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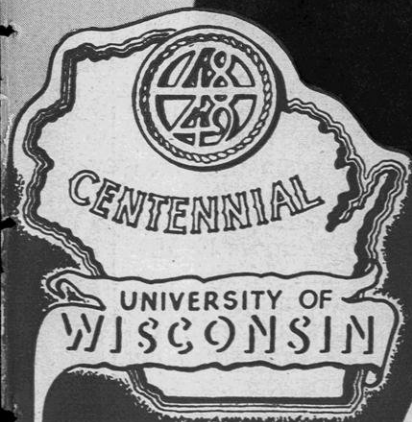
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G. JAMES FLEMING, '31



WISCONSIN *Alumnus*

"What's New in Public Service"—see pages 16-21

APRIL, 1949



WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

CLAY SCHOENFELD, '41, Editor
JOHN BERGE, '22, Editorial Chairman
CHARLES BRANCH, '49, Assistant Editor

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★ Sidelines

"UNIVERSITY OF Wisconsin life today is typified by the three great 20th century trends which have come to mark the institution," we wrote in the Centennial history digest which appeared in the October *Alumnus* (and which has since become available in booklet form).

These three trends are:

1. Emphasis on research.
2. The teaching of an ever-increasing number of students on an inadequate budget and in a physical plant which is grossly over-crowded and out-moded.
3. The concept of public service—the *Wisconsin Idea*.

In December your alumni magazine turned its magnifying glass on Point No. 1, dedicating itself to "the UW test tube and the bibliography."

In January the *Alumnus* contained an analysis of Point No. 2—a summary of the University's budget needs for 1949-51 and an accounting of the UW building situation.

This issue is devoted to examining Point No. 3 in detail.

The theme is all the more pertinent because the "enormous contribution" which the University of Wisconsin makes to the people has just been cited in a new book, *Inside the Campus*, by Dr. Charles E. McAllister, president of the Association of Governing Boards of State Universities and Allied Institutions (see story on page 14).

Today, as in his own, the University believes with President Chamberlin that "scholarship for the sake of the scholar is refined selfishness; scholarship for the sake of the state and the people is refined patriotism."—THE EDITOR.

★ With the Alumni

BOARD ELECTIONS COMING UP

★ Ten new Association Directors will be picked on Alumni Day, June 18, at Madison.

WITH THE end of the current academic year June 18, the three-year terms of 10 members of the Board of Directors of the Wisconsin Alumni Association will expire. A nominating committee appointed from the WAA membership by President Stanley C. Allyn, '13, has renominated four of the incumbents and six other WAA members to fill these vacancies. Additional nominations may come from the membership under the terms indicated in the committee report (*below*). Voting this year will take place at the annual alumni meeting June 18 instead of by mail ballot—a provision of the new WAA constitution as ratified recently by the membership. Following is the report of the nominating committee:

In accordance with Article IV, Section 1, of the Constitution of the Wisconsin Alumni Association, your nominating committee presents the following candidates for directors at large. These candidates will be voted on at the annual meeting of the Association on June 18, 1949.

Other nominations may be made by petition. If you have a candidate whom you would like to present for consideration at this annual election, simply prepare a petition to that effect and have it signed by 25 or more Association members. All such petitions must be filed with the Executive Secretary of the Wisconsin Alumni Association in Madison at least thirty days before Alumni Day.

In selecting the candidates listed below, your nominating committee was governed by several factors which we believe are important in the future welfare of the Wisconsin Alumni Association.

First of all, we believe that it is a distinct honor to serve as a director of our Association and that this honor should be "passed around." Accordingly, only four of the directors now serving were re-nominated: Walter Alexander, Harry Adams, Mrs. Lucy Rogers Hawkins, and Lloyd Larson. To the directors who were not re-nominated, our sincere thanks for a good job well done. We know that you will continue your loyal support of the University, even though you are no longer members of the Board of Directors.

Secondly, we have tried to give alumni living outside of Wisconsin more equitable representation on the Board. This result cannot be adequately accomplished in a single year, so we hope that next year's nom-

inating committee will keep this objective in mind also.

Thirdly, we have tried to select candidates who are keenly interested in the welfare of the University—candidates who will continue the Association's primary objective: to make the Wisconsin Alumni Association increasingly effective as the strong right arm of the University of Wisconsin.

Respectfully submitted,

NOMINATING COMMITTEE

Allen Jorgensen, '38, chairman
Sydney Jacobson, '39
Harry Eiken, '40
Arthur L. Luebke, '42
Mrs. Agnes Traut, '21
Mrs. Kenneth S. Parker, '06
Nicholas Magaro, '27
George Hotchkiss, '28
Mrs. Walter Haight, '07
Robert V. Jones, '39
Mrs. K. G. Marsden, '29
Victor H. Jones, '17

The candidates are:

HARRY W. ADAMS, '00, Beloit. Director, Wisconsin Alumni Assn.; past president, Beloit Alumni Club; director, Mutual Benefit Insurance Co.; president, Flakall Corp.; president, Beloit YMCA; former mayor of Beloit; charter member, University of Wisconsin Foundation.

WALTER ALEXANDER, '97, Milwaukee. Director, Wisconsin Alumni Assn.; president, Union Refrigerator Transit Co.; former president, Milwaukee School Board; former member, UW Athletic Council; major, US Army, World War I.

THOMAS E. BRITTINGHAM, '21, Wilmington, Del. Investment Counselor; administrator, Brittingham Trust Fund for University of Wisconsin; Chi Psi; former trustee, Wisconsin Alumni

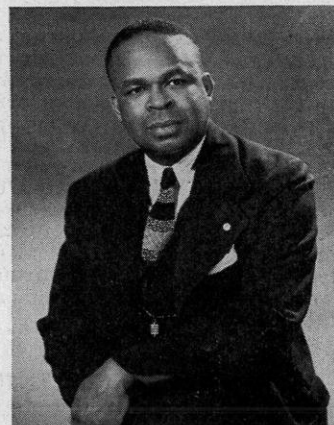
Research Foundation; charter member, University of Wisconsin Foundation.

JOHN W. BYRNES, '38, Green Bay. Representative in Congress, Eighth District; member, Committee on Ways and Means; former State Senator, second district; former chairman, Brown County Red Cross.

Mrs. LUCY ROGERS HAWKINS, '18, Evanston, Ill. Secretary and director, Wisconsin Alumni Assn.; associate editor, *Oil and Soap*; lecturer, Northwestern U. School of Journalism; former editor, *The Matrix*, of Theta Sigma Phi; former assistant editor, *UW Press Bulletin*; member, AAUW.

(Continued on page 4)

★ On the Cover



WHEN HAMPTON Institute, Hampton, Va., sought to honor a prep graduate at its Commencement ceremonies last spring, it chose a man of whom another Alma Mater also is very proud. He is **G. James Fleming, '31**, secretary, of the race relations committee of the American Friends Service Committee, Philadelphia, Pa., which received the Nobel Peace Prize in 1947. The Hampton citation read in part: "You have had a distinguished career as a journalist (he has been managing editor of the *Philadelphia Tribune*, oldest Negro newspaper in the United States); you have distinguished yourself as an able, competent civil servant (for over four years he was associated with the Fair Employment Practices Committee, rising from field examiner to regional director); you have worked imaginatively and courageously for unsegregated opportunity for all people, without reference to race, color, or creed." It might have added that Mr. Fleming was an outstanding UW student. He was elected to Phi Beta Kappa, Phi Kappa Phi, Sigma Delta Chi, and Delta Sigma Rho; won the Frankfurter Oratorical Contest and the Vilas Medal; wrote for the *Daily Cardinal*; organized an all-University religious convocation; was active in the YMCA. Fleming holds an MA and a PhD from Pennsylvania, devotes many hours to lecturing on public problems both in the North and in the South. In an issue devoted to the *Wisconsin Idea* of public service, the *Alumnus* is gratified indeed to picture Badger G. James Fleming.

R. T. JOHNSTONE, '26, Detroit. Vice president, Marsh & McLennan, insurance brokers; director, University Club; member, Detroit Club, Detroit Board of Commerce, Economic Club of Detroit, Detroit Historical Society, Detroit Life Underwriters; former president, Detroit Alumni Club; regional governor, Wisconsin Alumni Assn.

Dr. MERRITT L. JONES, '12, Wausau. Member, Marathon County Medical Society, Wisconsin State Medical Society, American Medical Assn.; fellow, American College of Surgeons; member, American Railroad Medical Society, Milwaukee Surgical Assn., Wausau Elks Club; visiting surgeon and executive officer, Wausau Memorial Hospital; consulting surgeon, Employers Mutual Liability Insurance Co., charter member, University of Wisconsin Foundation.

LLOYD LARSON, '27, Milwaukee. Director, Wisconsin Alumni Assn.; sports editor, *Milwaukee Sentinel*; six times a "W" winner; long active in UW sports circles.

Mrs. TESSA HICKISCH PICK, '06, West Bend. Former treasurer, West Bend Alumni Club; former president, West Bend Women's Club; former district chairman of education, 6th District Women's Club; Chi Omega.

Mrs. JESSIE ALLEN SIMPSON, '10, Racine. Board member, Children's Service Society; past president, Racine AAUW; member and former chairman, Cancer Committee; former vice president and chairman of the Milk Fund, Racine Women's Club; former vice president, Racine Alumni Club.

* * *

The above slate will appear again in next month's *Alumnus* along with the names and biographical summaries of any additional nominees from the WAA membership.

Besides the 10 directors elected Alumni Day, 20 continuing directors, all past presidents of the Association, representatives of the UW classes of 1947, 1948, and 1949, and representatives of the alumni clubs in Chicago, Milwaukee, and Madison (elected by the club members) will be members of the WAA Board of Directors during the coming year.

The number of alumni clubs represented on the Board will be expanded when the Board sets up new standards for representation this spring. This is allowed under a provision of the new WAA constitution, amending the old "400 members" standard which enabled only the above three clubs to qualify. It is expected that the membership requirement of 400 will be drastically lowered by the Board and then supplemented with activity standards for qualifying clubs to meet.

University of Wisconsin Foundation.

The annual Half-Century Club Luncheon will open the reunion activities on June 17 at 1:00 in the Memorial Union's Tripp Commons. It's the turn of the class of 1899 to join the exclusive organization, open only to Wisconsin alumni who have been graduates for 50 years or more.

John Sarles, '23, first vice president of the Wisconsin Alumni Association, will present "Golden Jubilee Certificates" to the '99ers at the luncheon, and President E. B. Fred will speak on behalf of the University. Another traditional ceremony at the meeting will be the presentation of an historic gold-headed cane to the oldest attending graduate. Last year it went to Eugene E. Brossard, Madison, state revisor of statutes, a member of the class of 1888, who was 85 years old. The cane itself was originally bequeathed to the late Professor John B. Parkinson by the class of '71.

The Half-Century Club was organized in 1941 by the Alumni Association to promote fellowship among veteran Badgers. Its living membership now totals 783. A 1949 Half-Century directory will be published by the Alumni Association in June. It will list as the oldest living graduate of the University, Mrs. Charles N. Brown, 220 North Hamilton, Madison, class of 1876.

George I. Haight, Chicago attorney, president of the Wisconsin Alumni Research Foundation, chairman of the board of the University of Wisconsin Foundation, past president of the Wisconsin Alumni Association, and often referred to as "Wisconsin's No. 1 Alumnus," is the president of the class of 1899 and will direct its reunion.

Besides the Golden Jubilee class of 1899, at least 13 other University classes will hold reunions at Madison this June. They will get together at dinners, luncheons, picnics, forums, teas, smokers, and excursions on Friday and Saturday, June 17 and 18.

The reuniting classes and their officers are:

1896—Dr. George F. Thompson, president, 4458 West Madison Street, Chicago.

1904—A. E. Thiede, president, 1213 First National Bank Building, Chicago.

1909—Mrs. Olga Nelson Berg, president, 16 Lathrop Street, Madison.

1914—Morgan Cartier, president, Grand Rapids, Mich.

1915—Band—Charles H. Sander-son, Reunion Chairman, Madison.

1917—Osmon Fox, Reunion Chairman, Shorewood, Madison.

"COME BACK IN JUNE!"

★ Commencement-Reunion Weekend from June 16 to 19 will mark the climax of the University's Centennial Year.

TO THE 100,000 alumni of the University of Wisconsin this month is going an invitation to "return to your favorite campus" for the 1949 Commencement-Reunion events which mark the climax of the University's Centennial Year on June 16-19.

"I bid you a warm and cordial welcome to your Alma Mater," reads the invitation from President E. B. Fred. "I feel that the ceremonies will provide a fitting climax to a significant year."

The weekend schedule has been juggled this year to provide more time for alumni festivities. Commencement exercises, ordinarily held on Saturday, have been moved to Friday in order to set aside a full day for a Centennial finale.

On the jam-packed Weekend calendar are the following events, some of them traditional, some of them special Centennial-Year features:

1. Honors Convocation, Thursday afternoon, June 16.
2. President's Reception, Thursday night, June 16.

3. Commencement, Friday morning, June 17.
4. Half-Century Club luncheon, Friday noon, June 17.
5. Crew Race, Friday afternoon, June 17.
6. Class dinners and luncheons, Friday night, June 17, and Saturday noon, June 18.
7. Wisconsin Alumni Association Meeting, Saturday morning, June 18.
8. Presentation of Centennial memorials, Saturday, June 18.
9. Centennial Dinner, Saturday night, June 18.
10. Alumni breakfasts, Sunday morning, June 19.
11. University Centennial Exhibit, Historical Library, throughout the Weekend.
12. University Art Exhibit, Memorial Union, throughout the Weekend.

Cooperating in arranging the Weekend highlights are the University Centennial Committee, the Wisconsin Alumni Association, and the



STANLEY C. ALLYN, '13: He'll retire July 1.

- 1919—Harold M. Groves, president, 319 Sterling Hall, UW, Madison.
- 1924—Walter A. Frautschi, president, Democrat Printing Co., Madison.
- 1929—Wallace Jensen, president, 282 Hillcrest Road, Grosse Point Farms, Mich.; Robert B. L. Murphy, Reunion Chairman, 110 East Main Street, Madison.
- 1934—Delmar Karlen, president, 3140 Oxford Road, Madison.
- 1939—Howard Weiss, president, 942 North Jackson, Milwaukee 2, Wisconsin.
- 1944—Karl Sonnemann, president, 2402 West Highland Avenue, Milwaukee 3, Wisconsin.
- 1945—Mrs. Richard Bergan, president, 3541 46th Avenue South, Minneapolis 6, Minn. Mrs. E. R. Stauffacher, Reunion Chairman, Box 204, Calamine, Wisconsin.

Two of the classes—1917 and 1924—will publish Centennial-Year directories. The reuniting alumni will be quartered in University residence halls.

Saturday morning, June 18, in the Memorial Union is the time and place for the annual meeting of the Wisconsin Alumni Association, which this year takes on added significance. Ten new directors will be elected at the meeting instead of by advance mail ballot, following a recent change in the Association's constitution. New Association officers will also be elected to succeed President Allyn; First Vice-President John H. Sarles, Minneapolis; Second Vice-President Mrs. R. E. Krug, Milwaukee; Treasurer Conrad A. Elvehjem, Madison; and Sec-

retary Mrs. Lucy Rogers Hawkins, Evanston, Illinois.

From the University of Wisconsin Foundation the University is eventually to receive a number of Centennial Memorials. These will be suitably dedicated in name at ceremonies on Saturday, June 18. They include:

1. Scholarships for needy undergraduate students of special ability.
2. Fellowships for outstanding graduate students.
3. Special professorships, not for the purpose of ordinary academic teaching but for the enlargement of human knowledge.
4. Special equipment, such as scientific instruments and apparatus.
5. A Wisconsin Center Building that will eventually accommodate institutes, short courses, clinics, and conferences for which suitable University facilities are now lacking.

Headline event of the Commencement-Reunion Weekend will be the Centennial Dinner on Saturday night, June 18. It is expected that a thousand alumni and friends of the University will sit down together to hear state and national leaders speak on "Your University in the Century Ahead." The program will also be the occasion for the Alumni Association to present three traditional awards: citations of merit to distinguished alumni, checks to outstanding junior men and women, and life memberships to seniors who have "contributed to the welfare of the University."

Although the Saturday night program marks the end of official Weekend events, many alumni will linger on the campus Sunday morning for get-together breakfasts at the Union and at organized houses.

On display continuously throughout the Weekend will be two special exhibits: "The First Century of the University of Wisconsin" in the Historical Library Building, and "Masterpieces of Art from the Collections of the University and the Historical Society" in the Union Gallery.

Alumni will begin to gather on the campus Thursday, June 16, for the annual Honors Convocation in the Union Theater in the afternoon and for the President's Reception in Great Hall that night. Friday morning they will witness the biggest Commencement in the University's history.

The two men in direct charge of the big Weekend are Professor William H. Kiekhof, chairman of the University Centennial Committee, and John Berge, executive secretary of the Wisconsin Alumni Association.

HUMAN RIGHTS

★ Commission is sprinkled with faculty and alumni.

A "BRAIN TRUST" of prominent University faculty men has been named by Pres. E. B. Fred at the request of Gov. Oscar Rennebohm, '11, to advise Wisconsin's two-year-old Governor's Commission on Human Rights, itself sprinkled with faculty men and alumni.

Members of the University Advisory Committee are Professors Arthur Miles (social work), George Hill (rural sociology), David Fellman (political science), R. J. Colbert (community relations), and Russell Gregg (education).

Alumni on the 36-member Commission are Judge Fred M. Evans, '25, chairman; Bruno V. Bitker, '19, treasurer; Dr. L. H. Adolfson, PhD, '42; Margaret Chenoweth, '34; Rev. T. Parry Jones, '32; Allan J. McAndrews, '30; Prof. Selig Perlman, '10; Dr. A. W. Swan, x'43; and Justice J. D. Wickhem, '16.

Also on the Commission are President Fred and Dean John Guy Fowlkes.

Prior to the existence of the University Advisory Committee, much work had been done in the field by faculty men: Professor Hill had prepared a pamphlet on the Texas-Mexican migratory worker in the state; research on the Wisconsin Indian had been done by Prof. C. W. M. Hart of the sociology department; Professor Fellman held a seminar on civil liberties law in Wisconsin, then had his graduate students correlate the information for the use of the Commission.

Study packets are made available to the public through Robert Schacht, '38, of the UW Extension Division's Bureau of Information and Program Services.

Though operating without a budget, the Governor's Commission has already done notable work:

1. More than 50 talks have been given throughout the state in the past few months through the Commission's Speakers Bureau.

2. Official Mayor's Councils on Human Rights have been established in Racine, Appleton, Oshkosh, and Milwaukee, and are pending elsewhere.

3. Unofficial "grass roots" groups (i.e. the Madison Council on Human Rights) have sprung up under the Commission's cultivation.

4. An idea exchange is being carried on with the 19 other state commissions on human rights around the country toward the goal of a national program.

WISCONSIN ALUMNI CLUB PRESIDENTS

- AKRON, OHIO—Fred F. Householder, '13, Dept. of Physics, U. of Akron
- BALTIMORE, MD.—C. E. Hessler, '41, Glenn L. Martin Co., Middle River, Md.
- BELOIT, WIS.—Arthur L. Luebke, '42, 312 Strong Bldg.
- BOSTON, MASS.—Lionel Mulholland, '17 (Temp. Secy.), 40 Court St.
- BURLINGTON, WIS.—Lester Hoganson, '37, 410 Henry St.
- CHICAGO ALUMNI—Victor H. Jones, '17, Penn. Crusher Co., 211 W. Wacker Drive
- CHICAGO ALUMNAE—Mrs. George S. Connolly, '15, 1749 W. 97th St.
- CHIPPEWA FALLS, WIS.—O. B. Meslow, '30, Chippewa Printery
- CINCINNATI, OHIO—Leslie Martin, '46, 3786 Meadow Lark Lane
- CLEVELAND, OHIO—Glen W. Bailey, '46, Thompson Products Inc., 23555 Euclid Ave.
- COLLEGE STATION, TEXAS—E. M. Hildebrand, '28, Biology Dept., Texas A. & M. College
- COLORADO—Dr. Paul B. Baum, '21, Dean, Colo. Woman's College, Denver
- COLUMBIA COUNTY, WIS.—Daniel C. O'Connor, '35, Raulf Hotel Bldg., Portage
- CENTRAL OHIO—Roger H. Zion, '43, 150 E. Beechwood Blvd., Columbus
- CORNELL—Dr. J. M. Sherman, '12, Cornell Univ., Ithaca, N. Y.
- DAYTON, OHIO—Harry J. Kiefaber, '15, 951 E. Schlantz Ave.
- DETROIT ALUMNAE—Mrs. C. H. Garmager, '37, 914 N. Rembrandt, Royal Oak, Mich.
- DETROIT ALUMNAE, JR. BRANCH—Mrs. Karl J. Klapka, '41, 19325 St. Mary's Ave., Detroit
- DETROIT ALUMNI—Thomas L. Gilbert, '35, 2017 National Bank Bldg.
- DULUTH, MINN.—Larry Garity, '40, Huntley-Burnett Printing Co.
- EAU CLAIRE, WIS.—T. K. Werner, '37, Manager, Station WRFW
- EVANSVILLE, IND.—Walter Kuenzli, '24, Servel, Inc.
- FOND DU LAC, WIS.—Carl M. Mortensen, '41, 104 S. Main St.
- FORT ATKINSON, WIS.—William D. Hoard, Jr., '21, W. D. Hoard & Sons Co.
- FOX RIVER VALLEY—Harry McAndrews, '26, Farmers & Merchants Bank Bldg., Kaukauna, Wis.
- GOGEBIC RANGE—Waldemar A. Knoll, '44, 709 E. Ayer St., Ironwood, Mich.
- GRAND FORKS, N. DAK.—Dr. Marcus J. Birrell, '36, Pres., Wesley College
- GREEN BAY, WIS.—Judge Archie McComb, '10, Court House
- HONOLULU, HAWAII—Mrs. C. F. Washburn, '16, (Vice-Pres.), Kaneohe Bay Drive, Oahu, T. H.
- HOUSTON, TEXAS—Roy M. Lewis, '48, Continental Casualty Co., 512-516 West Bldg.
- INDIANAPOLIS, IND.—Newell C. Munson, '30, Indianapolis Life Ins. Co., 2960 N. Meridian St.
- KANSAS CTY, MO.—Gene Fischer, '46, Ins. Exchange Bldg., 21 W. 10th St.
- KENOSHA, WIS.—Nicholas Magaro, '27, Bain School
- KNOXVILLE, TENN.—Ernest M. Barnes, '22, Knox-Blox Co.
- LA CROSSE, WIS.—Philip Arneson, '42, 317 Linker Bldg.
- MADISON, WIS.—Dr. Arnold S. Jackson, '16, 16 S. Henry St.
- MANITOWOC, WIS.—Frank Hoffman, Jr., '37, 812 Washington St.
- MILWAUKEE, WIS.—Sam Ogle, '20, Ed Schuster & Co., 2153 N. 3rd St.
- MINNEAPOLIS ALUMNAE—Mrs. William S. Hooper, '28, 5400 Queen Ave. S.
- MINNEAPOLIS ALUMNI—Robert DeHaven, '32, Station WCCO, 625 2nd Ave. S.
- MORGANTOWN, W. VA.—Grace M. Griffin, '10, 21 McLane Ave.
- NEW YORK—Clifford L. McMillin, '11, N. W. Mutual Life Ins. Co., 347 Madison Ave.
- NORTHERN CALIFORNIA—Anthony E. O'Brien, '29, 400 Montgomery St.
- OKLAHOMA CITY, OKLA.—E. G. Dahlgren, '29, 715 N. W. 49th St.
- OSHKOSH, WIS.—John F. Konrad, '39, 34 Washington Blvd.
- PEORIA, ILL.—Calvin Oakford, '24, Oakford Co., 316 S. Washington St.
- PHILADELPHIA, PA.—Kenneth Mills, '23, 426 Montier Rd., Glenside, Pa.
- PHILIPPINES—E. B. Rodriguez, '20, Director of Public Libraries, National Library, Manila
- PITTSBURGH, PA.—John B. Seastone, '26, Westinghouse Electric Corp., East Pittsburgh
- PLATTEVILLE, WIS.—Harold Geyer, '46, Kopp & McKichan, 24 E. Main St.
- PORTLAND, ORE.—Eugene Farley, '31, 517 Dekum Bldg.
- RACINE, WIS.—Rex Capwell, Jr., '45, 1334 Wisconsin Ave.
- ST. LOUIS, MO.—C. S. Phillips, '39, 4497 Pershing
- ST. PAUL, MINN.—R. J. McCubbin, '25, 900 Fauquier Ave.
- SCHENECTADY, N. Y.—Jonas M. Lagergren, '40, Box 16, Weise Rd., Rt. #2
- SEATTLE, WASH.—Dr. Leslie McCoy, '17 (Vice-Pres.), 1317 Marion St.
- SHEBOYGAN COUNTY—Lucius P. Chase, '23, The Kohler Co., Kohler, Wis.
- SOUTHERN CALIFORNIA ALUMNAE—Mrs. C. H. Sannes, '02, 1748 Orchid Ave., Hollywood
- SOUTHERN CALIFORNIA ALUMNAE, JR. BRANCH—Mrs. Chester A. Perrodin, '25, 4701 Burnet Ave., Sherman Oaks
- SOUTHERN CALIFORNIA ALUMNI—Emil W. Breikreutz, '05, Dept. of Water & Power, 207 S. Broadway, Los Angeles
- SPOKANE, WASH.—E. H. Hughes, '03, S. 119 Howard St.
- SUPERIOR, WIS.—Harvey C. Sargent, '31, 1228 Tower Ave.
- VERNON COUNTY—Judge Lincoln Neprud, '21, Court House
- WASHINGTON, D. C.—Robert W. Davis, '21, 1526 M St., N. W.
- WASHINGTON COUNTY—Chester Nielsen, '40, Wesbar Stamping Corp., West Bend, Wis.
- WAUKEGAN, ILL.—Kenneth R. Metzler, '37, Abbott Laboratories, N. Chicago, Ill.
- WAUPACA COUNTY—Clarence Zachow, '15, Atlas Conveyor Co., Clintonville, Wis.
- WAUSAU, WIS.—Robert V. Jones, '39, Marathon Electric Mfg. Co.

★ From Seattle, Berlin, and points in between, reports are still coming in.



HEADLINE BADGERS at the Milwaukee Founders' Day dinner (top) are (left to right): F. J. Sensenbrenner, president of the Board of Regents; Sam Ogle, '20, Milwaukee alumni club president; Chris Steinmetz, '05; Ivy Williamson, UW head football coach; and John Berge, '22, executive secretary of the Wisconsin Alumni Association. Marking the UW's 100th birthday in Berlin (bottom) were (left to right): Lt. Col. R. E. Kelly; Louise Heskett, '39; Dr. Eugene Bahn, PhD '35; Mrs. William McCurdy; William E. McCurdy, former visiting professor at the UW; Capt. Arnold H. Dammen, '32, UW residence halls instructor on leave; Eldon J. Cassoday, '30, LLB '33; Mrs. J. Fred Gillen; J. Fred Gillen, '35; Robert O'Hearn, '44; Clifford L. Owen, '48, production director of the American Forces Network's Berlin station; and Mrs. E. R. Kelly (Mary Muse, '38).

FOUNDERS' DAY PARTIES

REPORTS on Founders' Day dinners keep flooding in from clubs all over the country.

Seattle Badgers convened on Valentine's Day (Feb. 14) and heard a play-back transcription of the Founders' Day broadcast originating in Madison. Following the dinner there was a conducted tour of the University of Washington's newly-completed Health Sciences Building.

Eau Claire alumni have announced plans for their Founders' Day dinner May 25. Speaker will be Ivy Wil-

liamson, the UW's progressively-popular head football coach. Merle Curti spoke at Menasha to the Fox River Valley club March 3rd, marking the University's 100th birthday. The UW Girl's Glee Club furnished musical entertainment.

Dr. Ben Elliott of the UW mechanical engineering department keyed the Founders' Day dinner in Denver with an account of the history and development of the University. Kenosha Badgers heard Dr. Anthony Curreri, UW professor of surgery and director of med-

ical research, Feb. 24 at St. Andrew's church. Another UW Centennial attraction was the appearance of the University's a capella choir at Kenosha high school Feb. 18, sponsored by the local UW extension center. Speaker on this program was Vice President Ira L. Baldwin.

Elsewhere on the alumni club front, Racine Badgers elected officers for the coming year: Rex Capwell, Jr., '45, president; Herbert Ellison, '32, vice president; Dorothy Seidel, '43, secretary; and R. J. Gunther, treasurer. Elected to the board of directors were G. R. Spangenberg, '23, John Burgess, '38, J. P. Gesme, '37, and Marilyn Mayes.

Madison: Dr. Arnold S. Jackson, '16, was re-elected president of the Madison club. Others officers re-elected were Mrs. V. W. Meloche, '18, secretary; and Mrs. O. C. Fox, '17, treasurer. Newly elected vice president is Mrs. Mary Sayle Tegge, '15.

Cincinnati: New officers elected were Leslie Martin, '46, president; Mrs. E. S. Birkenwalk, '22, vice president; and Alma Slagle, '46, secretary-treasurer. Directors elected were Ruth Pratt, '32, Benjamin F. Heald, '23, Howard C. Jensen, '32, David M. Gantz, '29, John S. Wadsworth, '36, and Mrs. Genevieve Wernicke, '13.

Burlington: Lester O. Hoganson, '37, was elected president succeeding John R. Wilson, '42. Other officers elected were Robert R. Spitzer, '44, vice president; and Mrs. H. R. Wereley, '22, secretary-treasurer.

The Southern California club has elected Emil W. Breitreutz, '05, president; Pearl Riggert, '23, vice president; Ruth Loftsgordon, '14, secretary; and Robert MacReynolds, '27, treasurer. New director is Ralph E. Williams, '45.

Wausau: Named to the board of directors of the club are Robert V. Jones, '39, George Stueber, Jr., '18, Mrs. William Urban, '32, Elmer Klapprat, '42, Fern Johnson, and James Olsen, '36.

Members of the Gogebic Range alumni club were entertained recently by Gordon Connor, '29, at a noon luncheon at his camp. Among those present were coaches from all high schools in the vicinity and 11 promising high school athletes. Speakers were UW coaches George Fox and George Lanphear, who showed football and boxing pictures. New officers elected: W. A. Knoll, '14, president; Margaret Olson, '38, vice president; Joseph Trier, '32, secretary and treasurer. Directors elected were P. R. Veal, '42, Dan S. Young, '30, Robert R. Wright, '26, R. C. Trembath, '41, Mrs. Robert C. Murray, '46, and Dr. H. A. Pinkerton, '23.

Chicago alumnae convened in Harding's Presidential Grill for dinner Jan. 10 and saw a techni-

color sound film on "Viking Lands" (courtesy of American Airlines). February 21 the club took a sight-seeing tour of the city by night, visiting Chinatown, Hull House, Bug House Square, Mexican, Bohemian, Spanish, and Japanese sections, Little Italy and Little Russia.

Chippewa Falls Badgers had a chance to see the UW boxing team in action when the Alumni Association's field secretary, Ed Gibson, '23, showed movies at the Elks Club there March 10. An alumni club in Chippewa Falls is in the process of being reactivated.

Ivy Williamson was the main speaker at the Fort Atkinson alumni club dinner March 8 at the Congregational Meeting House.

AWARDS

★ Fifteen Badgers honored by College of Engineering.

CITATIONS for outstanding accomplishments in engineering and industrial fields were presented to 15 distinguished alumni of the UW College of Engineering and industrialists of Wisconsin recently by President E. B. Fred. Award winners were chosen by the College of Engineering faculty and approved by the Board of Regents.

Those honored were:

Joseph A. Cutler, '09, president and general manager, Johnson Service Co., Milwaukee.

A. J. Goedjen, '07, vice president, Wisconsin Public Service Corp., general manager, Menominee and Marinette Light and Traction Co.

William J. Grede, '19, head of Grede Foundries, Inc., Milwaukee.

L. F. Harza, '06, head of Harza Engineering Co., Chicago.

E. L. Herthel, '15, manager, research and development department, Sinclair Refining Co., Harvey, Ill.

Harvey V. Higley, '15, chairman of the board, Ansul Chemical Co., Marinette.

Louis Richard Howson, '08, of the engineering firm of Alvord, Burdick, and Howson, Chicago.

Harry Karl Ihrig, vice president and director of laboratories, Globe Steel Tubes Co., Milwaukee.

W. R. Kellett, '22, general superintendent and director, Kimberly-Clark Corp., Menasha.

Ernst Longenecker, UW instructor 1922-24, president and general manager, Le Roi Co., Milwaukee.

Edwin F. Nelson, '24, vice president, Universal Oil Products Co., Chicago.

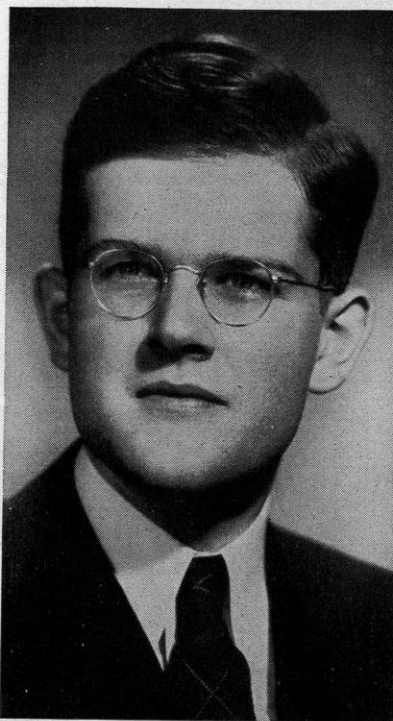
J. F. Roberts, '18, manager, hydraulic department, Allis-Chalmers Mfg. Co., Milwaukee.

Leon A. Smith, '12, superintendent, Madison Water Department.

Halsten J. Thorkelson, '98, former vice president and director, Kohler Co., Kohler.

Herbert L. Woolhiser, '12, city manager of Winnetka, Ill.

REDS VS. BADGERS



VICE CONSUL STEUSSY, '43: Expelled from Hungary.

ONCE AGAIN the far-off cold war maneuvers of the Reds have reverberated in Madison. Last August it was UW graduate Robert Magidoff, '32, who was kicked out of Russia on a trumped-up spying charge. February saw the ouster from Hungary of UW Alumnus Robin E. Steussy, '43, (just as the trial of Cardinal Mindszenty reached its fantastic peak) on a "spying" charge so oddly similar and obviously absurd it was almost laughable.

Twenty-seven-year-old Steussy (rhymes with juicy), vice-consul and third secretary of the US legation in Budapest, is now in Vienna awaiting reassignment. Charged with helping refugees flee Hungary, Steussy termed the accusations "fantastic and absurd". Given 24 hours to leave the country, he leisurely departed in 48. Steussy's wife is living in Pittsburgh with a four-month-old son, Frederick, whom the vice-consul has never seen.

Washington Hostess

THE DAUGHTER of Vice President Alben Barkley, Mrs. Max O'Rell Truitt, '28, is one of several Wisconsin alumni who moved into the spotlight November 3 (see *Wisconsin Alumnus*, January, 1949). Now the official hostess for her widower father in Washington, Mrs. Truitt has moved increasingly into the prominence of capital society since the Inaugural Ball.

★ Moved to the front of the book this month are these interesting items.

CLASS NOTES

1882 W

Dr. Homer Winthrop HILLYER, UW professor of organic chemistry for 20 years, died at his home in Farmington, Conn., Jan. 3 at the age of 89 years.

1891 W

Mildred HARPER, member of a prominent Madison family of UW graduates, died at her Madison home Feb. 5. A brother, the late Sam A. Harper, was at one time US district attorney and a law partner of the late Robert M. LaFollette, Sr. and Judge Robert G. Siebecker.

1893 W

Word has just reached us that Charles THURINGER died last June 9. A UW civil engineering graduate, he had worked on the construction of the Pennsylvania Railroad's East River Tunnel and on the LaSalle Street and Washington Street Tunnels in Chicago. From 1930 to his retirement in 1938, he was with the US Engineer Office at Peoria, Ill.

Herbert H. JACOBS died recently in Madison at the age of 84 after a long career of welfare service in such organizations as the Red Cross and the Wisconsin University Settlement House on Milwaukee's south side, which he opened in 1902.

Ernest W. SMITH died suddenly January 20 in Tomahawk, where he had been a druggist since 1900.

1895 W

Ellen C. SABIN, president of Milwaukee-Downer College from 1898 to 1921 and noted leader in education, died in Madison Feb. 2.

1896 W

Aaron M. BRAYTON, editor emeritus of the (Madison) *Wisconsin State Journal*, died Jan. 19 in Whittier, Calif., after a 41-year career as an outstanding journalist. After 15 years as editor and publisher of the *La Crosse Tribune*, which he founded in 1904, Mr. Brayton came to Madison to edit and publish the *State Journal* until 1942, when he retired to live in California. He was 76 years of age.

1897 W

Mrs. Ida JOHNSON Fisk, (George Fisk, '87) died in Madison Feb. 6 after a long illness. Her father, the late John A. Johnson, was the founder of the Gisholt Machine Co. in Madison.

1898 W

Theodore B. ROYCE, president of the Fort Atkinson (Wis.) Citizens State Bank since 1931, died at the home of his daughter, Mrs. Harry Rogers, in Galveston, Tex. He had been employed at the bank continuously for 48 years until his death Jan. 20 at the age of 75 years.

Announcement has been made by the *Stanford University Press* of the publication of two books by Arthur William MEYER, emeritus professor of anatomy at Stanford: *The Rise of Embryology* and *An Analysis of the EXERCITATIONES DE GENERATIONE of William Harvey*. These two treatises have been hailed both at home and abroad as the product of true scholarship.

1899 W

Allen O. WHITE, a former Madison business man, died at his home in Denver, Colo., after several years of poor health. He was 73 years old.

WISCONSIN ALUMNUS

Miss Helen A. FOWLER of Pasadena, Calif. died Jan. 24.

Word has just reached the alumni office of the death of Dr. Edward J. CORNISH last July 23 in San Francisco after a year's illness.

The alumni office is informed of the death last spring of Harry J. MURRISH, formerly of Lovelock, Nevada.

Friends of the late William PAUNACK have just informed the *Alumnus* of his death.

Harry L. TROTT is now living at Route 2, Weslaco, Texas, where he is president of Flowerland, Inc.

1900 W

Last January Gilson GLASIER completed his 44th year in the office of State Librarian in the Capitol at Madison.

1901 W

Rufus A. GILLET, well-known leader in the improvement of farm operation, died at his Mazomanie home Jan. 18 at the age of 73.

1902 W

Dr. William V. NELSON, well known Bay View physician, died at his Milwaukee home Jan. 14 after 40 years of service as a general practitioner. He was 68 years of age.

Mrs. Agnes HOCKING Ekstrom died at her Detroit home Jan. 23, at the age of 74.

Dr. Willis W. WAITE died Dec. 14 at his home in El Paso, Tex., where he had operated a highly successful clinical and X-ray laboratory for many years.

1903 W

Mr. and Mrs. Carroll H. WEGEMANN now reside at 722 E. Seventh Ave., Denver 3, Colo., where Mr. Wegemann is a consulting petroleum geologist.

1905 W

Emil W. BREITKREUTZ was feted as the guest of honor at a luncheon marking his retirement at 65 after 42 years of service with the Water System of the City of Los Angeles last December. In 1904, he was a member of the US Olympic team, and for many years since then, Mr. Breitkreutz has served as committeeman and trainer on the American Olympic Games Committee.

1907 W

Ira S. LORENZ died at his Milwaukee home Jan. 28 at the age of 65. Mr. Lorenz was an attorney in Milwaukee for many years and in 1924 was the campaign manager for the late Robert M. LaFollette in his bid for the presidency.

1908 W

Amy PARKER was married Nov. 24 to W. Elwood Ingersoll, who for many years was active in advertising, publishing and editorial work in New York City. Mr. and Mrs. Ingersoll are now living in Fennimore, Wis.

Charles H. HALL died recently in Summit, N. J., at the age of 71 after a protracted illness. Mr. Hall taught for some time in Columbia University and was well known as an outstanding public speaker.

1909 W

Clara LACHMUND died in Madison Jan. 1 at the age of 63.

George P. STOCKER, who for many years was dean of engineering at the University of Arkansas, has retired as dean emeritus.

"FAIR, FAT, AND FORTY"

Dear '09ers:

We are expecting at least one hundred of you at your 40th reunion this Centennial year.

"Heggie" Brandenburg advises you to make immediate appointments to have your bifocals and dentures fitted, so you can properly see and smile upon all the old '09ers.

So shine up the airplane luggage, pay your Alumni dues, and tell all your relatives you will be gone June 17-19. (Sure, bring along snapshots of all the grandchildren!)

The old crowd is coming from Washington, D. C., to California. Watch the *Alumnus* magazine for announcement of committees.

Be seeing you in June!

Olga Nelson Berg, President
Glen Smith, Vice-President
William Muehl, Sec.-Treas.

P. S. Old Music Hall clock had its face lifted and Madison has built a new hotel for your coming.

1910 W

Federal District Judge F. Ryan DUFFY of Milwaukee was nominated by President Truman Jan. 13 to succeed the late Judge Evan A. Evans in the 7th US Circuit Court of Appeals in Chicago. Mr. Duffy, a native of Fond du Lac, served in the US Senate as a Democrat from 1932 to 1938, when he was appointed to the Federal District Judgeship by President Roosevelt.

Herbert GOTSCHALL, West Point (Wis.) farmer and for many years teacher in the Milwaukee Vocational School, has been appointed as one of the rural representatives on the Columbia County School Committee.

1911 W

John TAYLOR, (Nellie LAMOREUX '02) who had been head of the Carroll College (Wis.) history department for 27 years, died at his Waukesha home Jan. 14.

Mr. and Mrs. W. R. WOOLRICH (Neena MYHRE, '14) are now living at 7 Edgehill Road, Purley, Surrey, England.

1912 W

Walter E. JESSUP was reappointed editor of *Civil Engineering*, the monthly publication of the American Society of Civil Engineers. Mr. Jessup was the first editor of the publication (1930-1935).

1913 W

Milwaukee eye specialist F. Herbert HAESSLER has given up his practice and assumed full time clinical professorship at the Marquette University Medical School.

1914 W

From St. Petersburg, Fla., comes word that George B. SIPPEL died last September 24. Mr. Sippel was president of the Master Brewmakers Assn. in 1939.

1915 W

Circuit Judge E. M. DUQUAINE of De Pere has been nominated to succeed himself in the judicial post which he assumed in April 1946 at the appointment of Gov. Goodland for the unexpired term of the late Judge Henry Grass.

Harold R. BOEHMER, general superintendent of the Sugar Creek (Mo.) refinery of Standard Oil Co. (Ind.), has been promoted to manager at Sugar Creek.

From Kansas City (Kans.) Harry A. MARSHALL sends us word of a new address: 3277 Coronado Road, Kansas City. Mr. Marshall is a partner in the firm Engineering Service, where he is engaged as an engineering consultant.

Robert W. PYKE, former vice-president of Hahne & Co. in Newark (N. J.), died recently after a long illness at the age of 55.

1916 W

Mrs. Helen SMITH Cargill died at her home in Maple Bluff Jan. 19 after

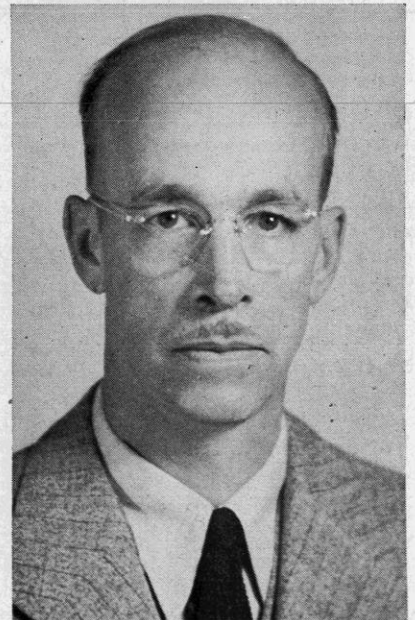
(Continued on page 24)

Heads Oven Company



RICHARD J. RUFF, '33, has been appointed president of the recently incorporated Michigan Oven Co., 4544 Grand River Ave., Detroit, which is engaged in design, construction, and national distribution of industrial ovens and furnaces.

Promoted at Shell



SHERWOOD BUCKSTAFF, '22, MS '23, has been named exploration manager for the Houston exploration and production area of Shell Oil Co. He joined Shell in 1925 as an assistant geologist. For the past two years he has been senior geologist at Houston.



... keeping in touch with WISCONSIN

by S. C. ALLYN, '13

President, Wisconsin Alumni Association

IN AN effort to give a picture of the financial needs of the University, the Alumni Association recently issued a booklet entitled *Your University . . . an Investment in Free People*. Intended primarily for the citizens of Wisconsin who through their representatives determine the amount of the state's financial support of the university, the booklet is, basically, an explanation of the reasons why Wisconsin needs more money.

It shows that out of every dollar of income which the University receives, 39 cents comes from the state. The balance comes from students' tuition fees, self-supporting operations and several miscellaneous sources. For the next biennium the Regents requested an increase of some \$9,000,000 over the past two years or a total budget of \$28,606,387. It is their feeling as well as that of the University administration that this represents a minimum requirement for effective operation.

Here are some of the pertinent facts given in this presentation of Wisconsin's needs:

Income from tuition fees will be reduced sharply during the next two years as the number of veterans drop from a current enrollment of 9,000 to an estimated 1,900 by the second semester of 1950. The income from a GI student through the Veterans Administration is considerably more than that received from other students. The estimated loss from reduction in veteran enrollment will be \$1,333,000.

Fixed expenses of the University have increased considerably. Chief factors here are automatic increases in wages of civil service employees as set by law and higher costs for materials and services. A considerable part of the requested increase, represents higher costs over which the University administration has no control.

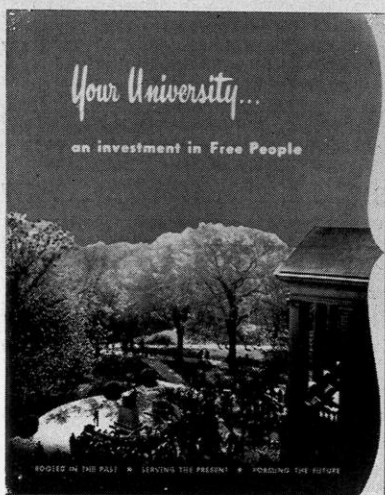
The subject of faculty salaries at the University is a pressing one. Salaries at Wisconsin are below the average of her neighboring state universities. There is \$2,500,000 in the proposed budget to provide for faculty increases. Even with this increase, the average salary, in terms of real income, will still be below that of 1940.

A man whose opinion I value highly said this not long ago, "For our teachers, the private enterprise system has not given bounteous blessings by any means. It seems rather strange to me that we should expect these teachers to sell the blessings of the free or private enterprise system to our sons and daughters when they receive no more compensation than they do." He was speaking of faculty compensation in general, but unfortunately his observation applies to Wisconsin even more than to some other educational institutions.

Included in this booklet are a number of comments from the press throughout the state. Without exception they recognize that the action taken today in terms of financial support will have far-reaching influence on the future of the University. Of that there can be little doubt.

This booklet is being distributed to all alumni who are residents of Wisconsin. Should others living outside the state desire a copy, one can be obtained from the Alumni Association office.

To any citizen of Wisconsin, the public service provided by the University should stand as one example of the tremendous dividends paid on their investment. This issue of the *Alumnus* has chosen *public service* as its editorial theme. Throughout the nation, and the world for that matter, Wisconsin has long been recognized as an institution which lives close to its people . . . which accepts their problems as its problems whether they are those of health, medicine, agriculture, industry, home economics, community planning, or general culture. Wisconsin is undoubtedly one of the most fully "used" institutions in the country. It serves thousands who have never placed foot on its campus. To the people of Wisconsin, wherever they may live, their University is no farther away than their mailbox, their telephone or their radio. In rich fulfillment of the objective of President Van Hise, the boundaries of the campus have indeed been extended to the boundaries of the state.



THE STATE OF THE UNIVERSITY

ADMINISTRATION

"Minimum Requests"

THE UNIVERSITY of Wisconsin's financial needs for operations in the 1949-51 biennium, totaling more than 28 million dollars, were laid before the State Legislature's joint finance committee at a budget hearing last month in the State Capitol.

The University's case for increased state support for the next two years was presented by Frank J. Sensenbrenner, Neenah, president of The University Board of Regents; A. Matt. Werner, associate editor of the *Sheboygan Press* and chairman of the regent finance committee, and University Pres. E. B. Fred.

Regent Werner asked the legislative body to "restore the reductions made by the Governor and to grant the budget as originally submitted by the Board of Regents for appropriations of \$28,606,387" to cover the state's share of operating the University for the next two years.

"The regents' requests are almost two and one-half million dollars below the desirable level. They are minimum requests for essential services. The requests carry no items that can either be reduced or eliminated without abolishing or reducing the quality of services performed," Regent Werner told the joint finance committee.

Regent Sensenbrenner told the legislators that the University requests "represent the minimum amount necessary to maintain a first-rate state University." Explaining that the Regents had cut sharply the original requests of University departments, the president of the Board of Regents said:

"Fully realizing the state's financial condition, we approached the budget critically and with the idea of eliminating every item we did not consider absolutely essential. We cut out many items which we felt were desirable projects, but not absolutely essential."

Admitting that the Board of Regents had proposed another increase in student fees "most reluctantly," Sensenbrenner declared the Regents "have done everything within our power to cut corners and to help ourselves so that we could come to you with requests that have been pared to the minimum consistent with maintaining and strengthening our State University's standards of education, research, and public service."

In drafting the 1949-51 budget, the Regents proposed to increase resident student fees from \$60 to \$75 per semester and non-resident tuition and student fees from \$160 per semester to \$225 per semester. The



PRESIDENT FRED: He asks for adequate financing.

incidental fee was raised from \$48 to \$60 in 1947. These proposed increases in fees and tuition have already drawn legislative fire.

Assemblyman Elmer Genzmer, Mayville, has introduced a resolution directing the Regents to hold off on the fee increases. Assemblyman Casimir Kendzioriski, Milwaukee, has introduced a bill which would put a \$60 per semester ceiling on tuition for Wisconsin students and \$200 a year for non-residents of the state.

In his statement to the committee, Dr. Fred sketched the situation facing the University and briefly set forth the facts upon which the University's budget requests are based. Recalling that the University has been working under "forced draft" since September, 1945, with facilities strained beyond capacity, he termed the next biennium "a transition period" for the state University.

"The proportion of veterans in the total enrollment will decrease and the University will move gradually from an institution primarily serving a mature, experienced student body with instruction costs heavily financed by the federal government toward one composed of less experienced youth coming directly from our high schools. In this transition period, we should shift our attention from the problems of taking care of quantity to solving problems of quality," Dr. Fred said.

Pointing out that the University had not "become big by its own choice," but to meet the demands made upon it, Dr. Fred told the committee that the University "is serving nearly 50 per cent of the total number of students in institutions in higher education in Wisconsin." The total enrollment has remained practically the same in each year since the fall of 1946, he reported.

The University of Wisconsin's budget requests, representing a nine million dollar increase for 1949-51 over the preceding two years, has gained active support of the Wisconsin Alumni Association. The graduates' organization is seeking to rally support by state-wide distribution of a booklet, "Your University—An Investment in Free People."

The future of the University requires increased appropriations from the Legislature, the booklet asserts. Many charts explain the specific needs. Budget figures and explanations are based on the Regents' requests to the Legislature, rather than the reduced allotments recommended by Gov. Rennebohm.

Of the higher figures prepared by the University Regents, the booklet says:

"There is no 'cushion' in that budget. It represents a realistic minimum. Along with it must go an increase in tuition fees which was recommended reluctantly in the face of the absolute necessity of increasing income of the University."

The idea behind the booklet's production and distribution is that if University alumni are informed of the University's basic needs they will wield their influence as taxpayers to see that those needs are met. The booklet graphically cites the needs, along with supporting comment from 20 newspapers throughout the state.

Directing the production of the booklet was Stanley C. Allyn, president of the Association, Dayton, Ohio.

To Breach the Gap

TO NARROW the widening student-faculty gap brought on by rising enrollments a sub-committee of the University's self-analysis committee has studied student extra-curricular activities on campus and come up with some meaty suggestions.

Recommends Chairman Walter Agard:

1. Late afternoon and night classes should be eliminated so students have more time for cultural pursuits.

2. A dairy bar should be set up in the proposed new wing for Bascom, where students and professors could meet between classes. Dairy bars should be planned elsewhere on campus, also.

3. Faculty-student dinner clubs should be set up on an informal basis to promote faculty-student relationships outside classes.

4. Students should be made members of the University committee on lectures and convocations and should help to plan symposia on issues of campus interest.

5. An exchange scholarship program should be established, whereby Wisconsin students would spend a year at some other university in this country or abroad and other students would come here.

6. A literary magazine should be started (to replace several defunct predecessors) even if University subsidization is necessary to support it. Its contents, however, should be kept free of editorial censorship.

7. The *Daily Cardinal* should go free to all students and faculty members, but should be kept editorially free. (Says Agard: "A University 'house organ' would be inadequate.")

8. Student political activity should be stimulated. The University division of social studies should try to find out "what's wrong with campus political clubs."

9. An international center should be established on campus to promote closer relations between foreign and local students.

10. The formation of informal literary clubs should be stimulated.

11. Sororities and fraternities should be as concerned with the intellectual as with the social traits of pledges.

Mid-Year Record

THE LARGEST mid-year graduation in the history of the University was noted by Registrar Kenneth Little when slightly more than 1,400 students received degrees in February. Registrar Little pointed out another intriguing item: quite a few veterans who dropped out of school for various reasons a year or two ago have gotten their second wind and re-entered—still under the GI bill. Likely explanation: they've gained a little ground on that old bogey, HCL.

Buildings Under Way

THE SOUND of cement-mixers and hammers is to be heard on the UW campus this month as work moves ahead on four major construction projects:

1. An Enzyme Institute on University Avenue across from the First Congregational Church. Financed by a \$350,000 loan from the Wisconsin Alumni Research Foundation, the laboratory will become the center for far-reaching research in cancer and nutrition basics.

2. A west wing of a new Engineering Building, located southeast of the present Mechanical Engineering Building, financed by a two-and-a-half-million dollar state appropriation.

3. A \$540,000 Short Course Dormitory going up with state money near the Kronshage units.

4. A Barley and Malt Lab, being built on University property near the Forest Products Lab by the US Department of Agriculture.



Camera Commercial photo by Dierksmeier

ENZYME INSTITUTE: Going up.

FACULTY

Nafziger Comes Back

PROF. RALPH O. NAFZIGER, '21, of the University of Minnesota, has been appointed director of the University of Wisconsin School of Journalism.

The action followed the acceptance of the resignation of Prof. Grant M. Hyde, director of the school since 1935, so that he might devote his time to teaching and research.

Dr. Nafziger, who is a former University faculty member and University graduate, will begin his term in the Fall. Nafziger, who is 52, holds three degrees from the University of Wisconsin. He received his bachelor's degree in agricultural journalism in 1921, earned his master's in journalism in 1930, and a doctorate in political science in 1936.

At present the new director is head of the University of Minnesota's journalism research division.

While at Wisconsin, Nafziger was editor of the *University News Service* and an assistant professor in the school of journalism from 1930 to 1936.

Nafziger's newspaper career covers service as editor of the *Enderlin, N. D., Independent*; editorial writer for the *Fargo, N. D., Daily Tribune*; reporter for the *Fargo Forum*; and reporter and desk man on the *Omaha World-Herald*.

During World War II, Nafziger was chief of the media division of the Office of War Information (OWI). He had previously served as consultant to the Office of Coordinator of Information.

He is the author and compiler of *International News and the Press*, and a contributing author to *Communications in Modern Society*. He also is an associate editor of the *Journalism Quarterly*.

In 1937, Sigma Delta Chi, professional journalism fraternity, awarded him its annual research prize.

His work at Minnesota has brought him recognition as an expert on public opinion and reader-interest surveys.

"His coming brings to Wisconsin one of the ablest and best known leaders in the field," Dean Mark H. Ingraham, of the college of letters and science, said in commenting on the appointment.

The new director is a veteran of the first World War, having served in the Infantry. His wife is the former Monona Hamilton of Madison. They have two children, Ralph and James.

Fellows, Bergethon Go

DONALD R. FELLOWS, professor of commerce and a member of the UW faculty for 25 years, has accepted an offer to become head of the merchandising and marketing department at the University of New Mexico next fall.

Bjornar Bergethon, associate professor of music and director of the University Men's Chorus, has resigned to become supervisor of doctoral students in music education at New York University. University students are circulating petitions requesting the retention of the popular Prof. Bergethon.

CURRICULUM

Loaded Summer Session

SUCH VARIED fields as communications, music, writing, business, rural education, and banking will be covered in clinics, institutes, and special schools during the 1949 Summer Session at the University of Wisconsin.

John Guy Fowlkes, dean of the School of Education and director of the Summer Session, in announcing the summer program, says that the public is showing more interest in the proposed meetings for this summer than at any time in the past.

An institute on rural education will be offered for the first time this summer. It will bring county superintendents of schools, rural school supervisors of instruction, and principals of 12-grade schools from all over the nation to the University campus.

Following is a partial list of institutes and clinics that will meet:

Institute for County Welfare Directors, June 14-16.

Writers' Institute, June 24-Aug. 19.

Radio Institute, June 24-Aug. 19.

School for Workers (Under Extension division auspices and concerned with the union's responsibilities in industry, state and national government agencies, and local community life. Date to be announced.)

Institute for Agricultural Extension Workers, June 27-July 16.

Conference for Teachers of Agriculture, June 27-July 23.

Conference on Conservation, June 30-July 1.

Conference on Guidance and Personnel Services, July 6-8.

Music Clinic—All State Band and Band Directors Conference, July 5-24.

Conference on Communication, July 11-15.

Institute for Social Case Workers, July 11-15.

Institute on Rural Education, July 11-30.

Seventh Annual Audio-Visual Education institute, July 12-15.

Conference for Teachers of Foreign Languages, July 15-16.

Institute for Superintendents and Principals, July 18-21.

Music Clinic—All State Orchestra—All State Chorus and Directors, July 26-Aug. 14.

Institute on Business Education, July 27-29.

Institute for School Secretaries, Aug. 1-5.

Short Course in Fire and Casualty Insurance, Aug. 15-20.

The School of Banking, Aug. 21-Sept. 3. (Operated in cooperation with 15 midwestern bankers' associations in order to give bankers an opportunity for advanced study and research in banking, economic, and monetary problems.)

The Executives' School of Credit and Financial Management, Aug. 21-Sept. 3.

Wisconsin Idea Theatre Conference, Aug. 26-27. (To be devoted to demonstration sessions on play direction, radio production, lighting and stagecraft problems, and instructional sessions on playwriting for stage and radio, use of regional lore in writing, theatre architecture, community theatre organization, and related problems.)

UNDERGRADUATES

Fish Bowl Housing

BADGER STUDENTS—all too familiar with the "fish bowl" drawings of the World War II draft—watched a similar drawing last month which determined the allotment of University dormitory rooms for next year.

The dormitory drawing was carried out with ceremony and a roster of official guests in Slichter Hall, the University's newest dormitory.

It was the first such drawing in the University's history.

In former years, dormitory rooms were assigned on a "first come, first served" basis. Under the new method, all room applications received before Feb. 10 were assigned numbers which were placed in the drawing bowl. The numbers were then drawn and room assignments made in the priority set by the drawing.

It's Bloomer Girl

HARESFOOT was running around in circles a few months ago. The search for an original script that would be a worthy successor to last year's *Big As Life* fell through. A hasty survey of the commercial field netted *Too Many Girls*, which was announced as "it"—and then suddenly shelved in February in favor of *Bloomer Girl*, recent Broadway hit that packed them in for months running.

Touring the state this month, *Bloomer Girl* is one of those rare whimsical plays combining modern sparkle and old-fashioned charm. The story centers around Horatio Applegate, successful Yankee hoopskirt manufacturer, and his attempts to marry off his fifth daughter to an enterprising hoopskirt salesman. His plans fall through when his daughter emulates her aunt, Dolly Bloomer, ardent suffragette and originator of the bloomer—which rings a valid historical note into the play (another rarity in the run of musicals).

Haresfoot was founded on the campus in 1898. Its stars through the years have included such now-famous names as Joseph E. Davies, Fredric March, Philip Reed, Horatio Winslow, and Russ Winnie.

CENTENNIAL

Meeting Month

THE STUDENTS will be going home for Spring vacation this month, but the University Centennial won't. Scheduled for April are seven special conferences and meetings. They are:

14-15, symposium on American Regionalism; 14-16, meeting of Mississippi Valley Historical Assn.; 18-20, meeting of Wisconsin Academy of Sciences, Arts, and Letters; 21-23, meeting of American Assn. of Collegiate Schools of Business; 21-24, meetings of Wilson Ornithological Society and Wisconsin Society of Ornithology; 22-24, meeting of Midwestern Conference of Political Scientists; 28-30, meeting of Midwest Sociological Society.

The Regionalism symposium will bring to the campus such illustrious names as John Gaus, professor of political science at Harvard and formerly of this University, and Gordon Clapp, director of the TVA.

Also on the Centennial calendar this month are a continuing historical exhibit in the State Historical Library and the 21st annual student art show in the Memorial Union.

Musical Present

MADISON AREA music lovers got their share of an unusual present from one university president to another February 23, in Music Hall.

The "present," from Pres. Norman McKenzie of the University of British Columbia to Pres. E. B. Fred of Wisconsin, was a concert-lecture.

It featured Harry Adaskin, violinist, and Frances Marr, pianist, both members of the music staff at the University of British Columbia.

President McKenzie, who participated in the Symposium on Higher Education on the Wisconsin campus last fall, offered the "present" to help mark the University of Wisconsin's Centennial.

The Theater Story

IN CELEBRATION of the University's Centennial, an illustrated booklet describing the Union Theater has been published.

The new booklet, which is titled *The Story of the Wisconsin Union Theater*, pictures the beginnings of the building, its multiple facilities, and how these facilities are used today. Floor plans, pictures of students using the theaters, workshop, costume shop, and other cultural resources, and a brief list of recent performances in the theater are included.

The booklet was prepared by Mrs. Robert Taylor, '38, Union Theater program director, and Porter Butts, '24, Union director.

PUBLIC SERVICE

Doctoring by Mail

A DOCTOR IN a small town in northern Wisconsin may live hundreds of miles from the nearest medical library, yet within a day or two can supply himself with information on the latest developments in medical research.

The service that makes this possible is a part of the *Wisconsin Idea*, the idea that the University should serve every man, woman, and child in the state.

Of all the library services offered to the citizens of Wisconsin, none is better insurance for the future health of the state than the Extension Medical Library Service sponsored by the University of Wisconsin Medical School and located in the Service Memorial Institute.

The main purpose of the Medical Library Service is to put the latest advances in clinical medicine at the fingertips of every doctor in the state.

A surgeon will telephone long distance for an article describing in detail an operation he is to perform.

A young doctor will request special books to help him prepare for the examination in his specialty.

A clubwoman will ask for help with a paper on mental disease.

More than 3,000 requests of this kind were taken care of by the Medical Library service in 1948. Almost 6,500 publications were loaned in answer to these requests.

Questions on everything from alcoholism to X-rays, from migraine to rheumatic fever, from warts to the RH factor come in from doctors, nurses, public health officials, lawyers, educators, clergymen, chemists, and the general public. More than 300 of these reference questions were received in 1948.

"Enormous Contribution"

THE "ENORMOUS contribution" the University of Wisconsin makes to the people of Wisconsin is cited in a new book, *Inside the Campus*, by Dr. Charles E. McAllister, president of the Association of Governing Boards of State Universities and Allied Institutions.

He writes that the University of Wisconsin "has long emphasized its program of direct service to the people of the state" which he calls "a program of constructive investigation and direct teaching, designed to keep the University in close contact with the citizens of all the counties."

Dr. McAllister reports that "at present, 26 divisions of the University are devoted to this function. In many ways they profoundly influence the lives of people through

health, business, industry, agriculture, and governmental relations."

Examples of this direct service, he says, "include almost every phase of teaching and research.

"In the field of medicine splendid work has been done in treatment for infantile paralysis. Considerable attention is paid to neuropsychiatry and the treatment and prevention of mental illnesses, especially through the administration of sleep-producing drugs, a method of treatment first developed in Wisconsin. A long-standing work exists in the field of syphilis, including not only treatment, but a plan of education of practical preventative value. There is considerable concentration on the study of chemical changes in the blood and in cerebro-spinal fluid examinations.

"Wisconsin is also famous for the discovery of Vitamins A and B, and of Vitamin D. Original work has been done in the relation of copper to anemia and the relation of nicotinic acid to pellagra in endocrinology.

"There is a special bequest for research in cancer, covering (1) the nature of growth processes; (2) relation of sex hormones to cancer; (3) relation of chemical agencies, especially sterols and dyes, to cancer; (4) genetic factors; (5) tissue enzymes, (6) the relation of nutrition to cancer. Among the eight laboratories in the United States devoting full time to the problems of cancer is the McArdle Memorial Institute on the Wisconsin campus.

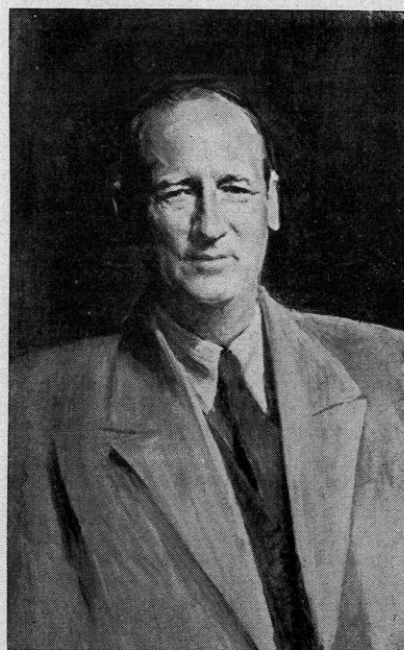
"The Bureau of Business Research and Service has conducted a number of basic economic surveys of the state. The School of Commerce during the past year has held eighty-one conferences with state groups, especially 'small business.'

"Agricultural extension has managed to increase food production twenty-seven per cent in a period of seven years. The work of the University has increased milk production twenty-five per cent in five years, with the result that Wisconsin produces one-eighth of all the milk of the nation.

"The program of child development at Wisconsin has a referral center on the campus.

"In engineering notable progress has been made in synthetic rubber manufacture. University laboratories have assisted paper mills, steel foundries, electric fence controller manufacturers, automobile plants, shipyards, lumber and forest product concerns, and other manufacturers.

"Radio broadcasting is another field in which Wisconsin has attained distinction. Along with all this scientific development, the fine arts have not been neglected, and the Summer Institute and work shops draw nearly 10,000 professional workers each year."



PORTRAIT: Of Chris L. Christensen, former dean of the College of Agriculture (1931-1943), presented to the College at the 1949 Farm and Home Week honorary recognition ceremony.

Farm and Home Week

STUDENTS TOOK a few days off between final examinations and registration last February—but the University didn't.

Farmers and their families by the thousands again made the annual midwinter migration to the campus as the University held open house in its traditional Farm and Home Week.

Dedicated to the question of what's ahead for the Wisconsin farm family, the program explored the economic outlook in general and in particular. President E. B. Fred, who opened the program with a tribute to Wisconsin farm families, was followed by Asher Hobson of agricultural economics department, and Don Anderson of the United States Department of Agriculture.

Hobson looked over the price situation in general, and Anderson discussed the future of the dairy industry with emphasis on the government and its relation to farmers.

Visitors also got a three-angle view of the foreign situation. Chris L. Christensen, former dean of the College of Agriculture, told a general session that agricultural recovery in northern Europe was very good. He made a 5,000 mile trip through those areas last summer.

John Strohm, the farm writer who telegraphed Marshall Stalin in 1946 for permission to enter Russia and become famous, said that Russia didn't want war because she wasn't in a position to fight right now.

Hobson, who is returning to the campus after a year's leave of absence that also took him to Europe, also discussed conditions. Most speakers seemed to think that farmers would soon be depending on home markets instead of the rich European markets they had been enjoying the last few years.

But all attention wasn't on the future; nor was it on economic factors.

Ten farm leaders of Wisconsin were honored for past and present leadership and contributions in beautiful ceremonies at the Union Theater in one evening session. Included in the ceremonies, Christensen's portrait was presented to the College of Agriculture by a committee of his friends. Christensen was dean from 1931 to 1943 and was succeeded by E. B. Fred who stayed only a short time in the job before being called to serve as president.

Home and home living came in for a share of the attention. Dr. Elizabeth Lee Vincent, dean of Home Economics at Cornell University, spoke to one general session pointing out that strength of the home has been forgotten in this day of science and government.

In all more than 200 speeches and discussions were held in the four-day period. Mornings were devoted to general sessions at which all visitors crowded into the Union Theater to hear the main speakers. In the afternoons and evenings as many as six subject matter meetings were going on at once. Many farm groups hold their annual meetings at the time of Farm and Home Week.

Economic outlook came in here again for a good share of the time, economists being listed on nearly all programs. But rural living came in for a little attention, too.

One afternoon was devoted to rural education, another to community problems, another to rural health. The final day was given over to rural young people just out of the 4-H and F. F. A. age class.

New Forensic Award

A WISCONSIN alumnus who wishes to remain anonymous, has created and endowed the Theodore Herfurth Forensic Award. A cash prize of \$100 will be presented annually to the senior man or woman, with two years' participation in forensics, for excellence in public speaking, discussion, or debate. In a memorandum accompanying the gift, the donor states his belief, "that participation in forensic events is valuable both as preparation for various professions and as training for citizenship" and his desire that "this award be administered as to stimulate wider participation in the University's forensic program."

SPORTS

Record-Breaker

COACH "BUD" Foster's 1949 Badger basketball team dumped favored Minnesota in the last game of the season March 5 to wind up seventh in the Big Nine with 5 wins and 7 losses. Illinois won the undisputed title, thanks to Wisconsin beating the runner-up Gophers.

The UW basketekers may have had an off-season as far as its won and lost record is concerned but that didn't keep them from doing quite an overhauling job on the Badger record books. The Wisconsin cagers broke four team records, equalled another, and supported Center Don Rehfeldt in his wholesale revision of eight individual marks to say nothing of equalling a 27-year-old standard.

Here are the record breaking team performances:

Scored 31 free throws against Marquette on Dec. 4, 1948, to snap the old standard of 26 for a single game.

Scored 31 field goals against Western Ontario, Feb. 26, 1949, to surpass the figure of 29 set against Creighton on Jan. 8, 1949, against Chicago in 1943, and against Indiana in 1947.

Tallied 361 free throws to surpass the former school record of 322 set for the 22-game season of 1946-47.

Tallied 181 free throws in 12 conference games to equal the record first set in the 1946-47 season.

Scored 79 points against Western Ontario on Feb. 26, 1949. This broke former Fieldhouse mark of 75 set against Creighton, Jan. 8, 1949, former mark of 74 set against Chicago, Feb. 8, 1943.

Here are Rehfeldt's individual records:

Scored 12 field goals against Iowa, Feb. 28, 1949, to equal Otto Stangel's record, also made against Iowa, in 1912 in the Armory. (Rehfeldt's total, however, is a Fieldhouse record. Old mark was 12 set by Englund against Butler, Feb. 8, 1941, equalled by Kotz against Iowa, March 7, 1942 and against Iowa on Feb. 8, 1943 and by Des Smith against Purdue, Feb. 17, 1945.)

Scored 34 points (13 field goals and 8 free throws) against Iowa, Feb. 28, 1949, to break former mark of 31, set by John Kotz, against Iowa, on March 7, 1942.

Scored total of 381 points in 22 games to surpass record of 325 set by John Kotz in 1941-42 season of 21 games.

Scored total of 229 points in winning Western Conference scoring title to surpass former Badger 12-game conference mark of 193, set by Ray Patterson in the 1943-44 season.

Scored 146 field goals in 22 games to break former mark of 125 set by Kotz in 21 games of 1941-42 season.

Scored 85 field goals in 12-game conference season to break mark of 81 set in 1943-44 season by Ray Patterson.

Scored 59 free throws in 12 game conference season to break mark of 55 set by Gene Englund in 1940-41 season.

Averaged 17.3 points a game in all-season play, breaking former mark of 15.5 set by Kotz in 1941-42 season.

Averaged 19.1 points per conference game to snap former mark of 16.1 set by Kotz in 1941-42 season.

Only individual record to escape Rehfeldt was Englund's total 97 free throws for the season of 1940-41 (for 23 games). Rehfeldt had 89.

Attendance records also were established, the 12 home games drawing a total of approximately 150,000. Nine of the games were sell-outs at 13,000 capacity. An estimated 87,000 saw the Badgers in the 10 games played away from home.

Rehfeldt was voted most valuable by his teammates, Doug Rogers elected captain. (Rogers was erroneously listed as a junior in last month's *Alumnus*. He is a senior.)

Gehrmann Gallops

BY PLACING Don Gehrmann in the Badger relay team, Coach Guy Sundt enabled the Cards to walk off with a tie for the Western Conference championship at Illinois U. March 4-5. The final score showed Wisconsin and Ohio State abreast with 38 points each, after Gehrmann had won the mile and half-mile and paced the relay win.

On March 19 Gehrmann galloped on to win for the second straight year the Bankers' Mile at the Chicago Daily News Relays. His time for the stretch was below par (4:13.2) but nevertheless excellent, considering the fact that he had spent much of the previous week in the Student Infirmary with a cold and then was jostled so sharply by another runner on the first turn that he almost fell.

Boxers Pound On

A VICTORY streak of 23 straight wins by the Badger Boxers was broken last month when Michigan State held Johnny Walsh's team to a hard-fought 4-4 tie March 12. The week before, Wisconsin's Cards whipped Syracuse 5½ to 2½, and a week later rang up the same winning score over Washington State. Minnesota's boxers fell before the Badger onslaught March 25 to a score of 6½ to 1½.

This rounded out a phenomenal record of 25 matches in which the Badgers were undefeated, although the tie with Michigan State was bitter medicine for the victory flushed Wisconsin team.

WHAT'S NEW IN PUBLIC SERVICE

LAW

Two Young Professors Study "Law in Action"

THERE'S a lot more to law than the dusty law books tell you and the University of Wisconsin wants to find out what. Two young Law School professors—armed with some "red hot" ideas and \$62,700—are laying plans for Wisconsin research projects the whole nation will watch.

One group of researchers will study "law in action"—as it really works outside books and in the lives of people of rural Wisconsin. The other team will work in an exciting new kind of legal history. It's expected to test with facts some long-held theories about law and society. And it may have a profound effect on the training of student lawyers.

As Prof. Willard Hurst puts it—"When you're facing a world as uncertain as ours is, the most 'practical' training is apt to be the most impractical for a lifetime work."

"As Felix Frankfurter once told some law students, 'the trouble with bread-and-butter courses is that bread gets stale and butter gets rancid.'"

"Young lawyers need to have their imaginations limbered up, to acquire the capacity to tackle unforeseen problems, to be trained like wrestlers so they won't be thrown off balance by the unexpected."

Both Hurst and his colleague in the next office, Prof. J. H. Beuscher, are convinced that law must be understood as it operates in practice under the pressure of life outside textbooks.

"We're narrowing our topics to one state and specific subjects, but we're going at it in no parochial spirit," Hurst explains.

"We feel that Wisconsin provides an unusually good laboratory for study—and that results here may have implications for the other states."

Beuscher will head up a three-year study of law in action financed by \$30,000 from the Carnegie Foundation. Hurst's legal history research is to be supported over a five-year period by \$32,700 from the Rockefeller Foundation.

The law-in-action studies are expected to include, Beuscher reports, such topics as:

1. How Wisconsin people arrange to have the family farm pass from one generation to the next, including the legal problems involved and the legal advice given.

2. How Wisconsin laws on mortgage foreclosure actually operate, with emphasis upon depression years' experience.

3. The way some of Wisconsin's land-use regulations—like those for



J. H. BEUSCHER, '30: He studies law as it actually works.

rural zoning, drainage districts, and soil conservation districts—really work.

4. Legal problems affecting farm labor, especially with reference to regulation of imported out-of-state labor.

While law-in-action research has been undertaken in a few other universities, "Wisconsin's emphasis on farmers' law problems is unique," he adds.

"Some of us feel that enough law schools around the country are emphasizing businessmen's problems in the law. We think it is high time at least one law school should begin to think about the farmer."

Hurst will study the inter-relationships of the law and lumber industry in Wisconsin between about 1860 and 1910.

Three research fellows working under Hurst will study related topics, probably including the law's relation to railroad and waterpower development in the state and the legal-business history of some big lumber companies.

Legal history of the United States is "almost an untouched field in American scholarship," Hurst points out. He hopes that, if the Wisconsin project proves successful, it will supply information about techniques in law history research and will stimulate similar research elsewhere.

MEDICINE

University Pioneers In Polio Short Courses

CREDIT for "blazing a new trail in professional education" was given the University of Wisconsin in a recent issue of *National Foundation News*, published monthly by the National Foundation for Infantile Paralysis.

The *News* refers to the postgraduate short courses in polio diagnosis and treatment offered for the first time last summer to state physicians by the University in co-operation with the Foundation.

The pioneering venture was repeated last summer for both doctors and nurses throughout the state, who were briefed on the diagnosis, treatment, research results, and epidemic nature of the disease. They were given instruction in the techniques of muscle testing, hot pack treatment, muscle re-education, and respirator care.

The second course drew 37 nurses representing most of the hospitals in Wisconsin. Sponsoring groups including the University Schools of Medicine and Nursing, the State Board of Health, state and county chapters of the National Foundation, the Wisconsin Hospital Association, and the Wisconsin Conference of Catholic hospitals. The courses were arranged by the late Dr. Llewellyn Cole, former co-ordinator of UW graduate medical education.

Hygiene Labs Carry on Battle Against Disease

IN ITS continuing war against disease, the State Laboratory of Hygiene at the University of Wisconsin and its nine branches located over the state examined 220,543 specimens during the past year.

The report was submitted to President E. B. Fred of the University by Dr. W. D. Stovall, director.

Most of the specimens examined are sent to the laboratories by Wisconsin doctors who have not positively diagnosed the disease, or who may not have the elaborate and expensive equipment necessary to make the tests.

Analysis for the detection of typhoid, tuberculosis, and gonorrhea, and tests for impurities in water, milk, and ice cream, were most numerous, the report reveals. Of the total examinations made, 14,141 were for typhoid, 10,571 for tuberculosis, 19,657 for gonorrhea; 28,592 samples of milk and ice cream and 33,777 samples of water were tested.

Crippled Children Given New Lease on Life at UW

A MODERN hospital on the UW campus is the scene of daily advances in the continuing battle to restore to the crippled children of the state their natural birthright—sound bodies.

"No child in Wisconsin need grow up with a bodily deformity," says Dr. H. M. Coon, superintendent of the Wisconsin Orthopedic Hospital for Children and of the Wisconsin General Hospital. To make his claim a reality, skilled doctors, nurses, and technicians work day and night with the finest equipment science can offer to rebuild the bodies of children who otherwise would have to go through life in various stages of disrepair.

Children with clubfeet, cleft palates, or other congenital deformities are given surgical treatment. Drs. Robert Burns, Herman W. Wirka, and Wayne B. Slaughter—of the UW Medical School—straighten bones, remove muscles and nerves, and transplant parts of the body. Artificial noses and ears, made of flesh-like plastic, which cannot be distinguished from the genuine article, are used in a process called prosthesis. This method, in which Wisconsin is far ahead of most states, avoids elaborate surgery and long months in the hospital.

In dealing with the dread ravages of infantile paralysis, which brings many young patients to the Orthopedic Hospital every year, the treatment is different. A physiotherapist bends and taps the limbs and trunk of the patient—treatment is similar to that popularized by the famous Sister

But surgery and physical therapy treatments are only the early stages: a sound and symmetrical body does a child no good unless he knows how to use it. Teaching him how to handle and strengthen his newly repaired body is a vital part of the work of the Orthopedic Hospital.

One of the most effective and interesting pieces of equipment in the hospital is a miniature tiled swimming tank known as the Hubbard pool, where children exercise in the tepid water. The late Franklin D. Roosevelt found water his greatest friend, overcoming the inertia of weight in moving his semi-floating limbs.

There's also the brace shop, where frameworks of steel and leather are custom-built to bolster healing legs.

Occupational therapy, supervised by trained technicians, gives a child continuous muscle exercise and training as well as recreation. Children with mouth deformities learn how to speak clearly at the Speech Clinic, operated on a cooperative basis with the University's speech department. Parents, too, are briefed by the therapists on how to help



ORTHOPEDIC HOSPITAL: "No child in Wisconsin need grow up with a bodily deformity."

their children at home. The children at the Orthopedic Hospital have the benefit of all the services of the UW Medical School: orthopedics, pediatrics, neurology, psychiatry, endocrinology, cardiology, gynecology, urology, radiology, physical therapy, dermatology, syphilology, allergy, and surgery.

Wisconsin might never have had an Orthopedic Hospital had it not been for a certain boy who was born with a harelip several decades ago. His father was able to raise the several thousand dollars necessary for surgery. But, thought the father, what about other boys whose parents have no money?

This father, a member of the state legislature, turned his thoughts into action. His efforts, backed by the Wisconsin Association for the Disabled, put a state statute on the books providing for "medical, surgical, and therapeutic treatment for crippled children under 21 years of age whose parents or guardians are unable to provide adequate treatment, or who would be otherwise unable to secure such treatment." The 125-bed Orthopedic Hospital is the heart of the program. Built in 1931 at a cost of \$300,000, it is considered one of the finest of its kind in the world.

Every time a baby is born in Wisconsin with any sort of deformity, the attending doctor is required by law to report the case to the State Board of Health, which in turn notifies the Bureau for Handicapped Children, which then makes the proper recommendations for treatment. Field clinics maintained by the Bureau throughout the state examine school pupils for congenital deformities and for symptoms of infantile paralysis. Last year the hospital ran up a record of 31,000 hospital-days. The average patient stays for 22 days.

"The Wisconsin Orthopedic Hospital is a prime example of what can be done in rendering medical service to the people when state and county agencies join forces with a great University," Dr. Coon says.

Wisconsinites Receive Real Psychiatric Help

THE NEW attitude toward psychiatry, once the step-child of medicine, is graphically illustrated in the neuropsychiatric department of the Student Health Service at the University.

"When the service started, students often came in with somewhat shamefaced and scared attitudes," Dr. Annette Washburne, head of the department, explains. "They came in desperation, because their troubles were unbearable or because someone in authority had insisted that they come. Now, the majority of them visit us of their own volition."

When Wisconsin students seek psychiatric help they know that the services of five trained psychiatrists will be at their disposal, that their case histories will be kept in locked files in the department, and that, if necessary, they can be hospitalized for a full semester and four weeks thereafter, at no cost to themselves. This last feature is unique at the University of Wisconsin. It is part of a long-time policy of giving students the best of all-around service and care.

Since the department opened in September of 1937, more than 7,000 patients have been treated. "This kind of medicine is very slow," Dr. Washburne points out. "Often, weekly visits for several semesters are necessary." The first two conferences determine whether psychotherapy can help the student. If the patient is too maladjusted, or is not university material, he is encouraged to seek private aid.

According to the latest report on the neuropsychiatric department, written by Dr. Washburne, "Among the younger students adolescent reactions exhibiting neurotic behavior are most frequent. Most of these students are 'only children,' away from home for the first time from overly aggressive or protective parents. Evidence of emotional immaturity, impulsive behavior, exaggerated ideas of 'life and world problems' was found in most of these cases. Withdrawal from the University for a semester or two was advised for some of these students. They were also advised to work at some kind of job."

Screening psychological tests, given during the freshman year to every student, would be of great help in obtaining earlier and more effective therapy, Dr. Washburne believes. During June of 1943 one of these screening tests was given to 300 students, and results were proof of their practical and beneficial nature. University students are of an age group which responds better to psychotherapy than any other, with improvement in direct proportion to the student's insight into his own case.

ENGINEERING

Engineering Experiment Station Goes to Work

EVERY Wisconsin industry has a million dollar laboratory at its disposal for research into the fundamentals of engineering—chemical, civil, electrical, mechanical, mining, and metallurgical. This lab is the recently revitalized Engineering Experiment Station at the University, committed to cooperate with industries, manufacturers, and professional engineers in the solution of fundamental problems.

The revitalization of the Experiment Station has been made possible by the inclusion of an annual sum of \$40,000 in the budget of the University, voted by the 1947 Legislature. Dean of the College of Engineering, Morton O. Withey, is director of the station, and Kurt F. Wendt, professor of mechanics, is associate director.

All research in the College of Engineering has been placed under the general direction of the station. To determine what services are needed most in Wisconsin, Mr. Wendt is investigating the state's resources. This will, in addition, provide a roster of engineering specialists to guide manufacturers with specific problems to experts capable of solving them.

Two testing laboratories at the University which were formerly under the College of Engineering have become a part of the Experiment Station: the precision gage lab and the electrical standards lab.

The latter has cooperated for many years with the Wisconsin Public Service Commission in maintaining basic standards for electrical meters and instruments used by the public utilities of the state, thus protecting the interests of both the utilities and the public.

The precision gage lab is one of 20 anticipated in the nation. The equipment valued at \$50,000 has been loaned to the University by the Federal government on a no-cost basis and is used in substantial degree for instruction in industrial inspection methods. The 1,375 items of precision equipment are used for the necessary measurement of countless jobs requiring accuracy to less than thousandths of an inch. Industry generally will profit immeasurably by having such master gages available at the University of Wisconsin with which to check the accuracy of their own instruments.

There are 83 research projects now under the scope of the Experiment Station, of which 40 have been sponsored by the Wisconsin Alumni Research Foundation and by private industries throughout the state and nation.



KURT WENDT, '27: He heads Wisconsin's Engineering Experiment Station.

GEOLOGY

UW Prof Proves Thar's Gold in Barron Hills

CLAYTON SEEVER'S claim that he had found gold in Barron County was officially confirmed by a University of Wisconsin metallurgist last summer.

The 55-year-old farmer-pro prospector of this little crossroads town of 398 persons recently reported the discovery of gold in a creek near his farm.

He filed a claim with the county register of deeds, amid considerable eye-lifting and skepticism.

But the discovery was confirmed by Prof. Edwin R. Shorey of the University mining and metallurgy department. Shorey examined samples sent to the school by Seever. And then he made his report.

Although the professor wrote Seever that his samples definitely contained gold, he added:

"Single samples never prove anything, however. Since we have no way of knowing how much gravel these 203 grams represent, we can not tell you the value of the material in which you are working."

BIOLOGY

UW Limnologists Tackle Wisconsin Lake Problems

UNIVERSITY OF Wisconsin scientists are fitting together the pieces of a puzzle whose solution will mean much to Wisconsin's lake areas:

"Why are Wisconsin's fish dying . . . why are the lakes filling with evil-smelling algae?"

Long a pioneer in lake study, the University has undertaken an intensive research program to determine the cause and possible cure of Wisconsin's lake troubles.

William B. Sarles, professor of agricultural bacteriology, and Arthur D. Hasler, professor of zoology, recently reported the progress made thus far in the investigation.

They stressed that much of their efforts thus far have been in determining the problems to be solved.

They know, for example, that heat, light, chemicals, and other organisms affect fish and algae. Now they want to find out how much.

We cannot do anything about lake growths, they pointed out, until we know the exact cause.

With the \$30,600 the University has been given for pollution studies, University scientists are working to find out what the algae that smell offensively eat to live, what makes them cluster in so-called "blooms", how much algae fertilizer flows into the lakes, and from where, and how to control the growth of fish and algae by cutting out certain of their foods from sewage which may go into lakes.

The lakes-and-streams research program is being financed with private funds because the UW's research fund from the state is too small to absorb the project.

COMMERCE

New Bulletin Explains Cost-of-Living Indexes

FEW ECONOMIC devices are so widely known and poorly understood as cost-of-living indexes. Housewives, labor leaders, industrialists, all of whom are familiar with the meaning of the index, often do not know how it is obtained or what it measures.

A recent publication of the Bureau of Business Research and Service of the University evaluates the index now most widely used, the BLS Consumers' Price Index compiled by the Federal Bureau of Labor Statistics. The 70-page volume was written by Ramona D. Kuntz and Louise M. Wilde, research assistants, under the direction of Erwin A. Gaumnitz, UW professor of commerce. It is the seventh in the series of *Wisconsin Commerce Reports* published by the Bureau.

The adequacy of the index was widely studied during the war by representatives of labor, management, and government. The study by the Bureau of Business Research and Service attempts to evaluate the nature and limitations of the index when applied to postwar conditions.

The study concludes that the index is essentially trustworthy providing it is used for the purpose it is intended: to measure changes in the cost of maintaining a fixed standard of living, typical of moderate-income families living in large cities.

The authors point out, and offer statistical evidence to show that changes in the cost of living differ between families of different incomes, between cities of different sizes, and between different regions of the country.

This type of UW service costs money, can't be continued if the Governor's \$500,000 cut in miscellaneous capital requests is sustained by the Legislature.

University Institutes Now Help Management, Labor

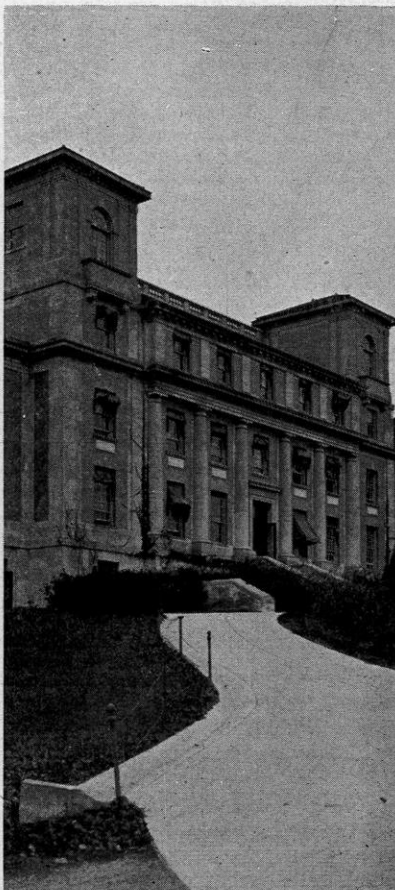
BUSINESS management and labor come face to face with University experts almost every week at the Industrial Management Institutes on campus, conducted by the School of Commerce and the Extension Division (in cooperation with the Wisconsin Manufacturers' Assn.) and directed by Prof. Russell Moberly. In the past three years, 2,064 representatives from 313 companies in 81 communities have attended these institutes.

The University's Industrial Management Institutes are bringing about a marked improvement in relations between management and labor. They cover such subjects as functions of an executive, human relations in industry, costs and budgeting, salary and wage administration, production and planning control, office management techniques, contract negotiations, sales administration and quality control.

In addition, the School of Commerce holds conferences for grocers, resort and hotel operators, retail merchants, manufacturers, accountants, insurance agents, and bankers. (The School of Banking last year attracted 300 bankers from 19 states for a two-week session.)

"The value of our conferences to the businessmen," says Commerce Dean Fay Elwell, "may be judged by the fact that each trade association which has worked with us has asked for repeat meetings."

But expansion of the Institute program will be impossible unless amendments are made to the Governor's 1949-51 budget.



EXTENSION BUILDING: Hub of a far-flung wheel.

EXTENSION

15 "Little Universities" Flourish in Wisconsin

THE UNIVERSITY'S growing step-children—the extension centers—have flourished since the cutback two years ago from 30 to 15. Badgers in Antigo, Fond du Lac, Green Bay, Kenosha, Ladysmith, Manitowoc, Marinette, Menasha, Milwaukee, Racine, Rhinelander, Rice Lake, Sheboygan, Spooner, and Wausau have little universities in their own home towns.

The Racine center, bustling three-year-old offspring of a parent school now rounding out its Centennial year, has just issued a combination progress report and situation estimate that typifies the accomplishments of all 15.

The Center began instruction in September 1946. For 10 years previous the Extension Division had been offering University work to Racine students on a limited basis, with classes held in the Vocational School. The new Center has expanded its curriculum and activities to approximate what is offered in the first two years on the University campus in Madison.

During its first two years, the Racine Center enrolled 3,044 students. Of these, 53% (1,600) were veterans, and 388 were evening school students. They took work in 70 day-time and 16 evening courses. The faculty numbered 33 resident instructors, 17 itinerant day school instructors, and 16 evening school instructors.

The academic work of the Center is tied in closely with the resident campus, through Extension Division department chairmen in Madison. Student grades follow almost the same pattern as in Madison. Faculty functions other than instruction have been carried out through committees. Counseling is carried on through an adviser system. With the opening of the University Counseling Service in February, 1947, students were able to obtain complete guidance on many problems.

The faculty has encouraged the students to organize a wide program of student activities. The Student Self-Government Association was created and wrote its own constitution. In addition, thirteen special interest clubs were formed; a newspaper (*Varsity Voice*) was founded.

Main social events in the student program include informal and formal dances, receptions, convocations, and a variety of meetings. In March, 1948, a new student union was opened, complete with snack bar, juke box, lounge and recreation areas and equipment.

In its first year, the Center sponsored intercollegiate athletic competition in basketball, tennis, and golf. Racine teams played 11 basketball games, 4 tennis and 4 golf matches. There were 14 letter-winners in basketball, 9 in tennis, and 7 in golf. An intramural athletic program has been successful. In its second year, the Racine Center basketball and golf teams won all games and matches in the official competition, obtaining state championships.

When the Racine Center opened, its building contained only six classrooms, three laboratories (two without equipment), a mechanical drawing room, a book store, a small classroom library, and a lecture room. It had no bell or fire alarm system, no lights in most of the rooms, except temporary bulbs strung on open wires. There were shortages of textbooks, typewriters, paper and mimeograph supplies, and even in personnel.

Today the Center presents a different picture. There is a new laboratory for organic and quantitative chemistry; a new physics lab and workshop; new botany and zoology lab equipment; a new greenhouse; a new weather station; a modern library; three lounges; a modern bell and fire alarm system; and fluorescent lighting. There is still insufficient room however. The Student Union is housed in the Marine

Room of the Memorial Hall. Music classes are taught in the Woman's Club building. Physical education classes are taught in the Y. M. C. A. Convocations and orientation meetings are held in the First Presbyterian and First Methodist Churches. The Vocational School permits use of its facilities for day and evening classes. Students use the Racine Public Library regularly. Athletic teams use the gymnasium of Park High School, Horlick High School, McKinley and Franklin Junior High Schools. The rifle team uses the range at the Horlick High School. Intramural athletics are played on the lakefront. Golf and tennis teams use municipal and private courts and courses. Dances and other social events are held at a variety of places. Dinner meetings and banquets were held at hotels, churches, and lodges.

What is the value of the Center to Racine? Intangibles (strengthened character, increased knowledge, broadened opportunities for working and finding happiness, new understandings, cultural pursuits, heightened sense of social and democratic responsibilities) can be seen and felt in the spirit of the community. That is the real value of education. Beyond this, there is material advantage. Racine made a direct investment of about \$100,000. The University and the Veterans Administration invested \$1,120,600. Savings to students (with a university education available locally) amounted to \$608,800.

University requests for Extension Division funds for 1949-51 were cut back to the tune of \$393,790 by Gov. Oscar Rennebohm. Unless this cut is restored by the Legislature, the UW Extension Center program is in jeopardy.

UW Site of UN Center For Teachers of State

TO HELP teachers of the state obtain information about the United Nations quickly and easily, the University has established a correspondence center, operated in conjunction with the UN Department of Public Information. This new agency implements a recent resolution of the General Assembly of the United Nations, calling for instruction about the UN in the schools of all member states.

Dr. L. H. Adolfson, director of the University Extension Division, has accepted a UN invitation to participate in a nation-wide network of state correspondence centers. The new project will mean that Wisconsin teachers—particularly those concerned with social studies and civics classes—will have a central clearing-house in their own state to which they may turn for information and teaching aids. No longer must they write for it to Lake Success.



ROY COLBERT, MA '22: His aim—community development.

New Handbook Describes Community Development

UNIVERSITY of Wisconsin experts have just published a bulletin which tells "what every small community should know" about developing its industrial, business, and employment opportunities. It is issued by the Bureau of Community Development in the University Extension Division and available to community leaders throughout the nation.

The Bureau, headed by Dr. R. J. Colbert, director, and J. J. Lichty, associate director, is a peacetime continuation of a wartime effort in which the University joined with cities, industries, and businesses of Wisconsin in promoting an orderly return to normal conditions with the ending of the emergency. It has retained the statewide organization created during the war, with state, district, and local chairmen who serve as liaison representatives between their communities and the University.

Programs for cooperation have been developed: leadership institutes for commercial organizations, trade associations, public relations directors, advertising and sales groups; community seminars and special class programs; assistance to schools, local governing bodies, chambers of commerce and civic groups (on trade area studies, marketing and advertising programs, industrial expansion, better government, and voter education).

Communities with serious housing problems have been offered the Bureau's assistance.

AGRICULTURE

Nitrogen Fixation Is Big UW Research Field

IN BIOLOGIC "TRACER" experiments with the rare stable isotope of nitrogen, two scientists at the University of Wisconsin have found that ammonia is most likely a key intermediate in nitrogen fixation, the process by which the nitrogen of the air is made available to plants through the action of root nodule bacteria in the soil.

Robert A. Burris, associate professor of biochemistry, and Perry W. Wilson, professor of agricultural bacteriology, are the only scientists in the nation using nitrogen "tracer" atoms to learn how bacteria in the root nodules of leguminous plants rebuild the nitrogen supply in depleted farmland.

Peas, clover, alfalfa, soy beans and other legumes are able to convert nitrogen of the air into a form which can be used by plants of great economic importance because it restores fertility after corn or wheat, for example, have drained the soil of its nitrogen. Bacteria in nodules on the roots of leguminous plants are co-partners in the process.

The primary purpose of crop rotation is to keep a nitrogen reserve in soil which has been used to grow any of the cereal crops or potatoes.

Although the chemical nature of nitrogen fixation in soil is not fully known it is possible that the new method used by Wisconsin scientists may reveal additional facts concerning the way in which bacteria "fix" nitrogen.

Extension Men Promote Farm Use of Magnesium

THAT APPLYING magnesium to soil can improve both the yield and the mineral content of crops has been demonstrated in research by Emil Truog, R. J. Goates, G. C. Gerloff and Kermit Berger, College of Agriculture professors and Extension men.

In broadest practical terms as applying to Wisconsin, this finding is another boost for soil liming. Wisconsin dolomitic limestone contains magnesium, the material often analyzing as much as 40% magnesium carbonate.

Magnesium also can be applied in other forms such as sulfate of potash magnesia or as magnesium sulfate, the latter being commonly known as Epsom salt. These forms have advantages where it is undesirable to apply limestone; a possible example is potato land, which needs to be kept as acid as pH 5.2 and therefore can be limed only lightly if at all.

The most noteworthy effect of magnesium is to help crops make

efficient use of phosphorus. The evidence is that magnesium acts as a "carrier" for phosphorus within plants.

This new farming technique is one of many laboratory discoveries being carried to farmers in the fields by UW Ag Extension men.

When K. L. Hatch was appointed a member of the agricultural staff at the University of Wisconsin in 1909, Wisconsin's Agricultural Extension Service officially began operations. He was also named secretary of the new service.

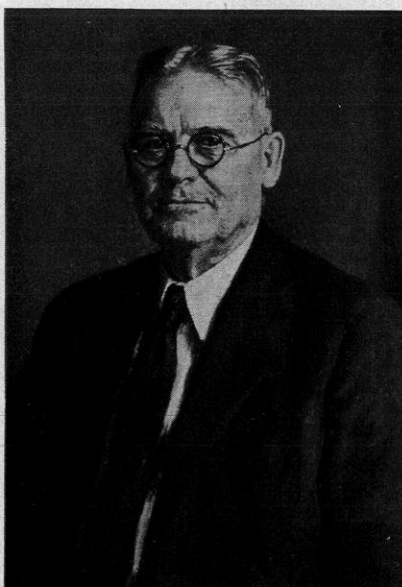
That step marked the end of years of planning by Deans W. A. Henry and Harry L. Russell.

They had seen increasing about them a considerable amount of valuable and usable scientific knowledge and equally encouraging, an increasing appetite for this information on the part of the farmers of the state. At the same time the staffs working under them were torn between their own enthusiasms for research and classroom instruction, and the job of spreading the gospel among the farmers.

Of course, the foundations for this new service had been laid earlier. With the appointment of Hiram Smith to the Board of Regents in 1878, some form of "extension" work was seen necessary if research was to be the basis for farm improvement. When Smith instructed Dean Henry as he assumed his duties in Wisconsin in 1880, the Regent included admonitions that he should plan to use the winter periods attending and addressing farmers' meetings throughout the state.

Henry's personal efforts in the extension field were unremitting and strenuous; he spoke at meetings, wrote bulletins, sent notes to newspapers, and wrote magazine articles. Other professors followed his example, but none had a comparable influence until R. A. Moore set out on his adventures in crop improvement.

Moore showed what could be done by organizing farmers under University auspices. He early demonstrated the unlimited possibilities for a service that should devote itself to the job of helping farmers and farm families. What he did was to set up an alumni association for the graduates of the Short Course, which was incorporated as the Wisconsin Agricultural Experiment Association. It quickly gained a membership numbered in the thousands, and Moore's improved seed varieties were tried by these members and through them adopted in every part of the state. While its members interested themselves in trying out a variety of new practices on their farms, they found their real vocation in testing, increasing, and selling the new strains of seeds. Auxiliary units greatly aided in the es-



K. L. HATCH, '09: Father of Ag Extension.

tablishment of alfalfa and hemp as standard farm crops.

At about the same time as Moore's Experiment Association was starting its activities, Henry borrowed from Iowa the idea of a farmers' course to be given in midwinter in Madison. This proved to be another popular undertaking—this in spite of the rigid requirements of attendance and study for a week during the winter season.

Still more extension activities piled up with the coming into favor of the Babcock test as a measure of dairy herd efficiency. More and more demands flooded the College offices, and the Deans went to the Legislature at every session with the evidences of the need for an organized attempt to bring the new knowledge to the farmer.

The Farmers' Institutes were still operating with greatest spirit and with substantial success so that it was an embarrassment to account for still more demands for public money for adult education. The Deans pointed out that instruction in the use of new tests and fertilizers was a more difficult task than the propagandizing of more general ideas. They thought in terms of more thorough and better-organized courses of instruction. And they finally found the man who was able to demonstrate how a new type of extension work could carry scientific agriculture another step forward on the farm. The new man was K. L. Hatch.

Today the Ag Extension momentum will be seriously slowed down unless the State Legislature restores to the UW budget the \$282,122 which Gov. Oscar Rennebohm has cut from the Ag Extension fund.

Better Tomato Added to List of Improved Crops

THE WISCONSIN No. 55 tomato has made such an impressive record in wide-spread trials that there is reason to believe it may become the leading main-crop variety in this state and perhaps in many other states as well.

This new variety recently was developed at the University of Wisconsin by Prof. J. C. Walker and his associates.

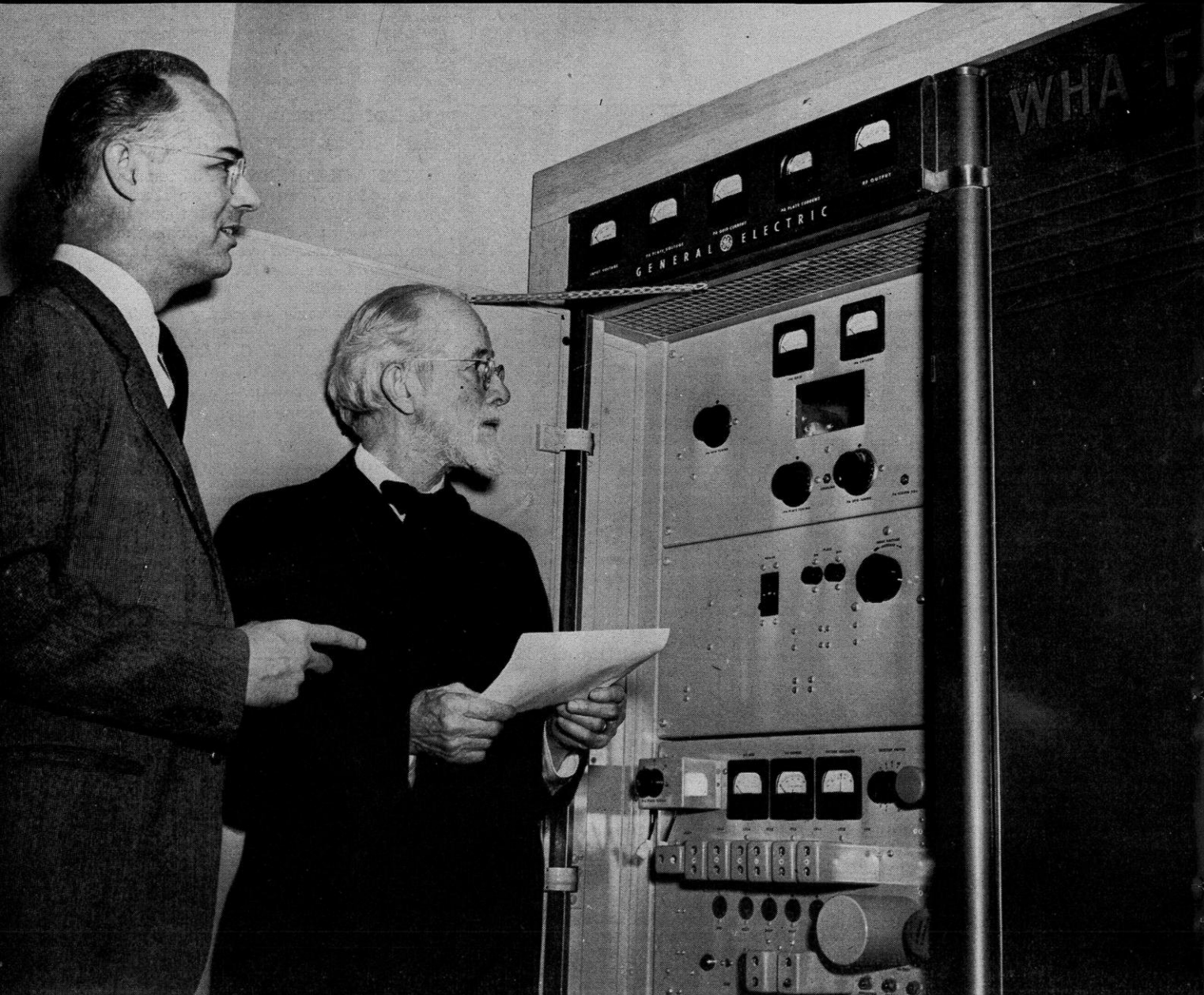
Many commercial growers, canners, and seedsmen have cooperated to test the No. 55. Most of them were located in Wisconsin, but others grew the new variety as far away as the east coast, the west coast, Florida, and points between.

The reports of these cooperators constitute a remarkable set of "testimonials." A large majority declared the No. 55 was the best variety they grew.

Wisconsin is the leading state in the nation in production of canned vegetables—thanks to the UW. The finished product of this industry has a value of some \$70,000,000 annually. Its maintenance on an efficient plane is important to Wisconsin's farms, villages and cities where over 200,000 acres are devoted to special food crops to furnish the raw product to some 150 canneries. The University through its College of Agriculture has maintained a research program during the past 25 years which has done much to hold this industry in Wisconsin.

Thirty years ago, for instance, the pea canning industry was jeopardized by destructive plant diseases to the point that canners were liquidating their plants and moving elsewhere. The large cabbage industry producing nearly half the nation's sauerkraut was being driven out by cabbage yellows. Specialists at the College of Agriculture studied these problems and worked out solutions for many of them. Some of the pea troubles were corrected by having seed grown in semi-arid irrigated regions where disease-free seed can be produced. The persistent soil-borne disease known as wilt, which was the greatest threat to pea canning 20 years ago, is now completely eliminated by wilt-resistant strains developed at the College of Agriculture. The cabbage yellows threat has been likewise eliminated by development of yellows-resistant cabbage. The bean canning industry has been stabilized by development of mosaic-resistant beans.

This is the reason why Wisconsin today processes every third can of peas, every other can of beets, every fifth can of corn and nearly every third cask of sauer kraut and of pickles in the country.



PICTURE OF THE MONTH

HAROLD B. McCARTY, MA, '30, director of WHA and WHA-FM, associate professor of radio education, director of the State Radio Council, and secretary of the University radio committee, stands at the control panel in Radio Hall with WILLIAM H. LIGHTY, director-emeritus of the University Extension Division and pioneer in public-service radio. Together they symbolize the early Badger recognition and the modern Badger exploitation of using radio to reach every home in the state—an ideal instrument of university extension, an effective medium for achieving the Van Hise goal of a Wisconsin-wide campus.

"Hello all stations . . . hello all stations! This is 9XM . . . 9X Ray Mike . . . 9XM at the University of Wisconsin calling . . . This is 9XM . . ."

Such was radio at the University of Wisconsin 30 years ago—an intriguing, mysterious apparatus upon which the late Prof. E. M. Terry and his students in the physics department experimented with endless patience. Initial success came in the summer of 1917. Voice signals sent out from Science Hall were picked up by Malcolm Hanson, a former student of Terry's then in service at the Great Lakes Naval Training Station. Telephonic broadcasting was a reality!

So was born the radio station of the University of Wisconsin, said to be the oldest of American broadcast-

ing stations. 9XM has become WHA and WHA-FM. Assisting WHA in reaching the state is WLBL, the State Department of Agriculture and Markets station at Stevens Point, and two other State Radio Council FM stations at Delafield and Chilton.

Since the earliest days, when Professor Lighty saw the possibilities of university extension by radio, the ideal of public service has motivated all planning and progress at "HA." Daily throughout the year the station offers a full schedule of radio service entirely supported by the public, with no advertising.

Any afternoon at 2 o'clock, if you lived in the WHA-network listening area, you would hear a program broadcast directly to schools of the state.

"The Wisconsin School of the Air presents 'Journeys in Music Land.'"

"Hello, boys and girls. Isn't this a fine day! A fine day for music. All right, ready on the first song. Here's the pitch—and everybody sing!"

Thus begins another broadcast by Professor-Emeritus E. B. Gordon, teaching thousands of children scattered in classrooms throughout Wisconsin.

A College of the Air, the Homemakers' Hour, the Wisconsin Political Forum, the Farm Program, music, drama, the arts—all have a place in the University's broadcasting service to help achieve the Wisconsin ideal of University benefits for all the state.

"* * promoting by organized effort the best interests of the University * *"

Sheboygan's 9-Point Program

PRESIDENT Lu Chase and his fellow members in the Wisconsin Alumni Club of Sheboygan County are doing an outstanding job during the University's Centennial year. Their program of activities for this year includes the following projects:

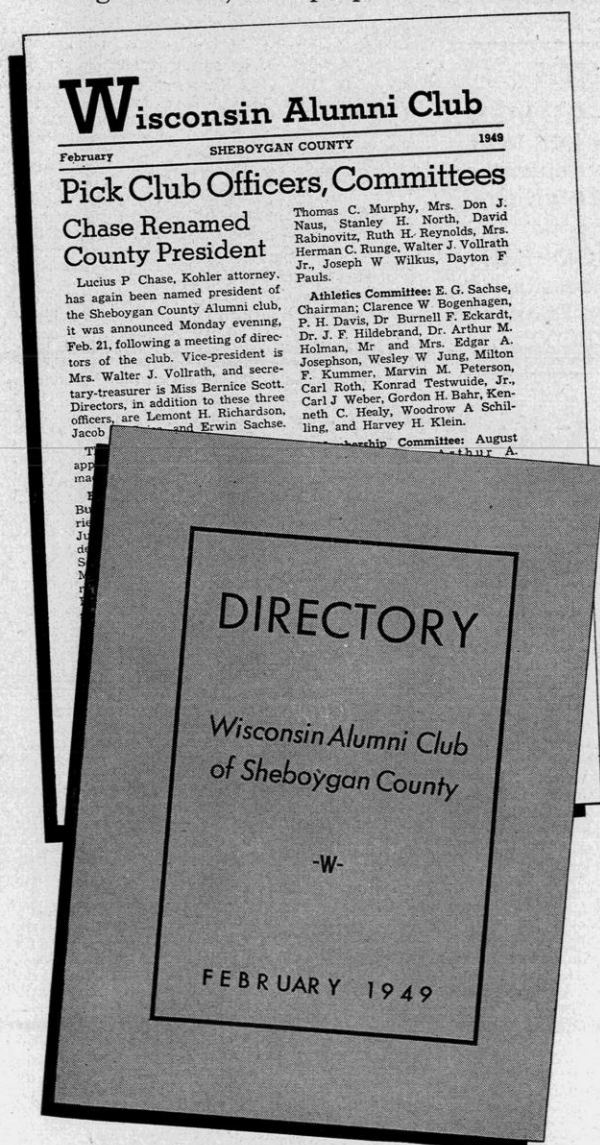
1. Publication of a 16-page alumni club directory for Sheboygan County.
2. Publication of a four-page bulletin packed with timely news items about the various activities and projects sponsored by the Sheboygan club. This bulletin shows clearly that the Sheboygan Club is a going concern, and people like to be asso-

ciated with going concerns—just as they shy away from clubs or organizations that are dormant.

3. A very successful Founders' Day meeting, with Dr. Merle Curti, co-author of the University of Wisconsin history, as the main speaker.
4. Active support of the fund campaign of the University of Wisconsin Foundation. Such support should be a must for all alumni clubs.
5. Football movies during the gridiron season. This program was so successful last fall that plans are already under way to repeat it this fall.
6. May Day Social on May 1—a "Kaffee Klatsch" at the Hotel Foeste from 3 to 5 in the afternoon.
7. June Picnic—an annual event; usually includes a golf tournament.
8. Membership campaign to sign up new members for the Wisconsin Alumni Association. Based on the number of alumni in Sheboygan County, the Sheboygan club has signed up a higher percentage of new members this year than any other club.
9. Cooperation with University Extension Center in Sheboygan in its programs and forums. These forums include a series of lectures on timely topics of the day. On March 10, for example, John W. Parker, lecturer in the University Extension Division, talked on "Behind the Iron Curtain." Prof. Eduardo Neale-Silva will speak on "The Present Status of our Relations with Latin America" as the fourth speaker in this series. The University Men's Chorus, directed by Prof. Bjornar Bergethon, appeared in Sheboygan last February.

This list of activities illustrates two characteristics always found in a good program of activities for alumni clubs: (1) a wide variety of activities, so that each alumnus can find some feature that appeals to him; (2) something going on throughout the year. It's very difficult to maintain alumni interest with only one or two projects a year. The clubs that get things done for the University are the clubs that sponsor a series of projects throughout the year, such as Sheboygan is doing this year.

These Sheboygan projects are carried on by six standing committees: Founders' Day, activities, athletic, membership, publicity, and scholarship.—JOHN BERGE



CLASS NOTES

(Continued from page 9)

several months of illness at the age of 54. Mr. Cargill is chairman of the board of the Ray-O-Vac Corp., Madison.

Prof. Sam A. MARSH of the Washington University (St. Louis) School of Business and Public Administration was honored recently with a testimonial dinner given for him by 25 of his former students at the Hotel Statler in St. Louis. Prof. Marsh has been a member of the faculty at St. Louis for 27 years and is a past president of the National Assn. of Cost Accountants.

Arthur W. SIEMERS, former head of the Madison Vocational School and director of the Madison Boy Scouts married Mrs. Charles Gerhold of New York City last Christmas Eve. They will reside at 2882 Valentine Ave., N. Y. 58, N. Y.

1917 W

Herbert H. Brown, superintendent of the Milwaukee waterworks since 1941, died in a Madison hospital Jan. 7 at the age of 54 after several months of illness.

W. Arthur HEIMERL was recently appointed chief civil service examiner for Milwaukee County.

1920 W

Judge Harry S. FOX, Rock County judge for 12 years, was sworn in as Judge of the 12th Judicial Circuit at Janesville Jan. 3.

1921 W

Word has just reached us of the death of Ralph E. HANTZSCH last May 27, at his home in Houston, Tex., where he had been superintendent of manufacturing for the Shell Oil Co.'s Exploration & Production research laboratory. He was 52 years old.

Identical twins pursuing identical careers are Drs. Ruth CALDWELL Foster and Esther CALDWELL Kurtz of Madison, who were profiled recently in the (Madison) *Capital Times* for their outstanding work in collaboration with their physician husbands in the field of internal medicine.

Allan C. DAVEY, Sr. was recently appointed Sales Manager of the North American Distributors Corp. in Milwaukee.

1922 W

Hobart H. KLETZIEN, former advertising and sales promotion manager of Enger-Kress Co., has accepted a position as general manager of the Pulprocess Co. of Milwaukee.

William F. MOEHLMAN has been reelected to a second term as president of the Knoxville (Tenn.) Chamber of Commerce. He is vice-president of the Tennessee Metal Culvert Co. and president of the Knox Concrete Products Corp.

Dr. George J. KASTLIN of Pittsburgh died last Dec. 31 at the age of 48. He had been associate professor of medicine at the University of Pittsburgh.

1923 W

R. Winfield ELLIS, together with John E. Blunt III and Richard W. Simmons, all of Chicago, has organized a new brokerage and investment firm. The new firm is a member of the New York Stock Exchange and the Chicago Stock Exchange and is the Chicago correspondent of Clark, Dodge, & Co., New York.

Gordon THOMSON, second vice-president of the Banking Department of the Northern Trust Co., Chicago, was initiated recently into the Bank's Quarter Century Club at its annual dinner.

Eleanor SANFORD was profiled recently in the *New York World Telegram* in connection with her work in the 57th Street Branch of the Manufacturer's Trust Co. in New York City.

1924 W

From the Army Medical Center at Walter Reed Hospital in Washington comes word of the appointment of Brig. Gen. Paul H. Streit to the post of Commanding General of the Army Medical Center and Walter Reed Hospital. His wife is the former Metta MAGEATH.

1925 W

After 13 years as wire editor for the (Madison) *Capital Times*, Harry M. GOLDEN was appointed associate sports editor of the Madison paper.

1926 W

Dr. Allan P. COLBURN received the 1948 Professional Progress Award in chemical engineering, which is sponsored by the Celanese Corp. of America and is administered by the American Institute of Chemical Engineers. Dr. Colburn's first national honor came in 1936 when he won the Walker Award for outstanding contributions in technical literature. He is the first chemical engineer to receive the progress award, and at present is assistant to the president of the University of Delaware.

Charles DUFFY is now Pierce Professor of English and head of that department at the University of Akron.

NEXT MONTH

FOUR TWO-COLOR SKETCHES by the late John Steuart Curry, depicting undergraduate life on the campus.

IT ISN'T SELF-GOVERNMENT. A frank discussion of student politics by Dean of Women LOUISE TROXELL.

1927 W

Stillman KUHNS was recently appointed vice-president of the Diamond Match Co., New York.

The Northern Trust Co., Chicago, recently announced the promotion of Donald McDUGAL from assistant cashier to second vice-president in the Banking Department. Mr. McDougal is now living at 337 E. 3d St., Hinsdale, Ill.

George J. HEIMERL was married last Sept. 3 to Barbara R. Brown. He is with the National Advisory Committee for Aeronautics at Langley Field, Va.

1928 W

John E. ROE recently served as conciliator in the recent strike of the Communications Workers Division 23 and the Commonwealth Telephone Co. Mr. Roe served during the war years as general counsel for the alien property custodian and recently as special conciliator for the US Department of Labor.

1929 W

Prof. Lauriston SHARP at Cornell University is conducting an extensive study of Siamese culture in the Bangkok area. Prof. Sharp was the first president of the UW Memorial Union, and is the son of the late Frank Sharp, philosophy professor at the UW for many years.

Sign manufacturer and advertiser Lee LARSON was profiled recently in the *Milwaukee Journal* in connection with the sale of his firm. Lee Larson & Co., Waukesha, to the Minnesota Min-

ing & Manufacturing Co., which has been merged with the National Advertising Co., Westminster, Md. Mr. Larson will remain as vice-president for sales of the new Nat. Adv. Co.

1930 W

Robert W. BURNS was recently promoted to the rank of Major General in the Air Force.

Roswell E. BROWN sends word that he is now engaged as project engineer for the Arizona-Nevada Constructors Co., Dinuba, California. Mr. and Mrs. Brown reside in East Orosi, Calif.

The law firm of Rieser & Mathys in Madison recently announced the additions to their firm of William A. McNAMARA and Willard S. STAFFORD. Mrs. Stafford is the former Mary Ellen McEVILLY, '36.

T. Holden MORAN was recently elected director and vice-president and appointed general manager of the Commonwealth Telephone Co. in Madison. He was formerly with Indiana Associated Telephone of Lafayette, Ind.

Norman H. Smith and Fred WILL, who retired recently from the office of assistant district attorney, have announced their association in the practice of law in Green Bay.

Jerome H. HERREID, 19 year member of the Watertown HS faculty, was recently granted an MS degree at the UW.

1931 W

Dr. Addie M. SCHWITTAY was profiled in the (Madison) *Capital Times* for her work as chief of the obstetrics department of the Jackson Clinic in Madison, where she lives at 3928 Tonyawatha Dr.

Abe EPSTEIN was profiled recently in the (Madison) *Capital Times* as a poor immigrant boy who made good. Mr. Epstein began by selling papers in Madison as a small boy to support his family and himself and is now sales director for both the *Capital Times* and the *Wisconsin State Journal*.

Dr. Konrad B. KRAUSKOPF, on leave from the faculty of Stanford University to serve as director of the geographical section of G-2 in the Far East, was recently awarded an army commendation for outstanding service.

1932 W

Word recently reached us that Philip R. SAUER is now chairman of the Division of Languages and Literature at State Teachers College, Bemidji, Minn.

Thayer C. SNAVELY has been named an associate district agent in Manitowoc and vicinity for the New England Mutual Life Insurance Co.

Arthur J. ORTH died at his home in Decatur, Ga., at the age of 38. He was an insurance agent for the Employers Mutual Co.

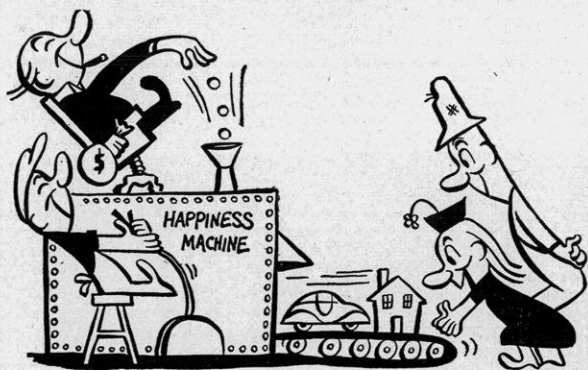
Robert M. HORNE, industrial manager for the Vallejo (Calif.) Chamber of Commerce, resigned his duties Jan. 16 to become bay area representative for the National Life Insurance Co.

The National Lutheran Council at its annual meeting in New York approved a permanent division of student service, naming Dr. Morris WEE and Dr. Ruth WICK, '44, as executive secretary and assistant, respectively. Dr. WEE was minister at Bethel Lutheran Church in Madison before assuming temporary duties with the student commission in 1946.

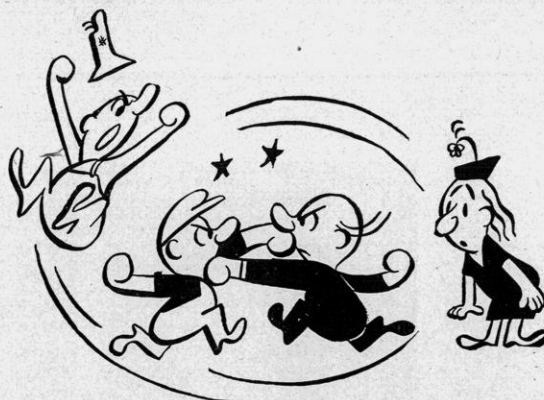
Charles NOVOTNY is now construction engineer and plant superintendent of the Jefferson Chemical Co.'s new research lab being built at Austin, Tex.

Amelie WOLDENBERG married Dr. Fred Weinfeld, a Hungarian physician who was the only member of his family to survive the Nazi concentration camp at Auschwitz, Germany. The newlyweds were married by the burgomaster of Stuttgart and will reside in California. Dr. Weinfeld was formerly chief physician at the Ulm (Germany) Displaced Persons Camp.

(Continued on page 28)



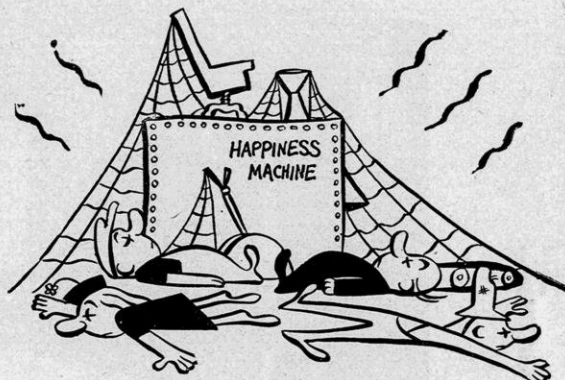
1 ONCE UPON A TIME A GROUP OF PEOPLE GOT TOGETHER AND BUILT THE BEST HAPPINESS MACHINE IN HISTORY...



2 BUT WHEN IT WAS READY THEY GOT TO FIGHTING OVER WHO SHOULD GET THE MOST HAPPINESS.



3 THEY KEPT FIGHTING... AND THE MACHINE SLOWED DOWN. SOON THE PRICE OF HAPPINESS SKYROCKETED!



4 IN THE END THEY ALL DIED OF BROKEN HEARTS RIGHT NEXT TO THE GREATEST HAPPINESS MACHINE THE WORLD HAS EVER SEEN!

Now, here's a better ending!!!

They stopped fighting among themselves. They got together like sensible human beings . . . management, labor, farmers, consumers.

And they said "Look . . . we've got something wonderful and special here in America . . . something so good it saved all the rest of the world twice in 25 years.

"It isn't perfect yet . . . we still have ups and downs of prices and jobs. But our system has worked better than anything else that's ever been tried.

"And we can make it better still . . . we can build for peace as we built for war without even working harder—just working *together*.

"We can invent and use more and better machines, can apply more power. We can

work out better methods in our factories, stores and offices. We can have better collective bargaining. We can develop more skills on the job.

By doing these things, we can produce more every hour we work, at constantly lower costs.

"The bigger the flow of goods, the more there will be for everyone. Higher wages to buy the good things of life and more leisure to enjoy them!"

So that's the way they did it. And they lived happily ever after.

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

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

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Quality that years will confirm

The beauty of line and proportion, and the glowing surface luster of these Kohler fixtures testify to the skill and knowledge with which they are made. The things you don't see at a glance—their quality, their durability, the reliable performance of all their working parts—of these there is abundant evidence in countless American homes where Kohler plumbing has given years of satisfaction. Kohler quality, which can be yours at no extra cost, is a 76-year-old tradition.

Kohler fixtures come in pure white or

delicate pastel shades, each adaptable to various decorative schemes as distinctive as the one shown. The Cosmopolitan Bench Bath, with the convenient Triton shower and Niedecken mixer, has a base of non-flexing iron cast for rugged strength and rigidity, coated with glass-hard, easy-to-clean Kohler enamel. The Chesapeake lavatory, roomy, convenient, graceful in design, is of first quality vitreous china. The chromium plated brass fittings are engineered to serve with maximum efficiency.

Kohler Co., Kohler, Wis.

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★ *Faculty Profile*

GOODNIGHT, SWEET PRINCE

THE RECORDS MAY show that SCOTT H. GOODNIGHT is a dean-emeritus, but if anybody thinks that "Scotty" has actually retired, he's only kidding himself. Because physically and spiritually, Dean Goodnight is almost as much a part of the campus scene today as he was in his prime.

For 29 years, Scott Goodnight was the University to seven generations of Badgers. Born in Kansas, he took his undergraduate work at Eureka College, Ill., studied at the Universities of Chicago and Leipzig, and earned a doctorate at Wisconsin in 1905. He got a job teaching German on the Hill, was made dean of men in 1916, and held that job until he retired in June, 1945 at the age of 70. For 32 years, until 1943 when his doctor advised him to slow down, Dr. Goodnight also held the position of dean of the Summer Session, which he promoted into one of the most successful in the country. He made another hobby of serving as national president of Phi Eta Sigma, honorary fraternity for freshman men.

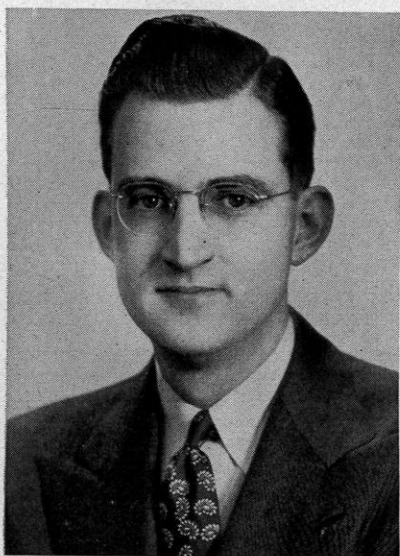
That he was a controversial figure in University history, Scott Goodnight would be first to admit. He was dean of men before the word "counselling" had

been discovered and in an era when the strong arm of a combination beat policeman-house detective-high priest was much in demand. So the Goodnight saga is filled with well-known rocking chair vigils, speeches against bathtub gin, election regulations, and *Octopus* blue pencils. But withal, nobody in his times at Wisconsin had such a down-to-earth grasp of student-faculty relationships or built up such a large and varied assortment of undergraduate friends from those who came to quake and left to praise.

Today the Goodnight spirit of devotion to student affairs lives on in his proteges all over the country—Bill Blaesser at the University of Washington, Chuck Dollard at the Carnegie Foundation, John Bergstreser at the University of Chicago, Chet Ruedisilli at Wisconsin, and many others.

Today, too, you can find the dean still in his old haunts—shooting pool at the University Club, hunting rabbits near Stoughton, talking to freshmen at Phi Eta Sigma meetings, chatting with his successors on the Hill, going to national fraternity conventions. If he's supposed to be on the shelf, nobody seems to have told him yet.

★ Badgers You Should Know



JOHN C. WEAVER, '36, MA '37, PhD '40, Professor of Geography, University of Minnesota, Minneapolis, Minn.

TYPICAL of the outstanding scholars produced by the University of Wisconsin's geography department (*Alumnus*, Nov., 1948) is this young man of 34 now teaching as a full professor at the University of Minnesota, and already a world authority on the polar areas and the production of barley.

John Weaver was born in Evanston, Ill., Mar. 21, 1915; received his three degrees from the UW. He was a teaching assistant at the University of California for a time, then a lecturer at the Wisconsin State Teachers College in Milwaukee. He

joined the University of Minnesota faculty in 1946 as assistant professor of geography, became associate professor the next fall, and received his full professorship in 1948.

Dr. Weaver has been consultant for the Midwest Barley Improvement Association of Milwaukee and a member of the committee on geographical exploration under the Joint Research and Development Board in Washington. A monumental *Ice Atlas of the Northern Hemisphere* was prepared by him for the US Navy.

He is also the author of "Barley in the United States: A Historical Sketch" and "Climatic Relations of American Barley Production" (both written for the *Geographical Review*) and "U. S. Malting Barley Production" in the *Annals of the Association of American Geographers*.

He was a member of the research and editorial staff of the American Geographical Society from 1940 to 1942, a member of the research staff of the division of geography and cartography of the US department of state from 1942 to 1944, and with the US Navy in charge of a research project at the hydrographic office in Washington from 1944 to 1946.

Dr. Weaver holds the Wisconsin Vilas Medal, is a councilor of the Association of American Geographers and American Society for Professional Geographers, is a member of Phi Beta Kappa, Phi Kappa Psi, the American Geographic Society of New York, the American Association for the Advancement of Science, the Arctic Institute of North America (Montreal) and the American Polar Society.

(Continued from page 25)

1933 W

Margaret Louise WINNIG and Harold S. KRAMER, '34, were married in Oshkosh Jan. 22. At present they are living at 611 Glenmoor Rd., E. Lansing, Mich., where Mr. Kramer is credit manager for the Sears Roebuck Co.

Ormona G. KIMBALL was recently appointed to the Wood County Soil Conservation Service in Wisconsin Rapids.

Free lance writer Irene MYERS Bollen and her husband are now living at 216 E. Valencia, Burbank, Calif.

Dr. Bjarne R. ULLSVIK was recently appointed administrative assistant to the president of Illinois State Normal U.

1935 W

Dr. O. MOLAND of Augusta spoke to a group of UW medical students last Jan. 12 on the subject "My Life as a Country Doctor."

Mr. and Mrs. John F. ADAMS (Nancy Dugger, '34) announce the birth of a third child, Katharine Alcott Adams, Jan. 8.

Leroy KLOSE, Madison public school director, has assumed duties as director of the Madison Elks Chorus.

Dr. John GERMAN, formerly of Huntington, W. Va., has begun a practice of medicine in Clintonville, Wis.

Dr. Edward A. BACHHUBER of Milwaukee has been appointed assistant dean of the Marquette U. Medical School. Dr. Bachhuber will also supervise the medical education program at county institutions.

Wally L. MEYER, now studying for his doctorate in adult education at Columbia U., is gaining fame through his hobby of leading the "new look in community singing" in the East. Mr. Meyer's recent appearance on the Sunday night Hobby Lobby show has brought demands for his services from Colonel Stoopnagle, Mrs. Bernarr MacFadden, and others.

1936 W

Harry WILSON Jr. has been promoted to Assistant Chief of Television Advanced Development at the Philco Radio Corp.

Leland Rogers COOPER was recently granted an MA degree by the University of Minnesota.

Attorney Joseph G. PAGE died in Janesville Feb. 2 after several months of illness at the age of 39.

Assistant UW basketball coach Fred (Fritz) WEGNER was profiled recently

in the *Waupaca Post* as "the best college basketball scout in the nation."

Physician Henry KLEINHAUS of Whitewater died in a Madison hospital recently as a result of exposure and injuries suffered in an automobile accident enroute to care for a patient.

Dr. Raymond E. GOTHAM married Hazel Bleck last Dec. 22 and will reside in Stevens Point. The newlyweds were married at the home of the bride's parents in New London, Wis.

Former staff member of the consulting engineering firm of Amman & Whitney, Boyd G. ANDERSON has announced his association as a partner in the firm, which has offices in New York and Milwaukee.

Harold W. MUELLER was recently appointed assistant district attorney in Manitowoc.

1937 W

Forest A. JOHNSON and Doris Dyer were married last Dec. 30 in Spokane, (Wash.). They are now living in Mt. Horeb, where he is in the lumber business.

Meyer VICTOR recently purchased the Persson record shop in Madison, now operates the store as the Victor Music Co.

Richard BARDWELL has formed a partnership with Robert W. Arthur, Dane County district attorney, for the practice of law in Madison under the name of Arthur & Bardwell. Mr. Bardwell was formerly associated with the firm of Miller, Mack, & Fairchild in Milwaukee.

Loren E. AHLSEDE has accepted a position as account executive with the advertising firm of Fuller, Smith, & Ross Inc. in Chicago, and his address will be 105 W. Adams St., Rm. 1400, Chicago 3.

1938 W

Stefan H. ROBOCK is now engaged as an economist with the Boston office of the Antitrust Division of the Department of Justice. After leaving the Navy in 1946, Mr. Robock married a Pittsburgh girl and served for a time as an economic consultant with the National Planning Assn.

Wis. Assemblywoman Ruth BACHHUBER Doyle was profiled in the (Madison) *Capital Times* recently as continuing the well known Bachhuber family tradition of activity in politics. In 1940 Ruth married Atty. James E. DOYLE, chairman of the state Democratic organizing committee and former assistant US district attorney in Madison.

James S. VAUGHN has been promoted to plant manager of the Square D branch plant at Peru, Ind., where he lives at 251 E. 5th St.

Alice BRYKCYNSKI recently returned to Milwaukee from Seoul, Korea, where she spent the last year teaching at the American Language Institute.

Mr. and Mrs. Myron L. SILVER announce the birth of a daughter, Patricia, Jan. 5 at St. Louis, Mo. A postscript says: "By the way, she is coming to Wisconsin in 1966."

Virginia LEWIS is now teaching Commercial courses at the Onalaska High School.

Joy Alice DICKENS writes from Tucuman, Argentina, that she is now professor of English at the University of Tucuman, where her father is director of physical education. Formerly, Miss Dickens taught at the Argentine-N. Am. Cultural Institute and in the war years was a clerk at the American Embassy in Buenos Aires.

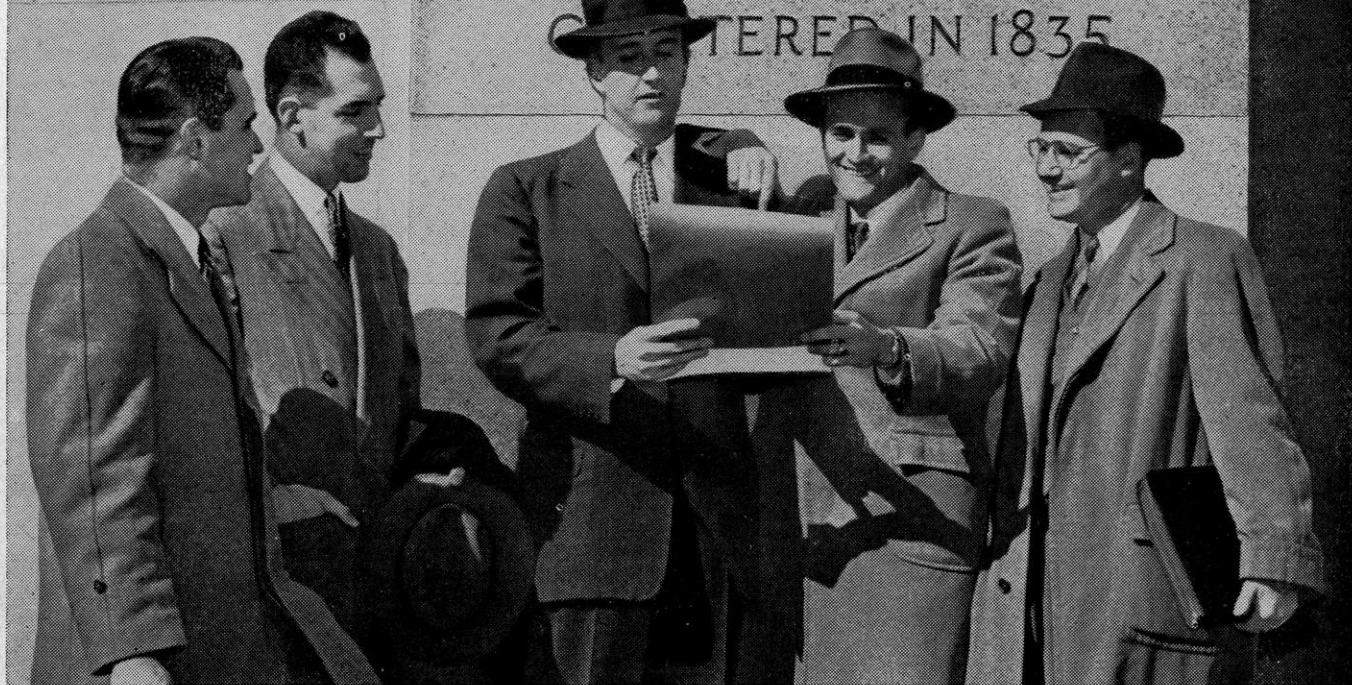
1939 W

Needham, Louis, and Brorby, Inc. recently announced the association of Edmond C. DOLLARD with that agency in the Account Executive Division. Mr. Dollard was formerly with Dancer-Fitzgerald-Sample, Inc.

(Continued on page 30)

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY

INCORPORATED IN 1835



Their experience may help answer your career question

The five men pictured above were among the large number who last year asked us a lot of questions about career opportunities.

One of their favorites — and probably yours too — went something like this: “What kind of earnings can I expect to make, especially during my first few years?”

In a way, that’s a difficult question, because the answer depends entirely on you.

Perhaps the best way to answer it here is to give you some figures on what others have done. As an example, let’s take the young men you see at the top of this page.

They are the five new men taken on last year by one of our Boston agencies. They ranged in age from 24 to 31. Only one had had any previous experience in our field, and this was limited to a few months. They began their association with us by taking our training course.

By the end of their first year — in a job that put them on their own, and in which they were their own masters — they had each written from \$250,000 to \$380,000 of life insurance. Their

incomes ranged from \$3532 to \$5645. With renewal commissions, first-year earnings will range from \$5824 to \$9702. The average: \$7409.

Four of these men, mind you, had no previous experience selling life insurance. Yet they all made a flying start. And their financial futures are as unlimited as their individual ability, energy, and initiative.

In addition to high-average incomes, they enjoy many other advantages. Among them: being their own boss; associating with congenial men, most of whom are college trained; financial advancement that depends on themselves rather than on seniority; working with the first-chartered, fastest growing company in our field; and, perhaps most important, the deep satisfaction of knowing they are performing a tremendously valuable service for their friends and clients.

If you’d like more facts and figures to help you make a career decision, I’d be happy to supply them to you. Just drop me a line at the New England Mutual Life Insurance Company, 501 Boylston Street, Boston 17, Massachusetts. The name is H. C. Chaney, Director of Agencies.

(Continued from page 28)

Dr. Wm. N. POLLARD Jr. has begun the practice of surgery in Beloit, after some years of practice in Duluth.

UW associate professor of mathematics William F. EBERLEIN has been selected for recognition in the 1949 *Britannica Yearbook* for outstanding contributions in his field.

Bernard BERK (Leah Cohodas, '40) and Gordon JARSTAD have associated in the practice of law at Green Bay.

Walter KINGSON (formerly Walter KRULEVITCH) has accepted the position of director of the radio department of UCLA after receiving a doctorate in education from NYU. His wife is the former Romance COWGILL.

1940 W

New address for Mrs. Ida ALTMAN Hunt: 3456 W. 96th St., Evergreen Pk., Ill.

Mr. and Mrs. Robert C. McGUIRE (Jean ANGER) are now living at 4413 Winnequah Trail, Madison.

Lee H. KAISER has joined the Eastman Kodak Co., Rochester, N. Y., as an attorney in the Patent Department. Milwaukee Atty. Edmond F. ZEISIG was appointed director of the Wisconsin public information program of the American Bar Association.

Joanne DUSIK Dwyer and Dr. R. D. DWYER, '41, announce the birth of a son, Patrick D., on Jan. 18 in Kansas City, Mo.

Leonard S. SILK has been appointed instructor of business economics at Northeastern University in Boston.

1941 W

"Roarin' George" PASKVAN spoke recently of some of his football memories at a luncheon meeting of the

Kiwanis Club in Chippewa Falls, where he is associated with the Briggs Transfer Co.

Jesse A. BEARD is now living at 219 N. Atrisco Rd., Albuquerque, N. M., where he is a forester with the N. M. Fish & Wildlife Service.

Roland L. LOHMER married Mary J. Cox Dec. 22 at Peoria, Ill. where Mr. Lohmer is a chemist with the Northern Research Lab.

Dal V. ACKERMAN married Mary C. McLean of Thorburn, Nova Scotia, in Toronto Dec. 18 and will live in Wilmington, Del., where he is associated with the DuPont Co.

Mr. and Mrs. Arthur C. NIELSEN announce the birth Dec. 19 of a son, Christopher, in Northbrook, Ill., where they live at 1108 Dundee.

Clara G. DAWE has accepted a position as Air Force Librarian in Germany, where her address will be: Special Section, HQ & HQ Sqdn, 7120 Air Base Gp., APO 633, % PM, NY, NY.

Dr. Kenneth BILL has joined the Elkhorn clinic and started practice there Feb. 1. Mrs. Bill is the former Lois J. ADAMSON, '38, of Madison.

Charles M. ENGLISH, who was assistant attache at Belgrade, Yugoslavia, is now the attache there.

1942 W

Jerome HENDRICKSON married Helen Greenseth Jan. 3 in Eau Claire, where they live at 304 7th St.

Philip G. ARNESON (Jean HUXTABLE, '45) are living at 433 S. 23d St. in La Crosse, where he is practicing law.

Harvey R. EBERDT is supervisor of traffic sales for United Air Lines in Philadelphia. Mr. and Mrs. Eberdt reside at 710 Summit Ave., Prospect Park, Pa.

Lee BARON was named "outstanding young man of the year" by the Madison Junior Chamber of Commerce recently. Mr. Baron is assistant merchandise manager for Baron's store in Madison.

Rev. Ray W. G. BAYLEY was installed as pastor of the First Presbyterian Church in Prairie du Sac recently.

Theodore GRISWOLD is manager of a ranch at Sanatobia, Miss.

Mrs. Dorothy KETTNER Jones sends a change of address: 128 N. Hancock, Madison. Her husband is attending the University.

Helen MATHESON was recently appointed Sunday editor of the (Madison) *Wisconsin State Journal*.

Atty. and Mrs. John BASSHARD of Bangor announce the birth of a daughter, Sabina, Jan. 23 at La Crosse.

Joe K. ADAMS was recently granted a PhD in psychology by Princeton University.

William NOEHL married Ruth Stanke Feb. 2 in Milwaukee.

J. Warren DEPPE is now resident manager of the Blaine Experimental Breeding Farm near Lake Mills.

1943 W

Rudolph J. KORADE is now assistant schedule engineer with the Allis Chalmers Co. and is living at 1965 S. 80th St., West Allis.

Betty SMITH Arms and Howard ARMS, '45, announce the birth of a son, David, last Nov. 29 at Parhdale, Ore., where they live at Route #1, Box 192A.

Lt. (jg) Bruce B. SMITH, USN, is a flight instructor at Corpus Christi, Tex. His new address is: NAAWFS, Naval Air Station, Corpus Christi.

Dr. and Mrs. Robert F. SKEELS have recently returned from Bad Nauheim, Germany, to 232 W. Cypress Ave., Monrovia, Calif., where Dr. Skeels is a resident in internal medicine at Birmingham VA Hospital. Mrs. Skeels is the former Shirley NORD, '44.

Diana HOCHMUTH of LaVale married Norman Stein Jan. 29 in Madison, where they are living now at 135 Langdon while Mr. Stein attends the University.

Dr. D. Beryl MACK, osteopathic physician and surgeon of Madison has announced the opening of her offices for general practice at 224 W. Gilman.

Bob ANGUS, editor of the (Fort Atkinson) *Jefferson County Daily Union* was recently named the "outstanding young man of 1948" by the Fort Atkinson Junior Chamber of Commerce.

Mr. and Mrs. Merton O. BAKER (Alice RIDLEY) have announced the birth of a daughter, Alice Ann, Dec. 23 last at Mineral Point, where they live at 509 Wisconsin St.

1944 W

Mr. and Mrs. Robert C. BECK (Phyllis NEWTON) have recently moved to Madison from Toledo, O.

Joseph J. COYNE recently graduated from the Marquette Dental School and has opened his office for practice in Madison. Mrs. Coyne is the former Harriet Acker of Sheboygan.

Arthur B. MICHAEL was recently granted an MS degree by the University of Minnesota.

Rupert G. CORNELIUS has a new position as assistant merchandise manager in Wren's Department Store, Springfield, Ohio, where he and Mrs. Cornelius live at 1320 Higlet St.

1945 W

Frank BIGNELL (Ann HUCKLE, '44) is now program manager of WTMJ and WTMJ-FM in Milwaukee, where he and Mrs. Bignell live at 4800 N. Elkhart Ave.

Dr. John R. MARKS married Mary Gittens in LaCrescent, Minn., Jan. 5. The couple will live in Shore Acres, Minn.

Jean COOPER was recently assigned to the post of psychiatric social worker in the Rock County (Wis.) Child Guidance Center at Beloit.

★ Madison Memories

ONE YEAR AGO, April, 1948: Frank O. Holt, '07, director of public service at the UW and first vice-president of the Wisconsin Alumni Association, died April 1 at his Madison home . . . Haresfoot's original show *Big As Life* is touring the state this month and playing to capacity audiences. It is built around a Paul Bunyan fable . . . The Badger boxing team this month completed its third straight victorious year unbeaten and untied, won four individual NCAA championships, and walked off with the first official NCAA team trophy.

FIVE YEARS AGO, April, 1944: Fayette H. Elwell was named dean of the newly created School of Commerce at the University by action of the Board of Regents this month . . . History Professor Merle E. Curti was announced this month as winner of the Pulitzer Prize for 1943 for his book *The Growth of American Thought*, published by Harpers. He is the third UW professor to win the Pulitzer Prize; his predecessors: Frederick Jackson Turner and Frederick Paxson.

TEN YEARS AGO, April, 1939: The Badger track team this month rounded out its indoor schedule with an undefeated record for the sixth straight year . . . University of Alberta Professor Ronald E. Mitchell, author of many published plays, has been named assistant professor of speech and director in charge of graduate work in drama at the UW.

TWENTY YEARS AGO, April, 1929: A man in the electrical laboratories at Schenectady, N. Y., this month held a playing card before a strange looking apparatus and at the same time George Nelson, senior in the physics department, peered into an equally strange looking machine in Sterling Hall and saw the image of the five spot of diamonds take form before his eyes. This is the first successful reception of electrical television transmission known.

THIRTY YEARS AGO, April, 1919: Dr. H. C. Taylor, '02, head of the department of agricultural economics on campus, has been called to Washington, D. C., to take charge of the office of farm management in the Department of Agriculture.

FORTY YEARS AGO, April, 1909: Prof. W. G. Bleyer, associate professor of English, has been named associate professor of journalism by the Board of Regents, which also this month accorded full departmental status to the study of journalism.

(From the files of campus publications)

"He that invents a machine augments the power of man"—HENRY WARD BEECHER



How electricity "lightens" our lives . . .

TWO HUNDRED SIXTEEN BILLION kilowatt hours—nearly four billion dollars worth . . . is a lot of electricity! Yet that vast quantity supplied the United States for just one year (1947).

This tremendous flow of electric power couldn't have been put into the country's power lines without carbon. You'll find carbon, too, in the switches and control equipment that distribute electric power . . . in most of the electric devices in your home . . . in the batteries for your radio, flashlight, hearing aids. Your telephone is voiceless without carbon.

Better materials contribute immensely to improved electric service. Hydrogen gas keeps huge generators cool . . . nitrogen gas is kept under pressure in important cables to warn when the protective casing is pierced . . . plastics give insulation that is more efficient yet thinner, tougher and


longer lasting; also provide construction material that is insulation in itself. Alloys give metals of better electrical and strength properties.

The people of Union Carbide provide these and other materials for supplying electricity. They also produce hundreds of other materials for the use of science and industry—to the benefit of mankind.

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MEDITATIONS BY THE EDITOR

Easter

MUCH IS BEING written in this Centennial Year about the ingredients which have gone, in the past century, into the University of Wisconsin enterprise. What has become famous as the *Wisconsin Idea* is said to have stemmed largely on the one hand from a broadening awareness on the part of educators that the role of a state university lay not merely in resident teaching and research but in the extension of knowledge to the very boundaries of the commonwealth; and on the other hand from a recognition on the part of prairie politicians that government was as much a social tool as a policeman's club.

Now there is implicit in both these expressions of the *Idea* a common core of essentially religious idealism. It would seem appropriate, therefore, at this season of the Centennial Year, to examine a little more closely what amount to the Hebraic and Christian contributions to a renowned 100-year-old institution and its unique way of life.

That the roots of the *Idea* should lie in a deep stratum of religious thought will not seem surprising once it be remembered that the University's early faculty was better trained in theology than in other disciplines. President Lathrop was tutored by a clergyman. Professors Conover, Sterling, and Butler were educated in divinity schools. And President John Bascom was born in a New England parsonage and prepped for the ministry.

It is Bascom, and not Chamberlin, Adams, or Van Hise, to whom Professors Curti and Carstensen refer in their *The University of Wisconsin: A History* as "the pio-

neer of the *Wisconsin Idea*." Bascom came to the Hill in 1874, taught philosophy and wrote profusely in a staggering array of scientific and metaphysical fields besides serving as president, and by the time he left in 1887 had made such a profound impression on the whole state that E. A. Birge, a pupil and colleague, could later declare: "I question whether the history of any great commonwealth can show so intimate a relation between the forces which have governed its social development and the principle expounded from a teacher's desk as that which exists between Wisconsin and the classroom of John Bascom."

This Bascom principle was a liberal Christianity—an intense moral idealism as beautifully couched as the Psalms, as straight-forward as the Sermon on the Mount, as pertinent as if the Ten Commandments were etched on the very stones of Main Hall.

Espousing a sort of evolutionary theism, Bascom took the lead in harmonizing the new science and the old religion. Science and phil-

osophy, in Bascom's opinion, started with certain common ideas and facts, moved along independent lines, met again in religion.

Along with Washington Gladden and other pioneers of a social gospel, Bascom came early to believe that salvation was no less a social than an individual matter. In his



Baccalaureate sermon of 1876 he concluded: "Society must be converted, as distinctly and fully converted as the individual; and the conversion of the individual will be very partial till this conversion of the community."

In 1872, in an important essay, he urged that religious principles be broadened to include all useful social theories, lest Christianity be left behind in the onward march of society. Unless both the natural and supernatural elements in religion were concretely related here and now to "a life of love," both would lose their power, he maintained.

* * *

Above all, John Bascom caught a clear vision of a larger University. In his farewell Baccalaureate he held that "the University of Wisconsin will be permanently great in the degree in which it understands the conditions of the prosperity and peace of the people, and helps to provide them; in the degree in which it enters into the revelation of truth, the law of righteousness, and the love of man, all gathered up and held firm in the constitution of the human soul and the counsel of God concerning it."

To Bascom, the most inclusive test of any educational system was the extent and character of its service to the state. It must harmonize the various interests of the state, it must strengthen all the liberties, it must promote the power of the state for all that is good. But no less important a test of a system of public instruction is the measure it takes of every human being and the help it gives him in developing his capacities for personal living and for the social good. And the final test is the degree to which it knits the people together in a common moral unity.

"We must abide with the people," he told the faculty. "Let the farmer be intelligent, and all other essentials will follow in due order," he told his constituents.

In other words, in the mind of Bascom his University had a sacred obligation to help realize a God-centered state; a blessed community of cooperation, of the sanctity of each individual, of brotherly love.

It was from this essentially Biblical ethic that there developed on the Madison campus the machinery for taking the services of faculty experts around the state to promote the well-being of the people; that there arose in a Bascom student, Robert M. La Follette, a sense of the new social forces of his day and of the new social responsibilities of government; and that there was planted in another Bascom student, Charles R. Van Hise, the inspiration to dramatize the whole concept of a militant University-state government partnership.

It was with this ethic in mind that Van Hise declared in retrospect that his teacher and predecessor was "among the prophets who from time to time have appeared to rejuvenate man and to arouse in him the invincible determination so to live as to advance the human race."

It was the Bascom ethic which inspired another class of '79 member, Kemper K. Knapp, to bequeath over \$2,000,000 to his Alma Mater.

And it was the evidences of the inheritance of this Bascom ethic on every hand that prompted Curti and Carstensen to write last February:

"Few of Bascom's contemporaries at Harvard, Yale, Columbia, Hopkins, Michigan, or California possessed his insight into the new social problems of the nation, nor did any of them develop so well-rounded a democratic educational philosophy . . . His religious faith was living, inspirational, and fluid, rather than dogmatic and narrow, and well calculated to help youth integrate the new science with a rationalistic, intuitive, and spiritual conception of Christian faith and Christian ethics.

"Wisconsin was fortunate indeed to have such a mind during so critical a period of her intellectual history."

* * *

Wisconsin would again be fortunate indeed if it could recapture, at the threshold of its second century, the moral zeal that set the campus tone 40 years ago.

All our science and research, much as they have contributed to the alleviation of the human lot, have in themselves but gotten us into a seeming void, over which hangs the threat of atomic destruction. There must be a revitalization on the Hill of those cultural courses in human relationships and a development of new social studies which alone can educate for world citizenship.

The elaborate modern educational system of which the University is a part—and of which John Bascom would despair—can teach the formulas of physics, but has not managed to make certain moral truisms clear. It cultivates the intellect and neglects the soul. It graduates masters of chemistry, but does not now give the thousands who pass through its mills a clear enough understanding of the society of which they are a part and which, as citizens and voters, they are called upon to direct. Wisconsin's wartime contributions to the art of killing were breathtaking. Her peacetime contributions to the art of Christian living must be equally significant.

One is more encouraged to set forth such a view in that the Director of Personnel Services here, Dr. J. Kenneth Little, speaking recently on "The Spiritual Significance of

Higher Education" to a group of Madison ministers, said, in effect:

There are two emphases going on in higher education now. One is the wholeness of man, as over against an undue emphasis on specialization. This is not unrelated to the holiness of man. There is a new emphasis on the teacher as the center from which this wholeness must arise. We should be interested "not in great numbers of people, but in numbers of great people."

* * *

Something of this same plea for a moral resurrection in education was sounded by a campus minister, the Rev. Alfred W. Swan, in a recent sermon preached in recognition of the University Centennial.

Said Dr. Swan:

"We must teach the wider socialities . . . Our universities must stand for a humane civilization that is broader than any state. They must train for citizenship in humanity . . . If our education has no better fruit than the boorish louts, however they flash their dress suits or sport their athletic togs, who leer at people of other races, and who in adult business life contrive to impoverish other peoples with destructive tariff walls, our educational tree is bearing Judas-fruit. The University, as the commanding influence in our culture, has an opportunity and a desperate responsibility to engender a true humanity, which alone can win the ideological battles of the age and calm the disturbances of the continents."

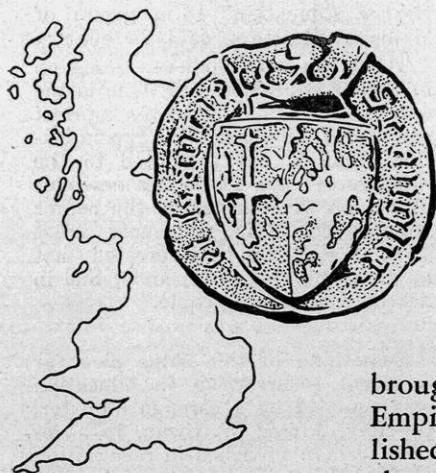
* * *

For modern-day restatements of a moral *Wisconsin Idea* we need not turn only to professors with a religious conscience or to preachers with an intellectual flair. It was Alumnus Fredric March who took time out from a rigorous movie-production schedule in Hollywood a year ago to send this special Founders' Day message back to Madison:

"It's a long way back to 1920, but if my memory doesn't fail me, when we sang *Praise to Thee, Wisconsin* we asked . . . that our Alma Mater 'would ever inspire heavenly wisdom's fire.'

"These are lovely phrases and make for a beautiful song. But this is a very large order indeed. These days, heavenly wisdom is something we must not only sing and pray for, but something we must work for. If civilization is to survive, we are in great need of heavenly wisdom.

"The peoples of the world are sick to death of hatred and war. They cry out for peace and friendship. Surely from our great Alma Mater, as has happened in the past, will come men and women with heavenly wisdom to show us the way to peace and understanding. God grant it may be soon."



The Privy Seal of Edward 1

This was the seal that authenticated all the king's papers; it appeared in 1292, on John Baliol's oath of fealty that brought Scotland into the now British Empire and on the Charter that established the inalienable right of people themselves to determine taxation (1297).

Seals of Authority

This is the authoritative Seal of the Wisconsin Alumni Research Foundation, a signature verifying the quality of the foods and drugs which display it. Such products are regularly tested by the latest, most widely accepted laboratory methods to assure that their potencies are equal or superior to their stated standards.



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WISCONSIN ALUMNI *Research* FOUNDATION
MADISON 6, WISCONSIN

★ *Dear Editor:*

PIONEER GRADUATE

The February *Alumnus* is a very interesting number. I have read your comments on University history and men with much pleasure but it seems to me that you have not given much attention to the Agricultural College and Experiment Station development. I was a member of the first long course class in agriculture, started in 1888. There were three of us in the class, Carl Potter, William Hutchinson, and myself, graduating with the class of 1892. W. F. Stiles graduated in 1893. Potter and Hutchinson died. Stiles lives at Lake Mills, Wis. We have both been farmers and have had some success. I was a teacher and professor in agricultural colleges for 20 years. It seems to me since we are first long course graduate students in Agriculture that we should be given honorable mention, or perhaps have some part in your program, if you do have anything to recognize the agricultural development. I am in my 80th year. Stiles is 82, I think. We are both in good health.

A. M. TEN EYCK, '92
Brodhead, Wisconsin

ROSE FUND

Herewith is my firm pledge of \$100 towards a fund to permanently send Robert H. Rose, Augusta, your unfortunate classmate, to any of the "great sections of Europe and Asia which have already given up Capitalism as decadent." Also ask him before he leaves who's going to support education when Communism—the great leveling lawnmower—has confiscated and permanently destroyed not only the 17.3 billions of corporations profit but also corporations themselves.

CHARLES O. NEWLIN, '37
Chicago, Ill.

"OVERWHELMING RELIEF"

The magazine is excellent. It serves as a monthly symposium on important educational issues, specifically in relation to Wisconsin, and constitutes an overwhelming relief from the normal 'athletica' and personals columns of the ordinary college magazine. The response you receive, as reflected in the letter columns, disproves the chronic theory that those who have left the University are concerned only with who won what game. If that really were the case it would appear that higher education had failed dismally in its task. After all, the University is primarily an educational institution, and I feel my money has been well spent when I read about Wisconsin's educational progress, leavened with a sensible and wholesome proportion of athletic news.

WILLARD W. PIEPENBURG, '47
Cambridge, England

ORCHIDS

I have just finished reading my February copy of the *Alumnus* and feel compelled to tell you how much I enjoyed this particular issue. It is particularly gratifying to know that there are others who share my fond memories of undergraduate days at Wisconsin. The pictures, especially, aroused sweet pangs of nostalgia.

The magazine does not stop with me, however. Each month I forward it to my father, Harry S. Belman, '23, also a Wisconsin alumnus, now a professor at Purdue University. We are proud that the Wisconsin tradition is being carried on by my brother, Dick, now a student in Madison.

I shall be looking forward to my next copy of the *Alumnus* with eager anticipation.

JOANNE M. BELMAN, '47
Cleveland, Ohio

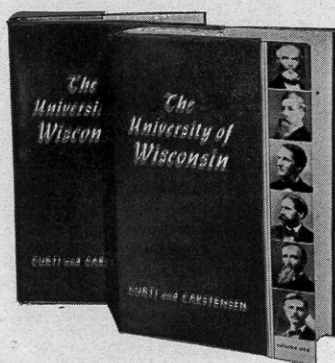
WISCONSIN ALUMNUS

An Epic Story . . .

THE UNIVERSITY OF WISCONSIN

A History: 1848-1925

By Merle Curti and Vernon Carstensen



Two Volume Set—\$10

A dramatic factual history of your University as well as a chapter in the intellectual history of the nation. It is the story of how the people of Wisconsin created their state university, told with a clear view of the movements of thought in the country as a whole.

A rich and lively panorama of the first 75 crowded years of UW history, from the founding of the University with 20 students through the administrations of Van Hise and Birge. Nearly 60 illustrations show every side of UW activity, including the 1897 women's basketball team and the dome of Bascom Hall burning in 1916—as well as photographs of various alumni, presidents, and buildings.

Pulitzer-prize-winning historian Merle Curti and his history department colleague, Vernon Carstensen, have written with candor and wealth of detail a unique university history of which Wisconsin alumni may well be proud.

And A Special Offer . . .

The Wisconsin Alumni Association has been authorized by the University of Wisconsin Press to make a special combination offer—the two volume UW history and a year's membership in the Wisconsin Alumni Association for only **\$10.50**. (Regular prices are **\$10** for the history and **\$4** for Association membership—a **\$14** package for only **\$10.50**,—a saving of **\$3.50**). This offer applies to

present as well as prospective members, to renewal memberships as well as new ones. If you have already paid this year's dues in the Association, your membership will be extended one year upon receipt of your **\$10.50** remittance. You will receive the first volume of the epic UW history immediately. The second volume will be mailed to you as soon as it's off the press this summer.

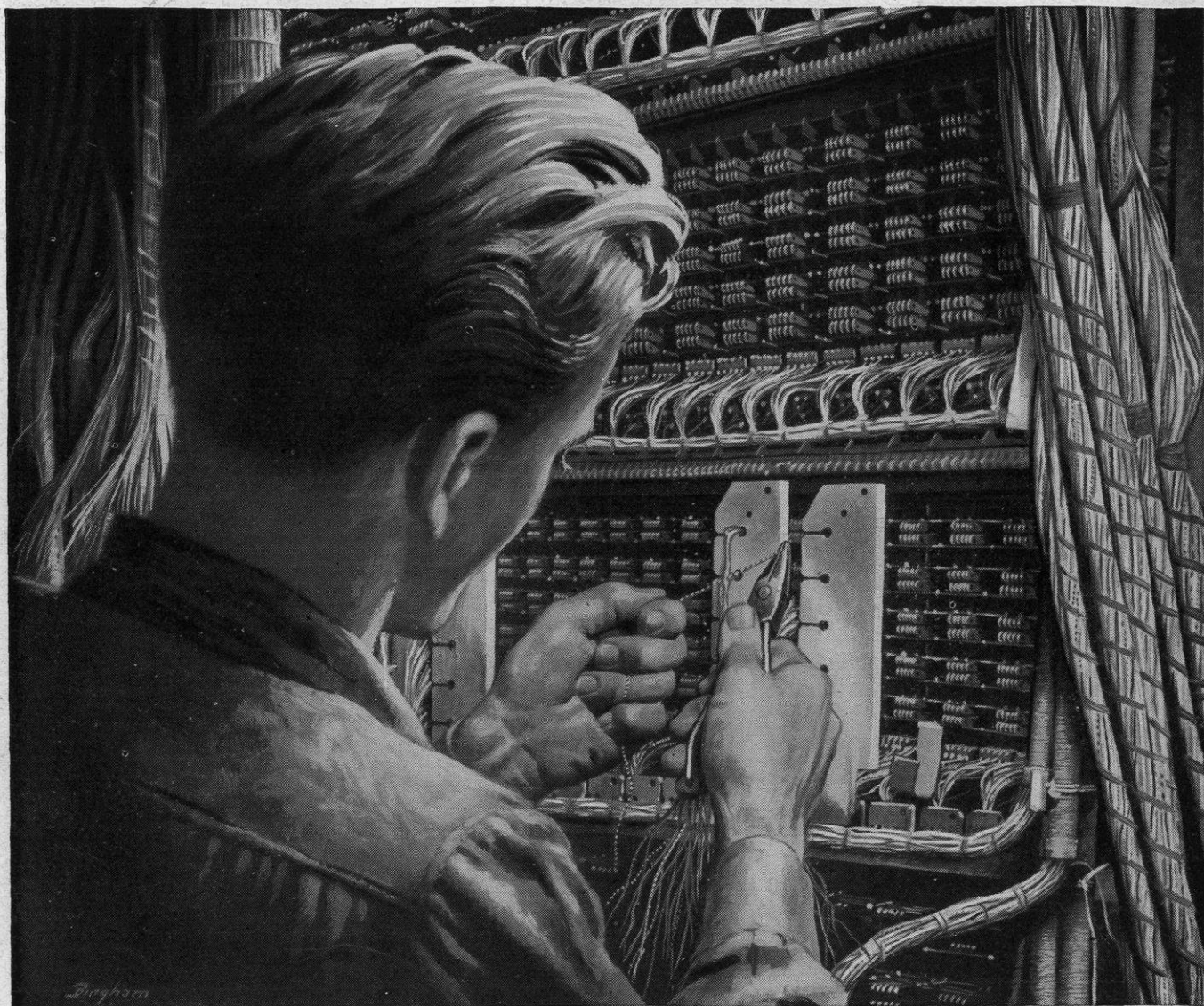
Wisconsin Alumni Association, 770 Langdon St., Madison 6, Wis.

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