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WISCONSIN

MARCH, 1965

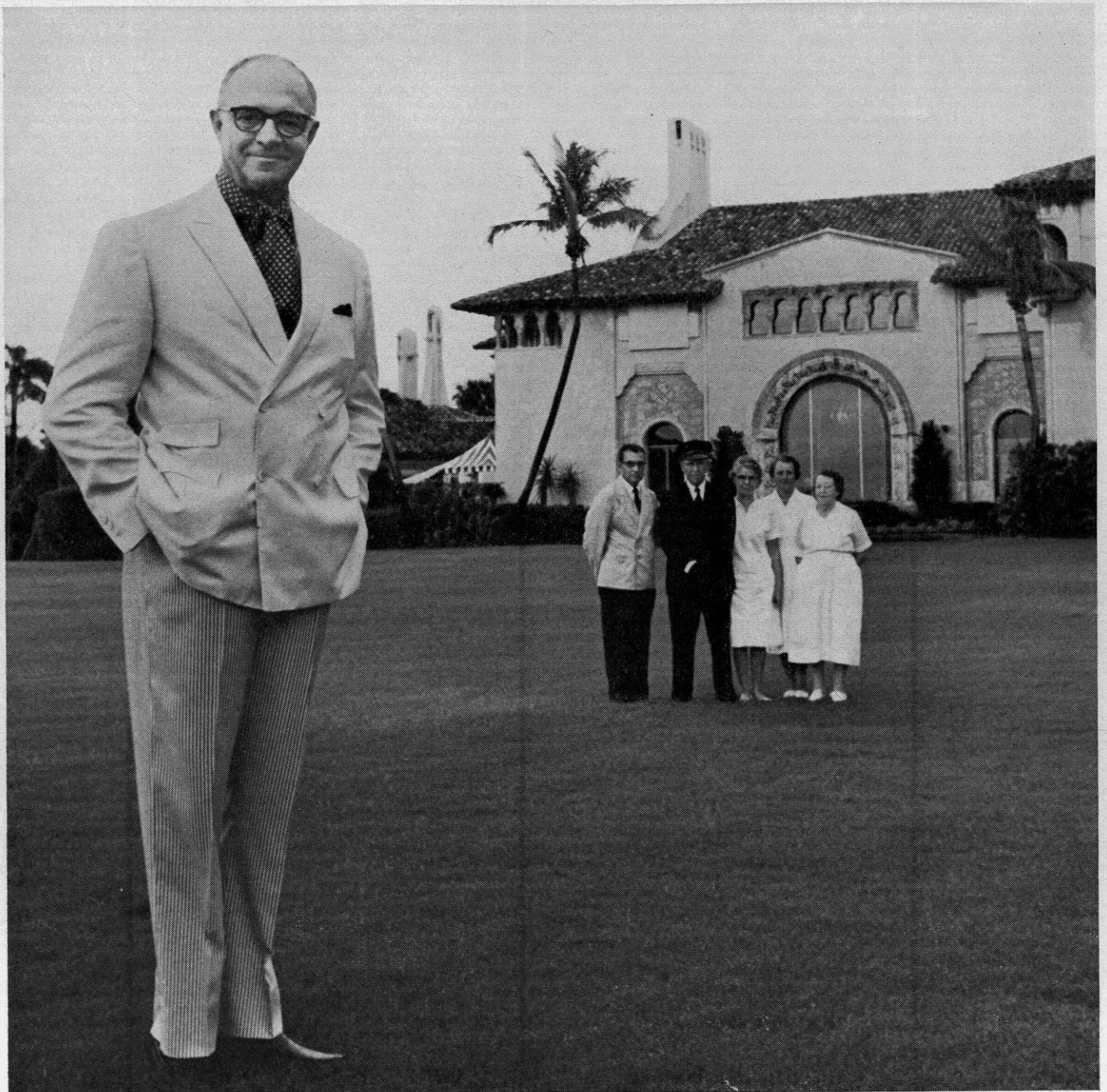
Alumnus

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The President Wore Spats—a new look at Glenn Frank

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March 1965

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Wisconsin Alumni Association

770 LANGDON STREET, MADISON 6

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WRITE OR PHONE: The Commodore, 3100 Lake Mendota Drive, Madison, Wis. 53705; phone (608) 238-9306.

Letters

How Many Others?

How many others have asked you about the statement on p. 18 of the January 1965 issue of the *Wisconsin Alumnus* that says, "The University (of Wisconsin) is the only institution in the state that turns out trained doctors"?

As an alumnus of the University of Wisconsin, I would be proud of this distinction. But, as a member of the Communications Committee of the Wisconsin Alumni Association, I seriously question its accuracy. And, as Director of University Relations of Marquette University, I can assure you it is completely wrong.

Marquette University has been educating physicians since 1913. (I believe the University of Wisconsin began in this field about 1927.)

Last year Marquette University graduated 93 physicians, which is about the same as the University of Wisconsin. Thirty per cent of the practicing physicians in the state of Wisconsin are Marquette graduates. Nearly 50 percent of the physicians in Milwaukee County are Marquette graduates. In addition to the physicians, Marquette University graduated 100 doctors from its School of Dentistry last year and will graduate 110 more this year. Four out of five dentists practicing in the State of Wisconsin were educated at Marquette.

While we don't deny the quality or quantity of graduates at the University of Wisconsin, it certainly is not correct to say that UW is the only institution in the state that turns out trained doctors.

James E. Bie '50
Director of University Relations
Marquette University

Ed. Note: We regret the mistake. The statement should have read that the UW is the only public institution in the state to produce trained doctors.

Aesop's Fables

Probably the best answer to "The Greek Question," rehashed for the nth time in the January issue, was given 2,500 years ago by a Greek storyteller. His name was Aesop, and his story concerned a fox and some grapes. Scratch the thin skin of a loud critic of the fraternity system and you'll probably find a petulant juvenile, rejected either by the fraternity of his choice or by a substantial segment of humanity in general.

From the unlofty pinnacle to which I've struggled in the twenty-odd (most of them very) years since I strolled Madison's lovely campus, the fraternity-sorority controversy seems to go far beyond that. College years often mark the period of emergence of the "contra" id. It is the nascent period of the would-be adult who hasn't yet decided what he approves, but is dogmatically vocal on what he opposes. After graduation (if he bothers to stay

that long), and armed with a gigantic intellect (self-appraised), he goes off in one of many directions. He busies himself carrying placards, joining pseudo-patriotic groups, writing exposés or peasant-uplifting articles for low-circulation magazines. If he's lazy, he may assume "picturesque," sloppy garb, develop a passion for mediocrity, and open a studio in Greenwich Village, where twice-yearly he'll exhibit along his fence quantities of unique, though ghastly, paintings with a "MESSAGE." Whatever his vocation, he'll buy bushels of tranquilizers, occupy hundreds of psychiatric couches, and bore thousands of patient listeners. Rather than lighting a small candle, he'll find greater pleasure in cursing the darkness.

The fraternity system, fostered for a century by leaders in most constructive forms of human endeavor, doesn't need to apologize for its shortcomings. While any sort of class distinction remains, while a few people strive to pull themselves above the morass of mediocrity which seems to be the goal of a disconcerting number of our citizens, there will be fraternities and sororities—despite the worst efforts of frustrated jackals and starry-eyed pedants. I have three children approaching the age of so-called higher education. I hope each will be accepted in a fraternity or sorority of his choice. I'm sure it will do them a hell of a lot more good than harm.

W. R. Anderson '39
Evanston, Ill.

Communist Line?

Your plea for academic freedom smacks of the Communist line. More freedom has been lost in this world in the last 30 years because of the actions of "students" than anyone else. The flag of this country has been desecrated and the libraries have been burned by "students" who are dedicated to "Communist academic freedom." The universities of California and Wisconsin are a disgrace to this Republic and your Communist Chickens are coming home to roost. Why don't you invite Gus Hall out again to give the University atmosphere a little more "academic freedom?"

Get Mr. Daniel Friedlander et. al. to tell them about the DuBois Clubs and you all have a wonderful red New Year.

I can just see them being tomorrow's reactionary alumnus who resists change—that change so beautifully described in the Communist doctrine of dialectical materialism. I have to laugh that you think we are dumb enough to swallow that batch of lies.

Tullius Brady '31
Brookhaven, Miss.

Congratulations on your recent article defending academic freedom. It was well written and shows our Association is in good hands.

My Junior student Bruce was home yesterday and saw this—even he was impressed!

Walter S. Dryburgh, Jr. '39
President, Milwaukee Alumni Club

Wisconsin Alumnus

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We split the continent with a trench four feet deep to give the United States its first blast-resistant coast-to-coast underground communications cable system.

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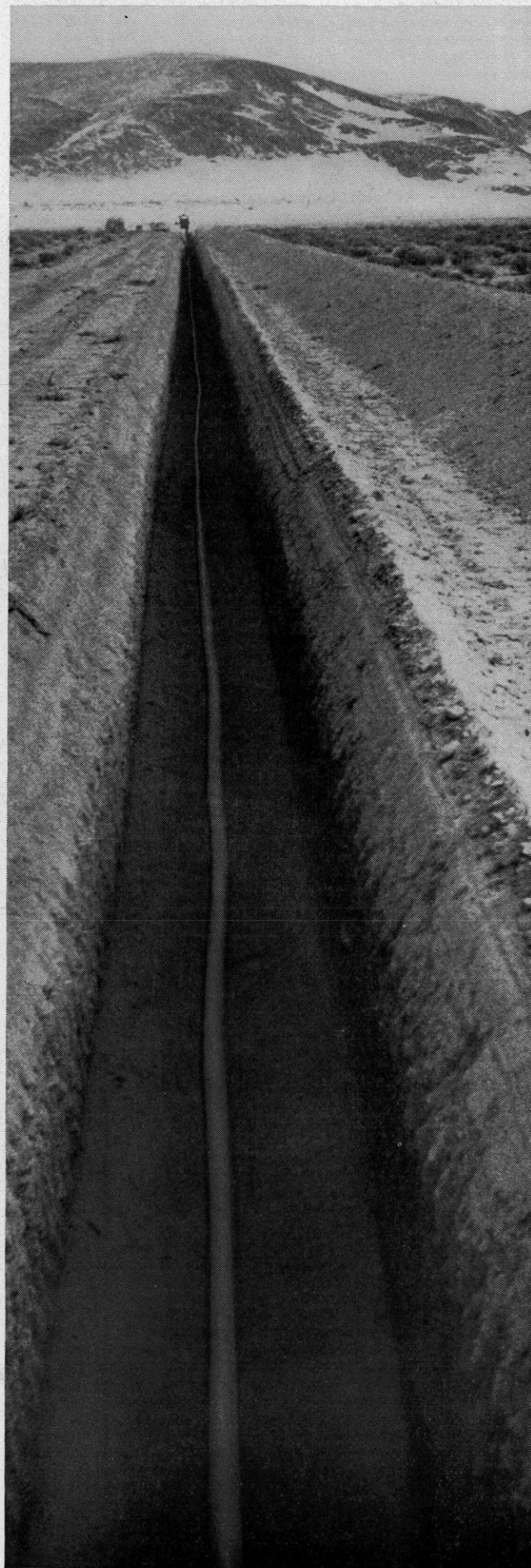
This vital transcontinental link will serve the needs of government agencies, businesses and individuals.

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ON WISCONSIN

by Arlie Mucks, Jr.
EXECUTIVE DIRECTOR



FROM TIME to time, we feel that it is our responsibility to keep you posted on the activities of your Alumni Association through the vehicle of this column.

First we must report to you that the progress of our Alumni House construction received a major setback at the end of February when the bids were opened. The bids—there were only two firms making bids on the general construction—were nearly double the \$500,000 programmed for construction.

This development means that the building of the Alumni House will be delayed, possibly as much as a full year. Such a prospect is agonizing for those of us who have been working closely with the Alumni House project over the past two years. We realize that our alumni have patiently waited for the appearance of their home on the Wisconsin campus and we have worked hard to make this structure a reality. Yet, we have been powerless to act at many points. Our Alumni House development is tied in with the overall planning for the Lower Campus. Consequently, we have had to “wait our turn” in the evolutionary scheme of the Lower Campus. Also, our project is just a small portion of the nearly \$50 million worth of building projects scheduled for the Madison campus in this biennium and perhaps the bids on our project were influenced by these market conditions.

In the future, we hope to have more encouraging news about our Alumni House as we move to take the necessary steps to get the project back on the track.

On other fronts things are not as discouraging—in fact, they are extremely promising. We have recently completed a 28-minute sound and color alumni newsreel entitled “Sights and Sounds of 1964.” This film is a lively compendium of a year’s activity at the University. It is available to alumni clubs and other groups free of charge. Anyone interested in securing a copy of the film should write to the Association.

Alumni Weekend, held for the first time in May this year, promises to be laden with activity. There are the usual events connected with reunions as well as the annual varsity intersquad football game and other special programs.

Wisconsin Women’s Day, another popular springtime event, is now in its fifth year and the committee responsible for this year’s Women’s Day has planned an especially interesting program. Details are to be found on page 26.

In addition to these considerations which occupy our thoughts at the moment, the Long Range Planning Committee of your Association is taking a look at the future of our organization. The Committee, composed of Association past presidents, directors, and alumni-at-large, met in February and plans to meet again in June. The main objective of the Committee is to map out goals for the Association in the coming years of challenge so that we may increase our organization’s service to its members and to the University of Wisconsin.

We have had our ups and downs through the year. Fortunately, most of the thrust of our program has been upward. Like any volunteer organization, we derive our principal strength from the quality of the people who support our efforts. The high caliber of Wisconsin graduates produced at our University both yesterday and today assures our Alumni Association of an encouraging continuity of excellence.

ABOUT THE UNIVERSITY



Alumni Seminars in Their Seventh Year

THE WISCONSIN Alumni Seminar will begin its seventh year on America's birthday this year as the initial seminar gets under way July 4.

The summer-time learning program will again offer six one-week seminars for adult learners interested in broadening their horizons by challenging new ideas. Meetings will be in the Wisconsin Center—housing in luxurious Lowell Hall overlooking Lake Mendota.

Schedule for the vacations-with-a-purpose has just been announced by Dr. Robert H. Schacht, Extension Division coordinator for the programs.

July 4-10—*Aesthetics of the City* with Frederick M. Logan, professor of art and art education, will examine the qualities both contemporaneous and historical which have created the aesthetic environment of today's cities. Professor Logan, who is also a member of the University Campus Planning Committee, will bring to this seminar the findings of his 1963 research on urban aesthetics in Milwaukee and of his 1964 study of municipal development and rebuilding of England and Western Europe.

July 11-17—*Values in Conflict* will explore the vivid conflict of values as presented in literature—East and West, classic and modern. The popular Hazel Stewart Albers, emeritus associate professor of Comparative Literature, will also add dimension to the study by turn-

ing to the areas of philosophy, theology, science, and education for attention to the values in conflict there.

July 18-24—*Leisure—The New American Way of Life* with its concern over a potential asset which many insist on turning into a liability, will be taught by Lawrence L. Suhm, director of the Center for Leisure Resources Development of the Extension Division. Dr. Suhm, whose background is in recreation education with major interests in the economic and social implications of mass leisure in both underdeveloped and industrialized nations, will examine the problems relevant to the wise use of leisure and include among his guest lecturers representatives from the arts and humanities.

July 25-31—*Social Welfare: Citizen Leadership in a Growing Bureaucracy* will feature the leadership of Gustave A. de Cocq, assistant professor of social work and a new addition to the UW faculty. This seminar will consider some of the questions surrounding the influencing of decisions and policies affecting social welfare programs. Professor de Cocq is a native of The Netherlands and has studied in both Canada and the United States. He was a research director of the Community Welfare Council in Edmonton, Canada, before joining the University of Wisconsin faculty last year.

August 1-7—*The World of Anthropology* will be explored in this seminar with Robert J. Miller, associate professor of anthropology

and Indian studies, as the experienced guide. Dr. Miller, whose wife is also an anthropologist, has worked among the Indians of the Northwest coast, with Tibetans in the Indian Himalayas, and, most recently, with Indian and Tibetan Buddhists in various parts of India.

August 8-14—*Issues in Consumer Affairs* will deal with many of the broad concerns of the consumer in the American economy including pricing policies, consumer credit, packaging as a merchandising technique, costs of drugs and medical care, and the current controversy over funeral expenditures. This seminar will be led by Dr. Gordon E. Bivens, associate professor of economics and director of The Center for Consumer Affairs.

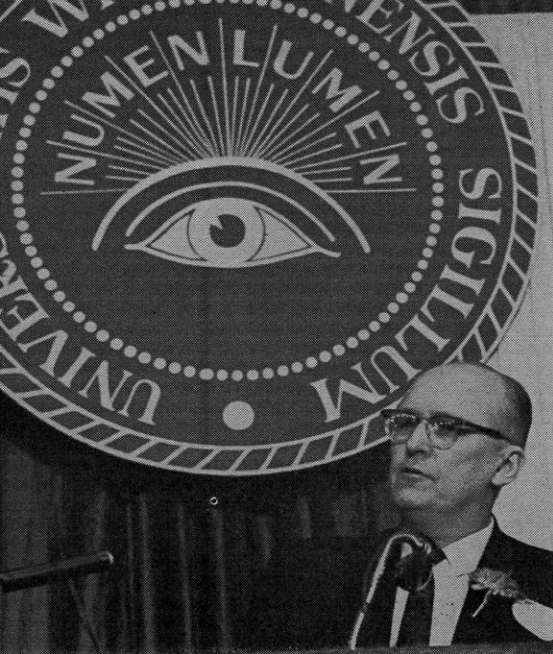
Each seminar will feature guest lecturers from a variety of different fields. Write Dr. Robert H. Schacht, Extension Division, for more information.

President Harrington Addresses Service Clubs

SPEAKING to a group of nearly 750 men from Madison's 15 service clubs, President Fred Harvey Harrington revealed how the City of Madison and the University have achieved a symbiotic relationship which has been mutually enriching.

The service club members were attending a combined luncheon, the first of its kind, which was held at the UW Fieldhouse in February.

In his talk, President Harrington pointed out to the Madison businessmen how the University, through its sale of the Old Hill Farms for com-



mercial purposes, has put new property on the Madison tax rolls, property which produces about \$1 million in taxes to the city each year. In addition to this, the University contributes another \$160 million to the economy of the Madison community through the payment of salaries, expenditures of students, and through its building programs. And the University provides a wealth of trained personnel for the various businesses and industries in the area.

At the same time, President Harrington noted how the presence of the University has resulted in a high educational rate for the city and has produced a high retail sales average.

Madison, on the other hand, is a beautiful city offering a variety of activities. Because of this, the city has always been a prime recruiting factor for the University.

But the relationship between Madison and the University has not always been halcyon. And it is not now. Two controversies—one over the proposed addition of a crew house at the Willows Beach, the other over the relocation of certain businesses in the University Avenue area—are currently stirring up emotional excitement.

President Harrington views this as a healthy situation. "Naturally there will be differences between the University and others in Madison," he said. "This is the way it must be because the University is expanding." This expansion, by

the same token, makes the University the biggest growth industry in Madison.

"We cannot hope to agree on everything. . . . We will always talk, we will frequently compromise, and sometimes yield altogether, but we cannot always yield," the President said.

Underscoring this theme of give and take, the *State Journal* commented: "The frictions of transition are best handled by discussion on a high level—with both campus and community doing their best."

WAA Vice President Resigns Position

JAMES S. Vaughan '38, second vice president of the Alumni Association, has resigned his position as a national officer of the Association.

Vaughan's move was prompted by a change in his responsibilities with the Square D Company. He has been appointed head of Square D's European operations in England, France, West Germany, and Italy and will make his headquarters in London.

Jim Vaughan joined Square D in 1946 after World War II service in which he rose from 2d lieutenant to lieutenant colonel and was awarded the Legion of Merit by the U.S. Army for administrative work in the Signal Corps. He was elected a vice president of his company in 1955 and has been manager of the Circuit Breaker Division at Cedar Rapids, Ia. since 1959.

An active and loyal Wisconsin alumnus, Vaughan has been on the board of the Wisconsin Alumni Association and a member of the UW Foundation. He is also head of the Carillon Committee which was responsible for raising funds to secure 27 new bells for the Carillon Tower.

Dr. Robert R. Spitzer, president of the Association, said that he had regretfully accepted Vaughan's resignation, but stressed the fact that Vaughan's new responsibility was appropriate recognition of his outstanding executive ability.

The Association's Nominating

Committee, which will meet on the campus in April, will propose a successor to Vaughan to be submitted to the Board of Directors at their annual meeting on Alumni Weekend in May.

Grant Acknowledges UW Mental Retardation Work

THE UNIVERSITY gained national recognition for its work in mental retardation when it was selected last month as one of two schools in the country to establish new centers in this field.

Dr. Rick F. Heber, director of the new University Research and Training Center in Mental Retardation, announced a grant of \$192,000 had been received from the Vocational Rehabilitation Administration (VRA). The money was allocated to get the operation underway and to pay for initial expenses. Additional support is anticipated to pay for training costs during the coming year.

Formal acceptance of the grants was approved at the March meeting of the Board of Regents. The University of Texas was the other school selected to set up a new center.

"The award came in recognition of the concentration of resources in mental retardation at the University of Wisconsin and in the state," Dr. Heber said. "The new center will provide the state and the University an opportunity to pioneer in new techniques in fighting mental retardation, and an opportunity to focus and concentrate our rehabilitative efforts."

He said Wisconsin has more than 120,000 mentally retarded persons to care for at present, approximately three per cent of its total population. Most of them come from depressed rural areas and city slums, and this is where research and training efforts will be directed, he said.

The new center, expected eventually to serve half the 50 states, will train social workers, teachers of the mentally retarded, vocational rehabilitation counselors, staff members of sheltered workshops, and others serving in this field.

The President Wore Spats

*a fresh look at the career
of one of the University's
most controversial presidents*

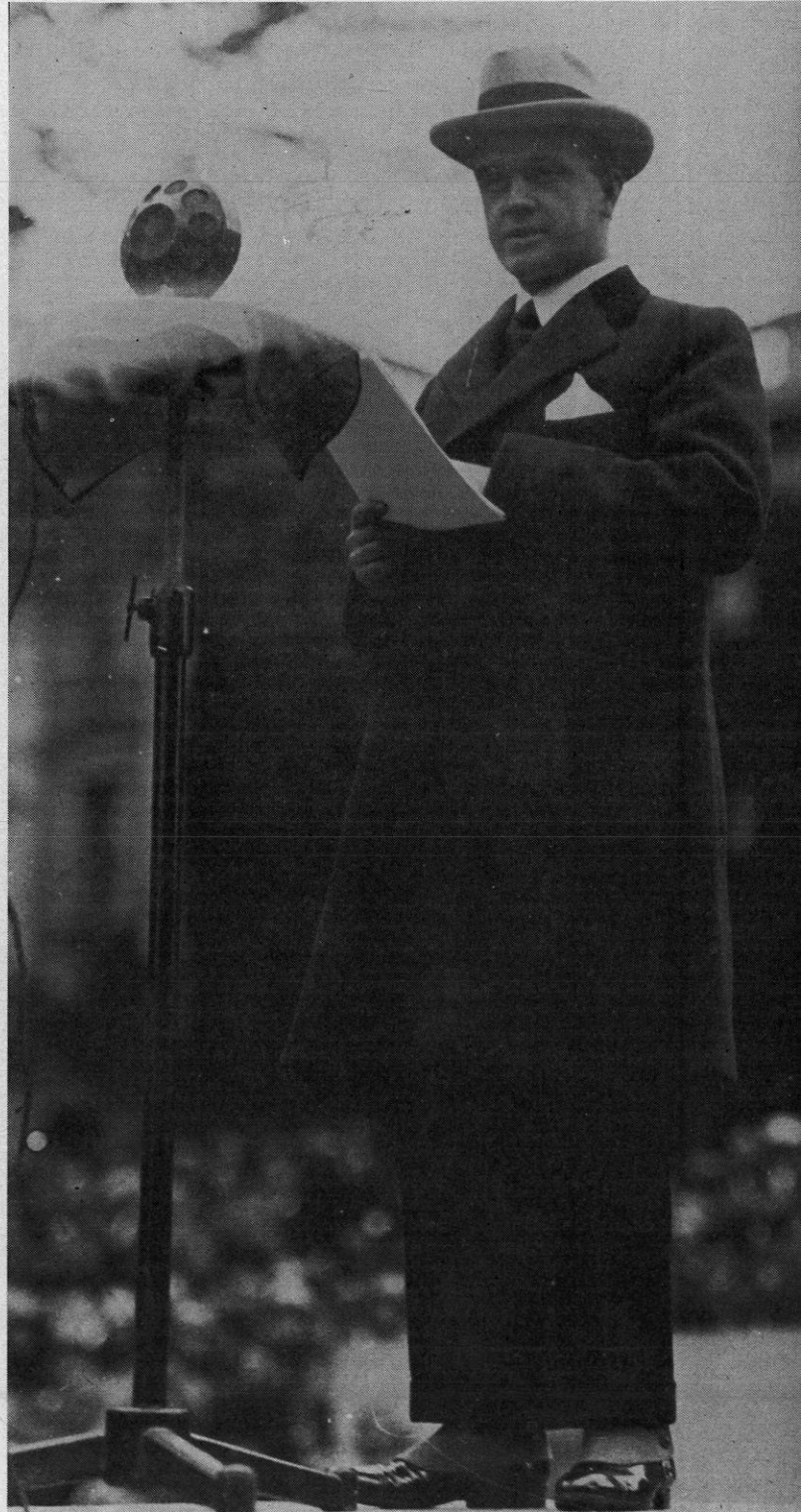
by Peter J. Coleman and Paul Hass

EVEN at this distance, twenty-five years after the tragic death of Glenn Frank, there is no consensus about the man or his place in history. By some, his friends and admirers, he is remembered with warmth and affection as a dynamic and thoughtful spokesman for enlightened capitalism, as a vital spirit in reshaping American christianity to the realities of the modern age, and as a vigorous champion of educational reform and experiment. They also remember him in the setting of home and family—as a congenial host, as a stimulating fireside companion, as a devoted husband and father.

By others, his critics and enemies, he is remembered with chagrin, even resentment, as a crass and self-seeking promoter, as an interloper from without the academic pale, and as an incompetent and tactless administrator who disrupted the University with his dubious educational innovations.

By still others, those who were never directly involved in the controversies which raged about him and his administration, he is remembered simply as an elegant dresser (a pair of pearl-gray spats was his stock in trade), as an orator who declaimed with the fire of Billy Sunday, the conviction of Robert Green Ingersoll, and the glittering rhetoric of William Jennings Bryan, and as a president who guided the University of Wisconsin through twelve years of unparalleled growth and crisis.

Who was the real Glenn Frank? Like most men, he was the sum of all those circumstances of time, place, and people which dominated his life before he became the tenth president of the University of Wisconsin. Born at Queen City in northeastern Missouri in 1887, Glenn Frank was a child of rural Mid-America, and like many of its offspring he spent the best part of his life trying to escape his beginnings. He was endowed with the ability to express himself before an audience, and at the age of twelve he joined an itinerant evangelist on the local sawdust circuit. From this be-



gining as a child prodigy, Glenn Frank's fame gradually spread until in the summer of 1909 Billy Sunday took him into association. From his summer on the circuit in central Iowa, Frank learned the platform skills which were to prove so useful to his career. Yet satisfying though this evangelism was, it merely whetted his appetite for the larger world which lay beyond the confines of the tents and tabernacles of a thousand Midwestern hamlets.

And so it was that Glenn Frank chose to train for the ministry at Northwestern University. Admitted to this Methodist school more by the persuasiveness of his tongue than by his academic credentials, the twenty-three-year-old evangelist nevertheless performed creditably at the university and also participated in a wide range of extracurricular activities, especially debating, oratory, and journalism. Just as his association with Billy Sunday had widened Glenn Frank's immature horizons, now Northwestern gave him aspirations to be more than a preacher. A talented, poised, and vital

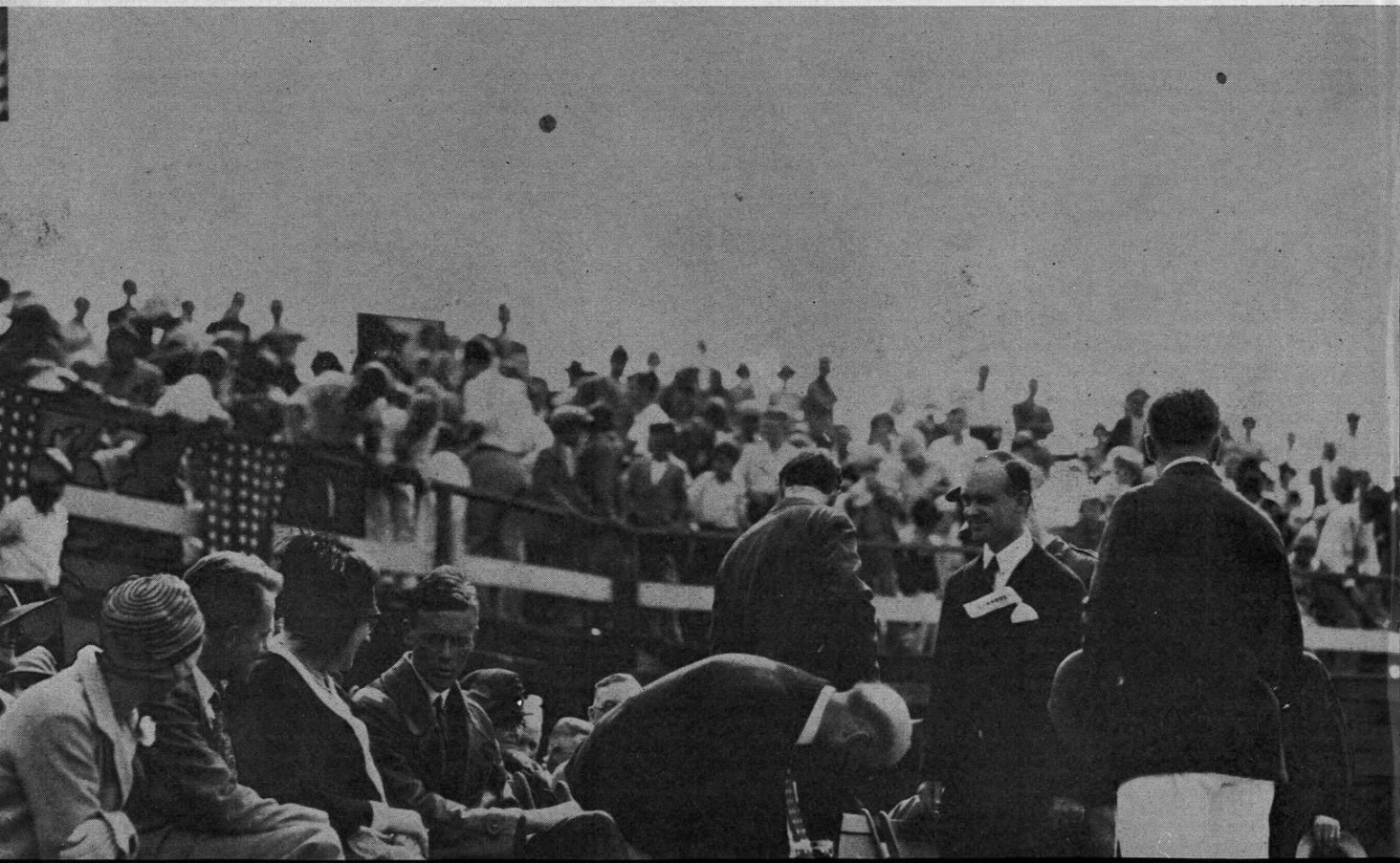
In June of this year, the State Historical Society of Wisconsin will publish The President Wore Spats: A Biography of Glenn Frank (Pp. x + 198. Illustrations. \$4.50), by Professor Lawrence H. Larsen of the University of Missouri at Kansas City. Professor Larsen received his Ph.D. in American history from the University of Wisconsin in 1962.

young man could aspire to a career in the law, in business, or in the professions. He could even be attracted to a career in academe, and when he was offered such a post, that of secretary of the Northwestern Alumni Association, he seized it eagerly.

Glenn Frank, now a B.A., spent the next three years in a frenzy of activity, organizing alumni groups throughout the nation, delivering addresses to the university's friends and benefactors, recruiting students, and editing a lively alumni journal. Frank was an instant success, so much so that he came to the attention of Edward A. Filene, a wealthy Boston merchant and philanthropist, who was then seeking an administrative assistant. From 1916 to 1919 Frank served as Filene's aide-de-camp, and became particularly involved in the League to Enforce Peace, a movement organized by leading American Progressives to halt the war in Europe and to set up machinery to arbitrate international disputes.

Here Frank associated with some of the best-known Americans of his time—Jane Addams, William Howard Taft, Oswald Garrison Villard—and here he acquired a taste for associating with great men and participating in great events. It came as no surprise, therefore, when he resigned his post with Edward Filene in order to assume an editorial post on the *Century Magazine*, one of America's leading journals of public affairs and belles-lettres. Within a year Frank had become editor-in-chief, and his widely discussed monthly column, "The Tide of Affairs," soon became an important vehicle

President Glenn Frank was noted for his great public flair. He is shown here (second from right) as he entertained Charles Lindbergh (fourth from left) at a Wisconsin Homecoming football game. Lindbergh, who received an honorary degree from the University in 1928, was an engineering student at the University in the early twenties, before he made his historic solo flight across the Atlantic.



for his ideas on national and international topics. Throughout these years from 1920 to 1925, as throughout his adult life, Frank supplemented his income by lecturing across the nation. His fees from this source, as well as the royalties from his books, greatly added to his income, which in his best years sometimes exceeded \$30,000.

IT WAS at this point, in the spring of 1925, that Frank unexpectedly emerged as the prime candidate for the vacant position of president of the University of Wisconsin. Frank seemed to have few of the qualities normally expected of a university president; he was but a name to most members of the Board of Regents and faculty, and his career up to this point, though strikingly successful, seemed not to point him towards a post of great complexity and responsibility in higher education.

How did the Board of Regents come to decide that Glenn Frank was the most qualified candidate for the position? The incumbent, Edward A. Birge, a distinguished limnologist, had accepted the presidency in 1918 merely until a younger and more active man could be found to give the University the vigorous direction it needed. The Board of Regents supposed that it had found such a man in Roscoe Pound, the famed dean of the Harvard Law School, but at the last moment, after word of his election had been published in the Wisconsin newspapers, he withdrew his candidacy. Having been caught in this embarrassing situation, and very conscious of the need to select a president as rapidly as possible, the Board of Regents turned to Glenn Frank, a man whose name had been casually mentioned as a possible candidate but who had not been seriously considered. Propelled by Zona Gale, a member of the Board and a long-standing friend of the Franks, the Regents quickly and enthusiastically concluded that Frank was their man, dispatched a delegation to New York to complete the necessary negotiations, and found themselves with a new president.

On September 1, 1925, Glenn Frank assumed the presidency. He came to a university already rich in tradition—of service to the people, of high scholarship, of academic freedom, and, perhaps unfortunately, of involvement in state politics. Over the long haul it was politics which caused Frank the most difficulty, and it was politics which led eventually to his impeachment and removal from office. Reduced to its essentials, the problem was devastatingly simple: by some, particularly the conservatives on the Board of Regents and in the Legislature, Frank was regarded as the candidate of the La Follette Progressives; by others, particularly the Progressives themselves, Frank's presumed liberalism was yet to be proven within the Wisconsin context. Frank was thus on trial. At the same time, many influential faculty members were skeptical of Frank's qualifications. These critics, though willing to give the new president time in which to prove himself, would, nevertheless, scrutinize his every move. Frank found



President Frank was often the subject of student lampoons such as this burlesque of the President's automobile.

himself obliged to walk the tightrope, and the wonder is that he did not topple sooner.

Frank eagerly seized the reins of office. He assiduously courted the Legislature and secured an expanding budget for the University's growth; he proposed and secured faculty approval for an Experimental College; he spoke to service and interest groups across the state, using all of his oratorical charm to cultivate a widening base of good will; and he focused national attention on Wisconsin as the home of the leading state university.

WITHIN the University, Frank proved to be an innovator. The most significant change which he instituted, though the least easy to detect, was his altered concept of the presidential function. As he saw it, the president should act primarily as a catalyst; by keeping himself abreast of current thought about higher education, and by keeping himself apart from the mundane details of administration, he sought to encourage the University to rethink its role in society and to make itself of even greater service to the people of Wisconsin. What the Regents, the faculty, the legislators, and the people saw, however, was less of this grand strategy than its dramatic consequences. They saw the removal and replacement of several deans; they saw the University made the laughingstock of the nation because of scandals in the Athletic Department, in the Extension Division, and in student affairs; they thought they saw radicalism taking hold among the students; and they saw an Experimental College come into being, bringing in its train a new and different breed of faculty and students, a revolutionary concept of education, and, seemingly, a threat to the traditional curriculum and the University as they had known it.

An administrator who paid closer attention to the details of everyday affairs, and who was sensitive to the need to keep the University's as well as his own fences in good repair, would have dealt firmly and effectively with these mounting problems. Indeed, he might well have worked to prevent them even occurring. But Frank took the Olympian view of his function and left such matters to his lieutenants. Unknowingly, he gradually reduced the capital fund of good will which he had so painstakingly accumulated. A major crisis could potentially bankrupt him.

And so it happened, in the latter years of his twelve-year administration, that he was overwhelmed by the larger crisis which had its seat in the financial capitals of the world and in the frenzied finance of the twenties. Of itself the Great Depression did not force Frank out of the University, but it did provide the abrasive element in men's minds and spirit which made them look retrospectively with disfavor on much of what he had done. In an astonishingly short space of time difficulty began to pile on difficulty. The Legislature, hard pressed to keep the state solvent, now eyed Frank's budget requests with suspicion and disfavor. The faculty, forced to accept substantial salary cuts, grumbled privately about Frank's ostentatious manner of living, his high salary, his fringe benefits, and his

thoughtless act of having the University purchase a new Lincoln Continental for his personal use. Frank was also criticized because he continued to accept lucrative lecture engagements and to write a nationally syndicated newspaper column. The demise of the Experimental College in 1932, primarily because of the fiscal crisis, nevertheless seemed to confirm his critics in their belief that Frank's ideas lacked substance and practicality. It was the alienation of the La Follettes, and especially of Governor Philip Fox La Follette, which made it impossible for Frank to carry on. Without the support of the Progressives in the Legislature and on the Board of Regents, he was virtually alone.

By 1935 Glenn Frank's position had deteriorated to the point where he was a liability to the University. Though this fact was widely appreciated in most circles, including the press, the Board of Regents moved slowly and ineptly in removing him from office. Month after month elapsed without any overt actions being taken, perhaps because the Regents assumed that Frank would resign as soon as he had found another post. But Frank decided to stay and to fight. Finally, long after the battle lines had been openly drawn, the Regents ordered a public hearing at which Frank was directed to show cause why he should not be dismissed. The proceedings smacked of a drumhead court martial, and, still protesting, Frank was summarily dismissed by a narrow margin—eight votes to seven. He stalked from the hearing room and drove down Bascom Hill for the last time. It was his first defeat.

The University of Wisconsin, of course, recovered from this drastic piece of surgery, as institutions are wont to do, but Glenn Frank's reputation is to this day clouded by the controversies which surrounded his administration. No buildings have been named in his honor; no plaques bear his name. It is as if the University has consciously sought to forget the Glenn Frank years. And yet despite his obvious faults and weaknesses, both as an administrator and as an architect of change, he contributed much. His Experimental College, though bitterly criticized in its own day as impractical and visionary, nevertheless shaped the curriculum of the College of Letters and Science and had, in addition, an important influence on other universities. Too, Glenn Frank sturdily defended the University's tradition of academic freedom. It was during his administration that the University created the Wisconsin Alumni Research Foundation to seek outside sources of research funds, a major factor in the development of any great university; it was during his years that the Extension Division and the College of Agriculture were broadened in scope, and the School of Education became a reality; and even his harshest critics concede that in his best years Glenn Frank established an enviable rapport with the people of Wisconsin.

Looking back over the past twenty-five years to his death in an automobile crash during his campaign for the Republican senatorial nomination, it is possible to conclude that Glenn Frank was perhaps more sinned against than sinning.

Extending an IDEA

by Jean Johnson

A GENERATION ago, when Wisconsin citizens thought of the University of Wisconsin they visualized the campus at Madison for the student who could afford to "go away" to college, and the Extension Division's programs for continuing adult education, plus the county-agent activities of the College of Agriculture throughout the state.

Not true today. While these facets of the University continue to grow, there is also a major campus in Milwaukee, plus nine freshman-sophomore Centers across the state. These bring the advantages of higher education and the cultural activities associated with a great University to their local communities.

But the Centers have also brought much more than freshman-sophomore educational opportunities to their communities. They are the source of much productive scholarship, focused on the solution of unique community and regional problems. Adult education and the cooperative extension work of the College of Agriculture are also focused here.

The University has been extending the best of its teaching and research out into the state since 1885. The first formal off-campus Center was established at Milwaukee in 1923. During the depression years of the 1930's, freshman-sophomore Centers were organized in a dozen

communities. Following World War II, the number of Centers reached thirty-four. As the "G. I. bulge" subsided, the System contracted.

Historically, the Centers have been closely allied with the vocational and adult schools. The Centers began as a cluster of off-campus classes in cooperation with the local vocational schools, and seven of the present Centers once shared their facilities until separate quarters were built by the community.

But the face of the Center System is changing. The first significant development was the construction by local communities of new facilities to house the eight existing Centers. Since 1960 new buildings have been

Modern classrooms, such as this one at the Marshfield Center which was opened just last September, are part of the important facilities used in expanding the scope of the University Center program.



opened at the Fox Valley, Green Bay, Kenosha, Manitowoc, Marathon County and Sheboygan County Centers. Racine is scheduled to move into a new building in March, and Marinette will complete its building in the fall.

The second change came in July 1964 when the freshman-sophomore Centers were separated from the Extension Division and established as an independent system. They are now headed by Chancellor L. H. Adolphson and administratively equal to the Madison and Milwaukee campuses.

The real herald of change came, however, with the opening of the Marshfield-Wood County Center in September 1964. This is the first Center to be built where there were no existing facilities, and it has set the pattern for creating future Centers.

In 1961, after many discussions with officials of the Extension Division, the people of Marshfield decided they wanted a University Center in their community. The Marshfield Common Council and the Wood County Board of Supervisors each appropriated \$350,000 to build the Center.

Marshfield's bid for a Center was approved by the state Coordinating Committee for Higher Education and the University of Wisconsin Board of Regents in July 1962, and plans for site selection and construction of the Center were put into motion.

The work was supervised by a Board of University Center Commissioners, composed of members of the Marshfield Common Council and the Wood County Board of Supervisors. They selected September 14, 1964, as the target date for opening the new Center, and although staff and students walked to classes on a temporary board sidewalk and

workmen were still very much on the scene, classes did begin as planned last fall.

Marshfield's local citizens are already realizing more than they bargained for on their investment. In addition to freshman-sophomore instruction for the community's youth, the effects of the Center are being felt in research, adult continuing education, and public lectures, concerts and dramatic presentations.

The Marshfield-Wood County Center is exemplary of Marshfield's community spirit and desire for civic betterment. At the same time it typifies the unique cooperative efforts of municipal, county and state government within Wisconsin for equalizing educational opportunities in these times of spiraling college enrollments and costs.

This same civic spirit is evident in Waukesha County and Rock County, where Centers are scheduled to open in 1966. And enthusiasm is running high in West Bend (Washington County) and Baraboo (Sauk County), where Centers are planned for the 1967-69 biennium.

Increasingly, more and more Wisconsin citizens will look to the University of Wisconsin to provide more and better educational services throughout the state. To meet this need, the University Center System hopes to expand and improve through a number of ways:

1. A broader freshman-sophomore curriculum in each Center.
2. Junior-senior level work in southeastern and northeastern Wisconsin.
3. Area research institutes attract-



With new facilities, the Centers can offer local students and citizens a wide variety of educational experiences in the arts, the sciences, and the growing programs of continuing education for adults.

ing top-quality staff who will tackle the economic and social problems of urbanization.

4. More varied professional and cultural adult education programs.

5. The coordination of agricultural and general extension activities.

6. Increased cooperation with technical institutes associated with schools of vocational and adult education.

The state Coordinating Committee for Higher Education has predicted that enrollments at the University Centers will jump from 4,263 in 1965 to almost 10,000 in 1975. A rapid increase is expected from 1965-69 from the creation of new centers, followed by an average increase of about 500 students a year between 1969-75.

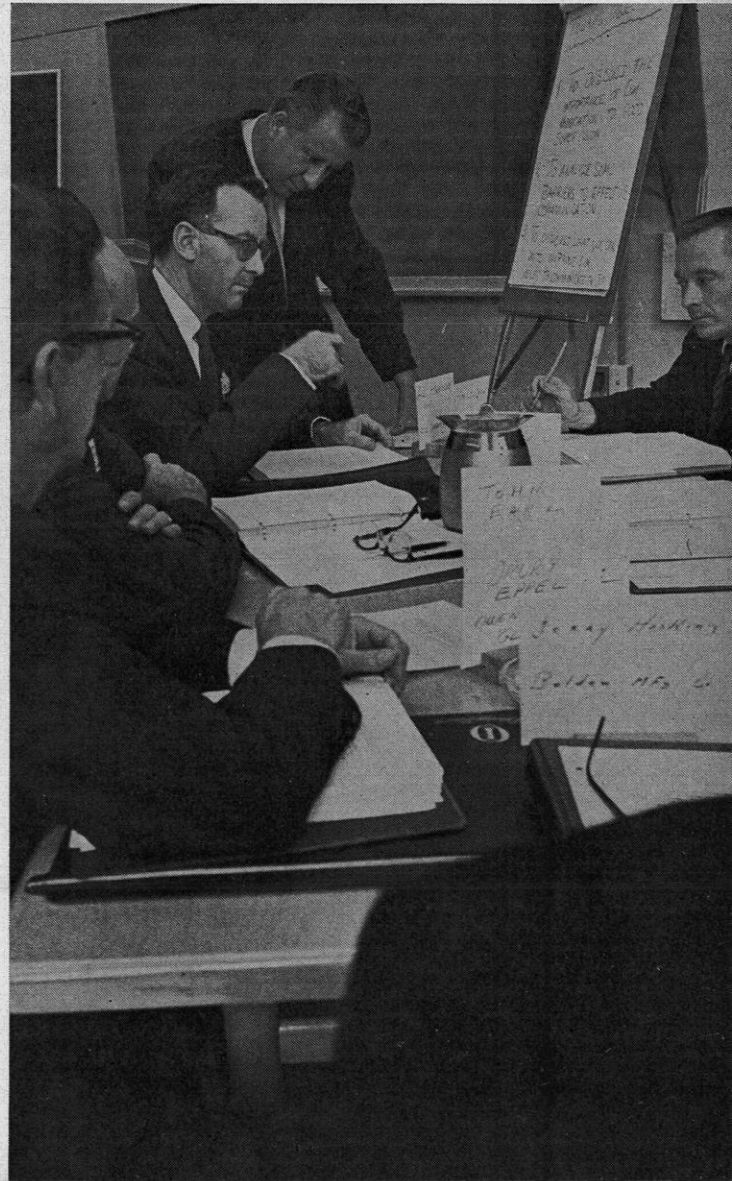
In addition to the University Centers, the CCHE has advanced the community college plan on a trial basis for communities where there is a need for both technical and academic education but where low enrollment would make the operation of separate institutions relatively expensive. Under this guideline, the establishment of community colleges at Rice Lake and Wisconsin Rapids in 1966 and in Rhinelander in 1968 is planned.

The CCHE's policies may call for additional Centers in the years ahead, "as the needs of education may require," in the spirit of Wisconsin's far-sighted Constitution. These needs plus community cooperation have already established nine Centers and plans for four future Centers, greatly expanding

the "front doors" to the University of Wisconsin, as the Centers have been called.

Among the universities of the world, the University of Wisconsin is recognized as an educational institution of "outstanding achievement and influence." Underlying the work of the University is the famous Wisconsin Idea—the philosophy that a university is not just one place but a public instrument for the widespread production, dissemination, and application of knowledge.

In the years ahead this Idea can be expected to continue to sponsor a strong University of Wisconsin Center System, as one of the best methods of providing teaching, research, and public services adapted to the special needs of each Wisconsin community.



The Cardinal Controversy

THE UNIVERSITY is like a big barrage balloon. It floats in the firmament above the state and people periodically take shots at it in hopes of knocking it out of the sky. The latest case of sniping was pointed at that perpetual fly in the ointment—the *Daily Cardinal*—and resulted in a challenge to the belief in unfettered expression for which Wisconsin is famous.

The matter was precipitated by a letter from State Senator Jerris Leonard (R-Bayfield) to Regent Pres. Arthur DeBardeleben, Park Falls. Leonard demanded that the Regents institute an investigation into the political opinions of the *Cardinal* and, particularly, its managing editor John Gruber, a senior from New York.

Leonard's demands were prompted by a report appearing in the January 28 issue of the *Bob Siegrist Wisconsin Newsletter*. (Siegrist is a Madison journalist and radio commentator.) In his newsletter, Siegrist called attention to the following: during the second half of the first semester, John Gruber lived at 515 West Johnson Street in Madison where he rented a room from Mr. and Mrs. Eugene Dennis. Dennis is Eugene Dennis, Jr., son of the late head of the Communist Party in the United States. His wife is the head of the local William E. B. DuBois Club which has been labeled by FBI chief J. Edgar Hoover as a "Communist oriented youth organization." Also residing at the West Johnson Street address was Michael Eisenscher, son of Sigmund Eisenscher, Milwaukee, former chairman of the Wisconsin Communist Party.

Sen. Leonard, in his letter to the Regents, demanded that an investigation be instigated to determine the influence that these "known political leftists" had on Gruber and, ultimately, on the editorial policy of the *Cardinal*. He further stated that if no report was forthcoming by February 15, he would call for the estab-

lishment of a special legislative committee to look into the matter.

In the meantime, Siegrist, in his nightly broadcasts, instituted a drum-fire attack on the *Cardinal*. To substantiate his claim that Gruber and the *Cardinal* had left leanings, Siegrist compared copies of the *Cardinal* for the month of December with issues of the Communist paper *The Worker* and noted that there was a similarity in the news coverage of the two papers during the period under review.

The University administration remained silent on the issue, maintaining that it was a matter that concerned the Regents. Nor did Gov. Knowles enter the controversy. Regent DeBardeleben, in a reply to Leonard's letter, said that the Regents would take up the matter at their regular monthly meeting scheduled for February 5.

The state's press, in the meantime, gave extensive coverage to the affair. Most of the press expressed disapproval of Sen. Leonard's attack, citing it as a violation of freedom of the press and a case of guilt by association.

The *Capital Times* said: "Obviously the old McCarthy crowd and modern Birchites are behind this move, which is not aimed at communism at all, but at free expression at the University." The *State Journal* commented: "The Constitution guarantees freedom of the press which includes the right of publishers to put out not only good newspapers but bad ones, too. Government can not start putting out of business newspapers or editors whose opinions may not be popular. . . . This year's *Cardinal* does no good for the reputation of student newspapering and even hurts the University's image around the state. It is easy to understand the displeasure, but citizens would have more to worry about if government started to tamper with the basic freedom of the press." And the *Milwaukee Journal* concluded that

"With the many pressing problems that confront Wisconsin, legislators should have enough to do without getting into the censorship business and mounting misguided attacks against students and their publications."

Several campus groups came out with resolutions supporting the *Cardinal*: among them, the YGOP, Y-Dems, Interfraternity Council, Lakeshore Halls Association, and the local chapter of Sigma Delta Chi, professional journalistic society.

Gruber, who had been in New York at a newspaper conference between semesters, returned to Madison and made a statement: "I and several others live in the same house as the son of a one-time Communist Party leader, who is a member of a politically left group, the DuBois Club. This makes me somewhat suspect. I frequent Rennebohm's drug stores. I am not a Republican. I use Kohler plumbing facilities. I am not a conservative. I have lived in three other rooming houses and I am frankly shocked that the house I live in should be the basis of an allegation as to my 'associations.'"

In the week that followed, State Sen. Gordon Roseleip (R-Darlington) rose on the Senate floor to speak in support of Sen. Leonard. Roseleip attacked the *Cardinal* and in the same breath said that free copies of the paper should be sent to members of the Legislature. The Senator also objected to the occasional appearances of Communist speakers on the Madison campus. "If a Communist wants to hire his own hall and use his own electricity, that's all right, but I oppose using my tax dollars and that of my constituents," he said. Sen. Leonard also received support from former Congressmen Charles Kersten, Milwaukee, and Henry Shadeberg, Burlington.

Involved in the growing discussion was the inference that the *Cardinal*, which calls itself the "official student newspaper," has its

activities supported by taxpayers' money. The *Cardinal* and others were quick to point out that the newspaper is a private corporation registered with the state. Funds for the operation of the *Cardinal* are derived from advertising and subscription fees. The Cardinal Board of Control is composed of five students and three faculty members. The faculty members are appointed by the President of the University and the student members are elected by the students in a regular all-campus election. All members of the paper's staff are appointed by the Board of Control.

The Regents, meeting on the UW-Milwaukee campus on Friday, February 5, soon made their position on the controversy unequivocal. In a resolution that was unanimously approved, the Regents stated:

"Having carefully considered the contentions and demands contained in the letter dated January 29, 1965 from Senator Jerris Leonard to the President of this Board, the Regents of the University of Wisconsin respectfully but firmly adhere to the Board's long established policy of encouraging and supporting freedom of expression in the publication of the *Daily Cardinal* as well as in all other academic and extra-curricular functions of this University. Guided by the spirit of the freedom of inquiry and expression which pervades each facet of the life of this institution, the *Daily Cardinal* has earned a national reputation as a student newspaper controlled and operated by the students through their duly elected representatives. It would be destructive of the essence of the *Daily Cardinal* if any authority whether a Regent, Legislator, or other, could prescribe what shall be orthodox and therefore acceptable for publication and what shall be unorthodox and therefore interdicted.

"In reaffirming the dedication of the Regents to freedom of inquiry and expression, this Board deplors attempts to subject any student editor or writer to denunciation because of his associations or the ancestry of his associates. It is the conviction of the Regents that students

and all others should be judged and praised or criticized upon the basis of their own conduct and demonstrated worth or lack of it and that the employment of any different standard would be unfair and unworthy of the trust reposed in this Board by the citizens of the State of Wisconsin."

Following the Regent action, Sen. Leonard dropped his demands for an investigation. However, Leonard maintained that the *Cardinal* "is in fact leftist-oriented and little more than an apology for all of the currently popular pro-Communist causes." He also said that Gruber was "not and never has been the issue. This is simply a symptom of the problem." Leonard concluded by saying that he had heard that "When you lay down with a dog, you get up with fleas. I suggest that the Regents secure some flea powder and use it liberally at the *Daily Cardinal*."

Bob Siegrist was not prepared to let the matter drop. On Sunday, following the Regent action, he purchased one hour of afternoon time on a Madison television station and restated his original discoveries.

Later that same evening, the station which carries the Siegrist radio and television programs did a documentary on the *Cardinal* controversy. On that program, Siegrist declared that he really was not calling anyone at the University, faculty or student, a Communist, but he did object to the fact that several of the professors who taught courses were infusing their subject matter with an agnostic point of view.

The following week, with the *l'af-faire Cardinal* more or less quiescent, Siegrist found new reason to attack the University as approximately 100 students marched from the lower campus to the Capitol steps in protest of the United States's military action in Vietnam.

While there was a scattering of support for Sen. Leonard and his allegations, the general consensus seemed to be that his attack was politically motivated and ill-advised. James M. O'Connell, in a letter to the *Cardinal*, had this to say:

"During my tenure as conservative columnist on the *Cardinal*, I have often been dismayed by the gaucheries of my fellow conservatives and of others on the right, especially in their attitudes toward those with whom they disagree. Now, I fear, conservatism is about to go through another self-smear episode. . . . The content of the charges is not what concerns me; it is the open attempt by State Senator Leonard to purge the student newspaper of 'unclean influences.' While I disagree with Mr. Gruber's ideological views, the right of a free and independent student newspaper to publish them ought not to be threatened. Senator Leonard seems to forget this right in his haste to investigate. But what is he investigating? Subversion? This is patent nonsense.

"The seeming monopoly of liberal and socialist views in the *Cardinal*? This is the fault of conservative writers who seem to shy away from working on the paper, and not because of any conscious bias on the part of the editors. Before I left the *Cardinal*, I urged several young conservatives to consider taking over my column. None chose to do so—perhaps because of the presidential campaign—so, as a result, the *Cardinal* may be seemingly 'leftist.'

"It is my hope that intelligent conservatives, who cherish the freedom of the press as much as any liberal, will repudiate the actions of Senator Leonard and Mr. Siegrist; indeed, that they join with the editorial staff in fighting this ill-conceived action."

Obviously, in such a controversy, there is no last word. The reverberations from the incident continued to fill the air even after the Regents and Senator Leonard formally concluded their action on the issue. Sen. Roseleip hinted that the affair might be something for the House Committee on Un-American Activities to look into, and the letters columns of the daily newspapers were augmented by individual comments on the controversy.

Meanwhile, the barrage balloon that is the University of Wisconsin still floats above the landscape, a sitting duck for any hunter.

**an outstanding
UW chemist
asks science
and society**

WHERE ARE WE GOING?

by Howard Plotkin

THE HISTORY of science is the history of a revolution that has remade human civilization in the span of less than a century. Knowledge today grows by leaps and bounds. The wildest visions of the 19th century have been surpassed by the realities of the 20th. A growing number of scientists, however, are becoming increasingly concerned not so much with research enhancing progress in knowledge and technology as with studies of the effects of this progress on the human race.

These scientists are asking penetrating questions. Where are we going? Can we plan for the future? What must be taken into account in the planning?

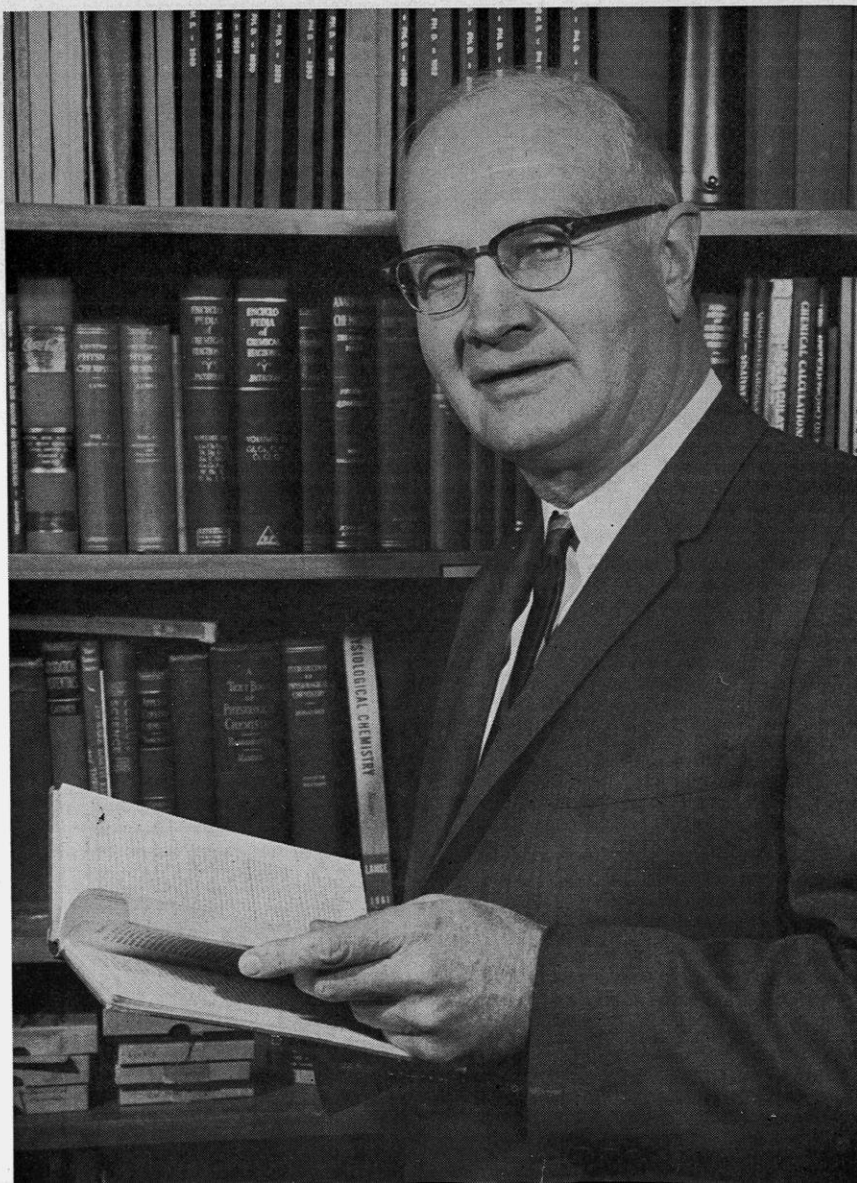
One such scientist, Aaron J. Ihde of the University of Wisconsin, has used developments in one field of science—chemistry—to seek clues to the answers to these questions.

In a recently published volume, *The Development of Modern Chemistry*, Ihde has employed the recent history of chemistry to show that the dramatic vigor of modern science can bring about—and has already brought about—tremendous benefits for mankind, but that every change should not uncritically be accepted as beneficial.

Ihde is a rare scientist, not only because he has taken the history of science as his domain, but also because he has taken a recent period of history to seek hints to man's future destiny—and to substantiate his contention that all "progress" is not necessarily good.

Historians of science by tradition take little scholarly note of recent times, saying that only with distance can an objective assessment of a historical period be attained.

In his recent book, Ihde breaks with this tradition—on the basis of



his conviction that today's problems are too pressing for delay. In this view, he reflects the sentiments of a growing segment of the scientific world. Groups of scientists in every advanced country are now concerned with such problems. One such group at the University of Wisconsin has been studying this problem for more than two years—in the popular undergraduate course "Contemporary Trends."

Ihde's interest in the effect of science upon mankind comes initially from his concern over the availability of pure, wholesome foods. He was trained as a chemist at the University of Wisconsin, and after obtaining his bachelor's degree in 1931 worked for seven years as a research chemist for a dairy products company in Chicago. During this period of research, he developed an intense interest in the scientific aspects of the food industry.

Contemplation of the role of scientists in providing the public with good foods gave Ihde a heightened awareness of the obligations that scientists have in protecting the public from possible hazards resulting from scientific progress.

This interest brought him back to the University of Wisconsin in 1938 to continue his education and to study the effects of science upon public affairs. Graduate work brought him a Ph.D. degree in 1941, conferred for studies in chemistry and biochemistry under the supervision of professors Henry Schuette and Harry Steenbock. At Wisconsin, Ihde teaches chemistry, the history of chemistry, and a course entitled "The Physical Universe" in the Integrated Liberal Studies program.

Ihde spent a year—1951—as Carnegie fellow in general education at Harvard, teaching a uniquely oriented course in natural sciences, organized by Harvard Pres. James B. Conant. This gave him a chance to advance his concepts of the effect of science on public affairs—concepts which originated 20 years earlier while a research chemist with the food industry.

Major interests of Ihde's include food and drug control, the problems of determining food composition,

and legislation affecting food and drug quality. In 1955 he was appointed to a six-year term on the Wisconsin Food Standards Advisory committee, an appointment renewed in 1961. He was also a member of a Wisconsin governor's Special Committee on Health Hazards headed by the University's late president, Conrad A. Elvehjem.

Ihde is concerned, however, not only with the scientist's role in the food and drug industry. He is also much concerned with the responsibility all scientists have to society in general. Taking issue with those who feel that the scientist's only responsibility is to be a competent scientist, he points out that, "as members of the human race, scientists have a responsibility for the preservation and extension of civilization.

"Their high level of education and their generally favorable position in the economic system, furthermore, places them among the small but fortunate group able to exert a large influence in the formulation of public opinion."

The scientist seeking to apply a new development has a responsibility to anticipate over-all effects, not merely the favorable effects, he adds. The responsible scientist has the further obligation to make his understanding available. This includes serving on governmental agencies when requested, and a sense of duty to speak out on issues of public importance when he can shed light on the problem.

One such governmental agency which serves as a forum for scientists to speak out to the public is the National Academy of Science. In recent years, this agency urged both the late Pres. Kennedy and Pres. Johnson to make a careful study of the late Rachel Carson's book, *Silent Spring*, and to take whatever action they felt necessary to meet the problems which were called to public attention. Also emanating from this agency was Surgeon General Luther Terry's recent report on the effect of cigarette smoking on lung cancer, and numerous reports to the Congress-

sional Health, Education, and Welfare (HEW) committee.

In writing *The Development of Modern Chemistry*, Ihde has utilized his wide background and extensive interests and talents to produce a book that few, if any other, historians of science could have written.

The main objective of Ihde's book is to "portray the flow of events which brought chemistry from its primitive unspectacular state in 1750 to its dramatic vigor in the present day."

But special emphasis is made to place chemistry in the framework of the times. Chemistry has had a tremendous impact on society, especially on industry, military affairs, biology, agriculture, and medicine. At the same time, the growth of chemistry has been influenced by human affairs—political, economic, and social.

These various interactions are most apparent in the book's final chapter, entitled "Growth and Problems." Here are found discussions not only of present-day problems arising from chemistry, but also an anticipation of future problems.

Some of the problems dealt with in this chapter are those of nuclear warfare, disposal of nuclear wastes, industrial wastes and hazards, environmental hazards, ecological hazards, and diminishing natural resources. Ihde sums up these problems by claiming that "perhaps chemists can be of greatest service if they will become more conscious of the results of their activities and use their influence to delay the introduction of new products and new processes until they can be sure the advantages outweigh the disadvantages."

After making a plea for greater financial support for the basic sciences, Ihde urges that this be balanced by support of all areas of learning, especially the field of human relations, "for it is here that the most threatening problems of the present day are found."

"The pursuit of science can still do much for mankind, but man's use of science can also be his undoing," he warns in closing.

BUSINESS and the UNIVERSITY

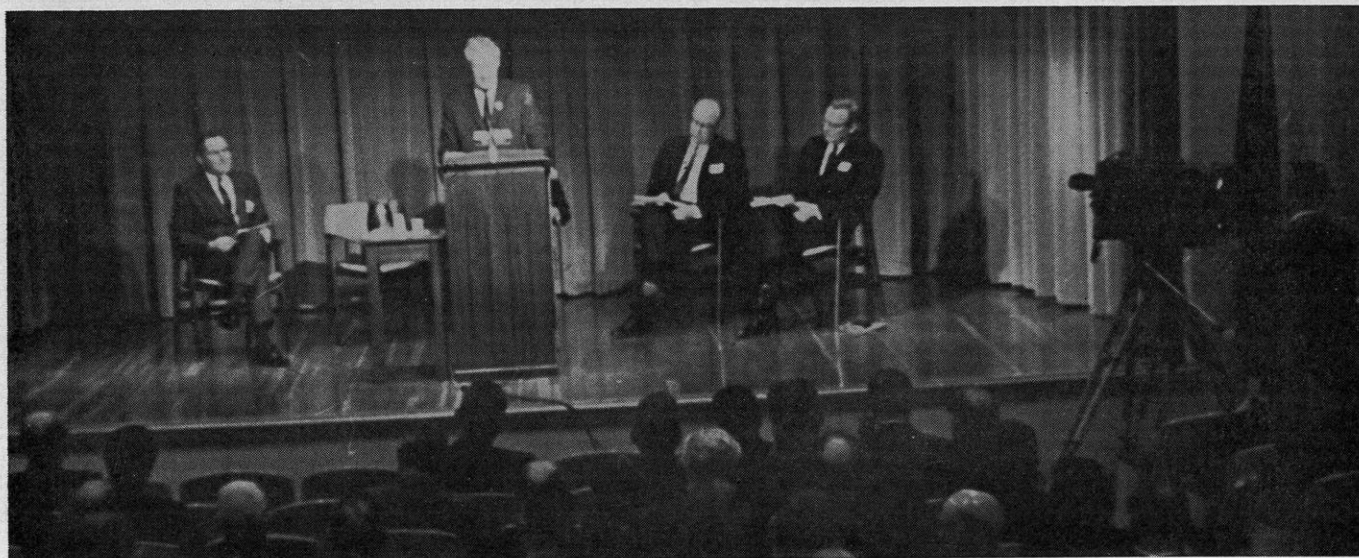
ists and featured addresses by Gov. Knowles, UW Pres. Fred Harrington, and Prof. Jon Udell, director of the Business Research Bureau at the University. Workshop sessions, with panelists from the University and private industry, were also an important part of the program.

Gov. Knowles began the day by telling the businessmen that, "from the standpoint of government, the goal of any economic expansion program is the creation of jobs, the resulting lift in the general prosperity of the state and, finally, the bene-

then they must go elsewhere for their jobs, and pay their taxes in another state."

Underscoring this point, Prof. Udell said that "A review of Wisconsin's economic growth is somewhat alarming. In the 1950's, Wisconsin's development lagged behind that of the nation. In the first four years of the 1960's, our economic growth failed to keep pace with the nation and with that of the Midwest."

This unfavorable climate has existed because Wisconsin has various



Gov. Knowles addresses leading Wisconsin businessmen.

IN RECENT years, Midwest business leaders have been concerned about the emigration of highly qualified professional people to either coast of our country, and over the resultant loss to the economies of the several states in the Great Lakes area.

Working together and separately, the states in this region are taking steps to do something to reverse the trend and to retain talented people in the area as well as infuse the economies of the states with new vitality.

As a demonstration of this concern, Gov. Warren Knowles called a special "Conference on Economic Development" which was held in the Wisconsin Center on the campus in February and sponsored by the University. The day-long conference was attended by more than 150 Wisconsin businessmen and industrial-

ficial aspect this has on the state's revenue structure.

"In the final analysis, the programs and accomplishments of state government depend upon the ability of the people to finance them. The high service level we enjoy in Wisconsin can only be maintained by the taxes we levy on the people. The finest programs in the world, the most desirable services imaginable, are only dreams if the people cannot finance them.

"And taxation, ultimately, can only come from one source, and that is the income of the people. No matter how it is levied, it must in the end be paid by the people, out of their wages, salaries, and incomes." Showing a concern about the "continuing out-migration of our people in the 20 to 24-year-old age brackets," the Governor said, "These people are educated at our expense;

situations which discourage industry from locating in the state—we have always been thought of as an agricultural state, even though we have been among the national leaders in automobile and heavy machinery production; our tax climate is thought to be unfavorable to new industry; state government is thought to be hostile to industry.

To combat these prejudices, Prof. Udell suggested that "a program of cooperation and action can provide Wisconsin with an attractive environment for industrial expansion and economic growth."

President Harrington, in his remarks to the business leaders, said that "higher education is an indispensable part of any drive for economic development . . . it would be absurd to try to improve the State economic pattern if Wisconsin did not have the University, the State

See Europe for only \$895 from New York

1965 WISCONSIN ALUMNI EUROPEAN HOLIDAY

Visit London, Amsterdam, Cologne, Baden Baden, Lucerne, Milan, Venice, Florence, Rome, Monte Carlo, Nice, Lyon, and Paris! You'll be traveling with your fellow alumni from Wisconsin on a once-in-a-lifetime European holiday.

Tour includes all transportation from New York, motorcoach, steamer and train transportation within Europe, all transfers and baggage handling, tips at hotels and for sightseeing, all meals except in London and Paris where breakfast and dinner are provided, all sightseeing and a professional tour conductor.

Tour leaves May 17—Returns June 7

For full details and reservations, use the coupon below.

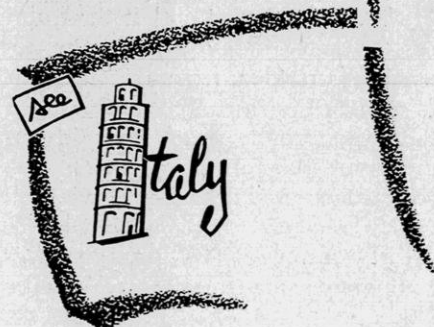
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 Madison, Wisconsin 53706

Please send me detailed information on your 1965 European Tour.

Name -----

Address -----

City ----- State ----- ZIP -----



University system, Marquette and Lawrence universities, the private liberal arts colleges, the Milwaukee School of Engineering, and our excellent network of State Vocational and Adult schools."

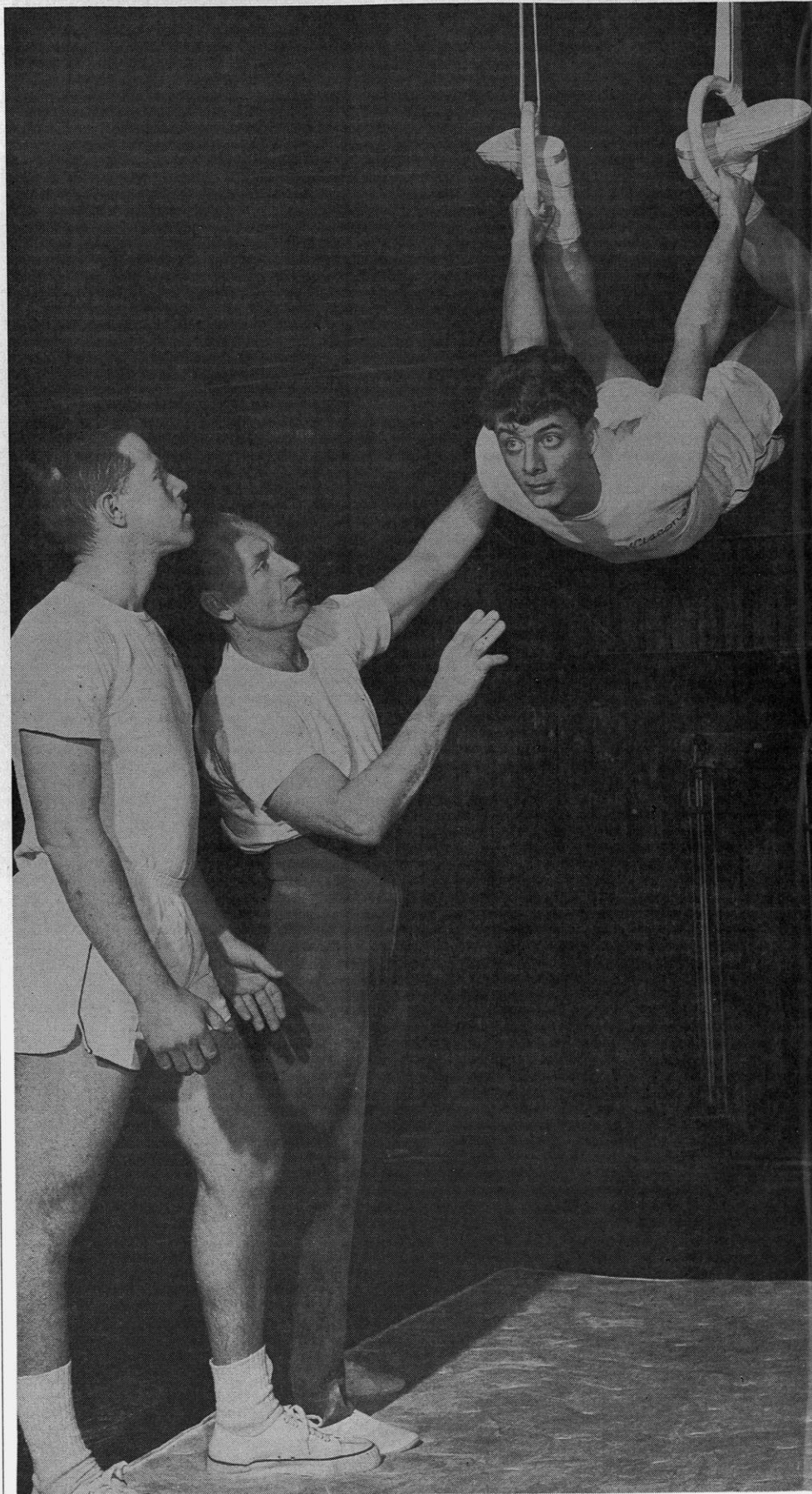
In posing the question of what higher education can do to assist economic development, President Harrington explained that it will train young people, train and retrain older people, do research, and help make Wisconsin attractive, a good place in which to live.

"The modern industrial economy has an insatiable appetite for professional competence and for the good judgment needed in policy-makers—judgment that comes from a broad University education as well as from native common sense," the President pointed out.

"The products of tomorrow, the growth industries to come will depend on the basic discoveries of our campus research workers," he said. To meet the needs of industry, the University has established a University-Industry Research Program. This involves an offering of the University's resources—students, faculty, staff, and physical facilities—in an effort to apply the results of scientific research to industrial progress in the state.

Two examples of this cooperation have been recently noted: Prof. Richard Greiner, electrical engineering, was a consultant to the Gisholt Machine Co., Madison, in the application of solid-state electrical control circuitry to the development of an industrial balancing machine; Prof. Verner Suomi and Peter Kuhn of the meteorology department developed an idea for an instrument to measure infra-red radiation. They took the prototype of their instrument to the Johnson Service Co., Milwaukee, and Johnson Service recently received a sizeable government contract to produce this radiometer for the U.S. Weather Bureau.

The cooperation is just beginning, but it is obvious, through such gatherings as the Governor's Conference, that the University and the State are inexorably committed to improving the society they serve.



THE MARK of quality—more than 2,000 men now coaching athletics or teaching physical education in Wisconsin schools are products of the UW men's physical education department.

The department was established in 1925. Since then it always has

ability to get along with others, to show warmth and a keen personal interest in young people particularly," Larson said.

Of those earning M.S. degrees in physical education at Wisconsin, about 70 per cent remain in the state.

degree, widely recognized as one of the best in the country, has registered 150 students this semester. This four-year curriculum leads to a major in physical education, a solid background for coaching athletics and teaching an academic subject. It includes two full years of liberal arts and sciences.

"We are upgrading our standards constantly," Prof. Larson said. "Such courses as first aid, the physiology of stress, human anatomy, and educational values in sports are now included in our program.

"Another course emphasizes the forces that operate in health efficiency—rest, diet, relaxation, wise use of leisure time. It also covers the ill effects of alcohol and smoking, and the like, together with new techniques and procedures in conditioning and training."

Almost 200 students are engaged in the master's degree program. Prof. Larson explained this involves the philosophical and scientific phases of physical education as well as areas of education and development. The Wisconsin master's course has attracted students from 30 states and 10 foreign lands this year and is highly regarded everywhere. It started 35 years ago.

Another program leads to a Ph.D. degree. It stresses the academic areas, scholarly effort, and research. Participants are carefully screened, with only one of four applicants meeting entrance requirements. Presently 16 students are listed as doctoral candidates in men's physical education. This curriculum was originated under Prof. Larson's guidance in 1960.

The department has \$150,000 in research grants to work with this year. One project is editing and publishing a 1,800,000-word Encyclopedia of Sports Medicine.

Some 1,500 authorities from all parts of the world have volunteered to cooperate in this ambitious effort. It is expected to be completed in 1967 and will be the only publication reference of its kind anywhere.

Other research projects involve studies of the handicapped child, applied physiology, motor development, and mongoloidism.

*UW physical education graduates
now teaching in Wisconsin schools
readily demonstrate*

The Mark of Quality

stressed academic and cultural training, health education, and recreation, as well as the physical education and sports instruction phases.

"More than 80 per cent of the students who earned B.S. degrees in this field at the University took positions in Wisconsin," said Prof. Leonard A. Larson, director of the department since 1959.

"Our records show that 50 to 60 per cent of them end up in administrative posts within 10 years of experience. Quite a few of them are elementary or high school principals, and a fair share of them are now superintendents of schools.

"A major reason for this, we believe, is that we emphasize such very important things as developing the

The men's department has a staff of 25 members, some of them affiliated with other departments of the University, such as medicine, athletics, and education. Nineteen are also serving the Graduate School, and 15 graduate assistants are aiding the teaching and research program.

The department's program is five-fold. There is the intramural recreation activity area, currently involving more than 12,000 students. Another area is basic physical education instruction, a required one-semester freshman course, an elective in other years. It carries one credit, and more than 4,500 students are enrolled.

The program leading to a B.S.

Prof. George Bauer, head gymnastics coach and a member of the physical education department, goes over an exercise position called the "bird's nest" with freshmen students Robert L. McLeod, Hayward, and James W. Wille, Oconomowoc.

This Year, We're Trying SOMETHING NEW

for Alumni Weekend

May 14-15

Traditionally, the annual return of alumni to the Wisconsin campus has been held on Commencement Weekend in June. This year, however, Alumni Weekend has been moved forward to the middle of May so that alumni will have an opportunity to come back to the campus when school is in session and a variety of activities fills the calendar.

Official alumni events will begin on Friday, May 14, with registration and the induction of the Class of 1915 into the exclusive Half Century Club. Saturday noon, reuniting classes, including 1940 which will celebrate its 25th anniversary, will hold luncheons.

The afternoon's activities will be highlighted by the annual spring football game. Saturday evening, the Alumni Dinner will be held in Great Hall of the Memorial Union. A group of Badger alumni will be presented with Distinguished Service Awards, and Gov. Warren Knowles, past president of the Alumni Association, will be the featured speaker on the program.

Classes scheduled to hold reunions this year include: 1910, 1915, 1917, 1920, 1925, 1930, 1935, 1940, 1945, 1950, 1955, and 1960.

All alumni are encouraged to take part in the activities planned for this special weekend in Madison.

ALUMNI DINNER

Wisconsin Alumni Association
770 Langdon Street
Madison, Wis. 53706

Please reserve -- place(s) for me at the Alumni Dinner to be held in Great Hall of the Memorial Union at 6:30 p.m. on Saturday, May 15. Cost is \$4.00 per plate. My check is enclosed.

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

Address -----

City ----- State ----- ZIP -----

Alumni News

1901-1910

Walter Seiler '07, board chairman of the Cramer-Krasselt Co., Milwaukee, has been named to the Advertising Federation of America committee that will elect 1965 candidates for the Advertising Hall of Fame.

Thomas R. Hefty '08 has announced his retirement as chairman of the board of Madison's First National Bank. He will continue as a director and will maintain offices in the bank building.

1911-1920

Mr. and Mrs. Clifford Allen Betts '13 (Edna Cantril), 2510 S. Ivanhoe Pl., Denver, recently celebrated their Golden Wedding Anniversary. Betts is a consulting engineer and also president of the Denver Alumni Club.

John V. McCormick '14 was elected to a ten-year term in the Appellate Court of Illinois, a position which he has held since 1954 by appointment until last year when an election was held for the first time.

Levi L. Henry '15 is dean emeritus, College of Engineering, Detroit Institute of Technology and retired secretary of the Detroit Y.M.C.A. Dr. and Mrs. Henry reside at 11716 Pinehurst Ave.

Genevieve Hendricks '15 is one of the country's best known interior designers who has helped plan homes and offices for President and Mrs. Johnson ever since they came to Washington in the 1940's. Her Georgetown home, built in 1840, has been remodeled into seven apartments, one of which she has chosen as her living quarters, which abounds in fine antique furniture, Persian rugs, and some of her own paintings.

G. Lawrence Bostwick '17, San Marino, Cal., has retired after serving 45 years with United States Gypsum Company. He had been a special representative in the West Coast Industrial Department since 1952.

Warren Weaver '17, vice president, Alfred P. Sloan Foundation, is a contributor to a new book, *Listen to Leaders in Science*, published by David McKay Co., New York.

A. C. Nielsen '18, best known for the Nielsen Company radio and television ratings, heads the largest marketing research firm in the world, with headquarters in Chicago. Nielsen turned over his position of president of the firm eight years ago to his son (Arthur Jr., a 1942 UW graduate), but cannot bring himself to retire as he still works a 12-hour day.

Wisconsin Alumnus

1921-1930

Mrs. Leo T. Grace '21 (Harriett McDermott Gordon) resigned Jan. 31 after serving as director of the American Honey Institute since July 1938. She is the subject of a laudatory article in the February issue of the American Bee Journal in which she is hailed for her very high standards and successful promotion of honey. Mrs. Grace resides at 613 Howard Pl., Madison.

Herbert V. Prochnow '21, president of the First National Bank of Chicago, is also an author. With four books to his credit, ranging from quotable stories for public speakers, to information pertaining to banking, to meditation on the Ten Commandments, Prochnow writes an average of one quip a day, many of which appear in popular periodicals.

Eliot G. Fitch '21, formerly president of Marine National Exchange Bank of Milwaukee, has become chairman of the board and of the executive committee.

Alfred J. Stamm '23, who served as a research chemist at the Forest Products Laboratory in Madison for 34 years, is now Robertson Distinguished Professor of wood science and technology at North Carolina State University in Raleigh. He has recently published a combined text and reference book entitled *Wood and Cellulose Science* (Ronald Press Co., N.Y., 1964).

A special presidential citation was recently presented to Dr. Robert B. Stewart '23 for his outstanding work in developing the GI Bill of Rights. The former vice president and treasurer of Purdue University served as chairman of a special advisory committee named to draft the legislation.

Edgar G. Plautz '25, Whitefish Bay, Wis., has resigned as state highway commission engineer for the Milwaukee district.

Eugene M. Downey '26, who has retired after 38 years of service with the State Public Service Commission, will be affiliated as a rate consultant with the firm of Virchow, Krause and Co., Madison certified public accounting firm.

Ira Baldwin '26, special assistant to the UW president, was the keynote speaker at the annual meeting of Soil and Water Conservation District Supervisors of South-eastern Wisconsin, held at Waukesha County Court House in January.

Dr. Milton H. Erickson '27 spent January 26-30 at the Mental Health Clinic of Munroe Wing, Regina General Hospital, Saskatchewan. Despite 36-degrees-below-zero weather, he lectured to the psychiatric and psychological staffs of the Psychiatric Clinic, the provincial doctors and the physicians and psychologists from the University of Saskatchewan located at Saskatoon. Dr. Erickson resides in Phoenix, Ariz.

Kenneth F. Bick '28, principal of Janesville High School, has been honored by inclusion in the soon to be published 22nd edition of *Who's Who in American Education*.

William E. Shubert '29, vice president and general manager of Wisconsin-Michigan Power Co., has announced his retirement, ending a career of 42 years.

Mary Beran '29 retired recently from the State Department of Public Welfare's public assistance division.

Douglas S. Seator '29, vice president, banking department, Harris Trust and Savings Bank, Chicago, recently celebrated his 35th anniversary with the bank. Seator lives at 2909 Grant St., Evanston, Ill.

Kenneth M. O'Connor '30 was appointed acting executive director of the Dane County chapter of the American Red Cross by the chapter's executive committee.

1931-1940

John J. Dixon '31, owner and manager of radio station WAPL of Appleton, has been named to the Board of State College Regents by Gov. Warren P. Knowles.

John F. Trowbridge '34 was recently elected vice president and trust officer, National Bank of Commerce of Seattle, Wash. He is in charge of the bank's Branch Trust department in Yakima, Wash., where he has been trust officer for the past twelve years.

Wilbur J. Cohen '34 is assistant secretary for legislation of the Department of Health, Education and Welfare. For 30 years he has drafted much of the important welfare legislation of the federal government.

Julian P. Fromer '35 has just returned to the United States on leave and reassignment after serving as deputy chief of the political section, American Embassy, Rome, for two years and attending the 26th session of the NATO Defense College as a Department of State representative.

Reginald C. Price '35 is deputy director, policy, Department of Water Resources, Sacramento, Calif.

Kenneth W. Haagensen '36 is coordinator of special projects, Allis-Chalmers Co., Milwaukee. He is very active in civic organizations and a director of the Green Bay Packers Football Team.

Dr. James W. Nellen '37, DePere orthopedic surgeon, was named to the UW Board of Regents by Gov. Knowles in February.

John M. Hilgers '37, Hales Corners, has been named supervisor of employee education and training for Kearney & Trecker Corp., West Allis machine tool manufacturing firm.

George J. Becker '38, treasurer and controller of Giddings and Lewis Machine Tool Co., has been named general chairman of the Fond du Lac Lutheran Home crusade to raise \$400,000 for the upgrading and modernization of the building.

Walter J. Cole '38, former deputy attorney general under former Atty. Gen. George Thompson and a longtime Platte-

ville lawyer, has been appointed to the Public Service Commission by Gov. Knowles.

John N. Bauch '39, 537 South Fischer Ave., Jefferson, Wis., was recently named a director of the Milwaukee Western Bank.

Col. Jack R. DeWitt '40, assistant division commander of the 84th Reserve Training Division and a member of the Madison law firm of Immell, Herro, Beuhner, and DeWitt, was among 105 selected Army reserve officers from 31 states to be graduated from the Army's Command and General Staff College at ceremonies in Madison in February.

Col. Lloyd L. Rall '40, director of the U.S. Army Engineer Geodesy, Intelligence and Mapping Research and Development Agency, Fort Belvoir, Va., was recently awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding services."

Nick D. Bujanovich '40, treasurer of Purity Cheese Co., Mayville, Wis., and chairman of the Mayville Board of Education, was elected to the board of directors of the State Bank of Mayville in January.

Ernst W. Hesse '40, treasurer of Mayville Metal Products Co., Mayville, Wis., was elected to the board of directors of the State Bank of Mayville in January.

Wallace Bayley '40 has a prize-winning, record-producing Holstein herd in rural Waterford, Wis. Bayley recently qualified for a big breeders award.

1941-1945

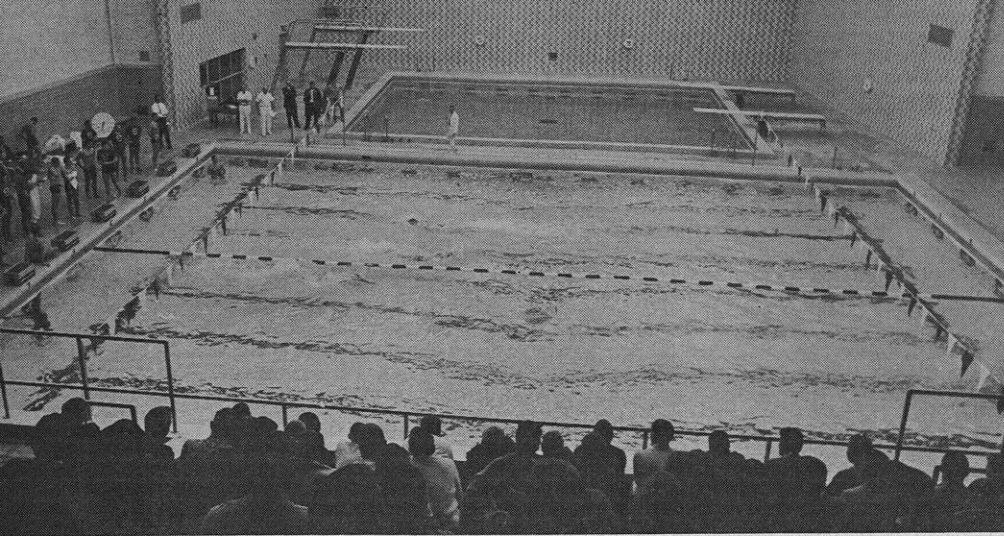
Lt. Col. Clay Schoenfeld '41, UW Extension faculty member and member of the faculty of U.S. Army Reserve School, was among 105 selected Army reserve officers to be graduated from the Army's Command and General Staff College at ceremonies in Madison in February.

Keith M. Keane '41 is a part-time psychiatrist for the Outagamie County community guidance center, Appleton, Wis.

Dr. and Mrs. William R. Willoughby '43 (Rudell Cox '41) now reside at 85 Harewood Crescent, Fredericton, New Brunswick, Canada, where Dr. Willoughby is senior professor of political science at the University of New Brunswick. He previously taught at St. Lawrence University, Canton, N.Y., for the past 18 years.

Harold R. Kressin '41 has been promoted to the rank of colonel in the U.S. Army. He is presently assigned to the office, deputy chief of staff for military operations, Department of the Army in the Pentagon.

William V. Arvold '42, vice president, manufacturing, Wausau Paper Mills Company, Brokaw, Wis., has been selected as one of more than 150 business and governmental executives from the U. S., Canada, and abroad to participate in the 47th session of the Advanced Management Program of the Harvard University Graduate School of Business Administration.



WISCONSIN WOMEN'S DAY

This year's Wisconsin Women's Day (to be held on the campus April 29) will have an added feature—a special bus tour of the campus. The tour will make two stops: at the new Natatorium (pictured above), where the Badger swimming team will put on a demonstration, and at Witte Hall in the Southeast Dormitory Area.

And, of course, Women's Day will also include the customary choice of *two* panel sessions listed below as well as luncheon and a program by the Opera Workshop. Send in your reservation NOW!

THE PANELS

- A—ARTS: Prof. Helen C. White, chairman; Prof. James Watrous, discussing the Elvehjem Art Center; and Prof. Lowell Manfull, speech, and Mrs. Manfull giving a reading.
- B—SCIENCES: Agriculture Dean Glenn Pound, chairman; Prof. J. Barkley Rosser, director, Math Research Center, and Medical School Dean James Crow.
- C—EDUCATION: Education Dean Lindley Stiles, chairman; Dr. Verna Carley and Prof. Andreas Kasamias, both of the School of Education, and Miss Rita Youmans, New Home Economics Dean.
- D—ECONOMICS: Prof. W. D. Knight, commerce, chairman; Prof. Frank Graner and Prof. William K. Glade, commerce, and Prof. Everett Hawkins, economics.
- E—CAMPUS LIVING: Dean Martha Peterson, chairman; and selected student leaders.

Wisconsin Women's Day
 Wisconsin Center
 702 Langdon Street
 Madison, Wisconsin 53706

Here is my reservation(s) for the Fifth Annual Wisconsin Women's Day to be held on the campus April 29, 1965. I enclose at \$4.00 per ticket (includes registration fee, coffee, luncheon, and bus tour). Make checks payable to Wisconsin Women's Day.

Name

(Maiden Name, if married)

Address

City State ZIP

Plan to take the bus tour Yes No

Circle two panel preferences: A B C D E

Reservation Deadline: April 26

John F. Anderson '42 has been appointed director of Detroit Edison's fuel supply department. He and his family live at 301 Brentwood Road, Dearborn, Mich.

Curtis B. Gallenbeck '43, Pewaukee, has been reappointed to the State Commission on Aging by Wisconsin's Gov. Knowles.

Margaret Fitzgerald '43 was recently honored at a testimonial luncheon given by the vision and hearing services of the Catholic Charities of Chicago. Miss Fitzgerald is renowned in the Chicago-Milwaukee area for her work in teaching the deaf plus the training of teachers for the deaf at Loyola and DePaul universities. She now resides at 3950 N. Farwell Ave., Shorewood, Wis. and, although retired, is kept busy as a consultant, lecturer and writer.

Barbara Jackson '45 became the bride of Peter Bugarsky in Glenview, Ill. on Jan. 9. Mrs. Bugarsky worked as a home agent of the UW Extension in Sheboygan, Kewaunee, and Marinette counties prior to her marriage.

Dr. and Mrs. J. Wallace Conklin (Frances Phillips '45) announce the birth of their third daughter and fourth child, Suzanne, born Oct. 20, 1964, in Providence, R.I. Mrs. Conklin, who also is an M.D., is director of the department of Radiation Therapy at the Rhode Island Hospital in Providence.

1946-1950

Harry Manzer '46, has been appointed vice president and director of agencies for CUNA Mutual Insurance Society.

Nils P. Dahlstrand '46, a work unit conservationist with the U.S. Dept. of Agriculture's Soil Conservation Service stationed at Rhinelander, was recently honored by the Wisconsin chapter of the Soil Conservation Society of America for his outstanding contributions to conservation work at the chapter's annual meeting in Stevens Point.

Kenneth C. Peterson '47 has been named director of the process design and economics division of the Amoco Chemicals Corp. of Chicago, Ill., an affiliate of American Oil Company of Indiana. He resides in Chicago.

Mrs. Constance Threinen '47 (Constance Fuller) is a staff member of the UW Extension Division, where she organizes and coordinates the informal instructional services programs for women.

Edward P. Leight '47, Beloit, has been appointed public information director of the Wisconsin Council of Safety.

James J. Svoboda '47 became manager of coordination and supply planning in the supply and transportation department of American Oil Company, Chicago, on February 1.

Ira Dawson '47 has been named director of the State Department of Registration and Education by Illinois Governor Otto Kerner.

Rolland Berger '47 is executive officer of the Wisconsin Development Credit

Wisconsin Alumnus



Rudolph Arkin, C.L.U., Washington, D.C.

Does your job pay you in direct proportion to your efforts?

"After seventeen years working for myself — and Mass Mutual — I'm more than happy to say that it's been a rewarding career. It's been rewarding in all respects, personally and financially. I'm my own boss, and my income is directly related to my accomplishments.

"Service to my clients, plus participation in civic affairs and philanthropic activities, have brought me great personal satisfaction as well as a standing in my community that is equal to that of any professional man I know. This, plus the knowledge that I have been instrumental in helping people with their financial planning, has comprised the 'extra value' of my insurance career.

"Mass Mutual is a company whose policies, reputation, character and quality of training are second to none. I entered the business in 1947, without capital and without selling experience, and have sold over a million dollars of individual life insurance every year since 1954, reaching a peak of over \$7,000,000 last year.

"What Mass Mutual did for me, it can do for you. So, if you're a man who is vaguely dissatisfied with his progress, and to whom the values that have appealed to me make sense, write a personal letter to the President of my company. He is Charles H. Schaaff, President, Massachusetts Mutual, Springfield, Mass. Do it today. The company always has room for a good man."

**MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY**

Springfield, Massachusetts / organized 1851



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

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

LeRoy H. Jerstad, Jr., C.L.U., '47, Racine
John W. Loots, C.L.U., '47, Tulsa
Jack G. Jeffers, '50, Madison
Robert R. Pivar, '51, Evanston
Robert B. Slater, '51, Phoenix
Paul H. Kleckler, '51, Denver
David E. Birkhaeuser, '52, Home Office
Wendell A. Lathrop, C.L.U., '52, Mattoon, Ill.
Burton A. Meldman, C.L.U., '55, Milwaukee

Earl E. Poorbaugh, '57, Elkhart
Raymond L. Paul, C.L.U., '58, Rockford
James E. Meier, '60, San Francisco
Louis A. Matagrano, '62, Racine
William R. Smith, '64, Madison
Ernest L. Nilsson, Madison
A. Burr Be Dell, Appleton
William S. Reed, Chicago
James F. Bohlen, Madison

Corp., Milwaukee-based enterprise designed to stimulate industrial growth in Wisconsin. Berger's work is an outgrowth of his four years of experience as industrial development coordinator for the City of Milwaukee.

Garth K. Voight '48, faculty member at the Yale School of Forestry, New Haven, Conn., has been promoted to the rank of full professor.

Walter C. Van Dyke '48 has been appointed manager of advertising for the Bucyrus-Erie Co. of South Milwaukee.

Mr. and Mrs. Richard C. John '48 announce the birth of Elizabeth Susan, born Feb. 3. Mr. John is assistant professor of commerce at UWM and coordinator of special classes in commerce, UW Extension at Milwaukee. He is currently completing Ph.D. requirements in adult education at the University of Chicago.

Robert L. Peters '48 has been named the first winner of the Hilberry Publication Prize of the Wayne State University Press, Detroit, Mich., for his book on Swinburne. He is now an associate professor of English at the University of California, Riverside.

Frank W. Luebben, Jr. '49, staff maintenance engineer with the Carling Brewing Company, has been appointed to the newly created position of director of bottling and shipping on the corporate staff of the production and engineering department. Mr. Luebben and his family live at 7366 Cadle Avenue, Mentor, Ohio.

John R. Seeger '49 has been elected secretary of Outboard Marine Corp., Waukegan, Ill.

The twins, **Dr. William J. Fox and Dr. Charles R. Fox '49** are practicing together in Oxnard, Calif. They are the only radiologists at St. John's Hospital.

Aring Equipment Co., Inc., Butler, Wis., has announced the appointment of **Gene Adams '50**, Elm Grove, as general manager.

Clara Penniman '50 is chairman of political science at the UW and a recognized authority on tax administration. She is a contributor to numerous publications and a co-author of a book with noted economist Walter Heller.

1951-1955

William C. Vanderhoof '51 is president of Pyramid Homes Inc., San Jose, Calif., a firm involved in housing development programs in the Santa Clara Valley. The Vanderhoof family resides in Saratoga.

Robert J. (Red) Wilson '51, vice president of Madison Bank and Trust Co. and WAA treasurer, was presented the Madison Junior Chamber of Commerce "Man of the Year" award in January.

Milo G. Flaten Jr. '52 has joined the Madison law firm of Huiskamp and Brewster.

Ruth Diez '53 is a clothing specialist with the UW Extension Division.

John A. (Jack) Gray '55 is general manager and public relations officer of the

Wisconsin Dells Regional Chamber of Commerce.

1956

Barbara Sachs has resigned as assistant Rock County district attorney attached to the Welfare Department.

1957

William E. Meyer has accepted the position of choir director for the Brookfield Lutheran Church, Brookfield, Wis.

1958

Lionel G. Mulholland has been promoted to the position of assistant sales manager of the Davenport plant of Oscar Mayer & Co.

1959

Mr. and Mrs. Robert A. Janoski (Geraldine Doran), Glen Ellyn, Ill., announce the birth of a daughter, Elizabeth Ann, on Feb. 1.

Mr. and Mrs. Jerome Taslitz (Florence Margoles '62) are living in West Covina, Calif., where Mr. Taslitz is associated with Marvin D. Donine in the practice of law in La Puente. He was formerly with the National Labor Relations Board in Los Angeles.

1960

Heinz F. Lambrecht has been named national sales manager for Webster Electric Company's communications division of Racine, Wis.

Thayer (Ted) Thompson is teaching speech, debate, and English at Woodruff High School in Peoria, Illinois.

Kenneth Mahony, village manager of Brown Deer, Wis., was presented the distinguished service award when the Brown Deer Jaycees held their annual awards dinner-dance in January.

Mr. and Mrs. John S. Cavanaugh, Jr., Madison, announce the birth of a son, John Stephen Cavanaugh III. The baby has a sister, Kelly Ann.

The Marine National Exchange Bank of Milwaukee recently announced the promotion of **Robert Quasius** to the position of assistant secretary in the trust department.

Donald Dailey is instructor in physics at Superior State University.

1961

Richard C. Schaus is employed by "KLH Research and Development" of Cambridge, Mass., as a representative traveling throughout the eastern U.S. He resides in Washington, D.C.

1st Lt. Peter T. Zielenski is an advisor to the Vietnamese artillery during a year-long tour of duty scheduled to end next

August. His address is Advisory Team 95 MACU, APO San Francisco 96227.

Mrs. Mary Lou Marose (Mary Lou Chase) has been promoted to a Supervisor I position in the County Welfare Dept., Waukesha.

Franklin Meyer has been promoted to the position of assistant secretary in the trust department of Marine National Exchange Bank of Milwaukee.

1962

Steve Sirianni has been named associate editor of the official *Baseball Guide*, which is published by the National Collegiate Athletic Assn.

A boy, **William J. Krueger Jr.**, was born to **Lt. and Mrs. William J. Krueger** on Jan. 28. Lt. Krueger is presently serving as maintenance officer of the 2040 Communications Squadron at Cannon AFB, New Mexico.

1963

Judie M. Pfeifer is employed as executive secretary for the National Newsmen Association in Washington, D.C.

Mrs. Thomas Jewett (Kathleen Brocade) is working as a physical therapist with Community General Hospital of Syracuse, where she and her husband reside.

1964

Airman 3rd class Karl J. Kanvik has graduated with honors from the technical training course for U.S. Air Force inventory specialists at Amarillo AFB, Tex.

2nd Lt. Marlowe A. Schneider has entered U.S. Air Force navigator training at James Connally AFB, Tex.

James O. Evrard is with the Peace Corps in Peru, where he is an educator in a small university about 300 miles northeast of Lima.

David Haugh is employed as a tax technician for the government with offices in Madison.

Lt. and Mrs. Peter J. McNaughton (Susan Stewart) of Ft. Lewis, Wash., announce the birth of their first child, Bruce Richard, born Dec. 8.

2nd Lts. Peter C. Bruhn and Paul H. Horst have entered U.S. Air Force pilot training at Webb AFB, Tex.

Lt. Archibald R. Naysmith has been assigned to the Army Aviation Materiel Command, St. Louis, Mo.

Lynn S. Oswald has completed pilot training with American Airlines and has been assigned to duty as a flight officer out of Boston.

Elmars P. Ezerins became a U.S. citizen at ceremonies held in Madison in January.

Lynn Mary Alberts is teaching English at Port Washington High School.

Dennis Conway is assistant district attorney in Elkhorn, Wis.

Manning his post at the Goldstone Tracking Station in California's Mojave Desert, Don Kindt surveys the moon target area of Ranger VII. Next, he takes a close look at a polaroid photograph of one of the pictures being sent back by the television system mounted on the Ranger spacecraft. The final photo below is one of the more than 4,300 pictures of the moon's surface sent back by the pioneering Ranger shot.



MOONWATCHER

“AT IMPACT minus 20 minutes the TV Back-up clock automatically issued the turn-on command for the full scan TV cameras. Eighty seconds later the full-scan cameras were on full power and transmitting a video signal. At Impact minus 14 minutes, the CC&S (central computer and sequencer) issued its TV warm-up command which turned on the partial scan cameras. Eighty seconds later the partial scan cameras were on full power and transmitting a video signal.”

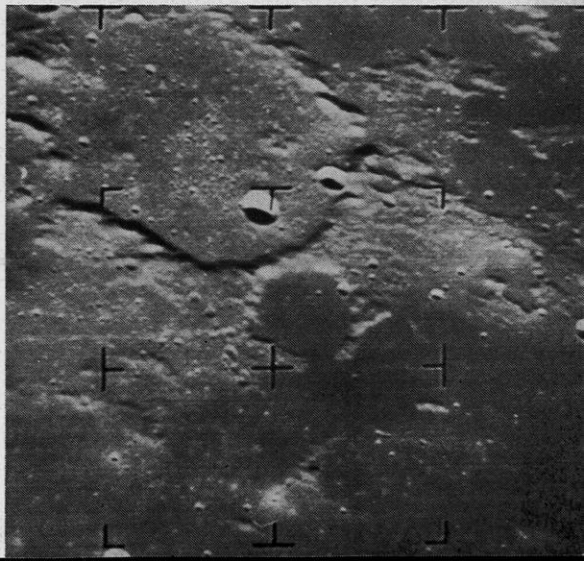
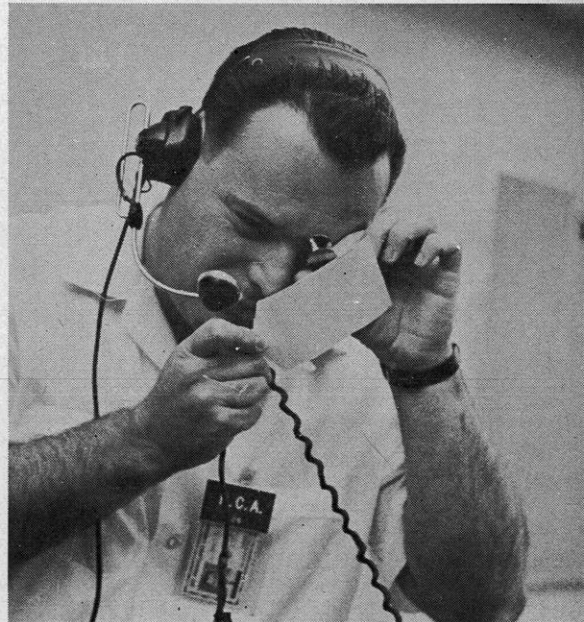
This description contained in the “Ranger B (RA-7) Bulletin” from the Jet Propulsion Laboratory in Pasadena, Calif., indicates the precision with which the United States’ Ranger VII spacecraft maneuvered into position to take the first detailed photographs of the surface of the moon. Much of the success of the Ranger VII probe was the result of work done by Donald H. Kindt ’55, who was project engineer for the television system carried aboard the Ranger.

The TV system used on the Ranger VII was an intricate combination of six cameras that were designed to provide wide-angle as well as a narrow focus view of the moon. The cameras recorded what they saw and the satellite transmitted an electrical current back to earth where it was converted to a

television image. The device continued to work flawlessly right up to impact and now the world and, particularly, scientists have a view of what the surface of the moon looks like at close range.

Don Kindt has both a B.S. and M.S. degree in electrical engineering from the University of Wisconsin. He joined the Jet Propulsion Laboratory in 1956 as a research engineer and participated in the design of a missile test station for the Jupiter Radio-Inertial Guidance (RIG) system. From 1957 to 1960, he assisted in the design of the automatic check-out system for the Sergeant missile system. As a member of the Spacecraft Power Section at JPL, he was section representative responsible for the preliminary system design and production of the Ranger and Mariner power systems from 1960 to 1961. In 1961, he joined the Systems Division and, since then, has been engineering group supervisor for the Ranger TV Subsystem Group.

The Ranger achievement was the result of the contributions of many scientists and technicians performing countless specialized skills. One of those professionals behind the scenes was Don Kindt whose ability helped give Ranger VII the “eyes” to see the moon as man has never before been able to see it.



Newly Married

1957

Karen Lee Prink and Peter Sherwin
QUAM, Cannon Falls.

1958

Sylvia Ann Shay and Dr. Charles Dean
CASAT, Hershey, Pa.

Sara Lynn Curran and Dennis Calvin
COOK, Medford.

Merel Dianne GELINE and Arthur I.
Rubine, Milwaukee.

1960

Carla Josephine Pielow and William
Henry KELLER, Milwaukee.

1961

Patricia M. Kanugh and Robert W.
BUDZ, Pulaski.

Dewilynn Woodward and James S.
RUDNICK, Chicago, Ill.

Judith Ann THEILMANN and James
G. Fraser, Hartford.

1962

Mary Alice HASTINGS '64 and Joseph
Louis BIRBAUM, Madison.

Harriet NOVICK and Denis Neilson,
Madison.

1963

Janet GIBSON '64 and Park G.
BUNKER, Homewood, Ill.

Alvinetta M. ROBERSON '64 and
Lawyer Lee BURKS, Jr., Chicago, Ill.

Susan J. EDWARDS and David A.
Oertel.

Susan M. FISCHER '64 and Ronald C.
KESSELMAN, Madison.

Barbara L. KOLE and Wesley Warren.
Susan Valentine TOLKMITH '64 and
John C. LARSON, Midland, Mich.

Cheryl Judith PEARL and Harvey
Bernard Schiff, San Francisco, Calif.

Catherine Ann WEBBER '64 and Alan
Stuart ROBERTSON, Madison.

Vivian Grace Moldenhauer and Lowell
Ogden THOMPSON, Madison.

Kathryn Ann Bewitz and Daniel Bruce
WACKMAN, Madison.

1964

Ann K. Jacobson and Stephen Wilmot
BALLOU, Milwaukee.

Mary BERNAUER and Jon Louis
Ericson, Madison.

Rosemary Margaret Frederick and
Robert Charles CHOJNACKI, Sun Prairie.

Natalie Irene Swain and Robert Allen
DAVIS, Marinette.

Jane Ann LaCourt and Donald George
EBERT, Madison.

Nancy FEINGOLD and Edward
Bachrach Krinsky, Chicago, Ill.

Maxine SIDRAN '64 and Michael
GOLDBERG, Racine.

Joanne Marie Coyne and Jonathan D.
JACKSON, Jr., Madison.

Shelby J. Mauermann and Jeffrey D.
KNEZEL, Brodhead.

Leslie J. ARNOLD '64 and Eugene Z.
LIRGAMERIS, Kenosha.

Gloria Jean LOFF and James H. Lund-
quist, Lodi.

Jean Valerie Peterson and Stephen
George MARTIN, Madison.

Helga FRIEDRICHSEN '64 and Judson
John RIKKERS, Jr., Madison.

Jeanne S. GORDON '64 and Frederick
C. THIES.

Susan HAM '64 and Frederick Wilson
TODD, Madison.

Jean Arlene Laak and John D. TRUES-
DALE, Waukesha.

Ellen Faith VETTER and Joseph
Andrew Meboe, Madison.

Judith Lee White and William G.
WALLER, Mineral Point.

Necrology

Mrs. William Earle Schrieber, '92,
(Grace E. LEE), Polson, Mont.

Charles Breck ACKLEY, '99, New York,
N.Y.

Gertrude EAGER '00, Evansville.

Mrs. Sven Soderbergh '04, (Thilda
REINDAHL), Madison.

Cudworth BEYE '06, Litchfield, Conn.
Bert Morse CONCKLIN '06, Phoenix,
Ariz.

Edna EIMER '06, Milwaukee.

Gertrude Stockney YOUNG '06, Brook-
ings, S. Dak.

Mrs. Frank Ellsworth Morley '07, (Belle
Webster COLLINS), Viroqua.

John Nelson NORWOOD '08, Alfred,
N.Y.

Elliott Mathews OGDEN '08, Milwau-
kee.

Gertrude EVANS '08, San Diego, Calif.
John Albert CONLEY '09, Duluth,
Minn.

Robert Henry SCHWANDT '09,
Chicago, Ill.

Carl William ESAU '11, Milwaukee.

Hugo William LINGELBACK '13,
Oconto.

William Hazard MELBY '14, Blair.
Charles Arthur NOREM '14, Antigo.

John Mathew ROBSON '14, Evanston,
Ill.

Mary Pansy DeMOMBRON, '17,
Owensboro, Ky.

Lyle Brownell WILCOX '17, Sterling,
Ill.

Mrs. Paul M. Woodworth '17, (Ruth H.
TOBEY), Glen Ellyn, Ill.

Charles Brazer NORRIS '17, Madison.
Wesley Wirt RICHARDS '17, Lemont
Township, Ill.

David ROUTT '17, Milwaukee.

Edward Emil SCHULTZ '17, Jefferson.

Mrs. Vernon Wing Packard '19, (Lucile
EVERETT), Seattle, Wash.

Earl Albert HEASSLER '20, Solana
Beach, Calif.

Ada Alma HAHN '21, Jefferson.

Frazier Daniel MacIVER '21, Milwau-
kee.

Robert L. S. BOERNER '22, Milwau-
kee.

Clyde Edward HEBERLEIN '22, Mil-
waukee.

Leslie D. JONES '23, South Wayne.

Francis RUSSELL '23, Westfield.

John Edward DOERR, Jr., '24, Port
Angeles, Wash.

Harold F. BOWMAN '26, Saginaw,
Mich.

Donald Lewis FARR '26, Eau Claire.

Walter Clyde ERSKINE '27, Milwau-
kee.

William Arthur KUNZELMAN '28,
Baraboo.

Leslie Theodore CHELSTROM '29,
Green Lake.

Frederick Greenwood MORTON '30,
Madison.

Charles Roy STRANGE '30, Mt. Horeb.

Mrs. Dean Billington '31, (Irma
Dorothy DEGNER), Madison.

Mrs. Clarence William Hardell '31,
(Grace Winifred COTTS), Greenwich,
Conn.

Rosette REESE '31, Modesto, Calif.

John Hubbard MATHESON '32, Janes-
ville.

John Smith MOHR '32, Moline, Ill.

George Frederick ROWE '32, Garrett
Park, Md.

Mrs. I. W. Stam '32, (Blanche
GRIFFIS), Havre, Mont.

Mrs. Margaret R. Anderson '33, (Mar-
garet Mary REINARDY), Junction City.

Ralph Henry BIEHN '33, Milwaukee.

Harriet Pauline TURNER '33, Balti-
more, Md.

Paul Wilbur TAPPAN '35, Tenafly, N.J.

Howard Russell JENSEN '37, Houston,
Tex.

Mrs. Russell Herman Manthe '39, (Alice
Mildred BOLTON), Brookfield.

Herbert Williams HAWKINS '40,
Baraboo.

Mrs. Arthur Kroos, Jr., '40, (Patricia
Carol RAAB), Sheboygan.

Everett Frederick SCHLINKERT '40,
Detroit, Mich.

Richard Duncan James '42, Redlands,
Calif.

Burton Albion BAKER '45, Alexandria,
Va.

Mrs. Lowell Joe Paige '45, (Irene
Margaret CONNOR), Los Angeles, Calif.

Lyle Eugene LeTENDRE '48, Oconto.

Frederick Peter STEFFEN '49, Kau-
kauna.

Milton Melvin MAIN '53, Hartland.

Robert Walter KUECH '57, Milwau-
kee.

William Prugh CRATTY '62, Wauna-
kee.

Helen Kay WALLING '62, Baraboo.

Eileen Ann JOHNSTON '63, New York,
N.Y.

Why I decided to go "back to work" at 35



Charles "Bud" Hoffman (left), the largest Chevrolet dealer in Western Maryland, discusses his new insurance program with New England Life representative Elmer Wingate.

Back in May of 1963 Elmer Wingate decided to change jobs. He was 35, and the idea of a career in life insurance appealed to him since he wanted to go into business for himself. "After teaching sales and being in sales management, I asked myself if I really wanted to go back to work," Elmer says, "back to the 'nuts and bolts' of face-to-face selling. But I knew that life insurance was a business with unlimited potential, where a man's income directly reflects his ability."

Roger Antaya, a New England Life general agent in Baltimore, was impressed with Elmer's initiative and his background. He hired Elmer and together they worked out an on-the-job training program. In just 14 months Elmer had sold \$1,200,000 worth of life insurance.

Elmer likes being in business for himself. He's living

and working where he wants. "If a man wants to work for himself on a limited investment," says Elmer, "and has a genuine desire to help people, this business will give him all the challenge and reward he wants."

If you would like to investigate a career with New England Life, there's an easy first step to take. Send for our free Personality-Aptitude Analyzer. It's a simple exercise you can take in about ten minutes. Then return it to us and we'll mail you the results. (This is a bona fide analysis and many men find they cannot qualify.) It could be well worth ten minutes of your time.

Write to New England Life, Dept. AL-1, 501 Boylston St., Boston, Mass. 02117.

NEW ENGLAND LIFE

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY: ALL FORMS OF INDIVIDUAL AND GROUP LIFE INSURANCE, ANNUITIES AND PENSIONS, GROUP HEALTH COVERAGES.

THESE WISCONSIN ALUMNI ARE NEW ENGLAND REPRESENTATIVES: Godfrey L. Morton, '29, Milwaukee; Joseph E. Cassidy, '34, Madison; Martin B. Lehman, CLU, '35, Kansas City; Edward F. Westphal, '38, Milwaukee; John C. Zimdars, CLU, Agency Manager, '39, Madison; Kenneth V. Anderson, '40, Savannah; Edward M. LeVine, '46, Milwaukee; Milton H. LeBlang, '48, New York; Grover G. Boutin, Jr., '50, Minot, N. D.; David Radbil, '50, Milwaukee; Richard J. Reilly, CLU, '51, Cleveland; Wallace J. Hilliard, '59, Oshkosh; Donald C. Hagen, '63, New York.

ACHIEVER

If you called this General Motors development engineer "moon-struck," he'd probably agree with you. For he's a member of the team whose objective is to put a man on the moon by 1970.

Together with several hundred other engineers, scientists and technicians, he is contributing to the development, fabrication, assembly, integration and testing of the guidance and navigation system for the Apollo spacecraft. His mind is literally on the moon—and how to get three men there and back safely.

Educationally, he is highly qualified, but fast-changing technology requires his constant study. If he does not have two degrees already, chances are that he is working on a second right now under GM's tuition refund plan.

Throughout General Motors there are hundreds of professionals like him working on projects relating to our nation's space and defense programs. Like their counterparts who are developing commercial products, they are dedicated General Motors people.

GENERAL MOTORS IS PEOPLE ...

Making Better Things For You

