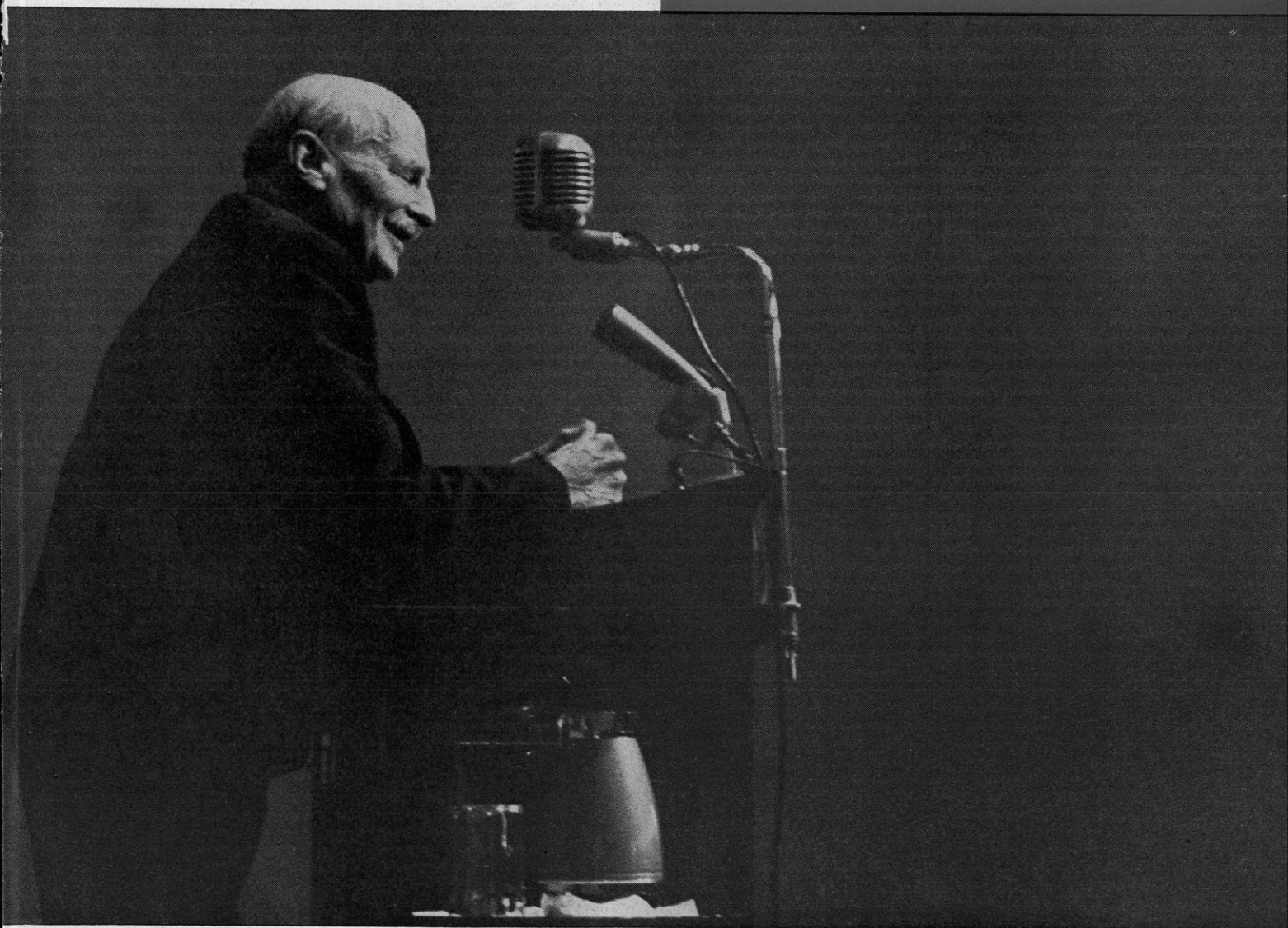
Wisconsin alumnus. Volume 61, Number 13 May 1960

WISCONSIN Alumnus

MAY 1960



Clement Attlee speaking at the WSA Symposium

See page 10

also in this issue:

The UW-M's 75th Anniversary

The Mass Communications History Center

Reunion Roundup

The annual Alumni Day Dinner, always a sell-out attraction, is scheduled in Great Hall of the Union at 6:30 p.m. Saturday, June 4. Early reservations should be made, using the blank on this page. The traditional Alumni Day program will follow this dinner. It will feature presentation of the coveted "Alumnus of the Year" award. This year's reuning classes will include loyal Badgers from the classes of '08, '10, '15, '17, '20, '25, '30, '35, '40, '45, '50, and '55.

Parking and Housing: The University will issue special parking permits for certain areas from the Union information booth on Park Street. Housing will not be available this year in University Residence Halls, since the last final examination is not scheduled until June 4. Alumni are urged to make all reservations as early as possible.

When You Return to Madison . . .

for the fellowship and excitement of Commencement–Reunion Weekend, a football game, or for any other reason, make your visit more enjoyable by staying at one of the recommended lodgings listed below.

STERLING MOTEL
901 W. Beltline — ALpine 6–0691
20 units — Range: $7.00–$14.00

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20 units — Range: $8.00–$16.00

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46 units — Range: $8.50–$15.00

CAPITOL MOTEL
881 W. Beltline — ALpine 7–2670
21 units — Range: $7.00–$14.00

When writing for reservations, please mention the *Wisconsin Alumnus.*

Commencement Reunion Time Table

Friday, June 3

All Day — *Registration, Union*
12:15 p.m. — *Half Century Club Luncheon, Wisconsin Union*
Evening — *Various Class Events*

Alumni Day—Saturday, June 4

All Day — *Registration, Union. Events arranged by various reunion committees: sightseeing, boat rides, etc.*
12:30 p.m. — *Class luncheons*
6:30 p.m. — *Alumni Day Dinner and Program, including presentation of "Alumnus of the Year", Great Hall*

Sunday, June 5

9:00 a.m.—11:00 a.m. — *Union Terrace Breakfasts*
4:00 p.m. — *Honors Convocation, Theater*
7:00 p.m. — *Twilight Band Concert, Terrace*
7:30 p.m. — *President Elvehjem's Reception, Union*

Monday, June 6

9:00 a.m. — *107th Commencement, Fieldhouse (UW–Milwaukee Commencement is at 3:30 p.m. on Sunday, June 5, at Pearse Field)*

Alumni Day Dinner

Reserve _____ place(s) for me at the Alumni Day Dinner in Great Hall at 6:30 p.m. on Saturday, June 4, at $3.50 per plate. Check enclosed.

Name _____ *Class* _____

Address _____

City _____ *Zone* ___ *State* _____

Mail your reservation as soon as convenient, not later than June 1, to Wisconsin Alumni Association, 770 Langdon St., Madison 10, Wisconsin.

From left, Bill Ackerman, C.L.U., New England Life, R. F. Denton, Jr., and H. W. Jamieson, prominent California businessmen.

New England Life's Bill Ackerman makes a business of serving California businessmen

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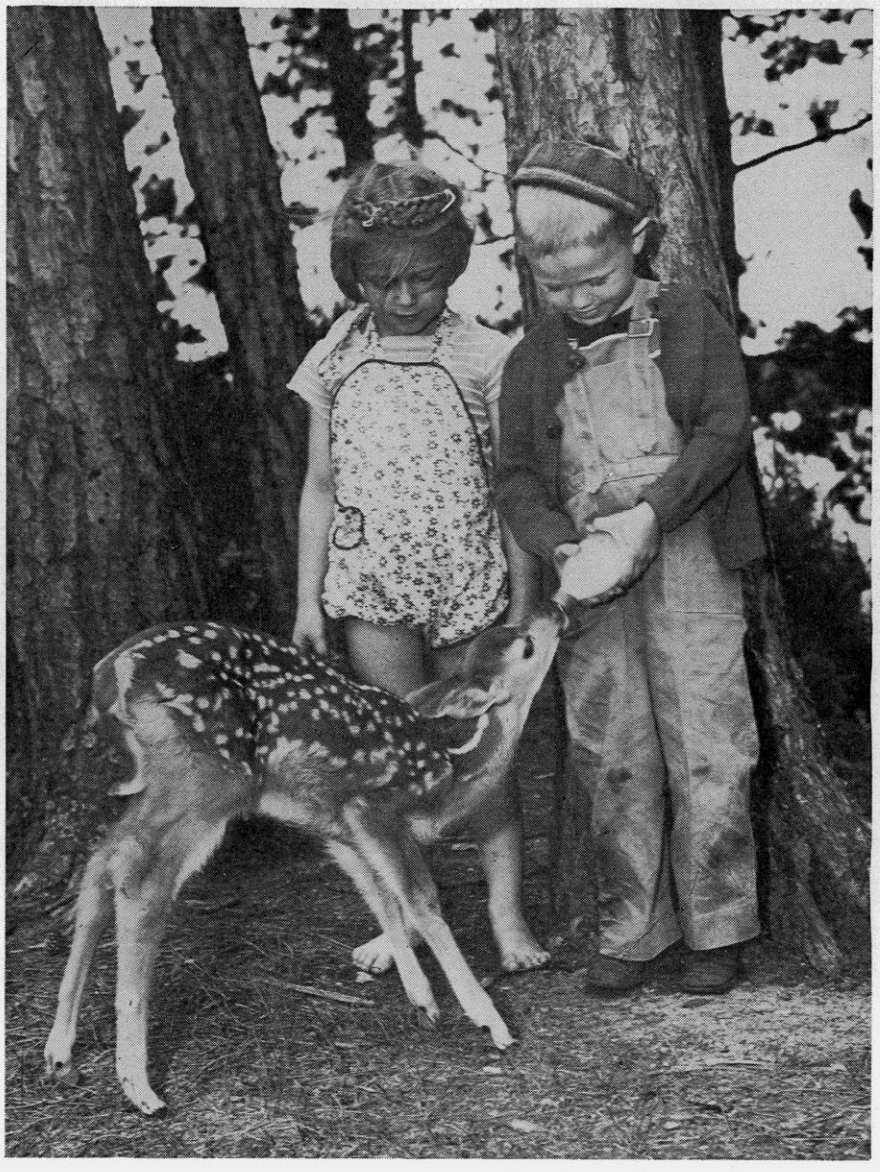
SIGN OF THE GOOD LIFE IN WISCONSIN



one of a series

You may make friends with a dappled fawn in spring. You may eavesdrop on a red-coated doe as she minces down to a summer meal of watercress. Or you may sight a big-racked buck in the dim light of a November swamp. Whatever the clime, the white-tail deer stands for something of the good life in Wisconsin.

So, too, is the famous WPS "doctors' plan" a part of the good life in Wisconsin. The Surgical-Medical-Hospital Insurance Program of the Wisconsin Physicians Service is the only medical care plan recommended for sale throughout Wisconsin by over 2,700 members of the State Medical Society. Ask your doctor about WPS or write the Madison office.

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Wisconsin Alumni Association

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ARTICLES

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THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) $2.50 a year; subscription to nonmembers, $5.00 a year. Editorial and business offices at 770 Langdon St., Madison 10, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

Keeping in Touch with Wisconsin

On May 16 the Legislature will convene again for final action on several tough problems—especially the state budget for the fiscal year which starts July 1, 1960. Included in this state budget is the University budget for the new fiscal year which also starts on July first.

This will be the third session of the Legislature which first convened in January, 1959, and adjourned in July, 1959. The legislators came back to Madison on November 3, 1959, hoping to take final action on the state budget. However, a deadlock between the Assembly and Senate produced another adjournment on January 22, 1960. On May 16 these legislators are coming back to Madison again for another attempt to find an answer to Wisconsin's budget problems for the coming fiscal year.

Since an adequate budget is essential to keep Wisconsin in the top ten among American universities, this session which starts on May 16 is tremendously important to our University. To refresh your memory on this budget problem, here is a brief summary of what has happened so far.

Last June the Legislature appropriated $24,254,892 for the fiscal year which started July 1, 1959. This appropriation made it possible to increase faculty salaries eight percent, starting July 1, 1959. Resident student fees were increased from $200 to $220. Out of state fees were boosted from $550 to $600 a year. The University budget for 1959–60 is $56 million, so this state appropriation takes care of about 43% of the total U W budget for the year. This percentage is important to keep in mind because the University gets less than half of its operating budget from state appropriations.

Last fall Governor Gaylord Nelson asked the Regents to submit a rock-bottom budget for 1960–61. After a careful and detailed study of its basic needs, the University requested $28,764,371. This request included salary increases for faculty members—a very important factor in keeping Wisconsin in the top ten among American universities.

In his budget message to the Legislature last November, Governor Gaylord Nelson recommended a state appropriation of $27,276,565 for the University —approximately $1.5 million less than the University's request.

On December 2, 1959, the Joint Finance Committee of the Legislature cut the University budget by $1,278,057, thus eliminating the proposed 8% pay raise for the faculty. This is bad news for the University because these salary increases are highly important and long overdue.

President Elvehjem needs your support in keeping Wisconsin in the top ten. This group consists of great universities and the first essential for a great university is a great faculty. Accordingly, legislative session which convenes on May 16 is very important to our University's welfare and progress. For additional information on this budget problem, see Regent Steiger's article on page 8.

With a little luck, this budget problem should be near solution by Alumni Day, June 4. Reunion and Commencement activities get under way with the twentieth annual Half Century Club luncheon on Friday noon, June 3. This Club was organized in 1941 by the Wisconsin Alumni Association. It has two major objectives: (1) to honor Wisconsin Alumni who are celebrating the fiftieth anniversary of their graduation; (2) to make their reunions increasingly enjoyable. There are no dues. Members of the Class of 1910 will be inducted into this exclusive organization at the Half Century Club luncheon on June 3.

Twelve classes have scheduled reunion activities for Alumni Day, June 4, with class luncheons, picnics, boat rides, bus trips, and cocktail parties. These activities will wind up with the annual Alumni Day Dinner in Great Hall at 6:30 P.M. This dinner always is a sell-out, so advance reservations are in order. You'll find a reservation blank on page 2.

Commencement activities start on Sunday, June 5 and climax with the University's 107th Commencement at nine o'clock on Monday morning, June 6, in the stadium. Keep this four-day program of activities in mind—four enjoyable days for Wisconsin Alumni.—John Berge, Executive Director.

The Budget and the University

by Carl E. Steiger

President, Board of Regents

UNLESS MILITARY employment of the atom bomb or some calamity of similar scope intervenes, three educational factors will be most decisive in this decade of the Sixties:

1. Enrollments will rise to a point where the University of Wisconsin alone will have more students than all the higher education institutions in the state, private and public combined, had just eight years ago.

2. Shortages of faculty members to teach the increased number of college students in America will create a nationwide competition for teaching talent which could determine, for many years, the quality of individual educational institutions.

3. Upon the portion of our wealth we decide to invest in education, can turn the success of our nation in international competition, the success of our state in national competition.

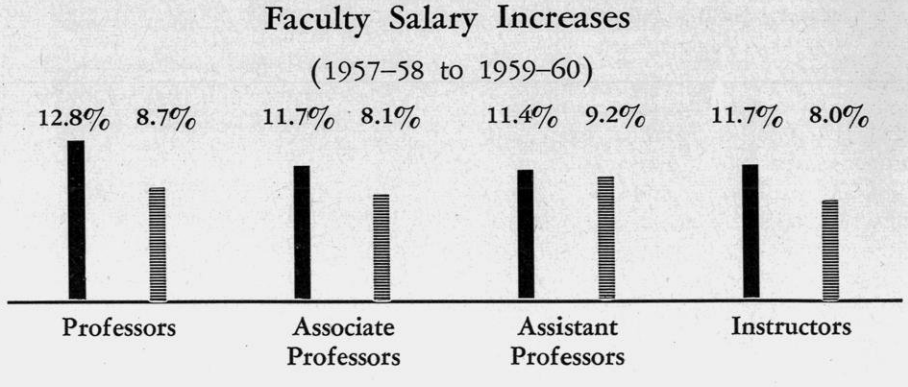
The setting of a budget, someone has said, is the "moment of truth" at which the future of an institution is determined. Because the State of Wisconsin, this month, will have the unusual privilege of renewing such a "moment of truth" for the year ahead—reconsidering its State budget—it seems pertinent at this time to measure the University budget earlier established for 1960–61 against the portents of the three points listed above.

I. ENROLLMENT INCREASES

The 1960–61 budget approved by the Legislature provides a sum sufficient to teach the additional students the University expects to have next year, so the immediate, most pressing needs in this category will be met. But the implications of the steep enrollment rise immediately ahead cannot be met by merely doing more of what we have been doing in the past. To maintain Wisconsin's traditional concern for the individual student will require a number of special measures. For example, as the student body grows there will be an increasing need to take care of the exceptional student—both the one who finds it difficult to keep up with the pace of the majority of students for various reasons, and the one who could meet a greater challenge than the majority.

Proposed for 1960–61, but not included in the budget by the Legislature, were the strengthening of the University's counseling program and the initiation of an honors program.

What progress it has been possible to make in these endeavors without added budget support, the University currently is making. But adequate funding of these programs might well be initiated next year while time is on our side, if the entire budget is reconsidered by the Legislature at this session. If not, they must be given high priority in 1961–63 budget considerations.



* extracted from the NEA biennial study, "Higher Education Report R-3". The median represents salaries paid at all colleges and universities of all types.

II. FACULTY COMPETITION

Each year the University of Wisconsin loses some of its brightest lights—scholars and scientists of high national repute as well as young faculty members of high promise. Each year it fails to attract new faculty that its programs require. This is normal and expected in the educational world—up to a point. In recent years Wisconsin's loss has gone beyond the normal point, and a comparison of the Wisconsin salaries with those of institutions in the same quality range reveals the reason: Wisconsin's faculty salaries are below those at comparable institutions. This information probably comes as no surprise to you. All of Wisconsin is aware of this problem, and both the state administration and the Legislature have pledged their aid.

In the two years from 1957–58 to 1959–60, the median Wisconsin salaries for an academic year have been increased 8.7 per cent for our professors, 8.1 per cent for associate professors, 9.2 per cent for assistant professors, and 8 per cent for instructors. We have shown our concern for their salary situation.

However, the National Education Association has just compiled a survey of salary-increase percentages for the same two-year period also based on median salaries, which shows for all colleges and universities of all types, salaries of professors have increased 12.8 per cent, of associate professors 11.7 per cent, assistant professors 11.4 per cent, and instructors 11.7 per cent.

Thus Wisconsin actually has lost ground in the competition, not only nationally but among the Big Ten institutions as well, and the University salary power is relatively weaker than it was two years ago.

Under the 1960–61 budget, the Uni-

versity has been granted funds equal to a 4 per cent faculty salary increase. Governor Nelson had recommended an additional 8 per cent increase, and both houses of the Legislature at one point indicated that they favored an additional 4 per cent increase. But in the final flurry of legislative activity, the additional increase was lost.

It therefore seems pertinent to reconsider this action at the special session this month. The need is clear, the justification sound. It would be well for alumni, interested in the long range quality of the University, to remind their Legislators of this most pressing need. For the quality of the University hinges on its faculty; maintaining present faculty strength requires improvement of present salaries; the competition of additional faculty members in the years of enrollment increases ahead will be stiff and Wisconsin now is ill-prepared to meet it.

III. EDUCATION FOR SURVIVAL

Walter Lippmann recently reported that "The Soviet economy is growing at a rate which, estimated conservatively, is 6 per cent per annum. Our economy has been growing at a rate of less than 3 per cent. The Soviet economy is half as big as ours but it is growing twice as fast. This means that this year-increment of increase is about twelve billion dollars in the U.S.S.R. and about fifteen billion dollars in the U.S.A. But, and this is the crux of the matter, the U.S.S.R. will use most, not all, of the twelve billion dollar increase for national purposes," among which is "national education" which Lippmann called "the life-giving principle of national power."

"We, on the other hand," Lippmann reported, "are spending a greater share of our fifteen billion dollar increase for private purposes, for the making of consumer goods and of the factories and facilities connected with the making and use of consumer goods.

"That is why the national power of the Soviet Union is forging ahead of the national power of the United States."

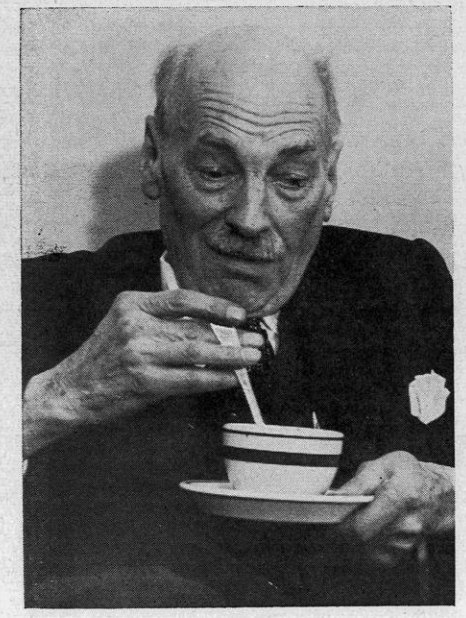
Although I cannot agree with Lippmann in all of his views, in this warning he is speaking in terms we all must face. The percentage of our dependents —both young people and old—has been increasing sharply, throwing a greater burden on the diminishing proportion of us in productive work.

Some sacrifices lie ahead. It is unrealistic not to anticipate them and resolve to make them, for the sake of our state, our nation, and the world. Just as our nation's strength in the family of nations rests, to a considerable extent, on increasing the proportion of our national wealth devoted to education, so also our state's economy in the family of states will be determined by our joint support of a strong educational system.

A nation which spends more than two billion dollars a year on horse races and more than ten billion on liquor would do well to remember that funds spent on higher education (this year—$5 billion for public *and* private institutions) are investments in people, and that such investments will benefit all of civilization.

U W students organize a symposium devoted to the many important issues which will confront us in the decade ahead

The Challenge of the Sixties



"You can lead the British, but you can't drive them."

"Democracy is not dull, it's our greatest adventure."

—Clement Attlee

ASIDE FROM HEAPS of snow and consistently low temperatures, winter brought ten distinguished men to the University of Wisconsin campus to participate in a symposium devoted to the theme "The Sixties: Challenge to Our Generation." The symposium, which was organized by students under the auspices of the Wisconsin Student Association and held on the campus, was dedicated "to the memory of Howard Kennedy Beale (1899–1959), professor of history, a man who symbolized the intellectual's search for truth and never failed to meet 'the challenge' ".

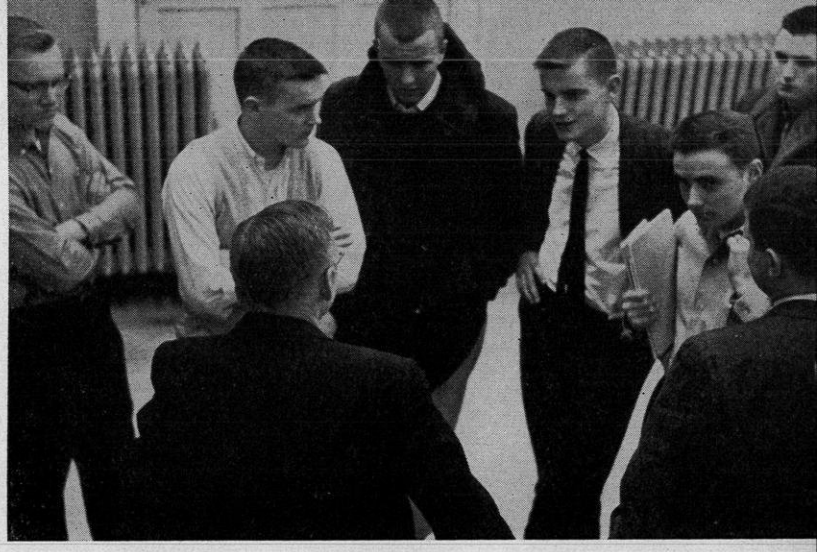
In his prologue to the symposium, David C. Klingenstein, student chairman of the Symposium Committee, outlined its intent: "Our objectives in bringing these men to our campus to participate in this symposium are twofold: First, we hope that the members of the University community will be able to increase both their knowledge and awareness of the challenges which face all who live in this ever-shrinking world. Second, we hope that a newly aroused interest will be created among the symposium audiences concerning the pertinent issues to be discussed, so that the added knowledge and awareness will lead to creative thinking and, hopefully, to solutions."

The symposium opened on a Saturday evening with the official University welcome given by Pres. Conrad A. Elvehjem who congratulated the students on their efforts in producing a program of such stature. Pres. Elvehjem hoped the students who arranged the program had learned that "their own will and willingness to work was not enough . . . that the faculty, their advisors, and the administration could be helpful, and that the generosity of others would be needed if the program were to be a success. In this connection, it is well to note the support that Mr. H. F. Johnson and the Johnson Foundation of Racine have provided. Without this support all the planning, all the other efforts would have come to nothing."

Pres. Elvehjem also hoped, that in planning their program, the students learned of the "University's faith in the emergence of truth from the free exchange of ideas." In this light he underlined the fact that "There was no administration or faculty effort made to influence students in their choice of speakers or subjects of discussion."

The principal speaker for the evening was The Hon. Earl Clement Attlee, former Prime Minister of England (1945–51) and leader of the opposition in Parliament (1951–55). Lord Attlee is a small but expressive man, and his features are shaped by the lines of the determination which has carried him through many a tempestuous and historical year of political maneuver.

His subject was "The Future of Democratic Government." It was a topic he approached with serious intensity, flavoring his remarks with occasional samples of his rapier-like wit. He began by reminding his audience of the two great forms of democracy extant in the world today—the presidency and the limited monarchy. Qualifying the place of democracy in the world society, and particularly our Western society, he noted that we have emerged from "the



Student interest and support of the symposium was phenomenal. At each session, students listened with rapt attention as is evident from the two pictures below: an attentive coed engrossed in one of the lectures and a WHA soundman whose interest in the program he is monitoring seems to go beyond the mere routine of his duties. The picture at the right shows an informal group of students in a discussion with Prof. Crow.

glad confident morning of democracy" and "seen the tide of democracy flowing back in Europe" until a large part of Europe is following the "monarchical" system of limited government. Here he added an amusing footnote on France which is "very enthusiastically democratic . . . but not so good in the practice of it."

Lord Attlee feels that "in a democracy, we want the right of people to elect and to get rid of their leaders, a loyal opposition, and the rule of law." It is a universal respect for the rule of law that he believes paramount to the preservation of order in a democratic society and the world.

"We've stood up under two great attempts to kill democracy from the outside," he said, referring to the durability of the democratic system, ". . . but perhaps the greater danger is from the inside." Pursuing this point further, he underlined the fact that a "democratic government depends on a people *interested* in government" and ". . . the essence of democracy must be as all the people take their share" but even then you have "got to *learn* how to make democracy work."

"I think the matter (democracy) is still in debate," Lord Attlee continued. As an illustration of how topical the debate is, he raised the question of who is going to be the model for the uncommitted nations of Asia—India with her idealistic approach to democracy, or China with her ruthless form of communism?

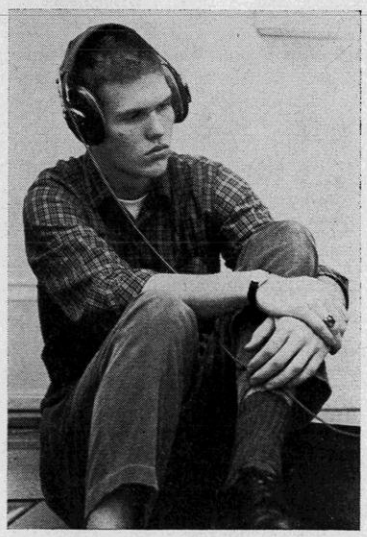
Moving then from this specific reference to the conflict between the free and captive nations of the world, Lord Attlee introduced a problem which confronts us all and that is the threat of big weapons which imperil the existence of both the democracies and the autocracies. "I think it's about time that the civilized world stopped private war," he said. "The concept of individual sovereignty is out of date" as is "the luxury of isolationism." He feels that it's time that the democracies of the world got together and said it's time to stop war but, in order to do this, they must surrender some of their individual will to the larger will of the community in an effort "to build up a peaceful world with the rule of law."

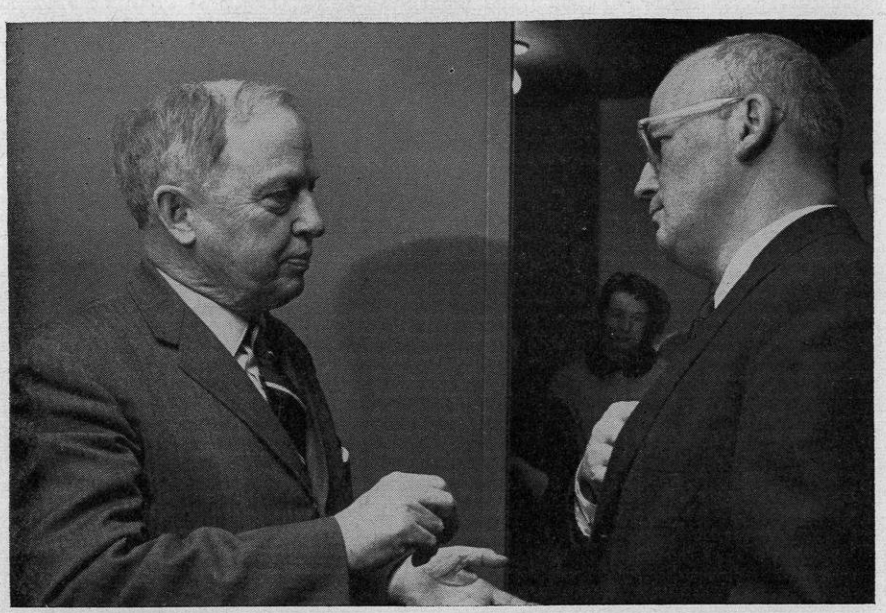
Lord Attlee concluded with his assessment of the future of democracy: "I think democracy will win because I think the democratic system is the only one worthy of free men and women . . . Democracy is counseled with the spirit of man" and it should be "adopted as a way of saving our civilization."

SUNDAY'S PROGRAM was a discussion on "Religion: Its Role in the Nuclear Age". The two featured speakers were Bernard M. Loomer, professor of religion at the Federated Theology School in Chicago and Prof. Harlow Shapley, famous astronomer and former director of the Harvard Observatory.

Prof. Loomer approached the role of religion in our present-day society from three points of reference: (1) the interfaith situation; (2) the contemporary national situation; and (3) the nature of religion as the essence.

Speaking on his first point, Prof. Loomer said that the role of religion in this age is to further the understanding of peoples. Historically, he observed, the Christian representatives have tended to be "imperialistic" in their dealings with members of the non-Christian world. "The point is to understand, the point is not to convert"





Man is merely a "peripheral" and "ephemeral" part of the universe.

—Harlow Shapley

for "conversion is God's business and not the business of the missionaries." The business of the Christian is to love and to be concerned for what is good for others. Defining faith as "one's most profound central orientation," Prof. Loomer concluded that if one moves toward religious understanding, there will be a commensurate increase in cultural understanding.

Introducing his second point, Prof. Loomer remarked that some of us have mistakenly taken the attitude that national maturity can be gained only by following the example of Europe and divesting ourselves of our wealth. This, he feels, is an erroneous assumption because the American situation is unique and justice in this country demands a certain standard of living. We have to "solve the problem of how a rich man can enter the Kingdom of Heaven" and "How can we use our power and wealth wisely?" So the issue becomes, "Can we act in our wealth and our power as though they didn't exist?"

Taking the church as the essence of religion, Prof. Loomer said that the church must be true to itself with respect to the world in which it lives. The scandal of the Christian faith is the proposition that the power and wisdom of God was manifested in the "suffering servant." But "man was created to love" and this involves respect rather than the complete submission of will. If man can love, "this is what it means to be fully human." In the ultimate sense, the business of faith and the church is to be "the ministry of reconciliation to others."

Prof. Shapley centered his discussion on the current developments in science that are affecting the concept of religion. To show how science has changed religion, Prof. Shapley traced man's beliefs about his place in the universe: man first vainly assumed that the universe was geocentric; later, as the result of the gathering of scientific evidence, he modified that belief and accepted the universe as being heliocentric. However, recent astronomic studies and evidence, have forced the junking of the heliocentric concept and man, undergoing a tremendous deflation of ego, is faced with the possibility that he is merely a "peripheral" and "ephemeral" part of the universe.

Because of the tremendous advance in scientific knowledge, Prof. Shapley feels that religion is faced with a new problem, the spread of life throughout the universe. This can be corroborated by three phenomena which have been observed by scientists: (1) the number of stars (more are being discovered as our instruments for viewing the heavens improve); (2) an expanding universe of galaxies based on the evidence provided by ancient celestial catastrophies; and (3) the overwhelming possibility of some form of life existing elsewhere in the universe (biologists have proven

"Man was created to love."

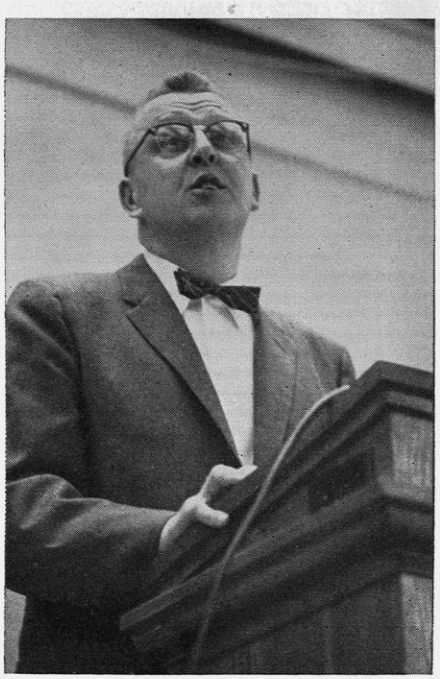
—Bernard Loomer

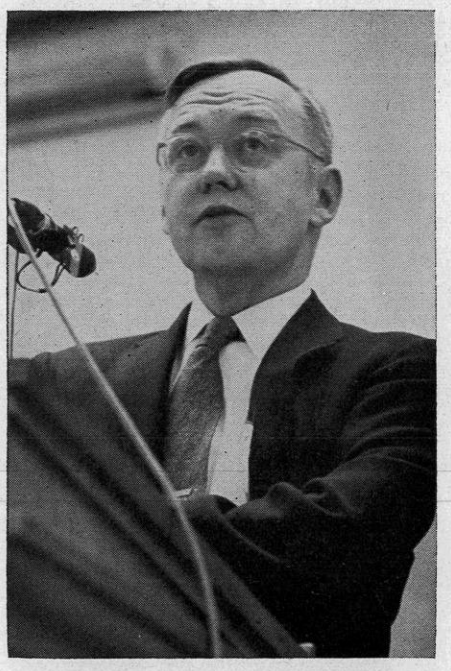
that life can come into being wherever the conditions are right). Faced by this new scientific evidence, religion is undergoing a change and Prof. Shapley feels that one function of science is to enrich the holdings of religion.

THE MONDAY AFTERNOON session, devoted to the topic "Science and Society," moved from the Union Theater to the academic atmosphere of

"We are in the beginnings of a wonderful adventure."

—Verner Suomi





"This is an exciting time to be a scientist."

—James Crow

Bascom Hall. Here, Profs. Verner E. Suomi and James F. Crow, both members of the University of Wisconsin faculty, spoke before a predominantly student audience.

Prof. Suomi, who was the guiding force in the development of Wisconsin's weather satellite, now circling the globe as part of Explorer IV, advanced some reasons to account for the gulf of understanding that separates the layman from the scientist. "As a nation we demand science," he said. Noting the change in the public's awareness of science, he pointed out that "to the average citizen, the test tube and the laboratory have been replaced by the missile." Prof. Suomi believes that this adulation of a piece of hardware could result in unfortunate consequences as far as the cause of science is concerned. To combat this, ". . . we must convince the public that science grows rapidly with innovations not gadgets" and "these innovations come as the result of basic research."

Relating the scientist to society, Prof. Suomi had four points which he thinks essential to further the understanding of science: (1) the message of science must be brought to the public and the freedom to have ideas must be protected; (2) the public must be made conscious of the fact that science is not the correction for all ills; (3) science needs an increasing supply of its life blood—basic research; and (4) we must have more of the chief ingredient of that research; this is imagination—"imagination coupled with curiosity and ingenuity."

"Space science will cause the citizen to learn more about the true meaning of science," and Prof. Suomi feels that "the intelligent citizen must move forward, participate in local and national affairs" because "our democracy in the Sixties cannot afford the luxury of inaction."

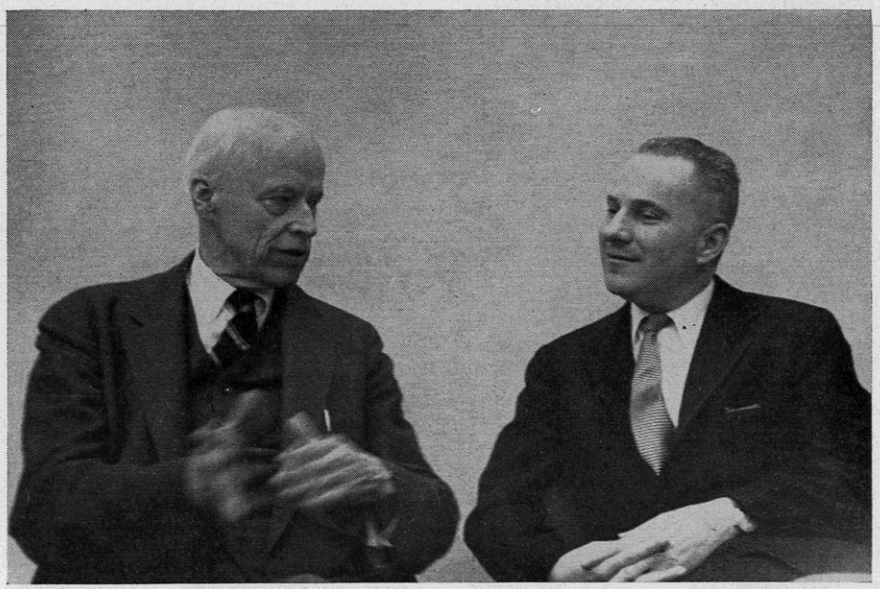
Prof. Crow, who is known for his work in genetics, took a slightly different tack by briefly indicating some of the exciting things that are happening in science with special mention of his own field of biology. "Man is incessantly tampering with nature," Prof. Crow said, and the resultant contamination of our atmosphere is especially interesting to the biologist because it is his job to determine the ultimate effects of this tampering.

As he conducts his research, Prof. Crow believes that the scientist has a responsibility to know his subject and to try to foresee the obvious consequences of scientific development. For that reason, scientists are going to be more and more involved in political decisions as technological developments influence the course of our political maneuver. With this increasing union of our political lives with our scientific lives the scientist, through technological research, can do much to promote the cause of peace.

IT WAS BACK to the Union Theater for the Monday evening meeting of the symposium. The subject, "American Values in Crisis", the speakers, Howard Taubman and Norman Thomas.

Mr. Taubman, music editor of *The New York Times* has about him the genteel air of a patrician but when he is commenting on the cultural level of American life, he can be uncomfortably penetrating. His speech was loaded with ringing indictments of American taste: "We have allowed false ideals to assume dominance . . . We have become a nation which patronizes the best promoted brand names" which are nothing more than "examples of the largest and lowest common denominator of value."

To support these pronouncements, Mr. Taubman selected various examples of what he thought was wrong with American values as is apparent in our contemporary cultural forms. Berating motion pictures in general, he cited the



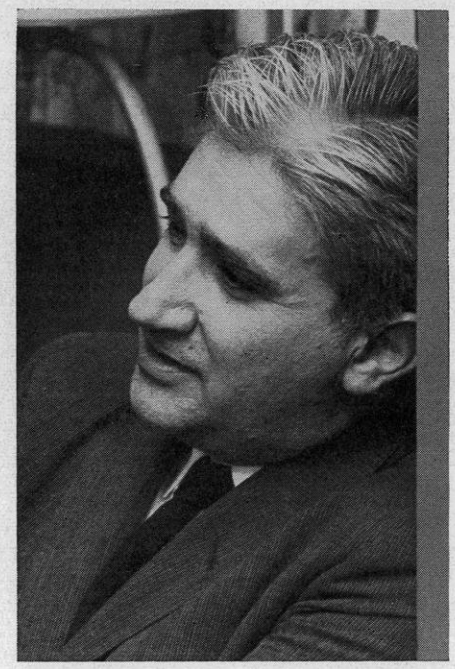
"We must have faith that life is worth while."

—Norman Thomas

"Arts are indispensable to communication among ourselves."

—Howard Taubman

specific example of the recent film, *On the Beach,* which he labeled "obnoxious" because it showed what might happen to the four remaining people left on earth after an atomic attack. These people were typically "Hollywood" characters and Mr. Taubman feels that if they are the type of people that we are to be concerned with then why not go ahead with the destruction? In the field of music, he used the illustration of pianist Van Cliburn who, as a result of his personal triumph in Russia, was rocketed into prominence and



"Too often we know only what we hear."

—Earl Mazo

shouldered with the responsibility of public attention. But all the while Cliburn gains prominence for his *one* achievement, ten equally gifted young American pianists move in circles of relative obscurity because they have not had the benefit of such a promotional godsend. In an indictment of television practices and the public's acceptance of the nonsense that flashes across their screens, he said, "Should we not have been against the quiz shows even if they were scrupulously honest?" About books, he noted that not as many people read books as they should and those who do are more often influenced in their selection by lurid covers rather than by content.

"We can't afford to be only partly informed."

—Edward P. Morgan

In commenting on government and its relation to the arts, Mr. Taubman told how the United States Government spends great sums of money to send orchestras, dance companies, etc., abroad in the interest of promoting an understanding of America; then he raised the question of why some of this money couldn't be spent to promote the development of the arts within the country as well. Here he noted that the United States is perhaps the only country in the world that does not have some form of government subsidized repertory theater.

The introduction of Norman Thomas added a novel twist to the evening's program—he was presented by his grand-daughter, Patricia Miller, who served as student moderator for the discussion.

Mr. Thomas, whom Edward P. Morgan has called "the grand old American dissident," approached the question of American values from a "human" standpoint. "Honesty is an uncommon value" at present he said and went on to note that we have lost our once optimistic approach to life—as an illustration, he compared the present with the world he knew in his youth before the two World Wars. Although he laments the general air of pessimism that pervades the contemporary scene, Mr. Thomas thinks there is definitely something we can do about our situation: "I do not think we are hopelessly conditioned beyond some power of choice." However, if he were observing this planet from the vantage point of some distant star, he would be inclined to bet on the four dark horsemen of the Apocalypse: "But I'm by no means convinced that this oblivion has to be." To counteract our contemporary dilemma, "We must have faith . . . faith that man can do something in the fields of peace, in eliminating abject poverty, and in the practical application of democracy." And a monumental step towards rectifying our situation is through a system of universal controlled disarmament.

Mr. Thomas feels that often our values are distorted by the presence in our society of certain elites such as the elites of civil government, the military, big business, and big labor.

Tuesday night Earl Mazo and Edward P. Morgan gave their views on "Mass Communications and its Obligation to Democracy."

Mr. Earl Mazo admits to being a bundle of paradoxes, among which is the fact that he is a political reporter (for the *New York Herald Tribune*) who has never had a course in politics or reporting. His remarks were informal and covered a sampling of his personal experiences as the national political correspondent for the *Herald Tribune.* Mr. Mazo indicated that there is a great need for a revolution in factual reporting and the transmission of ideas be-

cause, quite often, the public gets an inaccurate picture of the news as it is presented. He footnoted these arguments with the example of the image the public had formed of Adlai Stevenson during the last presidential campaign. Apparently, the large majority of the public had no strong impression of Gov. Stevenson's stand on foreign policy nor did they feel he was especially qualified in the field. Yet, previous to the election, he had spent a great deal of his time traveling in foreign countries and reporting on the impressions he received. For this and other reasons, Mr. Mazo believes that the practice of "writing from the record" (using material from a morgue of old newspapers, magazines, etc.) often causes "injustices" because, "too often we know only what we hear."

Edward P. Morgan, the distinguished newscaster, is tall, poised, and has a mellifluous voice. But most of all, he has something important to say on the effect of mass communications on our society. He opened his remarks with the indictment that Americans "don't have the inclination to dig deep into discernment" and "our love affair with knowledge is a casual one."

He followed this general condemnation with specific attacks on such mass media as television which he thinks is "a dichotomy of sinful slopiness and promise." Radio and advertising were also under his critical fire and he said that in a culture such as ours which is so soaked with commercialism, it is easy to see how the mind has shrunk.

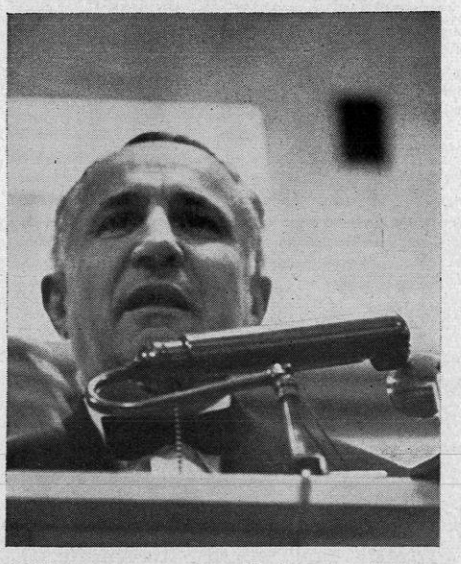
He touched on a particular problem of mass communications when he observed that "the speed of transmission increases the danger of distortion." At this point he went into a rather detailed description of the news coverage of President Eisenhower's trip to the Middle East last December. Mr. Morgan told of how the press, following the President in their own plane, were bombarded with the wholesale issuance of official statements, and communiques. The press knew the location of their hotel rooms in Rome even before they left this country. They had their currency converted in mid-air, "But information of substance was one thing the flying White House didn't dispense," lamented Mr. Morgan. Aside from the copious press coverage, TV and wire-photos made the trip an "instantaneous travelogue . . . a magic carpet odyssey of high adventure." Yet the real import of the President's trip must be measured in its long-range effect and influence. In essence, Mr. Morgan considers the trip a waste of time for a newsman and he believes that the talents of top newsmen could be better applied to getting the depth of the news. However, this is often hampered by the double-talk of meaningless press releases, misleading and opaquely written communiques, and, in the case of radio and television, the control of advertisers who influence the policies of the individual networks or stations.

"In shaping the mind of our times," Mr. Morgan summed up, "everybody, the shaper and the shapee, has a moral responsibility."

The Wednesday afternoon meeting of the symposium returned to the academic confines of the Commerce Building as Dr. Benjamin Fine, dean of the graduate school of Yeshiva University in New York City, lectured on the "Challenge to American Education." Dr. Fine's interpretation of the "challenge" is to see that civilization, as we know it, continues. In order to do this, we must "create constructive weapons;" we must build an "E" (education) bomb that can weld together, not split apart, the peoples of the world. In achieving this goal of world harmony, education can be a powerful force because it can help preserve the best cultural values of our civilization; it can help raise the moral, religious, and spiritual values of our nation; it can help raise economic and social standards; it can help keep freedom of inquiry alive; and it must help transmit democratic traditions from one generation to the next.

THE CONCLUDING SESSION of the symposium was held on Wednesday evening, and it proved to be the most histrionic because it featured a direct clash of two conflicting viewpoints on the question "The Basis of American Security"; the liberalism of Norman Cousins, editor of the *Saturday Review* and the conservatism of William F. Buckley Jr., editor of the conservative publication, *National Review*.

Mr. Cousins led off the debate on security by advancing his belief that freedom depends "on the control of force in the entire world." Because "we have already entered the age of 'over-kill' " —that point at which Armageddon is no longer a myth but a reality—Mr. Cousins says, ". . . I do not think we serve the cause of freedom by committing suicide." Against this situation, "there is no defense except peace" and, in that respect, he thinks "the Soviet Union wants peace because the Soviet Union is not interested in suicide." But at the same time, the Soviet Union wants victory. It is here that we must meet the challenge: we must bring our ideals before the world for "What is our biggest capital but our ideals?" The security of the United States then depends on our ability to attract, and keep, and earn the support of the other peoples of the world: "We will be secure only as the United States represents a great ideal in the world."



"We are engaged in a titanic battle to unlock the mysteries of the world."

—Benjamin Fine

Speaking in opposition, William Buckley advanced five propositions descriptive of liberal thinking which he says hamper our national security policies. The first proposition is that "The national security is reduced in effectiveness by intellectually popular notions having to do with the use of force." According to Mr. Buckley, the liberal believes that the "threat of the use of force is a relapse into primitive diplomacy" but, to Mr. Buckley, "to serve as

an effective deterrent, force must be credibly threatened." Liberal thinking has resulted in the rise of pacifism and, although "all civilized men want peace . . . all truly civilized men must despise pacifism." The liberal pacifism has resulted in a student pacifism which has arisen out of a "diluted loyalty to the West."

Mr. Buckley's second point was that "The national security is deeply influenced by a moralistic rhetoric under whose influence we are sometimes constrained to act when we should not act and not act when we should act." Pointing up the dilemma of our moral pronouncements, he said that "it took heroic heterodoxy to back the British against the MauMau." Thirdly, he maintains that "The indiscriminate imposition of extraneous statements of a corporate moral purpose on the hard requirements of a day-to-day security policy results in a methodological chaos that obstructs the formulation of an effective policy." This point he clarified by giving the example of our supporting conscription into the armed forces while, at the same time, we are on record as opposing involuntary servitude.

As his fourth point, Mr. Buckley stated the proposition that "The development of our nuclear arsenal is strategically essential to the maximization of the national security." He feels that we have a tremendous challenge in the atom and that it is to be approached as an instrument of justice which, like the once overwhelming possibilities of fire, can be of ultimate benefit to mankind.

His fifth and final argument was the indictment that "The ultimate meaning for America of liberalism as it has taken shape may render totally irrelevant an orthodox concern for the national security."

The contrast between Mr. Cousins and Mr. Buckley was interesting because it was the first time during the symposium that two speakers with diametrically opposed points of view had faced each other on the same stage. It was also interesting from the standpoint of the contrast in methods of delivery used by the two gentlemen. Norman Cousins is the sincere, forthright type of speaker who occasionally relies on podium-pounding to make his point. On the other hand Mr. Buckley is a master of rhetoric who balances his arguments on a twist of phrase, a clever combination of fact and literary style. Such an approach often may seem suspect before an audience who wants the facts plain and simple. So the evening was interesting then from the way that the two speakers, each with conflicting ideologies and methods of communication, appealed to the audience—it was difficult to estimate, but neither gentleman seemed to engender a distinct advantage of support.

"This is the age of nightmares."

—Norman Cousins

"We must try to win without war, but we must try to win."

—William Buckley, Jr.

FROM ALL POINTS of view, the response to the symposium indicated that it was a success. This can be attributed not only to the caliber of the individual speakers but to the cooperation of the members of the student body, University administration and faculty, and the citizens of the state. The students are especially grateful to Elmer E. Meyer, Jr., student activities adviser, who absorbed the brunt of the many logistical problems involved in transforming the symposium from an idea into a reality. (A comprehensive list of those who contributed their services to the cause of the symposium appears at the end of this article.)

During the months of March and April, the symposium was re-broadcast on Sunday afternoons over the facilities of WHA. As a demonstration of their continued interest in the questions presented by the speakers, students gathered in the Memorial Union to hear the broadcasts and participate in a discussion following each broadcast. And, if additional financial help can be found, it is the intention of the Symposium Committee to continue their efforts based on what they have already accomplished with the ultimate hope of making the symposium an annual affair.

It is evident that none of the speakers in this symposium broached any arguments that were revolutionary in their scope. Their topics were for the most part, with the exception of the highly technical fields of science, things which we, as responsible citizens, should be thinking about as we meet the *day-to-day* challenge of life in our complex modern world. Like Commencement, the symposium was not an end but a beginning, and only the future will tell how well we will meet that challenge. The Sixties and future decades lie ahead —the message of the symposium is that we must meet the challenge if we expect to build a world that is tantamount to our ideals.—A. H.

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Theodore W. Zillman, dean of men

as this issue went to press, we learned
of the untimely death of a great friend and benefactor of
the University of Wisconsin:

Thomas E. Brittingham, Jr.

next month we will pay tribute to Mr. Brittingham
in a special feature devoted to his many contributions
to the University.

An Anniversary in Milwaukee

The year 1960 marks the seventy-fifth anniversary of higher education in the city of Milwaukee. The University of Wisconsin-Milwaukee, whose antecedents trace directly back to the establishment of Milwaukee State Normal School, is observing this milestone with a series of conferences, symposia, lectures, and other special events.

A special 75th anniversary committee of the UW-Milwaukee, headed by Prof. Adolph Suppan, has plans underway for three major anniversary year events. One on May 6 will feature Henry Steele Commager and deal with rebellion and conformity in society. Also projected are a summer symposium on "The Arts in America" and a national conference on the role of urban universities this fall. Other UW-M agencies are planning distinctive programs, as well.

Governor Gaylord Nelson, in congratulating the UW-M on the anniversary celebration, noted that the institution has made progress, despite the handicaps of inadequate facilities and tremendous overcrowding, toward filling educational and cultural needs of the Milwaukee area.

"The future development of the UW-M," he said, "is limited only to the ability and willingness of the people of Wisconsin to make the necessary capital expenditures—to acquire the property and build the buildings. These things are being done, but too slowly. We must do more to make it possible for the UW-M to fulfill its destined development more swiftly."

On the following pages, a brief history of the institutions which are now the University of Wisconsin-Milwaukee is presented. The author is George Richard, former *Wisconsin Alumnus* editor who now heads the news service at UW-M; he gives much of the credit for its preparation to a manuscript history of the Milwaukee Teachers College by the late Marian Silveus, a well-known college history professor.

the University of Wisconsin-Milwaukee, now rapidly coming into its own as an instrument of higher education in Wisconsin, has a colorful and historic past — here is that story

WHILE A MAJOR milestone in the history of the institution which is now the University of Wisconsin-Milwaukee was its designation as a unit of the University in 1956, the 75-year history of its predecessors—Wisconsin State College, Milwaukee, and the Milwaukee Extension Division—is replete with dramatic changes in academic emphasis.

WISCONSIN STATE COLLEGE, MILWAUKEE

This history dates back to September, 1885, when President John J. Mapel gathered a staff of six teachers to teach 46 students the rudiments of pedagogy in a new building on Eighteenth and Wells Streets. This combination of flesh and blood and stone comprised the Milwaukee State Normal School, created by the State Legislature five years earlier.

Some might say the institution's history began even earlier. That it didn't, really, was no fault of the city of Milwaukee.

Teacher training in state-supported professional schools was adopted as a Wisconsin policy in 1865, 26 years after the first state normal school in the United States was set up in Lexington, Mass. Before 1865 in Wisconsin, funds from the sale of public swamp lands had been used to subsidize teacher training in private and denominational schools under direction of the chancellor of the university. This didn't work.

So the new Wisconsin Normal School Board of Regents invited the state's communities to put in their bids for schools. Milwaukee—by that time a city of 71,000—offered $31,000 over a five year period, an improved site and the use of a building until a new one could be constructed.

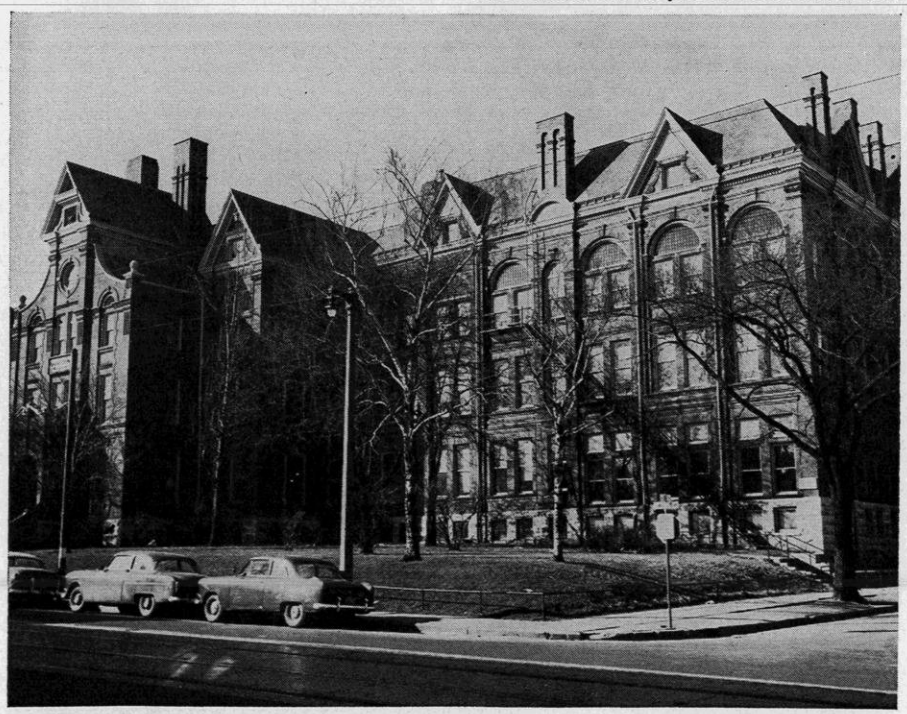
This was a high bid . . . but the auction went to Platteville and Whitewater. Later two other normal schools were authorized, neither at Milwaukee, which in that era (and much later) was victim of considerable suspicion on the part of regents and others outside the metropolitan influence.

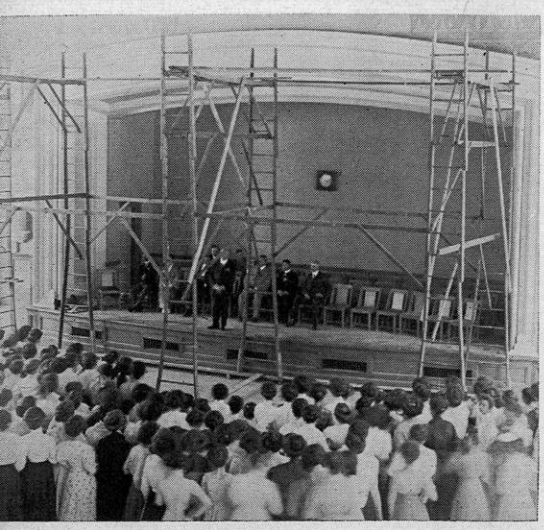
But with the Cream City's soaring population, it was obvious to the Legislature something had to be done. So the lawmakers passed a law requiring Milwaukee to establish its own normal school—at its own expense, of course. Accordingly, a normal department was set up in the high school and for fifteen years this department did its best to train teachers for the city's schools.

Teacher training in those days wasn't what it is now—either at Milwaukee or at the state supported schools. An eighth grade education qualified one for admission. The schools had to offer a good deal of rather basic general education as well as courses in pedagogy, and students often had to attend for three or four years to be graduated from a one or two year course.

When the Legislature finally did force the Normal School Regents to set up a state-supported school in Milwaukee, it marked a financial milestone in support of the normal school system. Swamp land funds were obviously inadequate to carry the entire load and an appropriation of $10,000 for the sup-

This building on 18th street and Wells was the original home of Milwaukee State Normal School. It's 75 yrs. old and still in use.





The assembly hall in Main building on the new Kenwood campus was used for graduation in 1909 before its completion. The auditorium remains as the only theater on the UW-Milwaukee Kenwood campus.

port of Milwaukee marked the beginning of state contributions to normal schools. By 1906–1908 more than three-fourths of the system's $700,000 budget was financed by state appropriation.

Enrollment grew slowly at the new Milwaukee State Normal and reached 80 only in 1892–1893. This reflected the non-favored status accorded normal school trained teachers from school superintendents and principals, who were just as happy to accept liberal arts graduates. Then appeared on the Milwaukee scene in 1892 President Lorenzo D. Harvey whose recruiting drives by 1896 quadrupled enrollment, nearly half of these students being from outside Milwaukee county. Satisfying as this increase must have been, it brought problems, not the least of which was a straining at inadequate physical facilities. The Regents tried to limit enrollment by increasing admission standards and by more arbitrary methods, but by 1908–1909 enrollment stood at 503. In the fall of the latter year, however, things looked better as the school moved into a brand new $343,543 building in northeast Milwaukee—now the center of the Kenwood Campus of the UW-Milwaukee.

The turn of the century saw slowly changing patterns of teacher education in Milwaukee. More and more academic work was being offered (some voiced fears that the "professional curriculum" suffered greatly as a result) including, as well as the traditional subjects, art, manual training, music, and physical exercises. In the nineties the school year was divided into four ten-week quarters so more courses could be crowded in. The Milwaukee normal school began offering extension work with faculty lectures and teachers' institutes in 1893.

At the same time, changing attitudes toward teacher education were taking place in Wisconsin. In 1899 county normal schools, primarily for rural teachers, were set up. The University reorganized its teacher training program in 1897. By 1909 a state law required every prospective teacher to attend a professional school for at least six weeks. Teacher training was beginning to gain new respect.

During this period the normal school was experiencing administration by an acting president, Walter H. Cheever (January, 1899, to April, 1900), and by President Charles McKenny, who was succeeded in 1913 by Carrol G. Pearse. All played important roles in the emergence of another new academic concept soon after the school was moved to the Kenwood campus in 1909.

The new campus and its main building were a delight; the 200 feet square structure contained classrooms, offices, laboratories and a gymnasium. The original eleven and one-half acre campus was augmented by an additional fourteen and four-tenths acres in 1913. And by 1912 a north wing, which includes the present front doorway with its distinctive pillars above, had been added.

Within this building the academic picture was animated. Not only was the previous pattern of general teacher preparation changing to one of much greater professional specialization in distinct fields of teaching and administration; in 1911 the school began offering college courses quite unrelated to teaching. This move was encouraged by the Legislature, which wanted to give students college opportunities near their homes, and by the University, which was willing to forego some of its large load of freshmen and sophomores. The two years of college work offered were transferrable to the University, and students flocked to take advantage of the situation. Courses were offered in agriculture, home economics, commerce, journalism, pre-legal and pre-medical training, letters and science subjects; there was also a one year course in engineering.

At the same time the summer session was established (in 1910) and more formal correspondence and extension courses were introduced. In 1911 the Normal absorbed the Milwaukee School of Art, which had been founded some years earlier by the Milwaukee Art Students League. A department for training teachers of the deaf was authorized and started in 1913. A school of music opened in the fall of 1914, providing strong impetus for a number of already formed student musical organizations. All of these areas gained strength and continue to be among the best known at the UW-Milwaukee. Less obviously enduring was the rural education department organized in 1916.

Came World War I and Milwaukee State Normal paused to catch its breath.

The institution needed all its strength, too, as it headed into the tumultuous twenties.

THE EXTENSION DIVISION

The "Wisconsin Idea" of extending the University of Wisconsin's beneficent influences to every home in the state had considerable impact even in Milwaukee.

Informal instruction by visiting lecturers from Madison had had rather indifferent degrees of success in the years immediately before and after 1900 but in 1907 a Milwaukee office of the newly reorganized University Extension Division was in operation. One full-time professor conducted classes, registered students for correspondence courses and gave public lectures at night. There were 58 students enrolled in various evening courses.

In 1909 Milwaukee city school officials offered a building for a branch of the University in Milwaukee. President Van Hise and other University officials were fearful, however, that branches would weaken the parent body and that students wouldn't have adequate library and laboratory facilities. These thoughts found considerable expression in the years and decades to come.

Nevertheless, the Extension Division under Dean Louis E. Reber began developing classroom work in business and engineering in Milwaukee under the leadership and supervision of Kenneth G. Smith. Then, in 1919, there appeared on the scene hundreds of war veterans who seriously taxed existing educational facilities, including Milwaukee State Normal School. This emergency made possible the addition of regular daytime classes in a building at 471 Van Buren Street, and by 1922 there were 15 regular instructors for day classes and 17 for evening classes. When the number of veterans dropped off in 1922, the Extension Division opened its day classes to all wishing to do university-grade work. In the fall of 1923, a full-time freshman and sophomore program was offered and the next year the Division moved into new quarters at what is now 523 North Second Street.

From the first there was coordination of teaching methods and examination schedules with the Madison campus, but Milwaukee work tended to become autonomous and the majority of the Milwaukee Extension Division staff were permanently located in Milwaukee. Extension District Superintendent John W. Powell was in charge of the Milwaukee project.

This burgeoning UW development did not go unnoticed. A Madison newspaper editor asked if this were "detaching . . . the University from Madison by piecemeal?" A Milwaukee higher education administrator observed: "The history in other states of branch educational institutions is not conducive to educational harmony even within the institution itself".

The Milwaukee Extension Division continued to grow, however, even though the preceding prophecy proved not without some accuracy. This growth resulted, by 1928, in a new seven-story building at 623 West State Street in the Milwaukee civic center—now the site of the UW-Milwaukee downtown campus. The building contained twenty-five classrooms, six science laboratories, twenty offices, a library and a reading room, and became focus for an expanding freshman-sophomore program both in the daytime and evening. In addition there developed an evening program of non-credit courses in commerce, engineering and general cultural education. By 1939 the day enrollment had grown from 191 in 1923 to a prewar peak of 738 students and the Center had become in effect a junior college. The day school enrollment reached a post-war peak of 2,875 and in 1954 was 1,099. Evening school enrollment by 1942 stood at 3,251 and just after World War II soared to 4,754.

Liberal arts education at the Milwaukee Division from the first was oriented toward pre-professional training, in such fields as medicine, commerce, and education. An engineering program provided freshman and sophomore training in mechanical, electrical, and civil engineering, and in later years, in chemical engineering.

In addition to the undergraduate programs, both the University School of Commerce and the College of Engineering instituted graduate programs in the evening school. By 1954 Director George A. Parkinson reported that there were 650 students taking advantage of these offerings. In addition the Division building served as headquarters for the Milwaukee offerings of the University's School of Social Work.

Ever-expanding enrollments in all these programs made necessary further expansion, and a million-dollar addition was dedicated in 1952. This eased the space problems for thousands of students and the 101 regular day school faculty members, 94 part-time faculty members and 23 Madison-based circuit riders. At this point the Extension Division had grown to be the largest state-supported college-level institution in Wisconsin.

A COLLEGE FOR TEACHERS

In 1920 the Carnegie Foundation for the Advancement of Teaching noted: "The normal school that is true to itself finds it impossible to be a college".

This statement found favor in Wisconsin. And in 1922 the State Normal School Regents voted to discontinue college courses as of the next year. The ensuing turmoil led to President Pearse's resignation in protest over abdication of the institution's junior college role, to the appointment of Frank J. Mellencamp as acting president in January, 1923, and to the presidency of Frank E. Baker on July 19 of the same year.

As earlier noted, the Milwaukee Extension Division moved in to take up part of the ensuing slack in junior college opportunity.

For a variety of other reasons, too, including the drop-off of war veterans, an apparent over-supply of teachers and a general prosperity which lured prospective teachers to better paying jobs elsewhere, enrollment began dropping at Milwaukee State Normal.

In 1924 admission standards were strengthened to permit entry only of those with high school diplomas or passing entrance examinations. And from 1923–1927 the total normal school course was lengthened to four years, reflecting the national trend toward teachers colleges. Students, too, had been complaining of overloads, some carrying more than 30 hours a week. In 1926 the Regents authorized four year curricula leading to degrees in kindergarten-primary education, elementary education, art and music and, in 1927, secondary education.

Milwaukee State Normal School became known as Milwaukee State Teachers College.

Changes continued. In 1929 education of mentally-handicapped was transferred from Oshkosh to Milwaukee and consolidated with the deaf department to form the Division of Education of Exceptional Children; speech correction was added to this area two years later. A strong counselling and guidance program was begun in 1931. In 1935 all less-than-four year curricula (except a three year course in rural education) were discontinued. In 1937 the Legislature authorized the granting of B.S. degrees in education. In 1938 an integrated junior college curriculum was launched with 70 willing students studying in the areas of natural science, physical science, social science, the humanities, and "social and aesthetic experiences". This experiment was moderately successful and continued until 1945.

The UW-Milwaukee Downtown campus in the civic center once housed the University's Milwaukee Extension Division. The building in the background dates back to 1928, the one in the foreground to 1952.

Physical facilities were expanded, although not over-generously. A fieldhouse and heating plant were built in 1930–32. Pearse Field football stadium first was used in 1939.

The end of World War II ushered in a new era at Milwaukee State Teachers College, which gained as its president J. Martin Klotsche (now UW-Milwaukee provost) in 1946.

The Teachers College added the degree of master of education in 1945, graduate curricula in elementary and exceptional education in 1945, a graduate curriculum in art education in 1948 and graduate curricula in music and secondary education in 1949. In 1951 all state colleges were empowered by the Legislature to offer degrees in liberal arts.

Milwaukee State Teachers College became Wisconsin State College, Milwaukee.

A couple of years later the Kenwood campus gained a new campus laboratory school (1953) and a library (1954).

The campus laboratory school, hitherto unmentioned, was a part of the teacher training institution since its inception in 1885. Its purpose has been to give students an opportunity to observe and to practice sound educational procedures in curriculum development and child development; increasingly in recent years the school has played a major role in educational research and experimentation. The laboratory school, of course, has never provided all the practice teaching opportunity necessary in a large teacher training institution, and most education students have done their practice teaching in cooperating schools in and around Milwaukee.

THE BIRTH OF A UNIVERSITY

Meanwhile, the Teachers College and the Milwaukee Extension Division became central issues in an increasingly intense argument over establishment of a Lakeshore university. In 1951 a measure, passed by a substantial margin in the state senate and supported by the governor, was defeated in the assembly —the opposition to the measure voicing fears over the additional expense involved in setting up a university in Milwaukee. During the next legislative session another movement toward higher education integration was defeated. Then, in 1955, a measure combining Wisconsin State College, Milwaukee, and the Milwaukee Extension Division, as well as setting up a Coordinating Committee for Higher Education, was passed.

During the next year, a committee of thirty members of the administrations and faculties of the University and the Wisconsin State College labored to set up ground rules for operation of a new four-year unit of the University—an unprecedented development in Wisconsin.

A UNIT OF THE UNIVERSITY

Chapter 619 of the Laws of 1955 had spelled out the relationship between the Milwaukee Unit of the University and the institution as a whole.

"This unit of the University shall be under the supervision of a provost reporting directly to the President, with the same degree of self-government by its own faculty as is vested in other units of the University. All degrees granted upon the completion of prescribed courses shall be issued by the Board of Regents in the same manner and with the same status as degrees based upon work done in other units of the University".

Educators striving to develop the University of Wisconsin-Milwaukee in accord with this mandate encountered certain practical difficulties, but nevertheless were unable to solve each problem in a manner conforming to the spirit of the law. They found, for example, that the physical separation of Madison and Milwaukee campuses would necessarily mean a larger degree of faculty self-government at Milwaukee than that existing in other units of the University. Correspondingly, the UW-Milwaukee faculty would have a somewhat smaller degree of participation in affairs considered by the total University faculty.

The number of full-time, day students at the University of Wisconsin-Milwaukee has been rising steadily since the year of the merger. This growth has not been spectacular—but it is convincing. In the fall of 1956 a total of 4,481 students (in a 29–16 man-woman ratio) were enrolled. A year later the enrollment climbed to 4,735. By 1958 the full-time students increased to 5,191 and in the fall of 1959 the figure had jumped to 5,369. These figures do not include graduate (848), evening credit (1,399), and evening non-credit students (1,631)—which bring the total number of UW–M students to 9,247.

Even the most pessimistic forecasts see a marked growth to the UW-Milwaukee in the next decade. One official projection in 1959 foresaw an enrollment of 19,460 by 1975, assuming that the character of the institution remains substantially the same as it is at present, and physical facilities become available.

Most of the growth of the UW-Milwaukee has come from increased numbers of Milwaukee county students. In the fall of 1956, 929 or 20.7 per cent of the students came from outside Milwaukee County. Two years later the percentage of non-Milwaukee area students had declined to 19.38 per cent, although the actual number increased to 1,006 students.

The UW-Milwaukee's growth can also be measured in terms of curriculum. The institution's planners early recognized that many undergraduate programs can be given economically both at Madison and at Milwaukee, and at considerable savings to some students. By 1959 the Milwaukee unit could offer these degrees: Bachelor of Arts, Bachelor of Science, Bachelor of Business Administration, Bachelor of Fine Arts, Master of Science and Master of Business Administration. Undergraduate engineering offerings include two years of basic courses.

Traditionally, among the strong points of the University of Wisconsin-Milwaukee and its predecessor institutions are areas of the fine arts, notably art and music, and teacher education, as well as certain areas in the liberal arts. This tradition persists; yet other departments are rapidly rising to the challenge of University stature.

A VARIETY OF ENDEAVOR

Many other than day students are served by the University of Wisconsin-Milwaukee.

Another part of the University's metropolitan educational program is the evening division, designed to serve employed students wishing to continue their education through part-time evening study. Nearly 1,400 students were enrolled in these evening credit classes, which are directly controlled by regular academic departments in terms of staff and budget, in the fall of 1959.

In addition to courses for students completing degree requirements, the evening division offers a wide variety of non-degree programs to meet the specific needs of students not desiring college credit. These latter include the business certificate programs, engineering, technical and industrial subjects, and general education courses. More than 1,700 students were enrolled in these courses in 1959.

Moreover, the UW-Milwaukee cooperates closely with the University Extension Division, which conducts certain institutes and short courses in Milwaukee as part of its general statewide program of adult education. Many UW-Milwaukee faculty members carry teaching and other responsibilities in this program.

Not administratively part of either evening division or extension division, but also patronized for the most part by professional people interested in continuing their higher education, is the UW-Milwaukee graduate school program. The University of Wisconsin's single graduate school encompasses both Madison and Milwaukee campuses and identical requirements and standards prevail upon both campuses. The importance of these graduate offerings to Milwaukeeans is indicated by the 850-student enrollment it could boast in the fall of 1959.

The wide variety of academic year offerings at the University of Wisconsin-Milwaukee is supplemented by approximately 200 courses—both graduate and undergraduate—in a summer session. The summer session of 1959 was attended by 2,533 men and women. This increasingly important session has been highlighted during the past few years by its sponsorship of a cultural program of community-wide interest, "Summer Evenings of Music." This series of concerts has featured visiting artists of international renown.

The Kenwood Campus—which in 1959 consisted of about 32 acres—is approximately four miles from the Downtown Campus, a cluster of buildings in the Civic Center on Kilbourn Avenue. Classes have also been held in rented quarters in the downtown Wisconsin Tower Building on Wisconsin Ave.

In 1959 the State Building Commission authorized further expansion of the UW-Milwaukee on Kenwood Campus, after thorough investigation of alternatives proposed. As a first step in this expansion, the University's Board of Regents was authorized to buy the eight acre Milwaukee Downer Seminary property. The seminary's land and buildings adjacent to the Kenwood Campus, cost $1,500,000 and will be available for UW-Milwaukee use in September, 1961.

The year 1959 saw, too, final approval for the first new University of Wisconsin-Milwaukee building, a $2,600,000 science building on the Kenwood campus. As construction began on the science structure it seemed safe to predict that the process of building on the Milwaukee campus would be continuing for a long time to come.

Mass Communications

—New Pipeline to History

by Jane J. Neuheisel

THE STATE HISTORICAL Society of Wisconsin, recognized as one of the best-equipped and most forward-looking research centers for American history in the country, is located in the heart of the University of Wisconsin campus. Behind the thick stone walls of this renaissance-styled structure has come another new and different burst of activity —the Mass Communications History Center.

The MCHC is the only center of its kind in the nation. Its job is to locate, collect, preserve, and make available to scholars the raw material of mass communications history in this century. In effect, the Center recognizes the Fourth Estate—meaning all the media—as a source for historical data.

Recognizing this role of the Fourth Estate, Edwin Emery and Henry Ladd Smith (a former University of Wisconsin journalism professor) made the observation in their book, *The Press and America* that:

"Only a little more than two and a half centuries separate the crudely printed news . . . from the modern dailies of the mid-twentieth century. But enormous changes have been recorded. The story of the growth of newspapers—and the addition of magazines, books, radio and television to create the mass media—is the story of both the development of communications and the maturing of a nation."

The MCHC is making it possible to research this story by securing, evaluating, cataloging, and making available to researchers materials which heretofore have been inaccessible. Besides supplementing its massive newspaper collection, the Center has collected material from the fields of radio and television, public relations, advertising, theater, and cinema.

Perhaps the MCHC's unique contribution to historical research is its attempt to collect the life's work of representative journalists along with behind the headlines memoranda, background material, and correspondence. The Center's future, according to its chief, Mrs. Donald Kaiser, depends upon the contributors—the mass communicators—"for it is in their file cabinets and bottom drawers where this new dimension of history lies."

Louis P. Lochner, a Wisconsin alumnus and an important contributor to the Center, put his finger on the value of this collecting activity when he said:

"In claiming for the journalist the right to be considered an historical source, it must not be forgotten that such products of his brain which are actually published or are imparted by radio voice constitute but a small percentage of his actual output.

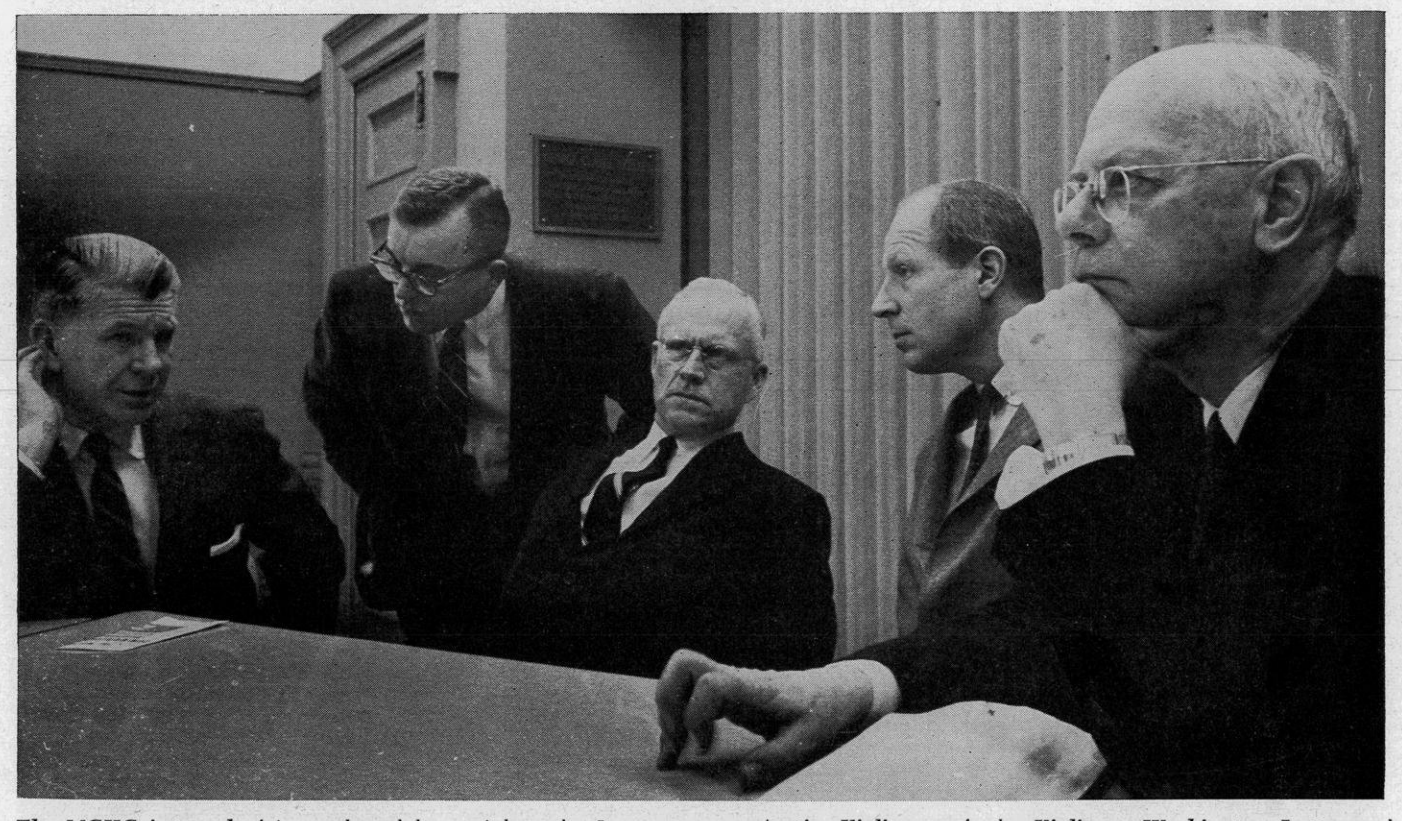
"For instance, an American correspondent while on duty abroad, almost invariably sends his home office, especially by mail, many more items of news, vignettes of foreign life, and features than he expects to see used. He does this because he wishes to give his desk editor at home a variety of subjects from which to choose. The unpublished items, often might provide the clue to some situation that interests the student of history, and a journalist's file can provide important insights into the relationship of the press to government, labor unions, political parties, and personalities."

Lochner's papers serve as an example. As a 1939 Pulitzer Prize winning Associated Press foreign correspondent, Lochner gained first-hand knowledge of important people and events. He saved the carbon copies of dispatches, the notebooks, and memoranda he prepared while chief of AP's Berlin and Central European news bureau from 1928 to 1942. The collection contains many unpublished notes from private interviews with American and European leaders including one with Adolph Hitler. During the interview the Führer became wildly verbose about the German Jews, "and white saliva exuded from both sides of his mouth" when the topic was brought up. Upon reading Lochner's script of the interview Hitler scratched out the whole passage "with an angry gesture." Lochner later noted "It is only a tiny episode as history goes, yet the question still intrigues many historians: Why was Hitler so anti-Semitic? Here is one answer: "An obvious inferiority complex."

Is this not, then, the stuff of history?

The seasoned journalist learns to build up confidential relationships with persons in high or influential positions and is able to learn facts which he must keep to himself until some future time. These facts may never reach print, but jotted in a personal diary or memorandum and deposited finally in the MCHC, they can shed new light on the "why" of the course of events.

The first and largest collection received by the Mass Communications History Center was that of Hans V. Kaltenborn, dean of American radio commentators. The collection covers "H. V.'s" career over more than half a century and includes all the scripts he prepared as news analyst and commentator for the National Broadcasting Company and the Columbia Broadcasting System. It also reflects public opinion through



***The MCHC is proud** of its work, and has a right to be. Its contributors are among the most distinguished in the business of mass communications. Pictured at the launching of the Center (left to right) are key contributors Gunnar Back, (Kieth Hinsman of the State Historical Society Staff), Quincy Howe, Austin H. Kiplinger, and Louis P. Lochner.*

***Gunnar Back** began his journalism career while a student at the UW. He worked on the **Daily Cardinal** and broadcast over WHA before graduating in 1931. He later received his master's degree from the University in 1935. A well-known journalist today, Back has reported news of the Congress and the President since 1939.*

***Quincy Howe** has had vast experience as an editor, an author, and as a news analyst. He is a former staff member of the University of Illinois journalism school, and has been a news commentator for ABC since 1954.*

***Austin Kiplinger** of the **Kiplinger Washington Letter** and **Changing Times** magazine, and co-author of the best seller, **Washington is Like That,** has won distinction in nearly every phase of news and editorial work. His reporting of the Midwest and its activities during three national political campaigns won him numerous citations, including the **TV Guide** Award as Chicago's best television commentator.*

***Louis P. Lochner** grew up in Milwaukee, graduated from the UW in 1909, and began his journalism career as editor of the **Wisconsin Alumnus.** Distinguished for his reporting of the European theater of World War II, Lochner was the first foreign correspondent permitted to go to the Polish front. He traveled with German armies all over Europe and knew personally such people as Hitler, Goering, Goebbels, Himmler, Ribbentrop, and others. An expert on German Affairs, he served with the Berlin bureau of AP from 1921 to 1928, and as chief of the same bureau from 1928 to 1942.*

the first unsettled half of the twentieth century and provides a guide to radio development and broadcasting changes since 1923.

The Center now has some 70 contributors, all vitally involved in the business of mass communications. Many of these contributors, such as Kaltenborn, have strong Wisconsin ties, and many others are graduates or former staff members of the University of Wisconsin. In this last category appear such names as Fredric March, Marquis Childs, Lemuel Boulware, Daniel Starch, and A. C. Nielsen.

A key to the ultimate importance of the Center can be determined in light of the comments made by T. S. Mathews, former managing editor of *Time* magazine, in the jubilee issue of *Atlantic Monthly:*

"What keeps the press going is mainly snippets: some news, much gossip, loads of rumors—not to speak of all the features, extras, special acts, and entertaining etceteras . . . The biggest piece of claptrap about the press is that it deals exclusively, or even mainly, with news."

In the same vein, Edward P. Morgan, speaking recently at the Wisconsin Student Association symposium, charged that Americans are "uninformed or misinformed, and . . . at best only half informed," and blamed both the public and the media.

Clearly the press (meaning all the media) is coming under fire, but there are hundreds of examples of praise for its integrity and its vigilance against partisanship. Whichever side of the ledger one chooses to believe, it cannot be denied

that mass communications constitute an element of vital importance to our society—an element that needs to be evaluated by the historian, social scientist, and the mass communications researcher.

And it is to make this job of evaluation possible that the Mass Communications History Center was formed.

The Center enjoys the services of a UW faculty advisory committee whose members take an active role in its development. They write letters to new leads; they arrange for campus visitors to see the mass communications collections and the Center's facilities for processing the valuable papers; they make trips financed by the University of Wisconsin to New York City, Washington, D. C., and other parts of the country to secure new collections and explain the Center to interested contributors.

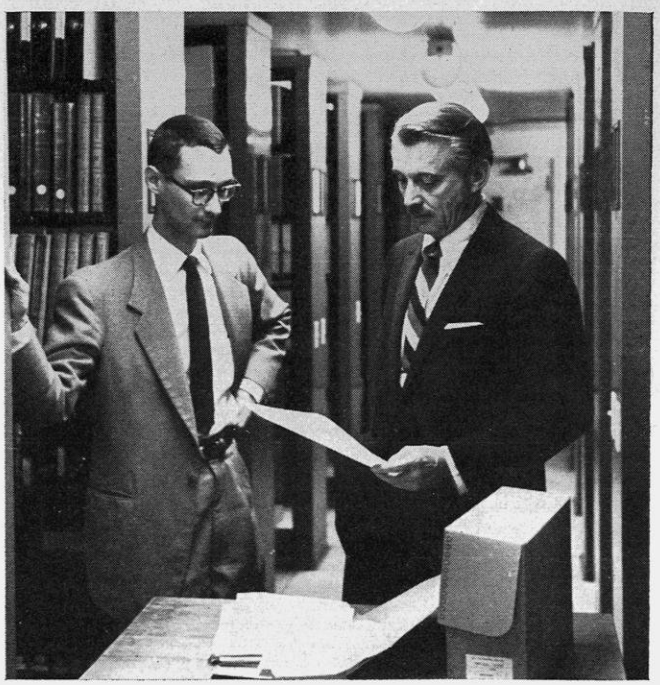
According to Frederick Haberman, UW professor of speech and chairman of the MCHC faculty advisory committee, "The Center has made advances—not spectacularly, but solidly—in the last three years. The State Historical Society has provided cash and the continuous services of experts; the Graduate School of the University has allotted funds—modest but vitally useful at the precise moment we needed them; the University Library is purchasing all *new* books on mass communications; the faculty members are following up leads in their specialties. Right now we are the actual depository or we have commitments from important people or organizations in every field of mass communications. These include NBC in network broadcasting; WHA in educational broadcasting; H. V. Kaltenborn in radio; Charles Collingwood in television; Lunt and Fontanne in theater; Fredric March in theater and cinema; the complete files of the American Medical Association's radio broadcasting activities; Louis Lochner, Robert S. Allen, and Austin Kiplinger in newspapers; Thomas D' Arcy Brophy in advertising; the Whaley-Eaton Service in newsletter publication; Lemuel Boulware in public relations; and so on. And we have other important contributors to whom we are now talking."

Other members of the MCHC faculty advisory committee are professors Scott M. Cutlip, Harold L. Nelson, and S. Watson Dunn of the UW journalism school; Irvin G. Wyllie of the history department; Harold B. McCarty, director of radio and television education; and Ordean G. Ness of the speech department.

In order to formulate a pattern for future development of the Center, a conference financed by the Rockefeller Foundation was held in Madison April 7, 8 and 9. Historians, mass communications practitioners, and specialists participated.

Of the April conference Professor Haberman says, "We needed to establish some firm definitions to chart the major 'phyla' of mass communications, to fix our eyes upon the specimens needed to illustrate the phyla, to explore the responsibility incumbent upon a collecting policy that aims to establish a 'research center,' to set our guide lines for decisions on 'selectivity' and 'exhaustiveness.' In short we wanted to probe the best minds in the country for information on the creation of a research center that will make essential materials on mass communications available for all time to the scholars of the world."

***Frederick McIntyre Bickel** is another contributor to the MCHC. Better known by his stage and screen name, Fredric March, he brought his wife, the distinguished actress Florence Eldridge, to see the Center last year; they are shown here with Prof. Frederick Haberman, chairman of the MCHC's faculty advisory committee. March, a native of Racine, is a 1920 graduate of the UW. Pictures, letters, and other papers documenting his career and the growing influence of the theater in America are kept at the MCHC.*



***Edward P. Morgan,** a contributor to the MCHC, examined some of his papers when he visited Madison recently. He is assisted by Quinn Smet, one of the librarians who process the Center's collections. Morgan's papers constitute only a part of the many materials the Center makes available to researchers.*

Joseph Cutler to Head 1960 Alumni Fund

Joseph A. Cutler, president of the Johnson Service Company of Milwaukee, has been named honorary chairman of the 1960 Alumni Fund. In a message to alumni concerning the annual appeal for contributions Cutler said, "While it is indeed a pleasure for me to serve as honorary chairman of the 1960 Alumni Fund, I feel compelled to point out that this is your campaign. The tremendous achievement last year was due to your loyalty and generosity. You set a goal which should serve as an inspiration to your classmates whose names are not on the Honor Roll of contributors."

Cutler's message was included in the Honor Roll booklet mailed last month to more than 100,000 alumni throughout the world. The booklet listed the names of nearly 5,000 loyal Badgers who had contributed to the 1959 fund. The number of contributors was an increase of 37% over the previous year and the amount of money contributed was $281,250.36—nearly double the 1958 total.

Frank V. Birch, President of the University of Wisconsin Foundation, said that the selection of Cutler to head the 6th annual appeal for funds was a logical choice. "During the 50 years since his graduation from the University Cutler has maintained a strong tie with his Alma Mater. His record of service to the University of Wisconsin, his community and his industry is an enviable one," Birch said.

Following his graduation in 1909 Cutler taught civil engineering at the University for three years. In 1912 he started as a sales engineer of the Johnson Service Company.

He progressed with the company and was named president and general manager in 1938. Since that time he has guided the destiny of his firm until it is now a leader in the temperature control field with 110 offices in the United States and Canada and agents in most important foreign countries.

Cutler's service to the University and to the community should be an inspiration to fellow Badgers throughout the country. Long active in alumni affairs, he was president of the Alumni Association in 1946–47. He served for six years on the Athletic Board and has been a member of the University of Wisconsin Foundation since its beginning in 1945.

During the University's Centennial in 1948–49 Cutler was among the first to receive a distinguished service citation from the Board of Regents and the School of Engineering. Early this year the Milwaukee Association of Commerce paid tribute to his outstanding service as a director of that group from 1947 to 1958. He has also been a leader in community chest and other civic activities in Milwaukee.

In launching the 6th annual campaign for funds Cutler said, "The good which alumni can do in providing better educational facilities at the University of Wisconsin will produce lasting benefits for the entire nation. Our Alma Mater is recognized for its leadership in the fields of education, research and public service—a program which deserves the enthusiastic support of loyal Badgers throughout the world."

Cutler set a goal of 6,000 contributors for the 6th annual Alumni Fund. Your contribution to the University of Wisconsin Foundation will help make this aim a reality.

Additional Summer Program Announced

The University of Wisconsin Extension Division has announced a stimulating addition to its lineup of summer programs oriented towards the individual who is interested in education as a continuing and enriching experience. This specific program is "The Arts in Modern Western Culture" and will be under the direction of Frederick M. Logan, professor of art education. It will be a two week survey, July 18–29, of the various art forms—painting, architecture, dance, music, drama, film, etc.—which have influenced the development of our Western civilization. Two highlights of the course are a visit to the studio of Aaron Bohrod, artist-in-residence at the UW and a tour of the permanent collections of the Chicago Art Institute with special emphasis on its outstanding collection of 19th Century French art. Throughout the two week session, guest lectures will be given by qualified members of the University faculty including: Leo Jakobson, institutional planner and associate professor of city planning; Miss Robin Gregory and Miss Nancy Thysell Miller, instructors in dance; Jonathan Curvin, professor of speech; and Edward A. Sprague, instructor in music.

The Extension Division is also sponsoring study-tours of the Soviet Union and West Africa as well as a gemstone prospecting tour of the Rocky Mountains. For an application blank and/or information about all or any one of these programs, write to: Robert Schacht, assistant director, Informal Instructional Services, 303 Extension Building, University of Wisconsin, Madison 6, Wisconsin.

athletics

Ring Injury Fatal to Badger Boxer

Charles J. Mohr

THE GRIM PALL of tragedy fell over the campus this past month when University of Wisconsin senior Charles J. Mohr succumbed to an injury he received in the final boxing match of his college career—the NCAA championship fight in the 165 pound class held on April 9 in Madison. Mohr, who was the victim of a second round technical knockout at the hands of San José State's Stu Bartell, suffered a subdural hematome (cerebral hemorrhage) shortly after the fight. He had left the ring under his own power but collapsed in the dressing room moments later and was rushed to University hospital where an emergency operation was performed by a team of UW neurosurgeons headed by Dr. Manucher Javid who later reported that the damage to Mohr's midbrain was such that there was little hope for recovery.

Following the operation, Mohr was listed in critical condition and emergency measures were instituted in an effort to prolong the courageous boxer's life. Urea was administered to relieve pain and pressure on the brain. Urea is a drug developed by Dr. Javid and his associates and has been highly successful in the treatment of brain damage. Further complications resulting from the injury necessitated the administering of "hypothermia," a cooling method which was used to reduce the high temperature that Mohr developed; and a resuscitator was employed to support his breathing. However, these measures were only stop-gap efforts and, after an eight day battle, death finally claimed Charles J. Mohr on the morning of Easter Sunday.

During the long period when Mohr's condition hovered between life and death, his parents, Mr. and Mrs. Charles Mohr of Merrick, N. Y. and his sisters, Carol and Joan, remained at his bedside. In the corridors and waiting room of the hospital, his team-mates, fellow students, and other anxious members of the University and Madison community waited for some word of the boxer's condition while others deluged the hospital with calls. Visitors were not allowed and, other than the hospital staff, the only persons admitted to Mohr's room were his family and members of the clergy. Mohr, a devout Roman Catholic, had been given the last rites of the Church following the operation.

While everyone waited, University officials were taking a long look at what should be done about the continuance of boxing as an intercollegiate sport in the University program. The majority of University officials questioned on the matter felt that a responsible review of the sport should be conducted before any decision affecting its future would be made. The Athletic Board was scheduled to discuss the question at their April 29 meeting and it will also be a topic at the May meetings of the Regents and the faculty. (Mohr's father has asked the University and the public not to blame boxing for his son's death.)

That such an accident should befall a Wisconsin boxer was indeed tragic but

Winter Sports—Gloomy

Plagued by the loss of key personnel —the captains of the wrestling, swimming, indoor track, and gymnastics teams were declared ineligible at the end of the first semester—the Badger record in winter sports was singularly without distinction. Rather than any specific team victory, the spotlight fell on individual achievement. The wrestling team, with an otherwise lackluster record, could boast of Fred Rittschoff, a senior from Chicago, who won the Big Ten's 115 pound championship. Ron McDevitt, a sophomore swimmer from Clinton, Iowa, scored all the Badger points in the Big Ten and NCAA meets; and, even though they finished second to San José State in NCAA team competition, the Badger boxers did claim two individual titles: Brown McGhee at 132 and Jerry Turner at 156.

Elsewhere, the picture was not so bright. The fencing team, last year's Big Ten champions, came up with their first losing season since 1952 (a 3–10 record) and tumbled into a 4th place tie with Michigan State in the annual Big Ten meet in March. The Badger indoor track and gymnastics teams failed to score a point in their respective Big Ten meets—both teams being heavily reduced in effectiveness by scholastic ineligibility. Although posting a losing season, the basketball team improved on its previous season and concluded with an 8–16 record. The Badger hoopsters, finishing the season in a whirl by winning four of their last six games—they lost only to NCAA champs Ohio State, and powerful Indiana—showed definite signs of growing poise and confidence and there seems to be hope for the future.

With the gloominess of winter past, the spring sports picture looks decidedly better. The Badger crew, 1959 champions of the Intercollegiate Rowing Association, are looking forward to competing in an Olympic year, and the baseball team is knocking the ball all over the lot in its spring warm-up games. We will have more to report on these teams later.

that it should happen to Charlie Mohr only seemed to compound the misfortune. Charlie Mohr was representative of everything that was admirable in a young man: he was deeply religious and dedicated to helping others (the Sunday following his last fight, he had made plans to assist with mass at nearby Oregon School for Girls); he was a fine competitor, a paragon of gentlemanly conduct; and, after graduation, he had indicated that he wanted to devote his life to working with youth. It was not unusual, after every home bout that he fought, to see a mob of kids clustered around Charlie as he made his way from the ring back to the dressing room. And Charlie always returned this adulation with warm friendliness.

Aside from his admirable character, Charlie Mohr was also an accomplished boxer. In 1959, when he won the 165 pound NCAA title, he was awarded the John S. LaRowe trophy which is symbolic of the year's outstanding college boxer. In the ring he was noted for his smooth style and skill and he could make an opponent look hopelessly maladroit as he blocked and countered punches with point-scoring effectiveness. His bout with Bartell was the rubber match between the two boys; after losing to Bartell at San José State earlier this year, Mohr had skillfully outpointed him in Madison the second time they met. Their third encounter was, perhaps, the most unfortunate in college boxing.

Quick to absolve Bartell of any connection with the tragic circumstances, Mohr's father and team-mates sent separate wires of sympathy to Bartell who was spending spring vacation in his Brooklyn, N. Y. home. A further irony of the situation is the fact that Bartell and Mohr had been good friends since they had opposed each other in schoolboy matches in New York State.

Wisconsin was saddened by the loss of Charles J. Mohr for it lost not only a great competitor but an outstanding young man in every respect. What will become of boxing at Wisconsin is now up to responsible University officials. Whatever decision they make cannot, of course, bring back Charlie Mohr but it can, hopefully, insure that such a tragedy will not be repeated. For those who knew Charlie Mohr, it seemed indeed that, in T. S. Eliot's appraisal, "April is the cruelest month."

New Wausau Extension Center

THE UNIVERSITY OF WISCONSIN'S first Extension Center building constructed expressly for that purpose was dedicated recently in Wausau. UW Pres. Conrad A. Elvehjem dedicated the building at ceremonies presided over by Dr. Henry C. Ahrnsbrak, director of the Marathon County Center. Ervin Viegut, chairman of the Marathon County board of supervision, presented the keys to the building to Carl E. Steiger, president of the Board of Regents.

The three-story, $590,000 structure (top picture above) was built by the people of Marathon County as a freshman-sophomore center and is staffed by University of Wisconsin faculty. Designed by the Wausau architects, Foster and Yasko, the structure incorporates many new educational features among which are: an all-purpose room (bottom picture above) with a movable stage so that "theater-in-the-round" can be presented as well as the conventional auditorium program (a control room and conduits for television will permit use of the room as a television studio); a lecture room, above the all-purpose room which has three instructor "preparation rooms" behind the stage; a student union, at one end of the building, which provides plenty of space for relaxing and social gatherings; and a spacious library at the south end of the building. Faculty members have their own suite of offices and a lounge on the third floor.

Ground for the new building was broken in September, 1958, and a part of it was in use at the opening of the Fall, 1959, semester. The freshman-sophomore center at Wausau had its beginning early in 1947 when the Marathon County board of supervisors went on record as being in favor of establishing such an institution near its county park in Wausau. The former county normal school was first used for headquarters and had been the Center's building until the completion of the new facilities on the same grounds. The old structure is still being used for laboratories and storage.

Books of Today

FOR THE PAST fifteen years, WHA, the University of Wisconsin radio station, has been broadcasting, as part of its "College of the Air" series, an informative program called "Books of Today". The program was established in the middle of the 1940's, just after the war, by a joint agreement between WHA and a University faculty committee representing departments of the humanities. Ever since its inception, the program has been under the direction of Prof. Paul L. Wiley, who assumes the responsibility as part of his teaching assignment in the department of English.

Prof. Paul Wiley

The aim of the program is to extend the University's tradition of public service and, more specifically, to support some of the recent developments in the literature of various cultural fields such as fiction, history, art, music, science, and the social sciences. With reference to current fiction, Prof. Wiley is interested in discussing and contrasting several aspects of the contemporary scene: the best seller; the historical novel; experimental works; the established writers like Faulkner as well as works being produced by the younger generation of "Angry Young Men" in Britain; new developments in world literature as evidenced in the recent work of the Jamaican novelists and dramatists; the Existentialist influence on literature; and new developments in criticism.

For the current academic year, "Books of Today" can be heard on Sunday afternoon from 1 to 1:30. The program is devoted to a full half-hour discussion of a single book rather than a superficial mentioning of several books. The program is not a reading as is the case with "Chapter a Day", another popular WHA program, but a critical discussion supported by the reading of representative passages from the particular book selected for each program. Usually, once each year, two successive programs are devoted to a consideration of the work of an outstanding literary figure. This list has included Thomas Mann, Herman Hesse, Ernest Hemingway, Albert Camus, James Joyce, Joseph Conrad, Aldous Huxley, and T. S. Eliot. This year, "Books of Today" will devote two programs to the work of William Faulkner whose recently published novel, *The Mansion,* marks a significant episode in the development of his creative method.

The major part of the reviewing for the program is done by Prof. Wiley. However, on occasion, a guest reviewer who is a regular member of the University faculty will be called in to report on a special book. Some distinguished faculty members who have contributed to the success of "Books of Today" are, Ricardo Quintana, Helen White, John Kienitz, Myles Dillon and Roger McHugh (these latter two in Irish literature), Harold Taylor, Jerome Buckley, Ronald Mitchell, Frederick Hoffman, the late Ruth Wallerstein, and Harry Glicksman, emeritus professor of English. In 1956–57 when Prof. Wiley was on leave in England, Prof. John J. Enck conducted the program.

Some of the books recently reviewed or to be reviewed include *The War Lover* by John Hersey; *The Elder Statesman* by T. S. Eliot; *The Cave* by Robert Penn Warren; *The World of James McNeill Whistler* by UW alumnus Horace Gregory; *The Armada* by Garrett Mattingly; *Literature and the American Tradition* by Leon Howard; *The Middle Age of Mrs. Eliot* by Angus Wilson; and *Darwin and the Darwinian Revolution* by Grace Himmelfarb.

In a recent review of *From the Terrace* by John O'Hara, Prof. Wiley offered a short description of what he thinks are the factors which contribute to the success and popularity of the best seller:

"I think a best seller can come into existence where the writer knows a good deal about life and has considerable facilities in writing, and, also, has something of a sense of the market. So that you can manufacture a best seller by will power whereas this cannot be done so easily with a real masterpiece. . .

"For a brief period several years ago, some of you may remember a popular question was, What makes a best seller? and I recall that a book or two was

written on this topic. Apart from the features of chance and timeliness that give a book its fame, it seems pretty obvious, from the writer's standpoint, that a main contributing cause is constantly thinking of what is likely to keep the average reader reading. This, of course, also involves thought about what such a reader is likely to be doing while he is concerned with the book in question. Today, as we picture such an average reader, we certainly do not have an image of a gentleman, possessing the mind of a fine literary stylist, seated at ease in an arm chair in what used to be called a well-stocked library. Instead he, or more likely she, . . . will probably be tending a washing machine with a book propped up by a box of soap powder and with one ear open for little "Rocky" who may be somewhere smashing glassware. Or such a reader might well be sitting in a station with one eye on the book and part of his or her mind on what someone is doing somewhere else. Or at home, such a reader might be lying late in bed after a fatiguing day and go over a few pages of fiction as a substitute for a sleeping powder. Clearly, such a reader is not in a very good state of mind to make the concentrated effort which we do need in reading a masterpiece. Instead what such a reader needs is a cool, flowing kind of narration that he can open almost anywhere and find something that will not compel him to think very much about what has gone before or how things fit together in general. . .

"The continuity of many popular novels is so relaxed that one never really has to think of much except of what happens to be going on at the particular moment that he is reading. The same principle operates here, it seems to me, as on the popular T. V. program that one can turn on anywhere without having to worry about what the general situation is. The best seller, in other words, must appeal to a present day mind which is likely to be distracted or unable to concentrate over any protracted period of time."

badger bookshelf

THE ADAMS-JEFFERSON LETTERS *edited by Lester J. Cappon, University of North Carolina Press.*

The letters are arranged chronologically and divided into 2 volumes and 13 chapters; Dr. Cappon has written a brief introduction to each chapter describing the correspondence which follows and relating it to the historical context. Volume I includes the 216 letters written between 1777 and 1801, when they became politically estranged. Included also are the letters, trying to repair the severed relationship, between Jefferson and Abigail Adams written in 1804. Volume II includes the 162 letters written after their reconciliation in 1812 until their deaths.

NEW DIMENSIONS OF FLIGHT *by Lewis Zarem, E. P. Dutton and Co., Inc., New York ($4.50).*

In the clearest language, this book, written with young people in mind, explains jet engines, high energy fuels, nuclear propulsion, and the control of missiles. There is a thorough discussion of space flight which includes the physiological and psychological stress that are expected to result, and the tests, precautions, and equipment that will enable man to venture beyond the earth's atmosphere. The book is generously illustrated.

HAMILTON TERRACE *by Elizabeth Corbett, Appleton-Century Crofts, Inc., New York ($3.95).*

Set in the town of Argyle, Wisconsin, between 1910 and 1912, the novel deals with the social crosscurrents that characterized life in a Midwestern town of the period. The novel is written with a feeling for place and time as well as the curiously rigid social structure which was so often shot through with compassion and plain common sense.

ECONOMIC CONTROL OF INTERCONNECTED SYSTEMS *by Dr. Leon K. Kirchmayer, John Wiley & Sons, New York City.*

A discussion of how computers can control large electric power systems that are interconnected by transmission lines. The book develops the mathematical concepts of controlling power generation and power flow so that power is produced at minimum cost for fuel and manpower for the interconnected systems.

Books from the Wisconsin Press

Galileo Galilei: **ON MOTION AND ON MECHANICS** *translated by I. A. Drabkin and Stillman Drake ($5.00).*

ON MECHANICS, the first illuminating exposition of the foundations of mechanics deals with the analysis of simple machines and includes a discussion of the principle of virtual velocities. The work on various aspects of motion contained here treats such matters as the cause of free motion, motion in a void, and the dynamics of acceleration.

THE WARS OF THE IROQUOIS: *A Study in Intertribal Trade Relations by George T. Hunt (Paper $1.65).*

A good book for the general reader, especially anyone who wants to know the American Indian stripped of the usual trappings of myth and romance. The author vividly describes the battles and campaigns of the Iroquois and studies their wars in the same light as wars are studied elsewhere in history.

NEW LAWS FOR NEW FORESTS: *Wisconsin's Forest-Fire, Tax, Zoning, and County-Forest Laws in Operation by Erling D. Solberg ($7.50).*

This comprehensive analysis of the need for and development of effective laws for the restoration and protection of Wisconsin's forests, studies in particular four types of land-use and forest-tax laws including forest protection, forest taxation, county forests, and forest-recreational zoning.

BOUNDARY PROBLEMS IN DIFFERENTIAL EQUATIONS *edited by Rudolph E. Langer ($4.00).*

BOUNDARY PROBLEMS IN DIFFERENTIAL EQUATIONS is comprised of the nineteen papers which were delivered at The Symposium on Boundary Problems in Differential Equations conducted by the Mathematics Research Center, United States Army, at the University of Wisconsin, Madison, April 20–22, 1959.

JOSEPHUS DANIELS IN MEXICO *by E. David Cronon ($6.00).*

While this compelling study focuses principally on the work of Josephus Daniels as U. S. Ambassador to Mexico between 1933 and 1941, it also reveals the development and application of the Roosevelt Administrations' Good Neighbor Policy during these critical years.

THE HISTORY OF POLITICAL PARTIES IN THE PROVINCE OF NEW YORK, 1760–1766 *by Carl Becker (Paper $1.95).*

This first genuinely searching analysis, for a given province, of the clash of economic and social interest which led the people to the unforeseen goal of Independence, is concerned primarily with the background forces at work rather than with the political machinery.

WHAT DEMOCRACY MEANT TO THE GREEKS *by Walter R. Agard (Paper $1.75).*

This stimulating book presents a living story of Greek history, literature, thought and custom all wound around the central theme of democracy.
Saturday Review: "It will benefit our own Republic if many of its citizens read and ponder this small volume."
American Historical Review: ". . . admirably organized and clearly written".

FIGURES OF EQUILIBRIUM OF CELESTIAL BODIES: *With Emphasis on problems of Motion of Artificial Satellites by Zdenek Kopal ($3.00).*

An exhaustive self-contained account of the hydrostatic theory of self-gravitating celestial bodies such as the earth, other planets, and the stars. Studied in detail is the interpretation of the proximity phenomena in close binary systems, and the motion of the earth's artificial satellites.

THE DEPUTIES TO THE ESTATES GENERAL IN RENAISSANCE FRANCE *by Russell Major ($6.50).*

This significant study analyzes, for the first time, the nature of the Monarchy of Renaissance France, 1483–1614, through its local assemblies and the deputies to the Estates General. Shown in detail are the deputies themselves: who they were, how they were selected, how they lived, how they were paid, and how they effected the tragic fate of the Estates General.

Pictured here are five of the six seniors who participated in the initial Founders Day Banquet Speaker Program: from left to right they are, Chuck Krueger; John Mullen; Jim Huber; David Klingenstein; and Matt Iverson. Gary Weissman, the sixth member of the group, was not available for the picture.

Seniors Speak at Founders Day Banquets

by John Mullen

President, Class of 1960

THE TRADITION that campaign promises are made to be broken, apparently an established and accepted axiom in American politics, seems even more intrinsically rooted in university campus political activities. Happily, however, the Class of 1960, at least on one count, has somehow managed to overcome this stigma of the past and has become amazingly successful in carrying out a brand new idea first introduced in last spring's campaigns.

The Founders Day Banquet Speaker Program, as the project has come to be called, has, as far as can be ascertained, never had a parallel at the University. While it is somewhat similar to the already proven and successful Wisconsin Preview program in that it brings the undergraduate out to the people of the state, it is different in its approach, its purpose, and certainly its audience.

Sponsored by the Senior Council and working through Ed Gibson, the Wisconsin Alumni Association's field representative, and Dean of Students, LeRoy Luberg, the program consists of sending qualified seniors to Founders Day Banquets throughout Wisconsin and surrounding states to speak both as an individual and as a representative of the undergraduate student body. Because the general procedure at the annual banquets is to feature a University faculty member as main speaker, the opportunity for a student to accompany him and to be presented in a supplementary role was a welcome addition to the programs of the local alumni clubs.

Picking a subject for the student speakers presented little problem to project planners for it seemed only natural to have the senior give the student opinion, ideas, and interpretations of contemporary issues at the University. This not only enabled the alumni to meet and to communicate with a representative of the Class of 1960, but it also gave those, away from the campus and from students for a number of years, the opportunity to renew acquaintances with the Madison campus, and to hear the ideals, the goals, and the emotions of the typical college senior about to plunge into the swiftly moving world of the Sixties.

As originally conceived, the senior would be given five minutes to speak formally and then be available after the program to talk with banquet goers. The immediate and almost overwhelming success of the young speakers, however, radically altered the procedure; so much so that, at the later banquets, the students talked formally for five minutes and then answered questions from the floor for 15 to 20 minutes.

The only prerequisites for consideration as a speaker was some experience with after-dinner and question-answer presentations. Included among the seniors chosen for the experimental year were Matt Iverson, a commerce major from Racine and former vice-president of the Wisconsin Student Association; David Klingenstein, a New Yorker majoring in history, and chairman of both the WSA Symposium and Greek Week; Jim Huber of Madison, a commerce major and past-president of the Inter-fraternity Council; Gary Weissman, a native of St. Louis, Mo., also a history major, and a past-president of WSA; Chuck Krueger, an agriculture major from Cincinnati, O., and co-chairman of Wisconsin Previews; and John Mullen, an economics major from Appleton and president of the Senior Class.

The six senior men found that in talking to the alumni they were also provided an excellent opportunity both to sell the University of Wisconsin and to gain valuable experience for themselves. When under fire in the actual banquet situation, the student speakers showed up so well in the fast company of such polished and accomplished accompanying speakers as Governor Gaylord Nelson, President Conrad Elvehjem and Dean Luberg, that next year a student as main banquet speaker is being considered as a distinct possibility. Expansion of the program in '61 also could include a coed to better round out the presentation of campus opinion.

The only question now seems to be who has benefited more from the project, the alumni or the students? Whereas the alumni are saying, "Glad to have you, come again," the enthusiastic students are saying "Thanks for the opportunity, let's go again."

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Herbert J. Mullen, '30, Stoughton
Arthur R. Sweeney, '38, Dallas
Earl C. Jordan, '39, Chicago
William Q. Murphy, '39, Madison
Alvin H. Babler, '41, Monroe
Quentin Jauquet, '42, Savannah
Norman H. Hyman, '44, Milwaukee
Robert H. Fine, '44, Chicago
LeRoy H. Jerstad, Jr., '47, Racine
John W. Loots, '47, Tulsa
Jack G. Jefferds, '50, Madison
David E. Birkhaeuser, '52, Home Office
Silas G. Johnson, Jr., '52, Home Office
Clement D. Ketchum, '52, Milwaukee
Wendell A. Lathrop, '52, Mattoon, Ill.
Anthony J. Stracka, '54, Madison
Burton A. Meldman, '55, Milwaukee
Raymond L. Paul, '58, Rockford
Ernest L. Nilsson, Madison
A. Burr Be Dell, Appleton
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alumni news

1900–1910

Walter SEILER '07, president of the Cramer-Krasselt Co., advertising agency, was recently presented with a "silver award" medal for his contributions to advertising by the Advertising Federation of America and the Milwaukee Advertising Club.

Dr. Harry STEENBOCK '08, emeritus professor of biochemistry at the University, was one of nine U. S. scientists honored by the Borden Co. Foundation during the past year for outstanding research achievements.

Volney G. BARNES '08 plans to remain in Bradenton, Fla., where he is the owner of a new home.

José GASTON '10 sends word that his son, Guillermo Ma., was ordained as a priest and said his first mass in the Philippines.

Harry L. BUDD '10, an engineering consultant in Trappe, Md., has reported in after being lost from our files since 1939. In 1950, he built Riverview Courts, a motel now in successful operation on U. S. 50, 2 miles north of Cambridge, Md. He has since sold that property and retired although he has "handled a few minor engineering jobs since retiring."

1911–1920

Mrs. Marie FESS Spence '11 is present part-owner and manager of the Fess Hotel in Madison which has been in operation for over a century.

C. A. R. DISTELHORST '12 has retired from his position as engineer-in-charge of street construction with the City of Milwaukee after 35 years of service.

Ethel B. DIETRICH '14, economic officer of the U. S. Mission to the North Atlantic Treaty Organization and European Regional Organizations in Paris, has been chosen by the National Civil Service League as one of the top ten career employees of the Federal government for 1960.

Howard Mumford JONES '14, a leading scholar in the field of American literature, has been appointed Abbott Lawrence Lowell Professor of the Humanities at Harvard University.

Mr. and Mrs. Merrill E. SKINNER '14 (Viola DILLMAN '15) have built a home at 3240 Lakeview Drive, Terra Mar Island, Pompano Beach, Fla. He has retired from his position of vice president and director of sales with the Union Electric Co. in St. Louis, Mo.

Richard L. McKILLIP '14 has been appointed construction materials engineer for Columbia-Geneva Division of U. S. Steel in San Francisco, Calif.

Gustav BOHSTEDT '15 has been named a member of the Committee on Special Grants for Foreign Travel and Study of the American Society of Animal Production.

The class of 1917, busily preparing for its annual reunion, is permanently honoring one of its best known members through the establishment of a "Living Memorial" student loan trust fund. Members of the class have given the University, through the UW Foundation, a fund totaling $829.50 to establish the Eleanor Ramsay Conlin Memorial Fund. The fund is for loans to needy graduate and undergraduate students. Mrs. Eleanor Ramsay Conlin was one of Madison's most active civic leaders and one of the most active leaders of the class of '17; for many years, the class held its annual reunion at her home. The class of '17 is going ahead with its usual reunion plans which will include a luncheon in the Memorial Union. Members of the class are encouraged to be on hand to make it a rousing weekend.

James J. WALL '17 has become chairman of the board of Marathon Electric Manufacturing Corp. in Wausau.

William J. GREDE '19, founding president of Grede Foundries Inc., Milwaukee, has been named to the newly created post of chairman of the board of directors of the firm.

Mrs. Silas Spengler (Margaret MELAAS '19) has been elected president of the auxiliary of the State Historical Society of Wisconsin.

Chauncey LEAKE '20 is the 1960 president of the American Association for the Advancement of Science.

Loring T. HAMMOND '20, president of Moe Brothers Milwaukee Co., a distributor of lighting fixtures and lamps, was the subject of a recent feature article in the *Milwaukee Journal*.

Dr. Harold H. COLE '20 is president of the Sacramento Valley, Calif. Alumni Club.

1921–1930

After a long and enjoyable sojourn at his home in Antigua, B. W. I., Philip D. REED '21 has set up a private office in New York City. He plans to continue his duties as a director of ten corporations, including the chairmanship of the Federal Reserve Bank of New York, and take care of his personal affairs.

Robert P. GERHOLZ '22, president of Gerholz Community Homes in Flint, Mich., was a leading participant in the National Construction Industry Conference held in Washington, D. C., and the Mortgage Seminar for Pension Trustees held in New York City. At the latter conference, he presented a talk on "New Horizons for Home Building Through Research." He is a director and past president of both the National Association of Home Builders and the National Association of Real Estate Boards.

Chandler OSBORN '22, former superintendent of securities of Northwestern Mutual Life Insurance Co., has joined The Milwaukee Company, an investment securities firm.

Dr. Wallace P. ELMSLIE '23 has been elected to the vice presidency of the Moorman Manufacturing Co. of Quincy, Ill., one of the major feed companies of the country.

Dorothy I. WAITE '24 is director of the division of children and youth of the State Welfare Department in Madison.

Herman W. ZERMUEHLEN '28 has been promoted to equipment and building engineer in the State Area Engineering Department of the Illinois Bell Telephone Co. in Chicago.

Dr. Anthony CURRERI '30 of the UW Medical School, has been named chairman of the boxing rules committee of the National Collegiate Athletic Assn.

Mrs. Harvey Sargent (Gertrude LEYDA '30) is secretary-treasurer of the Superior Alumni Club.

1931–1940

Dr. Elizabeth GRIMM '31 has been appointed college physician of Smith College in Northampton, Mass.

The nutritional research labs of the Harvard School of Public Health have received a $100,000 gift from General Foods Corp. for expansion purposes. Head of the laboratories is Dr. Frederick J. STARE '31.

Dr. Mary INGRAHAM Bunting '32, president of Radcliffe College, recently received an honorary Master of Arts degree from Harvard University.

Dr. Hilmar C. KRUEGER '32, dean of the University of Cincinnati's new two-year University College, has been invited to read a paper before the International Congress of Historical Sciences meeting in August in Stockholm, Sweden.

W. D. SPRAGUE '33 is the author of an article, "Reliance Upon Other Auditors," in the February issue of *The Journal of Accountancy*, the official publication of the American Institute of Certified Public Accountants.

R. J. MORAWETZ '34 has been elected secretary-treasurer and chief financial officer of Scripto, Inc. in Atlanta, Ga.

Louis E. De QUINE, Jr. '35, manufacturing manager of the Chemstrand Corporation's Nylon plant at Pensacola, Fla., is spending ten weeks at the Massachusetts Institute of Technology in its "Program for Senior Executives."

Marion L. HINKSON '36 is secretary of the Hawaii Alumni Club.

Frank BLAU '36, an employee of the Madison Recreation Dept. since 1946, will be in charge of the city's softball program this year and will also direct the "all sports" department set up in a reorganization of the recreation department.

Robert M. BERNNARD '37 was recently named manager of the Spokane (Wash.) Country Club. He is also regional director of the Club Managers Association of America.

George SULLIVAN '38 is the new county judge of Iron County.

Warren E. ALBERTS '38 has been elected vice president and assistant to the president of United Air Lines in Chicago, Ill.

Dr. Howard R. HEGBAR '38, associated with the engineering organization of Goodyear Aircraft Corp. since 1946, has been appointed assistant chief engineer.

Atty. Christ T. SERAPHIM '39, former Milwaukee County Democratic chairman, has resigned as Gov. Nelson's administrative assistant in Milwaukee.

Robert H. ANDERSON '39 is returning to the University this summer to serve as director of the Elementary Laboratory School for the 1960 Summer Session. After serving as superintendent of schools in Park Forest, Ill. from 1949 to 1954, he went to Harvard University's Graduate School of Education as director of Elementary School Internship and Apprentice Teaching. In 1959, he was appointed to the senior faculty as an associate professor of education. His chief professional interest is improving the organization of elementary schools. He is co-author, with John I. Goodlad, of *The Nongraded Elementary School* published in 1959 by Harcourt, Brace & Co.

Robert V. JONES '39 has been elected president of the Marathon Electric Manufacturing Corp. in Wausau.

George W. EMA '40 was recently promoted to lieutenant colonel in the U. S. Army. He is controller at Fort Eustis, Va.

Carstens SLACK '40 has been named manager of the Washington office of the Phillips Petroleum Co.

1941–1945

Richard C. MAUTNER '42 was married recently to June Hanson. He is an engineer at Pyramid Designers, Beloit.

Burleigh E. JACOBS, Jr. '42 has been elected president of Grede Foundries, Inc., Milwaukee.

Alan W. DREW '42 has joined The Singer Manufacturing Co., manufacturers and distributors of household and industrial sewing machines, in the newly created position of Controller. He will be in charge of all of the firm's accounting and control activities throughout the world.

Gene F. SEEHAFER '43 has co-authored his second book on broadcasting advertising, *"Successful Television and Radio Advertising,* which was written in collaboration with Jack Laemmar, J. Walter Thompson Company, Chicago, and published by McGraw-Hill Book Co. Seehafer is currently media supervisor for Needham, Louis & Brorby, Chicago, and lives in suburban Northbrook, Ill.

Mrs. S. Ward Hatfield (Sylvia JAKOUBEK '44) is secretary of the Sacramento Valley, Calif. Alumni Club.

David J. LAVIN '45 was recently graduated from the Advanced Management Program, Harvard Business School. He was elected permanent regional class secretary.

1946–1950

George BUNN '46 is a member of the law firm of Arnold, Fortas & Porter in Washington, D. C.

Mrs. Allen D. Burstein (Florence GALPER '47) is secretary-treasurer of the Eau Claire Alumni Club.

Anne MINAHAN '47 has been named assistant director of the Community Welfare council's family and child welfare division in Milwaukee.

George FISCHER '47, associate professor of politics at Brandeis University, has been awarded travel grants to study in Russia by the American Council of Learned Societies for this coming summer and by the American Philosophical Society for the summer of 1961.

Haluk TIMURTAS '48 has been a deputy in the Turkish Parliament since 1955.

Alvin J. FRISQUE '48, senior project chemist at the Whiting research laboratories of Standard Oil Company (Indiana), recently spoke before the Pittsburgh Conference on Applied Spectroscopy.

Donald G. WARD '49 is president of the St. Croix Alumni Club.

Daniel FLAHERTY '49 is president of the La Crosse Alumni Club.

Dr. Kathleen Long RIVES '49 is on the staff (internal medicine) of The New York Hospital in New York City.

Robert A. FUTTERMAN '48, was recently featured in an article in the *New York Times* which described his activities as president of the Futterman Corp., a corporation owning and managing $70,000,000 worth of properties.

Wally DREYER '49, former UW football captain, has been named head football coach and assistant professor of physical education at the University of Wisconsin-Milwaukee.

Mr. and Mrs. Robert L. HALL '50 (Barbara MOHR '55) live in Vermillion, S. Dak. where he is director of the Institute of Indian Studies at the University of South Dakota.

James FREDERICK '50 is secretary of the Rochester, N. Y. Alumni Club.

James B. CHRISTOPH '50 has been appointed assistant dean of the College of Arts and Sciences at Ohio State University. He will continue to teach in the department of political science.

John T. GAUSTAD '50 has been made brewmaster of Sick's Ranier Brewery in Spokane, Wash.

Adnan TOYGAR '50 is in charge of the administration of the Turkish Social Security System in that country's Ministry of Labor.

1951

Jack L. VAN DIEN is manager of accounting for Europe, the Middle East, and North Africa for Chrysler International S. A.

Mr. and Mrs. John H. Schmertmann (Pauline GRANGE) are the parents of a son, Carl Paul.

Thomas H. BARLAND is president of the Eau Claire Alumni Club.

Mrs. M. Thomas Reynolds (Louina YOUNGER) is secretary of the La Crosse Alumni Club.

Robert ACKERMAN is president of the Rochester, N. Y. Alumni Club.

1952

Warren T. BOGGS is a new member of the law firm of Heft & Coates in Racine.

Anthony W. DeBLAISE has been named director of public works in Kenosha.

Milton E. NESHEK is a partner in the law firm of Godfrey, Godfrey & Neshek in Elkhorn.

Mrs. Arnold Bertelsen, Jr. (Virginia WIEGAND) is secretary-treasurer of the St. Croix Valley Alumni Club.

Mr. and Mrs. Stuart W. LARRATT (Sue Ann MILLER) announce the birth of a daughter, Lisa Jean—she joins the company of her four sisters, Kari, 6; Jill, 4; and Julie and Jennifer, 2.

Capt. Robert F. DOUGLAS has been assigned as a radiologist with the U. S. Army Medical Unit at Fort Detrick, Md.

Congressman Robert W. KASTENMEIER has introduced into the House of Representatives a bill to create a National Peace Agency which, he believes, would do research to discover new methods of inspecting to enforce disarmament agreements, new ways of detecting atomic, poison-gas, germ-war and missile tests, and other techniques of a "peace science."

1953

Thomas E. KENKEL was recently named manager of the Wisconsin Outdoor Display Co. in Wausau.

Patrick K. GALLAGHER has accepted an appointment to the research laboratory of the Bell Telephone Co. at Murray Hill, N. J.

1954

C. Richard SALZER is district scout executive with the Thatcher Woods Area Council of the Boy Scouts of America in Oak Park, Ill.

Lee DOLNICK has been appointed local sales manager for WITI-TV in Milwaukee.

David ROTHMAN has recently been promoted to the position of senior physicist at Rocketdyne, a division of North American Aviation, Inc., in Sherman Oaks, Calif.

Harris MAHAN is president of the Superior Alumni Club.

Mr. and Mrs. Dean P. GRANT (Susan EVANS) are, respectively, president and secretary of the Oshkosh Alumni Club.

1955

Roger E. BIESEL has enrolled as a member of the January 1961 class of the American Institute for Foreign Trade, Phoenix, Ariz.

Charles FINE has been named editor of "Public Roads", a publication of the United States Department of Commerce.

1956

Mr. and Mrs. Hilbert W. BAUMANN (Lois R. ELMGREN '57) are living in Westwood, N. J. where he is working for Alcoa at their Edgewater, N. J. plant. They have a daughter, Christine.

1/Lt. and Mrs. Richard C. BROWN are the parents of a daughter, Renée Alison. They also have a son, age 22 months.

Lt. Brown has been stationed at McCoy AFB, Orlando, Fla. where he is piloting B-47's with the 321st Bomb Wing.

1957

James D. STONER has enrolled as a member of the January 1961 class of the American Institute for Foreign Trade, Phoenix, Ariz.

Mr. and Mrs. Dale E. WALTER '56 (Lynn CULLEN), after two years with the U. S. Army at Fort Lewis, Wash., are living in Minneapolis where he is a bank examiner for the Northeast Bancorporation. They are the parents of a son, Jeffrey Dale.

1958

Army 2/Lt. Theodore BLUMENSTOCK recently completed the 16-week officer rotary-wing qualification course at The Primary Helicopter School, Camp Wolters, Tex.

Army 2/Lt. Charles J. THOMA is a company commander of a basic training company at Fort Leonard Wood, Mo. He recently received a Regular Army Commission.

Eugene E. ZEGAROWICZ will enter into a law partnership with Atty. Donald R. Schneider in Madison. Zegarowicz will also continue as the commercial manager of local radio station WMFM.

Army 2/Lt. James R. PETERSON recently completed the ten-week officer basic course at The Transportation School, Fort Eustis, Va.

1959

C. James HEFT is a member of the law firm Heft & Coates in Racine.

2/Lt. Martin R. P. WILKE has completed the 30-week officer's basic course at the Marine Corps School, Quantico, Va.

Army 2/Lt. Mons A. LANGHUS has completed the 16-week military orientation course at Brooke Army Medical Center, Fort Sam Houston, Tex.

James W. LARSON has been selected as a park ranger at Mount McKinley National Park, Alaska.

Thomas S. STAFFORD has been promoted to the position of associate engineer in the IBM Advanced Systems Development Division at Poughkeepsie, N. Y.

Army 2/Lts. James M. STEWART, Edward L. ESCH, Robert E. CONLIN, Robert L. GUERIN, Addison BROWN, Jr., John N. SANDERSON, Jr., and Wallace B. HOBART have all recently completed the officer basic course at The Transportation School, Fort Eustis, Va.

Arthur L. COHRS is studying for a master's degree in music literature, with concentration on the piano, at the University of Rochester's Eastman School of Music. He is studying under a Woodrow Wilson National Foundation Fellowship.

Army 2/Lt. Richard W. NEVE was recently assigned to the 104th Transportation Company in Germany.

Meridith CHURCH has been named to the regular guide staff of the United Nations building in New York City.

Army 2/Lt. Ronald N. PETZKE recently completed the officer basic course at The Engineer School, Fort Belvoir, Va.

newly married

1947

Rosa B. WARNER and Thomas G. Egan, Silver Spring, Md.

Mary I. Burton and David M. MENZEL, Milwaukee.

1949

Josephine A. TRAXLER and Donald J. Kevane, Los Angeles, Calif.

1952

Mrs. Marjorie Carson and Clarence E. JOHNSON, Houston, Texas.

1953

Mrs. June H. Roop and John A. LORD, Culver City, Calif.

1954

Mary B. HOUGH and Harry L. Arthur, Seattle, Wash.

Eunice M. ZAHN and Hartley J. Howard, Smyrna, Ga.

1955

Sharon M. Nickolai and Ronald G. RICHTER, Green Bay.

1956

Diana PALLETT and Paul Denecke, Minneapolis, Minn.

1957

Marion KOMOREK and Hank Millpointer, Oconomowoc.

Elisabeth Lundquist and Goran H. PALM, Kristinehamn, Sweden.

1958

Judith Louise MERGY '60 and James E. CHERWINKA, Beloit.

Betty L. Keller and Jack M. BUSS, Lenoir, N. C.

1959

Ann J. Honish and Jerald O. NELSON, Madison.

Charlotte STEIN '62 and Robert M. SIGMAN, Augusta, Ga.

necrology

Dr. Ella RUEBHAUSEN '93, Batavia, Ill.

Clara G. Jones '96, West Bend.

Aaron S. PUTNEY '04, Waukesha.

Allen M. RUGGLES '06, Tulsa, Okla.

Mrs. Frank H. Lawrence '07, (Olive FEHLANDT), Land O' Lakes.

Anna C. WALD '08, Madison.

Dr. Harry N. SUTHERLAND '09, Ely, Minn.

Floyd D. BAILEY '10, Corvallis, Ore.

Helen M. RANSON '10, Minneapolis, Minn.

Albert W. TORBET '12, Mundelein, Ill.

Ray M. PADDOCK '12, Salem.

Arthur G. THOMPSON '12, Sun Prairie.

Thomas H. MORGAN '12, Madison.

Bruce G. FOSTER '14, Chicago, Ill.

Gerhard DIETRICHSON '14, Jamaica Plain, Mass.

Harold ZABEL '14, Glen Ridge, N. J.

Stafford D. BYRUM '16, Marinette.

Arthur A. WEISKOPF '16, Wauwatosa.

Peter J. ZIMMERS '17, Los Angeles, Calif.

Joseph A. COLEMAN '18, Madison.

Prof. Chester ALLEN '18, Madison.

Mrs. Gregory H. McCormick '18, (Lucille R. QUINN), Madison.

Edward O. WERBA '19, Atlanta, Ga.

Sylvia S. BEYER '19, Washington, D. C.

Mrs. Robert F. Pike '20, (Helen HARTMEYER), Madison.

Joseph H. DRESEN '20, Madison.

Mrs. Peter Walraven '21, (Irene OLIN), Green Bay.

Edward M. McDONALD '21, Mason, Mich.

Arnold ZUBE '24, Fargo, N. D.

Dr. Jack S. SUPERNAW '26, Madison.

Mary A. HENDERSHOT '26, Platteville.

Mrs. Anthony J. Delwiche '27, (Margaret ZIEBARTH), Sun Prairie.

John I. WHALEN '27, Albany.

George C. HOUDEK '27, Chicago, Ill.

Thomas J. McGLYNN '27, DePere.

Dr. Gerald A. RAU '27, Manitowoc.

Prof. Jay Edward CASTER '28, Claremont, Calif.

William L. Olson '29, Milwaukee.

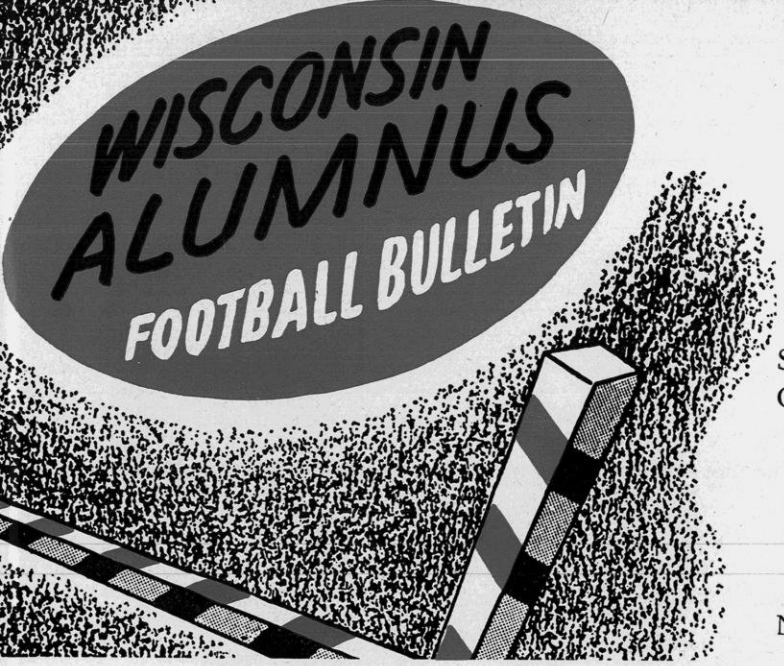
Hattie GOESSLING '29, Plymouth.

Russell W. TORNOWSKE '36, Eau Claire.

John F. HOWELL '41, New York.

Mrs. George W. Robbins '46, (Helen E. HEISMAN), Madison.

Mrs. Leslie Osborn '55, (Dora WRIGHT), Madison.



by Oscar Damman

Athletic Ticket Sales Manager

1960 FOOTBALL SCHEDULE

September	24	**Stanford** at Stanford, Calif.
October	1	**Marquette** at Madison ("W" Club Day)
	8	**Purdue** at Madison (Dad's Day)
	15	**Iowa** at Iowa City
	22	**Ohio State** at Columbus
	29	**Michigan** at Madison
November	5	**Northwestern** at Madison (Homecoming)
	12	**Illinois** at Champaign, Ill.
	19	**Minnesota** at Madison

If you didn't buy tickets in 1959, be sure to read this information

1960 Football Ticket Applications Will Go Out on May 14

FOOTBALL TICKET application blanks for 1960 football games of the University of Wisconsin will be mailed out on May 14 to these two groups:

1. All 1959 ticket purchasers. These blanks will be for games at home *and* away.

2. Every Wisconsin Alumni Association member residing in California, Iowa, Ohio, and Illinois—the states in which out-of-town games will be played in 1960. This group will receive individual game application blanks.

If you *do not* fall into either of these two groups, then fill out the blank on the back cover and mail at once to the Athletic Ticket Office.

Past season ticket purchasers have until June 15 to submit their order for location priority. All season ticket location priorities will be observed in the following order:

A. Annual season ticket purchasers, who order under the same names over a period of consecutive years, if order is received by June 15.

B. Alumni not qualifying for Priority A in order of receipt *each day* after June 15.

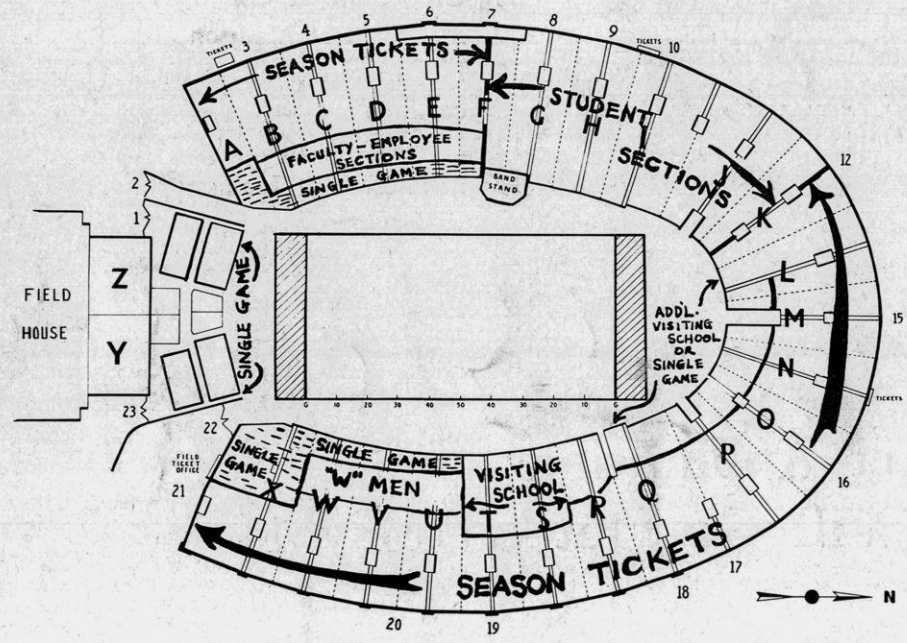
C. Non-alumni not qualifying for Priority A in order of receipt *each day* after June 15.

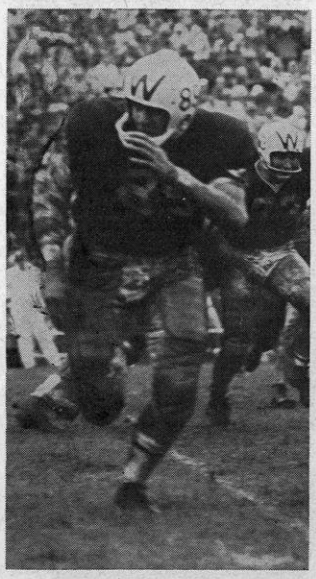
Orders for individual games will be filled only after season ticket orders are filled. The same priority listing will be observed in assigning single game locations. However, individual game locations cannot be assigned with season ticket locations.

The stadium chart on the back cover indicates the range of seats—special preferences for seating may be indicated on the application blanks when ordering tickets.

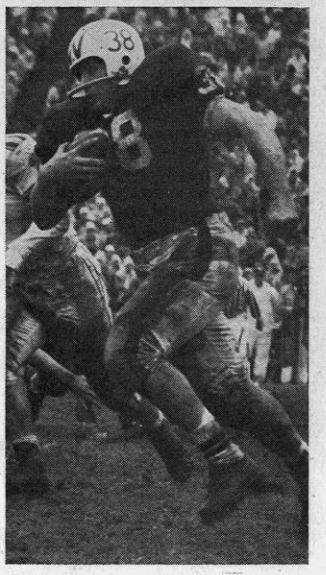
The Athletic Department welcomes this opportunity to be of service to you.

1960 Badger Football





Henry M. Derleth



Thomas N. Wiesner

Co-Captains 1960 Badgers

To Wisconsin Alumni Association Members only:

If you wish to receive 1960 football ticket information and blanks, and

1. You did not purchase football tickets in 1959, and

2. You do not live in California, Iowa, Ohio, or Illinois (states where "away" games are scheduled), then please fill out the blank and indicate which ticket application blank you desire.

--------Season Ticket --------Single Game (home or away)

Name ----------

Address ---------- City ---------- State ----------

MAIL TO UNIVERSITY OF WISCONSIN
ATHLETIC TICKET OFFICE
1440 Monroe St., Madison 6, Wisconsin

—— Do Not Send Money ——

Before you fill out this blank, read the information inside the back cover. If you are a regular football ticket purchaser, or Wisconsin Alumni Association member residing in one of the states listed in item 2, please do not return this blank.