home economics graduates, Gladys Branegan Chalkley, '13, has received the honorary degree of Doctor of Science from Montana State College in recognition of her constructive and vigorous leadership in her profession. For 24 years Mrs. Chalkley was a member of the faculty of this school. As Dean of the division of household and applied arts she developed a strong undergraduate program, and introduced courses in child development (with a nursery school), and family relations. She also initiated research and graduate programs, and was a dominant force in the purchase and remodeling of the home management house and in planning and furnishing the student union and women's dormitories.

BROUGHT TO YOU BY . . .

Did you know that a Wisconsin woman, Joyce Gafke Wickware, '44, writes many of the commercials used by Arthur Godfrey, Art Linkletter, Tennessee Ernie Ford, the "Queen for a Day", show, and the daytime serial "Edge of Night"? Joyce started her career with two small radio and TV stations. She says that this was valuable experience because a minimum of staff gave her an opportunity to do more than one thing, and consequently she learned about many other facets of the business. Following this came a position in Chicago working as an assistant producer of live TV with an advertising agency. Now Joyce lives in New York where she maintains a home, has two children 10 and 8 years of age, and continues her career as a writer for an advertising agency.

JUST FOR KIDS

"Happy Ticker", a free monthly magazine published for the entertainment of 350 hospitalized and shut-in children in Milwaukee is edited by Emily Moeller Hokanson, '39. Children like it so well they often try to stay on the mailing list after they have recovered and gone back to school. Originally meant for youngsters with rheumatic fever, the 15 to 20 page booklets sponsored by the Milwaukee Junior League and the County Heart association now go to children suffering from polio, muscular dystrophy and other illnesses. The publication is Emily's brain child and her own five children pass judgment on her material. Home economics and journalism studied while at the University make Emily a well qualified editor of "Happy Ticker".

Stadium Addition Will Mean 10,000 More Seats

Gymnasium Is in the Planning Stage

THREE PROPOSED building projects came into the sports news picture at Wisconsin this summer.

One was the enlargement of Camp Randall Stadium, whose capacity will be increased from 53,000 to 63,000 through the expedient of lowering the playing field ten feet.

The second is a new gymnasium which would cost, it's estimated, about \$2 million.

The third is a new outdoor track to replace the Camp Randall oval.

The lowering of the Camp Randall playing field had been under consideration for some years. Athletic Director Ivan Williamson hopes to get the project started right after the Illinois game on Nov. 16 and have it ready for the 1958 season.

When completed, the new ring of stadium seats will provide as many as five or six thousand additional seats along the sidelines. The added end zone seats, of course, will also be closer to the playing field than those now in use.

Athletic department officials note the rising student and alumni populations, as well as the growth of the Madison area in their planning for additional seats. And during the past several years,

ticket demand has often exceeded supply—particularly where sideline seats are concerned. The new addition should relieve some of the immediate pressure.

In recommending the construction of a new gymnasium—the first step in a larger project involving new facilities for both men and women—the UW Athletic Board declared it could finance the building from gate receipts.

The gym would probably contain a swimming pool and facilities for fencing, gymnastics and other sports. It would be available for physical education classes as well as for students in intercollegiate athletics.

The construction of Camp Randall Memorial practice building relieved much of the intercollegiate athletic pressure on the old red Armory, but the latter building still takes care of much physical education and intramural sports, as well as the only men's swimming pool on the campus.

The Regents asked the University Planning Commission to study possible gymnasium sites and report back as early as possible.

Ground work for a new track has already been laid in an area west of Guy Lowman baseball field, just south



of Parking Area 60. It will be built next spring, after the ground has settled. All 1958 outdoor track meets have been scheduled for away from home; the track squad will practice indoors at Camp Randall Memorial.

AID TENDER PLAN OKAY?

Athletic Director Williamson expressed satisfaction with the way the grant-in-aid plan of the Western Conference appeared to be working out. This was in August, shortly after the deadline for returning aid tenders.

Williamson reported that the caliber of prospects appeared to be better this year—not only those with grant-in-aid tenders, but other outstanding high school athletes.

Eighty-three athletes accepted the 111 tenders issued—a 75 per cent acceptance as contrasted with the 89 per cent reported for all schools by the Big Ten office. UW tenders accepted included 51 in football, 10 in basketball, six in track, five in boxing, four in wrestling, three in swimming and baseball, two in golf and one in tennis. In-state athletes accounted for 58 per cent of the acceptances, which have an average value of \$820. "Need" determines the amount for any athlete.

Athletic Schedules

BOXING

- Jan. 10—Contenders Tournament
- 17—All University Tournament Finals
- Feb. 14—Michigan State at East Lansing
- 22—San Jose State
- March 1—Washington State
- 8—Idaho State
- 15—Michigan State
- 22—Idaho State at Pocatello
- 27—NCAA Meet at Davis, Calif.

TRACK (INDOOR)

- Feb. 8—Michigan State Relays at East Lansing
- 15—Northwestern and Iowa at Iowa City
- 22—Michigan and Purdue
- March 1—Minnesota
- 7—Big Ten Meet at Champaign
- 15—Milwaukee Journal Relays at Milwaukee

ROSE BOUQUET

After coaching Princeton's lightweight crews for two years without tasting defeat—even in two successful tries for the Thames Challenge Cup at Henley, England—Donald L. Rose was named head crew coach at Columbia university. The sports writer-turned coach was varsity coxswain at Wisconsin in 1952 and 1953.

Wisconsin Alumnus, October, 1957

Alumni

Before 1900

Frank Lloyd WRIGHT '89 accepted a commission (his 770th) to design an \$8 million civic center for San Rafael, Calif. Two buildings of his design are under construction in Iowa County: a restaurant on State Highway 23 and a grade school in Wyoming Valley.

Cameron L. BALDWIN '94 retired after 50 years service as referee in bankruptcy for western Wisconsin federal court.

The Door-Kewaunee Bar Association honored W. E. WAGNER '06, L. Albert KAREL '96 and W. A. COWELL '04 at a dinner in Sturgeon Bay celebrating their 163 combined years of service in the law.

1900-1910

Joseph W. JACKSON '00 (Col. Bud) provided *Wisconsin State Journal* profile writers with a colorful subject in July.

Mary WRIGHT Bain '02 who lives on a ranch near Steamboat, Nev. came for the 55th reunion of her class in June, but not at the controls of her own plane as she did in 1932.

Anna KING Leadbetter '03 has been elected a director of the Rhinelander Alumni club.

Dr. Ira B. CROSS '05 emeritus professor of economics at the University of California, was given the honorary degree of doctor of laws by that University in June.

Alfred W. BECHLEM '07 came out of retirement in Bremerton, Wash., to take a hand in planning the city's new air-raid alarm system.

Thomas F. KELLY of the Class of '07, a resident of Monterey, Calif., sent reunion regrets from the "Golf Capital of the World" where he plays golf daily all year round.

Lawrence J. MISTELE and Lynn SMITH, both '07 law graduates, celebrated 50 years as law partners in Jefferson and then retired to rest.

1911-1920

Dr. Charlotte MACDOUGALL '11 has retired and is living in Long Beach, Calif., at 743 Washington Place.

Harold W. STORY '12 vice president and general attorney of Allis-Chalmers Manufacturing Co., retired in July after serving the company since 1919. He is a member of the advisory committee and national board of directors of the National Conference of Christians and Jews and is serving his eighth year as a member of state board of public welfare. He will be succeeded as general attorney by Harold S. SILVER '28.

During the 50th anniversary celebration at the University of Hawaii, the new agriculture building, Henke Hall, named for Louis A. HENKE '12 was dedicated with the help of U. S. Secretary of Agriculture Ezra Benson.

Henke retired in 1954 as associate director of the Hawaii Agricultural Experiment Station but still maintains an office at the University.

Dr. Gladys BRANEGAN Chalkley '13 received the honorary doctor of science degree from Montana State College.

Dr. V. H. YOUNG '13 has retired as head of the department of plant pathology at the University of Arkansas and is now living in Tucson, Ariz., at 2804 East Ninth St.

S. Bruce BLACK '13 chairman of the board, Liberty Mutual Insurance Co., was given the honorary degree of doctor of humane letters during the 101st commencement at Tufts university, Boston.

Harlan G. SEYFORTH '14 retired after 37 years as county agent of Pierce County. His term of service is equalled only by that of E. V. RYALL '20 of Kenosha county, also due to retire. They became farm agents the same day: Sept. 1, 1920.

Harry S. GLEICK '15 was chairman of a meeting held by the corporation, banking, and business law section of the American Bar Association during the international meeting in London.

Dr. George COLLENTINE Sr. '16 has given up his practice in Milwaukee to go back to college at St. John's university, eventually to enter the Benedictine novitiate.

Wilbur G. DICKSON '17 vice president in charge of finance of the Hamilton Mfg. Co., Two Rivers, retired July 1.

Dr. Elmer M. NELSON '18 chief of the division of nutrition of the Food and Drug Administration, was given the 1957 Babcock-Hart award for "contributions to food technology resulting in improved public health" by the Institute of Food Technologists.

*

A reorganization at the top in the world's largest marketing research organization, the A. C. Nielsen Company, makes Arthur C. Nielsen, '18, chairman of the board, and moves his son—like him, a business administration graduate of Wisconsin—Arthur C. Nielsen Jr. '41 into the presidency. The concern now has over 3,000 employees in eleven countries and annual sales in excess of \$20,000,000. The two Niensens, incidentally, have developed excellent teamwork in the field of tennis as well as business, having joined forces to win three national Father-and-Son tennis championships.

*

Daniel J. TEARE '18 has retired after 28 years of service with the Burgess Battery Co. in Freeport and has moved to R. R. 1, Box 791F, Melbourne, Fla.

Viola PLEUSS Chandler '19 has been named a director of the Fox River Valley Alumni club.

Fredric MARCH '20 and his actress wife, Florence Eldridge, stars of O'Neill's "Long Day's Journey Into Night," were awarded honorary doctor of letters degrees by Elmira college.

The Rev. T. S. BEAVIN '20 has taken over the pastorate at the Methodist church in Augusta, Wis.

Robert E. RETTGER '20 has been named assistant division chief geologist-technical for Sun Oil Company's Southwest Production Division at Dallas.

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One hundred awards are open to participants who will complete courses leading to the Master of Science degree within 2 academic years. Tuition, admission fee, and books will be provided. During the summer they will have the opportunity to work with experienced Hughes scientists and engineers, while receiving Hughes salaries based upon their ability and technical experience.

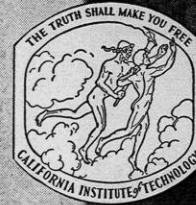
Applicant must receive his B.S. degree during the coming year in Aeronautical Engineering, Electrical Engineering, Mechanical Engineering, or Physics. Participant may request his graduate school from the following six institutions: University of Southern California, UCLA, Stanford University, University of Arizona, Purdue University, or West Virginia University.

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BULLETIN BOARD

CHICAGO ALUMNAE

October 5 Luncheon
"Charm in a Capsule"—Miss Hamilton from Patricia Stevens Finishing School
Ambassador East Hotel
Contact: Lulu Moore, 1621 Madison, Evanston (University 4-6942)

INDIANAPOLIS

October 12 Bus Trip—Purdue Game
Contact: Mrs. Thomas G. Harvey, 5685 North Delaware St. (CL 5-8817)

KENOSHA

October 21 Fall Roundup
Contact: Harlan Draeger, 717 58th St.

1921-1930

Mrs. Frieda PETT Consigny '21, who will begin her duties as house mother at the Delta Tau Delta house on the campus in September, attended a special training course at Purdue university.

W. T. COMSTOCK '21, publisher and owner of the Portage Daily Register, has sold the paper to the Register Publishing Corp., of Portage.

*

The fascinating story of Texas' great King Ranch—whose general manager is Robert J. Kleberg Jr., '18—was told in the July 15 issue of *Life Magazine*. The article was a condensation of one volume of a forthcoming book "The King Ranch" by Tom Lea.

*

Robert A. ASPINWALL '22 is recovering at his home in Fort Atkinson from a heart attack.

Ivan L. MCCRANNER '22 has sold his South Side Pharmacy in Madison to another pharmacy graduate of the University, Robert VANDERPOEL '47.

Margaret GREEN Campbell '22 is chairman of the interests committee and a member of the board of managers of the Women's University Club, New York City.

Frances SAWYER Hefti '22, Neenah, was delegate to the national meeting of the AAUW in Boston.

MISSISSIPPI VALLEY

October 18 Football Social
Little's Grove, Davenport, Iowa
—Special invitation to alumni attending the Wisconsin-Iowa game on Oct. 19. Affair starts at 6:30 p.m.—
Contact: Albert T. Sands, Rock Island (6-2870) or Raymond O. Schmidt, Davenport (3-3922)

DETROIT

September 29 Family Picnic
At home of Mr. and Mrs. Greg Affleck

Random Notes. Among summer activities of Badger alumni clubs was "the most enthusiastic and cooperative" annual Sequoia Lodge picnic that the Northern California club has ever had, according to word from Pat O'Dea. He reports particularly on the enthusiasm of a group of younger alumni between the classes of 1947 and 1957 who are getting up a special program under senior sponsorship. Good luck to them! Another annual picnic was that held by the St. Croix valley group on August 10 at Liberty Hill Park, Hudson And more than 50 persons attended a postponed spring picnic of the Dallas club. The affair, the advertisements of which spoke of free barbecue, Wisconsin beer and soft drinks, was held at the home of Mr. and Mrs. John Sohrweide on June 29. . .

Birney MILLER '22 is with the New York office of Stevenson, Jordan and Harrison, Inc., management engineers and consultants.

E. B. OTT '22 has been elected president of the Ray-O-Vac Co., Madison.

*

Robert P. Gerholz, '22, Flint, Michigan, an outstanding realtor who has held office as president of the National Association of Real Estate Boards as well as other organizations, received an honorary doctor of laws



degree from Ferris Institute for his accomplishments in the world of business, government, and community service.

Dr. Rebecca FLINT '23 has retired from the French department at Russell Sage college, Troy, N. Y., and will travel in the U. S. and abroad. Chairman of the French department at Russell Sage since 1943, she also taught at Wisconsin.

Victor JOHNSTON '23, national Republican Party leader, assisted Walter J. Kohler in his campaign for the U. S. Senate.

Mr. and Mrs. Arnold ZANDER (Lola M. DYNES) '23 have sold their Madison home to take up their residence in Washington, D. C., where his duties as president of the American Federation of State, County, and Municipal Employees have called them.

Lee Alvin DuBRIDGE '24 was awarded an honorary degree by the University of Southern California, as well as Wisconsin.

Eleanor HANSEN Nichols '25, Wilmington, Del., designed and cast the medal presented to this year's Woman of the Year, a national award of Delta Zeta sorority.

Melvin S. MARSHALL '26 has been elected president of the Milwaukee Alumni Club.

Olga THIEL '26 was honored by Central High School, LaCrosse, on her recent retirement from teaching English and algebra there.

George W. NICHOLS '27 has opened a real estate office at 3230 University Ave. in Madison.

Arthur E. WEGNER '27 has been elected to the board of directors of the American Exchange Bank, Madison.



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Ruby GRUNOW '27 will teach in the Mineral Point high school next fall.

Dr. A. M. HUTTER '27 was elected director of the Fond du Lac Alumni Club.

*

"I think the salaries of college faculties should be up and certainly more in line with industry," remarked R. Worth Vaughan, '28, president of the American Smelting and Refining Co., on a visit to Madison. He was noting the recent resignation of John Ritchie as dean of the UW Law School.

*

John C. DOERFER '28 is chairman of the Federal Communications Commission.

*

Subject of a portrait in type in the *Saturday Review* of August 3 was Dr. John Dillon, '28, who heads a staff of sixty-plus persons at the Textile Research Institute near Princeton, New Jersey. He was described as a scientist concerned with improving the wearing of weather: a researcher into comfort. Dr. Dillon, said the headline, "investigates the latest wrinkles and tells people how to get rid of them."

*

M. Elizabeth ROBINSON Naysmith '29 has been elected president of the Kenosha Alumni Club.

Following the sale of the Carnes Corp. and the W. R. Carnes Co. of Verona to a Milwaukee firm, Wilbur R. CARNES '29, president and general manager of the Carnes Corp., will become consultant and a member of the board of directors.

Ethel A. TRENARY '30, medical technologist at the state laboratory of hygiene, was the subject of a recent feature article in the *Milwaukee Journal*.

Dr. George H. BROWN '30 has been appointed chief engineer, RCA Commercial Electronic Products.

1931-1940

T. J. JENSON '31, superintendent of Shorewood, Wis., public schools for the past 11 years, has resigned to become professor of educational administration at Ohio State University.

Dr. Carl PFEIFFER '31 has been promoted from acting director to director of the division of basic health sciences, and Dr. James A. BAIN '40 from professor of pharmacology to chairman of the department, at Emory University.

Dr. Theodore PAULLIN '31, professor of history at Teachers College of Connecticut, has been granted a leave of absence to serve in Europe with the American Friends Service Committee.

George V. BOWERS '32 has moved from Djakarta, Indonesia, to Tokyo, Japan, where he again has charge of the agricultural program for ICA. His new address: American Embassy-ICA, APO-500, San Francisco.

Cmdr. Kenneth G. BEGGS '32 has begun a three-year assignment in the Navy's Bureau of Ships. His address is 4522 31st St. S., Arlington, Va.

Henry E. RAHN '32, Clark County Register of Deeds, was the subject of a feature article in the *Neillsville Press*.

The Rev. George L. (Shorty) COLLINS '32, long pastor of the Baptist Student Center at the University, has resigned to take a similar post at San Jose college, Calif.

Dr. Lloyd W. COVERT '32, vice president of Rohm and Haas Co., has been elected a member of the Board of Trustees of Beaver College, Jenkintown, Pa.

Dr. Waldemar DASLER '32 won the Dr. Morris L. Parker \$500 award for meritorious scientific research for his work in nutrition at Chicago Medical School.

Fred LOCHER '32 has returned to the U. S. A. after spending more than five years in Iraq with the ICA. He expects to be assigned another project after home leave.

G. B. HANSON '33 was named director of the Fond du Lac Alumni Club and Donald W. ANDERSON '33 of the Kenosha Club.

Tom EWELL '33 and Nancy OLSON '50 are stars of the current Broadway comedy hit, "The Tunnel of Love."

Christian E. CLAUSEN '34 is now general manager of the Kansas City works of Fairbanks Morse, and his new address is 4320 W. 64th St., Prairie Village, Kans.

Grafton BERRY '34 was named director of the Rhinelander Alumni club and Paul KRUEGER '34 accepted a similar post for the Fond du Lac club.

Dr. Haym KRUGLAK '34 has been promoted to professor of physics at Western Michigan university, Kalamazoo.

Warren TARRANT '34, associate professor of English and French at State University Teachers college, Fredonia, N. Y., is leading

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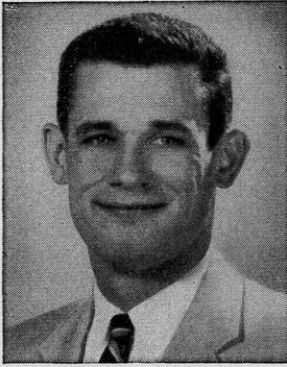
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SPECIAL REPORT



Mr. WILLIAM E. BOYER NEW YORK LIFE AGENT

at SHREVEPORT, LOUISIANA

BORN: October 15, 1930.

EDUCATION: Tulane University, School of Business Administration.

MILITARY: U.S. Air Force (Intelligence Officer) August '52—July '54. Korea Service.

PREVIOUS EMPLOYMENT: Summer jobs during school.

REMARKS: Son of a former Governor of the State of Louisiana and son-in-law of a New York Life agent, William Boyer followed the latter's lead and joined New York Life in September, 1955 under a special sales trainee program. This was Mr. Boyer's first full-time job—coming immediately after his consecutive stints at Tulane University and with the U.S. Air Force. A year later he became a full-fledged agent. His intense interest in life insurance has led him to completion of 2 advanced life insurance underwriter courses since becoming a New York Life agent. And his first-year sales record of \$1,121,447 is a further indication of this young man's outstanding success potential with New York Life.

Note

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a music study group on a two-month tour of Europe.

Bernard C. REESE '35 has been elected president and general manager of the Gardner Baking Co., Madison.

L. J. IMHOFF '35 is the new director of the U. W. Menasha Extension Center.

Robert L. OETTING '36 has been named manager of General Electric's Large Lamp Dept. Southwestern Sales district. His address is 6500 Cedar Springs, Dallas, Tex.

Jean STAFFORD Dormer '36 has been granted the M.Ed. degree by the University of Pittsburgh.

Myron KOBERNAT '36 is the new vice president of the Rhinelander Alumni club.

Earl E. SARGENT '37 is plant manager of the Woburn Special Tube plant of Sylvania Electric Products, Inc.

Dr. Willard LANGHUS '37 is new manager of the dairy products research section of the Kraft Research Laboratories, Glenview, Ill.

James N. HOLM '37 was granted the Ph.D. degree in speech at Western Reserve University, Cleveland.

*
Madison's first "downtown motel", on the corner of State and Frances streets, is headed by A. E. "Dolf" Friede, '37. Right in the business district at the edge of the UW campus, the "Town/Campus" Motel has living units on the second floor and shops on the first floor.

Howard M. BUENZLI '37 has been appointed personnel director of the CUNA Mutual Insurance Society.

F. A. MEYTHALER '37 is director of the Fox River Valley Alumni club.

Arthur ZIERZOW '38 will teach agriculture on a part-time basis at the Green Lake high school.

Dr. Francis P. LARME '38 has been named physician-on-call at the new Calumet Homestead, New Holstein, Wis.

George BECKER '38 is a director of the Fond du Lac Alumni club.

Willard H. SAUCERMAN '38, director of instruction in the Orange County Calif. Schools office, has acquired his doctor of education degree at the University of Southern California.

Maj. E. E. WELCH '39 and Col. Woodrow SWANCUTT '42 held an unexpected reunion in the Azores and then flew back to the U. S. together on leave. Welch is second in command of a rescue squadron in the Azores and part-time law teacher.

*
Major Eugene E. Welch, '39, in Madison at reunion time this year, had some interesting tales to recount of his life and job in the Azores, that little group of romantic islands in the eastern Atlantic. He's attached to the 57th Air Rescue Squadron, and has been



central figure in a number of rescue expeditions.

One noteworthy episode involved the aircraft carrier USS Tripoli, the first Sikorski SH-19 helicopter assigned to the squadron, and a critically ill seaman. Major Welch landed successfully on the carrier's flight deck and transferred the sailor to an air force hospital. "It was the first time," said Major Welch, "that I had ever tried landing on a moving target."

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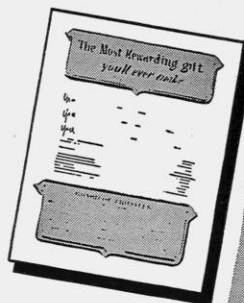
The Wisconsin Alumni Research Foundation offers you a unique opportunity to participate in an Investment-Philanthropy Plan. You, as a WARF donor-investor, realize immediate and important tax savings, an income for two beneficiaries (one may be yourself) and later, your gift will be used to support scientific research at the University of Wisconsin.

IMMEDIATE TAX SAVINGS are possible, since a substantial portion of your gift may be deducted for income tax purposes. In addition, you save the capital gains tax on gifts whose value has appreciated.

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YOUR FUNDS WILL SUPPORT RESEARCH at the University of Wisconsin after providing an income for your beneficiaries. Already the Foundation's grants to the University total almost \$18 million, the result of an aggressive investment program that has built assets exceeding \$40 million.

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**WISCONSIN ALUMNI
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Dr. George W. THATCHER '39 has been named chairman of the department of economics in Miami University's School of Business Administration.

Irwin R. HEDGES '39 has been named U. S. agricultural attache at Berne, Switzerland.

Dr. Robert P. MOSER '39 has been named principal of the Joint Union High School district including Hales Corners, Greenfield, and Franklin in Milwaukee county.

A. J. STEFFEN '39 is a director of the Fond du Lac Alumni club.

Hal J. ROCHE '40 has been named to the staff of Barkin, Herman and Associates, Milwaukee public relations firm.

Dr. James McCULLOUGH '40 is president of the Fond du Lac Alumni club, and Harry STANGBY '40 is a director of the club. Fred DYKEMAN '40 is a new director of the Kenosha club, and Orville FISHER '40 of the Fox River Valley club.

John DAACON '40 is the new merchandise manager for the Getzen Co., Elkhorn, which manufactures band instruments.

Prof. Charles T. BROWN '40 is director of the new Center for Communication Research at Western Michigan university.

1941-1950

Dr. Hal G. JOHNSON '41 has been elected vice president of the Vick Chemical Co.

John D. LIECHTY '41 was granted a doctor of medicine degree at Northwestern University.

John E. ESLER '41 has been named city attorney at Kaukauna.

Alwyn M. LOUDEN '41 has earned a M.Ed. degree at the University of Pittsburgh.

Mildred M. SCHAUZ, '41 is the new secretary of the Milwaukee Alumni club.

Dr. Alf W. HARRER '41 has been appointed professor and director of health, physical education and recreation at Beloit college.

Dr. C. A. M. HOGBEN '41 has been appointed professor of physiology at George Washington university.

Dr. Robert F. TAYLOR '41 has joined the Chicago office of Arthur D. Little, Inc.

S. H. KOCH '42 is new vice president and William GEHRKE '42 and Frank MEHS '42 are new directors of the Fox River Valley Alumni club.

Arnold P. JOHNSON '42 is a director of the Kenosha Alumni club.

Willard W. WARZYN '42 has moved his engineering and service company to 806 S. Park Street in Madison.

Roger W. ROBBINS '42 has accepted the position of manager of the Government Division, DuKane Corporation in St. Charles, Ill.

Reuben R. BRUNKA '42, supervisor of product design for the Caterpillar Tractor Co., Aurora, Ill., has a new address in Aurora: 549 Iroquois Drive.

Dr. L. H. ADOLFSON '42, director of the University Extension Division and Summer Sessions, was granted a leave of absence until June 30, 1958, to become chief of a government-sponsored mission to Turkey.

L. R. BUNE '42 has retired from his position as superintendent of schools of Polk County to take up residence in a new home overlooking Puget Sound.

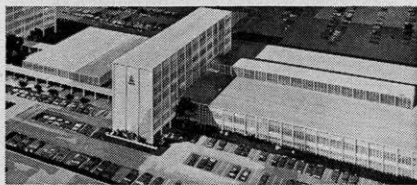
Charles VAU DELL '43 has moved with his family from Madison to Livermore, Calif.,

(continued on page 38)

NORTHROP NEW BUILDING IN OPERATION

Engineering Center Opens New Horizons

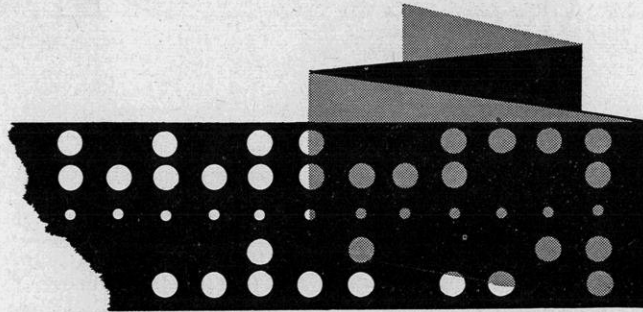
(HAWTHORNE, CALIF.) Doors opened recently at Northrop's new Engineering and Science Center here in Hawthorne, signaling the start of a new era in research and development for Northrop Aircraft. Into the multi-million-dollar structure moved some



three thousand of the nation's top creative engineers. These are the engineering teams that proved their capabilities with the design and development of the USAF-Northrop F-89, atomic-rocket-firing long range interceptor; the USAF-Snark SM-62, the nation's first production intercontinental guided missile; and the recently disclosed USAF-Northrop T-38, the world's first aircraft designed specifically as a supersonic twin-jet trainer.

The magnificent sprawling facility is the most recent addition to the already superlative engineering and science complex at Northrop. In recent months an environmental test laboratory, engineering test unit, engine test cell and subsonic wind tunnel have become operative. With these impressive plant additions Northrop will continue to pioneer new aeronautical concepts. Now, this advanced complex is ready to move Northrop even farther ahead of the field in the research, design and development of advanced missiles and supersonic jet aircraft.

To its scientists and engineers, who are its mind and heart, Northrop dedicates this beautiful new building, the Northrop Engineering and Science Center.



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Audrey JONES and Blaine Petersen, Camas, Wash.
Louise Rockweiler and Richard E. CARNEY, New York City.

1949

Lois J. Redin and Vernon C. ACKERMAN, Crystal Lake, Ill.

1950

Mary Margaret Pfohl and Dr. William J. CAIN, Madison.
Carol Ann Schucknecht and John S. EWALD, Madison.
Joanne Bolton and O. Robert JONES, Omaha, Nebr.
Iris Mark and Lawrence William LITTIG, Ann Arbor, Mich.
Darlene Machovec and Jack A. HOUGH, La Farge.
Carol Ann TYGUM, '56, and Donald Arthur SCHUTT, Racine.
Rita Therese Meier and Harlan Bruce DRAEGER, Kenosha.
Celestine Marie Huizel and Frederick Xystus HALLWAY, Minneapolis.

1951

Janet Louise TIEFENTHALER and Bernard N. Carroll, Jr., Milwaukee.
Signorina Nuana Bianchi and Dr. Ennio ROSSI, Vincenza, Italy.
Lois D. Shoemaker and Robert F. AMLIE, Madison.
Walburga Elizabeth Landolt and Donald J. NOWAK, Milwaukee.
Lorraine Frazier and James Edward STEEL, Hudson.
Miss Byrnes and Dr. Ben Franklin RUSY, Philadelphia.
Janice KUEHNEMANN, '54, and Douglas ZISCHKE, Montevideo, Uruguay.
Dr. Joyce C. KLINE and Dr. Flabio Pulletti, Madison.
Mary Louise Colquitt and Warren W. R. DARKOW, Washington, D. C.
Mona Patricia Burns and David LeRoy SCOTT, Hollandale.
Carol Ruth Pesch and James SCHUBART, Chicago.
Cary Ellen Capling and Robert Ethen BREWSTER, Saginaw, Mich.

1952

Janice HINKE, '59, and Glenn Richard SVOBODA, Corvallis, Ore.
Claire Christine ENGELHARDT and Lyle P. Goodwin, Sausalito, Calif.
Karen Nelson and Dr. Harry Edwin GROTH, Oakland, Calif.
Margarete Ehlen and John W. HENDRICKS, Port Angeles, Wash.
Sara Cordelia Newhart and James Phillip MARTINEAU, Cambridge, Mass.
Marianne McKINLAY and Charles L. Cooley, West Bend.
Sally Elizabeth SCHAEFER and Richard Lee Cathriner, Whittier, Calif.
Nancy Ann Chase and Dana Julian LEFSTAD, Osceola, Wis.
Helen Katherine HUMPHREY and Philip A. Sawyer, South Pasadena, Calif.

Ina Butland and Robert Von Berg BLAKE, Pine River.

Cary Fellows and Don R. REICH, Cambridge, Mass.
Jean H. PFEFFERKORN and James LESKEE, '56, Minneapolis.
Cornelia A. McKernan and Dr. John Henry ROCKEY, Portsmouth, N. H.
Joyce Elaine RUFFOLO, '54, and Arnon R. Allen, Madison.
Lorraine Lois LINN and William Peter Hansen, Jr., Milwaukee.
Jane Ann BRANDLEY, '57, and Lawrence A. COLES, Jr., Wilmette, Ill.
Bonita Mae WRIGHT and Richard Ralph Kingscott, Kalamazoo, Mich.
Gail R. ANDERSEN, '59, and Richard A. LARSON, West Bend.

1953

Nancy Ann Emerich and George Gibson RUSSELL, Merrill.
Shirley J. Dahl and David W. MAUGER, Milwaukee.
Nola Kaye McGANN and Dr. Duane Waggoner, Beaumont, Texas.
Marlyne SCHANTZ Holker, '54, and William Lester SEYMOUR, Janesville.
Johanna Elizabeth KOCH and Dr. Gianfranco Frittelli, Boston, Mass.
Beverly Ann Gueths and Lowell M. SCHMIDT, Kaukauna.
Suzanne Davis and Alan Donald GOMPER, Bakersfield, Calif.
Gail Joyce GILBERT '58 and Carleton A. JOHNSON, Madison.
Carol Ann Wedig and Samuel L. BRUGGER, Madison.
Ann Mae MEYER '54 and William Robert DOLLASE, Racine.
Sara Andrews Robbins and Dr. Gustave Charles E. MUELLER, Boston, Mass.
Bessie Phek Tho TAN '56 and Nan Sing LING, Ann Arbor, Mich.
Judith Ann Hagen and Thomas P. ZAMZOW, Ft. Wayne, Ind.
Helen WONG and Dr. James Leong Way, Madison.
Karen Jean CHRISTOFFERSEN '56 and Lewis Wilson TIBBITTS, Milwaukee.
Anna Valerie Fellner and Christopher Bennett BECKER, Cambridge, Mass.
Dorothy Margaret VEITH and Donald Robert KRENZ, Madison.
Marietta Irene THOMAS '57 and Cy A. KUST, Madison.
Marion Margaret Jannusch and Carl P. HERREID, Beloit.
Mary Lee WIDSTROM '57 and Lt. Ronald John RYAN, Newfoundland.

1954

Jan MARSHALL, '57, and Jeremy Richard FOX, Urbana, Ill.
Mildred Lois BERNSTEIN and Seymour Bross, New York City.
Sylvia T. Abrahamson and Richard T. REINHOLDT, Stevens Point.
Bernadine BRENTRUP and Robert C. BRETTL '56 Milwaukee.
Sedate Silliman HOLLAND '56 and Dr. John Thomas REDFIELD, Wayne, Mich.
Diane Elizabeth Stern and Eugene Arlen KUBLY, Berkeley, Calif.
Nancy Ann Ackermann and Robert Lyle ALBRECHT, Milwaukee.
Arlene May ANDRUS and Glenn S. GRITZMACHER, Ft. Atkinson.
Carol M. DRAEGER '55 and Richard Kurt WENDT, Columbus, Ohio.

Mary Ann Kroecker and Richard H. OEHLER, Madison.
Joan Frances Vlossak and James George LAWRENCE, Madison.
Joyce Patricia RAYMOND '56 and Kenneth Harold DECKER, Madison.
Elizabeth M. RANKIN '58 and Dr. Raymond L. SCHOFIELD, Oakland, Calif.
Joan Elizabeth Van BUSKIRK '57 and James Wallace TANNER, Madison.
Swanhild Volz and David L. TESS, Milwaukee.
Alice Mae KLEIST and Robert C. Hoopen-garner, Morton, Wyo.
Mary Ellen REARDON and Charles Wil-lard ELLIOTT '55 Wauwatosa.

1955

Dorothy Keyes and James B. DAGAN-HARDT, Wauwatosa.
Verda Joan BOYLE and Arthur Longhurst, Milwaukee.
Cynthia ROBINSON '56 and Stewart T. OLIVER, Jr., Milwaukee.
Beverly M. RANDALL '56 and Samuel C. REYNOLDS, Columbus, Ga.
Marcia Jane RITT and Charles Lynwood Waites, Birmingham, Ala.
Gwen Bersch and Selwyn Lewis BOYER, Los Angeles, Calif.
Mary Ellen Brickley and Lt. Donald John FERKIN, San Diego, Calif.
Nancy Ellen FRERIKS and David Andrew HARRIS '59 Madison.
Violet DAEHN '56 and John GREBETZ, Racine.

1956

Mary Ann SCHLUTER and Robert L. BENNETT '58 Madison.
Barbara Zeihen and Donald V. BLINK, Madison.
Caroline Joan Holweck and Norman Joseph HARDT, Virginia, Minn.
Claire Sue MacDONALD '57 and Jeremiah Stephen SHANNON, San Antonio, Texas.
Mary Ann CAVANAUGH '57 and Ens. John Raymond GADOW, Washington, D. C.
Joan BATCHELER and Joseph H. Mayer, Columbus, Wis.
Judith Ellen HAMLEY '57 and Warren Theodore MUELLER, Milwaukee.
Marilyn Ann TASKER and Ens. Carlton Vernon HOWARD, Jr., San Diego, Calif.
Jane SAMPLINER '58 and Evan F. PIZER, Madison.
Carol Jean Hinz and Ens. Francis Lee RAYOME, Norfolk, Va.
Ann LADD and James VANCE '58 Madison.
Sheila B. SEARLS and John R. AMACKER, State College, Pa.
Lola BROWN and Alfred H. USACK, Washington, D. C.
Suanne BURNS and William Howard Metzel, Beaumont, Texas.
Rose Marie Douglas Guilbert and Ens. William C. KRAMER, Lake Forest, Ill.
Grace BARTECK and Allen KORBEL '57 Milwaukee.
Mary Schaffitzel and Mark J. MARTIN, Madison.
Carol Betty RAYHORN and Dr. George A. Freeman, Houston, Texas.
Margaret H. Dauska and Wayne C. HOFFMANN, Racine.
Janet Clare HEALD and 2nd Lt. Stewart Root Simpson, Alexandria, Va.

Joyce BOCKMAN and Richard L. WANGELIN '57 Fort Leonard Wood, Mo.
Joanne Kay DAVIS '58 and Lyle Stanford SAMPSON, Madison.

Marian Louise CARLSON and Harold Charles BALCH, Jr. '57 Madison.

Mary Joe COLLINS and Richard John SCHWARTZ '57 Princeton, N. J.

Carol WENZEL '57 and Lt. Loren L. KENEFICK, Sacramento, Calif.

Donna Mae Wessel and Calvin KRAEMER, Madison.

Joan M. ZAUMEYER and Conrad K. WOERNER, St. Paul, Minn.

Janet Eileen YORK and Roger L. Christianson, La Grange, Ill.

Ila Mae STEPHANI and John W. GAYNOR, Milwaukee.

Mildred Mary SMITH and John Edward QUINLAN, Madison.

Janice Irene BOWLBY and Thomas Albert MACK, Houston, Texas.

Regene JEGIER and Nathaniel Michael NACHEFF, Madison.

Patricia HUBIN and Roman Blaise BUKOLT, Madison.

Sally Ann DUSSAULT '57 and Alois L. SCHLACK, Jr., Madison.

Mary Ann Hanewall and Donald Roy DEDOW, Warren, Ohio.

Mary Alice Gebler and Edward H. STRAND, Neenah.

Nancy Louise PETERMAN '59 and Howard William MEAD, Madison.

Marilyn Nancy FIFAREK '57 and 2nd Lt. John William HENKER, Columbus, Wis.

Jean Magdaline SCHULTZ and Robert William WARNKE '59 Madison.

Carol Mary SEVERSON '57 and Keith D. BARTZ, Excelsior, Minn.

Katharine Ann White and Robert L. VRAKAS, Waukesha.

Linda Ruth HITT '57 and 2nd Lt. Harry Stewart MANCHESTER, Ft. Polk, La.

Shirley Mae BELL and Michael D. Higgins, Port Washington.

Lorley Ann BROWN '57 and 2nd Lt. Douglas William ROBERTS, Ft. Eustis, Va.

Berneva BUHROW and Russell S. HEBB '57 Madison.

Katherine Lenore BANKS and Robert Michel TAYLOR, Big Cedar Lake.

Gina Ann MUNSON and George OAKESON, Jr. '57 Marinette.

Marilou BUTLER '58 and James Murray ANGEVINE, Madison.

Barbara P. LAYCOCK '58 and Ronald J. LARSON, San Diego, Calif.

1957

Margaret Mary Sauer and Paul Alfred HAACK, Middleton.

Jeanne S. TERRY '58 and Jack M. PERLMAN, Madison.

Marlene TUTTLE '58 and Adolf PAVELEC, Pensacola, Fla.

June Mary Wright and James Raymond SMITH, Los Angeles, Calif.

Elizabeth Arlene IVERSON and Gerald Arthur POLANSKY, Detroit, Mich.

Eileen HUNZIKER and Rodney C. BOHN, Sturgeon Bay.

Nancy Lee MILLER and Earl Quentin BOWERS, Los Angeles, Calif.

Elaine Dorothy Seibold and Robert Scott NICHOLS, Madison.

Nancy Ann NEIDHOLD and Charles Warren SPALDING, Appleton.

Janie Kupferberg and Daniel TOUSMAN, Madison.

Maureen Bridget Egan and Don F. KUENY, Waukesha.

Martha Ellen KLINE '58 and Vincent Thomas LIA, Madison.

Doris Sylvia LEIN and Richard Edwin RUDISILL, Janesville.

Ellen Margaret Trewin and James Stewart BRAY, Whiting, Ind.



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(continued from page 34)

where he will be assistant executive on the administrative staff of the Atomic Energy Commission's project at the University of California radiation laboratory.

Dr. Joseph SPRINGER '43 has opened an office for the practice of medicine at Durand, Wis.

Donald C. BRADLEY '43 is new division commercial manager for the Wisconsin Telephone Co. at Appleton, Wis. He and his wife, Betty CONGER '43, are now living at 115 E. Roosevelt in Appleton.

The new address for Norbert BRANDT '43, production manager for the Wisconsin Feeder Pig Marketing Cooperative at Francis Creek, Wis., is 1202 Grand Ave., Manitowoc.

John M. YINGER '43, professor of sociology at Oberlin College, has been appointed visiting professor of sociology at the University of Michigan for the second semester of the 1957-58 academic year.

Catherine B. CLEARY '43, vice president of the First Wisconsin Trust company, Milwaukee, was named a member of the Lawrence college board of trustees.

Donald C. HAY '43, is section manager for new products development at the B. F. Goodrich Aviation Products Co., Akron, O.

New officers of the Fox River Valley Alumni club include Cosette MINTON Lang '43, secretary-treasurer, and Mary POMEROY Ducklow '43 and Donald BRADLEY '43, directors.

Forrest E. GEHRKE '44 is the new manager of the Williamsport, Pa., microwave power tube plant of Sylvania Electric Products Inc.

Stanley PUIDOKAS '44 is treasurer of the Kenosha Alumni Club.

Dr. Fritz KANT '45 joined with Dr. Hans H. Reese, UW neurologist, in protesting the blanket statement in an Associated Press story that multiple sclerosis is a progressive disease which gradually reduces its victims to helplessness. They pointed out that medical treatment and physical therapy are helpful in many cases.

F. Edward LUND '45 was unanimously elected president of Kenyon college, Gambier, O., by the board of trustees. For the past five years he has been president of Alabama college, Montevallo.

Esther WELLER Benson '45 writes from Minneapolis that her husband, Dr. Wilbur BENSON '48 has been appointed Hill Research Professor of Pharmacology at the University of Minnesota School of Medicine. Their Minneapolis address is 1410 E. Minnehaha Parkway.

Ardith MACDONALD Johnson '45 is a new director of the Fox River Valley Alumni club.

Eulalia SPOOR '46 is enjoying home leave until November from her duties as missionary in Japan.

Vernon M. LUND '46 has been appointed manager of the Lafayette, Ind. district social security administration office. He and his family will live at 415 S. 9th St. in Lafayette.

Alan BEAUMONT '47 is producer of the "Arlene Francis Show" on NBC-TV.

After making their home in Athens, Greece, for the past three years, Capt. '47 and Mrs. John O. BATISTE (Mary Day ROBINSON '51) will be stationed at Ft. Leavenworth, Kans., while he attends the Army's Command and General Staff School.

Floyd SPRINGER Jr. '47 has been appointed special assistant to the president of the Johnson Wax Co., Racine.

Dr. Philip W. WALLSTAD '47 is practicing medicine at Fredonia.

Irving W. GERHARDT '47 received a 20-year certificate award during the banquet of the Wisconsin Association of Vocational Agriculture Instructors in Madison.

Lester E. GLEWEN '47 is the new director of the Fond du Lac Childrens Home.

Lloyd D. WILLIAMS '47 is development supervisor in charge of heavy industry equipment for Cutler-Hammer, Inc., Milwaukee. He and his family live on Northview Road, Waukesha, Rt. 1.

Wallace EKVALL '47, Fond du Lac, and Edward WATERBURY '47, Milwaukee, are new vice presidents of their alumni clubs.

The Rev. Lyle E. SCHALLER '48 was awarded his B.D. degree at the 100th commencement of Garrett Biblical Institute, Evanston, Ill.

Gordon SHOLD '48 has been named supervising principal of the Hillsboro public schools.

Dr. Lowell G. NELSON '48 is district agronomist for the California Spray-Chemical Corporation at Portland, Ore.

Alvin C. ERICKSON '48 has been named merchandising director of the American Dairy Assn. in Chicago.

New address for Mr. and Mrs. Glenn L. PENFIELD ('48 and '50) is 258 Doty St., Fond du Lac, Wis.

Robert L. PETERS '48, who teaches English at Ohio Wesleyan University, was awarded a \$100 fellowship to the summer writers' conference at Indiana University. He holds the '49 M.A. and the '52 Ph.D. from Wisconsin.

Fulton CATLIN '48 has been promoted to associate professor of English at Geneva college, Beaver Falls, Pa.

Fern JOHNSON Stefanik '48 is the new president of the Rhinelander Alumni club.

Fred W. NEGUS '48 is president of the Fox River Valley club, and Janet COURTNEY Petersen is a director of the Kenosha club.

Dr. Clayton A. DROULLARD '49 has been named dean of men at Whitewater State college.

Edgar M. O'BRIEN '49 has purchased the drug department of the Tiedeman Drug Store and Grill at 702 University Ave. in Madison.

Father Vincent J. DE LEERS '49 has been appointed academic dean at St. Norbert College, De Pere, Wis.

John BRECHLER '49 and his wife announce the birth of their first child, Noralyn Jean, at Torrance, Calif.

A United Press writer interviewed Elroy (Crazylegs) HIRSCH '49 in Hollywood and reported, apropos of his movie roles: "Hirsch is an all-American at catching passes, but when it comes to making them he's a craven, quivering coward."

Clifford B. THOMAS '49 has joined the law firm of Arthur, Dewa, and Tomlinson, Madison.

Dr. Everett WHITE '49 is the new director of the elementary curriculum at Whitewater State College.

Dr. John B. TOUSSAINT '49 is on leave of absence as neurologist at Northern Wisconsin Colony and Training School, Chippewa Falls, for a year of study and research in mental deficiency. He and his wife Carol TOWERS '51 will return to Madison in June

1958 when he becomes medical director of the new Central Wisconsin Colony.

R. L. PARKIN '49, assistant advertising manager of the Dow Corning Corp., received a 1957 Putnam award for industrial advertising excellence.

Gordon E. BREWER '49 has resigned his position as assistant district attorney in Madison to accept the post of chief civil service counsel for the American Federation of State, County, and Municipal Employees with headquarters in Washington, D. C.

Margie Jeanne MINER '49 has joined the faculty of Western Michigan University as assistant professor of physical education.

John A. GABLE '49 will be principal at Tomahawk high school this fall.

Dr. John CORYELL '49 has opened offices in Madison for the practice of internal medicine.

Duane C. SMITH '49 has joined the personnel and labor relations department of Consolidated Water Power and Paper Co., Wisconsin Rapids, as an administrative assistant. His home address there is 550 Shady Lane.

Dirk W. JANSSEN '49 has joined the staff of the State Bar of Wisconsin as assistant to the executive director.

Carlyle HOLTAN '49 has been named agriculture instructor at Oconomowoc High school.

Dr. and Mrs. Charles R. FOX '49 are the parents of their second child, a daughter Lauri Jo. Their son Robert is 2½.

Dr. ('49) and Mrs. William J. FOX (Luanne LEWIS '50) have announced the birth of their second child, William Lewis. Their daughter Rebecca is 3½ years old.

Gerald HIKEN '49, who had a leading role in the New York production of "The Iceman Cometh" has signed a contract for a part in Paddy Chayefsky's next film, to be made in New York. His "Iceman" part was his fourth this year. He has also appeared on some of television's top shows: Studio One, Hallmark Playhouse, Odyssey, and the Phil Silvers show.

Robert R. KOHN '49 was granted the doctor of medicine degree at Western Reserve university.

Phyllis SIELAFF Chatterton '49 is the new secretary-treasurer of the Fond du Lac Alumni club.

Jerome D. HARGRAVES '50 has taken over the Nordahl drug store in DeForest.

Robert BUEL '50 has resigned as coach of the Bloomer Blackhawks to take the post of coach at Watertown High school.

Dr. William G. RICHARDS '50 has completed his residency at Des Moines, Iowa, and will move to Beaver Dam where he will be a pathologist.

Stanley P. CHANDLER '50 is the new social studies teacher in the Sauk City schools.

Frederick P. KRAMER '50, former activities adviser at the University, has been appointed assistant dean of students at Drake university, Des Moines, Iowa.

Owen CLARK '50 has taken over an insurance agency in West Bend, Wis.

The U. S. Senate confirmed a postmaster-ship for Orlan L. PRESTEGARD '50 at Readstown, Wis.

Dr. William P. CROWLEY Jr. '50 has opened an office for the practice of internal medicine at 110 E. Main St. in Madison.

Mr. ('51) and Mrs. Frederick A. ECKHARDT (Patricia HEUER '50) have announced the birth of their second son, Kurt James, in El Segundo, Calif. Eckhardt is a de-

Good news traveled fast at Michigan State

It started with Bob Yackels. Bob began his career with New England Life even before he graduated from Michigan State. While still a senior, he worked part-time with our General Agent in Grand Rapids and knew this was the company for him. Soon he had won success as a full-time agent and was promoted to District Agency Manager in Lansing.

The good news about Bob traveled fast. Some of his classmates decided to follow suit. Now each year more men from the graduating class confidently turn to New England Life for a career in life insurance. Thirty-eight Michigan State men are now representing us. Ten of them, pictured on this page, already hold management positions.

Not all of our agents from Michigan State joined us immediately upon graduation. Not all participated in the fine life insurance course there while in college. But they've all had one thing in common right along — an awareness of how New England Life gives a man a firm foundation, from the start, in a challenging and lucrative business.

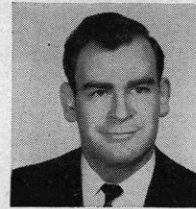
There's room in the New England Life picture for other ambitious college men who meet our requirements. You get income while you're learning. You can work anywhere in the U. S. A. Your future is full of substantial rewards.

You can get more information about this career opportunity by writing Vice President L. M. Huppeler, 501 Boylston Street, Boston 17, Mass.

NEW ENGLAND

Mutual **LIFE** *Insurance Company*
BOSTON, MASSACHUSETTS

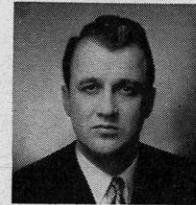
THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA — 1835



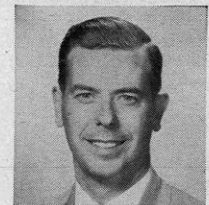
ROBERT YACKELS
Agency Manager
Davenport, Iowa



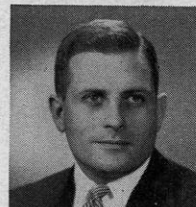
GEORGE RUTENBAR
General Agent
Nashville, Tennessee



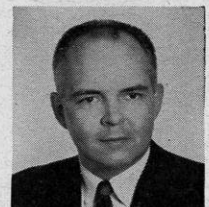
JOHN BUDA
Agency Manager
Detroit, Michigan



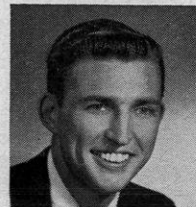
BILL HARRISON
Asst. to General Agent
Oakland, California



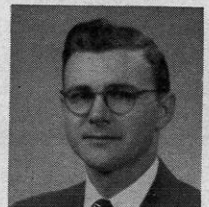
HARVEY YUDELL
DAD Plan Manager
Flint, Michigan



RON STEVENSON
District Agent
Lansing Dist. Agency



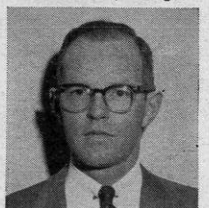
RON CRAVEN
Agency Supervisor
Dayton, Ohio



JAMES SIEMERS
District Agent
Battle Creek, Michigan



DONALD H. SIZER
Sales Director
Detroit, Buda



ROBERT L. CALHOUN
Brokerage Supt.
Detroit, Pomeroy

These University of Wisconsin men are New England Life representatives:

Henry E. Shiels, '04, Chicago
George F. Mayer, '12, Milwaukee
Alfred C. Goessling, '23, Janesville
Hugo C. Bachhuber, '26, Mayville

Godfrey L. Morton, '29, Milwaukee
Thayer C. Snively, '30, Manitowoc
Martin B. Lehman, CLU, '35, Kansas City
John C. Zimdars, '39, Madison

Kenneth N. Wedin, '46, Minneapolis
Edward M. LeVine, '47, Milwaukee
Calbert L. Dings, '48, Charlotte
David H. Massey, '57, Chicago

Ask one of these competent men to tell you about the advantages of insuring in the New England Life.

sign engineer in the Wind Tunnel-Model Group at Douglas Aircraft.

1951

Mr. and Mrs. William C. SCHULTZ spent part of the summer in Europe on a trip she won from a national television network.

Dr. Donald BARCOME is practicing medicine in Gillett, Wisconsin.

John J. ROACH has resigned as head baseball coach and instructor at Madison's Edgewood High school to join the Badger Sporting Goods Co. of Madison.

On leave of absence from Mary D. Bradford High school in Kenosha, Shirley BAILLIES will teach physical education and science to children of U. S. army personnel in Japan.

1952

Two daughters Julie Ann and Jennifer Gail were born on March 25 in Milwaukee to Mr. and Mrs. Stuart W. LARRATT (Sue Ann MILLER). The Larratts have two other daughters: Kari Sue, 3½, and Jill Lisa, 2.

Orrin K. ANDERSON is now with the Bank of Galesville, Wis.

1953

Donald J. BROTT has accepted a position as examining attorney for the government and is stationed in Washington, D. C.

Gustave MUELLER was granted the doctor of medicine degree at the Harvard Commencement in June. He studied at the University of Edinburgh on an exchange scholarship for a year before returning to Wisconsin in 1954-55 for his M.S. degree.

Winner of a \$100 cash award in the national Lunsford Richardson pharmacy awards competition sponsored by the Vick Chemical Co., New York, is James E. TINGSTAD, graduate student in pharmacy.

With a new master of business administration degree from Harvard awarded him at the June commencement, Edward C. BUSSE Jr. has accepted a position in the controller's di-

vision of the Allegheny Ludlum Steel Co., Pittsburgh, Pa.

1954

Dr. Irving Yucheng LO has joined the faculty of Western Michigan university, Kalamazoo, as assistant professor of English.

Dr. Edward B. MINER was granted his M.D. degree at the UW commencement in June and is interning at Indiana University Medical Center, Indianapolis.

Dr. Henry AUFDERHAAR is now interning at Madison General Hospital.

John BALIS is a member of the agriculture faculty at Purdue university, where he has worked on the new Vertical Mulching subsoil machine.

Marinette County's new farm and home development agent is Harold D. KING.

Dr. Philip A. HOFFMAN is interning at the Sacred Heart General Hospital in Eugene, Ore.

1955

Mr. and Mrs. John Brown HAYDON (Juliet GERKE) are living in Madison while he studies in the UW Law School. They have a young daughter, Julie.

Dorothy Jane BOTHAM has received her master's degree in library science from the Carnegie Institute of Technology and has accepted a position in the New York public library as a children's librarian.

Lt. Richard A. WOHLLEBER is a member of the Korean Military Advisory Group in Korea.

D. J. PAGEL is now in the Saran-Process engineering department of the Dow Chemical Company.

1956

Mr. and Mrs. Richard M. GREGORY (Judith HOFFMAN) are now living at 7011 Hampstead Ave., Cleveland 29, Ohio, where he is employed as a metallurgist with the Archer Daniels Midland Co.

Sally Ann KONNAK is secretary-receptionist and a director of the Children's Museum

in Denver, where her address is 832 Lafayette St. Last fall she was a discussion leader in world politics for an adult education group sponsored by the Ford Foundation at the University of Denver.

Gene LARSEN, who assisted Coach Hal Metzger at Wisconsin High in Madison last season, has taken a job at Boscobel high school teaching physical education and coaching football and baseball.

Gerald L. MATTHEWS has joined the Consolidated Water Power and Paper Co. in Wisconsin Rapids as a staff artist. He had been staff artist with WHA-TV and WMTV in Madison.

Raymond DeLAAT has been named chief chemist at the Badger Paper Mills in Peshigo, Wis.

Lorelle A. WOOD, music teacher at Shawano High school, was a member of the Sigma Alpha Iota European music tour during the summer.

Virginia KAHL, artist librarian, and author of children's books, was chosen "alumna of the year" by Milwaukee-Downer College.

Alan AMECHE, who plays football with the Baltimore Colts, has opened a new drive-in at 5800 Reisterstown Road, Baltimore.

The Richard D. '54 KARFUNKLES (Shirley Ann CHAPNITSKY '56) have announced the arrival of their first son, Jeffrey Blake, at State College, Pa. Dick resigned his teaching position at Pennsylvania State university to accept the position of staff economist, Operations Research Group, Charles Pfizer and Co., Inc., Brooklyn, N. Y.

Mary Elizabeth MUDD is the new home economist for the Wisconsin Power and Light Co. in Janesville.

Charles J. SCHMITT, technical director of the Green Ram theater near Baraboo during the summer, has accepted a similar post at Montana State university where he will work with Bo Brown, Wisconsin alumnus who is theater director.

Roland G. NEHRING, who was given his law degree at the Wisconsin June commence-

(continued on page 43)

Faculty

HONORED AND APPOINTED

Emeritus Prof. Gustav Bohstedt, animal husbandry, was honored at a testimonial dinner at the Wisconsin Nutrition School for Feed Men Aug. 19.

L. J. Imboff is now director of the University Extension Center at Menasha.

Prof. Frederick A. White is new director of the Bureau of Audio-Visual Instruction, succeeding *Prof. Walter A. Wittich*, who is devoting full-time to instruction in the School of Education.

Robert L. Tottingham is coordinator of publications in the Extension Division's department of editorial and communication services.

Elmer Meyer succeeds *Fred Kramer*, now at Drake university, as student activities adviser.

John Heywood Smith, former general manager of the General Electric Co. X-Ray department, Milwaukee, is now a professor of commerce at the UW-M.

Dr. Paul F. Sharp resigned as UW history professor to become the fourteenth president of Hiram college in Hiram, Ohio.

New director of the UW Teacher Placement Bureau is *Dr. Joseph V. Totaro*, formerly in a similar capacity at the University of Illinois.

ON THE MOVE

Serving as a consultant in the compi-

lation of an extensive Venezuelan agricultural resource atlas has been *Prof. Henry S. Sterling*, geography.

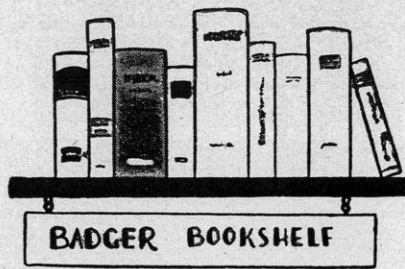
Prof. Selig Perlman, economics, spent the summer in Israel at Hebrew university, Jerusalem.

Bureau of Information and Program Services Director *Robert H. Schacht*, spent four weeks in Germany as a guest of the German government.

Prof. Andrew T. Weaver, speech, was visiting lecturer at the 23rd conference of speech education at Louisiana State university in June.

Prof. William B. Hesseltine, history, is spending the semester as visiting professor at the University of South Carolina.

Wisconsin Alumnus, October, 1957



UW Press Output Sets a Record

AN ALL-TIME high for book production was reached by the University of Wisconsin Press last year. In the twelve months preceding June 30, 1957, some 20 works were produced by this scholarly enterprise.

John J. Solon, associate director for the press, has reported that this output represents an increase of one-third over the previous high, reached in 1951-52. It's three times as much as the press produced a decade ago.

Many of the 1956-57 titles have been mentioned in these pages already. Here is a round-up of some of the more recent publications.

THE DARK MISSOURI, by Prof. Henry C. Hart, political science. This is an exhaustive examination of the "Big Muddy" and its economic influence on a giant 10-state drainage basin. It is also a book containing timely suggestions, based on a careful analysis of the needs of the area, for meeting the problems this big river brings. Political scientist Hart has been gathering material for the book since 1947, and at one stage lived with a family which had endured the Dust Bowl period of the 1930s. (\$6.00)

CENTRAL GOVERNMENT OF CHINA, 1912-1928, by Franklin W. Houn. A comprehensive analysis of the various forms of governmental structure in China during this period, during which the Chinese people unsuccessfully tried to establish a Western-styled democracy. (\$4.50)

SPRING FLORA OF WISCONSIN, by Norman C. Fassett. The late Prof. Fassett published this book first in 1931 and since it has been in steady de-

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mand by botanists, amateur and professional. It's a work of interpretation, not written for specialists as such. (\$2.50)

A MULTIPLE EXCHANGE RATE SYSTEM, by Shu-Chin Yang. This is an appraisal of Thailand's unique monetary experience from 1946 to 1955. (\$3.00)

LAW AND THE CONDITIONS OF FREEDOM IN THE NINETEENTH-CENTURY UNITED STATES, by Prof. James Willard Hurst, law. This is a rather lengthy title, but, considering Prof. Hurst's profession, is acceptable as description of a group of essays in which are made an

historical study of the social functions of law in the United States. Here is a new and yet-to-be-fully-developed field of legal research. (\$2.50)

THE LAW AND ONE MAN AMONG MANY, by Arthur E. Sutherland. A study of the relation of man to his fellows as a group in this crowded world, this book is concerned with the fundamentals of human freedom under law in our own time. Included is an examination of the current attempts to find standards for guidance. (\$2.50)

WILLIAM HEYTESBURY, by Curtis Wilson. An analysis of three ma-

JOR physical problems which Heytesbury treats, this volume deals with medieval logic and the rise of mathematical physics. (\$4.00)

THE ART OF LA CELESTINA, by Stephen Gilman. The most extensive study yet of this great Spanish play, offering many new interpretations and possible solutions to problems that have puzzled readers for centuries. (\$5.00)

DAVID HUME WRITINGS ON ECONOMICS, edited by Prof. Eugene Rotwein, economics. For the first time, Hume's economic writings are brought

together as a single work. There are nine essays from *Political Discourses* and a number of passages from Hume's private letters, plus an analytic introduction by the editor showing how Hume's philosophy of human experience shapes much of his approach to economic questions. (\$4.50)

A SYLLABUS OF UNITED STATES HISTORY, by Prof. William B. Hesseltine, history. This is designed for use with any of the standard histories. The field of American history is divided into 77 topics. (\$1.50)

Officers and Directors Wisconsin Alumni Association

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ment, will enter the U. S. Air Force as a second lieutenant in October.

Richard WHITE, who received his master's degree in civil engineering, has reported to Ft. Belvoir, Va. for a six months tour of duty.

2d Lt. Bruce W. LANTON and William L. SCHARRINGHAUSEN were recently graduated from the 12-week military orientation course at the Army Medical Service School, Fort Sam Houston, Tex.

2d Lt. Robert R. MILLS Jr. was graduated from the Infantry School's ranger course at Fort Benning, Ga., and 2d Lt. Harley D. SYBERS was assigned to Company E of the School Brigade's Infantry School Detachment there.

Pvt. Donald W. LEITH was graduated from the 20-week carrier equipment repair course at the Army's Southeastern Signal School, Fort Gordon, Ga.

Pvts. Earl B. KRUEGER and Rodney G. RIEDEL have begun six months of active military training under the Reserve Forces Act program at Fort Leonard Wood, Mo.

Army Res. Cpl. Paul A. WEINERT received summer training in transportation at Fort Story, Va.

2d Lt. Walter F. DRAEGER received the silver wings of an Air Force jet pilot at Laredo Air Force Base, Tex.

2d Lt. Ralph P. CHIODO has graduated from the Infantry School's basic officer course at Fort Benning, Ga.

Carlton H. MOSS and Kenneth J. BACHMAN were awarded the silver wings of an aircraft navigator at Ellington Air Force Base, Houston, Tex. Bachman has been assigned to Keesler AFB, Miss., and Moss to the 36th Air Division at Davis-Monthan AFB, Arizona.

1957

Doree Hawks MEIER is teaching third grade at Madison's Sherman School.

Allan ANDERSON spent the summer at the Lincoln Laboratory before enrolling in M.I.T. to study for his master's degree in electrical engineering.

Harvey LARSON is assistant to the auditor at the Aluminum Goods Co. in Manitowoc.

Henry W. SCHROEDER is technical editor at the U. S. Forest Products Laboratory in Madison.

Iowa County's new home agent is Kathleen J. RUSSELL.

Stanley R. DYBEVIK has established a landscape nursery business at Spring Valley Corners.

Dr. Ronald C. DOUGAN is interning at the Latter Day Saint's hospital at Salt Lake City, Utah.

Dale OWEN is associated with the Caterpillar Co. at Peoria, Ill.

Robert J. MEISSNER is teaching at Arlington Heights, Ill.

Douglas STEPHENSON is employed in the engineering department of the West Bend Aluminum Co., West Bend, Wis.

James W. MCDONALD has joined the Marathon Corporation, Menasha, Wis.

Thomas D. CHIKALLA has accepted a position at the General Electric Hanford Atomic Plant at Richland, Wash.

Mrs. Joe FRANK of Madison, who completed her high school education after her children were grown, completed her University work in time to graduate with her daughter Phyllis FRANK, in June.

William GREEN and his wife, Lee, es-

tablished the Madison Art Center, where they sell pets and art work, to finance his way through the University.

James L. DAVIS is a commercial engineer with Sylvania Electric Products at Salem, Mass.

Joyce LEMERE is teaching second grade at the Sherman school in Madison.

Douglas L. HARMES is teaching English in Waupaca High school.

Paul T. KITZE has joined the staff of Du Pont's Polychemicals department research division as a chemical engineer.

Military notes—Recent graduates from the Infantry School's basic officer course at Fort

Benning, Ga., include 2d Lts. Edward J. ANGELBECH, Richard E. JACOBSON, and Donald J. KAATZ; from the 12-week military orientation course at the Army Medical Service School, Fort Sam Houston, 2d Lt. James J. KOBACH; and from the Army administration course at Fort Leonard Wood, Pvt. Harland R. KLAGOS. Pvt. Kenneth B. WESTERN is taking his six months of active military training at Fort Leonard Wood. 2d Lt. Arol G. SHERWIN has been assigned to the 588th Engineer Battalion at Fort Belvoir, Va., and 2d Lt. Charles R. THOMAS participated in the Second Army Track and Field Meet at Fort Belvoir.

Necrology

Frank SCHOLFIELD '93; Chicago.

Dr. Guy L. HUNNER '93, long-time member of the Johns Hopkins faculty, in Baltimore.

William A. TURNER '93; Brandon.

Louise KINGSLEY Parke '94; Madison.

Martyn F. WARNER '95, retired West Coast manager of a Chicago insurance company, in Berkeley, Calif.

G. E. VANDERCOOK '96, former Wisconsin assemblyman and FBI agent, in Milwaukee.

David A. CRAWFORD '05, retired president of Pullman-Standard Co., former member of the board of trustees, Wisconsin Alumni Research Foundation, in Mountain Lake, Fla.

Hiram C. HOUGHTON '06, chairman of the board, Houghton State bank of Red Oak, Iowa, president of the Bankers Association of Iowa, in Red Oak.

Dr. John Earl BAKER '06, for 34 years a key figure in American relief projects in China, in World War II general inspector of the Burma Road, in Mill Valley, Calif.

Benjamin W. REYNOLDS '06, attorney, former Socialist party leader, in Milwaukee.

Zillah BAGLEY Evjue '07, civic leader, wife of *Capital Times* publisher William T. Evjue and secretary of the Class of 1907, in Madison.

Emil F. HACKER '07, in 1943; Arcadia, Wis.

Lucius E. KENNEDY '07; Beloit.

Otila SANDERS Dysland '08; Richmond, Calif.

J. Anthony JOSEY '10, Milwaukee Negro leader who founded the state's first Negro newspaper, Milwaukee.

A. J. OPSTEDAL '13, former director, State Bureau of Personnel, Madison.

Rose K. BRANDT '14, former official with the Bureau of Indian Affairs, Washington, D. C., in San Jacinto, Calif.

Mrs. Georgia C. HYDE '14, prominent Madison clubwoman, mother of journalism Prof. Grant Hyde, Madison.

Taylor G. BROWN '14, former state senator, Oshkosh mayor, in Oshkosh.

John Goodwin HERNDON '14, professor emeritus of Haverford College, one of the authors of Wisconsin's original income tax regulations, in Philadelphia.

James P. JACOBSON '14, former head of the physics department, River Falls State Teachers college, at San Pablo, Calif.

A. Carmi BROWN '15, San Diego, Calif.

Carl R. NARWOLD '15.

Raymond BILL '16, publisher, in New Rochelle, N. Y.

Mrs. Winifred L. DAVIS '16, retired UW librarian, Madison.

B. F. BORESON '17, attorney, Fond du Lac

John W. HARRIS '18, Durand, Wis.

Edmund E. BEYERS '18, Des Moines, Iowa.

Elmer A. LEWIS '19, superintendent of the House of Representatives document room, in Washington, D. C.

Thomas M. JASPER '21, former UW assistant professor of mechanics, technical consultant to the A. O. Smith Corp., in Milwaukee.

Herbert F. WECKWERTH '23, manager of the Kaukauna Electric and Water Department, in Kaukauna.

Anthony G. PRUNUSKE '25, consulting engineer, New York City.

Richard C. MEIER '25, administrator and assistant in the State Bureau of Purchases, Madison.

John E. HERCHER '26, Pulaski.

Charles O. HUSTING '28, Highland Park, Ill.

James A. WORDEN '28, director of the Worden Laboratory, vice president of Alumicore Corp., prominent wood chemist, in Portage, Wis.

Stella SZUMINSKI Vautour '28, Chicago.

Ruth STILLMAN '29, Madison, Wis.

Ruby AGNEW '31, long-time teacher at Milton Union High school, in Milton Junction.

Dr. Charles J. BRADY '31, Lake Geneva, Wis.

H. A. WIPPERFURTH '32, engineer for the Boeing Aircraft Co., in Seattle.

Hans THOMSEN '33, Menomonie.

Frederick J. GREGERSON '34, Washington, D. C.

Arthur C. BUNCE '35; Newmarket, Va.

Wilson M. OLBRICH '35, San Francisco.

Dr. Melvyn SERUM '37, Eau Claire dentist.

L. D. ENGBRETSON '38, Oshkosh, Wis.

Charlotte KIMMEL Jaeger '42, Wauwatosa.

Dr. Floyd A. SVEC '42, Los Angeles, in a traffic accident in Newhall, Calif.

James LYTLE '46, Lone Rock, Wis.

Robert A. LEE '51, Cuyahoga Falls, Ohio.

William L. FILBEY '52, in an auto accident in Winnemucca, Nev.

**A Voice
of Experience
behind the
"Voice with a Smile"**



JEAN BULLENE LENDS AN ASSIST. As a supervisor in the Garden Grove, Calif., telephone office, Jean conducts training and works with her group of operators in providing the best possible service.

Day and night in your telephone company central office there are courteous, efficient women like Jean Bullene to help handle any unusual situation, and make sure your calls go through quickly and easily.

Know-how and team spirit make Jean (Mrs. Jack) Bullene well suited for her responsible job.

She helps train new telephone operators and is ready with immediate answers to any questions that arise in connection with local and long distance calls.

She's a Voice of Experience behind the Voice with a Smile.

"I love this work," says Jean, "because I get a real feeling that I'm helping people in a very personal way. I know how important their telephone messages are and I'm proud to have a hand in keeping my neighbors in touch with family and friends here in Garden Grove and out of town."

Jean combines her telephone company work with a neighborly role in her community.

As you can well imagine, Jean never has time to be lonely. But on the subject of loneliness she has this to say: "No one ever needs to be alone when there's a telephone handy. It's so easy to keep in touch with your neighbors or friends who are miles away."

PHOTOGRAPHS BY ANSEL ADAMS



JEAN APPLIES WAR PAINT to her son as his Cub Scout den embarks on an Indian lore project. She has also worked with the Girl Scouts.

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**

