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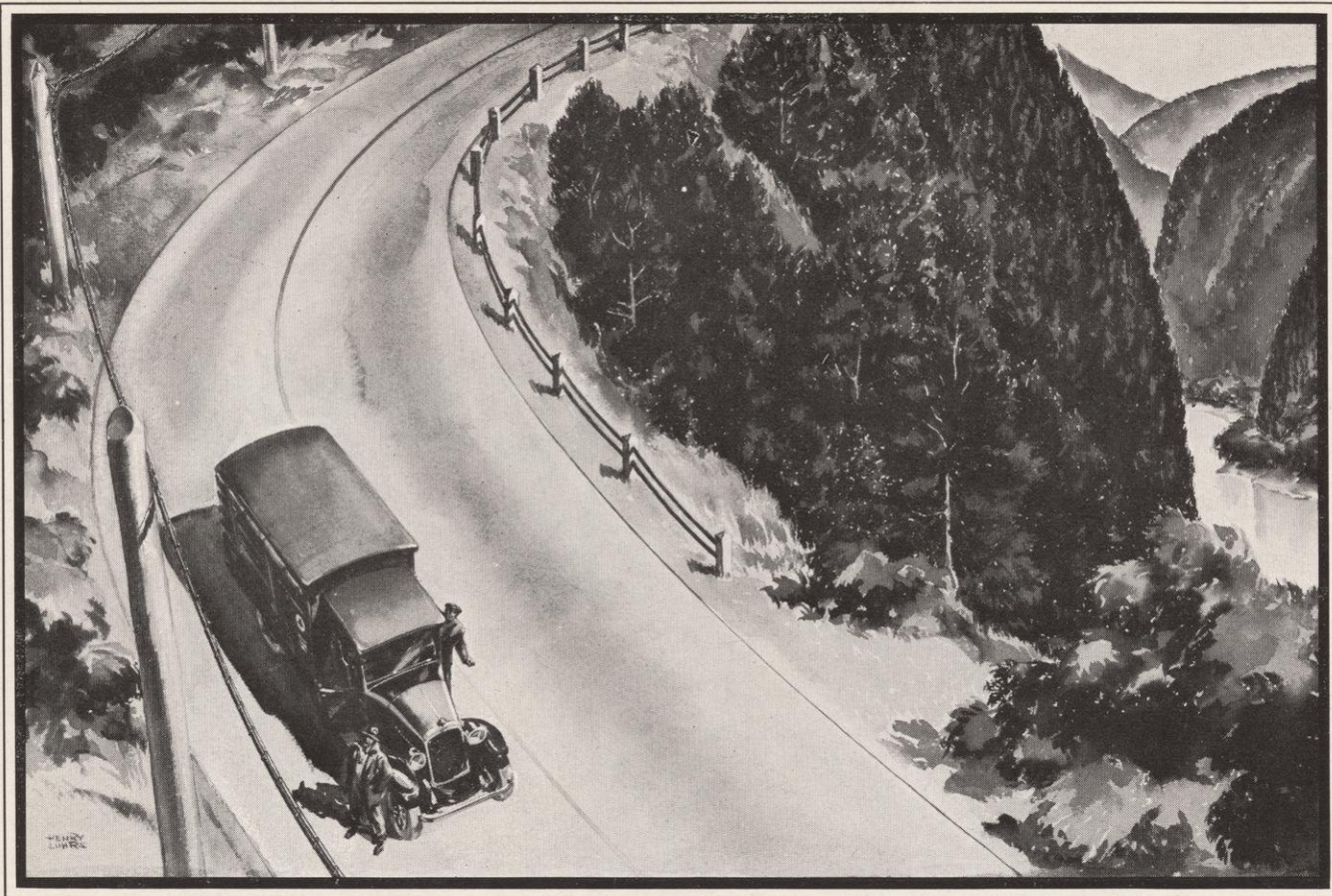
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# The Wisconsin Alumni MAGAZINE



MARCH, 1929



# Getting there ahead of the trouble

*An Advertisement of the  
American Telephone and Telegraph Company*

DURING the afternoon of March 17, 1928, an alarm bell rang in a telephone test station in the heart of the Alleghany mountains. This meant that a puncture had been made in the air-tight sheath of a busy inter-city cable. The men on duty knew that the injury was somewhere within 50 miles.

Highly-developed locating devices were instantly applied and in sixty-five minutes the trouble spot was located. By 7.15 in the evening, before the break in the sheath had affected service on any of the 248 pairs of wires in the cable, the repairs had been made. Because of the preliminary warning on the indicator wire and the locating devices that enabled the test station to tell the repair crew just where it would find the trouble,



not one conversation was interrupted. This special alarm system is one of the many mechanical and electrical wonders developed by Bell System engineers to guard telephone conversations. The apparatus is placed along the cable routes at intervals of 100 miles. It gives instant warning day or night of any disturbance to the cable within 50 miles in either direction. Automatic warning signals, electrical locating devices, constant testing of all switchboard apparatus and circuits—these are some of the ceaseless efforts that so effectually reduced interruptions to service on Bell lines in 1928.

There is no standing still in the Bell System. Constant progress in accuracy and better and better service at the lowest cost is its goal.

“THE TELEPHONE BOOKS ARE THE DIRECTORY OF THE NATION”

# The Wisconsin Alumni Magazine

Published by the WISCONSIN ALUMNI ASSOCIATION, Madison, Wisconsin

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HERMAN M. EGSTAD, '17, *General Secretary and Editor*

VERNON CARRIER, '27, *Managing Editor*

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## Authors

WILLARD GROSVENOR BLEYER. "Daddy" Bleyer, as he is affectionately known to hundreds of men and women who are now helping to publish the nation's newspapers and magazines, is director of the School of Journalism. In 1905, he offered a course in news writing as part of the instruction in English composition and thereby gave Wisconsin the first of its kind in the country. He has directed and expanded that course until today Wisconsin has the largest School of Journalism in the United States. "Daddy" is the author of several journalism textbooks which are accepted as standards by both educators and professionals. He is a Badger. As an undergraduate he was president of his junior class, prom chairman, editor of the annual, and the college newspaper. This article is the first of a series.

HENRY J. McCORMICK. "Hank" needs little introduction. He is a graduate with the Class of 1925. He was a member of Varsity football teams and crews. Since graduation, he has advanced to sports editor of *The Wisconsin State Journal*, Madison. Football fans read his report and analysis of the 1928 team in the November issue. In this issue he presents his report of the basketball team and his forecasts for next year.

MISS MARGARET SHERWIN. Miss Sherwin is an instructress in the department of physical education for women. How Wisconsin women took advantage of our unusual winter is told in her article in this issue.

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## A 2½ Man Football Team

**I**T'S a gay day. Forty-thousand people are in the stands at Camp Randall, a vivid kaleidoscope of colors. From above, a bright sun shines down on a brisk autumn afternoon. The referee's whistle shrills and the contest is on! Eleven Cardinal Clad men bear Wisconsin's football hopes against a Big Ten opponent.

But, what's the matter? Only 2½ men on the Wisconsin team are playing football! The others are walking aimlessly about—some are talking among themselves, others are waving to friends in the stands. It's all mere fancy, of course, because Badger teams are not made of such weak stuff.

That, however, is exactly the kind of a football team Wisconsin Alumni are putting on the field. A 2½ man football team.

Sixty thousand students have passed through Wisconsin's halls. Forty-five thousand of them are graduates. Only 22 per cent of these graduates are members of the Wisconsin Alumni Association.

These keyed-up players, the 22 per cent, are giving Wisconsin an active Alumni Association. They are paying the expense of publishing *The Wisconsin Alumni Magazine*, conceded to be high among the best published by American universities.

As we stand we make up a fair team. Those who are playing are playing together. But think of what we might do if we could put an eleven-man team on the field instead of a 2½ man aggregation! If you are behind in your dues, and you know from recent correspondence if you are, make out your check for four dollars now, then mail it to

**The Wisconsin Alumni Association**

Memorial Union Building, Madison, Wis.

# Little Plans \$3,000,000 Sport Plant

Field House Is First Undertaking in Group Which Will Give Intercollegiate and Intramural Sports Modern and Adequate Facilities.

By VERNON G. CARRIER, '27.

AN intercollegiate athletics plant which will cost \$2,000,000 and an intramural athletics plant for both men and women which will cost \$1,000,000 have been planned in detail for the Wisconsin campus and are fast being brought into reality by George Little, director of athletics.

This is the plant which the energetic and enthusiastic director has planned to bring both intercollegiate and intramural athletics onto a successful, adequate, and efficient plane. He expects to reach the culmination of these in iron girders, brick and stone in the next five years.

The most immediate item in this gigantic plan is the \$385,000 Intercollegiate Sports Field House which will be built at the south end of the Camp Randall stadium. Mr. Little is expecting the final plans for the building from the state architect's office daily. Bids will be advertised for April 1, and steam shovels, steel workers, brick layers, carpenters et. al. will report to the site to commence building operations May 1.

With fair luck, Mr. Little expects this building to be completed by January 1, 1930. It will seat 13,000 people. For the dedication he is planning to invite the basketball team of one of the larger eastern universities to compete against the Badgers.

These two plants, the intercollegiate and the intramural, one representing the competition between Wisconsin and the other nine schools of the Big Ten, the other representing sports and sports competition for Wisconsin students, are predicated on Mr. Little's analysis of what he considers the clear and important duties of a department of physical education.

"To my way of thinking," Mr. Little said, "the department of physical education has two large, all inclusive, yet very distinct objectives to attain if it is to fill adequately and conscientiously its place and purpose in the life of the University of Wisconsin.

"The first of these objectives is to provide each man and woman a daily opportunity to recreate himself and herself in accordance with a definite plan which is fitted to the needs of each individual. This physical recreation should be based on a study of the medical and physical examinations of each student.

"The second objective is to organize, undertake, and maintain competitive teams in all recognized intercollegiate sports and to place them on a high and healthy plane. By high I mean winning. By healthy I mean clean and fair and ethical."

The director of athletics then pro-

The present gymnasium seats about 2,000, and those most uncomfortably after a periodic battle for tickets. Removal of the basketball and track contingents from the gymnasium will give the required physical education classes, the R. O. T. C., the wrestling, boxing, swimming, and gym teams a lot more room.

Next in Mr. Little's future for Varsity sports is the stadium. To the present stadium, which cost about \$400,000, there will be added fifty rows of seats, a second deck, and the necessary outside pillars and arches to make of it a finished task comparable to those Michigan, Illinois, and Ohio. Some of this work



*"By High I mean winning. By healthy I mean clean and fair."*

ceeded to a detailed explanation of the building plans which will make achievement of these two goals possible.

For intercollegiate athletics:

First comes the Intercollegiate Sports Field House.\* Aside from any good effect this will have on intercollegiate sports at Wisconsin, everybody will accept it gladly as a happy relief from the crowding of the inadequate present gymnasium on Langdon street. Basketball fans, the Varsity team, the track men, every student who takes military training and required gymnasium work, and the staffs see in it a chance to expand a bit.

The Field House will seat 13,000 people at Big Ten basketball games.

\*See November, 1928, issue for detailed description.

will be done this year before the football season.

For Varsity crew a new, well equipped, home of its own is in the cards. While plans concerning this are the most tentative of all, Mr. Little is already looking forward to the time when it will be an actuality and is formulating ideas about its site and construction.

The crew house will cost between \$55,000 and \$60,000. It will be located in University Bay, formed by Picnic Point. It will contain the most modern apparatus, including a large enough tank to permit of stationary crew practice on water, an advantage now enjoyed by many of our eastern rivals.

"And this location will give us the use of the calm water in the bay very early in the spring," Big George related with

his characteristic enthusiasm. "Then crew will be all set to battle with the best of them. 'Mike' Murphy tells me that there is nothing wrong with the man power here. There's lots of it."

This, with the addition of a few playing fields, rounds out the \$2,000,000 intercollegiate plant.

It is on and adjacent to the present playing fields near the men's dormitories and the agricultural college that Mr. Little already has visions of the centralized men's and women's intramural sports buildings, separated and distinct in plant as well as in purpose from the intercollegiate sports center at camp Randall.

"Here it is that we must concentrate if we are going to amount to a damn," came the preface remark. "Here it is that we are going to develop the 'feeders' to the Varsity, and here it is that we are going to carry on the big objective of correcting and building up those students who are physically deficient and of keeping the ones already efficient that way."

Barring human accident and a not too unusually difficult fight over appropriations, Mr. Little promises that within the next five years this site will bear a \$400,000 Intramural Sports Hall for Men which will "have everything that a boy who is not a Varsity athlete needs." Until that time, intramurals will be housed as now in the gymnasium. Some relief will come, however, when the Field House opens for operations.

According to plans already drawn, this Intramural Sports Hall for Men will provide 72,000 square feet of floor space. It will provide three basketball courts, wrestling, boxing, and crew class rooms, a swimming pool, an indoor hockey rink, a series of handball courts, locker accommodations for 2,000 men, and staff offices.

The first floor will house the three basketball courts, each 80 by 50 feet; the locker room, 60 by 150 feet; the wrestling room, 60 by 60 feet; the boxing room, 60 by 45 feet; class crew room, 60 by 40 feet; and the handball courts, 60 by 35 feet.

Followers of "The Fastest Game on Earth" will welcome the 100 by 150 foot indoor hockey rink on the second floor, and will shudder at the thought of ever having had to sit amidst the icy blasts of the Lower Campus rink in the past.

Some may think it rather queer that the hockey rink should be placed on the second floor. There's logic in the position, however, and George Little explains it easily. "Floors are supported by pillars. You can't play a very good hockey game dodging in and around a lot of pillars. Therefore the hockey rink will be on the second floor." A schedule which will allow the Varsity sufficient time for practice and leave the rink open to the general student body at all other times will be arranged.

The second floor of this Utopia of Badger Intramural sports will bring

into being another long cherished hope of the students. It is a swimming tank with the dimensions of 75 by 60 feet—one which will turn bathing into swimming. The tank in the present gymnasium crowds all enthusiasts into a pool the dimensions of which are 60 by 20 feet.

Women's intramural sports will be centralized in a \$250,000 building somewhere on the dormitory playing field site.

Additional and improved outdoor playing fields will complete the intramural sports scheme which Mr. Little has planned.

After reading thus far, some pessimistic or too-oft-disappointed alumni and alumnae may say very feelingly, "A mere dream. Castles on paper!"

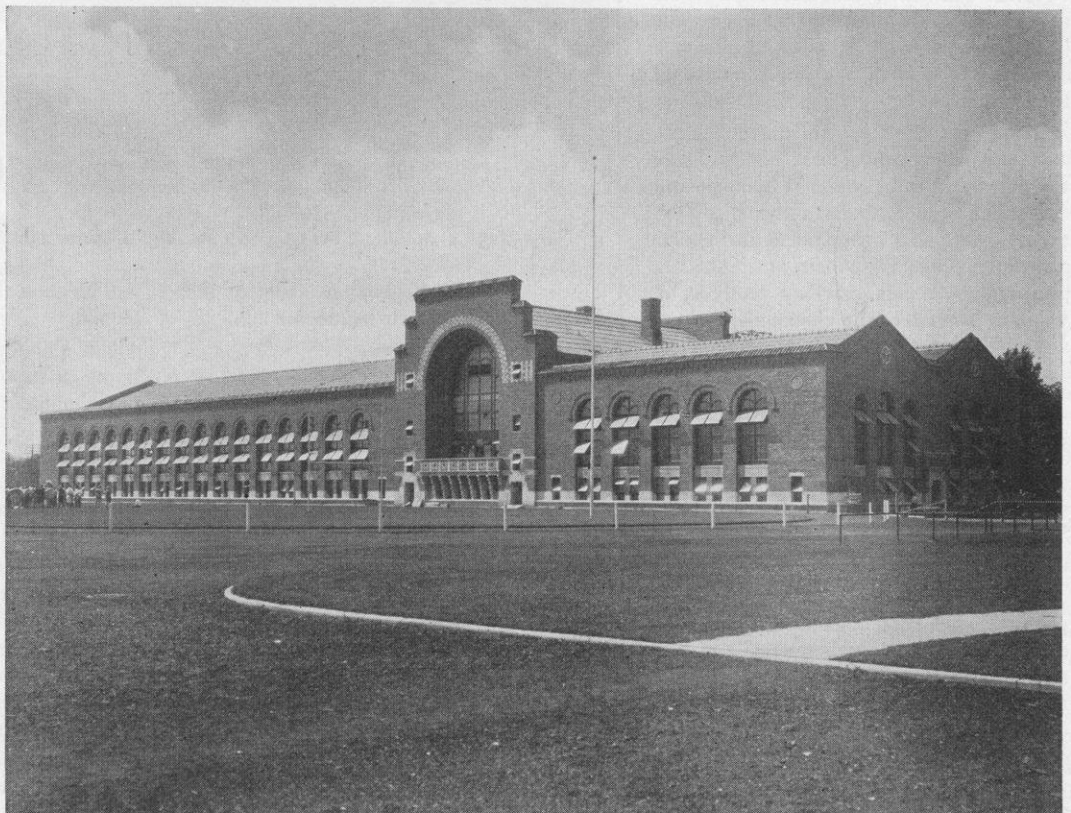
Maybe so. We think not. For, while it is true that these plans for a sports Utopia at the University of Wisconsin are still very decidedly on paper, George Little has what seem to us like plausible and practical methods for bringing them into brick and stone.

Generally speaking, he plans to build his intercollegiate sports plant from profits derived from intercollegiate sports, the major portion of which comes from Varsity football. Also, generally speaking, he plans to build the Intramural Sports building from funds received through appropriations from the State of Wisconsin. There will be some few

(Continued on page 212)

*Pictured here is the impressive Intramural sports building which was opened for use recently at the University of Michigan and which gives that school an intercollegiate and intramural sports plant which is unsurpassed, perhaps unequaled, by any other institution of learning in the United States.*

*This illustration will give Badgers some idea of how the Wisconsin Building which is being planned by George Little will appear.*



—Cut by courtesy of The Michigan Alumnus.

# Frank Reports On Faculty Salaries

They Are, He Shows, Slightly Higher Than at Minnesota, Considerably Less Than Those Paid the Faculties at Illinois and Michigan.

By PRESIDENT GLENN FRANK

TWO years ago the Joint Finance Committee of the 1927 Wisconsin legislature approved all requests asked by Glenn Frank for University operation and expansion for the biennium 1927-29 to within \$216,350 of the total asked.

Because of this support, President Frank told the Joint Finance Committee of the 1929 Wisconsin legislature, Feb. 13, in making his requests for the biennium 1929-31, "The University has no right to ask a larger support (\$9,581,990) from this legislature unless it has used wisely and well the support granted to it by the last legislature."

With this as his motive, President Frank delivered to the 1929 Joint Finance Committee an accounting of what has been done with the last University appropriation. Then he proceeded to an explanation of the 1929-31 budget requests, a verbatim report of which appeared in the February issue of *The Wisconsin Alumni Magazine*.

The President spoke at some length on the salaries of the University faculty, their history since 1915, and compared them to the salaries paid to the faculties of the Universities of Michigan, Illinois, and Minnesota.

This section of Mr. Frank's talk, because of its importance and interest, is reprinted in full below.—*Editor's Note*.

Certain of the increases granted two years ago were clearly necessary to take care of the increased load of work due to a rapidly increasing student body. Certain other increases were clearly necessary to adjust the salaries and wages of the non-instructional staff to the salary and wage ranges established by the Civil Service Commission. And certain increases were necessary in the fields of service and maintenance to care for the enlarged physical plant of the University. The reasons for these increases were so obvious that they were recommended essentially without question or argument when presented two years ago. I assume, therefore, that I need not speak of these increases, save to say that they have been expended for the purposes for which they were asked and for no other.

## Matter of Major Concern

The salary budget for the instructional staff of the University is another matter. As a State University assumes the size of the University of Wisconsin,



President Glenn Frank

its salary roll rightly becomes a matter of major concern to the appropriating power of the State. The complete salary schedule of the University for the current biennium has been prepared by the Business Manager of the University, showing the salary of each individual regularly employed in the University, and this schedule is available for examination by the members of the Joint Finance Committee. And I shall be glad to provide the Committee with any further information it may need respecting salaries, and in as detailed form as it may desire. I want here to show the exact salary levels that have been established at the University as a result of the use of the budget granted by the last Legislature. And, without consuming too much of the Committee's time, I want to indicate what has been happening to salaries at the University during the last ten or fifteen years.

What has happened to instructional salaries at the University since 1915-16? Analysis shows that instructional service which cost the University \$100 in 1915-16 is now costing the University \$172.41. The average instructional salary of the total staff of the University in 1915-16 was \$2,037.26. The average instructional salary of the total staff of the University is now \$3,512. The instructional staff of the University is divided into four major ranks—professors, associate professors, assistant professors,

and instructors. The present average salary in each of these ranks, as compared with the average salary in each of these ranks in 1915-16, is viz:

The average salary of a professor in 1915-16 was \$3,469.88; the average salary of a professor is now \$5,306.76. The average salary of an associate professor in 1915-16 was \$2,549.57; the average salary of an associate professor is now \$3,901.81. The average salary of an assistant professor in 1915-16 was \$1,997.00; the average salary of an assistant professor is now \$3,026.72. The average salary of an instructor in 1915-16 was \$1,307.20; the average salary of an instructor is now \$2,078.83.

## Cost \$172.41 More

All of these salary changes since 1915-16 boil down to the fact, as stated before, that instructional service which cost the University \$100 in 1915-16 is now costing the University \$172.41. It may be said that, if it is now costing \$172.41 to buy instructional service for which the University was spending only \$100 in 1915-16, it was the administration of the University that made these raises. Why, it may be asked, could not the administration of the University have kept these salaries down? Two factors over which the administration of the University has had no control have forced these salaries from the 1915-16 level to the 1928-29 level. These two factors have been a rising cost of living and the increasingly intense competition of other universities for good men. A consideration of these two factors leads to two other questions which the administration of the University has had constantly to face.

In the light of the increased cost of living, how does the average instructional salary now paid at the University compare with the average instructional salary paid at the University in 1915-16? A careful comparative study of the rise in living costs and the rise in salaries shows that the average teacher in the University of Wisconsin is little if any better off in 1928-29 than he was in 1915-16, because the increase in cost of living has consistently eaten up the increase in salary. And for some of the intervening years between 1915-16 and 1928-29 he has been worse off. As in any large professional group, there are, of course, incompetent teachers who are costly at any price, but it was generally



conceded in 1915-16 that the teaching profession was certainly not an overpaid profession. Surely the administration of the University could have had no control over the cost of living. And yet a rising cost of living has been an insistent factor with which the administration of the University has had to deal in the employment and retention of its staff from year to year.

#### *Competition for Men*

The other fundamental factor that the administration of the University has been powerless to disregard is the increasing competition of other universities for good men. If I were a member of the Joint Finance Committee, I should resent the constant comparison of Wisconsin institutions with the institutions of other states as a budget argument. What other universities do in the matter of courses offered, departments established, and buildings erected is not necessarily a guide to what Wisconsin should do in these matters. It is *our* educational problem, not Michigan's or Minnesota's, that we must meet. It is our business to maintain and to develop a university adapted to the particular needs of the people of Wisconsin, and to see to it that that University is neither bigger nor more expensive than necessary. But there is one point at which we are compelled to compare the University of Wisconsin with other universities. And that is in the matter of salaries. Whether we like it or not, we must compete for good men. And the brutal truth is that there are not enough able and inspiring men in the teaching profession adequately to man all of the universities in the United States.

This means that a relentless competition for able and inspiring teachers is constantly going on between the more important universities. This competition for able and inspiring teachers is constantly going on between the more important universities. This competition practically establishes a market price for superior men. If a state is content to have its university class rooms in the hands of mediocre men and women, it can determine the salary costs of its university at virtually any level it chooses. But if a state wants its university class rooms in the hands of able and inspiring teachers, it must meet the market price that competition sets for such teachers. And I am sure I am right in assuming that the people of Wisconsin want their sons and daughters to have the advantage of instruction at the hands of able and inspiring teachers. And this is the objective that the administration of the University keeps constantly in mind.

#### *Must Hold Them*

We must get and hold good men for

the University of Wisconsin or the money that the State has already invested in the University will be wasted, and we shall play traitor to our children who have the right to the best instruction that we are able to provide. It was to help bring the University of Wisconsin to a point where it could better meet this competition for good men that an important part of the increases of two years ago were asked. In so far as these increased funds went into salaries, where has the budget granted by the last legislature placed the salary averages in Wisconsin in comparison with the salary averages in comparable and competing universities in this Mid-west region?

#### *The Comparison*

Taking typical state universities that maintain salary levels both above and below the Wisconsin salary levels, the average salaries in the four instructional ranks in Minnesota, Illinois, and Michigan compare with the average salaries in these four instructional ranks in Wisconsin, viz:

The average salary of a professor in Minnesota is now \$5,037; in Illinois, \$5,602; in Michigan, \$5,980.93; and in Wisconsin, \$5,306.76.

The average salary of an associate professor in Minnesota is now \$3,686; in Illinois, \$4,128; in Michigan, \$4,197.87; and in Wisconsin, \$3,901.81.

The average salary of an assistant professor in Minnesota is now \$2,896; in Illinois, \$3,252; in Michigan, \$3,259.09; and in Wisconsin, \$3,026.72.

The average salary of an instructor in Minnesota is now \$2,075; in Illinois, \$2,175; in Michigan, \$2,214.16; and in Wisconsin, \$2,078.83.

It will thus be seen that the following relation exists between instructional salaries at Wisconsin and at Minnesota, Illinois, and Michigan, taken as typical Mid-west universities that are comparable to Wisconsin and with which Wisconsin must compete for men:

The average salary of a professor is \$269.76 lower at Minnesota than at Wisconsin; \$295.24 higher at Illinois than at Wisconsin; and \$674.17 higher at Michigan than at Wisconsin.

The average salary of an associate professor is \$215.81 lower at Minnesota than at Wisconsin; \$226.19 higher at Illinois than at Wisconsin; and \$296.06 higher at Michigan than at Wisconsin.

The average salary of an assistant professor is \$130.72 lower at Minnesota than at Wisconsin; \$225.28 higher at Illinois than at Wisconsin; and \$232.37 higher at Michigan than at Wisconsin.

The average salary of an instructor is \$3.83 lower at Minnesota than at Wisconsin; \$96.17 higher at Illinois than

at Wisconsin; and \$135.33 higher at Michigan than at Wisconsin.

It is thus seen that after an important part of the increases granted by the last Legislature has been applied to the salary problem at the University, the average salaries at Illinois and Michigan are uniformly higher than the average salaries at Wisconsin, while the average salaries paid to professors, associate professors, and assistant professor at Minnesota are lower than at Wisconsin, and the average salary of an instructor at Minnesota is about the same as at Wisconsin.

#### *Rate of Increase*

Now are these higher salary averages in these competing universities more or less stationary salary levels which have staid put for several years, and has Wisconsin been leaping rapidly towards these salary levels during the last few years? Or to bring the matter nearer home, has the average instructional salary been rising more rapidly at Wisconsin than at these competing universities during the last four years when salary policies have been in the hands of the present administration of the University?

Throwing Minnesota, Illinois, and Michigan together and taking the average instructional salary of the combined total staffs, analysis shows that since 1924-25 the average instructional salary in these universities has increased 13.41 per cent, while the average instructional salary of the total staff at Wisconsin has increased 9.7 per cent in the same period.

In 1924, the year immediately before I assumed executive direction of the University of Wisconsin, the average instructional salary at Minnesota was \$267 lower than the average instructional salary at Wisconsin; to-day the average instructional salary at Minnesota is only \$191 lower than at Wisconsin.

In 1924, the average instructional salary at Illinois was \$72 lower than the average instructional salary at Wisconsin; to-day the average instructional salary at Illinois is \$14 higher than at Wisconsin.

In 1924, the average instructional salary at Michigan was \$104 higher than the average instructional salary at Wisconsin; to-day the average instructional salary at Michigan is \$204 higher than at Wisconsin.

#### *Others Jump Faster*

During the four years of the present administration of the University of Wisconsin, in the matter of salaries, Minnesota, which was below Wisconsin, has moved materially nearer to Wisconsin; Illinois, which was below Wisconsin,

(Continued on page 206)

# Changing Newspapers in a Changing World

"In the Last Analysis, the Faults of Our Newspapers Are the Faults of Our American Life. Newspapers Reflect the World About Them."

By WILLARD GROSVENOR BLEYER, '96.

(Director of the School of Journalism)

SCARCELY a month passes without the publication of at least one magazine article criticizing American newspapers and the trends in American journalism. Much of this criticism of the press suffers from two weaknesses: it lacks historical perspective; and it fails to consider the influence of social, political, and economic conditions in determining the character of our newspapers.

Critics of our present-day press are prone to hark back to the so-called "Golden Age" of personal journalism when great editorial writers such as Greeley, Bowles, and Godkin, were outstanding national figures. Few of these critics, however, seem to have looked over the files of the newspapers that these men edited. If they had, they would have realized how inadequate a picture of the world's doing these papers presented to their readers. The Golden Age of American journalism was one of "viewpapers" rather than of "news-papers."

## *Changes Elude Critics*

The critics also forget that personal journalism was a part of nineteenth century individualism in business, an individualism that in the twentieth century has given away to impersonal corporate ownership and control. Bennett, Greeley, and Bowles were the owners of the papers that they edited. Outstanding personal leadership in American life, except perhaps in the field of politics, is now far less conspicuous than it was a generation or two ago.

Everyone recognizes the fact that radical changes have taken place in this country during the last generation, but the effect of these changes on our newspapers seems to have eluded many of the critics of the press. The first of these great changes is the more extensive use of machinery. Second, is mass production and the standardization of products caused by the greater use of machinery. Third is the organization of huge units of production, to facilitate mass production and to insure the widest possible distribution and sale of machine-made, standardized products. The fourth is the development of much more rapid means of transportation and communication, including automobiles, aeroplanes, telephones, wireless, automatic printing, telegraph machines, type-



*Willard Grosvenor Bleyer, '96.*

writers, motion pictures, and phonographs. Fifth is the shifting of population from the country to the city, and the consequent growth in the size of cities, largely as a result of the increase in manufacturing and trade. Sixth is the speeding up of the whole tempo of life and the resulting high nervous tension, due to machinery, rapid transportation, and the complexities of urban life.

## *A Mirror Reflecting Hectic Life*

The American newspaper of today is a mirror reflecting all the interesting phases of this hectic life we are leading. It is edited and published by men and women in the midst of this whirl of activities, for city readers who are living at an equally rapid pace. It is a machine-made, standardized product that can be turned out at the rate of hundreds of thousands of copies an hour—a product of typewriters, telephones, wireless, printing telegraph machines, cameras, photo-mechanical engraving processes, linotypes, stereotyping machines, huge presses—a product distributed speedily by auto trucks, motor buses, railroads, and even aeroplanes. Newspaper publishing has become a big business enterprise, subject to the same conditions as other big businesses. Consolidations have reduced the number of newspapers in many cities, and as a result the units of newspaper production have become larger and larger. The cash value of successful newspapers in large cities runs into tens of millions of

dollars. Daily newspapers, like retail stores, are linked up into chains owned by a single huge corporation, or by a holding company. Personal editor-ownership of large daily papers has everywhere given way to corporate control.

When you glance through your favorite daily paper, you may lament the fact that over half of its pages are filled with advertisements. But remember that hundreds of manufacturers of automobiles, tooth paste, cigarettes, electric washing machines, chewing gum, and toilet soap must sell their products if mass production of these standardized products is to be maintained. Remember, too, that local stores, many of them linked up with great national chains, must sell their goods, for they are the selling units of the mass-producing factories. Newspaper advertising is one effective form of salesmanship—printed salesmanship. Goods must be made and sold in huge quantities to maintain prosperity, and the last presidential election seems to show that Americans want prosperity above all else.

## *The Reason is Obvious*

When you read your favorite newspaper, you may also lament the fact that its contents are very much like those of many other papers. Remember that standardization is a vital part of mass production, and that newspapers, like other products, inevitably tend to become standardized. The reason is obvious. These great press associations, with correspondents all over this country and in foreign capitals, supply American Newspapers with news in the same or similar form, because under this system of mass production and transmission, standardized news can be furnished in much larger quantities, at much lower cost, than individual newspapers could secure it for themselves. National syndicates supply hundreds of newspapers with the same illustrations, the same special articles, the same comics, the same advice how to be healthy, wealthy, and happy in love affairs, because such standardized material can be supplied in quantities to an extent that few individual papers could otherwise afford. Yes, our newspapers are standardized, just as our food, our clothes, our "movies," our popular music, and our automobiles are standardized. (Continued on page 185)



Thursday, October 31, 1765.

THE

NUMB. 1195.

# PENNSYLVANIA JOURNAL;

AND

## WEEKLY ADVERTISER.

EXPIRING: In Hopes of a Resurrection to LIFE again.

I AM sorry to be obliged to acquaint my Readers, that as The Stamp-Act, is fear'd to be obligatory upon us after the First of November ensuing, (the fatal To-morrow) the Publisher of this Paper unable to bear the Burthen, has thought it expedient to stop a while, in order to deliberate, whether any Methods can be found to elude the Chains forged for us, and escape the insupportable Slavery; which it is hoped, from the just Representations now made against that Act, may be effected. Mean while, I must earnestly Request every Individual of my Subscribers, many of whom have been long behind Hand, that they would immediately Discharge their respective Arrears, that I may be able, not only to support myself during the Interval, but be better prepared to proceed again with this Paper, whenever an opening for that Purpose appears, which I hope will be soon.

WILLIAM BRADFORD.

Remember, O my friends! the Laws, the Rights, The generous Plan of popular Deliver'd down, From age to age, by your resolute forefathers; O let it never perish in your hands! Be wisely religious to your children! Be free, great Liberty, inspire your souls, And make our lives in this world happy; Or our death glorious in the next.

ADDITION'S Cato.

LIBERTY is one of the greatest Blessings, which human beings can possibly enjoy. When we are deprived of this earthly happiness, we are fettered with the Chains of inhuman servitude. Nations, who are born for the mutual support of each other, should preserve a steady attachment to the welfare and happiness of that nation with whom they are united, that their mutual alliance of friendship might be sincere and permanent. When this union is separated by the illegal encroachments on that Liberty, which is the Soul of Commerce, and the support of Life, it degenerates into implacable Enmity, which in time grows inveterate, and finally recoils upon those who have been the means of its unhappy dissolution. The Liberty of the Press has very justly been esteem'd one of the main Pillars of the Liberty of the People. While this is unshaken, the first Steps to Oppression are detected, and the Attention of the People is timely awakened. When this is suppressed, the Submission of the People, and their Ruin may admit of no sudden transition, as renders the Success of the first unjust Encroachments, and the Measures attending the latter unavoidable. So dangerous is this to a free People, that the most dangerous to it are resolutely oppos'd, or rigorously punished. So essential is this to Freedom, Property, and Happiness, that the most plausible Attempts to curtail it even in the smallest Degree, have always been most strenuously oppos'd by the virtuous, free, and unbiased Patriot. It is the Privilege of Britons to speak Truth with Impunity, and even to fear no Danger from specious Bribes whether in Religion or Politics. The want of attending to this has produced needless Enquiries, and disputable Controversies, of what is true in Fact or no more than false in Speculation. But how unhappy is it to be debarr'd from this last Relief in a dangerous and ticklish State! How melancholy to pine and die while no kind Physician is allowed to expiate the Cause, or prescribe the Cure of our manifold Disorders! The love of Ease, and absence of Pain in some Distempers, is a fatal Symptom of the desperate Circumstances of the Patient.

And in all political Disorders the more contented we are under them, so much the worse are they, and so much the worse are we for them. It is a very happy Circumstance attending public Virtue and public Spirit, that the more it is wish'd, the more illustrious it always appears. No Falshood formed against it can prosper, for it at once detects and confutes the darkest and most inveterate Calumny. But although public Virtue cannot be affected by the Indulgence of the most unlimited Freedom of speaking or writing, yet Oppression and Tyranny as it derives all its Influence from its Secrecy, may be extremely benefited by the Reverse. For this reason, in Countries subjected to the insatiable Demands of Power and Avarice, the first Attempts to inspire People with a just Sense of their Condition, are commonly nipt in the Bud. It is of the last Importance to the Views of designing Men to shut up the most successful and universal Channel of Information from the People, when they are forming such Schemes as need only to be known in order to be Oppos'd. Besides the Deprivation of our whole Liberty may be justified on the same Principles as the Deprivation of any individual Part, such as the Liberty of the Press unduly in Bondage.

How amiable is the Enjoyment of Liberty! But how detestable are the Bonds of Servitude! 'Tis therefore sincerely to be hoped, that the old New-England Spirit so exemplarily free in former Times, will never condescend in Submission to new and unwarrantable Restrictions.

A Day, an Hour of virtuous Liberty, Is worth a whole Eternity in Bondage.

May we all as loyal Subjects, and free born Britons exert our utmost to preserve the Rights and Liberties of our Country, in a Manner that shall add Honour to our Endeavours; that future Posterity may reap the Benefit, and bless the Hands which were the Instruments of procuring it.

That Glory then, the brightest Crown of Praise, Which every Lover of his Country's Wealth, And every Patron of his Country's Deeds, Will gratefully adorn such Patriotic Deeds, And leave behind an Honour that will last With Praise immortal to the End of Time.

That Glory then, the brightest Crown of Praise, Which every Lover of his Country's Wealth, And every Patron of his Country's Deeds, Will gratefully adorn such Patriotic Deeds, And leave behind an Honour that will last With Praise immortal to the End of Time.

That Day last arriv'd here the Ship Philadelphia Packet, Capt. Builder, from London, by whom we have the following advices.

R O M S, July 24.

HE harvest in this country hath not proved so good as we hoped. This event hath engaged the congregation established for inspecting into the Supplies of provisions for this capital, to seek all possible means to prevent a fresh scarcity.

St. James's, August 17. The king has been pleas'd to appoint the most honourable the well-ridings of the county of York, and of the city of York, and county of the same city, and also Custos Rotulorum of the north and west ridings in the said county of York and of the city of York, and county of the same city; and Ainsly, otherwise Aynsly, of York.

The king has been pleas'd to appoint the right hon. William Earl of Dartmouth, Seamus Jennys, Edward E. Delmeux, John York, George Rice, John Roberts, Jeremiah Dillon, and William Fitzherbert, Esqrs; to be commissioners of trade, and for inspecting and improving his majesty's plantations in America, and elsewhere.

The king has been pleas'd to grant unto the right hon. Richard Viscount Howe, the office of treasurer of his majesty's navy.

St. James's, August 27. By the last letters from Col. Deshautes, his majesty's commissary at Dunkirk, we are assur'd, that the Orders were given by the French ministers, for immediately setting about the demolition of the Forts, which are the support of the harbour of Dunkirk.

Warsaw, August 1. The tribunal of Great Poland, held at Polesina, has granted permission to the Lutherans at Loficuz to open their church, which has been shut near twenty years, to provide a minister, and to perform divine service in public.

Corunna, July 17. The detachment of one hundred men destined for Louisiana, are on the march for Peru, where they are to embark on board the Unicorn frigate with a governor, two capuchin friars, a commissary, and some civil officers.

Cadix, July 21. Letters brought by the last post from Gibraltar say, the report before spread, that the Algerines have killed their Dey, and declared war against all the European powers except England and France, proves not true.

L O N D O N.

August 17. On Thursday at the king's arms tavern in Cornhill, an elegant entertainment was given by the committee of North-American merchants to Richard Gilver, and Charles Garth, Esqrs; when those gentlemen received the thanks of that body, for their endeavours to prevent the suldrity from being billeted upon the private houses of their fellow-subjects in America.

Part of a letter from an officer in the East-India service, dated from the Arctur camp, January 8, 1765:

"In my last I acquainted you that we did at last reduce Madure. The army has since conquered the Arctur country for the Nabob, of 100,000. revenue a year. We are now under orders to attack another chief, or polygor contiguous to this country; both chiefs have mutually maintained an independency of the Nabob till now; merely on account of the impetrateable woods they are possessed of. You certainly have heard before of the memorable battle Major Munro gained at Bengal over Suja Dowla, one of the most formidable powers of India: The consequence of this battle gives the company the command of trade in the greater part of the Mogul's dominions; and, without exaggeration, the East-India company at present may be brought in comparison with Alexander the Great, whose command, from the river Indus to the river Ganges, was not so much respected as their's."

It is said the new bill, taking into consideration the present deplorable situation of the Canadians, have determined to take up all the Canada bills at par; with interest to the present time; and afterwards to demand, in the most spirited terms, immediate and full payment of France, under pain of all the consequences that can result from a refusal.

The new lords of trade and plantations will hold a board on Monday next, for the first time, at the Cockpit Whitehall.

We hear the rent rolls of the several proprietary estates in America, obtained by former grants under the crown are ordered to be made out, as also an estimate of the annual produce of their land tax, in order to introduce a more equitable form of levying his majesty's revenues in that part of the world.

They write from Gibraltar, that English officers and seamen are engaging both there and at Minorca by foreign agents, to serve on board his Sardeian majesty's ships of war in the Mediterranean.

August 20. The right honourable the Earl Cornwallis, lieutenant colonel to the 1st regiment of foot, is appointed colonel of his majesty's aids de camp, with the rank of colonel of foot in the army.

We are inform'd, that a gentleman lately very popular in this country, is soon to reside at Loufaine, in Switzerland, where he intends publishing his friend Mr. Churchill's poems, with explanatory notes; and we are likewise inform'd, that he has an intention of publishing, at the same place, a history of England wrote by himself.

By a vessel arriv'd at Gienefrey from Belleisle there is advice, that the French are erecting several batteries at Sandy Bay, on the fourth part of the island, and in the great road where the defeat was made in the late war by the seamen and troops under Admiral Keppel and General Hoagbon.

Aug. 21. We hear Lord Viscount Spencer is shortly to be created an earl.

All thoughts of any farther changes are said to be entirely laid aside.

It is reported, that a person of high rank, on being lately offered a great employment, refused it, saying, "that he could not possibly accept of it, consistently with the love he bore to the British nation, which would ever be the object of his care and attention."

Monday's some dispatches said to be of importance, were received here from Holland, but the subject has not yet transpired.

Private letters from Paris mention that the true reason

of the Stamp-Act is the necessity of raising money for the support of the British navy.

of the Stamp-Act is the necessity of raising money for the support of the British navy.

of the Stamp-Act is the necessity of raising money for the support of the British navy.

Allen, Adieu to the LIBERTY of the PRESS.



The Tombstone issue of William Bradford's Pennsylvania Journal of October 31, 1765, the day before the famous Stamp Act went into effect.

## Changing Newspapers in a Changing World

(Continued from page 183)

When you read your favorite newspaper, you may likewise regret the fact that it is filled with striking headlines, dramatic accounts of crime and scandal, trivial news stories, superficial articles, comic strips, and commonplace advice. Remember that most newspapers come to us in the evening after the average reader has had a tiring day, and when he or she seeks relaxation and amusement, not instruction or information, unless it is given in an attractive form. The average American has four possible after-dinner diversions—he may go to the “movies,” he may tune in his radio set, he may take a spin in his auto, or he may read his evening paper, and when that is finished, he may while away the rest of the evening with a detective story, a murder mystery novel, the latest best seller, or a popular fiction magazine. All these attractions are competing for his attention. How does the average newspaper meet these competitors? It gives him news in human interest form, the little tragedies and comedies of every-day life, the drama of crime and scandal, for, if it does not, he will find them at the movies, or in the detective story, the murder mystery novel, or the fiction magazine. Unless the non-news features of his paper are light, bright, and entertaining, he will tune in his radio and get amusement aplenty. Or, if his newspaper bores him with heavy articles and editorials about foreign affairs, or about the economics of selling on the installment plan, he and his wife may jump into the auto, bought on that plan, and spend the evening speeding through the country.

### *A Novel for Three Cents*

From one point of view, the publishing of a newspaper is a commercial enterprise, in which the publisher is competing, not only with other newspapers in the community, but with other business men engaged in furnishing entertainment and amusement in various forms. He is trying to meet this competition by satisfying his readers—by giving them what they want, or seem to want. Moreover, he must satisfy the largest possible number of men and women in the community, in order to obtain the largest possible circulation. Such a circulation is essential, because advertisers desire their announcements to go to as large a potential buying public as possible. There are two reasons why the newspaper publisher tries to secure as much advertising as he can: First, most newspaper readers want the information that advertisements contain, and would not be satisfied if “ads.” were excluded; and second, the receipts from the sale of advertising space pay

from two-thirds to five-sixths of the cost of producing the newspaper. When you pay three cents for a 24-page daily paper—one-fifth of the price of an ice-cream soda, a cigar, or a package of cigarettes—you get from 75,000 to 100,000 words of reading matter, exclusive of advertisements, or as many as constitute the average novel. The only reason why the paper can be sold for so low a price is that advertisers are willing to pay enough to make up the difference between the cost of producing a paper and the price charged for it.

As a business enterprise, newspaper publishing has undergone the same changes that American business in general has experienced in the last forty years. Mergers, consolidations, eliminations of small firms, huge producing companies, chains of stores, have been characteristic of developments in manufacturing and retailing. Newspapers have followed the prevailing trend, and doubtless will continue to follow it. Thirty years ago in Chicago, for example, there were six morning papers printed in English; today there are two. The *Chicago Herald and Examiner* represents the merging of the *Chicago Times*, the *Chicago Record*, the *Chicago Inter Ocean*, the *Chicago Herald*, and the *Chicago Examiner*—five papers in all. During the thirteen years before his death in 1925, Frank A. Munsey, through consolidations, practically wiped out in New York City alone six well-known daily papers. Most of our cities have fewer dailies today than they had twenty-five years ago, despite the fact that they have increased greatly in population. The total number of daily papers in this country has been steadily decreasing during the last generation. Instead of a large number of papers, many of them struggling to get along, we have a few strong, financially successful ones, with large circulations.

### *Fifty-five Paper Chains*

So, too, chain stores have their parallel in chains of newspapers. Mr. Hearst, for example, now has 28 daily and Sunday papers, a chain that extends from New York to San Francisco and from Milwaukee to Fort Worth, Texas. He claims that his papers are read by over 20,000,000 persons. The Scripps-Howard chain now numbers 25 dailies published in widely separated cities. Today there are some 55 chains of daily papers, and almost every month brings news of additions to these combinations.

Because newspaper publishing has become a big business, the business department of most papers has developed until now it tends to overshadow the news and editorial departments. This is not surprising when we consider the value of newspapers. Two years

ago when its owner died, the *Chicago Daily News* was valued at \$19,000,000. The same year the *Kansas City Star* sold for \$11,000,000. The *New York Times* is capitalized for \$16,000,000 and is worth much more. Its gross receipts exceed \$20,000,000 a year. Men in charge of such big business undertakings must be big business men. One consequence of this situation is that heads of the business, advertising, circulation, and promotion departments not infrequently receive larger salaries than do editorial writers, managing editors, and city editors. In this matter, again, newspapers reflect the general tendency of American life to reward men in executive positions in big business corporations with larger salaries than are paid to their engineers, chemists, and other technical experts. Men who make money are considered more important than men who supply ideas.

### *Day Long Since Passed*

The magnitude of this business of newspaper publishing has its advantages and its disadvantages. A newspaper that is financially strong and has a large circulation can be much more independent in its news and editorial columns than can a smaller paper that has less financial stability. A big, successful paper can exclude undesirable advertising and can withstand all attempts on the part of advertisers to dictate its policies. As long as it has the confidence and support of its readers, advertisers must use its columns, under whatever restrictions it may impose on them. Today most large, successful self-respecting newspapers have little or no objectionable advertising, and do not permit advertisers to interfere with their news or editorial policies. On the other hand, large profitable newspapers, like all large successful business corporations tend to be conservative. They are naturally inclined to favor the status quo, particularly when the existing order of things seem to spell business prosperity. They are not inclined to advocate new and untried schemes, to encourage political, social, or economic experiments. But this again seems to be the temper of the American people as a whole in this era of unexampled prosperity.

Another disadvantage of the magnitude of the newspaper business is that it has become difficult, if not impossible, to start new daily papers without a very large amount of capital. Time was when a James Gordon Bennett or a Horace Greeley could launch a paper in New York City with a few thousand dollars and could develop a *New York Herald* or a *New York Tribune* into a journal of nation-wide influence. That day has long since passed. But it would be just

(Continued on page 205)

## Tripp Commons in the Memorial Union



ONE of the most popular features of the Memorial Union building, which opened its doors as the "Living Room of the University" last fall, is Tripp Commons. Here it is that Badger students gather at noon and night in a beautiful room, with congenial companions, for meals which are popularly priced.

In appearance, Tripp Commons must rank on a par with the best dining rooms in the most exclusive clubs of the country.

This large room is two stories high. The walls on three sides are generously broken with two tiers of windows, with those in the north end giving view to the Lakeshore Terrace and to Lake Mendota. For a story and a half, these walls are panelled in dark walnut wood. The ceiling, broken by several beams, is brightly and appropriately decorated with the insignia of American universities and of the University departments. One sits at tables for four, six, or larger numbers, in comfortable arm chairs, tapestry covered.

There is a choice of menus. Lunch is served at 50 and 65 cents; dinner at 50

and 75 cents. Members of the Union, and every student is a member by paying his dues at the time of registration, may buy \$2.75 meal books for \$2.50.

While the students eat their meals and chat with their companions, there is a program of music furnished via radio. A recent poll of the diners has resulted in the announcement that a student dance orchestra will play during the dinner meal on Friday and Saturday evenings.

Here are some facts concerning Tripp Commons which may be of interest:

It is a sanctum sanctorum for males at noon. Women share its pleasures at the night meals and on Sunday. Tuesday night is waffle night. Saturday night is steak night. Groups may reserve tables for any number, regularly or intermittently. Every Tuesday and Thursday night there is an "International Table" at which foreign students meet each other and American students. There is a regular table for Faculty-Student meetings.

The derivation of the name "Tripp Commons":

"Commons" is a recognized Web-

sterian word, meaning "the common people, the legislators of the lower house; a company eating at a common table, as in a college." J. Stephens Tripp was a prominent lawyer and banker of Baraboo, Wis. When he died in 1915, he willed the University \$500,000. This fund made possible the erection of Tripp Hall, one of the two sections of the new men's dormitories, and Tripp Commons.

Tripp Commons gives to Wisconsin a tradition which has been enjoyed for years and centuries by Oxford, Cambridge, Harvard, Yale, and Princeton. It is said that these colleges used to hire a good chef for the commons before they even considered the selection of a dean of letters.

In memory of these other commons, the coats-of-arms of these institutions are done in gold leaf on the Tripp Commons ceiling, a task which required two months. So also are the crests of modern commons—Dartmouth, Notre Dame, Toronto—and of any other universities that have any special relation with Wisconsin. Williams' is there because it

(Continued on page 205)

# Outdoor Winter Sports for Women

By MISS MARGARET A. SHERWIN



*A Full Load of Laughter Ready for Another Trip.*

**W**INTER! A real old fashioned winter descended on Madison this year for the first time in many years. The thermometer, varying from thirty above to twenty below; the snow, waist high in almost every bypath; the skating rinks, cleared and frozen every day; and the general bracing atmosphere, combined to make a perfect setting for winter out-of-door activities.

The Women's Division of the Department of Physical Education took full advantage of the snow and ice and gave many opportunities to those who were interested in outdoor sports. It sponsored three separate groups and thereby reached about 150 students.

First, to Freshmen and Sophomores who needed physical education credit and who had, themselves, coasted, skied and skated, and knew of the possibilities of these activities, or who had watched others perilously going up and down hills and thereby felt the urge to do likewise, the Department offered organized classes in outdoor sports. These were well enough filled and attended to justify their existence and to prove their popularity.

There was another group, the Outing Club, for whom the out-of-door life had a great appeal. Their name is most appropriate to both their policies and practices. They have no set membership or constitution and participation is entirely voluntary week by week. They just like to be out and doing. Each Saturday afternoon this winter, they have hiked, tobogganed, and skied.

Sometimes ten were present, other days thirty or forty turned out, but always a few took advantage of the weather and of the skis, sleds, and toboggans—equipment which the Department gladly furnished.

Recently they staged a most enjoyable three day, two night camping trip in the Women's Athletic Association Cottage on Lake Mendota. Despite the fact that no car could be driven very near the cottage because of inaccessible roads, that all supplies and blankets had to be carried back and forth on toboggans, and that there was only one fireplace plus one stove in the cottage to

combat the icy blasts without, about forty girls enjoyed themselves thoroughly. The tales of their cooking and sleeping experiences were so enticing that thirty more eagerly took part in a similar trip the next week.

Winter was almost gone but before it quite disappeared, the Women's Department promoted an intramural winter carnival. It was held Saturday afternoon, March 2, on both Observatory Hill and Lower Campus. All sororities, dormitories, living houses, and independent groups, entered teams. During the afternoon, there were events in tobogganing and coasting. There also was keen competition on skis, both up and down hills and across country. The evening was filled with speed and fancy skating and the climax was, of course, an ice hockey game!

It was very apt to be true that those closest to advantages fail to benefit by them. This winter has truly given great opportunities to practice and excel in winter sports, and has afforded many hours of wholesome and enjoyable recreation. The Women's Department has done everything in its power to promote activities which the weather has made possible. To those of you who have not enjoyed this most unusual winter, it seems hard to portray the good times which we, the more fortunate people, have had. The participation by our Wisconsin women has been enthusiastic, the competition has been keen, and the fun has been thrilling. They are looking forward to another Wisconsin winter on skis, toboggans, skates, sleds and snowshoes.



*Personnel of a Three Day Camping Expedition.*

# EDITORIALS



## MUSINGS ON CLASS REUNIONS

WHAT is there about class reunions that brings men and women back to the Wisconsin campus from the ends of the world? Several things come to mind instantly, but the greatest of them is friendship. For what would a college or university education, or even life itself, be worth without friends? Friends—men and women who worked and played with us, who walked arm in arm with the old and the new masters even as we did—the old masters of the campus and the old masters of the ages.

Good friends are good possessions. Without becoming too sentimental, may we ask if it is not as important to accumulate an estate of good friends as to accumulate an estate of all the things that money can buy? What matters a material estate if you have not good friends to enjoy it with you?

Classmates and the old pros are not the only friends a graduate comes back to see. The ivied buildings themselves, the ancient elms, the walks which bear memories of years gone by, the carefree hangouts of decades ago—the barber shop he always patronized, the soda fountain where his attendance was as regular as the days. But many of them are gone, or have been done over, or have been replaced entirely. Well, 'tis sad, but that's nobody's fault but the graduate's himself. He has stayed away too long. He can make a fresh start at his class reunion, June 22.

A whimsical verse entitled "Days Not Beyond Recall" indicates another reason for reunions:

*I used to wear a senior hat  
With most becoming dignity;  
Write notebooks, themes, and things like that  
With counterfeited industry;  
Corrupt elections now and then,  
To train them up as they should go,  
And count myself a man of men—  
Gosh! That was twenty years ago!*

*A score of years that, one by one,  
Strolled in to pass the time of day,  
Kept me from work I should have done,  
And fritted all my time away,  
Till here, a gray-beard grad I stand,  
My scholarly proclivities  
Quite rusted o'er, and all I planned  
Forgot for worldly cares—and ease.*

*First graders then are seniors now  
Crowding the stairs I used to tread.  
Two full decades are gone. And how!  
Yea, headlong rushing Time has sped  
A lifetime by in those brief years.  
Mere boys have grown to men the while,  
And I, who know their hopes and fears,  
I note their serious mien—and smile.*

Alumni Day has been set for June 22. We are expecting you.

## CONGRATULATIONS AND OUR SYMPATHY, DOCTOR!

TO Dr. Walter E. Meanwell, our far-famed basketball coach, sincere congratulations and equally sincere sympathy.

Coach Meanwell, you know, started the Big Ten basketball season with a group of players which, like the 1928 football team, was rated as "dark horse." It seems that term means an outfit or something which may do everything desired or nothing at all.

A bit erratic at first, the team was brought along patiently by the Doctor until it was sweeping everybody from its path. It trimmed Minnesota, then lost to Michigan, then recovered and drove its way to eight straight victories over Conference foes and what seemed like an undisputed championship. The latter is an honor which we have not had to ourselves since 1918.

Michigan routed us in its last game of the season, the second time this year. The best we can do now is tie with them for first.

Our congratulations to Dr. Meanwell for a fighting, expert team. The forming of the team took two or three radical changes in style of play to make it a championship contender. Our sympathy because the Badgers went haywire under what is becoming recognized as an actual hindrance—the Michigan jinx. There is some food for thought in what *The Milwaukee Journal* said editorially:

"Why is it that when a Wisconsin team faces a Michigan team, our lads seem to get acute buck ague? . . . Perhaps in time we shall overcome this complex which makes us fumble for our cap when Michigan's around. It is something the character builders at Madison might study to overcome."

## WEAK ON THE BACKBONE

FOR some months now we have been editing *The Wisconsin Alumni Magazine*. And, if you will permit us to cast aside our usual modesty for a moment, we are bold enough to believe that a rather fair job has been done. We have come to the opinion, however, that it is impossible to do it alone, and we are now turning over some chores to you.

It is our task to give you the current and significant news of the University in a concise, accurate, and fairly comprehensive manner. The backbone of the magazine, however, is the News of the Classes. And here it is, on the backbone, that we are weakest. Not being a thousand-eyed monster, we can't peer out into the ether and record your doings.

You like to read about your classmates. They like to read about you. Put aside your modesty, as we have done, and send us a note about yourself.

# RECOMMENDED BOOKS

Conducted by PROF. RICARDO QUINTANA

## A Napoleonic Tale

*A Little Less Than Gods.* By Ford Madox Ford. The Viking Press.

MR. R. L. SHARP, *Reviewer*  
(Department of English)

To those who have studied French history, "The Hundred Days" will recall pages as romantic as any history affords. This is a novel of that period, of the days at Elba before the secret departure of Napoleon and his handful of men, and of the days in Paris after the final catastrophe, which, unreal in its suddenness, seemed a dream within a dream.

The author says in his Dedication, "At one time it was to have become a collaboration with another writer . . ." That was Conrad, whose unfinished novel, *Suspense*, was his version. This is Ford's. However out of place, because unnecessary, a statement as to the relative value of the art of the two men might be—though some brave few might leap into the breach for Ford—certainly some sort of comparison invites itself.

Which of the two first conceived the idea of *A Little Less than Gods—Suspense*, is interesting but unimportant for our purposes. Conrad had always been interested in the period; one of his grandfathers was a general under Napoleon. There is no definite news of a novel, however, until several years after he began to collaborate with Ford—or Hueffer as the latter called himself then.

To say that the skeletons of the two books are the same would be to assume that Conrad was planning to carry his hero to Napoleon's domain on Elba and to entangle him in the conspiracy there, giving us through the hero's eyes the subsequent events. That is what happens in *A Little Less than Gods*. But by the time of the last paragraph in Conrad's book the hero is only on his way to Elba. At least he has left Italy, where he has been most of the time previously, and he has unwittingly, though not reluctantly, fallen in with the conspirators.

The leading characters are the same. The heroes are both sons of English squires, susceptible to the magic of the name Napoleon. Ford's George Feilding is in love with a woman who turns out to be his half-sister. That situation would not be an impossibility in *Suspense*.

Conrad spends his time building up a background in Italy for the action. The

## Suggested Reading

TIME AND WESTERN MAN. By Windham Lewis. Harcourt, Brace & Co. 1928.

THE DEMON OF THE ABSOLUTE. By Paul Elmer More. Princeton University Press, 1928. Two highly interesting attacks upon modern thought and literature.  
—R. Q.

suspense that was felt all over Europe is made more ominous there by the hatred of Austria's rule. Ford begins his action immediately, and on Elba. The swiftly moving first part lands Napoleon at Fréjus and starts him victoriously towards Paris. The mind of Feilding is the informative center for the reader, but the narrative is straightforward and vivid. Then the action jumps to the post-Waterloo days in Paris, to the "White Terror" and the tragedy for those gods whom Feilding had worshipped. Here, himself in danger and his exultation gone, his mind is confused. Naturally, according to this method of writing, the things he thinks of seem confused. Marshal Ney, Alexander of Russia, the Duke of Wellington, appear and reappear in suddenly shifting scenes.

The reader longs for the drama of the gap: Napoleon in Paris, Waterloo. But Ford stays patiently by his own creation, Feilding; this is centralized historical fiction and not history.

## Books Received For Review

### Drama

Sump'n Like Wings and A Lantern to See By. By Lynn Riggs. Samuel French.  
Tolstoi. By H. B. Stevens. Thomas Y. Crowell Co.

### Fiction and Essays

Java-Java. By Byron Steel. Alfred A. Knopf.  
O Rare Ben Johnson. By Byron Steel. Alfred A. Knopf.  
The Cobra Candlestick. By Elsa Barker. J. H. Sears & Co., Inc.

### General

Chemistry in Medicine. Edited by Julius Stieglitz. The Chemical Foundation, Inc.  
Freedom in the Modern World. Edited by Horace M. Kallen. Coward-McCaun, Inc.

### Biography

This Man Adams. By Samuel McCoy Brentano's.  
Matthew Arnold. By Hugh Kingsmill.  
Lincoln MacVeagh. The Dial Press.  
Paul Green. By Barrett H. Clark. Robert M. McBride & Co.  
Zola and His Time. By Matthew Josephson. The Macaulay Co.

## A Novel of the War

*The Case of Sergeant Grischa.* By Andrew Zweig. Translated from the German by Eric Sutton. The Viking Press.

MISS PHYLLIS BARTLETT, *Reviewer*  
(Department of English)

*The Case of Sergeant Grischa* is the best novel of the war that I have read. The author tells us that it is the central piece of a Tritych, the title of which is to be *The Age of Transition*. Grischa, a simple Russian peasant, wild with the desire to see his wife and the daughter born after he left home, escapes from a German prison camp. He lingers for awhile in the great forest where he finds company in a band of vagrants. This part of the novel is a story of animal spirits and the joy of life—as remote from the wholesale carnage of war as is the watchful lynx who desires but a single human corpse. When the urge to get eastward makes Grischa push on, he is recaptured and retained in the garrison stationed in the old Jewish town of Mervinsk. The rest of the book is a detailed account of the whole-hearted but futile attempt on the part of his captors to save him from death.

The war of the trenches is not described in this novel. Grischa alone is killed. The struggle shown is the struggle of intelligent feeling men to retain in the German army respect and justice for the individual. His Excellency, the General Von Lychow, unaware of Haeckel's *Riddle of the Universe*, attacks the great strategist, the Major-General Scieffenzahn:

"The State creates justice, does it? No, sir, it is justice that preserves the State. I learnt that as a boy, and that alone gives a meaning to life, in my view. It is because justice is the foundation of all States, that nations have the right to tear themselves to pieces in their defence. But when a State begins to work injustice, it is rejected and brought low. I know, as I sit here under your lamp fighting for the life of this poor Russian, that I am fighting for something greater than your State—I mean for mine. For the State as the instrument of eternity. States are life vessels: and vessels wear out and break. If these cease to serve the purposes of God, they collapse like houses of cards, when the wind of Providence blows upon them."

And there is one other struggle—that of every man in the battalion: private,



corporal, and commissioned officer, to avoid the front and save his life for the peace which seems ever imminent. It is this struggle which yields the much loved Grischa to his fate. Every man must ultimately look out for himself.

The simplicity and friendliness of the relation between general and aide-de-camp, between the brilliant Jewish lawyer and his sophisticated young assistant from Berlin, between the townspeople and the garrison, the guardsmen and their prisoner, create a courageous loyalty and tenderness of feeling which rise superior to the waste and privation of war. Arnold Zweig's interest in these relationships and in the fate of a humble individual caught in the storm of nations is carried over to us in a prose that is both sturdy and impassioned.

### The Poetry of Richard Aldington

Collected Poems. By Richard Aldington.  
Covici Friede.

PROF. A. D. WINSPEAR, *Reviewer*  
(*Department of Classics*)

This is an interesting and important book. Mr. Aldington is perhaps the most eminent of a group of younger English poets who express the reaction of sensitive spirits to the post-war mood of futility and disillusion. To Mr. Aldington, the world is a very stark place indeed. He dislikes the complacent comfort of Mayfair as much as he does the sordid industrial horror of Bermondsey; and most of all he despises the smug and bourgeois gentility of Golder's Green. Nor can he fly for comfort as Mr. Kipling does to the far places of the world where among surroundings of elemental simplicity his countrymen console themselves with the playful and sporting support of the white man's burden. He is debarred by his very intelligence from a lyric and ecstatic acceptance of a mechanistic universe. He is too clear sighted to play the part of a modern Lucretius and to hymn in undying verse the latest triumphs of behaviourism. One consolation is left him—the age long tradition of beauty that Hellas created. He flies to far off beautiful things and his poetry is faintly redolent of a forgotten past, of visible gods and thronging heroes on the windy plains of Troy; pale music everywhere. In his well-bred and satirical way, he laments that beauty is enchained: "Helen is married to a Guggenheim (Sweet Helen make me immortal with a kiss)."

His poetry is marked throughout by a very definite, almost a classical sense of beauty, but occasionally one feels that this is a derivative, almost a vicarious thing, as for example, in a characteristic poem which he calls "Disdain"

*Have the gods then left us in our need  
Like base and common men?  
Were even the sweet grey eyes  
Of Artemis a lie,  
The speech of Hermes but a trick,  
The glory of Apollonian hair deceit?  
Desolate we move across a desolate land,  
The high gates closed,  
No answer to our prayer:  
Naught left us save our integrity,  
No murmur against Fate  
Save that we are juster than the unjust  
gods,  
More pitiful than they.*

Here is beauty and despair: but beauty that echoes a believing past. Even when he finds beauty in the world about him he must convey his sense of it allusively rather than directly as for example when he finds a soldier slain

*More beautiful than one can tell  
More subtly coloured than a perfect  
Goya  
And more austere and lovely in repose  
Than Angelo's hand could ever carve in  
stone.*

Writing as he does in the present age one would expect him to excel in satire—not the gentle moralizings of Horace or the savage lashings of a Juvenal—we moderns leave all that to the fundamentalist pulpit—but the gentle, deft, ironical murdering of other people's enthusiasms. This is Mr. Aldington's forte. His "Fool i' the forest" is a delightful piece of work—as deft as an essay of Lucian and as crushing as *Point Counter Point*.

Technically, perhaps, Mr. Aldington's work may give the impression of formlessness: he *can* on occasion write in the nineteenth century manner, but despises himself for doing so—"watered William Morris dashed with Swinburne." His formlessness is not a careless thing, but rather the exuberant fancy that breaks through restraints, impatient of the arid rules that so often serve to conceal the lack of genuine inspiration. If one had to choose between literary chaos and the sweet and perfect prettiness of the last of the Swinburnian tradition, even chaos were preferable: and Mr. Aldington's work is by no means that.

Four convocations at which prominent members of the faculty will make addresses have been planned by the freshman class for the second semester.

On Nov. 1, 1928, the full-time enrollments of 216 colleges and universities in the United States totaled 417,526.

More than 100 representatives from eight states gathered at the University in February for the third annual foundry convention.

### Alcibiades

The Jealous Gods. By Gertrude Atherton  
Horace Liveright.

MISS E. M. THORNBURY, *Reviewer*  
(*Department of English*)

This story of Alcibiades is another of those biographies written in the manner of a novel, like the author's own story of Alexander Hamilton as given in *The Conqueror*, and her story of Pericles given in *The Immortal Marriage*. The story of Alexander Hamilton in *The Conqueror* was really an excellent example of the kind. The spirit of Hamilton's age, the portrait of the young statesman, the analysis of the warring political factions of the time—all these were vividly portrayed. When one attempts to give us a picture of the Athens of Pericles, or as here in *The Jealous Gods*, of the Athens of Alcibiades, the task is more difficult. It is one thing to picture an age of political turmoil and of the solution of certain definite practical problems. It is another to capture the spirit of an age when man's creative genius was at its height. Not only has the author of a story of Pericles, or of Alcibiades, to picture a world of political strife, to give us a full length portrait of a man of genius in leadership; she has to give us brief portraits of some of the greatest men of genius who have ever lived—all that marvelous company who made the Athens of Pericles, and later, of Alcibiades, a world almost beyond the mind of man to grasp.

*The Jealous Gods* as a piece of history is excellent reading. One is made familiar with both the private and the public lives of the different classes of Athens when young Alcibiades is rising to power. As a piece of imaginative literature, it is not so successful. We see a good deal of Aristophanes, for example, and hear a good deal about the New Comedy. I doubt, however, if the reader has much idea of Aristophanes as a character, as a *whole* human being, a man and a man of genius. Archeological accuracy can not take the place of imaginative creation in such an attempt. We see the Olympian games and feel that they are accurately recorded. But the men who witness them—and in this novel, the author has attempted to show us these great Athenians—are more accurately delineated than vividly realized.

Admitting, however, that the author has not penetrated into the mystery of human genius, nor even vividly given us the sense of its existence, the book is interesting reading, especially the portrait of Tiy, the Egyptian princess, the ancient feminist, contrasted with the haughty Alcibiades, who despises wo-

men except as playthings and who nevertheless yields ultimately to her charm.

## Chemistry and Industry

The Handwriting on the Wall. By Arthur D. Little. Little, Brown & Co.

PROF. J. H. MATHEWS, *Reviewer*  
(*Director, Course in Chemistry*)

About a quarter of a century ago Robert Kennedy Duncan undertook the task of interpreting chemistry to the layman. The success with which his efforts were met has encouraged many others to attempt the popularization of this science, and as a result there are now available a number of excellent books in which the marvelous advances made by chemistry are presented in a popular way. The present volume is by one of the best informed chemists of the present day, a man who has contributed much to the development of chemistry in America and one who speaks with facility as well as authority.

The book consists of twelve chapters, the subject matter of which has largely appeared elsewhere in the form of addresses, essays and pamphlets. The thread which binds these chapters together is, as the author states, "the reiterated emphasis upon the debt which Industry owes to Chemistry and the necessity of utilizing the creative power of Research if we are to avoid its alternative, which is retrogression."

In the first two chapters (from the former of which the collection takes its title) it is shown by numerous interesting examples that whole industries have been revolutionized almost overnight by a few discoveries and that any industry that belittles research is headed for the scrap-heap. "Research today is extending the boundaries of every field of human activity and thought. It is today, more effectively than ever, directing industrial expansion into new channels and new territories. . . . With industry already so deeply obligated to science and so obviously dependent upon it for future progress, it is a curious anomaly that so large a proportion of manufacturers still are committed to worn out methods and still are entangled in problems for which solutions have long ago been found. . . . The practical man too often confounds science with mere theory and so sees little place for it in his business. But science, in its industrial applications, is as intensely practical as a market report or a balance sheet."

In the third chapter ("Chemistry as an Investment") he shows in no uncertain way the relation of chemistry to the balance sheet. Many interesting examples demonstrate clearly his thesis that

no nation and no industry can ignore chemistry and live, and he makes a plea for the support of chemical research and training because unless generous support is given there can be no assurance of our food supply, no possibility of maintaining our standards of living, and no adequate means of national defense. There is nothing mysterious about research. "It is nothing more than the intelligent, purposive, organized study of the relation of cause and effect." Eventually the banker will realize that he needs chemistry to the extent that a chemist now realizes his need for a banker, and when that time arrives there will be plenty of "educated money" finding exceptional opportunities for investment in chemical processes.

The chapter entitled "The Trend of Development" is replete with interesting examples of the kaleidoscopic changes that are taking place in industry. That the general trend of industrial development is the resultant of a bewildering complexity of forces is proven by the many interesting, and sometimes amusing, examples given.

The "Romance of Carbon" is indeed a romance and one which is most entertainingly told in the fifth chapter. One wonders, after reading this chapter, whether we are not living in the age of carbon rather than the age of iron or the age of electricity.

The fuel problem, discussed in chapter six, is one which is by no means solved, though real progress has recently been made not only in the way of the production of new fuels, but perhaps even more in the better utilization of existing fuel supplies. The author refers to our present times as being the "adolescence of electricity" rather than the "Age of Electricity." With increasing industrial development, and the United States is now a manufacturing nation rather than an agricultural one, more and more power will be needed. The author suggests that perhaps we have a right to demand that the formulation of a plan whereby our natural resources may be hoarded until such time as we learn to use them efficiently shall take precedence in the minds of our senators over the size of campaign contributions. In the following chapter the author gives an interesting picture of the development of the use of coal and discusses the recent experimental work which has led to the production of new fuels, some of which have real promise.

In the chapter on "The Chemical Industry" the author traces the development of a few typical chemical concerns such as the DuPont Company, the I. G. (Germany), the Pittsburgh Reduction Company, Courtlands, Ltd. (England), and the Union Carbide Company. He shows that chemistry "has developed

great industries which are peculiarly its own, but chemistry pervades all industry. It is conferring upon us daily new means and agencies for the better control of matter, which offer to young men, just entering their careers, opportunity to participate in those greater triumphs which are to come. Chemistry is a creative science, and the first chapter of its Book of Genesis is not yet written."

Chapter nine on "The Sinews of War" should not be read by an ultra pacifist, for it would not only disquiet him but would convince him that wars are not won simply by the springing of a million men to arms. Wars are won by industry—and to a greater extent by chemical industry than any other.

In the chapter on "Misapplied Chemistry"—the chemistry of the ignorant, the charlatan and the swindler—a number of notable fraudulent enterprises are detailed. Even the chemists have some skeletons in their closets!

In the chapter entitled "Making the Most of America" the author gives a good picture of the magnitude of the problem facing us, the problem of "making the most of" the greatest land of opportunity, a land especially blessed with natural resources, a land in which most amazing developments have been made in a relatively short time. He makes a plea for the establishment of a permanent Economic Commission, as detached from partisan politics as the Supreme Court, to act as an adviser to the President and to Congress. "Such an Economic Commission would evolve from many economic studies and proposals for specific betterments coördinated plans which would bind together in a close articulation the attainable benefits in each. In the exercise of an intrinsic function, it would submit to Congress recommendations for the required legislation, and apprise the country of the need and reason for its demands."

The "Fifth Estate," constituting the last chapter, is a gem which would lose its luster by being reviewed. To the uninitiated we may simply say that the Fifth Estate "is composed of those having the simplicity to wonder, the ability to question, the power to generalize, the capacity to apply." The author hazards the estimate that there are not in all the world 100,000 persons whose creative effort is responsible for the advancement of science. "The world needs most a new tolerance, a new understanding, an appreciation of the knowledge now at hand. For these it can look nowhere with such confidence as to the members of the Fifth Estate."

JAMES LACEY, former county agricultural agent, has been appointed to the staff of the animal husbandry department.

# Eight Classes Form Reunion Plans

Class of 1889, Not Scheduled for Meeting, Announces "Dix Plan or no Dix Plan, We are Going to Reune Anyway!"

**F**OLLOWING announcement in the February issue of *The Wisconsin Alumni Magazine* of the date for 1929 reunion, June 22, and of the classes which are to reune, seven of the fourteen reuning classes and one which is not scheduled have announced preliminary plans for the celebration of their commencement anniversaries.

President Glenn Frank has been completely absorbed for weeks on the preparation of the 1929-31 University budget and with appearances before the Joint Finance Committee of the Wisconsin legislature. For this reason he has not yet appointed the Alumni-Faculty-Student committee which will manage the machinery for the University's part in the 1929 Reunion. This committee is expected shortly.

In an adjacent column of this issue appears a list of those classes which are to reune June 22, under the Dix Plan. While this comprises the official list, all classes are invited and urged to form reunions. One, the Class of 1889, announces its plans for so doing.

Alumni who have inquiries or suggestions concerning their class reunions may get in touch with their class presidents and secretaries, a list of whom, with addresses, appeared in the February issue of *The Wisconsin Alumni Magazine*.

Those classes which have preliminary announcements in this issue are invited to advertise further definite plans and personnel through the magazine. Those classes which have yet to make plans are urged to forward them for publication as soon as possible.

The Wisconsin Alumni Association and the Bureau of Graduate Records and References will be glad to co-operate in any way possible.

June 22, 1929. Don't forget the date!

## CLASS OF 1879

**P**REPARATIONS for the reunion June 22 of the Class of 1879 are rapidly going ahead. One feature of our celebration which has already been decided upon is a tour of the City of Madison. On this tour we will have pointed out to us the changes which have been wrought since our commencement fifty years ago and even since our last reunion.

There was plenty of enthusiasm in our coming reunion by classmates long ahead of the magazine announcement

## JUNE REUNIONS

The following classes have reunions scheduled for June 22 under the Dix plan, which went into effect for the first time last June:

1879	1900	1919
1881	1901	1920
1882	1902	1921
1883	1903	1922
1884	1904	

Officers of these classes are urged to formulate their plans and to inform their classes as early as possible. The Wisconsin Alumni Association and the Bureau of Graduate Records and References are ready and willing to co-operate in any way possible.

of the dates. This indicates that we will have an unusually large and almost perfect attendance.

Those of the Class of 1879 who have already announced their intentions of coming and who expect to be here include Flora Dodge Freeman, Kemper K. Knapp, Ida Hoyt Sewall, Jefferson B. Simpson, Jessie M. Meyer, George L. Voorhees, Susan A. Sterling, and Jean Bascom.

Those who will probably come include Abby Jewett Cates, Belle Case LaFollette, and Dr. Alonzo G. Dennett.

The others have not yet been heard from. Their names will be in the April issue of *The Wisconsin Alumni Magazine*.

SUSAN A. STERLING,  
Secretary.

## CLASS OF 1881

**F**ELLOW CLASSMATES: As per orders and announcement from our General Secretary, we are to celebrate our forty-eighth anniversary of commencement in June by reuning with the Classes of 1879, 1882, 1883, and 1884.

This preliminary notice will give you fair warning. Further urgings will be made by letter from President Emil Baensch and myself.

We sincerely hope you will keep this date—June 22—open, and respond in person when the hour for assembly arrives.

FRED S. WHITE,  
Secretary.

## CLASS OF 1889

**'89ERS TAKE NOTICE!** Dix plan or no Dix plan, the Class of 1889 will celebrate the fortieth anniversary of its graduation from the University at a luncheon in Madison with Mary Clark Brittingham, Saturday, June 22, at 1 o'clock!

MARY C. BRITTINGHAM.

## CLASS OF 1903

**T**HE Class of 1903 will hold a reunion this year, although we celebrated our Twenty-fifth Reunion last June. This is in accordance with the Dix plan. Last year we were associated with the classes of '04, '05, '06 and '07. This year our companions will be '04, '02, '01 and '00. Our next regular reunion will be in 1933, but, of course, meanwhile they cannot keep us away from the yearly reunions if we want to be present.

Plans are now being made. There has been one meeting in Chicago and Committees will soon be appointed. This is the first notice. Arrange your affairs now so that you can be with us in Madison, June 22.

W. H. HAIGHT,  
President.

## CLASS OF 1904

**T**HE Jubilee Class will make the coming reunion in June a fitting celebration of its twenty-fifth anniversary. The interest that has been shown, in advance of any publicity, gives assurance that there will be an enthusiastic gathering. Around the nucleus of twenty-five members who live in Madison, we expect to collect a group of re-uners that will be a record breaker.

Members of the class who plan to return are urged to get in touch with those classmates they particularly wish to see and make sure that they also will be present. They are urged further to announce their intentions to L. F. Van Hagan, College of Engineering, Madison.

The class treasurer, W. S. Kinne, College of Engineering, Madison, will be glad to receive your check for five dollars to help cover general expenses.

We lack addresses for the following members of the class and will welcome any information about them:

Loren D. Blackman, Sarah R. Devlin, Ralph B. Ellis, Edward E. Green, Hovhan Hagopiann, Farnham A. Hudson, Edward G. Mattke, David G. Milbrath, Josephine A. Nalty, Paul A. Schule, Kenneth B. Tanner, Orlando R. Erwin, Edward E. Terrell, Leigh H. Lathrop, Harry G. Schwendener, Charles T. Watson, Mrs. W. J. McGillyray, Huldah B. Hainke, Gustaf A. Mattson, Harold I. Shaw, Clarence B. Fisher, Harry J. Hayes, Claude C. Mills.

*The Executive Committee*

ARTHUR W. QUAN.  
JOHN S. LORD  
LESLIE F. VAN HAGAN.

**CLASS OF 1919**

“ZOWIE! Applying for a job here reminds me of days on the Hill when they asked ten questions in an exam and we had to answer about 40 to make even a fair showing!”

“Hill!” You a Wisconsin man? What year? Have you been back to the old Athenian battle ground lately?”

“You bet! Went up to the ‘Prom Memorial’ a few weeks ago for the first time since graduation in ’19. And what a place—say, they’ve got a Memorial Union that makes the movietized mansions look like dilapidated breweries.”

“Shake—’19, is my year, too. Is the weather bureau up on North Hall still up to its old tricks of changing the flags a couple of times a day to comply with atmospheric conditions?”

“Yes, and then some. Remember Professor Enzyme, who used to stop his 11 o’clock about twenty minutes before noon, start thinking about what good food his wife was preparing for lunch, and then dismiss us under the pretense that we were block-heads who didn’t even have enough interest in our work to come prepared? He was a great old scout. Saw him up there—wearing the same old hat.”

“Doggone it! He and Professor Coma were cards. I can remember the day Dr. Coma called me up after class, after coming late for the ’teenth time to his 8 o’clock. He asked me if I thought I’d be on time to my funeral! That griped me, so I told him I made money on him by selling quips of his lectures to the ‘Bright Sayings of the Children’ department of newspapers. But I passed.”

Funniest thing—met Alfie Jones down in Chicago last week; remember him? He’s the fellow who sputtered around the campus with the reputation of going

to exams mumbling, ‘God of our fathers, be with me yet, lest I forget, lest I forget;’ then stalking out growling, ‘God of our fathers, you were with me not, for I forgot, for I forgot!’”

“DAMN! I wish I could get together with the old gang again—swap reminiscences and everything else. I’d feel twenty years younger. It’s been ten years now since I saw those beaming, familiar faces. Cripes, man, it’s been a decade!”

Why, say—haven’t you heard about the reunion of good old ’19, to be held at Madison, June 22? Put a red dab on the date; lug out your grip now and have it ready for the celebrated trip. . . .

“Old pals, old times—why, every Badger and his brother of good old ’19, will be there!”

HAROLD GROVES,  
*President.*

**CLASS OF 1920**

THERE should be dancing in the streets for the new reunion plans!

Look who’s coming back: 1919, 1920, 1921 and 1922! This will give you a real chance to collect your old debts.

Incidentally, brush up on your own dancing the next couple of months for the big banquet and shindig, Saturday, June 22.

Watch for next month’s announcement of chairmen and committees. You may be on one!

General Reunion Chairman, Mary Elda Ferguson, 25 Langdon St., Madison.

FREDRIC MARCH,  
*President.*

**CLASS OF 1921**

THE Reunion Committee of the Class of 1921 has developed some tentative plans for the reunion this June and want to put them before you although they are of necessity incomplete at the present time.

The location of our Class Headquarters is important and we are arranging to reserve a section of one of the new dormitories along the shore of Lake Mendota. We can make our headquarters there, stay there and eat some of our meals right in the building. In this way, it can be a prominent gathering place and center for our class activities. Special class gatherings and activities have not yet been definitely determined upon, and, if any members of the class have ideas and suggestions which they would like to

put before the committee, your chairman will be only too glad to consider them.

Under the Dix Reunion Plan, the classes of 1919, 1920 and 1922 will reunite with us this June. No doubt all of you have friends in these other classes who were in school with us. For this reason, we are arranging to hold one joint function with these other three classes. This will give us an opportunity to renew some old friendships with alumni who were in school with us but who were not in our own class.

A number of other special features are also under consideration. Some of you purchasers may be interested in knowing that we are considering having a 1931 championship golf tournament. This will give some of the bogey busters an opportunity to strut their stuff.

Of course the real pleasure in reunion is meeting your old time friends and pals. Why not start now making your plans to come back to Madison June 22, and to be sure you have the best possible time, start now by writing to two or three of your friends whom you want to see back there at the same time. If you are uncertain about any addresses, forward your letter to The Wisconsin Alumni Association at Madison where all addresses are on file and they will be glad to send the letter out to the proper address for you. The reunion is an all class affair. Every member of the class is wanted and will be welcome. Its success depends upon the cooperation given by you and your friends. It will be well worthwhile coming back for, so why not start getting your crowd together now and we’ll have a bang up time at Madison June 22.

VAN PINKERTON,  
*Chairman,*  
*Reunion Committee.*

One out of every twenty-eight freshmen at the University comes from a farm home. There were 145 parental occupations listed by freshmen last fall.

**Abbot Academy**  
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Advanced Courses for High School graduates. College Preparation. Exceptional opportunities in Art and Music. Outdoor Sports.

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## The New A. O. Pi Chateau

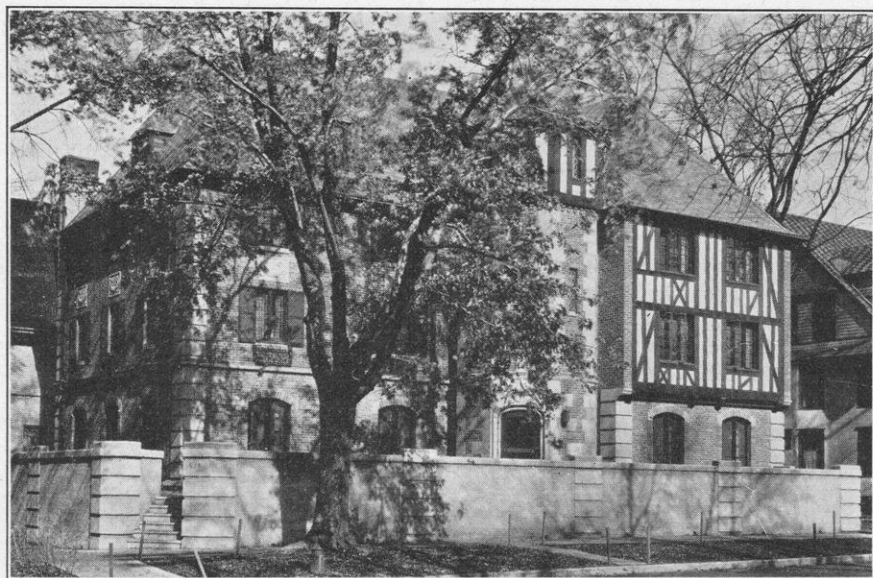


Photo by F photoart

A FRENCH CHATEAU at the gateway to the University campus at the northeast corner of Langdon and Lake Sts.—within, a home for the active chapter of Alpha Omicron Pi sorority; without, a structure of pleasing architecture. There is a five-foot surrounding wall, with the inside ground and house raised three feet above the street level thus giving a certain seclusion which follows the true French type of construction.

The grounds proper are reached by means of four or five steps, which lead up from the main walk to the green lawn spreading on the south and west sides. Shrubs, a flagstone terrace and a curving walk lead to the old stone doorway with its rail-studded door. A small outer hall gives onto the wood paneled reception hall. From this hall rises the tower stairway which winds its way up to the fourth floor and the tower top. With its terrazo stairs and its green iron rail, the tower is a most distinctive feature of the house.

The living room is at the left of the reception hall. Here, the windows are draped with soft henna silk and the polished marble floor is covered with a deep old plum carpet. From the little imported chairs, hand carved of maple with their green velvet cushions to the henna sofas and the gay love seat, the French provincial design is carried out faithfully. A large stone fireplace at the north end of the room is reflected in the French mirror at the opposite end of the room. Old French prints on the walls fit the scheme.

The east end of the room flanks the stairs leading down to the dining room, and a decorative iron grill of the same

green as the stair rail in the hall marks the edge of the stair well.

The library, with its chintz curtains, is at the right of the large reception hall. The henna, green, blue and yellow color harmony is repeated while slip covers on the chairs and davenport are made with box pleatings. An old maple secretary flanked by a pair of Windsor chairs, and a table or two and a few lamps complete this paneled room.

The chaperones' suite opens off the library, and consists of a sitting room, bedroom and bath. First floor also boasts of a serving pantry with a "dumb-waiter" service to the basement kitchen.

The second and third floors are alike in the number and size of rooms—each one having seven double and two single sleeping rooms. Both floors have casement curtains alike and identical bathrooms of green and ivory. Walls of the rooms are tinted in various pastel shades. The furniture is maple.

The fourth floor houses the chapter room and two store rooms. Each floor is shut off from the rest of the house by doors off the main landing.

The dining room is on the floor below the reception hall. It has a fireplace, and bright glazed chintz curtains. There are six pine stretcher tables and sixty chairs. A case for trophies and six ladder back chairs of scarlet add interest to the room.

Beyond the dining room is the butler's pantry as large as any room with its huge sink and cupboards for dishes. Beyond that is the kitchen—green and yellow with green linoleum floor. The basement also houses a double room for the maids, a pantry, laundry, store

## Regents Accept Two Gifts For \$40,500 For Research

GIFTS TOTALING \$40,500 were accepted by the Board of Regents at its January meeting. The first is an appropriation of \$8,000 a year for five years from the Elizabeth B. Frasch Research Fund, for research in the departments of agricultural chemistry and agricultural bacteriology. The second is a gift of \$500 from William Thum, Pasadena, Cal., to the department of economics, for the completion of a study of the water works system of the City of Los Angeles.

Twenty-eight degrees were granted to students who completed their courses of study since commencement last June.

It was resolved by the Board "That practical experience be no longer required for graduation from the four-year course in agriculture for students not training for farm management or operation."

After Judge A. C. Backus made his claim that the men's gymnasium was a fire trap which could not be cleared of a normal crowd in less than fifteen minutes, the Board passed his motion that the constructional development committee investigate "the matter of fire hazard at the gymnasium and other University buildings where large groups congregate, and report to the Board at the next meeting."

In a subsequent interview, A. F. Gallistel, superintendent of buildings and grounds, maintained that fire escapes at the gymnasium were adequate and that a capacity crowd normally vacates the building in less than five minutes. In an emergency, he said, it is natural to expect that it could be emptied safely in even less time.

A \$70,000 student church is announced by the Grace Episcopal church, Madison, as part of its plans when it has completed a campaign for \$250,000 for local work.

An enrollment increase of two was made in the School of Music last fall. The number is 147. Students enrolled in Letters and Science who take music courses are not included. One of these courses, taught by Dr. C. H. Mills, has 273 members.

Delmar Fink will captain the varsity cross country team next fall.

room, and furnace room which is sunk 10 feet lower than the rest of the basement. The interior is of fireproof construction throughout.

The house cost \$55,000.

# Wolves Rout Badgers to Tie For Title

Michigan Wrecks Our Championship Aspirations Second Time in Two Years; Wisconsin Hit Its Peak in Terrifically Spectacular Purdue Game.

By HENRY J. McCORMICK, 25.

(Sports Editor, *The Wisconsin State Journal, Madison.*)

WITHIN sight of an undisputed Western Conference basketball championship, the University of Wisconsin quintet met its Waterloo in the huge Michigan field house, March 4, by the score of 37-22 and all indications now point to Wisconsin and the Wolverine sharing the title.

It is an odd twist of chance that both this year and last year, Wisconsin's titular hopes were crushed or limited by Michigan in the Wolverine's last game of the season. In 1928, the Badgers were prevented from sharing the championship with Purdue and Indiana because of an overwhelming defeat at the hands of Michigan; this year, Wisconsin lost a chance to clinch its first undisputed championship since 1918 because another Michigan team administered to the Cardinal its worst defeat of the season.

### *Started as Dark Horse*

At the start of the season, Wisconsin was rated as a dark horse, a team that might finish in the first division, but one that was scarcely rated as a championship contender in view of the fact that it was confronted by the hardest schedule of any team in the conference.

Michigan gave Wisconsin its first setback in the second game of the season, Jan. 7, and it took Wisconsin until the second semester to overhaul the Wolverines and Purdue. The Badgers caught Purdue on their own initiative by winning on the Boilermakers' home court 31-26 and Northwestern

aided Wisconsin in catching Michigan by downing the Wolverines.

### *Fire and Nerve Tested*

It is safe to say that Wisconsin touched its peak of the season Feb. 25, when it vanquished Purdue 27-24 at Madison. The previous Saturday, the Badgers had given Northwestern its second defeat in one week, and Wisconsin was a trifle tired after only one day of rest, and that spent on the train.

It was a typical Purdue-Wisconsin game with the play shifting up and down the floor at an unbelievably fast rate. Purdue took an early lead and was ahead 13 to 8 at the half—led 13 to 8 and looked capable of pulling away steadily in the second period. Then if ever before during the season was the fire and nerve of this Meanwell-coached team tried.

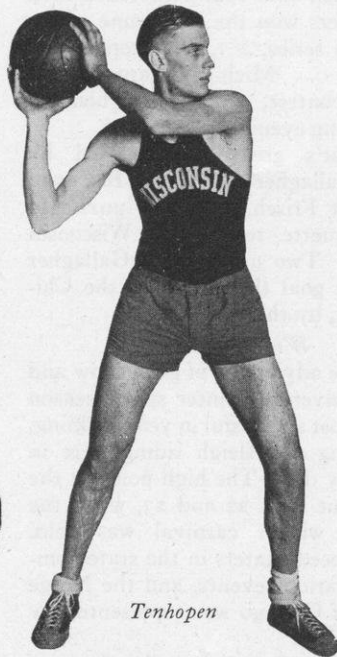
was 21 to 13 in Wisconsin's favor. Purdue closed the gap somewhat, but the Badgers won 27 to 24 and seemed to have plenty in reserve at the finish.

That was the peak of the season for Wisconsin, and it is not to be wondered at that the team could not hit the same high peak a week later at Michigan. That game marked the final game of the season for the Wolverines, and they had everything to win and little to lose. Wisconsin still has a game left with Chicago, but the winning of that should be a mere matter of formality. This will leave the Wolverines and Badgers tied for the top with 10 victories and two defeats each; Wisconsin's two defeats were suffered in as many games against Michigan, while Illinois and Northwestern administered defeats to Michigan.

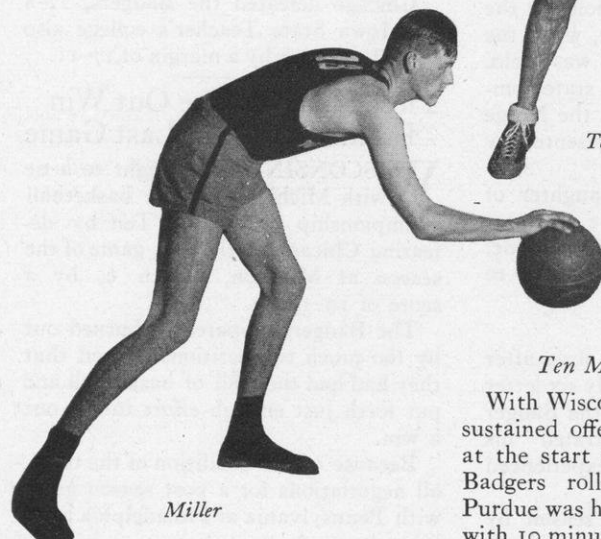
### *Risked Rout to Win*

As a matter of fact, Wisconsin would not have been defeated by as big a margin as the 37 to 22 score in the Ann Arbor game except for the fact that Coach Walter Meanwell elected to try for a possible victory by a couple of substitutions; the strategy failed and Wisconsin was defeated by 15 points instead of what might have been only six, but defeats count just the same in the percentage column regardless of the margin.

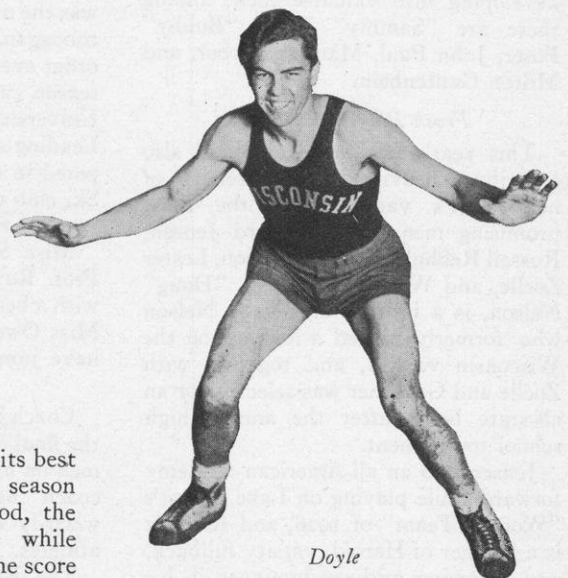
After completely annihilating Brad-



Tenhopen



Miller



Doyle

### *Ten Minutes of Perfection*

With Wisconsin putting forth its best sustained offensive drive of the season at the start of the second period, the Badgers rolled up 13 points while Purdue was held scoreless, and the score with 10 minutes of the game remaining,

ley Polytech in the opening game of the second semester, Wisconsin continued its winning streak in the Big Ten by defeating Indiana with a furious rally that was not to be denied. Following this game, the Badgers met Northwestern at a time when that team was thought to be playing the best basketball in the Big Ten.

*Badgers on Honor Team*

Northwestern had won a half-dozen consecutive contests as had Wisconsin, and the game was heralded as a bitter contest. With Carl Matthusen and "Ted" Chmielewski outwitting the Purple defense with their speedy floor play, Wisconsin took the first game 37 to 23, and won the second game five days later by a 31 to 25 count.

With every team in the Big Ten having completed its schedule but Wisconsin and Chicago, honorary selections are already making their appearances, and it certainly looks as though the Badgers will win their share of places.

*Graduation to Take Four*

Chmielewski, rated as the greatest floor guard in Wisconsin's history by Coach Meanwell, is a fixture at one guard, while Foster is being picked for a forward on many honorary first teams. Elmer Tenhopen, co-captain, is quite generally picked as second team center, being outvoted only by the peerless "Stretch" Murphy who this year set a new all-time scoring record.

Four of the first eight men on the Wisconsin squad will be lost by graduation this June, Ellerman, Doyle, Tenhopen and Miller having completed their third year of collegiate competition. This means that Chmielewski, Foster, Kowalczyk, and Matthusen will be back again. In addition, there are certain reserves who show promise of developing into valuable men; among these are "Sammy" Behr, "Bobby" Poser, John Paul, Maurice Farber, and Milton Gantenbein.

*Frosh Players Look Good*

This year's freshman team will also contribute heavily to the strength of next year's varsity with the most promising men being Howard Jensen, Russell Rebholz, Douglas Nelson, Lester Zoelle, and Walter Graebner. "Doug" Nelson, is a brother of George Nelson who formerly played a forward on the Wisconsin varsity, and together with Zoelle and Graebner was selected for an all-state berth after the annual high school tournament.

Jensen was an all-American academy forward while playing on Lake Forest's "Wonder Team" of 1928, and Rebholz is a brother of Harold, varsity fullback, and a coming gridiron luminary in his own right.

FINAL STANDINGS			
	W	L	Pct.
Michigan.....	10	2	.833
WISCONSIN.....	10	2	.833
Purdue.....	9	3	.750
Northwestern.....	7	5	.583
Ohio State.....	6	6	.500
Illinois.....	6	6	.500
Iowa.....	5	7	.417
Indiana.....	4	8	.333
Chicago.....	2	10	.167
Minnesota.....	1	11	.083

**GAGE REVIEWS OTHER SPORTS UP TO DATE**

By L. R. GAGE, '23.

*Hockey*

During the last month the Wisconsin hockey team turned in a record of six victories in nine starts. Three of the triumphs were scored at the expense of three of the outstanding teams in the Northwest, Marquette, Minnesota, and the Chicago Athletic Association.

After winning two matches at the Wausau winter frolic, the Badgers were nosed out in the final by the Eveleth, Minn., junior college sextet, 2-0.

Coach Johnny Farquhar's men broke even in their first four conference tilts. The Badgers won the first game of the Minnesota series, 2-1, but dropped the second, 2-0. Michigan captured an overtime contest, 3-2, but was blanked the following evening, 3-0.

Farquhar's great defense, led by Jimmy Gallagher of Green Bay and Goalie Art Frisch, proved a puzzle to the Marquette team, and Wisconsin won, 1-0. Two nights later Gallagher scored the goal that defeated the Chicago A. A., by the same count.

*Winter Sports*

With the advantage of good snow and ice, the university winter sports season was the most successful in years. Skiing, tobogganing and sleigh riding were in order every day. The high point in the season came Feb. 22 and 23, when the University winter carnival was held. Leading speed skaters in the state competed in various events, and the Norge Ski club of Chicago was represented by two ski riders.

Miss Sally Owen, '30, daughter of Prof. Ray Owen, opened the ski meet with a beautiful jump from the tall slide. Miss Owen is the only woman ever to have jumped from the top.

*Indoor Track*

Coach Tom Jones counted noses after the final exams and found only six letter men on his track squad, but the Badger coach again has demonstrated his wizardry with young and inexperienced athletes.

The Badgers opened the season by losing to Iowa, 50-36. They came back

the next week with a brilliant performance and won the annual quadrangular meet with Chicago, Ohio State and Northwestern. The visiting teams finished in the order named, with the Badgers having a good 11 points advantage over the Maroons.

The superior balance of the Wisconsin squad brought victory. Only two first places fell to their lot, but they scored points in every one of the other events, to build up a total of 43 markers.

The Cardinal athletes continued their fast pace by trouncing Minnesota in a dual meet 67 1/12 to 36 11/12.

*Swimming*

Victories over Chicago and Purdue and defeats by Iowa and Illinois have occurred on the swimming schedule. Joe Steinauer's men have been showing steady improvement and can be counted upon for a goodly number of points in the conference meet at the close of the season.

Iowa was able to down Wisconsin by the margin of but one point, 36-35. Illinois turned in a better showing, winning by a score of 42-29.

The Badger natators outpointed Purdue by a decisive score, 47-24, and handed the Chicago Maroons another setback, 47-22.

*Wrestling*

Wisconsin wrestlers won two, lost two, and tied one of the first five matches on the slate for the second semester. Coach Hitchcock has a young and aspiring squad and will have nearly every one of his regulars back next season.

The Badgers defeated Cornell college, of Mt. Vernon, Ia., for the first time in three years, 18-14. Minnesota was beaten in a conference engagement, 18-12.

The strong Northwestern contingent fought on even terms with the Cardinals, 16-16.

Chicago defeated the Badgers, 22-8 and Iowa State Teacher's college also turned the trick by a margin of 17-11.

**Tired Badgers Eke Out Win From Chicago in Last Game**

WISCONSIN won its right to a tie with Michigan for the basketball championship of the Big Ten by defeating Chicago in the last game of the season at Madison, March 9, by a score of 19-15.

The Badgers, apparently burned out by too much competition, showed that they had had their fill of basketball and put forth just enough effort to eke out a win.

Because of this condition of the team, all negotiations for a post season game with Pennsylvania at Philadelphia have been dropped.

# While the Clock Strikes the Hour



**May Raise** Possibility that out-of-state students at the University will pay higher tuition fees in the future was indicated when several members of the legislative Joint Finance Committee raised the point recently while President Glenn Frank was making his budget arguments.

Dr. Frank, in answering questions, pointed out that out-of-state students make up from 27 to 29 per cent of the total student body. They pay \$124 a year in tuition and fees. Resident students pay \$24 a year in fees. While it is practically impossible to reckon actual cost per year per student, Dr. Frank said, on a basis of teaching alone it amounts to \$193 per student. Several members of the committee declared their belief that the out-of-state student should more nearly "pay his way."

Data presented by the President showed that Wisconsin charges out-of-state students generally more than the Universities of Ohio, Michigan and Illinois. He also declared that Wisconsin charges residents less than do the neighboring universities.

One committeeman suggested that some relief might come by making a higher charge to students in the professions of medicine, law, and engineering, in which the education costs are necessarily higher.

A survey of the question may be called.

**She Must Have** Questioning of University men reveals that the girls they would marry must have these traits:

Interesting rather than just pretty; willingness to let him support her on his money, although she may be more well-to-do than her husband; willingness to stay at home and not go out to work; willingness to indicate interest in the man who seeks to win her rather than indifference.

**Lower Campus Design** On express invitation, Paul Phillip Cret, French architect and co-worker with State Architect Arthur Peabody on a design of campus construction, attended the March meeting of the Board of Regents for consultation and changes in the original designs for proposed buildings on the lower campus. Mr. Cret is now professor of design at the University of Pennsylvania. He has a commission from the United States government to construct twenty-seven war monuments in France.

**Nobody's Business** Whether or not the semester grades of each student should be posted for public inspection was the subject for some public discussion here recently. The concensus brought forth a majority of adverse opinion and the subject died.

Said W. H. Kiekhofer, economics, "A student's grade is his own private property, therefore it should not be open to inspection. It's nobody else's business."

Said J. E. Harris, French, "As long as we must have a system of grades, I believe they should be published, thus giving the A and B students their due credit and the other students their lesser degree of commendation."

Said Paul Knaplund, history, "I like to adhere closely to the 'no prying' idea. A student should be able to say to himself 'that is my affair'."

**Study Mystery of the Sky** The photo-electric cell, one of the main cogs of television, has been adopted for astronomical work at the Washburn observatory here. Thus television is being used to take advantage of a rare opportunity to solve one of the mysteries of celestial space.

This mystery is a large faint companion star that revolves around the star Epsilon, making the circuit once every twenty-seven years. At present this uncharted body is directly in front of Epsilon, shutting off the light from that star. The photo-electric cell is being used to measure the light from this obscuring body.

Prof. Joel Stebbins says in a report, "The companion star must be an unusual body; it is a planet larger than the sun, so diffuse that its density cannot be more than one one-hundred-thousandth that of air, and yet it shines like a star."

**Completes Regents' Album** Regents of the University from the first one to the present board have their pictures in an album recently completed by M. E. McCaffrey, secretary of the board. The task has taken the last five years and all but four members are included in the collection.

**Boost Athletic Eligibility?** Abandonment of numerical grades and substitution of A, B, C, D, E, and F has brought about a situation which may have far-reaching effects on Wisconsin athletics.

Under the former system an athlete had to have a weighted numerical average of 77, with grade point average .500. If the alphabetical equivalent C, of 77, is taken, it will mean that grade points will have to tally with marks, or a grade point for every credit.

In an attempt to adjust a satisfactory scale for athletes, the faculty committee on student life and interests will make an intensive study of their grades for the past two years.

The Daily Cardinal advocates a grade point per credit. Paul A. Raushenbush, member of the committee, concurs in this opinion.

George E. Little, athletic director, has warned that any increase in scholastic requirements for intercollegiate athletics will give Wisconsin teams and coaches a greater handicap against other Big Ten universities. He cites the poor showing of Chicago teams, where the eligibility standard is 85.

The Big Ten requirement is an average of 70. All of the schools have this standard, except Wisconsin with 77, and Chicago with 85.

**Scribes Prefer Times** The New York Times was voted the most popular newspaper in its field by 117 sophomore journalism students at the end of the first semester. The poll was taken after the students had made analysis of fifteen representative newspapers.

The New York Times received twenty-nine votes; The Kansas City Star was second with twenty-one; the Chicago Tribune received twenty, The Christian Science Monitor seventeen, The Brooklyn Daily Eagle thirteen, and The New York Herald-Tribune and The Boston Transcript five each.

The Christian Science Monitor was second last year and first the year before.

**8,798 Enroll** While subsequent withdrawals will shrink the figures somewhat, the statistician's office reports a second semester enrollment of 8,798, compared to 8,490 for second semester of last year. A record number of 9,042 enrolled for work here the first semester. The drop from first semester figures is natural and almost universally true, it is said. Graduations, failures, changes of school, and a variety of other reasons bring this about.





## Badgers in the News



### Badger's Skill and Courage Saves Man after Snake Bite

**D**R. FOREST H. STALEY'S skill and courage gives the curator of reptiles at the St. Louis Zoological Gardens the right to boast that he is the only person in the history of medical science to live after being bitten by one of the deadly Gaboon vipers of Africa. Dr. Staley received an M.S. here in 1909.

Dr. Staley attended the curator, utilizing the makeshift materials at hand and made medical history as he proceeded. There was no precedent for the measures he employed in saving the man's life. Previously, the bite of the Gaboon has been followed inevitably by death within two hours. A rabbit bitten by one of the serpents in a serum test survived fifty-five seconds.

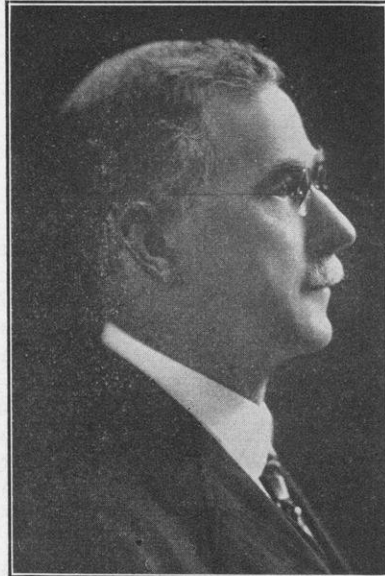
In a paper delivered on the subject before the St. Louis society, Dr. Staley said, "The venom of this snake is very powerful. It can produce at a single injection sufficient venom to kill from ten to fifteen robust men. Two drops are enough to kill any man."

### Two Badgers Preside Over Illinois College and School

**T**WO Badgers are directing the destinies of major departments of the University of Illinois. They are David John Davis and Lawrence William Murphy.

Mr. Davis is dean of the College of Medicine. He was born in Racine, Aug. 10, 1875. He studied at the University, where he received a degree in 1898, and later at Vienna, Freiberg, and at Rush Medical college. He was pathologist at St. Luke's hospital from 1911 to 1913. He became professor of pathology and bacteriology at the University of Illinois in 1913. He became acting dean of the College of Medicine in April, 1925, and was appointed dean in September of that year.

Mr. Murphy is acting director of the School of Journalism. He was born in Madison, Oct. 18, 1893. After receiving his B.A. here and his M.A. at the University of North Dakota, he continued with graduate work here and at Illinois. He went to Illinois in 1924, after some years in journalism, military service, and the teaching of journalism. He was formerly head of the department of journalism at the University of North Dakota.



### Emory Johnson, '88, Pilots School Through 10th Year

**E**MORY R. JOHNSON, '88, is completing his tenth year as dean of the Wharton School of Finance and Commerce of the University of Pennsylvania, the oldest and largest of the collegiate schools of business.

Last August saw the publication of "The Principles of Transportation," a book of 830 pages that for the first time discusses all four kinds of transportation—railway, highway, ocean, and air.

Dean Johnson is member and chairman of a sub-committee on railroad problems for the United States Chamber of Commerce.

"In the graduate seminary in transportation that I conduct each year," he writes, "there are this year twenty students from China, three from Japan, one from Ireland, one from India, and ten Americans. The twenty-three Chinese and Japanese are all majoring in transportation, and most of them will later enter the service of the government railroads in China and Japan."

### Earl Burbridge, '28, Guides Antigo Grid Team to Title

**E**ARL L. BURBRIDGE, '28, graduate of the physical education course and a member of the varsity baseball team and football squad for three years, coached the Antigo High school football team to the championship of the Wisconsin Valley conference last fall. This is the first title for Antigo since 1920. Only two opponents succeeded in scoring on Burbridge's eleven.

### Professor Hisaw Isolates the Corpus Luteum Hormone

**F**REDERICK L. HISAW, professor of zoology at the University, has succeeded in isolating a hormone, sometimes called a chemical messenger.

This announcement crowns with success an experiment which has been carried on for years and adds another name to the small list of isolated hormones. The hormone, he explained, is vitally important to processes of reproduction in mammals. They supplement the nervous system in correlating body activities and effect chemical co-ordinations between different organs of the body.

The hormone which Prof. Hisaw has isolated is known as the corpus luteum hormone. Its discovery came about in searching for an explanation of an observation that relaxation of ligaments in pregnant animals was under hormonal control. This relaxation, he found, depends on the co-operation between two hormones. It was one of these he isolated.

This isolation of the corpus luteum hormone may be the first step in a discovery which will ease birth of all mammals.

Although present work has been confined to animals, Prof. Hisaw is of the opinion that human application may be revealed.

### Honorary Society of London Elects Dr. Stratman-Thomas

**D**R. W. K. STRATMAN-THOMAS '28, who is now carrying on research on the cure of sleeping sickness in South Africa, has been honored for his work by the Society of Doctors of Tropical Medicine, London, which recently elected him to membership.

Dr. Stratman-Thomas sailed for Africa last August with a drug evolved by University doctors as a possible cure for sleeping sickness. He is now located at Leopeville, a city of 15,000 in the Congo region, where the thermometer reaches 130 degrees Fahrenheit.

His plan is to remain long enough in one section of the country for the local medical men to become familiar with methods for treatment and to carry them on themselves. The natives have taken to his work very heartily, he writes.

## News of the Classes

- '85 James M. HUTCHINSON, Lieutenant-Colonel, Q. M. C., retired from active service in 1928. He is making his home at 2069 W. 65th St., Los Angeles.
- '89 Sigmund LEVY writes that after several years of research work he has discovered a reliable treatment for all forms of rheumatism and a remedy which will restore life to a paralytic limb. His address is 534 North Ave., Chicago.
- '90 J. Frank CASE was one of the engineers who were awarded honors at the meeting of the American Society of Civil Engineers in New York in January. Mr. Case received what is known as the James Laurie prize for his paper on "The Ancient Roman Aqueduct at Athens." He has spent much of his life abroad in the interests of his profession.
- '93 After thirty-six years, L. L. TESSIER is still in De Pere, working to please the people who use light, power, and gas. He would like to hear from old classmates.—MAX STREHLow says he is not setting the world on fire for fear there would be no fire department on hand to put it out. He is kept busy with his law practice in Green Bay.—Henry A. LARDNER, who is vice-president of the J. G. White Engineering Corp. of New York, recently completed a four year term as mayor of Montclair, N. J. He has been appointed a member of the school board by his successor.
- '95 Frances WELLES, Milwaukee, returned from Europe just before Christmas after fourteen months of travel. While on a cruise to Spitzbergen-King's Bay was visited just as several rescued men from Gen. Umberto Nobile's polar expedition were brought in to the supply ship, Citta de Milano.
- '96 Julius W. KIRKHOLZ is a fruit grower at Central Point, Oregon.—Harry H. ROSS is with the Ohio Public Service Co., at Massillon, Ohio.
- '98 Frances PERKINS is the manager and hostess of the College Club, Madison.
- '00 For some years Walter E. BATES has been on the editorial staff of the *Oregonian*, at Portland, Ore.—Richard E. BAUS has left Detroit and is now associated with the Studebaker Corp., at South Bend, Ind.—C. E. MAGNUSSEN is dean of the College of Engineering at the University of Washington.
- '01 E. O. LEATHERWOOD was re-elected last November as congressman from the 1st Utah District. He has served for eight years.—H. T. PLUMB, local engineer with the General Electric Co., at Salt Lake City, Utah, was a representative of his company at the convention of the American Institute of Electrical Engineers in Spokane.
- '03 Henry J. SAUNDERS has opened an office as consulting engineer at 643 Transportation Building, Washington, D. C.
- '04 Clarence B. FISHER is in the insurance business in San Francisco. His address is 551 28th Ave., San Francisco.
- '05 Willis P. COLBURN is now principal of the Andrew Jackson School in the Third Ward, Milwaukee.—Phillip S. BIEGLER is a professor of electrical engineering at the University of Southern California and is at present acting dean of the Engineering College.—William R. HARVEY is vice-president and general manager of The Harvey Orchestras, Chicago.
- '06 Frederick C. THWAITS, Milwaukee, has provided a \$1,000 scholarship fund to assist two graduates of Milwaukee high schools annually, to study at the University.—Beginning with the March issues, Don E. MOWRY will contribute articles to the *Atlantic Monthly*, Harpers and Scribners, in a new department just created, to be known as the community and industrial department.—Walter E. SPRECHER is vice-president of the State Bank of Independence, president of the Sprecher Lumber Co., and owner of John Sprecher & Son. While on a trip to Alaska and Glacier Park with his family last summer, he looked up his old classmate, George MAINE, at Seattle. Maine is one of the coming bankers in the West, being manager of the bond department of the Dexter Horton National Bank.
- '07 Maude M. MUNROE is teaching in the High School of Commerce in Detroit.—Alva H. Cook, publisher of *The Northwestern Confectioner*, has been re-elected treasurer of the Milwaukee Press Club, one of the oldest and best known organizations of its kind in the country.—Dr. F. T. H'DOUBLER, Alice BEMIS H'Doubler, '18, and their three children are living in Springfield, Mo., where Dr. H'Doubler is engaged in the practice of surgery.—A. A. JOHNSON is the author of "Russia at Work" which has just been published. The material for the book was gathered by Mr. Johnson during his fourth trip to Russia.—Warren GELBACH, general building contractor of Chicago is now devoting all his efforts to plastering contracts. He has a daughter, Dorothy, enrolled in the College of Letters and Science.—Thomas J. LUCAS is a consulting engineer for Lucas & Luick, Chicago. He is living in Wilmette.
- '08 George SHEETS is the publicity director for the national home planting bureau, an organization sponsored by the American Association of Nurserymen. Mr. Sheets was for many years a member of the editorial staff of the *Davenport Democrat*.—Edgar E. ROBINSON presided at the December meeting of the Pacific Coast branch of the American Historical Association which was held at Claremont College in California. As president, he presented the annual address, "The Place of Party in the Political History of the United States." He represented Stanford University at the Institute of International Relations at Riverside in December and led a round-table discussion there on foreign policies of political parties. For the Social Service Research Council he is conducting an extensive investigation of personnel and distribution in politics.—The 1928 Wisconsin Community Broadcast Program Contest over WTMJ, the Milwaukee Journal Station, was won by Ripon. This program was arranged by Edgar H. ZOBEL. The Ripon Little Symphony Orchestra, conducted and managed by Mr. Zobel gave the major part of the program. The orchestra is entered in the 1929 contest and will be on the air from 9:30 to 10:30 P. M. on May 8.—W. W. WEIR is manager of the editorial and research department of the Chilean Nitrate of Soda Educational Bureau, New York City.—M. W. BURKETT, vice-president of the Washington Water Power company, represented his company at the Pacific Coast convention of the American Institute of Electrical Engineers. He was accompanied by V. H. Greisser, '02, who is employed by the same company.—Charles HALBERT is state chief engineer of the Wis. Railroad Commission, Madison.—George B. HILL has changed his address to 139 E. 30th Street, New York City.—Orren Lloyd JONES is with the American Medical Association, 9 Allerstrasse, Cape Edison, Vienna, Austria.—Santiago CERNA is the local manager for the Monterey Water Works & Sewer Co. Mexico.
- '09 Louis P. LOCHNER has been appointed chief of the Berlin Bureau of the Associated Press.—Robert W. BRIDGMAN has returned to Madi-

son from New Orleans where he was sales manager of an office supply and furniture company. He has become associated with the Harold R. Noer agency of the Wis. Life Ins. Co.—John MESSMER is general superintendent of county construction work in G. Milwaukee county.—Dr. Theodor C. HERWIG and Dr. Frances V. KUPPERMAN, '21, (Mrs. T. C. G. Herwig), have announced the opening of their offices at 1133 2nd National Bldg., Akron, Ohio.—A. J. ROGERS who was formerly with the Wis. Horticulture department, has become a commercial fruit grower at Frankfort, Mich.—James K. COOK is a junior assistant in the Patent Office, Washington. He is living at 3590 39th St., Brentwood, Md.—Leathem D. SMITH gives as his summer residence Sturgeon Bay, Wis., and his winter address as 1209 Astor St., Chicago. His office is in the Engineering Bldg., 205 W. Wacker Dr., Chicago.

'10 Margaret H'DOUBLER of the physical education department is on leave of absence from her university duties. She will spend some time in Hawaii and Europe and return to the University in September.—George P. WOLF is marketing specialties at the North Dakota Agricultural college. He is also operating a farm at Colfax, N. Dak.—Andrew OUTZEN, superintendent of the River Rouge Co., Detroit, has been elected to membership in the American Society of Mechanical Engineers, the American Institute of Chemical Engineers, and the Western Society of Engineers.—Dean M. WORKMAN is an engineer for the Management and Engineering Corp., Chicago.

'11 William A. REID is operating a general farm at Oxford, Pa.—Leons Fess LECLAIR, manager of the Fess Hotel, Madison, is doing graduate work at the University.—Walton C. BALL is chief draftsman for the Washington State Highway department. He is living in Olympia, Wash.—John H. BARTH has moved from Port Washington to La Crosse Wis. His address is 718 Cameron Ave.

'12 P. C. ROUZER, head of the agricultural department of the Potomac State School at Keyser, W. Va., is engaged in the poultry business on a commercial scale.—Julia MANGEN is a member of the faculty of Augustana College.—Norman FOERESTER is the author of a book of essays entitled "American Criticisms" which has recently been published by the Houghton Mifflin Co.—A. O. JOHNSON, who is in the land and loan business at La Jara, Colo., is in the Colorado legislature. He is leading a fight for constitutional amendment for consolidation of adminis-

tration of all schools of higher learning in the state and also, through the finance committee, for a reorganization of state finances.—L. J. MARKWARDT is president and L. H. KESSLER, '22, is secretary-treasurer of the Technical Club of Madison.

'13 James BEATTIE has been appointed county agent in Walworth county.—Bernhardt BOCKELMAN is a utility civil engineer for the Milwaukee Gas Light Co.—Ann KIECKHEFER is teaching in the High School of Commerce at Detroit.

'14 Harold R. LISTER, president of the Blackstone Institute of Law, Chicago, has been elected vice-president and a member of the board of Directors of Braden's California Products, Inc., a Pasadena organization engaged in supplying direct to the consumer an extra fancy line of canned goods.—Elton J. MORRISON has concluded his term of office as district attorney for Columbia county and is now back in his law practice at Columbus, Wis.—W. E. RASMUSSEN is operating a poultry and dairy farm at Baldwin, Wis.—Arnold K. FITGER and his family have sold their interest in the Celite Company to the Johns-Manville Corp. He has established an office at 1102 Security Title Insurance Bldg., 530 W. 6th St., Los Angeles.—Clifton S. CORBETT, Viva WINCHELL Corbett, '20, and their small son returned last month from Batavia, Java. They will move to New York City, where Mr. Corbett is to be employed by the Gulf Oil Company.—C. E. VAN GENT is operating a date ranch in Coachella valley, California.—Curtis YULE is a dairy and food inspector for the Board of Health at Eau Claire, Wis.—Lester F. BRUMM is an assistant comptroller for R. H. Macy & Co., New York.

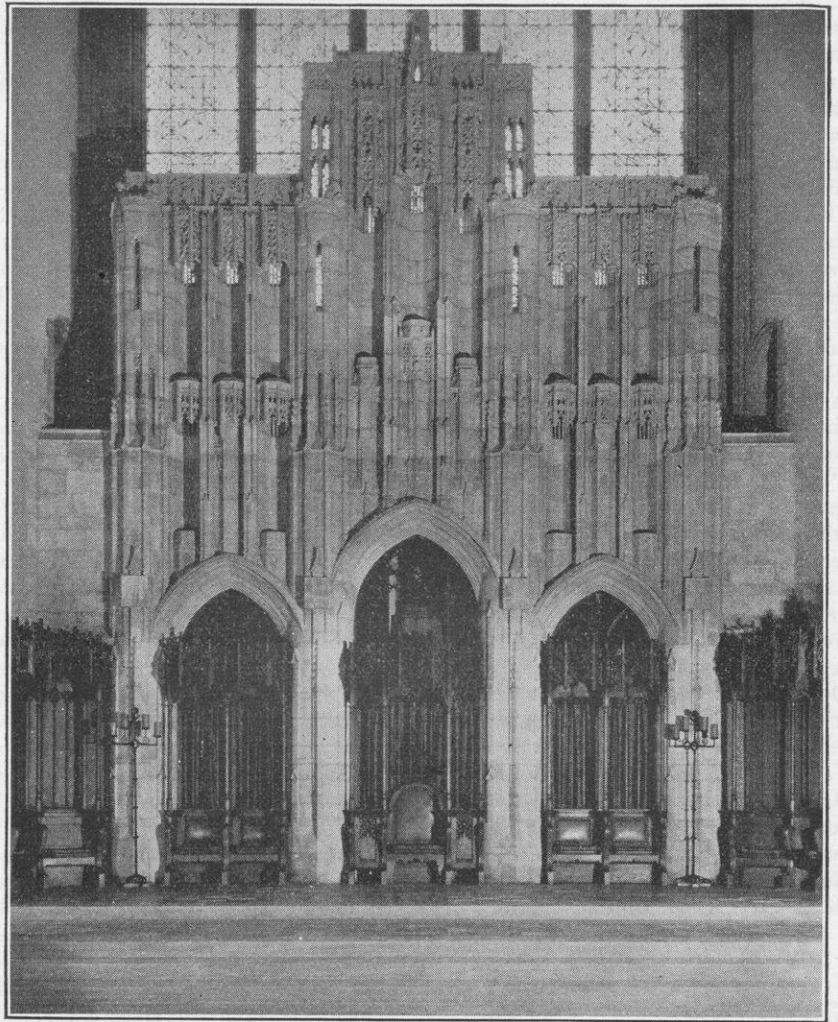
'15 Arno WITTICH is the factory representative for the Friend Sprayer Co., and the La Crosse Plow Co., in territory covering Indiana, Illinois, Kentucky and western Tennessee.—Grace PUGH is co-author of a book "Profitable Personal Practice," published by Harper Brothers. She is associated with the Metropolitan Life Insurance Co., in New York City, having a position in that company's educational department.—P. A. RITTER resigned his position with the Fisk Rubber Co., Milwaukee, to take over the duties of chief chemist and rubber compounder with the Samson Rubber Co., Los Angeles. His new address is 2527 Hill St., Huntington Park, Calif.—The story of Frank Bellows' career was featured in the sports section of the *Honolulu Star* on January 19. Bellows is now president of the Hawaiian Football

Officials' association.—Fred W. COLBECK, who is with the Western Electric Co., of Chicago, spent a few weeks in Europe recently.—Dr. S. J. SCHILLING recently accepted a research associate professorship at Alabama Polytechnic Institute, Auburn.—Nina MILLER is an assistant professor of commerce in the School of Business at Columbia University.—Charles F. LOWETH is chief engineer with the C. M. & St. P. Ry., Chicago.—W. B. TISDALE is in charge of the Florida Tobacco Experiment station at Quincy, Fla. He is the author of a recent bulletin entitled "Tobacco Culture in Florida."—H. J. RAHMLow is secretary of the Wis. State Horticultural Society and editor of *Wisconsin Horticulture*.—Franklin G. PARDEE is mining geologist for the Geological Survey, Michigan. He is living at 8134 Oakland St., Lansing Mich.—Gertrude WARD Gath, since her graduation, has been active as a teacher of chemistry and later as a psychiatric counsellor in social work. She has been associated with the Commonwealth Fund, the Judge Baker Foundation, and a number of similar organizations. She also organized a series of summer courses at Washington University, St. Louis.

'16 Joseph C. STEPHENSON is head of the department of anatomy, of the university of Oklahoma School of Medicine.—Dr. Ralph P. SPROULE was elected president of the Milwaukee County Medical Society for the year 1930.—L. G. FOSTER has completed work on his doctor's degree at the University and has returned to Ohio University, where he will teach rural economics.—D. W. FLICKINGER, Indianapolis, writes: "Just returned from a trip to California, visiting relatives and seeing the country. Gone about one month. Great time, but as Herschell says, 'Ain't God good to Indiana'."—Ruth MYRLAND, assistant to Miss Marlatt of the home economics department, spent a month in the southwest recently.—Dr. Rena PIPER was a prominent speaker at the Child Welfare Institute at Mills College, Oakland, Calif., last spring.—Honora ENGLISH, who is an instructor at Goucher College, Md., spent last summer in Europe.—Robert N. FALGE is head of the lighting division of the General Motors research department at Birmingham, Mich.

'17 Allen B. WOODARD is practicing law in Elgin, Ill., specializing in local improvements. Last year he represented eight different municipalities doing over a million and a half dollars of construction work.—Nell BEAUBIEN Nichols is a contributor to *Better Homes and Gardens*.—Edwin KURTZ is dean of the department of electrical

engineering of the Agricultural and Mechanical College at Stillwater, Okla.—Emanuel HAHN has returned to the United States from South America where he has been since 1926.—Mr. and Mrs. Robert SNADDON (Helen F. BOLL) are now located at 2114 Kendall Ave., Madison. They are the directors of Camp Osoha, a private camp for girls, at Trout Lake, in northern Wisconsin.—Irving MIELENZ is the Methodist minister at Footville, Wis. He is doing graduate work at the Garret Biblical Institute, Evanston, Ill., for the B. D. degree.—George GARRIGAN, Beloit, is the district attorney in Rock county, Wis. His assistant is Harry S. Fox, '20.—Mary McNULTY has a position with the Wisconsin Power & Light Co., Madison.—Hildegard HANPETER Culliffe is planning and building a new house at 6245 Wydown Blvd., St. Louis.—Jean KRUEGER is dean of the home economics department at the Michigan State College, East Lansing.—Edith WENGEL Bettinger and her husband are living in Omaha, Nebr. Both are teaching in Creighton College.—Harry L. Fox is president of the Lyle Printing and Publishing Co., which issues a weekly farm journal known as *Farm and Dairy* from Salem, Ohio. He is married and has two sons.—Arthur H. KNORR is an auditor for the Wisconsin Tax Commission. He is living at Wauwatosa.—Walter L. KRZMAN has a position with the Bell Telephone Co., in San Francisco. His home address is 1752 Solana Ave., Berkeley.—Estelle ISENBERG is teaching in the high school of commerce at Detroit.



Interior of Chapel, University of Chicago. Bertram G. Goodhue Associates, Architects. The exterior of this magnificent new building is also of Indiana Limestone.

'18 Mrs. Beverley Robinson (Winnafred CORWIN), has been elected president of the united fraternity club established in the new Panhellenic Hotel, in New York City. The club has over 500 members, some from every national fraternity. Mrs. Robinson is a member of Alpha Xi Delta.—James LACEY has been appointed to the staff of the animal husbandry department of the University.—Ray BAER is part owner of the Southern Wisconsin Insurance agency, Madison.—Helen I. JAMES is executive of the Madison branch of the Children's Home and Aid Society of Wisconsin.—Leroy J. BURLINGAME has been made a junior partner in the firm of Quarles, Spence, and Quarles, Milwaukee.—Marjory HENDRICKS Davis is owner and manager of "The Corner Cupboard," a teashop located at 228 Flint St., Reno, Nevada.—Everett C. EDWARDS is general manager of the Superior Oil Producing Co., which is the Texas subsidiary of the Superior Oil Corporation. His address is 300 Mays Bldg., San Angelo.—Welton E. JOHNSON is located at Cali, Colombia, as

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assistant manager in the Cali office of Banco de Colombia. He says: "Cali is the most important city in the western part of Colombia; a growing, wide awake, thriving place of over 100,000 inhabitants. Our bank has seventeen offices, with the head office in Bogota. The Cali office is the principal office in the western part of the country. Cali is located just under the western range of the Andes and is connected with the seaport city of Buenaventura by a good railroad and a highway is being built which will eventually shorten the distance to the sea. It is now possible to go to Bogota in less than thirty-four hours, while only a few years ago it was a trip of eight days and hard going at that. I have only been in Cali since June of this year, but in 1920-21, I spent ten months here and the changes which have taken place are remarkable and pronounced. If there are other Wisconsinites in Colombia, I would like to hear from them." — Edwina MACDOUGALL is an instructor in the training school for nurses at Indiana University. — Frank BIRCH is an advertiser for Klau-Van Pieteron-Dunlap, Milwaukee. — O. O. HORLAMUS, who is one of the poultry experts of Wisconsin, is the owner of four hatcheries near Colby. — Gustav U. KAPPEL is principal of an elementary school in Eau Claire, Wis.

**'19** Porter H. BROWN is distributor for the state of Tennessee for E. F. Houghton & Co., of Philadelphia, the manufacturers of oils and leathers for industrial plants. His address is P. O. Box 656, Chattanooga, and he would like to have Wisconsin alumni in Tennessee communicate with him. — Dr. Howard EGAN is now director of research at Loyola University, Chicago. — Jimmie HAYDEN is a lecturer on accounting in the Loyola School of Commerce. — Silas L. SPENGLER is at present city attorney for the cities of Menasha and Neenah and chairman of the county board of supervisors of Winnebago county. — Laura FAVILLE Conklin is teaching part time at Hanover College, Indiana. Her husband is professor of English at the college. — Margaret FRITSCHER is doing graduate work at the University of Chicago. — William H. REID is associate professor of dairy manufacturers at the Missouri College of Agriculture, Columbia. — Grace FINUCANE is a teacher at Menominee, Mich.

**'20** Frederick W. NELSON has opened a law office at 510 Monument Square, Racine. — Mary Iva McDONALD, who is on the staff of the *Milwaukee Journal*, appeared in the leading role in "June and the Paycock" which was presented by the Wisconsin Players in Milwaukee in February. — Lowell Joseph RAGATZ, professor of

history at the George Washington University, is the author of "A Syllabus for the Study of Medieval Times" which has just been published. — Richard W. STEELE, George HOUSEHOLDER, and Albert DINNIE, '12, have started a new club in the Chicago Loop which meets on Saturdays and is known as the "Samovar Mixer." — Helen M. SNYDER is spending the winter in California. — Laura HUNTING is teaching in Los Angeles. — Elizabeth KUNDERT is physician at the State School of Belchertown, Md. — Alice CHAPPELL is an associate professor in the Teachers College at Memphis, Tenn. — Paul CONGER is doing research work for the Carnegie Institution of Washington. — L. M. BILLERBECK is superintendent of the Carnation Milk Products Co., at Sparta, Mich. — F. P. SPOOR is professor and student of the manufacture of condensed milk with the same company at Oconomowoc, Wis. — William M. BRANDON, who formerly was a teacher of agriculture in the South St. Paul schools, resigned on September 1 to open a retail flower store under the firm name of Brandon's Blossoms. — Esther WANNER Hymer went to Europe in August to meet her husband on his return from Africa. She returned to Chicago for the holidays. — Howard J. BRANT left the Agricultural extension service of the University last summer and is now operating a farm which he purchased in Erie County, Pa. For neighbors he has Mr. and Mrs. Douglas MOORHEAD (Helen PATTERSON) both '23, and Tom RAINE, '16, who operates a large farm west of Erie at Fairview.

**'21** E. F. BESPALOW has moved from Jacksonville, Fla., to Memphis, Tenn., and is now engineer for the Hollywood Concrete Pipe Co. He says he met John CHISOLM, '21, in Little Rock, Ark. — Earl S. HIRSHEIMER has been appointed divisional merchandise manager in charge of the home furnishing departments of Mandel Brothers, Chicago. — Stephen ASCHENBRENNER is justice of the peace in Cudahy, Wis. — A. G. PITZNER is practicing law, specializing in patents, at 1015 Monadnock Block, Chicago. — Lillian LODERBERG is private secretary for the president of the West Bend Aluminum Co. — Charlotte VOORHEIS is a buyer for several departments in Shepard's Department Stores, Boston. — Mildred RYAN is a teacher of English at Roberts' College, Constantinople, the only girls' college in eastern Europe. — Bushrod W. ALLIN is employed as economist for the "Forest Taxation Inquiry," a research organization authorized by Congress for the purpose of studying the relationship between the present system of taxation and the problems of reforesta-

tion of cut-over lands and conservation of timber supplies. He is located at 360 Prospect St., New Haven, Conn. — James M. LOGIE is an instructor in vocational agriculture and is living at Bassett, Nebr.

**'22** Dr. Thomas H. SHASTID is the author of an article, "Your Baby's Eyes," which appeared in the January number of *Hygeia*. — Ben CARSWELL is playing an important role in "Rosalie," the Ziegfeld musical comedy which opened in Chicago a month ago. — He was also in the New York production and last appeared in Chicago in "The Student Prince." — Bonita CARLSON is a bacteriology instructor in the School of Nursing and Hygiene of the Henry Ford Hospital, Detroit. — Mabel WINTER is teaching in the Berkeley High school. Her chief interest of two years standing is her summer camp for girls at Lake Tahoe. Her chief new interest is a winter camp at holiday time, begun this year with six in attendance. She says: "California has one ideal place for all the Wisconsin winter sports—Lake Tahoe. We revelled in them for two and a half weeks." — Ruth CATLIN is industrial secretary at the Y. W. C. A., Houston, Tex. — Gertrude MEISELWITZ and her sister, Elvera, '24, are in charge of the home economics department at Maryville College, Tennessee. — Mary SMILEY is successfully managing the women's food club in Rockford, Ill. — R. C. MUNKWITZ is teaching at the University of Illinois. — Theodore MANNY is with the bureau of agriculture economics, Dept. of Agriculture, Washington. — Lewis TAYLOR is doing research work in incubation in the poultry department of the University of California. — Oscar ARVIDSON is general agent for the Mutual Trust Life Ins. Co., at Santa Monica, Calif. — Donald BAILEY is a C. P. A. with Wilber Main & Co., New York. — Jerome DIAMOND is with the Diamond Shoe Co., Milwaukee. — Robert ERICKSON is an assistant in the mathematics department of the University.

**'23** Merritt A. GILES and Ethel ZIMMERMAN Giles, '23, are now living at 207 Stanford Ave., Elyria, Ohio. Mr. Giles is distribution engineer for the Ohio Public Service Co, there. — Thomas A. TREDWELL and Aileen HALL Tredwell have left Chicago and gone to Vancouver, B. C. Mr. Tredwell is now connected with the Hall Company, Ltd., 425 Howe St. — A. S. ZANDER has been elected secretary treasurer of the Wisconsin League of Municipalities. — R. L. BURNEY is vice-president and general manager of the Rhodes-Hochreim Mfg. Co., Chicago. — H. O. WALTHER

has been appointed vice-president of the Great Lakes Bond & Mortgage Co., 134 N. La Salle St., Chicago.—Mabel WOOD spent last summer in South America, visiting Brazil, Uruguay, Argentina, and the border of Paraguay. She hopes to visit Madison the coming summer.—Earl W. PHELAN received a Ph.D. degree from Cornell University last June and is now instructor in chemistry at Western Reserve University, Cleveland.—Frank BACON for the past year has been prominently identified with the Players Guild of St. Louis, Mo.—Elsie IVERSON is a teacher in the High School of Commerce at Detroit.—Alice WILKENS is with the Physicians' and Surgeons' Liability Insurance Co., Terre Haute, Ind.—Helen ZUEHLKE has a position with the Bell Telephone Co., Milwaukee.—Eunice Ransom is teaching in the high school at Clinton, Iowa.—Gladys SHAW is assistant to the Director of Halls and Commons at the University.—Douglas MOORHEAD is farming in partnership with his father in North East, Pa.—Mildred DOWNIE Morse is working with the Delineator company in New York City.—Sara SLATER Hammond is teaching part time in the University of Mississippi, Oxford.—Mariam MORSE is head of the home economics department at Ohio University, Athens.—Alden C. FENSEL is acting director of the Municipal Research Bureau of Cleveland.—Lloyd A. BURKEY is associate bacteriologist in the Bureau of Dairy Industry, Washington.—Miriam M. FELIX is a teacher in the vocational school at Milwaukee.—Lloyd KAPPERS is a salesman with the North Western Mutual Life Insurance Co., at Eau Claire, Wis.—Arthur C. LEMKE is an accountant for Haskins & Sells, Chicago.—Hugo BACHHUBER is a salesman of life insurance in Mayville, Wis.—Willis FANNING is chief engineer for the Charles E. Bedaux Co., Chicago.—William HANKS is with the Standard Oil Co., of Louisiana. He is living at 2377 Government St., Baton Rouge, La.—George B. HENRY is with General Electric Co., and is living at Greenwood Inn, Evanston, Ill.—Alfred KRENZ is sales manager for B. F. Sturtevant Co., Milwaukee.—L. L. GRIER has been transferred to Cleveland as state representative of the Utility Securities Company.

**'24** Arthur T. THORSON has been named district attorney of Walworth county.—Verlyn SEARS of Neillsville has been appointed Eau Claire county agent.—Leita DAVY is a research biochemist in the department of radiology of the School of Medicine, in laboratory 534, Service Memorial Institute.—Erwin DAVIS has been selected as county agent of Iowa county, Wis.—

Barbara HASTINGS writes: "I am working in the editorial department of the American Automobile Association. If anyone wants to know about driving himself through Europe, write me for I took my Chevy there last summer and with a couple of other girls had experiences without end for two months."—Mrs. Lillian R. BORST is in the educational field service of the Postum Co., Inc. Her territory includes New York State, part of Massachusetts and Vermont.—Pauline DICKINSON is learning that the commercial side of interior decoration at Schusters in Milwaukee is fascinating. She is living at the College Women's Club, 54 Prospect Ave.—Irene HOFFMAN is teaching at Fort Atkinson, Wis.—Lois LIVINGSTON is designing furniture for R. H. Macy & Co., New York City.—Angelina PHILLIPS is head dietitian at the Fifth Avenue Hospital, New York City.—Adele DESKAM, '28, is her junior assistant in charge of special diet work.—Lillian R. TYLER is head of the home economics department in the high school at Newton, Iowa. She traveled through Europe and attended Oxford summer school last summer.—E. C. SCHUMAN is assistant research engineer with the Portland Cement Association, Chicago.—Gilbert COMSTOCK is a traveling salesman for the Cook Laboratories, Inc., Chicago.—George D. SCARSETH is assistant soil chemist for the Alabama Polytechnic Institute. He is living at 275 Thach Ave., Auburn, Ala.—Andrew H. HERTEL is the radio editor of *The Milwaukee Journal*.—Alvin W. KALBUS is in the department of agriculture, State Capitol, Madison.—Lyman KIMBALL is a clerk for Chevrolet Motor Co., Janesville, Wis.—Florence LEMCKE is a teacher in the vocational school at Kenosha.—Harry A. MAJOR is with the Wisconsin Telephone Co., Milwaukee.—Ernest W. GREEN is an assistant in the chemistry department at the University.

**'25** Frances SPOHN taught home economics for two years after graduating from the University. She is now working for one of the deans on the Hill.—Elizabeth WILSON is teaching home economics in Freeport, Ill.—Vernon R. KNEER has been employed since graduation by Alvord, Burdick & Howson, engineers at 8 S. Dearborn St., Chicago. At present he is stationed at Mansfield, Ohio, working on a flood relief project for that city.—Oscar SCHMIEGE has been named assistant district attorney of Outagamie county for the next two years.—Walter J. SEYMOUR, M.D., is now interning at Queen's Hospital, Honolulu. He is much pleased with Hawaii.—Aileen THIESEN has a new job teaching Wisconsin young women what to wear.

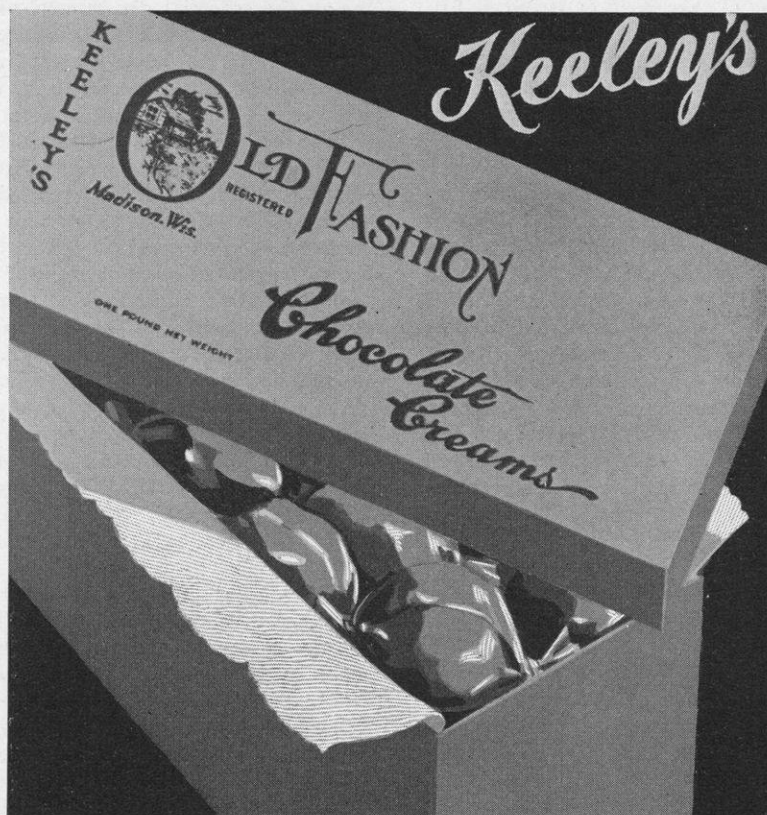
She is in charge of a new course inaugurated by the University Extension Division.—W. Ralph GILES and Katharine REID Giles, '26, are moving from Cumberland, Md., to New York City where Mr. Giles will be employed by Charles Pfizer & Co., Brooklyn.—Fred EVANS has been appointed to manage the national academy indoor championships to be held in March and the mid-west relays in April.—Arni HELGASON is secretary of the Chicago Transformer Corp., Chicago.—Harry THAYER is still working in the development department of the Western Electric Co., Chicago. He and Mrs. Thayer with Paul E. KAVANAUGH and his wife made a tour of northern Wisconsin during the past summer. The Kavanaughs are living in Jackson, Mich.—Kenneth SPOON has been placed in charge of the Pacific Coast branch of the supplies purchasing division of the Western Electric Co., and is now located at San Francisco.—Hampton K. SNELL is doing some pioneer research work in the economics of truck transportation as a Strathcona Fellow in Transportation at Yale University. He expects to finish his Ph.D. work within the next year.—Eliot H. SHARP is now associated with Stranahan, Harris and Oatis of New York City.—Dorothy MARSHALL is part-time academic teacher and stenographer at the Beloit Vocational school.—Julia CALLIS Morris is coaching plays for the high school at Elburn, Ill.—Dr. and Mrs. G. G. STEBBINS (Berenice WINTERBOTHAM, '27), are living at 2 Grace St., Brooklyn, N. Y. Dr. Stebbins is affiliated with the Long Island College Hospital.—Charlotte SULLIVAN is with the Union Refrigerator Co., Milwaukee.—Alice DIEFENDORF is private secretary to the president of T. A. Chapman Co., Milwaukee.—Alice BEATTY is in dietetic training at the Philadelphia General Hospital.—R. B. PALLETY is county agent of Milwaukee county.—Franklin K. SHORE, who is a designing engineer with the Purdy and Henderson Co., New York, recently finished the design for the George A. Fuller building at Madison Ave. and 57th St., New York.—G. O. OLESON is in charge of all publicity which is sent out from the Massachusetts Agricultural college at Amherst.—Charles V. LA DUKE is an auditor for the state teachers colleges of Wisconsin. He is living at Gilmanton, Wis.—Ethol E. SMITH is a home economics teacher at Glyndon, Minn.—William ZAUMEYER is an assistant plant pathologist for the Bureau of Plant Indus., Washington, D. C.—Donald COOLEY is a cost accountant with the J. M. Nash Co., Milwaukee.—Rhoda KOCH Hildebrandt and her family are living in a new home which they built

last summer at 647 88th St., Wauwatosa, Wis.

'26 Emily HAHN has been traveling in Europe and north Africa.—Ruth PERSSON is now at the Curtis Institute of Music in Philadelphia where she has received a scholarship for another year.—Velma R. SCHAFER is librarian of the Horace Mann school library at Gary, Indiana.—Dorothea EDWARDS and Florence HAMMAN are dietitians at the Edw. Hines, Jr., Hospital at Chicago.—Frances AMERMAN is dietitian at the Chicago Memorial Hospital.—T. L. CLEARY is assistant to the director of the Holstein-Friesian Association of America. His address is 230 E. Ohio St., Chicago.—Hilda GUENTHER is the women's physical director at Washburn College, Topeka, Kans.—Miriam INGLIS is teaching in the high school at Oshkosh. This summer she plans to tour Europe with a Wisconsin group headed by Miss S. B. Davis.—Mabel J. HUPPRICH is an instructor in physical education at the Northern Illinois State Teachers' College, De Kalb, Ill.—Frances A. PERLOWSKI is an assistant in the speech clinic at Rush Medical School, Chicago.—Earl MUNSON has purchased the library and law practice of the late C. R. CLARK, '87, of Cambridge, Wis.—Eleanor SENSE is working in the educational department of the Knox Gelatine Co., in Johnstown, N. Y.—Beatrice SYLVESTER is teaching in the Emerson school, Madison.—Charlotte WILKIN is a dietitian in the Hamat Hospital, Erie, Pa.—Earl J. RENARD is an agronomist with the Cannery Seed Corp., Madison.—John H. SCHNIEDER is a public accountant for Alexander Grant & Co., Chicago.—Melvin T. THOMSON is attending the bond school of the Guaranty Trust Co. He is living at 357 3rd St., Brooklyn, N. Y.—Harriet TUBBESING has accepted the position of Employed Girls' Secretary in the Y. W. C. A. at Waterloo, Iowa.

'27 Ivanelle SKILLICORN is teaching in the commercial department of the high school at Marinette, Wis.—Julia M. JOHNSON has a position as laboratory technician in the biological supply department of Denoyer-Geppert Co., Chicago.—Ione M. JOHNSON is an instructor in physical education at the University of Michigan.—Hope HEBERLEIN is teaching art in a high school at Charleston, W. Va.—Edith LEACH is a teacher at Stoughton, Wis.—Althea CHRISTENSON is teaching in the Brimfield high school, Brimfield, Ill.—Robert H. SNYDER is associate editor with the S. H. Smith Co., Indianapolis, publishers of *The Wood-Worker and Veneer Journals*.—Olive A. LARSON is a dieti-

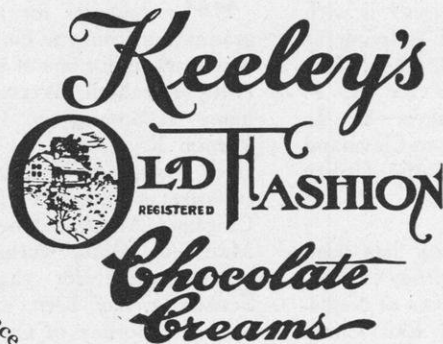
(Continued on page 209)



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## Changing Newspapers in a Changing World

(Continued from page 185)

as difficult for a man with a small capital to establish a new automobile company and compete successfully with Henry Ford or the General Motors company.

### *We Are Loath to Protest*

Whatever improvements may be made in American journalism will come about not through the establishment of new papers, but through remodelling those that we now have with us. Since the newspaper publisher's great aim is to satisfy his readers and to retain their confidence and support, newspapers will change just as fast as their readers demand changes. What newspapers most need today is more discriminating, more thoughtful readers, who are willing to spend enough time every day in newspaper reading to appreciate what the newspaper is giving them, what it is not giving them, how it is being given to them, and how it might be given to them. Such readers should consider what they have a right to expect from their newspapers, and they should demand that they get what they have a right to expect. No publisher can resist the demands made by a majority of his readers, for such resistance would spell the ruin of his paper.

But we easy-going, easily satisfied Americans are loath to protest against anything until conditions become intolerable. Witness our tolerant attitude toward lawlessness and crime, toward political corruption, toward inefficiency in government, toward poor service generally. When a situation becomes very bad, we rouse ourselves, launch a reform movement, pass some laws that we hope will remedy the evils, and then lapse back into our accustomed apathy.

### *Better Than Ever Before*

Fortunately, or unfortunately, the present conditions in present-day American journalism do not call for radical reform. After all, our newspapers are better in every respect than they have ever been before. They give us much more domestic and more foreign news, more accurately presented than they ever have. They are less sensational than were the penny papers of the 1830s and the yellow journals of the 1890s. Relatively less news of crime and scandal is published than formerly, and such news is presented in much less objectionable language than in the past. Editorials are fairer, more independent, and less abusive, more informative and less partisan. Advertisement are much more truthful and much less objectionable.

The newspaper, of course, has always been regarded as more than a private business enterprise; it has always been considered to be a quasi-public institu-

tion, essential to the success of democratic government. In so far as the "food of opinion is the news of the day," the American newspaper is giving its readers more food, and more varied food, of opinion than ever before. If readers do not get as much of this food as they should to be intelligent citizens and voters, it is because they do not take time enough to read papers carefully. The average paper publishes enough significant news to keep its readers well informed. If readers do not spend enough time to inform themselves, the fault does not lie with the press.

### *Can Have It For the Asking*

With the great increase in the amount of news published day by day, the editorial columns occupy relatively less space and hence are less prominent than they were in the days when much less news and advertising was available. In a 24-page paper, two or three columns of editorial are relatively inconspicuous. Undoubtedly the average reader does not devote so much time to reading these editorials as did his father or his grandfather, but this is not due so much to the character of editorials as to the fact that readers spend less time in newspaper reading than did those in the last two generations. Lacking the hosts of present-day weekly and monthly magazines, our forefathers depended for information on newspapers, and hence read them more carefully. Today not only other periodicals, but the radio and news reels of motion pictures supply information concerning current events. Then, too, the average citizen thinks that he forms his opinions on the basis of the news that he reads, and scorns the suggestion that he take his opinions ready made from newspaper editorials. In short, he believes that he is capable of forming his own opinions concerning current events and issues, without the aid of the newspaper editor.

In the last analysis, the faults of our newspapers are the faults of our American life. Newspapers reflect the world about them. As the conditions of life change, our newspapers will change. Newspapers may be leaders, but like all leaders, they must not get out of touch with the rank and file. Schools of journalism and their graduates may aid in producing better papers, but only to the extent that there is a demand for better papers. If the majority of American men and women want a higher type of newspaper than they are getting today, they can have it for the asking.

## Tripp Commons in the Memorial Union

(Continued from page 183)

gave us Bascom and Birge. The Big Ten are prominently displayed in the middle.

## Allison Succeeds Tom Lieb As Badger Head Line Coach

LEONARD B. "STUB" ALLISON, for the past two years coach of the Varsity ends, was appointed line coach by the Athletic Council, March 1. He succeeds Tom Lieb, for the past three years coach of the Badger line, who will return in June to Notre Dame as line tutor for his Alma Mater.

Along with Allison's appointment to the position vacated by Lieb, came the announcement of two other elections which will fill places left vacant by "Stub's" advancement. Joe Steinauer, swimming coach, was named director of intramural sports. Campbell Dickinson, all-conference end, basketball forward and track man, at Chicago, was named Badger end coach.

The Cardinal football coaching staff is now complete for the 1929 season with Glenn Thistlethwaite, Allison, Campbell, Sundt, Uteritz, Holmes, and Wagner on the roster.

Allison played three years as end at Carleton College, Minnesota, and was captain of the team and caught the pass which defeated the University of Chicago 6-0. After service as a captain in the World War, he went to the University of Washington as head baseball coach and assistant football coach, and became head football coach. In 1922, he went to South Dakota as athletic director.

"Stub" came to Wisconsin as end coach in 1927 at the request of George Little. In his two years he has developed a good contingent of wing guardians.

His appointment climaxes a long countrywide search by Thistlethwaite.

## Wisconsin-Pennsylvania Sign Home and Home Grid Contract

A contract which will pit the University of Wisconsin varsity football team against the University of Pennsylvania eleven in two home and home games has been signed by the two institutions.

Pennsylvania will send its team to Camp Randall for a contest with Wisconsin sometime during the season of 1930, by terms of the pact. Wisconsin will send its Cardinal clad gridders to Franklin Field, Philadelphia, for the return game during the fall of 1931.

Our own University departments are constituent parts of the commons circle, symbolized in cream-colored patterns done by our art department on blue shields which are patterned after the shield of Iron Cross, the senior honor society. All are bound together by the oak vine ornament, symbol of strength.



## Frank Reports on Faculty Salaries

(Continued from page 182)

has passed Wisconsin, and is now slightly higher; and Michigan, which was markedly above Wisconsin, has moved far higher.

Charged with the responsibility of protecting the interests of the sons and daughters of the People of Wisconsin, by getting and holding capable teachers for whom other universities are competing, this record indicates that, in its use of that part of the increases of two years ago that has gone into salaries, the administration of the University has done no more than the minimum that has been necessary to prevent the Wisconsin staff from being raided by other universities and to keep the staff adequate in number and quality to carry the increasing student enrollment.

### Relative Growth

It would, of course, be possible for the administration of the University to hold salary averages below the salary averages of competing universities and still greatly increase the total salary cost of the University by rapidly and greatly increasing the number of the staff. The over-staffing of a state institution would be just as serious a matter to the appropriating power of the State as over-paying would be. Now, during the last four years, has the administration of the University increased its teaching staff more than the increase in student enrollment, during these four years, would justify? A comparative study of the increase in staff and the increase in students during the last four years shows that the number of students has increased from 8,161 to 9,850, and that the number of teachers employed as professors, associate professors, assistant professors, and instructors has increased from 521 to 565. That is to say, while the student body has increased 20.7 per cent, the faculty of the University has been increased 8.44 per cent.

Two years ago the administration of the University, in asking a material increase in its (1) (a) operation funds for salaries, said that it wanted \$239,892 for salary increases and \$387,389 for staff increases. Approximately these amounts were made available to the University for these purposes by the last Legislature. These totals, it should be noted, unlike the figures with which we have just been dealing, include the non-instructional as well as the instructional staff salaries, in short, the salaries of all regularly employed members of the total University staff.

### Less and More

Now, how has the administration of the University expended these amounts

during the last two years? Analysis shows that the administration has expended \$24,832 less for salary and wage increases than was asked for this purpose, and has expended \$52,648 more for staff increases than was asked for that purpose. This difference between the actual salary and wage budget and the estimated salary and wage budget presented to the Joint Finance Committee two years ago was made necessary by an abnormal and unexpected increase in student enrollment. This increased enrollment will be analyzed in detail later in this hearing. The administration had to provide the necessary staff to carry this marked increase in the teaching load. And it was compelled, as a practical administrative matter, to find a good part of the funds for this unexpectedly necessary staff increase by cutting into the amounts that had been asked for salary increases. That this expenditure of \$52,648 more for staff increase than was estimated two years ago has not been made save under the pressure of necessity is shown by the fact, stated a moment ago, that even for the last four years the instructional staff of the University has been increased only 8.44 per cent, while the student body has increased 20.7 per cent in the same period.

I have now indicated, as far as the four ranks of the teaching staff and their salary averages are concerned, the way in which the increases granted by the last legislature have been applied to salary and staff problems and the existing salary levels these increases have produced. In so doing, I have reported the general budgetary results of the largest single expenditure that the Uni-

versity makes from its (1) (a) operation fund.

### State Rules Guide

Since the salary levels of the non-instructional staff are, in the main, established by the policies of the Civil Service Commission, that part of the (1)(a) operation fund expended for non-instructional salaries has not been materially affected by the policies of the administration of the University.

And with respect to that part of the (1)(a) operation fund that has been expended for business items, the best evidence I know indicating that this phase of University expenditures has been carefully supervised is the fact that until last month, it was supervised by a Purchasing Agent [F. X. Ritger] whose reputation for careful purchasing is so good that the State took him away from the University and made him Superintendent of Public Property.

Every state in the Union and thirty-two foreign countries are represented in the 1928-29 enrollment at the University.

## CHICAGO COLLEGIATE BUREAU OF OCCUPATIONS

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## The University of Wisconsin

### SUMMER SESSION, 1929

**General Session**, all colleges, July 1 to August 9  
Fees: \$24.50. Graduate School \$33.50.

**Special Graduate Courses**, July 1 to August 30  
Fee: \$48.50

**Law School**, June 24 to August 30  
Fee: \$38.50

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For: University, College, and Normal School Instructors, High School Teachers, Supervisors, Principals, Superintendents, Men and Women in Professional Life, College Graduates and Undergraduates, High School Graduates, Grade School Teachers and Supervisors.

**Favorable Climate**

**Lakeside Advantages**

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**DIRECTOR, SUMMER SESSION**  
**Madison, Wisconsin**

## Faculty Notes

CARL RUSSELL FISH in February announced his intention of retiring from the faculty of the Experimental college in June, to devote his entire time next year to the College of Letters and Science.

"The major reason is that such a large proportion of those in the University wish me to return to it and, within reason, I feel myself at their disposal," Prof. Fish said.

Mr. Fish joined the test school staff last September.

WILLIAM H. HEILMAN, for twenty-seven years a soldier in the United States Army and for the past eight years a Master Sergeant on duty with the University R. O. T. C. regiment, retired from the service in February. His army career brought him service in the Philippines, Mexico, and the World War.

FOUR FACULTY MEN have been appointed a committee to cooperate with the American committee of The World Engineering Congress which will hold convention in Tokio next fall. The men are Dr. J. T. Rood, electrical engineering; Prof. G. L. Larson, steam and gas engineering; Prof. Daniel W. Mead, hydraulic and sanitary engineering; and Prof. E. F. Bean, state geologist. President Herbert Hoover is honorary chairman of the committee.

ELISEO VIVAS, instructor in philosophy, left at the end of the first semester to assume his new duties as counsel for Venezuela, with offices in Philadelphia.

M. E. DIEMER, director of the photographic laboratory, sailed late in January for a tour around the world. He plans to collect motion pictures and lecture material in Jamaica, Trinidad, South America, South Africa, Zanzibar, Port Sudan, Italy, France, and England. He will return to Madison in May.

TWENTY YEARS of work were completed for Prof. J. K. Hart, School of Education, in January when he sent manuscript on "A Social Interpretation of Education." to the publishers. This is his ninth book on education. Henry Holt & Co., publishers, expect to place the volume on sale about April 1.

CHILTON R. BUSH, professor in the School of Journalism, will lecture at the University of Minnesota next summer, taking the place of E. Marion Johnson, formerly of Wisconsin, now head of the Minnesota department.

ALEXANDER N. WINCHELL, professor of geology, has revised and enlarged his textbook, "Elements of Optical Mineralogy."

THREE-FOURTHS of all radio interference is "home-made" static, Ford H. MacGregor reports in a paper on municipal radio interference ordinances.

A LIFE LIKENESS of the late E. S. Goff, head of the department of horticulture from 1893 to 1902, has been hung in the Hall of Fame in Agricultural hall.

John G. FOWLKES, of the School of Education, is the author of three new books on the teaching of mathematics in grade and high schools.

TWENTY YEARS ago, George C. Selery had a brilliant young student by the name of A. C. Krey in his classes in history. These two men are now co-authors of "The Founding of Western Civilization," a volume recently published by Harper and Brothers. Mr. Krey is now professor of history at the University of Minnesota.

H. F. WILSON, head of the University entomology department, was re-elected secretary of the Wisconsin State Beekeeper's Association at its annual convention recently.

SIX TO NINE weeks of deadly combat opened in February when thirty-two members of the University club signed up for the annual bridge tournament.

OSKAR F. L. HAGEN, head of the department of History and Criticism of Art, returned to the University in February after a trip of eight months through Europe with his family. The Hagens visited Germany, Austria, France, Belgium and Holland. Research in the art of the seventeenth and eighteenth centuries for book publication occupied Mr. Hagen. He also delivered several lectures at German universities.

W. H. TWENHOFEL, professor of geology, is the author of a 481 page book, "The Geology of Anticosti Island."

KIMBALL YOUNG, sociology, will lecture at Columbia University next summer.

# ISLE O' DREAMS

THREE LAKES      Oneida County      WISCONSIN  
(Altitude 1670 feet)

The map shows a peninsula with a large central lake labeled 'ISLE O' DREAMS'. To the north is 'ROUND LAKE'. To the west is 'PLANTING GROUND LAKE'. To the south is 'PLANTING GROUND LAKE' and 'NEARNS BAY.'. The area is labeled 'Highly Restricted' and 'Heavily Wooded'. A compass rose indicates North, South, East, and West.

Beautifully located frontage on isolated peninsula

## Upper Eagle Chain of Seventeen Lakes

A developing colony of congenial people. Nucleus: 7 cottages—16 University graduates. For particulars, address,

**MRS. C. STANLEY PERRY, 389-6th Avenue, Wauwatosa, Wis.**

# Alumni News

Notices of engagements, marriages, births, and deaths should be brief, definite, and accurate. Correct spelling of proper names should receive careful attention.

## ENGAGEMENTS

- 1913 Doris Shoemaker, Oconomowoc, Wis., to Floyd M. ROSENKRANS, Kansas City. The marriage will take place in June.
- 1918 Elsie M. HOWELL, to Egbert H. M.A. WALKER. The wedding will take place in February.
- 1922 Esther Bremsell, Evansville, Wis., to Merrill F. BRORST. The marriage will take place in February and the couple will live in Milwaukee.
- 1926 Martha WALKER, to George C. Landon, Milwaukee. The wedding will take place in the spring.
- 1926 Renata GAMB, La Crosse, to John A. Miklas, San Francisco, Calif.
- 1926 Jane OSBORNE, Madison, to William B. Betts, Chicago.
- 1926 Jessie E. BROWN, Hartland, to Chester A. Pynn, Chicago.
- 1927 Dorothea Gillin, Madison, to Enoch JUDKINS, Madison. The wedding will take place late in the spring.
- 1927 Lethel WOLTER, Monroe, to Norman J. PETERS, Fond du Lac.
- 1927 Evelyn MANTHE, Madison, to Henry Zingg, Eschlikon, Switzerland.
- 1928 Mary Lou Redell, Madison, to Gilbert J. SMITH, Milwaukee. The wedding is planned for early summer.
- 1928 Bessie Prehn, Milwaukee, to Gustav MAASEN.
- ex '28 Melina V. Racioppe, Boston, to Stuart PALMER, New York.
- 1927 Florence ROSENFELD, Jonesboro, Ark., to Allen Rubin, Springfield, Mass.
- 1927 Mildred GODSTEIN, Chicago, to Stanley Roe, Chicago.
- 1929 Jane M. REHFELD, Milwaukee, to Frank M. WEAVER, Davenport, Iowa.
- 1929 Betty FAILING, East Orange, N. J., to William BERNHARD, New York.
- ex '29 Margaret STEDMAN, Sturgeon Bay, to Dr. Roderick Gordon, Sturgeon Bay. The wedding will take place in the spring.
- 1930 Carolyn OLSON, Glencoe, Ill., to Burton DEPUE, Chicago.
- ex '30 Marian LASCHKE, Milwaukee, to Robert S. McMILLEN, Oshkosh.
- ex '30 Isabelle H. HERRICK, Brooklyn, N. Y., to Richard H. LAUSON, New Holstein, Wis. The wedding will take place in Brooklyn on April 11.
- ex '30 Pearl M. JIRTLE, Madison, to Chester C. Behren, Toledo. The wedding is to take place in May.

## MARRIAGES

- The Ienore E. Krause whose marriage to Edwin C. Hein was announced in the February issue of *The Wisconsin Alumni Magazine* is not the Lenore Krause of the class of 1909.
- ex '14 Dorothy LENROOT, Los Angeles, to Robert Bromberg, January 26, at Los Angeles.
- 1915 Gertrude V. GATH to Roswell Howell Ward, Dec. 22, at the Little Church Around the Corner New York. At home at 58 Barrow st., New York City.
- ex '19 Josephine Jeffers, Lake Geneva, Wis., to Lyman PARK, January 12, at Lake Geneva.
- 1920 Charlotte Hermes, Racine, to James H. JONES, January 5, at Racine. Mr. Jones is an assistant professor in the medical school of the University of Pennsylvania, Philadelphia, where he and Mrs. Jones will reside.
- 1921 Beslie Senter, Fort Worth, Tex., to John W. KOCH, on June 17, 1928.
- ex '21 Marie Meyer to Ralph STONDALL, Madison.
- 1922 Janet L. HOLZER, Milwaukee, to Edward F. Lukens, October 20, at Milwaukee. At home in Whitefish Bay.
- 1922 Pauline G. Highfill, Gentry, Ark., to Irving J. RAU, Naperville, Ill., at Siloam Springs, Ark. Mr. and Mrs. Rau are living at 1010 Curtis St., Downers Grove, Ill.

- 1923 Myrtle A. McKenzie, New Orleans, La., to William H. WENZEL, December 25, 1928. At home in Philadelphia.
- ex '23 Margaret ANDERSON, Kankakee, Ill., to Daniel D. Gage, Jr., Los Angeles, December 28, at Kankakee. At home in Los Angeles.
- 1923 Clarice E. Helmer to Joel SWENSEN, New York, November 16, at New York. Mr. Swensen is connected with the Fox Film Co., New York.
- 1924 Dorothy Handy, Akron, Ohio, to Oscar L. SCHNEIDER, November 24, 1928, at Akron. At home at 421 Crestwood Ave., Akron.
- 1925 Rose Cohen, Milwaukee, to Samuel M. SOREF, Milwaukee.
- 1925 Rosalyn GILLING, Green Bay, Wis., to Bertram Michaels, Bay City, Mich., on January 26.
- 1925 Carita Fox, Shullsburg, Wis., to Donald GOTHAM, Ladysmith, Wis., December 27, at Shullsburg. At home in Jefferson City, Mo., where Mr. Gotham is assistant state highway commissioner.
- 1925 Louise PLATZ, La Crosse, to Frank J. HOLT, Madison, January 19, at La Crosse.
- 1925 Olivia Hacker, Manitowoc, to August C. HOHN, Two Rivers in Madison in November. At home in Two Rivers.

**Alumni look to The Wisconsin Alumni Magazine for personal news of their classmates and University acquaintances. Send us a few lines about yourself. If you know of the doings of others, send them along too.**

- 1925 Julia M. LONG, Oshkosh, to William F. Wolf, Racine, December 31, at Evanston. Mr. and Mrs. Wolf are residing at 1045 Grand Ave., Racine.
- 1925 Mary W. McNamara, Antigo, to Gerald T. MCCORMICK, Milwaukee, January 8, at Milwaukee. At home in Milwaukee, where Mr. McCormick is an assistant city engineer.
- 1925 Martha F. HOLLINGSWORTH, Sheboygan, to Howard J. MONROE, Milwaukee, January 26, at Toledo. They are living at 350 46th St., Milwaukee, where Mr. Monroe is sales manager for the Milwaukee Gas Light Co.
- ex '25 Loretta M. Gorman, Oregon, to Lester C. DINGELDINE, January 9, at Oregon. At home at Shorewood, Madison.
- 1925 Helen BRODY, Wautoma, to Roy E. KILLEN, Wautoma, January 26, at Wautoma. At home in Galesburg, Ill.
- 1926 Dorothy GOFF, Waukesha, to Charles MCINTOSH, January 26, at Waukesha. At home in Edgerton.
- 1926 Luella NIENAPFER, Manitowoc, to Herbert Mason, Manitowoc, on January 17. At home in Oak Park, Ill.
- 1926 Mary J. TENNEY, Madison, to Placidus J. LEINFELDER, La Crosse, January 24, at Madison.
- ex '26 Frances L. ANDERSON, Janesville, to Carl J. W. ENGLER, January 12, at Janesville. Mr. Engler is an instructor in the Wisconsin School for the Blind.
- ex '26 Olive M. Moulton, Menominee, Mich. to Neal H. MACNICHOLS, Oshkosh, January 30, in Chicago.
- 1926 Loraine CHEESEMAN, Burlington, to Arthur G. Wakeman, Appleton, September 19, at Burlington.
- ex '26 Marie H. Bannon, Lockport, Ill., to John P. CARMICHAEL, January 29, at Chicago. Mr. Carmichael is a sports writer for the Chicago Herald Examiner.
- 1927 Dorothy BOLTON, Janesville, to Richard U. RATCLIFF, Madison, February 23, at Janesville.

- 1927 Christine Hodge, Ogden, Utah, to Paul Koons, November 15, in New York City. At home in New York City, where Mr. Koons is an engineer with the Bell Telephone Laboratories, New York.
- 1927 Alyce BONNIWELL, Hartford, to Charles J. WESTRICH, Oak Park, January 19, at Hartford. Mr. and Mrs. Westrich are living in Oak Park.
- 1927 Vera M. Root, Sparta, to Christian Neilson, Alliquitta, Pa., December 29, at Sparta. At home in Alliquitta.
- ex '27 Edna L. CLOSE, Madison, to Charles L. Wright, Cleveland, on December 22. Mr. and Mrs. Wright are residing at 4111 Euclid Ave., Cleveland.
- 1928 Betty HANNUM to Franklin ORTH, in Chicago during the Christmas holidays.
- 1928 Elizabeth FUEGER, Milwaukee, to Reimar Frank, February 14, at Milwaukee.
- 1928 Rubye Thomas, Madison, to William N. MILNE, January 12. Mr. Milne is connected with the Webb Publishing Co., St. Paul, in which city he and Mrs. Milne are living.
- 1928 Mildred E. OUTHOUSE, Madison, to Harry E. Buralow, Monroe, February 5, at Madison. At home after March 1, at Belleville.
- 1927 Geraldine WRIGHT, Madison, to Walton C. NICHOLS, January 5, at Madison. At home at 1968 27th St., Milwaukee.
- ex '28 Evelyn F. CAILLE, Los Angeles, to LeRoy E. Rahn, December 15, at Los Angeles.
- 1928 Barbara HOWELL, Hinsdale, Ill., to M.A. Thomas M. C. TAYLOR, Loanichton, B. C., September 10. At home after March 15 at 89 Broadway Ave., Toronto, 12, Ontario. Mr. Taylor is working for a Ph.D. in botany at the University of Toronto.
- ex '29 Ruth SHERIDAN, Fond du Lac, to Herman Radtke, Fond du Lac, in September, at South Bend, Ind.
- ex '29 Alice M. SCHILLING, La Crosse, to ex '29 Karl M. MOULD, Baraboo, January 26, at Baraboo. At home at 317 First Ave., Baraboo.
- ex '29 Alice ELMSLEY, Milwaukee, to George Sargent, January 12, at Milwaukee.
- 1930 Alice M. Abney, Rockford, to Bruce DENNIS, Rockford.
- ex '31 Joyce Terrill, Mineral Point, Wis., to Everett POTTERTON, December '29, at Dubuque, Iowa.

## BIRTHS

- 1915 To Mr. and Mrs. Stanley M. WILSEY, ex '17 (FRANCES LAKE), a daughter, on December 6.
- 1917 To Professor and Mrs. Thurlow C. NELSON (Dorothy LEWIS), a daughter, Marjory, December 20, at New Brunswick, N. J.
- 1918 To Mr. and Mrs. Leroy J. BURLINGAME (Mary J. BURCHARD), a son, Leroy James, January 13.
- 1920 To Dr. and Mrs. William W. Baum (Daphne CONOVER), a son, Frederick Wells, January 7, at Salem, Ore.
- 1920 To Mr. and Mrs. George W. LARSON, a daughter, Joanne Winifred, November 2, at North Branch, Minn.
- 1920 To Mr. and Mrs. Donald K. Weaver (Margaret JOHNSON), a son, Neil Frederick, November 11, at Whittier, Calif.
- 1920 To Mr. and Mrs. Clyde Fiddick (Lois COTTRELL), a daughter, Mary Adelaide, October 1, at Rockford.
- 1921 To Dr. and Mrs. J. A. BIGLER, a son, on January 31, at Chicago.
- 1921 To Mr. and Mrs. Carl J. Seifert (Marian McMANUS), a son, Carl John, August 14, at Madison.
- ex '21 To Mr. and Mrs. Mitchell Dawson (Rose HAHN), a daughter, Jill, in August, 1928.

(Continued on page 209)

**CLASS NEWS**

(Continued from page 204)

tian at the New Haven Hospital, New Haven, Conn.—Charles HIGHLEYMAN is an engineer for the Indiana & Michigan Electric Co., at South Bend.—Ulla ROTHERMEL is an engineer with the Indiana Service Corp. He is living at 807 W. Berry St., Fort Wayne, Ind.—Harold C. WEISS is an inspecting engineer with the Reitan-Lerdahl Insurance Co., Madison.—James HERRON is with the St. Louis Dairy Co., St. Louis, Mo.—Robert J. DAVIS, who is with the Southern Radio corporation, New York City, has left for South America.—Ralph BOECH is employed by the Warden-Allen Co., Milwaukee.—Alice WIRICH, who was a research assistant to Professor Harry Steenbock and fellow under the Quaker Oats fund, is now a research worker in the biochemical laboratory of the Mead Johnson Co., at Evansville, Ind.—Louise CLAPP has an institutional position in Glendale College, Glendale, Ohio.—Agnes SCHERNECKER is a dietitian at Child's Restaurant, Milwaukee.—Grace GRAF is teaching in Middleton, Wis.—Ena BENNETT is a dietitian at the Methodist Hospital, Madison.

'28 Romo E. BOBB was recently appointed chief artist of the Morrison Studio, Wisconsin Theatre Bldg., Milwaukee. He was formerly associated with the DeLonge Studio of Madison.—Mary E. WILLIAMS is teaching social science in Marshfield, Wis.—Leeta M. DARLING is a science teacher in the Horace Mann school at Oak Park, Ill.—Marvin LEHMKUHL is working in the advertising department of the West Bend Aluminum Co.—Samuel MYERS is associated with the law firm of Thompson, Myers & Helm, Racine.—Gus MAASSEN is employed by the B. F. Goodrich Rubber Co., He is living at 463 Carroll St., Akron, Ohio.—Oscar M. EDWARDS has been appointed assistant district attorney at Racine.—Harry JORDAN is associated with Francis J. Rooney, attorney in Appleton, Wis. Oliver K. HEATH is an electrician for the Wisconsin Power & Light Co., Madison.—Lorna SEARLES is teaching at the Wenonah Mines, Bessemer, Ala.—Lucille GOGGIN is bacteriologist for the Carnation Milk Products Co., Oconomowoc.—Don CAMERON is in charge of his father's farm at La Crescent, Minn.—Leland H. HAYDEN is working with the Wisconsin Highway Commission at Superior, Wis.—Mariam WRIGHT is traveling for the Harrison Ewing Co., photographers in Washington, D. C.—Edna Betty ALLER is in the shopping bureau of Marshall Fields, Chicago.

**Alumni News**

(Continued from page 208)

- 1922 To Mr. and Mrs. Harold E. Koch (Margaret THOMAS), a daughter, Margaret Ann, on August 6.
- 1922 To Mr. and Mrs. Robert Bielenberg (Ruth HOFFMAN), a son, Robert Alfred, on August 26.
- 1922 To Mr. and Mrs. Robert W. DESMOND, a son, Richard Shipley, on January 4, at Minneapolis.
- 1923 To Mr. and Mrs. Harry W. BALCH (Florence SMILEY), a daughter, Mary Jean, on July 27.
- 1924 To Mr. and Mrs. Paul K. ROBERTSON (Rachel HOSWELL), a son, Paul Donald, on October 1, at Evanston, Ill.
- 1924 To Mr. and Mrs. Gustavus E. JOHNSON, a daughter, Lenore Joan, December 28, at Bristol, Ind.
- 1925 To Dr. and Mrs. George JANSSEN, a daughter, on January 1.
- 1925 To Mr. and Mrs. Ernest B. KELLOGG (Helen HOLLOWELL), a daughter, Alice Elizabeth, on January 21.
- 1927 To Mr. and Mrs. Orin S. WERNECKE, a son, Rand Orin, on January 18, at New York City.

**DEATHS**

JOHN T. CASEY, '96, Seattle, Wash., and his brother and law partner, Thomas J. Casey, were fatally injured in January in a collision between the automobile in which they were riding and two Seattle-Tacoma buses on the Pacific highway near Des Moines. The brothers were returning to Seattle from Olympia when their car struck a guard rail along the road. The automobile then careened across the road and struck the rear end of one bus. The second bus crushed the Casey vehicle between the two. John Casey had practised law in Seattle for twenty-seven years. There are eight surviving brothers.

FRANK W. METCALF, '95, died at his home at Fulda, Minn., Jan. 7., following an attack of pneumonia. Dr. Metcalf was born at Dodgeville, Wis., Oct. 8, 1875. In 1898, he served as county superintendent of schools for Dodge county. He then took up the study of medicine and in 1907 was graduated from Rush Medical College. For two years following he was an interne at the Presbyterian hospital, Chicago. He practiced at Soudan, Winton, and Fulda, Minn. He is survived by his widow, three daughters, two brothers, and one sister.

FLORENCE V. RICHARDS, '93, wife of Jerie T. Richards, died suddenly at Ocean City, N. J., in February. She was 56 years old.

Influenza and a heart ailment were given as the causes of death.

The deceased is survived by her husband, and by two sons and one daughter.

FRED RING POLLARD, '03, died of pneumonia late in January at Roswell, N. M. He is survived by his widow, two daughters, and one brother.

FREDERICK STANLEY, ex '23, died of influenza and pneumonia at Newark, N. J., late in January. He was 29 years of age. Burial was in Baraboo, Wis., home of his parents. He is survived by his widow, three children, his parents, two sisters, and three brothers.

C. E. WARD, '86, died at his home at Mazomanie, Wis., Sept. 12, 1928.

HUDSON MORGAN, ex '28, died at Madison hospital late in January after a brief illness. He was 26 years old.

The deceased is survived by his widow, Eva Rogers Morgan, one son, his mother, and one brother. Burial was at Hebron, Ill., his birthplace.

JULIUS SEGALL, '14, died at a Los Angeles hospital, Nov. 27, 1928, of hardening of the arteries and a heart ailment.

The possessor of a master's degree in geology, Mr. Segall had wide professional connections and experience in the middle west and far west.

He was a member of Sigma Xi, honorary scientific society, Engineers Club, the American Legion, Society of Economic Geologists, American Association of Petroleum Geologists. He served in the photographic department of the American aviation corps during the World War.

He was unmarried.

ANDREW L. ANDERSON, manager of the University of Wisconsin farm for the past twenty-five years, died late in January at his residence on the farm. He was 61 years of age. He had been an employee of the University since 1901 and was one of the oldest at the experiment station. The widow survives. Interment was at Springdale, Wis.

E. T. BRECKEY, instructor in mechanical practise at the University, died at a Madison hospital, Feb. 12, after a brief illness. He was 53 years old. The deceased joined the faculty in 1917. He is survived by his widow and two daughters.

LEWIS OSTENWOC, '79, died, Jan. 21, at an Oconomowoc, Wis., hospital from a complication of diseases.

Mr. Ostenswoc was taken ill with influenza the early part of last October. Later came complications of rheumatism, pneumonia, pleurisy, and a heart ailment.

He is survived by his widow.

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## New York Holds Enthusiastic Thistlewaite Dinner

IT is many years since New York experienced as much enthusiasm at a dinner of any kind as it did on Tuesday evening, Feb. 19, when Glenn Thistlewaite appeared before the New York Alumni. The meeting was presided over by Pres. A. H. Melville who, after some introductory remarks and appointing various committees for the annual dinner which will be held the first week in April, introduced Paul Meyers, Wisconsin's famous end in 1916, who in turn presented Coach Thistlewaite.

The meeting was marked by a spirit of friendliness and enthusiasm for old Wisconsin throughout, and Coach Thistlewaite's clear, thorough, entertaining talk was listened to for over an hour with rapt attention. He talked not only of the football situation at Wisconsin and his job of building up a football team, but of every one of the athletic groups in the University. He pictured to the New York Alumni what they were doing and how they were doing it, and the standing of our various athletic interests among its competitors.

The dinner began at 7 o'clock with only one speaker, the coach. At 11 o'clock, when many were forced to leave to catch trains for suburban homes, the meeting was still going hard, with questions being thrown in rapid succession at the coach with reference to athletic prowess at Wisconsin.

It is certainly a great privilege and of inestimable value to New York Alumni to have representatives of the University to appear before them. It is only in this way that they can get first hand intimate contact with what is going on at Madison.—ANDREW H. MELVILLE, *President*.

## Badgers Prepare Stunt

ALUMNI of the University of Wisconsin living in Tulsa, Okla., met at the home of Dr. and Mrs. Harry Murdock, Feb. 13, to plan the Badger stunt for College Nite, annual benefit entertainment of the American Association of University Women. It will be held in the Coliseum, new ice palace. There will be a professional hockey game. Another feature is a contest in singing, yells, and stunts. The Badgers won last year by singing "On Wisconsin."

## Founder's Day at St. Louis

MORE than 100 alumni, including L. A. Hammer of Houston, Tex., met in the Tower Room of the Congress hotel, Feb. 20, for the Founder's Day Banquet of the University of Wisconsin Club of St. Louis. It is difficult to find enough glowing terms to tell how successful the meeting was.

Herman Hoffman, '23, acted as master of ceremonies and lead the singing of all the old time favorites. Arno J. Haack, '25, president of the club, acted as toastmaster and introduced the entertainers, including Geo. J. Mecholson, of the University City High School, who sang for us, Mr. George Evans, '94, who in turn introduced his co-worker, Charles S. Peters, who gave us a brief description of Wisconsin's beginning. Then came Dr. Alexander Meiklejohn, principal speaker of the evening, who held the audience entranced both with his whimsical humor and his charming manners as well as with the really enlightening information which he gave us about his Experimental College. He talked until 11 o'clock and we would have held him longer but his voice was cracking and we could only show our appreciation by letting him go.

That sounds like an evening full, but after that we had dancing and bridge until 1 o'clock.

Much of the success of the party was due to the work of Betty Lambert's social committee which included Si Parker and his wife Peggy Chamberlain Parker, Mr. and Mrs. William Bennett, Mr. and Mrs. J. E. Hillemeier, Harvey Harker, Arno Haack and his wife, Florence Reppert Haack.

We are having regular Wednesday noon luncheons at the St. Louis Lunch Room where we get together most informally. We'd like to have everyone come.—ELIZABETH GISSAL, *Secretary*.

## Wagner at Minneapolis

AFTER a representative of the club met with the St. Paul Club, Feb. 6, and heard Rube Wagner's talk, the University of Wisconsin Club of Minneapolis called a quickly planned meeting to hear the captain of the 1928 football team at the Radisson hotel, Feb. 8.

Announcement of the meeting said, "You have never listened to such interesting Wisconsin things as Wagner will tell you.—Inside football dope—some serious, some funny."

## Pittsburgh's Stag Banquet

FOOTBALL in its technical and popular aspects came in for expert discussion at the Pittsburgh Athletic Association Feb. 18, when members of the University Club of Pittsburgh met for their annual Badger Day Stag Banquet to hear Badger Coach Glenn Thistlewaite and visiting officials from the University of Pittsburgh and Carnegie Tech.

John Farris, president, writes, "Everybody was a prize, many were surprised and the stunts were extemporaneous."

In addition to Coach Thistlewaite, the speaker's list included A. W. Stevenson and James Hagan, assistant coach and assistant director of athletics at the University of Pittsburgh, and R. M. Waddell and Clarence Overend, head coach and football manager at Carnegie Tech. Impromptu speeches were given by Carl J. Jacobsen and Dr. Lloyd W. Johnson, "W" members of the club.

John Farris was re-elected president. Other officers elected are: Merrill DeMerit, vice-president; A. J. Ackerman, secretary; and K. A. Bennett, treasurer.

## Chicago Alumnae Meet

THE Wisconsin Alumnae Club of Chicago held its second big luncheon of the year in the Red Lacquer room of the Palmer House, Feb. 5. Dorothy Belle Wood Neal and Fern Constance Harris were the hostesses.

Our program was in the nature of a Founder's Day commemoration. We had the pleasure of having Prof. Carl Russell Fish as principal speaker. Prof. Fish gave us one of his inimitable talks, which was enjoyed by every one there.

Mrs. Evan A. Evans read us a message from Judge Evans, president of the Wisconsin Alumni Association, who was unable to attend the meeting. Louis C. Horner, president of the University of Wisconsin Alumni Club of Chicago, was also our guest.

Our next meeting will be a benefit bridge party. It will be held at the Palmer House, Saturday, March 23. Catherine Culver Mulberry is the chairman of arrangements. We hope for a record attendance as the money goes toward our scholarship for an Industrial Summer School student.—GRACE HATHAWAY SASS, *Secretary*.

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**Birthday Banquet**

THE Twenty-fifth anniversary of The Wisconsin Alumni of Northern California Club was commemorated with a banquet and entertainment at the Athens Athletic club, Berkeley, Feb. 9. The principal addresses were made by Stephen W. Gilman, professor-emeritus of the School of Commerce, now delivering a series of lectures in California, and by Prof. C. D. Leake, University of California college of medicine, formerly of the University.

The sixty guests were seated at long tables which were decorated with red candles and large baskets of red flowers.

New officers were elected as follows: Charles Knight, president; Mrs. Ethel Sabin Smith, vice-president; Mrs. Willard, vice-president; and Frank Cornish, secretary-treasurer. A basket of flowers was presented to Mr. Cornish in recognition of his twenty-five years of service to the club in this capacity. D. L. Hennessey presided as toastmaster.

Mrs. W. D. Hiestand, widow of the former University registrar, sang a program of several songs.—ANNA BELL BLAKEMAN.

**Cleveland Alumnae**

THE Wisconsin Alumnae of Cleveland held a luncheon at the Hotel Allerton, Saturday, Jan. 19, with twenty-five present. Prof. P. J. Zimmers, formerly director of the University Extension Division in Milwaukee and now with the Case School of Applied Science in Cleveland, spoke on "Who Should Go to College."

Our group is still in the process of organization but at present we have thirty-five active and one associate member, with promises from many others who are enthusiastic but have been unable thus far to attend meetings. A lively program has been planned.

We will be glad to hear of others who have not received our notices. Write or phone to Mrs. M. S. Douglas, 1715 E. 115 St., Garfield 4473 W; or Mildred Hansen, 3117 Franklin Ave., Cherry 6450.—MILDRED E. HANSEN, '25, Secretary.

**Wagner Talks at St. Paul**

RUBE WAGNER, captain of the 1928 football team, recently signed as assistant line coach, addressed the University of Wisconsin Club of St. Paul, Feb. 6, on latest events at the University, the football regime, inside dope on playing.

At an election of officers at this meeting, Allan Briggs was chosen president, and Harry G. Barnes was elected secretary and treasurer.

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**Luncheon—Bridge March 9.**

LUNCHEON and bridge is the schedule for the next meeting of The Minneapolis Club of University of Wisconsin Alumnae, March 9, at the College Club, 310 Groveland Ave., at 12:30 p. m. The committee in charge includes Mrs. H. O. Frobach, chairman, Mrs. C. M. Jansky, and Mrs. Garvin Williams.

**Detroit Legislation Day**

LEGISLATION DAY of The University of Wisconsin Women's Club of Detroit will be March 16. The committee in charge of the program and arrangements includes, Mrs. S. G. Gulian, Mrs. C. K. Harris, and Mrs. B. N. Falge. A Founders' Day meeting was held Feb. 16.

**Minneapolis Founder's Day**

FOUNDER'S DAY was celebrated by the University of Wisconsin Alumni and Alumnae Clubs of Minneapolis with a joint informal banquet at the Citizen's Aid building, Feb. 15.

**The Big Ten Club**

IOWA Alumni were hosts to The Big Ten University Club at its last meeting, March 7, at the regular monthly luncheon at the Stewart Hotel, San Francisco. Northwestern's representatives will be hosts at the next gathering, April 11, at a luncheon at the same hotel.

MORE THAN 100 members of the faculty scattered to all parts of the United States and Canada during the Christmas recess to attend meetings of societies to which they belong.

## Little Plans \$3,000,000 Sport Plant

(Continued from page 180)

exceptions, but this is the essence of the financial method.

His plans for financing the Intercollegiate Sports Field House has been approved and the first payment has been made. The Board of Regents authorized The Wisconsin Building Corporation to borrow \$425,000 for the construction of the Field House, \$65,000 of which is to go for additions to the stadium. The completed field house is to be leased to the Board of Regents at an annual rental sufficient to pay the interest on the borrowed money and to retire the principal in not more than thirty years. The athletic department made the first payment of \$31,000 to The Wisconsin Building Corporation in December.

The average profits from intercollegiate sports annually net about \$35,000, Mr. Little states. The profits this year are estimated to total about \$45,000. It is his plan to retire the Field House debt at the rate of \$20,000 a year. Some each year will be added to the stadium fund. The increased seating capacity at basketball games in the Field House should increase the profits on sports so that the whole payment plan can be speeded up.

The plan which Big George has for securing the wherewithal with which to build the intramural sports plant is less reliable but none the less plausible, at least the way he explains it. He will attempt to secure the money by appropriation from the state legislature.

Now, anybody who has ever attempted to get anything from a state legislature will tell you that it is no idle play. Those who have tried to get money will declaim at length on the hazardous appearance before the solons. Not so, George.

Two years ago he won the respect and votes of the 1927 Wisconsin legislature to his whole plan by the confidence inspiring ballot count of 75 to 10. The dream seemed a certainty now, but it was short lived. Fred R. Zimmerman, now ex-governor, killed the plan by pocket veto. The plan even then might have been passed over his veto by another vote of the solons but the veto took place so late in the session that there was not time enough left to guide it through the necessary channels of the legislature before the hour for adjournment. Thus it died.

The Intercollegiate Sports Field House was a part of that bill. Blighted by Zimmerman, Little went ahead and evolved the plan which is to see the start of construction on that building May 1.

George Little, if he had been stubborn, might have gone right back to the present 1929 legislature and pressed his suit again. But, although he is all fight for his sports, both collegiate and otherwise, he is not so much of an enthusiast that he can't see how other departments of the University might have more urgent claims. President Glenn Frank had a lot to ask of this legislature. His chances would be better if the amount asked was kept to the smallest possible figure. George put his plans in his desk. The solons will get no requests from him this year.

Little is laying the plans for the next legislative combat right now, nevertheless. He is doing everything he can to make them just as concrete and definite as possible. He has a map of the state of Wisconsin which carries a picture of every member of the legislature pasted over the district which he represents. Association of names, position, location is going on in the director's mind.

Two years from now he will go before the legislature and engineer the plants which will make the two objectives of his department possible.

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