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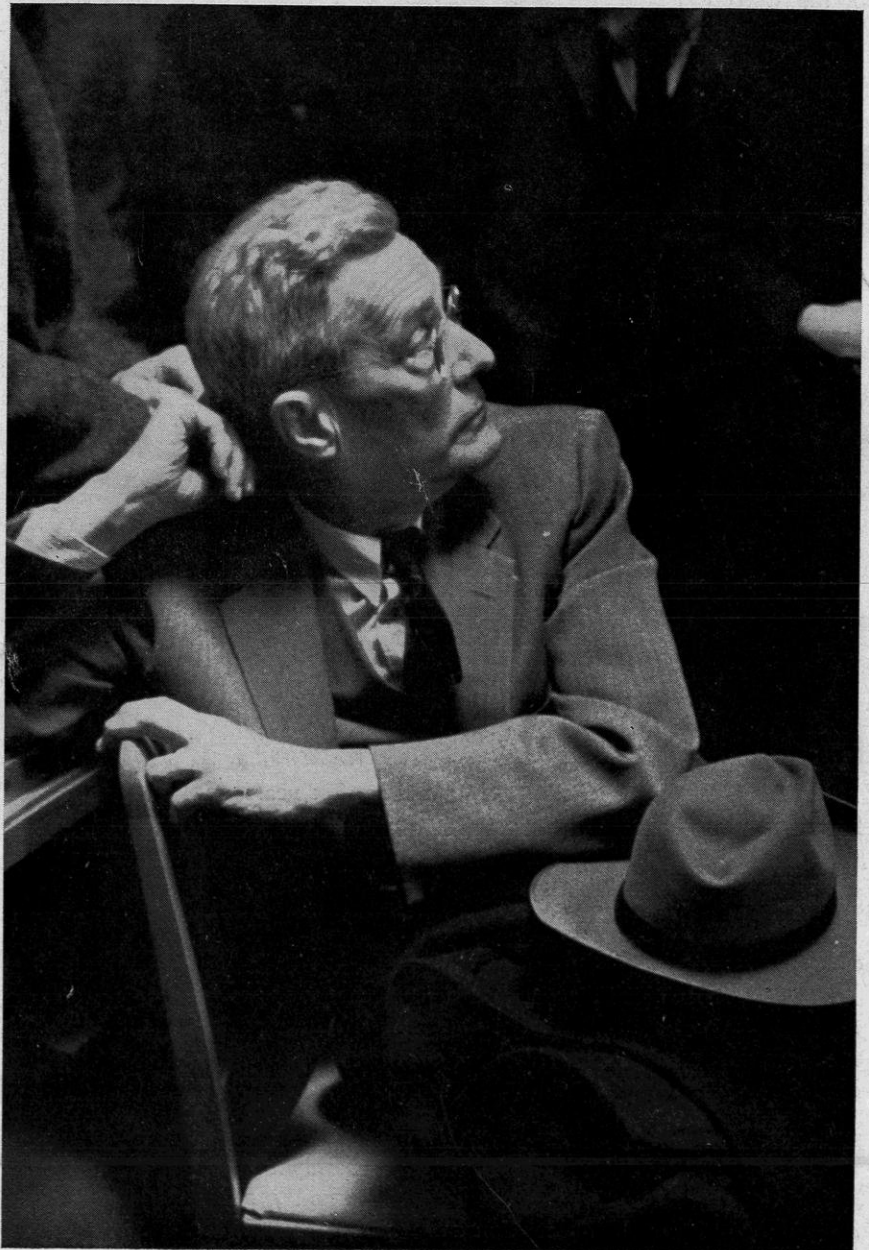
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WISCONSIN *Alumnus*

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In this issue:

MOONSHOOTER 1960

focuses on

The Alumnus
—USA

see page 13

Report of Association Nominating Committee

The Constitution of the Wisconsin Alumni Association provides for thirty directors at large. Ten of these directors are elected annually for three year terms.

The Association's by-laws provide that "the president shall appoint a committee of nine or more Association members whose duty it shall be to select candidates for directors at large for the annual election prescribed by the constitution of the Wisconsin Alumni Association. This committee shall select at least fifty percent more candidates than there are vacancies to be filled."

Your nominating committee, appointed by President Martin Below, met in the Memorial Union in Madison on February 2, 1960. After checking a list of qualified candidates, your committee selected the fifteen nominees listed below for this year's election.

It is now up to you and your fellow members of the Wisconsin Alumni Association to select the ten candidates who will serve as directors at large for the coming three years. Voting is one of our most valued American privileges, so please mail your ballot TODAY.

Respectfully submitted,

The Nominating Committee

Mrs. Paul Fisher, Chicago, Chairman

Mrs. W. C. Arnold, Beloit

Frank B. Carney, Chicago

Mrs. Isabel Craig, Janesville

James R. Hoffman, Burlington

Robert H. McMicken, Ft. Atkinson

Gary Messner, Madison

Harold Peterson, Milwaukee

Mrs. Robert Rote, Monroe

The Nominees

HOMER J. BENDINGER '33, Milwaukee. Six years on board of directors of Milwaukee Alumni Club (chairman distinguished service awards committee); member UW Foundation; manager of advertising control for the *Milwaukee Journal*.

ARTHUR C. BENKERT '33, Monroe. Former vice president Green County Alumni Club; practicing attorney (Monroe city attorney 1939-59); former chairman, legislative committee, League of Wisconsin Municipalities.

OSCAR J. BOLDT '48, Appleton. Past-president UW Alumni Club of Fox River Valley; treasurer and general manager of Oscar J. Boldt Construction Co.; active in YMCA and civic groups.

CATHERINE B. CLEARY '43, Milwaukee. Vice president First Wisconsin Trust Co.; formerly assistant treasurer of the United States and assistant to the Secretary of the Treasury, 1953-4.

ROBERT E. DAVENPORT '40, Fort Atkinson. Director at large of Fort Atkinson Alumni Club; active in civic and church affairs; associate editor of *Hoard's Dairyman*.

PRES. CONRAD A. ELVEHJEM '23, Madison. Former Dean of UW Graduate School and head of biochemistry department; 13th president of the University of Wisconsin.

MRS. ROBERT D. JOHNS '41, (Patricia Holmes), La Crosse. Former secretary of the Wisconsin Alumni Association; active in La Crosse women's groups, including AAUW, and the League of Women Voters.

Official Ballot

Clip ballot and mail to Wisconsin Alumni Association, 770 Langdon Street, Madison 10, Wisconsin, in an envelope showing name and address of voter. Ballots must be received at Association headquarters in Madison by May 27, 1960.

Ballot For Directors-at-Large

— Vote for Ten —

Family memberships may vote as follows. One member may vote with an "x" in the spaces provided on the ballot. The second member may vote by underlining the names of the candidates of his or her choice.

- | | | | |
|--------------------------|---|--------------------------|---|
| <input type="checkbox"/> | HOMER J. BENDINGER '33
<i>Milwaukee</i> | <input type="checkbox"/> | GEORGE S. ROBBINS '40
<i>Marinette</i> |
| <input type="checkbox"/> | ARTHUR C. BENKERT '33
<i>Monroe</i> | <input type="checkbox"/> | WILLIAM R. SACHSE '50
<i>Sheboygan</i> |
| <input type="checkbox"/> | OSCAR J. BOLDT '48
<i>Appleton</i> | <input type="checkbox"/> | DR. ROBERT R. SPITZER '44
<i>Burlington</i> |
| <input type="checkbox"/> | CATHERINE B. CLEARY '43
<i>Milwaukee</i> | <input type="checkbox"/> | MRS. L. V. SPRAGUE '30
<i>Madison</i> |
| <input type="checkbox"/> | ROBERT E. DAVENPORT '40
<i>Fort Atkinson</i> | <input type="checkbox"/> | RUSSELL A. TECKMEYER '18
<i>Madison</i> |
| <input type="checkbox"/> | PRES. CONRAD A. ELVEHJEM '23
<i>Madison</i> | <input type="checkbox"/> | MRS. RICHARD TINKHAM '39
<i>Wausau</i> |
| <input type="checkbox"/> | MRS. ROBERT D. JOHNS '41
<i>La Crosse</i> | <input type="checkbox"/> | FREDERICK N. TROWBRIDGE '25
<i>Green Bay</i> |
| <input type="checkbox"/> | WILLIAM G. LATHROP '47
<i>Janesville</i> | <input type="checkbox"/> | |

— Vote for Ten —

WILLIAM G. LATHROP, Jr. '47, Janesville. Pioneer in Janesville Alumni Club (served as president for three terms); charter member of Insurance Society; owns and operates his own insurance agency.

GEORGE S. ROBBINS '40, Marinette. President of senior class at UW; five years service in Air Force during World War II; manager of the Marinette Chamber of Commerce; president of the Wisconsin Chamber of Commerce Executives.

WILLIAM R. SACHSE '50, Sheboygan. Served in U. S. Navy during World War II; major "W" winner 3 years in crew; associated with Robert W. Baird investment banking firm; former president of Sheboygan County Alumni Club; wife is former Mary Alice Young '51.

DR. ROBERT R. SPITZER '44, Burlington. Outstanding graduate in agriculture while at UW; listed in "American Men of Science"; president of Murphy Products Co.

MRS. L. V. SPRAGUE '30, (Virginia Clement), Madison. Former secretary of Madison Alumni Club; past president of the Madison League of Women Voters and the Visiting Nurse Association; a top-flight amateur golfer.

RUSSELL A. TECKMEYER '18, Madison. Former WAA treasurer and active member of Madison Alumni Club as well as several civic groups; resident manager, Thomson & McKinnon, commodity and security stock brokers.

MRS. RICHARD TINKHAM '39 (Helen Savage), Wausau. President of the Wausau Alumni Club; director on the state board of the Children's Service Society; president of the women's division of the Wausau Country Club.

FREDERICK N. TROWBRIDGE '25, Green Bay. 1954-55 president of the Wisconsin Bar Association; member of the American Bar Association, American College of Trial Lawyers, and the National Association of Railroad Trial Counsel.

Reunion Roundup

The annual Alumni Day Dinner, always a sell-out attraction, is scheduled in Great Hall of the Union at 6:30 p.m. Saturday, June 4. Early reservations should be made, using the blank on this page. The traditional Alumni Day program will follow this dinner. It will feature presentation of the coveted "Alumnus of the Year" award. This year's reuning classes will include loyal Badgers from the classes of '08, '10, '15, '17, '20, '25, '30, '35, '40, '45, '50, and '55.

Parking and Housing: The University will issue special parking permits for certain areas from the Union information booth on Park Street. Housing will not be available this year in University Residence Halls, since the last final examination is not scheduled until June 4. Alumni are urged to make all reservations as early as possible.

When You Return to Madison . . .

for the fellowship and excitement of Commencement-Reunion Weekend, a football game, or for any other reason, make your visit more enjoyable by staying at one of the recommended lodgings listed below.

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901 W. Beltline ALpine 6-0691
20 units Range: \$7.00-\$14.00

TRAVELODGE

Hwys 12-13-14-18-151 ALpine 6-8365
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25 units Range: \$7.50-\$14.00

BEL-AIRE MOTEL

3351 W. Beltline ALpine 7-4277
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ARBOR MOTEL & COFFEE SHOP

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14 units Range: \$8.00-\$14.00

REGO'S SANDS MOTEL

2800 W. Broadway ACademy 2-4411
23 units Range: \$5.50 up

HOLIDAY INN OF MADISON, INC.

4402 E. Washington Ave. CHerry 4-4707
168 units Range \$7.50-\$15.00

TOWN/CAMPUS MOTEL

State at Francis ALpine 7-4881
46 units Range: \$8.50-\$15.00

CAPITOL MOTEL

881 W. Beltline ALpine 7-2670
21 units Range: \$7.00-\$14.00

When writing for reservations, please mention the *Wisconsin Alumnus*.

Commencement Reunion Time Table

Friday, June 3

All Day Registration, Union
12:15 p.m. Half Century Club,
Wisconsin Union

Evening Various Class Events

Saturday, June 4

All Day Registration, Union
Events arranged by various
reunion committees:
sightseeing, boat rides,
etc.

12:30 p.m. Class luncheons

6:30 p.m. Alumni Day Dinner and
Program, including pres-
entation of "Alumnus of
the Year", Great Hall

Sunday, June 5

9:00 a.m.—

11:00 a.m. Union Terrace Break-
fasts

4:00 p.m. Honors Convocation,
Theater

7:00 p.m. Twilight Band Concert,
Terrace

7:30 p.m. President Elvehjem's Re-
ception, Union

Monday, June 6

9:00 a.m. 106th Commencement,
Fieldhouse (UW-Mil-
waukee Commencement
is at 3:30 p.m. on Sun-
day, June 5, at Pearse
Field)

Alumni Day Dinner

Reserve ----- place(s) for me at the Alumni Day Dinner
in Great Hall at 6:30 p.m. on Saturday, June 4, at \$3.50
per plate. Check enclosed.

Name ----- Class -----

Address -----

City ----- Uone ----- State -----

Mail your reservation as soon as convenient, not later than
June 1, to Wisconsin Alumni Association, 770 Langdon St.,
Madison 10, Wisconsin.

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Wisconsin Alumnus, April, 1960



Wisconsin Alumni Association

770 Langdon St. Madison 10
 Volume 61 APRIL, 1960 Number 12

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



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Keeping in Touch with Wisconsin

Two features in this issue should be especially interesting to you as a member of the Wisconsin Alumni Association:

- A. Election ballot on page 3
- B. MOONSHOOTER '60

This ballot is your opportunity to vote for the ten directors-at-large who will play an important part in formulating Association policies during the next three years. Mail your ballot promptly.

This issue also brings you MOONSHOOTER '60—a sixteen-page report on alumni partnership with higher education. This report has been compiled by EDITORIAL PROJECTS FOR EDUCATION, INC., which is a non-profit organization affiliated with the American Alumni Council. Our Association is an official member of AAC.

More than three million copies of MOONSHOOTER '60 have been printed. This is more than twice as many as were printed in the first edition published in 1958. Nearly 350 alumni associations, colleges, and universities are participating in this cooperative project. In most cases, this report is included in the April issue of the various magazines over the country.

This year's MOONSHOOTER is a salute to your partnership with the University of Wisconsin. Founders of the Wisconsin Alumni Association evidently had this partnership in mind when they expressed the Association's primary objective in these words: To promote, by organized effort, the best interests of the University of Wisconsin. To carry out this objective, there must be a close partnership between the University of Wisconsin and its alumni. Here at Wisconsin this partnership has been made stronger and more effective since President Elvehjem became the head of our University.

This partnership is available to all alumni, whether graduates or not. Some of Wisconsin's best supporters are alumni who were unable to attend the University long enough to become graduates.

Last year alumni gave their alma maters more than \$199 million. In any man's language, this is a lot of money. Unquestionably, it is one of the reasons why higher education in America enjoys such high prestige. Alumni support is now education's strongest financial rampart. This is true in spite of the fact that only twenty percent of America's alumni contribute to these alumni funds.

Alumni partnership, of course, is not limited to financial contributions. President Elvehjem undoubtedly had these various aspects of alumni support in mind in his special message to Wisconsin alumni when the Regents asked him to become Wisconsin's thirteenth president:

"Those of us who have followed the growth of our University know from first-hand experience that it is the support from you alumni that has added luster to the University. With rapidly rising enrollments already upon us, our University needs greater and greater support of all kinds, large and small, direct and indirect, from each and every one of you. Membership in the Wisconsin Alumni Association helps to provide this support."

Alumni support has many aspects. For example, your support is important in helping your University to get adequate financial support from the state for carrying on its program of teaching, research, and public service. Your support is important in interpreting the University of Wisconsin to the people of our state and nation—to defend the basic principles of higher education—to safeguard academic freedom in our colleges and universities—to promote a favorable climate for higher education on Wisconsin's campuses.

MOONSHOOTER '60 shows how this alumni partnership is becoming increasingly important in the field of higher education—why this partnership is essential in keeping Wisconsin in the top ten among American universities.—John Berge, Executive Director



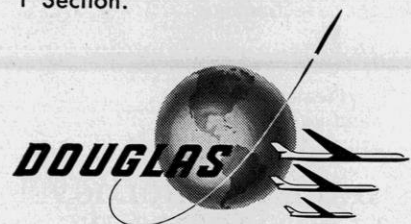
Robert Johnson, Missile and Space Systems Chief Engineer, reviews results of a THOR-boosted 5000 mile flight with Donald W. Douglas, Jr., president of Douglas

Missile is space veteran at the age of three

The Air Force THOR, built by Douglas and three associate prime contractors, shows how well a down-to-earth approach to outer space can work. Since its first shoot in 1957, it has had more than fifty successful launchings... at a variety of jobs from re-entry vehicle testing at ICBM ranges to placing satellites in orbit.

Initial planning for THOR included volume production tooling, ground handling equipment and operational systems. This typical Douglas approach made the giant IRBM available in quantity in record time, and THOR has performed with such reliability that it has truly become the workhorse of the space age.

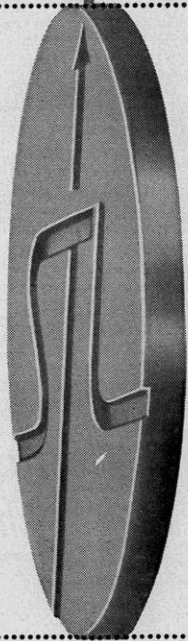
Douglas is now seeking qualified engineers, physicists, chemists and mathematicians for programs like ZEUS, DELTA, ALBM, GENIE, ANIP and others far into the future. For full information write to Mr. C. C. LaVene, Douglas Aircraft Company, Inc., Santa Monica, California, I Section.



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CAROL CHANNING COACHES HARESFOOT'S LEADING LADY—Carol Channing, recently playing in "Show Business", her own musical revue, is shown giving Laird Marshall a few tips on how to impersonate Tallulah for the coming Haresfoot show.

Haresfoot presents...

"Wonderful Show"

THE 62ND ANNUAL Haresfoot show, which will be staged across Wisconsin this month, is an original entertainment called "Wonderful Show". This Haresfoot production will play in Madison April 25-30 and can be seen in Rockford, Ill., April 18; La Crosse, April 19; Green Bay, April 20; Manitowoc, April 21; and in Milwaukee for two big days, April 22 and 23.

This year's production is a revue of famous songs tied together with zany dialogue into a bright and bouncy package. And, of course, it's all done in the traditional "Haresfoot manner" which emphasizes the fact that "all our girls are men yet everyone's a lady." Director of the show, as well as its principal writer, is John Fritz, a senior majoring in English. Fritz and Howard Teichmann, who is a UW alumnus, an ex-Haresfooter, and the author of the Broadway smash *Solid Gold Cadillac*, combined their talents to produce the show. Prof. Jerry McNeely and Jerry Voegli, both ex-Haresfooters, are adding their experience to the cause and are contributing several songs from past Haresfoot offerings.

The revue is a compilation of songs introduced and, for the most part, hammed up by a marvelous character named "Talluh". When Haresfoot runs into this creature, who is strangely reminiscent of Tallulah Bankhead and insists on having her own "crack-brained" troupe, a riot of entertainment breaks loose. To get an idea of the humorous chaos generated by the show, just imagine two slapstick comedians salvaged from the Palace theater, an ex-football hero turned actor, and a plain-faced understudy who get involved in a great Shakespearean tragedy, a football game in 6 billion B. C., and an attempt to play "Cinderella" with "Talluh" emerging as the fairy godmother.

One of the songs used in the show is from Leonard Bernstein's Broadway musical, *Wonderful Town*. And there are several songs from Leonard Sillman's two brilliant revues, *New Faces of 1952* and *New Faces of 1956*.

Tickets for the Haresfoot production of "Wonderful Show" will go on sale early in April.



... a hand in things to come

Creating a strange world of cold

The coldest natural temperature ever recorded—100 degrees below zero—occurred in the Antarctic. But the people of Union Carbide are producing temperatures all the way down to minus 450 degrees . . . approaching absolute zero!

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Working with such extreme cold is still a young science known as cryogenics. It is only one of many areas in which the people of Union Carbide are striving to make tomorrow a better world.

Learn about the exciting work going on now in gases, carbons, chemicals, metals, plastics, and nuclear energy. Write for "Products and Processes" Booklet K, Union Carbide Corporation, 30 East 42nd St., New York 17, N.Y. In Canada, Union Carbide Canada Limited, Toronto.



... a hand
in things to come

Regents Approve Voluntary ROTC Program —Change Loyalty Oath Stand

THE FEBRUARY meeting of the Board of Regents was of great significance to Wisconsin and the nation in light of recent developments in higher education. The Regents, fully aware of the national implications of their decisions, modified their December position on the loyalty oath and affidavit provisions of the National Defense Education Act of 1958 and adopted a provisional two-year voluntary ROTC program which will be in effect in September, 1960.

The ROTC Debate

The ROTC question came to a head in an informal session held on Friday, February 19. At this meeting, representatives from the University faculty and administration were present to explain the developments that had taken place on the ROTC question since the Regents' January meeting.

University Pres. Conrad A. Elvehjem opened the discussion by announcing that the Air Force had approved the University's revised ROTC curriculum and had asked that this improved program be put into effect next September. The Air Force also indicated that they have accepted the Wisconsin curriculum program as a model which will be used to bring about changes in other schools. Next, Pres. Elvehjem announced that the Secretary of the Army has directed all Army ROTC units to change their programs in a direction similar to that developed by the Wisconsin study.

Pres. Elvehjem then read a letter addressed to him from Charles C. Finucane, assistant Secretary of Defense. Mr. Finucane's letter is an explanation of the Department of Defense policy with regards to the compulsory basic ROTC matter. That policy "is to leave the decision entirely up to the educational authorities concerned" and "the Department of Defense favors 'freedom of choice' on the question."

In answer to those who feel a voluntary basic ROTC program will substantially weaken the nation's defense posture, Mr. Finucane explained that "In order for the Department of Defense to support a policy of favoring compulsory basic ROTC, a military requirement should exist for such a policy. Such a military requirement does not exist. This statement is based on an objective analysis of two basic considerations; namely, the qualitative and quantitative requirements. *Compulsory basic ROTC is not needed to meet quality standards nor is it needed to produce the number of officers required* (italics ours)".

The next speaker, Carlisle Runge, dean of the Law School and chairman of the faculty ad hoc committee on ROTC, stated that the Army would be willing to meet the Wisconsin curriculum if it were revised to effect a compromise with Army policy based on recent staff studies conducted by the Continental Army Command (CONARC). When asked to comment on the Army's progress in changing their curriculum to meet the current attitudes on the problem, Dean Runge said, "We're surprised that they've come so far so fast".

The Army's official position with reference to the compulsory ROTC question concurs with that set forth by the Department of Defense. However, Wilber M. Brucker, Secretary of the Army, is said to be strongly in favor of compulsory as opposed to voluntary ROTC. This fact caused some trepidation among the Regents. Regent Ellis Jensen, Janesville, asked, "If the Army thinks compulsory ROTC is so important, why don't they give greater consideration to the man who has had some ROTC experience" when they take him into the Army? "Instead," he went on, "they treat him like a neophyte who doesn't know how to put his left foot in front of his right."

At this point, Pres. Elvehjem, speaking on behalf of the administration, mentioned that the University would

offer the Regents an opportunity to place the voluntary program on a two-year experimental basis and if after that period the program was not proving to be acceptable in producing Wisconsin's share of the national quota of officers, the compulsory program could be reinstated.

At Saturday's formal meeting, with all ten Regents present, the moment of decision on the ROTC program neared. In a mail vote initiated in January, the Regents were deadlocked 5 to 5 on compulsory vs. basic ROTC. At the time of the tie vote, and in the absence of Carl E. Steiger, Oshkosh, president of the Regents, A. Matt Werner, vice president from Sheboygan, had ruled that because of the tie vote, the compulsory ROTC program would continue to be in effect. Saturday then was the time for the official recording of the mail vote and, from the tenor of the previous afternoon's discussion, it appeared as though there would be no change from the positions indicated by the mail vote.

"Let's Have the Figures"

However, the University administration, as it had indicated it would do, introduced a resolution calling for a voluntary program to be instituted on a two year trial basis. Regent Oscar Rennebohm, Madison, and other members of the Board felt that the resolution was too vague. Rennebohm suggested that if the University were to provide the Regents with definite figures as to Wisconsin's share of the yearly output of officers for the Armed Services, there might be an area wherein a decision as to the validity of such a program could be made. "Let's have the figures," Rennebohm demanded, "even if we have to sit here all afternoon."

A caucus of University administration officials and faculty ensued. After consultation and deliberation, the University

came up with the following resolution which it feels, on a voluntary basis, will produce the quality and the quantity of officers needed by the Armed Services:

"That, subject to the opinion of the Attorney General, the Regents limit their approval, for a trial period of two years, of the Faculty resolutions relating to ROTC. (The faculty resolutions approve the new ROTC curriculum drawn up by the ad hoc committee and the placing of ROTC on a voluntary basis.) Since we strongly believe that the University of Wisconsin must continue to make its traditional contribution to the Armed Services and the national defense, it is understood that the University will revert automatically to compulsory basic ROTC if the number of students entering the third year Army ROTC programs in Madison and Milwaukee in the fall of 1961 or in the fall of 1962 falls below 75% of the numbers entering these programs in the fall of 1959."

In other words, if the voluntary ROTC program results in a marked drop in the number of officers being produced for the Armed Services at the University of Wisconsin, compulsory ROTC will again be in effect. In either case, the improved curriculum will begin to be phased into the ROTC program beginning September, 1960.

In a last minute retrenchment of their previous thinking, the Regents approved the resolution by an overwhelming 9 to 1 vote—the sole dissenter being Regent Robert Bassett, Milwaukee.

Loyalty Oath Switch

The break in the loyalty oath stand came when the Regents were informed that the University had received a query which wanted to know if the Regents would be willing to accept a private gift that would provide financial aid to students who would sign a loyalty oath.

Because no specific funds had been offered to the University, and any future action by the party involved seemed contingent on the Regents handling of the situation, Regent Werner declared, "This is no gift."

In hopes of getting the Regents to act on the question, Regent Rennebohm offered to put up \$1,000 of his own and make it available to those students who were willing to take an oath of allegiance to their country.

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WAA Contributions

Now Tax Deductible

The U. S. Treasury Department has recently ruled that contributions and bequests to the Wisconsin Alumni Association are now tax deductible. Such deductibility, of course, applies only to gifts and not to membership dues.

This ruling comes at a very opportune time—just as the Wisconsin Alumni Association makes preparations to commemorate its first century of service to the University of Wisconsin. It seems only fitting then that the most

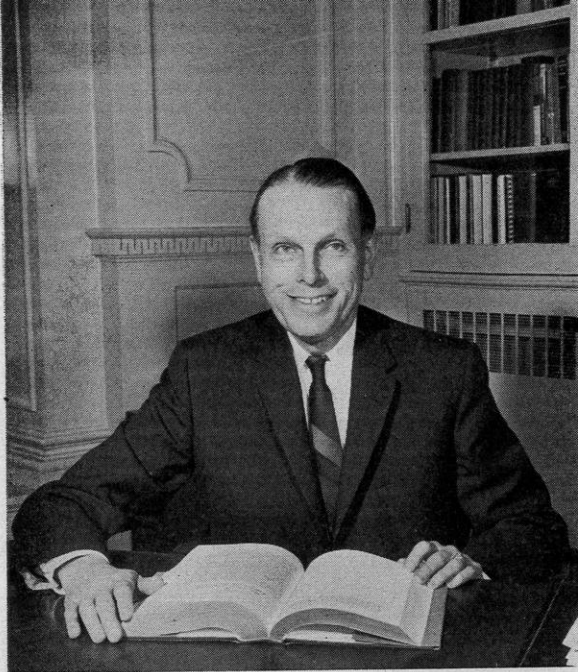
appropriate way to mark this Centennial is to make the Association increasingly effective as the strong right arm of the University. This can be accomplished only with the continued support of working capital from two sources—a growing membership and generous contributions from responsible alumni and friends who recognize the importance of the services rendered to the University by the Wisconsin Alumni Association.

"Yours is a concrete case Governor," Regent Werner noted and went on, "I'll add my own \$1,000 with the same restrictions."

In subsequent action, and with surprisingly little debate, the Regents voted to reconsider their January action by which they received and *filed* the faculty recommendation which condemned the affidavit but not the loyalty oath provisions of the NDEA. The Re-

gents then rescinded that action and adopted a resolution to receive and *approve* the faculty recommendation, and further resolved "That the Regents go on record as not objecting to the loyalty oath provision in the National Defense Education Act of 1958."

This last action was approved by an 8 to 2 vote with only Regents Renk and DeBardeleben voting in opposition.



Wisconsin and...

by Conrad A. Elvehjem '23
President, University of Wisconsin

BEGINNING ACROSS the way, and continuing for 16 pages, is a special section on alumni-university relationships.

The most remarkable thing about this section is that it is being published simultaneously in the alumni magazines of 344 different colleges and universities across the land, reaching over three million of their alumni; yet with very few exceptions, it seems to be discussing Wisconsin policies, problems, and hopes.

Actually none of the examples cited is from Wisconsin. The problems and goals of all institutions of higher education, and their reliance upon alumni for understanding, guidance, and support are so similar that most of the generalizations seem very familiar to us.

The section answers, as well as anything I have recently seen, the question I get constantly from alumni:

"What can we do to help?"

The things Wisconsin alumni have done in the past and are continuing to do are so numerous that any listing of specific examples cannot help but slight instances of alumni activities and support which perhaps exceed in long-time value those mentioned.

This publication itself is a symbol of widespread alumni activity. The Wisconsin Alumni Association is one of the largest and most active alumni groups in the country. It operates independently from the University with its direction, financing, and control by alumni, yet makes itself the University's "strong right arm" through all manner of support, not the least of which is keeping

you informed of the Universities goals, problems, and progress.

Beginning on page 29 is a review of some of the things the University of Wisconsin Foundation has done for the University. Here alumni have joined with other friends of the University to play an active and independent role in its progress. It is interesting to note, in this connection, that alumni were instrumental in reinstating the University's long-standing policy of accepting support from non-governmental sources back in the 20's when, for a time, the Regents had adopted a policy of refusing such gifts. An alumni group made a thorough and impartial investigation, and when all the facts were in, the present policy of accepting gifts and grants from foundations and other private donors was adopted.

The Wisconsin Union, pattern for the development of student cultural and recreation centers throughout the world, also is the result of alumni efforts. Its continually growing usefulness is made possible by continuing alumni direction and support. Medical School alumni have now joined in a special effort in behalf of their school, the funding of a much-needed special library.

And alumni, acting through the Wisconsin Alumni Research Foundation, have done more to bring this University to its present position of international recognition than any group other than the faculty. WARF grants to the University over the years have totalled more than 23-million dollars, and have enabled the University to strike out in new directions time and time again.

But the instances of alumni activities in behalf of the University thus far listed are all organized efforts, and to cite only those examples would provide just half a picture.

The letter, written to the University by an individual alumnus, often has shed new light that helped change University policy. The word, spoken to a Legislator or potential donor by an alumnus, often has aided University progress.

Many alumni make annual gifts to the University. Many others remember the University in their wills. A whole series of scholarships, fellowships, and loan funds are living memorials, perpetuating the names of alumni. As the costs of education rise and the numbers of students who merit aid increase, such alumni gifts and memorials will become increasingly important.

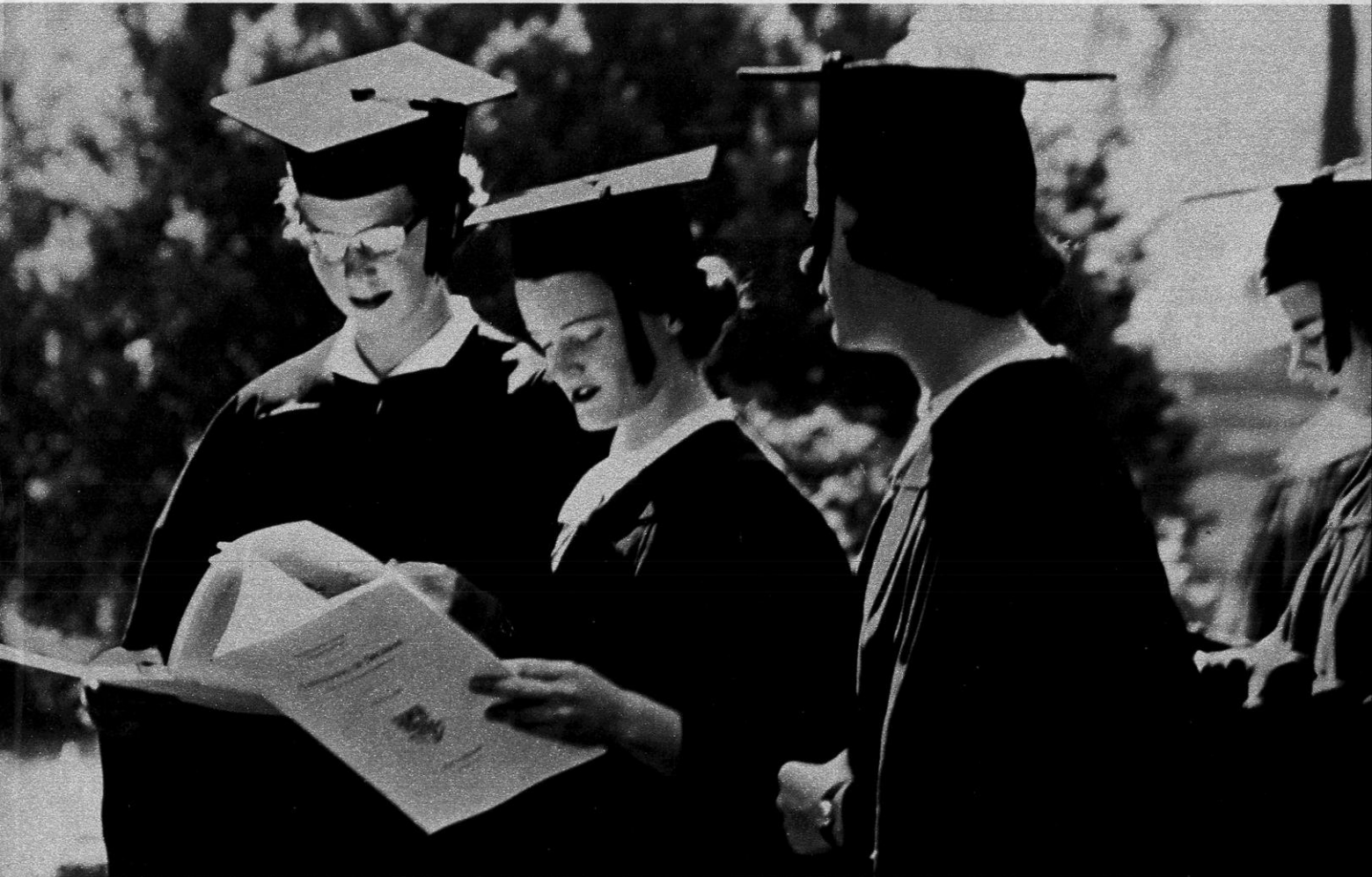
But perhaps the most important contribution individual alumni make to this University is by keeping their understanding of its goals and principles alive and current. The University of Wisconsin is known throughout the world as an institution dedicated to the freedom of inquiry, though this concept has, from time to time, been misunderstood or misinterpreted.

It is a tribute to our alumni that, whenever the University's freedom has been challenged, those who were most aware of the values of its freedom—its graduates—always have rallied to Wisconsin's defense.

And freedom lives bright and unchallenged on this campus today.

Wisconsin Alumnus, April, 1960

THE ALUMNUS/A



ALAN BEARDEN, JON BRENNEIS



As student, as
alumna or alumnus: at
both stages, one
of the most important persons
in higher education.

a special report

a Salute...

and a
declaration of
dependence

THIS IS A SALUTE, an acknowledgment of a partnership, and a declaration of dependence. It is directed to you as an alumnus or alumna. As such, you are one of the most important persons in American education today.

You are important to American education, and to your alma mater, for a variety of reasons, not all of which may be instantly apparent to you.

You are important, first, because you are the principal product of your alma mater—the principal claim she can make to fame. To a degree that few suspect, it is by its alumni that an educational institution is judged. And few yardsticks could more accurately measure an institution's true worth.

You are important to American education, further, because of the support you give to it. Financial support comes immediately to mind: the money that alumni are giving to the schools, colleges, and universities they once



attended has reached an impressive sum, larger than that received from any other source of gifts. It is indispensable.

But the support you give in other forms is impressive and indispensable, also. Alumni push and guide the legislative programs that strengthen the nation's publicly supported educational institutions. They frequently act as academic talent scouts for their alma maters, meeting and talking with the college-bound high school students in their communities. They are among the staunchest defenders of high principles in education—*e.g.*, academic freedom—even when such defense may not be the “popular” posture. The list is long; yet every year alumni are finding ways to extend it.

TO THE HUNDREDS of colleges and universities and secondary schools from which they came, alumni are important in another way—one that has nothing to do with what alumni can do for the institutions them-

selves. Unlike most other forms of human enterprise, educational institutions are not in business for what they themselves can get out of it. They exist so that free people, through education, can keep civilization on the forward move. Those who ultimately do this are their alumni. Thus only through its alumni can a school or a college or a university truly fulfill itself.

Chancellor Samuel B. Gould, of the University of California, put it this way:

“The serious truth of the matter is that you are the distilled essence of the university, for you are its product and the basis for its reputation. If anything lasting is to be achieved by us as a community of scholars, it must in most instances be reflected in *you*. If we are to win intellectual victories or make cultural advances, it must be through *your* good offices and *your* belief in our mission.”

The italics are ours. The mission is yours and ours together.



ROBERT PHILLIPS



Alma Mater . . .

At an alumni-alumnae meeting in Washington, members sing the old school song.

The purpose of this meeting was to introduce the institution to high school boys and girls who, with their parents, were present as the club's guests.

Alumnus + alumnus =

Many people cling to the odd notion that in this case

THE POPULAR VIEW of you, an alumnus or alumna, is a puzzling thing. That the view is highly illogical seems only to add to its popularity. That its elements are highly contradictory seems to bother no one.

Here is the paradox:

Individually you, being an alumnus or alumna, are among the most respected and sought-after of beings. People expect of you (and usually get) leadership or intelligent followership. They appoint you to positions of trust in business and government and stake the nation's very survival on your school- and college-developed abilities.

If you enter politics, your educational pedigree is freely discussed and frequently boasted about, even in precincts where candidates once took pains to conceal any education beyond the sixth grade. In clubs, parent-teacher associations, churches, labor unions, you are considered to be the brains, the backbone, the eyes, the ears, and the neckbone—the latter to be stuck out, for alumni are expected to be intellectually adventurous as well as to exercise other attributes.

But put you in an alumni club, or back on campus for a reunion or homecoming, and the popular respect—yea, awe—turns to chuckles and ho-ho-ho. The esteemed individual, when bunched with other esteemed individuals, becomes in the popular image the subject of quips, a candidate for the funny papers. He is now imagined to be a person whose interests stray no farther than the degree of baldness achieved by his classmates, or the success in marriage and child-bearing achieved by *her* classmates, or the record run up last season by the alma mater's football or field-hockey team. He is addicted to funny hats decorated with his class numerals, she to daisy chainmaking and to recapturing the elusive delights of the junior-class hoop-roll.

If he should encounter his old professor of physics, he is supposedly careful to confine the conversation to reminiscences about the time Joe or Jane Wilkins, with spectacular results, tried to disprove the validity of Newton's third law. To ask the old gentleman about the implications of the latest research concerning anti-matter would be, it is supposed, a most serious breach of the Alumni Reunion Code.

Such a view of organized alumni activity might be dismissed as unworthy of note, but for one disturbing fact: among its most earnest adherents are a surprising number of alumni and alumnae themselves.

Permit us to lay the distorted image to rest, with the aid of the rites conducted by cartoonist Mark Kelley on the following pages. To do so will not necessitate burying the class banner or interring the reunion hat, nor is there a need to disband the homecoming day parade.

The simple truth is that the serious activities of organized alumni far outweigh the frivolities—in about the same proportion as the average citizen's, or unorganized alumnus's, party-going activities are outweighed by his less festive pursuits.

Look, for example, at the activities of the organized alumni of a large and famous state university in the Midwest. The former students of this university are often pictured as football-mad. And there is no denying that, to many of them, there is no more pleasant way of spending an autumn Saturday than witnessing a victory by the home team.

But by far the great bulk of alumni energy on behalf of the old school is invested elsewhere:

▶ Every year the alumni association sponsors a recognition dinner to honor outstanding students—those with a scholastic average of 3.5 (B+) or better. This has proved to be a most effective way of showing students that academic prowess is valued above all else by the institution and its alumni.

▶ Every year the alumni give five “distinguished teaching awards”—grants of \$1,000 each to professors selected by their peers for outstanding performance in the classroom.

▶ An advisory board of alumni prominent in various fields meets regularly to consider the problems of the university: the quality of the course offerings, the caliber of the students, and a variety of other matters. They report directly to the university president, in confidence. Their work has been salutary. When the university's school of architecture lost its accreditation, for example, the efforts of the alumni advisers were invaluable in getting to the root of the trouble and recommending measures by which accreditation could be regained.

▶ The efforts of alumni have resulted in the passage of urgently needed, but politically endangered, appropriations by the state legislature.

▶ Some 3,000 of the university's alumni act each year as volunteer alumni-fund solicitors, making contacts with 30,000 of the university's former students.

Nor is this a particularly unusual list of alumni accomplishments. The work and thought expended by the alum-

alumni—or does it?

the group somehow differs from the sum of its parts



ELLIOTT ERWITT, MAGNUM

Behind the fun

of organized alumni activity—in clubs, at reunions—lies new seriousness nowadays, and a substantial record of service to American education.

ni of hundreds of schools, colleges, and universities in behalf of their alma maters would make a glowing record, if ever it could be compiled. The alumni of one institution took it upon themselves to survey the federal income-tax laws, as they affected parents' ability to finance their children's education, and then, in a nationwide campaign, pressed for needed reforms. In a score of cities, the alumnae of a women's college annually sell tens of thousands of tulip bulbs for their alma mater's benefit; in eight years they have raised \$80,000, not to mention hundreds of thousands of tulips. Other institutions' alumnae stage house and garden tours, organize used-book sales, sell flocked Christmas trees, sponsor theatrical benefits. Name a worthwhile activity and someone is probably doing it, for faculty salaries or building funds or student scholarships.

Drop in on a reunion or a local alumni-club meeting, and you may well find that the superficial programs of

yore have been replaced by seminars, lectures, laboratory demonstrations, and even week-long short-courses. Visit the local high school during the season when the senior students are applying for admission to college—and trying to find their way through dozens of college catalogues, each describing a campus paradise—and you will find alumni on hand to help the student counselors. Nor are they high-pressure salesmen for their own alma mater and disparagers of everybody else's. Often they can, and do, perform their highest service to prospective students by advising them to apply somewhere else.

THE ACHIEVEMENTS, in short, belie the popular image. And if no one else realizes this, or cares, one group should: the alumni and alumnae themselves. Too many of them may be shying away from a good thing because they think that being an "active" alumnus means wearing a funny hat.

Why they come

DEAN! DEAN WINTERHAVEN!



TO SEE THE OLD DEAN

*And there will be
TURBULENT YEARS!*



FOR AN OUTING

*Here it is, Dears!
MY OLD ROOM!!!*



TO RECAPTURE YOUTH

*He was in my class, but
I'm DARNED if I can
remember his name!*



TO RENEW
OLD ACQUAINTANCE

*I JUST HAPPEN to
have your type of
policy with me...*



TO DEVELOP
NEW TERRITORY

TO BRING
THE WORD



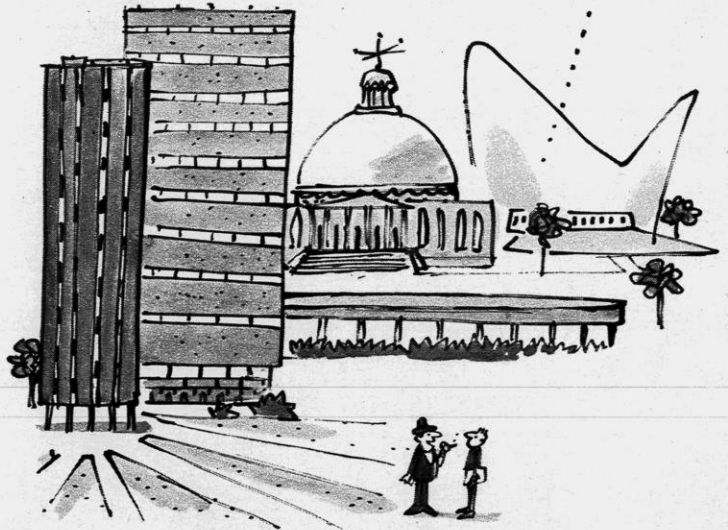
back: The popular view

Charlie? Old Charlie Applegate?



TO PLACE THE FACE

Which way to MEM HALL, lad?



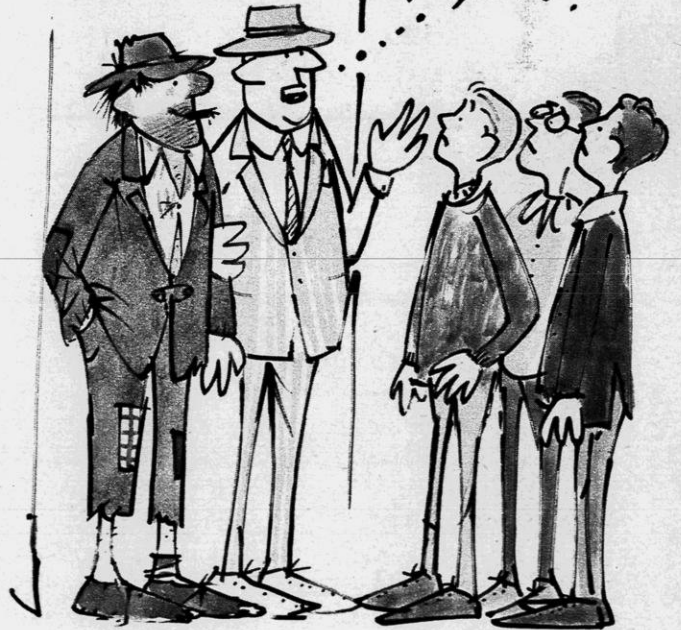
TO FIND MEM HALL

Appearances would indicate that you have risen above your academic standing, Buehalter!



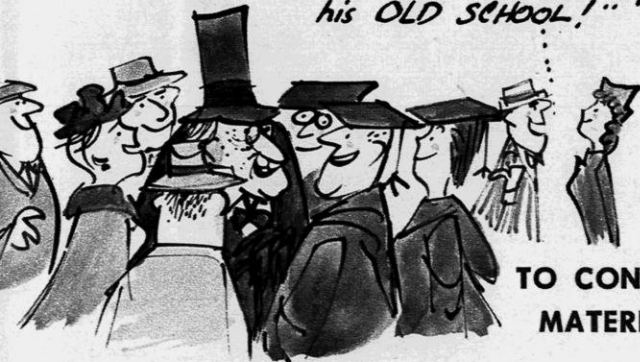
TO IMPRESS THE OLD PROF

He says he's a FRAT BROTHER of yours!

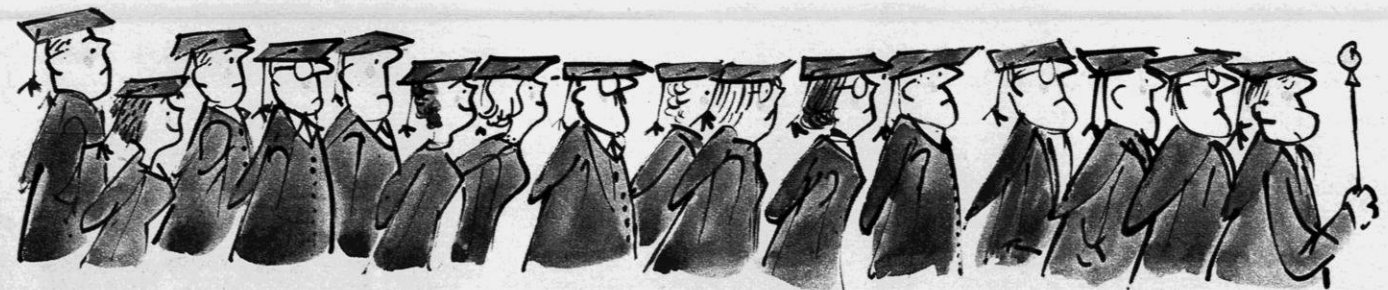


TO BE A "POOR LITTLE SHEEP" AGAIN

He wants to do something for his OLD SCHOOL!



TO CONTRIBUTE MATERIALLY



Money!

Last year, educational institutions from any other source of gifts. Alumni support is

WITHOUT THE DOLLARS that their alumni contribute each year, America's privately supported educational institutions would be in serious difficulty today. And the same would be true of the nation's publicly supported institutions, without the support of alumni in legislatures and elections at which appropriations or bond issues are at stake.

For the private institutions, the financial support received from individual alumni often means the difference between an adequate or superior faculty and one that is underpaid and understaffed; between a thriving scholarship program and virtually none at all; between well-equipped laboratories and obsolete, crowded ones. For tax-supported institutions, which in growing numbers are turning to their alumni for direct financial support, such aid makes it possible to give scholarships, grant loans to needy students, build such buildings as student unions, and carry on research for which legislative appropriations do not provide.

To gain an idea of the scope of the support which alumni give—and of how much that is worthwhile in American education depends upon it—consider this statistic, unearthed in a current survey of 1,144 schools, junior colleges, colleges, and universities in the United States and Canada: in just twelve months, alumni gave their alma maters more than \$199 million. They were the largest single source of gifts.

Nor was this the kind of support that is given once, perhaps as the result of a high-pressure fund drive, and never heard of again. Alumni tend to give funds regularly. In the past year, they contributed \$45.5 million, on an *annual gift* basis, to the 1,144 institutions surveyed. To realize that much annual income from investments in blue-chip stocks, the institutions would have needed over 1.2 billion more dollars in endowment funds than they actually possessed.

ANNUAL ALUMNI GIVING is not a new phenomenon on the American educational scene (Yale alumni founded the first annual college fund in 1890, and Mount Hermon was the first independent secondary school to do so, in 1903). But not until fairly recently did annual giving become the main element in education's financial survival kit. The development was logical. Big endowments had been affected by inflation. Big private philanthropy, affected by the graduated income and in-

heritance taxes, was no longer able to do the job alone. Yet, with the growth of science and technology and democratic concepts of education, educational budgets had to be increased to keep pace.

Twenty years before Yale's first alumni drive, a professor in New Haven foresaw the possibilities and looked into the minds of alumni everywhere:

"No graduate of the college," he said, "has ever paid in full what it cost the college to educate him. A part of the expense was borne by the funds given by former benefactors of the institution.

"A great many can never pay the debt. A very few can, in their turn, become munificent benefactors. There is a very large number, however, between these two, who can, and would cheerfully, give according to their ability in order that the college might hold the same relative position to future generations which it held to their own."

The first Yale alumni drive, seventy years ago, brought in \$11,015. In 1959 alone, Yale's alumni gave more than \$2 million. Not only at Yale, but at the hundreds of other institutions which have established annual alumni funds in the intervening years, the feeling of indebtedness and the concern for future generations which the Yale professor foresaw have spurred alumni to greater and greater efforts in this enterprise.

AND MONEY FROM ALUMNI is a powerful magnet: it draws more. Not only have more than eighty business corporations, led in 1954 by General Electric, established the happy custom of matching, dollar for dollar, the gifts that their employees (and sometimes their employees' wives) give to their alma maters; alumni giving is also a measure applied by many business men and by philanthropic foundations in determining how productive *their* organizations' gifts to an educational institution are likely to be. Thus alumni giving, as Gordon K. Chalmers, the late president of Kenyon College, described it, is "the very rock on which all other giving must rest. Gifts from outside the family depend largely—sometimes wholly—on the degree of *alumni* support."

The "degree of alumni support" is gauged not by dollars alone. The percentage of alumni who are regular givers is also a key. And here the record is not as dazzling as the dollar figures imply.

Nationwide, only one in five alumni of colleges, universities, and prep schools gives to his annual alumni

received more of it from their alumni than
now education's strongest financial rampart



fund. The actual figure last year was 20.9 per cent. Allowing for the inevitable few who are disenchanted with their alma maters' cause,* and for those who spurn all fund solicitations, sometimes with heavy scorn,† and for those whom legitimate reasons prevent from giving financial aid,‡ the participation figure is still low.

WHY? Perhaps because the non-participants imagine their institutions to be adequately financed. (Virtually without exception, in both private and tax-supported institutions, this is—sadly—not so.) Perhaps because they believe their small gift—a dollar, or five, or ten—will be insignificant. (Again, most emphatically, not so. Multiply the 5,223,240 alumni who gave nothing to their alma maters last year by as little as one dollar each, and the figure still comes to thousands of additional scholarships for deserving students or substantial pay increases for thousands of teachers who may, at this moment, be debating whether they can afford to continue teaching next year.)

By raising the percentage of participation in alumni fund drives, alumni can materially improve their alma maters' standing. That dramatic increases in participation can be brought about, and quickly, is demonstrated by the case of Wofford College, a small institution in South Carolina. Until several years ago, Wofford received annual gifts from only 12 per cent of its 5,750 alumni. Then Roger Milliken, a textile manufacturer and a Wofford trustee, issued a challenge: for every percentage-point increase over 12 per cent, he'd give \$1,000. After the alumni were finished, Mr. Milliken cheerfully turned over a check for \$62,000. Wofford's alumni had raised their participation in the annual fund to 74.4 per cent—a new national record.

"It was a remarkable performance," observed the American Alumni Council. "Its impact on Wofford will be felt for many years to come."

And what Wofford's alumni could do, your institution's alumni could probably do, too.

* Wrote one alumnus: "I see that Stanford is making great progress. However, I am opposed to progress in any form. Therefore I am not sending you any money."

† A man in Memphis, Tennessee, regularly sent Baylor University a check signed "U. R. Stuck."

‡ In her fund reply envelope, a Kansas alumna once sent, without comment, her household bills for the month.

memo: from **W**ives to **H**usbands

► Women's colleges, as a group, have had a unique problem in fund-raising—and they wish they knew how to solve it.

The loyalty of their alumnae in contributing money each year—an average of 41.2 per cent took part in 1959—is nearly double the national average for all universities, colleges, junior colleges, and privately supported secondary schools. But the size of the typical gift is often smaller than one might expect.

Why? The alumnae say that while husbands obviously place a high value on the products of the women's colleges, many underestimate the importance of giving women's colleges the same degree of support they accord their own alma maters. This, some guess, is a holdover from the days when higher education for women was regarded as a luxury, while higher education for men was considered a *sine qua non* for business and professional careers.

As a result, again considering the average, women's colleges must continue to cover much of their operating expense from tuition fees. Such fees are generally higher than those charged by men's or coeducational institutions, and the women's colleges are worried about the social and intellectual implications of this fact. They have no desire to be the province solely of children of the well-to-do; higher education for women is no longer a luxury to be reserved to those who can pay heavy fees.

Since contributions to education appear to be one area of family budgets still controlled largely by men, the alumnae hope that husbands will take serious note of the women's colleges' claim to a larger share of it. They may be starting to do so: from 1958 to 1959, the average gift to women's colleges rose 22.4 per cent. But it still trails the average gift to men's colleges, private universities, and professional schools.



ERICH HARTMANN, MAGNUM

for the **P**ublic educational institutions, a special kind of service

PUBLICLY SUPPORTED educational institutions owe a special kind of debt to their alumni. Many people imagine that the public institutions have no financial worries, thanks to a steady flow of tax dollars. Yet they actually lead a perilous fiscal existence, dependent upon annual or biennial appropriations by legislatures. More than once, state and municipally supported institutions would have found themselves in serious straits if their alumni had not assumed a role of leadership.

► A state university in New England recently was put in academic jeopardy because the legislature defeated a bill to provide increased salaries for faculty members. Then

the university's "Associate Alumni" took matters into their hands. They brought the facts of political and academic life to the attention of alumni throughout the state, prompting them to write to their representatives in support of higher faculty pay. A compromise bill was passed, and salary increases were granted. Alumni action thus helped ease a crisis which threatened to do serious, perhaps irreparable, damage to the university.

► In a neighboring state, the public university receives only 38.3 per cent of its operating budget from state and federal appropriations. Ninety-one per cent of the university's \$17 million physical plant was provided by pri-



The Beneficiaries:

Students on a state-university campus. Alumni support is proving invaluable in maintaining high-quality education at such institutions.

vate funds. Two years ago, graduates of its college of medicine gave \$226,752 for a new medical center—the largest amount given by the alumni of any American medical school that year.

► Several years ago the alumni of six state-supported institutions in a midwestern state rallied support for a \$150 million bond issue for higher education, mental health, and welfare—an issue that required an amendment to the state constitution. Of four amendments on the ballot, it was the only one to pass.

► In another midwestern state, action by an “Alumni Council for Higher Education,” representing eighteen publicly supported institutions, has helped produce a \$13 million increase in operating funds for 1959–61—the most significant increase ever voted for the state’s system of higher education.

SOME ALUMNI ORGANIZATIONS are forbidden to engage in political activity of any kind. The intent is a good one: to keep the organizations out of party politics

and lobbying. But the effect is often to prohibit the alumni from conducting any organized legislative activity in behalf of publicly supported education in their states.

“This is unfair,” said a state-university alumni spokesman recently, “because this kind of activity is neither shady nor unnecessary.

“But the restrictions—most of which I happen to think are nonsense—exist, nevertheless. Even so, individual alumni can make personal contacts with legislators in their home towns, if not at the State Capitol. Above all, in their contacts with fellow citizens—with people who influence public opinion—the alumni of state institutions must support their alma maters to an intense degree. They must make it their business to get straight information and spread it through their circles of influence.

“Since the law forbids us to *organize* such support, every alumnus has to start this work, and continue it, on his own. This isn’t something that most people do naturally—but the education of their own sons and daughters rests on their becoming aroused and doing it.”



a matter of Principle

ANY WORTHWHILE INSTITUTION of higher education, one college president has said, lives "in chronic tension with the society that supports it." Says *The Campus and the State*, a 1959 survey of academic freedom in which that president's words appear: "New ideas always run the risk of offending entrenched interests within the community. If higher education is to be successful in its creative role it must be guaranteed some protection against reprisal. . ."

The peril most frequently is budgetary: the threat of appropriations cuts, if the unpopular ideas are not abandoned; the real or imagined threat of a loss of public—even alumni—sympathy.

Probably the best protection against the danger of reprisals against free institutions of learning is their alumni: alumni who understand the meaning of freedom and give their strong and informed support to matters of educational principle. Sometimes such support is available in abundance and offered with intelligence. Sometimes—almost always because of misconception or failure to be vigilant—it is not.

For example:

► An alumnus of one private college was a regular and heavy donor to the annual alumni fund. He was known to have provided handsomely for his alma mater in his will. But when he questioned his grandson, a student at the old school, he learned that an economics professor not only did not condemn, but actually discussed the necessity for, the national debt. Grandfather threatened to withdraw all support unless the professor ceased uttering such heresy or was fired. (The professor didn't and wasn't. The college is not yet certain where it stands in the gentleman's will.)

► When no students from a certain county managed to meet the requirements for admission to a southwestern university's medical school, the county's angry delegate to the state legislature announced he was "out to get this guy"—the vice president in charge of the university's medical affairs, who had staunchly backed the medical school's admissions committee. The board of trustees of the university, virtually all of whom were alumni, joined other alumni and the local chapter of the American

Association of University Professors to rally successfully to the v.p.'s support.

► When the president of a publicly supported institution recently said he would have to limit the number of students admitted to next fall's freshman class if high academic standards were not to be compromised, some constituent-fearing legislators were wrathful. When the issue was explained to them, alumni backed the president's position—decisively.

► When a number of institutions (joined in December by President Eisenhower) opposed the "disclaimer affidavit" required of students seeking loans under the National Defense Education Act, many citizens—including some alumni—assailed them for their stand against "swearing allegiance to the United States." The fact is, the disclaimer affidavit is *not* an oath of allegiance to the United States (which the Education Act also requires, but which the colleges have *not* opposed). Fortunately, alumni who took the trouble to find out what the affidavit really was apparently outnumbered, by a substantial majority, those who leaped before they looked. Coincidentally or not, most of the institutions opposing the disclaimer affidavit received more money from their alumni during the controversy than ever before in their history.

IN THE FUTURE, as in the past, educational institutions worth their salt will be in the midst of controversy. Such is the nature of higher education: ideas are its merchandise, and ideas new and old are frequently controversial. An educational institution, indeed, may be doing its job badly if it is *not* involved in controversy, at times. If an alumnus never finds himself in disagreement with his alma mater, he has a right to question whether his alma mater is intellectually awake or dozing.

To understand this is to understand the meaning of academic freedom and vitality. And, with such an understanding, an alumnus is equipped to give his highest service to higher education; to give his support to the principles which make higher education free and effectual.

If higher education is to prosper, it will need this kind of support from its alumni—tomorrow even more than in its gloriously stormy past.

Ideas

are the merchandise of education, and every worthwhile educational institution must provide and guard the conditions for breeding them. To do so, they need the help and vigilance of their alumni.

Ahead:

ROLAND READ



WHITHER THE COURSE of the relationship between alumni and alma mater? At the turn into the Sixties, it is evident that a new and challenging relationship—of unprecedented value to both the institution and its alumni—is developing.

► *If alumni wish, their intellectual voyage can be continued for a lifetime.*

There was a time when graduation was the end. You got your diploma, along with the right to place certain initials after your name; your hand was clasped for an instant by the president; and the institution's business was done.

If you were to keep yourself intellectually awake, the No-Doz would have to be self-administered. If you were to renew your acquaintance with literature or science, the introductions would have to be self-performed.

Automotion is still the principal driving force. The years in school and college are designed to provide the push and then the momentum to keep you going with your mind. "Madam, we guarantee results," wrote a college president to an inquiring mother, "—or we return the boy." After graduation, the guarantee is yours to maintain, alone.

Alone, but not quite. It makes little sense, many educators say, for schools and colleges not to do whatever they can to protect their investment in their students—which is considerable, in terms of time, talents, and money—and not to try to make the relationship between alumni and their alma maters a two-way flow.

As a consequence of such thinking, and of demands issuing from the former students themselves, alumni meetings of all types—local clubs, campus reunions—are taking on a new character. "There has to be a reason and a purpose for a meeting," notes an alumna. "Groups that meet for purely social reasons don't last long. Just because Mary went to my college doesn't mean I enjoy being with her socially—but I might well enjoy working with her in a serious intellectual project." Male alumni agree; there is a limit to the congeniality that can be maintained solely by the thin thread of reminiscences or small-talk.

But there is no limit, among people with whom their

The Art of keeping intellectually alive for a lifetime will be fostered more than ever by a growing alumni-alma mater relationship.

a new Challenge, a new relationship

education "stuck," to the revitalizing effects of learning. The chemistry professor who is in town for a chemists' conference and is invited to address the local chapter of the alumni association no longer feels he must talk about nothing more weighty than the beauty of the campus elms; his audience wants him to talk chemistry, and he is delighted to oblige. The engineers who return to school for their annual homecoming welcome the opportunity to bring themselves up to date on developments in and out of their specialty. Housewives back on the campus for reunions demand—and get—seminars and short-courses.

But the wave of interest in enriching the intellectual content of alumni meetings may be only a beginning. With more leisure at their command, alumni will have the time (as they already have the inclination) to undertake more intensive, regular educational programs.

If alumni demand them, new concepts in adult education may emerge. Urban colleges and universities may step up their offerings of programs designed especially for the alumni in their communities—not only their own alumni, but those of distant institutions. Unions and government and industry, already experimenting with graduate-education programs for their leaders, may find ways of giving sabbatical leaves on a widespread basis—and they may profit, in hard dollars-and-cents terms, from the results of such intellectual re-charging.

Colleges and universities, already overburdened with teaching as well as other duties, will need help if such dreams are to come true. But help will be found if the demand is insistent enough.

► *Alumni partnerships with their alma mater, in meeting ever-stiffer educational challenges, will grow even closer than they have been.*

Boards of overseers, visiting committees, and other partnerships between alumni and their institutions are proving, at many schools, colleges, and universities, to be channels through which the educators can keep in touch with the community at large and vice versa. Alumni trustees, elected by their fellow alumni, are found on the governing boards of more and more institutions. Alumni "without portfolio" are seeking ways to join with their alma maters in advancing the cause of education. The

representative of a West Coast university has noted the trend: "In selling memberships in our alumni association, we have learned that, while it's wise to list the benefits of membership, what interests them most is how they can be of service to the university."

► *Alumni can have a decisive role in maintaining high standards of education, even as enrollments increase at most schools and colleges.*

There is a real crisis in American education: the crisis of quality. For a variety of reasons, many institutions find themselves unable to keep their faculties staffed with high-caliber men and women. Many lack the equipment needed for study and research. Many, even in this age of high student population, are unable to attract the quality of student they desire. Many have been forced to dissipate their teaching and research energies, in deference to public demand for more and more extracurricular "services." Many, besieged by applicants for admission, have had to yield to pressure and enroll students who are unqualified.

Each of these problems has a direct bearing upon the quality of education in America. Each is a problem to which alumni can constructively address themselves, individually and in organized groups.

Some can best be handled through community leadership: helping present the institutions' case to the public. Some can be handled by direct participation in such activities as academic talent-scouting, in which many institutions, both public and private, enlist the aid of their alumni in meeting with college-bound high school students in their cities and towns. Some can be handled by making more money available to the institutions—for faculty salaries, for scholarships, for buildings and equipment. Some can be handled through political action.

The needs vary widely from institution to institution—and what may help one may actually set back another. Because of this, it is important to maintain a close liaison with the campus when undertaking such work. (Alumni offices everywhere will welcome inquiries.)

When the opportunity for aid does come—as it has in the past, and as it inevitably will in the years ahead—alumni response will be the key to America's educational future, and to all that depends upon it.

alumni- ship

JOHN MASEFIELD was addressing himself to the subject of universities. "They give to the young in their impressionable years the bond of a lofty purpose shared," he said; "of a great corporate life whose links will not be loosed until they die."

The links that unite alumni with each other and with their alma mater are difficult to define. But every alumnus and alumna knows they exist, as surely as do the campus's lofty spires and the ageless dedication of educated men and women to the process of keeping themselves and their children intellectually alive.

Once one has caught the spirit of learning, of truth, of probing into the undiscovered and unknown—the spirit of his alma mater—one does not really lose it, for as long as one lives. As life proceeds, the daily mechanics of living—of job-holding, of family-rearing, of mortgage-paying, of lawn-cutting, of meal-cooking—sometimes are tedious. But for them who have known the spirit of intellectual adventure and conquest, there is the bond of the lofty purpose shared, of the great corporate life whose links will not be loosed until they die.

This would be the true meaning of alumni-ship, were there such a word. It is the reasoning behind the great service that alumni give to education. It is the reason alma maters can call upon their alumni for responsible support of all kinds, with confidence that the responsibility will be well met.

THE ALUMNUS/A

The material on this and the preceding 15 pages was prepared in behalf of more than 350 schools, colleges, and universities in the United States, Canada, and Mexico by the staff listed below, who have formed EDITORIAL PROJECTS FOR EDUCATION, INC., through which to perform this function. E.P.E., INC., is a non-profit organization associated with the American Alumni Council. The circulation of this supplement is 2,900,000.

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Alumni Support at Wisconsin

Through the long history of the University of Wisconsin, philanthropy of alumni has filled an important need. No doubt increased publicity would acquaint more alumni with the possibilities and opportunities to aid their Alma Mater and in some measure repay the debt incurred by accepting an education which had been subsidized by the tax-payers of Wisconsin or other generous alumni who have provided funds in the past.

Here is a brief glance at some of the more notable examples:

STUDENTS INFIRMARY—When the Regents decided to build a children's hospital and students infirmary, sufficient funds were not available for the kind of structure desired. Among the gifts which made this valuable building possible were \$25,000 from Carl A. Johnson of the class of 1885, and \$25,000 from Thomas E. Brittingham, prominent Madison resident who was married to Mary L. Clark of the class of 1889.

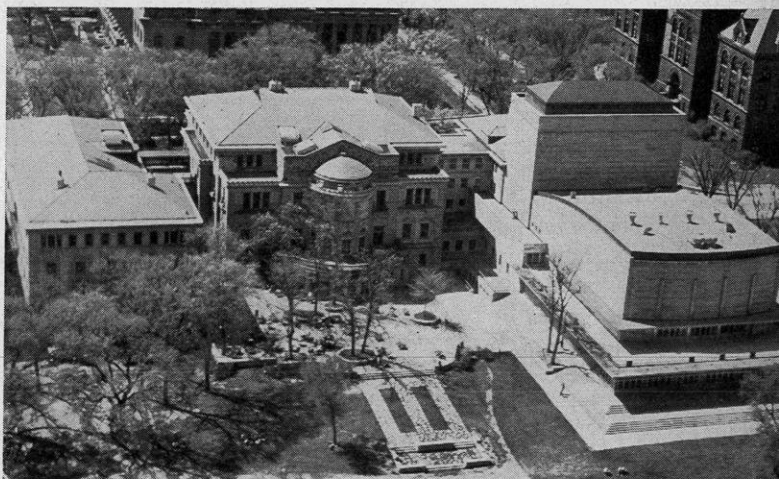
WASHBURN OBSERVATORY—Generations of Badgers have enjoyed the beauty and traditions of Observatory Hill and wondered at the expanse of the universe revealed to them by the telescopes inside the domed structure. The observatory was completed in 1878 at a cost of more than \$70,000 for building and equipment. The money, a quite large sum when compared with present day standards, was a gift from a University alumnus and former governor of Wisconsin, Cadwallader C. Washburn.

ABRAHAM LINCOLN STATUE—Another cherished tradition, sitting resolutely in front of Bascom Hall, the Lincoln statue is the only replica of the sculpture unveiled in Hodgenville, Kentucky in 1909. Richard Lloyd Jones, a former student, obtained the right to make a replica and Thomas E. Brittingham paid for the statue and for bringing it to the University.

THOMAS EVANS BRITTINGHAM—In addition to donations previously mentioned, Mr. Brittingham gave the bronze busts of John Muir and President Van Hise; \$5,000 to endow a bed for needy students in the Madison General hospital; and \$5,000 to the Union building fund. In his will

he left \$200,000 to the University. Mrs. Brittingham supplemented that gift with an additional \$50,000.

Hundreds of other gifts and bequests through the years have attested to the loyalty and generosity of Wisconsin alumni. Some have given large amounts. Others donated

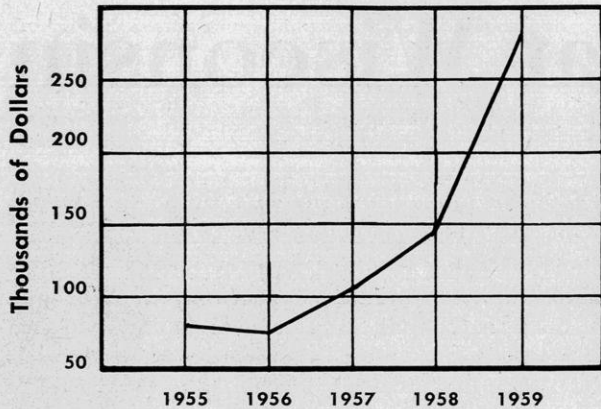


A formal dance . . . a political rally . . . a quick game of billiards . . . the symphony orchestra or a Broadway hit . . . a quiet spot to cram for an exam . . . or a relaxing pause on the terrace overlooking Lake Mendota. These are just a few of the benefits enjoyed by students today as a result of the \$1,068,731 contributed by alumni who helped build the Wisconsin Memorial Union.

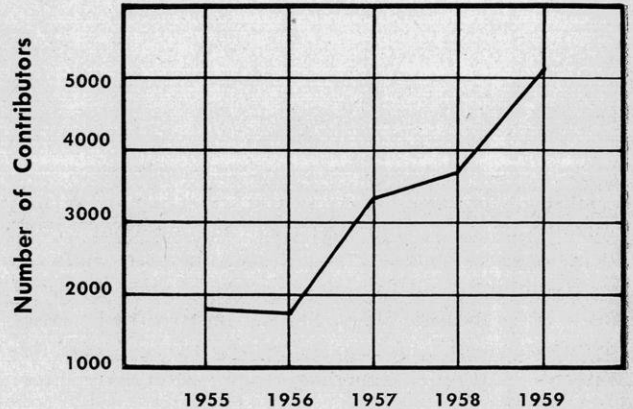
smaller amounts. Every gift is gratefully accepted and carefully administered to carry out the intent of the donor.

The tremendous increase in enrollment following World War II, and the demand to catch up on the building program delayed during the war years focused attention on the greater need for assistance from alumni. In 1945 a group of alumni and friends of the University organized the University of Wisconsin Foundation for one purpose, pure and simple: raising money for the University of Wisconsin. This non-profit, tax exempt corporation actively solicits, encourages, and accepts gifts from a wide variety of sources.

Growth of Alumni Fund



Record of Giving



Record of Participation

Since 1945 the University has reaped the benefits of Foundation gifts from individual friends and alumni, business and industry, charitable foundations, and public spirited groups. The gifts which most often attract public acclaim are large grants or bequests. While the good they do is great, some alumni in the past felt that the smaller amounts which they could afford were not needed because of the larger gifts received from wealthier donors.

To remedy this situation, the Foundation instituted the annual Alumni Fund in 1955. The annual alumni fund at Wisconsin is a relative infant in the field of alumni support of higher education. But in its few short years of existence this infant shows signs of increasingly strength, maturity, and value to the University of Wisconsin.

Alumni giving is always a more delicate situation at schools which are, to use a misnomer commonly employed, tax-supported. (Perhaps replacing that description with the word "tax-assisted" would prevent many misconceptions from being formed.)

When the subject of continued support of University programs is first gently injected into the conversation with a group of seniors planning their class gift to the University, there is a quick exchange of glances running from doubt and distrust, to indignation and disgust.

These feelings are not restricted to undergraduates, of course. Many alumni also feel that the few hundreds of dollars they paid in fees and tuition covered the cost of their education at the University. Just a few moments of reflection on the costs of buildings, furnishings, equipment, faculty

salaries, maintenance, administration, real estate, and the dozens of other necessary expenses should dispel any such notions from the mature mind.

Certainly taxes play an important part in financing our State University. How big a part? About half of the University budget is met with money obtained directly by legislative appropriation. That leaves a vast amount to be filled in by other sources.

The cost of educating a student varies considerably from one department to another. On an average, the student (or his parents) defray about 20% of that cost while he is enrolled at the University.

The first Alumni Fund appeal brought in \$70,625 from 1,945 former students. The second campaign was limited to three months in order to place the program on a calendar-year basis. The results in that short span were \$62,066 from 1,804 Badgers. Each year since has shown a handsome increase both in terms of money and of participation.

The 1959, the 5th Annual Alumni Fund produced gifts from 5,063 alumni who gave \$281,250.36. This represented an increase over 1958 of 37% in the number of contributors and a rise of 95.4% in the amount given. The popularity and success of the Alumni Fund has a self-perpetuating effect. As alumni see more and more of their former classmates giving to this worthy cause, they too are encouraged to participate. It is a well-known fact that many charitable foundations and businesses who plan to contribute to the University will determine the size of their gift by the degree of alumni interest and support.

Lowell Jenkins, burly lineman for the Badgers, is a serious art student when not embroiled in gridiron battles. His scholarship aid comes from a trust fund established in the name of David Nathan Schreiner, one of Wisconsin's All-American football stars.



During 1960 the Foundation will pass the \$5,000,000 in gifts received from all sources. In the years it has been operating, the Foundation has used these gifts for many worthy purposes. Hundreds of needy scholars have been aided with awards and loans. Special equipment and books have been purchased for various departments. Administration and supervision has been provided for trust funds given by alumni as endowments for specific purposes.

The Wisconsin Center, a building designed and used for adult education, was paid for with money received from business friends and from 10,000 alumni. Alumni donations made possible portraits and honors to University administrators. One alumnus gives \$600 annually to be awarded to the outstanding teacher in the field in which he majored. The George Ives Haight Professorship in Law is supported through gifts to the Alumni Fund and the will of the late E. Gordon Fox '08 provides support for a soon-to-be-established chair in American Institutions.

Without a doubt, the most note-worthy recent project to win wide and enthusiastic support from former students was the Alumni House Fund campaign which came to a successful conclusion on November 14, 1959. The goal of \$225,000 was announced when the campaign began in the fall of 1958. During the succeeding 14 months district chairmen in 50 different areas of alumni concentration worked diligently to contact as many alumni as possible. Gifts and pledges payable over a three year period added up quickly. On Homecoming day, Dr. John A. Keenan of New York, general

chairman of the campaign, announced that alumni enthusiasm and contributions had exceeded the goal and a total of \$240,000 had been raised. The surplus beyond the original goal will be used to purchase additional equipment to make the Alumni House of greater service to alumni, to their clubs, and to their Alma Mater.

Examples from the past and the present are too numerous to mention. Whether it is a thousand dollars given just recently by members of the Class of '17 to establish a student loan fund in memory of one of their highly-esteemed classmates, or \$100 given by James T. Lewis in 1865 to provide a medal for superior scholars, or \$35,000 contributed by a multitude of friends and alumni to send the Wisconsin Marching Band to perform in the 1960 Tournament of Roses, alumni always have and always will play an important role in the life of the University.

Realizing that their personal achievement and happiness is built on the solid foundation acquired on the campus of their Alma Mater, many contribute annually through a sense of loyalty. Others, moved by social responsibility, know that the University—even with its tax assistance—cannot perform productively without generous and continuing support from its community of alumni and friends.

The Wisconsin Idea, a tradition of leadership and service, grows stronger each year through the increasing realization by students and alumni that their association with the University of Wisconsin does not end on commencement day. For many, this is only the beginning.

Alumni Clubs are...

Outposts of Understanding

OF PRIMARY IMPORTANCE to the University are the Association's alumni clubs. These organizations are responsible for uniting loyal alumni in a specific area under a banner of common interest—the University of Wisconsin. Currently, there are 88 Wisconsin Alumni Clubs located throughout the state, the nation, and the world. This geographic spread ranges from Oconto County, Wisconsin to Japan, Thailand, and the Philippines.

Dr. J. Martin Klotsche likes to think of the local alumni clubs as being "outposts of understanding" and "centers of initiative". In this light, local alumni clubs carry the story of the University to their community and take part in a program of activities which is designed to further the cause of the University. Some of these important activities are:

Founders Day Dinners—Each year, representatives from the campus as well as outstanding alumni address local alumni clubs who have gathered to observe the birthday of the University. Some of the distinguished speakers who have appeared at this year's Founders Day meetings include University Pres. Conrad A. Elvehjem who spoke at La Crosse, Dodgeville, and Waukesha; Gov. Gaylord Nelson who spoke at Racine and Appleton; Dean of Women Martha Peterson who spoke at Stevens Point and Hudson; Prof. Raymond Dvorak who spoke to the Washington, D. C. and Baltimore Alumni Clubs; and George Field, assistant to the President, who made the grand tour when he spoke to the Gogebic Range, St. Louis, Kansas City, and Denver Alumni Clubs.

with alumni clubs

The Wisconsin Alumni Club of Hawaii says "Aloha" from the 50th State. The Hawaii Club had a particularly interesting Founders Day meeting in March. Dr. Thomas H. Ige '42 spoke on his experiences and travels as director of the Asian Study Program of the University of Hawaii where he is also a professor in the Department of Economics and Business. Attending this meeting in the "Crossroad of the Pacific" were Mr. and Mrs. Lawrence J. Fitzpatrick '38 who are on a trip around the world and Mr. and Mrs. William R. Kellett '22 who were on their way to Australia.

Ellwood Lewis Bartz '40, president of the UW Alumni Club of Hawaii, says that he will be happy to answer any and all questions from people interested in visiting or hearing about the Hawaiian Islands. His address is 2861 Komaia Place, Honolulu 14, Hawaii.

* * *

Scholarships and Loans—Several clubs make scholarships and loans available to deserving students from their area. The Chicago, New York, Janesville, Racine, Jefferson, and Watertown Alumni Clubs all take an active part in this program of alumni assistance.

Wisconsin Preview Meetings—The majority of the Alumni Clubs in the state hold an annual Preview meeting which is designed to encourage the top high school students in the area to attend the University. Assisting in this program are members of the University faculty and student-body who give freely of their own time to travel throughout the state and promote the cause of the University.

Wisconsin Alumni Clubs publish directories which are an important contribution to University records as well as a service to local alumni; they sponsor Haresfoot shows in such cities as La Crosse, Janesville, Milwaukee, Rockford, Appleton, Beloit, and Racine; they sponsor card parties, dances, Christmas parties, award certificates of achievement to local students who have distinguished themselves in scholarship at the University; and, as is the case with the Door County Club, they have "going away" parties for University freshmen.

In this special issue devoted to alumni, we are proud to salute the spirit of the local Wisconsin Alumni Clubs. The work they do for the University and its alumni makes the Wisconsin Alumni Association that much more effective as an instrument of University service.

The Wisconsin Alumni Club of Baltimore heard from Prof. Raymond A. Dvorak at their Founders Day Dinner. At the dinner, the Baltimore Club honored Dr. Florence I. Mahoney '30 for receiving a citation from the Governor of Maryland for her outstanding rehabilitation work in Maryland's three state hospitals.

* * *

SOUTH FLORIDA

April 3

President's Reception—Coral Gables Country Club

Speaker: Pres. Conrad A. Elvehjem

Contact: Lyle T. Pritchard, 4516 University Drive, Coral Gables

LINCOLN COUNTY Founders Day

April 4

Speaker: Marvin Schaars, Agricultural Economics

Contact: Ralph Voigt, 1019 E. Main St., Merrill (1213W)

Wisconsin Alumnus, April, 1960

SOUTHERN CALIFORNIA April 8
 "Beer Bust", Pabst Brewery, 1910 N. Main St., Los Angeles
Contact: Ellis Flint, 1111 W. Foothill Blvd., Azusa, Calif.
 Ed 4-6241)

MILWAUKEE April 15
 Haresfoot Preview Party, Wisconsin Club
Contact: Harold A. Peterson, 4230 W. Douglas Rd. (Hop-
 kins 6-0031)

CHICAGO Wisconsin Night April 18
 Joint Meeting of Chicago Alumni Clubs
 Bismark Hotel
 Speaker: Pres. Conrad A. Elvehjem, Ivan Williamson, and
 Milt Bruhn
Contact: Frank B. Carney, 140 S. Dearborn St., (STate
 2-3669)

JEFFERSON Founders Day April 20
 Speaker: William S. Laughlin, Anthropology
Contact: Robert Johnson, 111 S. Main St., (Tel: 120)

RHINELANDER Founders Day April 27
 Speaker: Wayne Swift, Electrical Engineering
Contact: Richard Johnson, 651 W. Davenport St., (Forest
 2-4432)

PLATTEVILLE Founders Day April 27
 Speaker: John E. Willard, Dean, Graduate School
Contact: Dan Burnham (Tel: 2256)

MADISON Founders Day May 2
 Speaker: Donald Schlichter, president Northwestern Mutual
 Ins. Co.
Contact: William Marling, Jr., 1234 Dartmouth Rd.
 (CHerry 4-4777); Gary Messner, 1326 E. Washington
 Ave., (ALpine 6-0695)

LAFAYETTE COUNTY Founders Day May 3
 Speaker: John Armstrong, Political Science
Contact: Mrs. Lyle Olson, 504 Wells St., Darlington (4151)

NEW YORK May 25
 "Man of the Year" Award—Columbia University Club
 Speaker: J. Martin Klotsche, Provost, UW-M
Contact: J. Robert Guy, 250 Park Avenue, (YUkon 6-7320)

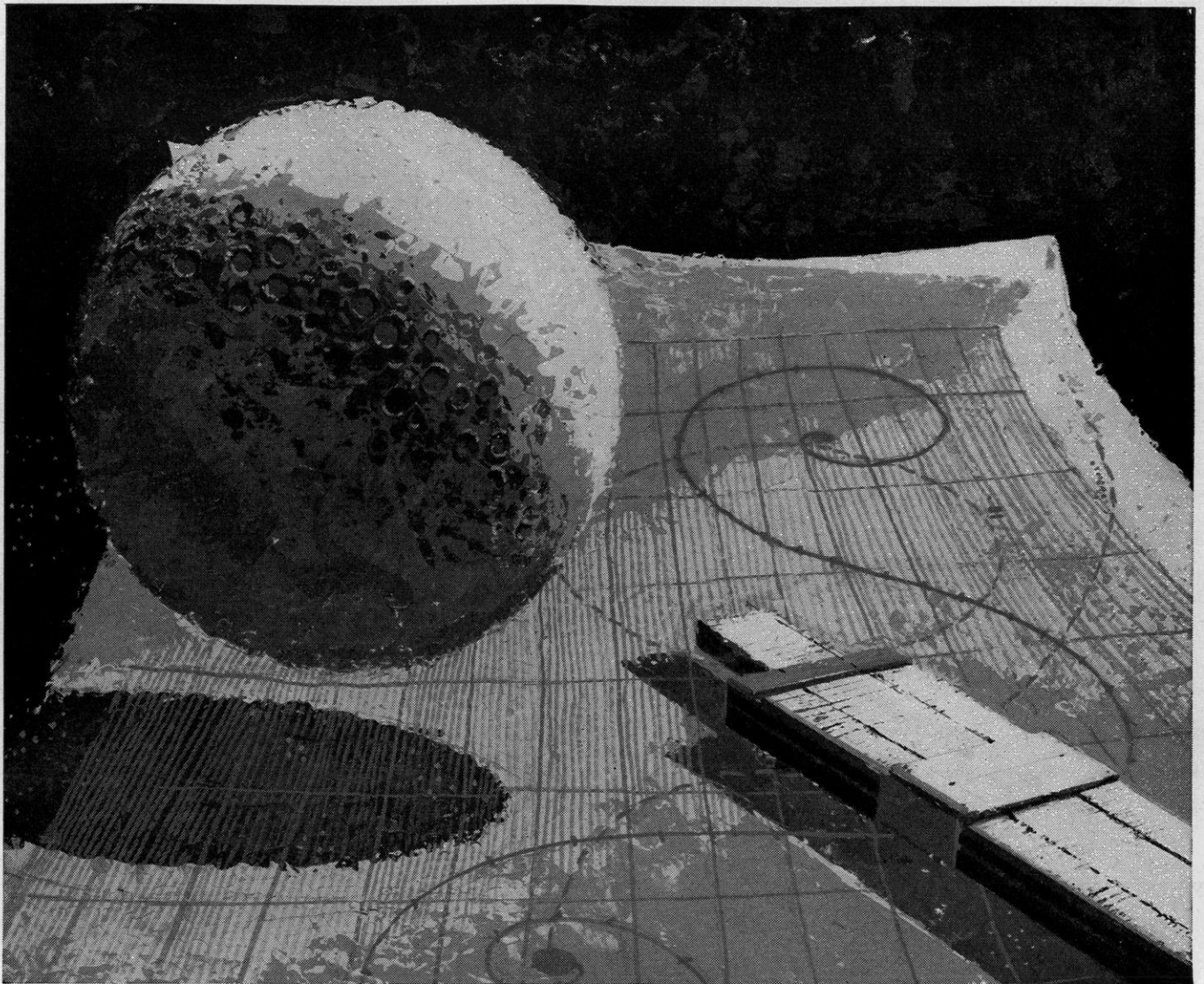
Wisconsin Alumnus, April, 1960



The Burlington Alumni Club, who bill themselves as the "hottest Alumni Club in the State", recently held another outstanding Founders Day Banquet amid the beautiful surroundings of Cerami's Island View Resort. Pictured above as they chatted at the meeting are, from left to right, Dr. J. Martin Klotsche, provost of the University of Wisconsin-Milwaukee; Jim Hoffman, president of the Burlington Alumni Club; and Jack Schlick, a member of the board of directors of the Burlington Club. To mark the occasion, some 77 local alumni gathered to enjoy the meal of Cornish Game Hen and to hear Dr. Klotsche discuss some of the problems confronting higher education in America and how these particular problems relate to the growth and development of the University in Milwaukee. The Burlington Alumni Club has a total membership of 98—an admirable achievement for a community with a population of 4,700.



This jovial group was on hand when Pres. Conrad Elvehjem addressed the Iowa County Alumni Club at their Founders Day Dinner held in the Dodgeville Masonic Temple. The group included, from left to right, Charleton James; Theodore Heian, president of the Iowa County Alumni Club; County Judge David Jones who was emcee of the evening's program; Pres. Elvehjem; Kathleen Russell, club secretary; Paul Morrow, immediate past president of the Iowa County Club; and Julian Instefjord.



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alumni news

1901-1910

Adolph P. LEHNER '09 was honored recently by the Oconto County Bar Association for his fifty years of service to the community in the legal profession. Long an advocate of the healthy outdoor life, he has written two novels, *The Moose Call* and *When the Trail Calls*.

1911-1920

G. Burt HANSON '13 is the owner of Hanson Construction Co., home-builders, in Madison.

Reunion plans for the class of 1915 are being formulated by Class Pres. Joseph W. BOLLENBECK, assisted by other classmates including Ben BULL, Nat BIART, Noble CLARK, Gus BOHSTEDT, Mary TEGGE, Beulah DAHLE, Charles SCHIMMEL, and several others. A dinner on Friday evening of reunion week, a noonday luncheon at the Memorial Union on Saturday, and a boat ride on Lake Mendota are contemplated. Efforts will be made to seat the group at one or two tables at the Alumni Day Dinner. Further details will be mailed to all class members in April.

Dr. Carl F. WEHRWEIN '15, of the Foreign Agricultural Service, U. S. Department of Agriculture, recently spent five weeks in England, Belgium, the Netherlands, West Germany, and Italy to determine the extent to which the non-tariff import restrictions of those countries have limited their imports of grains from the United States.

Evan P. HELFAER '20 has been named chairman of the board of Lakeside Laboratories, Inc., of Milwaukee, a subsidiary of the Colgate-Palmolive Co.

Sam E. OGLE '20, manager of public affairs for the Schuster stores in Milwaukee and chairman of the board of the Wisconsin Alumni Association, was presented with the distinguished service award of the Wisconsin Alumni Club of Milwaukee at the Club's annual Founders Day dinner.

1921-1930

Lewis H. KESSLER '22, vice president of the Kansas City Alumni Club and a former UW faculty member, is heading a team of Fairbanks-Whitney engineers who are working in cooperation with the Israeli Government in Tel-Aviv on a process of de-salting sea water.

Midland-Ross Corp. recently named C. J. SCHMIDT '23, now executive vice president of the J. O. Ross engineering division, a vice president of the Corporation. He became manager of the Detroit office of J. O. Ross

Engineering in 1933, and was elected vice president of the Company in 1947. In 1954 he was made vice president-sales manager, and was transferred to the New York office where he was made executive vice president in 1956.

O. A. HANKE '23 is vice president and assistant publisher with the Watt Publishing Co., publishers of eight specialized farm and business magazines, in Mount Morris, Ill.

Oscar KIESSLING '23 is the author of "College for Five—It's Murder!" an article which appeared in a recent issue of *The Saturday Evening Post*. The article is an amusing and enlightening discussion of the financial problems the Kiessling family encountered when planning an education for five children.

Dr. Wilber G. KATZ '23, a member of the University of Chicago Law School since 1930 and dean from 1939 to 1950, recently gave the convocation address on "Responsibility and the Modern Corporation" at Lawrence College.

Mr. and Mrs. John CASSODAY '25 are spending six months in New Delhi, India where he is manager for the Atomic Energy exhibit at the World Agricultural Fair.

Don ANDERSON '25, first vice president of WAA and publisher of the *Wisconsin State Journal*, was featured on the cover of the February issue of *The Magazine of Sigma Chi*.

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

SIDNEY M. MILLER— music lover makes good to the tune of a million in sales!

When Sidney Miller became a New York Life representative, he gave up his first love, music—to concentrate on two goals: selling a million dollars of insurance protection, and earning his Chartered Life Underwriter degree, a designation given for successfully completing advanced study courses that help him give even better service to his clients. He has accomplished both of these objectives.

Sidney Miller, like many other college alumni, is well established in a career as a New York Life representative. In business for himself, his own talents and ambitions are the only limitations on his potential income. Additionally, he has the deep satisfaction of helping others. If you or someone you know would like more information on such a career with one of the world's leading life insurance companies, write:



SIDNEY M. MILLER, C.L.U.
New York Life
representative at the
Lincoln General Office,
New York City

Education: City College of
N.Y., B.B.A. '50.

Military: U.S. Navy,
World War II.

Employment Record: Joined New
York Life Nov. '51. Qualifying
and Life Member, Million
Dollar Round Table.

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

Mrs. Grant M. Hyde (Helen PATTERSON '26), was "Beta's Own Guest" at the 1960 Matrix Table, sponsored by the Theta Sigma Phi Journalism sorority. She was responsible for starting the Matrix table at the University in 1925.

Dr. Stevens J. MARTIN '27 was recently presented with the Horace Wells Award in recognition of outstanding interest and achievement in the field of Anesthesiology by the Horace Wells Club of Connecticut, established 1895.

Atty. John KRUEGER '28 is a candidate for the judgeship of Milwaukee District Court. He has been a member of the Milwaukee School Board for many years.

George GRABIN '28 has organized and is president of the new Milwaukee advertising agency, Grabin-Shaw Advertising, Inc.

Mrs. Donald E. Bartelt (Nellie SCHNEIDER '28) is secretary of the Rockford Alumni Club.

Judge Lewis J. CHARLES '29 is president of the Chequamegon Bay Alumni Club.

Mrs. Karl A. Vandebrooke (Maurine EVA '29) is secretary of the Chequamegon Bay Alumni Club.

William C. SCHORER, Jr. '29, president of the Reedsburg Foods Corp., is the 1960 president of the Wisconsin Cannery Association.

Stanley V. KUBLY '30, president of Wolff, Kubly and Hirsig, has been elected a director of the Madison Gas and Electric Co.

1931-1940

Lt. Col. Warren K. PRATT '32 was recently assigned to the U. S. Army Transportation Training Command at Fort Eustis, Va.

Mrs. Kenneth N. Walters (Elizabeth EASTERLY '32) just returned from a 2 month trip to Sweden.

Frederick J. MEYER '32, president of Red Dot Foods, Inc., Madison, and son, John, have recently returned from a globe-circling tour which took them to London, India for tiger and leopard hunting, and Anchorage, Alaska, for polar bear hunting.

Herman H. WAGGERSHAUSER '33 has been elected a vice president of the Eastman Kodak Co., and appointed general manager of Kodak's apparatus and optical division.

Robert F. STOESEL '34 is at Neuilly-Sur-Seine, France where he is director of European Sales-Georgia Division of the Lockheed Aircraft Co.

Dr. Eldred F. HARDTKE '37, psychiatrist at Indiana University, Bloomington, Ind. is president of his county medical society after serving two years as secretary, and president-elect of the Indiana Neuropsychiatric Association (comprising psychiatrists, neurologists, and neurosurgeons) after a year as vice president.

Lawrence J. FITZPATRICK '38 has left Madison for a three month tour of Iron Curtain countries.

Howard J. MATHER '39 has been named vice president of industrial sales for the paint division of Pittsburgh Plate Glass Co.

Mrs. W. H. DREHER (Barbara BOOTH '40) is secretary of the Shawano Alumni Club.

1941-1945

Dr. Alfred C. INGERSOLL '42 is the new dean of the, School of Engineering at the University of Southern California.

Jack OLSON '42 has announced his candidacy for governor of Wisconsin on the Republican ticket.

Mrs. Norman Reisen (Jean KLUMB '43) is secretary of the West Bend Alumni Club.

Dr. Leonard J. GANSER '44 has been named director of the division of mental hygiene in the Wisconsin State Department of Public Welfare.

1946-1950

Sister M. Jacinta MANN, S. C. '47 is assistant director of admissions and assistant professor of education at Seton Hill College, Greensburg, Pa.

Glenn E. MILLER '48 has been promoted to city editor of the *Wisconsin State Journal*.

Phillip C. STARK '48, office manager of the Paul E. Stark real estate firm, was elected a new member of the board of directors of the Anchor Savings and Loan Assn., Madison.

Robert W. PEDERSEN '49 is president of the Shawano Alumni Club.

Dr. C. Weir HORSWILL '49, an instructor in the University of Wisconsin Medical School, has opened a new office in Madison. He will specialize in gynecology surgery and obstetrics.

Mr. and Mrs. Alvin Prince (Lois TROSTLER '49) announce the birth of Wendy Lora who joins Andrew and Hilary.

Jack FROST '50 is the inventor of the Vacuum Disposal, a power trash-tray that fits into any automobile, is reasonably priced, and effectively solves the problem of disposing of waste in a car. He is the son of Mr. and Mrs. Russell E. FROST '21 (Genevieve HICKS '24) of Glen Ellyn, Ill.

1951

A Duane GUNDERSON is general manager of Artmaster Yearbooks, Inc., of Kansas City, Mo.

Dr. Edward W. BERNDT has joined the research staff of Dr. Salsbury's Laboratories in the organic chemistry department. Dr. Salsbury's Laboratories is a poultry and animal health product firm at Charles City, Ia.

1952

Don KINDT, former UW and Chicago Bear football great, took on a new rôle when he portrayed Sky Masterson in the West Side Community Theater's production of *Guys and Dolls* in Elm Grove.

Herman W. SARTOR is now living in Carlisle, So. Car. after spending two years in Nigeria, West Africa.

1953

Mr. and Mrs. John W. Anderson (Anne BELKNAP) announce the birth of their first child, Kristin Brittle. He is an assistant professor of anatomy at the UW.

Elmer A. GOETSCH recently received an MS in electrical engineering from the University of Illinois.

1954

Mr. and Mrs. Richard D. KARFUNKLES (Shirley Ann CHAPNITSKY '56) announce the arrival of Sharon, a sister for Jeffrey. Mr. Karfunkle, consulting economist and formerly president and director of Central American Mineral Resources, S. A., is now economist for S. K. F. Industries, Inc., a Philadelphia-based manufacturer of ball and roller bearings. They will continue to reside at 2727 Ocean Parkway, Brooklyn 35, N. Y.

Mr. and Mrs. Arthur A. MEES (Joan SHIRZA) are moving to Johannesburg, South Africa where he will be the assistant superintendent of the Colgate-Palmolive plant at Boksburg.

Atty. Robert W. ARNOLD has been appointed family court commissioner for Walworth County.

1955

Mr. and Mrs. John C. LEMANCZYK (Virginia E. STAMM) announce the arrival of their daughter, Lori Lynne.

Dick THOMAS is associate director of public relations for the Wisconsin Anti-Tuberculosis Assn. in Milwaukee.

1956

Mr. and Mrs. Robert DeN. COPE (Margaret GRUENWALD) announce the arrival of their second child, Eliza Middleton.

Mr. and Mrs. John SALZER (Corinne WICK) are the parents of a son, Terence.

Robin M. MATELL has joined National Airlines as public relations manager, northern region, in New York City.

1957

Lt. (jg) Roderick L. FISCLE was a recent graduate of the Navy's Officer Candidate School in Newport, R. I.

1958

Ray PAUL is president of the Rockford Alumni Club.

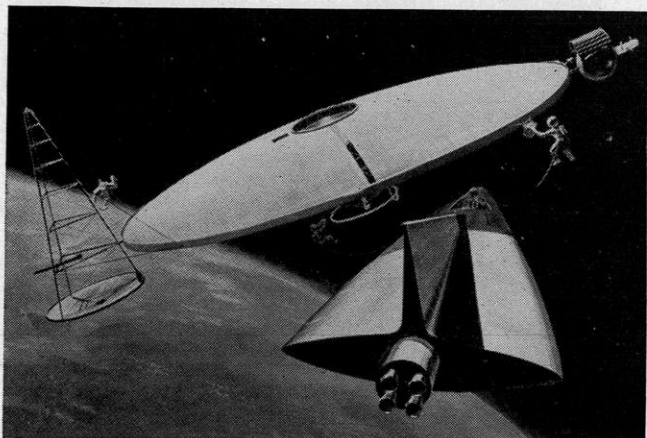
Eugene LYNCH is president of the West Bend Alumni Club. He is the first UW-M graduate to be named president of a Wisconsin Alumni Club.

1959

Jim FITZPATRICK has accepted a position as accountant on the staff of the University of Wisconsin business manager.

Army 2d Lt. Harvey L. SCHOLNICK recently was assigned to the 3d Transportation Terminal Training Group at Ft. Eustis, Va.

Space-age careers at Boeing



This year, engineering and science alumni will find more challenging and rewarding careers than ever at Boeing. Advanced missile and space-age programs are expanding, and the proportion of engineers and scientists to Boeing's total employment is growing steadily. Boeing programs include the Dyna-Soar boost-glide vehicle, Minuteman solid-propellant ICBM, BOMARC defense missile system, B-52G missile bomber, KC-135 jet tanker-transport, the Boeing 707 jetliner, and lunar, orbital and interplanetary systems and advanced research projects. A few of the many immediate openings are listed below:

ADVANCED CONFIGURATION DESIGN

WICHITA AREA

M.S. or Ph.D. in A.E. to create configuration of new vehicles proposed by potential military or civilian customers. Creative design of vehicles based on general parameters of missions (payload, performance, etc.). In addition to configuration, special features such as handling payload (i.e., cargo, passengers) and comparison with competitors' proposals are investigated.

INFRARED

SEATTLE AREA

Electrical engineer or physicist with advanced degree to set-up and direct an Infrared System Group involved in: (1) Studies and analyses of infrared systems, techniques and phenomena, (2) Definition of models and parametric relationships, and (3) Synthesis of advanced infrared sub-systems (search, track, terminal guidance, mapping, surveillance, and scientific instrumentation) for integration into larger systems.

ELECTRONICS-RELIABILITY

SEATTLE AREA

Electrical engineer with B.S. degree minimum (graduate work or equivalent experience desired) to organize and manage reliability programs; to establish requirements, evaluate reliability data and initiate corrective action for missile components and tactical test equipment.

ELECTRONICS-DIGITAL COMPUTER

SEATTLE AREA

Engineers with advanced E.E. degree or particularly applicable experience to design and integrate digital computers in advanced military and space programs, involving internal logic design of the computers and the external organization of the associated equipment used in the guidance and control system.

ENGINEERING ANALYSIS & PROGRAMMING

SEATTLE

Mathematicians or engineers with B.S. to Ph.D. degrees to work in engineering computing and analysis areas. Analysis positions involve correlation and conversion matrix studies, trajectory simulation programs, error analysis and simulation studies and many others. Computing positions involve programming a wide variety of complex engineering problems to be solved with high-speed electronic data processing machines—digital and analog.

PLASMA PHYSICS

SEATTLE AREA

Experimental physicist with Ph.D. in physics for the staff of the Plasma Physics Laboratory, Boeing Scientific Research Laboratories, to conduct studies in the field of Basic Experimental Micro Wave Plasma Physics, Basic Transport Properties of Plasmas and in Theoretical and Experimental Quantum Plasma Physics.

OPERATIONS & WEAPONS SYSTEMS ANALYSIS

WICHITA

M.S. or Ph.D. in math, physics, electrical or aeronautical engineering to obtain data on the anticipated operational environment of the devices under study by Advanced Design Staff. Devise analytical models of procedures describing operation of the devices in order to estimate the operational utility of same under study. Studies compare Advanced Design products with other companies and demonstrate anticipated utility to the customer.

ELECTRONICS-TELEMETRY

SEATTLE AREA

B.S.E.E. with good knowledge of telemetry systems, transducers, and systems providing inputs into telemetry systems, to work on telemetry systems integration. This requires ability to represent the company in meetings with the customers and associate contractors.

ELECTRO-MAGNETICS

SEATTLE AREA

Ph.D. in electrical engineering or physics to direct and participate in the work of a research group engaged in the theoretical and experimental investigation of the propagation and reflection of electro-magnetic waves in the presence of a plasma.

WELDING ENGINEERING

SEATTLE AREA

Engineers with degree in Met.E., Mech.E., E.E. or equivalent, to maintain weld equipment, design tools, develop techniques and direct proper use of this equipment, and establish processes for all types of welds used in the unit, including weld settings for qualification programs.

PERFORMANCE & STABILITY & CONTROL ANALYSIS

SEATTLE AREA

Aeronautical engineers at B.S. and M.S. level to conduct performance analysis and stability and control analysis. Each field is intimately associated with flight testing and wind tunnel testing. Performance assignments include preparation of sales presentations, operating instructions and preliminary design work in connection with new aircraft; stability and control assignments cover wing and tail design as well as studies concerning detailed control systems.

GEOSTROPHYSICS

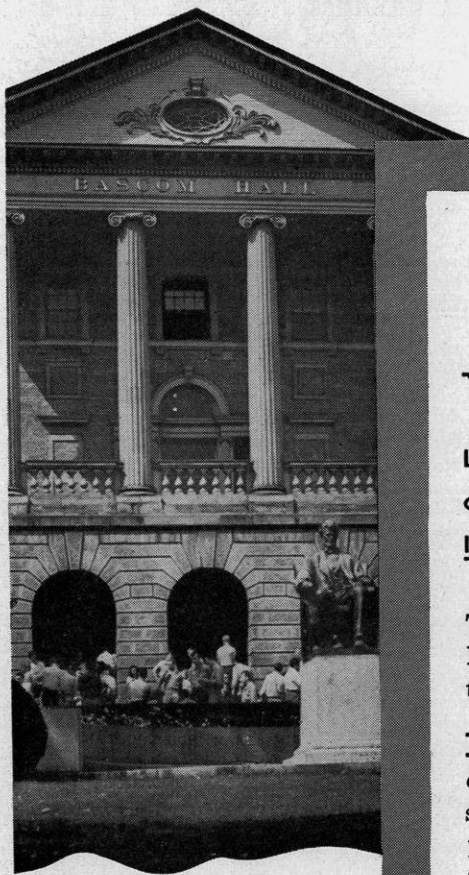
SEATTLE AREA

Theoretical physicists or astronomers with Ph.D. in physics or astronomy on the staff of the Geostrophysics Laboratory, Boeing Scientific Research Laboratories, to carry out theoretical research studies in the field of Geostrophysics, particularly in connection with the phenomenology and physics of the planetary system. Excellent support is available for research in Solar Physics, Solar Terrestrial relationships and Upper Atmosphere Physics.

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newly married

1949

Gloria J. THOMPSON and Robert E. EHN '59, West Milwaukee.

LoAnn Williams and Glenn W. HUEBNER, Milwaukee.

1950

Margaret D. Dunphy and David W. McNAMARA, Madison.

Mary Baldarotta and John A. QUERAM, Madison.

1952

Ann Thornley and Victor H. JOHNSON, Rosemont, Pa.

Janet Wright and David E. SCHRIEBER, Superior.

Shirley Gorbitz and Sidney A. KOHL, Whitefish Bay.

Angela S. BROWN '59 and Josef BURGER, Madison.

1953

Dorothy Craig and Robert T. LOWERRE, Washington, D.C.

1954

Terese Moehrlin and Arnold CAMPBELL, Greendale.

Anne E. Hesse and David E. MORAN, Dallas, Tex.

Anita S. Jacobson and Edward W. LANGE III, Canada.

1955

Betty D. Peterson and Eugene D. OLSEN, Madison.

Mary A. WHELAN and John F. Sholl, Bridgeville, Pa.

1956

Carol L. SCHULTZ and Anthony Castrogiovanni, Anchorage, Alaska.

Rita Stampfl and Bruce F. BOND, Sheboygan.

Diane Grabow and Lawrence GREENFIELD, Brooklyn, N.Y.

Mary L. MCGOWAN '59 and Donald D. DONERMAYER, Madison.

1957

Constance Zachary and John KOLPITCKE, Marinette.

Nancy D. BECHTHOLD and Douglas E. DEWEY '59, Pasadena, Calif.

Mrs. Marjorie L. PYLES '59 and Robert V. BOECK, San Antonio, Tex.

Susan E. WEED '59 and Thomas C. BUBOLTZ, Madison.

Mary L. Gustafson and Thomas L. COMPERT, Palm Springs, Calif.

Linnea L. JOHNSON '61 and James C. RYDZEWSKI, Coronado, Calif.

Ramona Kempthorne and Norman DAY, Freeport, Ill.

1958

Bonita J. JACKOWITZ '59 and James H. KRUEGER, Berkeley, Calif.

Wisconsin Alumnus, April, 1960

Mary A. SCHATZ and David F. LOUCKS, Rome, N.Y.

Judith A. Wilger and James C. GASKELL, South Bend, Ind.

Brenda E. BELL '61 and Robert F. BECKER, Kent, Ohio.

Helen J. Denzin and Irving H. JOHNSON, Madison.

Mary J. Goodson and Noel P. GRIMM, Wauwatosa.

Betty L. Hill and Ward R. BOOTH, Madison.

1959

Monona J. BERGOR and Arkadij ROSSOL '60, Madison.

Constance V. DRIESSEN and Robert T. LITTELL, Whitefish Bay.

Sara J. SEITER and H. Douglas Barclay, Syracuse, N.Y.

Marilyn D. GECKER and Russell Eisenberg, Milwaukee.

Audre A. BROWN '60 and D. Robert HOWARD, Madison.

Janet L. NEHRING and Michael D. Wilkinson, Waukesha.

Janet L. WHITE and Dr. James R. Headrick, Nashville, Tenn.

Bonnie LUDDEN '60 and Harry L. SPIEGELBERG, Neenah.

Carol L. HUIBREGTSE '61 and Victor P. HEALY, Madison.

Janet R. de REVEY and Gary A. DUNN, Tustin, Calif.

Cynthia A. RAYBURN and Peter F. WISE, Madison.

Jeanette H. REEMS and Gary F. KRUEGER, Waukesha.

Myoung-Hee Choe and Byung Hui MIN, Amherst, Mass.

Kathryn A. Blewett and Arthur J. BRIGHAM, Madison.

Raye deHUT and William CARVER, Madison.

Janet I. LEVIS and Richard W. RAGATZ, Milwaukee.

neurology

Dr. Edward M. POSER '88, Columbus.

Albert J. REED '93, Elkhorn.

Louis W. MYERS '93, Los Angeles, Calif.

Dr. James D. MADISON '94, Milwaukee.

Mrs. Harry L. Kellogg '94 (Grace HOPKINS), Milwaukee.

Lillie E. MOESSNER '98, Little Rock, Ark.

Clara E. HEGG '98, Decorah, Ia.

Mrs. H. L. Van Dusen '99 (Sara HEIMDAL), Los Angeles, Calif.

Mrs. Arthur W. COWLEY '01 (Clara PFISTERER), Spokane, Wash.

Stephen J. McMAHON '03, Washington, D.C.

Mrs. Guy Canterbury '04 (Lillian R. TOMKINS), Aberdeen, Wash.

Peter L. PEASE '04, Ocala, Fla.

Lawrence J. MISTELE '07, Jefferson.

Martin E. TITUS '07, Denver, Colo.

Odd MEYER, Jr. '08, Chicago, Ill.

Charles G. MOORE '09, St. Petersburg, Fla.

Stephen GILMAN '10, Chicago, Ill.

Mrs. Walter B. Miller '11 (Kayutah FERRAR), Carmel, Calif.

Mrs. Almer McCordic '12 (Margaret PIPER), Lake Wales, Fla.

Palmer O. JOHNSON '12, Minneapolis, Minn.

Kathleen FERRAR '12, Boston, Mass.

Roy A. KELLER '13, Peoria, Ill.

Mrs. Robert K. Prince '14 (Anne HORST), Milwaukee.

Chester A. NICKERSON '14, Madison.

Julia C. SWORD '16, Savanna, Ill.

Edward F. CANTWELL '17, Milwaukee.

Carl C. GILMAN '17, Linden.

John W. GIESE '17, Washington, D.C.

Gordon M. COLE '18, Corona, Calif.

Harold V. ROELSE '18, Essex Fells, N.J.

Clinton C. CALDWELL '19, Penny Farms, Fla.

Dr. Jerome B. GREEN '21, Bethesda, Md.

Addison HAUGAN '21, Janesville.

Clifford W. METCALF '22, Tampa, Fla.

Marion E. AYRES '23, Chicago, Ill.

John S. RICHARDS '23, Monticello.

Clarence W. GIFFORD '26, Madison.

Lloyd W. GARDNER '26, Fall River.

Mrs. David H. Ham '26 (Eleanor H. SENSE), Chicago, Ill.

LeRoy W. FENN '27, Madison.

Mrs. Joseph R. Barbaro '27 (Lucile HEROLD), Washington, D.C.

Anne M. HANKEY '27, Madison.

Mrs. Chester Kingsley '27 (Dorothy SHERMAN), Ocala, Fla.

Elsie SHANKS '28, Spencertown, N.Y.

Martha RILEY '28, Darlington.

Mrs. William Storey '29 (Jessie SEARLE), Madison.

Gareth M. PRUCIA '32, Madison.

Leonard VAN BOSSCHE '32, Colton, Calif.

Dr. Lester M. NARINS '34, Scarsdale, N.Y.

Herbert J. AFFLECK '34, Savannah, Ga.

Dr. Charlotte A. HENDERSON '35, Rochester, N.Y.

Dallas F. LINDSAY '35, Lodi.

Lowell ZIMMERMAN '37, Burlington.

Edwin SWIFKA '37, Kewaunee.

Donald G. KUNDIGER '38, Manhattan, Kans.

Casmir DMOCH '41, Milwaukee.

Winfred E. GORDON '42, Indianola, Ia.

Oscar CHRISTENSON '48, Madison.

Albert F. HOUGHTON '48, Milwaukee.

Robert N. MAKI '48, Chicago, Ill.

Vernon D. COFFEY '56, Madison.

Albin LUTHY '57, Lucerne, Switzerland.

Darwin SORENSON '58, Waukesha.

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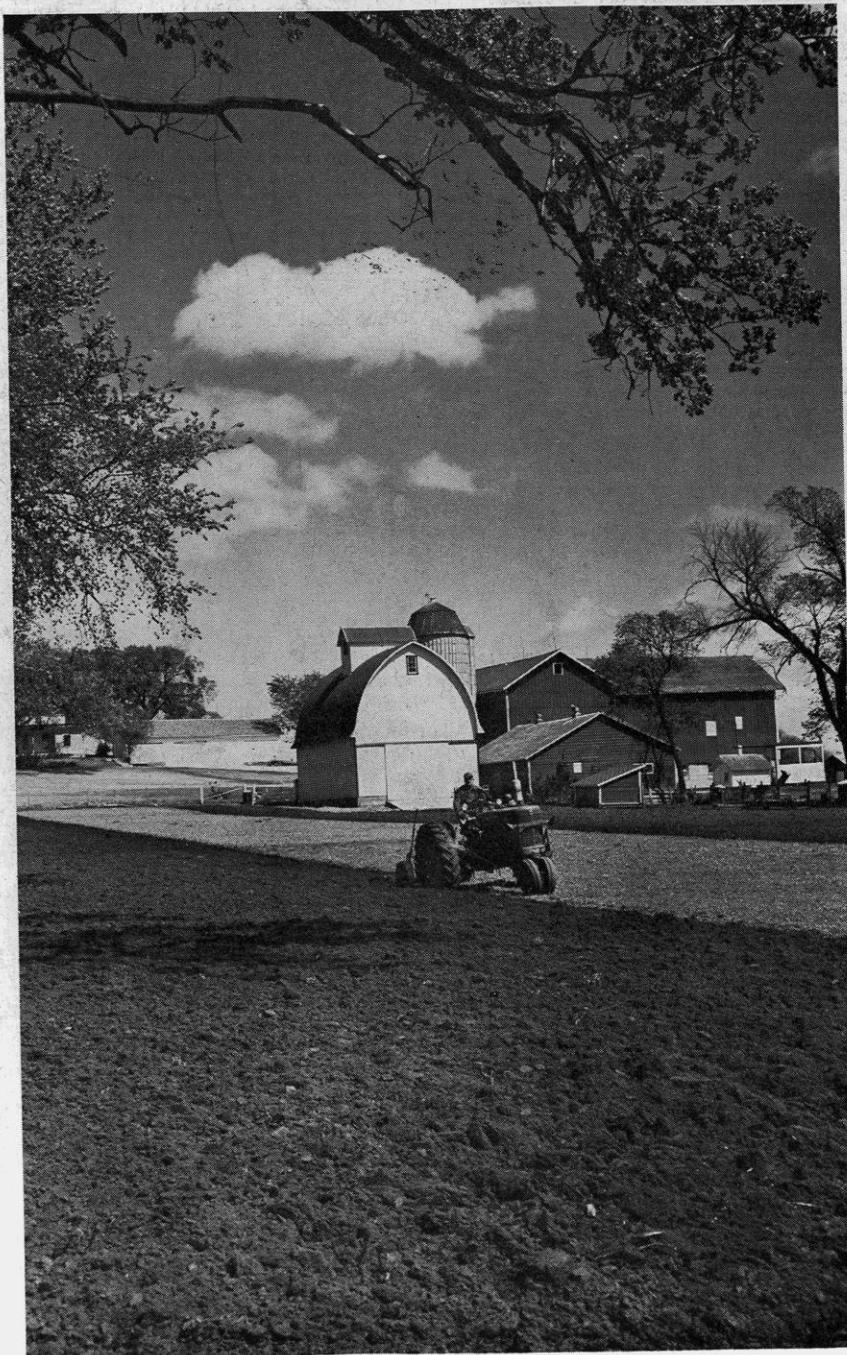
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