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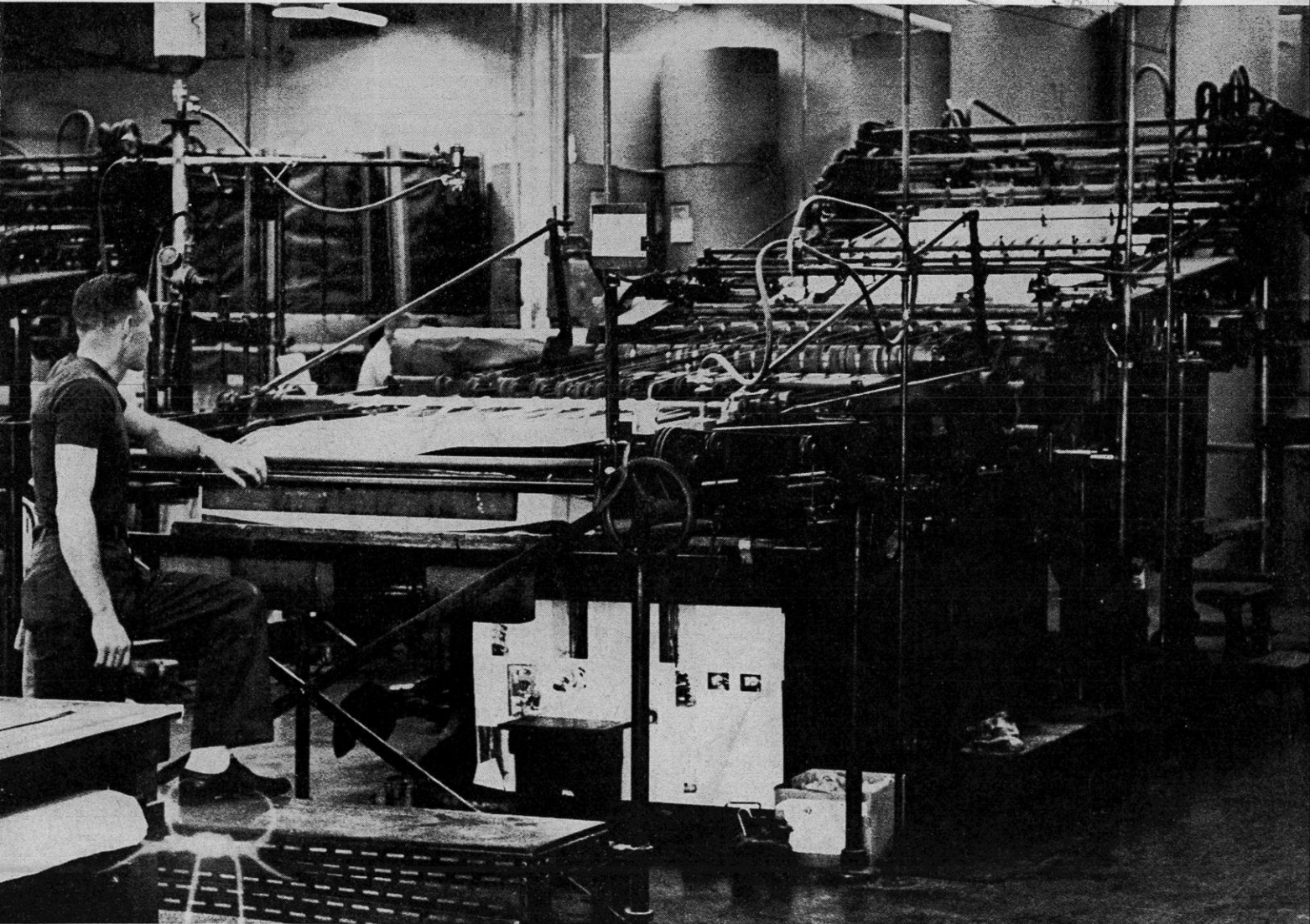
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WISCONSIN

MARCH, 1963

Alumnus

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WISCONSIN WOMEN'S DAY

**The Third Annual Wisconsin
Women's Day Will Be Held on
the Campus on April 23—
Plan to Participate in this
Important Program**

Theme: New patterns of thought, and new interpretations, in education, the arts, science, economics, and family living.

9-10 a.m., **Registration**, Wisconsin Center Lobby, 702 Langdon St. Fee (\$3.50) includes coffee, luncheon, tea at Harrington's. Visit exhibits in Wisconsin Center lobby.

9 to 9:45 a.m., **Coffee Hour**, Center Blue Room.

9:45 a.m., **Opening Session**, Center aud., with Pres. F. H. Harrington discussing the present and future of the University; Mrs. Eldon Russell, vice chairman, UW Board of Visitors, and general chairman of the Day. Mrs. Conrad Elvehjem, program chairman, will introduce panel moderators, who are:

The Arts—Prof. Helen C. White, chairman of the English department and well-known as novelist, former member of UNESCO, and first woman president of AAUP.

Education—Dr. H. Edwin Young, Dean of the College of Letters and Science, noted economist and educational consultant.

The Sciences—Prof. James Crow, specialist in genetics who is acting Dean of the Medical School.

Economics—Dr. Robert Clodius, vice president of academic affairs and professor of agricultural economics.

Family Living—Miss Josephine Staab, associate dean, School of Home Economics. A 20-minute film on children in homes around the world will launch this panel.

Luncheon speaker in Great Hall, Wisconsin Union, will be Emeritus Prof. Margaret H'Doubler, dance educator who pioneered in setting up a division of dance at Wisconsin.

Buses will transport participants to presidential residence, 130 North Prospect Ave., for Mrs. Harrington's reception and tea.

Wisconsin Women's Day
Wisconsin Alumni Association
770 Langdon Street
Madison 6, Wisconsin

Mail Your Reservation NOW!

Here is my reservation(s) for the Third Annual Wisconsin Women's Day to be held on the campus April 23, 1963. I enclose _____ at \$3.50 per ticket (includes registration fee, coffee, and luncheon).

Name _____

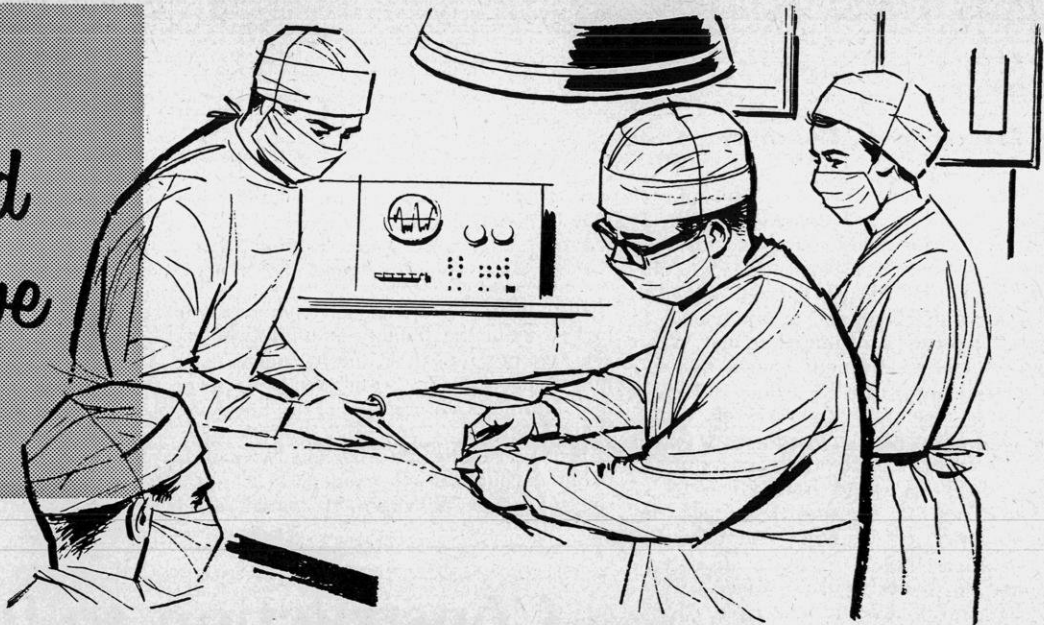
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Please indicate seminar preference (circle one): Arts—Education—
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The Separation of Church and State

As one who has always deeply appreciated the *Wisconsin Alumnus*, which I have received for many years, and for the fact that Wisconsin took me as an adult special when I had not finished seventh grade common school, and as one who has quite consistently contributed to the Wisconsin Alumni Association, I want to register a deep protest to the article and picture that appear on page 15 of the January 1963 *Wisconsin Alumnus*. As a Protestant, I would register the same protest if the whole team had been taken to a Protestant retreat, because I believe in absolute separation of State and Church, and this surely applies to a state university.

I have no quarrel with any man's religion. I believe that being citizens in a free country, everyone is free to follow the religion of his choice. But I do object very strenuously to a picture that would tempt one to believe that every man on the squad is a Roman Catholic, in a state university. And it makes one wonder whether the whole squad was requested to go to this retreat regardless of whether they were Protestant, Catholic, or of no particular faith. And if so, it could very well be the reason why they did not win the victory and bring the glory that they should have brought back to Wisconsin.

William F. Rubert
Wilmette, Ill.

Surely, Hubert Rufus Arndt '38 will now at least sever his relations with the *Wisconsin Alumnus* for the "austerity, personal sacrifice, and dedication" article on page 15 of the January issue.

Walter J. Chesley '48
Montevideo, Minn.

I'm with Hubert Rufus Arndt '38 in his letter in the January issue of the *Alumnus*. While I do not wish to prejudge, can you not explain why our football team was housed at a Passionist Fathers' Monastery, or at any other sectarian housing for that matter? I think you owe it to the Alumni.

There has been a steady decline in the courageous expression of ideas at the University, I am very sorry to say. Wisconsin has such a fine tradition of freedom of speech and of ideas that an alumna who values that tradition more than any other factor of her relation with the University, grieves over signs of conformity and convention. The regrettable experience of Senator McCarthy has not yet passed away, I am afraid.

All credit to our football team that refused to be discouraged. I watched the game and like you, marveled at the spirit that persisted against very great odds and almost won. But athletics are not the meat of education. I'll feel much better if you can give us a *good* reason why the boys

stayed at a monastery, or acknowledge that it should not have happened.

Laura L. Blood '12
Schenectady, N. Y.

Re: Hubert R. Arndt's communication in Letters in the January issue of *Wisconsin Alumnus* Re: U.W. football team staying at the Passionist Fathers' Monastery, San Marino, California prior to the Rose Bowl Game.

Having closely observed and been with many devout Catholics the past 25 years since leaving Wisconsin, I would have

Hubert R. Arndt think on this. From that Monastery where the Wisconsin football team "hid out" for needed isolation and practice undoubtedly came many prayers before and during the Rose Bowl game for the success of the team.

And did we get it? Success came, not in the score but in the spectacular, inspired performance of the Wisconsin football team.

I cancel his protest with my approval.

Mrs. L. C. Krehma '33
Kansas City, Mo.

Construction to Begin on Major New Buildings

BUILDINGS continued to make news at the University as the Regents approved construction contracts for two major buildings in Madison, and one in Milwaukee.

The Madison structures approved by the Regents are: the Law Building and the Administration Building, while the Milwaukee building is a general classroom structure.

The Law Building will cost approximately \$1.5-million, replace the old red stone building, and link with the law library and its recent addition to form a single Law School complex. A five-story tower will provide an area for administrative facilities, faculty offices, and a staff library. A two-story section will provide class and lecture rooms, a moot courtroom, and seminar rooms. Plans call for construction to begin this month, and for the building to be completed by September, 1964.

The original Law Building, erected before the turn of the century, provided facilities for 160 students and 10 faculty members. Currently, Law School enrollment is 450 students, with a teaching and research staff of more than 30 members. The Law Library was built in 1940 and an addition completed in 1961. Classes will be crowded into these when the old Law Building is torn down, until the new struc-

ture is completed. The new central building will be L-shaped, connecting the older library with the 1961 addition.

The Administration Building, a four-story structure, will be built at the northeast corner of North Murray Street and University Avenue. It will house the bursar, admissions, registrar, personnel, purchasing, payroll, disbursing, controller, and business manager offices. It is expected that this first unit will be joined by a 14-story office wing in future years to centralize other administrative activities now spread throughout the campus. Total cost of the first unit, including land purchase, landscaping, construction, utility extensions, furniture, and architectural and engineering fees, is estimated at \$2.2-million, to be paid by state appropriations.

In Milwaukee, the University will construct General Classroom Building No. 1—the largest new building to be authorized for the UW-M campus. To cost \$3.1-million, including equipment and other expenses, the structure is expected to be ready for use by September, 1964. It will be located east and north of Baker Fieldhouse, off Maryland Avenue, and will house 50 classrooms and 143 faculty offices. More than 4,600 students will be able to use the building at a given time.

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March, 1963



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770 LANGDON STREET, MADISON 6

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On Wisconsin

by Arlie M. Mucks, Jr., Executive Director



The Cost of a Great University

EVERYWHERE, people are talking about money. The newspapers speak of tax cuts and economic recession in the same breath, while local governments plead for increased revenues. In the realm of higher education, budgets, bricks and mortar, and faculty salaries are the main topic of conversation.

With these signs of the greatest expenditures in history facing our taxpayers, it is fair to ask: Who will pay the bill for the rapidly increasing demands of our society?

You as an alumnus of a great institution know that Wisconsin has gained and maintained its academic stature because someone paid the bill. Someone paid the bill 114 years ago when our University had one instructor and 19 students. As we assumed greater responsibility in the academic world, the bills grew bigger. Fortunately for us, the citizens of Wisconsin wanted a great University and they were willing to allocate the necessary funds.

History shows us that the University of Wisconsin came of age during the early years of this century. In that period, the people of Wisconsin provided more than three-fourths of the University's total budget. (Today, Wisconsin taxpayers provide less than half the cost of running the University.) Those people wanted a great University and knew what it took to achieve that goal. Because of them, and the thousands who have been a part of the rich educational experience that Wisconsin offers, our University has achieved world-wide recognition.

How long we can maintain an outstanding reputation depends on the support we receive—not only from Legislative appropriation, but from gifts and grants, and general alumni contributions.

There has been reams of material written about the post-war baby boom and its impact on education at all levels. What happened when this bumper crop of babies became of school age? The people of Wisconsin and the nation built and staffed elementary schools at a record

rate. Then, when the bulge of students was ready for high school, additional secondary schools were constructed to provide the necessary educational opportunities for our young people.

Now this pressure has hit our colleges and universities. Amid loud cries asking where the money is coming from, the necessary planning goes on. As evidence of this, you need only look at our campus where classroom buildings, research facilities, and student housing units are going up at a record rate.

Our young people will be afforded an opportunity for higher education only if these facilities continue to become available. This is where you come in—each one of us has a huge stake in providing the school of our choice with the tools of the trade. The universities across the country that will do the best job in this decade are those that will receive the greatest alumni support—both in hard dollars and understanding.

Who assisted you in helping pay the bills? In many cases, it was the people who walked the campus before you. They had their opportunity, and then worked, directly or indirectly, on providing the necessary funds to keep the University going. Remember, the price you paid for your education was only a portion of what it cost the University.

You can help by taking an active interest in what the Legislature is doing for higher education in this state. Because higher education contributes to the overall public welfare, our citizens must stand ready to help influence its growth. Great civilizations have tumbled when their educational systems have not met the demands of a changing world. The future of education in this country is directly linked to the nation's future—both futures are the trust of the people.

When the appeal for support of your University goes out, ask yourself "Where would I be if someone hadn't helped me through college?" and then, "What have I done for Wisconsin?"

The needs are here. The time for action is now.



Does this man's experience in selling give you an idea?

Gordon Hay was fed up.

He had been selling for a leading petroleum company for 11 years and was making good money. Though he was successful, he wasn't satisfied.

The future bothered him. He was tired of being transferred from one city to another, and of having his quota raised every time he won a contest. Basically, he was fed up with having the Company tell him where he would live and how much he could make from one year to the next.

So in 1961 Gordon Hay joined a general agency of New England Life in Worcester, Massachusetts, an area he was familiar with and liked. Six weeks later he had sold a quarter-million dollars of life insurance. Just recently he was named to New England

Life's Hall of Fame and Leaders Association.

At long last he, his wife and three children have been able to put down roots. Things look different now to Gordon Hay. "I'd break my neck to stay in this business," he says.

Does Mr. Hay's experience suggest that this can be the sort of rewarding and satisfying career you'd be interested in? If so, you can learn more about such a career as well as the particular advantages of associating with New England Life by writing to Vice President John Barker, Jr., 501 Boylston Street, Boston 17, Massachusetts.

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Wallace J. Hilliard, '59, Oshkosh
Richard G. Rohn, '60, Wauwatosa

news of the University

Major Grant for Mental Retardation Study

DR. HARRY A. Waisman, professor of pediatrics at the University of Wisconsin Medical School, has been appointed to additional duties as director of the new Joseph P. Kennedy Jr. Memorial Laboratory on the Madison campus.

Dr. Waisman will have complete administrative responsibility for the new Kennedy Laboratory, an intimate functioning unit of the pediatrics department. He has been directing a long-term study of the biochemistry of mental retardation. The aims of the project, supported in part by a \$225,000 Kennedy Foundation grant, are to understand the chemical causes of mental retardation and develop methods of prevention.

Next summer the entire research project will move into the Kennedy Laboratory, now being built as an additional floor atop the Children's Hospital. The Kennedy Foundation contributed one quarter of its grant to construction costs. Working with Dr. Waisman in the new Laboratory will be Drs. Theo Gerritsen and Dallas Boggs, both Kennedy Scholars; Dr. Jean Marsh, research associate; and Dr. Arne Haavik, postdoctoral fellow.

Dr. Waisman's research has centered around hereditary diseases which produce mental retardation. In one such disease, phenylketonuria (PKU), he found that affected children who are diagnosed early enough can develop normally if put on a special low-phenylalanine diet.

In 1957, Dr. Waisman initiated such a treatment program throughout Wisconsin. Thus far, he has succeeded in preventing 20 affected Wisconsin children from becoming retarded. This year, a medical motion picture was produced under his supervision to show physicians how to spot PKU babies.

Pollution Study

A NEW FIELD and laboratory study at the University of Wisconsin is seeking to uncover secrets about the pollution of Wisconsin waters by synthetic detergents.

Recently initiated in the UW Hydraulics and Sanitary Laboratories under sponsorship of the Wisconsin Committee on Water Pollution and the State Board of Health, the study is being directed by Emer. Prof. M. Starr Nichols, a member of the sanitary chemistry faculty on the Madison campus from 1916 until his retirement four years ago. He is working with a graduate student in soils chemistry, Demetrious E. Spyridakis of Athens, Greece.

Prof. Nichols said his previous investigations in this area had revealed the presence of detergents in 696 of 2,167 privately-owned shallow water wells tested in Wisconsin. He found no evidence to indicate that the detergent was present in sufficient amount to be harmful to humans, with most of the pollution attributed to waste seepage. A field survey of surface water in the Rock River took him from Mayville, Wis., to Rockton, Ill.

"Public water supplies seldom have any detergent problem, as far

as we can tell from previous reports, so we are going to concentrate on suburban and rural areas where communal water supplies and sewage disposal facilities are not reached by these city systems," he explained.

"Actually, the health effects of heavy detergency are unknown. We do know that 3.5 to 5 parts of ABS (alkyl benzene sulfonate, a detergent) per 1,000,000 parts of water have killed certain species of fish.

"We are going to be concerned with finding out more about detergents that are degradable, that is, those used by other microorganisms so they disappear. Instead of legislation banning all detergents from public sale, perhaps it would be more practical and feasible to go right to the manufacturers and get them to produce only degradable detergents."

Prof. Nichols said synthetic detergents began to be used about the middle 1930s, and started to show up in sewage disposal plants as a foamy substance about 15 years ago.

E. B. Fred Scholarships

THE REGENTS have accepted \$90,000 from the Carnegie Corp. to help deserving women do graduate work, and have named the fellowship for UW Emeritus Pres. E. B. Fred.

As a result, the E. B. Fred Fellowships for Women will be available, beginning next fall, for 50 to 75 single or married women who are graduates of reputable educational institutions and who wish to complete their doctoral work.

Dr. Robert L. Clodius, UW vice president of academic affairs, told the Regents that naming the fellowships in honor of Dr. Fred is appropriate for two reasons:

1. When Dr. Fred was a member of the Graduate School Fellowship committee, he campaigned zealously for special attention to the needs of women for such financial help;

2. He has devoted many hours since his retirement to studies in the area of utilizing the abilities and education of adult women in the economy.

The Carnegie grant is the result of the "special program for the continuing education of women" in the UW Dean of Women's office administered by Mrs. Kathryn Clarenbach, assistant dean of women. It is based on the premise that the serious shortages of trained talent in many professions must be met in large part by women.

Biotron Will Duplicate Any Environment

THE FORD Foundation has awarded a \$1.7-million grant toward the building of a Biotron at the University of Wisconsin.

The Biotron, almost five years in the planning stage at Wisconsin, will be a facility with controlled climate conditions for studying the growth, development, reproduction, and behavioral responses of plants and animals. The facility was one of the major national needs cited by the National Academy of Sciences in a study of future scientific priorities in 1960.

Last November the UW Board of Regents approved preliminary plans and specifications for the multi-purpose structure on the Madison campus, expected to cost upwards of \$4-million. When completed, it will be the first of its kind in the world designed to study living organisms in a full range of controlled environmental conditions, including those in space.

Prof. John E. Willard, dean of the UW Graduate School, has described the Biotron as "a huge pioneering effort in science, 100 per cent for

research, a series of environmental chambers for studying."

The Biotron's equipment will simulate rain and snow, the arid heat of the desert, humidity of the jungles, the pressures of high altitudes, and the turbulence of storms. Within its laboratories, scientists will rear and maintain healthy and diseased plants and animals, ranging from insects to mammals, under actual or artificial daily and seasonal cycles.

High School Grades Related to College Success

IF YOU WANT to know how your boy will do in college, look at his high school grades. Chances are his college grades will turn out quite a bit like them—that is, if he's like the boys in a group studied by George Sledge and Wayne Schroeder at the University of Wisconsin.

Sledge and Schroeder say their studies of 181 students show that high school grade average is way out in front of all other indicators of success in college. They tested several others to see if they were related to college grades—things like size of class, occupational choice, college choice, time of educational decision, and many others.

While the best single predictor of college performance was high school grade average, some of the other factors showed some interesting relationships. For example, as a group, students who said their favorite high school courses were math and science or language did better than other groups their first year in college.

It is often said that students do well in subjects they like. But this study showed no such relationship. Grades in courses similar to high school subjects listed as "interesting" and "beneficial" by the students, were no higher than their overall grade averages. The students were not asked about college course interests, however. Sledge and Schroeder concluded that expressed interest in a given high school course area is not an adequate indication of the

person's ability to achieve in this course area in college.

Freshmen who call their favorite high school courses "challenging" or "stimulating" usually did better than those who applied the terms "different," "explorative" or "current." The researchers say the choice of terms here probably relates to attitudes toward learning.

No significant relationships showed up between college grades and such things as parental encouragement, source of support, family size, educational level of parents or occupation of fathers, the research men say.

It's a Woman's World

COLLEGE just isn't what it used to be—all the old institutions are deteriorating, and nothing seems sacred. Graphic example of the fact came in February when two coeds broke the "sex barrier," and gained access to organizations hitherto considered "for men only."

The first breakthrough came when Shayne Schneider, a freshman coed from Mamaroneck, N. Y. appeared at the Psi Upsilon house during second semester fraternity rush. Armed with an invitation which she had received in the mail from the Rho chapter of Psi U, Miss Schneider explained that she was delighted with the invitation, and said that her mother had cautioned her about rushing a sorority because they were too snobbish. The fraternity seemed quite willing to accept Miss Schneider as a "brother."

A short time later, Mary McIntire invaded the Haresfoot camp and, under the alias of Martin McIntire tried out for a part in the club's upcoming production of *Destry Rides Again*. However, Miss McIntire, complete with duck tail hair cut and levis, failed to qualify. Haresfoot continues to adhere to its motto: "All our girls are men, yet every one's a lady."

Strangely enough, the coeds' breaking of the "sex barrier" did not result in any counter-revolutionary moves on the part of the men. Perhaps we will have to wait until the warmer weather.

The Area Studies Programs

Associate editor Alyce Weck spent a great deal of time recently, investigating the University's growing commitment to area study programs. On this and the following pages is her story on this fascinating aspect of the University's development in this field of study which is directly related to American leadership in the world community.

READE ABOUT the University of Wisconsin and you know that there is a lively procession of visiting professors coming to the campus and UW professors going abroad in an academic exchange program involving all parts of the world. In addition, foreign leaders in all fields are welcomed here, as UW staff members on technical, economic, and other consulting missions are welcomed by other governments and universities.

Visit the campus and you'll see the international students who illustrate the statistic that nearly one-twentieth of Wisconsin's student population is foreign. In the Memorial Union you'll find many of them at the International Club office, where, under the motto, "Above All Nations, Humanity," the student president from Pakistan, supervises a wide program put together by Indians, Africans, Americans, and others. Check the campus bulletin boards and you'll note the influence which international cultural exchange programs have had on cultural programming here.

With this kind of extra-curricular emphasis on an international give and take, it's not surprising that the same kind of emphasis should carry into the curriculum. This emphasis, of course, has long shown in many disciplines which have always had all countries as their province: linguistics, history, literature, geography, anthropology, sociology, political science.

What's new in the Wisconsin curriculum is the way in which these disciplines are now being combined, as the investigative powers of all of them are brought to bear on the subject of one country.

The result is four language and area studies programs: African, Ibero-American, Indian, and Russian. In addition, there are two Language and Area Centers, one for Indian Studies and the other for Latin-American studies, established by the National Defense Education Act of 1960.

One way to get the feel of what's happening in these programs is to imagine the challenge of designing a curriculum which would give a comprehensive picture of this country: its people and their goals, what they've done, what they're doing, what they can be expected to do in the future; their language, politics, culture.

The problem becomes more complex when another factor is added. Suppose this hypothetical curriculum is being designed for use in countries as far as half a world away, like India, where a student doesn't know what it means to live in Suburbia, as the student of Indian studies here doesn't know what it means to be a Brahmin.

This hypothetical situation, in reverse, is what the University professors who administer and teach in the departments here have worked with over the first few years of the programs. On the following pages are their comments about what they're doing.

Because all of them have literally traveled widely in their fields, their comments about the countries they study and their significance for study double as short reports from some of our men in India, Latin-America, Spain and Portugal, Africa, and Russia.

India:

a country half a world away from the classroom

THE INDIAN STUDIES program provides a good example of the complexities involved in organizing an area studies program.

The subject of the study—the country, India—is half a world away from the classrooms where it is being studied. It is more than a million square miles worth of study, with new dimensions—its people added at the rate of 346 per square mile. Within the physical boundaries of India lives one out of every seven of the world's people.

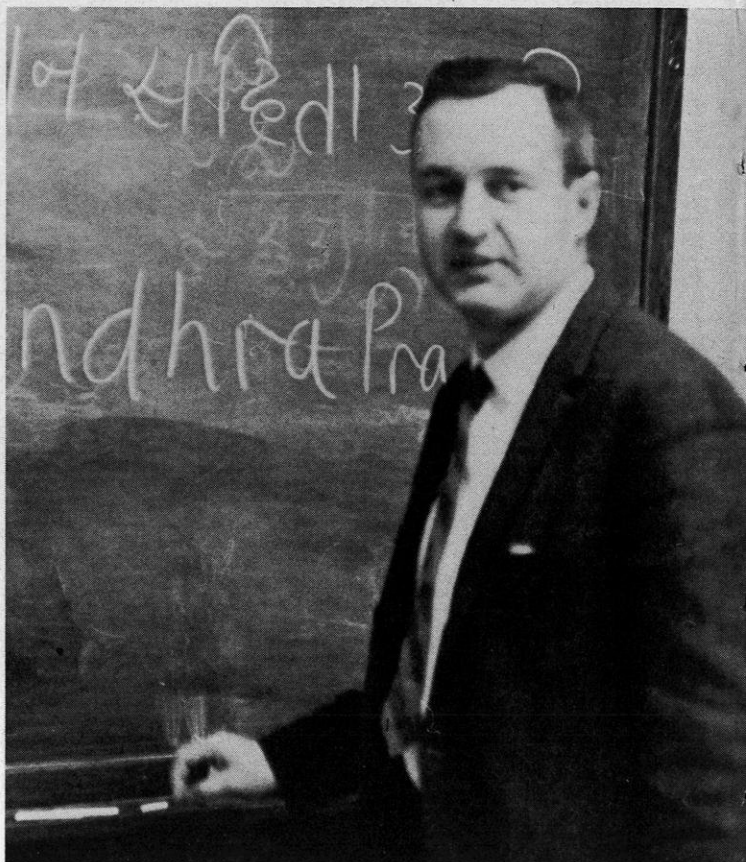
Its social structures, its religion, its philosophy, its cultures have remained a mystery to the Western world, partially because of the language barrier—there are 16 official languages, and hundreds of dialects—and partially because so much research remains to be done.

To Prof. Richard Robinson, currently director of the Indian Studies department, this is one of the fascinations of Indian studies. "There's no definitive work on practically anything we touch," he says. The study of India appeals to the linguists who are "always looking for a new language to do." The implications for the sociologist and the political scientist's studying the country are obvious, and the areas of religion and philosophy also offer significant areas of study, Robinson emphasizes.

Indian philosophy, for example, is one of the world's three basic philosophies, along with Greek and Chinese, but differs from the other two in its approach. Robinson says studying a non-European philosophy frees the student to think of basic problems in philosophy from a wider point of view and offers a healthy corrective to provincialism in its study.

Robinson, who just returned from India where he was studying modern religion, says that a study of Hinduism in India gives students a look at one of the world's strongest religions—not just a strength in numbers, but a strength which comes from people's really believing in it. "It really influences their lives," he says, "not from a blind obedience of it, but from a kind of belief which they translate into their daily activities." Culture, Robinson thinks, is that that country has retained its own cultural self-identity in a way no other country has. "India takes what it wants of the Western culture, and rejects the rest," he says.

Robinson thinks it's unfortunate that Western musicians and writers don't know more about India's music and literature, which are flourishing. Poetry reading



Prof. Richard Robinson

competitions at the town and even the village level are quite common; Indian classical music is taught in the universities and is given wide hearing in many concerts.

Indian studies at the University, like the other area programs, is not so new in content as it is in concept. Many of the same courses offered now had been offered previously, but the formation of the new departments brought them under a central administration, though they are still taught on an inter-departmental basis. The Department of Indian Studies offers degrees on all three academic levels, and has already graduated several MA candidates, including three who are now studying in India. Half a dozen students are currently working for their Ph.D.'s in Buddhist studies, a seventh is coming, and half a dozen more have shown serious interest in joining the program.

Language is central to the curriculum, which offers Hindi-Urdu, Telugu, Kannada, Sanskrit, Tibetan, Pali, and Buddhist Japanese. The grants from the U. S. Department of Health, Education, and Welfare which helped establish the center have included contracts for the preparation of instructional materials in the Hindi, Telugu, and Marathi languages.

Anthropology courses cover tribes and castes of Indian. Buddhism and studies courses deal with Indian Buddhism, East Asian Buddhism, social institutions, cult practices, social history, doctrinal systems. Northern and southern, modern and ancient India are studied in history courses; modern trends are analyzed in writings in various languages which comprise the country's literature. Philosophy, political science, and sociology round out the curriculum with a study of the philosophy, politics, social structure, and social change of the country.

The program is a dynamic one, involving a staff of 12, including people who are involved from other departments, and influenced by a regular exchange between visiting professors from India and staff members who go there. Students also benefit from their professors' frequent trips to India to do research, and they themselves can also go directly into "the field" in summer and year abroad programs. Sixteen American undergraduate students, eight of them from the University, are in India now, studying on a program worked out by U. W. in cooperation with three Indian universities.

Though research in this area often involves poring over Sanskrit manuscripts in a library carrell, researchers are just as likely to be found in a mango grove in India. That's where sociologist Prof. Joseph

Elder based himself to study a sugar mill when he was trying to determine the effect which industrialism has on Hinduism. He and his family lived in a tent distributed questionnaires for his study and eventually, were distributing medical supplies as well, as they ran a dispensary equipped to handle routine ailments.

The Indian studies program is also a context in which Sanskrit, often seen as a magnificently esoteric addition to a curriculum, shows up in a new light. It is, Robinson emphasizes, fundamental to the study of Indian culture because it is still as important in India as Latin was in the West in the 17th and 18th centuries. Sanskrit is studied in high school, is the liturgical language for the Hindu community, is the basis, in rhetoric, meter, and theme, for most modern vernacular to fractures. Even more to the point is that contemporary vernacular words such as atom ("smallest thing") and airplane ("celestial chariot") are Sanskrit-derived. Common greetings are also expressed in Sanskrit.

The auxiliary knowledge required for the student of India points up the importance of studying a country in context. For example, Robinson says that the person who wants to understand India had better be prepared to understand astrology.

According to Robinson, only few people in India will ignore the sayings of an astrologer, and there is nothing incongruous to them in following the British rules of evidence in their courts of law, but following the sayings of the astrologer in their personal lives.

To document this point of the coexistence of the national and the supernatural, he recalled a conversation with a member of the judiciary who told him in all seriousness, "Some of my best friends are saints."

Latin America:

*you only read about it
in terms of explosions*

IN 1959 the University of Wisconsin was designated as a Luso-Brazilian Center by the United States Government. In the fall of 1962 came the University's designation as a Language and Area Center for Latin American Studies, also a government appointment. The Language and Area Center for Latin-American studies now includes the former Luso-Brazilian Center and is administratively divided into two divisions.

The two divisions are the Spanish-American section, which concentrates on Spain and all Latin American countries except Brazil, and the Luso-Brazilian division, which concentrates upon the Portuguese-speaking world, essentially Brazil in Latin America and Portugal in Europe.

The Ibero-American Areas Studies Program has students at both the undergraduate and the graduate level, and since its graduate program is the same as the Latin American Center's, the terms "Ibero-American" and "Latin American" are used synonymously to describe these programs.

Prof. Norman P. Sacks, who coordinates the Ibero-American Area Studies Program and also serves as director of the Spanish American division of the Latin American Center, finds that he has an "octopus" on his hands. Campus interest and involvement in the Latin American area is so widespread that there are now about 55 majors in Ibero-American studies, where the chief language interest is Spanish.

The current enrollment of majors doubles or triples the original number, and Sacks advises each student in a program which, despite a series of prescribed courses in language and related subjects is pretty much, he says, "tailor-made" for the individual, particularly on the graduate level.

"This is one of the hardest programs I've ever worked with because there are so many disciplines involved and so many personnel," he says.

In addition to the administrative challenges involved in working with an "octopus," Sacks, as director and teacher in the Spanish-American area of the program (his principal interests are in applied linguistics, Hispanic civilization, and cross-cultural comparisons between the U. S. and the Hispanic world) faces other challenges, too.

For one thing, it is rarely quiet on the Latin-American front. And, he says, the question is not, "When is it going to be quiet?" The question is, "Where is the next explosion going to come from?"

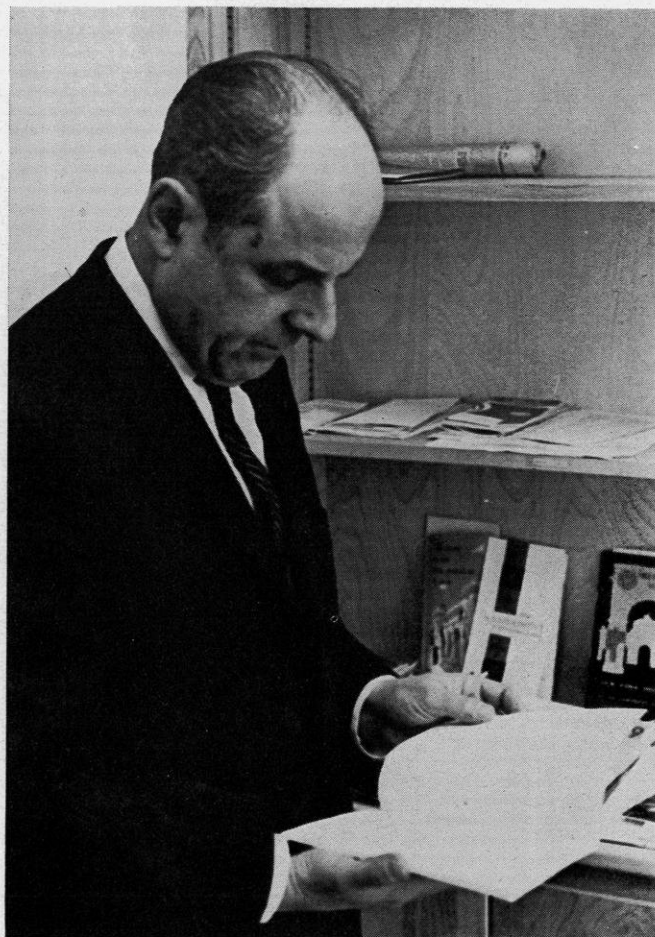
One of the facts of hemispheric life, he says, is that these countries, especially Brazil, Mexico, and Argentina, "are taking a more independent stand in their foreign policy. They're coming of age."

The study of Spain also becomes more significant every day as that country becomes a more integral part of Europe, as indicated by its application for entry into the European Common Market.

There are, of course, advantages to studying and teaching such countries in ferment. "Many of us might just go into our classes with a good newspaper and begin from the morning headlines," Sacks says, but adds, by way of underscoring one reason for the area studies programs: "We can't be concerned only with the headlines. We've got to understand the problems and pressures behind them. The Cuban issue, for example, stems from something very basic which needs to be understood. Both the United States and Cuba have a violent streak in their national temperaments, mass cultures, and histories."

This is the kind of thing which Sacks gets into in his teaching of the civilizations of Spain and Latin America. He uses an approach developed by structural linguists in teaching and preparing materials for learning other languages. A systematic comparison of the native language of the learner and the foreign language to be learned is made in order to discover the points or areas of difference, interference, or conflict. Once these points of linguistic difference are identified, then drills may be devised to drill out the interference of the native language and to inculcate new habits required by the foreign language.

Cultures, however, don't lend themselves so easily to this approach. Drilling in new habits is less difficult on the linguistic level than it is in the cross-cultural level. In this sphere, conflict may be due not only to cultural



Prof. Norman P. Sacks

differences but also to similarities. Nevertheless, Sacks feels the effort must be made even if the results can not be guaranteed. Consequently, in a study of Latin American civilization, he raises questions like, "How would the Aztecs or Incas react to some of the problems which preoccupy us today, such as individual liberty or cradle to grave security?"

What are the job possibilities for the students Sacks advises? There are, he says, many opportunities in teaching, in various agencies of the federal government, in business and in industry, especially where foreign trade and travel are involved. "The student with an area studies background may also teach English in a Spanish-speaking country with a better knowledge of the kind of context he's introducing the language into," Sacks points out.

One of the best things a program like this can do, Sacks believes, is to educate journalists. As Sacks sees it, Latin America, with very few exceptions, does not get a really balanced and "in-depth" coverage in our press.

"You only read about it in terms of explosions," he says.

Brazil:

*to prepare people
to understand
others*

Prof. A. M. Rosa



PROF. A. M. Rosa, who directs the Luso-Brazilian area of the Ibero-American studies program, sums up his challenge in a statement which applies to all the programs.

"We've got to prepare people to understand others so that they don't apply standards indiscriminately. We need a humanistic background for all fields: exchange programs, diplomacy, business."

He also sees this kind of background as making it possible for people—or nations—to use the skills they have properly at the international level because they are applied in context. Not using skills this way in its technical aid programs and other foreign projects has long been a drawback of the United States, he points out. "Here are competent technicians, very efficient in everything but understanding human nature."

Like the other program directors, Rosa emphasizes the importance of motivating both faculty and students by getting them to the countries they are studying. In 1961 and 1962 he took a group of graduate students to Brazil where they spent the summer studying there as they would have here, except that "they got a different perspective, learned more in a shorter time, and made friendships." Rosa says, "You can't go much more in depth in international relations than one of our students did. He married a Brazilian girl he met that summer."

The department which Rosa directs is one of the oldest in the country, because Portuguese has been offered

here since 1931, a unique record, Rosa says, and it has had 50 per cent of the national graduate enrollment in this area of study.

The field of Luso-Brazilian studies hasn't had a strong tradition, he explains, because it has always been generally assumed that south of the Rio Grande River everything is Spanish. However, Brazil comprises more than half of South America and Portuguese is the language spoken there.

This means that within Rosa's department is housed the study of the country which is the key to Latin-America. Brazil is the key, he believes, because it is the only country which can lead the community of Latin-American nations.

Brazil has the strengths needed to be the leading country, he says, and has the additional advantage of being a country with a Portuguese culture among others with Spanish cultures. This is an advantage, he explains, because the Spanish countries' "sibling rivalry" prevents them from looking to each other for leadership.

There are problems in Brazil, he admits, like the Brazilians' always being in the throes of a social revolution, and the predicaments of their lower classes. However, he points to the country's spectacular growth, its tendency to "think big and plan on that scale," as illustrated by their great advances in architecture.

And finally, there is something else in Brazil's favor. "You know what they say there?" he asked. "They say that God is a Brazilian!"

Africa:

a continent in transition from its own past

Prof. Philip Curtin



PROF. Philip Curtin, chairman of the African studies program, describes African history in a way which makes you want to read the two books he's written about it.

"In addition to the usual work with historical documents, it's a matter of going out with a tape recorder and finding out who's lying," he says. Apparently modern man is not the only one to underscore the importance of good images for countries and corporations. Each African kingdom has its own history, carefully perpetuated by professional "rememberers." It is the "rememberer's" job to relate the history at special occasions, sometimes by recitation, sometimes by drumbeat.

It's the historian's task to sort the truths from the fictions, by recording as many of the recitations as possible, then checking them against each other and against the findings of linguists and archeologists to find out what's history and what isn't.

When Curtin lectures, he talks from experience, because he has logged thousands of miles in his African travels. In 1958 he drove from London to Nairobi in a trip which covered 19,000 miles and many cultures. He has just returned from South Africa under sponsorship of the U. S.-South Africa Leader Exchange program where he lectured on the history of tropical Africa.

Curtin's book, *The Image of Africa*, a study of what Europeans knew about Africa in the period between 1780 and 1850, showing how some of the myths about Africa developed, will be published this year. In process is his book which reports the findings of a group

of West African travelers who toured their own country before the Europeans ever did and were the first to report "outside" what they saw.

With Curtin in the department are three other specialists who have also traveled widely. Their teaching work comprises the core curriculum which is supplemented by courses taught by visiting professors from Africa and other institutions where courses in African language and culture are taught and by professors from other University departments.

Prof. Jan Vansina, also in the program which Curtin says offers more African history than any other in the country, spent a total of seven years in the Congo. There he studied the precolonial period and became familiar with the anthropology, linguistics, ethics, politics, religion, and social structure of the area.

Prof. Frederick Simoons spent the 1953-54 academic year in Ethiopia on a Ford Foundation Fellowship to study farming, economics, and food habits. His book, *Northwest Ethiopia, Peoples and Economy* was followed by *Eat Not of This Flesh*, which reveals the food taboos of peoples around the world.

The political scientist in the group is Prof. Aristide Zolberg, Belgium born and U. S. educated at Columbia, Boston University, and the University of Chicago. In 1959-60 he did research in West Africa which resulted in a book on the Ivory Coast.

The 1963-64 academic year will bring additional staff members, including Prof. Wilfred Whiteley, now a reader in Bantu languages at the School of Oriental and

African Studies, London, and Prof. John Robinson, of the Transvaal Museum in Pretoria, Republic of South Africa.

Whiteley has been one of the principal leaders in the movement to recover the texts of the Swahili language, which are now known to be of greater importance than people had previously thought, and which constitute the largest body of literature in any African language. He will give courses here in Swahili language and traditional African literature.

Robinson is one of the world's leading specialists in the development of early man in Africa, and his University appointments are in the departments of anthropology and zoology.

Like the other programs, African studies has existed for a long time informally, but "we had to organize when we got around 40 students," Curtin says. Now there are more than 150 students involved in the program. Also like the other area studies programs, its designers are looking toward expansion. Curtin hopes to continue to add more staff members, and to add to the number of courses in African languages, music and art, and the social sciences.

The study of Africa, in addition to the problems involved in getting a correct view of the history, is beset

with other problems of scholarship. One of them is basic: establishing the idea that there is an African history. "A lot of people think there isn't such a thing, that Africa's story is merely a story of unchanging primitivism. That just isn't so," Curtin says.

There is also the problem of language. Swahili is the language that students need most, though there are hundreds and thousands more minor languages.

One of the department's biggest projects for the future is to set up a junior year abroad program, where students would spend a year in Africa as a regular requirement for the course.

Government service or teaching is where most of the students will apply their training, says Curtin, and there are presently two or three graduates of the program now teaching in Africa. Others are teaching African history in other places, working for commercial firms, or, like the U. W. graduate who is a vice-counsel in Libreville, are with the government.

The majority, however, will probably go into teaching, circularizing the Wisconsin concept of African studies: "analyzing the development of Africa during a crucial period when the continent is in transition from its own past, now being rediscovered, to its own future, only barely discernible."

Russia: *academic detective work*

BECAUSE of some of the problems of scholarship involved in a study of Russia, students in this area get an auxiliary training in a sort of academic detective work.

According to Prof. John A. Armstrong, professor of political science and executive secretary of the Russian area studies program, the problems are obvious. Public officials can not be interviewed, surveys of political choices or even consumer choices don't uncover attitudes or trends because no choices are really made, and it is impossible even to travel freely in the Soviet Union.

In this framework, secondary sources become especially important. At Wisconsin, particularly for the czarist or pre-Soviet era, there are many periodicals and newspapers to turn to, in addition to a collection of nearly four thousand volumes in the University libraries.

Research in and familiarity with these sources provide a frame of reference which students can then use to explore the Soviet period as they "read between the lines" to analyze a period even harder to get information. In a bit of understatement, Armstrong points out that Soviet newspapers and other publications are "not designed to reveal everything."

There are, however, some original sources of information. One of them is a microfilm version of a set of documents on Communist Party activities which wound up in this country via a kind of enforced academic exchange program. The documents, offering an extensive account of one provincial party organization in Russia,



Prof. John Armstrong

were taken from the Russians by the Germans, who in turn lost them to the Americans.

Defectors from the Soviet Union are another primary source and they are interviewed whenever the opportunity arises. One Ph.D. candidate has taken on the ambitious project of determining the influence which Russia had on visitors from this country and European countries in the twenties and thirties by interviewing people here and abroad who lived or traveled in Russia during that time.

The result of this kind of detective work is that students here are sometimes aware of what leaders there are going to say. For example, in 1956, when Nikita Khrushchev's secret speech on the influence of Stalin was made public, it confirmed what students of Russia at Wisconsin had already gleaned from a study of publications and other information.

Armstrong sounded a familiar note when asked whether Russians are studying us as we are studying Russia. They are, but "we hope our program is better than theirs," he says. Universities there have programs similar to Wisconsin's, in reverse, and Russian professors, like the two who were recently here studying the New Deal, come to Wisconsin to study. The American labor movement is a subject which is particularly interesting to them, according to Armstrong.

Study programs in both countries benefit from an exchange arrangement which annually brings 40 Soviet students to this country and sends 40 American students there for a semester or a year's study in Moscow or Leningrad. Three UW students have already studied in Russia, one is there now, and another will go next year.

Armstrong says that American students in the Soviet Union have an unusual chance to observe Soviet life first hand.

Regardless of whose program for studying whom is better, Russia can probably claim to be better studied than the United States. In this country there are more than half a dozen more Russian area studies programs in addition to Wisconsin's, including those at Harvard, Columbia, Indiana, the University of California, University of Michigan, University of Illinois, and the University of Chicago. Similar programs have also been developed at English, German, and French universities.

The department here began in 1958, at about the same time the Russians launched their Sputnik. Today, it involves about 65 graduate students who work on an interdepartmental basis with a dozen faculty members. The program is sustained by a Ford Foundation grant and with funds from the National Defense Education Act of 1959.

The main interest of the Program, Armstrong says, is to prepare college teachers who are badly needed because of the surging interest in Russia. In Russian studies, as in the other area programs, Wisconsin is in a good position to fill this need, he emphasizes, because of the strength of its programs in the social sciences and the humanities at the Ph.D. level.

The primary object of the Russian program, as it is in all the others, is to superimpose a knowledge of a language on a background which makes it possible for the student to understand and interpret the country for others, in terms of its historical, political, geographical, economic, and cultural significance.

Harrington Tells Need to Seek Federal Aid

INCREASED FEDERAL support of higher education is both inevitable and desirable, University of Wisconsin Pres. Fred Harvey Harrington said recently in an address prepared for the 18th National Conference on Higher Education.

He predicted it would "extend across the board, covering not only research and public service, but instruction as well; covering not only publicly-supported institutions but privately-supported as well."

The future is promising, he said. "Increased federal support can result in major gains for higher education in the years ahead."

We cannot finance the increased costs of higher education primarily by charging the student more, he said, "for higher education is for the benefit of the country as much as for the benefit of the individual."

While there will be a great upsurge in private giving, Pres. Harrington added, it "cannot possibly expand to cover the full bill for higher education in the years ahead."

There also are limits on what state and local governments can finance, he said. "We cannot reasonably expect the federal government to release any significant part of its taxing authority to the states."

He expressed some concern, too, about federal support. "We do not want federal control of our projects. We are worried about the 'red tape' associated with federal government support . . . about the tendency of the federal government to think in terms of immediate rather than in long term objectives.

"But we cannot do without federal support," he said, adding:

"We of the Land Grant institutions have dealt with the federal government for a hundred years, and have found that federal support enables us to work towards excellence in instruction, research, and public service."

President Harrington advocated expansion of federal support in accordance with the Land-Grant principle of distribution, and continuance of federal support for centers of research excellence both private and public, and called upon fellow educators to "give close attention to the federal government." He concluded:

"We can help shape a future that can be outstanding if we have the educational statesmanship that the age demands."



Lee Dreyfus

TELEVISION

*in the classroom
and points beyond*

TELEVISION is destined to play an increasingly important role in the educational and cultural life of the people of Wisconsin. This fact will become more evident in the immediate future according to Lee S. Dreyfus, recently appointed general manager of WHA-TV, and formerly associate director of mass communications at Wayne State University in Detroit.

Under Prof. Dreyfus, the University is preparing to undertake an ambitious television program which will eventually equal, and could easily surpass, the statewide impact of the state radio network. The first step in accelerating WHA-TV's programming efforts will come in April when the station begins operating from a new tower which has been installed just west of Madison. The location of the new tower is strategic as far as WHA-TV is concerned. The tower is situated on the "antenna farm" adjacent to existing commercial towers and will be on a directional line with viewers who point their home antennas toward the station towers. In addition, Dreyfus feels that the location of WHA-TV, Channel 21 on the dial, is especially fortunate because it is directly between two Madison commercial stations (Channel 15 and Channel 27)—"Some night they might accidentally 'discover' us when they're switching channels."

The new tower is a symbol of what is ahead for educational television in Wisconsin. The Coordinating Committee for Higher Education has a special committee which is charged with formulating a plan for a state educational television program. The committee, under the chairmanship of Prof. Dreyfus, has already submitted an approved state plan which outlines some of the prospective developments which can be expected in the near future.

It is the intent of the committee that *all* citizens of the state will eventually benefit from educational and instructional television. In order to accomplish this, the state has been divided into four areas with local television studios and equipment available to provide programming to people of the individual area. In

each of the selected areas, the local institutions of higher education stations will be able to receive and record on television tape various telecourses emanating from the campus. This would be accomplished during the period from midnight to 8 a.m., and would allow the local college or center to utilize whatever portion of the schedule transmitted they desired for instruction during the following day.

Under the plan, daytime broadcast hours would be devoted to in-school programs, while evening hours would be free for programs relating to general adult education, teacher in-service education, and programs of a general cultural nature.

Because television tape is extremely versatile, tapes could be erased and used again for an indefinite period, or a particularly valuable program could be recorded and filed for repeated use.

Besides facilities in Wisconsin, the state television network could make arrangements with states bordering Wisconsin to improve its programming potential. The equipment for links with Michigan, Minnesota, Iowa, and Illinois already exist, and it would be a simple matter to work out practical arrangements to make the system a reality. Also, the resources available for such a project include the facilities of: public school systems, libraries, museums,

private schools and colleges, the University, and other state agencies.

Under the plan outlined to the Coordinating Committee, the proposed television program will provide: elementary and secondary education service to all areas of the state; service pertaining to post-high-school education, in-service training, vocational and technical training, and adult education; opportunities for general education and cultural enrichment for the citizens of the state; and closed-circuit television conference possibilities between and among schools in the state.

ACCORDING to Dreyfus, television is one of the most effective tools in modern education. To those people who have some doubts about the impersonality of the medium, he points out that "Television is not impersonal—it's a very intimate medium. Our youngsters have become adjusted to television. In a sense, they've grown up with it.

"As an instructional tool, television can serve an invaluable function. For example, it can take a specialist—one of our noted professors—anywhere in the state. And, with television, everyone has a front row center seat. This fact is especially helpful in science courses where demonstrations form a key part of the instruction."

What about the quality of television teaching? "I think it's superior

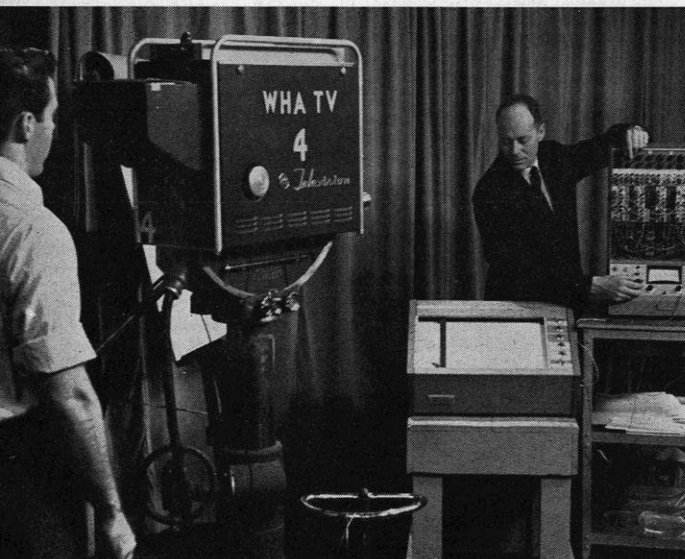
in every way. Look at it this way—a teacher isn't going to appear before a television camera with only a vague idea of what he's going to cover in a given class period. It's the other way around. When the teacher realizes he is going to present a subject over television, he makes an extra effort to see that he is prepared, to see that his material is thoughtfully organized. The result is a high level of instruction that can be shared by countless students.

"This is significant if we look at the University's enrollment projections for the coming years. If we expect to double our enrollment by 1970, we must be prepared to offer the most effective instruction possible to a greater number of students. Television will allow us to provide this service."

Dreyfus also points out that television as an instructional tool is not limited to the classroom. "It's providing us with new techniques for research. It aids the teacher in developing new instructional techniques and, by the same token, we can teach the individual student how to improve his viewing habits, in much the same way we now teach him how to improve his reading. In a more esoteric vein, psychologists, through the use of television techniques, are studying such things as the significance of delayed motion reactions."

One of Prof. Dreyfus' main concerns in strengthening the television

Teaching via television is becoming an increasingly effective classroom tool.



program at the University is to obtain professional quality studio facilities which will allow for a more ambitious development of locally produced programs. "The resources are here," he explains. "We have an outstanding faculty. We have one of the finest historical societies in the country in our front yard; and we have a creative and talented staff. If we can get the necessary finances, we should be able to add considerable stature to the Wisconsin's existing reputation in the field of educational broadcasting."

Because television is such a costly medium, students will have to play an increasing role in the local program production. "We feel that this is a good thing because it will provide a training ground for students who want to make a career in television. And more students will be encouraged to come to the University if they know they can get a first-class background in television here." Recalling his experiences at Wayne State, Dreyfus said that when they first started out, they had only a handful of students, but when he left last summer, the program had grown to the point where they had more than 135 undergraduates and 53 candidates for advanced degrees.

Lee Dreyfus has quite literally grown up in the field of television and radio. His father was a Hearst station manager in Milwaukee, and Lee made his first appearance before a microphone at the age of 7. Later, he began playing child parts in Chicago and Milwaukee. "I wanted a bicycle," he said, "and the price of a bicycle was just what I got for one appearance on a network program so I thought it was a pretty good way to make enough money to get that bicycle."

While he was in Milwaukee, Lee attended school with another man who has gone on to make a name in television—Newton S. Minow, chairman of the Federal Communications Commission, and an outspoken critic of the intellectual level of television broadcasting.

After the war, Dreyfus came to the University of Wisconsin, took an accelerated program and finished

his undergraduate work in 2½ years, picking up a Phi Beta Kappa key along the way. All of this while he and his wife (the former Joyce Unke) were living in Badger Village near Baraboo, and beginning a family which now includes Susan Lynn, 15,

and Lee Jr., 11.

Dreyfus later earned his MA and Ph. D. from the University of Wisconsin. He welcomes the chance to return to Wisconsin and to play a key part in the development of the University's educational climate.



Europe, 1963 with the Wisconsin Alumni Association

*Plan to join us this summer—from July 29 to August 20—
in an exciting tour of eight European countries*

WISCONSIN ALUMNI TOUR OF EUROPE

Wisconsin Alumni Association
Memorial Union
Madison, Wisconsin

- Please send more information and a detailed itinerary on the Wisconsin Alumni Tour of Europe departing July 29, 1963.
- Please reserve accommodations for _____ persons on the Alumni Tour of Europe. Enclosed please find a deposit in the amount of \$100 per person (checks should be made payable to the Wisconsin Alumni Association). This amount will be applied to the total cost of \$1085 per person from Chicago or \$1012 per person from New York, and I will pay the balance due not later than June 15, 1963. I understand that this deposit is refundable in full, providing written notice of cancellation is sent to you at least six weeks before departure, and that refunds made thereafter will be subject to a cancellation fee in accordance with expenses incurred in the handling of my tour reservations.

Name _____ Address _____

City _____ State _____ Phone _____

How the WISCONSIN *Alumnus* is Printed



It all begins when George picks up the copy and delivers it to the Democrat Printing Co.

THE STORY of how the *Alumnus* gets to our readers each month is a fascinating one.

In an era that has brought us "instant" coffee, "news as it happens," electronic weather, and other push-button conveniences, the method used in producing ten monthly issues of the *Alumnus* may seem somewhat archaic. Yet it involves the most up-to-date techniques in the printing and communications field.

The process begins, of course, with the University. Telling the multi-faceted story of the University of Wisconsin, uncovering its continually changing personality within the 36-pages of a single issue of the *Alumnus* is, quite naturally, an impossibility. There is, however, an opportunity to represent a portion of the University's character within a single issue or series of issues of the magazine. For example, this issue deals primarily with two aspects of the University's complex make-up: its growing area study program, and the plans for expanding its television facilities.

Taken singly, these are quite substantial efforts involving major financial support and many talented people working long hours. But these are simply segments of a whole. The University is not a single entity—whatever character it possesses is derived from the *total* strength of its individual programs.

The University of Wisconsin gains its excellence from the people who are a part of it. The people who make the University range from the men who clean the snow off its sidewalks, to the President and the Re-

gents who formulate its policies. Telling the story of these people is a continually fascinating undertaking.

Each month, we try to present our readers with some aspect of the University, some hint of the basic issues which confront it, some idea of the reasons for its greatness. All of this involves the communication of ideas. The University is not only the treasure house of great ideas of the past, it is the place where new ideas originate. More and more, the University and society are becoming intertwined so that their future destinies are linked together.

The method that the *Wisconsin Alumnus* uses to communicate the ideas that form the foundation of the University of Wisconsin is more than 500 years old—it came into being when Johannes Gutenberg perfected a means of printing from movable type in 1450. The *Alumnus* is printed by letterpress, a method that is essentially the same as that originally employed by Gutenberg. Basically, letterpress means printing from raised type. The printing surface is inked and the impression is "pressed" onto the surface to be printed. Two additional means of printing are currently used: the first is the offset process where the matter to be printed is transferred from a plate to a rubberized blanket and then to the printing surface; the second is gravure, which involves printing from an etched surface, the exact opposite of letterpress.

Each month the procedure involved in producing the *Alumnus* is essentially the same. Copy about the

University and its alumni—stories and pictures—must be gathered from various sources. The bulk of the copy is written by the editor and his assistant. However, copy comes from other sources: the University News Service is always helpful in making news material available as well as furnishing talented writers. Occasionally, we prevail upon a faculty member or an alumnus to write an article for us, and sometimes we get assistance from the public relations departments of industry.

Items for the class news, newly married, and necrology columns are compiled by the staff of the Alumni Records Office which is an integral part of the operations of the Alumni Association.

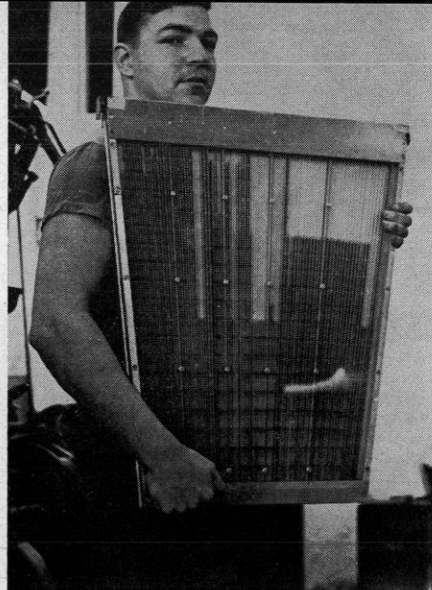
When the copy is ready, it is picked up at the Association office by George Knutson, delivery man for the Democrat Printing Co., printers of the *Alumnus*. The Democrat derives its name from the fact that the company, at one time, printed the *Madison Democrat* newspaper. The president of the Democrat is Walter A. Frautschi '24, a past president of the Wisconsin Alumni Association, and a loyal Wisconsin alumnus who maintains a continuing interest in the University. Assisting Walter in overseeing the many phases of the Democrat operation are his sons, John J. Frautschi '55 and Walter J. Frautschi '56.

Once the copy arrives at the Democrat, it is delivered to composing room foreman Don Hanson. At this point it is checked over, properly arranged, and then given to a linotype operator.

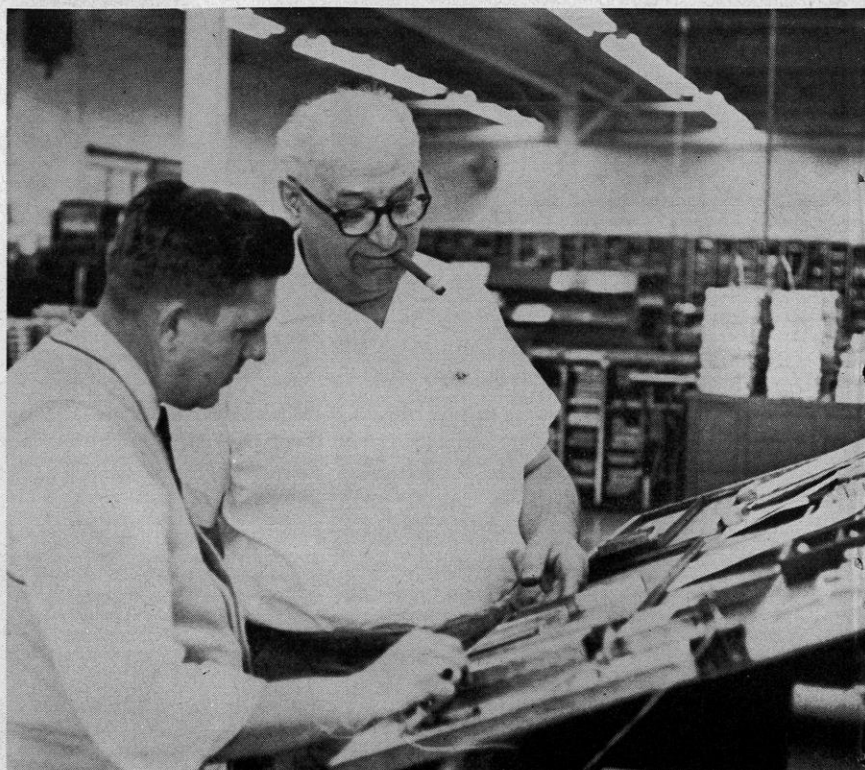
The linotype is the basic tool of modern printing. Invented by Ottmar Mergenthaler in 1886, it casts a line of metal type from individual matrices which are selected from a magazine and automatically spaced. In setting a line of type, an operator works from a keyboard similar to that of a typewriter. The advantage of the machine is that an individual operator can work nearly three times as fast as a compositor setting type by hand.

When a sufficient number of lines of type have been set, they are placed on a metal tray called a gal-

The copy is set on a linotype machine (center) which casts a solid line of type from matrices selected from a magazine (right). Once several lines-of-type have been cast, they are placed on a long metal tray called a galley (below).



Galley proofs are pasted onto the editor's "dummy" (below) to serve as a guide to the compositor as he makes up the individual pages. Here, Don Hanson (left), composing room foreman, checks the makeup of a page with senior compositor Tony Adulich.



ley. A galley proof is then taken and sent to the *Alumnus* where it is proof-read. Typographical and other errors are noted on the galley proof and then returned to the printer. An individual error in a given line means that the whole line must be set over because the line is a solid casting.

In the meantime, the editor has taken an extra set of galley proofs and pasted them onto a "dummy." The dummy is a sheet of paper which is a facsimile of the regular printed page. On the dummy, the editor indicates the layout for a given story, including the positioning of headlines, halftone engravings, and body type.

The completed dummy serves as a guide to the compositor in making up the individual pages. Taking the material from the corrected galleys and the engravings which have been mounted on metal blocks to make them type high, the compositor actually "builds" a page. Because his craft is a highly skilled one, the compositor must undergo a rigorous apprenticeship before he becomes fully qualified for his craft.

Metal type is a cold, hard element. It is far from elastic. For that reason,

everything must be measured and calculated to fit a given space. Printing is largely a science of measure, and a well edited magazine with attractive layouts takes this into account. A magazine that is literally "thrown" together is not only unattractive, but expensive, because of the cost involved in making adjustments and alterations when type doesn't fit.

Once the pages of the magazine are made up, they too are placed on galleys. A page proof is then taken and sent to the *Alumnus* where it is again read for corrections, and the layout is checked against the specifications outlined on the dummy.

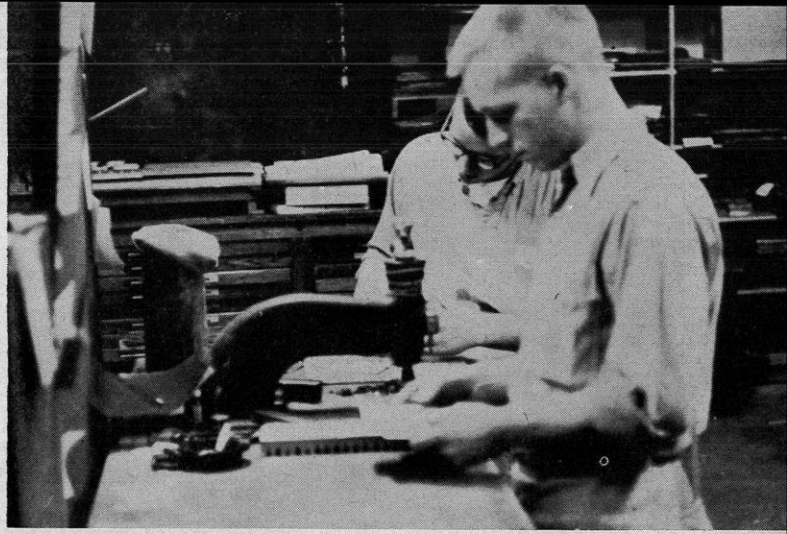
Once the final page proofs have been approved, the pages are delivered to the "stone" where they are arranged in proper printing sequence and locked into a frame called a "chase." The chase is then taken into the press room where it is put on a flat-bed press. Next, all the elements are checked to make sure that they will give an even printing impression. This process is called "make-ready."

When more than one color is involved in the printing, care must be taken to see that the elements on a given page line up, or register. After the press has been made ready, the actual printing begins.

The *Alumnus* is printed on a Miehle press which prints 1,500 impressions per hour on a flat sheet of paper measuring 35" by 45". When the printing has been completed—usually in 4 days—the magazine is delivered to the bindery where it is folded, gathered, stitched, and trimmed. When it comes to the end of the assembly line in the bindery, it is ready for addressing. This final step is done in the Democrat's letter shop, but the majority of the magazines are addressed by the Addressograph Department of the Alumni Records Office.

After the magazines have been addressed, they are sorted by geographical area, tied into bundles and placed in mail bags. From that point on, the Postal Department takes over.

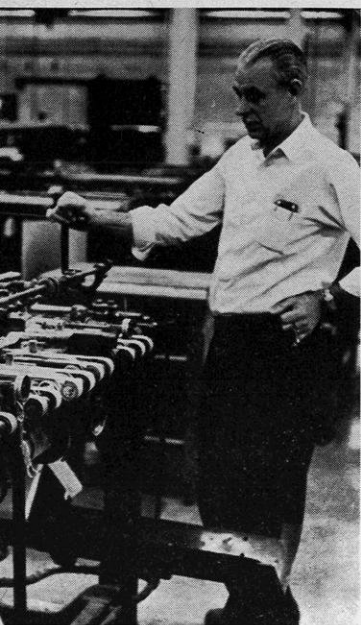
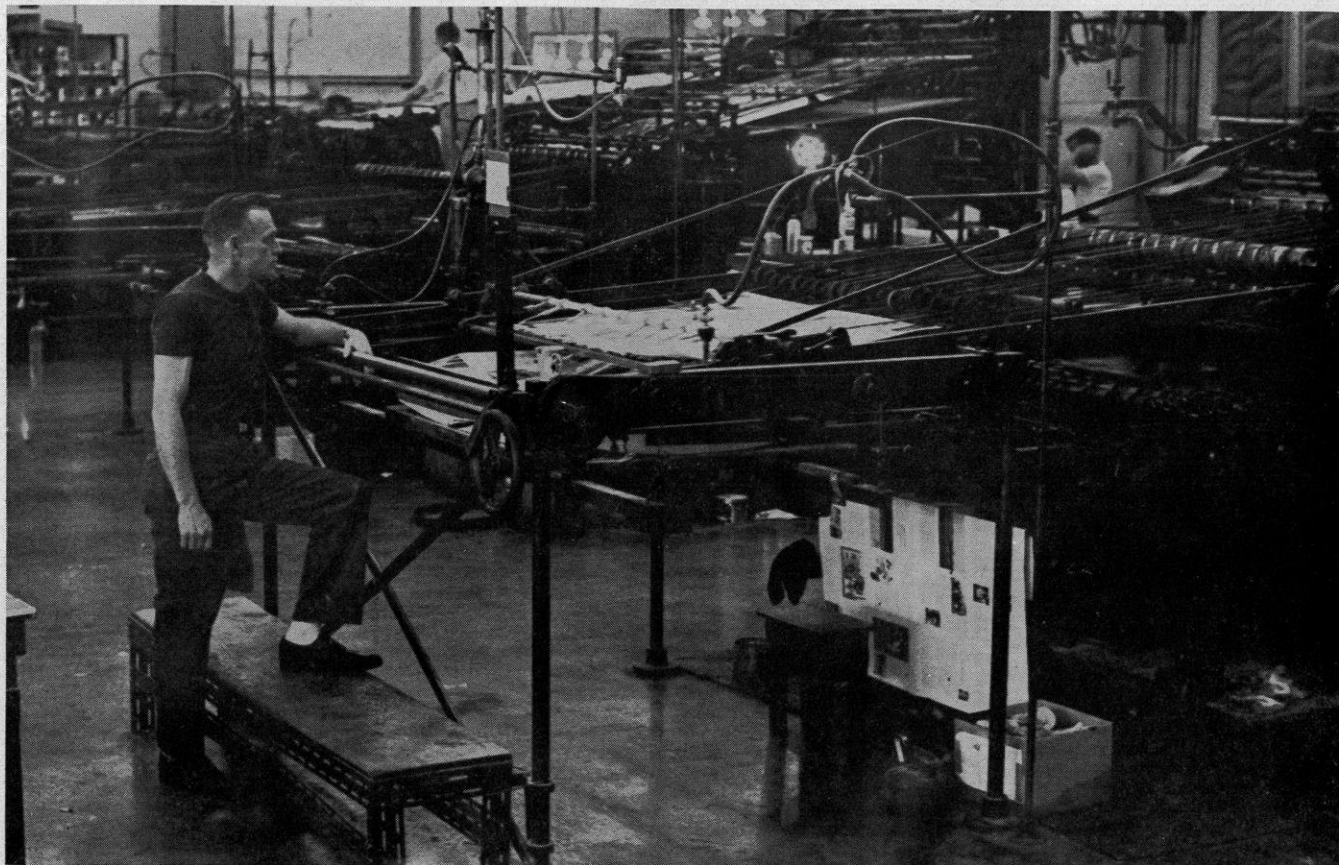
In the meantime, the process for the next issue has already begun again.



Engravings are mounted (top right), a proof of the completed page is then taken (above), and read for corrections, and then the pages are locked in proper sequence into a chase (right). The chase is then put on the press and made ready for printing. Below, Wally Ottum (left), plant superintendent, and Ted Olson, press room foreman, check a printed sheet for quality.

more pictures on the next page





The huge Miehle press (above) runs at approximately 1,500 impressions per hour. After the magazine is printed, it is taken to the bindery where foreman Lyle Newcombe (left) watches as it is folded. The folded forms are then collated, stitched, and trimmed in one operation (right), and then put into baskets (below) for delivery. The final step in the process is addressing and mailing.



“You don’t look that old, sir”

This reminder of passing years during reminiscence is the mild sort of shock one can laugh about and forget. But also one can use it to take a long, practical look at the future security of his family.

Perhaps you’ve been postponing finding out how much and what kind of life insurance you should own. This could be the time to seek the help of a CML man. He knows how—and he has the tools—to fit life insurance to the precise requirements of your family. What’s more, he doesn’t tell you—he asks you: How much money do *you* want delivered to whom and when and how often?

Actually, your CML agent may be able to show you how to stretch your present life insurance to provide more money at the right times *without increasing its cost one cent!* Talk to him soon. You’ll find him a fine man to do business with.

Dividends paid to policyholders for 117 years

Owned by its policyholders, CML provides high quality life insurance at low cost and gives personal service through more than 300 offices in the United States.

Connecticut Mutual Life

INSURANCE COMPANY • HARTFORD

Your fellow alumni now with CML

Robert E. Arnold	Madison
Robert C. Buchholz	Asheville, N. C.
George H. Chryst	'60 Milwaukee
Randolph R. Conners	'62 Milwaukee
Mitchel L. Dack	'33 Chicago
Calbert L. Dings	'48 Charlotte, N. C.
Alfred E. Felly	'50 Milwaukee
John E. Frechette	'64 Milwaukee
John V. Hovey, CLU	'32 Denver
Donald K. Irmiger	'59 Lafayette
Russell F. Marquardt	'55 Chicago
Armand W. Muth	'47 Albuquerque
William H. Pryor	Wauwatosa, Wis.
John S. Ramaker	'54 Skokie, Ill.
Gerald J. Randall, CLU	'53 Home Office
David R. Rawson	'57 San Francisco
Robert E. Reichenstein, CLU	'53 Newark
James L. Rosenbaum	'63 Milwaukee
Anthony J. Stracka	'54 Madison
James A. Temp	'54 Green Bay
Fred C. Williams	Milwaukee





Instant portable power... any time, any place

In this battery-sparked new world of portable convenience, hand tools are driven by their own rechargeable batteries . . . toys perform their tricks by remote control . . . a hearing aid with its button-size power cell can be slipped into the ear . . . cordless radios and television sets are lively companions in the home or outdoors . . . missiles and satellites are guided through the vastness of space. ► Developments like these have brought more than 350 types of EVEREADY batteries into use today, 73 years after Union Carbide produced the first commercial dry cell. Ever-longer service life and smaller size with power to spare are opening the way for batteries, such as the new alkaline cells, to serve hundreds of new uses. ► For the future, along with their research in batteries, the people of Union Carbide are working on new and unusual power systems, including fuel cells. And this is only one of the many fields in which they are active in meeting the growing needs of tomorrow's world.

A HAND IN THINGS TO COME

LOOK for these other famous Union Carbide consumer products—

LINDE Stars, PRESTONE anti-freeze and car care products, "6-12" Insect Repellent, DYNEL textile fibers.
Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada: Union Carbide Canada Limited, Toronto.

**UNION
CARBIDE**

GOLFING'S MR. TURF

O. J. Noer has gained golf fame through making the grass grow greener

by Ben Gleissner

SOME MEN retire after years of fruitful service, plunk themselves in a comfortable rocking chair and rock through their reclining years. . . .

Others retire to their stamp or coin collections or finally get around to reading those new books they never had time to open. . . .

And then there are gents who retire into a life of well regulated activity, doing a little of this and a little of that. . . .

But O. (for Oyvind) J. (for Juul) Noer, Milwaukee, cuts quite a different pattern upon retiring as sales manager and chief agronomist for the city sewerage commission.

He took to the air, flying more than 50,000 miles a year (since he called it quits in 1960) on junkets that crisscrossed the nation and reached into Nassau, Puerto Rico, Mexico and Canada to lend his knowledge and expert advice in sprucing up golf courses. His "know-how" makes the turf grow thicker, the grass greener and the golfer happier.

For being such a "smartie" in his field as a turf consultant, the United States Golf Association presented the affable Mr. Noer a beautiful bronze

plaque "for distinguished service to golf through work with turf grass."

It seems that O. J., as 99.44 per cent of his friends and business acquaintances know him, has just about all the answers when it comes to "blending" soil and fertilizer to bring about ideal conditions for the growth of grass—on golf courses or other landscape greenery.

He's hailed as "Mister Turf of America" by the Golf Course Superintendents Association of America, which dedicated its 31st international conference to the Milwaukeean, and by all connected with the USGA as well.

After 35 years spent on the diagnosis and therapeutics of turf problems and developing a tremendous market for the city's now famous Milorganite (a fertilizer byproduct from sewage treatment), this gentleman of Norwegian ancestry is a consultant serving golf course architect Dick Wilson of Delray Beach, Fla., and Arvida Corp., Boca Raton, Fla.

His main function is setting up fertilizing and general maintenance programs for golf courses, both old and new. He's directed the "conditioning" of many famous courses, including Oakmont (Pittsburgh, Pa.),

Noer with his USGA award.



Story and picture reprinted by permission of the Milwaukee Sentinel

for major tournament play. And just about every organization he's done work for not only lauded his accomplishments but presented him with certificates, plaques and/or trophies of appreciation.

Noer is a member of the Green Section of the United States Golf Association, being the only commercial man so honored.

One of the proudest moments in O. J.'s 72 years came when the Noer Research Foundation, Inc., was organized by the golf course superintendents of the United States. It is

helping finance the education of deserving students. The fund already tops \$60,000 and has a \$100,000 goal.

Noer was born at Stoughton on Sept. 27, 1890. He graduated from the University of Wisconsin with a bachelor of science degree in soils, plus a minor in chemistry, in 1912. He was attached to the chemical warfare service during World War I and was a captain when discharged after two years. He returned to Madison on a fellowship and did research work on the use of what later became known as Milorganite.

O. J. loves to travel by air and flies in jets whenever possible. His hobby is photography. He spends considerable time grooming and keeping lush green the landscaping around his Tennyson Dr. home. He'd like to spend more time at one of his first loves—fishing, especially for trout. That may come later.

In the meantime, the easy going Norwegian will continue to spend much time on golf courses. But his purpose is not to swing a club, but to make conditions as perfect as possible for the players.

Alumni News

1900-1910

Dr. Lily Ross TAYLOR '06 has been given the award of merit by the American Philological Association for her book *The Voting Districts of the Roman Republic* which was voted the outstanding book in classical philology of the year. Dr. Taylor is on the campus as visiting professor of classics.

Mr. and Mrs. Benjamin H. RODERICK '06 (Matilda BLIED '07) have undertaken the supervision and construction of a Memorial Public Library as a gift to the community of Brodhead, where they have lived for many years. The Rodericks have been active in church, civic, and fraternal work in Brodhead and he has spent many years with mercantile and banking interests in Green County.

1911-1920

Chief Justice of Wisconsin's State Supreme Court, Timothy BROWN '11 was featured in a recent *Capital Times* article which recalled his World War I career as a seaman and lieutenant on a destroyer. His letters home and poems he dashed off for his shipmates while he was aboard the Destroyer Reid are included in a book, *70,000 Miles on a Submarine Destroyer*, written by one of his shipmates. Brown, 74 last month, retires from the high court Dec. 31.

Basil I. PETERSON '12, was written up in the February issue of *The Rotarian* magazine. The article described his outstanding service as a volunteer counselor to foreign students on the Wisconsin campus. Peterson retired as administrative secretary of the UW Foundation in 1959.

Robert C. JOHNSON '17, who has served in various executive capacities with the Siesel Construction Co., Milwaukee, since 1946, has retired as chairman of the board. The Johnsons will remain in Milwaukee where he will devote much of his time to civic activities.

During Printing Week in Madison, Marshall F. BROWNE '18, veteran printer and former publisher of the *East Side News* received the citation of "Graphic Arts Man of the Year" from his colleagues.

1921-1930

Charles J. LEWIN '23, editor and general manager of the New Bedford, Mass., *Standard-Times*, has been reelected president of E. A. Anthony and Sons, Inc. The Anthony company controls two Massachusetts newspapers, two radio stations, and a television station.

University President Fred Harvey Harrington received an unusual letter recently from Dr. George A. FIEDLER '23, prominent New York City surgeon. With it was a \$100 check, designated for some "deserving student, boy or girl, American or foreign." Fiedler sent the check as repayment for what an understanding UW professor of bacteriology—Prof. E. B. Fred—did to help him get a \$100 scholarship 44 years ago when Fiedler was a UW freshman.

C. H. BONNIN '23 retired last summer as associate general counsel with the Metropolitan Life Insurance Company and is now with the law firm of Thatcher, Proffitt, Prizer, Crawley, & Wood on Wall Street.

Admiral Everitt KECK '27, retired Naval officer and surgeon who was honored with a Silver Star and other medals during his 30 years' naval service, has moved from Madison to the Army-Navy Club in Washington, D. C.

Dr. Kenneth E. LEMMER '28 and Mrs. Lemmer (Katherine MORRISSEY '27) were in Puerto Rico in January, where he represented the University Medical School at a conference for co-ordinators of medical education for national defense.

Ralph S. EVINRUDE '29, vice chairman of the board and chairman of the executive committee of Outboard Marine Corp. since 1953, has been elected chairman of the corporation. The firm, with seven domestic and six foreign subsidiaries,

has headquarters in Waukegan, and its Evinrude Motors division is in Milwaukee.

Mark SCHORER, '29, author of *Sinclair Lewis: An American Life*, has given the Memorial Library here a multilithed typescript of the Lewis biography, which was a Book of the Month club selection last year. Recipient of an honorary doctor of letters degree from the University last year, Schorer wrote, "Because of my old association with and recent honor from the University of Wisconsin, I would like as the merest indication of my gratitude to give you one of these copies."

Because she is arriving in Australia, where he is, and he wanted to be married to her when she got there, Burton ASHLEY '30, minerals attache at the US embassy in Australia, was married by telephone recently to Lucille P. Rabe of Green Bay.

1931-1940

Mrs. Richard R. Teschner (Dorothea GRIESBACH '31) has scored three political firsts in the Milwaukee area, but will not seek re-election to the Ozaukee board when her term expires in April. She is the first woman to serve on the Whitefish Bay village board, the first to be an alderman in Mequon, and the only woman to serve on the Ozaukee county board. Her service has been in line with her belief that women should play a greater role in local politics.

Donald E. LEITH '36 has joined Donald R. Booz and Associates, Inc., Chicago management consulting firm, as a vice president.

Dr. Gilbert H. AHLGREN '36, agronomy professor at Rutgers University, who recently completed a two-year contract assignment with the foreign aid program in Burma, has joined the U. S. Agency for International Development for an assignment in South Vietnam.

Willard WATERMAN '37, who for eight years was Throckmorton P. Gildersleeve on radio and TV, visited the campus in



Massachusetts Mutual Home Office

Wisconsin men in good company

Ask any alumnus who's a Massachusetts Mutual policyholder. (And there are lots of them!) He'll tell you Mass Mutual is an outstanding company.

Its dynamic growth is reflected in the fact its assets are now over 2.7 billion dollars.

Its life insurance policies are known for their *built-in quality* — progressive, liberal, flexible.

And its representatives are of top calibre.

For instance, *nine times* as many Mass Mutual men are members of the Million Dollar Round Table as the industry average. *Six times* as many have received the industry's National Quality Awards.

And *four times* as many have earned the Chartered Life Underwriter designation.

Furthermore, the achievements of Mass Mutual representatives are reflected in their own incomes. Over a hundred Mass Mutual men are now *averaging* \$30,000 a year. *In our entire sales force, men with 5 years or more experience are averaging close to \$14,000.*

If *your* job isn't pointing to the kind of future you feel you deserve, let us tell you more about a career with Mass Mutual. Just write a personal letter about yourself to *Charles H. Schaaff, President, Massachusetts Mutual Life Insurance Co., Springfield, Mass.* It could well be the most important letter you've ever written.

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

William J. Morgan, '07, Milwaukee
 Eugene C. Noyes, C.L.U., '13, Akron
 Silas G. Johnson, '23, Madison
 Herbert J. Mullen, '30, Stoughton
 Arthur R. Sweeney, '38, Longview
 Earl C. Jordan, '39, Chicago
 William Q. Murphy, '39, Madison
 George H. Hibner, '40, San Antonio
 Alvin H. Babler, C.L.U., '41, Monroe
 Norman H. Hyman, C.L.U., '44, Milwaukee

LeRoy H. Jerstad, Jr., C.L.U., '47, Racine
 John W. Loots, '47, Tulsa
 Jack G. Jefferds, '50, Madison
 Kenneth K. Kesser, '51, Houston
 Robert R. Pivar, '51, Evanston
 David E. Birkhaeuser, '52, Home Office
 Silas G. Johnson, Jr., '52, Madison
 Wendell A. Lathrop, '52, Mattoon, Ill.
 Burton A. Meldman, '55, Milwaukee
 Earl E. Poorbaugh, '57, Elkhart

Raymond L. Paul, C.L.U., '58, Rockford
 James E. Meiser, '60, Milwaukee
 Peter S. Zouvas, '61, Chicago
 Michael W. Cantwell, '61, Middleton
 Louis A. Matagrano, '62, Racine
 Ernest L. Nilsson, Madison
 A. Burr Be Dell, Appleton
 William S. Reed, Chicago



The International Public Accounting firm of Touche, Ross, Bailey and Smart have named Robert Beyer '35 a managing partner for their New York office. Beyer, who has held the same post in the firm's Milwaukee office, was president of the Milwaukee chapter of the National Association of Accountants and is presently a member of NAA's national board of directors. He is a member of the advisory committee of the UW Management Institute and a guest lecturer at Harvard Business School. He has three children: Thomas, '59, who now attends the Harvard Graduate School of Business Administration, Joan, a UW senior, and Robert William, at the Hackley preparatory school in Tarrytown, N. Y.

January on the way to New York to begin rehearsals with the touring company of "How to Succeed in Business Without Really Trying." He will play the part originated by Rudy Vallee in the Broadway production—the president of the World-wide Wicket Company.

George H. YOUNG '38, professor of law at the University, has been named to a 22 member national advisory committee of the United States Track and Field Federation.

Cy HOWARD '39, who picked up the desire to write when he was on the campus, is working on a new TV show which will be seen on CBS this month. He lives in Beverly Hills, Calif.

In charge of dry battery manufacturing and sales in Canada, Mexico, Guatemala, Brazil, Japan, Hong Kong, Thailand, and England for the International Division of the Electric Storage Battery Company is John M. DAVENPORT '40. Formerly vice-president of Ray-O-Vac International Corporation, an ESB subsidiary, Davenport makes his headquarters in Philadelphia.

Dr. Malcolm H. PRESTON '40 is director of a new institute of the arts at Hofstra College, Hempstead, Long Island, N. Y., where he is also chairman of the fine arts department. His new duties include super-

vision of all the college's public presentations of the performing and visual arts.

Colonel George H. DeCHOW '40 is completing his 23rd year in the Army currently working in the Army Advisors' Section in the Joint Mission for Aid to Turkey. He writes that Turkey is a fascinating country and that he will be back in the United States from Ankara in late fall of 1964 or the summer of 1965.

John L. ZAMBROW '40 has been appointed manager of metallurgy research for the Roy C. Ingersoll Research Center of Borg-Warner Corp. Dr. Zambrow was formerly a department manager at Sylcor division of Sylvania Electric Products Co.

1941-1945

Anthony G. WEINLEIN '41, director of research and education for the Building Service Employees International Union, AFL-CIO, Chicago, for the past 19 years, has joined the U. S. Agency for International Development in Washington. He has been appointed consultant to the Office of Human Resources and Social Development and serves as a member of the Labor Advisory Committee.

Dr. Frank L. GENTILE '41, Milwaukee area veterinarian who toured Russia and other European countries, then returned and contrasted the Communist and democratic systems in more than 100 speeches, was recently named veterinarian of the year by the Wisconsin Veterinary Medical Association. He was honored for giving freely of his time to make the lectures, based on his 1961 tour of Europe under a "people to people" program.

Prof. Robert LAMPMAN '42, chairman of the University Department of Economics, is on leave to serve on the President's Economics Advisory Council in Washington.

Curtis B. GALLENBECK '43, manager of sales research and administration with Inland Steel Products Co., Milwaukee, has become a member of the board of directors of The National Council on the Aging.

Elliott STARKS '43, assistant professor of social education and art director of the Memorial Union, received two honorable mention awards in the *Saturday Review's* 1962 World Travel Photo contest.

Dr. R. H. WASSERBURGER '44, chief of cardiology and assistant chief of medicine at the Veterans Administration hospital here, and associate professor of clinical medicine at the University School of Medicine, has been elected to fellowship in the American College of Physicians.

Max A. LEMBERGER '44 was erroneously listed in the "Necrology" column of a recent issue of the *Alumnus*. We are pleased to report that he "is very much alive and operating a new pharmacy in Milwaukee."

1946-1950

Dr. M. E. GALLEGLY '46, West Virginia University professor of plant pathology, has been awarded a \$20,000 two-year grant by the National Science Foundation to support continuation of his re-

search into "Sexuality in the Genus *Phytophthora*." *Phytophthora* consists of a group of fungi which cause blights in a wide variety of plants, including tomatoes, potatoes, rubber, tobacco, and cacao.

General manager of General Electric's nuclear-reactor department at Hanford, Wash., is R. L. DICKEMAN '47, who joined General Electric at Hanford in 1948 as a physicist.

Morris M. ANDERLE '47 has been promoted to the newly-created position of manager of manufacturing in the fire protection products division of Ansul Chemical Company, Marinette.

Formerly chief claims attorney for Freeport Insurance Co., Freeport, Ill., Melvin W. BIEBER '49 has joined the law firm of Arthur, Dewa, Tomlinson, and Thomas in Madison.

Robert C. BJORKLUND '49, farm editor of the *Wisconsin State Journal* in Madison, was one of a number of key farm editors who attended a recent meeting on farm problems in Washington at the invitation of Orville Freeman, secretary of agriculture.

Howard Chase Associates, New York, announce that Harry S. PHILLIPS '49, has joined the organization as a senior associate, to work in the areas of public re-

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Spencer W. Earnshaw '37, who has been with *Sports Illustrated* since 1957, has been appointed New York advertising sales manager for the magazine. A Chi Psi officer, assistant manager of the *Daily Cardinal*, and a cum laude graduate at Wisconsin, Earnshaw's entire business career has been in advertising sales. He has held positions with *Good Housekeeping*, *Vogue*, *Charm*, and *Time*. He is married to the former Florence McCoy, a portrait painter. They have three children.

lations, and economic and public affairs counseling. He was formerly East Coast public relations manager for Socony Mobil Oil Corporation.

Mr. and Mrs. Thomas J. TWOMEY '50 (Teresa SANTANDREU '48) announce the birth of their third child, Diana Marie, Oct. 26, 1962.

Mr. and Mrs. Stanley BALLIETTE '50 (Margery CARTER '52) announce the birth of a son, David James, on January 19. He is the fifth child of the Balliettes, who live in Brookfield.

Laura Ellen was born January 6 to Mr. and Mrs. Lyman PRECOURT '50 (Patricia ELDREDGE '48), Milwaukee.

Dr. Martin B. FLIEGEL '50 is superintendent of the new center for treatment of emotionally disturbed children on the grounds of Mendota State Hospital, Madison. The center is the first state operated facility which works solely with mentally disturbed children.

1951

Ralph D. WANNEK, Green Bay attorney, has been appointed executive secretary of the Wisconsin Cheese Makers Association.

Dr. Philip ZLATNIK has opened an office in Two Rivers in the practice of thoracic and general surgery.

1952

Richard L. OLSON, an associate for several years of the Madison law firm of Roberts, Boardman, Suhr, Bjork, and

March, 1963

Curry, became a partner of the firm effective Jan. 1.

The Board of Directors of T. Rowe Price and Associates, investment counselors of Baltimore, Md., recently elected Donald E. BOWMAN assistant vice president. He is chief economist for the firm and supervises a number of pension and profit-sharing funds.

A. Selden ROBINSON has been appointed assistant personnel director at Northwestern National Insurance Company and its subsidiary, Northwestern National Casualty Company in Wauwatosa.

Dr. and Mrs. Newton E. MORTON, Sao Paulo, Brazil, announce the birth of a son, Robert Newton, on Nov. 8. Dr. Morton is affiliated with the University medical genetics department and is doing research in Brazil for a year.

1953

Dr. Robert W. EDLAND has been promoted to major while serving with the U.S. Army in Augsburg, Germany where he is head of the radiology department of the Army's 12th and 21st field hospitals. He was recently awarded a fellowship for further study in radiotherapy at Walter Reed Hospital.

Art McCOURT and Donald A. SCHULTZ have become partners with Leonard O. Gums, Burlington, in Tobin's drug store there. They were classmates in the UW School of Pharmacy.

1955

Duane HOPP, UW Extension photographic laboratory photographer, took top honors in a six-state competition conducted by the Great Lakes district of the American College Public Relations Association with his photo, "Little Chip Lost." Hopp's entries won first places in two categories, two second places, and a third.

Mr. and Mrs. Howard DIETZMAN (Gloria Mae BROCKWAY '57), North Plainfield, N. J., announce the birth of a son, Craig Howard, born on Christmas day.

1956

Since July, William H. ROMERO, Jr., his wife (Joyce WADE '55) and their three sons have been living in Zurich, Switzerland, while he studies machine tool and other factories in Germany and Switzerland.

Darle L. BLADE has been named data processing supervisor for the northwest division of Fairmont Foods Company, and works out of Minneapolis.

Dr. Ellington M. MAGEE has been promoted to research associate at the Esso Research and Engineering company, Linden, N. J.

1957

Robert R. BOLIN, who has been serving as acting director of loans and undergraduate scholarships at the University since last October, was named director of the office in January.

Jurgen PETERS is teaching in the Waseca, Minn., high school.

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Roger K. COWDERY, assistant professor of electrical engineering at Clarkston College of Technology, has been awarded a National Science Foundation faculty fellowship, and will begin his studies in September at the University of Arizona. He will take graduate courses in control systems and network synthesis.

Max R. HASCHE has joined the staff of the agricultural and industrial products department of Eli Lilly International Corporation as a technical specialist, and will be headquartered in Indianapolis.

1958

Captain Maurice SCHAMEN was one of three air force officers awarded the distinguished flying cross in a recent ceremony

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at MacDill Air Force Base, Tampa, Fla. He was the co-pilot when the three safely landed a burning B-47 jet bomber last July at a Georgia air force base.

Lt. George W. SCHAEFER, his wife (Marian HANKEL '59), and two sons have returned to Madison after he served a three year term in Europe with the Army. He intends to continue work toward his Masters Degree in education and history at the University.

Dennis A. TAYLOR, a registered pharmacist in Wisconsin, has joined Eli Lilly and Company as a sales representative in Winnetka, Ill.

1959

Mary Jane AYER has resigned as a Madison city nurse to take a two-year course at the University to get a Masters Degree in rehabilitation education and counseling.

Gerald C. POMRANING was recently awarded his Ph. D. degree in nuclear engineering from the Massachusetts Institute of Technology. He is employed by General Electric's Valicetos Laboratory in California.

David ADASHEK, second lieutenant in the U. S. Army as a budget and fiscal officer, has been assigned to Headquarters, 1st region of the U. S. Army Air Defense Command, Ft. Totten, N. Y.

Frederick H. KAATZ has been appointed administrator of the Green Bay district of the State Department of Public Welfare, division of children and youth.

Mr. and Mrs. Robert T. LITTELL, Sr., (Constance DRIESSEN '60) announce the birth of Linda Moore on Jan. 21. The Littells, who also have a son, Robert, live in Ossining, N. Y.

Mr. and Mrs. Roy LIDDICOAT (Kay KERTZ) announce the birth of their first child, Amy Frances, Jan. 23. He teaches at Sherman Junior High School, Madison.

1960

Neal R. ANDERSON has been named sales engineer, Industrial Division, with the Los Angeles office of the Timken Roller Bearing Co. Anderson and his wife have been living in Canton, O.

Patrick PUTZI has joined B. A. Mjelde in law practice in Stoughton, after being with a Medford law firm and serving as assistant district attorney for Taylor County. He was on the staff of the Wisconsin attorney general from 1960-61.

John J. GRIESBAUM is the first resident campus planner for UW-M, responsible for determining the Milwaukee campus building needs and programs updating the campus development plan.

Mr. and Mrs. James MARBLE announce the birth of a second daughter, Carolyn Ann, Jan. 7. The Marbles live in Urbana, Ill., where he is a representative of Great Lakes Homes.

1961

Lt. and Mrs. James A. OLSON (Judy PLAENERT '62), Ft. Gordon, Ga., an-

nounce the birth of a daughter, Ellen, Jan. 16.

Wisconsin Attorney General George Thompson has appointed James P. ALTMAN first assistant attorney general. Altman has served as a research associate for the Legislative Council since 1961.

Mr. and Mrs. Alan COLE (Georgia DENNIS) have named their first child Darcy Dennis. She was born Jan. 25 at Madison General Hospital.

Lee EICHENSEER is a sales engineer with the Amphenol-Borg Co., Chicago.

Lt.(jg) and Mrs. Philip J. WINKEL (Judith GALE '60) announce the birth of their third child, Paul John, Jan. 18 in Long Beach, Calif.

Kathryn SCHNEIDER heads the newly created publications office of the State Historical Society, responsible for editorial policy, co-ordination, layout, and production of all printed materials and periodicals published by the society except books and the *Wisconsin Magazine of History*.

Newly Married

1953

Mary Frances Prust and Donald Eggert DAMON, Arlington Heights, Illinois.

1954

Sheila Roe CLINTON and Richard Alvah Hall, Los Angeles, Calif.

Yvonne Marie Genin and Jerald Carter REMY, Belleville

1955

Rita Kahn and Leon APPLEBAUM, Milwaukee.

Joyce A. Myers and Jim W. GUNDERSON, Colfax

1956

Rita M. Wolff and James Albert BENZ-MILLER, Duluth

1957

Mary Grace Finn and Aaron H. GRABOWSKY, Wausau

Sandra Lee Hansen and Kenneth Nicholas KNEPLER, South Milwaukee

1958

Sally Jean Stoddard and Daniel Thomas KELLEY, Beloit

Sharon Joy KOEPCKE and Karl Thomas Delong, Berkeley, Calif.

Mara KRAULE and Robert Coon, Milwaukee

Judith Frederic and Allan A. YOSTEN, Racine

1959

Barbara A. GURDA and Stephen H. Raffel, New Rochelle, New York

Carol MISTACHKIN (Carol Norman) and Malcolm Cooper, Beverly Hills, Calif.

Mollie BUCKLEY, editor of the 1961 *Badger*, is publicity director of the Wisconsin Union and advisor of the Union News Bureau and Public Relations Committee. She is also faculty advisor to Beta of Theta Sigma Phi.

Harnischfeger Corporation has promoted Gerald J. DEDERICH to the position of district sales manager for the construction and mining division. He will direct sales of the division's line of excavators and cranes in the state of Michigan.

1962

Army second lieutenant Richard J. ANDERSON recently completed the eight-week field artillery officers orientation course at the Artillery and Missile Center, Ft. Sill, Okla.

Army second lieutenants Donald R. BROWN and John S. HAYES completed their eight-week infantry officer orientation course at the Army Infantry School, Ft. Benning, Ga.

Nancy J. SCHWAGER and William S. Peebles, III, Chesterland, Ohio

1960

Donna Delores Ehrhard and James Edwin GODFREY, New Auburn

Loretta Ann Potvin and Thomas Michael GRACE, Brainerd, Minn.

Suad Hidayah and David Y. STRATTON, Madison

Lola Kay WALLER and Harlow Benet Humphrey, Madison

1961

Helen Nowicki and Stephen A. BOGACZYK, Edgar

Roberta Gail BOHNEN and James Lewis CUMMINGS '58, Hinsdale, Ill.

Jacquelyn Kay FRAZIER and Harold Franklin Gismervig, Glendale, Calif.

Anne Marie Turba and Robert Paul KARTSCHOKE, Brussels

Gail E. Hessefort and David Lee LAFONTAINE, Fort Eustis, Va.

Margaret Joan MORGAN and Herbert Frederick Cluthe, New York, New York

Sandra Mary NOLTE and George Michael KOPF '58, Madison

Enid June Blieferticht and Ronald Richard OLSON, Madison

Dorothy Christine Moeller and Thomas King UNDERBRINK, Tulsa, Okla.

1962

Karen Bush ISAKSEN and John Greenfield LEONARD, Madison

Alice Allene KUJATH and Harry Clarke CURNOW, Waupun

Barbara Ann THOMPSON and Kenneth Lynn Sanderson, Eau Claire

Barbara Dawn WANKE and Andrew F. McGray, Janesville

Necrology

Mrs. Frederic K. Conover '85 (Grace CLARK), Madison.

Fred A. FOSTER '95, Rolling Meadows.

Victor William BERGENTHAL '97, Of Missouri.

Rolla Ullin CAINS '98, River Falls.

Mrs. J. F. Parker '03 (Elinore E. RUSSELL), Duluth, Minn.

Jessie Myrtle PELTON '03, Seattle, Wash.

Ralph Thurman CRAIGO '05, Minneapolis, Minn.

Mrs. Day L. Johnson '05 (Marguerite Louise McCLEAN), La Jolla, Calif.

Karl Theodore JACOBSEN '06, La Crosse.

Mrs. Roy Fitch '07 (Clara C. TRAGSDORF), Madison.

Francis Todd H'DOUBLER '07, Springfield, Mo.

Mrs. Curran D. Swint '07 (Catherine M. BALLARD), Los Angeles, Calif.

Webster A. BROWN '08, Princeton, Ill.

David Claire DECKER '08, Bellflower, Calif.

William Eugene THOMPSON '09, Kenosha.

Mrs. Frank S. Low '10 (Margaret Blanch LYLE), Detroit, Mich.

Aloysius D. KELLER '11, La Mesa, Calif.

Mrs. Edward H. Neef '11 (Kathryn M. FORDYCE), Madison.

Leon Irwin SHAW '11, Tucson, Ariz.

Ross W. ANDERSON '12, San Antonio, Texas.

Benjamin Bryan EVERETT '12, Palmyra, N. C.

Theodore HINDERAKER '12, Costa Mesa, Calif.

Mrs. John A. Lonsdorf '12 (Mildred ROSS), Milwaukee.

Raymond Frank PIPER '12, Syracuse, New York.

Thomas William REILLY '12, Lancaster.

Robert Leslie ALTON '13, Chicago, Ill.

Guy Walter CRANE '13, Salt Lake City, Utah.

Frederick Frankin HOUSEHOLDER '13, Cuyahoga Falls, Ohio.

John H. SCOFIELD '15, Peoria, Ill.

Paul Fred WEBSTER '15, Chicago, Ill.

David Napoleon CARLSON '16, Milwaukee.

Glenn Lewis RAMSDELL '16, San Antonio, Texas.

Ralph E. EASTWOOD '17, Argyle.

Carl James MARSH '17, Madison.

Sidney Thompson BROWN '18, Milwaukee.

Waldemar Christian ELLER '19, Tucson, Ariz.

Leonard Clark FEATHERS '20, New York, New York.

Rudolph Robert KNOERR '20, Milwaukee.

Duncan James STEWART '20, Rockford, Ill.

Lawrence Cecil BOGUE '23, Clearwater, Fla.

Robert Hugh OWEN '23, Cresco, Iowa.

Fletcher TURGESON '23, Dodgeville.

Gerald S. THOMAS '24, Waukesha.

Ruth Irene WALKER '24, Milwaukee.

Mrs. J. J. Wegmann '24 (Grace Eolah GREENWOOD), Ft. Lauderdale, Fla.

Mabel CARMICHAEL '27, Madison.

Mrs. Friedel L. Rieck '28 (Edith Evelyn CARNCROSS), Elkhorn.

Stanley Allen TYLER '28, Madison.

Myron LaVern CLARK '30, Oshkosh.

Lester Jacob MEYTHALER '30, Madison.

Myron T. LOWE '31, Sheboygan.

Mrs. William Willard MEYST '31 (Mary Louise CALLENDER), Fond du Lac.

Gordon Edgar OHNHAUS '32, Green Bay.

Edward Nathan WHEELER, '34, Racine.

Stanley Adolph VIEN '35, Milton Junction.

Emily Louise KUEHNER '39, Port Washington.

Mrs. Calvin Osborne Welty '39 (Mary Anna FOX), Santa Barbara, Calif.

Charles Edwin BREWER '42, Milwaukee.

Cedric Blaine WERNICKE '42, Los Angeles, Calif.

Raymond Arthur GODFRIAUX '48, Hazel Green.

Stuart Robert MANEGOLD '48, Milwaukee.

Lawrence Robert BROWN '49, Lexington, Mo.

Thomas Takeshi NAKAGAWA '50, Menlo Park, Calif.

Charles Sanford COPLIN '54, Milwaukee.

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