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IVY WILLIAMSON and Cohorts

WISCONSIN *Alumnus*

"Education for American Leadership"—see page 2

MARCH, 1949

By PHILIP D. REED, '21

★ In September of 1917 a slim, handsome boy from Milwaukee by the name of Phil Reed enrolled in the University of Wisconsin at Madison. He went out for track, performed in Haresfoot musicals, joined Sigma Phi, was elected to Phi Kappa Phi and Tau Beta Pi, and earned an EE

degree with honors. On February 8, 1949, that same boy came back to his Alma Mater as the world-famous chairman of the board of the General Electric Company and delivered a Centennial Founders' Day address (see picture at right) which, because of its significance and breadth of understanding, is herewith reprinted in full. Mr. Reed can speak with author-

Education for American

ONE'S MIND and memory turn naturally back over the century of progress that lies in the broadening wake of this great University. And because Wisconsin is my birth place, the University of Wisconsin my Alma Mater, and especially because it was here that I met the lady I shall always be proud and grateful to call my wife, my every inclination is to make this a tale of reminiscence.

But I suspect I was not invited to dwell on the past. I possess neither the historical nor oratorical qualifications to do justice to that assignment, and I should simply be indulging a nostalgic mood on highly personal grounds. Therefore, I shall face resolutely about and direct my thoughts to the scenes of today and tomorrow.

As one small salute, however, to the proud pattern of the Varsity's past, I wish to say that during my 28 years of residence in the East and my travels on four continents, which have brought me into more than casual contact with many of the great colleges and universities of the world, I have seen nothing to lessen the pride and satisfaction I feel at being able to proclaim myself a loyal son of the University of Wisconsin.

Recently I attended a small dinner given by President Dollard of the Carnegie Foundation. Present at the dinner were the presidents of five or six privately supported colleges and universities. To any of my friends who may raise an inquiring eyebrow at my consorting with famous educators, I hasten to say that the subject of discussion that evening was the precarious financial outlook of privately supported institutions of higher learning, and whether American industry has any responsibility in that connection. Although I could offer no solution I was a not unwelcome member of the group; albeit, I suspect, on economic rather than academic grounds.

President Conant of Harvard made a characteristically fine statement in which he traced the development of private educational institutions in this country from early days. At one point, while speaking of the prime importance of *progress* in education, he paused and said:

"Behold the turtle, he only makes progress when his neck is out."

And Mr. Conant then observed that, as applied to college presidents, he had found that when they didn't make progress they were very shortly in the soup!

Demanded: Progress

How very true that is not only in education but in all walks of life. One must constantly move forward only to keep his place, and one must assume risks—yes, stick his neck out—intellectually, financially, or perhaps both if he is to lead rather than follow in his field. We know from experience that many of the new, unconventional, even radical ideas of today will be commonplace and conservative tomorrow. We know that the newest and finest products flowing from our factories today will be obsolete tomorrow. And the evidence is overwhelming that only as people, institutions, and nations are thinking and acting bravely and imaginatively in terms of the future do they make progress in the full and satisfying sense of that word.

Applying these thoughts to this great country of ours, no one would suggest that the United States has not made progress in the century and a half of its existence. Although perhaps not always in balance, the accomplishment of America toward providing for the great bulk of its people, the opportunity to live good and satisfying lives is without parallel in history. But in achieving this extraordinary result America concentrated on the development of its homeland. We thought and acted bravely and imaginatively on domestic affairs, but we did so almost to the exclusion of the world around us.

This was both natural and human. The magnitude of our task and opportunities here at home was sufficiently challenging to command all the brains, energy, and financial backing we could muster. As a former colony of Great Britain, which for the century preceding World War I maintained with dignity and distinction the *Pax Britannica*, we suffered from an inferiority complex in the field of international affairs. Indeed, as late as the Second World War many good Americans believed that our diplomats were no match for the smooth and experienced negotiators from overseas. We wanted no entangling alliances with the troubled continent of Europe from which so many of our ancestors came in search of a better life.

We refused to join the League of Nations, thereby rendering it impotent. We failed to recognize the significance of our becoming a creditor nation after the First World War. Instead, we redoubled our efforts to sell more of our rapidly expanding production abroad and made ever more difficult the payment for those exports by raising higher and higher tariff barriers against the products of other countries.

To ease this economic paradox and make it possible for our foreign customers to pay, we loaned billions

ity on international affairs, and education's relationship to them, not only because he heads one of America's great industrial enterprises but also because he served during World War II as chief of the US Mission for Economic Affairs (Lend-Lease) in London and is the present chairman of the United States Associates, International Chamber of Commerce.

Leadership



of dollars abroad in the 1920s and saw most of those loans go into default; we bought billions of foreign gold in the 1930s, which we promptly buried in Kentucky and by no stretch of the imagination can be said to have improved our standard of living; and in the 1940s, for different and much more substantial reasons, we made huge Lend-Lease, ECA, and other foreign grants to finance a large fraction of our exports with no hope or expectation of repayment.

Indeed, I think it fair to say that the absence of American leadership and of a sound foreign economic policy during the 1920s and '30s contributed more than any other single factor to World War II. This unhappy conclusion seems much clearer to us today as we face with certainty the fact that *only* through strong, wise American leadership can we hope to restore peaceful conditions and a reasonable degree of political and economic stability in the principal areas of the world.

Here: Responsibility

That we *have* the responsibility for world leadership is now crystal clear. America emerged from the war far and away the greatest economic power on earth. It is estimated that 50% of the world's production in 1948 was American production. Economic supremacy carries with it military supremacy because war today is won by the side whose industry can provide the greatest and most sustained striking power. And finally, political power among nations being derived, unhappily perhaps but none the less truly, from the power of production for peace and for war, America finds herself possessed of unparalleled strength and responsibility in a world which, if it is not technically at war, is surely not at peace.

How then are we discharging that responsibility? Let's examine for a moment the broad outlines of our policy and program *vis-a-vis* Russia. Although we are not at war with Russia and few close observers believe that there is more than an accidental chance of war with her in the foreseeable future, we are nevertheless locked in a desperate and deadly struggle for men's minds. The ideological conflict involves more, much more, than has been at stake in any war in America's history. *Our* way of life, our political and economic freedoms, our profound belief in the dignity and God-given rights of the individual are all at stake. To lose this struggle would be to plunge the world back into the Dark Ages for generations, perhaps for centuries to come. It has happened before, and it *can* happen again. Accordingly, we have no alternative but to resist with every means at our command the spread of Soviet concepts and control not only in Europe but in other areas of the world both West and South.

Our government is undertaking to contain Soviet Russia and Communism with a three-pronged program involving the use of three quite different instrumentalities. Each has its function to perform in this great struggle for the minds of men and each has, or should have, an equally high place in the strategic plan.

The first prong of the program is rearmament. We are rapidly rebuilding our military strength. We are also helping free nations to do likewise. We have committed ourselves to protect certain countries against aggression and will doubtless extend such commitments to others. The purpose of these activities is to deter Russia and her satellites from precipitating war by aggressive action, and also to create a greater sense of security in the minds of the free people of Europe. We are, as you know, spending approximately fifteen billion dollars—that is to say, fifteen thousand million dollars—on this phase of our program in the current fiscal year.

The second prong of our three-pronged program is economic. Of no less importance than rearmament, the objective of the second prong is to assist the free countries of Europe to increase their production for home needs and for export, to balance their budgets, to restore sound and convertible currencies and, at the earliest possible date, to become self-supporting, all to the end that living conditions in these countries shall again become tolerable for their people. By helping these countries to reduce the misery, fear and discontent on which Communism thrives, and to restore hope and confidence in the minds of their people, we strike a telling blow at the plans and objectives of Soviet Russia. We shall spend on this second prong of our program in the current fiscal year approximately five billions—or five thousand million dollars.

The third and final prong is the information or, if you wish to call it that, the propaganda prong. Here we meet the enemy head on. Russia places by all odds her heaviest reliance on propaganda. Spending enormous sums, using her best and most imaginative brains, and employing every trick and device known to man and a good many known only to the twisted minds of Moscow, the Russian propaganda machine has blanketed Europe—not to mention her activities elsewhere—with a barrage of downright untruths, half truths, and baseless rumors that can be appreciated only by one who has seen and heard it. This continuous and extremely competent campaign to convince the people of Europe that America is their archenemy, that we seek

(Continued on page 38)



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★ Sidelines

THE GOVERNOR'S \$3,-500,000 cut in the University's budget request for the next biennium will further cripple an already under-equipped, under-staffed, and under-paid University. The Teachers' Union protests this unjust and unnecessary blow to the University and its teachers.

The Governor's proposal cuts the University's request for salary adjustments by almost 50 per cent. This is an especially serious blow. The University faculty as a whole has suffered a deep cut in real income since before the war. Present average faculty levels at the University are now 83 per cent, in real purchasing power, of 1940-41 salaries.

Even the \$1,000,000 the Regents requested for salary increases for next year would have raised faculty salaries to only 93 per cent of prewar real income levels. Yet the Governor's budget slashes these funds to \$440,000. This would leave University salaries 12 per cent below prewar real levels even if living costs rise no further.

The Governor's budget is also a blow to Wisconsin's ability to attract and hold a first-class faculty. Wisconsin faculty are now paid much lower salaries than at comparable universities.

It would appear, in this Centennial year, that higher education is not considered important, as it was during the state's and University's first century. We do not believe Wisconsin citizens feel this way about the matter. The Teachers' Union calls upon the Legislature to restore at least the budget asked by the University Regents. It will certainly not be a bit too much.—
UNIVERSITY OF WISCONSIN
TEACHERS' UNION.

THE STATE OF THE UNIVERSITY

FACULTY

New Coach

LLOYD LARSON, '27, Wisconsin Alumni Association director and sports editor of the Milwaukee *Sentinel*, had a scoop one day last January.

The UW Board of Regents was about the job of picking a new Badger head football coach, and the news broke too late to catch the p.m. presses. So Larson's morning paper got the beat.

Here's what Larson wrote:

"Ivan B. Williamson, football coach at Lafayette College (Easton, Pa.) the last two years, is the new head man at the University of Wisconsin.

"The former Michigan star's appointment as successor of Harry Stuhldreher was announced at a special meeting of the Board of Regents at the University Club in Milwaukee.

"Williamson, who will have the rank of full professor, will take over officially Feb. 1. On his first visit to Madison he will iron out final details, especially the problem of assistants. His salary will be \$10,000 a year.

"President Edwin B. Fred, to whom the Athletic Board's recommendation was first submitted and who, in turn, passed it on to the Regents for final approval, revealed that it had been accepted unanimously right down the line.

"It is our judgment that the best possible man has been selected for this important position and we take pleasure in welcoming Coach Williamson into the Wisconsin family," said President Fred in making the official announcement.

"Williamson's selection came as somewhat of a surprise to newspapermen, who filed into the Regent's conference room expecting the choice to rest between Lisle Blackburn, Badger backfield coach since last spring and former Milwaukee Washington High School mentor; George Svendsen, ex-Minnesota and Packer star who is now an assistant at Minnesota, and Win Brockmeyer, Wausau High School coach, who is also an ex-Gopher.

"The Athletic Board, as well as individual Regents, had been subjected to considerable pressure in behalf of each member of the contending trio.

"The Board's recommendation, read by President Fred and which follows in part, indicated the final choice had not been easy:

"In reaching a decision, the Athletic Board was faced with a most difficult choice. The qualifications of other applicants were so excellent that, if a different choice had also been made, the University would have been well served."

"Another section of the athletic board's report to President Fred hints at the reasoning behind the decision. It follows:

This recommendation comes after a careful study of the qualifications of many very able football coaches. It is our judgment

★ On the Cover



Photo by Camera Commercial

TAKING HIS first official bow before the Badger family at the Founders' Day banquet in Great Hall last month was Ivan "Red" or "Ivy" Williamson, Wisconsin's new head football coach and professor of physical education. Shown with him at the cake-decorated head table are Stanley C. Allyn, '13, Dayton, Ohio, president of the Wisconsin Alumni Assn., and President E. B. Fred. "I'm proud to be a Badger," Coach Williamson told the cheering crowd. "If our backfield can get its timing down pat like this program, we'll do all right."

Oliver Kuechle, Milwaukee *Journal* sports editor, nemesis of Harry Stuhldreher, pegged Ivy this way before his selection:

"Got the job at Lafayette on recommendation of Howie Odell (former assistant at Wisconsin), whose assistant he was at Yale . . . Still finding his way as head coach and admits it . . . Particular about assistants; wants them to know as much as he does; not afraid they will undermine his job . . . Quick to take up ideas—after he saw effective use of two-platoon system by Army against him he immediately switched to it . . . Patient but persistent with players . . . Easygoing on field but knows how to censure a man without antagonizing him . . . Always has time for the players . . . Good mixer outside of school . . . A student of football and a hard worker who looks upon coaching as a 12-month job."

ment that Mr. Williamson has a sound and thorough knowledge of football, and has demonstrated high coaching skill.

He was reared in the Middle West and has played in our conference. He was chosen as an all-conference player on a team which lost only one game in the three years which he played. He has been recommended to us as one of the foremost of the country's young coaches.

Mr. Williamson is known to be a splendid leader of young men. He was popular as a student, being elected president of his senior class. He was an honor student, graduating with 'high distinction' from the University of Michigan.

He has shown himself to be a highly esteemed member of the staffs of the institutions which he has served. We have every confidence that Mr. Williamson has the ability, skill, judgment, temperament and drive which football coaching at the University of Wisconsin requires. We believe he will be a valued member of our faculty.

"The hiring of Williamson, who was 38 on Feb. 4, climaxes an intensive six weeks' search for a new Badger coach which got under way when Stuhldreher resigned Dec. 11, to devote full time to the athletic directorship at no reduction of his \$12,000 salary.

"More than 50 outstanding coaches either applied directly or expressed interest in the position. Charles (Bud) Wilkinson of Oklahoma soon became established at the No. 1 choice, until he signed a new contract with the Sooners.

"Williamson has excellent qualifications and is very suitable for the spot here," Athletic Director Harry Stuhldreher said, following the appointment of Williamson.

"My coaching friends in the East have nothing but praise for Red. I am very pleased with the selection of Williamson."

"Bennie Oosterbaan, current Michigan coach, who tutored the ends when Williamson played end at Michigan, said at Ann Arbor:

"Williamson is an excellent choice. Wisconsin won't regret picking him. He is a very capable and smart leader. I admire him very much. As a player, Red was one of the finest ends I ever saw.

"I gladly welcome him into the Big Nine. I'm sure he'll make good."

"From Easton, Pa., site of Lafayette, Sports Editor Charles Riley of the *Express* had this to say:

"Lafayette's loss is Wisconsin's gain."

New Coaching Staff

APPOINTMENT of three University of Wisconsin assistant varsity football coaches was made public on February 18 by Pres. E. B. Fred.

The men who will assist Head Coach Ivan B. Williamson are Milton Bruhn, line coach; Paul R. Shaw, end coach; and Robert Odell, back-field coach.

These appointments all were cleared first with the respective schools at which the three men had been employed. Bruhn and Odell reported immediately and Shaw came to Madison on March 2.

Bruhn and Shaw were Williamson's aides at Lafayette College while Odell has been assistant coach at Temple University. The latter is a brother of Howard Odell, former Yale coach and now head coach at the University of Washington.

Names in the News

MAURICE SHUDOFKY, assistant professor of English and Hebrew, will give a series of reviews on Station WHA this month on current Judaica and Hebraica—political, social and cultural.

Nominated to the board of directors of the Harvard Alumni Assn. is CHARLES BUNN, UW professor of law. He graduated from the Harvard Law School in 1917.

Two Library School faculty members participated in the mid-Winter conference of the American Library Assn. at Chicago: GEORGE C. ALLEZ, director, and RACHAEL SCHENK, assistant professor.

Dean MARK INGRAHAM of the College of Letters and Science has been named to the advisory committee on academic standards established by the Association of Presidents and Deans of Wisconsin Colleges.

ASHER HOBSON, professor of agricultural economics, has been named chairman of the board of the American Institute of Cooperation.

Author of an article, "American Newspapers and Magazines in 1948," in the *Encyclopaedia Britannica Book of the Year* is GRANT M. HYDE, director-on-leave of the School of Journalism.

Deceased: Mrs. PAUL FULLER, wife of the UW English professor and an English department instructor from 1923 to 1924.

Prof. R. E. LANGER of the mathematics department has been elected president of the Mathematics Assn. of America.

Newly elected member of the executive committee of the Modern Language Assn. of America is MERRITT Y. HUGHES, head of the UW English department.

Prof. LAURENCE C. YOUNG, who is on the mathematics staff at Madison this semester, has been

named a council-member-at-large of the American Mathematical Society.

RICHARD HARTSHORNE, professor of geography, is the first head of the newly consolidated Assn. of American Geographers and the American Society of Professional Geographers.

Two University farm scientists, CHARLES FLUKE, entomologist, and GEORGE KEITT, plant pathologist, were honored at the 1949 dinner of the Wisconsin State Horticultural Society.

HAROLD M. GROVES, professor of economics, has supervised a report on "The Economic Study of Milwaukee."

Returned: Col. JOHN M. FARGO, professor of animal husbandry on leave in China, now in Florida.

The new facility for the study and treatment of delinquents to be built on the Mendota State Hospital grounds near Madison will be named "Gillin Center," in honor of JOHN L. GILLIN, University professor emeritus and internationally known sociologist and criminologist.

GAINES POST, professor of history, gave a series of five lectures in the Medieval Institute at the University of Notre Dame last month.

A grant-in-aid of \$4,000 for research in nutrition by Dr. C. A. ELVEHJEM, dean of the Graduate School and chairman of the biochemistry department, has been made by the Robert Gould Research Foundation, Cincinnati.

Teaching the Teachers

THE FAVORED bromide of the struggling American college student is faced with extinction.

With the "sore-eye special" of another generation, the smokescreen that "the professor knew his stuff but couldn't put it across" will vanish as camouflage for poor grades and "F's".

Both alibis were true just often enough to give them a measure of validity, but now—

As part of their education, would-be college professors are going to be taught how to teach.

The graduate departments—professor-training divisions—of 34 universities have reported to the Association of American Universities that they have, or are in favor of, "active programs for the training and preparation of college teachers" beyond the extensive knowledge of special or technical fields required of those who get their Ph.D. degrees.

Conrad A. Elvehjem, dean of the Graduate School at the University of Wisconsin, served as chairman of the association's committee on graduate work, and was recently elected president of the Association of Graduate Schools, a branch of the association of universities.

Revitalized Idea

"A NEW approach" to the *Wisconsin Idea* has been recommended by the educational policies committee of the University Teachers' Union.

Some Wisconsin community should be selected as an experimental area, the committee recommended, so that definite analysis of the benefits of University public service to one small town can be made.

This extension and intensification of the *Idea* was discussed recently by a star-studded faculty panel: I. L. Baldwin, UW vice president of academic affairs; J. H. Beuscher, professor of law; and Arthur F. Wildeden, professor of rural sociology. Paul MacKendrick, professor of classics and president of the Teachers' Union, was moderator.

Said Beuscher: "Real progress will be made when we have achieved a closer relationship between service outlets, teachers, researchers, and students of the University."

Said Baldwin: "Possibly the benefits to the state might be better with this new approach."

Promotions, Goodbyes

THE APPOINTMENT of M. STARR NICHOLS to the post of assistant director of the State Laboratory of Hygiene was approved by the Board of Regents last month.

LEROY E. LUBERG, assistant to Pres. E. B. Fred for the last three years, has been made assistant vice-president of academic affairs under V. P. Ira L. Baldwin.

The voluntary retirement of Dr. RALPH M. WATERS as professor of anesthesia at the Medical School has been accepted by the Regents. He has been on the campus for 22 years. His fame as pioneer in the field of anesthesia is world-wide and has brought him honors here and abroad.

Prof. WILLIAM CLEMENT EATON, one of the nation's top authorities on Southern history, has been appointed visiting professor at the UW.

Teaching at the University of Oslo, Norway, this semester will be JOHN H. KOLB, head of the UW department of rural sociology.

JAMES S. EARLEY, professor of economics, has been granted a leave of absence in order to complete his research for a study on economic methods.

Recently appointed assistant professor of physics was CHARLES K. McLANE, '43.

GUENTHER MUELLER, professor of language and literature at the University of Bonn in the British zone of Germany, is the first German professor to hold the Carl Schurz Professorship at the UW since the beginning of World War II.



BREAKING GROUND FOR A SHORT COURSE DORMITORY: For the oldest farm short course in the nation, the newest home.*

The Regents have stepped up the University's research into legal history by the appointment of ROBERT HUNT as resident fellow in law.

Dr. RICHARD L. POTTER has been granted a postdoctorate fellowship by the Atomic Energy Commission to work with Dr. David Green in the new Enzyme Institute on campus.

Add Lundquist

COL. CARL E. LUNDQUIST, who was recently assigned as a Professor of Military Science and Tactics at the University of Wisconsin, played an important role in the creation and development of a new type Army training aid known as the "Aggressor" force. This force was developed by the Intelligence Section, Office, Chief, Army Field Forces, Fort Monroe, Virginia.

The Colonel was assigned to the Intelligence Section, Army Ground Forces, Washington (which has since been redesignated OCAFF), in June, 1946, and later became Chief of the Intelligence Training Division.

In the two years he was with this division, Colonel Lundquist participated in planning and development of the force known as "Aggressor."

The functions and purposes of this "enemy" force are described by the Department of the Army as follows:

"A new training expedient designed to lend more realism to tactical exercises has been put into effect by the Army Field Forces for use in its maneuvers.

"Instead of dividing participating forces into 'reds' and 'blues' with colored arm bands as the only dis-

tinguishing feature between friend and 'foe,' distinctively dressed 'enemy' forces oppose the combat units being trained in the field at the training centers and maneuver areas.

"The 'enemy' participants in maneuvers are designated 'Aggressor' and clad in forest green uniforms with helmets of the same color that bear a decidedly strange silhouette. Noncom chevrons are worn on the sleeve between the elbow and the wrist with the points down and the rank of officers is indicated by distinctive insignia that is at variance with normal Army use. Colored collar tabs indicate the arm or service to which the soldier is assigned. Vehicles and aircraft employed by the 'enemy' also have distinctive markings.

"The uniform is not the only outstanding feature of the training innovation. Even the tactical thinking of the 'Aggressor' staffs is at variance with that of their adversaries. The tactical doctrine they will use, while sound, is marked by peculiarities and differences to that normally used by US troops. Prisoners are taken and 'enemy dead' dummies found on the 'battlefields' by the maneuvering troops. Thus, for the first time in Army maneuvers extreme importance is placed upon the work of intelligence units for the formation of battle plans by the training staff.

"'Aggressor' artillery participates more realistically than anything attempted previously. While most of the 'enemy' heavy equipment consists of lifelike pneumatic mock-ups, the noise, flash and smoke of artillery fire is produced by electrically exploded cellulose nitrate balls in specially constructed firing tubes. Other battle sounds are created by mobile amplifying units."

ADMINISTRATION

No. 5 in the Country

THE FIFTH largest University in the nation!

That is the status which has been attained by the University of Wisconsin, according to latest figures compiled by Pres. Raymond Walters of the University of Cincinnati.

Wisconsin has a current full-time enrollment of 22,356 students.

Universities larger than Wisconsin, in order: California, 43,418; Minnesota, 26,843; Illinois, 24,616; and New York, 23,100.

Others in the top 10: Ohio State, 22,227; Columbia-Barnard, 21,612; Michigan, 21,004; Syracuse, 17,306; and Texas, 17,028.

Short Course Digging

WISCONSIN'S Farm Short Course—long housed in wooden barracks on the campus of the University of Wisconsin will be quartered by the fall of '49 in its own attractive dormitory. Excavation is under way for two new Short Course housing units. Recently when students as well as directors of the past and present met to view the steam shovel at its work there was suitable rejoicing (see *Pix*). The housing situation has been the greatest single need in the Short Course program at the University of Wisconsin for many years.

The Course is the oldest in the nation. It was started in 1886 as a "more convenient and useful course of instruction for men who plan to farm". It has been in operation every year since, and during these 63 years almost ten thousand Wisconsin farmers have taken advantage of this training opportunity.

Annually letters and comments pour in affording concrete and ample evidence of the information and inspiration coming from its classes and laboratories. Successful farm operators in every section of the state point to their Short Course training as the foundation and inspiration for their success. Recent surveys indicate that a large percentage of those who attend Short Course are leaders in their communities.

Construction is moving ahead on two housing units which will provide facilities for 240 residents.

*Thirty years of directorship are represented by the four men in the picture foreground. From left to right are T. L. Bewick, former State 4-H Club director and now retired; J. Frank Wilkinson, present director; J. R. Barton, rural sociologist; and V. E. Kivlin, Associate Dean of the College of Agriculture. These men represent directorship of the Farm Short Course since 1919.

Busy Board

THE REGENTS are up to their necks in big and little physical plant actions. At recent meetings they have:

1. Cut board rates in the men's and women's dormitories from \$200 to \$190 a semester in line with slightly reduced operating costs.

2. Approved renewal of the University Boathouse contract with Carl H. Bernard, despite Daily Cardinal and Student board complaints that Bernard charged "unreasonable and arbitrary" prices and was discourteous to students.

3. Added 22 lots to the University Arboretum.

4. Voted to build a combined auditorium-service building at the Spooner Agricultural Experiment Station.

5. Decided to tear down the former Athletic Ticket Office at 711 Langdon St.

6. Appropriated \$2,700 for repairing and remodeling quarters at 730 University Ave. for a naval research project by University engineers.

7. Approved preliminary plans for 10,000 more seats in the north portion of Camp Randall Stadium.

8. "Zoned" expansion areas for agriculture, sports, hospital, and heating plant needs.

9. Named the coming new dairy industry building "Babcock Hall." They acted upon a recommendation from the College of Agriculture faculty asking that Stephen Moulton Babcock be honored for "his work in bringing science to the service of the dairy industry." Babcock, early agricultural chemist at Wisconsin, won world renown for the butterfat test which bears his name.

More Publicity

THE WAVE of Centennial-year publicity accorded the University flows on and on.

In its December 27th issue, *Time* magazine devoted its education section to the University, featured quotes from UW Professors Selig Perlman, Walter R. Agard, William Hesseltine, as well as Dean of Women Louise Troxell and *Alumnus* Morris Rubin, '34, editor of the *Progressive*. Overemphasized was the GI influence on campus; underemphasized the University's public service and national standing in the vanguard of higher education.

Varsity magazine gave three pages of its February issue to the Memorial Union, in an article whimsically titled "60 Thousand Hamburgers a Month"—a Union sales record. Written by Assistant Editor of the *Wisconsin Alumnus* Charles Branch, the story pointed out that more than 17 other colleges and universities have sent delegations to study the Union in planning for their own. Gourmets found in the

feature a tabulation of the Union's monthly food consumption (60,000 pounds of meat, 72,000 eggs, 18,000 pies, 15,000 gallons of milk, 6,000 cakes, etc.)

The Journal of Higher Education plugged the University in its December issue: "Few institutions during their first hundred years have shown such a consistent forward-looking attitude or have made such a proud record in teaching, research, and public service . . . The outstanding record of Wisconsin effectively refutes the argument that a university cannot become a large-scale public service agency without decreasing its effectiveness in campus teaching and research."

Both Madison newspapers published 24-page UW Centennial editions on January 30.

If You Don't Watch Out

THREE YEARS AGO, Joe Hammersley, the campus cop, was the butt of many a student joke and probe. Today he is as popular as the prom king, has proved himself to be an astute detective, heads a police force which includes four other officers.

Joe was the University's entire force when he started as a patrolman 12 years ago. Since he first walked a Hill beat, the force has been expanded to include three squad cars, a motorcycle, and Glenn Fisher, Gerald Reis, Paul Genna, and Irving Bey. They are responsible for an area and a population comparable to that of a major city.

Joe and his minions cruise from Truax Field to Badger Village, specialize in nabbing petty thieves at the Union, smokers in the Education Buildings, speeders at Eagle Heights, late neckers on Willow Drive and wet parties on Langdon.

Library Stumbling Block

PLANS BY the University of Wisconsin to enter into a joint enterprise with a number of other Midwest universities to form a central library for research material received a setback recently in an opinion by Atty. Gen. Thomas E. Fairchild, '37.

Fairchild advised A. W. Peterson, '24, University vice-president of business and finance, that the Board of Regents lacks the power to form a non-profit corporation with other universities for such a purpose.

Fairchild suggested that the Regents consider the possibility of requesting enabling legislation from the Legislature.

The University had been invited to participate in the central library, probably to be located in Chicago, for the purpose of storing infrequently used library books and research materials.

ALUMNI

Composite Badger

THE WISCONSIN ALUMNUS is a member of the American Alumni Magazines, Inc., a cooperative organization made up of the country's 21 largest university alumni publications which seeks to sell advertising on a group basis. In order to sell space, the AAM wants to be able to tell advertisers just what sort of a market the typical alumni magazine reaches. So each of the 21 magazines is running a survey of its readers.

The *Alumnus* has just finished tabulating the returns on a questionnaire mailed recently to a cross-section of its subscribers. In common with similar unscientific surveys, this Badger "Gallup Poll" doesn't lend itself to any hard and fast conclusions, but it does give birth to some interesting generalizations about *Alumnus* readers.

Questionnaires were sent to 500, selected at random from *Alumnus* Addressograph plates. Returns totaled 279, about par for the course. All questions concerned the subscriber and his family, and the answers were broken down into nine groups under such headings as "age," "approximate value of owned home," "income," and so on. Anonymity was preserved to encourage maximum response, since many of the queries were of a highly personal nature.

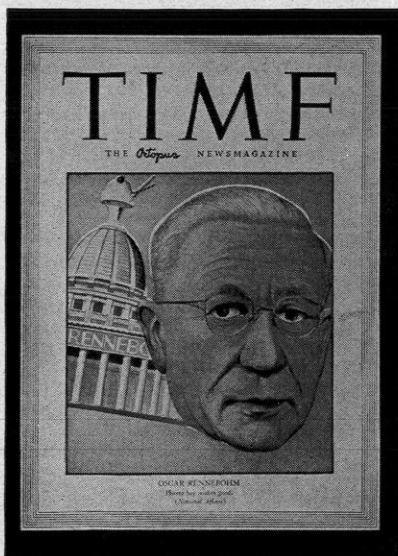
Based on the 279 returns, this composite picture of the *Wisconsin Alumnus* subscriber was extricated from the mass of answers. He is 41 years old, 81 per cent married, has 1.3 children, and lives in the Midwest (North), an arbitrary regional designation of 13 states extending from the Dakotas to Kentucky. He either owns a \$12,000 home or rents one for about \$65 a month. He owns an automobile, 1942 model or later, bearing marked resemblance to Fords, Buicks, Chevrolets. He carries about \$12,500 worth of life insurance, travels about 9,000 miles a year for business by train, and has an annual income of somewhere around \$5,000.

Aside from these averages, much interesting data are to be found in the tabulation.

Alumnus readers are well scattered through the age brackets. Of the 279 returning questionnaires, 73 were between the ages of 20 and 29, 67 between 30 and 39, 59 between 40 and 49, 48 between 50 and 59, and 32 were 60 and over.

Of the 238 married alumni, 65 have no children. 63 have one, and 5 have five or more.

About 49 per cent, or 138, own their own homes, with 2 valued at under \$5,000 and 12 valued at over \$30,000. Renters total 116 out of the



GOV. RENNEBOHM, '11: Cover boy.

279, with 32 paying less than \$50 a month and 2 paying over \$200.

Eighty per cent own automobiles. Only 35 of the 279 own 2 or more. Some 240 traveled a total of 1,127,060 miles by car for pleasure last year.

Income figures ranged from below \$5000 for 108, through \$5,000-\$10,000 for 86 and \$10,000-\$20,000 for 50, to over \$20,000 for 32 of the 279.

Long-Distance Loyalty

FOR 30 YEARS, Cyril W. Nave, '18, has lived farther from the Madison campus than most Badgers get in a lifetime. But last month the combination of memories and loyalty brought from Mr. Nave a substantial gift to the UW Foundation's Centennial Gift Fund.

Today, Mr. Nave is vice president and general manager of the Atlantic Refining Co. of Brazil; his address is Avenida Vieira Souto, 540, Ipanema—which is just about 4960 miles from Bascom Hall, as the homing pigeon flies. Despite that distance, Mr. and Mrs. Nave (both alumni) visited Madison in May, 1941. This was their only visit since he left campus to join the Navy in 1918.

When Ensign Nave was discharged from the Navy in 1919, he went to South America almost immediately, and has lived there ever since. In 1933, he married Imogene Hope Kaufman, '16, who had also left Madison during World War I, working in social service programs in New York City, as well as personnel work in the textile industry in New York and Boston. Both Mr. and Mrs. Nave are native Hoosiers—she from Huntington, Indiana, and he from Attica.

UNDERGRADUATES

TIME Takeoff

OCTY has done it again!

The campus humor magazine passed another milestone last month with a *Time*-like takeoff on the weekly newsmagazine, ranking with previous *Octopus* greats: the pink-paper *Police Gazette* of 1930, the *La Vie Wisconsinienne* number, the "Poor Julius' Almanack" of 1939 which aroused the collective wrath of state Republicans, and the annual *Daily Cardinal* takeoffs.

Timf, as it was called for copyright protection, featured Gov. Oscar Rennebohm, '11, on a colored cover ("Pharm boy makes good") that capped the State Capitol with a cherry sundaes and put the familiar Rennebohm Drug Store sign above its portals. Billing him as a darkhorse hopeful for 1952, *Octy* said:

"Why were Republican masterminds eyeing Rennebohm as potential presidential timber? The reasons were simple. As one sage observer put it: 'Why that man . . . UH, what did you say his name was . . . that man Rennebohm has got everything. He even looks like a president.'"

Imitating *Time's* familiar double adjectives, *Octy* dubbed Pres. Edwin Broun "(rhymes with croon)" Fred "quiet, greying"; campus cop Joe Hammersley "sharp-shooting, incorruptible"; UW assistant vice president Leroy Luberg "happy, peppy"; ROTC's Colonel Lundquist "dapper, mustached"; boxing coach John Walsh "bashful, smiling"; and *Cardinal* editor Mort Levine "(rhymes with latrine) pudgy, gum-chewing".

The special issues, masterminded by Editor Edward Clark, '48, Business Manager David Walker, '49, and Advertising Manager Robert Ullrich, '49, looked so much like *Time* that regular *Octy* readers were momentarily confused.

Legislators' Day

TWO YEARS AGO when the State Legislature convened to consider, among other things, the University's budget, the Wisconsin Student Association came up with a bright idea—revived Legislator's Day, on which the state lawmakers visited campus as the guests of the student body, were fed, entertained, and incidentally shown graphically the University's needs and goals.

Last month it looked like Legislator's Day was going out the window. The WSA couldn't pay the tariff. But the students rallied around, dug deep, and saved the day. Individual contributions, scripped from GI Bill subsistence, table-waiting profits, and a cutback on coke dates, poured in—along with slightly larger sums from organized student groups.

The lawmakers toured the campus March 2 in student tow, came face to face with the overcrowded classrooms, dingy offices, the outmoded labs, the crumbling "temporary" buildings left over from World War I.

Ad Hoc Committee

BACK AT THE turn of the century, Pres. Charles R. Van Hise invited a "committee of 16" student leaders to sit down in 158 Bascom and kick around University problems.

Today, under Pres. E. B. Fred, a new clear channel for the exchange of information between faculty, administration, and students at the University of Wisconsin has been opened through the creation of a group known as the "President's Council."

The group consists of student leaders and faculty officials who meet periodically to discuss policy questions of mutual concern. Meetings have been underway since last September. Though no formal decisions are made at the meetings, student leaders look upon the group as an aid in solving problems and implementing programs that are being undertaken.

Paul L. Trump, dean of men and a member of the council, emphasizes the opportunity of drawing a cross-section of student opinions from the council discussions.

"Wisconsin," he says, "is one of the few universities in the country where such meetings are held."

Tom Engelhardt, Wauwatosa, student board president, believes that the council has earned a permanent place and that it has made students more aware of how their organizations fit into the University program.

"It recognizes that students have ideas which will benefit the University," he adds.

Student members represent all groups who have specific interests. In returning to their group meetings they deliver the ideas which have been developed at the council meetings.

A plan for admission of students to membership on the University Committee on Functions and Policies has been proposed and developed by the Council.

In the Council, says Gordon Klopff, student activities counselor, "students from all areas of the campus and the administrative staff are working together for a greater University and stronger democratic unity in the University community."

"The purpose of the Council is based on the belief that all members of the community—students, faculty, and administrative personnel—can work together in mature cooperation with democratic principles for the common good."

Pinched-Pocket Prom

DANCES on campus are attracting fewer and fewer students, and the Junior Prom—staged in splendor on the eve of the University's 100th birthday, February 4—was no exception. As has often happened after the election of a dormite Prom King, Langdon Street tacitly boycotted the event. Other students were mainly feeling the pocketbook pinch all too reminiscent of campus depression days.

The attendance drop was camouflaged by a reduced ticket-sale limit of 1,200 because the newly-redecorated Union Council Room (formerly host to some 200 dancing couples) had to be held open as a lounge. (The new rugs can't be rolled back.)

Reigning queen was Violet Norrman, brown-haired, blue-eyed 19-year-old sophomore from Williams Bay. King was Milwaukee native Clayton Hahn. Featured was the Woody Herman band, supplemented by the orchestras of Don Voegeli, '41, and Dick Todd.

Four days later, Queen Norrman presided with her court of honor over the cutting of the Centennial Birthday Cake at the Founder's Day dinner in Great Hall (see page 26).

CURRICULUM

Five New Courses

GETTING UNDER way on the hill this semester are five pioneering classes.

New courses in the department of economics have been introduced by Prof. Edwin E. Witte, chairman.

Professor Witte is teaching one of them, Economics 148, dealing with the economics of collective bargaining. It was first offered in the summer session of 1947 by Prof. C. L. Christenson, chairman of the department of economics at the University of Indiana, but has never been given during the regular semester.

The second new course is Economics 296, a graduate seminar to study the science of econometrics, the expression of economic ideas in terms of mathematics. Prof. Martin Bronfenbrenner is teaching the course.

One of the nation's industrial relations experts, Lawrence Parrish, has opened a new course sponsored by the University of Wisconsin School of Commerce, Dean Fayette Elwell has announced. The course studies the development, management, and operations of the Cluett, Peabody and co., makers of Arrow shirts, where Mr. Parrish is an assistant to the president.

Other company executives, including Emory Coughlin, director of industrial relations, will visit the

campus to lecture on such subjects as product design and development, product manufacturing, quality control, production planning and control, industrial engineering, personnel administration, research, marketing, and finance control.

Mr. Parrish delivered the first lectures in the field of industrial relations at the University in 1944, when he was director of public relations at the A. O. Smith co., Milwaukee. When he left for Cluett, Peabody and co., Mr. Parrish developed the idea of a complete course integrating all the phases of manufacturing production for college students. The course, tried experimentally at an eastern university, proved successful.

The influence on national and world affairs of new discoveries in the natural and social sciences is the subject of a course, "Contemporary Trends," being presented at the University this semester. Farrington Daniels, professor of chemistry, is chairman of the course.

Open only to University seniors, the class is designed to acquaint natural science students and engineers with the "viewpoint" of the social scientists, and to give the social scientists knowledge of the natural sciences, Professor Daniels explains.

The 48 lectures being given during the semester will be presented by the six members of the faculty committee in charge of the course and by some 25 other faculty speakers, all experts on specialized topics. Several non-faculty lecturers also will speak to the classes.

A course in publicity writing, Journalism 124, is being offered this year by the School of Journalism at the University of Wisconsin. It is one of the few schools which has courses in publicity writing.

ILS Gets an Orchid

"PRACTICAL" and "a wonderful deal" University of Wisconsin students are calling the new Integrated Liberal Studies (ILS) program.

But it's "too specialized" and it "goes too fast" some of them said at a forum of criticism held at the University last month. Students and faculty workers were invited to a general discussion of the ILS which began this semester.

ILS is a new two year curriculum limited this year to 300 freshmen.

It is a basic general course which lays a cultural foundation for students who may wish to specialize in any of a number of fields in the last two years of their college career. It includes four courses this first year—Greek and Roman culture, early man and his society, the physical universe, and theory and practice of writing.



VI AND CLAY: Prom royalty.

PUBLIC SERVICE

Clean Bill of Health

CHARGES THAT organized pressure has been brought against the University of Wisconsin's School for Workers were found to be without basis last month by a special investigating committee of top labor leaders from the state AFL, CIO, and independent labor organizations.

The charges of pressure were made by Victor Reuther, educational director of the CIO United Auto Workers' Union and brother of the UAW's president, Walter Reuther. He said he had been told by some of the School for Workers instructors that they were being "followed around by board of commerce representatives."

Reuther claimed the so-called shadowers were "spying" on the teachers and "putting pressure on the University's Board of Regents" to "contain the program, limit it, cut their budget" as a part of "a concerted drive throughout the country by business interests to cut workers' education programs out of the schools."

University officials assured the labor leaders that the University has not attempted to circumscribe the activities of the School in any way, and that an increase in budget for the School indicates an intent to support a further expansion. The labor men expressed themselves as satisfied with these assurances.

"It was a fruitful exchange of ideas and resulted in complete agreement as to the policies and work of the School for Workers as it is now being conducted," according to L. H. Adolfson, director of the UW Extension Division.

The School for Workers, which offers courses for labor groups, is

more than a quarter of a century old. It was originally established in 1925 in collaboration with the YWCA as a summer school for working girls. It gradually evolved into a co-educational program. The major part of the program, consisting of short institutes for groups of workers, is held in Madison during the summer months. During the last two years winter classes have been added in the expanded program and these are taught in various cities throughout the state in cooperation with boards of vocational and adult education. Subjects taught include collective bargaining, history of trade unionism, public speaking, and parliamentary procedure.

Extension Birthday

Not to be outdone by its parent institution's Centennial, the University of Wisconsin's Milwaukee Extension Division is celebrating three anniversaries this year.

It was 40 years ago that the University established an extension center in Milwaukee, 25 years ago that it first offered regular freshman and sophomore course to high school graduates, and 20 years ago that it moved into its own permanent quarters at 623 W. State St.

The Milwaukee Extension Center has done a lot of growing since it was opened in 1908 with an enrollment of 58 students.

Today, 2,212 day students are enrolled in freshman, sophomore, and junior courses. The center's evening school offers, in addition to University credit courses, the second largest non-credit university program in the United States, being surpassed only by the College of the City of New York, Dr. George A. Parkinson, director of the Milwaukee Center, says. About 4,000 adults annually enroll in the non-credit classes.

The school's population several years ago overtaxed the capacity of the seven-story Extension Building at 623 W. State St., and the overflow has been housed in barracks erected in front of the building and in rented quarters in the Metropolitan and Wisconsin Tower Buildings.

For Better Roads

HIGHWAY OFFICIALS of Wisconsin gathered in Madison last month for a five-day special highway institute on concrete roads, sponsored by the University of Wisconsin College of Engineering, the University Extension Division, and the State Highway Commission.

Cooperating in the program were the Wisconsin County Boards Association, Wisconsin County Highway Commissioners Association, and the Wisconsin County Highway Committee Members Association.

RESEARCH

Light in the Dark

A GUIDING LIGHT into the mysteries of the so-called "Dark Ages" in history has been discovered in hidden business records of the ancient city of Genoa, Italy, by University of Wisconsin historians. Photostatic copies of these documents have been collected for the library at the University of Wisconsin. The library now has a complete set for the 12th century, and an almost complete set of the 13th century papers.

Little authentic information is in existence concerning the six centuries following the collapse of the Roman empire. But in the Genoese business records there are traces of events of that time.

The documents were written by notaries in Genoa who served as public stenographer, notary public, and lawyer all in one. They wrote the business, law, and court agreements for the business men of the town.

The existence of the Genoa documents had been known for a hundred years, but they remained almost undisturbed in the archives of a Genoa building, itself 700 years old. The difficult reading and their inaccessibility had hindered intensive study.

Shortly before the First World War Eugene H. Byrne, then a graduate student in history at the University of Wisconsin, later a Wisconsin professor of history, started work on the documents.

He worked on the hand-written Latin script—written on some of the oldest true paper in existence—until the outbreak of the war forced him to return to America.

But the war's end found him traveling back to Genoa on a University research grant, equipped with a photostatic camera for making copies of the documents.

His copies showed the charred edges of some of the papers which had survived a fire set by Louis XIV in an attack on Genoa. A conscientious janitor had rescued most of the documents.

When Professor Byrne returned to America again he had a collection which has since formed the nucleus of the best collection of Genoa documents in the United States.

He passed on his enthusiasm to his students. One of them, Robert L. Reynolds, now a professor of history at Wisconsin, along with Hilmar C. Krueger, then head of the history department of the University Extension division, did further work on the documents, collecting and readying them for printing in bound volumes. During the fire many had been separated from the others of the same subject. They had to be found, read, and put back in proper sequence.

Both Professor Reynolds and Krueger went to Genoa for this work in 1938 and 1939. And, again, a war cut short the work and forced the return to the United States.

However, five volumes of the documents had been sent to a printer just before the war blasted Europe. Now, after a wait of 10 years, Professor Reynolds has received copies of the books he compiled.

Eyes on the Stars

TO CHARLES M. Huffer, '26, it's all in a day's—or night's—work to be literally "out of the world."

For only the quiet buzzing of electrical instruments and the occasional sound of a passing automobile remind Professor Huffer that he is, after all, not at some outpost in space but the Washburn Observatory at the University, watching the light from stars which are perhaps a million million miles distant.

Professor Huffer is carrying on the pioneer research of Wisconsin astronomers in his study of the relations between the temperature, size, and physical nature of stars. The Washburn Observatory is known over the world for work in determining the size and density of stars trillions of miles from the earth.

Wisconsin's 15-inch telescope—small as telescopes go—is one of the work-horses in the astronomical field. While the giant new 200-inch Palomar telescope and the Mount Wilson 100-inch instrument are reserved for the prima donna roles of searching for the outermost reaches of the universe, the smaller observatories are busy with the relatively tame but exacting and necessary work of learning all that can be known about the stars within their more limited range.

And the phrase "limited range" is misleading. Few people would call being able to see a million million miles very limited range of vision.

In fact, seldom do modern astronomers actually expect to learn very much by simply peering through their telescopes. Instead, cameras, photoelectric cells, and spectrographs are attached to telescopes to determine the size, temperature, and composition of the burning gasses on other distant suns. "For that is what stars are," Huffer said, "just suns, similar to the one we know, though often many times larger, but so distant as to appear as points of light."

By using a complicated "electric-eye" which is an extremely sensitive photoelectric cell, the astronomers at the Washburn Observatory have been working for years to chart the characteristics of all the astronomically interesting stars visible from the northern hemisphere.

LEGISLATURE

Important Bills

SEVEN PIECES of potential legislation affecting the University of Wisconsin are in the hopper of the 1949 State Legislature. They include:

A bill to change the following general fund revolving appropriations to annual specific appropriations—UW student fees, UW extension fees, UW hospital receipts.

A bill to take University finances largely out of the hands of the Regents and place them in the hands of the state budget director.

A bill integrating all state schools of higher learning under a single board of regents.

A bill preventing any increases in University tuition.

A bill creating a four-year Extension Center at Milwaukee.

A bill making the 25¢ Wisconsin Student Assn. fee compulsory.

A bill making ROTC voluntary at the University instead of compulsory.

SPORTS

Basketball Blues

WISCONSIN'S cagers continued to occupy the second division as the Big Nine 1949 season wore on.

The Badgers got beat by Illinois, Michigan, Purdue, and Iowa in February; defeated Iowa once and Northwestern twice.

A game with Minnesota at Madison on March 5 was to wind up the campaign, worst for Wisconsin in three years.

But the basketball news wasn't all bad. The Badgers defeated Western Ontario here, 79-45, on Feb. 26 in the first international contest in UW history, and Don Rehfeldt poured in 34 points here against Iowa on Feb. 28 to set a new field-house and school record, tie the field-goals-in-a-game mark with 13, and improve on his fabulous total of points in conference play. Best news of all: as the season progressed, the Badgers improved; and comers Rehfeldt, Schneider, Markham, Mader, and Rogers all have a year of competition left.

Wanamaker Win

AT LONG last the nation's sportswriters and fans recognize what Wisconsin writers have been trying to tell them for two years: Don Gehrman, '50, is a big time runner.

It took a spectacular darkhorse victory in the Wanamaker Mile, in Madison Square Garden, against highly touted imported competition from Sweden and Holland, to do the trick. Then the sports spotlight of the nation fell on Gehrman; his picture adorned the pages of *Life* and *Time*; his life story was written up in every paper in the country. He was hailed as the successor to

the "flying parson," Gil Dodds; as the "new king of the indoor track."

Every dopester in the business said that Gehrman couldn't win. He had had no experience on indoor board tracks. He had fizzled out at the Olympics. His competition was the stiffest seen in this country in several years. And Willy Slykhuis of Holland, noted for his finish spurts, was well ahead when they came into the stretch. Gehrman displayed an even stronger finish kick, won the race in the last 15 yards.

Billed as America's only hope to retain the famed trophy which had never gone overseas since the distance was cut to a mile, Don Gehrman came through like a trouper.

Two weeks later Gehrman paced the Badger win over Northwestern: 84 $\frac{3}{8}$ to 29 $\frac{1}{8}$. Wisconsin also trounced Marquette Feb. 26 by 69 to 45.

Boxers Victorious

WITH the boxing season just begun, Johnny Walsh and his "battlin' Badgers" (soon to be profiled in *Life* and *Colliers*) have won two out of two:

UW—6; Penn State—2 (Feb. 19)

UW—5; Idaho—3 (Feb. 25)

Yet to come are contests with Syracuse, Michigan State, Washington State, Minnesota, and San Jose. Michigan State has been chosen the site of the NCAA meets this year on April 7-9.

Ten thousand fans saw the All-University boxing finals Feb. 11, in which NCAA champs Steve Gremban and John Lendenski retained their crowns. Other winners were Paul Kotrodimos, Dave Wiseman, Dwight and Dwaine Dickinson, Ted Kozuszek, and Bob Ranck. Winner of the "fightin'est fighter" award was Glen Nording, whose three-round tilt with Dwaine Dickinson was the climax of the evening. Newcomer Don Schuster won the "best contender" trophy in the All-University semi finals Feb. 9.

The Idaho match featured the TKO of the never-beaten champ, Herb Carlson, by Badger John Lendenski.

Paul Bunyan Trophy

A NEW football trophy, to be awarded annually to the winner of the Wisconsin-Minnesota gridiron contest, was presented Jan. 10 between halves of the Badger-Gopher Big Nine basketball game.

The trophy, called the Paul Bunyan football trophy, is in the shape of a huge logging axe, was donated by the National "W" Club of Wisconsin. Chuck Fenske, '39, secretary-treasurer of the National "W" Club, made the presentation, while Pug Lund, ex-Minnesota grid great, accepted it for Minnesota (which won the 1948 football game at Madison 16-0). The axe carries all the scores of previous Minnesota-Wisconsin football games and is decorated in the colors of both schools.

Wrestlers Thrown

IT'S BEEN a poor season for the Varsity wrestlers. With one match remaining (Ohio State) the Badger grapplers have been thrown for a loss:

UW—8; Wheaton—24 (Jan. 15)

UW—6; Illinois—20 (Feb. 4)

UW—8; Minnesota—19 (Feb. 12)

UW—16; Northwestern—11 (Feb. 19)

UW—6; Iowa—22 (Feb. 21)

Wrestling, as a Wisconsin sport, was on a "catch-as-catch-can" basis in its early years and the phrase is descriptive of its status. The sport of grappling, until 1921, had no official basis, was an adjunct to gymnastics and fencing, for the books tell us that the old gymnastic meets included fencing and wrestling as divisions of their competition.

Wrestling began as a Wisconsin sport in 1911. E. R. Finley was the coach; it wasn't until 1912 that a dual intercollegiate meet was held, Wisconsin holding Chicago to a 1-1 draw. By 1914, Wisconsin was competing in the Western Intercollegiate Wrestling tournament, held along with the gymnastic and fencing tournaments. By the time official status had been attained in 1921, Wisconsin wrestlers could point to three individual conference championships. Art Knott won the 135 pound title in 1912, later came back to coach Wisconsin from 1916 to 1918. Other champions were Freeman, 175 pound winner in 1915, and W. J. Babcock, 135 pounder, in 1917.

One day, in the old Red Armory, Acting Athletic Director Tom Jones watched a well-built man demonstrating wrestling holds to a physical education class and listened to him extoll the benefits of the sport. The speaker was a bit miffed when Jones interrupted him, but was all smiles a little later when he was asked to become the first "real wrestling coach" at Wisconsin.

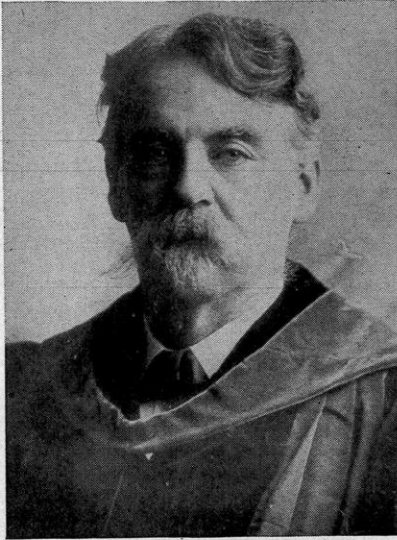
That man was George Hitchcock, who had come to Wisconsin as an engineering instructor in 1919. Hitchcock had been quite a wrestler in the Navy and he carried over his success in coaching. From 1921 to 1933 Hitchcock gave Wisconsin a decided uplift in the sport. While his teams never won a conference title, they were contenders almost every season and he produced several conference and All-Western individual titlists.

Wrestling was on a hazardous basis in 1934 and 1935 when athletic funds were low, but in 1936 George Martin, outstanding wrestler from Iowa State College, came to take over the coaching reins and rebuild the sport.

Besides reviving varsity wrestling, Coach Martin has introduced a state high school wrestling tournament. It's been running for six years now. This year the all-Wisconsin meet was won by Stevens Point with Milwaukee South a close second.

FOUR MEN WHO BUILT WISCONSIN

★ BETTY CASS, x'24, writes an engaging account of a man who dominated the Wisconsin scene from 1878 to 1931.



"So large, so handsome, so distinguished."

OWEN

I SAW Professor Edward T. "Buck" Owen only once, but once was all anyone needed to see Professor Owen to remember him always.

I was walking along the sidewalk on State St. near the University at the time when I saw a huge, high old car rolling slowly, majestically down the street toward me. In the back seat sat a man so large, so handsome, so distinguished in appearance, and yet, withal, having so kindly a face that I snapped my head around to stare as the vision passed. His hair and his luxuriant, drooping, "handle-bar" mustache were snow white; the long, ruddy face seemed familiar, although I was sure I had never seen the man before, and he wore a white suit. There was also a woman in the back seat beside him, but of her I have no memory, except that she was small.

"That was Professor 'Buck' Owen," my companion volunteered.

"Then it wasn't Justice Oliver Wendell Holmes?"

"No, but doesn't he look like him?"

For others, whose memories of Professor Owen are more numerous, there are impressions which come more quickly to mind than his resemblance to Justice Holmes, to whom he is said to have been distantly related.

Chief of these impressions are first, his size; second, his extreme courtliness, kindness, charm; and third, his cautious, conservative, retiring nature in everything except dress and his zest for life. And his unconventionality in dress was not due to any desire for attention, but to practical ideas combined with a natural fastidiousness, while his zest for life was, like his size, something for which he was not responsible.

Professor Owen was just six feet three inches tall, his relatives say, but his exceedingly broad shoulders and unusually erect posture gave the illusion of his being much taller. The late Dr. Sam Chase, his dentist for many years, was "willing to swear" that he was "at least six feet five".

Tall Height and Tastes

Whatever his stature, Professor Owen surrounded himself with things which matched or enhanced it. Besides the big car, he owned a fine large bay horse on which he rode a great deal. His sailboat was one of the largest on the lakes, the rooms of his house were tremendous, and he had an oversize bathtub lined with a sort of sponge-rubber (the cautious quotient in his nature), and a russet-colored leather travelling bag twice the size of an ordinary one, both made especially for him. Even his tiny wife, who was just over five feet, enhanced his size.

Like his unconventional taste in dress, this preference for possessions which matched his physique was not due to a desire for attention, but rather to the opposite. He would have looked silly with his long legs dangling down the sides of a little horse, or carrying a handbag which, compared to his size, looked like a toy, and a desire for dignity was as much a passion of his nature as was a desire for privacy and for obscurity which prompted him to refuse to allow his name in *Who's Who*, while lesser men connived for the honor.

Between Professor Owen's inclination toward the full, rich life and his wish for anonymity coupled with his natural caution, there was often conflict, but about his gallantry, his charm, his kindness, his brilliance of mind, there was never any compromise.

He was witty, but his wit was never biting. His kindness was legendary. He often invited entire classes to his home and he made friends of his students. If he had not been a fine teacher of languages, he would perhaps have been a great naturalist, with the love and compassion which characterizes all naturalists. Butterflies were his life-long hobby. He loved the squirrels and birds too, and scores of them came to his study window daily to be fed. Once, for a long time, he had a pet squirrel which rode about in his coat pocket, often peeking its head out and tweaking his sleeve, begging for a nut or a scratch on the head from the big, gentle hand.

His contemporaries say "the Owens and the Allen Conovers were the handsomest couples in Madison", and "certainly Professor Owen was one of the finest conversationalists."

Professor Owen's most noted eccentricities in dress were three: White suits for summer when such "affectations" were almost unheard of, white buckskin riding breeches, and overshoes made especially for him to resist slippery sidewalks. He and Professor Howard Smith of the law school were for years the only men in Madison who wore white suits in summer, while the rest of the male population sweltered in dark woolens or resorted to shirtsleeves. And Professor Owen was nothing if not thorough.

Gone With the Wind

When, fresh from compact, sheltered New England, he moved west to "the tornado belt" of Wisconsin, he built a stone tornado cellar in his home, with a slide leading to it from his study on the first floor so that he could reach it in double-quick time, and a "look-out" on the roof.

His caution concerning winds extended further. His classes were held in one of the older university buildings where the wind, when it blew, came through the cracks and rattled the windows with enthusiasm. At the first sign of a cold wind, Professor Owen would excuse himself from his class with a courtly bow, hasten to a nearby closet, and bring back a heavy lap-robe type blanket which he would spread over his lap and tuck carefully around his legs.

Professor Owen was born on March 4, 1850, at Hartford, Conn., and after graduating from Yale he was married, on April 11, 1874, to Emily Pratt of Hartford. They went to Europe on their wedding trip, staying two years and collecting some of the many beautiful things which later filled their home here, especially much of the equi-

site china of which they were so fond. One set he had decorated especially for Mrs. Owen in Dresden, with butterflies, symbolizing his particular interest.

After they returned to this country they remained for two years in the east, where their first child, a daughter, Ethel, was born. In 1878 President Bascom brought Professor Owen to the University of Wisconsin as an instructor in modern languages.

At that time President Bascom lived on State street. Next door to him, in a new brick house at what later was 624 State street, lived Hiram Johnson, his wife Maria, who ran an excellent boarding and rooming house, and their daughter Julia, later the wife of Professor William Trelease, the famous botanist.

The Famous House

The Owens "took rooms" at the Johnsons, had their meals there, and about a year later, on June 23, 1879, Professor Owen bought the place, which was to be his home for the rest of his life, more than half a century, and which was, for many reasons, to become one of the most famous of Madison houses.

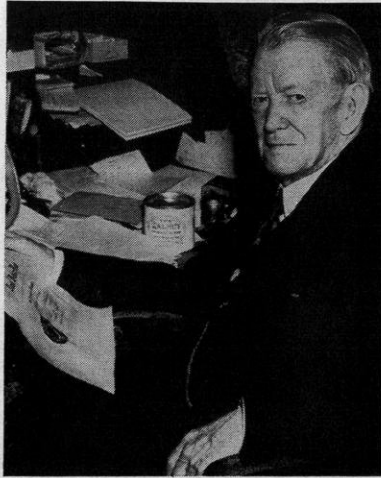
The house, built in 1875, though well built and of brick, was of no particular style of architecture, nor was it unusually spacious. Furthermore, a second daughter, Cornelia, called Nell, had been born just before he bought the house, so Professor Owen decided to enlarge and improve it.

Lew Porter, one of the more famous architects of the day who had, among other notable achievements, superintended the building of the capitol, translated Owen's ideas into a three-story wing at the west side of the house, and Samuel L. Chase, the most noted cabinetmaker of Madison at that time and the father of the late Dr. Sam Chase, put in new interior woodwork throughout, which, until the house was razed, was unsurpassed in Madison for beauty and detail.

The long and happy years in the house and yard behind the old brick wall came to an end with the death of Professor Owen, at age 81, on November 9, 1931, and with Mrs. Owen's death in August, 1934.

For most of the information contained in this sketch I am indebted to many of Prof. and Mrs. Owen's close friends and relatives, including their daughters, Mrs. W. H. Kiekhofer and Mrs. Berry Cerf, Pres. Emeritus E. A. Birge, Miss Anna Birge, Frank Hoyt, Marshall Parkinson, Miss Mildred Harper, Misses Alice and Bettina Jackson, Mrs. F. K. Conover, Miss Flora Mears, Prof. and Mrs. Henry R. Trumbower, Miss Amy Stevens, and the late Mrs. Carolyn Howe Porter, A. O. Barton, and Dr. Sam Chase.

★ From 1904 to 1932 this internationally famous hydraulic and sanitary engineer was a member of the University faculty.



He tamed giants in the earth.

MEAD

THE CIVIL WAR was reaching its explosive height when Adelia Mead presented her husband, Washburn, a Fulton, N. Y., cabinetmaker, with his fifth child and third son. They decided to name the boy after a national figure who had died just 10 years before. So Daniel Webster Mead started out with two strikes against him: the loneliness of a youngster whose parents are old and whose brothers and sisters have married and left home; the long, rough, trek west to Rockford, Ill., when little Danny was five.

The precocious youngster learned to read at an early age, rapidly gobbled up everything in sight, including a small volume called *The Young Surveyor*, which sold him the idea of becoming an engineer. After high school in Rockford (with shop work on the side to finance it) Danny went to Cornell, worked his way through its civil engineering course, graduated in 1884. Engineering was a baby course then, with teachers often groping in the dark. A newfangled occupation, it lacked the prestige it carries today (largely traceable to Danny Mead). A degree in his pocket, he joined the US Geology Survey, went to Wisconsin where he was mapping the semi-wild Badger state when he was asked to build a waterworks system in Danville, Ill. The job completed, he then went to Moline, Ill., and built a duplicate. His home town, impressed by these exploits,

asked him to become city engineer of Rockford. There he fell in love with Katie Ross Gould and married her.

Danny (as he was known his entire life) soon took on another job, as chief engineer of the Rockford Construction Co. One day he hired a fellow named Fred Turneure; the two young men became devoted friends. A few years later, after becoming dean of the UW Engineering School, Fred offered Danny a job on the UW faculty. Mead accepted, came to Madison that year (1904) on a "temporary" basis, and stayed on the rest of his life.

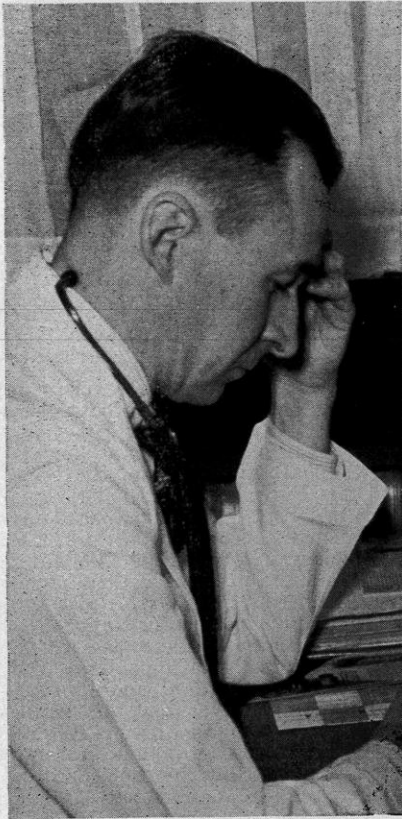
In 1932 he retired officially as emeritus professor, was awarded an honorary LLD by the UW. (Unofficially he continued to lecture until 1944). His reputation had spread around the world. He had built hydro-electric plants at Wisconsin Dells and Prairie du Sac, served with a Red Cross commission to China in 1914 to stem the floods on the Huai River, engineered the \$30,000,000 Miami, Fla., conservancy district project, written the first English language book on hydrology, and a manual (*Standards of Professional Relations and Conduct*) which has become the Hippocratic Oath of the engineering profession. He had been appointed by President Coolidge to the engineering board of Hoover (Boulder) Dam. (One of three Meads on that board, Danny has often been falsely credited with a namesake—the Mead lake formed by the dam—which was actually named after Elwood Mead, army engineer on the board). He had also accumulated a raft of honors: honorary member of the Engineering Institute of Canada and nine other professional groups (several of which he served as president), winner of the Fuertes medal from Cornell, the Octave Chanute medal from the Western Society of Engineers, the Norman medal from the American Society of Engineers, a fellowship in the American Institute of Electrical Engineers, and the Washington Award of the Western Society of Engineers.

After his retirement he set up in Madison an engineering consulting firm, ran it on the side while lecturing once a week at the UW. The lectures were vigorous, meaty, colorful.

"The old man has a spark," the students said.

The spark died with his wife, Katie, in 1944. Illness set in. For more than three years he languished, nurses at his bedside 24 hours a day the last few months. On October 13, 1948, Daniel Webster Mead died at the age of 86 in his stately Madison home on West Gorham St.

★ At the age of 46, death claimed this great servant of Wisconsin and its people.



"Just call me Lew."

COLE

THE DEATH of 46-year-old Dr. Llewellyn R. Cole last December 31 was a shock, but not a surprise, to his close friends and relatives. It was common knowledge in that small circle that his health was poor, that he was literally working himself to death in the service of the University and the state.

Wisconsin's "family doctor" was his unofficial title—a reference to his weekly *March of Medicine* program over 26 state stations and his column, "Wisconsin Doctors Say," in the *Wisconsin Agriculturist and Farmer*.

There were elements of tragic drama in his passing (*Alumnus*, Feb., 1949). The Coles and their 12-year-old son, Llewellyn John, had spent Christmas with relatives in Milwaukee. Dr. Cole had left them there and hurried back to Madison to catch up on some work, promising to join them again on New Year's Eve. He didn't show up, and long distance calls were of no help. So Mrs. Cole hurried home, where she found his body. He had

been stricken with a cerebral hemorrhage.

At the time of his death young Dr. Cole was coordinator of graduate medical education, sponsor of several refresher courses for Badger physicians. He had retired as head of the student health department in December, 1945, due to ill health. He was a fellow of the American College of Physicians, a member of the American Medical Society, the Dane County Medical Society, and the Wisconsin State Medical Society, a native of Clintonville, and an alumnus of the UW (BA '26, MD '29).

From 1929 to 1931 he was interne and resident at the University of Pennsylvania hospital at Philadelphia, returning to the UW campus in 1931. He was for some time physician to the Badger football team, was active in the development of the Wisconsin Center Building campaign, and served on the publishing board of the *Badger Quarterly*.

The personality of Wisconsin's family doctor was perhaps best caught by the (Madison) *Wisconsin State Journal* in a profile several years ago. Said the *Journal*:

"You have to give nature credit for turning out an easy-going guy like Dr. Cole. If he didn't possess a valuable, even temper, he wouldn't be the kind of fellow who is this week writing two magazine articles, reviewing a book, writing a guest editorial, teaching a couple of University classes, speaking over WHA, clucking over the health of 10,000 students, and standing guard over Badger athletes. 'We never see him,' his wife says."

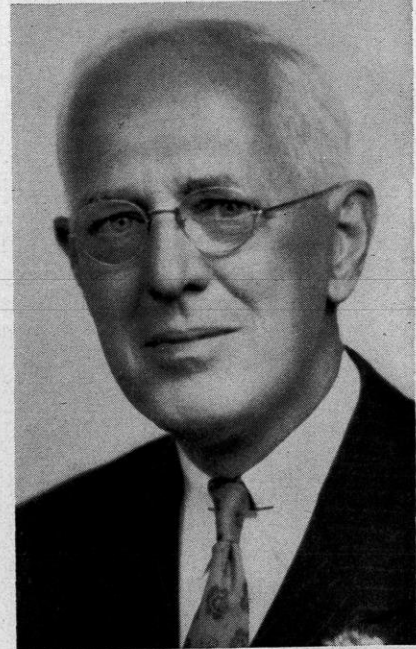
Upon his death, the *State Journal* paid him a final tribute:

"Wisconsin has lost a great public benefactor. Dr. Cole was one of those tireless public servants whose contributions to man's well-being were too-poorly appreciated until death claimed him at the age of 46. A valuable and unselfish worker, his radio broadcasts on health problems—a labor of love that claimed much of his time—were unique in clarity and listener-interest. 'Doc' Cole was a fine citizen, and Wisconsin owes him much."

UW President E. B. Fred summed up the epitaphs in a poignant statement:

"Although fully occupied with his tasks in the University, Dr. Cole was never too busy to assist in public causes. In the University we found him of great help in many activities. Since I have been president, I have called on him frequently for assistance and counsel and always found his counsel wise and his willingness to serve without limit. He was a person of winning personality, great integrity, and unusual ability, motivated by deep devotion to his fellow man."

★ Heir to the traditions of Turner, this expert on American frontier history taught on the Hill from 1910 to 1932.



The West was a challenge.

PAXSON

WHEN DR. Frederic L. Paxson died in Berkeley, Calif., last October, the nation lost one of its foremost historians and the University of Wisconsin lost one of its great builders of scholarship.

At the time of his death Dr. Paxson was 71 years old, history professor emeritus at the University of California, and a veteran of 22 years on the UW faculty (1910-1932) and 15 years on the California faculty. He had returned to the UW campus to teach in the 1947 summer session.

A Pulitzer Prize winner, his *History of the American Frontier* won that honor in 1924. Other notable volumes from his pen included *The Last American Frontier*, *Recent History of the United States*, *When the West is Gone*, *American History and the World War*, and *The Great Demolition and Other Essays*. He was past president of the American Historical Society, former curator of the Wisconsin State Historical Society, holder of the Margaret Byrne chair of history at California. He was also a member of the advisory board of the Franklin D. Roosevelt Library in 1939, an Army major during World War I (in charge of the economic mobilization section of the historical branch of the war plans division).

FOUR MEN BUILDING WISCONSIN

★ Under this doctor, the UW Medical School has few peers in teaching—research—public service.



A general in the war on disease.

MIDDLETON

THE WORLDWIDE respect for the University of Wisconsin's Medical School rests in no small measure on the research and teaching advancements realized there under the efficient administration of Dean William Shainline Middleton, one of the UW's few deans who is not a Wisconsin alumnus.

Since Dean Middleton took over the reins in 1935, the McArdle Memorial Laboratory has been built (1940) and attracted international attention for its cancer research, especially in the development of chemotherapy for skin cancers. Occupational therapy has been given a boost; the unique alliance between the UW Medical School and the Wisconsin General Hospital has been tightened; the student health clinic has been greatly expanded and modernized; isotopes have been found useful in the treatments of toxic goiters; penicillin derivatives

have been discovered and put to work; teropterin and dicumarol have sprung from UW research—along with other “miracle drugs”; a Wisconsin Alumni Research Foundation-financed Enzyme Institute is nearing completion; a new tumor clinic is in operation; two new wings to the Wisconsin General Hospital have been authorized and blue-printed; the State Hygiene Lab on campus has increased its public services some 300 per cent; and a veterans' rehabilitation program has rolled into operation. These are but the high points in the smooth-flowing unprecedented medical advance that is taking place quietly in Madison under Dean Middleton's direction.

The dean's personal contributions to this forward march of medicine in Wisconsin can in no way be underestimated. He took the lead in organizing the UW medical faculty into a base hospital unit on the eve of World War II. He was the deviser of the Council of Scientific Work for the State Medical Society of Wisconsin (a research-promoting and encouraging outfit) which he has chairmanned from its inception. Nor are his distinctions confined to campus or even state:

World-Wide Credit

1. He served as a captain in the medical units of both the British and American Expeditionary Forces in France in World War I.

2. He served as a colonel in the US Army Medical Corps in World War II; was one of General Eisenhower's top medical consultants, second-in-command to the surgeon general of the ETO and chief of internal medicine for all allied troops in the ETO. For outstanding service in this capacity he earned the University of Pennsylvania's Alumni Award of Merit, the Legion of Merit, the Croix de Guerre with palm, and the Distinguished Service Medal. He supervised the establishment of 101 fixed and 103 mobile American hospitals in Europe.

3. He is the number-one American authority on blood and cardio-respiratory diseases.

4. He became a fellow in the Royal College of Physicians at London. (Only three other Americans have been so honored. One of them was the UW's recently retired Dr. Ralph Waters).

5. He holds an honorary Doctor of Science degree from his alma mater, the University of Pennsylvania (MD 1911).

Who's Who gathers up other loose threads in the life of the 59-year-old doctor-dean: born in Norristown, Pa.; interned at Philadel-

phia General Hospital 1911-1912; UW instructor 1912-15; assistant professor 1915-25; associate professor 1925-33; full professor since 1933, dean since 1935. During both wars he was on military leave of absence from the University. He has taught at the Universities of Michigan and Oregon as visiting professor, won the Council Award of the Wisconsin State Medical Society in 1938, is a fellow of the American College of Physicians of Philadelphia, former president of the Central Society of Clinical Research, former president of the American Association for the History of Medicine.

Dean Middleton is also a member of the American Medical Association, the Association of American Physicians, the American Society for Clinical Investigation, the Society for Experimental Biology and Medicine, the Wisconsin Academy of Sciences, Arts and Letters, the Milwaukee Academy of Medicine, the Honolulu County Medical Society, Alpha Omega Alpha, Alpha Tau Omega, Phi Beta Pi, Phi Kappa Phi, Sigma Xi, Sigma Sigma, the American Legion, the Kings Own Old Comrades Association, and the Association of Physicians of Great Britain and Ireland (honorary foreign member). He is also foreign correspondent for the *Sociedad de Medicina Internade Buenos Aires*.

The Negro Problem

One of Dr. Middleton's fortes is the straight-forwardness with which he attacks any and all medical problems. Not the least of these is the problem of the supply, distribution, and opportunities for training of the Negro physician. It was with characteristic frankness that the dean picked as the guest speaker at the Medical School Alumni Day Banquet last year a distinguished Badger, doctor, educator, and Negro—Dr. John W. Lawlah.

Dr. Lawlah completed his first two years of medicine at the University of Wisconsin in 1929 with the degree of MS, graduated in medicine from Rush Medical College in 1932. His professional and administrative talents have been widely recognized by membership in general and special societies. He is a fellow of the American College of Radiology and certified by the American Board of Radiology. For a number of years he was dean of Howard University School of Medicine, Washington, D. C., and superintendent of Freedmen's Hospitals in that city. He is now clinical professor of radiology at Howard.

Declared Dr. Lawlah:

“In 1942 it was estimated that there were approximately

WISCONSIN ALUMNUS

3810 practicing Negro physicians of which number some 55 had been certified as specialists by the American Boards. When it is realized that of the total population in the United States approximately 1/10 are Negroes, we are immediately faced with the unusual situation of having less than 1/40 of the total physician population responsible for the medical care of 1/10 of the general population.

"It seems perfectly obvious that the number of practicing Negro physicians in relation to the Negro population is totally inadequate.

"The real and pressing problem seems to be one of inadequate numbers of Negro students in medical training. Instead of having 145 to 150 yearly, there ought to be no less than 200 graduates yearly. Since Howard and Meharry are at their top limits of production, additional graduates must come from the other 75 medical schools. An average of 50 to 60 graduates yearly from other schools instead of an average of ten graduates from these schools as now exists, would in the course of a few years go a long way toward solving the problem. Present tabulations show that there are some 85 Negro students in schools other than Howard and Meharry. This is by far the largest number ever enrolled at any one time, and to me represents a start in the right direction. However, with larger numbers of graduates, additional internships and residencies will have to be made available to provide for adequate training of internes, specialists and teachers.

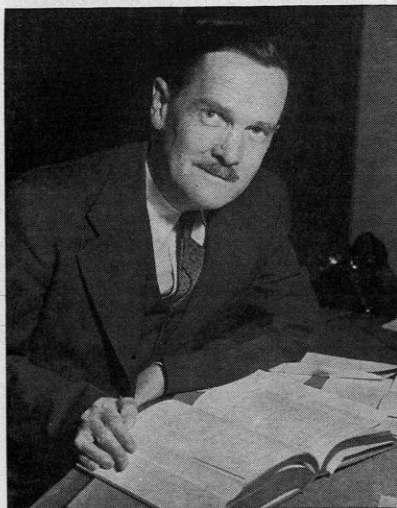
"The health problem of the Negro demands thinking that is clear, thoughtful, and understanding, and is a challenge to all America."

Writes Dean Middleton:

"Dr. Lawlah's message on the supply, distribution, and opportunities for training of the Negro physician was a forceful, dispassionate analysis of a situation that should arrest the attention of every American citizen. In an enlightened civilization no segment of the population may be neglected.

"The University of Wisconsin Medical School subscribes completely to Dr. Lawlah's thesis. Wherever possible your Medical School will stand ready to discharge its full responsibilities in the training of Negro physicians."

★ The UW department of Philosophy now has a staunch supporter of the Christian ethic.



Via Australia, China, and London.

GARNETT

YOU WOULDN'T know it to look at the newspaper headlines, but the UW faculty includes a host of distinguished professors quite unconnected with football, science, economics, or politics. One of the most outstanding is Philosopher, Author, Theologian, Traveler, and Part-time Clergyman Arthur Campbell Garnett (rhymes with "darn it"), who is listed succinctly in the directory as professor of philosophy.

It's a minor miracle, in a way, that Dr. Garnett's work on campus has so long escaped the attention of frenetic publicity writers, for that work has had a widespread impact. It is the opinion of many on the UW faculty that his national fame would shade that of Theologian Reinhold Niebuhr, if he had so persistent a press agent as *Time*, *Life*, and *Fortune's* oracular overseer, Henry Luce.

Now an American citizen, Dr. Garnett was born in South Australia in 1894, grew up on an aboriginal reservation ("We put them on reservations, just like you did the Indians") which his father, a government official, administered, studied in Australia, England, and the United States, spent a year in China doing educational missionary work, traveled throughout Europe, and landed finally at the UW, where he has been teaching since 1937.

Who's Who catches the chronology nicely: graduated from the College of the Bible in Melbourne, 1916; won his BA, MA, and Litt. D. at the University of Melbourne, 1920-1925;

ordained as a minister in the Disciples of Christ Church, 1922; did graduate work in London, taught at the University of Adelaide in Australia, Butler University in Indianapolis, and the College of the Bible in Lexington, Ky.

His national stature as one of the great theologian-philosophers of the 20th century is built primarily on his competent religious and philosophic writings—in which it is impossible to tell where the religion leaves off and the philosophy begins.

"And that's how it should be," says Dr. Garnett. "We make a fundamental mistake when we think of religion as something up in the clouds, quite divorced from everyday life and beyond the range of critical thinking. It is my belief that religious dogmatism and skepticism, too, are products, for the most part, of religious ignorance. Ignorance breeds dogmatism and they both breed skepticism.

This ignorance is probed by Dr. Garnett's books: *Instinct and Personality*, *The Mind in Action*, *Reality and Value*, *God in Us* (his latest), and *A Realistic Philosophy of Religion* (a Religious-Book-of-the-Month Club selection when it appeared, now the basic textbook of Garnett's course on "Philosophy of Religion"). Pending in the schedule of the UW Press is book number six: *Freedom and Planning in Australia*, his first venture into the field of political philosophy, a work that required a trip to Australia in 1946 for basic research.

Young Dr. Garnett (54) as a classroom lecturer is popular, as a guest speaker much in demand. His philosophy of religion course is an elective, open only to upperclassmen—thus starting with two strikes against it, but he packs them in. It's the largest course in the department's advanced studies list.

Dr. Garnett once had two sons, now has one. Francis, called Frank, was killed in the war. He enlisted in the RCAF almost at the outset of the European phase, became an observer (combination navigator and bombardier), and never returned from a raid on Essen, March 10, 1942. Gordon Garnett, MD '46, is now in the Army Medical Corps, serving at the base hospital at Fairfield Suisun Airfield in California.

As a dinner table conversationalist, Dr. Garnett sparkles:

On communism: "I am delighted with the intellectual maturity exhibited by the overwhelming majority of University students in rejecting the communist philosophy . . . the best way to fight communism is not, I think, through religion, but rather through social action that does away with the conditions that breed communism. In other words, we can best fight communism, I believe, by making democracy work better."

★ "So far, only one University—Wisconsin—offers anything adequate" (in an historical approach to science).
 —JACQUES BARZUN in Harper's.



From Aristotle to Oppenheimer.

STAUFFER

ONE OF THE brighter stars in the UW crown—one which has attracted national attention and highly favorable comment—is the University's new history of science department, duplicated in few other schools in the country.

It is an experiment in cultural integration that is rapidly moving beyond the experimental stage. It has a double tie-in—bringing together for the first time the families of science and showing their interrelations with and upon each other, and then clarifying the impact of those technical sciences on the social sciences.

Thus, the student of science sees clearly, for perhaps the first time, how the advances in mathematics contributed to the discoveries in astronomy, and how both tore down some of the curtains of ignorance that hindered the advance of medicine and physics. He also follows the train of scientific progress as it wound its way around superstitions of the ancient and not-so-ancient world and gave momentum to the social sciences.

The student of social science, who formerly tended to deprecate the technical sciences and put more faith in Nostradamus than in Newton, is learning how the sciences—physical and social—are interwoven in the pattern of man's progress.

Obviously the academic pre-requisites for a faculty that can trace

developments from Euclid to Einstein and range freely over the sciences from astronomy to zoology are restrictive. In that high calibre plane of learning there is little competition. But the University of Wisconsin has the men (and is one of the few schools that does).

They are Marshall Clagett and Robert Clinton Stauffer, who direct the course, in informal cooperation with Erwin H. Ackerknecht, professor of the history of medicine, and George Urdang, professor of the history of pharmacy.

Stauffer caught the spotlight recently when he chaired the sixth symposium of the University's Centennial year, "Science and Civilization," last January 13 and 14. Scientists trekked to Madison from universities and colleges all over the country to find out, among other things, just what this history of science course is and why it has attracted so many envious glances from other campuses.

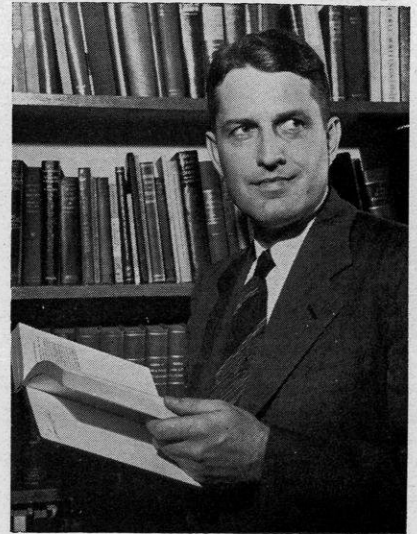
Stauffer is eminently fitted to teach the course. He earned his BA at Dartmouth in 1934, his MA and PhD at Harvard in 1939 and 1948 respectively. For four years during the war he served in the Navy as communications officer of an LST, participated in combat off the shores of North Africa, Sicily, Italy, England, and Normandy. As a college student he had traveled in Germany, France, and Switzerland.

Bob Stauffer was born 36 years ago in Cleveland, the descendant of a long line of professional men. According to *Who's Who*, his father is a noted professor of geology, professor emeritus of the University of Minnesota, and now a research associate at Cal Tech. Bob naturally inherited the scientific bent, spent the summers of 1936 to 1938 on a research fellowship at the Oceanographic Institution (Woods Hole, Mass.), taught biology for a time at Dartmouth, and came to Wisconsin in 1946—fresh from the war.

Stauffer rates the UW's history of science curricula second only to that of Harvard, and is conscientiously striving to make it tops. He is shopping around for the highest calibre texts available (no small order, since few have been written for the field), eagerly awaiting the appearance of new ones which he knows are in the writing stage, cross-examining his students for suggestions on possible improvements in the course. It's a "name" course primarily, tracing the influences of Kepler and Copernicus, Al-Kwarizmi and Archimedes—and building the story of science's advancement around the individual researches and discoveries of scientists down through the ages—often widely separated by time and distance.

Stauffer has contracted to write a book—a biography of a German agricultural chemist whom he hopes to put on the scientific map.

★ When Froker moved up, this young man took over in ag econ.



What's the price of spinach?

PENN

ONE OF the youngest department heads on the University campus (and typical of the rising infusion of young blood into the UW faculty) is Raymond J. Penn, who has succeeded Ag College Dean Rudolph Froker as chairman of the agricultural economics department.

Ray Penn was born 38 years ago in Morris, Minn., went to the State Teachers' College at River Falls, Wis., where he graduated with a bachelor of education degree in 1932. Later he earned his PhD at the University in 1941. He has been on the UW staff since February, 1946.

Professor Penn is building his academic career at Wisconsin on a solid background. He was for five years on the staff of South Dakota State College, Brookings, where he taught and did basic research in land economics and marketing. For three years he served with the US Department of Agriculture, doing research in land economics at Lincoln, Nebraska; Albuquerque, New Mexico; and Milwaukee. Then during World War II he served three years in the US Navy.

Penn's primary teaching field at the UW has been in the field of land economics. His research has covered problems relating to the use of land resources, ownership and control of land, and public land policies and management, including rural zoning—all in the unique Wisconsin tradition of Wehrwein and Salter.

WISCONSIN ALUMNUS



OLD MASTERPIECES: Almost 3,500 people visited the gallery on the opening day and 2,500 on the second day. Metropolitan officials consider the Wisconsin interest "extraordinary." The press has given an enormous amount of attention to the exhibition. Student groups from colleges and high schools are organizing bus and auto tours to the Union. Exhibit catalogues are available for 50¢.

CENTENNIAL ART

TWENTY-SEVEN masterpieces from the collections of the Metropolitan Museum of Art, valued at three-quarters of a million dollars, came to the Wisconsin Union on February 15 and will remain on public display until March 31.

Such popular and world-famous paintings as *Malle Babbe*, by Frans Hals, *The Adoration of the Shepherds*, by El Greco, and the *Virgin and Child*, by Murillo, are being seen in the original by most students and citizens of the state for the first time. An early renaissance tapestry representing the Crucifixion, which was woven in Brussels in 1515-1525 after a design by Bernart van Orley, is also included in the exhibition.

The paintings present a cross section of the leading schools, artists, and countries of Europe, include works by Rembrandt, Brueghel, Cranach, Goya, Rubens, Veronese, Poussin, Tiepolo, Fragonard, Millet, and Gainsborough.

The exhibition was organized especially for the University Centennial by the Metropolitan Museum, and will be the highlight of the campus Centennial art program. It is the first time in University history that a representative collection of

old masters has been shown on the campus.

Says Prof. William Kiehofer, chairman of the University Centennial:

"This will be one of the most important single events of the entire centennial year."

And members of the Centennial Art Committee: "The collection is superb. Never before have we had such an opportunity at the university to see great paintings in the original."

The "opportunity" came about when the trustees of the Museum recently established a loan policy making part of the collections of the Metropolitan available to a greatly enlarged audience in various regions of the United States. A loan of old masters last year was received by record attendance in Texas, Iowa, and Indiana. Thousands from all parts of Wisconsin are seeing this year's exhibition at the University.

Armed Guards

The Metropolitan's own specialist in packing and handling accompanied the paintings from New York. Two armed guards are present in the gallery throughout the exhibition.

Special lectures on the paintings have been arranged. Theodore Rousseau, curator of paintings at the

Metropolitan, opened the exhibition with a general discussion of the collection on February 15. Prof. John Kienitz talked on February 21, Prof. James Watrous on March 2, and Prof. Wolfgang Stechow of Oberlin College, formerly on the Wisconsin faculty, will close the lecture series on March 17.

Daily gallery conducted tours are available and an elaborate illustrated catalogue is on sale in the Union.

All arrangements for the special exhibition were made by the University's Centennial Art Committee, chairmanned by Porter Butts.

The campus presentation of the collection has been made possible through the generosity of the Metropolitan Museum, which has made no charge for the loan, and through a special grant from the UW Kemper Knapp Fund to cover the costs of insurance, express, and guardianship.

March Highlights

Other March Centennial calendar highlights include:

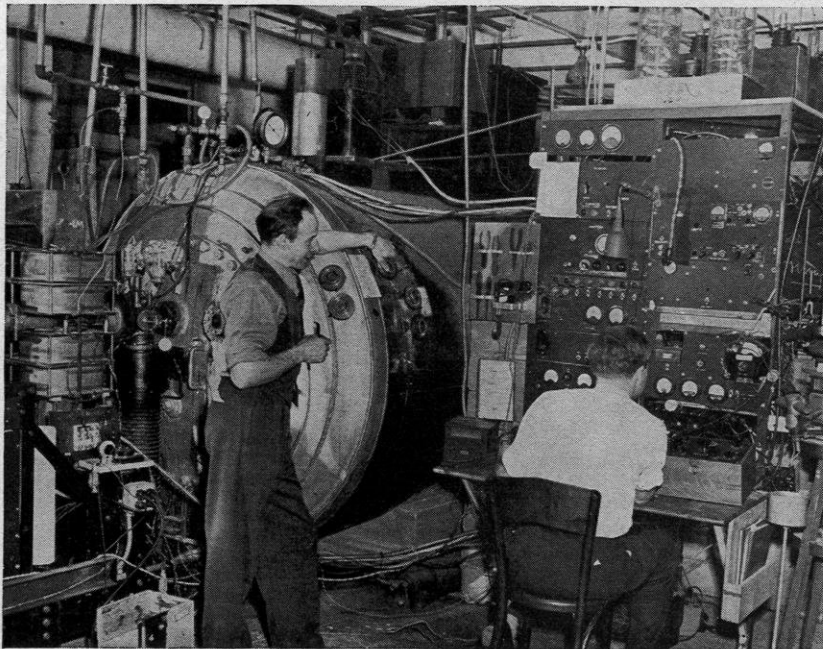
- 3, 5 Concert, Vladimir Horowitz, pianist, Wisconsin Union Theater.
- 7, 12 Drama performance, Wisconsin Players, Wisconsin Union Theater.
- 14-16 Symposium VII, The Humanities in American Society; sponsored by the Humanities Division of the UW faculty.
- 15 Engineering Conference.
- 20 Presentation, Gabriel Faure's *Requiem*, University Chorus and Orchestra (Memorial for Wisconsin War Dead).
- 24-26 Symposium VIII, Student Government in Higher Education; sponsored by Office of Student Personnel Services and Student Centennial Committee.
- 25 Concert, Burl Ives, ballad singer; Wisconsin Union Theater.

Gold Star Roll

In connection with the Memorial Requiem on the 20th, a necrology of Gold Star Badgers will be published and distributed free of charge. Eight hundred and forty-one Badgers will be listed in the booklet. Of this number, 31 lost their lives in the Civil War; 2 in the Spanish-American War; 196 in World War I; and 612 in World War II. One in three of these Gold Star alumni was decorated for bravery in action.

The total number of UW graduates and former students known to have represented the University in the country's wars is 25,780. The list has been compiled by the University War Records Office in cooperation with the Alumni Records Office and the Wisconsin Alumni Assn.

★ Have you ever wondered what went on inside an atomic research lab? Here's the story of how Wisconsin scientists are "throwing something you can't see at something else you can't see and hoping to make sense out of what happens to the by-products." Article and photograph by HUGH R. WAHLIN, '49.



THE BUSINESS END OF WISCONSIN'S "ATOM-BUSTER:" Standing in front of the machine is Prof. R. G. Herb, '31. Seated at the controls which adjust complicated conditions within the casing is Stanley C. Snowden, lecturer in physics.

ATOMIC GUN

IN THESE amazing days of the atomic age, it probably won't surprise many of you to learn that the physics department at the University of Wisconsin has a combination tank and atomic rifle in its basement. There are too many mad scientists in the comics nowadays for anyone to get worried about a few live ones.

If you're thinking about starting an investigation and don't know where to begin, try Room 16, Sterling Hall, and see this monstrosity of the future—oops!—this tank that looks like the kind you store soft water in at home. If anybody could go around packing a rifle that weighs a few tons, he wouldn't need it in the first place!

Seriously, "the tank" is the jovial name given to the University's number one veteran, the Van de Graaff generator which it lent to the Army for A-bomb research at Los Alamos during the war.

The tank is a second cousin to those cyclotrons and super-cyclotrons you've been hearing about, and looks like something turned out in a hilarious moment by a boiler works.

This atom-smashing business, you know, consists mostly of throwing something you can't see at something else you can't see and hoping that you can make some sense out of what happens to the by-products—if you hit! The now famous Doctor Einstein has compared the whole business to a duck hunter going out on a dark night with a rifle to shoot ducks in a country where nobody has ever seen a duck. Wisconsin's tank is the kind of gun you need if you want results.

"Driving Into the Mint"

All these fantastic 'trons and machines are gadgets for shooting pieces of atoms carrying electric charges into the middle of things to see what happens, or if you want to be technical, "bombarding atomic nuclei." The process is like driving a car into the side of the US mint

to see what's inside. Obviously, the faster the car is going when it hits, the more likely you are to bust things wide open. If you're interested you can pick up the rubble that's left and deduce that the outside of the mint was concrete, the inside was steel, and the place was crammed with dollar bills which have a way of disappearing in a hurry!

That's what the physicists are doing, sort of. They bombard atoms with "bullets" and have found out long since that the outside of an atom is electrons, the inside is protons and neutrons, and you are likely to have a lot of X-rays and other energy left over which disappear even faster than money.

How Do They Fit?

Some physicists are now working on ways to give atoms an even harder wallop, hoping to find out how the nucleus of an atom manages to hang together with all that energy packed into it (your favorite breakfast cereal has nothing on an atom when it comes to being packed with energy!), and others like the group at Wisconsin under Prof. R. G. Herb are busily picking up split atoms, figuring out just how they fit together, how they act when they get walloped, and maybe what the other men are looking for, too—how they *hang* together.

The bullets that make all this investigation possible are high speed electrons and protons, and their hitting power is measured just like that of a rifle bullet. If you know the muzzle velocity of a rifle bullet and its weight, you know how much damage it will do. If you know the speed of an electron (they all weigh the same) you know how much *it* will do, too. The usual measure for atomic bullets is "electron volts". If an electron is speeded up by the push of a million-volt electric charge, it has an energy of a million electron volts. This isn't enough energy to give a gnat a headache, but when you pack it all on one electron, that electron is *really* moving: about 600 million miles an hour.

It Works Like a Rifle

There are, very roughly, two ways of getting electrical particles to go so fast. The Van de Graaff machine, of which Wisconsin's is one of the best, works like a rifle. The particles are given off at one end, pushed straight down the long "tank" and out the far end going like greased lightning. The cyclotron and its modifications work like slingshots. The particles are generated between the poles of a giant magnet and they spiral around in the magnetic field while a device similar to a small radio station keeps giving them low-voltage nudges. After each

nudge they go a little faster, and the faster they go, the bigger the circles in which they travel. When they get to the edge of the magnetic field they are thrown out in a straight line, traveling even faster than the particles from a Van de Graaff.

Problems arise in building both types of machine. In a cyclotron the magnets must be enormous. In a Van de Graaff you need several million volts all at once, and high voltages are hard to keep bottled up. The tank at the UW accomplishes this by surrounding the charged parts with air at a pressure of a hundred pounds per square inch. This high pressure air is pretty good insulation, and the voltages stay put all right, but a boiler shell is needed to hold this pressure in, and it's a big one.

Accuracy, Not "Oomph"

A little bit ago we said that the cyclotron gives faster "bullets" than a "tank". Why doesn't Wisconsin have one, then? Simply because particles from a Van de Graaff machine have nearly the same speed for any particular voltage and those from a cyclotron aren't so uniform—fast and slow mixed together. When the goal is ultra-precise measurements, as at Wisconsin, accuracy is more desirable than "oomph".

As Professor Herb says, "There is an endless amount of data to be accumulated about nuclei. Our generator has been operated without any major changes since 1939, together with a number of others elsewhere. Several Van de Graaffs are being built today in spite of the new types being developed."

As further proof of its usefulness, the tank pictured was one of two lent to the Army during the war by the UW. The other is still at Los Alamos.

When the present one was built, it was necessary to knock out part of a window frame to get the shell into Sterling Hall. Masons immediately repaired the damage, of course. In 1943 when the tank was "drafted", out went the window again. Again it was repaired. Then the tank came home, and down came the plaster for a third time. This time the disgusted masons didn't even bother to put it back again. It looks like the service department of the University is expecting an atomic war soon!

Besides maintaining its own atom-smasher in the custom-built basement addition to Sterling Hall, the University of Wisconsin is one of 24 Midwest institutions which is using a "super laboratory" at Chicago in research on peacetime use of atomic energy. Projects too large to be handled on the campus or those needing additional equipment are taken to Chicago. One of the directors of the Chicago center is Prof. Farrington Daniels of the UW chemistry department.

★ The Wisconsin Center Building will revitalize the Wisconsin Idea, say five UW professors.



E. A. GAUMNITZ: He heads the faculty Wisconsin Center Building Committee.

IDEA

DEDICATED TO the *Wisconsin Idea* of service to the people, the Wisconsin Center Building is a dream which is fast approaching realization.

Already, the University of Wisconsin Foundation has accepted gifts totalling approximately \$1,500,000 from friends and alumni of the University. These gifts, channeled through the Foundation's Centennial Gift Fund Campaign, will possibly permit construction of the Wisconsin Center Building to begin this year.

Five faculty members, appointed by President Edwin Broun Fred, formulated the basic plans for the Wisconsin Center Building.

"The most important feature of the building," says Prof. E. A. Gaumnitz, chairman of the committee, "is that a place will be set aside on the campus for the specific purpose of serving adult groups. This new building will make it possible for the University to accommodate visiting adults as well as its regular students—and to serve both groups better than ever!"

Enthusiastic support of the program to create the Wisconsin Center Building has been voiced by a number of faculty members.

Dr. L. H. Adolfson, Director, University Extension Division: "The Wisconsin Center Building will fulfill the dream of countless University faculty people and citizens throughout the State for a facility in Madison which will enable the University to offer on-campus short courses and institutes for adults in an appropriate setting."

Dr. John Guy Fowlkes, Dean of the School of Education: "The Wisconsin Center will provide adequate housing for the hundreds of teachers, supervisors, principals, and superintendents who come to our campus to take part in the numerous workshops, institutes, and conferences sponsored by the School of Education. Inadequate housing at the present time makes it impossible to fulfill many requests for such services made to the School of Education."

Prof. Paul Knaplund, Chairman, Department of History: "In the past the University of Wisconsin as an educational institution has been greatly handicapped by the lack of funds in support of research and scholarship in the humanities and the social sciences. To remedy this situation, the University of Wisconsin Foundation took a long step forward by creating the Frederick Jackson Turner Professorship in History. The establishment of chairs of this type in other fields and of graduate fellowships and scholarships will enable the University of Wisconsin to maintain a place among the leading scholarly institutions of our country."

Prof. Kurt F. Wendt, Associate Director, Engineering Experiment Station: "Construction of the Wisconsin Center Building will provide for the University facilities long needed to accommodate conferences, conventions, short courses, and institutes. Participants in these activities have been inadequately housed and have worked under crowded, uncomfortable, and often unsatisfactory conditions. Provisions in the Center will not only rectify this situation, but will also promote greater opportunities for closer cooperation between the University and the citizens of the state."

Another faculty member, who took part in the drive for funds for the Memorial Union, reminisced this month about the similarity of the two projects.

"Glenn Frank said the Union would become 'a living room for the University,'" the professor recalled. "Now we have gone a step further, and the Wisconsin Center Building will serve as a 'council house' for the whole state."

The Final Factor

SPEAKING BEFORE a capacity Founders' Day crowd in Great Hall of the Memorial Union on February 8, Philip Reed, '21, chairman of the board of the General Electric Co. and one of America's leading economic ambassadors, electrified his audience with a major address on "Education for American Leadership" (see pages 2, 3, and 38). The theme which he expounded so cogently was, fittingly enough, essentially an atomic-age version of the *Wisconsin Idea*.

Fifty years ago—when the *Idea* which has made Mr. Reed's Alma Mater famous was in its infancy—Chamberlin, Adams, Van Hise, and their colleagues were concerned with lifting the life of the state to higher planes by combatting the then-dominant foes of democracy—special privilege, an uninformed electorate, scarcity of applied research, deteriorating moral codes, poverty, and other domestic ills. Today Mr. Reed is simply proposing a vastly extended *Idea*—to contain the present prime foe of democracy, Communism, with a world-wide program of education, research, and public service.

Nor is Mr. Reed so unrealistic as to think that his recommended policy of "public relations for survival" can be built out of good intentions. He is quite aware that, call it what you will—education, propaganda, salesmanship, costs money even as does rearmament and lend-lease. The *Idea* takes dollars today just as it did 50 years ago.

Dollars Make Sense

One of the basic factors which made the birth of the *Idea* possible on this campus was an outstanding faculty. But underlying this factor, according to the Curti-Carstensen manuscript for Volume II of the University history, was an even more fundamental requirement—liberal financial support from the state. It is a documented fact that in Wisconsin's so-called "Golden Era" its operating budget was comparatively larger than that of any other Midwestern university. The outstanding faculty was recruited and maintained with nothing more complicated than dollars and cents. Charles R. Van Hise, Frederick Jackson Turner, and Edward David Jones were retained at Madison in the face of attractive offers from competing institutions only with even more attractive contracts. A national search for the best academic talent, buttressed with money for high salaries, attracted such stalwarts as William A. Scott, Paul Reinsch, Charles Homer

Haskins, Carl Russell Fish, Charles Forster Smith, Arthur Gordon Laird, Moses S. Slaughter, William Frederick Giese, and John R. Commons. The recruitment of Richard T. Ely, the most outstanding of the younger economists of the day, was especially dramatic and significant. The *Idea* in other words, was made of money. It is safe to conclude that without generous state support in the 1880-1915 period, Wisconsin would never have assumed the leadership which it in fact did.

One of the first calculated expositions of the *Wisconsin Idea* came in Charles Kendall Adams' inaugural address in 1892. Said President Adams: "There are thousands, yea, tens of thousands who desire to avail themselves of university instruction, but cannot leave their homes to go to the university. Cannot the University be taken to them?" But Adams also went on to stipulate that "modern universities are expensive." It is no accident that the *Idea* groundwork laid by Adams came at a time when he could say that the Legislature gave him everything he ever asked for. It is also no accident that the flowering of the *Idea* came in the period of the University's greatest building expansion—over 50 buildings in the 13 years between 1903 and 1916.

Clear Alternatives

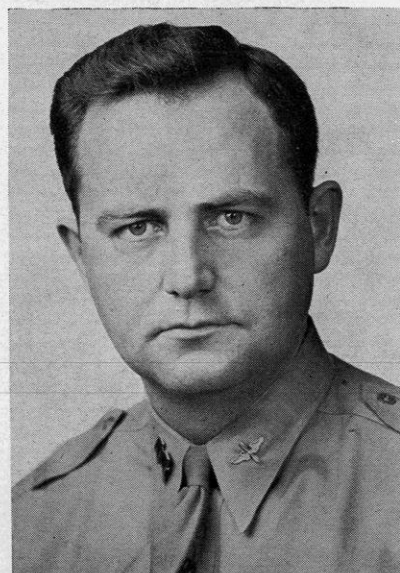
The corollary from all this for today is abundantly clear. Either with generous support the University of Wisconsin will maintain its place as one of America's leading institutions of higher learning, or because of inadequate financing it will no longer be able to render outstanding educational service to state, nation, and world. Either the University will have the wherewithal to participate in Mr. Reed's call for "searching and constant study of problems of national and international importance;" or it will no longer be able to station itself in the prow of the boat.

A University Board of Visitors, composed largely of alumni, once declared in no uncertain terms: "In this as in all other enterprises, either directly or indirectly, money is the final factor which determines the result. . . . If we are to have the best service we must be ready to pay its market value."

That was in 1891. The state responded with "the final factor," and "America's leading state university," in the words of President Eliot of Harvard, was the result. In 1949 the need for the same "final factor" is just as sure and the help of alumni just as valuable.

★ With the Alumni

Studying in Dayton



CAPT. EDWIN W. PIERSON, '41, of Racine is now studying industrial administration at the USAF Institute of Technology, Wright-Patterson AF Base, Dayton, Ohio. During the war he served as a group armament officer in the Eighth Air Force in England.

Wins Freedom Medal



DR. HALLETT H. GERMOND, '23, receives from Major General Hugh J. Knerr, inspector general of the US Air Force, the Medal of Freedom for his wartime work in analyzing bombing accuracy problems. Now a research scientist for the Rand Corporation at Santa Monica, Calif., Dr. Germond earned his master's degree at the UW in 1924, his doctor's degree in 1927. He has worked with the Air Force at Wright-Patterson Air Base in Dayton, Ohio, taught mathematics at the University of Florida, and served as director of research for S. W. Marshall and Co. in New York City. Prior to the war he taught at the UW and worked with the Burgess Laboratories at Madison.

1882 W

Dr. Homer Winthrop HILLYER died last January in Unionville, Conn., at the age of 89.

1886 W

Carl RUNGE, who returned to Manitowoc last December, had his life story printed in the *Milwaukee Sentinel* recently. He started as a stableboy, became a sailor, a cowboy, an attorney, and finally a judge; is now 89 years old.

1889 W

Harlow S. OTT died last Dec. 14 at his home in Madison. He was Madison's oldest druggist (83), having operated the Ott Pharmacy for many years.

1891 W

Jean Hays CADY died last Nov. 29 at Green Bay at the age of 81. She had taught school at Wisconsin Dells and Green Bay.

1896 W

Manfred ASH died at the Iowa County Hospital, where he worked as an engineer, last Dec. 12 at the age of 74.

1897 W

Judge Evan A. EVANS died last November. Memorial services were held Nov. 4 in the US Circuit Court of Appeals, Chicago.

1899 W

John EMERSON died last August at his home in Peoria, Ill.

1900 W

Harry R. WHOMES died last Nov. 15 at the age of 70 at Zionsville, Ind. He was doing engineering work at the Rockwood Manufacturing Co.

1901 W

Dr. Herman PFUND died last Jan. 4 in Milwaukee. He was 69 years old, a prominent scientist noted mainly for his work in light rays and his many discoveries in this field.

Amand G. LANGENBACH died last Nov. 29 at West Bend at the age of 72. He was for many years sales manager of the West Bend Aluminum Co.

1903 W

Martin HALVERSON died last Dec. 29 in Sheboygan at the age of 70. He had worked for the Bank of Sheboygan for 47 years, and was president of the board of education there for 13 years.

1904 W

Dr. Charles Austin TIBBALS died last Dec. 29 in Madison. He had been a chemistry instructor at the UW, had retired in 1946 as dean of men at the Illinois Institute of Technology.

1906 W

John Earl BAKER has been working in China with the ECA.

1908 W

Amy PARKER and Elwood Ingersoll were married last Nov. 25 in Madison.

Dallas BURCH has retired from the United States Department of Agriculture, where he has written most of the official releases and many of the formal reports issued by the Bureau of Animal Industry.

1909 W

R. G. GUNDY was named tax commissioner for the Milwaukee Road last Jan. 1.

1910 W

Judge F. Ryan DUFFY was appointed to the federal circuit court of appeals at Chicago. He was district federal judge for Eastern Wisconsin.

Georgiana CLARK resigned as director of the Pioneer college elementary division last Feb. 1 because of ill health. She had served in the Platteville College for 22 years.

T. J. DUNNEWALD, who is at the University of Wyoming Agricultural Experiment Station, returned last June 1 from a leave of absence spent in South Africa, where he studied soils research work.

1911 W

Haskell NOYES died last Dec. 8 in Milwaukee. He was president of Leedom, O'Connor and Noyes, one of the largest insurance agencies in Milwaukee. He was also a pioneer of Wisconsin's conservation program, having been one of the men who started the Wisconsin Conservation Commission. He served on the Commission from 1928 to 1933.

1912 W

Alex W. ELY has invented a machine, called the "wyeget", which is used to locate uncharted sewer connections. The machine has been used in Edgerton, Beloit, and Milwaukee.

Paul H. GILLAN, a former Milwaukee publisher, died last Dec. 25 in Lincoln, Neb., at the age of 61.

1913 W

Lovette Rowland FINLEY, former La Crosse Central high school coach, died last Dec. 25 in Denver at the age of 60. He had also been assistant football coach and head wrestling coach at the UW.

Hjalmar WATRUD died last Dec. 16 at his home in Wiota at the age of 63.

1914 W

Professor Ernest W. LINDSTROM member of the Iowa State College faculty for the past 26 years, passed away at the College Hospital last Nov. 1 at the age of 57.

1918 W

John R. LANGE has been named Wisconsin insurance commissioner by Gov. Rennebohm. He had been with the insurance department since 1920.

1920 W

Capt. Walter G. SCHINDLER was promoted to the rank of rear admiral last Dec. 2. He was credited with being the first naval officer to down a Jap Zero.

1921 W

Dr. Earl M. PALLET has been appointed director of teacher placement at the University of Oregon.

1923 W

Major Walter A. WILLIAMS and Elizabeth Sims Green were married last Nov. 13 in Johannis Kirche, Germany. He is judge advocate of the Bremerhaven port of embarkation and she is with the Army Special Services.

(Continued on page 24)

*Badger Bookshelf



SINGER AND AUTHOR ROSS, '17

SING HIGH, SING LOW. By William Ernest Ross, '17. Carl Fischer, Inc., Cooper Square, New York City. \$2.

This is an illustrated handbook of exercises, based on the proposition that singing is largely a technical skill that requires a definite procedure for technical development. Written particularly for teachers of public school music, the book should also be of interest to laymen, teachers of speech, and students. These, says the author, "could do much for the vocal future of our musical life."

Title of the book was suggested by another Wisconsin grad, Wallace Meyer, '16, now head of a Chicago advertising agency, Reincke, Meyer, and Finn.

Sing High, Sing Low is the kind of book that few men besides Ross could write—for few could match his musical background. Now an associate professor of voice in the Indiana University School of Music, he was widely known not long ago as a singer in concerts, radio, and opera. A native of Chicago, he is a graduate of that city's Gunn School of Music. He did graduate work in music at Columbia University, was assistant professor of music at Miami University, spent nine years in professional work in Chicago as a member of the Chicago City Opera and Chicago Civic Light Opera companies. He was heard over WGN and on the Columbia and NBC networks.

Ross is now adding lustre to his name in the musical world by developing other outstanding singers.

(Continued from page 23)

1925 W

Lyall T. BEGGS, national commander of the VFW, was honored at a banquet held Dec. 26 in Sheboygan.

Mr. and Mrs. F. J. BILTON, Honolulu, entertained Prince Axel of Denmark at their home recently.

1926 W

Prof. Placidus J. LEINFELDER has been listed in *World Biography*, an international biographical reference book.

C. E. BRAY was recently honored by the alumni of the Valders High School for his 25 years of service there as principal and athletic coach.

Adolph BIEBERSTEIN has formed a partnership for the practice of law under the name of Stephens, Cannon, Bieberstein and Cooper, with offices at 121 W. Doty St., Madison.

Dr. Leo A. HUDSON has moved to Lancaster to work with Dr. E. M. Houghton in general practice and the operation of the Lancaster General Hospital.

Dr. Allan P. COLBURN, who is assistant to the president and adviser on research at the University of Delaware, has been appointed an alternate member of the new committee on chemical warfare which is part of the national military establishment.

1927 W

Dr. Francis M. KERCHEVILLE, head of the modern language department at the University of New Mexico for the past 18 years, will be educational director for travel study tours to Mexico, Central and South America, and Europe.

B. A. GRIFFITHS has been appointed city editor of the *Dixon (Ill.) Evening Telegraph*.

Karl JANSKY was awarded a certificate of appreciation from the army and navy for distinguished, secret wartime services, last December.

Dr. Norbert C. BARWASSER, dermatologist of Moline, Ill., was recently elected president of the Rock Island Medical Society for the coming year.

1928 W

Eugene B. HOTCHKISS has been appointed vice-president and re-elected a director of the Kaman Aircraft Co., Windsor Locks, Conn.

1929 W

Robert LARKIN and Gertrude Ellwood were married last Dec. 27 in Berlin, Wis. They are living at 1000 W. Franklin Ave., Minneapolis, Minn.

Stanley BINISH has opened a patent office in the Columbus office building in Green Bay.

1930 W

Dr. Paul C. CROSS was recently appointed head of the department of chemistry and chemical engineering at the University of Washington.

Eldon CASSODAY is deputy director of the property division of the army of occupation in Germany.

1931 W

Dr. John COCHRAN recently completed a tour of duty with the US Information Service Office in Changchun, Manchuria.

Ernest J. SKROCH, a first lieutenant in the Organized Reserves, has reentered the army on a three-year tour of extended active duty.

Elsa SCHNEIDER, a representative of the United States Office of Education, has been conducting conferences in aiding school children through safety and health education in Utah last November.

1933 W

Mr. and Mrs. Vernon W. SCHMIDT (Margaret BECK, '37) announce the birth of a daughter, Joanne Lucretia, last Nov. 2.

Richard E. BARRETT has been appointed to the new post of State Civil Rights Counsel.

Mr. and Mrs. Leo SHAPIRO, Jr. (Alice SANGSTER) and their two children spent the winter in the Ontario wilderness completely cut off from civilization except for "bush" plane.

1934 W

State Senator Charles D. MADSEN has been appointed judge of Polk County court.

1935 W

Mrs. Virginia KIESEL Spence and Mrs. Grace MARTNER Sowls were featured recently in the (Madison) *Wisconsin State Journal* for their unique hobby and business of making old fashioned dipped candles.

1936 W

James G. ROBB was appointed city attorney of Richland Center last December.

Dr. Richard H. WHITE has been appointed 1949 fund campaign chairman of the Lake Geneva chapter of the American Red Cross.

1937 W

Thrope MERRIMAN has opened a law office at 81 N. Main St., Fort Atkinson.

Reginald J. TERWILLIGER has been appointed Secretary-Treasurer for the Viroqua National Farm Loan organization.

Lougee STEDMAN killed Dec. 14 in an airplane crash near his home in Sturgeon Bay.

1938 W

Richard PFEIL and several friends have started a law firm to be known as Kenny, Korf and Pfeil in Elkhorn.

Maurice HAAG is now science editor for the American Society of Agronomy with headquarters at Madison.

The drawings of Robert W. KOCH were used to advertise the movie, "The Paradine Case." He is now a commercial artist with a Los Angeles advertising firm.

Franklin O. ANDERS is now living at 826 S. Main St., Racine, Wis.

1939 W

Dr. Elmer R. ROHDE has opened an office at Galesville, in the Bergquist building.

Dr. Dean E. PRYOR is now research director for the Wallace and Tiernan Co. of Monrovia, Calif.

Levi D. MONTGOMERY and Frances Stair were married last Dec. 8.

Gurvin J. ROMOREN and Helen E. Tholo were married last Dec. 18 in Stoughton. They are living at 424 S. Park St., Reedsburg.

1940 W

Attorney Edmond F. ZEISIG has been appointed director of the Wisconsin public information program at the junior bar conference of the American Bar Assn.

Major John F. HOLT, USMC, is now in Camp Lejeune, N. C., for duty with the Second Marine division.

Stanley R. NESTINGEN and Marjorie Meyers were married last Nov. 26 in Columbia City, Ind.

Duncan R. THORPE has been named executive secretary of the Door County Chamber of Commerce.

Mathilda NEWMAN and Harrison M. Reed, Jr. were married last June 11. They are living at R. 8, Box 235, Jack-sonville, Fla.

Edward L. KOBLITZ and Estelle Turetsky were married last Dec. 24. They are living at 101 6 Tiverton Ave., Westwood Village, Calif.

William P. WARD has been appointed to the Wisconsin Highway Commission.

Uta HAGEN, the star of "A Streetcar Named Desire" in Chicago and conductor of a school for actors there, was profiled recently in *Life*.

Harvard George BORCHARDT is now a field examiner for the National Labor Relations Board. He is living at 2531 Fairfax St., Denver, Colo.

1941 W

A daughter, Susan Mead, was born to the Rev. and Mrs. Joseph HUNTLY, on Dec. 27.

Marvin BARCKLEY is now circulation manager of *Hunting and Fishing* magazine.

First Lieut. Roland J. ROSENBERGER has been appointed as Message Center Officer with the Communication Section of the Far East Air Forces, Tokyo.

Daniel B. SCHUSTER is working at the department of psychiatry, at the University of Rochester.

Norval W. BEATTIE is now a Structural Engineer at the Bureau of Reclamation in Calif. His address is 1002-9th Ave., Sacramento 14, Calif.

Lois GOULD and Robert TEWS, '50, were married last Dec. 18 in Milwaukee, where they are living at 11214 W. National Ave.

Mr. and Mrs. William C. BLOCH (Ethyle STRIKE) announce the birth of a daughter, Pamela Ruth, on Oct. 28.

1942 W

Attorney Warren G. GENGSTON was admitted to practice in federal court last Dec. 7. He is living at 325 W. Main St., Madison.

Robert B. OLSON principal of Bonduel High School has resigned because of ill health. He has accepted a position as Wisconsin representative for the Terryberry Co. of Grand Rapids, Michigan.

Gerald ANDERSON opened a law office in Manawa last Dec. 1.

Daniel D. SULLIVAN and Nancy McCormick were married last Dec. 18 in Milwaukee, where they are living at 5171 N. Teutonia Ave.

Joe SWINTOSKY, a chemistry instructor at the UW was recently saluted in *The Crusader*, the magazine of the Wisconsin Anti-Tuberculosis association, for his courage in conquering tuberculosis.

A medical "first" was achieved by Dr. Clifford A. BEILKE in an operation on an R-H baby last November, when he removed all the infant's blood and replaced it with donor blood.

Attorney George F. MILLER has opened a law office in Algoma.

Theodora BEHRENS is now a commercial teacher at the Sparta High School. Her address there is 509 Central Ave.

1943 W

The Rev. Edwin L. BECKER is now a national director of Town and Country Church in the Department of Church Development and Evangelism of the United Christian Missionary Society.

Fred REHM is in charge of inspectors in Milwaukee's smoke abatement program.

Warren RASSMUSSEN has opened a law office in Walworth.

Truman P. KOHMAN has been appointed assistant professor in chemistry at Carnegie Institute of Technology in Pittsburgh. He also will establish a research program in nuclear chemistry in connection with the large cyclotron under construction there.

Lloyd BROWN and Catherine Culbertson were married last Nov. 25 in Pampa. They are living at 1511 Oak Grove Drive, Los Angeles, Calif., where he is an engineer for the California Department of Public Works.

Ardith BOEKELOO Embs is now living at 434 Parker Ave., Kalamazoo, Mich.

Dr. Norman F. BOAS is now living at 20-44 20th St., Long Island City 5, N. Y.

June ODBERT and Robert L. Smith were married last Oct. 26, in Las Piedras, Venezuela. Their address is: Creole Engineering Dept., Las Piedras, Edo Falcon, Venezuela, S. A.

Ione BENNETT Wernick is now living at Pauling, N. Y.

Audry HANKOFF, '50, and Nelan SWEET were married last Dec. 19 in Miami Beach, where they are now living.

Dr. Peggy KING and Dr. William Bond were married last Jan. 3 in Madison.

Mr. and Mrs. Lyle W. BREHM announce the birth of a son, Lawrence Paul, on Dec. 24. They also have a daughter Veronica Rose born April 29, 1946.

Dr. and Mrs. Gerald C. MUELLER (Alice JAEGER, '44) announce the birth of a son, Gregory Paul, on Dec. 22. They also have a daughter, Vicki Lynn. He is working toward his PhD, and she is doing landscape designing for the McKay Nursery Co.

1944 W

Lyle PAGEL and Lorraine Skoglund were married last Nov. 27 in Amherst.

Dr. Lancelot G. GLASSON is practicing medicine in Tomahawk. He is living at 117 No. Second St.

Mrs. Dorothy OPSTEDAL Smith is now living at 3035 New Ashland Pl., St. Louis, Mo.

Cayann BLEYER and Milton POLEY, '48, were married last Dec. 18. They are living at 833 Jenifer St., Madison, where he is a bacteriologist in the research dept. of the Oscar Mayer Co.

Mary PURCELL and Roland DAY, '42, were married last Dec. 18 in Madison, where they are now living at 1116 E. Johnson St. She is an instructor in the history department and he is practicing law.

Mrs. Florence WESCOTT Schmidt died last Dec. 25 in Washington, D. C., at the age of 28.

Clifford A. HANSON has been appointed business manager of the Middle River Sanitorium at Superior.

Phil DROTNING, former press secretary to Wisconsin's Gov. Rennebohm, has resigned to take a position as legislative reporter for the (Madison) *Wisconsin State Journal*.

(Continued on page 30)

★ Madison Memories

ONE YEAR AGO, March, 1948: The Badger Basketeers wound up in third place in the Big Nine Conference this month, after leading at mid-season . . . The federal government made this month an outright grant of almost a million dollars to the UW Medical School for cancer research.

FIVE YEARS AGO, March, 1944: The Board of Regents this month accepted a bequest of \$800,000 from the estate of the late Kemper K. Knapp, '79, who died last month . . . Prof. Carl E. Bricken has resigned

as director of the UW School of Music to become permanent conductor of the Seattle Symphony Orchestra . . . Prof. Alban D. Winpear of the University classics faculty resigned this month to devote full time to the Abraham Lincoln School for Workers in Chicago.

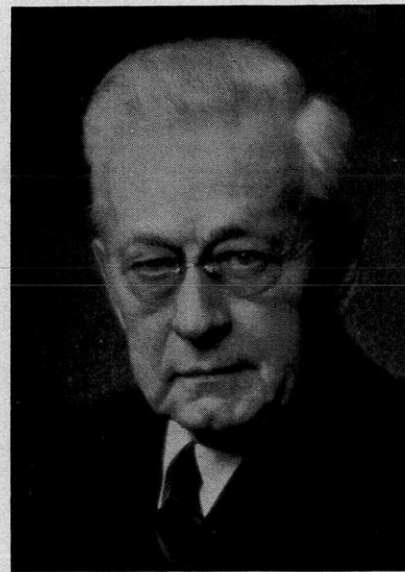
TEN YEARS AGO, March, 1939: Charges of "Ku Klux Klanism", a legislative resolution, and protests from alumni prodded the UW Board of Regents into rejecting this month a \$2,500 gift "for Christian, white, and Protestant" women.

TWENTY YEARS AGO, March, 1929: Wisconsin's Chief Justice Aad J. Vinje, LLD '87, died this month . . . Fred Bickel, '20, known professionally as Fredric March, is moving from the stage to the screen, has just signed a contract with Paramount.

THIRTY YEARS AGO, March, 1919: Dr. J. S. Evans, head of the University Clinic, was appointed this month by Governor Philipp to his official staff . . . 900 stars have been added to the huge service flag which hangs in the Historical Library. A total of 2,650 stars now represent students and instructors who left their classes to enter the service, and 48 gold stars are there for the men who gave their lives . . . Prof. Ray Owen, '04, one of the first faculty members to enlist, has charge of a large force of men, engineers, and clerical, in the intelligence section of General Pershing's headquarters.

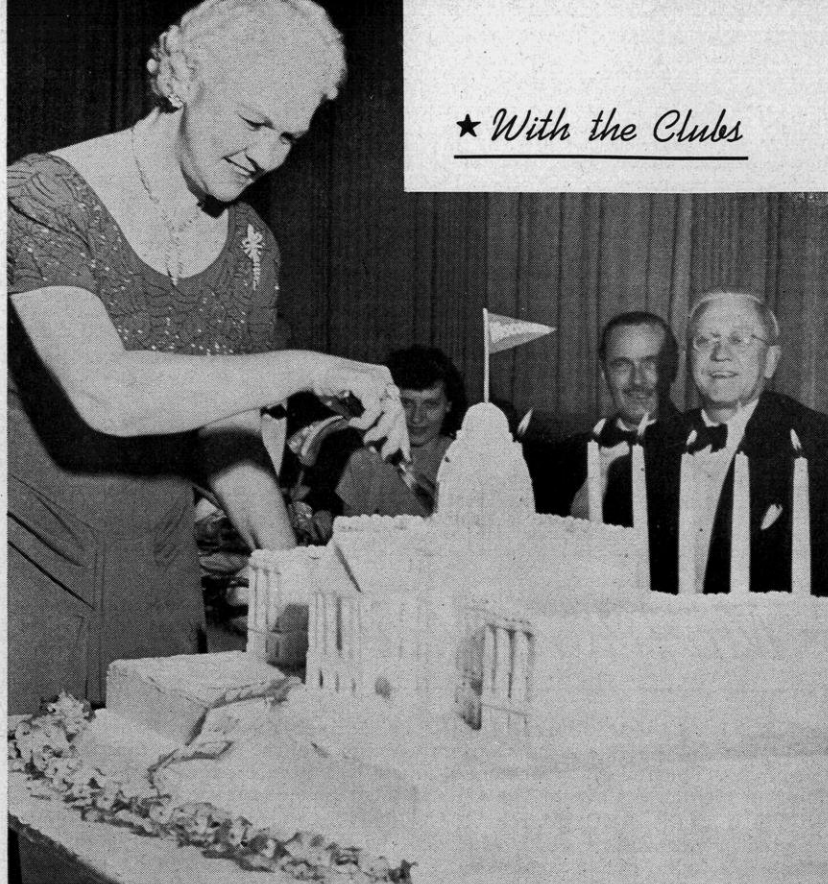
FORTY YEARS AGO, March, 1909: UW President Charles R. Van Hise this month addressed the conference for the education of the South at Atlanta. Among the other speakers was Gifford Pinchot, head of the US Forest Service . . . Owing to overcrowded conditions in the UW Engineering Building, the Regents have decided to have plans drawn at once for a wing to the building.

(From the files of campus publications)



DR. JOSEPH S. EVANS, late UW professor of medicine and head of the University clinic, was appointed 30 years ago this month to the official staff of Wisconsin's Governor Philipp.

★ *With the Clubs*



MARY FOWLER RENNEBOHM, '20: Wisconsin's First Lady cuts the cake.

UW's 100th Birthday Hailed At Parties Around the World

WORLD ATTENTION was focused on Madison the first of last month as the campus marked the University's 100th birthday (focal point of the Centennial year) with a three part program: (1) a coast-to-coast broadcast from the Union Theater over the Mutual network Feb. 5; (2) a Founders' Day dinner in Great Hall Feb. 8; (3) a statewide broadcast over WHA-FM and affiliated stations of the first half hour of the Great Hall dinner program.

"The University is the greatest single force in shaping the destiny of the state," Stanley C. Allyn, '13, president of the Wisconsin Alumni Association and of the National Cash Register Co., Dayton, Ohio, told his nationwide audience Feb. 5.

Other speaker on the broadcast was Prof. William H. Kiekhofer, chairman of the University Centennial Committee, whose appearance on the air was heralded by the typical long-drawn-out skyrocket for "Wild Bill." (The text of his talk will appear in the June issue of the *Alumnus*.)

Sharing the broadcast spotlight were the University Men's Chorus (see next page) and the UW Concert Band, directed by Emmet Sarig. More than 250 students, faculty members, and alumni attended.

A capacity crowd of 479 filled Great hall the following Tuesday for the Founders' Day banquet. Highlights were:

1. The half-hour statewide radio broadcast, "Centennial Salute", again featuring the Men's Chorus. Master of Ceremonies was John Berge, executive secretary of the Alumni Association (which sponsored the banquet and program jointly with the Madison Alumni club). Speakers were Mr. Allyn; Professor Kiekhofer; Pres. Edwin B. Fred of the University; Governor Oscar Rennebohm, '11; and Mary Markham, president of the Women's Self-Government Assn.

2. An historical skit, arranged by the Student Centennial Committee, entitled "At the Ball" and built around the inauguration of the University's first president, John Lathrop, back in 1850.

3. A Founders' Day address, "Education for American Leadership", (see page 2) by Philip D. Reed, chairman of the board of General Electric Co. and of United States Associates, International Chamber of Commerce, and former chief of the US mission for economic affairs (lend lease) in London during the war.

4. Presentation by Professor Kiekhofer of an autographed copy of the first volume of the University of Wisconsin history by Profs. Merle Curti and Vernon Carstensen to Governor Rennebohm.

5. Serving of a giant University birthday cake.

Toastmaster of the dinner was Dr. Arnold S. Jackson, '16, Madison physician and president of the local alumni club. Production manager of the radio program was Ray Stanley, '39, of WHA.

Other highlights of the dinner were the introduction of Ivan Williamson, new head football coach at the University, by Athletic Director Harry Stuhldreher, and a University of Wisconsin Foundation report by Don Anderson, '24, publisher of the (Madison) *Wisconsin State Journal* and director of the Dane County Centennial Fund campaign.

During the broadcast portion of the banquet program, Mr. Berge read congratulatory messages from Badgers in Berlin, Hawaii, and London.

The student historical skit, presented under the chairmanship of Nancy Houser, featured Val Borger, '40, as narrator and Marie Beduhn as pianist. Mrs. Oscar Rennebohm '20 cut the University's 60-pound cake and served it to the speakers before Prom Queen Violet Norrman and her court of honor took over to serve the rest of the guests. The cake was a frosted replica of Bascom hall as it appeared with a dome at the turn of the century. It measured 36 by 24 inches and stood more than a foot high.

Three new directors of the Madison Alumni Club were elected in a brief business session at the dinner, to succeed C. V. Hibbard, '00, Mrs. Carl Johnson, '94, and Arthur F. Trebilcock, '17, whose three-year terms had expired. They were Mrs. Mary Sayle Tegge, '15, Lawrence J. Fitzpatrick, '38, and Delmar Karlen, '34.

Decorations for the dinner included a centerpiece of pina cloth (native embroidery of pineapple fibers)—a gift of the UW Alumni Club of the Philippines, and orchid leis and other native flowers from Hawaii.

* * *

Elsewhere around the state, nation, and world, February marked a series of UW Founders' Day dinners in varying stages of opulence:

Eleven Badgers in beleaguered Berlin, under the leadership of Capt. Arnold H. Dammen, '33, met Feb. 5

in the Press Club for an informal dinner. Alumni in Honolulu convened Feb. 15 to hear Ralph Hoerber, professor of economics, at the University of Hawaii.

More than 200 Badgers in Washington, D. C., held a dinner meeting Feb. 3 to mark the University's 100th birthday. Guests included Senator Alexander Wiley, '07, and Congressmen Glenn Davis, '40, John W. Byrnes, '36, and Clement Zablocki. Brief talks were given by Arthur J. Altmeyer, '14, social security commissioner; Dr. B. H. Meyer, '94, former interstate commerce commissioner; Irma Hochstein, '09, librarian for the national resources board; and La Vern R. Dilweg, Washington and Green Bay attorney and new president of the Wisconsin State Society in Washington. New directors elected were Robert W. Davis, '21, Michael Kresky, '28, and Clifford Betts, '13.

Members of the Wisconsin Alumni Club of Southern California met 130 strong in Los Angeles at the Mona Lisa Restaurant for their Founders' Day dinner Feb. 5. Speaker was W. Bayard Taylor, former professor of finance at the UW (1931-48), now at the College for Men at Claremont. Featured were a public interview of Pat O'Dea, '98, former UW football star and president of the UW Alumni Club of Northern California, by Dick Hyland, sports writer for the Los Angeles Times, and a playback of the nationwide Centennial broadcast that afternoon. The Rev. A. J. Soldan, former pastor of Luther Memorial Church in Madison, gave the invocation. His daughter, Mrs. Charles Brown, '29, sang. Presiding officer was Robert L. MacReynolds, '27.

Badgers in Northern California also observed the UW Centennial. A Founders' Day program on the Valentine theme was presented Feb. 12 at Mt. Tamalpais Hall, Native Sons Bldg., San Francisco. Cards, dancing, light refreshments, and comic valentines were featured.

Alumni in Cleveland held a Centennial Ball Feb. 11 in the Old English Room of the Carter Hotel. President of the club is Glenn W. Bailey, '46.

Minneapolis and St. Paul Badgers met jointly Feb. 6 in the Curtis Hotel, Minneapolis, to hear William Hagenah, executive director of the University of Wisconsin Foundation. Some 200 were present. General chairman was Mrs. William S. Hooper, '28, of the Minneapolis Alumnae Club. Toastmaster was Bob De Haven, '32. Twenty-two door prizes were distributed. UW Athletic Director Harry Stuhldreher is booked to speak to a luncheon meeting in the Twin Cities March 10.

In Chicago the University's Centennial year was saluted by Norman T. Gill, president of the Bank of Madison, over station WGN Feb. 8.

(Continued on page 28)



UW MEN'S CHORUS: From coast to coast over Mutual.

"BROTHERS, SING ON!"

FOR THE PAST few years, one of the incomparable features of Founders' Day has been the appearance of the University of Wisconsin Men's Chorus under the direction of Prof. Bjornar Bergethon. This Centennial year the group outdid itself, appearing twice in Madison—once on the coast to coast broadcast over Mutual (above) and again at the dinner in Great Hall part of which was broadcast statewide over WHA-FM—and then several other times at Founders' Day dinners around the state. This month the Chorus is touring the University's Extension Centers for command performances.

Just prior to Founders' Day, the 40-voice group trekked to Chicago to appear before 2,000 people at the famed Chicago Sunday Evening Hour in Orchestra Hall, directed every week by A. J. McCartney, '00. Arrangements for this appearance were made largely by the Chicago Alumni Club, whose president is Victor Jones, '17. The standing-room-only audience was literally swept off its feet, demanding encore after encore. It was potent public relations for the University.

Of another Illinois appearance by the Men's Chorus, Wally Meyer, '16, head of the advertising firm of Reincke, Meyer, and Finn in Chicago, writes:

"If you enjoy good music—especially splendid singing by well-trained young men—be sure to hear the Wisconsin Men's Chorus if this organization is booked anywhere within 100 miles of your home.

"This statement is made advisedly by a critic who attended all the men's glee club contests at Orchestra Hall, Chicago, between the two world wars—in-

cluding those in which Wisconsin was judged best.

"In an appearance at the North Shore Hotel in Evanston under the joint auspices of the Wisconsin Society of Chicago and the UW Alumni Club the chorus surprised and delighted its audience. In fact, its performance was an electrifying experience.

"In its first number, Brothers, Sing on, by Edvard Grieg, the chorus gave notice that it was up to something very special in the way of singing. This impression grew with each group of numbers from Mendelssohn and Chopin to Dudley Buck and Richard Rogers. There were difficult selections like Tarantella by Randall Thompson, and songs from Oklahoma. The young men from Madison put verve and feeling into their interpretations."

This comment is all the more a tribute to the Chorus and its conductor since it comes from the man who led Wisconsin's incomparable Glee Club of 1915-16. That club was noted for its renditions of "Steersman, Leave the Watch" from Wagner's "Flying Dutchman," a Hawaiian routine (brought to Wisconsin by Allen Renton of Honolulu), and Greig's "Broken Melody".

Perhaps that other great singing group—the Glee Club of 1915-16—was just a little more on the troubadour side, especially its tenors. In Spring, with a fine Easter trip coming up, all but two of the first and second tenors received conditions in their mid-semester exams. It required a special dispensation of the Faculty Committee to take those tenors along in fulfillment of contracts made in good faith long before the examinations.



MINNEAPOLIS CELEBRANTS: W. J. Hagenah, executive director of the UW Foundation, and speaker of the evening, helps Mrs. William S. Hooper, '28, chairman of the joint Founders' Day dinner of the Minneapolis and St. Paul alumni clubs, serve a UW birthday cake to 200 alumni gathered in the Curtis Hotel Feb. 6.



NECROLOGICAL SERVICE: Eulogio B. Rodriguez, '20, director of the Bureau of Public Libraries of the Philippines, leads a service in memory of alumni, former students, and faculty of the University of Wisconsin who died during the period 1848-1948, with special honor to those killed in combat in the recent war. Held in Villamor Hall at the University of the Philippines, the services also featured music by the UP Symphony Orchestra and speeches by Badgers Vicente Albano Pacis, '25, of the national office of public information; Edward Mill, '40, of the American Embassy in Manila; and Asuncion A. Perez.

(Continued from page 27)

"It's a conscious effort on the University's part to share its knowledge and research with all the people of Wisconsin in their homes, shops, farms, and offices," he explained.

The radio program featured as soloist with "The Northerners Quartet" a junior at the University, Ruth Kienholz of La Crosse.

Football and education keynoted the Milwaukee dinner in the Crystal Ballroom of the Schroeder Hotel Feb. 4. Ivan Williamson, the UW's new head football coach (see cover) spoke to the group and promised a "ball club next fall that will offer a few surprises." Athletic Director Stuhldreher introduced his successor.

Arthur M. Brayton, '14, chairman of the Des Moines (Iowa) Chamber of Commerce convention bureau, counseled the group to "sell" their University to the public, to avoid neophobia (fear of the new), and to keep themselves informed on their Alma Mater. F. J. Sensenbrenner of Neenah, president of the Board of Regents, asked support of the University's building program. Herbert V. Kohler, chairman of the UW Foundation's Centennial Campaign, was honored for his work, and Dr. I. L. Baldwin, '26, vice president of the University, asked alumni for their help and advice in meeting new needs at the UW. Harold S. Falk, '06, was toastmaster. Displays of athletic trophies won by the University were on display in the hotel lobby. President of the Milwaukee club is S. E. Ogle, '20.

Badgers in Houston, Texas, turned out 70 strong at the River Oaks Country Club Feb. 4 to celebrate Founders' Day and elect new club officers: Roy M. Lewis, '48, president; Theodore G. Schirmeyer, '32, vice president.

More than 150 Sheboygan alumni met Feb. 2 at the Flamingo Club to hear UW Professor Merle Curti, Pulitzer Prize winner, Frederick Jackson Turner professor of history, and author of the newly published *University of Wisconsin: A History*. Two new club directors were elected: Bernice Scott, '24, and Jacob Spies, '24. Honorary memberships in the club were awarded to Charles E. Broughton, editor of the *Sheboygan Press*; Herbert V. Kohler, chairman of the UW Foundation's Centennial drive; and A. Matt. Werner, associate editor of the *Sheboygan Press* and UW Regent. An alumni directory of Sheboygan County has been mailed to club members, who have increased their ranks by more than 100 per cent in the past year. Attorney Lucius P. Chase, '23, was toastmaster of the dinner; Carl Geidel, '11, was chairman of the event.

Prof. George J. Barker, '20, chairman of the UW department of mining and metallurgy, was the main speaker at the Founders' Day din-

ner in Akron, Ohio, in the first week of February. Roy J. Colbert, director of the Bureau of Community Development in the UW Extension Division, spoke to Badgers in Rochester, N. Y., at a dinner meeting March 1. Alumni in Kansas City, Mo., heard Prof. Ben G. Elliott of the mechanical engineering department Feb. 5. President of the Kansas City club is Gene Fischer, '46.

Detroit Badgers held a Centennial dinner and dance in the Whittier Hotel there Feb. 4. Alumni in Knoxville, Tenn., met informally in the home of Mr. and Mrs. Harvey Meyer, '21, for a pot luck dinner.

In Green Bay, Prof. Asher Hobson, '15, of the UW agricultural economics department spoke to assembled Badgers at the Hotel Northland Feb. 3, predicted that farm prices may fall to "an unhealthy level." The club elected three new directors at its meeting: Helen Holzer, '42, Judge Archie McComb, LLB '10, and Dr. A. J. Verhage, '38. Dr. Fred Oppen, '32, club president, presided. The University will co-sponsor with the Extension Center a Centennial program in the Washington Junior High School in Green Bay March 25, featuring Prof. William Sarles and the UW a capella chorus.

Manitowoc Badgers met Feb. 25 to hear UW vice president Alfred W. Peterson, '24, and the UW Men's Chorus in a program sponsored jointly by the local club and UW Extension Center. Program chairman was Frank Hoffman, Jr., '37.

Rudolph K. Froker, new dean of the college of Agriculture, was the featured speaker at the Ft. Atkinson meeting Feb. 7 in the Congregational Meeting House. Clay Schoenfeld, '41, executive secretary of the Centennial and editor of the *Wisconsin Alumnus*, represented the Alumni Association at the gathering. New club officers were elected: W. D. Hoard, Jr., '21, president; Frank Bray, '03, vice president; Mark H. Kerschensteiner, '43, secretary-treasurer; and Harold S. Logan, '40, membership chairman.

Wausau Badgers heard Leroy Luberg, assistant to President Fred, at the Wausau Club Feb. 3. His topic: "Your University—Serving the Present, Forming the Future." Mrs. William Urban, '32, secretary of the club, presented a birthday cake she had baked—a three tiered wonder with 100 candles. President of the club is Robert V. Jones, '39.

Waupaca County alumni heard Scott Cutlip, assistant to President Fred, in the Waupaca Veterans' Club Feb. 5. As a special feature, a pageant was presented by local high school students under the direction of Miss Sophia Kurkowski. Henry J. Young, sales manager of the Hardwood Products Corp. of Neenah, entertained with feats of magic. Following the dinner pro-

gram there was dancing. In charge of arrangements was Richard E. Johnson, '37. Clarence Zachow, '15, of Clintonville, is president of the club.

Athletic Director Harry Stuhlreher was the featured speaker at two club dinners. On Feb. 5 he addressed Burlington Badgers in the Colonial Club on Browns Lake. Alumni present also heard the Varsity Four, a quartet from the Racine Extension Center. On Feb. 10 he spoke to Beloit alumni at the Hotel Hilton. Also on the program was George Lanphear, '38. Arthur L. Luebke, '42, is president of the Beloit group. On Feb. 19 Lanphear talked to the Gogebic Range and Ironwood, Mich., clubs at a joint meeting.

Grant County graduates gathered in the Hotel Tracy in Platteville Feb. 9 to hear Prof. Harvey Sorum speak on atomic energy. Ed Gibson, '23, field secretary of the Alumni Association, also spoke and showed some of last fall's football movies. MacArthur McKichan, '32, is president of the club, which at this meeting was reactivated after a lapse of 10 years.

February 17 marked two meetings, with Prof. J. H. Mathews, '03, of the chemistry department speaking at Oshkosh, and Vice President Baldwin speaking to Racine Badgers at a joint meeting with the Racine Extension Center at the Meadowbrook Country Club.

Vincent E. Kivlin, '18, associate dean of the College of Agriculture, spoke Feb. 14 to the Washington County club in the demonstration room of the Wisconsin Gas and Electric Co. at West Bend. Following the program there was card playing.

Field Secretary Ed Gibson was the featured speaker Feb. 16 at Waukegan. Fond du Lac alumni heard Leroy Luberg, '36, March 4 at a joint meeting with that town's extension center. Prof. William Sarles, '26, addressed Marinette Badgers March 24 in another joint alumni club-extension center meeting.

Cincinnati Badgers met the first week of February to hear Prof. Erwin A. Gaumnitz of the Commerce School.

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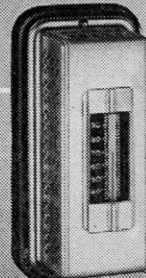


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(Continued from page 25)

1945 W

Wendell LABELLE, owner of the Tomahawk Drug Co., was elected president of the Tomahawk Regional Chamber of Commerce.

Dr. Wayne TRETSEVEN is now head of the dairy industry department at New Mexico State College.

Dr. Fritz KANT and Mary Louise Brown were married last Dec. 11 in Madison, where they are living at 934 Waban Hill. He is a professor of neuro-psychiatry at the UW.

Dr. David HOWELL and Dorothy Westbrook were married last Dec. 11 in Evanston, where they are now living. He is a resident physician at the Evans-ton General Hospital.

Jean M. MORK and Harold L. Eggle-son were married last Dec. 28 in Tomah.

Edward A. BOHJANEN is now a chemical engineer at S. C. Johnson and Son Inc., Racine, Wis. He is living there at 615 Ninth St.

Rosemary Ann SPRINGMAN and Francis V. HOFFMAN, '43, were mar-ried last Dec. 21 in Madison, where they are living at Monona Manor, 425 W. Wilson St.

1946 W

Mary Jeanne HARRIS and Gerald G. Censky were married last Nov. 27 in Durand, where they are now living.

Robert BARNES is now working for the (New Orleans) *Times Picayune*. His address there is 1620 Cadiz St.

Fredrick AUFDERHAAR is now in business for himself in Clinton.

Guy B. ALEXANDER is now living at 7043 Bertha Ave., Parma, Ohio.

Mildred HIANNY and Arnold Galef were married last Dec. 26 in Milwaukee. They are living at South Apartments No 14-C, University of Maine, Orono, Maine, where he is an instructor in the school of Engineering.

Whitman BASSOW is now studying at the University of Paris. His address there is 23 Place Dauphine.

Barbara Ellen WINTER and Ensign Merson Booth were married last Dec. 26 in Milwaukee. They are living in Albuquerque, N. M., where he is station- ed.

Katharine SUMMER and James CROWLEY, '49, were married last Dec. 27 in Madison, where they are living at 957 Lake Ct.

Alice Jean SPURRELL and Harvey BURKMAN, '49, were married last Dec. 18 in Wisconsin Dells. They are living at 1117 W. Dayton St., Madison.

Russell HILL has joined the faculty of the Platteville State Teachers' Col- lege, as a teacher of English.

1947 W

Walt LAUTENBACH, All-Big Nine Conference guard at the UW, is playing with the Oshkosh All Stars.

Charles F. NETZOW and Mary Min- ton were married last Nov. 19 in Mil- waukee, where they are living at 3284 N. Shepard Ave.

Mary Lou MATTSON is working in the personnel department of the RCA tube manufacturing plant in Harrison, New Jersey. Her address is 124 W. 96th St., New York 25, N. Y.

Robert A. WOLF was married last Nov. 6 to Lillian Bert McCoy. Their address is 3922A N-19th Place, Mil- waukee 6, Wis. He is on the sports staff of the *Milwaukee Journal*.

Elizabeth ESHLEMAN and Carlyle P. RUNGE, '46, were married last Dec. 29 in Madison.

Dorothy BOHN is teaching at the Alexander High School in Nekossa.

William BIGGER is now a student at Illinois Wesleyan University.

Janice GILL and Richard Abrahams were married last Dec. 10 in Racine, where they are living at 1209 Carlisle Ave.

Patsy Mae CHILD and George Riv- nak were married last Dec. 18. They are living in Davenport, Iowa.

Joanne R. BLIED and Dr. Robert H. BARTER, '37, were married last Dec. 28 in Madison.

Moves Up With GM



ANTHONY G. DE LORENZO, '36, has joined General Motors' department of public relations, handling press and radio work in the Detroit office. For the past three years he has been public relations representative at the Buick Motor Division, was previously with United Press in Detroit, Chicago, Milwaukee, and Madison, and before that served on the editorial staff of the Racine Journal-Times. A native of Edgerton, Mr. De Lorenzo is a director of the Detroit chapter of the Public Relations Society of America and a member of Sigma Delta Chi, professional journalism fraternity. He and his wife have three children, Annette, Anthony Joseph, and Josephine Maria, and live at 2560 Thomas St., Flint, Mich.

Harriet MANZER and Edward I. BOLDON were married last Dec. 19 in Madison, where they are now living.

Margaret Mary POWER and Harold CHARLESWORTH were married last Dec. 18 in Madison, where they are living at 1910 Madison St.

Mary PECK and Joseph BLOOD- GOOD, '48, were married last Dec. 21 in Madison. They are living at 8 Dorann Ave., Princeton, N. J.

Virginia Mae WARNECKE, '50, and Jack WINK were married last Dec. 18 in Madison. The former UW football star is coach at the New London High School, where they are living at 112 Millard Ave.

Joan SCHLUETER and Ralph SCHROEDER, '48, were married last Dec. 30 in Janesville. He is an an- nouncer with radio station WKOW.

Hugh ROSS, '49, and Jeanne Adair HARDY were married last Dec. 18 in Madison.

Jeanne LAPPLEY and Roy Fisher were married last Oct. 15 in Madison. They are living in Minneapolis where he is attending engineering school.

George A. HOLLOWAY and Dorothy Walther were married last Sept. 11 in Waukesha, where they are living at 13 W. Newhall St.

Evelyn NUZUM and Donald E. Brocher were married last Oct. 23 in Viroua.

Dorothy Ann WALQUIST and Joseph Hanle were married last Oct. 8 in

Frederic. They are living in Minneapolis where he is employed in the post office. Sheila HURST is teaching the first organized art class in the Sturgeon Bay grade schools this year.

Nancy May MARSH and Thomas OSBORNE, '49, were married last Oct. 21 in Madison, where they are now living.

Donald STROM and Kathryn Shields were married last Sept. 18 in Prairie du Sac. They are living at 3860 W. Lexington Ave., Chicago.

Floyd SPRINGER and Zelda Tillman were married last Oct. 23 in Madison. They are living at 1418 Winslow Lane, Westwood.

James E. JOHNSTON was appointed state public relations officer for the Department of Illinois Amvets, last Sept. 25.

Lee HOIBY received a scholarship at the Curtis Institute of Music, Philadel- phia, last October.

Allen R. SOLIE was elected District Attorney of Outagamie County last November.

Bernadette Ann ROMMELFANGER and William KISSINGER, '48, were married last Sept. 11 in Madison. He is an electrical engineer for General Elec- tric in Milwaukee.

Cadet Robert C. STENDER received an appointment as a lieutenant in the United States Corps of Cadets at West Point.

1948 W

Harriette S. SPECTOR and Erwin Leslie Scrinopskie were married last April 17 in Kansas City, Mo. They are now living in Topeka, Kans., where he is with the Scrinopskie Jewelry Co.

Arthur F. ANDERSON recently ac- cepted a position as science teacher in the Arena High School.

Dexter FERRY and Doris Beighton were married last March 20 in Han- cock. They are now living at Caledonia where he is employed by Ralston, Inc.

Thomas J. GARVEY now heads the vocational agricultural program at Gil- lett High School. He was an officer in the Army Air Corps during the war.

Judith Irene JUDSON and Haslee F. MONK, '49, were married last April 17 in Madison, where they are now living at 541 Doty St. while he continues his studies at the UW Law School.

Lawrence L. KITCHEN was recently signed as new Monroe city recreation director. He served formerly as assist- ant manager of the Community Center in Madison.

James T. CROW and Joyce DICKEY were married recently in Sherman Oaks, Calif. They are now living in San Francisco.

Linden PEEBLES and Dorothy Doy- now were married last April 17 in Madison, where they are now living. He is a graduate assistant in the UW department of history.

Barbara Elaine SCHWID and Berton ROSENBERG, '49, were married last April 18 in Madison, where they are now living at 333 W. Washington Ave.

Floyd C. SPRINGER, Jr. of Madison was recently admitted to the bar for the practice of law and became asso- ciated with the firm of Aberg, Bell, Blake, and Conrad.

Marjorie Jean SENTY and Eugene A. JOHNSON, '49, were married last March 4 in Madison, where they are now living at 422 W. Gorham St. She is employed at the Jackson Clinic and he is associated with the R. I. Johnson Co.

Roland L. STRAND, graduate student in the UW School of Journalism, won last spring the 1948 American News- paper Publishers' Assn. essay contest, and with it a trip to New York, expenses paid, a gold medal, and a check for \$500. He and his wife live in Madison at 201 N. Mills St.

Robert M. TETZLAFF and Mary Louise Hessel were married last April 10 in Green Bay. They are now living at 1128-A S. Seventh St., Manitowoc where he is employed in the advertising division of the Aluminum Goods Manu- facturing Co.

James A. WIESE and Aileen R. Mory were married last Feb. 14 in

Green Bay. They are now living in Schenectady, N.Y., where he is employed by General Electric Co.

James J. BANNEN recently opened offices for the practice of law in the State Bank Bldg., La Crosse. He and his wife live there at 1322 Ferry St.

Robert KEEN is now teaching vocational agriculture at Wilmot High School.

Murray A. STRAUS and Jacqueline HARRIS were married last Feb. 28 in Madison.

Robert RUETH recently left for Caracas, Venezuela, where he is now working for the Standard Oil Co.

Wallace REININGER recently took a position with the International Silver Co. of Meriden, Conn.

Mr. and Mrs. Jurgen H. ROETTER (Jean SALTER, '47) of Madison announce the birth of Elizabeth Salter last Feb. 20.

Charles J. SCOTT recently accepted a position at the A. C. Smith Steel Corp. in Milwaukee, where he and his wife have moved.

Alvie L. SMITH, former part time reporter for the (Madison) *Wisconsin State Journal*, was recently named assistant news editor in the department of public relations, Michigan State College.

Charlotte TREWARTHA of Hazel Green was recently named Dodge County home agent.

Edith M. MAAS and Paul Nevermann were married last March 6 in Watertown. They are now living at 4630 McDowell Ave., Chicago. He is studying at the Northern Illinois College of Optometry there and she teaches in the nursery school of the University of Chicago settlement house.

Kenneth F. CHARTER and Edith Noel were married last Feb. 14 in Madison, where they are now living at 1825 S. Park St. She is employed at the City Hall.

Stanley LEER recently began his duties as manager of the Edgerton Dairy, Inc. He and his wife have made their home in Edgerton.

Robert G. GRESSMAN has become associated with the Barton Insurance agency in Albany.

Kenneth KRAUSE has joined the office of District Attorney Homer J. Williams in Waukesha.

Marjorie Joan GASSER and J. Wayne Page were married last March 7 in Prairie du Sac, where they are now living. He is a partner in the Page Implement Co. there.

Alvin JINDRA was recently named assistant county agent in Portage.

Jerome LUEBKE is now working with the Northern Paper Co. at Green Bay as an engineer.

Florence G. EVANS and Franklin W. WALLIN, Jr. were married last Feb. 21 in Wausau. They are now living in Texas.

John O. DIGERT and Margaret A. HARDEN, '49, were married last Feb. 7 in Milwaukee. They are now living in Madison.

Quenth Wayne HOWARD and Mary Elizabeth WEGER were married last April 17 in Madison. They are now living in Elizabeth, N. J., where he is working for the Standard Oil Co. of New Jersey as a personnel assistant.

James Therson HAIGHT of Racine has just completed a year of study at the Sorbonne in Paris, plans to re-enter the UW this fall.

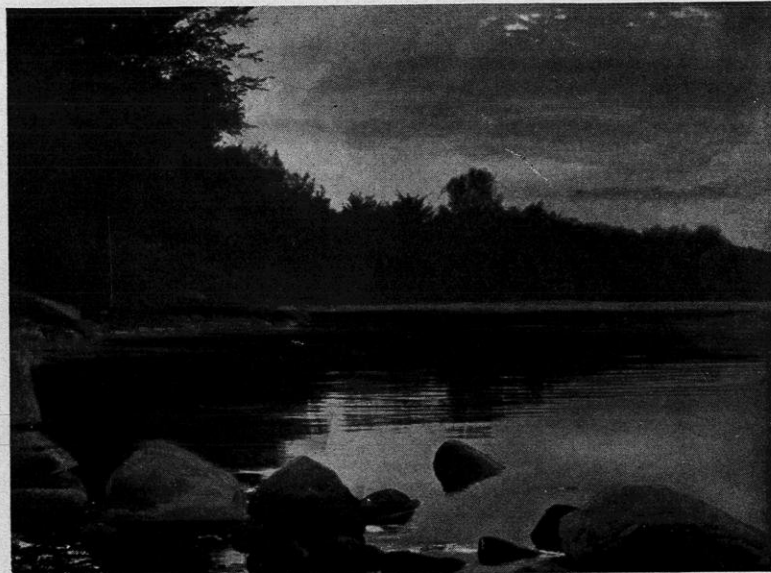
Ruth Rae BOND and Daniel Keith SKELLY were married last May 15 in Janesville where they are now living.

Uclair W. BRANDT was admitted to the bar of the Wisconsin Supreme Court recently. He will be associated with the firm of Riley, Riley, and Riley in Madison.

Alice Claire ESSER and Stanley F. DRESEN, '49, were married last May 20 in Madison. A reserve officer and medical student at the UW he awaits orders to re-enter the Army air service.

Phyllis LINCK and Harold Nagler were married last June 30 in Beaver Dam, where they are now living at 1300½ N. Center St.

(Continued on page c2)



THE UNIVERSITY OF WISCONSIN

1949 Summer Session

An Eight-Week Session—June 24 to August 19

Registration will be held on June 24 and 25 and classes will begin on June 27. The needs of graduates and undergraduates, especially professional educators, has been kept in mind in planning the program. A rich offering is provided for both elementary and secondary teachers on the graduate level, including clinics, institutes, and an elementary laboratory school. Radio, visual education, guidance and counselling, business education will receive special consideration. The program, like that of last summer, is especially rich and broad in scope.

A Ten-Week Law School—June 20 to August 27

Institutes, Conferences and Clinics: For County Welfare Directors, Agricultural Extension Workers, Teachers of Agriculture, Arithmetic and Business Education Teachers, Language Teachers, Superintendents and Principals, Probation and Parole Officers, Rural Educators (three groups), and Social Case Workers. Others include: Wisconsin Idea Theater Conference, Writers' Institute, School for Workers, Music Clinic, Radio Institute, Conference on Guidance and Personnel Services, Conference on Communication, Visual Education Institute, Short Course in Underwriting, Short Course in Fire and Casualty Insurance, School of Banking, Executives' School of Credit and Financial Management.

★ For complete details, address: Director of the Summer Session, University of Wisconsin, Madison 6.



Cock-a-doodle don't!

WHEN you pass a milestone in your career, there's always the temptation to do a little crowing.

For instance, National Life insurance in force now totals over a billion dollars. That's a lot of life insurance. As a matter of fact, out of the more than 500 life companies in United States, only 28 have topped this billion-dollar mark. So probably we could be forgiven for making quite a fuss about it. But actually, what's behind this billion?

The real point, it seems to us, is that almost 200,000 people all over the country have chosen our mutual company to help them become financially independent. Families and individuals — they have hopes and plans for the future which they value at one billion dollars — and they have placed them in our hands.

This makes us feel proud . . . and humble at the same time. That's why we're not doing much crowing . . .

But when we mail out those monthly checks and stop to think what each one means — a deserving student sent to college . . . a fatherless family held together under its own roof . . . a widow maintained in decent comfort . . . an elderly couple retired to well-earned leisure . . .

That's when we really feel like crowing!

"See your National Life underwriter at least once a year"

NATIONAL LIFE
Insurance Company
 HOME OFFICE—MONTPELIER
VERMONT
 SOLID AS THE GRANITE HILLS OF VERMONT

Charles E. KOLLATH and Shirley Mae Fricke were married last June 26 in Manitowoc.

Gareth Rodney WAFFLE and Jean Petry were married last June 26 in Waukesha. They are now living in Davenport, Ia., where he is a mechanical engineer at the Dewey Portland Cement Co.

Frank Merrill BERENTSEN and Phyllis Anne PLETTNER, '50, were married last June 26 in Whitefish Bay. They are now living in Madison at 1404 Vilas Ave.

Lois SWANSON and Stewart J. GURSKIE, '50, were married last June 24 in Ashland. They are now living in Madison.

Bobby COOK, UW basketball star, has been signed by the Sheboygan Redskins of the National Basketball League.

Edward F. BINGER and Gerry LaVonne Auringer were married last June 19 in Madison. They are now living in Two Rivers where he is associated with the Hamilton Mfg. Co.

Roberta A. GOLDSTINE and Herbert D. MARCUS were married last June 17 in Madison.

Walter David SHAPIRO and Judith Rae SWEET, '49, were married last July 4 in Milwaukee. They are now living in Madison at 1330 Vilas Ave.

Charles P. SEIBOLD and Roberta STELLER, '47, were married last June 20 at Excelsior, Minn.

Ralph C. KVITILE and Phyllis E. Pitts were married last June 26 in Madison. They are now living in Woodridge, N. J., where he is associated with Wright Aeronautic.

Harvey Joel Badesch and Selma Harriet FRIEDMAN were married last May 8 in Chicago, where they are now living at 640 Wrightwood, Apt. 308.

John H. LONGSDORF has taken a position with the Dean Milk Co. of Rockford, Ill. He is in charge of their bacteriological laboratory.

Jean KINZLER is now county home agent at Platteville.

Pauline POEHLER is home agent for Buffalo County.

Charles A. PAPCKE and Elaine Leta Sweno were married last May 21 in Whitewater.

Carl SCHUSTER has been named instructor in the on-the-farm training program for veterans in Mayville.

Josephine AUSTIN and John Keith Draeger were married last July 3 in Cargill. They are now living in Madison at 106 E. Dayton St.

Lois WUERCH is now dietetic interne at the Colorado State Hospital, Pueblo.

Marie SUHR is now Clark County home agent, was formerly a home agent in training at West Bend. She informs the Alumni Office that Bernedine BOROFSKI is a dietitian at Mayo Brothers in Rochester, Minn.; Joyce WENDORFF is teaching general science at West Bend High School; and Ralph GUETTINGER is in wild life conservation work at Ladysmith.

Mr. and Mrs. Osmon C. FOX, Jr., are living in Woodbury, N.J., where he is a chemical engineer in the explosives division of the Du Pont Co.

Former WHA staffer David POLLARD is studying at the Academy of Radio Arts in Toronto, Canada. He was a co-author of the 1948 Haresfoot show *Big As Life*.

Howard F. RICHARDS reports a change of address: from Oregon, Wis., to RFD 4, Freeport, Ill., where he is assistant farm advisor and youth assistant in Stephenson County.

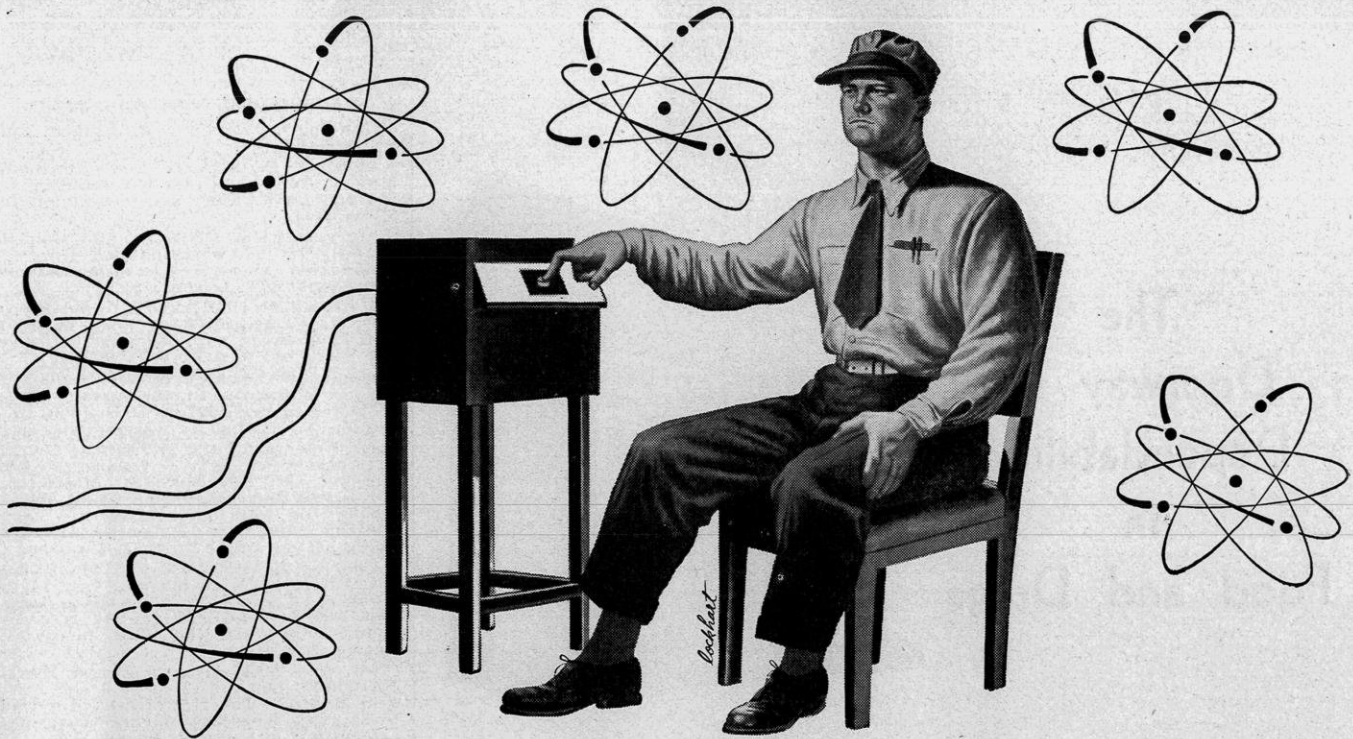
Dr. and Mrs. Gerald B. Stein (Naomi E. SCHEFRIN) are now living at 634 Camino Real, Palm Springs, Calif.

James A. WIESE sends word of his marriage last Feb. 14 to Aileen Mory. They are now living on Sacandaga Rd., Schenectady, N.Y., where he is an accountant for the General Electric Co.

Edward L. STONE is now with the Quartermasters Section, Hq. 8th Army, APO 343, % Postmaster, San Francisco, Calif. He is stationed in Yokohama, Japan.

Robert G. SPRINGER of Madison served on the American delegation staff at the UN meeting in Paris. He is now

(Continued on page 34)



What happens to your job—if we get atomic energy to drive our machines?

SUPPOSE, in the next year or two, some of the wizards in the atom-splitting business discover how to put atomic power to work in industry.

Would that be good or bad?

If you're a coal miner or an oil field worker, for instance, it may sound like a pretty grim prospect. If all they need to run a train or an auto is a pinch of uranium, they don't need coal or oil. And, obviously, they don't need *you*.

So what do you do? To save your job, do you buck the development of atomic power?

Well, your common sense tells you that would be silly. What's more, so does American history.

History shows that when we first put the steam engine to work, it threw some people out of a job—temporarily. But it made jobs for many times those people. When the gasoline engine came in, it raised Cain with the blacksmiths. But there are more jobs today in one department of one auto plant than there ever were blacksmith jobs in the whole country.

But that's only part of it. Naturally,

a man can turn out a lot more goods in a day's work with the help of power than he can without it. So, he becomes more valuable and his wages go up—as history shows they have.

Not only that—but over a period of years the goods he makes are produced more cheaply, so prices can go down—as history shows they have. And the result is that all of us can have *more* goods—more cars, more clothes, more food—by working more efficiently for shorter hours.

That's why it's just common sense to welcome any new source of power, any more efficient way of doing things, any laborsaving machinery or better collective bargaining.

That's always been the free, dynamic American system of doing business. The system still has its faults. We still have sharp ups and downs of prices and jobs. But even as our system stands today, it has brought more benefits to more people than any other system yet devised.

**THE BETTER WE PRODUCE
THE BETTER WE LIVE**

Approved for the **PUBLIC POLICY COMMITTEE** of The Advertising Council by:

EVANS CLARK, Executive Director, Twentieth Century Fund.

PAUL G. HOFFMAN, Formerly President, Studebaker Corporation.

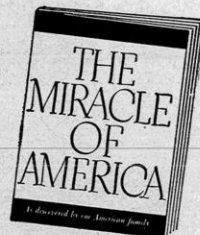
BORIS SHISHKIN, Economist, American Federation of Labor.

Published in the Public Interest by:

The B.F. Goodrich Co.

MARCH, 1949

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interesting
booklet today!



Approved by
representatives of Management,
Labor and the Public

- In words and picture, it tells you
- How our U. S. Economic System started
 - Why Americans enjoy the world's highest standard of living
 - Why we take progress for granted
 - How mass production began
 - How we have been able to raise wages and shorten working hours
 - Why more Americans have jobs than ever before
 - Why the mainspring of our system is productivity
 - How a still better living can be had for all

MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., 25 West 45th Street, New York 19, N. Y.

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The Doorway to Dependability in Food and Drugs



SINCE its organization in 1925, The Wisconsin Alumni Research Foundation has earned the recognition and respect of the medical profession, food and drug manufacturers, and consumers. They know that products bearing the Foundation Seal are equal or superior in quality to their stated standards. This is regularly verified by the latest, authoritative tests in the Foundation's laboratories.



For years food, drug, and health leaders have confidently advised, "Look for the Foundation Seal."

WISCONSIN ALUMNI *Research* FOUNDATION
MADISON 6, WISCONSIN

(Continued from page 32)

continuing his studies in France and Switzerland.

Howard C. SPAAR and Elizabeth May Fulton were married recently in Stevens Point. They are now living in Milwaukee.

Mary Patricia DURKIN and Donald D. KLEIN, '49, were married Nov. 27 in Madison, where they have made their home at 318 W. Gorham St.

Ruth Elizabeth BRADLEY and Richard W. CLEEREMANS were married Oct. 23 in Green Bay. They are living at 167 N. Glenview Ave., Wauwatosa.

Elmira BAUMANN is now employed by the Wisconsin Public Service Corp. as home service advisor at Brillion.

Attorney David E. EASTWOOD has opened offices for the practice of law in the Middleton Fire Insurance Co. building, 1818 Parmenter St., Middleton. He served four years as a naval officer during the war. The Eastwoods have one son, Paul, age 17 months, and are living at 802 Maple Terrace, Madison.

Charles McMILLION and Martha GERBER, '49, were married Oct. 30 in Madison, where they have made their home at 204 N. Lake St. He is associated here with the Fire Insurance Rating Bureau.

Mr. and Mrs. Andrew Joseph MAGYAR announce the birth of a son Nov. 1 in Madison. The Magyars have moved to Mayville where he teaches vocational agriculture in the high school.

Milton I. LIESS and Beverly Paschen were married Oct. 31 in Milwaukee, where they are now living on West Atkinson Ave. He is in the insurance and real estate business.

Earl MAVES has signed to play professional football with the Detroit Lions. His home is in Eau Claire.

Naomi BERSCH and Jacob C. STUCKI were married Nov. 24 in Sauk City. They are living at 211 S. Mills St., Madison, where he teaches in the UW department of zoology.

Ernest E. BOHLING and Marian Koehn were married Nov. 6 in Milwaukee. They have made their home in Minneapolis.

Rhoda GOLLAY and Gilbert E. Alpert were married recently in Chicago, where they are living at 922 Eastwood. He is attending the University of Illinois dental school.

Ray Leland THURSTON and Leatrice Ione BABCOCK, '47, were married Nov. 27 in Madison. They are living in Des Moines, Ia., where he is a landscape architect.

Beverly WATSON of Barneveld has joined the staff of the Levin Clinic in Delavan.

William E. LAWSON and Jean KUCHENBECKER, '51, were married Oct. 30 in Neenah, where they have made their home at 216½ Oak St. He is with the Marathon Corp.

Munsil WILLIAMS and Shirley Jones were married Nov. 6 in Oshkosh.

Martin MEYER, Jr., and Barbara Ann STILP, '50, were married Nov. 20 in Neenah. They are now living in Oregon, Wis., where he is acting director of athletics at the Oregon High School.

Robert E. WILLS has passed the examination requirements of the State Board of Pharmacy and received his pharmacist's certificate. He is with the Busse Pharmacy in Watertown.

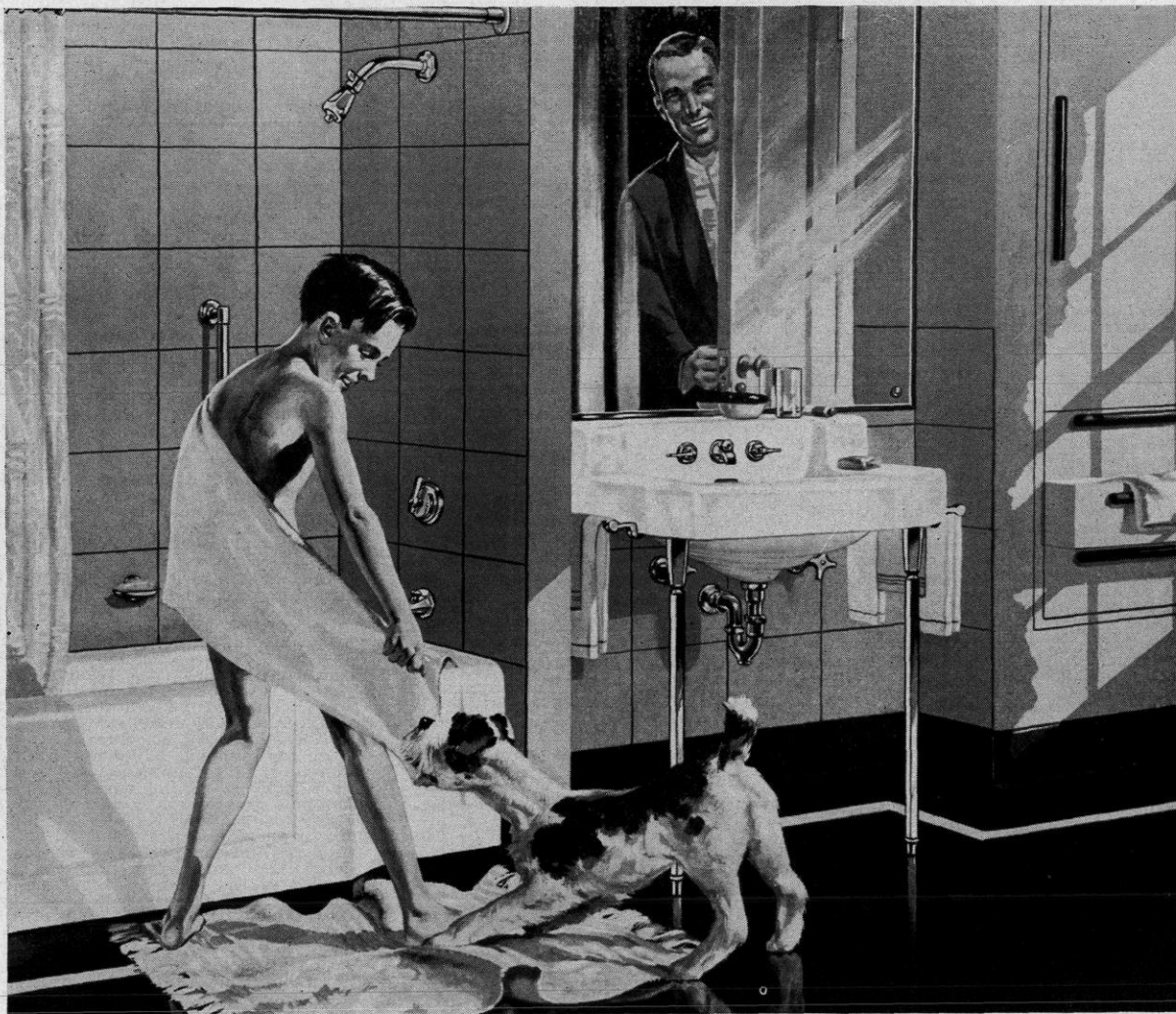
A daughter, Claudia Lynn, was born July 21 to Mr. and Mrs. Morton J. WAGNER (Bernice MALETZ, '47). Mr. Wagner is a senior at the University majoring in speech. Their address is 260 Langdon St., Apt. 24.

Jean STOTHART and Bert DAN-NENFELSER were married last Aug. 14 in Milwaukee.

Jean WILSON is now enrolled as a student in the Special Course for College women at the Katherine Gibbs School in New York.

Allen McMURRY and Myrtle Rickhoff were married last Aug. 27 in Wisconsin Rapids. They are living in Madison where he is studying law at the UW.

Betty LaROCQUE is teaching speech at the Highland Park, Ill., high school this year.



CONTRIBUTING TO JOYOUS HEALTH

Good plumbing is of daily importance to good health. The quality of Kohler fixtures and fittings makes them an investment in safety, costing no more at first, and relieving you of worry and expense over the years.

Kohler fixtures are pleasing in line and proportion and have a smooth, lustrous hard surface that is easy to clean. Kohler fittings, of chromium-plated brass, have

the strength and precision that assure serviceability.

Your Kohler dealer will help you select the fixtures that will serve you best, in matched sets or individual pieces, for bathroom, kitchen, washroom, or laundry. Unified supervision watches over and coordinates every step of production, for Kohler products are made in one great plant. Kohler Co., Kohler, Wis., Established 1873.

KOHLER OF KOHLER

★ Dear Editor:

COMPLIMENTS

My compliments on the December, 1948, "Research" edition of the *Wisconsin Alumnus*, and all other editions which I have received of late. This magazine is truly an inspiration to those of us who are out of contact with the university. It is indeed a reminder of the challenge that is before us all, and an encouragement that the obstacles that stand between us and progress are not as insurmountable as they might seem.

You have embodied the essence of the Wisconsin 'spirit' and as I sip my monthly treat, it leaves me with hazy thoughts of grand campus memories, but a warm glow of inspiration to work toward worthwhile purposes and an uninhibited determination to mold a finer future. Thanks for the Toast!

PATRICIA L. CRAIG, '48
Miami Beach, Florida

After reading the June and August issues of the *Alumnus*, I acknowledge, with apologies, that my criticism of the *Alumnus* was too severe. My interpretation was prompted by the memories I had of the *Alumnus* of several years ago when I discontinued my subscription.

The June '48 issue, p. 6, contains an illustration of the point that I had in mind, viz., the different amounts of space given to Dr. Henmon and Coach Jones. Both, doubtless very estimable men, but why so much more space to a track coach than to a professor of psychology and for 10 years, director of the school of education?

Although I am now one of the "half-century" group I still think of Wisconsin as one of the two greatest universities in the world!

FREDERICK E. BOLTON, '93
Seattle, Wash.

Congratulations on your Golden Anniversary number of the *Wisconsin Alumnus*. We are beginning our 25th year of publishing the *Arizona Alumnus* as you enter your 50th. How fortunate we have been to have the Wisconsin magazine as a pattern to guide us!

The *Wisconsin Alumnus* has always been a pace-setter in the alumni publication field, and this October issue imposes an even higher mark for competition for this coming year's American Alumni Council award. While we strive to bring our *Arizona Alumnus* to place among the first 10, we will watch with interest Wisconsin's bid for the top spot.

DAWN IRVING DOLLARD
Tucson, Ariz.

We've received the Golden Anniversary issue of the "new" *Wisconsin Alumnus*.

We are proud to have had a part in the publication of this grand issue. The entire magazine certainly reflects the thought and hard work which you and your staff have put into it. My sincere congratulations.

GORDON J. NEILSON, '41
Waukesha, Wis.

I just wish to add my few words to others which I am sure you have received congratulating Harry Stuhldreher on his *Football Letters*.

I am delighted with the new edition which gives me some illustrations along with the letter and also with the statistics and headlines following the letter.

All this keeps me in closer touch with the University and any other publication I get. I hope they will continue.

HERBERT R. SIMONDS, '09
New York, N. Y.

NIX ON DAVIS

The *Wisconsin Alumnus* has been a constant source of useful information and enjoyment to me and to my wife. I might even say that I look forward to receiving it. But one more cover like the one on the copy which I received this morning and I shall have to get accustomed to getting on without the *Alumnus* (together, I assume, with Harry's football letters).

These "forward-with-Young-America" and "outstanding-young-man" attitudes our Second District Congressman contrives to strike are perfectly fine for the Junior Chamber of Commerce and in an election year it's all a part of the great game. But this is an "off" year. You have no idea, or apparently you have no idea, how tiresome these things can become in an "off" year.

I don't doubt you will receive objections of a more sensible sort from quarters less unofficial.

PAUL L. HIBBARD, '41
Waterloo, Wisconsin

A SUGGESTION

Has anyone suggested for the Centennial plans a revival of *Venetian Night*? Think what a drawing card that much-beloved spectacle would be!

L. G. MORSE, '32
Maywood, Ill.

NEXT MONTH

WHAT'S NEW IN PUBLIC SERVICE. The story of how Wisconsin today is following the Van Hise lead in extending "the beneficent influences of the University" beyond the campus to the very boundaries of the state and nation.

EASTER MEDITATIONS. On the religious ethic underlying the *Wisconsin Idea*.

WALDHEIM PRO AND CON

Mr. Jack Waldheim, '38, in his article believes Wisconsin should build multi-storied buildings instead of the type adopted since the beginning of a great education institution.

I can fully agree with him if the school were a commercial or industrial plant or office building enterprise. It is pure and simple an educational institution and the buildings should fit in the terrain rather than try and reach the sky line. I believe that Mr. Roger Kirchhoff and his predecessor Mr. Peabody have done an excellent job in locating and designing the buildings at the University. They fit into the natural landscape very well and particularly so in the summer time when the foliage is at its best. The view onto the dormitories from Observatory Hill with the green foliage and lake background is exceedingly beautiful and pleasing to the eye.

The University location with the natural rolling lands makes for an excellent setting of the buildings and they have been well placed and located. Much of the natural beauty has been preserved in placing the buildings. There are still beautiful roads and walks between buildings which does add to the beauty and artistic aspect of the grounds.

I do not believe that the location of the buildings, has in any way deterri-

ated the beautiful grounds. We of Wisconsin can be proud of the beauty, not only of the grounds but the buildings as well, particularly those designed by or under the direction of Roger Kirchhoff. He has done an exceptional job and shows that much thought has been given to the design as well as the location of buildings, with respect to the surrounding terrain.

There are few Universities, and I have seen a few, which can compare with the terrain and buildings at the University of Wisconsin.

Certainly there are a few of the older buildings which may not be to the liking of some, or fit into the picture properly, for instance the old red brick Science Hall. As a whole, however, they do make a good, logical, sensible group of buildings.

I will agree with Mr. Waldheim and his multi-storied buildings if the University were situated as is Marquette in Milwaukee. They are hemmed in on all sides by private property, industrial and retail business. For a condition like they are in, multi-storied buildings would be the logical course to follow. Take Northwestern University with its Chicago branch on the Outer Drive, has tall buildings, or Chicago University, both hemmed in all sides.

Wisconsin is more fortunate in having acreage. The authorities had foresight and did purchase needed property for future growth.

One must also consider that the education picture, I believe, will change not too far in the future. When this time does come, I am afraid there may be a surplus of buildings rather than a shortage. The tremendous growth in all educational plants has resulted in the past few years. This has somewhat subsided and I believe this will gradually taper off until we again reach a normal school enrollment.

In my opinion I don't think there will be need for multi-storied buildings at Wisconsin. If and when the present building program is completed, student conditions may be back to normal and the present and future buildings will properly and comfortably house the students and still have the exceptional beauty of the grounds. We should not sponsor nor advocate tall buildings on the campus, because I think they would spoil and detract materially from the beauty of the grounds.

One argument for tall buildings would be the advantage for the students in that they would not be required to leave the building for classes. For the most part there is generally enough time between class schedules to enable students to go from building to building. In my opinion it would be far better to give the students a chance to get out into the air between classes. When Spring is coming on, or for that matter for any time of the year, what is more refreshing or inspiring than going up or down the hill from class to class.

I do hope that the Regents and the Architect Mr. Roger Kirchhoff will continue designing the future buildings along the same lines as they have in the past. They are good looking, comfortable and fit very well into the landscape.

This is in no way a criticism of Mr. Waldheim's ideas, but my views and reasons for the type of buildings as have been erected in the late years.

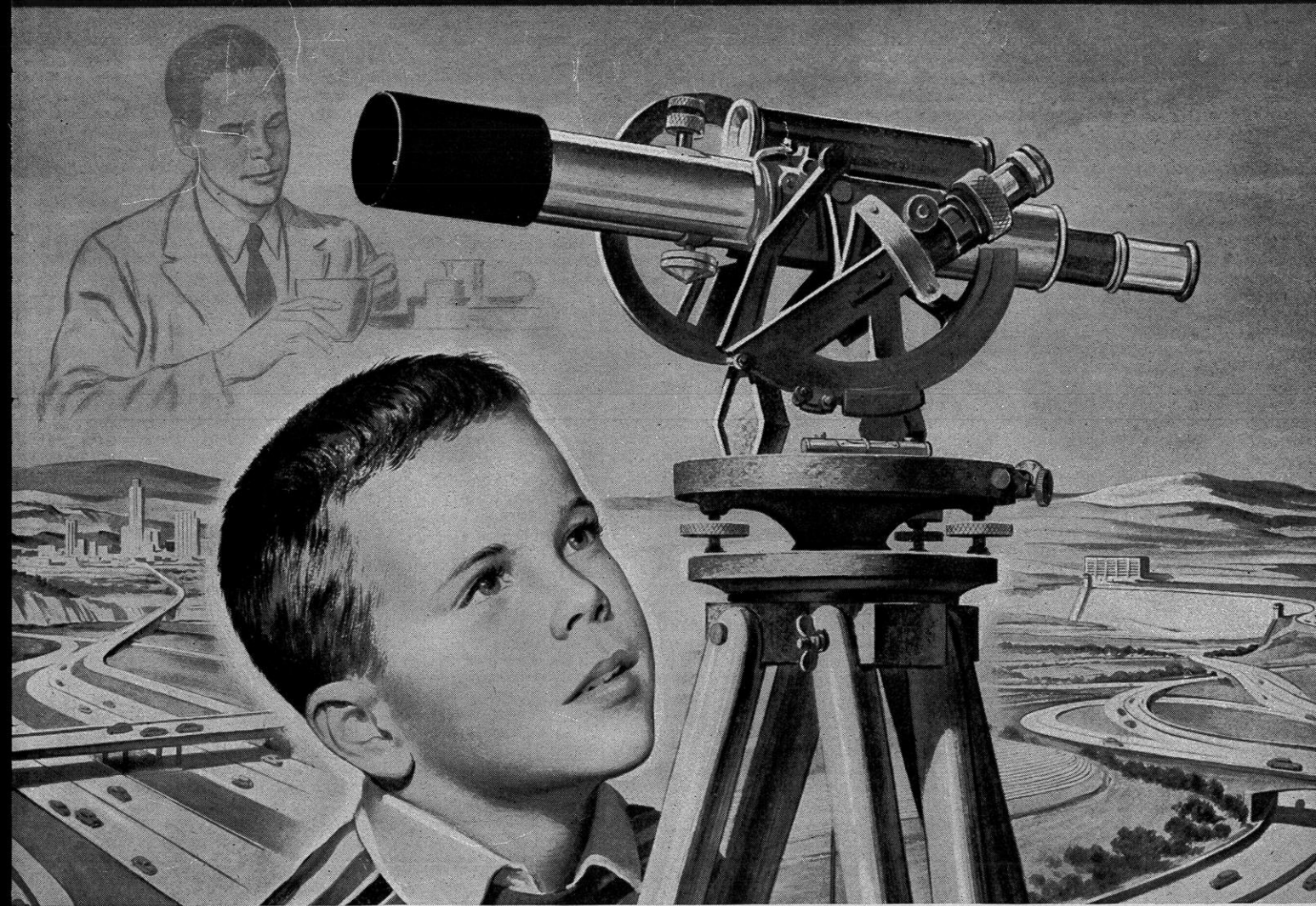
JOHN MESSMER, '09
Milwaukee, Wis.

Congratulations on the last story of the January edition. It is certainly a refreshing thought after reading the first stories on the type of plans they now have!

I was in Madison about a year or so ago and happened to be there when Mr. Waldheim spoke on industrial design and campus planning, and I am glad to see the plan is gaining recognition in your publication.

LORRAINE HANSELMAN, '40
Milwaukee, Wis.

—The real essence of work is concentrated energy—WALTER BAGEHOT



Why construction gets better all the time

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
making of calcium carbide . . . from which comes acetylene gas for welding. Also, a chemical known as an *amine* provides a wetting agent for asphalt . . . speeding construction by making the asphalt stick more easily and firmly to its crushed rock base.

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EDUCATION FOR LEADERSHIP

(Continued from page 3)

to subjugate them and that their governments are selling them out for a little American aid, is probably the greatest single obstacle to European economic recovery. Strikes are constantly threatened or called, wild rumors are everywhere, legislators are pressured into doing the wrong thing, government officials are jittery and lack courage to take necessary but unpalatable steps. And in back of it all the Russian propaganda machine grinds out more grist from its diabolical mill, and works from within to put Moscow-trained teams into power in country after disillusioned country.

The answer to this campaign is, of course, the truth widely told and oft repeated. My two-and-a-half years in London during the war taught me that three-quarters of the irritating misunderstandings which kept cropping up between Britain and ourselves were without basis in fact and resulted largely from careless, irresponsible talk. Had these mistaken stories been quickly and pointedly corrected, the going would have been much easier. But imagine if you can how much worse the situation is throughout Europe today with Russia's all-out effort to arouse hatred, suspicion and ill feeling *superimposed* on a situation already sensitive because of meager and incomplete communications.

The Smith-Mundt Act, which became law last year, authorizes the State Department to operate a foreign information service. The object of this service is, by radio broadcasts, news bulletins, publications, motion pictures, libraries and exchange of students, to lift the dangerously low level of foreign understanding of the United States, her deep belief in human dignity and freedom, her way of life and her actions and objectives abroad. The program is under way, but it is homeopathic compared to that of the Russians. Even the British have a far larger and more effective foreign information service than we. We badly need a larger number of competent and experienced people on this work here and abroad; we need better facilities, more equipment, more movies designed for the job, more publications, more news, indeed more and better everything, to bring this third prong of our national program up to its effective strength.

I am not suggesting that our government can or should do the entire job. Quite the contrary. Private organizations and agencies can and should perform signal service in providing a foundation for the government's efforts. Businesses and banks through their foreign advertising, their offices abroad and their foreign travelers, can tell the story of America most helpfully. Letter-writing on a broad country-wide scale and the distribution of American books and periodicals can likewise be exceedingly effective.

Exchange of students, faculty, news, and ideas between educational institutions is another important phase. The creditability of information which comes from private sources is far greater than that which emanates from government. The more we who are outside the government can do, the less our government will have to do. Nevertheless, the job is far too great to be accomplished by private groups alone. The State Department's program must fill the gaps and lift the over-all volume to the required high level.

If America is to fulfill her destiny in world affairs, she must be understood and trusted by her world neighbors. She must consider well her public relations. This third prong of America's foreign policy has been truly called the *public relations of survival*.

As I told you earlier, we are spending fifteen thousand millions on our military program this year and five thousand millions on foreign economic aid. What do you think we are spending on the information program, which ranks equal in importance to the other two? We are spending this year thirty-three million dollars—one-fifth of 1% of our military appropriation.

I suggest to you that our three-pronged program is badly out of balance. I further suggest that the over-all

effectiveness of our cold war campaign would be greatly increased if we took just a little—perhaps 1% from our military appropriation—and transferred it to the information program. To do so would, I sincerely believe, strengthen our entire effort and hasten the day when substantial reductions can safely be made both in the military and foreign economic expenditures. Much of the sickness of Western Europe is due to psychological causes, and I know no better or quicker way to cure it than by large, interesting and intelligently administered doses of the truth.

But whether our three-pronged program to beat Communism is in balance or not, the fact is that America has a program. We are asserting at long last the leadership the world must have from its greatest power and that we must give if we are to secure our own freedom and our way of life here at home. Our task now is to make that leadership sound, firm and effective. I need not tell you that this cannot be done by a few experts in Washington. Enlightened, understanding public opinion is indispensable to a wise and consistent policy, foreign or domestic.

It is perhaps not unnatural that I should be particularly concerned with our economic policy. I deeply believe that economic literacy in business, in government, in labor and in agriculture is essential to the preservation of our free society. Far too many millions of us do not understand the basic economics of private competitive capitalism. We cannot therefore judge the wisdom or unwisdom of projects or legislation proposed for our communities or for the nation.

It is the clear duty of every citizen to understand the reason for America's amazing economic growth and vitality, to know the basic differences between the free enterprise economy of America, the state ownership economy of Russia, and the so-called mixed economy of Great Britain which endeavors to employ both systems. For if we do not know what we are doing and when our freedoms are in jeopardy we shall be playing into the hands of power-seeking people who *do* know what they are doing and precisely why.

Sought: Rededication

We have taken our country and its history, both political and economic, too much for granted. We have been feeding, as it were, on the faiths and convictions of our forefathers without developing any of our own. We cannot long enjoy a system we do not understand, nor can we without vigilance maintain and improve it for ourselves and for the generations to come. America is in serious need of a refresher course in her own history. We must rekindle our faith and preach and practice it wherever we go.

Schools and colleges are, I believe, devoting more attention to these essential subjects. Businessmen, who because they are closest to the workings of our economic system hold special responsibility, are doing a better job of informing their employees and community neighbors about the principles of business operation and the problems and accomplishments of their companies. Business groups and associations are much more active in studying local and national problems and are increasingly taking part in the formation of sound economic policy.

All these things are to the good, but the tempo must be stepped up and the movement broadened and deepened. Problems of national and international importance should be under searching and constant study by private American citizens and institutions from coast to coast. Only thus will we refresh our understanding of the principles upon which America's unparalleled economic strength was built and the moral and spiritual foundations upon which our freedoms, our concepts of the dignity of the individual and the rights of minorities, were so firmly grounded. Only thus will we find the key to the good life for our children and our children's children.



... keeping in touch with **WISCONSIN**

by **S. C. ALLYN, '13**

President, Wisconsin Alumni Association

FOUNDER'S DAY, observed in a radio program on February 5th and with alumni dinners at Madison and other cities three days later, officially marked the turn of the century for the University of Wisconsin. As was fitting in this Centennial Year, the Founders' Day dinner in Great Hall was the largest ever held.

Any alumnus attending the Madison dinner would have found ample reason to be proud of his Alma Mater. There was evidence of what Wisconsin's teachings have meant in the past, of the high caliber of the present student body.

Students were represented by the Men's Chorus, which gave an excellent performance, by a group which presented an effective historical skit, and by Mary Markham. Miss Markham, President of the Women's Self-Government Association, gave just about as fine a talk as I have ever heard from any platform. If the public speaking classes at the University are turning out speakers like her, they are obviously doing an exceptional job. I wish that I had been a member of such a class during my own days in college. Last year, too, the Founders' Day dinner was featured by another outstanding student speaker, Phyllis Rasmussen.

Dr. Arnold Jackson, as president of the Madison Alumni Club, was an effective toastmaster who kept things moving on schedule. John Berge introduced several of the speakers. Governor Rennebohm spoke on the importance of the University in the life of the state. President Fred emphasized the functions of the University, and Don Anderson reported the progress of the Wisconsin Foundation campaign in Dane county. Harry Stuhldreher, Athletic Director, introduced Ivan Williamson, our new football coach. Coach Williamson's initial observations showed ability to size up a situation quickly. Pointing out that there were 11 men at the speakers' table, he admitted that was just the right number for a football team but expressed some doubt on other qualifications. He seemed to be more interested in the rush with which the boys who were serving dinner swept "around the end" of each course.

Professor Kiekhofer was introduced in the traditional manner with a sky-rocket which ended in a deafening "Wild Bill." Serious and humorous by turns, he ably represented the University as chairman of the Centennial Committee.

Philip Reed, chairman of the board of General Electric and certainly one of Wisconsin's outstanding alumni, was the principal speaker. From the rich background

of his service in the field of business and on the international scene through the International Chamber of Commerce, he drew an impressive picture of the importance of world education and better understanding among nations.

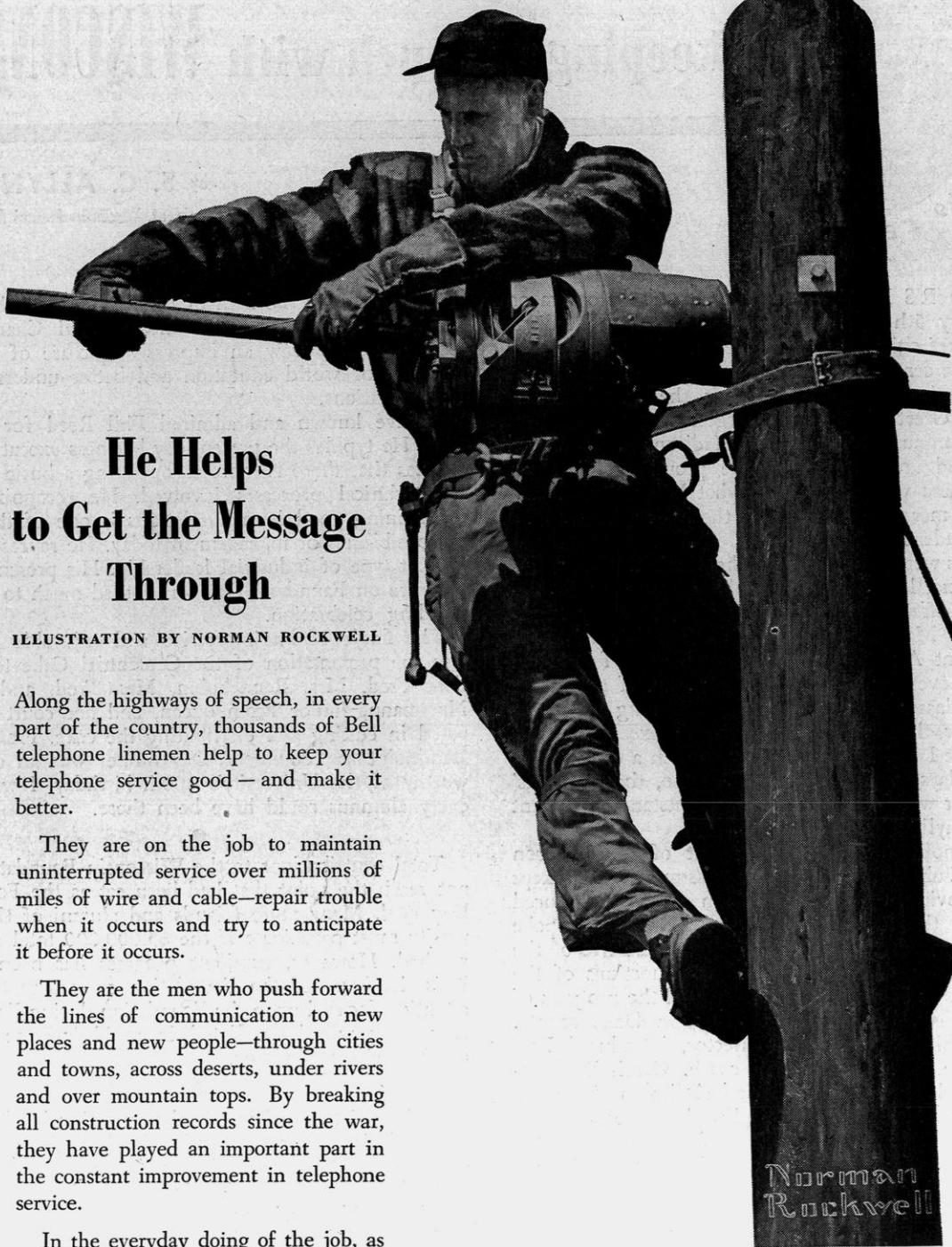
I have known and admired Phil Reed for a long time. He typifies the present-day business executive who realizes that there is more to operating a business than the technical processes involved. He recognizes that maintaining good human relations is one of the great responsibilities of management today. He represents the highest type of industrial leadership. His presence with his wife on Founders' Day contributed much to an outstanding celebration.

The finale of an impressive and enjoyable evening was the presentation of the Centennial Cake to President Fred. Mrs. Rennebohm, Mrs. Fred, and Violet Norrmann, Junior Prom queen, and her court participated in cutting and distributing the cake. From every standpoint the Founders' Day dinner was an occasion worthy of the University's 100th birthday. I wish that every alumnus could have been there.

Total contributions to the Wisconsin Foundation did not reach the point that had been set as the Founders' Day goal. Many more friends and alumni of the University must participate if the \$5,000,000 total is to be reached. However, excellent progress has been made. It is the hope of the Foundation committee that the attention focused upon the Foundation during Founders' Day week will be reflected in rapid increase in the number of contributions.

A short time ago I was in the operating headquarters of one division of a great railroad. Through an amazing system of teletypes and other equipment the exact position of every train moving in the division was shown on charts. If a train was two minutes late leaving a station, that fact was instantly communicated to this control room. The channels of communication between headquarters and trains were perfect. This railroad employs thousands of people. I thought what a fine thing it would be if equally good channels of communication could be maintained between employees and management, between the citizens of a community, and among the nations of the world. What a boon that would be to the betterment of human relations.

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