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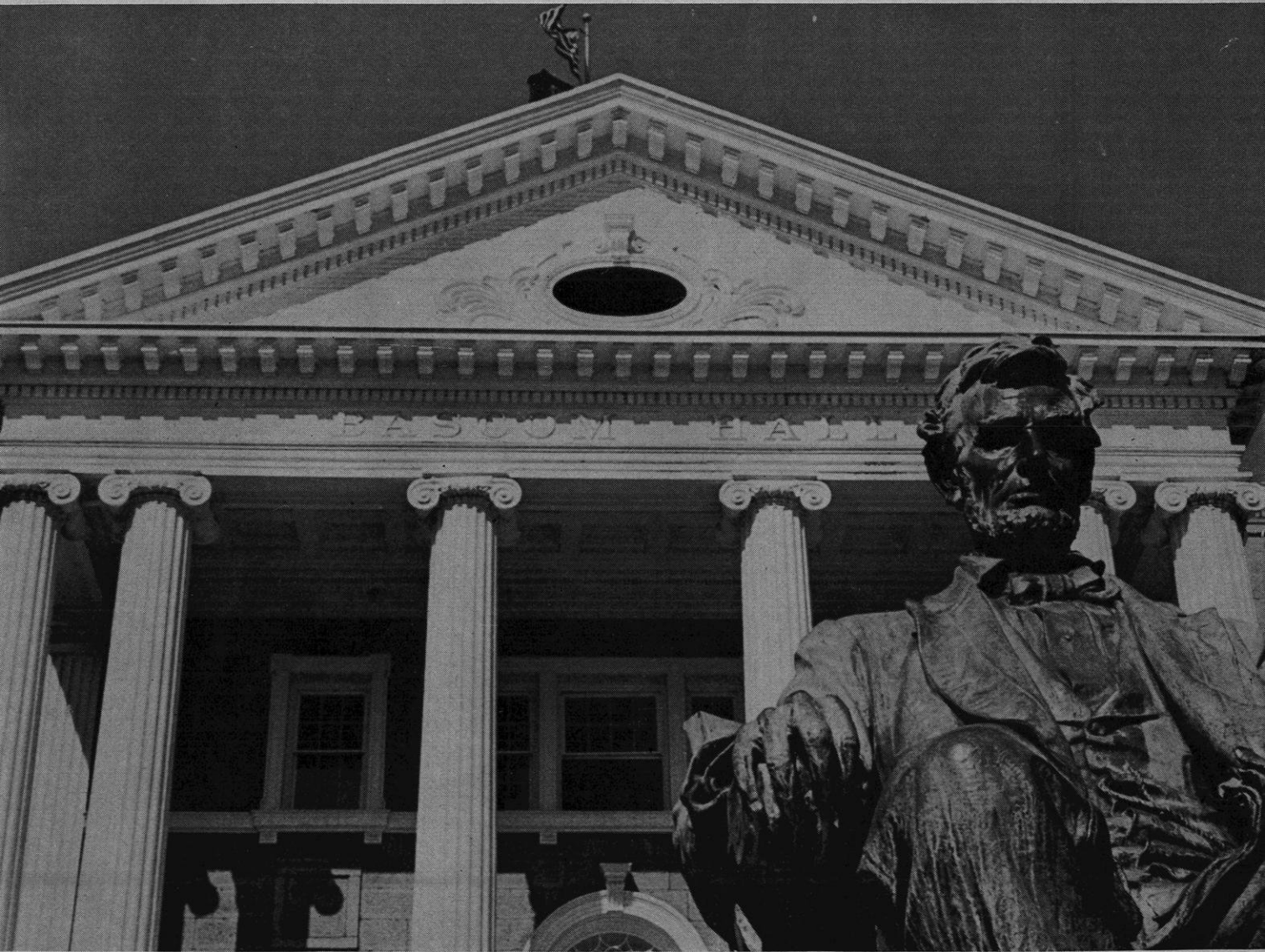
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WISCONSIN

OCTOBER, 1965

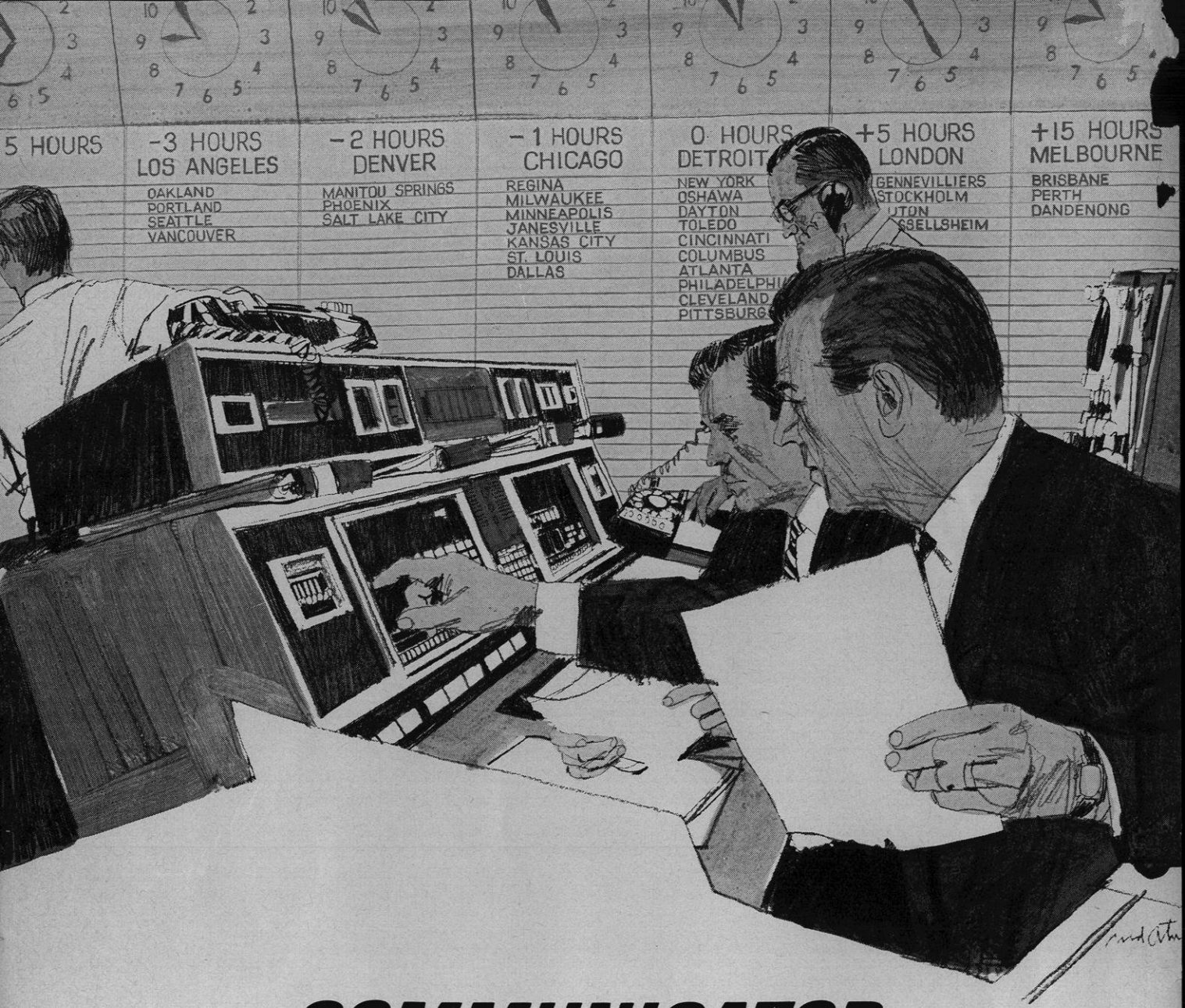
Alumnus

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Beginning a series of articles on THE CAMPUS, p...

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COMMUNICATOR

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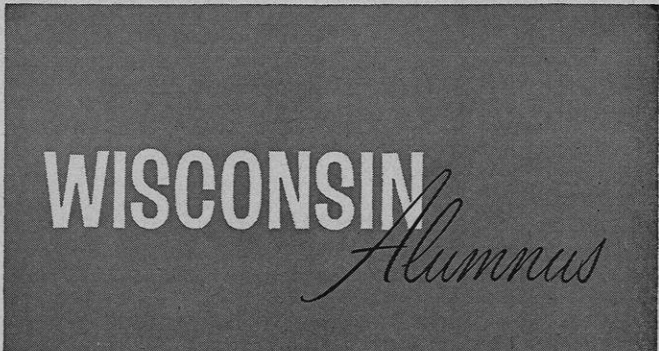
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Volume 67

October, 1965

Number 1

Wisconsin Alumni Association

770 LANGDON STREET, MADISON 6

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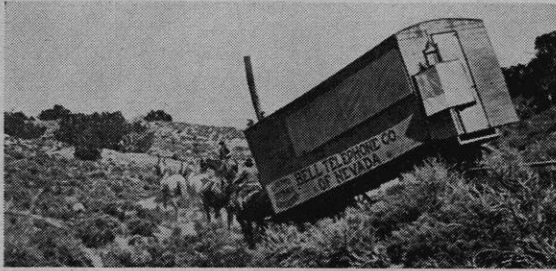
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50 years ago
 a transcontinental
 phone call took 23
 minutes to complete

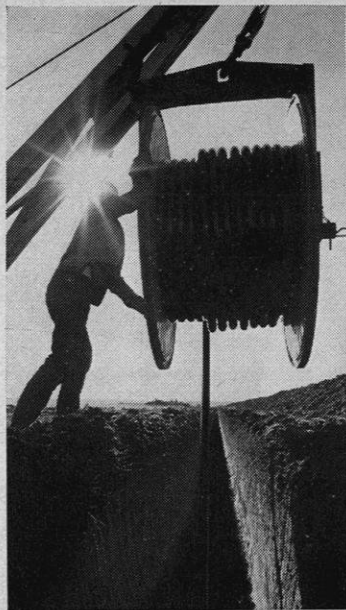


The first open wire line (linked here at the Nevada-Utah border) could carry only three calls and was vulnerable to interruptions.



Installers of the first transcontinental line had to surmount hardships of windstorm, ice and scorching heat combined with rugged country.

TODAY, WHEN YOU DIAL IT YOURSELF, THAT SAME CALL
 GOES THROUGH IN ABOUT 25 SECONDS (and costs about one-tenth the price)



One of our newest routes is a blast-resistant cable that can handle over 9000 multi-channel conversations.

Telephone service has come a long way since that historic call in 1915. It has grown in scope from 9,000,000 phones and a single open line spanning the continent to 88,000,000 phones and a huge network of several hundred thousand channels including 24,000 that cross the continent, via several different routes, from the east to the west coast.

Accomplishment has been the keynote since the first coast-to-coast telephone call. Improvements in local exchanges and Long Distance circuits have led to better and more efficient telephone service.

These developments have been effective in reducing the cost of calls. Fifty years ago, the cost of a three-minute call from New York to San Francisco was \$20.70. Today, that same call costs you as little as \$1. (Rate for 3-minute, station-to-station call, after 8 P.M. and all day Sunday, plus tax.)

And still the future is full of promise. New phones will be introduced, technology will be improved and advances made that will open up a whole new world of communications.



Today, 30,000 calls a day are completed quickly and easily between New York and the west coast and Long Distance is truly "the next best thing to being there."



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ON WISCONSIN

by Arlie Mucks, Jr.
EXECUTIVE DIRECTOR



YOUTH.

Whether we are willing to acknowledge it or not, this is the era of the young. The Pepsi generation has assumed command from the Lost, Depression, and Silent generations as our society continually rocks and rolls to a new and vigorous beat.

The preponderance of youth in our society becomes most obvious to us each fall when the Madison campus throbs with the influx of students returning to the University. Relentlessly they come—this year there are nearly 29,000 students here in Madison. We expect to have an overwhelming enrollment of 40,000 by 1970.

In addition to the normal economic and social implications inherent in this tidal wave of youth, we must consider their eventual significance as far as alumni work is concerned. Each year, we add roughly 5,000 graduates to our roster of Wisconsin alumni.

These new alumni, by their sheer weight of numbers, and because they are receiving an outstanding education at an accelerated rate, will soon constitute the most demanding segment of the University's alumni public. We hope that an increasingly large percentage of these future alumni will choose to show their continuing interest in the University through membership in the Alumni Association.

However, there is no guarantee that they will. There is no assurance that they will automatically enlist in the ranks of loyal alumni. That is why we must keep attuned to the youth of our country—not in the sense that we hope to appeal to their most superficial and whimsical tastes, but because we want and need to understand their aspirations, their assessment of a society that is not quite theirs.

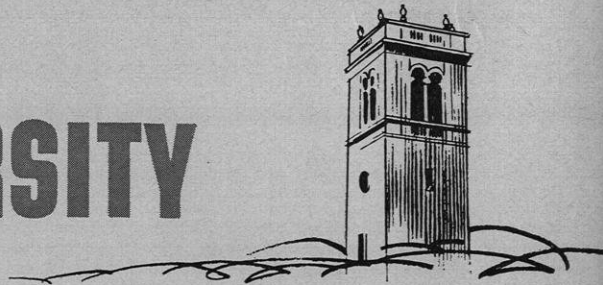
If there is a lesson to be learned from last year's riots on the University of California's Berkeley campus, from the recent *Cardinal* controversy and the Viet Nam protestations on our own campus, it is that today's youth are not completely enamored with the legacy we are providing them. These students instinctively rebel against the brave new world that we have built for them.

Some of the student action has been irresponsible and rightly condemned as such. Yet much of the unrest among our students of today is an indication that something is glaringly wrong with our world in general and our approach to education in particular.

Those of us who feel that we are beyond listening to the periodic protestations of the young will ultimately forfeit our right to leadership. Those of us who feel that our young people are the primary means for continuing our way of life must modify some of our traditional approaches to dealing with people and events. If our Alumni Association, and indeed our democratic society, is to continue to flourish, we must accurately read the way the winds of change are blowing and, wherever practical, be willing to adjust our concepts to make way for change. We must be willing to take our positions on the firing line.

To put it in the jargon of today's youth, we have to be "where the action is".

ABOUT THE UNIVERSITY



Record Budget Approved

THE REGENTS have adopted a \$130,826,975 operating budget for all campuses in 1965-66, larger by \$18 million than the University's 1964-65 operating budget.

Of the total budget, about \$51 million will come from state tax funds, \$79 million from fees, earnings, gifts, grants, and other sources.

Included in the increase is more than \$10 million required to teach additional students and handle other workload and fixed-cost increases. About \$4.5 million is in functions supported by contracts, gifts, grants, and the earnings of residence halls, unions, and intercollegiate athletics. The budget includes nearly \$2.7 million in faculty and civil service salary improvements and less than \$1 million in program improvements.

President Fred Harvey Harrington, recommending the budget to the Regents, said that while funds available for faculty salary increases—4.5 per cent of the current salary base—may well drop Wisconsin's salaries in national and Big Ten competition, the legislative provision for increasing civil service salaries, which in the University budget amounts to a 6 per cent increase over the current base, will help the University in a major way.

He said that the full impact of legislative provision for the University in the next biennium cannot be appreciated without considering the important help provided by funds for sorely needed construction.

Dr. Harrington reported that state funds made available for property purchase, building planning, and construction in 1965-67 total \$52,780,000, including \$400,000 for plan-

ning two new junior-senior campuses in the Fox Valley and Racine-Kenosha areas. In addition, he noted that \$9 million in state funds are provided for University Hospitals construction in the biennium.

In the 1965-66 operating budget adopted by the Regents, the major increase budgeted, almost \$8 million, is for instruction, student services, and student aid. A \$2.9 million increase is budgeted in research, most of it from gifts, grants, and contracts; and a \$1.3 million increase is budgeted for adult education and public service, paid for in part by a higher percentage of self-support in these functions. The increase for libraries is \$790,408.

The Regents approved student fee changes recommended by the legislature which will increase Madison and Milwaukee campus academic year fees this fall \$20 for residents of Wisconsin, \$50 for non-resident undergraduates, and \$100 for non-resident graduate students; and decrease University Center fees by \$90 for residents and \$450 for non-residents.

The operating budget is based on the highest enrollment expectations in the University's history: 29,660 on the Madison campus, 12,685 at Milwaukee, including evening school students, 4,255 at the University Centers, a total of 46,000.

Of the total salary increases budgeted, \$1,800,000 will go to the faculty, \$876,741 to civil service employes. The civil service increases, as provided by the legislature, are the normal step increases for 80 per cent of eligible employes and adjustments to the new state-wide pay plan. The legislature designated that of the 4.5 per cent faculty salary

increase, 1.125 per cent be used for across-the-board increases for tenure faculty, the remainder for merit.

When both the across-the-board and merit increases are combined, estimated average academic year salaries under the budget are professor, \$15,161; associate professor, \$10,976; assistant professor, \$9,009; instructor, \$7,309; new half-time teaching assistants, \$2,970; experienced, \$3,060; half-time research assistants, \$2,385. Salaries for 12-month appointments average about 22 per cent above those for academic year appointments.

Highest salaries, under the new budget, are paid to Pres. Fred Harvey Harrington, \$39,500; Vice Pres. Robert Clodius, \$31,250; Vilas Prof. Kenneth Setten, \$30,000; Madison Chancellor Robben W. Fleming, \$29,000; Milwaukee Chancellor J. Martin Klotsche, \$28,000; Prof. Har Gobind Khorana, Enzyme Institute, \$27,800; Prof. Mervin E. Muller, director of the computing center, \$27,666; all on a 12-month basis.

Comparable high salaries on an academic year basis are paid to Profs. J. Barkley Rosser, mathematics, \$24,000; Donald W. Kerst, physics, \$23,400; R. H. Bing, and Stephen C. Kleene, both mathematics and both \$23,000; Raymond G. Herb, physics, \$22,560; and Harry F. Harlow, psychology \$22,500.

Establish Water Resources Center

AWATER RESOURCES Center for the state of Wisconsin has been established at the University of Wisconsin.

The center has received funds under the Water Resources Research Act of 1964 which provides for the establishing at land-grant colleges or universities of each state a Water Resources Center. Aim of the centers is to help solve the water problems of each state and the nation as a whole. Research, special services, and training courses will be carried on at the centers.

Prof. Gerard A. Rohlich, professor of civil engineering and associate dean of the University's Graduate School, internationally known for his work in hydraulic and sanitary engineering, is director of Wisconsin's Water Resources Center.

Some of the funds for the center are provided by the federal government. The University has been given \$52,297 for the current fiscal year, and is eligible to receive \$87,500 for 1965-66, and \$100,000 annually thereafter for support of the center's work in Wisconsin.

The center has been established within the Graduate School upon recommendation of the University's Water Resources Committee. The 13-member committee represents various departments of the University in Madison and Milwaukee.

Located in the new Engineering Building on the Madison campus, the center will coordinate and sponsor research and instructional programs in water resources on both the Madison and Milwaukee campuses as well as at the University Center campuses throughout the state.

Wisconsin's new Water Resources Center will plan, propose, and guide interdepartmental research on water; will seek to improve and develop graduate programs dealing with the physical, chemical, biological, economic, and legal and social aspects of the water resource; and will render a service function through publication and supplying of water research findings to governmental and non-governmental organizations.

Discussing the functions of the new center, Prof. Rohlich explained it will prepare, receive, and review research proposals and reports outlining needed interdisciplinary re-

search in water, and on the basis of these and through research conferences and in other ways stimulate such research throughout the University.

The center will give special attention to the water problems and needs of Wisconsin and will extend liaisons with state agencies and those of the federal government working in Wisconsin so that interdisciplinary problems and projects may be identified. The center is interested in water research in the broadest sense, without geographical limitation, Rohlich said.

*Joint Groundbreaking
Ceremonies*
Alumni House
and
Elvehjem Art Center
*to be held on the
Lower Campus
October 23, 1965
at 10:00 a. m.*

More Freshmen Continuing

MORE AND MORE freshmen starting their work on the Madison campus continue their second year of work here, the ratio climbing from 65.4 per cent for freshmen entering in the fall of 1948 to 71.6 per cent last fall.

The pattern of student attendance was studied by Prof. L. Joseph Lins, coordinator of institutional studies at the University, and his project assistant, Allen P. Abell. Another report to follow will survey the students who left the University and did not return to obtain a degree.

"This compilation (of returning freshmen) shows a steady climb," Prof. Lins said. "Wisconsin shows up very well. No school has 100 per cent, of course, but we rank right up among the leaders."

The progress of 2,817 students who first registered on the campus in September, 1958, was followed by the researchers for 12 ensuing semesters.

Prof. Lins and Abell also cited these findings:

Twenty-five per cent of the stu-

dents were away from Madison for at least one semester but returned to continue work toward their degree. At least 50 per cent of all freshmen enrolled receive a degree here, a high percentage when compared with other comparable institutions of higher learning. Many of those who do not complete their education here go on to other schools for their degrees.

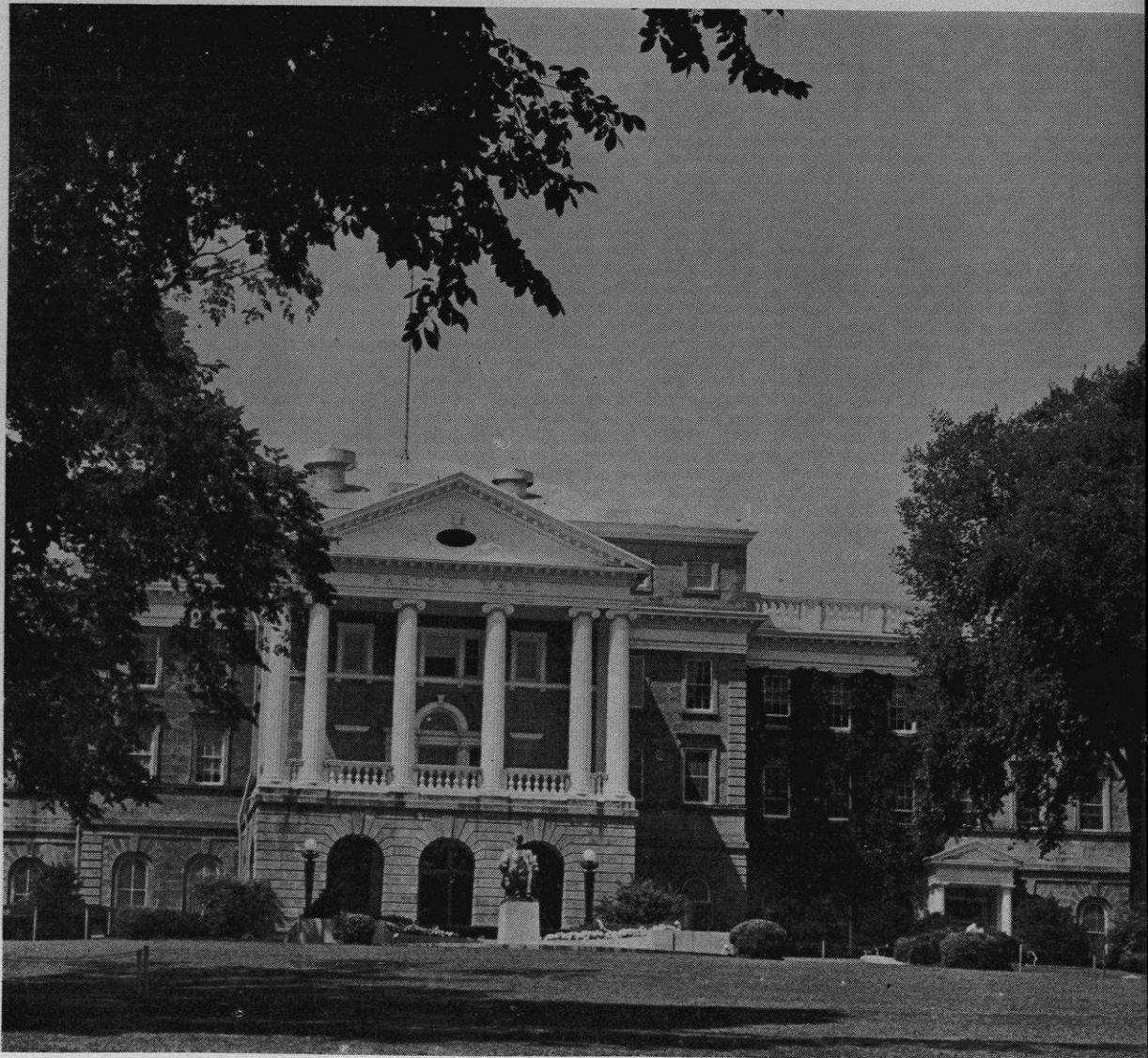
The biggest drop in enrollment is between the second semester of the freshman year and the first semester of the following fall. Almost 29 per cent of the students who came here as freshmen in 1958 went on to earn a degree in eight consecutive semesters. Some programs require 10 semesters for completion.

Progress toward the degree over a period of time is increasing. Among those still registered as undergraduates during their respective eight semesters, a higher percentage of the 1958 freshmen (86.2 per cent) had attained senior standing than of the 1948 new freshmen (81.7 per cent).

Prof. Lins and Abell noted that "academic, transfer, financial, or personal reasons cause many students to interrupt their education for a period of time, or give it up completely." Over half of the new 1958 freshmen left the University at least once before registering for the fifth semester after entrance.

"Students who persist to early graduation have a tendency to earn higher average grade-point averages with successive semesters registered," the researchers said. They also found that "students receiving degrees have a general tendency to take those degrees from the college or school in which first registered. A notable exception is the College of Letters and Science which registers pre-commerce, pre-education, and pre-pharmacy students as freshmen."

A higher proportion of men than of women receive degrees (51.2 vs 46.0 per cent), but women on the average who receive degrees do so in less calendar years than is true for men. The women graduated also tend to maintain a higher grade-point average.





THE CAMPUS

has always occupied a sacred spot in the hearts of University of Wisconsin alumni. From the Lower Campus to the summit of Bascom Hill, the shores of "Fair Mendota" to Picnic Point, nature has provided the University with a propitious setting in which to establish an institution of higher learning. But man has not always planned wisely or well. The growth of the University has produced an indelible imprint on the profile of the campus and the end products of this growth have not always been enthusiastically received. Beginning with this issue, we intend to explore the outward features of the campus, to explain the ambitious building program that has affected the development of the campus, and to evaluate the relationship that exists between the University and the City of Madison. One thing is certain at this point—the campus will continue to change in direct proportion to the demands that are placed on the University, and now, more than ever, the administration senses the need to preserve and enhance the bountiful setting that nature has provided for the University of Wisconsin campus.



The Campus: Let's Keep it Beautiful

by Fred O. Leiser '02

Everybody needs beauty as well as bread; places to play in and places to pray in, where nature may heal and cheer and give strength to body and soul alike.—JOHN MUIR, ex U.W. 1864.

In cloud-land or the land of dreams,
Bathed in golden atmosphere!"

WHO AMONG US—the alumni of the University of Wisconsin—could have selected a more suitable spot for our university than did the few men who, in 1848, chose this wonderful location with "its hills to climb and the will to climb them?" What *is* the Madison of today *was* then but a charming wilderness of hills and shoreline set among a chain of beautiful lakes. So beautiful were these inland waters that Poet Longfellow was lead to pen memorable lines to express his appreciation of what, afterward, came to be known as the "Four Lakes Country."

Truly, there are few campuses in the entire country upon which nature was so lavish. It has been my good fortune to visit many of the colleges and universities of this land and I have seen none which were more richly endowed with natural beauty than that which was your and my privilege to enjoy during our college years—some of the happiest of our lives.

Geologists tell us that it was a mighty glacier from the north, approximately 11,000 years ago, which covered and reshaped the area around Madison. Sediment and debris from the glacier dammed up certain sections of a valley which resulted in the formation of what we know now as beautiful and fair Mendota. It was the same glacier which left a solid moraine of rocks and soil jutting out a mile into the lake which someone, with great fitness, chose to name Picnic Point. The University, several years ago, fortunately obtained possession of this stretch of hallowed ground. May each succeeding student generation vow that this strip shall never be lost to our Alma Mater and to the people of Wisconsin. Again, nature was generous with us when it deposited the high ridge upon which stands our old observatory, and left Chamberlin Rock there. This giant granite boulder ever tells students and visitors of earth shaping happenings of eons ago.

"Four limpid lakes—four Naiades
Of sylvan deities are these,
In flowing robes of azure dressed;
Four lovely handmaids, that uphold
Their shining mirrors, rimmed with gold,
To the fair city in the West."

.....
"Four lakes, serene and full of light,
Fair town arrayed in robes of white,
How visionary ye appear!
All like a floating landscape seems

Is it any wonder that members of each succeeding

class leave our campus with deep and continuing appreciation for its abounding beauty? It was so with members of our class—that of 1902—who, due much to the influence of Mary Adams, wife of the then president of the University, saw it as the opportunity, as well as duty, for present and future administrators to seek to enhance the attractiveness of the entire campus. Our class has since sought to keep in touch with University officials, especially during the past twenty-five years, to encourage them ever to take steps which would emphasize the importance of aesthetic values in all programs of campus development.

But as we look back over the years, we can see that some costly errors have been made in our planning. Often have we ignored the age-old admonition that it is ever better to work *with*, rather than *against*, nature. Had we observed this timely warning from the beginning of our great university, we likely would not have now a great discrepancy in types of design and sorts of material in our various structures. Buildings like Bascom Hall, North and South Halls, and those for Home Economics and Mechanical Engineering, both in design and color of materials, are by many thought pleasing to the eye. Each of these is simple in design and pleasing in color. We never grow tired of seeing them. Can we say the same of a number of other buildings?

Upon another but not unrelated matter a noted alumna, Bernice Fitz-Gibbon '18, upon a visit to Madison and her Alma Mater, regretfully observed that "the University is steadily replacing trees and lawns with parking lots." Sometimes I fear that we alumni and faculty have become somewhat indifferent to retaining the beauty of the campus we inherited.

It would, indeed, be a source of interesting information to know how many of us—busy alumni or concerned faculty members—have, over the years, been giving serious attention to the aesthetic values of the campus of which we all are justly proud. Lacking a count of the faculty we would like to mention a few who, in our time, were classed among those who took real interest in making and keeping attractive the entire University area. We remember some of these: W. A. Henry, Harry L. Russell, John M. Olin, E. S. Goff, Stephen M. Babcock, and later Aldo Leopold, A. F. Galistel, and Conrad A. Elvehjem. And were we able to make a count of alumni, I fear that we would be startled at our unexpressed concern for the beauty of our noted campus.

In the year 1861 the Board of Regents gave orders that, "hereafter no person whatever shall be allowed to pasture any . . . horses or other animals in the university grounds." Little did these men imagine that a hundred years later we would be faced with the knotty problem of "mechanical horses" cluttering the campus area. At the present time the most criticism heard from alumni and others who have occasion to visit the campus, is on its congestion in traffic and the over-parking of cars. One alumnus who attended his class reunion in June, 1964 and who had not been back on the cam-

us for fifteen years, may have voiced the thought of many of us when he remarked: "I took a walk around most of the campus and was amazed to see so many areas occupied by cars."

A report to the faculty on December 7, 1964 revealed that there were available on the campus over 5,700 spaces for parking cars. In this same report were included 60 on-campus lots of varying sizes. The largest of these is lot 60 off Walnut Street. Its operation, with the attendant cross-campus bus service, has been a great convenience. Even so, there are 60 parking areas—that is a lot of parking lots. And these are creating real problems. As much as we realize that the automobile is a machine of great utility and convenience, we cannot and we must not allow it to smother more important features on the campus. We all realize, I am sure, that too few of us want, nowadays, to walk even a few blocks, so accustomed have we become to the convenience of cars. Another partial solution, of course, would be the erection of at least two ramps in strategic locations on, or bordering, the campus. According to James V. Edsall, university planner, other state universities have not thus far succeeded in getting the state legislatures to provide funds for building ramps. Is this not an open door and a real opportunity for some alumnus to invest in building needed ramps? What a fitting memorial this could be!

In this connection it would not be out of place to mention what appear to be menacing obstacles hampering the desired beautification of our campus:—

- the old marine laboratory at the foot of North Park Street, blocking the view of one of the finest bays on any campus in the country;

Chamberlin Rock



- the "rabbit jungle" below Washburn Observatory, obstructing attractive views of the lake;
- the antiquated boathouse, back of the Armory, occupying precious space for green lawn; and
- the "sea of cars" between the Union and the Armory detracting much from the beauty of the entire Lower Campus.

The University administration has had in mind for some time the correction of many, and possibly all, of these disturbing features. As soon as the Old Armory is razed, the plan for a mall between the Union and the Wisconsin Center Building is to become a reality. Plans are also in their final stages to improve greatly the Lake Mendota shore line from in front of the new Alumni Headquarters at the foot of North Lake Street to the Limnology Laboratory at the foot of the former campus ski slope. In the autumn of 1964, Prof. Edsall was secured as the university planner. With his staff of architects, engineers and other assistants, the Univer-

Picnic Point itself. This campus area (#3) will also contain such features as tennis courts, baseball diamonds, and space for other outdoor recreational pastimes.

We are told that to be able to make all of these improvements money is involved. In most cases, the State Legislature would have to make the necessary funds available before construction could proceed.

We are constantly reminded that there is a distinct place for more sentiment and tradition in planning the development of our beautiful campus. To understand what I mean, in part, visit Washington D.C., walk into the halls of our national capitol and see some of the memorials that make you feel proud of your country. You will be impressed and moved by the sight of statues or busts of such patriots as George Washington, John Adams, Thomas Jefferson, James Madison, Henry Clay, Daniel Webster, Robert M. La Follette and many others who have served their country well. Similarly, our University has many alumni whose

The overlook on Muir Knoll



sity is now well equipped to proceed in the expansion program, including the selection of materials and location of any new buildings in harmony with the beauty of the entire campus.

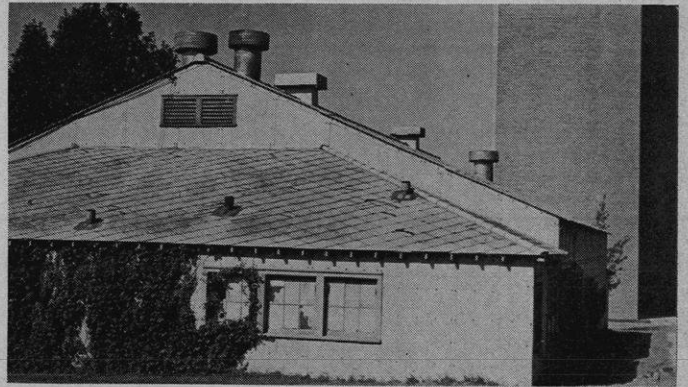
THE PRESENT campus is composed of three units: the Lower Campus, the Upper Campus, and the space once called the university marsh which, for many years, was used in crop production by the College of Agriculture. However, this whole area was set aside a few years ago for other campus purposes. Part of this space is being used as lot 60, capable of accommodating as many as 1635 cars. This space is to be increased to accommodate as many as 2000 cars. For those who wish to walk into the Picnic Point area, a space has been reserved at the base of the Point for parking cars. Happily, no cars are to be allowed on

names should never vanish from our sights. We do have some memorials in parts of our campus, but there is room for more if such be well deserved and suitably located.

But let us look at what can be done to bring about some of the improvements we have suggested. When some of us were students here back in 1900, the Lower Campus was used as a parade ground for military training. Phil King, then our football coach, also used this space for rehearsing football maneuvers. In the winter, hockey was played in front of the Historical Library. Here, on this same ground, many class battles were fought between the freshmen and sophomores. And how can we forget those quonset huts which occupied favored positions on the Lower Campus for a period following the second World War? There were many sighs of relief when finally the huts were removed.



Not all of the campus is a picture of sylvan beauty, an example of architectural brilliance. The above view of the rear of the Education Building flanks the drive up the Hill to Muir Knoll; certain temporary buildings (like the one at the right) still dot the campus; and the automobile encroaches upon much of the space that could be used to take full advantage of the University's natural setting.



Yes, that whole area might easily have become a place for the parking of cars had not loyal and farsighted alumni, faculty, and other citizens been less resolute.

In contrast to these former developments, consider what a spot of beauty the Lower Campus has now become. It is flanked on the east and west by imposing looking library buildings. It contains needed and convenient cross-walks with a symbolic fountain in its center. Its full attractiveness is further enhanced in the spring and summer with appropriate shrubbery and delightful flower beds. It gives warm welcome—especially in June—to returning alumni who are often tempted to stop and view the whole scene, being grateful for the pleasant changes which have been made.

Even if the following ditty from an alumnus may fall short of poetic standards, I nevertheless am quoting it for it contains real connotations:

“Ashes to ashes and dust to dust
Keep our campus green or we'll go bust.”

Many alumni who have deep affection for their Alma Mater have noted that much less green grass is in evidence on the campus now than forty years ago. Would not a good slogan for us all to adopt be:—LET'S KEEP OUR CAMPUS GREEN? Naturally, with the increased parking of cars, even the Upper Campus has been shorn of some of its green. And this is true in several other sections of the campus. For several years we have been assured that the space, now occupied by cars between the Union and the Armory, would be replaced with a green mall after the Armory is razed. Likewise have we been assured that the old marine laboratory at the foot of North Park Street would be removed as soon as the new Limnology Building was completed.

In the year 1857 the Board of Regents formulated

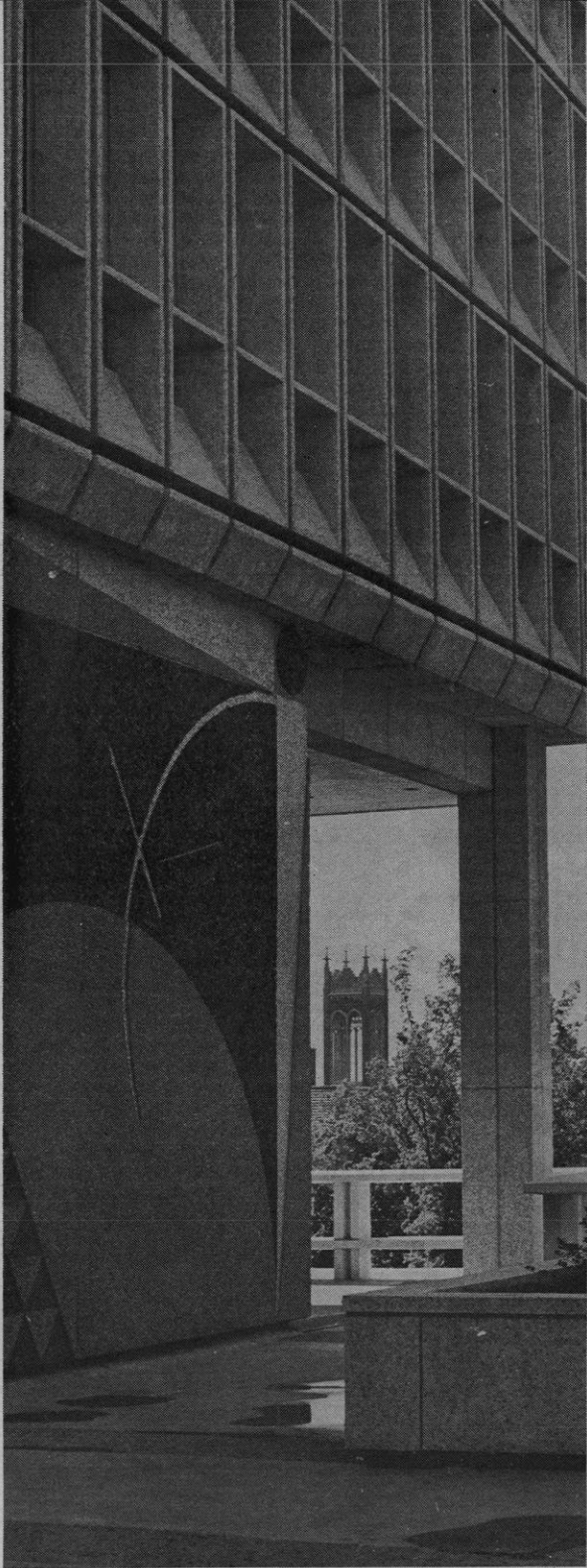
a declaration of policy to guide the building committee in the future. The minutes of the meeting are recorded as follows: “due regard should be had in the design, adapted to architectural proportion, beauty, and peculiarity of site. The building should fit the ground and be in harmony with its surroundings.” It is only a trifle over a hundred years since this wise policy was adopted. It is very doubtful, however, if any of the keen men who laid the groundwork for the institution ever dreamt that by 1965 the University would show an enrollment of 27,000 students. Not only that, but also that provision would be needed for buildings and a teaching staff to meet the needs of this greatly increased number of students.

Great vigilance must be taken and extraordinary care be given if we are to retain and maintain what many alumni willingly agree is the most beautiful campus in the nation. To attain this end there should be active cooperation not only of the students, but of the alumni and faculty as well.

We all must be aware currently that not only Wisconsin but the whole nation is, today, in a mood for beautifying our highways, open space, and cities. It was ex-governor Gaylord Nelson who, in 1961, received the support of the Wisconsin Legislature to adopt a ten year program to clean up the state, to expand our park areas, to make our main highways more delightful to travel, and to increase our forests and lakes. On January 4, 1965, in his message to Congress, President Lyndon B. Johnson stated that we must move ahead in beautifying our cities and our countrysides throughout the entire nation. The whole matter of beautifying is in the air and we of the University of Wisconsin should be among those who lead. We have a splendid base to build upon.

The Library Mall on the Lower Campus

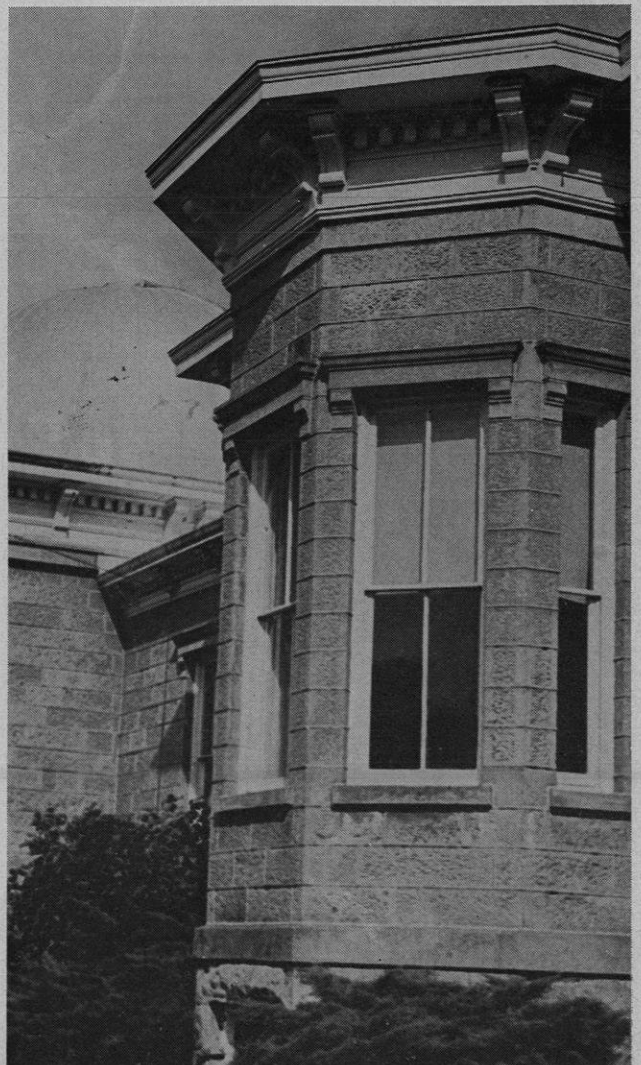




Van Vleck Hall

Textures

form an endlessly fascinating campus pattern. The contrast is sometimes subtly, sometimes strikingly varied throughout, and the range is from classic to modern. One obvious example of the textural contrast can be seen in the Gothic tower of Luther Memorial Church framed by the sleek, modern patterns of Van Vleck Hall in the picture at the left. A study of the surfaces of the buildings on this page and the following two further points up the contrasting textures apparent on the campus.



Washburn Observatory



Bascom Hall

North Hall

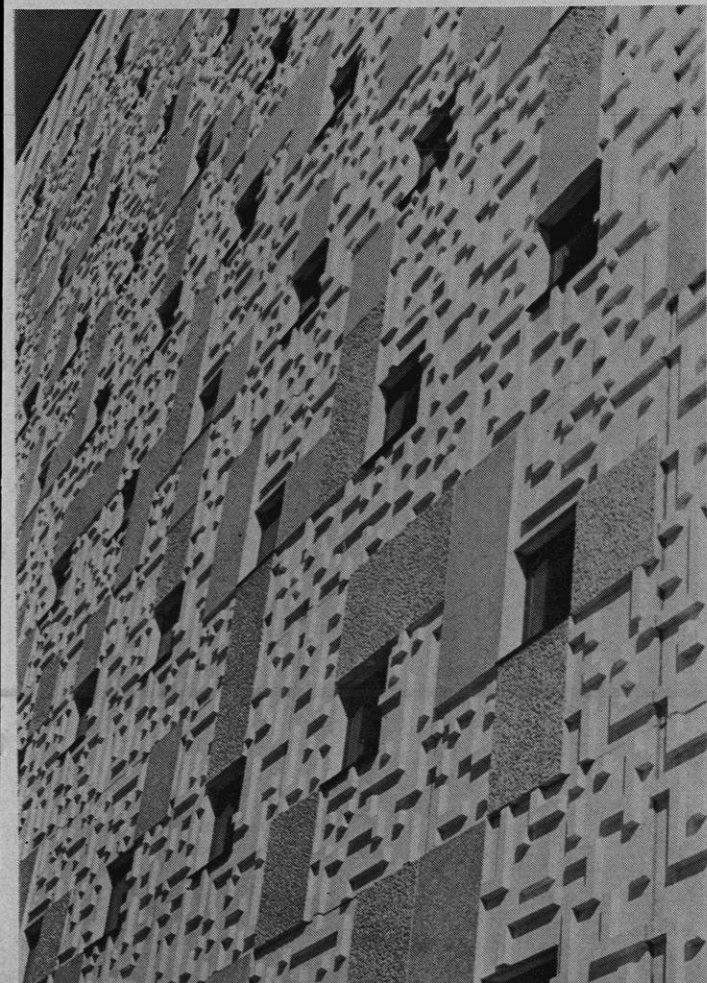


more campus textures

Van Vleck Hall



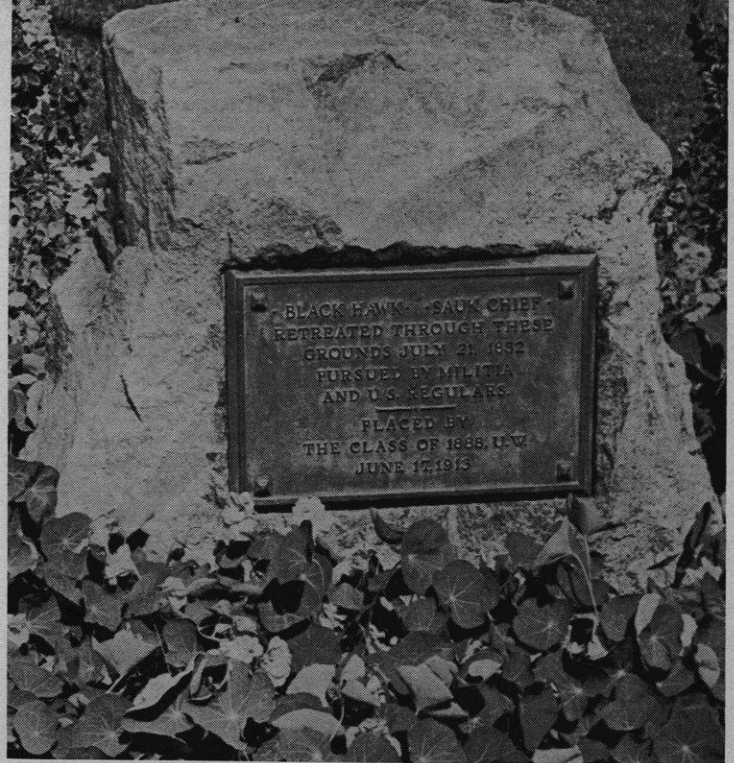
H. L. Russell Laboratories



McArdle Cancer Research Institute

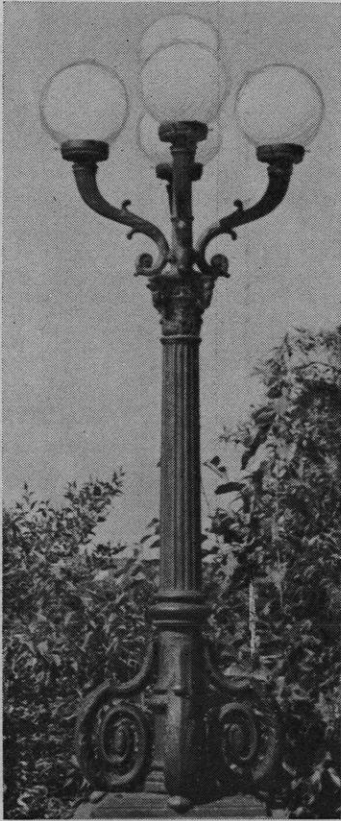
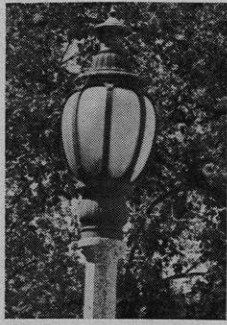
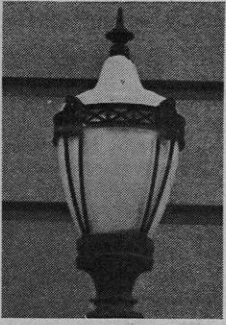
History

both geologic and man-made, is apparent at various locations on the campus. This monument, erected by the Class of 1888, commemorates the fact that the Indian chief, Black Hawk, passed over the campus during his flight from federal troops in 1832.



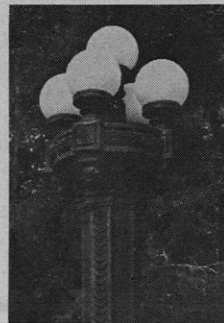
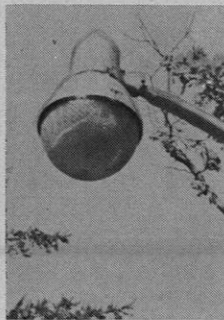
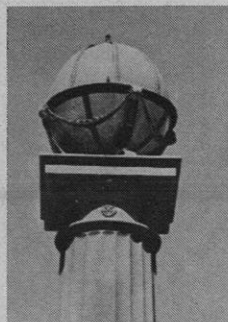
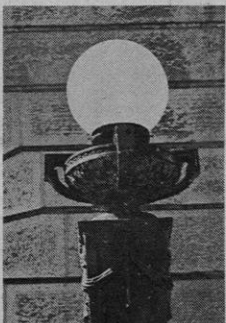
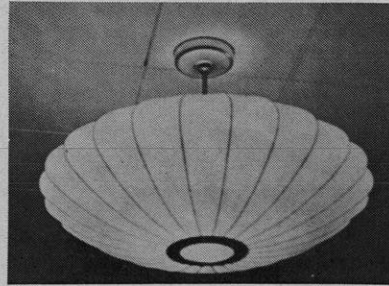
The Wisconsin seal and "W" provide an interesting decoration at various points on the campus.





Lamps

in all shapes and sizes decorate the campus and reveal a hint of the prevailing architectural style during a given period of the University's development.





John Hadsell and Roy Fingerson, who worked on the alumni records conversion, are pictured here in the University's Data Processing Center.

More Concentration on the Individual

THERE MAY BE something particularly impersonal about a data processing system, but to those who deal with large lists of names, the system is a blessing.

Ironically, in this highly impersonal age, data processing provides more selectivity, more concentration on the individual than was previously possible. And all of this in an amazingly short period of time.

Let's take a particular example. Suppose the Alumni Association wants to make a mailing to all the pharmacy graduates in its files, or just to the female pharmacy graduates in Muscatine, Iowa. Under the previous record keeping system, members of the Alumni Records Office staff would have had to go through some 180,000 cards to "sift and winnow" out these graduates. Once they had identified each graduate, they would have had to type

up an envelope for each. This, of course, would have been a near impossible job.

Under the new data processing system, however, it takes only a matter of hours and sometimes just minutes for a computer to search through a tape and make the selection of these alumni.

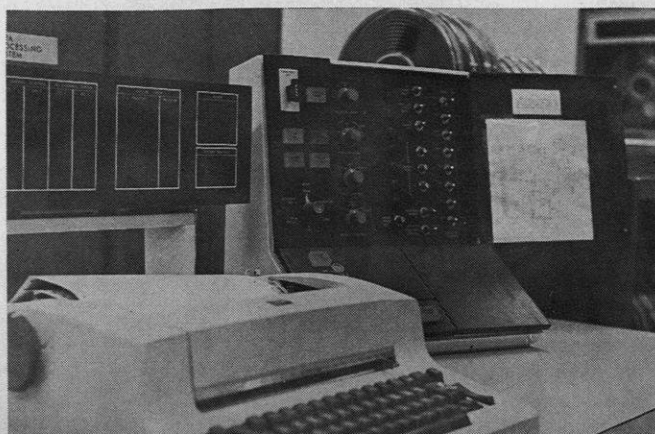
In the past, the alumni lists were on metal plates stored in two huge banks of files. Many of these plates were destroyed in a fire that ravaged the Journalism Building in August. Fortunately, the alumni list had been transferred to magnetic tape earlier in the year. This list—composed of 113,000 UW graduates—is now contained on two rolls of magnetic tape, each no larger than an ordinary long-playing record.

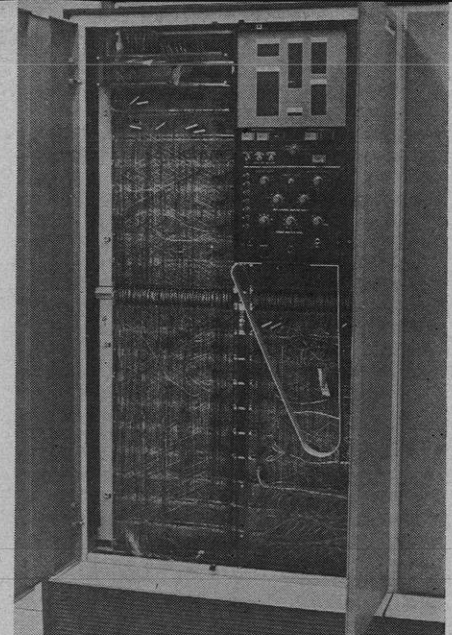
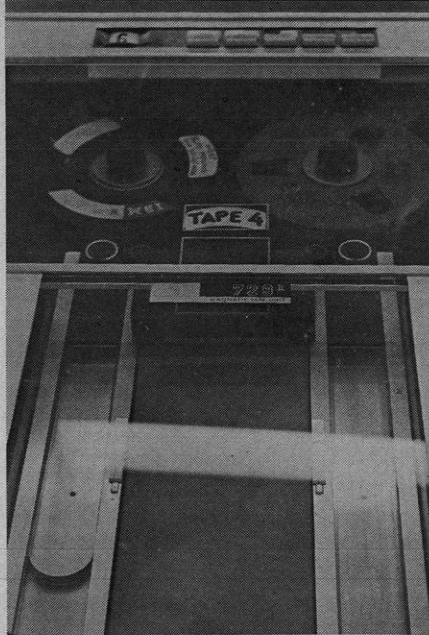
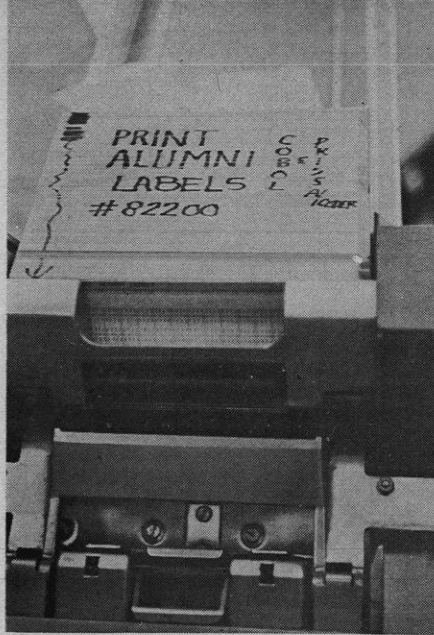
The conversion of the alumni records from metal plates to mag-

netic tape took place over the past nine months and the system has been in operation for over two months. Roy Fingerson, assistant registrar, and John Hadsell, systems coordinator, of the University Registrar's Office supervised the conversion process which involved transferring the University's file of living graduates from the address plates in the Alumni Records Office directly to magnetic tape. The magnetic tape can store complete information on 25 alumni within six inches of tape; one tape contains approximately 57,000 alumni records.

When the tape is run through a computer, it can select one or any combination of the following: membership in the Wisconsin Alumni Association; membership in a WAA constituent society; graduate status; undergraduate degree and year;

At the console control station, the typewriter and the bank of switches provide a means of communication between the operator and the brain of the computer. The picture in the center shows the alumni addresses being printed out by the computer and the photo at the far right shows key punch operators punching address changes on cards which will be fed back into the computer to make changes on the tape.





The program of punched cards (left) is fed into the computer where it instructs the machine to select and print the appropriate alumni lists. The roll of magnetic tape is then sent through a tape drive unit (center); each of the two alumni tapes contains approximately 57,000 records. The myriad of wires in the computer's core memory unit (right) constitute the machine's brain.

college within the University; degrees and/or majors; geographic location; and other factors pertinent to Alumni Association or UW Foundation operation.

From a practical standpoint, the new system is most helpful to the everyday operation of the Association. One example is that the computer now handles both the renewal and solicitation billings for the Association and the renewal billings for its constituent societies. The September renewals for Association membership were accomplished in an hour and a half. Formerly, the completion of this job took two members of the Association working full time for two weeks. Where it would take the Records Office staff weeks to read through the file, the computer can scan the entire list of 113,000 UW graduates in 45 minutes.

The same procedure is used in securing each alumni list, whether it be the monthly running of labels for the *Wisconsin Alumnus*, or the running of a special list of local alumni for the Denver Alumni Club.

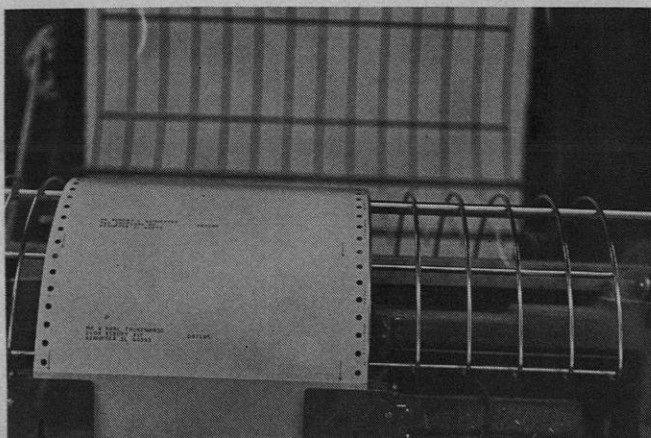
The two alumni tapes are installed on a tape drive machine. The particular program which instructs the computer what to do is fed into the machine. At that point, a machine operator, working at a console control station, feeds instructions into the computer's core memory bank. The latter is the actual "brain" of the computer and contains a complex myriad of wires and circuits. The computer, following the programmed instructions, then selects the names and addresses it is to print at this particular time. This information is transcribed onto continuous forms, inserts, or labels by a printer that can print at a speed of

600 lines per minute, providing legible and up-to-date addresses.

Once the lists, labels, etc. are printed, they are put to their specified use.

Each month, the alumni tapes are brought up to date. The Alumni Records Office staff, under the supervision of Mrs. Edith Knowles, continues to maintain the basic file of graduates and periodically sends over change forms to the Registrar's data processing department. The changes are made on a key punch machine and then fed into the tape where the corrections are made.

Through this new and efficient system, the Association is planning to expand its services to alumni, to put modern technology and an impersonal machine to work, leading to a more personal touch in communicating with Wisconsin graduates.



Rugby: A Game for Hooligans Played by Gentlemen

by Joan Collins

MMUSCLE-BOUND knots of 16 rugged men knocking their heads together is becoming a familiar scene on playing fields around the University of Wisconsin. At first glance, it looks like a football game run rampant.

The sport the men are playing is rugby—a game requiring sheer stamina and courage from athletes

who have tried almost every other sport, and still want more. The game is played at a headlong, puffing pace and there are no time outs and no padding.

Rugby is just beginning to catch hold in the United States and the University of Wisconsin ruggers are not about to let it slip through their fingers. The 142-year-old sport was

The Badgers, in striped shirts, battle Notre Dame.



first played in Madison four years ago when 15 players traveled to Notre Dame and “suffered a miserable loss,” according to Bill Suits, a Wisconsin alumnus who is a past-president of the Wisconsin team. The following summer, the Wisconsin ruggers began writing to schools and cities in the Midwest to spark interest in a rugby tournament.

The Wisconsin Rugby Union, comprised of underclassmen, graduate students, ex-football players, faculty members, foreign students and even a few Madison businessmen, was instrumental in starting two rugby clubs in Chicago, one in Waukegan, and another at the University of Illinois. Now, 16 teams are playing rugby in the Midwest. Each spring and fall the teams set up week-end tournaments where there are no admission fees because the ruggers are not interested in making a profit, but they do want to attract an audience. The expenses for tournaments, travel, uniforms, and playing field rentals are paid out of the ruggers’ own pockets. It is worth it for the time being, they feel, because it won’t always be that way.

Spectators and passers-by just shake their heads. As one commentator said at an NFL football game during a half-time rugby demonstration by the Wisconsin Rugby Union and Notre Dame, “These guys have to be nuts to play that game!”

They crack bones, pull tendons and separate shoulders as if their lives depended on it. And they always go back for more. The rigger’s answer is always the same—“Rugby is a game for hooligans played by gentlemen”—and they wouldn’t want it any other way.

There is nothing quite like rugby. If a player is injured, he is removed from the field and his team does its best without him—for there are no substitutes in the game. The players kick, scratch, gouge and tackle their opponents and then reach out a helping hand to pick up the victim and with a friendly grin say, “nice show.”

Then, a few minutes after the game, friendships begun on the field are extended over bottles of beer at

a rambunctious college pub where the ruggers endlessly replay the game, talk about what they should have done, and count their bruises.

Rugby was introduced in the United States in 1875 from England. It receives its greatest popularity in the Ivy League schools and the San Francisco Bay area. In the Midwest, rugby is experiencing growing pains. Last year, small ebony pins began to appear on lapels, blouses and sweaters of University students, which spell out the reason for playing the game—"Rugby, Because. . ."

As the sale of these pins increased, so did interest in the sport. Representatives from Midwestern universities of Indiana, Illinois, Michigan, Notre Dame, Chicago, Wisconsin, and Palmer-Iowa, as well as clubs from Minnesota, Waukegan and Chicago North Shore met at Chicago's Ambassador West Hotel to ratify a constitution and create the Midwest Rugby Union. Other leagues in the United States include the Eastern Rugby Union and the West Coast Rugby Union. Now, the ruggers are diligently spreading the gospel of this little-known sport throughout the South.

Every spring and fall, the Midwest Rugby Union meets in Milwaukee or Chicago for two days of head banging and bone dislocating. If a player disconnects his headbone from his neckbone, he's in luck. One of the teams in the Union is Palmer Chiropractic College.

The Wisconsin team has a definite foreign flavor. The team is a mixture of international ruggers who played the game at home—in England, South Africa, Australia—and ex-collegiate football players. Tom Loew, international rugger from Southern Rhodesia, plays in the Midwest Rugby Union. Byron Wightman, an international star from Britain, played with Wisconsin until he accepted a rugby coaching position at the University of British Columbia. A student from India played in his turban. Another squad member, Joe Heckl, played center for the Wisconsin Badgers in the 1963 Rose Bowl game.

The Wisconsin players savor the

English tradition of the game as if it were the last tea and crumpet in all of England. "We try to keep it gentlemen's game—as it is in England—rather than win by brute force," Bill Suits said. The tradition of rugby extends all the way from the rules and regulations on the field to the favorite rugby songs, sung by ruggers with all their heart and soul—and all the English accent they can muster up.

Rugby is a combination of passing, kicking and running. The game, comprised of 15 players on a team, runs on until some infringement is called, whereupon the forwards form a scrum—a tight clump of 16 men. The ball is popped into the middle by the scrum-half of the team that has been infringed upon and it is flung off laterally to the standoff half, who can either run forward with it, pass it out to the centers or wingmen, or kick it forward to gain ground.

"As for passing, the only type of pass thrown on a rugby field is a lateral pass," Suits said. "A good rugby back operates as if he were an intricate part of a machine. His dexterity and agility are vital assets and his ability to handle the rugby football and continually lateral pass to his team mates make for a picturesque run."

Scoring in rugby is quite different from football. The rugby "try", equivalent to an American football touchdown, is three points and is awarded when a player runs across his opponent's goal and touches the ball down.

A two-point kicking conversion is attempted after every try, but the ball must be brought out 20 yards perpendicularly to where the try was made, and from that spot, the conversion is attempted.

A penalty kick of three points is awarded to a team if their opponents have been guilty of some technical infraction. The kick is similar to the American football field goal, for it must be kicked between the cross-bars.

The name "Rugby" came from a famous public preparatory school in England. The sport developed through an infraction of the rules by

a rugby undergraduate during a soccer match in 1823. William Webb Ellis, chagrined at his failure to kick the bouncing ball, picked it up, placed it under his arm, and ran down the field to the opponents' goal line. News of the ball-carrying infraction spread to other English schools—and the British tradition was carried right along with it.

But more than the tradition, the exercise, the competition and desire to play a "different" game, it's the spirit of the sport that captures the players and spills over to the spectators. From its English origin, rugby has imprinted a spirit of hard, but not hate-filled competition.

"The old adage, 'It doesn't matter whether you win or lose, it's how you play the game,' really applies to rugby," Suits said. "Rugby doesn't strive for ultimate victory at all costs, but attempts to promote friendships on and off the field," he explained.

The spirit of the sport extends farther than the goal line of the rugby field. One Wisconsin rugger separated his shoulder during play and couldn't continue his chauffering job for blind students. His teammates pitched in, took four-hour shifts, and shuffled the blind students back and forth to class until the injured player was well.

The spirit is recaptured again at the traditional "third half". During the time it takes to shower and shave, a complete transformation takes place. The tired, limping, ragged rugger manages to whip up enough energy and enthusiasm to exchange his frayed rugby shirt and clumsy football shoes for a dark suit and his best pair of dancing shoes. On the field, he is rough, tough, almost ferocious. Off the field he is suave, gracious, and debonair.

The players realize the sport is dwarfed by football, but the rugby rage is on. The small clumps of spectators are mostly wives, girlfriends, and bewildered passers-by who were just curious enough to stop and see what it was all about.

"We are still in our stumbling infancy," Suits said. "But, just wait. Give us five years and all America will be watching. Rugby is going to be big!"

EVER HEAR of a white bass with an ultrasonic "beep" in its belly? Last summer just such a fish was helping science find out more about migrations—how creatures find their way "home," sometimes over long distances of unfamiliar territory.

Prof. Arthur D. Hasler, director of the University's Limnology Laboratory which overlooks Lake Mendota, conducted the summertime experiment. Long interest in fish migrations prompted Hasler to use the white bass as a model for salmon in homing experiments. Because of his pioneering work, Mendota is considered a "model lake" for studies on how fish go "home."

Prof. Hasler's studies are the latest step in a long history of distinguished experiments on Mendota, which claims the distinction of being the most widely-studied fresh-water lake in the world. Today lake research at Wisconsin is without rival, and because this lake has been so extensively studied, it has become a model for other limnological studies elsewhere.

Studies on the lake began with Prof. Edward A. Birge in the late 1800's. Prof. Birge played a dominant role in developing the new science of limnology, a science of lakes, streams, and the life therein, and made this new science synonymous with the names Wisconsin and Mendota in the world of scientific research.

Interested in "the natural history of an inland lake as a unit of environment," Prof. Birge, later to become president of the University, noted many phenomena that are now part of our general understanding of lakes. His interpretation of the annual temperature cycle in lakes as caused by sun and wind is now a classic. The work of Birge paralleled—and indeed was—the development of modern limnology.

The work of Birge, together with Prof. Chancey Juday and other early researchers, formed the basis for an understanding of what makes a lake behave as it does. In recent years, under the direction of Prof. Hasler, the major emphasis of limnological work on Mendota has been toward more experimental studies.

This tiny ultrasonic signal transmitter is inserted into the stomach of white bass to give UW scientists information on the migratory patterns of the fish.

THE CASE OF THE BEEPING BASS



"For example," Prof. Hasler says, "studies on vertical upward migration of the minute plankton during the dawn hours have been correlated with changes in light intensity at the time of day. Furthermore,

the feeding habits of white bass have been shown to correspond with the morning and evening concentrations of plankton just under the surface of the water."

White bass have been extensively

Sounds from the tiny transmitter are picked up on this receiving equipment. Prof. Arthur D. Hasler, Dr. H. Francis Henderson, and Gerald Chipman evaluate signals being received on this equipment.



studied in Lake Mendota. Evidence from these studies overwhelmingly supports the hypothesis they go "home" to a specific spawning ground during a single spawning season. More important, though, white bass have been used as models for salmon in migration studies.

"Bass captured during the spawning season, over 12,000 in all, and marked with tags were released away from the spawning ground," Prof. Hasler relates. "About 95 per cent of the displaced fish later recaptured were at their 'home' site." These findings indicated that fish do have some mechanism for finding their way through unknown territory. But what was it?

In early homing experiments on Lake Mendota a plastic float tied to a piece of line was attached to the fish. The scientists then followed the floats as the fish swam home.

Plastic floats may interfere with their orientation, however, and today the Wisconsin scientists are using a small sonar transmitter to track the Mendota fish. The transmitter, the size of a pencil eraser, emits "beeps" from the stomach of the fish! The scientists can then track the fish with equipment on a boat.

Other important studies at the Wisconsin Limnology Laboratory have dealt with algae growths. The Madison lakes have served among the most important laboratories in the world for the study of problems brought about by nuisance growths of algae—problems which have been faced by many of the world's major cities and which have persistently remained unsolved. Experience gained from research programs here will undoubtedly be of great value to other cities facing the problem, aggravated by the disposal of various wastes.

The growing importance of the University and Lake Mendota as a center of limnological study has been emphasized many times. In 1961, the International Congress of Limnologists selected the Wisconsin campus for its 15th annual meeting—the first time the group had met in this country.



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Alumni News

1900-1910

Clough Gates '02, long-time executive editor of *The Evening Telegram* and former regent of Superior State University, was named director emeritus of the Superior State University Foundation at the annual meeting held in July.

1911-1920

Karl M. Mann '11 of Upper Montclair, N.J., was honored on June 30th when he was presented with the Golden Medal of Honor of the Republic for Service to Austria. Authorized by the President of Austria, the decoration was bestowed upon Mann at a ceremony in Grazer Burg during "Montclair Week," a celebration honoring the sister city affiliation. Mann's son, Mowry, was also being honored that same week in Oslo, Norway. Attending the international summer school at the University of Oslo, the Wisconsin junior was one of five Americans to be elected to the Student Senate and shortly thereafter was selected as its president.

Mrs. Malcolm K. Whyte '12 (*Bertha Kitchell*), Milwaukee, was one of four recipients of distinguished community service awards given by Mount Mary College this past year. Mrs. Whyte was also awarded honorable mention in the 1964 Wisconsin Writers' Contest for her recently published book, *Seven Treasure Cities of Latin America*.

William Fuller Gregson '17 recently resigned as president and a director of the Marina City Bank of Chicago. Prior to the organization of this bank in 1963, he had been a vice president of the Continental Illinois National Bank and Trust Company.

Orton F. Keyes '18, Chicago, retired recently after 32 years of service in the federal government. During the last two years of his service he has received three citations and cash awards for sustained efficiency in carrying out his duties on a high plane, a certificate of recognition plaque from State of Illinois Youth Commission for the services he performed in the prevention of juvenile delinquency and the development of better communities, and the designation in his honor of a recently erected Community Building in Alton, Ill., as the Orton F. Keyes Recreation Center in recognition of his efforts in contributing to the welfare of economically deprived families in the area.

Guy-Harold Smith '21 retired as professor emeritus of geography at Ohio State University on June 30. A faculty member for 37 years, he was chairman of the department of geography for 29 years, leaving this position in 1963. He and Mrs. Smith will continue to live in Columbus and reside at 2340 Canterbury Road.

Frank W. Parker '21 was given the Distinguished Honor Award by AID on May 28, which is the only Gold Medal

awarded to date. Mr. and Mrs. Parker reside in Washington, D.C.

Donald Slichter '22, Milwaukee, retiring board chairman and former president of the Northwestern Mutual Life Insurance Co., was recently elected a director of First Wisconsin Bankshares Corp. and First Wisconsin Trust Co.

Robert J. Trier '25 recently received the distinguished service award from the Secretary of the Interior in recognition of 31 years of outstanding service as a highway engineer and administrator with the Bureau of Indian Affairs. Stationed in Washington, D.C., Trier has been chief of the Branch of Roads since September, 1954.

Dr. Adolph (Buster) Bock '26 of Sheboygan is one of three new members recently added to the Wisconsin State Men's Golf Association Hall of Fame. The 1922 captain of the UW golf team became the first amateur to win the Wisconsin open championship in 1926 and was runnerup for the state amateur title in 1928.

Walter Pagenkopf '26, Indianapolis, heads the Western Electric Division, now producing 8,000 telephone sets a day.

James L. Buckmaster '27 received a distinguished service award from Interior Secretary Udall.

Buckmaster has retired after completing 36 years of outstanding contributions to the United States Geological Survey and the surveying and mapping field. He served as chief of the topographic division's instrument design section.

Dr. Stevens Martin '27 of Hartford, Conn. traveled to Vienna, Austria this summer, where he was invited to give lectures on anesthesia.

Dr. C. Guy Suits '27, who has been General Electric vice president and director of research since 1945 and is a veteran of 35 years' service with the Research Laboratory, is serving as a consultant in organizing a new research and development center in Schenectady, N.Y. prior to his retirement at the end of this year. He has received honorary degrees from Union College, Hamilton College, Drexel Institute, Marquette University, and Rensselaer Polytechnic Institute.

1931-1940

Rev. Dr. Richard Paul Graeble '31, pastor of First Presbyterian Church, Springfield, Ill. and long-time friend of Adlai Stevenson, officiated at the statesman's funeral, held at Washington's National Cathedral.

Sam'l Steinman '32, Rome, Italy, was awarded the Brigadoon Prize for outstanding reporting of news about entertainment, show business, art and tourism from Italy in July. This is the first time the award has been given to a foreign journalist.

The wife of newly-appointed Supreme Court Justice Fortas, **Carolyn Agger '32**, has been a legal associate in her husband's law practice for the last five years, heading up the tax division of Arnold, Fortas and Porter. She had previously worked in the

Washington law office of the late Adlai E. Stevenson.

Dr. Bernard C. Dockendorff '33 has been named chief of the outpatient service of Wood Veterans Administration Center, which has recently accepted all responsibilities of the Milwaukee Regional Office's outpatient clinic. Dr. Dockendorff resides at 9227 Wilson Blvd., Wauwatosa.

Kenneth B. Wackman '35 was recently elected president of James Talcott, Inc., industrial finance company headquartered in New York City. Prior to his new appointment, Wackman was managing partner of the New York office of Alexander Grant & Co.

Norman H. Jacobson '38 has been appointed editor of *ATOMICS* magazine, published by Technical Publishing Company, Barrington, Ill. Jacobson resides in Golf, Ill.

Robert L. Kelso '39 was recently promoted to a laboratory head for Rohm & Haas Company's plastics applications laboratories, Philadelphia, Pa. The chemist is a resident of Yardley, Pa.

1941-1945

Dr. John A. Buesseler '41, professor and chief of ophthalmology at the University of Missouri Medical Center, Columbia, Mo., recently received his commission as colonel in the U.S. Army Reserve and was appointed commanding officer of the 5503rd U.S. Army Reserve Hospital. Dr. Buesseler began a one-year sabbatical leave in September when he entered Cornell University as a candidate for a Ph.D. degree in business administration.

William V. Arvold '42, director and vice president of manufacturing of Wausau Paper Mills Co. of Brokaw, has been named to the board of trustees of Carroll College, Waukesha.

Judge Arthur L. Luebke '42 was appointed general chairman of the United Nations Day Observance to be held Oct. 24 in Beloit. A former Beloit municipal court judge, Luebke now presides over circuit court sessions at Janesville.

Dr. Takeru Higuchi '43, Edward Kremers professor of pharmacy at the UW, has been named president pro tem of the newly formed Academy of Pharmaceutical Sciences of the American Pharmaceutical Assn.

Mr. and Mrs. Donald W. Schroeder '43 (*Mary Ennenking '44*) have moved from Atherton, Calif. to Wayzata, Minn. Formerly in the San Francisco office of Lybrand during the past 11 years, Schroeder is to become partner-in-charge of the Lybrand, Ross Bros. & Montgomery office in Minneapolis.

David F. Nelson '43 has been named general traffic manager for the Wisconsin Telephone Company. Nelson has served the Milwaukee-based company as general plant manager since 1962.

Robert M. Bolz '44, Madison, has been promoted to general planning engineer of Oscar Mayer & Co. He was assistant to the vice president of engineering and research prior to the promotion.



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Bernard A. Britts	'41	Oakland
R. C. Bucholz	'42	Asheville, N. C.
Michael W. Cantwell	'62	Madison
George Chryst		Madison
Mitchel L. Dack	'32	Downers Grove, Ill.
Roger G. David, CLU	'50	Racine, Wis.
Carl L. DeCleene	'65	Madison
Calbert L. Dings, CLU	'48	Charlotte
James E. Heineke	'62	Madison
Bruce B. Hendrickson	'59	Milwaukee
John V. Hovey, CLU	'32	Denver
Clement D. Ketchum	'52	Milwaukee
David Klister	'61	Fort Wayne
Russell F. Marquardt	'54	Chicago
Armand W. Muth, CLU	'47	Albuquerque
Ronald L. Perkins	'63	Madison
Frederic Ragatz		Milwaukee
Gerald J. Randall, CLU	'53	Home Office
Anthony J. Stracka	'54	Madison
Fred C. Williams	'34	Milwaukee

Allen G. Bostad '45, principal of P. J. Jacobs High School in Stevens Point, has been named to Whitewater University's Hall of Fame. He played basketball and football at Whitewater in 1922-25.

1946-1950

Harry P. Stoll '46, accounting manager of Oscar Mayer & Co.'s Davenport plant since 1961, has been named to the newly created position of corporate data processing and systems manager in Madison.

Henry Kaplan '47, Ph.D., psychologist, has joined the staff of the Jefferson County Family Counseling Center. His previous post was at Mendota State Hospital, Madison, as the assistant director of child adolescent treatment unit.

Mr. and Mrs. James H. Hill '48 (Joan Hartwell '44) are currently residing at R.F.D. #1, Chadds Ford, Pa. Mr. Hill was recently transferred from the Du Pont plant in Martinsville, Va., to the International Dept., Wilmington, Del. In the fall of 1966, the Hill family will leave for Germany where he will work in the new Du Pont plant in Hamm.

Charles F. Dahl '49, of Viroqua, former president of the Wisconsin Pharmaceutical

Association, was presented the organization's 1965 distinguished service award at its annual convention held in Milwaukee in August.

John Newton Dickinson '49 has been appointed instructor in history at Miami University, Oxford, Ohio. He is completing requirements for the Ph.D. degree in history at the UW at the present time, a pursuit taken up after being a sales engineer with a Milwaukee firm for eight years after graduation from the UW.

Mrs. Robert R. Williams '49 (Mary Markham), Stevens Point, has been appointed by Gov. Knowles to serve on the Board of Regents of the Wisconsin State University system. Mrs. Williams is the mother of four children: Jennifer, 12; Markham, 10; Sarah, 9; and Faith, 3 months. Her husband is a public relations consultant in Stevens Point.

William J. Katz '49, technical director for Rex Chambelt Inc. of Milwaukee for 12 years, recently took part in the 37th annual meeting of the Pennsylvania Water Pollution Control Assn.

Twin sisters Mrs. Jack M. Bell '50 (Jean Reinhardt) and Mrs. Robert Reichmann '50 (Joan Reinhardt) plus another sister,

Mrs. Philip P. Haag '49 (Mary Reinhardt) were recently featured in *Mid-Western Banker* magazine. At Security First Natl. Bank, Sheboygan, Mrs. Reichmann is manager of the Security travel bureau. Mrs. Bell handles advertising and public relations at Security State Bank, Madison. In 1950, Mrs. Haag was with the Federal Reserve Bank in Chicago.

Arthur F. Kerchhoff, Jr. '50 is general manager of Sterling Aluminum Products Inc., now merged with Federal-Mogul Corp. He and his family reside in Bridgeton, Mo.

Marshall Schwid '50 has been appointed vice president-finance of the Louis Berkman Company in Steubenville, Ohio. He is also a member of the board of Ampco Metal, Inc. of Milwaukee. Mrs. Schwid is the former Florence Oshansky '49.

1951-1955

Dr. E. A. Timm '51, director of the biological quality control section for Parke, Davis & Company, Detroit, since 1963, has been appointed director of the biological and pharmaceutical product control division.

Harry W. Conner '51 has been appointed western area public relations manager at Oakland, Calif. for International Harvester Co.

Dr. Cameron B. Gundersen '51 has joined the staffs of Gundersen Clinic, Ltd., and La Crosse Lutheran Hospital and will specialize in diseases of children in the department of pediatrics. He completed a two-year NIH fellowship at the University of Chicago in June after having served a two-year residency at the Boston City Hospital.

William W. Lochemes '51, C.P.A., has joined the T. C. Worthington Co. firm of Manitowoc as a senior consultant. Mr. and Mrs. Lochemes and four children reside at Mishicot.

Dr. Alfred K. Neumann '52 is presently located with the Rural Health Research Project at Narangwal Village, Ludhiana District, Punjab, India. In July 1967 Dr. Neumann will join Johns Hopkins University, Division of International Health, Baltimore.

Thomas A. Friesch '53, formerly a district plant manager for the Wisconsin Telephone Co. and resident of Brookfield, was assigned to the plant customer services section of A.T. & T. Co. in August.

Dick Trotta '53, head football coach and teacher at Waunakee High School since 1953, is giving up grid duties to become a fulltime administrator for the high school district after earning the degree of specialist in education administration at the UW.

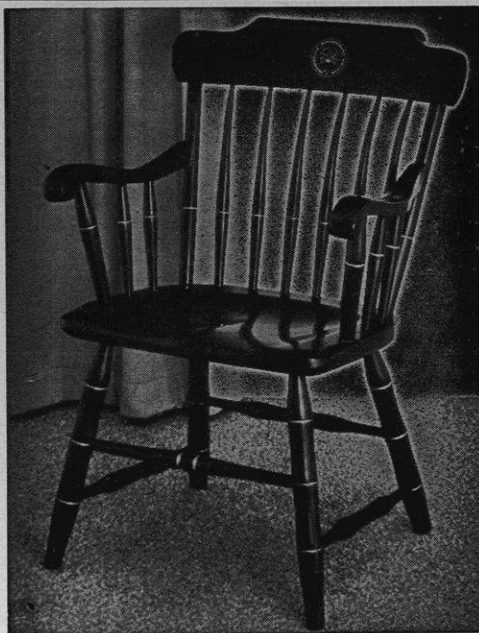
Bernard Bergum '53, development engineer for the Ray-O-Vac Co., Madison, married Belle Bond Prettyman on June 26. The couple resides in Black Earth.

James E. Snow '54, Sheboygan, has been named principal of Hawthorne Junior High School, Wauwatosa. He is former

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years.

assistant principal of Farnsworth Junior High School, Sheboygan.

Mrs. John E. Cole Jr. '54 (Lois Frank) is teaching at the Footville School, Orfordville School District.

John V. Batha '54 has been named assistant professor of biology at Carroll College. He previously taught biology at New Berlin High School for the past four years and earned a M.S. in education at the UW in 1954 plus a M.A. in biology last June.

Allen C. Demmin '54 recently married Phyllis Speir of Atlanta, Georgia. Demmin is head of the mathematics department at Middleton High School.

William G. Reiser '55, Wheeling, Ill. received his master's degree in business administration from Roosevelt University last June. He was elected to Beta Gamma Sigma, honor society, in April.

Dr. Richard E. Rieselbach '55 has joined the UW Medical Center as instructor in medicine. He took his internship and residency at Illinois Research and Education Hospital, and was a fellow at Washington University.

Richard J. Magnuson '55, Glenview, Ill., has joined the Chicago research staff of A. C. Becker & Co. Inc., investment bankers and brokers, as public utilities analyst.

Dr. Harry C. Mussman Jr. '55, director of the clinical pathology laboratory at the Kansas State University Veterinary Hospital, has been received into the National Registry of Microbiologists as a specialist in pathogenic bacteriology, immunology, and serology. Dr. and Mrs. Mussman (**Jean Salezar '51**) and their three children reside in Manhattan, Kans.

Eugene Lippert '55 married **Janet Claire Howell '64** on July 24 in Madison. Mrs. Lippert was a speech therapist for the Rutland, Vt. public schools during the past year. Mr. Lippert is an attorney in Madison.

1956

Dr. Earl R. Kruschke has resigned his position as assistant professor of political science at the University of Puget Sound in Tacoma, Wash., to accept a similar position at Chico State College in Chico, Calif.

Mr. and Mrs. William H. Metzel (Suzanne Burns) and their three children have moved from Lansing, Mich., to Rockville, Md., where Mr. Metzel will be assistant zone manager of the Oldsmobile Division, General Motors, in Washington.

Stewart North, an assistant professor in the UW School of Education, has been named coordinator of the job corps training center expected to be established at Camp McCoy this fall. The center is to be operated by the UW and the Radio Corporation of America.

Dr. John W. Rathbun, Alhambra, has been promoted to professor of English at California State College at Los Angeles. He had been an associate professor since joining the college faculty in 1956.

Ronald A. Hurst has a new assignment with Caterpillar Tractor Co., Peoria, Ill.,

after returning from leave of absence to serve in the Illinois General Assembly as a state representative. He is now manager of college, professional and technical recruiting for Caterpillar's 18 U.S. and foreign plants.

Mr. and Mrs. Arthur Hove announce the birth of a son, William Arthur. Mr. Hove is editor of the *Wisconsin Alumnus*.

1957

Mr. and Mrs. Alfred W. Hubbell announce the arrival of a daughter, Sarah Louise, on June 15. The Hubbells live in Edgerton, while he is working as a reliability engineer for Bibbs Manufacturing and Research Corp. in Janesville.

Russell Kriese has joined the Paul D. Merica Research Laboratory of the International Nickel Company, Inc. as an analytical chemist.

1958

Henry F. Bohne is the personnel officer at the Federal Correctional Institution, Terminal Island, San Pedro, Calif.

Jerry Vedvik received his doctorate degree in French at Aug. 6 graduation ceremonies at the University of Missouri at Columbia. He is assistant professor of French and Italian at Indiana University, Bloomington, Ind.

Judith Whiffen has joined the Sheboygan Family Service Association as a caseworker.

Gerald Rosenmeier, formerly district supervisor for Children's Service Society, Green Bay, is joint executive director for the United Health Foundation, Arthritic Foundation and Cancer Society of St. Joseph County in South Bend, Ind.

John W. Kobussen is the new secretary and manager of Sturgeon Bay Savings & Loan. The former Sun Prairie resident had been with the Provident Savings & Loan of Madison.

Thomas J. Dean is studying for a Ph.D. degree at Columbia University, N.Y.

Mr. and Mrs. Lionel G. Mulholland (Diane Musselman) announce the birth of their third child, Heidi Lyn, on July 17 in Davenport, Ia. Mr. Mulholland, formerly assistant sales manager of the Oscar Mayer & Co. Davenport plant, has been promoted to manager of the firm's Dallas distribution center.

1959

Glenn Moder, who has been with the Wisconsin Telephone Company, Milwaukee, since 1961, has accepted a position as information supervisor in the public relations department of the American Telephone and Telegraph Company in New York.

Mr. and Mrs. Richard N. DeMerell (Joan Schmitt), New York City, announce the birth of a daughter, Robin Elizabeth, on July 12.

1960

Roger N. Hamilton has been named administrative assistant at the Northern Divi-

sion of Philadelphia's Albert Einstein Medical Center.

Mr. and Mrs. James H. Cromwell (Molly Cowan) announce the birth of a daughter, Mary Kathryn, May 27. The Cromwells reside in Alexandria, Va.

1961

Dr. and Mrs. Robert Carl Dutton (June Thaler '64) announce the birth of a son, Keith Allan, born Aug. 7. Dr. Dutton is taking his internship in Seattle.

Benjamin A. Halpren graduated from Jefferson Medical College of Philadelphia in June.

1962

Arden Hintzmann spent two years with the Peace Corps in India working with Indian farmers in their efforts to develop a commercial poultry farm and afterwards spent a tour of duty in the U.S. Army. He is presently employed at Dodgeville.

Nancy M. Watkins has received a National Science Foundation fellowship to study toward her master's degree in science education at Harvard University.

Mrs. Harry Trosin (Elinor Pearson) has joined the Fort Hays Kansas State College faculty as an instructor in surgical nursing.

Mr. and Mrs. Thomas Mohs (Nancy Stein), Avon, Conn., announce the birth of a second daughter, Linda, on Aug. 4.

Susan Ten Eyck has completed training at the Trans World Airlines' Flight Hostess School in Kansas City, Mo. and is assigned to Star Stream flights from O'Hare International Airport. She was employed as a staff nurse at University Hospitals in Madison prior to joining the airline.

Reynold Miller, previously an elementary teaching principal at Hartford, Wis., has accepted a new principalship at Wauwatosa.

1963

Henry R. Winogron Jr., candidate for MBA at Leland Stanford University, is just completing a summer program as a Bank of Tokyo exchange student under the AISEC Program.

Henry N. Schowalter, Travis AFB, Calif., has been transferred to the position of MATS Maintenance Control Duty Officer, Travis AFB, and awarded the rank of first lieutenant.

Betsy Lebenson has completed service as a Peace Corps volunteer in Kabal, Afghanistan and has now accepted employment with the War on Poverty in New York.

Stephen N. Jaspersen has received the M.A. degree in physics from Princeton University, where he is continuing study for his Ph.D.

Gary R. Planck has been appointed an instructor in speech at Illinois State University in Normal.

1964

Patricia Mueller is teaching English at Lake Mills High School.

Newlyweds **Roberta Jean Rowald** and **David J. Craig '65** are living in Wauzeka, where Mrs. Craig is a home economics teacher. Mr. Craig is serving his pharmacy internship at his father's drugstore in Fennimore.

Charles Antholt is serving as a Peace Corps volunteer in West Pakistan.

Joel F. Malcolm was commissioned a second lieutenant in the U.S. Army after being graduated from Officer Candidate School at the Artillery and Missile Center, Fort Sill, Okla., July 6.

Sebastian B. Rinelli was commissioned an Army second lieutenant after being graduated from the Officer Candidate School at the Artillery and Missile Center, Fort Sill, Okla., on Aug. 3.

Mrs. Thomas E. Hovde (Susan Fisher) of Oakland, Calif., has been named a patent searcher in the patent division of Shell Development Company, Emeryville, Calif.

Jerome Henning has taken over a post in the guidance department at Goodrich High School, Fond du Lac.

Jean Longmire is studying Latin American economics at the University of the Andes, Merida, Venezuela under a Fulbright Scholarship.

George Sergeant is teaching chemistry and physics at Brodhead High School.

James M. McGinnity has taken a leave of absence from his duties as chemical engineer with Marathon, a division of the American Can Co., in Rothschild to become co-publisher of the *Argyle Atlas* with his mother, Mrs. J. A. McGinnity.

Beverly De Long is teaching Latin and English at the Horicon High School.

Mrs. James Topping (Carolyn Stave-ness) has a graduate teaching assistantship at the University of New Mexico. She will teach at the nursery school on campus while working toward her master's degree.

1965

Robert F. Bautch has joined The Trane Company's Chicago, Ill., sales office as a dealer specialist.

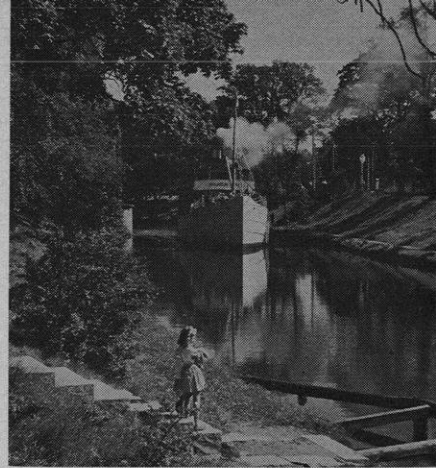
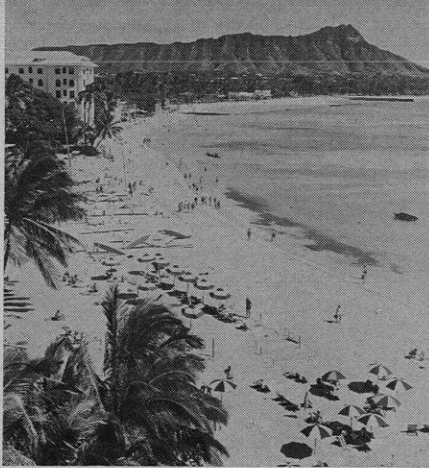
Larry Gundlach has joined Knebel's Processing Plant at Belmont.

Mr. and Mrs. Robert Lee Ruef are engaged in Peace Corps agricultural work in Bolivia, S.A.

Carl L. DeCleene has been appointed a representative of the Connecticut Mutual Life Insurance Company, associated with the firm's Madison office.

Margaret Rieman was mentioned in an article on the employment of women in the September issue of *The Readers Digest*. The recent M.A. degree candidate has just begun setting up pilot programs to counsel and aid neurologically damaged children in the Madison public schools.

Patsy Ross is working with the State Department of Public Welfare at Sparta, testing emotionally disturbed children.



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Sandra Kathryn YARNE '64 and John Martin WEINSTOCK, Plymouth.

Susan Ann Olson and Dan Mitchell MATSON, Madison.

Mary Lou Cory and Thomas Harlan NICHOLLS, Madison.

Marcia DeeLee Sebern and Walter Ado OLEP, Kenosha.

1958

Marilyn Mae MILLER '59 and Ralph George BROROWSKY, Green Bay.

Ellen Vinette Long and David Martin REBSTOCK, Neenah.

1959

Velma Mae Unke and Karl W. MARQUARDT, Prairie du Chien.

Joan Tessmer and Bruce SONNENBERG, Milwaukee.

Judith Ann Wessing and Charles Evan TOWNE, Fond du Lac.

1960

Susan Jane Bulkley and John David HOLM-SOLEY, Dubuque, Iowa.

Margaret Ann Quinn and Stephen Charles JONES, Stevens Point.

Lucille MANDERFIELD and Glenn E. Lineburg, New London.

1961

Sharon Lee Makoski and Darrell D. EGGERT, Green Bay.

Ann Elizabeth SOBOTA '62 and Adrian F. KRUSWICKI, Green Bay.

Shirley Joanne Brewer and Lt. (JG) Calvin C. MAHNKE, Jacksonville, Fla.

Ruth Ann Kirschstein and Philip John MATTKE, Sauk City.

Marcelyn Delia James and Everett Theodore PETERSON, Madison.

Susan Lynn Anderson and Lon Chester RUEDISILI, Madison.

Jill ZumBrunnen and Leland Arthur SCHWEBS, De Forest.

Lynn Elizabeth SEIDL '65 and William Curtis WHITFORD, Madison.

1962

Ann Louise ALLNESS and Paul Quennell Fuqua, Viroqua.

Mary Frances BARTELS and Philip Schmidt Dorchester, Janesville.



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Joan Charlotte CHRISTEL and Gerald Richard Carlson, Manitowoc.
Sharon Trammell and Robert G. HILGENBERG, Clayton, Missouri.
Jeannine STELLRECHT '65 and Lewis L. KASTENSCHMIDT, Spooner.
Linda Wittwer Lang and James Matthew KOSTELAC, Norfolk, Va.
Susan Kay OLSON and Larry Joe Stewart, Madison.
Judith Gay RICHARDS and James Allen Oppert, Arlington.
Suzanne Marie Moore and Michael Jay RUE, Lomita, Calif.
M. Dianne ROESER '63 and Richard L. SCHMITZ, Madison.
Sheila Patricia SULLIVAN and Robert Paul Nelson, Madison.
Evelyn Marie Pieschel and James E. SUSTMAN, Two Rivers.
Elizabeth Jean Daca and Lt. (JG) John Richard UDOVICH, Wilford, Conn.
Marjorie Lou WIMBERLY and Clark John Lofthouse, Madison.

1963

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Tamara Jean Stovall and Robert Walter EASTON, Madison.
Maria Eva Carranza and Donald R. FOOTE, Guatemala.
Evelyn Ann ECKSTEIN '65 and Stephen N. JASPERSON, Benton.
Lynn Ellen Walraff and William Harold LAUTZ, Greendale.
Marcia M. OLEN '62 and Karl O. MAGNUSEN, Clintonville.
Mary Ellen PETROF and Lt. Thomas Neil Thomas, Beloit.
Patricia Kay PICOTTE '64 and Andreas PHILIPPAKIS, Chippewa Falls.
Elizabeth Susan Maier and William Vincent REILLY, Jr., Milwaukee.
Nancy Carol Gall and Joseph Rennie STAVELY, Madison.
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Charlotte Stenner and Edward ULVE, Boscobel.
Andrea Wray and Glen Lee URBAN, Stevens Point.

1964

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Jeaninne BAIR and Richard Charles Helmstetter, Madison.
Jacqueline McCarthy and Roger BECKER, Racine.
Evelyn Olson and Stephan Seaton BRITTEN, Madison.
Lynn Frances Roll and Dennis Dean CHRISTENSEN, Racine.
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Kathleen Anne FROKER and Michael J. Stolpman, Madison.
Marianne LEPP '65 and David A. GARDNER.
Kathleen GREENHECK and Alfred Edward Anding, Jr., Spring Green.
Arlene R. Parmentier and Holbert W. HART, Madison.
Joan Barbara HAUSER and James Harold Kennedy, Madison.
Margaret HELLERUD and Dr. Helmut Behling, Milltown.
Kathryn Ruth Howard and David Marcel HITE, Wauwatosa.
Annemarie KOESTER and Donald Bednarek, Madison.
Barbara Ann LEVERENZ and James Stanley Schafer, Sheboygan.
Elizabeth Ann HOPKINS '65 and Jerrold Paul LOKENSGARD, Keyeser.
Wanda Marie ELMHORST '61 and Carl James MAGEE, Madison.
Patricia Kay STEGEMAN and Gordon E. McKnight, Middleton.
Marilyn Everetta McQUESTION and Thomas William Pearson, Kenosha.
Luciana Jane MELOY and Philip C. Kalscheur, Martinsville.
Cherie Joy OESREICH and Thomas Joseph Goeman, Two Rivers.
Nancy Kathleen Davis and Duane Earl PETERSON, Oconto Falls.
Barbara Jane REGEZ and Richard Allen Loftsgordon, Madison.
Karen Andrea INGBRITSEN '65 and William Wells RICHARDSON, Jr., Middleton.
Diane R. RIEDEMANN and Martin Kenneth Gordon, Watertown.
Mary Carol SCHREIBER and Duwayne Michael Le Blanc, Chicago.
Gail Ellen SOMAN '65 and Rolf SIMONSON, Antigo.
Judith Helen STRENG and Roger Eugene Durand, Milwaukee.
Lucia Kristine SWANSON '64 and Joseph Arthur SWANSON, Moline, Ill.
Patricia Jean Ashley and Michael P. TARNOW, London, England.
Dianne Leilani MEYR '64 and Charles Quentin TREICHEL, Stoughton.
Susan Lynn SCHMITT '65 and Robert WEBER, Sheboygan.

1965

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Joanne Faye BAER and Gilbert Stein.
Judith Jane BAGEMIHLE and David Edson.
Doris Lee Neumann and James Allen BECKWITH, Milwaukee.
Catherine Elizabeth BEISEL and Eldon E. Arden.

Susan Alice Thyse and Gordon L. BETHKE, Madison.

Gloria Jean BLACK and Donald Zuidmulder.

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Doralle Jean RAUCH and Stephen BUGGS.

Helen Lenore COHN and John C. Plous.

Dolores E. CRONE and Phillip H. Berthold, Lake Mills.

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Rachel Schloesser and Charles Michael DRY, Lancaster.

Barbara Jean DUESCHER and Michael C. Celarec.

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Jenny Louise Jameson and Paul David FRIEDERICHS, Madison.

Patricia Mueller and James GASPER, Sheboygan.

Susan GEHL and Charles Edgar Rohde, Hartford.

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Margaret Anne HAMILTON and Ralph Daniel.

Diana Geneva Severson and David James HANSON, Neenah.

Jacqueline Jean Laib and Richard Russell HAYES, Beloit.

Judith Ann Loesch and Robert Dean HEIDEL, Milwaukee.

Phyllis Marie CLARK and Louis John JACOBS.

Nancy Carol JAHNKE and John J. Heindel.

Diane C. KAMKE and Lyle Nichols, Oconto Falls.

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Janice Lynn Wilson and John Carl KLEIN, Madison.

Penelope Joan KLEIN and James Deshur.

Sharon E. HOWELL and Thomas R. KLEIN, Waukesha.

Jo Ann Constance KOCH and Frank R. Dirnbauer.

Heidi Ruth Stibbe and Robert Clyde KNIGHT, Peshtigo.

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