



Forward Thinking 50

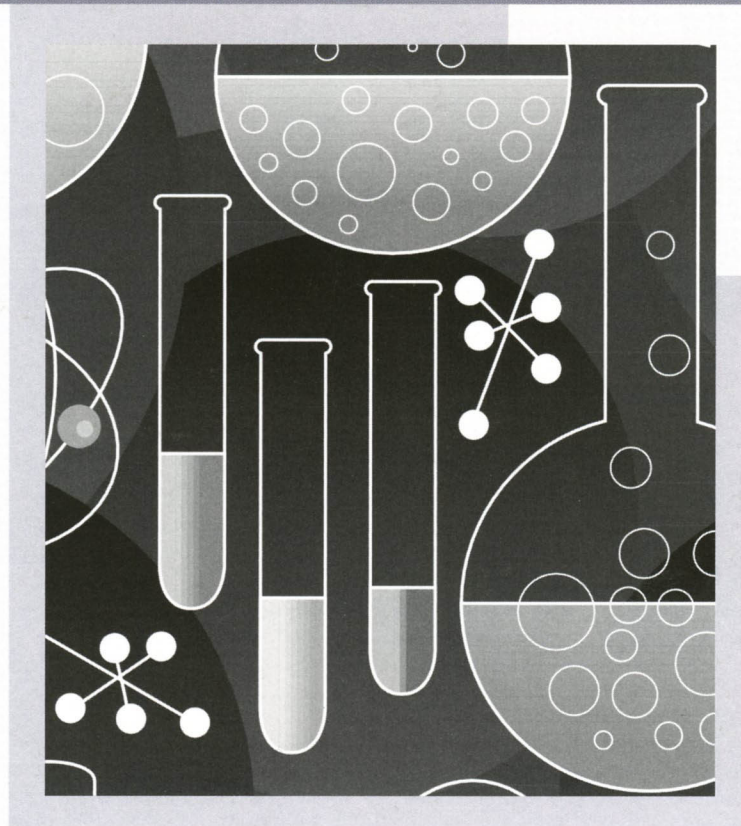
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IN COOPERATION WITH JILL TATEM AND HELEN CONGER

In celebration of the launch of Forward Thinking: The Campaign for Case Western Reserve University, *Think* presents 50 forward-thinking people and ideas that define us as a wellspring of innovation. From the graduation of one of the nation's first female doctors to the alumna whose website forever changed the way Americans sell furniture, find jobs and buy houses, the Case Western Reserve community has helped shape society as we know it.

HISTORICAL PHOTOS ARE PROPERTY OF
CASE WESTERN RESERVE UNIVERSITY ARCHIVES

1960s

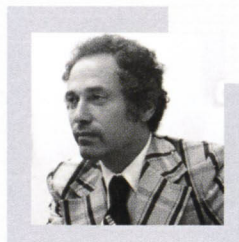
1961 Case Institute of Technology civil engineer George Goble and graduate student Frank Rausche develop the "Case Method" of dynamic pile analysis, a practical technique that eliminates the guesswork from the task of determining the bearing capacity of piles and piers.



1961 For the first time ever, human cells are successfully genetically altered in a test tube at the School of Medicine.



1960 Alumna and professor in the Western Reserve University speech department Ruth Bender, a champion of the early diagnosis and treatment of hearing problems, publishes *The Conquest of Deafness*, the first comprehensive history of the field.



1963 Eric Baer establishes the Department of Macromolecular Science at the Case Institute of Technology—the first of its kind at any university.



1967 Federation of Case Institute of Technology and Western Reserve University creates Case Western Reserve University.