



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 60, Number 11 March 1959

[s.l.]: [s.n.], March 1959

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

PK

RECEIVED
64519

UNIV. OF WISCONSIN
LIBRARIES

WISCONSIN Alumnus

March, 1959

In This Issue:

THE REAL CRISIS
IN EDUCATION

SUMMER SESSION
FOR ALUMNI

TOP MAN
AT MILWAUKEE

1959 BADGER BEAUTIES ▶



UW Calendar

March 1959

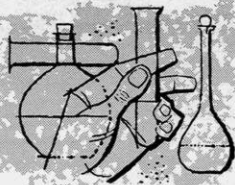
Institutes and conferences in Wisconsin Center unless otherwise noted.

- 1 *Harpsichord Recital* (Sunday Music Hour), Fernando Valenti, Wisconsin Union Theater, 3 p.m.
- 1 *Recital*, Dale Gilbert, baritone, Music Hall, 8 p.m.
- 2-6 *Management Institute*, Human Relations for Foremen and Supervisors.
- 2-6 *Training Session* in Administration Management, for U.S.D.A. Agencies in State.
- 2 *Lecture*, "Early Spanish Music," Fernando Valenti, Theater, 4:30 p.m.
- 3 *Concert*, Robert Shaw Chorale and Orchestra, Theater, 8 p.m.
- 3-4 *Management Institute*, How to Increase Productivity through Practical Incentives.
- 3 *Law Institute*, Law for Men, Wisconsin Center.
- 4 *Lecture*, "Masters of Dutch and Flemish Paintings," (illustrated), John Wilde, Tripp Commons, 8 p.m.
- 4 *Graduate Piano Recital*, Gail Pyron, Music Hall, 8 p.m.
- 5-6 *Management Institute*, Improving Our Ability to Communicate.
- 6 *Concert*, Gunnar Johansen, pianist, Music Hall, 8 p.m.
- 6-7 *Big Ten Indoor Track Meet*, 6:30 p.m. (6th), 1 p.m. (7th).
- 7 *Little International*, UW Stock Pavilion, 1:30 and 8 p.m.
- 7 *Boxing*, Wisconsin vs San Jose State.
- 8 *Concert*, Pro Arte Quartet, Music Hall, 8 p.m.
- 9-10 *National Ballet of Canada*, Theater, 8 p.m.
- 10 *Matrix Banquet*, Memorial Union.
- 10-11 *Engineering Institute*, Industrial Noise Control.
- 10-12 *Engineering Institute*, Leadership Skills for Engineers.
- 10-12 *Management Institute*, Supervisors Role in Cost Reduction.
- 12 *Lecture*, "Drugs to Paradise," Dr. M. C. Seevers, Department of Pharmacology, University of Michigan, Service Memorial Institute, SMI auditorium.
- 12-13 *Institute* on Organizing Credit Unions for Low Income Groups.
- 12-13 *Engineering Institute*, Industrial Plant Maintenance Controls.
- 12-13 *Management Institute*, Evaluating Salesmen's Performance.
- 13 *Wisconsin Speech Correction Association*, semi-annual meeting.
- 13 *Senior Piano Recital*, Merle Halbman, Music Hall, 8 p.m.
- 14 *Home Economics Annual High School Hospitality Day*, Home Economics Bldg. and Theater.
- 14 *Short Course Graduation*, Agriculture Hall auditorium.
- 14 *Boxing*, Wisconsin vs Sacramento State.

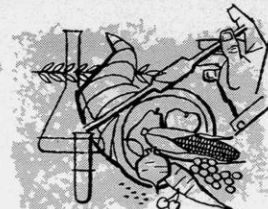


Laboratory Services for Industry

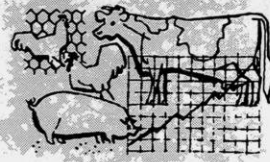
The Wisconsin Alumni Research Foundation has a large laboratory division devoted to consulting and testing services for the food, feed, drug and chemical industries. These services are divided into the following major categories:



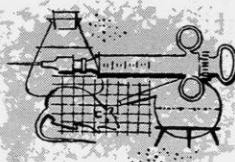
CHEMISTRY



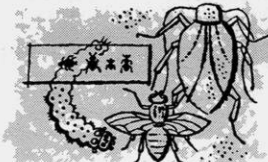
NUTRITION



ANIMAL STUDIES



TOXICITY TESTS



INSECTICIDE TESTS



MICROBIOLOGY



FOOD TECHNOLOGY

Work is performed on a fee basis; Income derived from the laboratory operation is added to the general fund from which grants are made to the University of Wisconsin.

With over 30 years of experience and with highly qualified technical personnel, the laboratory division has become the leader in many areas of consulting research. Inquiries are welcomed — projects of all sizes and costs are considered.

Laboratories of

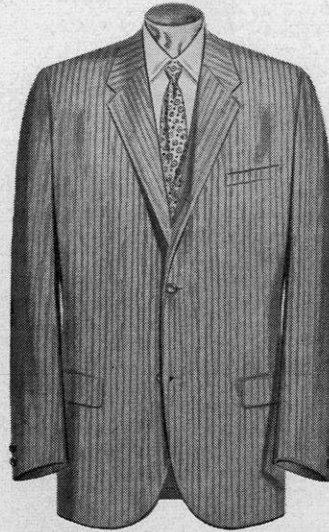
WISCONSIN ALUMNI RESEARCH FOUNDATION

P. O. Box 2217 • Madison 1, Wisconsin



- 15 *Concert*, Minneapolis Symphony Orchestra, Union Theater, 2:30 and 8 p.m.
- 16 *Graduate Cello Recital*, Helen Potter, Music Hall, 8 p.m.
- 16 *Lecture*, "Studies on the Pathogenesis of Fever," Dr. W. Barry Wood, Jr., professor of microbiology, Johns Hopkins University; SMI auditorium.
- 17-18 *Management Institute*, Pharmacy Management Institute.
- 17-18 *Management Institute* (workshop), Basic Personnel Management.
- 17-19 *Engineering Institute*, Principles of Administration.
- 18 *Joint Committee on Education in Wisconsin*.
- 18 *Lecture*, "Is America Worth Saving," Prof. Clinton Rossiter, professor of government, Cornell University, Tripp Commons, 8 p.m.
- 18-19 *Management Institute*, Return on Investment and Long-Range Planning.
- 18-21 *Meeting of Commission of the Professors of Adult Education*.
- 18-20 *Annual Spring Conference*, Association of Secondary School Principals.
- 19-21 *Basketball*, W.I.A.A. State Tournament.
- 19-21 *University and College Conservation Educators Conference*.
- 19-21 *Post Graduate Course in Hematology and Hypertension*, Medical Center.
- 19-21 *Humorology*, Theater.
- 20 *Concert*, Samuel Jones, baritone, Music Hall.
- 22 *Palm Sunday Concert*, University Band, Theater.
- 22 *Contemporary Religious Lecture*, "God and Man in the Rabbinic Tradition," Marvin Fox, professor of philosophy, Ohio State University; Great Hall.
- 22 *Palm Sunday Concert*, University Presbyterian Church, 7 p.m.
- 22 *Faculty Organ Recital*, Helene Pratt, Music Hall, 8 p.m.
- 23 *Boxing*, Wisconsin vs Idaho State.
- 23 *Senior Cello Recital*, Mary Schwab, Music Hall, 8 p.m.
- 23-26 *New Extension Service Agents' Conference*.
- 24-26 *Management Institute*, Leadership and Personal Growth Institute.
- 25 *Management Institute*, Negotiation of Welfare and Benefit Plans, 40.
- 25 *Concert*, Jeanette Ross, pianist, Music Hall, 8 p.m.
- 26 *Management Institute*, Personnel Policies and Procedures.
- 27 *Spring recess begins*; (through April 4).
- 30 *Symposium on Theory of Absolute Reaction Rates*.
- April 1
- 31-Apr. 1 *Management Institute*, Streamlining Production Planning and Control.
- 31-Apr. 2 *Management Institute*, Developing Supervisory Skills.
- 31-Apr. 2 *Wisconsin Sewage Works Operators Short Course*.

Wisconsin Alumnus, March, 1959



individual and most distinctive
OUR OWN MAKE TROPICAL SUITS
in materials woven exclusively for us

Brooks Brothers tropical worsted suits have long been noted for their handsome materials, outstanding workmanship and distinctive styling...as well as for the comfort with which they are worn. This Spring's interesting selection for town or country wear includes solid shades of blue, tan or grey, dark pin stripes on tan or grey, and fancy patterns. Coat and trousers.

Lightweight Dacron-and-Worsted Tropicals, \$100*

English Tropical Worsted, \$115

*Du Pont's fiber

ESTABLISHED 1818

Brooks Brothers,
CLOTHING
Mens Furnishings, Hats & Shoes

346 MADISON AVENUE, COR. 44TH ST., NEW YORK 17, N. Y.

111 BROADWAY, NEW YORK 6, N. Y.

BOSTON • CHICAGO • LOS ANGELES • SAN FRANCISCO

ON, WISCONSIN—50th ANNIVERSARY

This year marks the 50th anniversary of one of the greatest University songs ever written: ON, WISCONSIN. Plans are under way to commemorate this anniversary with a Golden Jubilee recording of ON, WISCONSIN and other Wisconsin songs.

Paradoxically, ON, WISCONSIN started out to be a Minnesota football song. ON, WISCONSIN was composed in a rooming house in Chicago, a stone's throw from the University of Chicago, by Carl Beck, '10, and W. T. Purdy. Carl had dropped out of the University for a year to earn some money for completing his education in Chicago. Purdy was a recent graduate of Hamilton College. Incidentally, he had never seen the University of Wisconsin.

One evening Carl Beck heard Purdy playing a few measures of new music. When Beck asked where this fine music came from, Purdy replied: "I have just started to compose a football march in competition for a \$100 prize offered by a music store in St. Paul for a new Minnesota football song."

Purdy was working on a chorus that started with the words "Min-ne-so-ta, Min-ne-so-ta". As Carl listened he suddenly realized that "On, Wisconsin" would make a great opening for this chorus and proceeded to sell Purdy on this change. "If you will make it Wisconsin and let me work with you on it", Beck said, "I will guarantee you will get that \$100—maybe more". Purdy agreed and the collaboration got under way. Purdy had musical ability and Beck supplied the Wisconsin spirit—a winning combination.

ON, WISCONSIN was introduced at a student mass meeting prior to the Wisconsin-Minnesota game. It "caught on" immediately and for fifty years has thrilled Wisconsin alumni at athletic events, Founders Day meetings and other gatherings all over the world. There is a lot more, of course, to this ON, WISCONSIN story and we'll give it to you in a future issue of the *Wisconsin Alumnus*.

In the first published story of Wisconsin's famous song, Carl Beck said "ON, WISCONSIN was conceived as a slogan, written as a football song and composed as a march . . ."

ON, WISCONSIN still is a good slogan for Wisconsin alumni and Wisconsin citizens. It's a timely slogan this year as our University faces two important challenges: (1) continuing its leadership as one of the top ten universities in American and (2) getting ready for the tidal wave of students graduating shortly from our high schools.

To meet these challenges our University must keep its fine faculty and add new members to take care of rising enrollments. A top flight faculty is the first essential in keeping Wisconsin in the top ten. Faculty salaries must be increased if we are to stay in the top ten. Wisconsin already has lost some of its key men because of low salaries.

Salary levels must be raised so that teaching as a career can be made attractive to outstanding young people. Today too many of these brilliant young minds—the kind we want to teach our children—are being lost to fields which offer increasingly greater rewards. Unless this trend is changed all universities will soon face a dangerous teacher shortage.

In his budget message to the legislature, Governor Gaylord Nelson outlined plans for a "bare-bones" budget. Such a budget would be harmful to the University of Wisconsin. Since Governor Nelson is a Wisconsin alumnus, I'm sure he is interested in maintaining Wisconsin's leadership among American universities. Accordingly, I hope he will leave enough meat on these bones to keep Wisconsin in the top ten.

Wisconsin cannot afford to go on a reducing diet when other universities are combing the country for professors and offering higher salaries than are now being paid in our University.—*John Berge*, Executive Director

Wisconsin Alumnus, March, 1959

ENGINEERS

PHYSICISTS

MATHEMATICIANS

Douglas diversification affords broadened opportunities, combined with stability and security.

Engineering at Douglas is divided into three basic areas . . . missile and space systems, transport aircraft and combat aircraft. In these military and commercial categories, each advancing beyond present frontiers of achievement, engineers and scientists can progress to the limit of their capabilities.

In addition, supervisory and executive openings are filled from within the company. Many of the top executive officers at Douglas are engineers who have moved right up to assume wide responsibility.

We are interested in engineers with backgrounds in other fields as well as avionics, aircraft and missiles.

For further information write to Mr. C. C. LaVene, Douglas Aircraft Company, Inc., Santa Monica, California. I Section.



the most respected name in aircraft,
missile and space technology

WISCONSIN ALUMNI ASSOCIATION OFFICERS AND DIRECTORS

OFFICERS—1958—59

Chairman of the Board: Dr. John A. Keenan, '30, 200 E. 42nd, New York 17, N. Y.
 President: Sam Ogle, '20, Schusters, Inc., 2153 N. 3d St., Milwaukee 1
 First Vice-President: Martin Below, '24, Jahn & Ollier Eng. Co., Suite 3015, Prudential Plaza, Chicago 1
 Second Vice-President: Don Anderson, '25, Wis. State Journal, Madison 3
 Treasurer: Russell A. Teckemeyer, '18, Thomson & McKinnon, PO Box 509, Madison 1
 Secretary: Maxine Plate, '35, Ambrosia Chocolate Co., 1109 N. 5th St., Milwaukee
 Executive Director: John Berge, Memorial Union, Madison 10

DIRECTORS AT LARGE

Robert Angus, '43, 1221 Lillian St., Fort Atkinson; Dr. Norman O. Becker, '40, 104 S. Main St., Fond du Lac; Grafton H. Berry, '34, 210 N. Stevens St., Rhinelander; Oscar C. Boldt, '48, 217 S. Badger Ave., Appleton; M. Frank Brobst, '22, 9425 Grinel, Detroit, Mich.; Gordon Connor, '29, PO Box 810, Wausau; John L. Davis, '43, 1228 Tower Ave., Superior; President Conrad A. Elvehjem, '23, Bascom Hall, UW, Madison 6; John G. Jamieson, '38, 119 Monona Ave., Madison 3; Mrs. Robert D. Johns, '41, 1514 King St., La Crosse; Walter H. Keyes, '46, 115 S. Ithaca, Sturgeon Bay; Lloyd Larson, '27, The Milwaukee Sentinel, Milwaukee; Katherine McCaul, '25, Tomah; Charles O. Newlin, '37, Continental Ill. Natl. Bank & Trust Co., 231 S. La Salle, Chicago; Raymond Patterson, '45, Pres., Wayland Academy, Beaver Dam; James D. Peterson, '18, 135 S. La Salle St., Chicago; George S. Robbins, '40, Chamber of Commerce, Marinette; William R. Sachse, '50, Robert W. Baird & Co., Security Natl. Bank Bldg., Sheboygan; Mrs. John A. Schindler, '28, 532-22nd Ave., Monroe; Mrs. Silas Spengler, '19, 210 E. Prospect, Stoutsgrove; Dr. Robert Spitzer, '44, Murphy Products Co., Burlington; Frederick N. Trowbridge, '23, 130 E. Walnut, Green Bay; John C. Wickhem, '43, 19 E. Milwaukee St., Janesville; Prof. William B. Sarles, '26, 112 Bacteriology Bldg., UW, Madison 6.

PAST PRESIDENTS

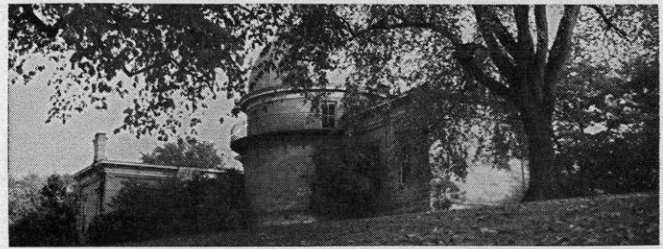
Charles B. Rogers, '93, 95 N. Main St., Fort Atkinson; John S. Lord, '04, 135 S. La Salle St., Chicago 3; Charles L. Byron, '08, First Natl. Bank Bldg., Chicago 3; Earl O. Vits, '14, 635 N. 7th St., Manitowoc; Harry A. Bullis, '17, General Mills, Inc., 404 Title Ins. Bldg., Minneapolis; Howard I. Potter, '16, Marsh & McLennan, 231 S. La Salle St., Chicago; Albert J. Goedjen, '07, 350 Bryan St., R. #6, Green Bay; C. F. Van Pelt, '18, Pres., Fred Rueping Leather Co., Fond du Lac; Philip H. Falk, '21, Supt. of Schools, 351 W. Wilson, Madison 3; William D. Hoard, Jr., '21, W. D. Hoard & Sons Co., Fort Atkinson; Joseph A. Cutler, '09, Johnson Service Co., 507 E. Michigan St., Milwaukee; Walter A. Frautschi, '24, Democrat Printing Co., PO Box 1148, Madison 1; Stanley C. Allyn, '13, Chairman of the Board, Natl. Cash Register Co., Dayton, Ohio; John H. Sarles, '23, Knox Reeves Advt. Inc., 400 2nd Ave. S., Minneapolis, Minn.; Thomas E. Brittingham, '21, Room 251, Del. Trust Bldg., Wilmington, Del.; Willard G. Aschenbrenner, '21, American Bank & Trust Co., Racine; Warren P. Knowles, '33, Doar & Knowles, New Richmond; R. T. Johnstone, '26, Marsh & McLennan, 1300 Natl. Bank Bldg., Detroit, Mich.; Gordon R. Walker, '26, Walker Forge, Inc., 2000 17th St., Racine; Lawrence J. Fitzpatrick, '38, J. J. Fitzpatrick Lumber Co., 5001 University Ave., Madison 5; Dr. John A. Keenan, '30, Pres., Standard Packaging Corp., 200 E. 42nd St., New York 17, N. Y.

SENIOR CLASS DIRECTORS

Class of 1956: Leslie M. Klevay, Jr., 106 N. Prospect, Madison 5
 Class of 1957: James G. Urban, Olson House, Sullivan Hall, Madison 10
 Class of 1958: Don Hoffman, Gilman House, Kronshage, Madison 10

ALUMNI CLUB DIRECTORS

Chicago Alumnae: Mrs. Marcus Hobart, '19, 621 Foster St., Evanston, Ill.; Chicago Alumni: Kenneth Bellile, '39, 221 N. La Salle St., Room 555; Detroit: Irwin R. Zemon, '50, 220 W. Congress St.; Eau Claire: C. David Bugher, '46, 646 Putnam Drive, Fond du Lac; Nathan Manis, '38, Cohodas-Manis Co.; Fox River Valley: F. A. Meythaler, 910 E. College Ave., Appleton; Green County: Mrs. Fred T. Burgy, '33, RFD #2, Monticello; Janesville: Richard C. Murphy, '49, 129 Corn Exchange; Kenosha: Mrs. Archibald Naysmith, '29, 502 Sheridan Road; La Crosse: Norman Schulze, '31, 206 Exchange Bldg.; Madison: Charles Fenske, '38, 1716 Chadbourne Ave.; Milwaukee: Melvin S. Marshall, '26, 4385 N. Green Bay Ave.; Minneapolis: Marshall Diebold, '25, Northrup King & Co., 1500 N. E. Jackson St.; New York: Tom Tredwell, '23, Architectural Record, 119 W. 40th St.; Northern California: Delbert Schmidt, '38, Employers Mutual of Wausau, 114 Sansome St., San Francisco; Oshkosh: Clifford Bunks, '50, 1425 E. Nevada Ave.; Racine: Mrs. Albert E. May, '33, 224 12th St.; Sheboygan County: Robert W. Rummel, '32, 704 S. 15th St., Sheboygan; Southern California: Emil Breitzkreutz, '05, 1404 Wilson Ave., San Marino 9; Washington, D. C.: Thomas Engelhardt, '50, 4422 31st St. South, Arlington, Va.; Waukesha: Vince Gavre, '39, 102 W. Roberts Ave.



WISCONSIN Alumnus

Official Publication
 Wisconsin Alumni Association

Volume 60 March, 1959 Number 11

Cover

1959's Badger Beauties include (front) Karen Heassler, Madison; then, counterclockwise, Marilyn Smith, Madison; Carolyn Watson, St. Louis; Virginia DenDooven, Neenah; Susan Hazekamp, Chicago, and Nancy Buskens, Winnetka, Ill. Photography by Duane Hopp.

Articles

- 6 Alumni Response to "House" Campaign
- 8 Executive Budget Provides Some Salary Increase
- 10 Top Man at Milwaukee: J. Martin Klotsche
- 12 A Summer Session for Alumni
- 13 Legal Lights
- 14 Haresfoot: This Year's Director Makes History
- 16 Ice Age National Park
- 18 The Real Crisis in Education
- 20 The Most Reuning Class of All
- 22 The Heads Who Control Manpower Inc.
- 26 Student Leaders Offer a Word to the Wise
- 37 How the Vikings Greeted Prof. Lederberg

Departments

- 2 University Calendar of Events
- 4 Keeping in Touch with Wisconsin
- 8 Compendium: News of the Campus
- 23 Letters to the Editor
- 24 With Wisconsin Alumni Clubs
- 25 Athletics
- 28 Alumni News by Classes
- 36 Necrology

Staff

John Berge, '22-----Managing Editor
 George Richard, '47-----Editor
 Edward H. Gibson, '23-----Field Secretary

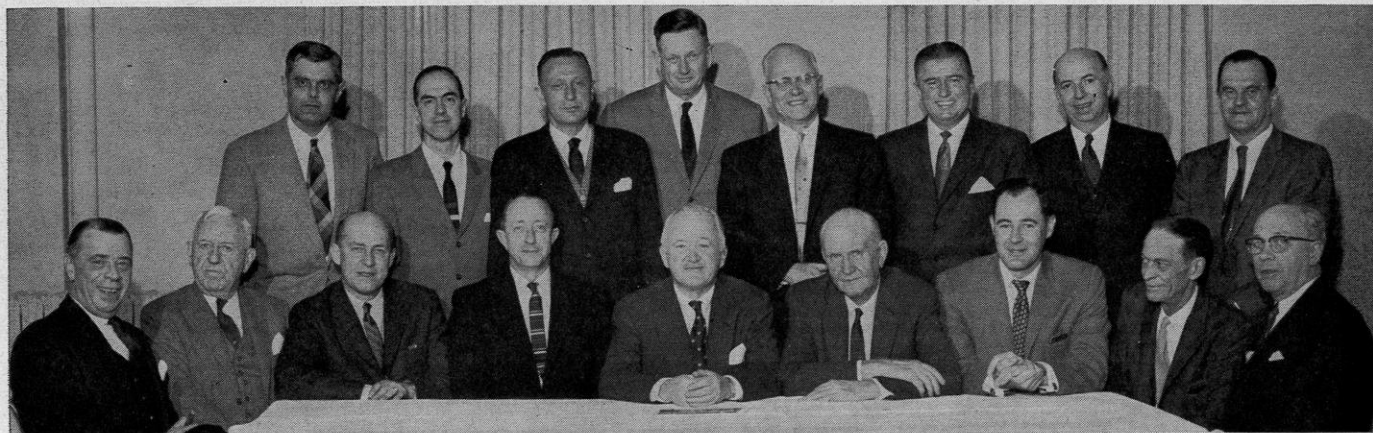
THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription 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.

a fine alumni response to "house" campaign

men are past presidents of the Wisconsin Alumni Association.

During a short program following the dinner, Harold A. Konnak, a University Regent, discussed the problems and challenges ahead and outlined his own belief and faith in the future of our great state university.

John Berge, executive director of the Wisconsin Alumni Association, pointed out the many practical benefits which our new Alumni House will give to WAA and to the University. He noted that at other places where alumni houses have been founded, the alumni spirit has experienced a new resurgence of



Braving a Racine blizzard to attend a \$100-a-plate Alumni House dinner were (standing, left to right) William H. Pugh, John S. Burgess, Kenford R. Nelson, R. W. Leach, Carroll R. Heft, G. H. Wheary Jr., Thomas B. Earle and Robert Burgess; (seated) T. Faxon Hall, Vilas H. Whaley, Keehn Yeager, Harold A. Konnak, Gordon R. Walker, WAA Executive Director John Berge, Fund Director Jim Bie, G. L. Shuman and Willard G. Aschenbrener.

enthusiasm as the house becomes a focal point for alumni activities.

Progress in the Alumni House campaign was reported on by James E. Bie, campaign director. He said the project was nearing the halfway mark with more than \$103,000 in pledges and contributions. (As we go to press, the total has climbed to over \$108,000.) Bie also paid tribute to the 40 generous men and women who are members of the "Thousand Dollar Club," having made gifts of \$1,000 or more. Bie is a former Racine resident.

Drive enters new phase as the halfway mark approaches

SCORING a new high in alumni spirit, 21 loyal Badgers in Racine, Wisconsin, attended a \$100 a plate dinner at the Somerset Club on January 21. The proceeds from the successful event, nearly \$4,000, were given to the Alumni House fund.

(We know 21×100 does not equal 4,000. The additional amount resulted

when two of the men—perhaps a pair who flunked Math IA!—added extra zeroes on their checks.)

Gordon R. Walker, '26, president of the Walker Forge, Inc., devised the idea and, with Willard G. Aschenbrener, '21, president of the American Bank and Trust Company, extended invitations to other local alumni. Both

The event emphasized again that the Alumni House will stand forever as a symbol of the strong bond existing between the University and its alumni—and it also gave a wonderful group of friends a chance to reminisce about their days on the campus at Madison. Since then, Alumni House campaign chairmen in several other cities have expressed an interest in the Racine plan and hope to stage similar events in their own communities.

now we help pay hospital bills, too!

AN IMPORTANT MESSAGE
FROM THE STATE MEDICAL
SOCIETY OF WISCONSIN.


The State Medical Society, through its WPS-Blue Shield plan, now is paying hospital bills as well as doctor bills.

A new, flexible hospital plan, designed especially by physicians to fit patients' needs everywhere in the state, has been added to the well known Blue Shield Surgical-Medical plan of the State Medical Society.

Wisconsin doctors, who know patients' needs best, now sponsor and administer a three-way health insurance program. You get the whole package . . . surgical-medical-hospital protection . . . with one contract, one identification card, one billing.

For more information (and good news about the cost) ask *your* doctor, or write or call . . .



WPS | 
WISCONSIN PHYSICIANS SERVICE
330 E LAKESIDE • MADISON 5, WISCONSIN • ALPINE 6-3101

compendium

The Regents in February voted, 4-3, to permit erection of a sociology building in western Bascom Woods; they decided to preserve the woods east of the Carillon Tower as a John Muir memorial park.

*

Expansion of the University of Wisconsin-Milwaukee's four-year commerce program to permit awarding the Bachelor of Business Administration degree in banking and finance, personnel management and industrial relations, production management and statistics, as well as accounting and marketing, was approved by the Regents.

*

Second semester enrollment on all UW campuses totals about 22,700 students—the largest spring term enrollment in history. This includes 16,300 at Madison, 4,900 at Milwaukee and 1,500 in eight Extension Centers. The total figure reflects a normal drop of about five percent from first semester enrollment. (According to a compilation by Dr. Raymond Walters, Cincinnati U. president emeritus, Wisconsin ranked eighth in size among the nation's universities during the first semester.)

*

Wisconsin's mammoth triennial Engineering Exposition is scheduled for April 10-12 on the engineering campus.

*

Gifts and grants totaling \$1,007,175.49 were accepted by the Regents in January, bringing the cumulative total to \$5,520,043.59 during the current fiscal year.

*

The Midwestern Universities Research Association (MURA) has moved its atom-smashing test operations to a site 10 miles from Madison near Stoughton. MURA this month will have assembled a 50 million electron volt machine which it hopes will convince the Atomic Energy Commission of the practicability of a "colliding beam" atom smasher. MURA hopes to build a machine equaling the energy output of a 540 billion volt machine. Presently the largest atom smasher, a 10 billion electron volt affair, is located in Russia.

*

The School of Education reports that half of its 343 graduates in 1958 took teaching positions in Wisconsin schools, although average salaries were \$100-450 a year lower than those paid to out-of-state teachers. In-state teachers received these averages: beginning bachelor's degree elementary, \$4,008, and those with experience in same category, \$4,279; master's degree elementary with experience, \$5,030; beginning bachelor's degree high school, \$4,192, and same with experience, \$4,633; master's degree high school with experience, \$5,239. It was said these figures seem to parallel state and national trends.

*

Residence Halls officials reported that more than one-fifth of new applicants for 1959-60 accommodations have been out of state students. Increased dormitory capacity is making it possible to accept considerably more non-residents; overall increase is more than 50 per cent.

Some Salary Increases in Sight

AN EXECUTIVE budget maintaining University operations at about the current level—although providing extra funds for enrollment increases and higher faculty salaries—was presented by Governor Gaylord Nelson to the Wisconsin Legislature in early February.

In addition to providing funds for increased student populations on Wisconsin college and university campuses, the Governor proposed an increase of \$100,000 in the University's non-earmarked research funds, small increases in physical plant maintenance funds, and some library book acquisition on Madison and Milwaukee campuses.

Several proposals affect faculty salaries. The sum effect of recommendations involving merit increases for faculty and across-the-board hikes for state employees would be a faculty salary increase of about eight per cent.

"For the second year of the biennium I will recommend a 12 per cent increase," the governor promised. "If these increases are granted, it will leave the University of Wisconsin in the middle salary brackets of Big Ten Universities, and it will help attract and retain the kind of quality desirable in the teaching profession at the University and state colleges. . . ."

"Finally I am recommending approximately \$250,000 to \$300,000 for state participation . . . in a uniform insurance program for State employes. . . . It is now generally recognized that the employer has some responsibility for sharing in employee health insurance costs."

Also of particular interest to the University is a proposal to appropriate \$250,000 for a student loan program "to offer the greatest educational opportunity to the greatest number, at the least cost to the taxpayer." This fund would be integrated with the federal student loan program, which has put \$135,000 in federal funds at the state's disposal right now.

The Governor did not include state building expenditures in his presentation, but said he would later have a "revised building program" and a new method of both financing and allocating building funds.

The Governor's proposed over-all state budget he termed "very nearly bare-bones", a stop-gap until the state can find a way to close the "yawning gap" between expenditures over revenues. He noted that "for the year ending next July 1, the state will have spent \$10½ million more than it took in." And even at the "bare-bones" level, he said, his proposed budget would have a \$8.9 million deficit and would require legislative concurrence in several temporary, hold-the-line measures.

The University takes a prominent part in the Governor's plans to solve the tax-expenditure problem. He has asked President Conrad A. Elvehjem to appoint a "tax impact" faculty study committee, which would "first, analyze the impact of all present taxes on various segments of our economy and on various income groups; and, second, study the impact of all tax revision proposals, regardless of their original sponsorship." President Elvehjem responded by naming four professors to the committee: Harold Groves, economics, W. Donald Knight, commerce and business research, Clara Penniman, political science, and Robert Lampman, economics.

1,600,000 Bell Telephone Share Owners

Most are small share owners. Women are the largest group.

More than 250,000 are Bell telephone employees.

The Bell System is an outstanding example of American democracy in business.

Millions of people use telephone service. 735,000 people work for the Bell companies. More than 1,600,000 people own A.T.&T. stock.

The owners of American Telephone and Telegraph Company stock are people in all walks of life. Most of them are small share owners. No one individual owns as much as 1/30th of one per cent of the stock. Many thousands own five and ten shares. About half own fifteen shares or less.

Women are the largest group and hold the most stock. Over 250,000 of the share owners are Bell telephone employees.

Some 85 per cent of all the shares are owned by individuals. In addition to these direct owners of A.T.&T. securities, many millions of other people have an important, beneficial interest through the holdings of their insurance companies, pension funds, investment companies, unions, savings banks, etc.

The total of direct and indirect owners represents the great majority of all the families in the country.

A.T.&T. share owners, and the owners of A.T.&T. bonds, are the financial foundation of our ability to serve. For without the money they have put in the



OWNERSHIP IS WIDESPREAD. A.T.&T. share owners live in cities, towns and on farms, in 22,000 communities throughout the country. About 450,000 of the shares are in two names, generally husband and wife. Many hundreds of hospitals, churches, libraries and charitable organizations are among the holders of A.T.&T. stock and bonds.

business you would not have the quality and quantity of telephone service you enjoy today. Nor would there be work and wages for 735,000 employees.

Obviously, investors will continue to supply capital in the amounts required for present and future needs only if they can expect the Bell System to earn a return on the money they invest that is reasonable in comparison with the earnings rates of other companies and industries.

So telephone progress, and the advantage to all that comes

from pushing ahead, begins with good earnings and our faith that Americans want good and improving service at prices which allow a fair profit.

That is the way of life which in our country has stimulated invention, nourished enterprise, created jobs, raised living standards and built our national strength.

As long as we live by this principle—and earnings are sufficient to enable us to carry it out—the future of the telephone is almost limitless in possibilities for service to you.

BELL TELEPHONE SYSTEM



Top Man at Milwaukee

*Provost J. Martin Klotsche's interests are wide;
his "Wisconsin Spirit" makes
him popular with faculty, students and alumni*

ONE SUNNY Saturday afternoon last fall, Provost J. Martin Klotsche stood at the highest point of Pearse Field stadium, the home grounds of the University of Wisconsin-Milwaukee.

Below him, on the stadium turf, the UW-Milwaukee Cardinals were battling a state college conference football foe. Frequently, however, Dr. Klotsche's gaze would move 180 degrees away from the Pearse playing field, since his high perch enabled him to observe a home game on the adjacent Milwaukee University School gridiron. This divided interest was understandable: two of his three sons were members of the prep school team.

And all the while, he was tuned in, via a tiny radio, to the broadcast of the Wisconsin Badger game at Camp Randall in Madison.

This incident is mentioned not to indicate that Dr. Klotsche is a loyal sports fan (which he certainly is—he attends nearly all UW-M athletic contests) but to illustrate to some degree the extent of his interests. Yet the illustration is imperfect; it does not even hint at his intense interest in such matters as educational philosophy, administration, community service, history, international affairs, religion and the arts.

Dr. Klotsche's interest in the latter categories, especially music, can be traced back to his early childhood. He

was born in Scribner, Nebraska, in 1908. His entire family was musical, with strong encouragement from his father, a Lutheran minister on the faculty of Midland College in Fremont, Nebraska. The young Klotsche began playing the piano at the age of four or five and his major study at Midland College, which he entered at the age of 13, was music.

He has always been adept scholastically, as well as musically, from the time he entered first grade. His earliest schooling, incidentally, took place in Germany during the first year of World War I while he was on a visit to that country.

Dr. Klotsche still commands an easy flow of conversational German. Not long ago, a German scholar who could speak no English was visiting the UW-Milwaukee campus. On that day, Dr. Klotsche had one of his many appointments in Madison, so he packed the visitor into a car and drove him to Madison for a look at the campus there. All the way over and back the two kept up a spirited conversation.

The young Klotsche returned to

America in 1915 to continue his education in Nebraska. He received his degree, with highest honors, from Midland when he was 17. After receiving an M.A. from the University of Nebraska he came to Madison to win his doctorate in 1931, meanwhile serving as an assistant in the history department. His next stop was Milwaukee, where he successively served as professor of history, dean of instruction, and, from 1945 to 1956, president of the Wisconsin State College of Milwaukee. With the merger of this institution and the Milwaukee UW Extension Center in 1956 he was named provost of the resulting University branch.

On January 27 of this year Dr. Klotsche made his 168th trip to the Madison campus since the merger became definite. That adds up to 17 solid weeks of driving on a forty-hour week basis. So, while the provost enjoys being behind a steering wheel himself, he now uses his traveling time to do portable paper work while a car is driven for him.

Of course, a 40-hour week is not a good yardstick by which to measure the

By George Richard



activity of a top college administrator, particularly Dr. Klotsche. In addition to the many administrative duties which demand his attention in Milwaukee, he is a participant (an "active promoter", someone described him) in a wide variety of Milwaukee community activities.

He's a past district governor of Rotary International (many of his Madison jaunts are on Tuesday, when his Milwaukee Rotary club meets, but by meeting with the Glendale and Wauwatosa groups on other days he is able to keep up his required 60 per cent attendance schedule.) He served a term as director of the Milwaukee Art Institute. He has served as chairman of the National Program Committee for the National conference of Christians and Jews, and on the board of parish education of the United Lutheran Church. For five years he was on the Milwaukee Housing Authority. He's a past president of Town Hall of Milwaukee. This year he is chairman of the Wisconsin Committee for National Library Week April 12-18.

Dr. Klotsche is particularly interested in cultural development in Milwaukee,

Continued on page 32

a summer session for alumni

*top scholars to guide
campus program that will
explore conflict of ideas
in modern western culture*

Does man possess freedom of choice or are his choices determined? How sound is man's understanding of the universe? What is the relation between mind and matter? What is necessary to bring about a profound change in scientific thought? What do we know?

EXPLORATION of these questions, and others like them, will provide an exciting experience in learning for up to 40 alumni who this summer will test a new concept of adult liberal education on the University of Wisconsin campus.

These alumni will be students in a two to four weeks long program designed to furnish a background for modern living: a critical examination of the "Conflict of Ideas in Modern Western Culture."

The two men who will lead intellectually adventurous alumni along this stimulating path are a pair of the University of Wisconsin's outstanding teachers:

Robert C. Pooley, chairman of the Integrated Liberal Studies program and professor of English; and Aaron J. Ihde, professor of chemistry, ILS and history of science.

Through lectures, discussion, reading, tours and group living, students in the program will pursue an intriguing variety of liberal studies. Prof. Ihde will be concerned largely with the history of science from the beginnings of the scientific revolution up to the space age. Prof. Pooley will follow a survey of the conflict of reason and emotion in the 17th and 18th centuries with an exploration of conflicts of discoveries and traditions in the 19th and 20th centuries. Other University scholars will make guest appearances to assist in developing these themes.

Formal sessions of the "Ideas" program will be held in the cool and comfortable Wisconsin Center. But playing an important part in the program will be the provision for idea exchange through group living at Carroll Hall,

a modern residence dormitory not far from the Center.

The complete program will be divided into two sections, either one of which may be attended separately. This plan will accommodate alumni who cannot easily spend an entire month away from their normal pursuits; it will be particularly convenient for husband-wife combinations, since wives may elect to take the entire program and be joined by their husbands for one of the two-week periods.

The "Conflict of Ideas" program is being offered against a background of increasing alumni interest in continuing their education—perhaps taking up where they left off, sometimes filling gaps left by their original courses of study.

This upsurge in interest was reflected in the response by 1,300 Wisconsin alumni to a survey conducted last year by Eugene M. Friedmann, assistant professor of sociology in the Extension Division. The survey's goal was to measure the changing patterns of participation in adult education, and it was directed at a sample of alumni from classes earlier than 1935. A significant number of the 1,300 who responded to a lengthy questionnaire indicated they would be interested in returning to the campus for a liberal education program.

Total outlay for the four-week June 22-July 17 program will be approximately \$250, including room, board and tuition. Two-week participation will require expenditure of only half of that amount, not outrageous for a two-week vacation anywhere!

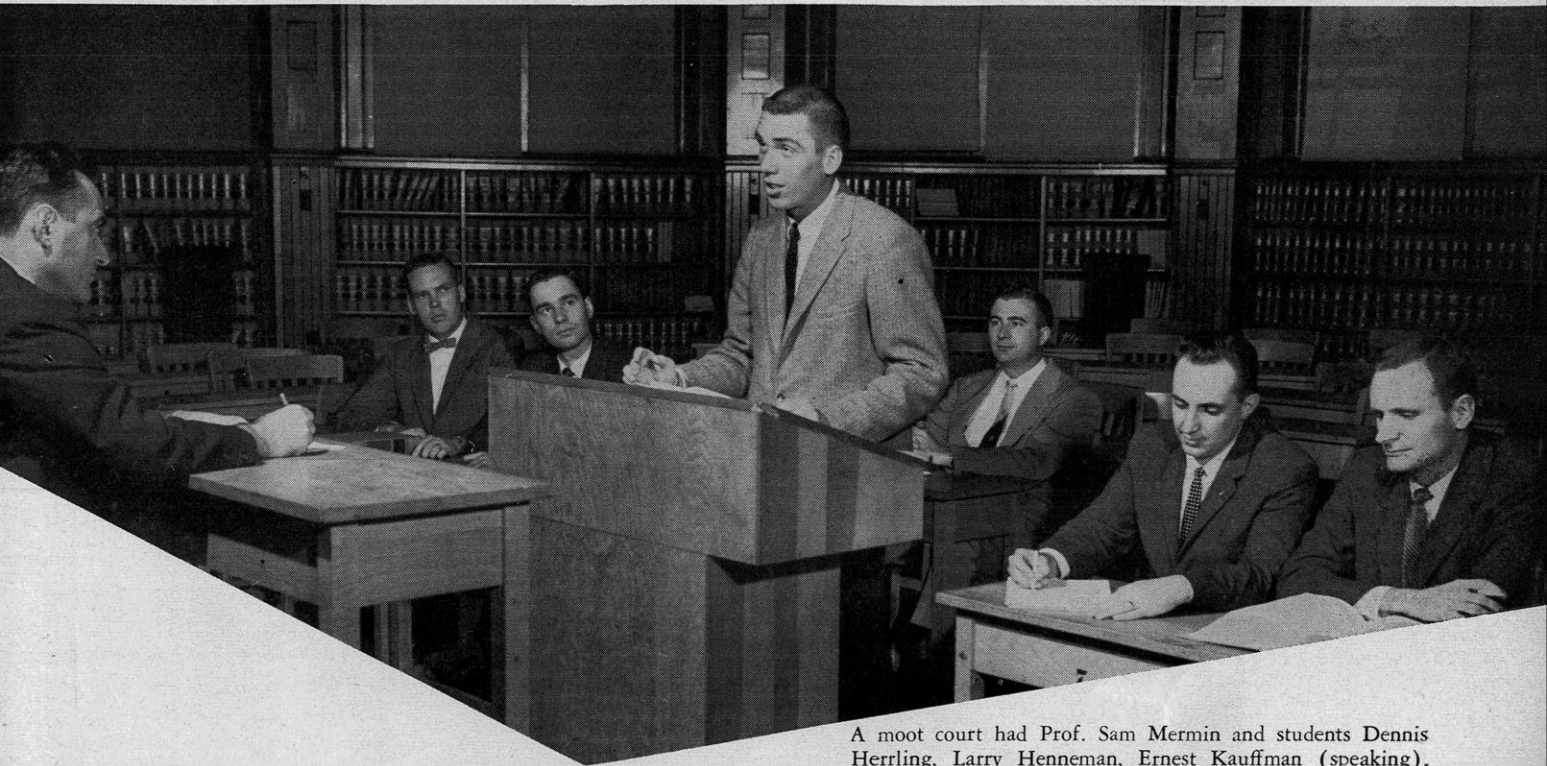
To gain further information on "Conflict of Ideas" and to obtain application blanks, alumni may write to Robert Schacht, University of Wisconsin Extension Division, Madison 6, Wisconsin.



Professor Pooley



Professor Ihde



A moot court had Prof. Sam Mermin and students Dennis Herrling, Larry Henneman, Ernest Kauffman (speaking), Douglas Van de Water, John Gibson and Frank Proctor.

legal lights

University's law programs gain recognition; a new wing is okayed, and the admission policy's revised

THE UNIVERSITY of Wisconsin Law School has been bearing up well under a succession of tributes to its teaching both on and off the campus.

In mid-December a Wisconsin Law School team—Larry R. Henneman, Ernest T. Kaufman and Douglas Van de Water—advanced to the quarter-finals in the final round of the National Moot Court competition in New York City. This final round was gained by only twenty teams of the starting field of

94 which began regional rounds of argument a month earlier. The Badgers were eliminated by University of Texas Law School representatives who then proceeded to defeat the Yale Law School in the finals.

At about the same time, an *American Bar Association Journal* article termed the University Extension Division's law program one of the two best in the nation. California is the other leader in continuing legal education.

"In Wisconsin a joint program is conducted by the State Bar of Wisconsin and the University Extension Division, in addition to independent institutes sponsored by each agency," Ross L. Malone, president of the American Bar Association, wrote. "The joint program encompasses the major effort and has provided an excellent means of expanding continuing legal education in that state."

The Wisconsin program was developed by Prof. August C. Eckhardt, chairman of the Extension law department for four years up to last Sept. 1, when he was succeeded by Prof. William B. Smith. Although primary emphasis in the program is on continuing education for the state's practicing attorneys, it also aims at giving the ordinary

citizen a basic knowledge of the law and its application.

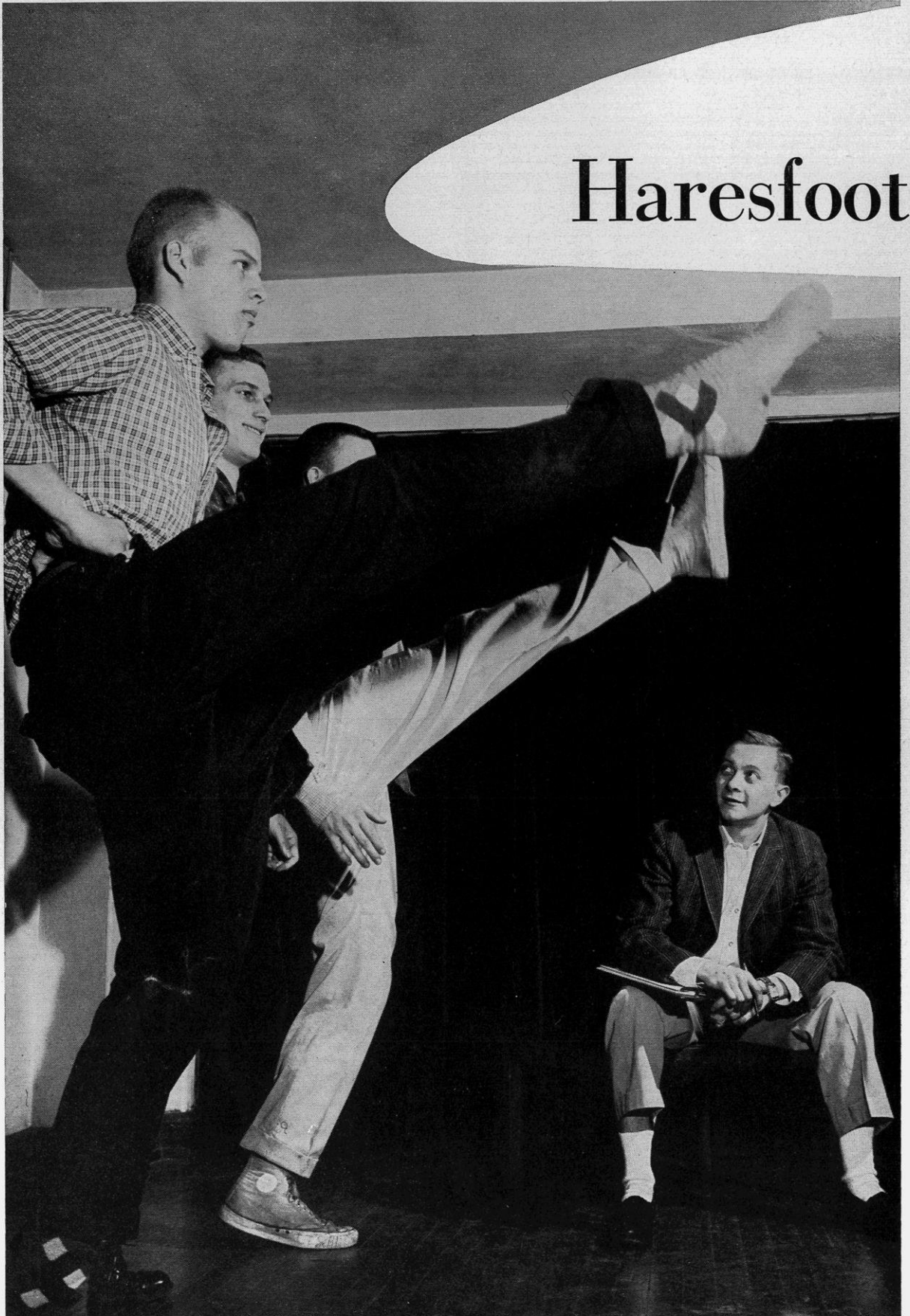
The program for attorneys includes institutes on specialized subjects, special classes and the publishing of handbooks and institute proceedings.

The Law School made news, too, on fronts unrelated to those above. For one thing, the Regents approved plans for a \$645,000 addition to the Law Library which will double stack capacity to 200,000 volumes. It will also contain 20 student carrels, a large reading room, nine faculty offices, a smoking-talking room, and a typing room. Stack design will permit student browsing.

For another thing, the Law School faculty has initiated a program to raise the school's admission standards. Dean George H. Young said that the Standard Law School Admissions test will be required of all new students. "It will not be used to exclude students," he observed. "It will help in counseling and guidance of students after the first year."

The faculty is still considering a proposal to raise the minimum grade point for entrance to the Law School from 2.50 to 2.75 for students entering after three years of undergraduate work and from 2.00 to 2.50 for admission with a degree.

Haresfoot:



this year's director makes history

John Fritz is first undergraduate to direct show

BACK IN 1947 a revived University of Wisconsin Haresfoot Club—the all-male musical comedy organization which boasts that “All Our Girls Are Men, Yet Every One’s A Lady”—included Racine in the itinerary of its first post-war production, Cole Porter’s “Anything Goes.”

In the audience at the Orpheum Theater in that city was a 13-year-old youth named John Fritz.

Now, it may be a fact that when young John observed this real live stage show presented by real live people he resolved, then and there, that *he* would, some day, have something to do with a Haresfoot show. Or this may be the figment of some publicity man’s imagination.

But, anyway, it makes a nice figment. For this year, a not-quite-so-young John Fritz will direct the 1959 production of another Cole Porter success “DuBarry Was a Lady.” What’s more, he did the writing of the adaptation, along with Lois Dubin.

A sophomore at the University, Fritz is the first undergraduate in history ever to direct a Haresfoot show. And it is certain that his selection as “DuBarry” director was based on solid logic: for it was last year that as a freshman, Fritz *made* his imprint on the 61 year old Haresfoot Club’s history by directing the successful “Can Can.”

How comes this phenomenon of Fritz and his Haresfoot?

Let’s take it from 1947. After watching Haresfoot, he began working back stage in a community theater. Three years later he organized a new theater group in Racine and directed his first

play. After another year of experience in acting and producing and directing, he joined a professional repertory company—a traveling show which did several plays simultaneously while on tour. The company toured the south, particularly Kentucky and the Carolinas. But Fritz doesn’t claim much familiarity with this area of the nation.

“Half of the time we didn’t even know what town we were in,” he recalls, and further remembers playing 178 performances of Hans Brinker. “I needed experience, though, and this helped a lot.”

Subsequently Fritz became co-producer and general manager for a professional stock company at Woodstock, Ill.

All of this experience adds up to 32 shows, including several musicals, directed and staged by the young Haresfoot director since he turned sixteen.

Fritz, of course, does not hold all of Haresfoot’s fortunes in his own hands. He is assisted by choreography director Harriet Nelson Narowitz, musical direc-

tor Robert Woollen and assistant director Marion Davis. And, of course, the Haresfoot club officers are indispensable to the operation. These include President Thayer Thompson, Tom Schroeder, Matt Iverson, John Frahm, Jim Larson and Ken Thornley.

This crew is currently guiding beefy Haresfoot chorines, encouraging lusty Haresfoot baritones and directing enthusiastic Haresfoot actors in the DuBarry production, which will take to the road on March 30 with the opening curtain in Appleton. From there the troupe will travel by bus to Green Bay March 31, Racine April 1 (perhaps to inspire yet another young Thespian), Chicago April 2 and Milwaukee April 3 and 4. Then it’s back to Madison April 6 through 11. This will be the first Chicago appearance of Haresfoot for some years and it will be sponsored by the Wisconsin Club there. The Fox River Valley and Racine Alumni Clubs are sponsoring the Haresfoot showings in their respective cities.

Below, the lovely “line” from 1947’s Haresfoot production, “Anything Goes”

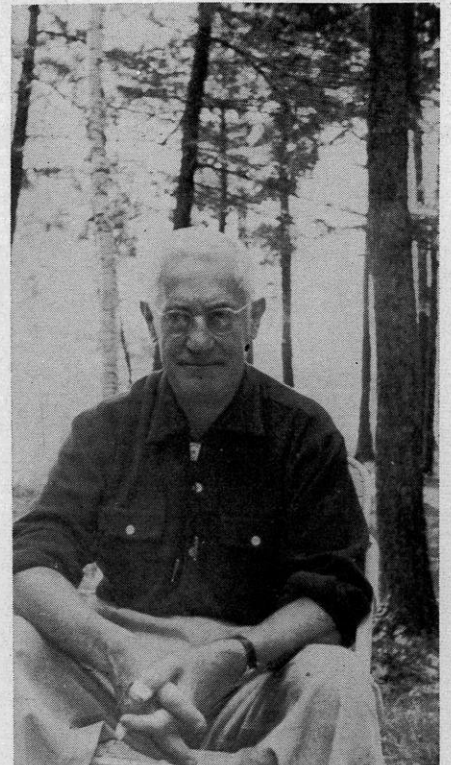


wisconsin's proposed

ICE AGE national park

By Raymond T. Zillmer '10

*an attorney-conservationist gains
support for this ambitious project
to preserve state's glacial moraines*



Attorney Zillmer in a favorite habitat of his

THE MOST important chapter in the geographical and geological history of the United States and of Wisconsin is the glacial epoch, a period during which the northern part of our country was covered for much of the last million years by glaciers of four periods. During the last glacial invasion, the face of Wisconsin was carved and etched as we see it today.

Before the glaciers came, the temperature was so tropical that saber-tooth tigers and mastodons lived here. Then an immense ice cap formed in Canada and spread southward, covering most of the northern part of the United States. One of the glaciers extended as far south as the Missouri and Ohio Rivers, greatly accounting for their location. The form and location of the Great Lakes and the St. Lawrence, and the topography of the northern part of the United States are due largely to these invasions.

The first glacier destroyed all vegetation in its path and forced out most of the animals, and some species afterwards were extinct. After remaining in Wisconsin perhaps for a hundred thousand years, it retreated. Following its

Wisconsin Alumnus, March, 1959

the real CRISIS in education

leading educators
deplore public apathy

*From a report
by the problems and policies committee
of the American Council on Education*

1 Most Americans now realize that our leadership, and indeed our national survival, is being challenged as never before in history. Most Americans must be brought to realize that the survival and well-being of this nation depend no less upon the strength of our educational system than upon the strength of our military establishment.

2 Educational institutions in a democracy are properly expected to meet the fundamental needs of society. If they are subject to passing whims and fancies, schools and colleges cannot perform this function. Responsible citizens share with educators a moral obligation to insist upon wise and careful planning to meet fundamental needs and to protect our educational institutions from hysterical demands and panicky reactions.

3 Critical analysis of our educational system is certainly in order, but mistaken efforts to place blame through name-calling and fault-finding should not be permitted to obscure the fact that our schools, colleges, and universities are seldom much better or worse than their respective publics want them to be. . . . If American education is to undergo a general improvement, the people at large

must place a higher value upon intellectual achievement and must be prepared to uphold higher levels of educational performance.

4 Lip service to the value of education is not enough. The critical need is for material support. The American people can afford to spend more on education. Doing this, however, will necessitate assigning a much higher priority to the importance of teaching and research as crucial forms of enterprise in a dynamic society. There must be a willingness to practice self-denial in paying higher taxes and in making heavier voluntary contributions to provide greater material support for education.

5 The time factor is extremely important, and basic issues must be faced now. Nothing less than a massive national effort, launched immediately, will do. Local support and control will remain the best safeguards and guarantors of excellence for our diverse educational system. They can and should be preserved, but bickering over forms and sources of financial support necessary to meet the present emergency can be disastrous. Positive and immediate action on all levels—federal, state, local, and voluntary—is the first imperative

this course of action
is proposed

6 Economic inflation has already levied a heavier toll on educational institutions than on most other forms of enterprise. Still further inflation would be a more serious threat. If this possible consequence of vastly increased governmental expenditures for education is to be avoided, investment in our schools, colleges and universities must take precedence over existing expenditures which are of less importance to our national security.

7 The total economic resources available for higher education, whatever they may be, will necessarily exist in limited amounts. One demand upon those resources is to raise the general level of performance in all schools and colleges. . . . A second, and vital, call upon our economic resources is to strengthen our leadership in all important fields and to add to our best existing institutions the appreciable support needed to meet the demands for the highest order of quality. . .

8 A genius of American education has been its unity through diversity. This diversity should be preserved, with strengthening all along the line and greater stress on the importance of quality everywhere. In short, all our human resources must be vastly strengthened through the medium of improved education.

1 The magnitude of the job to be done can hardly be exaggerated. We are not spending nearly enough on education. Modest measures will not do the job. To do the job effectively, the following order of priorities should be observed:

Salaries for teachers, scholars and scientists should, on the average, be at least doubled.

Existing institutions should be maintained more adequately and some of them greatly strengthened.

Support for the establishment of new institutions will be necessary, but should not be supplied at the expense of existing institutions.

Scholarship programs should stress quality rather than quantity, graduate as well as undergraduate study, and should be accompanied by a parallel system of grants to the institutions in which scholarship holders enroll.

2 Although federal support for educational activities already exists in many forms, excessive reliance upon it may weaken other sources of initiative. However this may be, we are in a national emergency, and prompt action of unprecedented magnitude is urgent. The truth seems to be that the Federal Government is the only agency which can act with sufficient speed and on a scale large enough to enable schools, colleges, and universities to accomplish their tasks. Action by the Federal Government need not, and should not, extend federal controls over education . . . Federal support should be considered only as a necessary supplement to action by state and local entities, corporations, alumni, parents, churches, foundations, and philanthropic individuals. . .

3 Greatly increased amounts of money must be allocated to fundamental research and other forms of creative scholarly activity. These can be carried on more effectively in our colleges and universities than anywhere else, because in the academic environment the creativity of central figures is reproduced by students who have worked with them.

4 If American education is to continue to serve the best interests of the nation, drastic measures to increase the supply of highly trained persons are required in many areas other than physical sciences and engineering. The need for teachers at all levels and in all fields is a compelling illustration.

5 Totalitarian methods are not necessary to counter the threats of a totalitarian power. These threats can be countered and overcome by our own American strengths, strengths which in education include academic freedom for teachers, scholars and scientists; freedom of mobility and choice of programs of study and vocations by college students; diversity of programs, forms of control, and philosophies among institutions.

“the most reuning class

*the class of 1917 gathers
on the lake shore every year*



Several generations are represented at '17's class reunions these years.

The flock is big when Wisconsin's Class of 1917 decides to get together.

THE UNIVERSITY of Wisconsin Class of 1917, the University of Minnesota Class of 1894 and the University of Chicago Class of 1918 have a particular point in common—each prides itself on its record of annual class reunions.

Every five years, or ten years, is much too long a period between class get-togethers, the Wisconsin Class of 1917 decided some 42 years ago. So what if the trend is toward major celebrations at “significant” anniversaries, as far as most other classes are concerned? So let other classes do as they wish; the Class of 1917 will keep intact its unbroken string of reunions.

Ever since their earliest years, 1917 reunions have followed the very successful form of picnics at the lakeside home of the late Mrs. W. H. Conlin, who was Eleanor Ramsay when she received her bachelor of arts degree back in 1917. (All of her classmates and her many other friends, grieved at the death, in January, of Mrs. Conlin, who was already enthusiastically preparing to be hostess at the 1959 reunion of the class of 1917.)

It would not be altogether accurate to imply that Class of 1917 reunions are perfectly spontaneous. There's a group of Madison seventeeners who begin planning the next year's reunion even before ink is dry on the *Wisconsin Alumnus* telling about the current year's affair. The continuing enthusiasm of such folks as Dr. Myra (Emery)

RALPH RAMSAY PHOTOS



A GLANCE
IN ADVANCE

1959 Reunions

Reunion Dates: June 5, 6 and 7

Commencement: June 8

Reunion Classes: The Class of 1909, celebrating its Golden Anniversary with induction into the famous Half-Century Club
The Class of 1934, celebrating its Silver Anniversary
Other classes planning get-togethers on the campus

Highlights: Half Century Club Luncheon, Friday, June 5
Various Class Luncheons, Saturday, June 6
Events arranged by various reunion committees, June 5-7
All-Alumni Dinner and Program, Saturday evening, June 6, featuring presentation of Alumnus of the Year award
Union Terrace Breakfasts, Sunday morning, June 7
Honors Convocation, Sunday afternoon, June 7, 4 p.m.
Twilight Band Concert, Sunday evening, June 7, 7 p.m.
President Elvehjem's Reception, Sunday evening, June 7, 7:30 p.m.
Commencement, Monday morning, June 8, at Camp Randall, 9 a.m.

all”

Burke, Leo Blied and Ralph Ramsay is significant in maintaining the class reunion record.

It's also undeniably true that some of '17's reunion calls do attract more class members back to Madison than do others. The class' ordinary, run-of-the-mill conclaves will probably see only a few dozen persons in attendance. But if you consider the anniversaries divisible by five, or ten, then—look out! At the 40th reunion in 1957 there were upwards of 175 returning classmates from every part of the country. On the 25th reunion, the clanging of the silver gong recalled no less than 320 luminaries of the class.

This class of 1917, by the way, is by its own admission (and by considerable opinion of less prejudiced origin) one of the outstanding classes of the University, based on the accomplishments of its class members. So much so, in fact, that it would be impossible in this short article to mention any of them: impossible because who could devise a stopping point?

Yet, busy as these seventeneers have been—in business, education, the professions, and in many other lines of work—there is always one summons which the class always heeds, in spirit if not every time in body. That is the assembly call, the signal which bids them return in June, return to the campus, return to the shores of Lake Mendota.



the heads who control Manpower Inc.



*Elmer L. Winter '35 and Aaron
Scheinfeld '23 have developed a good
idea into a worldwide business*

TWO UNIVERSITY of Wisconsin law school graduates have achieved national and international fame through their development of a corporation whose sole product is people and their services.

As corporation lawyers in partnership in Milwaukee and Chicago Aaron Scheinfeld '23, and Elmer L. Winter '35 became aware, immediately following World War II, of the difficulty business and industry were encountering in trying to recruit various types of skilled labor. They also knew that some companies maintained unnecessary labor on their payrolls as a means of meeting periodic and unpredictable emergencies.

Both partners had acquired considerable experience in the use of temporary employees when they were active during World War II in a stevedoring company which handled government materials in over 40 warehouses throughout the world.

The idea that there was a substantial need for temporary employees of many other skills, especially in offices throughout U. S. business and industry, did not occur to them, however, until 1948. Then the difficulty they experienced in securing the services of an additional legal stenographer to type a deadline brief planted the germ of a fabulous idea in their heads.

A quick survey of their professional and business associates and acquaintances convinced them that their problem was quite common.

As a result, they formed Manpower, Inc., a firm to recruit a force of skilled temporary employees to serve business and industry on a temporary or rental basis. The idea mushroomed rapidly beyond their original concept of limiting the Manpower operation to Milwaukee and Chicago and running it as a sideline to their law practice.

Today Manpower, Inc., has literally exploded into an international operation with more than 150 branch offices, including 11 in nine foreign countries, and a temporary employee force of some 75,000 people. It is the largest such service organization in the world.

Of course, Manpower is no longer a sideline activity with Scheinfeld and Winter. In addition to handling the administration of the expanding corporation, both Scheinfeld and Winter log several hundred thousand miles of

Wisconsin Alumnus, March, 1959

travel annually supervising their growing network of branch offices. They fill numerous speaking engagements and participate in newspaper, radio and television interviews throughout the country.

The Manpower operations have expanded in terms of complexity as well as sheer volume. Included on the permanent Manpower staff of more than 400 are personnel experts, office and labor methods specialists, and promotional people, all working to develop new ways in which Manpower temporary employees can be of service to business and industry.

Thus Manpower's task has grown from its initial comparatively simple one of rounding up skilled temporary employees from the ranks of the retired, the housewives, and other sources merely to meet existing shortages.

Commenting on Manpower in an article, "Boom in Part-Time Jobs," in June, 1957, *The Saturday Evening Post* stated:

"To small businessmen the temporary help agencies offer the flexibility, but not the overhead, of a much larger concern. A plumber in New Jersey discovered belatedly that the Government was about to auction off a load of surplus plumbing supplies at the Rocky Mountain Arsenal. He telephoned Manpower's Denver office to ask for an inventory of the surplus supplies. Manpower sent two girls to the arsenal, where they quickly gathered enough information to help the plumber in New Jersey get in the successful bid.

"'In effect,' says Aaron Scheinfeld, 'we provided the plumber with a branch office in Denver for no more than the cost of a long-distance phone call and the labor of two girls for a few hours.'"

The *Post* writer put his finger on the basic reason for the phenomenal expansion of Manpower and the temporary help movement in the following paragraph:

"Renting part-time help actually saves the businessman a great deal of money in the long run. He doesn't pay fringe benefits, for instance; that saves him, on the average, 39.2 cents an hour. He doesn't have to advertise for help or train it when he finds it. His unemployment compensation rate doesn't soar because of an artificially high turnover on

Continued on page 32

Wisconsin Alumnus, March, 1959

letters from our readers

ALUMNI HOUSE COMMENTS

Enclosed is my contribution to Alumni House. If I could add several ciphers it couldn't begin to express my happy memories of a semester of astronomy under Prof. Comstock on Observatory Hill, way back in the early nineteen hundreds!

So you may know how delighted I am to know that an Alumni House is to replace the old Observatory on that memorable hill with the panoramic view. And who knows—I may yet travel back to see the completed House!

Amy P. Ingersoll, '08
San Jose, Calif.

As a child at school I repeated the axiom:
Little drops of water, little grains of sand,
Make the mighty ocean and the beautiful land—

Enclosed is my contribution to the Alumni House fund, a *drop* in the bucket.

Mrs. Winifred Case Knapp, '94
West Allis

I am happy to accept the chairmanship of the Alumni House Fund Drive in the Dallas area. As always in such circumstances, it finds me at a very busy time, but somehow we'll get the job done . . .

Raymond E. Zahn, '41
Dallas, Texas

I am enclosing my contribution toward the Alumni House campaign fund.

It is my hope that the drive will be very successful. An Alumni House should be a great asset to University life at Madison.

I hope 'ere long to get to Madison and perhaps at that time I will be able to see some of my University friends. Perhaps then the Alumni House will be completed . . .

Senator Alexander Wiley, '07
Washington, D. C.

THE OLD RED GYM

I have read with interest "The Old Red Gym," by Sandra Lemke, '59, in your January issue. As a graduate of the University in 1897, an article so appreciative of old things fell on my spirit wearied with newness like a healing balm! As was stated by the writer, when the University began to burgeon forth into its present size, the old Music Hall was too small and the Armory became the social center of the University.

In this, I would like to recall two events: In the years before World War I, the polar explorer, Fridtjof Nansen, spoke there. When the lights went out, he stopped for some comment in a thundering voice, like an iceberg. *The lights went back on,—they didn't dast stay off!* After the Spanish—American War, two terms as President, and building the Panama Canal, Theodore Roosevelt, apparently a mild-mannered small man, also spoke there. (You recall his axiom, "Speak gently, but carry a club!")

In memory of such outstanding visitors, and many more, that were there, ought not the Old Gym, rather than torn down, be remodeled and combined, and so stay with us?

Annie S. McLenegan, '97
Beloit, Wis.

A REGENERATION

It is rare to read an article anywhere so well written and so full of meat and good sense as Alperowitz' article in the November *Alumnus*! Thanks a lot!

Cudworth Beye, '06
Litchfield, Conn.

Gar Alperowitz's article in the November issue of "Wisconsin *Alumnus*" deserves comment perhaps from a "scholar", rather than an old grad, class of '28.

We are in sympathy with Gar's goals. It is refreshing to come upon a young man who demands a renaissance in up-grading standards of courses offered by the University.

However, I would like to caution brother Gar for too early an "indictment" of his University experience. He has obtained much more than he realizes. "Education", like a fine musical instrument, is not judged by the finished product. Its artistry is not evident with its completion. It is the constant use that gives the skill to bring out the mellowness, richness and subtlety of tone.

With all its shortcomings (and Gar points out plenty that need attention) our University affords a "background" (when least expected) of an amazing galaxy of intellectual opportunities as the years unfold themselves.

Gar has a wonderful start, but a much more marvelous future.

R. N. Sorenson, '28
Minneapolis

KIND WORDS FROM ABROAD

In the December issue of the *Wisconsin Alumnus* you ask the readers how this publication strikes them. My answer: I like it, it always contains interesting messages and makes me feel proud of the M. S. degree I got in Madison in 1937. It is pleasant to learn that the University of Wisconsin has grown and developed so much during all these past years. I have no criticism to offer and believe you are on the right track.

You write that we all can help by encouraging alumni friends to become members. Do you think there are enough alumni over here in western Europe to form an alumni club? If I can help, please feel free to let me know.

A. E. Schubiger, '37
Lucerne, Switzerland

with alumni clubs

FFOUNDERS DAY season was in full swing as the deadline for this issue of the Wisconsin Alumnus arrived and passed. As usual, the pace of a monthly magazine is no match for this event-filled period in which convenience often dictates quick scheduling.

For example, some February celebrations of the University's birthday party which were arranged after the deadline for our magazine of that same month include those of:

Chicago Alumnae, who heard Classics Professor Walter Agard on the 26th.

Columbus, O., which heard WAA Executive Director John Berge on the 20th.

Baltimore, whose speaker on the 20th was Medical School Dean John Z. Bowers.

Waukesha, where Regent President Wilbur Renk was speaker on the 26th.

Monroe, which heard Chemistry Prof. Farrington Daniels on the 17th.

And not all club meetings have been Founders Day affairs. On February 11 the Indianapolis Club had a theater party at the Booth Tarkington Civic Theater, with the proceeds going to a scholarship fund.

ASHLAND Founders Day March 5

Speaker: Meteorology Prof. Verner Suomi
Contact: Dr. H. H. Larson (MU 2-4545)

BERLIN Founders Day March 17

Speaker: Education Prof. Glen Eye
Contact: The Rev. Harold Gluth, 272 E. Huron

ANTIGO Founders Day March 31

Speaker: Education Prof. Glen Eye
Contact: David Fromstein, 733 Fifth Ave., (Ph. 3-3037)

BELOIT Founders Day March 5

Speaker: Robert J. Lampman, Professor of Economics
Contact: Richard Bjorklund, 1153 Central

INDIANAPOLIS Founders Day March 7

Speaker to be selected
Contact: Robert Jacobi (Ph Fleetwood 9-5421)

LA CROSSE Founders Day March 16

Speaker: Conrad A. Elvehjem, UW President
Contact: Trifon E. Haritos, 2615 East Ave. So.

DOOR COUNTY (at Sturgeon Bay) March 21

Speaker: Prof. Frederick Milan, Anthropology
Contact: LeRoy Olson, 508 No. Third Ave., Sturgeon Bay

MARINETTE March 12

Speaker: Prof. Wayne Smith, Engineering
Contact: Glenn Wilpolt, 1229 Main St.
Maurice J. Rhude, (Ludlow 2-4545), Peshtigo

MARSHFIELD April 2

Speaker: J. Martin Klotsche, Provost U.W.-M
Contact: Emilie Verch, 611 So. Vine Ave.

SUPERIOR March 12

Speaker: Ira Baldwin, Special Asst. to the President
Contact: Joel Gates, Jr. (Export 4-5531)

NORTHWOODS CLUB (Rhineland) April 25

Speaker: Michael Petrovich, History
Contact: Mrs. G. E. Stefoniak (Forrest 2-6049)

PLATTEVILLE April 15

Speaker: Prof. Menahem Mansoor, Hebrew Studies
Contact: W. A. Broughton, 225 Bradford Street

STEVENS POINT April 9

Speaker: Prof. John Rose, Geology
Contact: Jonathan McMurray, Wisconsin State Employment Office, City Hall

WATERTOWN MARCH 16

Speaker: Ray Dvorak, Music
Contact: James Bloor (Ph. 333)

CHICAGO Alumni Club April 2

All-Wisconsin Night Dinner at Conrad Hilton Hotel topped off by first Haresfoot production in Chicago in years at Eighth Street Theater
Contact: William Sficas, Room 1324, 400 W. Madison St., Chicago, Ill.

PITTSBURGH March 14

Dinner and Dance
Speaker: William J. D. BELL '29, on Russian tour
Contact: Charles H. Hawks, 1147 Driftwood Drive, Pittsburgh 16

A "UW-M" Special

A West Bend Alumni club Founders Day meeting was notable for two special reasons:

First, it marked the first club meeting which particularly invited former students from the Madison campus (including alumni of the now non-existent state college). Moreover, the new board of directors of the West Bend club now includes alumni from both campuses. Appropriately, UW-M Provost J. Martin Klotsche was the main speaker.

Second, the club voted to appropriate \$140, most of its resources, to the Alumni House fund, after hearing about the project from Alumni Association field secretary Ed Gibson, and on recommendation of Walter E. Malzahn, former Alumni Club President.

Athletics

Spring is here, and thoughts of warm sunshine to come may add a little brightness to the athletic picture at Wisconsin.

Winter sports did not fare too well this year, and another dismal note has been added by the loss of Frank Burks to next year's basketball team. Burks, outstanding forward on the Badger freshman squad, has dropped out of school for scholastic reasons. During the basketball season, Coach Harold "Bud" Foster had labeled Burks as one of the "brightest basketball prospects we've seen in a long time." Burks had a 20 plus point average in the games in which he played.

Turning to the bright side of things, the Badger track outlook shows balanced strength. Eight returning lettermen, a crop of good sophomores, and a pair of outstanding weightmen form the nucleus of Coach Riley Best's track team.

Outstanding among the returning lettermen is Milwaukee's Jesse Nixon, primarily a quarter-miler. Nixon, the captain of the Badger team, won the Michigan State Relays 600 yard title this year in a record-setting time of 1:11.2. Other returning lettermen include Dan McKinney, distance runner; Austin Cotton, the 1957 Big Ten Indoors 880 yard champion; Bob Guerts and Buddy Bell, hurdlers; weightman Gary Goldenberg; half-miler Ed Jacobson; and Charles Statz, a pole vaulter and broad jumper.

Coach Carl Sanger's tennis team will meet 12 teams in the coming season. The Badgers won four of 13 matches last year. In conference meets Wisconsin will play all Big Ten schools, including a quadrangular meet with Michigan State, Minnesota, and Iowa in Madison. In non-conference matches, the Badger netters will face Notre Dame, Lawrence and Southern Illinois University.

The baseball team will be off to Ari-

zona again this year, the second such trip in the last three years for the Wisconsin squad. The Badgers will play a nine game series with Arizona State College at Tempe, Arizona, starting March 27, and ending April 4.

Wisconsin plays six home Big Ten games this year and has nine conference games on the schedule away from home. Non-conference foes this year are Notre Dame at South Bend, and Western Michigan at Madison.

* * *

Wisconsin's varsity crew will make its 1959 debut on Lake Mendota May 9, hosting Columbia, Wayne State, Detroit, and Massachusetts Institute of Technology in the first quadrangular rowing meet at Madison since before World War II.

* * *

Wisconsin's golf team, which boasts an attractive 54-12 won-lost record for the past four seasons under Coach John Jamieson, will play a 19 match schedule in 1959. The Badgers, winners of 15 of 18 dual meet matches last season, will meet all Big Ten teams except Ohio State.

A highlight of the season will be the quadrangular meet at Champaign, Ill., on Saturday, April 18. Wisconsin will meet Big Ten champions Purdue along with Indiana and Illinois in the meet.

BASEBALL

March	27	Arizona State at Tempe, Arizona.
	28	Arizona State at Tempe, Arizona. (Two Games).
	30	Arizona State at Tempe, Arizona.
April	31	Arizona State at Tempe, Arizona.
	1	Arizona State at Tempe, Arizona.
May	2	Arizona State at Tempe, Arizona.
	3	Arizona State at Tempe, Arizona.
	4	Arizona State at Tempe, Arizona.
	17	Notre Dame at South Bend, Ind.
	18	Notre Dame at South Bend, Ind.
	24	Illinois at Champaign, Ill.
	25	Purdue at LaFayette, Ind. (Two Games).
	1	Minnesota at Madison.
2	Iowa at Madison. (Two Games).	
4	Western Michigan at Madison.	

Van Galder Returns to Wisconsin



Clark Van Galder

The University football coaching staff lost, then gained, an assistant coach in January. Lost was backfield coach Perry Moss, who resigned to become head coach at Florida State university in Tallahassee. Gained was Clark Van Galder, a Janesville native who went to college and later coached at La Crosse State and who, more recently, was head coach at Fresno State college in California.

VanGalder had been an outstanding high school coach in Wisconsin from 1932 until 1948, with experience at South Milwaukee and Washington Park in Racine. He is a past president of the Wisconsin High School Coaches Association. Coach at La Crosse State from 1948-1952, his teams tied or won the State College conference title twice; His 1954 and 1958 Fresno State teams won the California Collegiate Conference championship.

Moss had applied for the Florida State job with the best wishes of Coach Milt Bruhn, who expressed his regret at losing Moss' valuable services. Moss, by the way, took with him to the southland a former Badger quarterbacking star, John Coatta, who had been a part time Wisconsin assistant handling the freshmen team. With Moss, Coatta will be a full-time assistant and coach Florida State's backfield.

5	Western Michigan at Madison.
8	Michigan State at East Lansing, Mich.
9	Michigan at Ann Arbor, Mich. (Two Games).
15	Ohio State at Madison.
16	Indiana at Madison. (Two Games).
22	Northwestern at Evanston, Ill.
23	Northwestern at Evanston, Ill. (Two Games).

INDOOR TRACK

March	6	Big Ten Meet at Madison. (Also March 7)
	9	Milwaukee Journal Games at Milwaukee.
	28	Chicago Daily News Relays at Chicago, Illinois.

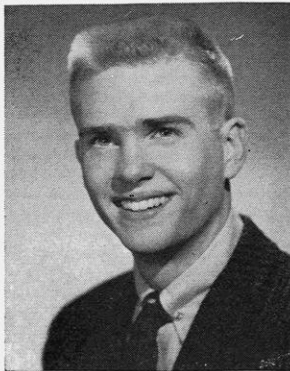
student leaders offer a word to the wise

In January, the Board of Regents asked several top students to offer their frank criticism of University affairs. Here are the verbatim statements given at this unprecedented meeting; they offer some insight into matters of current student concern on campus.

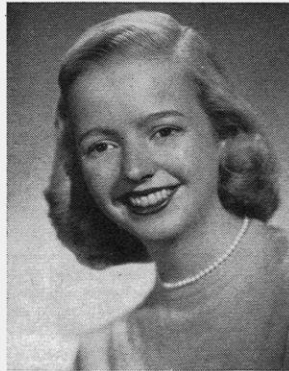
William A. Steiger
Vice-President, Wisconsin Student Association

The opportunity which you have provided for us, as students, to appear before the governing body of this University is significant. There is no doubt in my mind that one way through which students and Regents can grow to understand and comprehend the ideas of one another is through this type of meeting. . . . I would place this concept of communication between two important segments of the University of Wisconsin as one of prime importance. Importance which, I feel, can have far reaching consequences for our University.

An area which has come in for critical analysis in the newly launched "sputnik era" is the one of United State education. One hears today of the problem of science—but we cannot forsake the liberal education. More and more it would appear that both business and industry are looking for the "well-rounded" student: the student with a knowledge of the humanities. As far as I am concerned this is particularly important to us at Wisconsin. As a product of the Integrated Liberal Studies program this area rates high on my list of constructive ideas which I should like to discuss.



William A. Steiger



Kathren Olson

The ILS program provides a unique vehicle for the broad education of today's student. It is that harmonizing of the small liberal arts college within the framework of a large institution. Here we have the opportunity of getting to know professors and students to a greater degree than is readily available elsewhere. I should hope more might be done to institute more programs based on the ILS idea.

I am fully aware of the fact that the Regents are also concerned with this situation. But I do want to impress upon you the fact that many students consider his to be one of the really pressing problems facing the academic world. It is up to you to strive to achieve that balance between the sciences and the humanities. . . .

Another area of interest concerns campus planning. You are entangled right now with a problem, but this one of which I am speaking has to do with the Union and the "down campus area." Having had the opportunity of serving as a member of the Union Council I am particularly aware of the problem confronting Union expansion. Now that the Wisconsin Center Building has been located where it is—and might I say I am not happy with the site—there appears to be a battle shaping up between the Union and the Center. All I ask is that you watch carefully the proposals for the gym site and make no moves without first evaluating such a move in relation to the Union.

The last area which I would like to mention briefly is one which could have far reaching consequences in terms of the present cold war struggle. From my experience last summer while a visitor in the Soviet Union I can only say that I hope the University of Wisconsin will be among the leaders in promoting the interchange of students from behind the iron curtain to this country and vice-versa. Such a program provides real hope for promoting understanding between the Russian and American peoples. Wisconsin, I am sure, would have the opportunity of being among the first to participate if the occasion should arise. I sincerely hope that in the very near future such an opportunity will be forthcoming—perhaps through the passage of the Javits-Carnahan Bill currently before Congress—and when it does I hope that you will insure that Wisconsin will be among the participants.

President Eisenhower, in his acceptance speech before the Republican National Convention in 1956, said that "The present and future are bringing new kinds of challenge to federal and local governments—Highest (priority) of all, perhaps, will be the priority of first-class education to meet the demands of our swiftly growing population." All of us as members of the university community have a share in that responsibility. You, of course, have the heavy burden to run the University, but we students also must face the challenge which lies ahead. If there is anything which we might do to help you in your job, I think that I can safely say that we will always be ready.

The very best of luck in your deliberations—and thanks you very much.

Kathren Olson
President, Associated Women Students

One subject which women are especially concerned about is housing. At our fall house president's meeting, opinion, as usual, was divided. Some felt that freshman dorms would be

beneficial in integrating the new students into life at the University, especially in the areas of counseling and communication.

Others, myself included, were aware of certain limitations:

First, Freshman dorms should not be restricted to university dorms. Many students cannot afford them and prefer, for that and other reasons, different types of housing.

Second, upperclassmen are afraid freshmen will be given preference and they will have to move out.

Third, freshmen would lose much of the value of college without the opportunity to live and learn from upperclassmen.

Finally, I feel there is even a lurking suspicion that the University is considering freshmen dorms to fill up the some 1700 new spaces available in the Fall.

The students, myself included, are enthusiastic about the possibility of apartment-type housing owned and operated by the University. You are aware, from Dean Luberg's report In January, of the extremely poor living conditions in many of the privately owned apartments.

Apartment-dorms have been adopted with succes at the University of Denver, Greeley, University of Miami and Michigan State. At Michigan State they are for specially recommended upperclassmen selected from applications. There are units housing from four to six girls who do their own cooking and cleaning. They are allowed to have any guests they wish at certain period like dinner-time, but regular closing hours are enforced.

In the area of academic responsibility I would recommend that any students with a high grade point average—say, for example, a 3.6 or 7—be given the opportunity to take any undergraduate course without prerequisites. He should also be allowed to take automatically an unlimited amount of credits. He must assume the responsibility, as usual, for failure or success in his choices.

I also recommend that teachers be encouraged to teach special experimental and advanced courses in selected problems. The pupil would choose the problem to be investigated and solved during the course with the approval of the teacher and department. Such courses that are offered now seldom come to the attention of the interested students.

It should be the goal of the University to produce individuals who are capable of adult decisions in areas of intellectual and non-intellectual responsibility. Such individuals must be given the opportunity of making these decisions within the college atmosphere as well as following graduation. . .

Ellen Herman

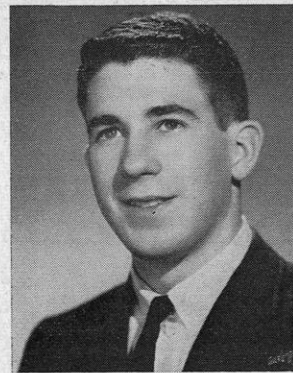
Chairman, New Student Week, 1958

A recent survey conducted by the New Student Week committee, seems to illustrate very well the need for evaluation of, and subsequent change of the existing advisory system. According to a random sampling of 200 college sophomores, 193 expressed dissatisfaction with the current system and need for a better, more qualified advisory capacity. In view of this need, I would suggest to the board here assembled, to plan a thorough evaluation of the program and to compare the present system with standards essential to an effective advisory program. Special emphasis should be placed on the freshmen and sophomore advisory programs. Suggest-

Wisconsin Alumnus, March, 1959



Ellen Herman



Gary A. Weissman

tions that I feel should be seriously considered are as follows:

1. An expansion of advisory personnel to include more faculty members, instructors if necessary and certainly students, upperclassmen selected by the professor to help him in the fall with advising students.

2. More careful attention to the field interests of the student, and to make every effort to place the student with an advisor in one of his preferred fields of study.

3. More extensive and better planned advising sessions for entering students during the summer pre-registration period.

4. To increase the advisor's information on each advisee. In order for the sessions to be of most value to the student, the advisor should be prepared to treat the individual according to his problems and assets. Student aptitude test results, enrollment restrictions, high school ratings, etc., should be required material for every advisor file. Use of this material would be valuable in foreseeing special problems, or channeling the individual into elective courses where his interests and abilities are best utilized.

5. More familiarity with courses offered and requirements of advisee's field.

In the foreign student advisory program there is an even greater need for a change in the advisory program. How can one faculty member possibly manage 500 foreign students' educational problems, as well as have time to guide the foreign student in certain activities and opportunities available to him that exemplify the American way of life—its customs and habits of thought, doctrines of social change, fads and fashion and its artistic and literary styles. All these facets of American life should be observed by the foreign student; as much contact, and actual participation as possible should be experienced. If we fall short of encouraging these contacts, as well as serving an inadequate capacity in even course advising, we will never gain fully from the foreign student. What will he be able to offer in promoting understanding of America when he returns home?

It is essential that we expand our foreign advisory program, not only with secretaries, but with qualified faculty members. We must increase contact with the foreign student and encourage the student to enter into the opportunities afforded him. This encouragement is essential for the first months at least. I'm sure that many improvements are pos-

sible in this program, such as planned discussion sessions and the foreign student and University student, but time limits further suggestions.

In conclusion I would like to recommend that measures be taken to improve alumni spirit.

Gary A. Weissman

President, Wisconsin Student Association

I am unable to say that I speak for the entire student body as there is certainly disagreement among students. However, I do speak for a great many students.

When one studies methods of improving education one must necessarily consider the problems inherent in rising enrollments. Believing that education should be made available to those who can profit most from it, we submit that the University, rather than attempt to educate the ever increasing number of students with inadequate facilities and under lower academic standards, should adopt selective admission policies—the selection to be based on ability to do college work. This is not to decry the concept of democratic education; on the contrary, not adopting such a policy would render the concept meaningless. . . .

I would like to criticize the University's over-emphasis on public relations. Being an officer of an organization, I realize

that public relations is essential to the life blood of any institution, but recently public relations have been in competition with the University's standards. Issues are no longer considered in the light of their own relative merits, but rather in respect to their public relations value. (*In later questioning, it appeared that Mr. Weissman was particularly concerned with the University's position on student housing and social regulations. Editor*) . . . I have even heard one student declare that the plaque on Bascom Hall probably could not be passed today were it not for the sixty year tradition behind it. Though the boundaries of the campus are the boundaries of the state, the University should retain its position of leadership along with the Wisconsin Idea.

A third and final matter: classroom dishonesty. I know of courses in this University where honest students are forced to cheat because the rest of the class is doing it also. I think this is in great part due to laziness on the part of faculty members who refuse to accept the responsibility to prevent classroom dishonesty. If neither the faculty nor graduate students can be convinced to accept this responsibility, there are students on this campus, including myself, who are willing to proctor exams.

I would like to close by expressing our sincere gratitude to you for allowing us to give our candid criticisms. . . .

alumni news

Before 1900

Iva A. WELSH '96 of Laguna Beach, Calif., and Louis A. COPELAND '96 of Pasadena recently had a "class reunion" at the home of Mrs. Ada WELSH Bigelow (Mrs. George T.) '04. Miss Welsh was a department chief in the catalogue division of the Wisconsin Historical Society in Madison for many years after graduation. Mr. Copeland (also Law '01) was judge of the county court of Polk County before moving to California.

Adelaine JENNEY '99, of Valley Springs, S. D., has been appointed poet laureate of South Dakota by the governor. She is editor of *Pasque Petals*, official organ of the state poetry society.

1900-1910

John M. KELLY '01 is president of Circus World Museum Inc., which is establishing at Baraboo a museum devoted to circuses. It is expected to open this summer.

Prof. Selig PERLMAN '10 in September will become Kulp visiting professor at the Wharton School of Finance at the University of Pennsylvania. He will retire from the UW faculty in June.

E. E. BRINDLEY '08 has retired after practicing law in Richland Center since 1911; he sold his interest in the Brindley and Brewer law firm to two Wisconsin graduates: James G. ROBB '48 and Elaine FITZGERALD '53.

1910-1915

Prof. and Mrs. Grant M. HYDE '12 (Helen PATTERSON '26) returned to Madison in mid-January after several months in Europe, where they visited ten countries (and 40 hotels).

Harry A. MARSHALL '15 in a cheery Christmas letter informed us that he has been doing private engineering work at his home in Topeka, Kansas.

1916-1920

Mrs. Elizabeth BRICE Wilson, associate professor at Knox college, Galesburg, Ill., is currently serving as the Pi Beta Phi advisor. She has been at Knox since 1936.

Arthur H. BRUNKOW '17 has retired as secretary and trust officer of the First Wisconsin Trust Co. after 38 years' service with the firm.

Do Seventeeners have to be reminded again of their reunion engagement at Madison on June 6? Have you seen the special article about the Class of 1917 in this issue of the *Alumnus*?

Milwaukee Attorney Bruno BITKER '19 is chairman of the State Bar Committee on World Peace Through Law; he strongly believes that world-wide law and order through courts would create a favorable and peaceable climate conducive to solving other great problems of mankind.

Whitney North SEYMOUR '20 is chairman of the board of trustees for the Car-

negie Endowment for International Peace. He is a partner in the New York law firm of Simpson, Thacher & Bartlett, a former president of the Bar Association of the City of New York, and a current governor of the American Bar Association. He is chairman of Freedom House.

Chauncey D. LEAKE '20, assistant dean and professor of pharmacology at Ohio State university, has been named president-elect (he takes office in 1960) of the American Association for the Advancement of Science.

1921-1925

Elmore F. KLEMENT '22 is treasurer of the Fort Atkinson Alumni club.

Dr. J. S. HESS Jr. '22 is head of the Mauston hospital board, which now has charge of Hess Memorial hospital, built by Dr. Hess' father in 1922. Dr. Hess recently sold the hospital to the city.

The Rt. Rev. Arthur LICHTENBERGER '22 has become the 21st presiding bishop of the Protestant Episcopal church. He was installed in rites January 15 at Washington Cathedral. Formerly he had been Bishop of Missouri.

Walter S. KIDDER '23 now general sales manager of the Firestone Steel Products Co.

Laura GRAPER '24 was named secretary of the Fort Atkinson Alumni club.

Mrs. Samuel N. Pickard (Dorothea WILGUS '24) of Neenah has been appointed

If you are an executive with a "Corporation Mind"...

You are deeply concerned with . . .

- ★ Getting and holding key men to assure efficient management and sound growth for your business
- ★ Protecting stockholders and their families against loss resulting from the death of an executive-owner
- ★ Arranging the best possible plan to provide emergency protection for employees and their families . . . and a pension for employees who retire.

THESE problems reach to the very foundation of your business and call for important long-range decisions. In these areas, you probably feel the need to talk with a specialist who can add to your own knowledge and help you arrive at the *right* decisions.

Your Massachusetts Mutual man, through his experience and understanding of business life insurance and group coverages, has helped many executives in these complex areas of decision. He can help you, too, with a wide range of Massachusetts Mutual Business and Group Insurance plans. For example:

Executive Compensation Plans: Designed to help you get and *keep* management men — with extra retirement, death and disability benefits at surprisingly low cost.

Pension Plans: A broad range of plans, both individual policies and Group, available in this increasingly vital area of employee benefits — to help meet the retirement needs of executives and key men as well as "rank and file" members of your organization.

Group Plans: Life, Accident and Sickness and Major Medical, readily tailored to meet the special needs of your company . . . to give employees essential financial assistance in times of need. Outstanding Massachusetts Mutual plans for these basic benefits are available to firms with as few as 10 employees.

Business Continuation Plans:

Buy and Sell Agreements funded by Massachusetts Mutual life insurance, to keep a partnership or closely held corporation in business after the death of a partner or stockholder-executive . . . and to provide for the family of the deceased.

Partial Stock Redemption plans funded by Massachusetts Mutual life insurance, to save a family-held corporation for the family at the death of the majority stockholder.

Ask a Massachusetts Mutual man for full information on these plans, or call our General Agent listed under Massachusetts Mutual in your phone book.

Massachusetts Mutual
LIFE INSURANCE COMPANY

ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS

to the Board of Visitors of the University of Wisconsin; she succeeds Sam OGLE, Wisconsin Alumni Association president.

Maj. Gen. Holger N. TOFTOY '24, commander of Aberdeen Proving Ground, Md., was awarded the James H. Wyold Memorial award for his contributions to guided missile research by the American Rocket Society. Up until recently he had been commander at the Redstone (Ala.) Arsenal where the first successful U. S. satellite, Explorer, was developed.

Mr. and Mrs. John B. CASSODAY '24 are living in Bethesda, Md. He is in the Washington headquarters of the Atomic Energy Commission in the special projects branch of the foreign affairs division.

Michael GRIFFIN '25 is news director for WFRV and WFRV-TV in Green Bay.

1926-1930

Former Governor Vernon THOMSON '27 has opened a private law practice in the offices of Madison law firm Murphy, Gavin, Stolper and Desmond. The Thomsons have bought a home in Madison; he practiced law at Richland Center before becoming attorney general in 1950.

Dr. Sidney J. FRENCH '27 has been invited to become dean of the Basic College of the new University of South Florida, which will open in September, 1960, at Temple Terrace near Tampa. Previously he has held administrative positions at Rollins college and Colgate university.

Theodore HEIAN '27 is a director of the Iowa County Alumni club.

Earl F. HALVERSON is the regional director of the U. S. Department of Labor's wage and hour contracts division for Illinois, Indiana, Minnesota and Wisconsin. He will have headquarters in Chicago.

Hamilton BEATTY '28 has been named a vice-president of the Austin Co., engineers and builders in Cleveland. He is also manager of sales development.

Mrs. David Jones (Ora I. CAMPBELL '29) is a director of the Iowa County Alumni club.

U. S. State Department veteran Frederick Lincoln ROYT '29 is living in Bethesda; he will be stationed in Washington for four years working with the Commerce Department and the Department of State.

Mr. and Mrs. Karl R. WENDT '29 have moved from Santa Monica, Calif., to Littleton, Colo. He is chief engineer of communications and radar for the Martin Co., producer of the Titan Missile. Mrs. Wendt is the former Catherine CLARIDGE '30.

1931-1935

We apologize to Nobel prize winner Dr. Edward Tatum—and the class of 1931 for erroneously placing him in the Class of 1929 in our December issue. He's really BA '31, MA '32 and Ph.D. '34.

Dr. Karl FOLKERS '31, executive director of fundamental research of Merck Sharp & Dohme Research Laboratories, Rahway, N. J., who helped isolate the anti-pernicious anemia factor vitamin B-12, has been elected chairman of the American Chemical Society's Division of Organic Chemistry.

Mr. and Mrs. Robert C. POOLEY '32 are traveling in New Zealand and Australia, where the UW English professor and Integrated Liberal Studies director is studying developments in liberal education and the teaching of English.

Dr. Frank M. STRONG '32, UW professor of biochemistry, is chairman of the American Chemical Society's Division of Agricultural and Food Chemistry.

Robert H. McMICKEN '32 is vice-president of the Fort Atkinson Alumni club.

Ventriloquist Bob NELLER '33, who now lives in Appleton, was recently subject of a *Milwaukee Journal* feature article. Neller claims to be the first ventriloquist to appear on television (June 9, 1939, over station W2XBS, New York).

William H. WALCH '33 and Dagmar W. Tuomin were married in early January; he is dietetic supervisor of Milwaukee county institutions since 1955.

1936-1940

John W. BYRNES '36 has been named chairman of the Republican policy committee in the U. S. House of Representatives and is taking an active part not only in carrying out but shaping and determining party policy on legislation.

Mrs. Pauline NOVAK Kramer '35 of Cobb is music supervisor of the newly

formed integrated Iowa-Trout school district, with 21 schools.

Arthur D. HARB '37 is sales manager for the Certified Grocer's Cooperative of Madison.

Garvin CREMER '38 is president and treasurer of The Wisconsin Cheeseman Inc., one of the state's largest "gift cheese" houses in the state. It is located in Sun Prairie.

Dr. James H. BELL '38, Milwaukee, is director of the new guidance and navigation department of the AC Spark Plug division of General Motors in Milwaukee.

Dr. Ann Conway FRED '38, an Army Medical Corps captain with the 34th General Hospital at Orleans, France, recently visited Jerusalem and Israel.

Robert G. RASHID '38 has been promoted to vice-president of sales for the Ripon Knitting Works.

D. W. PETERSON '38 is president of the new Peterson King Co. at Battle Creek, Mich. The company will produce and distribute mink food, and seeds.

Prof. Byron L. JOHNSON '38 of the University of Colorado has been elected to Congress as a member of the House of Representatives from the second district in Colorado. He had been working as an assistant to Gov. McNicholls of Colorado.

Howard TEICHMANN's ('38) Broadway

doctor on the go



Dr. Beyer, '37

A "busy life" scarcely begins to describe the activities of Dr. Karl H. Beyer, Jr., who contributed significantly to what has been called the most outstanding medical-drug development of 1957—

Diuril, a medicine which helps control the amount of salt in the bodies of heart and hypertension patients.

Dr. Beyer graduated from Western Kentucky State College with a B.S. degree in chemistry and biology. He won his Ph.M., Ph.D., and M.D. degrees at the University of Wisconsin. There he met and married Annette Weiss '36.

Before joining Merck, Sharp & Dohme in 1943 as a pharmacologist, Dr. Beyer taught Chemistry at Western Kentucky and Physiology at Wisconsin. In 1950 he was appointed assistant director of research at Sharp & Dohme. He also was elected as the Laboratories' administrative vice president for life sciences and since 1956

has been director of the Merck Institute for Therapeutic Research at West Point.

Dr. Beyer does an unusual amount of traveling for a medical researcher. He spends two or three days a week at the West Point laboratories, and another two days a week he is at Merck & Co.'s home offices in Rahway, N.J.

He is also in demand internationally. Recently Dr. Beyer returned from a speaking tour that included stops in Sweden, Switzerland and Germany.

In addition to his work with the company, Dr. Beyer is a member of the pharmacology staff of the Temple University School of Medicine and of the department of physiology and pharmacology of the University of Pennsylvania Graduate School of Medicine. He is a Fellow of the American College of Physicians, the American Association for the Advancement of Science and the New York Academy of Science and he has written more than 100 articles on medical research.

Wisconsin Alumnus, March, 1959

hit "The Girls in 509" will soon be seen in Chicago with its original cast.

Jean Louise WRIGHT '39 and Ben F. HEALD '23 of Milwaukee were married on Dec. 19, 1958.

Robert M. SUDE '39 is vice-president and general manager of the Heyden Chemical division of Heyden Newport Chemical Corp., New York.

Dr. Roger A. HOFFMAN '39 is manager of production of Merck Sharp & Dohme (India) Private Ltd. The newly-established firm will be one of the largest drug manufacturing operations in India.

Robert E. DAVENPORT '40 is president of the Fort Atkinson Alumni club.

1941-1945

R. M. HAWKINSON '41 has been named sales manager of the Madison district office of the Standard Oil Co.

Mrs. Robert S. Arthur (Helen J. SULLIVAN '41) and Darwin SCHUELKE '41 have been named directors of the Iowa County Alumni club.

Lt. Col. William E. BUTZ '42 was commended for meritorious service as a senior medical advisor to the Second Republic of Korea Army.

Grace Ruth KING '42 and Arthur Wallace Adam of Chicago were married in January. She has been employed at the Veterans' Administration hospital, Hines, Ill., as an administrative dietitian.

University art education faculty member, Prof. John H. WILDE '42, lives with his wife and two children in Evansville.

John A. LAWTON '42 and Richard L. CATES '51 have formed a law firm in Madison, Lawton and Cates. The latter is a newly-elected assemblyman from Madison.

Willard W. WARZYN is president of the Wisconsin section of the American Society of Civil Engineers. He resides in Madison, and is head of the Warzyn Engineering and Service Co.

Thomas W. PIERCE '42, a Madison attorney, has been named by Gov. Gaylord Nelson as his pardon counsel.

Philip B. RAUE '43, Evanston, Ill., is attorney of the Chicago division of Socony Mobil Oil Company, Inc. He is married and has two sons.

Madison attorney John D. WINNER '43 is legislative counsel for the Wisconsin State Chamber of Commerce.

Allan W. EISTER '45, associate professor of sociology, Wellesley college, has been awarded a Fulbright grant to teach in Pakistan.

1946-1950

Prof. Carl DJERASSI '46, Wayne State U., internationally known organic chemist, has won the 1959 Leo Hendrik Baekeland Award of the American Chemical Society's North Jersey Section. On leave from Wayne, he is vice-president for research of Syntex, S. A., Mexico City manufacturer of hormones.

Roy CLARY '46 of Madison has been named supervisor of the division of hotels and restaurants of the state board of health.

Joe NYGAARD '47 is an associate pro-

fessor of education at Butler university.

Dr. A. W. WITTCROW '47, an eye, ear, nose and throat specialist, has opened a medical practice in Wisconsin Rapids. He lives there with his wife and three children.

Harold N. TORKELSON '48 is domestic sales manager for Schering Corporation, pharmaceutical manufacturing firm. The Torkelsons and their three children live in Summit, N. J.

Keith A. HINSMAN '48 has joined the public relations staff of the Wisconsin State Medical Society.

William ROSENBAUM '40 is a partner in the law firm of Rieser, Stafford, Lessel-young and Rosenbaum in Madison.

Jerome S. FOY '48 has been named executive director of the Madison alcoholism information and referral center.

Richard S. STROMMEN '48 is a director of the Ft. Atkinson Alumni club.

Seymour "Sy" SHERMAN '48, former sports writer and *Alumnus* sports editor, is a sales engineer for Lanzit Corrugated Box Co. in Chicago. The Shermans live in Flossmoor, Ill.

Mrs. Herbert J. Maxwell (Eleanor WALKER '48) is a director of the Iowa County Alumni Club.

Harry WRIGHT '50 is vice president of the Iowa County Alumni club.

Herb HAWKINS '50 has been transferred to the Bank of America head office in San Francisco. He and his wife (Eleanor IDTSE '53) and their two children will be living in San Mateo.

Leon E. SHEEHAN '50 is a partner in the law firm of Hale, Skemp, Hanson and Schnurrer in La Crosse. He is married and has two daughters.

Mr. and Mrs. John B. Mahaffey (Fredna BARTON '50) announce the birth of Robert Barton in Springfield, Mo., where the elder Mahaffey produces the TV show "Jubilee USA", starring Red Foley. They have a daughter, Elizabeth, 3.

William E. RIGGERT '50 is an assistant cashier of the First Wisconsin National Bank, Milwaukee.

1951

John F. WHITE is group leader in the fruits and vegetables laboratory of the National Dairy Research Center, Glenview, Ill.

Sheldon WILCOX has a new job with the Madison Advertising Agency.

Rolland M. REED is a supervisor in the Traxcavators and rubber tired loader section of the Caterpillar Tractor Co.'s sales development division in Peoria, Ill.

James F. KRESS '51, a vice-president of the Green Bay Box Co. and the Green Bay Paper and Pulp Co., has been appointed a trustee of Lakeland college.

Ronald R. KEBERLE of Wausau, Marathon county district attorney, was named as one of Wisconsin's five outstanding young men of the year by the Wisconsin Junior Chamber of Commerce.

1952

Robert W. KASTENMEIER, newly-elected U. S. representative, has now settled down

in Room 1725 of the New House Office building in Washington.

Atty. Alexander HOPP has been reappointed assistant district attorney in Sheboygan county.

Howard J. SAYRE is a director of the Fort Atkinson Alumni club.

Curtis E. SKINNER is an assistant cashier in the banking department of the Northern Trust Company, Chicago. He's married, has two children, lives in Evanston.

Donald HUGDAHL '52 has been named manager of the Thorp Finance Corp. office in Monroe.

Mike DUFEK is claims supervisor for Enterprise Insurance Co. in Los Angeles and lives with his family in San Gabriel.

Dr. Jacques van LIERDE, after three years at the ministry of agriculture in Holland, is now in the agricultural directorate of the common market at Brussels, Belgium.

Dr. Edward E. SMISSMAN, an associate professor of pharmaceutical chemistry at the University, is vice-chairman of the American Chemical Society's division of medicinal chemistry.

1953

William R. KUHNS has joined the agricultural account staff of Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago public relations firm.

Ginnie ERDMANN is head of the Green Bay *Press-Gazette's* women's department and vice-president of the UW Alumni club in that neighborhood.

Earl FREDERICK of Madison has joined the sales staff of the R. J. Olson Glass Co. He is married and has two children.

Donald ASPENES '53 is a "circuit pharmacist" in western Wisconsin, his visits to River Falls, Hudson, Spring Valley and Glenwood City permit drug store operators to take days off and escape their normal seven-day-a week jobs.

Thomas D. BRADER, out of the Army, is attending UW Law School.

2nd Lt. Gordon G. CORCORAN completed a 4-week airborne course at Fort Benning, Ga.

2nd Lts. Fred J. HEIM jr. and William M. HOWARD recently completed a company-grade officer basic course at the Army Engineer School, Ft. Belvoir, Va.

First son to Mr. and Mrs. Thomas C. BLUM, Santa Ana, Calif., where the father is head of the advance planning section of the Santa Ana planning department.

Wayne L. TYLER's title is now Lieutenant and he's stationed at F.E. Warren A.F.B. in Wyoming.

Paul F. BRINGLE and his wife live in Prairie du Sac, where he is a district representative for Lutheran Brotherhood, fraternal life insurance society.

2nd Lt. William W. BRANDT completed the officer basic course at the Army Engineer School, Fort Belvoir, Va.

newly married

1955

Ruth M. GARENS '58 and Richard W. MUELLER, Milwaukee.

Inger M. Hovland and Richard R. DOLL, Madison.

Rose G. Schenk and Donald C. MANN, Waukesha.

Nancy E. THOMSEN '57 and Jack HEIDEN, Denver, Colo.

Alice A. SCHUETZ '56 and George W. BAUDER, Chicago, Ill.

Mary L. LEIBROCK and Albert Di Costanzo, Wauwatosa.

Gwendolyn K. DRUYOR and C. Gordon Bell, Boston, Mass.

Janet Javers and Loyal V. LAPLANTE, Madison.

1956

Charlotte M. Copley and John V. KARDACH, Sewart Air Force Base, Tenn.

Barbara A. WELTER '57 and Mark S. BOERNER, Washington, D. C.

Beatrice F. RUBINSTEIN and Morton M. Weintraub, Milwaukee.

Jean D. BROWN '57 and Gerald EDSON, Dousman.

Joy R. KELLY '58 and Norman E. WIDEBURG, Waukegan, Ill.

Carol BLACK '57 and Howard D. HOBBS, Normal, Ill.

1957

Shirley M. UNFERTH and Frank K. Washatka, Gilman.

Antonia M. SEVENICH and Lloyd L. Smith, Port Washington.

Mary B. DURFEE '58 and David B. CLARKE, Woods Hole, Mass.

Yvonne Gorges and William FRINK, Milwaukee.

Valerie SKLAR '61 and Kent MANNIS, Madison.

Mary J. OLSEN and August P. MUELLER, Madison.

Sheila M. EAGON '58 and Donald J. KAVA, Rochester, N. Y.

Lois RUBOITS '58 and Alan M. YAFFE, Chicago, Ill.

Polly M. HUSTING '59 and William W. PETRIE II, Madison.

Margaret Paxton and Hans G. BLOBEL, Madison.

1958

Catherine Qualey and James E. BURGESS, Berlin, Germany.

Doris I. SKAAR and Daniel R. ARCHIE, Madison.

Frances F. MONTGOMERY and Clyde W. BAUER '60, Milwaukee.

Dolores H. STEIN and James A. BREWSTER, Frederick, Md.

Eleanor A. CRABTREE and Robert G. RICE '61, Madison.

the heads who control Manpower Inc.

Continued from page 23

his payroll; one steel-warehousing firm in Chicago estimates that it saves as much as \$75,000 a year on this time alone."

Interest in Manpower and the temporary help movement hasn't been limited to the U. S. When Winter went abroad last summer for the purpose of expanding the Manpower branch organization in Europe, he was interviewed by newspapermen in London, Copenhagen, Brussels, Paris, Rome and Madrid. Earlier in the year, Scheinfeld found newspapermen in Mexico City much interested in his plans for opening branches South of the Border. Both executives have traveled abroad frequently in the past decade on behalf of Manpower.

In addition to the success Manpower has had as a business venture, Scheinfeld is particularly interested and satisfied over the sociological impact of the operation.

"The fact that we employ skilled people regardless of age has enabled us to salvage a valuable reservoir of talent and training which would not otherwise be available to the economy," Scheinfeld points out. "Also, we have made it possible for many highly efficient women to supplement their family's income with part-time employment while meeting their family responsibilities adequately."

Manpower currently serves some 50,000 clients annually, including 96 of the nation's largest corporations. While the firm has been able to develop a large number of standard services for which the need is large, variety is still the norm in any Manpower office.

This was spelled out in the company's 10th anniversary magazine in an article headed, "The Unexpected is Expected." It stated in part:

"No job is too odd for Manpower and during its 10-year history it has filled quite an impressive list of unusual assignments from burying a horse to sending a man to Alcatraz to transcribe

parole hearings. In Detroit a Manpower man, dressed as an Easter Bunny, passed out favors in an exclusive men's shop, and a Manpower woman in Newark played the mystery shopper for a supermarket that was giving prizes to shoppers who could identify her."

All of Manpower's clients aren't businesses or industries. A list of famous individuals who have used its services is impressive and colorful. Manpower in St. Louis furnished a chauffeur for Henry Cabot Lodge, U. S. representative to the United Nations, when he was in town for the funeral of a former Republican national committeeman.

Manpower is linked to the University of Wisconsin by more than the fact that its founders and top executive officers are graduates of the Badger law school. Two other former Badgers rank high in the Manpower executive echelon.

James D. Scheinfeld, 32, son of the board chairman and a 1949 bachelor of arts graduate of the University of Wisconsin, has been with Manpower throughout his business career and is currently vice president in charge of sales, advertising, and public relations.

Another Badger, Milton B. Berland, 32, a 1950 graduate of the University with a bachelor's degree in business administration, joined the Manpower organization in 1953 and currently holds the post of comptroller.

top man at Milwaukee

Continued from page 11

an interest which probably is reflected in the strong art education and music departments of the UW-Milwaukee. Particularly close to his heart is development of the idea behind the UW-M's increasingly well-known "summer evenings of music," a series of chamber music presentations by summer music clinic faculty members, which he helped to organize. He also envisions a 15-20

Wisconsin Alumnus, March, 1959

member Milwaukee Symphonette, perhaps under the auspices of the UW-M music department.

Dr. Klotsche has traveled extensively in Europe and has served as director of the Institute of World Affairs in Geneva, in Paris, and in Salisbury, Conn. In 1953 he worked for the U.S. Office of Education as a consultant to the Ministry of Education for Land Hesse, Germany. He served as chairman of UNESCO meetings held in Milwaukee five years ago.

In all of his various activities, Dr. Klotsche (his first initial stands for Johannes, and he is called "Joe" by close friends) has a reputation as a "doer."

"Joe really gets things off the ground," his associates say.

His vigor of mind is matched by his vigor of body. He hasn't missed an office day because of illness since he became state college president in 1946. He plays tennis frequently—always doubles—and has a standing game every Monday afternoon from five to six p.m. at the River Tennis Club.

"I've learned how to relax at luncheon," he says in response to the inevitable "How do you do it?" question. "And after lunch I can lie down and nap for a few minutes and awake feeling refreshed. I got this from my father, who could do the same thing."

Dr. Klotsche acknowledges that his position as provost has cut down considerably on the time he has available for his various interests. He used to do a good deal of lecturing and has had experience as a radio-television moderator and news analyst. Nowadays he still is in demand as a speaker but tries to confine his appearances to University-connected occasions—as for example Founders Day meetings of Wisconsin Alumni Clubs. On January 31 he spoke to the West Bend club; this affair was probably the first club function which deliberately and emphatically sought to bring both Madison campus and Milwaukee campus alumni together.

His conception of the "oneness" of the University of Wisconsin and his sense of team-play, together with his warm personality, have made Dr. Klotsche popular with other University administrators whom he frequently sees as a member of the administrative committee and the campus planning and

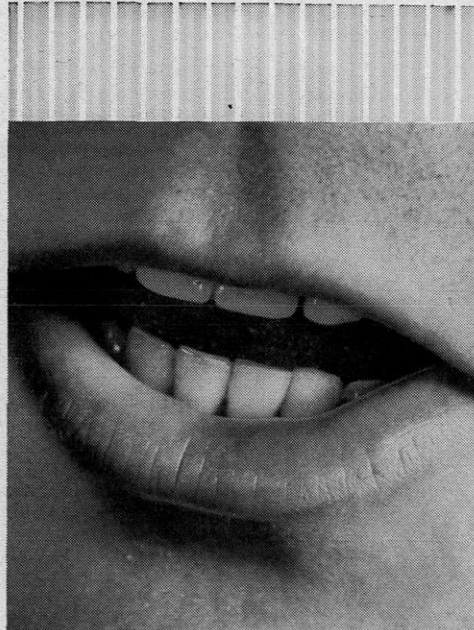
steering committees. These almost invariably meet in Madison and occasion much of his inter-campus shuttling. (He has proposed development of closed circuit television to cut down on some of the Milwaukee-Madison travel time which so far has been essential to close coordination of all-University administration and curricula.)

Dr. Klotsche speaks enthusiastically about his family, which includes three athletically-inclined sons: John, 17, Charles 18, and Allan 19. Mrs. Klotsche, a wonderful person and charming hostess, was the former Roberta Roberts of Milwaukee, whom he married in 1936. John and Charles attend Milwaukee University prep school; Allan is a sophomore at Lake Forest (Ill.) college.

The provost takes an obvious pride in his family. And he recalls the humor, rather than any embarrassment, in the episode last year when one of his sons (together with the son of a Milwaukee high school teacher) won a bet by getting a clean-shaven "Yul Brynner" hair-



Mrs. Klotsche



Find out what's new
in corrugated boxes—

Talk to your
H & D Packaging Engineer



HINDE & DAUCH

Division of West Virginia Pulp and Paper Company

15 Factories • 42 Sales Offices

Sandusky, Ohio

cut, thereby generating some nationwide publicity!

Dr. Klotsche also likes to talk about education in general, and the expansion of higher education in the lakeshore area around Milwaukee in particular. He can cite statistic after statistic to prove that higher education institutions in the area, public and private, will be hard pressed to meet the demands of the future.

And just how extensive are these demands in his opinion? He partly an-

swered this philosophic question a few years ago in a speech which contained these lines:

"We must seek out and provide opportunities for the gifted, for on the gifted we must depend. We must depend on them for constantly extending the frontiers of knowledge into new and unexplored regions. But we must also provide understanding on the part of *all* people so that knowledge which has been discovered by the few will eventually affect the lives of all."

park would then extend northward east of the Wisconsin River, and in Langlade County would go westward and follow the terminal moraines at the ends of the Langlade, Chippewa and Superior tongues to the St. Croix River.

The cost of the project is not great. Much of the land involved is owned by the Federal Government in the Chequamegon Forest and by counties in county forests. The cost of all the other required land, a few million dollars, is insignificant if we compare it with the cost of foreign aid or of most government projects today, particularly our highways and bridges. It would not cost more than five miles of modern divided highways. Each year Wisconsin spends fifty times as much on highways and bridges. A bridge or two omitted or postponed would pay for the whole park.

One of our many private charitable foundations could very easily pay for the entire cost of all the land involved, and smaller local foundations could finance specific local portions in which they are interested.

Some may say that the state should develop this project. It could very well do this. But the state is confronted with many requests to finance various projects in conservation, and there are many influences pulling in different directions. As a result, the state would not acquire the land before it would become too expensive. Of the 120 mile strip recommended by the state survey of 1936, only two-thirds has been planned for ultimate purchase. And of this, only 40 per cent has been purchased, so that the Kettle Moraine Park at the past rate of purchase will not be complete until the year 1990. Nor has the Conservation Commission committed itself to purchase the central one-third which was recommended by the state survey of 1936. If this were included, it would take until beyond the year 2020, unless new funds are provided. The Conservation Commission has neglected to apply available funds. Wisconsin, however, has done an excellent job of developing the land to fit the recreational needs of people, but it has done it too slowly, and has completely neglected trails, a matter it now promises to expedite.

A parkway drive with waysides should follow natural contours through the entire park. A trail for hikers and

proposed ice age national park

Continued from page 17

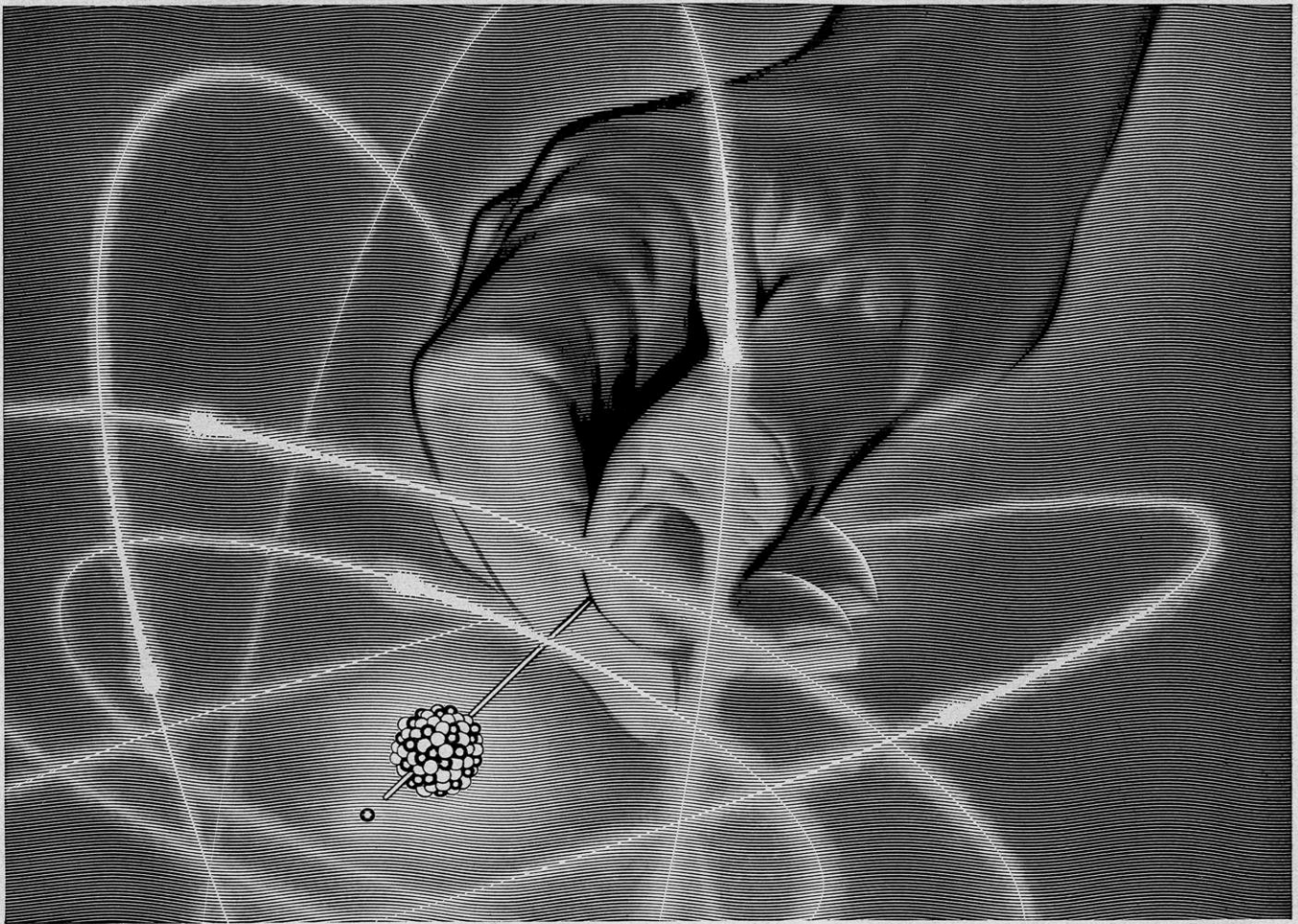
hills of stones and gravel, whereas the sand and light soils washed out at the edges into flatter areas called "outwash" areas. Where great masses of ice were buried in the glacial debris, their melting left deep depressions in the gravel hills—the "kettles", or lakes. When the rocks were exposed they were attacked by lichens and the acids produced by them, by freezing and thawing, and by the elements until they were broken. Ultimately a thin layer of soil was created and it wasn't too long before shrubs and trees covered these rocky hills and the birds and animals returned until we have the Wisconsin of today, an area noted for its rare beauty throughout the country.

The pioneer farmers of Wisconsin cleared some of these hills of trees and worked hard to remove many of the stones, but the effort to farm was unsuccessful and many farms were abandoned. A survey by the state of Wisconsin in 1936, in which the U. S. Park Service assisted, established through soil tests and topographical studies that these moraines were not suitable for agriculture, but were suitable for trees. This report, signed by the Governor, the Director of Conservation and the heads of all the departments of the State Government recommended that the interlobate moraine area, which extends from near Chilton to Eagle and then to near Janesville, in all a distance of about 120 miles, be acquired as a forest recreational area. Only part of this area is in the present State Kettle Moraine Park.

The remnants of the Ice Age in Wisconsin fulfill all the requirements which the U. S. Park Service sets for a national park. They have several great advantages over many existing national parks. They are near the center of population of the United States. They would be used by millions, more people than can use the present remote national parks. Even today, the State Kettle Moraine Park—and the Devils Lake Park—less than ten per cent of the envisioned national park, are each visited by more than one million persons a year.

The State Kettle Moraine Park, which consists entirely of interlobate moraines, would be the nucleus around which the National Park could be formed. From Chilton to Kewaskum this park is quite well established, but from Kewaskum to north of Eagle the State Conservation Department has made no purchases, although this area contains some of the finest moraines, including Holy Hill and Lapham Peak. From north of Eagle to south of Whitewater the state has purchased a considerable nucleus of land. Here the State Park ends.

The National Park from this point would follow the terminal moraines of four glacial tongues. These moraines extend southwest to near Janesville, and then northwest to west of Madison and the Baraboo Hills, which have many interesting glacial formations in and near them. North of the Baraboo Hills was formerly the largest lake in Wisconsin, Glacial Lake Wisconsin. The



... a hand in things to come

Probing the atom...for you

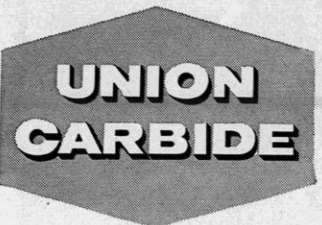
The boundless energy of the uranium atom means a brighter future

Every day brings the benefits of atomic energy closer to our daily living. It presents a whole new field of exploration for scientists all over the world.

A longer, healthier life is hopefully ahead as radiation is helping doctors learn more about the basic processes of life by revealing how certain elements are put to work by the body. The controlled rays of the atom are also being used to pin-point malignant tissues for subsequent treatment. And radiation studies of how plants absorb nutrition from sun and soil are showing the way to improved food supplies.

These are but a few of the vital jobs being done by radioisotopes—radioactive materials created in atomic reactors at Oak Ridge, Tennessee... the great atomic energy center operated by Union Carbide for the U. S. Atomic Energy Commission. The people of Union Carbide will continue their pioneering research in atomic energy—and in the vital fields of alloys, carbons, chemicals, gases and plastics—to bring you a brighter future.

Learn more about the exciting work now going on in atomic energy. Send for the illustrated booklet, "The Atom in Our Hands." Union Carbide Corporation, 30 East 42nd Street, New York 17, N.Y. In Canada, Union Carbide Canada Limited, Toronto.



... a hand
in things to come

skiers should be opened throughout the park, spotted with simple shelters for overnight camps. The Appalachian Trail follows the mountains of the east for over 2,000 miles, the John Muir Trail the Sierras for hundreds of miles, and the Canadian government has built thousands of miles of trails in its national parks. In Wisconsin the parkway and the trail would follow the moraines for about 500 miles.

Congressman Henry Reuss has recognized the potentialities of the Wisconsin moraines and introduced a bill to establish a Moraine National Park. The name "Ice Age National Park" is used in his latest bill. Mr. Conrad L. Wirth, Director of the U. S. Park Service, on examining the proposal wrote to Mr. Reuss on last June 25:

"Mr. Zillmer's proposal is an admirable, broad and imaginative approach to the conservation of natural and recreational resources. We believe, as you do, that the proposal warrants careful and serious consideration to determine the national significance, suitability, possible extent and feasibility of the area for National Park purposes."

In September the experts of the U. S. Park Service examined the glacial deposits in Wisconsin for five days to determine their suitability for a National Park. I believe that they were convinced that the formations in Wisconsin qualify for an Ice Age National Park. They were impressed by what the state has done to develop a long narrow park to serve the people. It was, of course, impossible in the time available to the park group to cover the entire interlobate and terminal moraines located in the proposed 500 mile park. However, they did see many representative areas. The Park Service Team reported to the Advisory Board on National Parks in October, which directed a further more thorough reconnaissance, which will soon take place.

This land must be purchased soon, before the population explosion following the opening of the St. Lawrence waterways strikes Wisconsin, before the hills are pre-empted by private homes, and the land becomes too expensive. It will cost us little now. It will pay our children and theirs much hereafter.

We spend a lot to go faster. Let us spend a little to go slower.

necrology

Hubert E. ROGERS '92, member of the law firm Rogers & Condon, Scarborough on-Hudson, N. Y.

Mrs. Grace M. SALISBURY Hansen '97 (Mrs. Frederic), Evansville.

Albert F. BOERNER '97, Ft. Lauderdale, Fla.

Charles VOIGT '02, director of the Citizens Bank of Sheboygan.

Mrs. Helen A. CASE Gallun '03, (Mrs. Arthur), Los Angeles, Calif.

Louis F. SCHOELKOPF '04, a pioneer Madison automobile dealer and inventor.

Sarah S. SUTHERLAND '04, Janesville.

Wayne D. BIRD '05, manager of the Bird real estate offices, Madison.

Edward S. JORDAN '05, early auto builder and dealer, New York.

Will YOUNG '07, a prominent retired Ft. Atkinson physician.

Thomas F. KELLY '07, San Diego, Calif.

Alvin W. GALLOWAY '08, Poynette.

Charles H. AMBLER '08, Morgantown, W. Va.

Mrs. Laura FAIRCHILD Boardman '08 (Mrs. Eliot), Evansville

Frederick A. SCHWEDE '08, Oakland, Calif.

Mrs. Floy G. ROSE Smith '09 (Mrs. Henry), founder and first president of the Sheboygan Better Films council.

Charles G. BURRITT '09, former branch manager for Johnson Service Co., Minneapolis, Minn.

Frederick S. "Heggie" BRANDENBURG '09, Madison businessman and philanthropist.

Harry W. BROWN '10, president and treasurer of the H. W. Brown Co., Madison.

Elfrieda MERZ '11, New York, N. Y.

Mrs. Jessie M. TRANE Burwell '12 (Mrs. E. H.), Olympia, Wash.

Adrian A. BROWN '12, former secretary of Wisconsin Retail Gasoline Dealers Association, Lake Geneva.

Allen JOHNSON '13, New York, N. Y.

James G. BEATTIE '13, county agricultural agent in Walworth County, Elkhorn.

George BECKER '14, retired farmer, Stoughton.

Maurie H. BENT '14, New York, N. Y.

Lee J. SCHENKENBERG '14, retired secretary-treasurer of the Enzo Jel Co., Sheboygan.

Ora C. STEINER '14, engineer with the Dept. of Interior, Coachella, Calif.

Edward J. PRUCHA '15, professor at River Falls State College.

Charles A. LEBOWSKY '17, engaged in sales work with the old Northwestern Electrical Manufacturing Co., Milwaukee.

Elmer M. NELSON '18, chief of the nutrition division of the federal Food and Drug Administration, Arlington, Va.

Willard M. SMITH '19, professor, Oakland, Calif.

M. Ruth SMITH '19, professor of modern languages at the College of the Pacific.

Joseph F. PALMER '20, former newspaperman, East Aurora, N. Y.

Rollin M. HICKEY '22, partner of the T. W. La Trentz and Co., Evanston, Ill.

Mrs. Helen KAHN Powell '22, several months ago.

Mary TAYLOR '22, New York, N. Y.

Stanley E. WELCH '22, Oak Park, Ill.

Lambert R. ORTH '22, Mineral Point.

Elizabeth H. HULL '22, Jacksonville, Fla.

Dorothy V. ANDERSON '23, a private secretary at the H. Niedecken Co., Milwaukee.

Mrs. Frances STEIN Biddick '23 (Mrs. Eugene), Milwaukee.

Aimee WEINSTOCK '23, Wisconsin Department of Public Welfare, Madison.

Carl M. JOHNSON '23, De Kalb, Ill.

David K. STEENBERGH '24, founder and president of the Feed Bag magazine, Milwaukee.

Harold J. KROESCHE '24, active in Southland chemical and chemical engineering circles, Pasadena, Calif.

Ralph E. AMON '24, former director of State Department of Agriculture, Madison.

Lockie DINE '25, retired teacher, Milwaukee.

William KETELAAR '31, high school principal, Catskill, N. Y.

Royal J. WESCOTT '34, Everett, Wash.

Otto H. PABST '36, some time ago.

John GOLEMGESKE '38, vice-president of Afram Brothers Corporation, Milwaukee.

Ruby V. FLEMING '40, Nekoosa.

Mrs. Virginia JACKSON Puharich '42 (Mrs. Henry), Madison.

Richard C. WUERCH '46, instructor with the Management Institute at the University of Wisconsin, Madison.

Mrs. Betty JOHNSON Becker '49 (Mrs. Walter), Jefferson.

Merton E. KRUG '54, noted author of Wisconsin history, Reedsburg.

How the Vikings

Greeted

Prof. Lederberg

By Claes Stahle V57



TOM'S VIKINGS

SHORTLY AFTER it was announced from Stockholm's Karolinska Institutet that the Nobel prize of 1958 in medicine had been given to three Americans, including Professor Joshua Lederberg of the University of Wisconsin, as well as Dr. Arthur L. Tatum, a Wisconsin alumnus, the Swedish members of the "Tom's Vikings" happened to have one of their meetings at the home of the first and oldest Viking, Gus Westring, V54. ("Tom's Vikings" consists of about 15 boys who all have had the opportunity and honor of being at the University of Wisconsin for one year as Brittingham scholars.) As it does not happen every day that the Nobel Prize is given to Wisconsiners, it was decided that something had to be done.

Sten Häger, V56 was put in charge and was ordered to get a band and write for all the Wisconsin songs. As many as possible were to show up at the airport to sing and make noise. Sten put his whole heart into this job and arranged for a 15-piece band from his own school, Tekniska Högskolans Promenadorkester. He borrowed three Wisconsin State flags from the Norwegian Vikings. He got special permission to enter the platform at the airport. And last, but not least, as a good technical student he made the first Viking Nobel Prize Winner medal all by himself. It represented the Viking crest in color (see illustration.) Furthermore, the Nobel Foundation agreed to make an exception and appointed a Viking, Johan Nordenfalk, V54, attaché to Mr. Lederberg. Usually these are chosen from the foreign office.

Everything was set and it was announced that Prof. Lederberg and his wife would arrive by the plane from London on the evening of Sunday, December 7. Sten gathered the band and the reception committee at the technical institution sometime earlier for a short rehearsal. However, the plane was delayed and thus some of the band members had to leave. A bus took the gang to Bromma where the restaurant was opened up and some beer served while the band played and the rest tried to sing.

The time passed quickly and as the plane carrying the Lederbergs approached, the whole group marched through a closed and quiet airport building to the well-known tune of "On Wisconsin." The plane made a perfect landing and everybody lined up; the Vikings in one group with the Wisconsin State flag, and the band, all dressed up in funny looking caps, in the other group. The writer, dressed in a red sweater and white and red cap, acted as a combined band and cheerleader with the usual Wisconsin football flag.

The Lederbergs came down the stairs and were received by Prof. Lederberg's friend and colleague, Professor Klein, and Johan Nordenfalk while "On Wisconsin" was played and sung. Then Sten Häger stepped forward, presented Mrs. Lederberg with red and white flowers, shook hands with her prizewinning husband, and made a short speech. Anne-Marie Börklund, '58 then fastened the Viking Nobel Prize Winner Medal (V.N.P.W.M.) with its yellow and blue ribbon on Prof. Lederberg's overcoat while the press was shooting pictures. Anne-Marie kissed him and gave him a real "SSSSSS-booooo—aaaaah", whereupon "Varsity" was played and sung. Prof. Lederberg expressed his obviously sincere thanks and marched off in front of the band as it played "If You Want To Be a Badger." The reception was over and the band and the Vikings could go to bed pleased.

Continued on next page

The coming days were filled with events of different kinds for the Lederbergs and the other six honored families. The chairman of the board of the Nobel Foundation, Reichsmarshal Ekeberg, gave a big reception on December 9 where all met for the first time (except for the Tatum family, who had not yet arrived.)

Then came December 10, the big day. In the morning everyone gathered in the Concert Hall, the usual place for the ceremony, to listen to Mr. Stahle, executive director of the Nobel Foundation, give instructions on different procedures, ceremonies, courtesy, customs (not turning one's back to the royalties, what to say when spoken to by the King and how, whose hands to kiss, etc.) Finally at 4:30 in the afternoon the laureates were lined up with their respective introducers on their left hand behind the stage. When the Royal Family had arrived the procession started, led by two students, Sten Friberg, from Indiana U., and myself.

The speech of welcome by Mr. Edeberg was followed by some music and different introduction speeches. Prof. Caspersson introduced the prize winners in medicine and they were asked to receive the prize from the hands of His Majesty, the King. They all behaved very nicely and did not drop anything or even fumble. The Concert Hall was filled to the last seat and in the crowd you could notice besides the Royal Family, the Diplomatic Corps, and the members of the prize awarding institutions, the Vikings Johan Nordenfalk, Peter Hegardt, V55, Sten Häger and Betty Bauer, V58, Prom Queen candidate last year at Wisconsin.

After the ceremonies in the Concert Hall everyone was taken to the Town Hall by bus or car. There the table was beautifully laid in the Golden Room for about 600 guests and in the Blue Hall for about 300 students all dressed in tails.

The laureates and their families gathered in a special room to be introduced to the Royal Family, then they proceeded into the Golden Room and table of honor. Everyone was happy and entertained by some music and student singing. Some of the laureates, including Prof. Lederberg, made short speeches to express each and every one's gratitude. After dinner the laureates took their families to the Blue Hall to receive the student's homages, and again speeches were exchanged. Then the ball could begin. Tired and exhausted the guests of honor left the party to get some sleep after one of the greatest days of their lives.

Saturday, the 13th, the "Day of Lucia", Betty Bauer and some of the Vikings' sisters and fiances sang the Lucia song and brought some coffee and rolls to Prof. Lederberg early in the morning while the other laureates were celebrated by the Lucia of the Grand Hotel. As a complement to the Viking Medal, the writer presented a special made list with the Viking Crest and the signatures of all the Swedish Vikings.

Then the visit was over and the Lederbergs had to leave to prepare for their moving to Stanford. We will be glad to see them when they return in the spring, at which time Prof. Lederberg is going to give his Nobel lecture.

SPECIAL REPORT



Mr. TOM FLOURNOY, JR., C.L.U. NEW YORK LIFE AGENT

at MACON, GEORGIA

BORN: March 18, 1917.

EDUCATION: Mercer University, A.B., 1938.

MILITARY: U. S. Army, April 1945—September 1946.

REMARKS: Tom Flournoy was twenty-one years old when he took his first full-time job as a New York Life representative with the Macon General Office. Right from

the start, Tom's initiative, ability and engaging personality helped him qualify for the Company's Top Club and President's Council—honorary organizations composed of sales leaders among New York Life's representatives. In fact, for 1958, he ranked third in sales in these organizations. In addition, he is a Life and Qualifying member of the industry-wide Million Dollar Round Table. Tom Flournoy's outstanding record plus his active interest in his community's affairs truly exemplify why the New York Life agent is a good man to know—and to be!

Note

Tom Flournoy is now well established in a career as a New York Life representative that is providing him with security, substantial income and the deep satisfaction of helping others. If you'd like to know more about such

a career for yourself with one of the world's leading insurance companies, write:

NEW YORK LIFE INSURANCE CO.

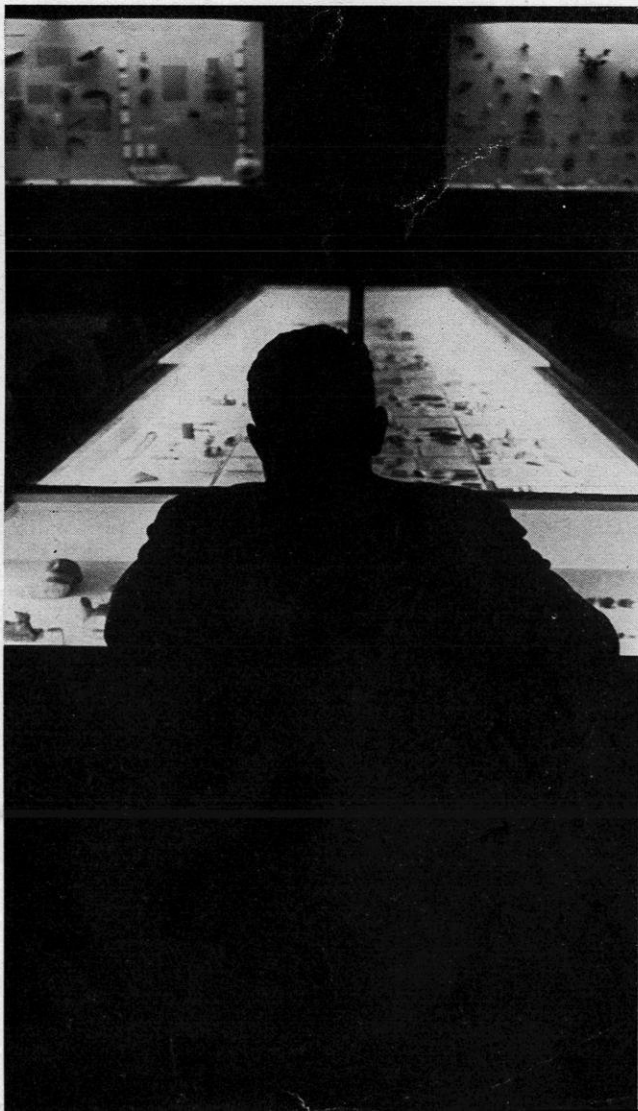
College Relations Dept. M-5
51 Madison Avenue, New York 10, N. Y.

...the
... ..
... ..

NEXT MONTH

The College Teacher: 1959

In April, the *Wisconsin Alumnus* will join 250 other college and university magazines in presenting this special Moonshooter report. You'll want to read it.



With more students than ever planning to go to college, and with competition for trained men and women becoming more intense—what is likely to happen to the quality of college teaching in the decade ahead? Can America's institutions of higher education hope to keep pace with the growing demand? Will there be enough *good* teachers—or are we entering an era in which teaching standards will have to be compromised? Be sure to read the *Wisconsin Alumnus* for this special report on the state of college teaching in America today—and the outlook ahead.

**DON'T MISS
THIS SHOW!**

61st

Haresfoot Production

"Du Barry Was A Lady"

Music: Cole Porter

Book: DeSylva & Fields

Adapted by John H. Fritz and Lois Dubin

The rollicking, high-stepping musical that tells the story of Louie Blore, a ladies' maid in the gents' room of a New York bistro. . . He wins the sweepstakes and finds himself an entirely new world. "Du Barry" is done by the funniest group of college men you'll ever see. With Haresfoot's famed Ponies,

"Friendship"

"Stereophonic Sound"

"Katie Went To Haiti"

"From This Moment On"

"Well Did You Evah"

It's coming soon, so
make reservations now.

"It Was Written In The Stars"

"Who Wants To Be A Millionaire"

APPLETON—March 30
(Ticket sales at Pond's Sport Shop)

GREEN BAY—March 31
(Ticket sales at Vic Theatre)

RACINE—April 1
(Ticket sales at Venetian Theatre)

CHICAGO—April 2
(Tickets available from William Sficas, Room 1324, 400 W. Madison St., Chicago 6, Illinois; from box office of 8th St. Theatre on April 2 only. Alumni Club dinner precedes production).

MILWAUKEE—April 3 and 4
(Ticket sales at Pabst Theatre)

MADISON—April 6 thru 11
(Tickets on sale at Union)

"All Our Gals Are Men, Yet Every One's A Lady"