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WISCONSIN *Alumnus*

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Two Viewpoints

(See pages 12-13)

OCTOBER, 1954

'tis well
to be
BIG



By **Gordon Fox, '08**

President

Wisconsin Alumni Association

A NEW INCUMBENT to the office of President of the Wisconsin Alumni Association naturally gives thought to the merits of the university which commands our allegiance. This appraisal has suggested to me that certain criticisms of our university may not be too well founded and that one of her major assets does not seem to have been adequately stressed.

It is urged by some that our university is too large, that education is dished out on a mass production basis and that the chummy atmosphere of the smaller college is lacking.

These contentions may have a measure of merit. I would emphasize, however, that there are compensating factors which are enjoyed by larger schools, notably by our alma mater.

Miracles of transportation and of communication have enlarged the stage of life's drama to encompass the entire world. Miracles of technology and automation have caused a mushroom growth of industry and the great expansion of its component units. We live in an epoch of large undertakings, large accomplishments, large problems. I submit that the cosmopolitan, multi-faceted university, with its many activities organized on a large-scale basis, is apt to afford a more realistic atmosphere and a collegiate experience which more closely parallels that of the workaday world in which the graduate must find eventful adjustment.

But, in my view, an even greater advantage accrues to our alma mater because of the fact that

it is a university comprised of several colleges having diverse attitudes and viewpoints. Though students may be separated in their classrooms, their intercourse in dormitories, social halls and fraternities, in bull sessions and in general activities, leads to a healthy interchange of differing views which lends breadth to the whole educational process.

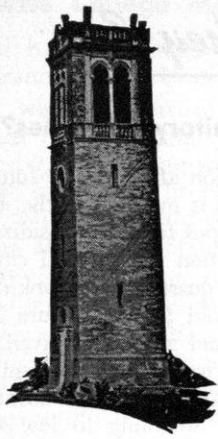
Several components of our university are based on the sciences, among them being agriculture, medicine and engineering. The scientist is imbued with a profound respect for the laws of Nature, the laws of God. He believes in an ordered universe governed by natural relations which no mortal man can alter. He believes that fundamental and inviolate laws apply not alone to inanimate gravity and inertia; they apply also in such areas as human nature and supply-and-demand. He believes that improvement of the material well-being of our people must be won through research and through technological advance rather than through political artifice. He believes that the frontiers of knowledge extend far beyond our present horizon. He is restive to penetrate those frontiers.

MOST LARGE universities enjoy the advantages emanating from versatility. The University of Wisconsin is exceptionally fortunate in having, at its helm, a scientist, a man who knows the laboratory, who properly evaluates research, who respects utility and is not adverse to a practical wedding of school and state.

Our alma mater is renowned as the exponent of the Wisconsin Idea. It is generally, and rightly, considered the whole state has benefited from the cooperation extended by the university to the solution of the state's problems.

I submit that this is not a one-way street, that the intimate contact of many faculty members with the state's practical problems has had a salutary effect in keeping their heads out of the clouds and their feet on terra firma.

The University of Wisconsin enjoys full intellectual freedom. Here the process of winnowing and sifting proceeds untrammelled. But neither the faculty nor the student body has proven susceptible to stampede. Our university is receptive to the new, yet respectful of the traditional. It is pioneering, yet prudent. It is dynamic but not demagogic, rampant but not radical. It lacks neither breadth nor depth. Few of those who go forth from Badger halls will bear the brand of being more intellectual than intelligent.



WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

OCTOBER 1, 1954

VOL. 56, NO. 2

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★ Sidelines

NEW COVER: As you have without doubt noticed, the *Wisconsin Alumnus* this month unveils its new cover design. Editors, professional magazine advisers, and magazine committee members all agreed it was "time for a change," and we hope you are favorably impressed with the result. Most noticeable change, of course, is in the size of the picture—it'll mean less strain on the bifocals, and, in professional terminology, provide greater impact. Too, the name of the magazine, placed on top of the magazine, will make the *Alumnus* easier to find in magazine racks and on reading tables.

*

THIS MONTH'S COVER: Guiding the television experiment in the TV studios at 600 N. Park St. on the campus are the three individuals pictured on our cover. They are Prof. William Harley, director of WHA-TV, the state radio council station; Prof. Raymond Stanley, director of the University of Wisconsin television laboratory, which conducts student training and experimental programming, some of which is used on WHA-TV, and Lawrence Anderson, chief technician, whose job it is to see that all things mechanical function the way they're supposed to . . . when they're supposed to. For more on the University in television, see pages 12-17. (Photo by Bunny Frank.)

*

FIRST EDITOR: The death of emeritus professor of botany Charles E. Allen recently marked the passing of the first editor of the *Wisconsin Alumnus*. The former court reporter who went on to become a distinguished botanist had a rich campus publication experience; he was editor of the *Cardinal*, *Badger* board chairman, helped found the humor magazine *Sphinx* and was its first editor, and helped bring the *Alumnus* into being in 1899. He was also an intercollegiate debater. Later, in his professional career, he edited the *American Journal of Botany* for nine years and was a member of the National Research Council. He retired in 1934.

THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. Entered as second class matter at the post office at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

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★ What They Say:

Dormitory Subsidies?

A major policy decision affecting the future growth of the University of Wisconsin is involved in the increasing pressure from the University campus for state-subsidized housing for its growing student population in a capital city where privately provided student living quarters are shrinking.

The University has told the Legislature it wants to make publicly owned rooms and apartments available for an additional 2,500 students. Such a housing program would require an investment of \$10,000,000, even if the dormitories and apartment houses were built according to low-cost specifications.

Much of the capital required for such projects could be borrowed, and repaid out of future receipts from student rental payments. But an equity share must be put up by the state, which is what concerns state government leaders who are considering the University's requests. State resources are lean today.

At a recent Legislative committee consideration of the matter, one Legislator observed that the University's student housing program might be relieved to a considerable degree if the idea of "integration" of state-supported institutions of higher learning is approved, and more of the University's students in the future get their undergraduate instruction at University branches in other sections of the state, including the colleges now operated in 10 Wisconsin out-state cities.

The idea of a decentralized university undergraduate program was ardently endorsed in the Legislature a year ago by Governor Walter J. Kohler, who won approval for it in the state senate, but then saw it flounder and fail in the assembly. School leaders have been inclined to assume that the issue is permanently dead, and that the colleges and the universities will pursue their separate ways in the future.

Yet there are signs that the plan is not dead, and that Governor Kohler, among others, intends to continue to plug for it. He said as much in a recent speech outlining what he regards as some of the current public problems of Wisconsin, and hinting at what he will say in his forthcoming third term campaign.

"One of the major future problems which we are anticipating is that of the increased higher education facilities which will be needed within the next decade in a manner that will make them available to the most people at the least cost consistent with a high standard of quality," Governor Kohler said. "I do not believe the job can be done efficiently and economically without some changes in our present system of administration of the state colleges and university services. I think the time to plan our course is now, and I hope that the deliberations of the legislature will be assisted by the thinking and the advice of the public.

That declaration indicated that the present head of the state is not convinced that the organization of Wisconsin higher education is necessarily static, or that the problem of housing and other services to students necessarily are concentrated on the Madison campus and can only be solved there.

Meanwhile, however, University officers complain that many of the older rooming houses which accommodated former generations of students are being torn down, and that such newer quarters as are being provided are of the apartment-type and beyond the means of many young men and women, and especially those who are married. A higher proportion of the University student body than ever before is married.

—Green Bay Press Gazette

Unwise College Merger Plan

The proposal has been made that Milwaukee be deprived of its branch of the University of Wisconsin.

That branch, which has earned the name of "the busiest college plant in Wisconsin," serving 1,100 full time day students and 2,000 evening students in its small plant at 6th and State sts., would be put under administration and control of Wisconsin State college, Milwaukee (formerly known as Milwaukee State Teachers).

The proposal is astonishing, and alarming to Milwaukee, because the merged institution would lose all connection with the University of Wisconsin. A merger, as part of a unification of state institutions of higher education into a "university system," or as a separate action making the combined institution here a part of the University of Wisconsin, would offer many advantages.

As a branch of the university, a combined institution here could continue all courses and services now offered by either or both, with more efficient use of the combined faculty, equipment and facilities at both "campuses." Every taxpayer and legislator in the state should want that.

Under university control, all work would be held up to UW standards, all credits earned here could be transferred at full value to the university at Madison, or elsewhere, and a University of Wisconsin degree in liberal arts or teaching could be earned here.

This would mean tremendous savings for young men and women of modest means in this whole Milwaukee area who have their hearts set on such a degree.

There's no doubt that the state college here and the state college regents would do their best to carry on if the University of Wisconsin branch here were merged under the state college. But such a merger offers few, if any, of the great benefits mentioned above:

The state college isn't presently staffed, nor has it the university's setup or experience, to provide the wide range of adult education courses, engineering courses, commerce courses and graduate social work courses given at the University of Wisconsin center here. It isn't likely that the best of the university faculty giving such courses would transfer to the state college system, with its somewhat lesser pay, prestige and opportunities for advancement. . . .

While unification of the state higher educational system, here and elsewhere, is highly desirable, this merger under the state college does not seem like a wise solution.

—The Milwaukee Journal


Student Exchange Idea Growing

An exchange system between Wisconsin's higher education institutions and other states in the North Central region is reported to be gaining support among educational and political leaders in Wisconsin.

Precisely, the plan calls for a system under which Wisconsin young people could gain training, at state expense, in special courses not available to them in state-supported institutions.

For example, the University of Wisconsin does not have a school in dentistry.

(continued on page 38)



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★ *Dear Editor:*

Tribute to Van Hise

I have enjoyed the Wisconsin *Alumnus* magazine for a great many years and have great pride in our great University.

In the April issue I read the article "The Promise that Van Hise Didn't Really Mean" and it gave me a sense of real unhappiness. I was a student at the University during that eventful year and I was present at the time President Van Hise was ridiculed by the students at the noonday meeting held in the Music Building. Undoubtedly I could have entered into the spirit of the mob that prevailed that day. But I cannot believe that I shared with some others the feeling that the President's endeavor to crack a joke should have been carried through to the point of "no examinations—no failures." That would have been a lowering of University standards that none of use, I believe, could relish.

This feeling that came upon me in reading that article has bothered me from time to time until I now feel that maybe I can get it out of my system by expressing my views through the pages of the Wisconsin *Alumnus* magazine.

A modest tribute to Charles R. Van Hise. He was a very great scientist and a very big man. More than any other man, so far as I am aware, he gave great stature to the University of Wisconsin. After fifty years he should be revered by Wisconsin alumni—those who were students in the day of his activity and those younger men and women who should know of his greatness.

Ralph E. Davis, '06
1238 Commerce Bldg.
Houston, Tex.

Appreciates Directories

Thank you for . . . all the interesting and enticing bulletins on the University of Wisconsin Commencement-Reunion program for June 17-20. I am especially grateful for the Golden Jubilee Directory, Class of 1904, and wish to compliment you on its fine appearance

Charlotte Epstein Pfund, '04
Oak Park, Ill.

More Third Generations

We all enjoy the Wisconsin *Alumnus* (though Edwin is from U. of Ill. '23) and I always find interest in your special section, Wisconsin Women.

Some of the third generation coeds in the recent issue we know. Is anyone interested in third generation boys? We have no girls.

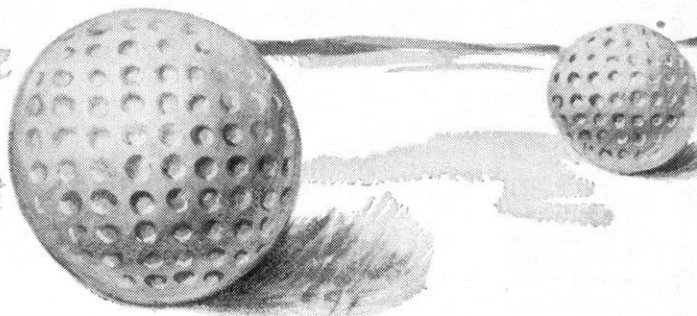
Charles Page Koehler will be a junior on Campus next fall. He is now on his way home from ROTC Summer Camp at Ft. Eustis, Virginia. Our other son Robert graduated from the University in '52 and is now a 2nd Lt. with the Transportation Corps—serving in Pusan, Korea.

Their grandfather was Jay W. Page '96, lawyer and County Judge, Elkhorn. Their Grandmother, Lutie Willard Page was in the Music School. Joseph E. Davies, "Ikey" Karel and some of the older DU's would remember them both. Mother lived in "Chad"—father in North Hall.

Arlene Page Koehler, '24
Appleton, Wisconsin

(Wisconsin Women's editor, Grace Chaterton, was especially interested in girls when she compiled her article. But we're all interested in boys, too. How about it—ate

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there any more third generation or fourth generation students on campus that any of you alumni know about?—Ed.)

High Praise

Your very personal letter to the Alumni on page 6 of the *Wisconsin Alumnus* is a dandy. I feel that what you have said about organized effort and teamwork is right on the button, applying not only in university affairs, but also in all walks of life.

The *Wisconsin Alumnus* has certainly grown in stature . . . and our hats are off to the Skipper.

Hugh L. Rusch, '23
Princeton, New Jersey

Thanks for your fine letter about our dear friend Gordon Fox. I know he will do an outstanding job as President of the Wisconsin Alumni Association. I have known Gordon for about 30 years.

I hope that as a result of your letter many of those not now members of the Wisconsin Alumni Association will join. I have been a member for many years and last year took advantage of the offer of 5 years' membership at the reduced rate so my membership still has 4 years to go.

Through the Alumni Magazine I have been able to keep in touch with many of those who were in school when I was whom

I otherwise would not have known where they were. This alone has been worth the cost of my membership, especially since my wife is also a graduate from Wisconsin and she too has been able to contact many of her friends after years, sometimes, of not knowing where they were or what they were doing.

I hope you will push this idea of having the University of Wisconsin Club of Chicago members join the Alumni Association. The older graduates especially should do so.

James E. Grant, '20
Chicago, Illinois

(The above letter was written to the president of the University of Wisconsin Club of Chicago.)

In the Record

I was glad as always to look through the June 15 issue of *Wisconsin Alumnus*.

I noted the fine article on the new Diagnostic Center, and I thought that this splendid achievement was deserving of the attention of my colleagues in the Senate. Yesterday, therefore, I made a statement in the Congressional Record calling attention to it and reproducing the *Alumnus* article.

I am happy to enclose a tear sheet herewith.

Alexander Wiley, '07
U.S. Senator, Wisconsin

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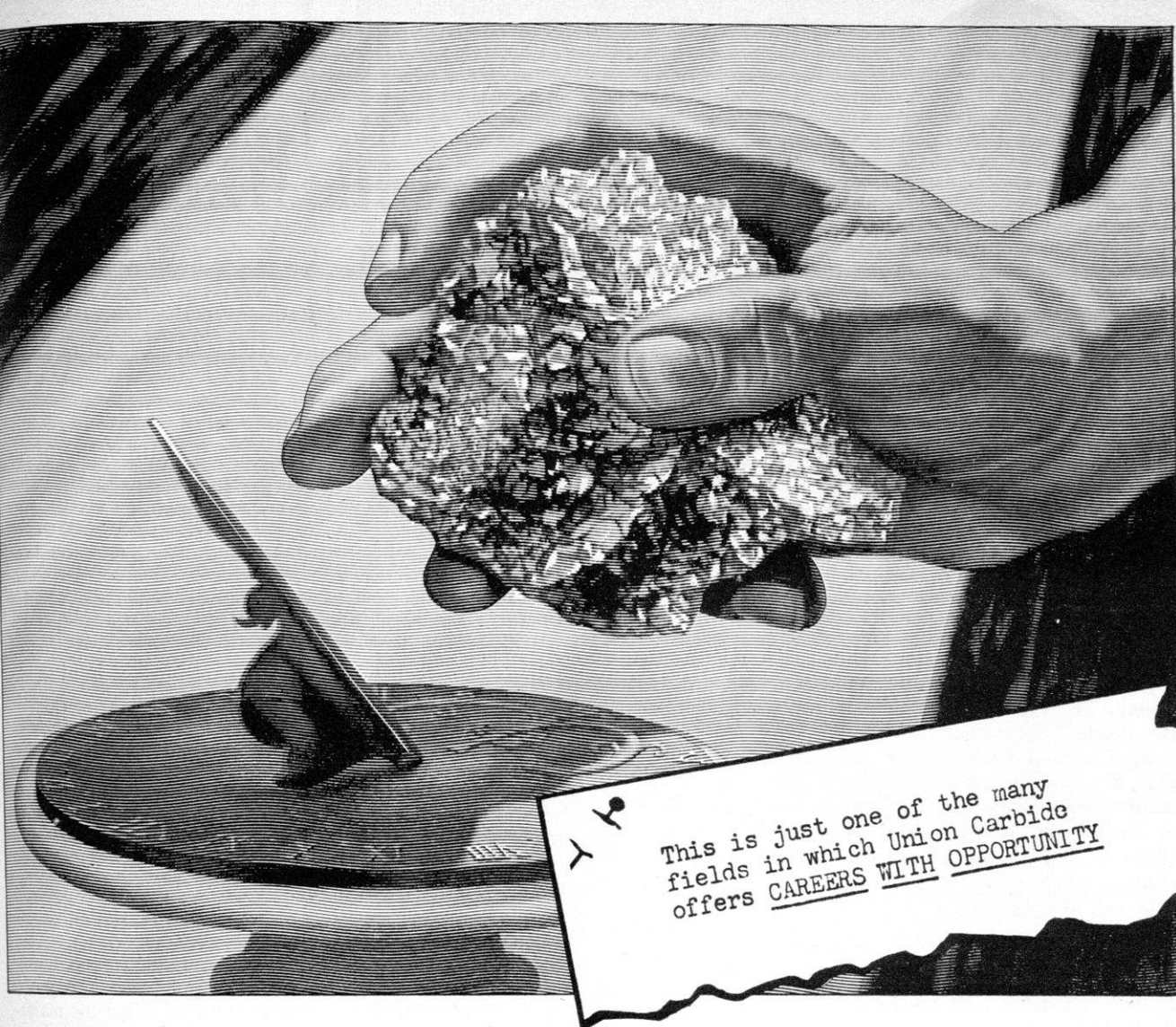
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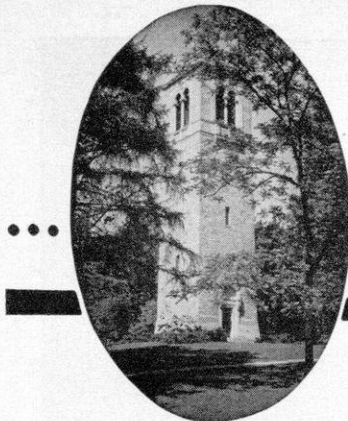
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WISCONSIN ALUMNI ASSOCIATION

THE MEETING shown below is a good example of meetings held during August and September by alumni clubs in preparing their program of activities for 1954-55.

This handsome group includes the officers and directors of the Wisconsin Alumni Club of Chicago. That photogenic Badger with a bow tie and dark-rimmed glasses at the head of the table is the club president, Bill Nathenson. The sleepy looking guy at his right is the club secretary, Neil Hayes. Actually, he isn't really sleeping; he is just dreaming about the happy hours he spent on Picnic Point as a student long years ago.

Meetings like this are very important in producing productive alumni club activities. In the final analysis, the primary objective of an effective alumni club is the same as that of the Wisconsin Alumni Association: to promote by *organized effort* the best interests of the University of Wisconsin. Each alumni club is a unit for organized effort.

Organized effort, however, doesn't "just happen". It's the result of planning and effective teamwork. Good alumni clubs do two things:

1. Plan a productive program of activities with enough variety to appeal to the varied interests of its members.
2. Tell alumni in the area about these activities. Alumni won't support a program of activities unless they know about it.

Some leaders in the Chicago club, left to right, seated around table: Charles O. Newlin, Stephen J. Frawley, Les Klevay, Robert L. Rothchild, Neil B. Hayes, Secretary, William A. Nathenson, President, Francis X. Cuisinier, Arthur J. Kralovec, Carl F. Hayden, Don

Each year a growing number of alumni clubs are sending out newsletters (usually in September) to all alumni in the area with a complete story of club activities for the year. One of the best received at WAA headquarters so far this year came from Milwaukee. (See page 26.) It lists seventeen projects for 1954-55, with a Founders Day dinner on February 3rd as the big event of the year.

In addition to these seventeen events, President Charles Orth used this newsletter to announce plans for a "permanent organization" for club scholarships and a Wisconsin Night to give high school seniors in Milwaukee information about the University of Wisconsin. The club also sponsors Football Trains for all home games and the games at Lansing, Iowa City and Champaign. With activities like these, it's easy to see why membership in the Milwaukee Alumni Club in Milwaukee is growing each year. All this information is included in a single-sheet newsletter, 8½" x 11", printed on both sides, attractive but not expensive.

Some clubs, of course, cannot sponsor as many activities as Milwaukee does. Every club, however, should sponsor enough activities to attract the interest and support of alumni in the area.

Club newsletters received at WAA headquarters during September show a decided improvement over last year's models. Some are printed, some multigraphed, but the majority are mimeographed. All do a good job in telling about the club activities scheduled for 1954-55 and that's what counts.

Bruechert, and Paul Miller. Standing: Charles McDonnell, Frank Carney, William Hutchinson, Martin P. Below, Vice-President, Donald W. Hoag, Edward U. Dithmar, and James Peterson. (For more on the Chicago Club's activities, see pages 25, 26.)





New *Airlight* Outdoor Telephone Booth — Larger, well-lighted and comfortable.

Designed for use in all kinds of weather. The roof and frame are aluminum.

There's Something New in Telephone Booths

Any time you see one of these new *Airlight* Outdoor Telephone Booths you're likely to want to go right in and make a call.

For they are mighty attractive and comfortable. They are well-lighted, day and night. Tip-up directories are in easy reach. There's a shelf for packages and handbags.

The *Airlight* Outdoor Booths are never

closed. They are available for service 24 hours a day, every day in the year.

It's just another step in the never-ending job of making the telephone more convenient and useful to more and more people.

By bringing the telephone closer to you, we bring you closer to everybody. And make the service just that much more valuable.

BELL TELEPHONE SYSTEM

Reminding you that someone, somewhere, would enjoy hearing your voice today.



Two Broadcasters Look

... and they don't come up

By Gerald Bartell

THE EXTENSION of education into television is a normal, logical sequence. It is particularly pertinent at this moment when history is being written in terms of a struggle between two contending ways of life.

Why?

Because among free people, education is focused upon a search for truth. When people are permitted to seek the truth without interference or intimidation, they are wiser—and more capable of determining their destinies.

Yet, however essential are the aims of education, however rich the rewards to the people in terms of increased skills, richer culture, and upgrading of their financial status—there seems always to be a group, small or large, who would stifle the dissemination of education.

The struggle for educational television is arrayed along the same lines. There is a small, but dedicated element seeking to prevent the State of Wisconsin from making use of its allocated educational TV channels in the hope that they will be preempted by commercial interests or withdrawn irrevocably from educational uses.

As a result, Wisconsin, traditionally a leader in education, has been sadly sidetracked. Other states—notably Alabama, Michigan, Texas, Oklahoma, California—who for years looked enviously upon our achievements in state-owned educational radio, were not to be caught napping when the TV opportunity presented itself. There are already seven educational TV stations on the air. Twenty-five are under construction. Forty-seven others are proceeding with planning and building.

It would appear, in view of our rich experience through the years of extending the boundaries of our University campus to the borders of the state, that the television channels tendered to the state would be accepted with alacrity. Nowhere in the country has there been a more telling demonstration of the extension of education over the air than in Wisconsin's 35 years of pioneering leadership in educational radio. And in our discussion here, we will refer to radio and TV interchangeably since, by and large, the issue is almost identical.

These documented historical facts have not deterred a small group spearheading the opposition. Already they have suc-

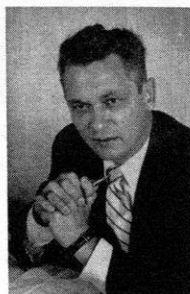
(continued on page 14)

Editor's Note: **T**HERE is an important

decision coming up next month for the voters of Wisconsin, educationally speaking. Those going to the polls November 2 will be asked to advise the Legislature of their view on a state-supported educational television network.

Some time ago, the Federal Communications Commission, recognizing the obligation of the federal government to provide for allocation of suitable TV facilities for educational purposes, set aside 10 per cent of all channels to educational, non-commercial use.

Wisconsin, through the State Radio Council, has already availed itself of one of these channels. This is station WHA-TV, Madison, whose studios are virtually synonymous with the University of Wisconsin television laboratory. (For more on WHA-TV, see page 15.)



Radio Daily, a trade paper, recently honored Gerald A. Bartell as one of the most successful men in broadcasting. He is president of Bartell Broadcasters, Inc., operators of WOKY and WOKY-TV, Milwaukee, and WAPL, Appleton, and Bartell Television Corp., which operates WMTV in Madison. Bartell is known as Mr. Jerry to thousands of Wisconsin small fry and for many years collaborated with his wife (nee Joyce Jaeger, '38) in writing and producing records, and radio and television programs for youngsters. He has been interested in educational radio and TV for many years and was production director of WHA from 1937 to 1942. He lives in Madison with his wife and three children.

WHA-TV

Friday, September 3, 1954

P.M.		P.M.	
7:00	The Friendly Giant—story classics for children	8:15	Readings from Romeo and Juliet
7:45	News—interview with Everett Reese, President, American Bankers Association	8:30	Readings from De Maupassant, Charles Laughton
7:30	Play Wagon—Madison Youth Theater	8:45	From the Museum—"Snakes Are Interesting"
8:00	Wisconsin Farm Picture—"The Corn Borer"	9:00	At Your Service—Conservation Department, "Fish Management"

a sample of "educational" TV . . .

WISCONSIN ALUMNUS

at Educational TV—

with the same answers!

The State Radio Council has advanced a plan for eleven more state-owned stations that would give 95 per cent of the state adequate reception of educational TV. Total construction cost for these stations is estimated at \$3 million, annual operating cost \$1/2 million. It is this plan that presumably would be followed by the Legislature if so advised by the electorate, although there is no actual obligation involved.

On these pages, the *Wisconsin Alumnus*, in the University tradition of "sifting and winnowing by which alone the truth may be found," presents a forum on the question of state-supported TV. All *Alumnus* readers are invited to write in and share their opinions on the subject.

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By Sidney H. Bliss

I WRITE this as a tax-paying citizen who has spent his entire life as a Wisconsin resident.

One might well ask why I have taken it upon myself to openly oppose a statewide tax-supported project that is being sold to the citizens of Wisconsin. My answer is that my profession is and has been for the past thirty-two years in the field of mass communications. Aside from my newspaper responsibilities, I have supervised the construction of and been directly responsible for the operation of three radio stations during the past twenty-five years. I was issued a construction permit to build a UHF station at Beloit, Wisconsin in February, 1953.

In the months following, our chief engineer in charge of radio operations, our general manager of radio, and I traveled throughout the middle west and south making thorough studies of television stations on the air and under construction, both VHF and UHF. I spent considerable time in New York talking with officials of the TV networks and advertising agencies. We found the general public in areas receiving VHF and UHF service were unenthusiastic about converting their VHF-TV receivers to UHF because they were getting satisfactory program service from the major TV networks through their VHF receivers.

I personally found no interest in my proposed UHF-TV station on the part of the three major networks, CBS, NBC, and ABC in New York. They said VHF stations with far better coverage are now, or soon will be, serving the Beloit-Janesville-Rockford area. New York advertising agency men told me their clients were not interested in sponsoring their programs on UHF stations where VHF stations were already or would be rendering satisfactory service.

Without network affiliation and without national advertising, I knew this UHF project was doomed to financial failure, so I cancelled my FCC construction permit. That was in the early fall of 1953, and I was convinced then that UHF television, as it is today, in competition with VHF is doomed to failure.

This discussion is without rancor or selfishness on my part. I am not in the television business.

(continued on next page)



Sidney H. Bliss, the co-publisher, president and general manager of the *Janesville Daily Gazette*, has been in the newspaper business since 1919 and is the third generation in his family to direct the *Gazette*. He was president of the Wisconsin Daily Newspaper League in 1941 and 1942. Bliss operated an experimental wireless transmitter as early as 1914 and entered the commercial radio field in 1929. He is now responsible for the operation of three stations and is a charter member of the Wisconsin (Radio) Network and a board member of that association. He is also a member of the board and legislative committee of the Wisconsin Broadcasters Association. He attended the University in 1920-21-22.

Commercial TV Station "Y"

Friday, September 3, 1954

12 Noon	Wisconsin Outdoors— Film	5:45	Perry Como—Network Music
2:00	Movie	6:00	Western Playhouse— Film
3:00	Seeking Heart—Network Serial	6:30	Topper—Network Com- edy
3:45	Welcome Travelers— Network Interviews	7:00	Playhouse of Stars— Film Drama
4:15	Show Case—Personal- ities, local	7:30	Hollywood Half Hour— Film Drama
4:30	Search for Tomorrow— Network Serial	8:00	Abbott & Costello—Film Comedy
4:45	Guiding Light—Network Serial	8:30	Person to Person—Net- work Personalities
5:00	News—Weather—Sports	9:00	News Review
5:15	Crusader Rabbit—Film	9:05	Ringside with Rasslers— Film
5:20	Cartoon Time—Kids	10:00	Weather—Sports—News
5:30	Americans on the High- way—Film	10:20	Movie—Drama

... and a commercial TV schedule

OCTOBER, 1954

Bliss Argues Against . . .

(continued from preceding page)

I am not a public pleader nor do I have anything to sell, but I hold that the taxpayers of the state of Wisconsin are entitled to know the facts before they vote on the advisory referendum at the general election of November 2.

I feel that with this background I am in a position to comment upon some of the impracticabilities of the State TV network that the proponents are attempting to sell to the people of Wisconsin.

Confirming what I have said concerning the present predicament of the UHF television industry, is the following report:

FCC Television Station Grants Since July 11, 1952:

	VHF	UHF
Commercial -----	254	309
Educational -----	14	14
Educational on air -----	3	3
Commercial on air -----	271	117

Ninety-three construction permits have been cancelled by the grantees—16 VHF, 77 UHF.

Twenty-six TV stations that went on the air during the past two years or since July, 1952, have suspended operations. This is 22 per cent of the 309 granted UHF-TV construction permits.

Six educational TV stations are on the air today.† Two hundred forty-two channels were allocated to education two years ago.

Eight months of study have convinced a state-wide citizens' committee (The Wisconsin Committee on State-Owned, Tax Supported Television*) that the Wisconsin voter would not be justified in approving a state-controlled tax-supported television network in the November 2 referendum because of its educational limitations, dangers of political control and incomplete figures on its cost.

"The committee wishes to emphasize that it is in complete agreement with the idea that television has educational value. It must be kept in mind that the referendum to be voted upon does not ask for a 'yes or no' vote on educational television. Rather it is a question of whether the state government shall enter the television field," the group declared.

In its analysis of the problem in other states, the committee reported that New York, New Jersey, and Connecticut have rejected tax-supported television as too expensive, of questionable value, and a function in which government should not become engaged. Out of some 250 noncommercial

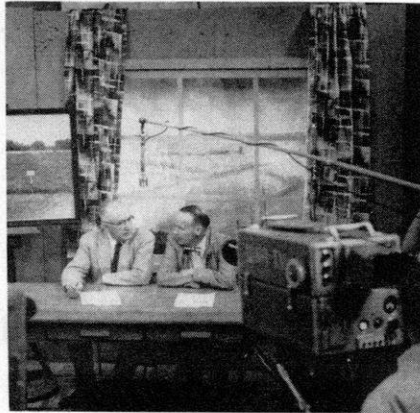
* (Not to be confused with the WCCETV—the Wisconsin Citizens' Committee for Educational Television, in existence since May, 1952.—Ed.)

† (Michigan State U. also conducts an educational TV operation, using a "commercial" channel. Only commercial channels were available in that area.—Ed.)

(continued in second column, next page)

Bartell Argues For . . .

(continued from page 12)



Maurie White's Today's Farm on WHA-TV

ceeded in forcing a state-wide referendum on the question of whether Wisconsin should accept or reject its educational television channels. This maneuver was made in the hope that sufficient propaganda can be directed at the people to produce the desired result.

In addition, they appear to have formed a taxpayers group which calls itself "Committee on State Owned, Tax Supported TV" with the pious objective of "evaluating" the need of TV in our educational structure.

It is difficult to see how this committee could make such a study with any degree of objectivity as long as it includes in its membership people who have for

years articulated their repugnance of the University of Wisconsin and/or the educational radio service. These institutions have been accused of everything from competing with free private enterprise to espousing Communist causes. When asked to proceed with the trial Lewis Carroll's Red Queen shrieked "Verdict first . . . trial afterward." This is exactly the reasoning of the taxpayers group. Having arrived at a conclusion, they are earnestly gathering evidence to support it.

Objectors to educational TV never mention the value of the channels themselves to the state. Millions of dollars have changed hands in the sale of a single TV channel, the physical assets of which are assessed at only a few hundred thousand dollars. What are the millions paying for? A channel! This priceless gift has been offered to Wisconsin for educational purposes. We are now deliberating whether to accept!

Will Commercial Stations Do It?

One of the militant groups opposing educational television is one which has for many years opposed educational radio—a segment of the commercial radio and TV operators of the state.

Having for many years steadfastly kept their minds innocent of the facts concerning the techniques, aims, objectives, and audience of the state radio service, it is hardly surprising that they object.

What is the nature of their objections?

Their contention: commercial telecasters can and are providing educational programs.

This is a persistent argument because of the broad latitude given to the term "educational." The daily radio station log which engineers are required to keep for Federal Communications Commission reference has made the educational problem very simple to station managers. For example, if at 10 o'clock every morning a churchless professional ecclesiast with a flair for the dramatic buys a quarter-hour of time on a radio station, the program would be tidily entered on the log in this manner:

DEACON GLORY B. ABERNATHY (REL.)

This (REL.) means the program was *religious* in character.

(continued in first column, next page)

If the station invites a bright high school girl to come over after school to read stories to the kiddies, the log is graced by another entry:

TINY TOT TIME (ED.)

The (ED.) meaning, of course, *educational*.

Stations affiliated with a network will, on occasion, broadcast a non-commercial program which has educational content. Over such programs the local station has no control. But the proper designation of the program type is placed neatly in the appropriate column.

While the operator of a commercial station—radio or TV—in time becomes proficient at devising programs to sell advertisers, *he is not equipped by training or experience to create and present programs encompassing valid educational materials, nor should he be expected so to perform!* This does not mean that licensees of radio and TV stations do not operate in the public interest. Popular music, news, commercials, weathercasts, farm bulletins, and tips to homemakers are all programs in the public interest. Also educational flotsam with the (ED.) designation may be construed as in the public interest. At least there's no harm done, and there's some attempt made to fill an audience need.

But to build a coordinated and consecutive educational series requires experts in the area of study to be explored, writers, performers, producers. In TV we can add three or four more departments. Obviously the average commercial station can't and shouldn't put on such a program.

But publicists for the broadcasters insist that the industry has done—and is doing—a job of education on the air. An occasional network program of symphonic music, a roundtable discussion by a group of experts, on-the-spot programs of special events—are all cited in support of this point of view.

What's Wrong With This Picture?

A few items are wrong with this picture.

(continued on next page)

channels available, about 20 per cent have been applied for and currently six are in use. Five are financed by private educational institutions or subscriptions rather than tax money, while the sixth is WHA-TV Madison. Stations also are being operated by Iowa State College, Ames; the University of Missouri, Columbia, but with commercial licenses.

"No Mass Demand"

There is not now nor has there ever been a demand by the great mass of taxpayers in Wisconsin for a state-owned, tax-supported Educational Television Network. Leaders of a large number of important organizations in Wisconsin have been carefully culled, brought into group meetings, and indoctrinated with the need of such a network principally by H. B. McCarty, Executive Director of the State Radio Council and General Manager of the University Radio Stations and the State FM Radio Network, and by Milo K. Swanton, Chairman of the Wisconsin Citizens Committee for Educational Television. Swanton is also and primarily the Executive Secretary of the Wisconsin Council of Agriculture Cooperatives, which is the clearing house for all Wisconsin cooperatives. At a meeting of the State Radio Council in May of 1953 concerning the possibility of the Federal Communications, re-allocating VHF Channel 3 to the University, Swanton said, "It behooves the Radio Council to get the most service for the least possible cost, if it is to sell the Legislature on a state TV network."

Previous to this a meeting of the State Legislative Council was called Sept. 22, 1952, in Room 210 State Capital, at the behest of Swanton. Proponents and opponents were there as were all of the Senators who made up the council. Senator Laird, presiding, opened the hearing with the statement that, "This hearing on Educational Television was being held at the request of Mr. Milo K. Swanton." He then asked Mr. Swanton to open the hearing by presenting the viewpoint and aims of his organization, the Wisconsin Citizens Committee for Educational TV.

(continued on next page)

Commercial Radio Station "X" Log

Friday, August 5, 1945

- 5:30—7:40 Popular and "hillbilly" type music, news, farm bulletins, sports, all from syndicated news wire. Material read by announcer.
- 7:40—8:50 Popular music, wire news, local social notes
- 8:50—10:30 Telephone quiz, popular music wire news
- 10:30—11:00 Network quiz—comedy show
- 11:00—12:00 Popular music, news, want-ads
- 12:00—12:15 News, farm bulletins, markets
- 12:15—5:00 Popular music, news
- 5:00—5:15 Bedtime story
- 5:15—6:10 Popular music, news
- 6:10—8:45 Baseball game
- 8:45—9:15 Network news commentators
- 9:15—9:30 Popular music
- 9:30—10:00 Network mystery show
- 10:00—12:00 Sports, popular music

Station WHA, WLBL, and FM Network*

Friday, September 3, 1954

MORNING

- Weather Roundup—Direct from transmitters
- Farm Feature—College of Agriculture personnel giving latest in farming. V. G. Rowley, Dairy and Food Division (also often from State Department of Agriculture.)
- Band Wagon—March Music

- News—United Press news
- Weather—Direct from Madison weather station
- Morning Melodies—Classical music: Faure—Music from his Suite Pellias and Millicent
- Piano Music—Classical selections: Sonata for Two Pianos by Stravinsky
- Markets—To farmers from the capitol
- Homemakers Program—U. W. Home Economics personnel in daily talks
- Views of the News—Readings of editorial comment
- Classroom lecture—A 50-minute visit in a professor's lecture room; Professor D. Fellman

AFTERNOON

- Noon Musicales—Light classical music
- News—United Press
- Farm Program—University and State Department of Agriculture report to farmers; 4-H Club activities
- Chapter a Day—Daily readings from books
- Afternoon Concert—Classical music: Symphony No. 1 in E flat Major by Alexander Borodin
- The Lively Arts—Series by author-lecturer, Gilbert Seldes

* This schedule does not indicate the fifteen weekly broadcasts of the Wisconsin School of the Air, which has a course enrollment of 639,864 in the state:

People and Places—social studies, grades 5-10; Let's Draw—creative art, grades 3-8; Let's Find Out—science, grades 1-3; Visitons Mimi—French language, grades 2-4; Let's Write—creative writing, grades 4-8; Journeys in Music Land—Prof. E. B. Gordon teaches music, grades 4-8; News of the Week—daily news broadcasts, grades 5-10; Music Time—music appreciation, grades 1-3; Rhythm and Games—fun with a purpose, kindergarten to grade 3; Book Trails—leisure time reading stimulation, grades 3-8.

EDUCATIONAL TV: HOW?

By the State . . . Bartell

(continued from page 15)

- These programs are almost always network originated, and usually sustaining (non-sponsored), so the circulation is uncertain. A local station need not accept such programs when a commercial show conflicts.
- These programs are almost invariably assigned times when available audience is at a low ebb. Favorite times: Saturday and Sunday mornings . . . or after 10:15 p.m. any night. At these times the audience is a fraction of normal potential.
- Most such programs are not educational in terms of *teaching*. This is not in *criticism* of the programs. But they don't begin to fulfil the possibilities of education on the air—either on radio or TV. We must face the fact that real honest-to-goodness education has a limited appeal . . . and it is only certain materials that can be popularized sufficiently to be conveniently adaptable to a commercial audience. In this highly competitive industry, it is only the inexperienced, inept, unsuccessful, or excessively altruistic broadcaster who will permit his best hours to be devoted to education. Many successful operations will never permit *any* programming—educational or otherwise—which tends to segmentize their audience, even at the risk of losing revenue. A large audience is the commodity they have to sell. Education, as a rule, doesn't appeal to a large audience.

It is difficult to understand why commercial broadcasters don't admit that the usual commercially produced educational program doesn't answer the need . . . that a *complete schedule* of education on the air—hour by hour and day by day—is an entirely *different* enterprise from theirs. One is like a popular magazine; the other like a text book.

Look at the program schedules of WHA and WHA-TV accompanying these articles.

And then examine the program schedule of an average radio station and that of an average TV station—both in Wisconsin, and both operated by men who are vigorously protesting that *commercial broadcasters are fulfilling the need of education on the air*.

Let there be no misunderstanding. It is not my purpose to criticize these stations for their lack of valid educational programs. An examination of the program logs of WOKY, WOKY-TV, WAPL, and WMTV—all under my supervision—will reveal a similar general format. The reason I present their schedule for examination rather than our own is that *I have never made the claim that commercial radio and TV provide the answer to education on the air*. Quite the contrary. So it is only fair to examine the extent to which these men are providing the service which they would deny others an opportunity of performing. If there is a duplication of effort, objectives, materials, a brief examination of the sets of programs—commercial and educational—should decisively demonstrate that such a conclusion is not indicated.

Who Can Do It?

Many other broadcasters readily admit that they don't know anything about presenting educational programs, but com-

(continued on page 33)

By Commercial Stations . . . Bliss

(continued from page 15)

Then came the sales pitch. His committee requested that the Legislative Council recommend to the 1953 Legislature the development of educational TV on a state-wide pattern. He warned that the Federal Communications Commission cannot hold the reserved channels indefinitely unless they are requested for educational TV, since they are greatly in demand by commercial stations. Mr. Swanton stressed the fact that educational TV can mean to the future of education what the printing press meant in the past, and pointed out that Wisconsin is not leading the nation in this field as it did in radio, since many states have already set up an educational TV program.

The above profound statement was made by Mr. Swanton September 22, 1952. Let's compare this with what FCC Commissioner Robert E. Lee had to say in his address before the Maryland D. C. Broadcaster's Association meeting at Ocean City, Maryland, June 17-18 of this year.

Commissioner Lee said, "Six educational stations are now on the air. Twenty-four grants are outstanding, 17 of which are more than one year old. Five have furnished tentative starting dates. Seventeen applications are pending."

The Commissioner said, "I have been informed that many state legislatures, including New York, New Jersey, Connecticut, and Michigan have refused appropriations for educational stations in their respective states," he said. "It would therefore appear that at least a dozen of these authorizations are "paper grants" and have no foreseeable prospect of fruition.

"There are 198 channels or 81.8 per cent of the educational reservations for which there are no applications after two years of reservation."

"In other words, if educational television continues to grow at the pace set since 1952, it will take more than 50 years—at the present rate of 1.2% per year—before the full educational allocation will result in operation stations."

Commissioner Lee told the Maryland, D. C. group he is not convinced that educational TV "is as yet a substitute for our traditional teaching methods but is rather another valuable adjunct that should be carefully used." He wondered if educational stations that run into budget trouble will apply for commercial licenses and enter into competition with privately owned outlets. He asked if such an operation might lead to similar tactics in other branches of industry and eventually kill the goose which lays the golden tax eggs which must be depended upon to support government in all its phases, including education?

"I have one conviction," he said, "with respect to these new adventures in this infant industry and that is that we should crawl before we walk, walk before we run, and run before we fly."

The Situation in Other States

It is a fact that many state legislatures have refused appropriations for educational TV stations in their respective states. Michigan State has been feeding educational programs to commercial TV stations in Detroit for more than two years at no transmission cost to the taxpayer. After a long, thorough

(continued on page 33)

A DAY AT WHA-TV

By George Richard



WHAT IS educational television? Yes, I've read the preceding articles. I know that educational television is either the biggest boon to educators since the typewriter—or a shameful waste of the taxpayers' money. And I've got my own opinion that I'll vote in November.

But what I recently tried to find out was: how does educational television get that way? What goes on at the "working level?"

To get my answer, I attached myself to a producer-writer-director working at Wisconsin's only educational TV studios, those serving the University's television laboratory and the State Radio Council's WHA-TV.

I found my man one August Wednesday on the shaky second floor of 600 N. Park Street (not a glamorous name for a building, although perhaps just as glamorous as Chemical Engineering, which it once was called). Parts of the old structure have been developed as studios, equipment rooms and office spaces for the television people.

It was about ten in the morning when I came in and my producer waved me to a chair.

"Just a minute, I've got to fill in this questionnaire from the NAEB." He was referring to the National Association of Educational Broadcasters.

Humming a folk melody as he typed, he wrote: "Ed Sprague, specialist in program development—program production—studio production and development."

I looked around the office, headquarters for all directors (usually three or four are on the staff more or less full time). The room is as high as it is long, and used to be a lot wider. Now a plywood partition separates the directors

from the WHA-TV graphic arts department. Visually speaking, at least.

"B.S. in 1946 in Music Education from Fredonia St. College, New York, M.S. TV Production from Syracuse U.," qualified Sprague in response to NAEB.

The room has four beaten-up desks,

one long table, two typewriters, and phone extension 27 from the Radio Hall switchboard. Plus an uninspiring view—the weathered yellow bricks of Journalism Hall a few feet away.

(continued on page 23)

Below you see a sample of the things a television director has to worry about.

U. W. TV LAB		PROGRAM: <u>At Your Service</u>	
PRODUCTION INFORMATION		PRODUCER-DIRECTOR: <u>Ed Sprague</u>	LENGTH: <u>30 min.</u>
DELIVER TO: <u>TV OPERATIONS</u>			
CAMERA REHEARSAL	DAY <u>Friday</u>	DATE <u>Sept. 20</u>	TIME <u>8:15</u>
ON AIR (OR C.C.)	"	"	<u>9-9:30</u>
			STUDIO <u>1</u>
			AT: <u>5:00</u>
			(am)(pm)
			Pos. <u> </u> Neg. <u> </u>
FLOOR PLAN: Prepare and attach floor plan. Indicate background, playing area, furniture and prop position, areas to be highlighted and microphone positions. See attached plan			
SETS AND BACKGROUNDS: General description and number - or attach sketches. South end of studio 1 -add 8' striated porch for spill-- 1 desk for two people 1 table with xxx lectern in front of drapes--see floor plan			
PROPS AND FURNISHINGS: List, indicating source of supply - i.e. TV lab or other dept. Will be supplied by State Motor Vehicle Dept.--signs-- 1 tele-binocular			
ART WORK AND GRAPHICS: Indicate number, size and nature (flip titles, display, charts, etc.) Attach Art Order form indicating exact wording, design, etc. see attached			
FILM - SLIDES: List devices to be used - 16 mm movie excerpts, 2x2 or 3x2; slides, etc. No slides-- 1 Ten minute film clip--Drivers Road Test--			
CAMERAS: Indicate lenses needed, in each of four lens positions. <u>C1 2 - 4 - 6</u> <u>C2 2 - 4 - 6 - 8</u> <u>C3 None</u> (Telecine with film-slides)			
Audio: Indicate number of mikes and style mounting. Indicate positions in floor plan. 3 mikes 1 boom 1 hand - 1 stand mike Indicated on floor plan			
MUSIC: Indicate disc or tape and usage. regular At Your Service Theme--See Friday Album			

Legislative Group Hears About Finances, Buildings of UW

“THE UNIVERSITY has presented a scholarly report on its activities to this committee. Now if you can come up with an equally scholarly report on where the money will come from . . .”

That was State Senator William Clark speaking and echoing the sentiments of Assemblyman J. Riley Stone; the two legislators are members of the legislative council-citizen committee studying the University's policies and functions, and University representatives had just wound up the fifth and final chapter in their presentation of facts.

The July and August meetings were devoted to finances and physical facilities. Earlier the committee had heard of instruction, research, and adult education programs.

To the queries from Clark and Stone, Pres. Fred had this to say:

“That is certainly the \$64 question,” and he offered to assign University political science and financial experts to a job of suggesting possible sources of revenue.

In July, the committee, which is headed by Sen. Warren P. Knowles, former Alumni Association president, heard just such an expert pilot a test run on a difficult project—explaining the UW budget requests to the next Legislature. He is Prof. William H. Young, in charge of budget preparation.

The big problem, he noted, will be making clear that the University will need at least three million dollars more next time, just to stay even. That's because the 1953 Legislature found the University with a three million dollar balance and decided to make the University use it up by appropriating that much less than was required to operate at the established level.

(That established level is currently one million dollars less than the level of 1952-53, by the way, largely as a result of salary increases agreed upon by the Legislature. The faculty has been reduced by 77 full-time positions and civil service ranks by 50. Some public service functions have been reduced, some classes have been enlarged and the teacher-to-student ratio has gone up.)

Young also emphasized that the University will take special pains to break down its budget presentation into component parts, especially keeping the University Hospitals budget separate.

Using the 1954-55 budget as an example (the next biennial budget, for 1955-57, has not yet been prepared), University officials explained that the cost of instruction and services to students at Madison in the regular school year is estimated at \$11,011,654.

By adding \$1-1/3 million for Extension Center operation, \$2/3 million for Summer Session, \$7 million for research, \$43/4 million for adult education and public service, \$51/4 million for self-supporting auxiliary enterprises, and \$43/4 million for the Hospitals, the overall total budget figure of thirty-five million dollars is arrived at.

About \$141/2 million comes from general tax funds, the rest from federal grants, gifts, fees, and other revenues.

Prof. R. E. Langer, head of a faculty study committee in 1953, reported on the cost of instruction and service per student. He came up with a figure of \$535 for each freshman and sophomore on the Madison campus, and \$1,019 for advanced students. The average for all students is \$810.

Committee members were also told that salaries of Wisconsin professors are a little below the average, those of associate professors and assistant professors a bit above the average and those of instructors are average, when compared with other Big Ten universities.

In summing up, Prof. Young used these words:

“We are desperately in earnest in our desire to share with the Legislature and the people of the state the complex facts about our situation as candidly and as clearly as we can. We feel that if they understand what we are doing, they will approve.”

Building Corporation Difficulty

At the August meeting, the University explained the background of its requests to the Legislature for building appropriations (see page 20). The committee saw for itself the condition of such buildings as 600 N. Park St., the old chemical engineering building, one of 19 marked as obsolete. It also viewed some of the new buildings on the campus and learned that these were mostly laboratory type structures. And they saw some buildings under construction—buildings which, UW officials said, would put the University in a reasonably good position to take care of its present enrollment as far as space is concerned.

The committee was especially impressed with the need for new dormitory space—both from the standpoint of providing living quarters and as providing valuable experience in group living.

The committee learned of the activities of the UW Building Corporation and the difficulties that University-controlled corporation faces following a Supreme Court decision outlawing the mortgaging of state lands. (Ordinarily the University leases land to the Corporation, and the Corporation builds with funds from loans and state appropriations, if available, mortgaging the buildings—and thereby the land. Later the Corporation leases the building back to the University, and the rent amortizes the loans. After the building is free of debt, it is given to the University.)

However, while the Supreme Court decision affected mortgages, it did not outlaw the other parts of the leasing arrangements. And the University thinks it can probably borrow money for self-supporting construction even if no mortgage is offered.

Probably most important, the committee learned that the University's future building requests will reflect any increasing enrollment less than they will a growing need to replace the long list of already obsolete buildings, and the inevitable additions to that list.

“Significant Achievement”

The *Wisconsin Alumnus* is happy to share with its readers the pride the editors feel upon its receipt of a special certificate for “significant editorial achievement in the field of alumni publishing,” presented by the American Alumni Council.

The certificate was occasioned by the results of competition between alumni magazines from throughout the United States and Canada. To the *Wisconsin Alumnus* went first place (in a tie with the *Michigan Alumnus*) in the “intellectually stimulating” division; honorable mentions for articles on student affairs and on the University and its faculty, and a special award for its series of articles on the “Crisis in Education.”

The magazine wasn't the only award in the AAC competition, either. The Wisconsin Alumni Association was awarded third place in the dues and membership renewal division of direct mail competition.



Former Gov. and present Regent Oscar Rennebohm, center, is the new president of the University of Wisconsin Foundation. He is shown with Pres. E. B. Fred and the late Frank J. Sensenbrenner, who also was deeply interested in the Foundation's prime object: complete financing of the Wisconsin Center adult education building, soon to get started on the campus.

Rennebohm Heads Foundation

University Regent Oscar Rennebohm, former governor of the state, has been named president of the University of Wisconsin Foundation—the fund raising organization whose big immediate objective is construction of the Wisconsin Center Building for adult education.

At the annual meeting of the Foundation in August, George Haight of Chicago was named honorary chairman of the board and retiring president Howard Potter of Chicago was elected chairman.

Other officers named were Frank V. Birch, Milwaukee, executive vice-president; Stanley C. Allyn, Dayton, O., Harry A. Bullis, Minneapolis, and William J. Hagenah, Glencoe, Ill., vice presidents; George B. Luhman, Milwaukee, vice-president and treasurer; Ray M. Stroud, Madison, secretary and counsel, and Basil I. Peterson, Madison, administrative secretary.

Four directors renamed to the board include Allyn, Hagenah, Howard T. Greene, Genesee Depot, Wis., and P. J. E. Wood, Janesville.

For 2,600: New Adventure

THE FIRST DAY of a new school year means many things to many people.

To a dozen or so professors, it means the beginning of the end of their University days, for they'll retire next June.

To the men in the University's buildings and grounds department, it means a more concerted attack on lawns, classrooms and roadways by an army of 13,900 students and 1,000 faculty members.

And this year, to about 2,600 new freshmen at Madison, it spelled the start of a thrilling new chapter in their educational experience.

These freshmen weren't the only new students on campus in mid-September as things began to get lively again in Madison. There were some 1,150 new advanced students as well.

And they all had been invited to participate in the New Student Week program, planned by upperclass students and the faculty to help newcomers feel at home.

Held each fall since 1929, the orientation program gives the newcomers opportunities to discuss their college programs with their faculty advisers and advanced students, to register for their classes, to become acquainted with other new students, and to learn about the University and its various educational and recreational facilities.

New Student Week co-chairmen Maret G. Small of Wauwatosa and Erick J. Lane of Milwaukee and their 400 student co-workers met the new students on Monday, Sept. 13, and with them began a whirl that included a special convocation with a greeting by Pres. E. B. Fred, college and course assemblies, aptitude and placement tests, and a wide range of campus open house welcoming events.

These new students had the honor of being the first to use the new \$800,000 YMCA building just completed at the corner of Brooks and Johnson streets. They became familiar with the offerings of the Memorial Union during its “Futurama” themed open house, and visited any of 17 religious centers near the campus. They got acquainted with sororities, fraternities, and the Residence Halls.

And, when it was all over, they went to classes—just like we used to do!

Regents Don't Like Merger Plan

Not only did the University of Wisconsin Regents in August turn thumbs down on a proposal to transfer Milwaukee Extension to the state college system—they adopted the general proposal in a faculty report that called for a “more nearly complete branch” of the University in Milwaukee.

Such a branch might offer four year instruction in letters and science, in commerce and in home economics, although the Regents suggested no specific program in their action. Most undergraduates now can take only two years in Milwaukee—then transfer to Madison or to other institutions.

The University's reaction to the proposal by the interinstitutional committee of regents, charged by the Legislature with studying possible integration plans, followed approval by the State College board of the Extension-State College merger.

The interinstitutional committee had also recommended that Wisconsin Institute of Technology at Platteville should be placed in the State College system. W.I.T. Regents opposed this move. University Regents in August went on

record against making W.I.T. part of the University.

Reaction in Milwaukee to the Regents' preference for Extension expansion was quick and favorable, at least as far as the press and the mayor were concerned.

The faculty report said that the Milwaukee branch should not attempt to duplicate all the professional schools and research centered at Madison. It said, however, that “the state should plan now to maintain (in Milwaukee) a broadly based, well-financed, well-equipped and well-staffed collegiate institution, offering also an entirely adequate evening adult education program.”

The only University Regent to express preference for the Extension-State College merger was George Watson, superintendent of public instruction who also serves on the other higher education boards in *ex officio* status. “I don't think the state of Wisconsin can support two great universities,” he said.

(The priority list of University building projects for the next biennium includes \$400,000 for two additional stories on the Milwaukee Extension Division.)

Select Group of Artists to Appear

Dame Myra Hess, pianist, Richard Tucker, tenor, singing with Frances Yeend, soprano, Eileen Farrell, soprano, William Primrose, violist, and the Westminster Choir, directed by John Finley Williamson. That's the panel of concert artists and groups to appear at the Wisconsin Union Theater on its 1954-55 concert series.

Tucker, the great American tenor of the Metropolitan Opera, will be heard for the first time in Madison this season, as will the dramatic soprano, Miss Farrell, who is considered one of the best recital artists now on the concert stage.

Dame Myra Hess, who has played twice before on the Concert series, and William Primrose, who played here last in the season of 1945-46, are returning by request of the concert patrons who have consistently placed them among the top three or four artists in the concert polls taken annually at the theater.

The Westminster Choir, under the direction of its founder and conductor, Dr. Williamson, has frequently sung in the state, but has never been on the Union Concert series before.

The Westminster Choir was rated by concert patrons among the top 10 vote-getters in the concert poll.

The Wisconsin Union Concert series was inaugurated in the season of 1920-21, with May Peterson, soprano, Fritz Kreisler, violin, and Benno Moiseiwitsch, piano, as the first artists. The series has been given annually without interruption and to ever-increasing audiences since that time.

Building Priority List Offered

AN \$11,508,500 building request for the next biennium by the University of Wisconsin was outlined recently in a priority list which the State Building Commission requested of all state departments. The Regents voted approval of the listing in July.

By dividing the University's building needs into nine categories, the Regents showed nine “number one priority items” including an Extension Division Building, the first unit of a new Heating Station, completion of the Social Studies Building, Agricultural Hall remodeling, heating and ventilating improvements, an incinerator, dormitories, and two additional stories on the new Milwaukee Extension Building.

Major University structures included among requests for the next biennium are a new heating station, \$1,800,000; completion of the Social Studies Building now under construction, \$1,500,000; Law Building, \$1,400,000; Bascom Hall additions, \$1,750,000; and dormitories, \$1,500,000.

The priority list also requests \$425,000 in additional funds for an Extension Division Building at Madison and \$400,000 for two additional stories on the Milwaukee Extension Division. It asks \$107,000 for additional work at the Memorial Library, \$1,063,500 for general University remodeling, \$398,000 for utilities and safety devices, \$140,000 for an incinerator and storage buildings, and \$1,025,000 for six projects at the College of Agriculture.

The document prepared for the State Building Commission, in addition to listing the needs in the next biennium also indicates that University planners see building needs of \$75,775,000 in the farther future.

It lists as additions which might be financed from other than state appropriations an alumni house, athletic facilities, an auditorium, parking facilities, dormitories and housing, a museum and art gallery, a specialized research building, Memorial Union additions, and the Wisconsin Center Building.

Hospitals Treat 13,708 Citizens

University Hospitals figures reveal that a total of 13,708 Wisconsin citizens were treated for a wide variety of illnesses and injuries at the state hospitals on the University campus during 1953—a new high record of medical service to citizens of the state in the hospitals' 30-year history.

Patients are sent to the Hospitals for specialized expert care by Wisconsin physicians in cooperation with the state's 71 counties.

The University Hospitals were able to set their new record of medical services to Wisconsin citizens because of the four new additions to their facilities which increased the hospitals' bed capac-

ity and relieved serious overcrowding. They provided more room for teaching, to take care of the U. W. Medical School's increased enrollment, and provided facilities to handle out-patients.

The University Hospitals and the University Medical School have gained wide recognition during the past 30 years for their outstanding record of triple duty service to man's fight against disease. The hospitals and school fight disease as centers of healing for the ailing citizens of the state, as great laboratories for medical research, and as training grounds for student physicians and surgeons.

Lower Campus Mall Gets Appropriation

A grass-covered mall bounded by concrete walks and landscaped with shrubs and flower gardens—that would be the picture of the lower campus between the Memorial and Historical Society libraries in landscaping plans approved by the Regents in August.

With approval of the State Building Commission, the Regents voted \$40,000 from federal contract overhead funds for the project.

Ultimate plans for the area call for a decorative fountain and pool in the center of the mall, and the Class of 1929 has already decided to solicit funds for this attraction.

Eventually the mall may be extended to Lake Mendota after the old YMCA building is torn down. Such an extension would probably also require replacement of the old Armory with gymnasium facilities on another part of the campus.

The lower campus area to be landscaped now is presently the site of only the concrete foundations of quonset huts used after World War II as classroom and library quarters. In pre-war years, the area was a parking lot and the site of student bonfires and football prep rallies, as well as other activities.

The \$40,000 project allots \$6,000 for removal of the foundations and grading, \$15,500 for sidewalk paving, \$8,271 for placing topsoil and seeding, and \$6,500 for trees, shrubs, and plants.

The project was approved unanimously, but Regent Oscar Rennebohm asked that the plans be submitted to the University of Wisconsin Foundation for approval. The Foundation plans to construct the Wisconsin Center on the corner of Lake and Langdon streets.

No Alumni Mailing Lists Are Given to Any Political Group

A recent Wisconsin newspaper editorial suggested the mailing list of the Wisconsin Alumni Association had "fallen into the hands" of a partisan political group to be used for campaign purposes.

This calls for a statement of the facts in the case. It is our established policy that the membership list of the Wisconsin Alumni Association shall be made available *only* to two groups:

1. To alumni clubs for projects relating to the University, and
2. To the University of Wisconsin Foundation.

The editorial mentioned above referred to a letter mailed out on behalf of a candidate in this year's primary election and suggested that this letter was sent to "all members of the Wisconsin Alumni Association." An investigation shows that a general Association directory was used as a source of names and addresses. This was the Centennial directory, published in 1949. Some 18,000 copies were distributed to Association members and to libraries. The Association, of course, cannot prevent the use of that directory for mailing purposes.

Gordon Fox

*President
Wisconsin Alumni Association*

New Extension Commerce Division

FORMATION of a commerce department within the University of Wisconsin Extension Division has been announced by Lorentz H. Adolfsen, director of the Extension Division.

This marks the first time in UW history that a single department will be prepared to offer all of the University's services and facilities for business and industry. In the past, programs in this area were independently conducted by various departments and offices.

The new department, headed by Richard E. Sullivan, former director of the University's Industrial Management Institute (IMI), will coordinate all Extension Division activities related to business and industry.

Sullivan, with IMI since 1948, has extensive experience in both engineering and management consultation work.

The new Extension Commerce department will include activities now carried on by the IMI, including executive seminars, management conferences and institutes, and supervisory institutes; correspondence study in commerce; commerce instruction in the Extension Centers; and special classes in business and commerce.

Planned for this fall is a series of

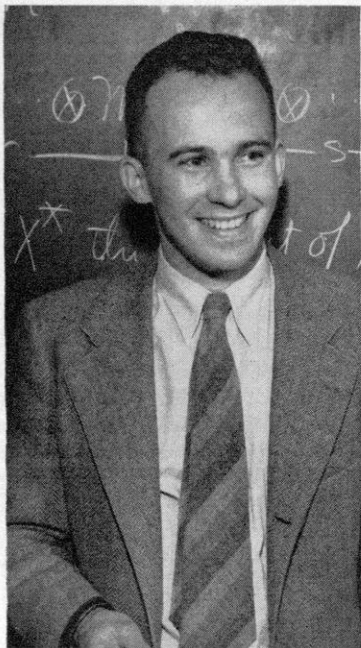
institutes in the field of retailing. Special evening classes also will be offered. An increase in the number of correspondence commerce courses is also being planned, with the goal of offering a program leading to a certificate in business administration.

The new department will also cooperate in presenting institutes held by other departments, such as engineering, in order to provide top quality programs at minimum expenditure.

Succeeding Sullivan as director of the Industrial Management Institute is Prof. Norman C. Allhiser, who joined the IMI staff in 1952.

Athletic Board

Law Prof. George Young is new Wisconsin faculty representative for the Big Ten Western Intercollegiate Conference, taking the place of Engineering Dean Kurt F. Wendt, who had held the post since 1951. Prof. Young's place on the UW Athletic Board now goes to Prof. Glen Eye, education. The Alumni representatives on the UW Board are Martin Below of Chicago and Clayton Van Pelt of Fond du Lac.



**Award Winner Curtis
Top Teacher**

Dr. Charles W. Curtis, assistant professor in the Wisconsin department of mathematics, is winner of the 1954 Kiekhofer Memorial Teaching Award.

A \$1,000 check was presented to Prof. Curtis by UW Regent Pres. A. Matt. Werner, Sheboygan, at a faculty meeting in May. The mathematician, who has

Young Math Instructor Wins \$1,000 Award

taught both beginning and advanced classes and in both the Colleges of Engineering and Letters and Science, was voted the award by the faculty's Kiekhofer Award Committee, on recommendation of his department.

In the presentation, Regent Werner paid tribute to the late Prof. William Henry Kiekhofer, to Prof. Curtis, to "the many young members on this faculty who should be cited," and to the high quality of teaching throughout the University.

To qualify for the "living memorial" award, first given last year, nominees must have recently completed work on their Ph. D. degrees or their equivalent; must be engaged to teach full time at the University next year; and must have plans to make teaching an important part of their careers.

In inquiring about Prof. Curtis for the presentation, Regent Werner told the

faculty, "I have heard nothing but praise for his work and predictions of a great career ahead.

"I learned, for example, from a freshman adviser that his students have suggested an award for his teaching. They say he opens their understanding of his subject, mathematics; makes it interesting and comprehensible. They say his patience, good humor, and obvious concern for students make life in his classrooms both productive and enjoyable.

"His colleagues say he is equally skilled as teacher of both elementary courses and advanced work, in both the Colleges of Engineering and Letters and Science. The chairman of his department describes his brilliant mind, winning personality, enthusiasm, and common sense . . . calls him a 'natural teacher.'"

Prof. Curtis, who is 28, came to the University of Wisconsin as instructor in 1951 and was promoted to assistant professor this year. He was graduated from Bowdoin College, Brunswick, Me., in 1947, and did his graduate work at Yale, winning the M.A. degree in 1948, the Ph. D. in 1951. As a graduate student he served as an assistant-in-instruction for two years at Yale.

Previous Kiekhofer award winners were Profs. Michael Petrovich of the UW history department, and Robert Clodius of the department of agricultural economics.

Compendium

For the first time, the School of Banking offered a post-graduate course for former students, under Dr. Herbert V. Prochnow, director of the school. There were 275 freshmen—representing about 3,500 years of banking—in the regular school session, and a total of 825 altogether. Prochnow is vice president of the First National Bank of Chicago.

*

After 27 years, students in the Men's Residence Halls will not be eating the cuisine of Carson Gulley, supervising chef, who has retired to devote more time to his television cooking demonstration programs. The son of a former slave, Gulley became known far beyond the campus through personal demonstrations, and radio and TV appearances. He was honored recently at a testimonial dinner sponsored by the Madison Branch of the National Association for the Advancement of Colored People.

It was hard to tell the physiologists from the ornithologists on campus in early September. The American Physiological Society had 272 papers presented to it during its three-day meeting Sept. 8-10, and the American Ornithological Union enjoyed a varied program of lectures, movies, and exhibitions.

*

The State Radio Council in early August voted to set up a five-man committee to review operating policies for the state radio network and WHA-TV—but decided not to concentrate on complaints from commercial broadcasters, as suggested by Philip Drotning, Gov. Walter Kohler's executive secretary, a Council representative.

*

Especially heartening is the story of how specialists in speech correction, surgery, and dental science have aided handicapped children, as told in the film, "Wisconsin Cleft Palate Story," recently released by the UW Photographic Laboratory and obtainable from the UW Bureau of Audio-Visual Instruction.

Calendar

October

- 12-13 Studio Plays, Union
- 19-20 First Piano Quartet
- 22 Pan-Hel Ball, Union
- 23 Physical Ed. High School Day
- 26-30 Wisconsin Players, Theater—"A Midsummer-Night's Dream"
- 31-Nov. 7 Religious Emphasis Week

November

- 3-4 Westminster Choir, Theater
- 5 Homecoming Show, Field House
- 6 Homecoming Ball, Union
- 7 Pro Arte Quartet, Music Hall
- 12 Haresfoot Follies, Union
- 14 A Capella Choir, Music Hall
- 17-18 Studio Plays, Union
- 18-19 Richard Tucker, tenor; Frances Yeend, Soprano
- 21 U.W. Symphony, Theater
- 25-28 Thanksgiving recess
- 29-30 Ballet Russe de Monte Carlo

Campus Chronicle

By Char Alme, '54

LOOKING AHEAD TO HOMECOMING

The University is getting set for its big Homecoming weekend which will be highlighted by the game with Northwestern on November 6. In fact, plans were beginning to be made back in baseball weather when the general chairman for the week-end was announced. He is Charles S. Kortier, senior in the College of Letters and Science. Kortier was co-captain of last year's fencing squad and a member of the Student Athletic Board.

The usual Homecoming weekend events include a Homecoming Show in the Field House on Friday night, the traditional displays constructed by campus housing units, and the Homecoming Ball Saturday night in the Union.

A KEEN QUEEN

Summer Prom-goers attending the annual summer Prom Aug. 6 picked as their "keen queen" Martine Gulbrandsen, who campaigned as such previous to the big event. Picked from a group of 13 semi-finalists and five finalists, she was voted queen by some 300 Prom couples who danced in a "Fantasia" decorated Great Hall.

Martine is a sophomore nursing student from Viroqua. A touch of Hollywood was added by one of the honor attendants, Ann Foster, who is the granddaughter of movie idol Francis X. Bushman.

HOW SHORT ARE SHORTS?

A matter of a few inches was the big question which faced students trying to decide on a shorts-wearing policy on the summer campus. Finding their problem further complicated by the advent of Bermuda shorts, they seemed almost too naive they asked puzzledly: "What are shorts?"

Most puzzled of all the Union Directorate, which had to decide whether or not to allow shorts in the Union cafeteria. There, pre-Bermuda time, they had said no shorts were allowed. After struggling with the problem most of the summer they decided to make a survey of 1600 Union patrons to see how they stood on the issue. The results? Sixty per cent of those interviewed voted pro-shorts. With these figures in hand, Union President Bob Cope met with the Directorate, which consequently announced that "Bermuda shorts are here to stay." The length of the Bermudas was defined as "2 to 3 inches above the knee"—no matter how high the knee happened to be. However, the Directorate's decision didn't have much effect on the '54 summer scene. From Directorate the question had to go to the Union Council, which must determine official Union policy. And Directorate had decided on the question just four days before the end of the term.



Editor's Note: This is Char Alme. The Char is short for Charlotte and she is a senior in journalism from Lodi. Char holds at least one other distinction held by few other Wisconsin coeds—she is a former *Daily Cardinal* editor. She held that post this summer. Now she's writing *Campus Chronicle* for all of us.

A DAY AT WHA-TV

(continued from page 17)

"Student assistant at WSYR-TV in Syracuse, 1950-51. Producer director at WOI-TV in Ames, Iowa, 1951-52. At WHA-TV since November, 1953."

Sprague is paid partly by UW extension, partly by the State Radio Council. Most of the staff works under joint appointment by any combination of the Council, the Extension Division, and the UW Television laboratories.

Shortly I found that Sprague had been working at WOI-TV under the Ford Foundation Fund for Adult Education, which has put a lot of money into educational TV. At first most of these funds were expended in development at WOI-TV, the first "educational" station. (WOI-TV, which enjoyed a television monopoly in Iowa for some time, operates partly on a commercial basis, which has helped it financially. It is the Iowa State College Station.) Lately the FAE has withdrawn its special project from WOI-TV and has set up a clearing house for kinescope recordings—television movies—and has also assisted several new educational stations with fund grants for equipment. Wisconsin got \$100,000 from this fund.

The need for a central agency to act as a clearing house for educational programs seems evident upon considering the expense involved in producing any kind of a television show—three or four times as great as in radio. A considerable amount of program sharing among stations seems inevitable, and the NAEB has developed this idea. Under present planning, Wisconsin will concentrate on children's programs for network consumption.

Thus it's not wholly coincidence that one of the most popular WHA-TV offerings is "The Friendly Giant," for pre-school children, starring WHA radio staff man Bob Homme, who plans each 15 minute show. This show is one on which Ed Sprague acts more like a director than a producer and writer combined.

Sprague has introduced a series of shows called "The Playwagon," designed especially for teen-agers, whom he describes as the "neglected set" on TV. It follows a group of young people through the planning and staging of amateur theatrical productions. Young high school students in Madison supply the talent.

Sprague also is working on programs that contain more formalized classroom type material. He had just found out he was to direct a program of beginning piano. He was a little dubious. "I can't see how they're going to do it. But the music people think they can. And more power to them if they do. I'll do everything I can."

Several of these Extension classes initiated earlier last spring, including Conversational German and Spanish for Travelers, show a lot of promise. More than 200 persons in southern Wisconsin enrolled for three such courses and paid cash for supplementary materials. Other courses are in the making, such as one in introductory psychology. They'll carry no official credit, at least for now.

"I'm a fundamentalist," says Sprague. "You've got to find out what you've got, then go someplace. When you do a show, you should realize what your limitations are."

In other words, there's not much point in planning a \$50,000 production for a half-hour show, as some commercial TV people have done, if your entire annual budget is \$50,000, as WHA-TV's is.

(continued on page 30)

Recognition Dinners Planned For Prizewinning Alumni Clubs

AT A RECENT annual conference, Wisconsin Alumni Club presidents decided to hold a contest among the clubs in various types of club activities. Those selected include scholarships, public relations, membership and Founders Day celebrations. Each club was to submit substantiating evidence of its work in one or more fields.

The entries were to be judged and final selection made by the Association Awards Committee composed of Charles B. Rogers, William G. Lathrop, Jr., and Maxine F. Plate, Marlin Below, Thomas E. Brittingham, and Mrs. Silas Spengler.

At the club's next Founders Day Dinner, the Northwestern Wisconsin

Alumni Club (Barron, Rusk and Washburn Counties) will receive its citation for the best Founders Day meeting of last year. The award will be made to George Mills, its president.

The best public relations activities was promoted by the La Crosse Alumni Club with its fine and well-rounded program of activities for Alumni, prospective University students and friends of the University. Dave Baptie and Mrs. Norman Scott are planning a citation dinner on Monday, October 4 for their club president, Norman Schulze.

The Racine Alumni Club won the best scholarship program competition by furnishing scholarships to graduates of the University's Racine Extension Center. These students are

transferring to the Madison campus. Former Club President Lee Jerstad will receive his citation at a Testimonial Dinner, Thursday, November 11. The program will be in conjunction with a community wide Testimonial Dinner for the Racine Extension Center and its former director, Charles Wedemeyer.

Eighty-eight new members of the local Alumni club won for the Janesville club the best membership program award. Mrs. Walter Craig has scheduled a citation dinner for Club President William Lathrop to be held Tuesday, October 19.

M-m-m, Ham, at Memphis, Tennessee

Badgers down Tennessee way reserved for themselves a ham supper through Mrs. D. C. Drake and enjoyed it at the home of Dr. Florence K. Mahoney last June.

The Clubs

Alumni Club Presidents

Badgers gather in many places

AKRON, OHIO: Clarence E. Fordham, '49, 1761 Preston Ave.

ATLANTA, GA.: Mrs. Ralph Bohn, '16, 3427 Briarwood Rd. N. E.

BALTIMORE, MD.: John O. Neighbors, '38, Monkton, Md.

BEAVER DAM: Raymond A. Patterson, '45, Wayland Academy

BELOIT: Paul W. Boutwell, '49, Sears Roebuck & Co.

BERLIN: Mrs. L. J. Walker, '30, 122 N. Pearl St.

BIRMINGHAM, ALA.: Karl Knell, '34, 137 Camellia Dr.

BOSTON, MASS.: Samuel B. Groom, '13, 105 State St.

BURLINGTON: James Frautschy, '50, Murphy Products Co.

CEDAR RAPIDS, IOWA: James C. Church, '49, 2216 Reynolds Ave. S. W.

CHICAGO ALUMNAE: Marie A. Britz, '34, 11816 S. Michigan Ave.

CHICAGO ALUMNI: Wm. Allen Nathenson, '34, 105 W. Adams St.

CHIPPEWA FALLS: Bert Minahan, '48, Waterman Co.

CINCINNATI, OHIO: Leslie E. Martin, Jr., '46, 4133 Paxton Woods Dr.

CLEVELAND, OHIO: H. Gregg Stone, '28, 1268 Union Commerce Bldg.

COLLEGE STATION, TEXAS: Robert B. Halpin, '37, Box 756

COLORADO: Leonard A. Wenz, '26, 3855 Perry, Denver

COLUMBUS, OHIO: Donald S. Howland, '20, 99 W. Tulane Rd.

CORNELL: Prof. Loris H. Schulz, '41, 24 Wing Hall, Cornell Univ., Ithaca, N. Y.

DALLAS, TEXAS: Harry J. Emigh, '31, 3723 Park Lane Ave.

DAYTON, OHIO: Mrs. Carl L. Fishman, '48, 40 Telford Ave.

DETROIT ALUMNAE: Mrs. Donald F. Schram, 15703 Stout Ave.

DETROIT ALUMNAE, JUNIOR GROUP: Mrs. James R. Orwig, '44, 9970 Hazelton Ave.

DETROIT ALUMNI: Warren Jollymore, '46, 609 Notre Dame

DOOR COUNTY, WIS: Elmer V. Bohn, '31, 160 N. 3d Ave., Sturgeon Bay

DULUTH, MINN.: Larry Garity, '40, 14 Bruce St.

EAU CLAIRE: Dr. Donald M. Willison, '38, Midelfart Clinic

FLINT, MICH.: Charles H. Hawks, '48, 5517 Glenn St.

FOND DU LAC: William H. Sorenson, '40, Giddings & Lewis Co.

FORT ATKINSON: Donald L. Smith, '51, FA 664, 9 S. Water St., W.

FORT WAYNE, IND.: William C. Lister, '50, 4321 Queen St.

FORT WORTH, TEXAS: Joseph J. Ballard, Jr. '31, PO Box 1121

FOX RIVER VALLEY, WIS: William Cherkasky, '48, PO Box 524, Appleton

GOGEBIC RANGE: Judge Robert R. Wright, '26, Court House, Bessemer, Mich.

GRANT COUNTY, WIS.: Warren Stanley Jacka, '21, State College, Platteville

GREEN BAY: C. William Pech, '49, 830 Hubbard St.

GREEN COUNTY, WIS.: Leon J. Schroeder, '49, 1625 10th St., Monroe

HONOLULU, HAWAII: Jack M. Fox, '43, 3462 Kahawlu Drive

HOUSTON, TEXAS: Roy M. Lewis, '48, 3016 Wentworth

INDIANAPOLIS, IND.: Frank A. Steldt, '38, 800 E. 84th St.

IOWA COUNTY, WIS.: Stuart B. Crawford, '47, Public Schools, Mineral Point

JANESVILLE: William G. Lathrop, Jr., '47, 213 N. Main St.

JEFFERSON: Richard C. Smith, '38, Box 66, Jefferson

JOLIET, ILL.: Daniel C. Albrecht, '28, Joliet Herald News

KALAMAZOO, MICH.: Donald R. Colingsworth, '34, 1215 Miles Ave.

KANSAS CITY, MO.: Dr. Frank B. Leitz, '23, 1530 Professional Bldg.

KENOSHA: Raymond Holton, '47, 6908 29th Ave.

KEWAUNEE COUNTY, WIS.: Gordon Mercer, '32, Algoma Plywood Veneer Co., Algoma

St. Paul Club Hears Campus Story

"Belated but good" was the comment made when St. Paul Alumni celebrated Founder's Day last May 26. Despite the fact that it was held in the camp of the enemy, Minnesota's Coffman Memorial Union, the meeting was a fine success. John Berge presented the Alumni with a resume of past and present, happenings in Madison. Charles Brimmer was Toastmaster and Bill Mackenzie presided over the business meeting.

At a subsequent meeting of the board of directors, these officers were elected:

President—Cal Pipal
Vice-President—Charles Brimmer
Secretary—Mrs. Helene Jordan
Treasurer—Mrs. R. J. McCubbin

The board has outlined an active program for the coming year. The group plans a Club Bulletin, to publish a club directory and to qualify in naming a director to the National Association Board of Directors.

Pres. Fred Visits California

When University Pres. E. B. Fred went to Berkeley in August to attend the meeting of the National Science Board, he also found time to take in a special meeting of Wisconsin Alumni in Northern California.

Dr. Fred was met at the airport by Dell Schmidt, Edna Laumann and ever-loyal Pat O'Dea, then whisked to his hotel high in the Berkeley hills for a short rest.

Next it was on to the University Faculty Club, where the alumni gave him a standing ovation—and a wonderful supper arranged by Grace Ellis.

The President discussed, informally and movingly, some of the problems the University faces now, and some it will face in the future. Said Mr. O'Dea:

"To the ones who were privileged to hear this revered voice of the campus, it was as if our Alma Mater had stretched out her arms and again taken us to her heart. . . . Thanks, Mr. President, we are all better alumni for your visit. . . ."

*

The special welcome to Pres. Fred wasn't the only Northern California summer activity. The Badgers out that way had a picnic.

It was a picnic announced by a cleverly designed letter with a Bucky Badger skyrocket animation design, and

GOING TO CHICAGO?

The University of Wisconsin Club of Chicago meets every Friday at Mandel Brothers, State at Madison Streets, 9th floor, Private Dining Room, at 12 o'clock noon.

All visiting Badgers cordially invited.

KNOXVILLE, TENN.: R. L. Murphree, '42, Univ. of Tenn.

LA CROSSE: Norman E. Schulze, '31, 206 Exchange Bldg.

LAFAYETTE COUNTY, WIS.: E. Bowden Curtiss, '39, 713 Ohio St., Darlington

LAKE COUNTY, ILL.: Dr. Floyd C. McIntire, '40, 29 N. Elmwood, Waukegan

LANGLAUE COUNTY, WIS.: Frederic W. Braun, '33, Vassau Bldg., Antigo

LINCOLN COUNTY, WIS.: Ralph Voigt, '40, Hotel Merrill Bldg., Merrill

LOUISVILLE, KY.: Charles O. Ewing, Jr., '18, 550 Fairfield Drive

MADISON: John S. Hobbins, '26, 1 N. Pinckney St.

MANITOWOC: Willard V. Erdman, Jr., '48, 850 N. 5th St.

MARINETTE - MENOMINEE - PESH-TIGO: George Robbins, '40, Chamber of Commerce, Marinette

MARSHFIELD: Matt Britten, Jr., '46, RR #5, Britten Greenhouse

MEMPHIS, TENN.: Dr. Wheelan D. Suttiff, '21, 286 Windover Road

MEXICO CITY, MEXICO: John M. Davenport, '40, Alpes 1265, Apt. 6, Lomas, Mexico City

MIAMI, FLA.: Nelan Sweet, '43, 420 Lincoln Rd., Miami Beach

MILWAUKEE: Charles A. Orth, Jr., '37, 152 W. Wisconsin Ave.

MINNEAPOLIS ALUMNAE: Mrs. Earl H. Hanson, '35, 5224 Clinton Ave. S.

MINNEAPOLIS ALUMNI: Marshall Diebold, '25, Northrup-King Co., 1500 Jackson St. N. E.

MISSISSIPPI VALLEY: Albert T. Sands, '14, Room 264, Post Office, Rock Island, Ill.

MORGANTOWN, W. VA.: Evan O. Roberts, '29, College of Commerce, West Va. Univ.

NEW ORLEANS, LA.: Mrs. Gordon Fuller, '40, 7 Lark St.

NEW YORK CITY: William D. Sprague, '33, 67 Broad St.

NIAGARA FRONTIER: H. J. Oakes, '48, 112 Brauncroft Lane, Snyder, N. Y.

NORTHERN CALIFORNIA: Mrs. Gordon Murray, '31, 1475 Chestnut, San Francisco

NORTHWEST WISCONSIN: George K. Mills, '18, 935 N. Main St., Rice Lake

OCONTO: Anthony Finger, '41, R #1 Oconto

OKLAHOMA CITY, OKLA.: E. G. Dahlgren, '29, 715 N. W. 49th St.

OSHKOSH: Antone Prasil, '46, Public Service Corp.

OZAUKEE COUNTY, WIS.: Dr. George L. Ott, '32, Fromm Lab. Inc., Lake Shore Rd., Grafton

PEORIA, ILL.: Dr. Robert M. Sutton, '19, 107 Moss St.

PHILADELPHIA, PA.: John F. Towle, '34, Sharples Chemicals, Inc., 123 S. Broad St.

PHILIPPINES: Dr. Patrocino Valenzuela, '26, Dean, College of Pharm., U. of the Philippines, Diliman, Quezon City, P. I.

PITTSBURGH, PA.: John B. Seastone, '26, Westinghouse Electric Corp., East Pittsburgh

PORTLAND, ORE.: William H. Mayer, '47, 3662 S. E. Lexington

RACINE: Robert Buhler, '50, 1045 College Ave.

RHINELANDER: Forest Rodd, '38, 8A West Davenport St.

ROCHESTER, N. Y.: John A. Metcalfe, '48, 1592 Highland Ave.

ROCKFORD, ILL.: S. Herbert Stone, '43, 301 S. Water St.

ST. CROIX VALLEY, WIS.: Robert Bauer, '42, 924 6th St., Hudson

ST. LOUIS, MO.: Jerome M. Steiner, 35 Hillvale Dr., Clayton 5, Mo.

ST. PAUL, MINN.: Calvin W. Pipal, '49, 2726 Dellwood Ave.

SAN ANTONIO, TEXAS: Nicholas A. Saigh, '15, Suite 531 Majestic Bldg.

SAN FERNANDO VALLEY, CALIF.: Nathan Volk, '38, 5055 Willowcrest, North Hollywood

SCHENECTADY, N. Y.: James R. Lehmann, '49, (Vice-Pres.) 1 River Road

SEATTLE, WASH.: Thomas A. Holgate, '40, 2203 11th Ave. N.

SHEBOYGAN COUNTY, WIS.: Clayton M. Bond, '26, Sheboygan Clinic, Sheboygan

SOUTHERN CALIFORNIA ALUMNAE: Vilma Steiner, '43, 289 S. Roosevelt, Pasadena

SOUTHERN CALIFORNIA ALUMNI: Eugene Leonardson, '26, 1816 Carlisle Dr., San Marino

SPOKANE, WASH.: E. H. Hughes, '03, Hughes & Co., S. 119 Howard St.

STEVENS POINT: Mark H. Makholm, '50, 803 1/2 Main St.

SUPERIOR: Keith Jensen, '50, 610 E. 7th St.

TERRE HAUTE, IND.: Dr. Raymond C. Klussendorf, '23, Commercial Solvents Corp.

TOLEDO, OHIO: Barton Alexander, '33, Ohio Bldg.

TOMAH: Robert Steele, '47, Rexall Drug Co., 1018 Superior Ave.

VERNON COUNTY, WIS.: Judge Lincoln Neprud, '21, Viroqua

WALWORTH COUNTY, WIS.: Lloyd W. Henry, '43, 321 N. Division St., East Troy

WASHINGTON COUNTY, WIS.: Deane R. Bascom, '49, 141 N. Main, West Bend

WASHINGTON, D. C.: Mrs. Hugh Jackson, '30, 6200 Utah Ave. N. W.

WATERTOWN: Mrs. Paul Hibbard, '43, 1430 Oconomowoc Ave.

WAUKESHA: Eugene G. Koch, '48, 255 W. Broadway

WAUPACA COUNTY, WIS.: Richard E. Johnson, '37, 101 S. State St., Waupaca

WAUSAU: Donald R. Olson, '47, Employers Mutual, 115 W. Wausau Ave.



1954-55 CALENDAR OF EVENTS

Social

Oct. 23, Sat. - Fall Dance (Wisconsin Club)
 Nov. 10, Wed. - Women's Group Card Party (Electric Company Auditorium)
 Dec. 8, Wed. - Women's Group Christmas Party, 7:00 p.m. (Women's Federation Clubhouse)
 Feb. 3, Thurs. - Founder's Day Dinner (Elks Club)
 February - Women's Group Educational Function
 March - Haresfoot Party (Blatz Brewery Auditorium)
 April - Spring Dance
 June - Golf Outing

Football Movies

Electric Company Public Service Auditorium — Thursdays 12:10 p.m.
 Sept. 30 - MARQUETTE ("W" Club Day)—Sept. 25
 Oct. 7 - Michigan State—Oct. 2
 Oct. 14 - RICE—Oct. 9
 Oct. 21* - PURDUE (Dad's Day)—Oct. 16
 Oct. 28 - Ohio State—Oct. 23
 Nov. 4 - Iowa—Oct. 30
 Nov. 11 - NORTHWESTERN (Homecoming)—Nov. 6
 Nov. 18 - Illinois—Nov. 13
 Nov. 24 (Wed.) - MINNESOTA—Nov. 20
 *This film will be shown elsewhere. Place to be announced later.

To the Alumni

In addition to the above activities planned for your entertainment, the Wisconsin Alumni Club of Milwaukee performs many other functions.
 • The Club gives a minimum of two scholarships each year. This year they will be in memory of Max E. Friedman. An attempt is being made to establish a permanent organization for the solicitation and administration of scholarship funds to enable more worthy students to receive assistance in attending the University.
 • The Milwaukee Alumni Club is also working with an organization from the University to foster public relations in explaining to potential students activities at the University. Wisconsin Night is designed to give students this opportunity to seek information about the State University.
 • Certificates of award are given to outstanding athletes at the University of Wisconsin in Milwaukee, to foster and encourage sports participation.

• In addition, the Milwaukee Alumni Club participates in the support of the broader activities of the National Alumni Association and the Wisconsin Foundation.
 Your Board of Directors is now working on the possibility of sponsoring cocktail dances to be held after home football games at Merrill Hills Country Club, where dinners would be available for those who desire them. If this program develops, members will be informed of this activity by a special mailing. It is our hope that these cocktail dances may provide a rendezvous for Alumni to enjoy themselves after football games.

Chas. A. Orth, Jr. '37
 CHAS. A. ORTH, JR., President
 Wisconsin Alumni Club of Milwaukee

Milwaukee "W" Club Holds Annual Picnic

Chris Steinmetz may be the "father of basketball" at Wisconsin but Mrs. Steinmetz is the "mother" of assorted "W" men when the Milwaukee "W" Club holds its annual picnic on Okauchee Lake and over-flows the Steinmetz "campus".

Golf was enjoyed at the Oconomowoc Country Club in the morning by athletes still in a fair state of physical repair.

A sumptuous buffet luncheon was prepared by Mrs. Steinmetz and her staff and served on the cottage porch. A barbecue supper was enjoyed on the lake shore at the tail-end of the afternoon.

In between times the "W" men enjoyed water skiing with varying results which would make a spectator wonder how some of the men ever won their "W's". The mob baseball game was involved and arguments robust. The egg tossing contest effectively helped sundry dry cleaning establishments keep their finances in the black. Prizes were donated by Howie Stark, Carl Dietze and others.

It was a happy, tried, and well-fed bunch of Wisconsin athletes that finally bid goodbye to the Steinmetz's and headed for their respective homes to rest up from a rather active day.

Chicago Alumni Are Football Conscious

Something new was tried by the Chicago Club this fall—A Send-Off party was given Thursday, August 26 in the

Hotel Sherman for the 1954 football prospects from the Chicago area. The following Tuesday, the boys reported at the football field in Madison.

Martin P. "Marty" Below, Wisconsin 1923 Football Captain, and All-American tackle on one of Walter Ekersall's selections, is chairman of the annual football banquet to be held Monday, December 6, 1954 in the Walnut Room of the Bismark Hotel. This annual affair will honor Ivan Williamson, his staff and the football squad.

Chicago Alumnae Learn Of Things Financial

Attention Chicago husbands—

Have you ever wondered why and how the suburban railroad fares were shifted up and down and how telephone bills reached the amounts they did? Well, your wife found out last June when Helen Munsert, Hearing Officer of the Illinois Commerce Commission, spoke to the ladies at their summer meeting.

Marie Britz helped with the reservations. New officers are:

President—May Peterson
 Treasurer—Mrs. Fidel (Stella) Vautour
 Program Chairman—Mrs. Ernest (Geraldine) Reichman
 Publicity Chairman—Mrs. Robert (Betty) Bitner

After the program was finished, the ladies joined in playing cards. One of the admonitions in the invitation was that the girls should bring their own deck of cards for the specific game they like to play. (What a spot for a marked poker deck!)

Rochester, N. Y., Enjoys August Picnic

Herman Waggerhshauer's sweet corn decided the date—August 18, 1954—and the beautiful home and swimming pool of Ford Tuttle at Fairport decided the setting of the Wisconsin Alumni Club picnic at Rochester, New York.

The picnic was announced by a splendid news letter. (Wonder why more clubs do not avail themselves of this method?)

Max and Edith Stern planned the picnic and it was reported to the *Alumnus* by secretary Robert B. Henrickson.

President John Metcalfe has plans for inviting the Buffalo "Badgers", through their new president, H. J. Oakes, to join with the Rochester Club in a fall meeting.

it was held under the redwoods at Roberts Area east of Oakland.

As picnics do, it featured games for the children, prizes, singing and conversation for the adults. As sometimes picnics aren't, this one was a wonderful success and the arrangers, Dell Schmidt, Ed Collins Jr., Gordon Foster, and Pat O'Dea, deserve a lot of credit.

Students Get Sendoff By Door County Alumni

Incoming freshmen, as well as upper classmen of Door County were given a Send-Off Banquet by the Door County Alumni Club on September 7 at the Smith Lodge. Parents of all students were also invited to help celebrate with their children.

Roy Luberg, assistant to President Fred gave a talk and was available for personal consultation on last minute questions particularly for the freshman who are headed for glorious days on the University campus.

Marilee Jensen of Fish Creek was awarded the Club's Scholarship by committee head Frank Keller, Mrs. Norman Taylor and Lycan Miller.

Current officers, with President Carl Zahn, Mrs. Murray Bingham, George Stanek and Lee Smith named a nominating committee to present a panel of new directors for election.

Ticket Sales Break Records

WHEN THE Minnesota-Wisconsin football game was announced a complete sellout on Sept. 11, it was the earliest date that four sellouts had ever been recorded at Wisconsin.

Although the three conference home games—with Purdue, Northwestern and Minnesota—do not represent a particularly strong schedule, when considered against the games away, this made little difference to ticket buyers. They also gobbled up tickets for the opening Marquette game with gusto, and made such heavy inroads on the Rice Institute clash Oct. 9 that it seemed only a matter of time before all games on the schedule would be sold out.

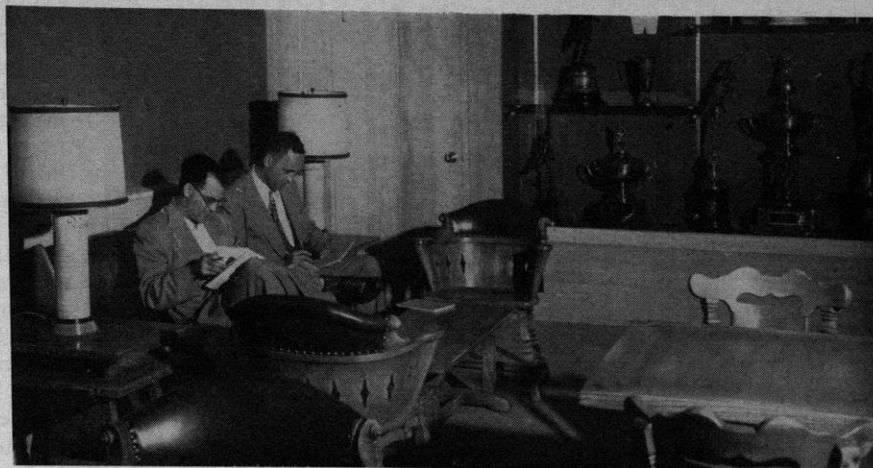
Away from home, too, the Badgers were proving to be outstanding attractions. The Wisconsin-Iowa game was announced a sellout in early September, and tickets were going fast for the other games against Illinois, Michigan State, and Ohio State.

No Change in Big Ten Recruiting Rules

No immediate changes are in prospect for Big Ten athletic recruiting regulations.

That was the main result of discussions in early September among conference athletic directors and faculty representatives. The directors said the Big Ten's plan which limits financial aid to athletes of proven need and of demonstrated academic abilities was adequate and workable, although certain modifications may be considered at the annual Big Ten meeting in December.

In another action, the directors decided to study the question of Big Ten football and basketball coaches who are selected to coach all-star games.



Two Wisconsin alumni, both sports writers, give the National "W" Club headquarters room under Camp Randall Stadium a pre-view during a recent visit to the grid practice field with a group of touring scribes. They are Tony Ingrassia, '48, of the Milwaukee Sentinel, and Neil Gazel, '46, of the Chicago Daily News.

New Quarters for "W" Men

The University's athletic letter winners have a new room for themselves. It is the National "W" Club room located under the northeast stands of Camp Randall Stadium, and it will serve as headquarters for both student and graduate members of the club.

The room—which opened for general inspection of club members right after the Marquette game Sept. 25—is designed with a rugged beauty that is best symbolized by its furnishings in Viking

oak. It suggests vigor and strength, and its carvings depict romantic, native customs.

There's a trophy case where are en-cased some of the numerous trophies won by Badger athletes down through the years. Later, display racks will feature pictures of various teams, individuals, and events.

The floor is of tile. A kitchenette and snack bar are on hand to cater to the appetites of the "W" men.

Wisconsin-Ohio State Game Pep Rally Scheduled

The Central Ohio Alumni of Wisconsin will hold a Pep Rally on Friday, October 22nd, 1954. The meeting will start at 7:00 P.M. at the Riverside Rathskeller on the Olantangy River Road.

All Wisconsin Alumni coming to Columbus for the Wisconsin-Ohio State game are invited to attend. Dinner at 8:00 P.M. will be \$3.00 per plate.

Reservations may be made prior to October 20th by writing Roger Zion, 1588 Berkshire Rd., Columbus 21, Ohio.



Wisconsin Women

• • • with Grace Chatterton

FOUND: another fourth generation gal on campus. Somehow or other when we wrote the article on the tradition of sending Wisconsin women to the University we missed the fact that Diana W. Roberts, a student in the School of Nursing from Wauwatosa is fourth generation of her family to come to the campus. But Wayne S. Martin, '28, of Rockford, Michigan, forcefully reminded us that Diana's great-grandfather James Warfield Martin studied here from 1870 to 1875. And lo and behold, we found his card in the Alumni Records vital statistics file just as we always do whenever we look up any former Wisconsin student. Of course, we didn't know that Diana Roberts is his charming great-granddaughter until Mr. Martin told us so. And glad we are that it was drawn to our attention.

We were reminded also that great-grandfather's portrait hangs in the Hall of Fame in Agriculture Hall. He was a prominent farmer and breeder of fine cattle, a "lifelong booster and worker for the University," especially the College of Agriculture, and was a personal friend of Deans Henry and Russell and Professors Babcock, Moore, Hatch, Halprin and others. He was a member of the Board of Regents from 1910 to 1913.

We are proud indeed to have his great-granddaughter Diana Roberts here at Wisconsin!

* * *

Built-in baby sitter. When Elizabeth Taylor Lehman and Jean Malcheski Neseman '43 met with the Alumnae Advisory committee in Madison September 17 they set some sort of record or other. Both left new babies at home.

For Elizabeth Lehman it was her third child. And Jean Neseman said, "It's our second son, fourth child and I'll welcome an excuse to get away for a day since I have a built-in baby-sitter." Grandmother, I suspect.

Other members of this committee are:

Helen Sullivan Arthur, '41, Isabel McLay Craig, '20, Geraldine Foley Haight, '07, Margaret Schultz Kranz, '19, Helen Piper Law, '17, Katherine McCaul, '25, Maxine Plate, '35, Dorothea Rickaby Schindler, '28, Julia Paris Schmidt, '39, Bernice Scott, '24, Josephine Nuzum Scott, '38, Margaret Melaas Spengler, '19, Barbara Morley, '54, Beata Besserdich Diebold, '53, Emily Graham Kiehofer, '44, and Josephine Nuzum Scott, '38.

Two of these alumnae, Helen Law and Margaret Spengler, are young grandmothers.

* * *

Here's another Wisconsin woman with really cosmopolitan interests! She is Esther Wanner Hymer (Mrs. H. G.) '20, consultant to the Economic and Social Science Council of the United Nations as it affects women and children, and also a member of Harold Stassen's Foreign Operations Administration panel of experts. Since 1951 when she attended a conference on the status of women in Geneva, Switzerland, she has made six trips abroad, visiting 15 countries in the course of her duties.

This fall she is in Rome attending the first conference ever held on World Population, a subject closely allied

to the technical and economic conditions of the world.

A political science major while at the University of Wisconsin, Esther later studied in the graduate school at Northwestern and was a social welfare worker at Hull House. Then she studied at the Zimmera School of International Affairs at Geneva.

At the United Nations, Esther is the official representative of a number of civic groups such as the International Association of Business and Professional women, the American Association of University Women, the National Congress of Parents and Teachers, and the General Federation of Women's Clubs. Esther lectures and writes extensively, especially on the work the United Nations is trying to do to raise standards and relieve distress among people of other lands.

She is the wife of Howard Hymer, '21, a geologist and consulting engineer and has a daughter Elizabeth, 16.

* * *

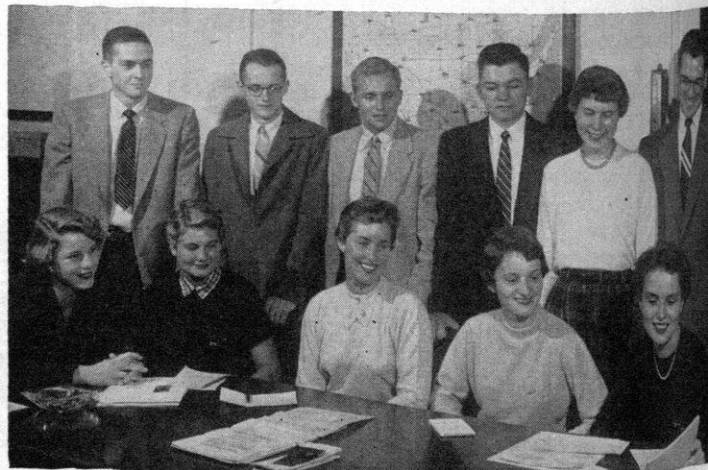
Agnes Moorhead, a student at Wisconsin in 1924 and one of the most highly acclaimed and versatile American actresses, portrays the part of a nurse-companion in the recently completed motion picture, "Magnificent Obsession." Prior to the making of this film, Miss Moorhead toured for three years with Charles Laughton, Sir Cedric Hardwicke and Charles Boyer and was an important figure in their reading of "Don Juan in Hell." This unusual experiment in the American Theatre was most successful. So now she is making final preparations for a one-woman reading tour of Canada and America titled, "The Fabulous Redhead."

* * *

Wisconsin Pre-View meetings for prospective Wisconsin students are really getting off to a flying start this year. Nearly all of the 65 meetings planned will be held between Oct. 18 and Dec. 9.

Arranging for these Alumni Association-University sponsored affairs began last spring and a student committee has been working with the Association during the summer. It is expected that virtually every alumni club within Wisconsin will sponsor a Pre-View this year. Also participating are 50 faculty members and 125 students.

The student Pre-View planning committee, below, includes, Co-chairmen Anne Mathews and Jack McCrory at far left, and seated: Kristin Rozan, Joan Lieberman, Ann Kuehne, and Jean Dopp; standing, Mark Boerner, Lenni Kangas, Dale Walters, Emily Smith, and Bob Morgan. Not on the picture is Dave Kovenock.



WISCONSIN ALUMNUS

★ *With the Classes*

1898-1900 W

A card received from Mrs. Mary MANCHESTER Lowell, '98, reports that she is in the Ford Convalescent Home, Rhinelander, and would enjoy hearing from former UW classmates.

Just returned from a two-year jaunt around the world is Maud VAN WOY, '98, now living at Ormond Beach, Fla. She says she visited every place for which she was permitted a visa.

Knute KNUDTSON, '98, Osoyoos, B. C., Canada, was recently honored by a local branch of the Canadian Legion. They renamed their group the K. Knudtson Branch 173.

Now retired from active membership in the board of directors of the Gisholt Machine Co., Madison, is George E. GERNON, '99. Gernon will continue as the board's secretary.

One of the oldest practicing physicians in the country, Dr. George S. CASSELS, '00, observed his 80th birthday recently in Port Washington. No plans for retirement, he says.

1902-1903 W

Congratulations to Howard D. PIPER, '02 and Mrs. Clara VAN VELZER Piper, '02, Madison, who celebrated their 50th wedding anniversary June 30.

"Time to Step Down," an article in the July issue of Fortune magazine, tells the retirement story of John Henry FRIEND, '03, Mobile, Ala. Friend retired in Jan. 1953 from his job as vice-president and director of the International Paper Co.

Also retired—from C. W. Lehman Bros. Hardware Co. in Cedarburg—is Conrad C. LEHMAN, '03.

Gustav B. HUSTING, '03, has been appointed a circuit court commissioner in Madison.

1906-1909 W

The new student union building at Pennsylvania State College has been named the Hetzel Union Building in honor of Ralph Dorn HETZEL, '06. The late Mr. Hetzel was president of Penn State from 1926 to 1947.

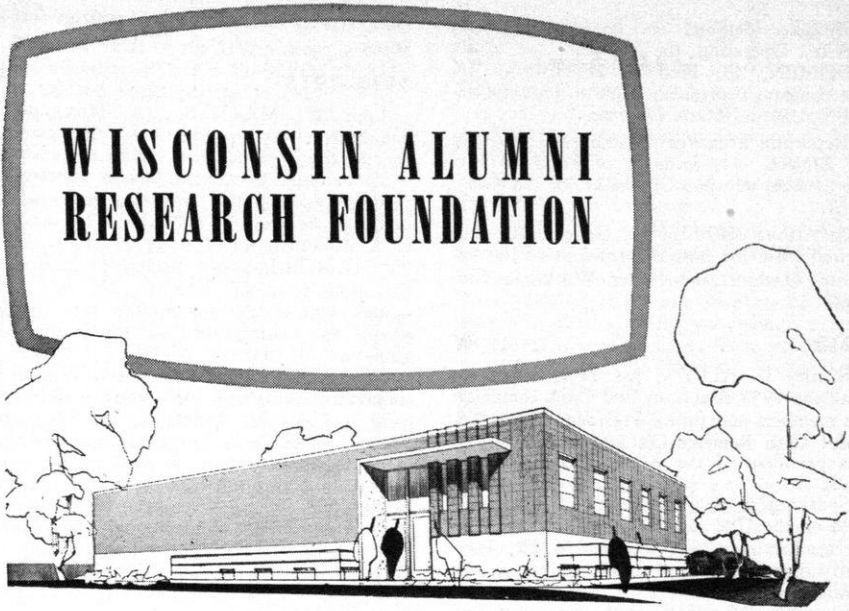
New and renewed honors go to Stephen B. SEVERSON, '07, member of the board of directors of Dominion Natural Gas Co., Ltd., of Canada, who was recently elected president of the Canadian Gas Assoc. for the coming year and re-elected president of the Natural Gas and Petroleum Association of Canada for 1954.

Mrs. Elizabeth JOSLIN Rivers, '08, has retired from the faculty of Hyde Park High School, Chicago, after 25 years there as teacher of Latin and German.

A class directory for 1909 alumni interested in knowing who's where was printed by Benjamin S. REYNOLDS, '09, and Frederick S. BRANDENBURG, '09, both of Madison, following the class's 45th reunion on the campus during Commencement Week. Reynolds is also in charge of planning the class's 50th anniversary reunion in 1959.

1911-1912 W

The F. Dohmen Co., Milwaukee wholesale drug firm, was recently featured in the



new insecticide and animal laboratory

The Wisconsin Alumni Research Foundation's new insecticide and animal laboratory is now in use. It houses the Foundation's insecticide testing laboratory on the lower floor and all of the Foundation's laboratory animals on the main floor, except for rats used in Vitamin D assay. The latter remain in their special quarters in the main building. Vacated space in the main laboratories is being used for additional facilities for product control, development, and research.

The Foundation laboratory was organized in 1930 primarily to test products produced under Foundation patent licenses. Frequent requests for other work promoted a gradual expansion of laboratory activities, and when the new Foundation building was erected in 1948 greatly enlarged laboratory space was provided.

Continual expansion has necessitated construction of the new laboratory building. The present laboratory staff, including six Ph. D's, and 25 scientists with a B.S. or M.S. degree, carries on testing work and sponsored research in many phases of chemistry, biochemistry, entomology, pharmacology, bacteriology, and food technology. In addition, development work is carried out on patents assigned to the Foundation.

Federal income taxes are paid on profits resulting from the laboratory operations and net profits are added to the general fund from which substantial yearly grants are made to the University for the support of research.



Additional information on the Foundation's activities will be supplied on request.

Always look for the Foundation seal — your guarantee that you can depend upon the product which bears it.

**LABORATORIES OF THE
WISCONSIN ALUMNI RESEARCH FOUNDATION
P. O. BOX 2059 • MADISON 1, WISCONSIN**

Milwaukee Sentinel for its 'drive-in' drug service. Operating the company are Anita DOHMEN, '11, Fred H. DOHMEN, '39, the company's president, Erwin John DOHMEN, '50, and Marie Dohmen.

Reporting a change of address is William H. ZINKE, '11, formerly of Fond du Lac. He is now at 1233 Silverado Pl., La Jolla, Calif.

S. Arthur KRELL, '12, Geneva, Ill., has retired from his post as president of the Superior Machine and Boiler Works in Chicago.

1913 W

Stanley C. ALLYN, has been chosen to head the 1955 American Red Cross campaign for members and funds. President of the National Cash Register Co. at Dayton, O., he was president of the Alumni Association in 1949.

Speaking at the final session of a program held on the UW campus for college economics teachers was Sumner SLICHTER, Harvard university economist. He spoke on economic trends.

Formerly Maryland state supervisor of home economics, Elisabeth AMERY, Baltimore, retired Sept. 1 after 26 years of service.

A. W. KLIEFORTH, of La Mesa, Calif., reports that he is now president of the Foothills Publishing Co., which publishes four small town newspapers. He is retired from the American diplomatic service where

he served in various foreign countries for 34 years.

1914-1918 W

John W. MATHYS, '14, Minneapolis, has been elected president for the coming year of the National Seed Trade Association.

The annual Wisconsin Legion convention held in Madison this July was dedicated in honor of Harvey V. HIGLEY, '15, who is U. S. Administrator of Veterans Affairs. Higley, of Marinette, was principal speaker at the group's annual banquet. He was presented with a life membership card and a plaque for distinguished service to the Legion.

One of 30 assigned this year to help in a cooperative program for overseas development is Louis M. SASMAN, '16, Madison. He will go to Cairo, Egypt—accompanied by his wife, Nina—where he will be officially known as a vocational agriculture specialist. Sasman has served Wisconsin for 30 years as state supervisor of vocational agriculture.

A new lecturer in industrial engineering at the University of Florida is Paul T. NOR-TON, Jr., '17. He made the move to Florida from Washington, Ohio.

A card from California brings the news that Melvin Leslie CHASE, '17, is a professor at John Muir College in Pasadena.

A. C. NIELSEN, '18, has announced that his company, a marketing research firm, will build a new modern building in the San Francisco area as its West Coast headquarters.

1924 W

The story of J. Wesley WISEMAN and his 30 years as a "vo-ag" instructor was recently told in the Milwaukee *Journal*.

A Charlotte WOOD Name Grant Fund is to be established according to the vote of the American Association of University Women.

Dr. William ELLIOTT is practicing medicine in Aurora, Ill.

A reserve rank of brigadier general has been recommended by President Eisenhower for Charles A. LINDBERGH.

Loma Loraine JOHNSON is now retired and living in Clinton, Wash., summers and Los Angeles winters.

Recently appointed Director of Research for National Oats Company's Feed Division was Dr. Hugh R. STILES.

1932 W

Samuel STEINMAN, writes that he has been traveling about Europe meeting Badgers, doing a lot of writing, and having a good time.

Wilbur N. RENK recently appeared before the House of Representative Agriculture Committee in support of 90% parity and production controls.

Because of research he did as a state's attorney in a cheese patent infringement suit, Roy G. TULANE, assistant Wisconsin attorney general, has perfected a method of making square, rindless Swiss cheese.

A DAY AT WHA-TV

(continued from page 23)

Nor is there much to be gained by griping about rough, squeaking floors that would make even a professional cameraman scream. And you've got to recognize that your camera crews are not professional, and make the best of it. After all, the University's function is to train people in the laboratory, as well as put out educational material over the airwaves.

Theoretically the UW Television lab and the State Radio Council's WHA-TV are separate entities. The laboratory and its closed circuit operation was being used for experimental programming before the state transmitter was built. In practice, a number of laboratory programs are prepared expressly for transmission over the air, because the lab is a source of WHA-TV programs and the equipment is used jointly. To some degree, this responsibility hampers the production of experimental programs of questionable transmission value. In other words, the desire to do research must be tempered with the realization that some of the work has to be usable. At present, there aren't enough funds available to do both jobs as well as they could be done.

Moreover, to nearly all "talent" available for educational TV the medium is

entirely new. That means extra time spent in indoctrinating them—and convincing them of the limitations.

So there are some things wrong with WHA-TV, as most workers there will readily admit. But they're mostly things that could be cured by more experience or more money, and better, a combination of both.

While we were talking, Sprague took a phone call and made a date with Paul Grogan, of the Extension Division engineering department, to talk about a forth-coming half-hour show telling the story of his department. This had been his and Grogan's first chance to get to-



Folk singer Sprague in action.

gether. Grogan said he'd come over right away.

Sprague opened the conversation by suggesting that the program center around an interview between Extension Director L. A. Adolphson and Grogan, with some engineering props in the background.

"How about making it an oral report on our activities?" asked Grogan. "I'm used to doing that anyway."

"Fine. We're not trying to put on a fantastic program or anything. But remember—this is important—just try to put across some major point."

Grogan suggested using a series of charts. They could be drawn up by—by whom? The adjacent WHA-TV art department was swamped, said Sprague, and couldn't do much. Finally, Grogan decided to take himself to the drawing board.

"Make your cards in a three-by-four dimension," suggested Sprague, "not too contrasty, maybe black on a light green background."

By 12:30 the general outlines of the program had taken shape, with only one big question mark. Would Adolphson be available? That question was left to Grogan, and Sprague and I went out to lunch.

Right after lunch, in mid-afternoon, Sprague set out for Radio Hall and a

talk with De Alton Neher. Neher is program coordinator for state agencies and he arranges for both radio and TV talent from various state departments, including that for a series entitled "At Your Service."

Soon on the scene was Edward Pfeiffer of the State Board of Vocational and Adult Education, who was working with Neher and Sprague on a campaign aimed at acquainting handicapped persons with the services available to them. There was some talk about the program. For one thing, they settled on a time.

"We can't do justice to the program by September third," said Pfeiffer. "October eighth would be better."

"Fine," Neher agreed. (A few moments before Pfeiffer's arrival Neher had confessed to us that he was hoping desperately to fill in a blank spot on September third. But his tone betrayed nothing of his disappointment.)

This series of programs is being kinescoped for release to commercial TV stations as well as WHA-TV. Neher explained, though, that not too many "educational" programs are suitable for this kind of release and when they are they aren't afforded very good display time. I learned later that the New York City Board of Higher Education had called off a deal to produce educational programs for the Dumont network because of the number of times the program was called off or curtailed, through no fault of the University.

After a little more technical conversation, we adjourned for coffee. Over our cups, Neher told about substituting for a news commentator on a Madison commercial TV station the previous night. Several of the University's radio and TV staffers have to augment their income with such free lance assignments.

As we left the coffee room, Homme, the Friendly Giant, materialized. "Hi, FG," said Sprague, "what are you doing tonight?"

"Reading a story, then a musical duet with my rooster," the Friendly Giant replied.

"Okay, see you at rehearsal."

Meanwhile Neher had disappeared to take a phone call. On the way back to the TV laboratory we ran into him again and cleared up some business regarding stage props for a program by the Commission on Human Rights.

"By the way," Sprague informed Neher, "the kinescope fouled up when we shot the last *At Your Service* show and we'll have to do it again, I guess."

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1933 W

The new head of the UW Correspondence Study program is Charles A. WEDEMEYER, head of the Racine extension since 1946.

Twenty-two years of military service recently ended for Lt. Col Emil O. LINDNER when he and his wife, the former Helen ROBERTS, left Japan for the U.S.

W. D. SPRAGUE represented Wisconsin May 15th at the inauguration of Dr. Francis H. Horn as fourth president of Pratt Institute in Brooklyn, N. Y.

1934 W

Howard A. WOLF has been promoted by Atlas Powder Co. to be manager of its Darco activated carbon plant at Marshall, Texas.

1935 W

An award for 25 years of service to Lehigh University in Bethlehem, Pa., was made to Dr. Elmer C. BRATT, professor of economics.

Appointed manager of the Chicago office and elected vice-president of the J. O. Ross Engineering Corporation was Leslie G. JANETT.

Named treasurer of Inland Steel Products Co. in Milwaukee was Arvin H. QUAM.

1936 W

Ardys SWENSON, '51, and Rex KARNEY, Madison, were recently married.

"The Flood Control Controversy" was co-authored by Dr. Luna B. LEOPOLD.

At the dedication of a sanitary engineering center in Cincinnati, UW Prof. Gerard A. ROHLICH represented the University.

Madison Technical Club last month heard a speech by L. J. SEVERSON, vice-president of the Oliver Iron Mining Division of U.S. Steel.

Russell M. LOESER is an accountant with Dahl Motors in La Crosse.

In Tokyo as a representative of Sears, Roebuck and Co. is Ronald E. HOBBS.

Eugene DANA, assistant professor of Visual Design at Illinois Institute of Technology in Chicago, Ill., was named to participate in a three-week summer program at the Massachusetts Institute of Technology.

Ardys SWENSON, '51, was married to Rex KARNEY, Madison.

Ronald E. HOBBS represents Sears, Roebuck Co. in Tokyo.

With Dahl Motors in La Crosse as an accountant is Russell M. LOESER.

Representing the University at the dedication of the Cincinnati Sanitary Engineering Center was Prof. Gerard A. ROHLICH.

The co-author of a book on flood control is Dr. Luna B. LEOPOLD of the State Conservation Commission.

L. J. SEVERSON, vice-president of the Oliver Mining Division of U.S. Steel, spoke at a recent meeting of the Madison Technical Club.

1937 W

A factual story for primary and middle grades, "The Collapsible Heron," by Lucille

NOW! life insurance protection for your family during vital years...

Then all premiums returned plus dividends

Yes... this is now possible through modern life insurance planning with the SUN LIFE ASSURANCE COMPANY OF CANADA, one of North America's leading life companies. The new Sun Life Security Fund "insurance or money-back" plan enables you to provide life insurance protection for your family until you are 65 with a guarantee that, if you live to 65, all the money you paid will be refunded to you in full... plus accumulated dividends.

- Or...* the proceeds at age 65 can be
- a) used to provide an annuity;
 - b) left on deposit with a guaranteed rate of interest;
 - c) used to purchase a paid-up policy for the original sum assured, with a balance which can be taken in cash or as a guaranteed income.

Call the Sun Life representative in your district for more information about the Sun Life "money-back" plan, or mail this coupon today.

To the **SUN LIFE OF CANADA**

607 Shelby St., Detroit 26, Mich.
Without obligation, I would like more details of the new Sun Life Security Fund plan.

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E. HEIN appeared in the June issue of The Instructor, a school magazine.

John L. HAMILTON has returned to his Minneapolis home for a leave after four years as Deputy Public Affairs Officer with the U.S. Information Agency in Teheran, Iran.

1938 W

The award as "the most distinguished work of fiction published during 1953" went to "The Adventures of Augie March" by Saul BELLOW.

Alden F. AUST has resigned as superintendent of buildings and grounds at Beloit College to take a similar post at Omaha University.

Janesville High School music teacher Bernard STEPNER has resigned and will teach music and orchestra with the Milwaukee Public Schools.

1939 W

Now living in White Plains, N.Y., is Margaret ESTERL MacDonald.

Edith C. ROWLES is an assistant professor of home economics at the University of Saskatchewan.

Lee V. HOLMAN and wife the former Joy HOLMBOE, are now living in San Francisco where he is practicing law.

Newly named general manager of industrial sales for the paint division of the Pittsburgh Plate Glass Company is Howard J. MATHER.

Dr. John R. DURLAND will attend the fall session of the Advanced Management Program at Harvard School of Business Administration. He is plant manager of Monsanto Chemical's St. Louis plant.

Harvard University has appointed Robert H. ANDERSON a lecturer on education and director of elementary school apprentice teaching.

John D. RICE has resigned as editor of the Monroe County Democrat to accept a job as general manager of Sparta radio station WKLJ.

Recently starting as milk inspector in Neenah-Menasha was Stanley WITTWER.

1940 W

William A. SCHMIDT has been appointed assistant to the Director of Agricultural Research for the Campbell Soup Co. in Camden, N. J.

Now at the Queensdale Center at the Red Bird Mission in Kentucky is The Rev. Herman SIEDSCHLAG.

Averill J. WILEY has received a certificate of merit for his work in reducing stream pollution. He is biochemist and technical director for the Sulphite Pulp Manufacturers' League.

The Broadway production of "The Magic and the Loss," starring Uta HAGEN, had critics praising Miss Hagen, though panning the play.

The new Eau Claire post master is Norman LOSBY.

1941 W

"The University and Its Publics" is the title of a book on college public relations written by Clay SCHOENFELD, UW Extension journalism chairman, and to be published early this fall.

Recently promoted to associate professor at Washington University, St. Louis, was Sterling H. SCHOEN.

Dr. Edward R. KNIGHT, headmaster of Oxford Academy, has been selected to serve as general chairman of the Federation of Jewish Charities—United Jewish Appeal Campaign of Atlantic County, N. J.

The subject was "Juvenile Delinquency." The place was the Burlington Rotary Meeting. The speaker was Robert M. CARNES.

The Bay Shore Shopping Center on Milwaukee's north side is being managed by Herbert FRIEDLEN.

Now a deputy labor commissioner with the State of California is J. Kenneth TJOFLAT.

Charles P. YERKES, now living in Oakland, N.J., is with Bendix International in New York.

Arnold A. BEHLING has been promoted to comptroller of the Hudson Division of American Motors in Detroit.

WAC Capt. Ruth M. MILLER is on Okinawa serving as a neurologist internist at the Ryukyus Army Hospital.

1942 W

Edwin and Hazel HOLDEN STAUFACHER write that they completed their
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plain that they have offered air time to educational groups, womens clubs, libraries, and schools. Results of such invitations have been variously reported by the management as ranging from awful to catastrophic. Conclusion: the very do-gooder groups who want educational radio and TV can't do a decent job of broadcasting themselves, or worse, don't even use the time that's offered them!

Any group of people—however laudable its purpose for banding together—is not automatically endowed by its charter with an ability to perform in a professional manner on the air. Nor is there an obligation to accept an invitation so to perform. A library or school likewise is not magically staffed with trained actors and script writers ready at any moment to produce a show of any given length upon any given subject. The production of a program for broadcast takes time, training, and talent.

Every live commercial announcement on the air is produced in, roughly, the following manner:

- (1) The salesman, or agency man, discusses with the client the area to be covered by the announcement.
- (2) The materials are assembled and roughed in for the writer.
- (3) The writer makes a first draft of the copy and submits it for approval.
- (4) The client and/or the agency make corrections, changes, suggestions.
- (5) Approved copy is typed or mimeographed and distributed.
- (6) Copy is rehearsed and aired.

For transcribed or film commercials, there may be three or four additional steps, and much more time.

The production of a fifteen minute educational program—dialogue, demonstration, or drama—requires the same general routine. When a slightly over-worked and considerably underpaid teacher or librarian undertakes to add to her burdens by producing a program on the air, it might be well for the station manager who extended this invitation to remember the steps involved in the production of a single commercial.

Education on the air mustn't be a part-time, hit-or-miss additional duty. It requires a trained staff, complete facilities, and money to operate.

Political Football?

Sometimes—in all seriousness—an objector to education on the air argues that the "wrong" kind of governor can "take over" the broadcasting facilities and propagandize the people unceasingly, thus creating a dictatorship which can be perpetuated indefinitely.

The documentation which would reject such a possibility would fill a book. Briefly, the State Radio Council is composed, in addition to the governor, of the president of the University, Supt. of Public Instruction, Secretary of the Board of Regents of the State Colleges, Director of the State Board of Vocational and Adult Education, a University representative appointed by the Regents, and three citizens appointed by the governor. If the sad day ever arrives that a governor can force his will upon so diverse a group, then his control of the state broadcasting facilities would come as a pale anticlimax. He would long since have become fair game for political assassination. And in the thirty-five years of state-owned

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study, the New York Legislature refused to grant appropriations for an educational TV network. It does have what is known as the Empire State FM School of the Air, a cooperative network of Commercial radio stations and school systems. This is operated on a radio relay among 23 FM radio stations and is made available each weekday to about 750,000 New York State school children. All this at no transmission cost to the taxpayer.

The University of Wisconsin could have had this same setup in Wisconsin for the asking, but Mr. McCarty wanted his own FM network and he got it through the State Radio Council at the taxpayers' expense.

How much expense? Well, perhaps I shouldn't mention, but I think I will for Prof. McCarty speaks of it in terms of bags of popcorn. In his radio news Bulletin, issued by the University of Wisconsin News Service, Madison 6, Wisconsin, dated September 18, 1952, he announced, "the last two FM stations in the state radio network will go on the air with an inaugural broadcast September 14." The Bulletin went on to say, "McCarty figures that the total capital investment by the state for the complete network amounts to about 20¢ for each Wisconsin resident; that their total operating cost for a year will amount to the price of a bag of popcorn for every state resident, 10 cents."

To the average citizen that sounds pretty good, but what is 20¢ for each Wisconsin resident? We have 3,500,000 people in the state. That times 20¢ is \$700,000. What is a 10¢ bag of popcorn for every resident in Wisconsin each year? That's \$350,000 each year and every year.

For the fiscal year ending June 30, 1953, the State Radio Council reports an expenditure of \$241,693 for FM State Radio Network operations. That does not include the \$207,572 spent by the University for operating WHA-AM, the originating station for the FM network. Together these make an annual expenditure of at least \$449,265 for state radio operations, or a tidy bit of popcorn.

The taxpayer will continue to pay the \$449,265 for the radio network, in addition to the TV network costs.

Back at the Legislative Council hearing September 22-23 in 1952, Mr. McCarty presented his report giving technical and financial details of his proposed statewide educational TV service. It embraced two VHF stations, 10 UHF stations, and 10 relay stations and would cost, he said, \$3,080,800 for capital outlay.

Just eighteen months later on April 1, 1954, he presents the Wisconsin Legislative Council with Report No. 4 on the estimated coverage and costs of a Wisconsin State Owned Tax Supported Educational TV network. This report embraces the same number of stations as the report given 18 months previous, but the cost has been upped \$413,800, or to \$3,494,600.

True, McCarty explains why. He says, "It is because of recent improvements in technical developments which produce UHF transmitters of greater power and antennas of higher gain than were specified in earlier proposals." He also knows that this appropriation will have to be increased by many more thousands of dollars if the vote.s give the Legislature the nod when they vote on the referendum November 2.

Tax-Supported Octopus?

After the taxpayers have once endorsed the plan of a state-owned, tax-supported educational TV network, the Legisla-

(continued on next page)

BARTELL . . .

broadcasting operations there has never been the merest indication of any political abuse.

Another objector protests that state-owned broadcasting and telecasting facilities always take a "certain" point of view. Membership in the University Radio & Television Committee and the State Radio Council—governing agencies of state-owned broadcasting facilities—is composed of all shades of opinion. Far from presenting a "certain" point of view, the program people of the state-owned stations follow a carefully prescribed procedure to avoid bias in the presentation of programs in the public interest. Any serious deviation from policy makes the program and personnel subject to scrutiny and judgment by the appropriate governing body.

A more democratic method of maintaining a system of checks and balances would be hard to imagine!

Will It Cost Too Much?

Throughout our political history, the most repeated argument against a social advance is that it costs too much money. When all else fails, the various dissident groups—each of whom may have a private reason for opposition—sanctimoniously band together as *taxpayers* and become the protectors of *the people*. They will, surprisingly, shout that teachers are underpaid . . . our schools ill-equipped . . . so why waste money on "frills"? That the backbone of the educational system is the teacher, so why replace her with a far-away, impersonal performer? That films should be used instead and it would cost less. That education must follow the American Way!

Overlooked is the only important element in the controversy: Would Wisconsin be able better to fulfil its responsibilities of education, health, and general welfare with the help of television facilities owned and operated by the people of the state? And would the cost of its construction, maintenance, and operation be in keeping with expenditures for comparable public services?

The answer to those questions is *yes*. By the end of 1954 there will be almost a million TV sets in Wisconsin costing the people of the state more than \$300,000,000. It costs them more than \$50,000,000 annually to maintain those instruments. It would cost them approximately \$1.00 per person to build complete telecasting facilities, and 25¢ per year to give them day in and day out program service which may assist in their education, comfort, and general welfare.

The Wisconsin Congress of Parents and Teachers, the Wisconsin Education Association, and a long list of recognized educational, religious, civic, political, agricultural, labor, and professional groups have publicly endorsed educational TV in Wisconsin. In November, the state-wide referendum will serve as a guide for Wisconsin legislators. The question: Shall the State of Wisconsin provide a tax-supported, state-wide, non-commercial educational television network?

Surely, Wisconsin has the perception to understand the value of television in bringing a new dimension to the education of our youth. And it must also understand that—in addition to a willingness to be entertained—there exists a great hunger for knowledge and education among its adult citizens.

Calculated suggestions of delay, misunderstanding and misinformation are being circulated in a desperate effort to prevent Wisconsin from taking advantage of its TV allocations by the Federal Communications Commission. As University alumni . . . as citizens of the state and nation . . . we must first give our support to the success of the referendum. For if it fails, our loss will be irretrievable. ■ ■

BLISS . . .

ture will feel perfectly free to approve any request for additional funds Mr. McCarty and his State Radio Council may make and why not? Haven't the taxpayers said go ahead? We're happy to pay increased taxes next year and forever after on top of the increased taxes we're going to pay starting next year to pay off the 25-odd-million dollar deficit of our state government.

The Milwaukee *Journal* recently published the following statement, "It is the devastating truth that the Wisconsin state government is living about \$25,000,000 or more beyond its income in the current two-year budget period, and is rushing headlong toward a grim reckoning."

Just suppose I might be right in my opinions and deductions and suppose this multi-million dollar TV State Educational Tax Supported project should turn out to be a monstrous tax-consuming octopus. Then what? Has the taxpayer ever been able to force the state or national government to delete one of its departments because the taxpayer thought it was extravagant or that he could do without it?

If that could be done in the case of the state tax supported educational TV network, then let's listen to the words of wisdom of Adolph Suppon of the Milwaukee State College. He was one of a panel of educators in Milwaukee who outlined to the Wisconsin Committee on State-Owned, Tax-Supported Educational TV the limitations and advantages of television. He said, "The public should be given a chance to see whether it would like tax-supported television. If the experiment didn't work out, commercial broadcasters would be glad to buy the \$3,500,000 worth of equipment the state would have for sale."

Mr. Suppon could well afford to spend some time familiarizing himself with the American Free Enterprise System and particularly as it affects commercial television. He would find that there is little or no market for unsuccessful television operations in Wisconsin whether it is an experimental educational TV network or a commercial station. The proposed state TV network is composed primarily of UHF stations and this type of station is rapidly going the way of FM radio.

UHF equipment is still in the experimental stage as it was two years ago, and it becomes obsolete within a matter of months after purchase.

Broadcasting and Telecasting magazine, the official publication for the industry, carried the following report in its April 5, 1954, issue, "Brokerage firms report volume of UHF stations being offered at bargains is steadily increasing. In most instances, they say, the offers are from businessmen who invested in UHF probably figuring on quick capital gain. But they have not been forthcoming and in some cases, stations are being offered for balance due on equipment and other obligations."

Fifty-five TV channels were allocated to Wisconsin by the FCC July, 1952. Twelve of these were reserved for education if the state wanted them. Forty-three were reserved for commercial TV outlets, if anyone wanted them. Today, two years and two months later, only 19 of the 43 commercial channels have been applied for. Thirteen of these are on the air. The fourteenth, Oshkosh, went on the air in June, 1953, and closed down in May, 1954. It was a UHF station.

There are, as of October, 1954, a total of 24 commercial TV channels allocated to Wisconsin going begging. Many of them are in good population markets, but nobody wants them. Why? Because UHF today will not provide coverage originally anticipated and because the public is loathe to convert standard TV receivers for UHF reception in areas receiving

good VHF service. Nor will the public spend an additional \$50 to \$100 for a UHF circuit in new receivers they purchase where VHF service is satisfactory. This is the reason for the rapid demise of UHF commercial stations during the past two years. There will be many more to come within the next twelve months.

Who Wants to Lose Money?

Any man or group of men may have one or more up to five of these 24 remaining channels allocated to Wisconsin for the asking. Provided, of course, he has the money to lose. He can then deal for the new UHF equipment.

How does Mr. Suppon of Milwaukee State College propose that the state shall sell its 3 1/2 million dollars worth of experimental TV equipment to commercial broadcasters when said equipment will have become obsolete before the experiment has proved a failure?

From *Broadcasting Telecasting* magazine of December 28, 1953: "Request to put its case for short-term depreciation before the Internal Revenue Bureau was made last week by the Ultra High Frequency TV Association."

"The group, comprising UHF operators, is seeking advantageous depreciation rates from the Treasury Department on the ground that UHF television is a new service in its early stages with its equipment subject to quick obsolescence. . . . The extremely expensive transmitter equipment constituting an important item in the equipment of a UHF station is obsolete almost when installed," William A. Roberts,

UHF-TV general counsel, wrote in a December 18 letter to the Internal Revenue Service's John H. Fahrenbach.

The Internal Revenue Department recommends in its Bulletin F to TV Broadcasters that they write off their TV equipment in 4 years. This 25% for obsolescence and depreciation must of course be added to annual operating cost of the state TV network.

Brig. Gen. David Sarnoff, RCA-NBC Board Chairman, in an address to NBC-TV affiliates at the Drake Hotel, Chicago, Tuesday, August 31, 1954, predicted, "Within a decade everything that exists today will be obsolete. This industry lives on obsolescence which means replacement by better equipment and services." He was speaking of television.

Space does not permit going deeper into this subject except to comment on the dangers ever present in government control of mass communications.

It is my firm belief that the Radio Council and educators throughout the state would find it to their advantage to work with the commercial television stations in developing programs. Films, slides and other audio and visual aids are most effective when used in the classroom.

The taxpayer would then be relieved of a new and excessive tax burden, the real cost of which has yet to be told.

Reiterating what I have said before, it is an historical fact that new governmental public services, once put into action, are with us forever, regardless of their value or lack of it. Unless we all vote *no* on this referendum November 2, we are asking for another utopian experiment from which there is no return.

NECROLOGY

Claire B. BIRD, '89, Madison, former state senator.

Elsbeth VEERHUSEN Kind, '91, Knoxville, Tenn.

Emma ROSENSTENGEL Johnson Ward, '91, Los Angeles, Calif.

Lawrence C. WHITTET, '93, Edgerton, ex-state official.

Mary E. SWENSON, '93, Rockford, Ill.

Dr. Carl G. LAWRENCE, '94, Berkeley, Calif.

Nellie F. LENROOT, '95, Superior, Wis.

Arthur A. TEMKE, '96, Deming, N. M.

Clarence L. SOVEREIGN, '97, Riverside, Ill.

David H. WRIGHT, '97, Madison Gisholt Co. traffic manager.

Otto SCHAFER, '98, Coachella, Calif. civil engineer.

Robert A. UPHAM, '98, Shawano insurance man.

Eleanor BLISS Clausen, '98, Horicon.

Charles W. MAGNE, '98, Polo, Ill.

Anson N. CROSBY, '99, Monroe chiropractor.

Dr. Anfin EGDAHL, '00, Rockford, Ill.

Paul W. MINNICK, '00, New York, N. Y.

Walter GOLD, '00, Milwaukee attorney.

Frank W. MEISNEST, '00, retired Manitowoc teacher.

Victor I. MINAHAN, '01, president and editor of the Green Bay Newspaper Co.

Arthur C. OLSEN, '02, Detroit, Mich. consulting engineer.

Dr. Stephan E. WILLIAMS, '02, Chipewaga Falls.

Elmer A. PEIRCE, '03, Madison.

Maj. Dwight C. TREVARTHEN, '03, Memphis, retired U. S. engineer.

Dr. ARTHUR G. SULLIVAN, '07, retired Madison physician.

Rudolph J. SCHULTZ, '09, Rochester, Minn.

George C. McNAUGHTON, '09, Madison.

Ferdinand A. BARTLETT, '09, retired Milwaukee insurance man.

Avon R. NOTTINGHAM, '10, Detroit, Mich., retired Purdue University professor.

Winfield BURCHARD, '11.

William E. BABLER, '12, Claremont, Calif.

Philip D. WORTH, Sr., '12, Des Moines, Ia.

Hazel I. ROBERTS, '12, retired Milwaukee schoolteacher.

Floyd E. BARMEIER, '12.

William L. BRADFORD, '12, Madison.

Shirley A. McDUGALL, '13, Indianapolis, Ind.

Otto C. von SCHLICHTEN, '13, Cincinnati, O.

Raymond H. WASHBURN, '13, Wauwatosa engineer.

Joseph P. THOMAS, '15, Cincinnati, O.

Dr. William E. KILEY, '17, retired Milwaukee physician.

Prentice CONRADSON, '18, Evansville inventor.

Claude E. RUPP, '18, Madison.

Henry L. BIERSACH, '18, St. Paul, Minn.

Frederick J. MANN, '20, Warren, O. song-writer.

Irene G. CONLEY, '21, Minneapolis, Minn.

Fred W. MARTY, '22, Monroe cheesemaker.

Charles E. BULLARD, '22, Madison.

Philip E. O'NEIL, '22, Chicago, Ill.

Mrs. Harry YOUNG, '23, Highland Park, Ill.

Viola L. JENSON, '23, Madison.

Duane S. LONGAKER, '23, Los Angeles hotel man.

Alva T. GALLAGHER, '24, Sterling, Ill.

Marjorie A. BETZ, '24, Denver, Colo.

Nancy LORENTZ Knuth, '24, Chicago, Ill.

Hubert G. HOLMES, '25, Grand Rapids, Mich.

John V. MANGOLD, '25, Merrill city engineer.

Ivan S. PHELPS, '26, Mooresville, Ind. engineer.

George HRUBECKY, '27, Neenah.

Victor PROCHASKA, '27, Madison state engineer.

Ralph D. TROTTER, '28, Portland, Ind.

Morris PARFREY, '29, Louisville, Ky.

W. H. GRAEBNER, '29, Neenah businessman.

Herbert C. GRUPP, '30, Riceville, Ia.

Mildred A. HODGES, '30, Madison.

T. Carroll SIZER, '31, Madison attorney.

Robert M. WADEWITZ, '31, Racine businessman.

Maynard J. SHERBURN, '33, Green Bay federal soil conservationist.

Ralph J. MISNER, '34, Flint, Mich.

W. Donald OLSON, '35, former Madison baseball player.

John C. JANES, '39, Wilmington, Del.

Mary PRINZ Jaynes, '41, Manitowish.

Allan W. FOWLER, '43, Old Greenwich, Conn.

Maj. William D. SANDERSON, '44, Washington, D. C. army surgeon.

Virginia A. SKIDMORE, '46, California.

Russell PARISH, '47, Chicago, Ill.

M. James SOLVESON, '50, Milwaukee attorney.

Capt. Arnold E. OLSON, '50, Black River Falls.

Lt. George K. HOEHN, '53, Pensacola, Fla.

A DAY AT WHA-TV

(continued from page 31)

Sprague got back to his office in time to take a call from a former classmate who's program director at WBAY-TV in Green Bay. They made a date to meet on the Terrace later.

"When do you eat tonight?" I asked. His schedule showed rehearsals starting at five and programs carrying through to sign-off time at 9:30.

"I probably don't," he said. But he reneged when we went over to talk to his Green Bay friend. He had a malted milk.

After introductions there was shop talk. "What are you kicking around down here?" What kind of shows? How?"

"We'd use more of your kinescope if the quality were better," remarked the commercial man. "They're particularly bad where films are taken of film."

Whereas in radio the reproduction problem is relatively simple—a simple tape recorder and an operator will capture a classroom lecture or special event—the whole thing is more complicated in television. Kinescope recorders are not portable. Movie cameras are not only expensive to operate, they require a lot of special lighting.

I had to leave Sprague for awhile, but got back shortly after six while he was rehearsing one of his Extension Division shows, *Looking at Music*, with Dr. Sigmund Prager, who that evening was taking viewers on a folk-song tour of Europe. Then it was Friendly Giant rehearsal time, and I joined Sprague in the director's booth, or control room, which has a view overlooking some of the studios.

There are, it appears, three main studios—if one is to include a small room where a news announcer originates his program. There are two larger rooms that may be used to provide for four settings at one time—two on each end of either room. There is absolutely no "sound isolation" between any of the studios and people on a "non-working" set have to be extremely quiet when another set is televised. Of course, accidents do happen and occasionally a stray voice or dropped hammer interferes with an on-the-air microphone.

The director can communicate by telephone to the earsets of the cameramen in action and to the control room just behind him. He watches the program develop on TV monitors that show what each camera is picking up. He then calls for one or another picture to be transmitted over the air and issues in-

structions to the cameramen. At rehearsal time his pleading voice can be heard with instructions for talent and technical crew through a loudspeaker in one corner of the set.

It was very hot in the director's booth. It was hot throughout the building, for that matter, although the night was fairly cool. I took off my coat. Things were already getting started.

"I don't think there's anyone in the control room," Sprague spoke to his microphone. "Ah, that's better Wait a minute, we can't have a picture with a dynod spot in it That's better There it is again Now *that's* a fine picture."

One of the pictures *was* kind of hazy on our viewer, and it never did get much better.

"Pan one. . . . Fade 2 and up music get just a little closer with number one camera there's that dynod spot again"

Finally the rehearsal was over and Sprague flashed out of the booth. I trailed along behind, then stopped to watch the rehearsal of Maurie White's *Today's Farm* show. That night there were some white Leghorns which were to be discussed.

"If those chickens squawk they'll blast us right off the air," the director was saying. "We're holding the sound down and you'll have to try to talk louder."

I checked into the main control room, where monitors were showing not only the kinescope film that was going out



Harry A. Bullis has been made a member of the Overseas Economic Operations Task Force of the Hoover Commission. As chairman of the board of General Mills, the former president of the Alumni Association is conducting regional stockholders' meetings throughout the country.

on the air, but the pictures from two rehearsal cameras as well (see cover, this issue). Slightly dazed, I emerged from the studio area to find Sprague plunking away at a guitar and singing. He was rehearsing for a guest appearance on his own *Looking at Music* show later that evening. He enjoys singing and has a moving voice; he has two fifteen-minute programs of his own every week, one on radio and one on TV.

While he played I wandered around the studios. A source of puzzlement was how the boom operator managed to keep his shifting instrument out of camera range. There was Badger baseball coach Dynie Mansfield getting an application of make-up for an appearance on Lou Landman's *Inside Sports* show.

During all this time, WHA-TV was transmitting pictures on Channel 21. The Friendly Giant had come and gone and so had a kinescope featuring Mortimer Adler of the University of Chicago. I caught glimpses of the farm show and *Inside Sports* over a standard TV receiver in the outer offices. Finally it was time for *Looking at Music*.

The program opened with Sprague on the set, and another director in the booth. Sprague need not have worried about his split responsibility—everything went off perfectly. After his songs he moved into the director's post and guided the cameras that watched Dr. Prager and a pretty soprano conclude the folk song tour.

The program ran about 30 seconds over its allotted time, but no matter. The telecasting day was done.

And there was another coming up tomorrow.

With the Classes

(continued from page 32)

basketball team with the arrival of Robert John on April 26. Others on the roster are Eugene, 2; Jerry, 4; Jim, 6; and Don, 7.

A Janesville dental practice has been started by Dr. Carl ROTH.

Now studying for her masters at Arizona State College is Virginia E. CALLIES.

A chiropractic office has been opened by Dr. R. D. INGEBRITSEN in Hayward.

Now in Chicago as a pianist and teacher is Ruth H. PREUSSER.

The Daytona Beach, Fla., Chamber of Commerce has a new publicity—public relations director in the person of Robert CARMAN, formerly of NBC.

Louis J. Stoner and Ben T. LOGAN, Houston, Texas, were recently married.

A promotion to lieutenant colonel has been awarded to Otto H. BRANDAU at the Erding Air Depot in Germany where he is procurement officer for the 7485th Supply Group.

The American Trucking Association has named Roger W. GERLING, Kenosha, to the post of acting secretary of the ATA Customer Relations Council. He has previously

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been associated with Portabuilt Products, Inc., and the engineering firm of Consultants, Inc. Gerling is chairman of the UW Law School Alumni group in Washington, D. C.

Jim and Martha WELSH CONNOLLY now have three children. He is assistant comptroller of Cudahy Packing Co.

Married in the Class of '42 was Alice A. MEYER, '54 and Wayne A. ROSS.

University of California marketing professor Royal ROBERTS was awarded a 25 year service pin by San Francisco's Emporium where he has sent students to study mass retailing.

An article about Madison attorney John LAWTON and his work as counsel for labor groups appeared in a recent Wisconsin State Journal.

Now teaching geography and economics at Shippensburg, Pa., State Teachers College is George WINSOR.

1943 W

Assistant to the U. S. secretary of the treasury Catherine B. CLEARY has resigned her post to accept a vice-presidency with the First Wisconsin Trust Co., from which she has been on leave of absence since May 1953.

Theodore TRAPP is manager of the Sherwin-Williams Co. branch in La Crosse.

Recent marriages united Nancy F. Brown and George Carter FRATT, Milwaukee; and Virginia Van PFLAUM and Lt. Col. Leo H. Schweiter, Fort Bragg, N. C.

1944 W

Newly-appointed chairman of the physics department at Cornell College, Dr. Halbert

F. GATES has moved with his wife, Margaret FRITZ Gates, '48, from East Lansing, Mich. to Mount Vernon, Ia.

Dr. Gilbert H. STANNARD, Jr., radiology specialist, is now on the staff of the Sheboygan Clinic.

Returned Sept. 1 from a summer's trip to England and the continent is Blanche MULDROW, Milledgeville, Ga.

A new office in Bethesda, Md., is announced by Dr. Cecil C. H. CULLANDER.

Miss Priscilla WARTHMAN, Walworth Co. home agent, recently was married to Vernon G. Hargraves, Elkhorn.

1951 W

With the Air Force in Yuma, Ariz., is 1st Lt. Richard M. THEILER.

Samuel B. ROTH received a bachelor of laws degree from the University of Pittsburgh in June.

Named Outagamie County agricultural agent was John E. POWERS.

Berry-Painter Yearbooks, Kansas City, Mo. have named A. Duane GUNDERSON assistant general manager.

Employed with the livestock buying department of Hormel Co. at Austin, Minn., is Willard J. TEMBY.

In the University Law School is Edward PARFREY, recently returned from Korea where he was an artillery officer with the Marines.

The new home agent for Dane county, Wisconsin, is Jacqueline S. MORRIS.

Jay MARKER is with the Saxony Hotel in Miami Beach, Fla.

An adopted daughter, Cynthia Louise, has joined John MARSH and Barbara ZAPATA Marsh, '50, in their Madison home. They have another son, Gregory. Marsh teaches Spanish at the University of Illinois' Chicago Undergraduate Division.

Stork-stopping with 1951 alumni are Andrea Carol, daughter of Mrs. Audrey DAUM de Anguera III, and Mr. De Anguera; and Richard Gordon, son of Mrs. Cecilia DYREBY Nelson, '54, and Richard L. NELSON.

First Lt. Steven T. Clark has been appointed aide-de-camp to the commanding general of the Provost Marshal General Center at Camp Gordon, Ga.

First Lt. Melvin C. WADE is now home after service with the army in Germany.

The new president of the Fort Atkinson Alumni group is attorney Don Smith.

Vernon CHRISTOPHERSON has accepted a post as assistant county agent in Richland County.

Baby news comes from the E. K. Riegers (Lynne McCOY) whose daughter, Lise Lynne, was born April 24, and from the Mike FIDLERs (Nancy KUTZNER) whose daughter, Jodi Ann, was born Aug. 19, 1953.

Gary B. SCHLOSSTEIN has been appointed to serve as Buffalo County District Attorney.

The promotion of James F. MATHIS to senior research chemist in Research & Development Division at the Baytown, Texas, refinery of Humble Oil & Refining Co., has been announced.

What They Say

(continued from page 5)

Under the plan, the state would enter into a compact with other states in this general section and agree to accept non-resident students for special courses in return for the privilege of Wisconsin dental students being admitted on a resident basis at institutions where dentistry is offered.

This would not only apply to dental students, but to those in veterinary medicine, forestry and architecture, for example, and others frequently mentioned in discussions which the University of Wisconsin does not provide.

The plan would eliminate the necessity for providing these professional schools at the university, and on an exchange basis

Wayne W. TRIMBERGER has joined the Neillsville, Wis., law firm of John M. Peterson.

Clarence B. EGGERT, Jr., is with the Toledo Edison Co. of Toledo, Ohio.

1952 W

The new assistant district attorney serving as legal counsel for the county welfare department in Janesville is Mark J. FARNUM.

The degree of master of arts has been granted by Harvard University to George W. BETHKE, Jr., Wauwatosa.

Arthur L. CASEBEER is the new manager of the Student Union at Wisconsin State College in Milwaukee.

Betty LEHNHERR will teach in Madison's East High School this fall. She formerly taught in Appleton.

With the Third Armored Division at Fort Knox, Ky., is 2nd Lt. Carl W. UMLAND II. He was formerly with the B. F. Goodrich Co., Akron, O.

Robert H. REZASH is now at the Theological Seminary in Lancaster, Pa.

Now discharged from the Army, John G. SELIG is living in Menasha.

Cpl. Robert C. KOHLS recently received the Commendation Ribbon in Japan for meritorious service.

A Commendation Medal was awarded to Lt. Philip BURAN for his service in Korea.

Kurt H. KRAHN is now a member of the publicity and editorial department at American Institute of Laundering, Joliet, Ill.

The new manager of the Paul E. Stark Insurance Agency, Madison, is W. F. "Terry" SCHAR, who is studying for his master's degree at the University.

Erwin N. HIEBERT has been appointed Fulbright lecturer in history of science at Goettingen, Germany for the coming year. He will be on leave of absence from San Francisco State College, where he teaches physical chemistry. Accompanying him will be his wife Elfrieda FRANZ Hiebert, '52, and their two children.

On a bicycle tour of Europe this summer was Mary A. STECKLING, who remained in Germany Sept. 6-30 to attend an interim seminar in Goettingen.

In Tripoli, Libya, where he is division manager for Esso Standard (Near East), Inc., is C. E. OPPRIECHT.

William W. REEVE is an electronics engineer research specialist at White Sands Proving Ground, N. M. He was married to Ramelle C. Allen, Oshkosh, on Sept. 11.

Recipient of a master of automotive engineering degree from the Chrysler Institute of Engineering in June was Gene P. JACOBY.

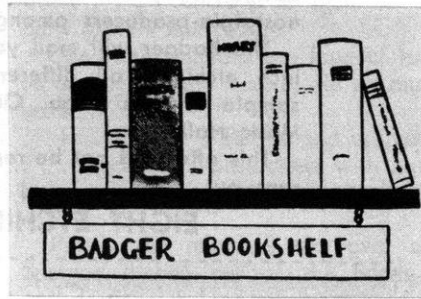
with other states, permit student entry at the resident tuition rate.

The Legislative Council has requested a study by the university and the state colleges, with a view to the advantages Wisconsin students and taxpayers might derive from it.

The request suggests a report on those areas of education in which this state is not yet providing free service to its young people, and those specialized schools which Wisconsin could use for exchange service.

The need for duplicating professional schools in a given section of the country thus would be eliminated. It is encouraging that administrators of Wisconsin colleges and the university have expressed themselves as favorable to exploring the idea.

—La Crosse Tribune



A CENTURY OF BANKING IN WISCONSIN. By Theodore A. Andersen, '52. Vail-Ballou Press. (Price \$4.00.)

The story of banking in this state as it has evolved from the pioneer era to our own day; the development of new methods of financing as the state's economy matured, and how new, sounder banking legislation was finally created is well told by the author. This book was awarded the 1954 David Clark Everest Prize in Wisconsin economic history, given by the State Historical Society of Wisconsin.

WE ADOPTED A DAUGHTER. By Harry Bell, '39. Houghton-Mifflin Co. (Price \$2.75.)

Here is a close-up preview of the heart-warming experience of a childless couple who adopted a child. Bell is an advertising agency executive in Los Angeles and this book started out as an article for the Saturday Evening Post. Any couple which has ever considered adopting a child will find it of special interest.

LIVESTOCK PRODUCTION. By Walter H. Peters and Robert H. Grummer. McGraw-Hill Book Co., Inc. (Price \$6.00.)

This is a second, revised edition of a book which has made a noteworthy contribution to the field of animal husbandry and is part of a series of McGraw-Hill publications in the agricultural sciences. The revising author, Prof. Robert H. Grummer of the UW College of Agriculture, has injected recent advancements in livestock production and brought the statistics up to date. Prof.

Grummer was also co-author of the original text.

THE GENEROUS HEART. By Kenneth Fearing, '24. Harcourt, Brace and Company. (Price \$3.00.)

Using an unusual theme of modern day crooks connected with philanthropic giving, Kenneth Fearing has developed his newest and most compelling novel with his usual swiftness of pace and distinctive style.

AN INTRODUCTION TO CLIMATE. By Glenn T. Trewartha, '21, McGraw-Hill Book Co., Inc. (Price \$7.00.)

This thorough-going treatment of the field of climate by Glenn Trewartha Professor of Geography, University of Wisconsin, does what few books even profess to do. It not only describes climate, but also explains it to the student.

LINCOLN AND THE KNOW NOTHING MOVEMENT. By Charles Granville Hamilton. Public Affairs Press. (Price \$1.00.)

In this recent monograph the author describes the growth and influence of the Know Nothing Movement and maintains that the support of this group was the reason for the nomination and election of Lincoln to the Presidency.

THE DESERTER. By Lowell Barrington, '33. The Macmillan Company. (Price \$3.00.)

Afer earning his BA degree at Wisconsin, Lowell Barrington studied at the American Institute of Foreign Trade, Glendale, Arizona, then served with the armed forces in Europe, the Philippine Islands and other areas in the South Pacific. "The Deserter" is his first novel although he has written six stage plays, had them produced, and for a time worked at Warner Brothers Studios. "The Deserter" is the dramatic story of a man who served a sentence at hard labor in a military prison for a crime of which he maintains he is not guilty. He attempts to find the man who might be able to prove his innocence and becomes trapped in the crueler prison of his own doubts and uncertainty. This powerful novel ends with a final, emotional climax.



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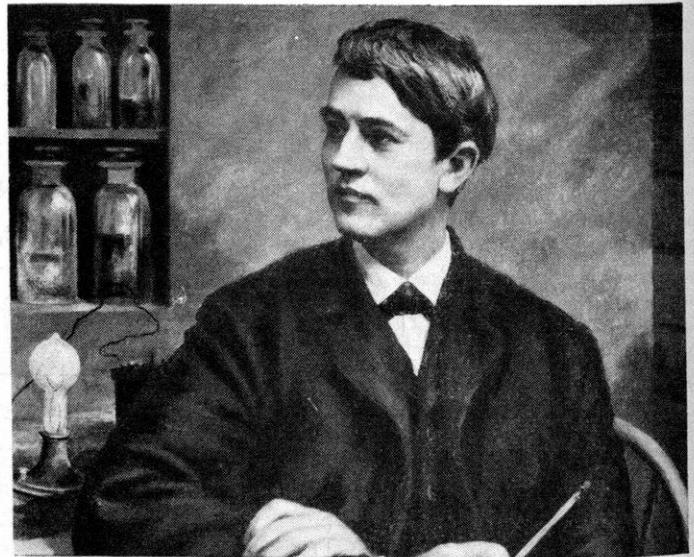
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Thomas Edison invented his electric light at age 32

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