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WISCONSIN Alumnus



The UW Budget Request

DECEMBER 15, 1954

(see pages 9-10)

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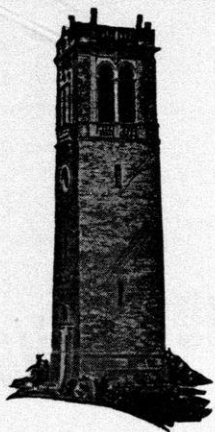
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season's greetings



to all association members



WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

DECEMBER 15, 1954

VOL. 56, NO. 8

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★ Sidelines

COVER. On our cover is perhaps the most widely acclaimed of modern-day Wisconsin football players, Alan (The Horse) Ameche, who has stamped through four outstanding seasons as a Badger fullback. And with him, at left, is one of the boys who helped Alan smash through so many opposing lines, Gary Messner, Wisconsin center and captain—a player of All-American caliber himself.

Alan's awards have been not less than breathtaking. He won the prized Heisman Memorial Trophy as outstanding college player of 1954, after balloting by football writers. The Football Coaches Association, too, regarded him as superb enough to become the first winner of the Walter Camp Memorial Trophy sponsored by *Colliers Magazine*. Columbia coach Lou Little is shown making its presentation below.

He has been named to All-American teams picked by the Associated Press, United Press, International News Service, the All American Board, Football Writers Association (Look), Gridiron Record, and Newspaper Enterprises Association. He was named Most Valuable Big Ten Player by his teammates and the *Chicago Tribune*. (Cover picture by Gary Schulz.)



—Wide World photo.

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DECEMBER, 1954

★ What They Say:

Look, Ma—No Paddle—Hands!

Such citizenry out in the state whose picture of life in the University of Wisconsin's Latin Quarter is painted in harsh colors of the mind must needs do a little retouching.

The ancient and raucous little horror known as "Hell Week," for example is slowly but dramatically passing out of the frame.

It is being replaced by "Help Week," wherein hands that once wielded paddles and worse are turned to the tasks of doing kind things for those who need it.

Eight fraternities and sororities so far this year have turned out in a mass job of washing and hanging storm windows, doing yard work and such for nursing homes and sanatoria, and mopping up a mountain of clerical work for the United Community Chest.

And before the year is out, every fraternity and sorority on the campus will have participated.

No, no one gets any pay for this outside the satisfaction of doing something fine for somebody else, and the further satisfaction of saying, "Look, Ma—and Mr. Legislator—no hands . . . on the paddle."

—Wisconsin State Journal

Milwaukee and UW's Support

The top brass of the University of Wisconsin has suddenly begun to show real interest in Milwaukee and the university extension center (branch) here. Quite as suddenly, some Milwaukee leaders have developed real interest in keeping a branch of the university here and in having it expand its program.

That's fine. Some university regents are still being a bit ungracious and unfair to Milwaukee, though.

Mrs. Melvin R. Laird of Marshfield has suggested to fellow regents that if Milwaukee is so anxious about the university branch, Milwaukee ought to donate property that might be needed for expansion. Regent A. Matt Werner of Sheboygan has grumbled over payment to Milwaukee schools for space leased to accommodate university classes.

Regent Werner notes that the university has obtained quarters free from other cities which have UW extension centers but the university "actually pays Milwaukee to let us [the regents] educate its children."

What's that, now? Who is paying whom? With whose money? For educating whose children?

Milwaukee county residents pay about 36% of taxes retained by the state for such purposes as university operation. Milwaukee county residents make up 21% or less of the total Wisconsin enrollment of all institutions of higher education operated by the state.

The University of Wisconsin branch here is an asset to Milwaukee. Yet the justification for it is that its operation in the metropolitan center embracing a quarter of the state's population is the most efficient, effective means for the university to perform a certain part of its state-wide function. On that basis, there's no special handout to Milwaukee and certainly the regents don't really believe there is.

In Wisconsin, the state has assumed obligation for the public institutions of college and university level. Cities haven't. The University of Wisconsin brings millions of dollars annually into Madison but doesn't expect Madison to give it additional land or classrooms. The Wisconsin state colleges don't expect that of Milwaukee or other cities in which they are situated.

Cities which have provided some sort of quarters for university extension centers are to be commended. There's no moral or legal obligation along those lines, though, and Milwaukee hasn't shirked its duty in supporting higher education institutions in Wisconsin, public and private.

If, without any petty bickering and quibbling, the city of Milwaukee will proffer help to the university in acquiring land for expansion of the branch here that might smooth the way and help thousands of worthy youngsters of modest means, *inside and outside the city*. It would indicate the city's appreciation of the university program.

And if the university top brass shows realization at last of Milwaukee's importance as a field of university responsibility, there should be better feeling and cooperation.

—Milwaukee Journal

One of a series of Christmas drawings by Paul Brown, famous American artist.



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★ *Dear Editor:*

Kind Words

Enclosed you will find a check for five dollars for my membership dues for the fiscal year 1954-55.

Continue your good work!

Mrs. William S. (Sally) Ginell, '49
Port Jefferson, L. I., N. Y.

(Thank you for your check and your compliment. We're trying to make the Wisconsin Alumni Association increasingly effective as the strong right arm of the University, and your membership helps us to reach this goal.—Ed.)

Pre View Success

Many thanks for sending us Mr. Apple, Dick, Arlene, Barbara and Jack for our Pre-View. . . .

Our boys were full of questions, and though the girls were not quite so talkative, I've since heard of at least one who was only considering Wisconsin, who is now quite sold on going next year. The boys inquired about touring the campus next spring, so we hope some of them will do so.

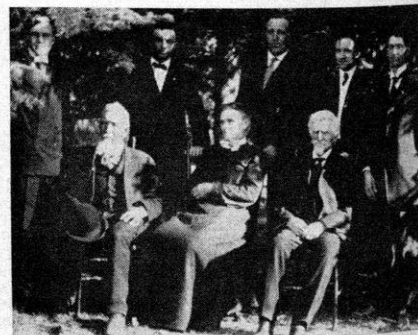
One of our alumni board members, who had a conflicting date for that night stopped in early for a few minutes, but was so fascinated with the Pre-View that he stayed here all evening.

Your group's panel discussion method of presentation went over very well. They were happy to learn that they might still make it at Madison even though they hadn't acquired straight A's in high school.

Virginia (Mrs. L. J.) Walker, '30
Berlin, Wis.

First Graduate

Some time ago, if my memory serves me correctly, you published in the *Alumnus* a photo of Levi Booth, University of Wisconsin, '54. On March 24, 1907, several Wisconsin men residing in Denver, Colorado, had the unique privilege of calling on Mr. and Mrs. Levi Booth, who then were residing in what is now suburban Denver. One of the fellows in the party photographed the group and, I am pleased to enclose a print of the picture taken.



The individuals are as follows, left to right, sitting: James Madison Stoner, first white child born in what is now Madison; Mrs. Levi Booth and Levi Booth, Wisconsin, '54. Standing, Tom Slagsvol, '06; Julius F. Derge, '04; Wilson A. (Slam) Bertke, '06; Hamlet J. Barry Law, '03; F. J. Petura, '04. Frank J. Petura, '04
Westfield, New Jersey



keeping in touch with **WISCONSIN**

JOHN BERGE, *Executive Director*
WISCONSIN ALUMNI ASSOCIATION

Gifts that Pay Dividends

HOWIE WEISS, president of the Class of '39 is still carrying the ball for Wisconsin—just as he did back in the thirties as a Badger fullback. Howie was the first Badger to win the Western Conference Trophy.

At the 15th reunion of the Class of '39, Howie and his classmates approved a class memorial fund which will be presented to the University when this class celebrates its 25th anniversary in 1964. The plan, as outlined in the letter shown here, is a simple but practical method that should produce at least \$15,000 by 1964.

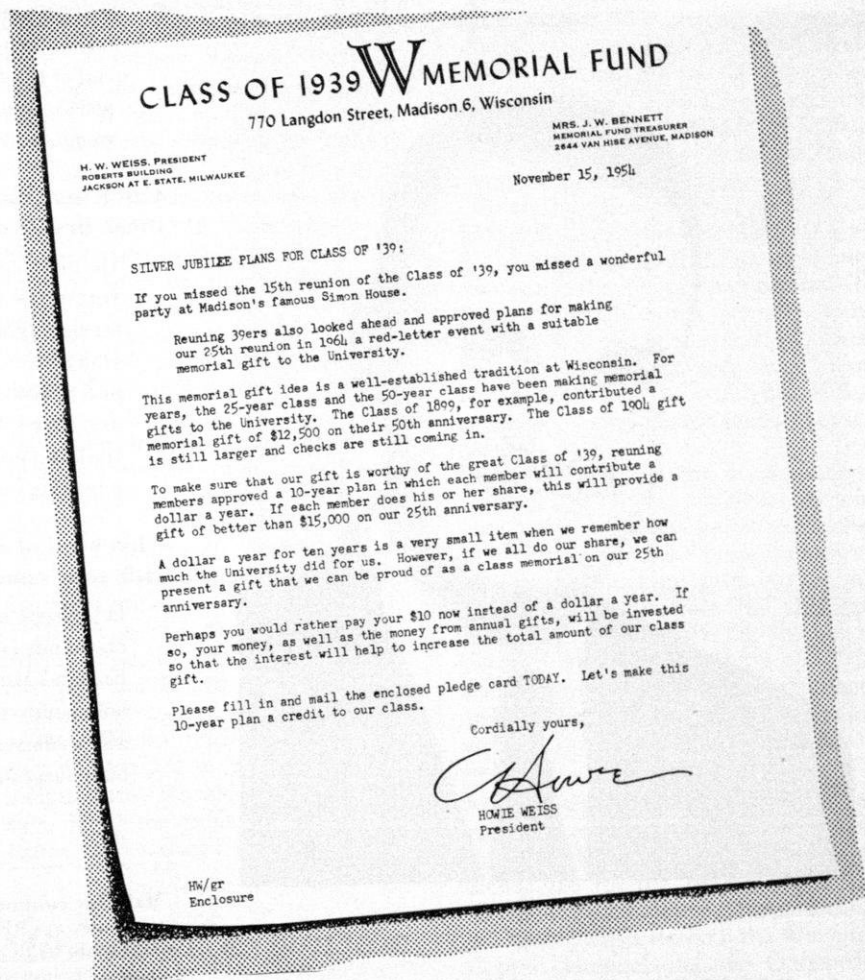
Returns from this first letter are very encouraging. Sixty percent of the checks that have come in so far are for \$10. This money will be invested so as to swell the final gift to be presented ten years from now.

While the 39ers are working on this ten-year plan, the Class of 1909 is operating on a five-year plan in preparation for its 50th anniversary in 1959. Harrison Garner is chairman of the Class of 1909 memorial fund, with nice help from his class president, Ben Reynolds. As secretary of the Board of Visitors of the University, Ben has a ring-side seat at a multitude of University activities and projects. He knows from first-hand experience the urgent need for such gifts and bequests to the University.

A gift to the University of Wisconsin provides the opportunity for the University to be an even more useful community of scholars than would otherwise be the case. It is a grant which will allow an already outstanding University to move still further ahead.

Gifts to the University of Wisconsin, whether the amounts are large or small, return to the donor immeasurable dividends in the feeling of satisfaction that comes from having a tangible part in the work of a worthwhile service to one's fellow men.

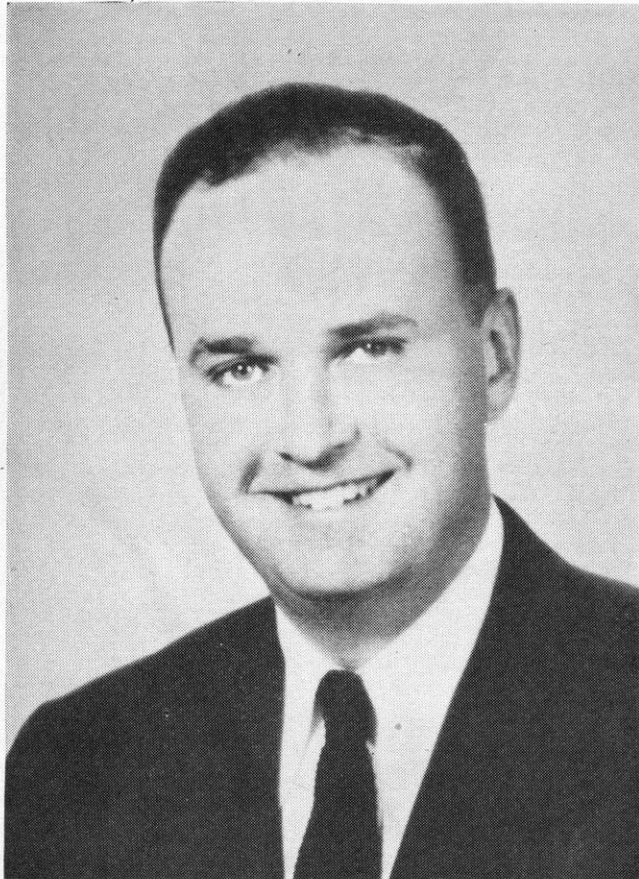
DECEMBER, 1954



A New England Mutual agent *ANSWERS SOME QUESTIONS* about

sales training in life insurance

MORE THAN 900 New England Mutual agents like George Graves (Georgetown '49) are college alumni. They come from all over the country. George is only 29 years old, but already he's won membership in our *Leaders' Association*. He says his success in selling life insurance is a direct result of New England Mutual's comprehensive course of sales training.



Suppose I join New England Mutual as a field representative. How would they start training me?

"First, you'd get basic training in your own agency — both theory and field work. Then, after a few months of selling under expert guidance, comes a comprehensive Home Office course in Boston."

How soon can I expect this training to pay off?

"I'll give you an example of five new men at one of our eastern agencies. Young fellows, 24 to 31 years old. Only one had any previous experience in life insurance. By the end of the first year their incomes ranged from \$3532 to \$5645. With renewal commissions, first year earnings would be from \$5824 to \$9702. The average: \$7409."

Can a man continue his study of life insurance after those first two courses?

"He most certainly can. The company will next instruct you in the use of its 'Coordinated Estates' programming service. Then you go on to 'Advanced Underwriting', which relates insurance to business uses, estate planning and taxation problems. Actually, all through your career as a New England Mutual agent, you'll be kept posted on the latest economic and business developments which have a bearing on life insurance."

What kind of a career can a salesman look forward to with your company?

"Let me cite another example: Out of twelve men who took one of our Home Office courses in 1947, five are now New England Mutual General Agents. One man has become a home office executive. The other six are earning comparable incomes in their own communities where they have built successful careers in personal selling."

The **NEW ENGLAND**

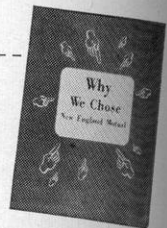
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University Requests \$31 Million From State for Next Biennium

THE UNIVERSITY has requested a state appropriation of \$31,774,838 on which to operate during the next biennium.

Although this request is \$5,651,828 higher than the current biennial appropriation, the increase includes only \$1,726,840 for growth.

Those are two main points made by Prof. William Young, budgetary assistant to Pres. Fred, in presenting the 1955-57 budget to Regents, alumni leaders and state government officials.

"Almost four million dollars of the difference between the 1955-57 request and the current biennium's appropriation is for maintaining the current year's spending level by replacing used balances, changing the current method of handling savings, and making some overhead adjustments," according to Young.

"Growth items" in the budget include:

- Expansion of the Milwaukee Extension program to three years in 1955-56 and to four years the next year;
- Salary increases of about three per cent per year for both faculty and civil service employes, both based on the state's civil service formula for increase requests;
- Contributing life insurance for faculty members for which the state would pay half the premiums, the individuals the other half;
- Some expansion of instructional staff

to meet expected increases in student enrollment, both at Madison and in Extension Centers;

- An increase of \$166,336 in state-supported research to solve a number of the state's specific problems and to help in the training of college teachers for the big enrollment increases ahead.

Not all the expansion of program is reflected in the appropriation request. An additional growth amounting to \$1,242,958 would be covered by expected increases in operational receipts.

The \$31,774,838 University appropriation request includes \$15,556,028 for the first year of the next biennium (1955-56) and \$16,218,810 for the second year (1956-57).

When federal land grant appropriations and operational receipts from such activities as Residence Halls, the Memorial Union, athletics, gifts, grants, and contracts are added, the estimated operational budget for the University becomes about \$32-1/3 million in 1955-56, and nearly \$33 million in 1956-57 . . . or a total operational figure of \$65,300,641 for the biennium.

The budget is based upon an estimated University enrollment of 17,290 next year and 18,110 in 1956-57. Present enrollment is 16,409. Because much of the additional teaching load can probably be absorbed in present classes, the budgeted cost-per-student likely will decline during the coming biennium. (Currently, the combined direct and indirect

cost of teaching per student on the Madison campus is \$867. Under the proposed budget, this would decline to \$828 next year and to \$823 in 1956-57.)

The budget contemplates no increase in the present \$180 per year Wisconsin resident student fee and \$500 non-resident fee and tuition. Wisconsin has the ninth highest resident fee and the 16th highest non-resident charge among 55 leading state universities and land-grant colleges in the nation.

Salary increases proposed would total \$355,134 during the biennium for civil service employes, \$1,002,810 for faculty members. The joint contributory life insurance, strictly a new proposal in the field of Wisconsin governmental operation, would require a state contribution of \$194,000 for the two years and a matching contribution from faculty members.

Also included in the budget request are funds to provide additional janitors, heat, light, and insurance for new buildings on the campus, funds to replace savings from previous years utilized this year and not available for the next biennium, and proposals for the use of expected increases in receipts from the federal government for both correspondence courses and agricultural extension work.

* * *

In a separate request, the Regents submitted a budget estimate to the Governor for University Hospitals totaling \$3,665,916 for the 1955-57 biennium. The estimate anticipates some increase in per diem charges for both the Wisconsin General Hospital and the Orthopedic, but such increases probably would not be approved by the State Emergency Board until actual cost figures indicate a need for increases.

Growth items include Milwaukee expansion, increased research, and salary increases

Toward Wisconsin's "Golden Age"

EDITOR'S NOTE: After the University's biennial budget is approved by the Board of Regents, its first burdle is the Governor's budget hearing, a procedure undergone by all executive departments. Held this year on the Saturday morning of the Minnesota-Wisconsin football game, the University's hearing came off smoothly under the direction of Prof. William H. Young, special budgetary assistant to Pres. Fred. Gov. Kohler indicated that he appreciated the position of the University in having to ask for \$3 million dollars more in state appropriations just to stay even with the current biennium. He suggested that perhaps one way to trim costs might be through curtailing of operations at smaller Extension Centers. (A University suggestion to the same effect two years ago was cause for a Legislative resolution forbidding any such thing.) He asked for a discussion of higher education in Milwaukee (reported elsewhere on these pages). And he listened attentively when Pres. Fred made his introductory remarks, excerpts of which are printed below because they bring out so well the University's position on the budget.

WE CONSIDER a University budget much more than a financial document indicating amounts and functions of proposed expenditures: amounts and sources of anticipated revenue.

In a very real sense, our statement interprets financially the University's analysis of the State's higher educational needs and our plans for fulfilling them . . .

The framework for our planning is provided by law in Chapter 36 of the Wisconsin Statutes. How these programs should be carried out for the next biennium, most effectively and efficiently, has been the object of intensive study for more than a year . . .

The request we now present is a modest budget, yet one which would make it possible for the State to maintain the quality of its University and, at the same time, meet a very limited number of the new needs we see in the biennium ahead.

There is not enough room in it for the sort of dynamic progress which I believe the State of Wisconsin deserves. Because we have been acutely aware of the three million dollars we must request merely to make up for a lack of balances to carry into the next biennium, we denied many worthy requests and held to a minimum any changes which would add costs. I believe that the State of Wisconsin could profitably invest more in higher education than we have asked . . .

Our total enrollment this year is 16,461—an increase of 1,102 students more than the same time last year . . .

This general increase is the beginning of a long-time national trend which birth rates make inevitable. Last year there were about 41 thousand students enrolled in Wisconsin's 66 colleges and universities. . . . By 1973, if young people continue to go to college in the same percentage they do now, Wisconsin colleges will enroll 69 thousand . . .

The problem is so great that it cannot be solved completely in the traditional method of building more classrooms and laboratories and training more teachers. We must proceed with these solutions, but—at the same time—we must explore with care every possible alternative or supplemental solution . . .

One suggestion we think holds promise for helping solve some of the financial problems apparent in the enrollment increases ahead is that of finding ways to provide higher education at even lower costs than at present.

We, at Wisconsin, are giving much thought to this solu-

tion. It is in fact, one of the bases for our 1955-57 budget request. We have been and are now:

1. Analyzing the work of our people—faculty and staff;
2. Analyzing the use of our facilities—buildings and equipment; and
3. Analyzing our programs and techniques.

Some of the results of these studies are apparent in our budget request for the next biennium.

One of the trends we have noted throughout the State is an increasing desire, on the part of students, to take their college training closer to their home communities. Our Extension Centers, whose prime purpose is to help equalize educational opportunities in Wisconsin, are our best agencies for fulfilling this need. We have consequently made provision in the budget request for strengthening our teaching in all nine Extension Centers.

And, in Milwaukee, we are proposing that the State consider the installation of junior classes in Liberal Arts and Commerce next year, and senior classes in those two fields in 1956-57. This, we feel, is an important step toward meeting some of the enrollment problems I mentioned earlier.

Another example of a result of our studies is reflected in our teaching costs. If the budget we request is approved, and if enrollments equal or exceed our estimates, the average cost of instruction for each of our students will decline below its present budget level each year of the coming biennium.

The total of all direct and indirect costs of teaching, per student, on the Madison campus, is budgeted at \$867 during the current year; under our budget proposal, this cost would drop to \$828 next year, and to \$823 the following year.

I believe this diminishing cost per student is real evidence that this budget is down to rock bottom. Some feel that it may be too tight. But our studies indicate that with continually improving efficiency, this budget, while providing little room for progress, would allow us to meet the major educational needs for which the people of Wisconsin established and maintained the University . . .

John Masefield has said:

"Wherever a University stands, it stands and shines; Wherever it exists, the free minds of men, urged on to full and fair enquiry, may still bring wisdom into human affairs."

Let us keep constantly in mind that the Golden Age of Wisconsin is not in the past, but in the future.

Merger at Milwaukee Provokes Discussion

AS LEGISLATING time approaches in Wisconsin, the most significant development affecting the University—outside the biennial budget—appears to be shaping up in relation to higher education in Milwaukee.

A Legislative Interim Committee on Higher Education has been studying the problem and has been offered at least two changes in the present Milwaukee arrangement for its consideration.

Under one alternative, the UW Regents would take over control of Wisconsin State College at Milwaukee and retain Milwaukee Extension control. Another proposal would put both units under the State College Board of Regents, which now controls Milwaukee State College.

The subject was brought up by Governor Kohler at the University budget hearing, when the UW asked for extra funds to expand the Milwaukee Extension program to four years.

"We have never really come to grips with the problem in the interests of the people of Wisconsin," he said. "It's got to be done." (The governor made no reference in his comments to a completely integrated system of higher education in the state, a proposal he vigorously espoused during the last regular session of the Legislature.)

On hand at the budget hearing was Regent John D. Jones, Jr., of Racine to speak for the UW Board. On the board, Jones declared, the Governor probably could not find a unanimity of opinion on whether there is an urgent "problem" in Milwaukee.

The University Regents do not covet their neighbor's "property," explained Jones, and they will not suggest a merger at Milwaukee. But if there is a merger, the UW Regents feel that they should have control of the situation. The merger decision itself they want to leave up to the Legislature.

On the other hand, State College Regents have argued for a merger and that they be given control in Milwaukee.

They even invited the UW Regents to a joint meeting in Milwaukee to discuss the merger and to inspect Wisconsin State College facilities there. The University Regents declined at length, on the ground that the issue was before a Legislative committee and that it

would be inappropriate for the two boards to reopen the subject.

Undaunted, the State College Regents voted to renew their invitation, this time referring solely to an inspection of WSC facilities.

By apparent coincidence, the University Regents some time ago had decided to gather in Milwaukee for its regular December meeting, on the eleventh. Purpose: to inspect *Extension Center* facilities.

Educational TV Still in Prospect

The voting citizens of Wisconsin on November 2 decided, by a margin of more than two to one, that they don't want to support an educational, statewide television network with their tax funds, at least for the present.

Statewide totals were 650,000 no votes and 289,000 yes. Only in Dane county, in which pilot station WHA-TV is located, was the vote favorable to state TV. There voters cast 27,000 affirmative votes on the advisory referendum and 25,000 negative ballots.

Despite this setback at the polls, the State Radio and Television Council

hopes to continue WHA-TV on the University campus. The Council has asked for an appropriation of \$100,000 from the state to run the station during the next two years. The appropriation for the present biennium was \$75,000.

Both Prof. Harold B. McCarty, director of WHA and WHA-TV, and Milo Swanton, president of the Wisconsin Citizens Committee for Educational TV, expressed disappointment with the referendum's results. But they said they weren't really surprised.

"Word any referendum negatively," said Swanton, "throw into it the psychology of scare attacks and you thereby move a major block of the public into the opposition. Under such circumstances, the total of approximately 300,000 supporters speaks surprisingly well for the thoughtfulness of Wisconsin voters and for the effectiveness of the citizens campaign."

McCarty said it "is generally understood" the referendum was advocated by enemies of the plan to start a state TV network. "We didn't like the wording of the referendum nor the timing, but that was the price we had to pay to get approval for the pilot operation."

Swanton interpreted the balloting as the rejection of a tax bill, and not the turn down of educational television. He promised.

"We will struggle on to bring the true facts to more people, before the opportunity for such public service is forever lost. I am convinced that ultimately the truth based on undeniable facts will win."

Alumnus to Present Policies Report

In late November, the Wisconsin Legislative Council received the final report and recommendations of the University of Wisconsin Policies Committee.

This committee, under the chairmanship of former WAA President Warren P. Knowles, was composed of eight legislators and three public members. It made an intensive study of the University as it exists today.

Next month, the *Wisconsin Alumnus* will be privileged to print in full the report of this committee in an extra-special issue.

Watch for it!

20th WISCONSIN

Salon of Art

Photos by Milt Leidner



THE OPENING of the Wisconsin Salon of Art on the third Sunday in November focused attention on the twenty years history of the state-wide art competition which is managed and directed by the students on the Wisconsin Union Gallery committee.

An historical note was sounded in the award reception attended by 300 students and Madisonians as well as art patrons from all over the state when John N. Colt, Janesville, son of Arthur N. Colt, Madison, won the \$200 Milwaukee Journal purchase prize for the Wisconsin Union collection for his oil, "Arrangement with Marrows." Arthur Colt won the

top award in oil in the first Salon of art in 1934 for his painting "Portrait Patterns."

Schomer Lichtner, Milwaukee, first chairman of the Gallery committee in 1929, attended the opening reception and saw his graphic, "Landscape," hung in this 20th Salon. In addition to Lichtner, many other Wisconsin artists who have received recognition through the years in the Salon saw their works on exhibit in this show.

A Madison high school teacher, Corrine Helmke, '51, received the top award in the show for her oil painting, "Crucifixion." Robert Wilvers, a Milwaukee artist, took the

Calendar

January

- 3 Classes Resume
- 6-8 Midwinter Music Clinic
- 9 Sunday Music Hour: UW Concert Band
- 13-14 Eileen Farrell, Soprano, Theater
- 20-29 Final Examinations
- 31-Feb. 4 Farm and Home Week

February

- 2-5 Registration
- 9 Camera Concepts, slide showing, Union
- 11 Union Winter Open House
- 12-20 Winter Week
- 12—Carnival Parade and Sno-Ball
- 14—Men's Speed Skating
- 15—Women's Speed Skating
- 16—Men's Hockey
- 17—Ice Sculpture Judging
- 19—Ag. Mid-winter Ball
- 20—Hoover Ski Meet
- 13 Leo Steffens, Pianist, Theater
- 18 Dame Myra Hess, Pianist, Theater

- 18 Prom, Union
- 20 Pro Arte Quartet, Music Hall
- 20 Lillian Gilbreth, Theater
- 20-24 Associated Women Student-Ed's Week
- 25-26 High School Forensic and Debate contests
- 26 Little International Livestock Show, Pavilion
- 27 Leo Steffens, pianist, Music Hall
- 28 Wisconsin Players—"Annie Get Your Gun"

March

- 1-6 Wisconsin Players—"Annie Get Your Gun"
- 6 Minneapolis Symphony, Theater
- 11 Humorology
- 13 Pro Arte Quartet, Music Hall
- 16-17 Studio Plays, Union
- 18 A Cappella Choir, Music Hall
- 18-19 State High School Basketball Tourn.
- 20 Sunday Music Hour, UW Symphony
- 22-23 William Primrose, Violist, Theater
- 23 French Play, Union

Babcock House Razed

Historic Babcock House, for 23 years a low-cost housing cooperative for College of Agriculture students, has been torn down.

But some of the faculty members who first arranged the housing venture for students short of funds have found a new home on Clymer place—somewhat closer to the agricultural campus than the Babcock house on Lake Street—to carry on the cooperative house.

The Lake street house was the home of the late Stephen Moulton Babcock, nationally known professor of agricultural chemistry who invented the first practical butterfat testing method.

He willed the house to the University along with the rest of his estate, and it was converted into a 20-man living unit. Last year the Regents decided it was too costly to keep up. The site will become a parking lot for the time being; earlier there had been some discussion of developing the Babcock and adjacent property as a low-cost dormitory site.

ation of Art were, from the left, Joseph
or; Joyce Treiman, Winnetka, Ill., painter,
st-in-residence at Union College, Sche-
Neumann, Gallery committee chairman,

winning the top award for oils was Crucifixion, by Corrine Helmke, 31, a Madison junior high school art teacher. The painting won \$250 in prizes. Gallery committee chairman Doris Neumann looks on.

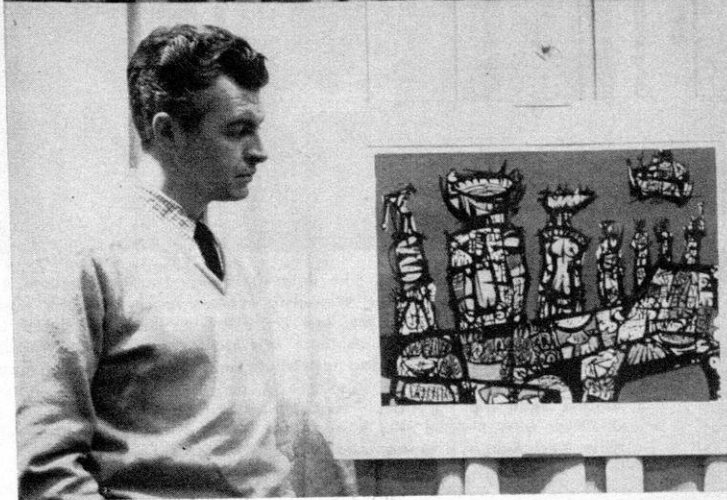


top watercolor award, the Madison Art Association purchase for his work "Chicago ... sessions."

Dean Meeker, assistant professor of art education at the University, received the Gov. and Mrs. Walter J. Kohler \$100 purchase award for "King's Joke," a serigraph. Another Milwaukee artist, Robert D. Cody, took the top award in sculpture—the \$150 Wisconsin Union purchase award for "Untitled Wood Sculpture." Both Meeker's and Cody's works were judged outstanding in their respective media and will become part of the Wisconsin Union collection.

The anniversary Salon drew a record number of entries—422 works from 270 Wisconsin artists, 94 works were selected by the jury for exhibition in the Salon which was on view in the galleries and lounge of the Memorial Union until mid-December.

Highest award in the graphics division of the Salon went to "King's Joke," by Prof. Dean Meeker of the University's art education staff, one of the outstanding artists in creative serigraphy in the nation today. Serigraphy is allied with silk screen painting.



Ticket Scalpers Get Warnings

Three University students, involved in football ticket sales halted by Madison police in a "scalping raid" this fall, have been given University reprimands.

Names of the three were not announced, in accordance with the usual procedure of the UW Student Conduct and Appeals committee.

As the committee took action, the UW Athletic Board tightened control on tickets issued to players with measures expected to "prevent the use of complimentary tickets."

Tickets are granted to players for home games in line with a conference rule which allows varsity squad members "not to exceed two for each year on the varsity squad with the total not to exceed six. The team captain may be given two additional tickets." These are for the use of friends and families of players and are not to be offered for sale.

College Unions Plan Expansion

When higher education enrollments reach their highest point in history, predicted for around 1960, the Unions at the state universities in the Midwest, already among the largest in the country, are likely to be ready with expanded facilities. That's the report in the October Bulletin of the Association of College Unions.

A journal survey showed preparations on a wide scale for taking care of future student needs and of the mushrooming meeting requirements of adult education conferences.

Construction has already started at Purdue University, for example, on a new 140-room hotel wing and an \$8,000,000 Union Building "annex" which will include adult education facilities, two theaters, several libraries, and billiard room.

Indiana University, the University of Illinois, the State University of Iowa, Iowa State College, the University of

Michigan, the University of Minnesota, and Michigan State College have all completed or are planning ambitious projects. Ohio State University recently completed a new \$4,400,000 Union in anticipation of future growth.

Fund raising for a \$2,000,000 adult education building, the Wisconsin Center, near the Union is being pressed at the University of Wisconsin. Studies of the possibilities of enlarging the Union are under way.

Union expansion in all cases is self-financed by borrowing, according to the bulletin, usually accompanied by an increase in the Union membership fee, except at Minnesota where some gift funds are being sought.

Gifts and Grants Accepted by Regents

Gifts and grants totaling \$74,754.99, including nine gifts from Wisconsin banks and other organizations for Agricultural Short



With the help of students like Joan Deringer, faculty members and civil service employees, the fall blood drive on the Wisconsin campus reached a new high of 922 pints. The blood was destined to go from the Red Cross Badger Regional Blood Center to the armed forces and to 71 hospitals in 30 southern Wisconsin counties. The University is hailed by Red Cross officials as outstanding among institutions in the United States in answering the call for blood. The University community supplies 34 per cent of Dane County-donated blood. Clustered around Joan are the drive's faculty-staff chairman, Dr. Robert C. Parkin, nurse Ruth Haines, a visitor from Finland who himself has donated 102 pints of blood during the last 19 years, Niilo Karl Robert Visapaa, and student chairman Stanley Cohen.

Course scholarships and four grants from the National Institutes of Health for medical and biochemical research, were accepted by the Regents in November. Gifts accepted totaled \$8,346.99, grants totaled \$66,408. These brought the gifts received by the University since July 1 to \$209,952.45, and the grants during the same period to \$967,102.70. Figures for the same period last year were \$138,773.74 and \$696,913.50.

Gifts

Anonymous contribution of \$1,400; Delta Gamma Alumnae Association, \$328.47 in memory of Mrs. Louise Merrill Shearer; Sterling-Winthrop Research Institute, Rensselaer, N. Y., \$1,500; Waukesha County Bankers' Association, \$400; Anonymous, \$35 for the Law School; National Fertilizer Association, Washington, D. C., \$200; UW chemistry department faculty, \$166; The Rev. Calvin Ley, Portage, of \$6 in memory of the late Mrs. Martin Stockwell; The Foundry Educational Foundation, Cleveland, Ohio, \$2,450; Madison Chamber of Commerce and Foundation, Madison, \$150; Wisconsin Garden Club Federation, \$100; Wisconsin Pharmaceutical Association, \$406.52; Anonymous, \$25; First American State Bank, Wausau, \$200; The Adams, Waushara, and Marquette County Bankers Association, \$400; Mrs. Anna Steytler, Chapel Hill, N. C.,

Central State Bank, Marshfield, \$200; Valders Lions Club, Valders, Wis., \$75; Manitowoc County Bankers Association and the Short Course Alumni of Manitowoc County,

\$225; The Manitowoc Chamber of Commerce and the Short Course Alumni of Manitowoc County, \$75;

Grants

Wisconsin Pickle Packers Association, Green Bay, \$6,000; Fairchild, Foley and Sammond, Milwaukee, \$400; The National Live Stock and Meat Board, Chicago, \$8,200; Hoffman-La Roche, Inc., Nutley, N. J., \$1,000; Barley and Malt Institute, Chicago, \$4,500; National Kraut Packers Association, Oak Park, Ill., \$1,500; The Gisholt John A. Johnson Foundation, Madison, \$1,800; Smith, Kline and French Laboratories, Philadelphia, \$4,800; National Institutes of Health, United States Public Health Service, \$32,628; Wyeth Laboratories, Inc., Philadelphia, \$3,000; American Cyanamid Co., New York City, \$1,500; Midwest Universities Research Association, \$1,080.

President Lauds Cancer Gifts

Pres. Edwin B. Fred took special pains recently to express gratitude for what he termed "one of the most important annual contributions to cancer research."

The contribution is the fund provided the University of Wisconsin's McArdle Memorial Laboratory by the Alexander and Margaret Stewart Trust.

"Beginning with a grant of \$30,000 in 1950, and following that with a grant of \$45,000 annually, this fund has enabled the scientists in McArdle Laboratory to conduct research on a level which literally would have been impossible had they not had it," Pres. Fred said.

The grant is provided the University by a trust established by the daughters of a prominent Wisconsin lumbering figure, Alexander Stewart, who came to Wisconsin in the mid-1800's and achieved success in the city of Wausau.

Stewart's daughter Mary died in 1946, leaving her estate to her sister, Mrs. Helen S. Devore, "with the agreement that upon her sister's death the estate would then be devoted to cancer research," Pres. Fred said. It was made immediately available for cancer research, however, when Mrs. Devore established the trust in the name of her parents.

"Mary Stewart and Mrs. Devore have had the wisdom and foresight to recognize that only through the combined efforts of many scientists, working in institutions such as the McArdle Memorial Laboratory, can we eventually conquer the diseases to which man is heir," Pres. Fred continued.

"Only through the establishment of trust funds to support this research can we be assured of continuous progress. Such funds as this are used for equipment and supplies, for communication with fellow scientists, and most important of all, to support the men of devotion, of great skill and talent, who conduct that work which will eventually place cancer beside the other diseases which medical science has conquered."

Scientists Named To Special Professorships

Two outstanding American scientists—one a chemist, the other a geneticist—have been appointed to professorships bearing the names of the late Homer Adkins and Leon Cole.

UW Professor William S. Johnson was appointed Homer Adkins Professor of Chemistry, and Prof. Sewell Wright, Chicago University, was appointed Leon J. Cole Professor of Genetics. Both appointments are for five years beginning with the 1954-55 academic year. This is the first time the professorships have been filled.

Prof. Adkins was a member of the Wisconsin faculty for 30 years, and was

"Living Memorial" to Grady

THE NAME of the late Daniel H. Grady, widely known Wisconsin attorney who served the University as Regent for a score of years, will continue as a "Living Memorial" on the Wisconsin campus.

A \$2,500 bequest was made by Grady, who died at his Portage home on May 11 at the age of 81. Income from the fund is to provide each year the Daniel H. Grady prize for the senior law student who has made the highest standing in his or her studies as a student in the UW Law School.

The Regents at the same time accepted a bequest for the Law School totaling \$2,500 from the will of the late William Eisenstadt, Chicago business man who died recently. Eisenstadt's son, Edgar, graduated from the UW Law School in 1953. The bequest is to be used for "a worthwhile project in the Law School" to be determined by the school's faculty.

At the same meeting, the Regents adopted a memorial resolution to Grady which read, in part:

"The members of the University of Wisconsin Board of Regents record with the deepest regret the death on May 11, 1954, of Daniel H. Grady, one of the most valuable members ever to serve the University. The passing of few of our fellow citizens has called forth such outpourings of both public and private praise. His courtly appearance, his old-world courtesy, his incisive mind and prodigious memory contributed to as colorful a personality as any we have ever known and admired . . .

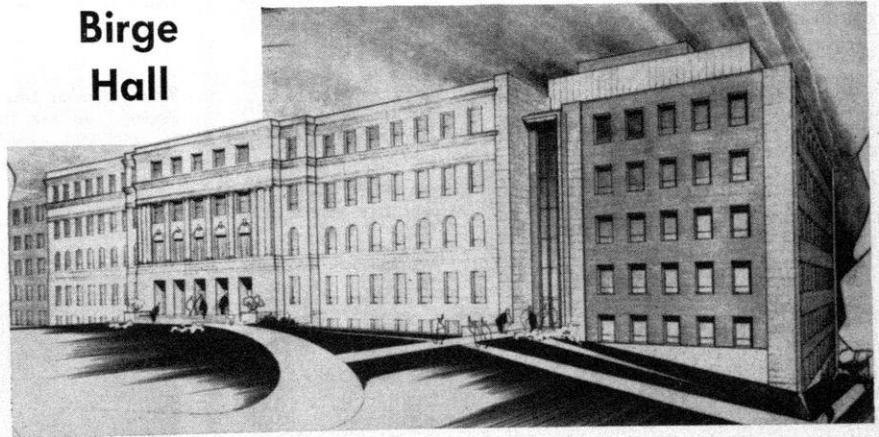
"It has been said of him that he would carry a two dollar lawsuit to the Supreme Court for the sake of a principle. Whenever he appeared in court, other lawyers gathered to study his courtroom manner—a blend of cold fact, incisive wit, and unswerving devotion to the cause of truth.

"Although he never held public office, Dan Grady's influence was felt in Wisconsin politics for many decades. He styled himself a 'Jeffersonian Democrat', but he felt it was each man's duty, in spite of the party of his first allegiance, to vote for the man best fitted for each office.

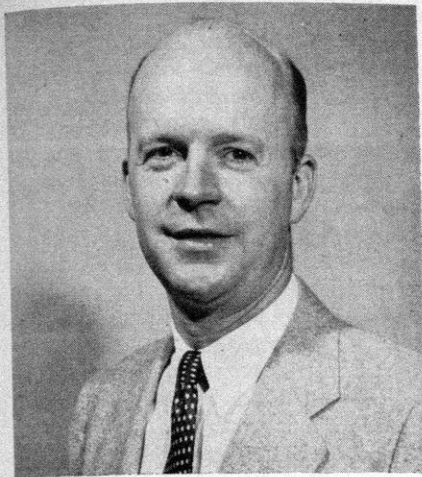
"Dan Grady's length of service to the University, which totaled 21 years, has not once in our history been exceeded. Dan Grady served as Regent from 1924 to 1930, from 1931 to 1938, and from 1943 to 1951. He was president of the Board from 1927 to 1930.

"Many times, during his long service, he stood alone against fellow members of the Board, refusing to be shaken from a position he considered right and good. We honor him for his unswerving devotion to his principles. He was, throughout his service, a wise, honorable, conscientious, far-sighted, and loyal friend, not only to the University, but to the cause of higher education in Wisconsin." . . .

Birge Hall



Preliminary plans and specifications for a west wing to Birge Hall were recently approved by the Regents. It will be constructed on the southern slope of Bascom Hill with \$1,400,000 allotted last year and will afford expansion for zoology and botany departments. The 54 by 138 foot addition will probably be of brick and stone enclosing a reinforced concrete structure and will be "quite a departure from the architecture of the central portion of Birge but designed to enhance it," University officials said.



Newell J. Smith has been appointed the director of the UW Residence Halls. He succeeds S. Lee Burns, who felt his health required him to carry out less demanding duties. Burns stays on as assistant director. Smith was graduated from Wisconsin in 1941 and has been on the Residence Halls staff since that time, with several years of wartime service excepted.

a research chemist of great ability. He died in 1949, after having trained thousands of students in organic chemistry, and after serving as teacher and adviser to more than 100 recipients of the doctorate degree in chemistry. Prof. Cole was the founder of Wisconsin's department of genetics, and directed many research projects which resulted in discoveries of value to animal breeders.

Prof. Johnson is particularly well known to scientists for his work on the chemistry and synthesis of the steroid hormones.

Prof. Wright is one of the world's outstanding geneticists. He received his bachelor of science degree from Lombard College, Galesburg, Ill., in 1911, and advanced degrees from Illinois and Harvard. For 10 years prior to joining the Chicago faculty he was senior animal husbandman for the U.S. Bureau of Animal Industry.

Historymobile Hibernates

The Wisconsin State Historical Society's Historymobile has gone into hibernation for the winter. The red vehicle, carrying an exhibit on Wisconsin history, has become a familiar sight as it has pounded the state's highways day and night steadily during the summer and fall.

The Historymobile is a 43-foot trailer, pulled by a special truck. Exhibit cases inside tell the story of Wisconsin's centuries of rich history in chronological order. It is one of eight museums-on-wheels in the world today and the only one devoted exclusively to history.

curtains UP

*... as the Wisconsin Union Theater
celebrates an anniversary—and prepares
for another long run!*

By Fan Taylor, '38

WITH A LOOK to the past and plans for the future, the fifteenth anniversary of the opening of the Wisconsin Union Theater was marked this fall.

The decade and a half of intensive use was impressively rounded off with the road company production of "The Caine Mutiny Court Martial," starring Paul Douglas, Wendell Corey and Steve Brodie, in early October.

Many of the theater patrons who shared the gala atmosphere of the opening of the 1954-55 theater season recalled the brilliant premiere in October, 1939, when Alfred Lunt and Lynn Fontanne starred in the New York Theatre Guild's production of "The Taming of the Shrew"—the first performance in the new campus playhouse.

Some of the activities in the theater since that Shakespearean opening were traced for this season's patrons in special notes on the program for "The Caine Mutiny Court Martial."

The notes recounted the story of the building of the theater wing on the Memorial Union building: how an auditorium had always been planned as part of the war memorial and community purposes for which the Union was built; how it took 20 years of planning to get together funds and backing for the wing which was to be devoted particularly to cultural and recreational activities for the campus and community—with its two theaters, stage and craft workshops, outing headquarters, art gallery, bowling alleys, darkrooms, and new meeting rooms; how the funds came from several sources—\$266,000 from the Federal Public Works Administration, \$585,000 from a loan secured by student fees, \$135,000 from the operating surplus of the Union and further gifts from students and alumni—a total investment of \$986,000, none of which came from state taxes.

Theater-goers at "The Caine Mutiny Court Martial" also had a chance to look over a special gallery display, which traced some of the activities and development of theater use by students, faculty, alumni, and other citizens of Madison and the state at large.

With charts, photographs and advertising material from the seasons past, the display recalled graphically the 139 stage productions by the Wisconsin Players during this period, the 150 concerts on the Wisconsin Union Concert Series, the countless road shows, dance productions, forums, meetings, lectures, films and conferences that have kept the auditorium busy on an average of more than once a day, ever since it was opened.

Names of the world-renowned men and women who have spoken from the theater platform were listed: Trygve Lie, T. S. Eliot, Prime Minister Nehru of India, Norman Thomas, Lord Halifax, Mrs. Eleanor Roosevelt, Carl Sandburg, Harold Stassen, Frank Lloyd Wright and others.

When alumna Uta Hagen returned to play in "A Streetcar Named Desire," on the Union Theater boards a few years ago, on hand to meet her were her father, UW Art History Prof. Oskar Hagen, and Theater Committee chairman Rita Brown Peterson.



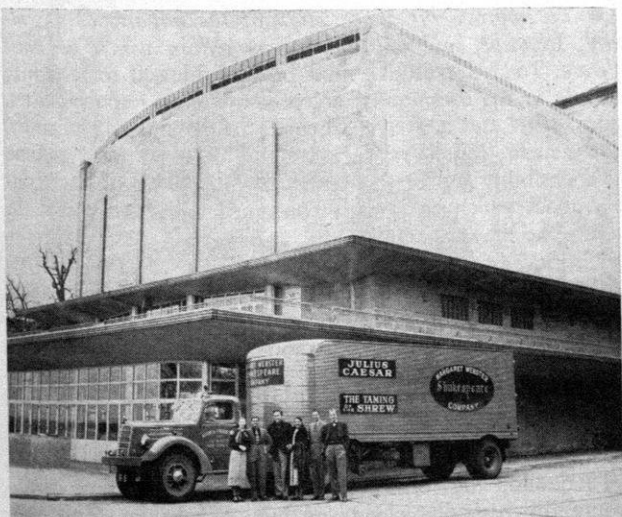
Reminders of the brilliant performances by many stage and concert artists were brought back by programs featuring Heifetz, Katharine Cornell, Rubinstein, Kirsten Flagstad, Jose Ferrer, the Ballet Russe de Monte Carlo and the Ballet Theater, Piatigorsky, Uta Hagen, Maurice Evans, Margaret Webster, Martha Graham, the Boston "Pops" Orchestra, Dimitri Mitropoulos, Fritz Kreisler and many more.

The display indicated, too, that from day to day over the fifteen year period, bankers, farmers, educators, salesmen, experts on atomic energy and the chemistry of the soil, philosophers, and political figures have brought local and international problems to the theater forum to be discussed and resolved.

Altogether, the anniversary evening let faculty, students, alumni and townspeople alike take stock of what has been accomplished since the first of 2,386,720 patrons walked in the glass doors fifteen years ago.



When that great concert star, Lotte Lehman, sang her last big public concert, she chose to do it in the Union Theater. Above is a picture of her dressing room during that last stand. Nowadays most shows come in loaded on huge trucks like that parked in front of the main theater entrance below.



DECEMBER, 1954



The Fuller Opera House slid from Eva Tanguay to jungle thrillers, meanwhile getting its name changed to the Parkway. It is now completely demolished, will be replaced by a dime store.

CURTAINS down on the old Fuller

BEFORE THE Union Theater opened, music and drama attractions, had no fixed home. The Stock Pavilion and the University gymnasium housed many large concerts—with Paderewski, Rachmaninoff, John McCormack and dozens of other great names of the past performing in them. Other concerts were held in Great Hall of the Union.

Bascom Theater housed the Wisconsin Players and Orchesis, and in early years Orchesis also danced on the lawn behind Bascom hall. Haresfoot and the Union Vodvil were presented in the old Fuller Opera House on the Capitol Square.

That old Fuller, built in 1890, was a favorite entertainment spot for university students. Most of them sat in the top balcony, and to the accompaniment of hoots and catcalls, would dangle knotted neckties, strings, and belts down for programs to be attached and hauled up to the upper reaches of the theater. And before the curtain went up, the orchestra had to play "It's a Hot Time in the Old Town Tonight," or the program could not start.

About 1920, the old Fuller was sold and completely remodeled. From then on it was used as both a theater and a movie house. Then, co-incident with the anniversary of the Union theater, came the announcement in the newspapers that the Fuller was to be torn down to make room for a new mercantile building in Madison.

Union director Porter Butts, issued a statement of policy at the close of "The Caine Mutiny Court Martial" performance, indicating expanding plans for the campus play-house to serve theater-going interests in the Madison community.

"We will try to fill the gap left by the razing of the Parkway," Butts said.

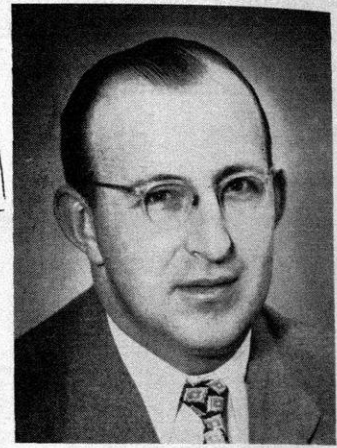
"With the Parkway gone . . . we have an obligation to do all we can to expand the community-wide function of the Union Theater and to keep Madison on the routing schedule for touring road shows.

Memo

to Staff
 from R. Sullivan
 date 11/15/54

Re: Executive
Leadership Course

Richard E. Sullivan
 Chairman
 Extension Commerce Department



**Can you read this article
 in 3 minutes or less? That's one goal
 for executives in this program.**

ALTHOUGH OUR next Executive Leadership Course does not start until next June, it is important that we begin the basic planning and development of the program this month.

We must recognize that this program should again offer specific things which a company cannot readily provide itself, and which are not readily available in any other location or in any other form. It seems to me that this is extremely important if we are to provide the kind of service that we feel obliged to do.

In trying to decide how we can improve the course for 1955, it might be well to review the objectives we set up for this program. We should assure ourselves that they are useful and, if we succeed in attaining them, that they will specifically contribute to the development of the individual.

Let's reexamine the objectives:

- *To provide a thorough opportunity for the enrollee to understand himself and his functions in an executive position.* More and more it becomes important that the individual understand why he does the things he does, and how he reacts to certain types of stimuli, if he is to be able to deal not only with himself but with other people in his executive position.
- *To develop in him the ability to solve problems through group action.* It is now clear that most executives' successes are based upon their ability to work with groups and to get group action and group thinking pinpointed on specific goals and objectives that the executive feels are important.
- *To broaden his point of view beyond any organizational*

function in which he currently finds himself. The executive must have many broad knowledges and understandings if he is to fulfill the true responsibility of an executive position. No longer do we find that the specialist can successfully continue to be a specialist alone and move to the top of an organization.

- *To improve his appreciation of the problems which face executives.* Executives are called upon to deal with many aspects of a business and to coordinate these activities into a workable and productive activity.

- *To improve his appreciation of the importance of cultural, scientific, and political factors within which he must operate.* Today's executive must broaden himself to recognize his role in the community, accept community responsibilities, and support and actively participate in cultural and scientific advancement. Moreover, the executive of today must assume a responsibility and be spokesman for that phase of our economy about which he is daily concerned and from which, in a sense, he draws his existence:

ASSUMING THAT these objectives and the reasons underlying them are sound, it appears that we must look at the course material rather critically and see if it will contribute to their attainment.

You will remember that the core of the total program was basically developed in two general areas: *leadership skill and successful working organizational relationships.*

To develop the former we spent considerable time establishing the basic knowledge of human behavior. This was

done through the process of reviewing fundamental psychology and by devoting a portion of time to an analysis of characteristics of individual differences.

Then we moved directly into the executive and his job as a leader. We tried to analyze the individual to determine what causes success or failure among executives. We tried to identify techniques by which the executive might eliminate the weaknesses that we discovered. At this point, too, we spent some time in analyzing the pressures that play upon an executive. We tried to develop a recognition in the enrollee's part that he not only would have pressure from his job, but pressure from fellow executives, pressure from the community, and pressure from his family as well.

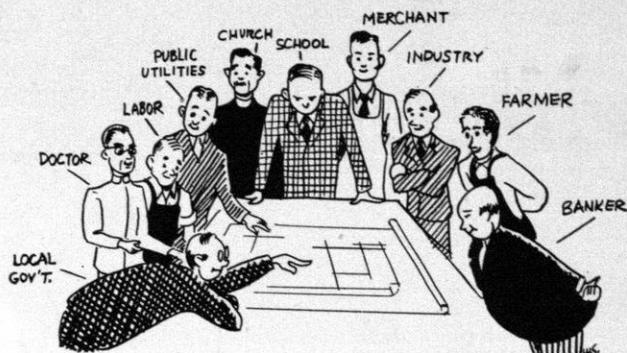
In placing great emphasis upon the executive's responsibility for building and maintaining an organization, we tried to develop this topic through an analysis of such subjects as delegation of authority, personnel placement, the use of staff resources, timing of executive actions, and communication techniques useful in good administration.

It seems to me that this coming program should aim at doing a *better* job of interweaving such ideas as planning for future needs, research and its role in the organization, changing sales patterns, and the responsibility of the executive for long-range planning, both as to physical products requirements and personnel.

Although leadership and organization were core topics, I believe much was accomplished, too, with the other subjects of the course. This was particularly true of the series of economic lectures that were presented, including the discussions aimed at explaining the influence of economic trends on executive action.

Too, we tried rather a new approach in the area of skill training. Here again we concentrated rather heavily on skills involved in committee and group action. Interestingly enough, while the enrollees were much in favor of this subject, they felt we devoted too much time to it and though there were other topics that could have been covered more fruitfully in the intensive two-week program. Several enrollees thought our emphasis upon the actual skill was too great and that they could obtain adequate training in their own communities. I believe this area should be thoroughly examined and more

... "the importance of working with others" ...



... "the executive must be part of his community" ...

emphasis placed upon the importance of the skill and its utilization rather than on the actual attempt to develop the skill.

You'll remember, though, that each day we spent time in the area of reading improvement. Without question this "skill" instruction in better reading habits was extremely well received by all in attendance. That time devoted to an individual analysis of each executive's reading habits and the individually planned programs of improvement appeared to be remarkably profitable. Some enrollees improved their efficiency by more than 100 per cent.

It was interesting to me to note that, together with the specific contribution that the subject of reading improvement itself made, there was an important additional value in that the group at a very early stage had an excellent opportunity to get to know each other better during testing programs. And the benefits of such early group unity for a program like this are known well to all of us.

The session on executive health was well-received and I believe that we should examine this with the thought of perhaps expanding it. Growing importance is placed on this subject by all who are presently responsible for executive activity.

The evening seminars featuring outstanding members of our faculty were also well-accepted. Such sessions as Professor Walter Agard had with the group on the classical origins of the free enterprise and democratic systems and the session with Professor Philip Fox on business ethics made a distinct contribution to the overall value of the program.

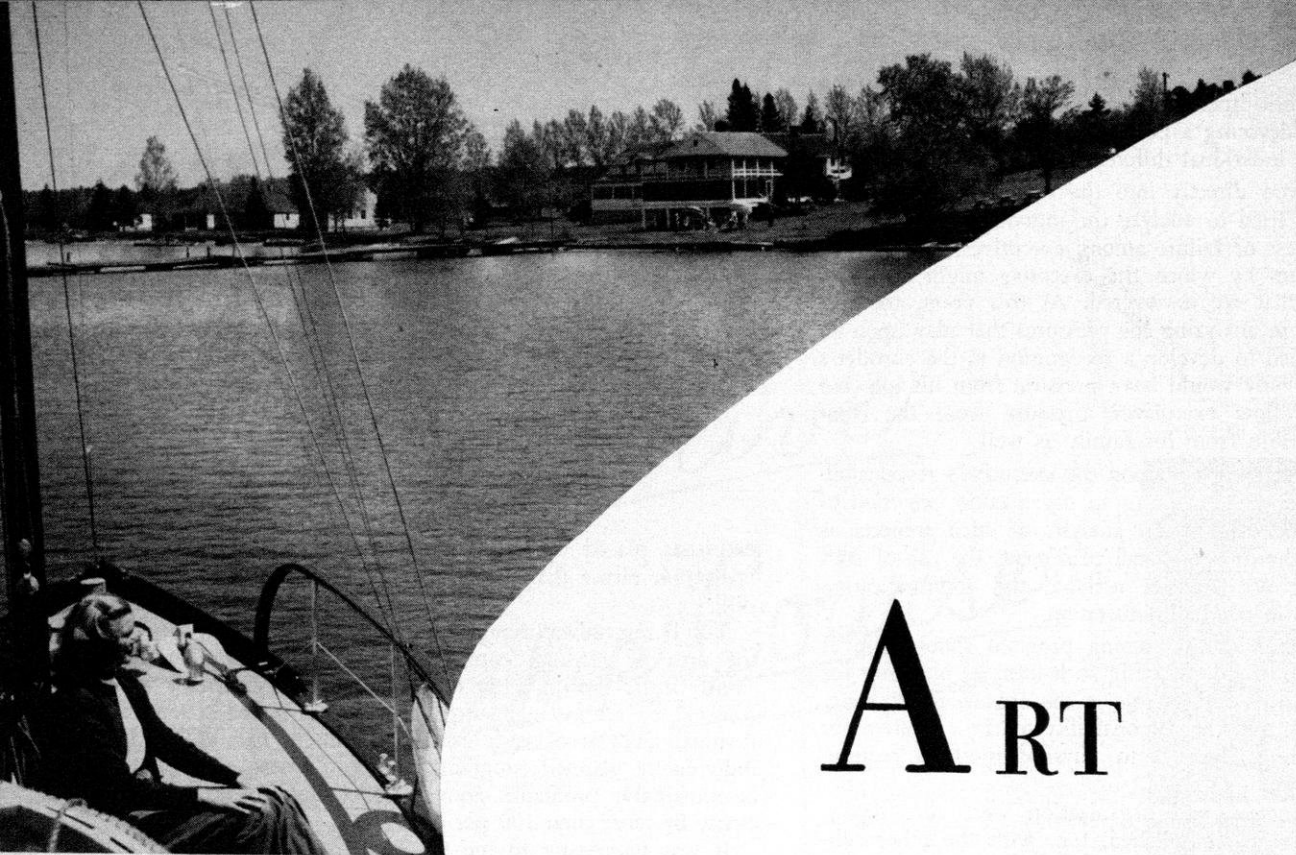
You'll remember that one big question that concerned us before the start of last year's program was the small amount of free time that the enrollees had entirely to themselves: It appears that our fears were unfounded. In fact, it was interesting to note that on the one week-end we left open for them to plan as each one desired, they organized a field trip to a nearby industrial operation on their own!

However, again this year we will be faced with the serious problem of inadequate housing. When even undergraduate students are finding it very difficult to find adequate housing, the situation is just as difficult, or more so, for all the institute enrollees that we have during the course of the academic year. So, unless things change very rapidly, it looks like we will once again have to provide off-campus housing for the men.

In addition, I hope that we can do some very specific planning to help alleviate the parking problem. This is just as critical as the housing situation.

With the construction of the Wisconsin Center Building, it appears that there will be some easing of these last two

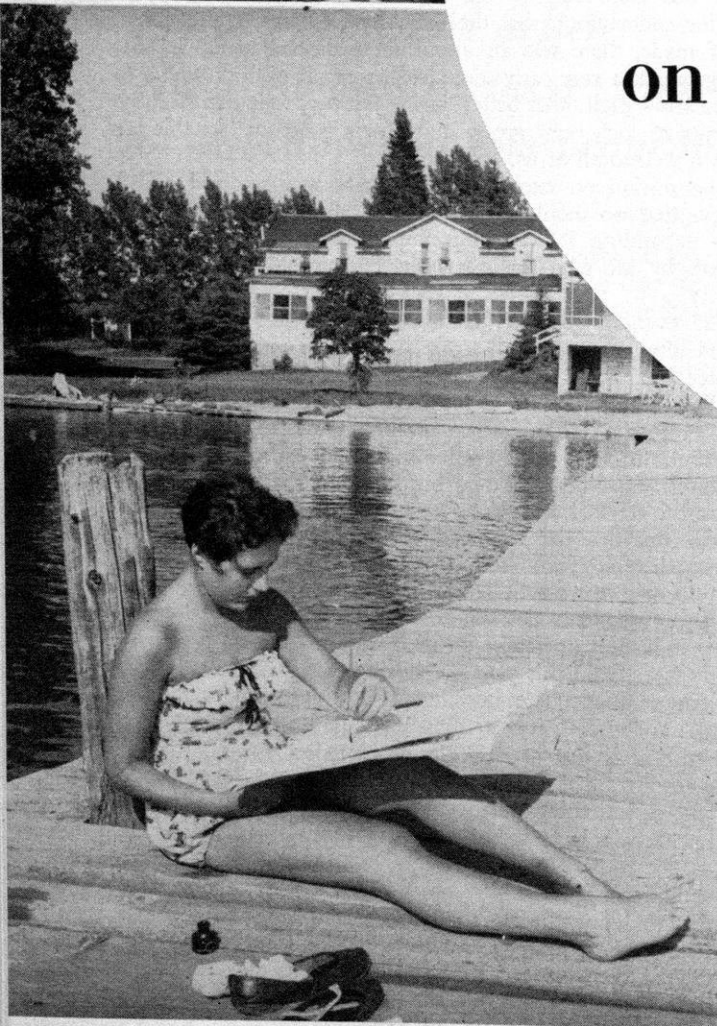
(continued on page 24)



ART

on Madeline Island

*Milwaukee Journal Photos
are by John A. Murray*



MADELINE ISLAND is a rugged, picturesque dot of scenery a couple of miles off the coast of Wisconsin in Lake Superior. It's the largest of the Apostle group, and its main industries are logging, fishing, and tourists.

The residents of Madeline Island would also like to be famous for something else. That something is the Madeline Island Summer Arts center, and the residents are already getting their wish—even though the center saw the light of day for the first time only last summer.

The idea itself, in fact, isn't much more than a year old. A group of Madeline islanders bought out the Mission Inn hotel and its surrounding cabin and property last fall. Thereupon they formed a non-profit educational corporation.

Then they talked to artist-educators at the University of Wisconsin. In record time, a series of courses was organized through the Extension Division, and Dean Meeker, assistant professor of art education, agreed to teach them.

Nine students enrolled in the five courses offered and served

Above, approaching Mission Inn on Madeline. At left, student Janet Pines sketches on the dock.

A screened porch of Mission Inn on Madeline Island became the cluttered studio of the art center and classes were conducted there every morning for six weeks. That's Prof. Meeker kneeling on the floor.

as a pilot group in developing the new center. Next summer many more are expected.

The students live in the century-old Mission Inn, which housed one of the first Protestant missions in the Northwest territory and one of the first schools of any kind in the state of Wisconsin. During its 60 years as a summer resort, its visitors have lived in rooms that line both sides of two long halls, as in a college dormitory.

The operation of the courses and of the resort are entirely separate. Tuition for the art courses was \$70 and \$32.50 weekly for room and board was paid to the art center corporation. (Information on next summer's program is available now from the Extension Division, University of Wisconsin, Madison.)

Schooltime at the Inn was in the morning. The artists took over a long, screened porch as their studio, and there students received a generous amount of individual instruction. In mid-afternoon the artists generally succumbed to the lure of the casual atmosphere and a variety of sports including golf, tennis, swimming and boating.

Another feature of the art center drew several non-enrollees to Madeline on weekends. These bi-weekly seminars brought widely-known artists to teach a Friday night class, to conduct a Saturday afternoon workshop, and to lead a Sunday evaluation period.

To break "academic" routine, the art group each week went on all-day sketching trips around the island and to neighboring islands and towns.

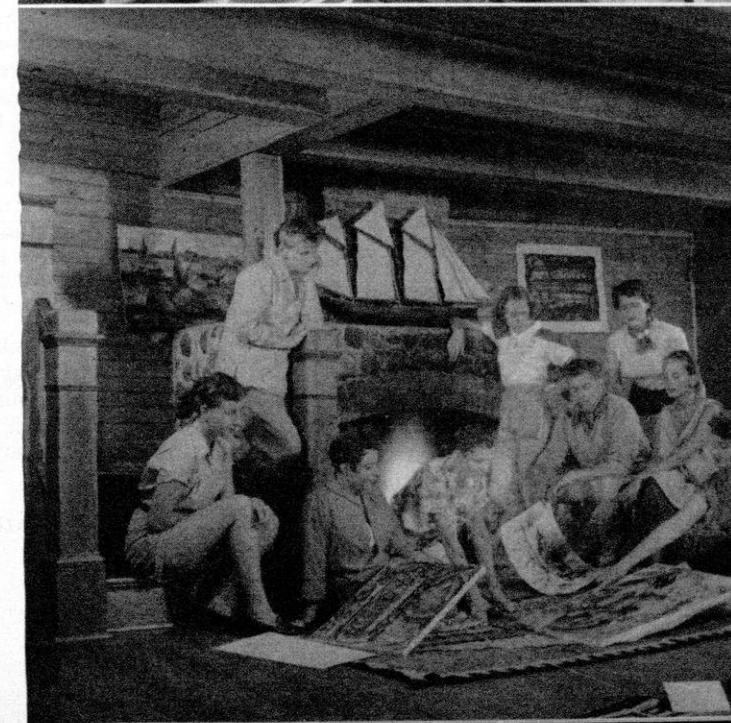
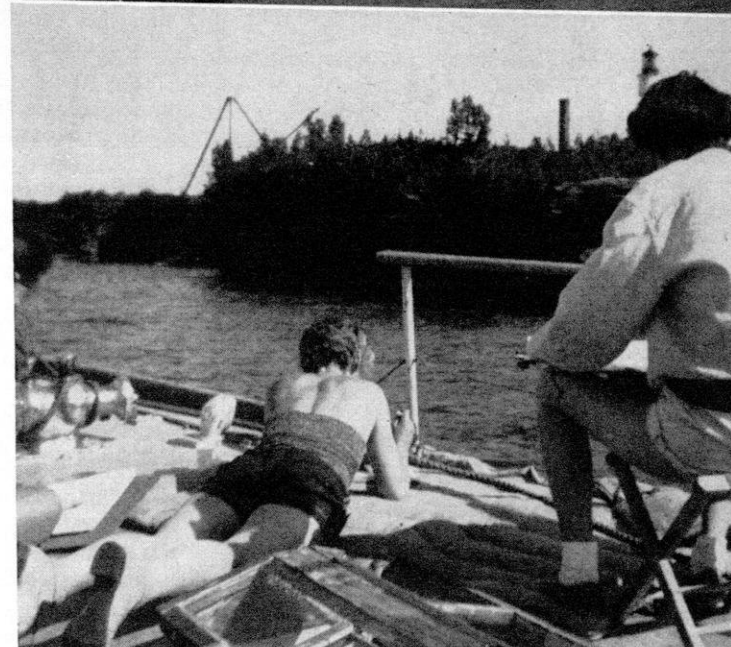
Next summer, with a larger enrollment for the six weeks program, more instructors are expected to be on hand, with more courses available. These may include instructors from other universities. However, the center will limit the number of students to about 25.

A launch put at the artists' disposal by an island resort was used for sketching trips to nearby islands. In return for the use of the boat, the students pitched in and had a boat painting party.

Casualness in dress and atmosphere marked the program, but considerable work was accomplished, too. Before the fireplace in the Inn, looking things over, were Carolyn Piper, Mrs. William J. McGowan, Janet Pines, Henry Godfredson, Anne Marie Hallberg, Prof. and Mrs. Dean Meeker (seated), Agatha Norton and Clare Jordan.



What is life without a jam session? Extracurricular activities on Madeline were many and varied.



Who'll Buy a "General" Education ?

U.S. BUSINESS is talking much these days about its needs for more broadly-educated men. It wants more men who have acquired the range of interests and the mental disciplines that education in the liberal arts or humanities is peculiarly well fitted to give. More and more frequently, U.S. executives are heard to say that they can (within certain obvious limitations) create their own "specialists" after they hire them, that what they need and can't create is men with a decent general education.

"The specialization is shocking," a company president complained to a recent gathering. "We're all obsessed with expertise." In management conferences, executive training clinics, and business-education get-togethers, others make the same point: overspecialization, they complain, is robbing business of potential top-management material.

The trend toward more and more undergraduate specialization can be readily documented. FORTUNE has surveyed fifty colleges and universities and the results show that students are taking, and colleges are giving, less fundamental education than ever before. Businessmen are rightfully alarmed.

And who is to blame? The fact is that business itself is largely to blame.

Business posts its demands on higher education through its personnel recruiters. The specifications that the recruiter is bringing to his task show that the going market for men with broad general education, particularly the liberal-arts majors, is not nearly so reassuring as are the words of top management.

In many colleges the story is much the same. Of the first 200 recruiters to visit Johns Hopkins University in 1953, 145 were actively seeking engineers, thirty-nine wanted other kinds of specialists. Only sixteen were willing to have a look at liberal-arts majors. At the University of South Carolina, Registrar Henry O. Strohecker reports that the placement bureau "cannot possibly meet the demands in the fields of specialization. It's a rare occasion when companies seek just liberal-arts graduates."

(A similar situation exists at Wisconsin, according to Henry L. Goehring, placement director, with only about 20 per cent of the recruiters interested in general education graduates.

"They're mostly trying to fill technical jobs," he said, suggesting that perhaps less active recruiting is required to fill positions other than technical.)

And recruiters who do show interest in a student with a liberal-arts background generally seem to be hoping that the candidate may have other qualities—such as "personality" or "leadership" in extracurricular activities—to counterbalance his archaic course of studies and make him useful after all.

The recruiter's home office is just as persistent in its demand for specialists. A young college graduate recently looking for a job in Manhattan, for example, found in talking to on-site personnel men that his English major was a liability beside the technical training or

New Course

The Regents in June approved a new five-year combined curriculum leading to degrees in civil engineering and light building industry.

The five-year course calls for 190 credits, including six credits in a summer survey camp between sophomore and junior years. Sophomore, junior and senior students will take 19 credits a semester, freshmen 17, and fifth year students 18.

The curriculum includes freshman composition, economics 1A, eight possible elective credits in the fifth year, and the balance largely technical subjects in commerce and engineering.

extracurricular work experience of his classmates, even for a job as a writer with a major publishing concern.

From the job-hunting seniors, undergrads soon get the word. The recruiter's employment specifications are read as a measure of the rewards and expectations of business; the whole campus has been put on notice that the "impractical" liberal-arts education does not pay off. As one placement officer puts it, "the student who is trained to think in words, who can write, who has interest in and some understanding of our complicated world," gets the impression he is just about useless to industry.

The records show how well the lesson has been learned. Out of the 227,029 men who got their first degrees from 1,306 colleges and universities in

(continued on page 33)



When Helen Hobart works at something it really gets done—even sitting on a fence on her farm property in Waupaca county.

Wisconsin Women

• • • with Grace Chatterton

HELEN BROWNE HOBART '19, for a number of years a member of the University Board of Visitors, is frequently called "fabulous Helen," by fellow members. With sparkling good humor and an occasional caustic remark, she enlivens the meetings of this august body.

Helen became "fabulous" to her colleagues upon the full realization of her many accomplishments.

Certainly she is a farmer—and one who wears blue jeans, plaid shirt and straw hat while on the job; yet she is a woman who does *many* things well. For instance, on her farm lands she has created a tiny Swiss chalet guest house in one end of a long, reddish brown tool shed because of the view and accessibility to a well-stocked little Waupaca County lake.

A rustic hide-away for artist friends in the midst of acres of virgin timber, and the complete restoration of an old and sizable stage coach inn between Stevens Point and Waupaca are some of her other projects.

The Christian Science Monitor recently published a feature story about Helen, written by Dorothy Jaffe. Parts of it are reprinted here:

Helen Hobart didn't plan to turn into either a farmer or an interior decorator, but she did both, and at the same time. An appealing old house led into both careers.

She had reared two children and now had two grandchildren but the thought of "taking it easy" didn't appeal to her. Her bounding energy called to look around for one.

She thought she would like to go back to the Wisconsin

lake country she had known as a girl and establish a summer home there for herself and her husband, Dr. Marcus Hobart. It would be fun to take a run-down old farmhouse and make it livable again. She enjoyed planning interiors; this would give her opportunity to start from scratch.

On a trip to the Chain o' Lakes at Waupaca, Wis., she found the very house she was looking for. A fine but neglected old structure, it stood among pine trees on the shore of one of the score of lakes in the chain where her parents had maintained a summer home.

It needed everything done to it, but that was one of its charms. It was for sale. She decided to buy it.

At the time she didn't suspect that this act would change her entire mode of living.

"I wanted our summer place to be a real farm, capable of sustaining itself," she said. "I realized that it must be an economic unit if it was to pay its own way. This meant an acreage large enough to warrant the purchase of a tractor and other farm machinery."

She started with about 100 acres and added farms until she now has about 400 acres. As the farms are close to lakes, the soil is sandy and not suited to commercial grain production. Dairying seemed to be the answer.

She bought necessary machinery and equipment and five thoroughbred Guernsey cows. Thus Long Meadow Guernsey Farm was launched. She undertook to grow enough grain and alfalfa to feed her livestock.

Always a lover of animals, she took naturally to dairy farming. She was quick to sense what her cows needed in pasture and barn. But she was not content to farm by instinct.

She realized after buying the land that she would have to educate herself in modern farming techniques if she was to be successful as a farm owner. She could hire help, but she needed to be able to direct her help in the management of the enterprise.

"So in 1940 I went back to my old school, the University of Wisconsin," she said. "The University offers a winter short course for farm youths who can spare only about 12 weeks at that time from their chores. I enrolled in the course. There were about 60 farm boys taking the work. I was the only woman, but I didn't mind that, nor did they. It was just what I needed."

Mrs. Hobart went back a second and third winter to complete the course. Years before this experience, she had earned her bachelor's degree from the University of Wisconsin in its liberal arts college. Now she won a certificate from what she used to call in campus jargon, "the cow college."

She was prouder, perhaps of her new achievement than of the old. In any case, she had learned much practical farm lore and had made contacts with the University's farm experts which continue to be valuable to her.

She has managed to do a big reforestation job along with her regular farm work. Much of the sandy land was eroded. "We had gullies on the place that wouldn't sustain a jack-rabbit," she said. She bought pine seedlings and rented a planter from the county. In 15 years she has put out 70,000 pines.

The work has been rewarding. Mrs. Hobart drove us in a bouncy old car over roads through a shady pine grove that had started as her seedlings. The plots are serving as demonstration areas to other farmers.

Mrs. Hobart gets much satisfaction from seeing others reforest their lands. At the same time, she points out, tree planting is a sound investment.

With the restoring of the land, Mrs. Hobart has carried

out the restoring of the various old houses she found on the different farms. First there was the main farmhouse on the lake. She added some new features to take advantage of the lake view and with a sure feeling for color, line, and comfort, she decorated it. Each room has its individual charm.

This was only a beginning. Across the road in a cow pasture was a little house used for storing machinery. Mrs. Hobart thought it would be a pleasant spot for guests and she did it over into a country house of modest distinction.

Then there was the old coach-house beside the trout stream. She found striking wallpaper suited to its period, sanded the old woodwork, and furnished it with antiques from the countryside.

So it went, until she had remodeled and furnished six houses! At first she intended them for the use of friends and relatives, but when farm earnings needed supplementing she found she could rent them for the summer, and they proved a positive asset.

Has the farm paid its own way? Mrs. Hobart says the capital expenditures required for farming are greater than she had suspected, but the farm is doing all right for itself.

"My husband used to call it 'Helen's problem,'" she confided with a twinkle in her eye. "Now he speaks of it as 'our farm.'"

Want to Work? Louise Troxell, dean of women, has asked me to remind women graduates of the University of Wisconsin that the placement and job counseling services of her office are available at any time to women who are contemplating job changes or who wish to re-enter the labor market after an absence of any duration.

Job counseling is particularly important when an individual is re-examining her occupational plans. The Office of the Dean of Women maintains current files on job opportunities for women through continuing relationships with employers.

Any graduate interested in using the services of the office is invited to come in for a conference with, or write to, Miss Emily Chervenik, Occupational Counselor and Placement Officer for women in Room 103, Lathrop Hall.

Executive Leadership

(continued from page 19)

problems. The day that this adult education center is available will be one which will be welcomed by many—but by none more than our particular group.

How about the manner in which the subjects were presented? In general, it appears we can safely assume that the directed discussion type of approach is the one most acceptable to men at this level in management. This approach allows a well-planned program and definite accomplishment, yet at the same time guarantees the opportunity for all enrollees to participate freely.

Among the many interesting comments received from the enrollees was one, offered by several men, to which I think we should give special consideration. They were in favor of limiting the enrollment of any future executive program to 15 men. Such a limitation would place some serious financial problems before us, as you well know, but I believe the factors that motivate such a request are so important that we should try to closely control the size of the group.

* * *

It seems to me, then, that these are some of the salient features which you should start to mull over.



... here's important information about the University of Wisconsin collected for you by the Wisconsin Alumni Association.

WISCONSIN PRE-VIEW MEETING

This meeting has been arranged to give you first-hand information about the University of Wisconsin. University students and faculty representatives are all set to answer your questions. We hope this meeting will be helpful to you and welcome this opportunity to work with you in planning your college career.

WISCONSIN ALUMNI ASSOCIATION
770 LANGDON STREET • MADISON 6, WISCONSIN • DIAL 5-3311-EXT. 2616



The Pre-View Story

THIS FALL 976 high school seniors in Wisconsin have had an opportunity to learn at first hand about undergraduate education at the University. Wisconsin alumni in 36 communities have made this possible by holding Wisconsin Pre-View Meetings in their homes. University students accompanied by a faculty or Wisconsin Alumni Association staff member have left books and campus for a few hours to meet with high school students eager to learn more about their State University.

Several alumni in Northern Illinois have invited University faculty and students to their homes, too, to meet their young neighbors eyeing Wisconsin as a possible Alma Mater. Marc Law, UW Board of Visitors president, and Mrs. Law held one of these sessions one Sunday afternoon in November. They served a luscious turkey dinner to their Wisconsin guests and some of the faculty members of their high school that evening. After such hospitality, the members of that University student team are convinced that Wisconsin alumni are "simply great."

A new feature of the meetings this year is the Wisconsin Pre-View packet (see above). Every high school student who attends receives one of these attractive envelopes, with the compliments of the Wisconsin Alumni Association. They take the packets home, and their contents should help these prospective students and their parents in making their plans for college. Materials included are up-to-the-minute streamlined data on scholarships available to freshmen, housing information for both men and women and application deadlines, a break-down of the cost of attending the University for a semester, the availability of part-time jobs, the Wisconsin Memorial Union and how it serves University students.

HOW DO alumni react to these meetings?

Prairie du Sac alumna Mrs. Ed Gruber wrote recently: "The meeting was a success. The people from the University were fine young people. We enjoyed every one of them. They were really able to bring out some good discussion. . . ."

Katherine McCaul of Tomah wrote:

"Our Pre-View meeting was wonderful—at least, I was thrilled, and I am sure all the students were also.

"We had 28 high school students present, and they really gave their attention all evening to the four University students and George Gurda, of the University staff. I think they all did fine work and I am sure we will see results from all this. I think it is one of the best things Wisconsin has done in years in the line of public relations."

Mr. C. M. Bond, President of the Sheboygan Alumni Club reported—

"It affords me a great deal of pleasure to be able to state that the Pre-View meeting sponsored by the University of Wisconsin Alumni Club of Sheboygan County which was held in Sheboygan last evening was an outstanding success. As a matter of fact, in our opinion, it was the best Pre-View meeting which has ever been held here. Approximately 55 prospective students were in attendance. . . .

"Mr. Richard W. Whinfield, Chairman of the Pre-View Meeting Committee deserves considerable credit for the fact that he personally contacted every high school in the county to extend invitations to their seniors to attend. As a matter of fact, at this meeting, the high schools from the county were very well represented.

"I spoke to Mrs. Walter Vollrath (the hostess) about the function this morning, and she, likewise, is very happy about its success. She stated that as far as her experience is concerned, it was the largest and most successful of its kind that has ever been held in Sheboygan. . . ."

Meanwhile on campus 161 student leaders are actively supporting this program. Student teams to attend meetings are drawn from this select group by the 12 members of a Student Central Planning Committee. Co-chairmen of this top admin-

More than 50 seniors from Sheboygan county's high schools gathered for a Pre-View Meeting at the Walter Vollrath home. From left to right above were UW ROTC Capt. W. J. Love, UW juniors Margaret Gruenewald, Robert Cope and Marcia Windness, and Sheboygan North senior Carol Fessler, all seated. Standing were Sheboygan County Alumni Club representative William R. Sachse, Plymouth High senior Charles Town and UW senior Dave Kovenock. As usual, the high school students got an up-to-the-minute picture of University daily life from their visitors from the campus.



DECEMBER, 1954

istrative group are Anne Mathews, senior from Evanston, Illinois, and Jack McCrory, senior from Wauwatosa, Wisconsin. They and their Central Committee deserve the entire credit for the enthusiastic support of the student body for the program.

Faculty members, too, welcome the chance to accompany students on these trips. Everyone becomes better acquainted when participating in an experience of this kind, and another of those important teacher-student friendships results.

ANOTHER CAMPUS Pre-View project this fall was the circulation of a student originated questionnaire to all entering freshmen during orientation week. A preliminary summary indicates that 23 per cent of the total 2200 freshmen from the State had attended Pre-Views previous to coming to the campus. Some 33 per cent indicated that they found them "very helpful;" 63 per cent said they were of "some help."

When questioned about reasons for deciding on Wisconsin, the largest number stated the curriculum was the most important factor. Other factors in the order of their importance were:

1. Location and finance
2. Personal contacts with friends and family
3. Pre-View meetings
4. College days in high school
5. One candid freshman added that "three years of common labor" was his reason for deciding to come to Wisconsin.

During the past two years 131 Wisconsin Pre-Views have been held. This number will be increased in 1955 since 20 more of these University—high school student meetings are already scheduled for next February.

Here is a list of Pre-View meetings held this fall:

CITY	DATE	SPONSOR
Antigo	10/18	Langlade Alumni Club
Shawano	10/19	James Judd, '37
Spooner (2)	10/20	W. W. Bitney, '50
Rhineland	10/20	Rhineland Club
Wausau	10/21	Wausau Club
Janesville	10/26	Janesville Club
Fort Atkinson	10/26	Fort Atkinson Club
Prairie du Sac	10/27	Mrs. Ed Gruber, '32
Monroe	10/27	Green County Club
Kewaunee (2)	11/4	Kewaunee County Club
Fomah	11/8	Tomah Club
Prairie du Chien (2)	11/9	Mrs. Paul Schmidt, '39
Waukesha	11/9	Waukesha Club
New Holstein	11/10	Mrs. Fred Schildhauer, '23
Chilton	11/10	Mrs. Edward Landgraf, '23
Kenosha	11/10	Kenosha Club
La Crosse	11/10	La Crosse Club
Berlin	11/11	Berlin Club
Northbrook, Ill.	11/14	Marc A. Law, '41
Mauston (2)	11/15	Roland Vieth, '50
Stevens Point	11/15	Stevens Point Club
Sheboygan	11/16	Sheboygan Club
Racine	11/17	Racine Club
Marshfield	11/29	Marshfield Club
Jefferson	11/29	Jefferson Club
Fond du Lac	11/29	Fond du Lac Club
Darlington	11/29	Lafayette County Club
Black River Falls	12/1	Rufus Dimmick, '27
Skokie, Ill.	12/5	Les Klevay, '26
Sturgeon Bay	12/6	Door County Club
Elkhorn	12/6	Walworth County Club
East Troy	12/6	Walworth County Club
Cedarburg	12/7	Ozaukee County Club
Appleton	12/8	Fox River Valley Club

On *Wisconsin*
IN SPORTS By Art Lentz



Bud's "A-Building"

WITH ONLY one starter returning from last year, basketball season at the University of Wisconsin for 1954-55 primarily must be defined as the period of rebuilding.

Coach Harold E. "Bud" Foster enters his 21st season as Badger bossman of varsity cagers with just one member of last year's starting five and thereby faces a Herculean task in developing a quintet capable enough for the rigorous Western Conference campaign.

For support of Dick Cable, senior forward from Stevens Point, who led the varsity in scoring with 301 points last year, Coach Foster can call upon five other major lettermen. However, none of them saw too much action last year as reserves and, among themselves, only tallied 168 points.

The lettermen, other than Cable, include Centers Jack Parker, Madison, and Dan Folz, Milwaukee; Forwards Jim

Clinton, Milwaukee, and Curt Mueller, Prairie du Sac; and Guard Dick Miller, Wheeling, W. Va. All are juniors except Clinton who is a senior. Clinton won a letter in 1951 and was the highest scoring sophomore in the Big Ten that season. However, he was out of school two years because of ineligibility and illness. He returned last year but played only briefly.

Two junior "W" winners also are on hand. They are Dick Jorgensen, Neenah, and Bob Badura, Kohler, both junior guards. Of the two Jorgensen saw the most action late in the season but both rate highly and should make the grade.

Of a group of seven sophomores still on the squad, Dick Zeiger, a 6-5 forward from Milwaukee seems the best. Others include Mike Belkin (6-2), Cleveland, Ohio; Dick Schneider (6-1), Sheldon, Iowa; and Gil Homstad (6-2), Black River Falls, forwards; Adrian

Askeland (6-0), Rockford, Ill.; and Paul Wroblewski (6-1½) Rocky River, Ohio, guards. The seventh newcomer is Billy Lowe, Eau Claire, who reported at the end of the football season after playing regularly as a right halfback on the varsity. Lowe (6-0) is a guard and is highly regarded by Foster.

The squad is completed with John Kardach (5-11), Stevens Point, a junior guard; and Tom Mack (5-11), Madison, a junior forward. Both were squad members as sophomores last year.

On their experience, the lettermen probably will get the initial starting call. This would mean Cable (6-1) teaming with Curt Mueller (6-3) at the forward positions while Folz (6-6½) and Parker (6-5) would alternate at center. Miller (6-0), a long distance sharpshooter, seems set at one of the guards while Badura may beat out Jorgensen for the other backcourt spot.

Clinton still has not rounded into the condition necessary for him to challenge for a starter role while Folz recently was injured in a fall which resulted in a cracked wristbone in his right hand.

Zeiger (6-5) at forward and possibly at center, shares with Lowe (6-0) the current spotlight as most likely to break into the lineup.

Cable, who has played as a regular since he was a freshman, undoubtedly will be the scoring sparkplug. He tallied 738 points in the last three seasons and would need 432 more in his windup year to become Wisconsin's best point-maker. The record is 1169 points set by

Jones Awarded Hall of Fame Honor



Wisconsin track coach emeritus Thomas E. Jones Sr. has received the highest honor that the State of Wisconsin can pay to athletic figures—election to the Wisconsin Athletic Hall of Fame.

The veteran coach, who retired in 1948, is the 16th person to gain entrance to the Hall of Fame, established in 1951 to honor those who "through the years brought fame and glory to Wisconsin in the field of athletic endeavor." Charter membership went to three Wisconsin grid greats—Pat O'Brien, Dave Schreiner and Bob Zupke.

A plaque with Jones' likeness will be hung in the Milwaukee Arena, site of the Hall of Fame. The plaque was sponsored by the National "W" Club, and was first unveiled between the halves of the Wisconsin-Marquette football game earlier this fall. Unveiling the plaque at the ceremony were former track coach and present athletic director Guy Sundt and present track coach Riley Best. Introductions were handled by former track star Chuck Fenske.

Coach Jones produced many track and cross country champions in his 36-year career at Wisconsin and has served on the U. S. Olympics staff.

Don Rehfeldt who concluded his career in 1950.

Cable holds the school record for best goal percentages of .436 for an overall season and .432 for a Big Ten schedule.

Last year Wisconsin won 12 and lost 10 in the overall season play but won only 6 of 14 in the Big Ten to finish in a tie with Northwestern for fifth place.

The season was opened on Nov. 30 with the annual varsity-frosh game while regular competition began Dec. 4 at Notre Dame. The varsity measured the frosh, 74-47 but fell to the Irish, 72-61, then beat Western Michigan 80-68.

-W-

Outstanding among the freshman basketball players working out under the direction of two former Badger greats, Ab Nicholas and Bobby Cook, are the following: **Forwards**—Bob Litzow (6-2½), Stevens Point; Glen Borland (6-2), Oelwein, Iowa; John DeMerit (6-1½), Port Washington; Duane Lederman (6-4½), Brodhead; John Pamperin (6-1), La Crosse; Harrison Smith (6-3), Madison. **Centers**—Ray Gross (6-6), Stratford; Steve Radke (6-5), Oshkosh; and Dave Telfer (6-7), Kalamazoo, Mich. **Guards**—Keith Anderson (6-4), Thiensville; Walter Holt (6-0) Evansville, Ind., Ronnie Lakin (6-0), Chicago, Ill.; Dave Leichtfuss (6-2), Wauwatosa; Rodney Martin (6-1), La Crosse; Mort Miller (6-3), Chicago, Ill.; and George Schmid (6-1), Oconomowoc.

-W-

ONE MORE FOOTBALL ITEM

—Here's a quote from Ivy Williamson's recent appearance before Wisconsin alumni at Milwaukee:

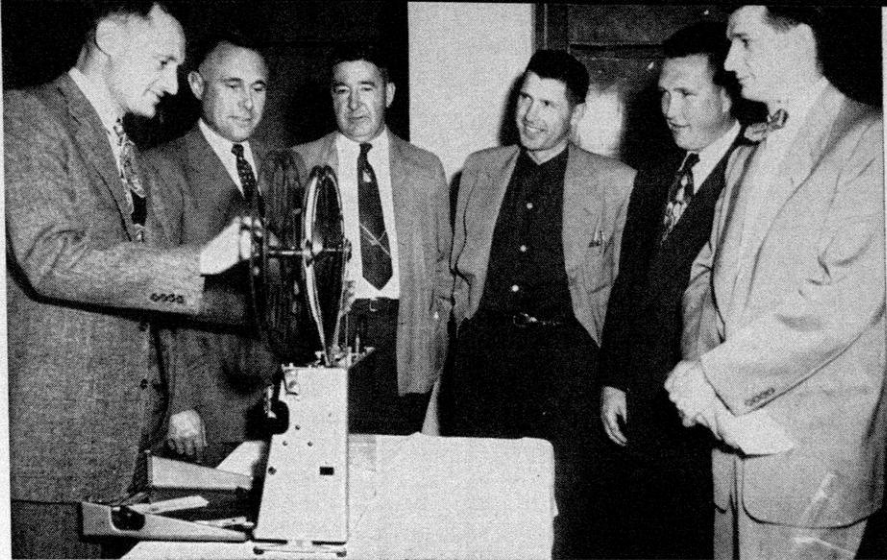
"Some still say we should have beaten Ohio State and Iowa. Let's say we could or might have won those games. But let's recognize and admit too that we won some we might have lost. So the season balanced out pretty well, as it usually does."

Do you wonder why we here at Wisconsin and throughout the state hold Ivy in such high regard? You can't beat a guy like that.

-W-

ABOUT WINTER SPORTS—High spirits and general optimism prevails among the coaches of wrestling, swimming, gymnastics, and fencing at the University of Wisconsin. All of them, George Martin (wrestling), John Hickman (swimming), Dean Mory (gymnastics), and Archie Simonsen (fencing) feel that their respective squads are headed for better than average seasons

(continued on page 32)



These were some guiding lights behind the Oshkosh football programs. On the left are John Konrad and club Secy.—Treas. A. Thomas Schwalm. On the right are Pres. Tony Prasil and Vice-Pres. Rollin Hotaling. In the center are two football coaches, Bob Kolk of Oshkosh State and Harold Schumerth, Oshkosh High.

Oshkosh Has Fine Sports Program

Six years in a row, the Oshkosh Alumni Club has successfully shown the University of Wisconsin football pictures on the Monday following the contest. Each Monday, ninety to one-hundred alumni and sport fans of the city, at the call of Rollin Hotaling, gather for lunch at Hotel Raulf. John Konrad, former club president, is the projection engineer and Tony Prasil, the club president, adds the sound effects. A special feature of each meeting is the "Scorecaster of the Week" contest where those in attendance pick, from a selected list of games, the teams they think will be winners the following Saturday.

The Oshkosh alumni do a good job in another respect, too. Each year the Club honors the Oshkosh High School

football team (they also honor the basketball team.)

This year famed UW basketball center Gene Englund was the general chairman and limited the size of the banquet to 250 people. "Badger Backers" furnished the tickets to the football squad, coached by Harold Schumerth, Ed Hall and Pete Schultz.

Ted Widder, former Club President called the meeting to order, Monday, November 29, at the Hotel Raulf. Mrs. George Radke and committee made banquet arrangements.

Wisconsin's great end coach, Paul Shaw, was main speaker.

Rollin Hotaling gave the final report on the "Scorecaster of the Week," a contest staged weekly at the showing of the football films.

Janesville Gets Citation

WITH THE BIBLICAL admonition—"For unto whomsoever much is given, of him shall much be required"—Wisconsin Alumni Association President Gordon Fox, invited the alumni of Janesville, in a meeting October 19, to

actively serve the University that had given them so much.

In the delightful setting of the local Women's Club, enthusiastic alumni worker Mrs. Walter Craig, had gathered the alumni for a special Citation meeting.

The meeting was preceded by a dinner for the Janesville Club's Board of Directors, composed of: Tom Ryan, Kenneth Bick, Mrs. Louis Gage, Jr., Mrs. Harlan Daluge, Mrs.

CLUBS

Walter Craig, John Anderson, Mrs. W. T. Kumlein, Mrs. Gerald Gredler, and President William Lathrop, Jr. Guests included Pres. Fox, John Berge, Executive Director of the Association and Mr. and Mrs. E. H. Gibson.

Following the main course, nearly one-hundred alumni gathered around small tables to enjoy America's favorite dessert, home-made apple pie ala-mode and coffee.

Genial Kenneth Bick, principal of the local high school, was the master of ceremonies. His first job was to halt overly ambitious dessert activities of some of the men folks to get the meeting under way. He introduced Mrs. Gibson, life member of the Association and former head of the home economics department in Janesville High School.

Ken then called on the club's secretary, Mrs. W. T., Kumlien, to recount some of the historical background of the club's activities. She told of the "Kick-off" Dinner for the Holt Memorial Scholarship Fund, where the club had raised \$2,500. She informed the club that the showing of the football movies provided a service to sport fans as well as scholarship money. She told how the Wisconsin Pre-View meetings are of help to high school seniors in deciding where to go to college.

She told how the Club had sponsored the "American Heritage" historical movie. She told of the fun the dancers had at Christmas dances. She gave special recognition to such charter members of the club as Mrs. Craig,

Ken Bick, and John Anderson, who are still very active with the club.

Turning to his right, Kenneth introduced John Berge, who spoke of his close contact with Janesville through Frank Holt, former superintendent of schools; through Betty Lamoreaux, graduate of the high school and former editor of the *Wisconsin Alumnus*, and through Ed Gibson, former high school athletic director and coach, now the field secretary of the Association.

He concluded his remarks by introducing the President—Fox. Gordon cited the great heritage we people in America had behind us when measured by the results to the individual and the nation.

"Our future," he said, "as a great nation, would hinge on the deeds of the citizens of today." He said it was up to the seven per cent of us who were fortunate enough to receive a college education to provide that quality of leadership and the system of government so necessary in the time of world turmoil.

President Fox entered the climax of an enjoyable evening by presenting the Association's special "Club Citation" award with the words, "For outstanding work as Alumni Club President in developing and promoting activities helpful to the University of Wisconsin and its alumni", to Club President William Lathrop, Jr.

In accepting, Lathrop commented that it was his understanding that the award was made to the club as a whole and especially to the Board of Directors. On that basis, he said, he was happy to accept the citation.

Koerker steps into the breach, and called a fall meeting for December 5 in Midland, Michigan.

What is Saginaw's loss could be the **Pittsburgh Club's** gain. It seems that President, John Seastone of the latter club has just been transferred to New Haven, Connecticut.

One of the best fed alumni groups is the **Washington County Club**. (Hartford and West Bend, Wisconsin). They gorged themselves at the Liden Inn on Veteran's Day evening around beautifully-decorated dinner tables. After viewing the Ohio-Wisconsin game pictures, they worked off some of their excess energy on Ed Gibson by plying him with questions about the football team and the University in general, until genial Pres-

Mile High Alumni Hear Barnard

One mile above sea level, the alumni of Denver, Colorado gathered on December 4, at the local Democratic Club. They broke their bread with Wisconsin graduate, Raymond H. Barnard, associate professor of speech at the University of Denver.

Recent alumni arrivals in the city were especially invited to receive a real Badger welcome at the meeting. If you would like to get together with this group, call Leonard Wenz, Mrs. O. A. Klovstad, Arthur Gervais, Jr., and Clifford Mills.

Chicago Alumnae Bask in Sunshine

Persistence is one of woman's attributes. Wisconsin's fair alumnae of Chicago who almost drowned, October 10, at their Membership Tea have scheduled another meeting for December 4 at the Fortnightly Club. They were to hear Navy Captain William Chamberlain Mott tell of his experiences in the South Seas Islands of the Trust Territory. He showed a film of these Islands, the only movie of its kind in existence.

The alumnae meet again January 24, when they will hear Dr. Katherine Wright, head of the Psychiatry Department of Womans and Childrens Hospital.

Let's hope a heavy snow storm does not complicate matters. The ladies deserve a better break on the part of the weather man.

ident Deane Bascom came to his rescue by closing a most successful evening.

The **Kansas City, Missouri**, alumni like their football. On November 16, Art Lientz provided the sound film of the Purdue-Wisconsin game. At Founders Day time, according to Bob Shopen, the Club is bending every effort to have Coach Ivan Williamson appear at the club meeting. Club President, Sam Chaney is issuing an invitation accordingly.

It was good listening as **Watertown** alumni gathered at the local Green Bowl Dinner Club for a "Listening Party" on November 13, and heard the Badgers lick the Illini.

Brief Notes

Far from home—but among friends—Coach Ivan Williamson was a special guest of the alumni in **New York**, when they met in the beautiful Columbia University Club on November 30th, for the club's fall party. Club President Douglas Sprague did the honors.

Club President Alan D. Neustadt called together the **Cleveland, Ohio**, alumni, November 19, to enjoy an evening of fun and relaxation in one of the local "pleasure spots."

Lost a couple of Alumni Club Presidents. The **Saginaw Valley Alumni Club** of Flint, Michigan, just lost its president, Chuck Hawks. (He has moved to Pittsburgh, Pennsylvania). Fortunately, Vice-President Fred W.



When civic leaders in Racine paid tribute to the contributions of the Racine Extension Center in November, the occasion also marked presentation of an achievement award to LeRoy Jerstad, 1953 Racine UW Alumni club president, for the group's scholarship program, by WAA Executive Director John Berge. From the left in the photograph



above are General Extension Director L. H. Adolfsen, WAA Vice-Pres. Gordon Walker, Berge, Jerstad, program panelist Einar Christensen, and the Racine Center's ex-director, Charles A. Wedemeyer. In the photo at right, Albert E. May, present Center director, huddles with Gordon Fox, WAA president.

Northern California To Hear Elwell

Hear ye—alumni of the San Francisco Bay area. On Friday evening, January 14, Fayette H. Elwell will bring a message from Observatory Hill. You will meet in the beautiful facilities of the Bar Association of San Francisco, atop the Mills Tower Building, overlooking San Francisco Bay. Call in your dinner reservation to: Del Schmidt—Garfield 1-6364 or Pat O'Dea—Douglas—2-3127.

*

Into action went the Philadelphia Alumni Club with a family picnic, Sunday, October 17. Officers John Towle, Dr. Karl Beyer and Mrs. F. Clark Schoen (Helen) and three Doctor-Directors: Lloyd Covert, Otto Stader, and James H. Jones planned the affair.

And, with only time to catch their breaths, they were soon planning a dinner—dance for later in the season.

*

President Melvin H. Hass called the faithful of the Wisconsin Alumni Club of Southern California to a dinner meeting at the Anheuser—Busch Hospitality Center in Van Nuys on November 2nd. The assembled viewed the Michigan State game film and sang—led by Chris Henda, Eugene Leonardson, and Noel Stearns.

Racine Honors Extension

WHAT DOES a University Extension Center mean to its community? The people of Racine gave their answer on November 11, when they paid tribute to the faculty and staff of the Racine Extension Center.

More than 300 community and civic leaders attended a testimonial dinner to say "thank you" to the University for the educational and cultural opportunities brought to Racine over the past eight years by the Extension Center.

The dinner was sponsored by a citizens committee representing UW alumni, industry, labor, business, government, and the press. Toastmaster and general chairman was Gordon Walker, vice president of the Wisconsin Alumni Association.

The dinner also honored Charles A. Wedemeyer, director of the Racine Center from its inception in 1946 until this fall when he turned the directorship over to Dr. Albert E. May. Wedemeyer is now head of the UW correspondence study program at Madison.

There were plenty of glowing tributes by able speakers, but most effective of all was a panel of four people—a parent, a student, a citizen, and a "graduate"—who described what the Center meant to them.

● The parent, Mrs. Clyde S. Simpelaar—mentioned the obvious: that

keeping a youngster in college puts a severe strain on the family budget. The difference between Mrs. Simpelaar and most parents, however, is that she had two sets of twins, born one year apart. When the family had just about given up hope of being able to send the children to college, the Racine Center opened in 1946, with a two year University program. While the two sets of Simpelaar twins attended the Racine Center, the parents saved enough and the children earned enough, to finance the last two years of college away from home for all four of them.

"Without the Center," Mrs. Simpelaar said, "we couldn't have given all of our children a college education. And when the children went on to other institutions, they felt they were better prepared than their fellow students."

Mrs. Simpelaar praised the 33 University faculty members at Racine who had contributed so much to life of the community, and thanked them for the individual attention they gave to their students.

● The student—Robert Poulsen—listed three attributes of the Center: (1) direct contact with the teachers, (2) opportunity to begin college with a minimum financial drain, and (3) little

(continued on page 37)

Campus Chronicle

By Char Alme, '55

THOUGH THE SCENE changes with every act, the drama of campus politics remains the same. On November 17 the fall all-campus election found 15 candidates competing for the nine offices open—three on Cardinal Board and six in Student Senate. Six referendums also awaited the approval of the voters. So much for the actors—three less than enough to provide competition for each office.

The producers this year were two newly-formed campus parties—the Badger party and the USA party (University Students' Alliance). However, theirs was pretty much the case of a new face on an old performer. The Badger party lined up the same support as last year's ACS (All Campus Slate) and the Dogrin party of the year before; the USA party was the Federalist party last year and the "U" party (University party) the year previous.

When the show's opening date came on November 17, politics got a chance to see how much the audience (University students) were interested in their production. According to the number of voters—1700 compared to last year's 2500—they weren't. Whether students didn't like the actors, didn't feel they had time to keep up with the recurring themes, or

were just tired of what they felt was the same old plot, was a matter for speculation. One of the speculators, *Cardinal* editor Lee Feldman, felt the politicians were guilty of not "realistically facing some of the campus problems."

Six of the campus problems found their way into the referendums, where students voted 1) to alter the ROTC loyalty oath, as opposed to removing it or allowing it to remain as is, 2) dissatisfaction with the present registration procedures, 3) dissatisfaction with the present adviser system, 4) for the petition calling for action to eliminate discriminatory practices in housing, 5) against a compulsory fee for the support of student government, and 6) for state subsidization of student housing.

The students also voted for an amendment to the Wisconsin Student Association constitution which would create the office of Vice-President for Student Affairs. The amendment failed, however, because it lacked the necessary one-third vote of the student body.

So the curtain went down on another production, and a few are casually wondering what kind of a show will go on again in the spring.

Wisconsin's Busiest Co-Ed

When the Sunday newspaper supplement, *Parade*, came out on November 21, on its cover was Marge Hesse, one of the University's most attractive and talented co-eds, who could probably also qualify as the "Busiest Girl on Campus." Chief among her activities are writing, producing and acting in television shows at WKOW-TV, Madison; working as a laboratory assistant; modeling for photographs and TV commercials, and teaching a weekly dancing class. She's also business manager of the Madison Repertory Theater, president of the Junior Dolphin (swimming) Club, and last year's Homecoming Queen. In February she'll graduate with a degree in English education.

Briefly Noted . . .

AWS (Associated Women Students), having collected only \$533.22 out of a hoped-for \$800 in its recent fund drive, was not too hopeful about its future. Mary Hopkins, financial chairman, said, "If we collect the same amount next fall, AWS is doomed." . . . The University of Wisconsin Players, combined with WHA-TV, produced a classic December 12. The play was Euripedes' "Medea," and was the first joint effort for the two. It was filmed and may be nationally distributed. . . . One of the University's favorite professors, Prof. Henry L. Smith of the Journalism school, will leave in February for the post of Director of Communications at the University of Washington in Seattle. . . . Stolen again this fall was the \$450 Badger Bowl, symbol of fraternity athletic supremacy, which this year was the property of Beta Theta Pi, as it has been for three out of the past four years. Missing for three weeks, the Bowl mysteriously reappeared one Monday morning. . . . Still among the missing is "Oscar" the six-foot cast iron man who is the treasure of Triangle, engineering fraternity. He disappeared from the fraternity's Homecoming float. . . . The University's loss to Iowa October 30, a tragedy which dispelled Wisconsin Rose Bowl hopes, was met in typical style by the Cardinal humor columnist the following Friday with "Wisconsin vs. Iowa (A Short Story)." It went like this: "It's Bumbles. . . . He mumbles. . . . He rumbles. . . . Stumbles. . . . Fumbles. . . . 13-7." As later Saturdays proved, however, the popularity of the Badger ball-carriers had dimmed but little. And so the season ended.



Marge Hesse: Busiest Co-Ed

★ With the Classes

1889-1905 W



Another honor to Frank Lloyd WRIGHT, '89! He was awarded the "Son of Wisconsin" medallion by the Wisconsin Society of Chicago at a dinner held there recently. E. Gordon Fox, president of the Alumni Association, made the presentation, which was for "international fame in the field of architecture."

Veteran horseman John SUHR, '96, was among exhibitors at the Horse Show program sponsored by the Madison Saddle Club late in October.

A new member of the Half Century Club of the Wisconsin State Medical Society as of Oct. 6, is Dr. Robert G. WASHBURN, Milwaukee. Dr. Washburn has been a dermatology specialist since 1908.

Congratulations to Laura MORTENSON Perbaur, '07, and George A. PERBAUR, '03, who celebrated their golden wedding anniversary Oct. 12. They are now in Racine.

1905 W

Emeritus Dean of Men of the University Scott H. GOODNIGHT and Mrs. GOODNIGHT, '06, left Madison in October to make their new home in Winter Park, Fla., after a 53-year residence here.

1906-1910 W

Friends of former UW student and faculty member Christian P. NORSGORD, '06, surprised the Washington, D. C., resident on Oct. 25 with a birthday observance in honor of his 80th year. Mr. Norgord is now Washington representative for the American Humane Association.

Honored in Sturgeon Bay recently as Radio Station WOKW's "Man of the Week" was Atty. William E. WAGENER, '06.

Due to appear in January is a new book, "Letters of Our Presidents," authored by Herman BLUM, '08, of Philadelphia.

Now retired in Aberdeen, Wash., is Roy I. DICK, '08, who had been in the engineering department of the Grays Harbor Railway and Light Co. there for the past 42 years.

Dallas S. BURCH, '08, has edited the new book, "Artificial Breeding and Livestock Improvement" which was written by G. W. Stamm and recently published. Burch, now retired in California, spends much of his time editing books on veterinary science.

The International Society of Soil Scientists recently named two outstanding research men honorary members of their association. One of them was Emil TRUOG, '09, of the Department of Soils of the University.

George W. HEISE, '09, was recently the 13th recipient of the Acheson Medal and

Award, highest award given by the Electrochemical Society. He received the honor at the group's 106th convention in Boston in recognition of his "outstanding technical achievements and his many contributions to the welfare and growth of the Society." He is chairman of an advisory panel for both the Office of Naval Research and the National Research Council.

Robert FUCIK, '10, recently retired in Detroit, Mich.

1911-1917 W

Recently elected a member of the Board of Directors of the Wisconsin Life Insurance Co. was Oscar RENNEBOHM, '11.

Retired from the staff of Syracuse University, Syracuse, N. Y., is Dr. Raymond F. PIPER.

Mrs. Sarah REIF recently retired from her job as proof-reader with Madison Newspapers, Inc. after nearly 50 years on the job. Her last working day was Labor Day.

The president of Rinehimer Bros. Manufacturing Co., Charles A. RINEHIMER, '14, was reelected president of the Architectural Woodwork Institute at its second annual convention in Chicago. He was one of AWI's founders.

A letter from Cairo brings news of Louis M. SASMAN, '16:

"Mrs. Sasman and I left Madison the first of July and arrived in Cairo July 29 after a couple of weeks in Washington, a pleasant plane trip, and a couple of days in Rome. I will be here for two years as a specialist in vocational education for the FOA (Foreign Operations Administration) advising the Egyptian Ministry of Education on establishing programs of Vocational education in agriculture and industry."

A new post for Dr. Arnold S. JACKSON, '16, head of the Jackson Clinic and chief of staff at Methodist Hospital in Madison. He is now president of the U. S. section of the International College of Surgeons.

After 35 years with the Kentucky State Department of Health, Mrs. Sarah VANCE Dugan, '17, has retired. She was director of the Division of Foods and Drugs since 1920.

The Commerce and Industry Association of New York, Inc. has a new director. He is LeRoy A. PETERSEN, '17, president of the Otis Elevator Co.

1918-1922 W

H. P. MUELLER, '18, president and treasurer of the Mueller Climatrol Division of the Worthington Corp., has been elected to the board of directors of the corporation.

Visiting at the home of her daughter, Mrs. Bruce Hotchkiss (Dorothy LARSON, '40), near Washington, N. J., has been Mrs. Marian ANTHONY Larson, '19. Mrs. Hotchkiss is famous for her work in ceramics.

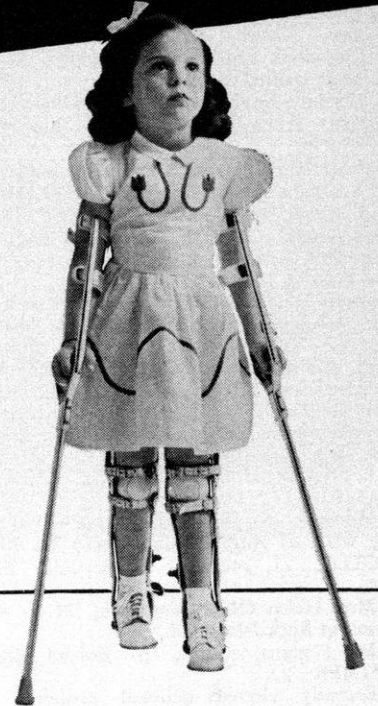
Now living in Laguna Beach, Calif. is Gladys A. FELLOWS, '19, who sold her Minnesota Girls Camp in 1952.

The newly-elected president of the Wisconsin Press Women's Club is Mrs. Breta LUTHER Griem, '19.

Located as a teacher in the Harrisonburg, Va., teachers college is Amos Martin SHOWALTER, '20.

The appointment of Don V. SLAKER, '20, as a chief engineer for the Baldwin-

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Join the
MARCH OF DIMES
January 3-31

Lima-Hamilton Corp., Philadelphia, has been announced.

Cyrus L. PHILIPP, '20, recently presented a portrait of his father, the late Gov. Emanuel L. Philipp, to Wisconsin General Hospital, which Gov. Philipp helped to found, along with the University Medical School.

Ernest PETT, former Madison lawyer, was on hand for New England's two worst hurricanes, "Carol," and "Edna." He retired a few years ago to see the places he had "always wanted to see."

Teaching English at Monrovia-Duarle High School, Arcadia, Calif., is Emroy C. WALKER.

Just returned from a six-month auto tour of Southern Europe, A. E. MONTGOMERY and his wife are living in Elmhurst, Ill. He retired Jan. 1 from the J. O. Ross Engineering Corp. with which he had been associated for over 31 years.

Mrs. Helen SILBERNAGEL Holterman, '21 Madison, has been appointed Wisconsin state chairman of Delta Zeta sorority. Mrs. Holterman teaches at Randall School in Madison, is vice-president of the Madison Education Association, and chairman of the legislative committee of the Southern Wisconsin Education.

Retired in Hollywood, Calif., is Samuel C. WRIGHT, '21.

"Man of the Week" in Sturgeon Bay for the week of Aug. 8 was Donald W. REYNOLDS, '21, president of Reynolds Bros. Inc.

Mrs. Helen OLDS Van Ach, '21, is now living in Rock Island, Ill.

In Fontana, Calif., is Roland Jonas GEIMER, '22.

Recently elected national president of Lambda Delta Lambda, honorary physical science association, at their biennial convention in Kearney, Neb., was Harold E. MURPHY, '24. Murphy's first grandchild, Carol

Beth, was presented to him Aug. 11 by his daughter Margaret and her husband, C. Boyd Johnson.

Samuel HABER, '24, is in Casablanca, Morocco, working as director of the Joint Distribution Committee.

The new general auditor of General Motors is Loy J. LUCIA, '25, who has been with the Haskins and Sells accounting firm, Chicago, since 1927.

Having resigned from the University Club in Pittsburgh, Carl J. ENGELHARDT, '22, is now manager of The Yale Club in New York City.

Frederick N. MACMILLAN, '22, has resigned his post as executive secretary of the League of Wisconsin Municipalities to devote full time to his other two jobs: executive director of the Wisconsin retirement fund and director of the public employees' social security fund.

A recent speaker before the Chamber of Commerce in Two Rivers was Perry G. ANDERSON, '22, nationally known authority in the field of retail sales. He has been executive secretary of The Downtown Association of Milwaukee for the past 11 years.

Erwin W. BLATTER, '22, is now medical officer in charge of the U.S.P.H.S.

Tuberculin Hospital in Brooklyn, New York. He was formerly in Memphis, Tenn., serving as commanding officer of a general medical and surgical hospital there.

1923-1926 W

Recently featured in a *Milwaukee Journal* story was Ashley V. "Sticky" MILLS, '23, baseball umpire for the Wisconsin Interscholastic Athletic Association. He's a Lake Mills resident.

From extension agronomist at Purdue University to Midwest agronomist with the nitrogen division of Allied Chemical and Dye Corp. has moved Howard R. LATHROPE, '24.

Martin P. BELOW, '24, has a new business, the Electro-Matic Engraving Co. of Chicago. He is the new alumni representative on the UW Athletic Board.

After helping three generations of University students with registration and graduation as part of her job in the Registrar's office, Miss Leone HATMAN, '24, has retired. She was there 44 years.

Gillespie and Wouters Investment firm of Green Bay is now the Green Bay office of the Milwaukee Co. The change, which

(continued on page 34)

SPORTS

(continued from page 27)

and possibly their best in Big Ten competition.

For the first time in years, Martin has a full varsity and junior varsity wrestling squad with two or three boys fighting it out for each weight classification. Bob Konovsky, a tackle on the varsity football team this fall, heads the list of five lettermen around which the team will be built.

Konovsky won the Big Ten heavy-weight crown last year as a sophomore and was runnerup in the national. Other lettermen include Don Bartkowiak, (147), Milwaukee; Captain-elect Bob Reif (167), Milwaukee; Ed Mathews (177), Chicago, Ill.; and Jerry Seeber (157), Osage, Iowa.

Martin's team opened the season at Illinois Normal on Dec. 3, winning, 25-3, then beat Wheaton College, 21-3.

Two All-American swimmers are among the six lettermen forming the nucleus of the swimming squad. They are Jack Hoaglund, Captain-elect from Rockford, Ill. and James Lougee, Wauwatosa. The other lettermen include David Baum, Chicago, Ill.; Larry Horwitz, Waukesha; Bob Kelbe, Wauwatosa, and Tom Schultz, Huntington Woods, Mich.

Hickman feels that this could be the best team he has coached at Wisconsin and he also is highly pleased over the

size-up of his freshman squad. The Badgers open the swimming season against Ohio State Jan. 8.

Hopes of an improved gymnastic season rest on whether or not Paul Verwey, last year's high point man, competes in either the first or second semester. He has only one semester of competition remaining but has been undecided upon the period in which to compete.

Coach Mory has three other major lettermen back, including Captain-elect James Golley, Chicago, Ill.; James R. Murphy, Neenah; and Robert Grollo, Milwaukee. Murphy recently was chosen as a member of the collegiate all-star team to compete against the AAU all-stars in Chicago and placed second in the side bar event.

The gymnasts open their season at Bloomington, Ind., meeting Indiana and Ohio State.

The fencers, who were runners-ups in the Big Ten meet last year, have five lettermen in their midst. They are Co-captains Jack Heiden, Milwaukee, and Charles Kortier, Eau Claire; Len Parmacek, Chicago, Ill.; Bruce Bachman, Chicago, Ill.; and Eric Kindwall, Wauwatosa, Two other lettermen, Malcolm Miller, Walworth, and Bob Gorence, Racine, are passing up competition.

The first meet on the schedule was with Shorewood Fencing Club on Dec. 11 while the first collegiate match is with Iowa on Jan. 8.



Jerome A. Straka, '24, former executive vice-president of the Colgate-Palmolive Co., has taken over the position of director and executive vice-president of the Chesebrough Manufacturing Co. He had been with the Colgate-Palmolive organization since graduation from the UW, except two years he spent as executive vice-president of Yardley of London, Inc.

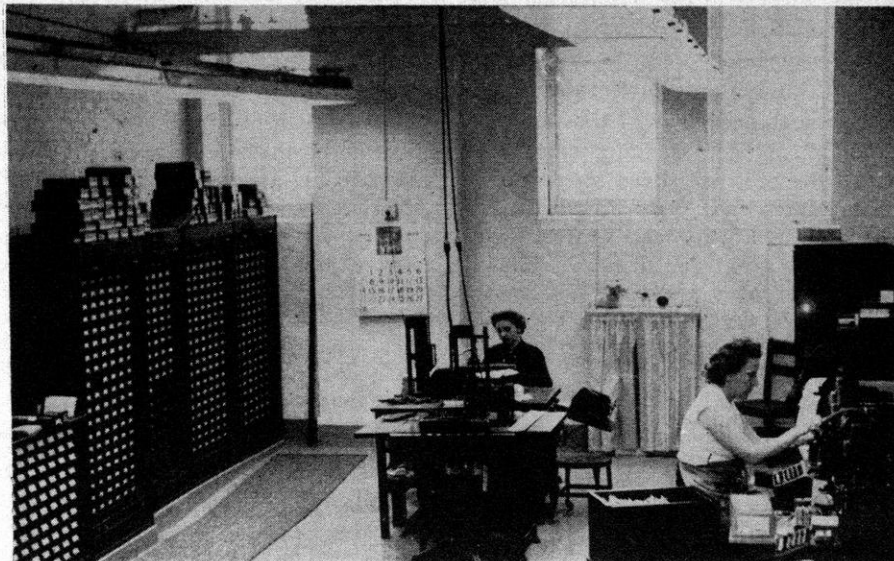
Keeping Track of You

STARTING ITS second year in its "new" quarters—the 66-year-old building at 600 North Park St. that used to be the chemical engineering building—is the addressing department of the Graduate Records Office. That's the University section that keeps tabs on all of you alumni.

The phrase "keeping tabs" is both figuratively and literally accurate. For the names and addresses of every known living alumnus are impressed on metal address plates, and many are tabbed with small projections that give the addressing machines such information as to whether their owners are men or women, or short course students, or Memorial Union life members, as they pass over the printing ribbon.

The addressing staff—now composed of Phoebe Peterson and Mrs. Dolores Jaworski—stand guard over an imposing bank of six-foot-high files. There is the general file, which contains upward of 85,000 names. There's the Alumni Association file, and there are also files for certain departments of the University which have a special interest in maintaining frequent contacts with graduates.

It's a busy business keeping the addressing plates current and *accurate*. After address changes are received from the main office (sometimes hundreds in a day), they must be carefully checked and assigned to the appropriate file, the plates must be embossed on a Graphotype, proof-read, tabbed, affixed with a small card displaying the contents of the plate in black and white for easy reading, then finally filed in their proper places.



Alumni Records Office

settled in "new" quarters

The addressing room is a semi-basement room with a ceiling almost as high as the floor is long. And that's considerable. The room was converted from an electrical engineering lab and not too many signs of wires, pipes, etc., remain. A coating of light green paint helped a lot, and so did installation of fluorescent lighting fixtures at a low level. Also

dressing up the room are attractive fiber rugs, courtesy of the Deltax Rug Co. up in Oshkosh.

Frequently another room adjacent to the main addressing room is used when mailings are made. This much smaller room contains assembling tables, an automatic tying machine and doubles as a storage space.

Who'll Buy a General Education?

(continued from page 22)

1952, less than a third took courses that by any stretch of the definition made them products of general education. It is estimated that an even smaller proportion of 1953's undergraduates have had the benefit of a general education. Between 1940 and 1950 the percentage of liberal-arts-basic-science majors among all college graduates—women as

well as men—dropped from 43 to 37. In the class of '52 it was down to 35.7 per cent. And FORTUNE has included in this figure all students who majored in physical, biological, and basic sciences, as well as graduates in the humanities and mathematics.

One of the reasons for this drop is that most colleges all but swamp the student with vocational "electives." In the quiet of the college faculty club, members from the humanities department amuse—and sometimes shock—each other with each new discovery in the college bulletin. And well they

might. Some of the bulletins list courses like Furs; Advanced Furs; Employment Seminar—How to Get and Hold a Job (listed as a "comprehensive course"); Personality Development—Its Effect in Business; and Trade Associations and Chambers of Commerce ("designed to prepare for executive positions" with these organizations).

Just as dangerous, perhaps, as the growing unpopularity of the four-year liberal-arts course is the steady reduction in the amount of time undergraduates are required to spend on fundamental education before launching into

their vocational specialty. The University of Denver, to take just one example, requires only forty quarter-hours of liberal-arts against 145 in specialized courses for the aspirant to Bachelor of Sciences in the Business Administration, Building Industry and Real Estate sequence.

Some businessmen think it's time that education started talking back—and for business' as well as education's sake. "It is the broader-gauged man who is scarce," says Gulf Oil's President Sidney Swensrud, "the man who sees beyond today's job, the man who knows his fundamentals well and learns the details as he needs them . . . The men who come into management must understand the whole sweep of modern economic, political, and social life."

Some businessmen have started doing something about it. Among these is Frank Abrams, board chairman of Jersey Standard, who is promoting business support for colleges through the new Council for Financial Aid to Education, not just because the tax schedules make it relatively cheap to do so but because of "the substantial contribution which higher education has made and is making to the effectiveness, the skill, the growth and the success of American business and to the development of this country . . ." Says Irving Olds, U. S. Steel's retired board chairman: "The most difficult problems American enterprise faces today are neither scientific nor technical, but lie chiefly in the realm of what is embraced in a liberal-arts education."

Whatever the long-range answers to these problems may turn out to be, the immediate remedies are fairly clear. For one thing, business should reduce its demands on the colleges for specialists, even if this involves paying for greater on-the-job training opportunities. Second, corporations ought to give more generous financial support to the private liberal-arts college, now the principal buttress against overspecialization. Third, top businessmen sitting on college and university boards will have to give at least moral impetus to general-education programs in undergraduate schools. As Frank Abrams puts it, "The need for technically trained people was probably never greater than it is now. At the same time, we were never more aware that technical training is not enough by itself."

(continued from page 32)

involved Lee W. GILLESPIE, '24, took place Oct. 1.

Edward H. BURGESSON, '24, recently married Miss Caroline Lee Gilbert in New York City, where he is director of the retail division, Bureau of Advertising, American Newspaper Publishers Association.

The new editor of the Purple Heart magazine is Dr. Samuel E. BURR, Jr., '25. He is chairman of the department of education at the American University in Washington, D. C.

Mrs. Florence CLARKE Stehn, '26, retired from her position as assistant professor of French at the Racine Extension Center, is making her home in Sturgeon Bay.

1925 W

A late September visitor in Madison was Brig. Gen. Ralph W. ZWICKER and his wife. They visited Mrs. Zwicker's sister and her nephew and niece.

1927 W

A book entitled "The Second Five Administrators of Texas A. and M. College" was recently brought out by the college's archivist, David Brooks COFER, '27. He is author of three other books on the school's history.

Now head of the Syracuse University School of Art is Dr. Laurence E. SCHMECKEBIER, '27, who was director of the Cleveland Institute of Art since 1946.

Miss Alice ANDERSON, '27, Latin teacher at Highland Park, Ill., is studying for a year at Athens, Greece, on a Ford Foundation scholarship. She spent a semester in Rome in 1933 on a University fellowship.

A visit to WAA headquarters in Madison was recently a sidelight of Gerald M. VAN POOL's trip to Hawaii for speaking engagements. A Washington, D.C. resident, working with the National Education Assn., he's of the class of '27.

The Pan American Congress of Anesthesiologists, which met Sept. 12 to 18 in Sao

Paulo, Brazil, had as one of its speakers Dr. Steven MARTIN, '27, head of the anesthesia department of St. Francis hospital in Hartford, Conn., and president of the American Society of Anesthesiologists.

Isadore G. ALK, '27, Green Bay, made a business tour of Tokyo, Hong Kong, Thailand, and India this fall.

Now a Colorado Springs, Colo., resident is William E. "Bill" GOFF, '27, founder of the Madison equipment and supply firm, Bill Goff, Inc.

Contributing editor of the new *Review of Race and Culture* published by Atlanta university is John P. GILLIN, '27, professor of anthropology at the southern university.

1928-1930 W

O. A. HANKE, '26, Mount Morris, Ill., was awarded an honorary doctorate degree from Carthage College at the school's 80th annual commencement exercises May 31. Hanke retired last year after serving for 10 years as president of the school's board of trustees.

Milton W. FARBER, '26, has been transferred to Sunbury, Ohio, where he is employed at the Sunbury Nescafe plant.

Now in Naples, Italy, are Lt. Col. Robert P. PIKE, '28, and Mrs. Martha BROWN Pike, '32. He serves as legal advisor to the commander in chief of the Allied Forces Southern Europe.

A Venice, Calif. resident is John Russel MORRIS, '28. He is comptroller-treasurer for Sanford Aircraft, Inc. of Inglewood.

Lt. Col. Franklin W. CLARKE, '29, left for Heidelberg, Germany, this August, where he will serve with the Judge Advocate Division Headquarters.

Making patent office history with his telephone improvements developed at the Bell Telephone laboratories at Morristown, N.J., is Merlin MARTIN, '28. The latest is for a 500—telephone hookup.

Planned in honor of the late Lou BEHR is the new Hillel Foundation Center scheduled to be erected on Langdon Street in the University sector. Behr died in 1946.

James J. HANKS, '29, is now national sales manager for subsidiaries of the Penn-Texas Corp., in Washington, D.C.

AS EXPERTS SEE IT . . .

No More Paperwork

(At the Industrial Management Institute)

Endless paper work, the plague of modern business, is on its way out!

That's the word from Stanley C. Allyn, president of the National Cash Register Co., a former president of the Wisconsin Alumni Association who is also currently serving as national director of the American Red Cross campaign for members and funds.

"We can foresee the time when electronic machines can keep all records of business without putting them on paper," he predicted. "Some day electronics will record all on a magnetic drum."

A fellowship in the American College of Hospital Administrators has been awarded to Dr. Leslie L. WEISSMILLER, '29, director of the Oschner Foundation Hospital in New Orleans, La.

"Ace spy nipper" John K. MUMFORD, Jr., '29, has taken over as special agent-in-charge of the Atlanta, Ga., FBI office.

A new Michigan congressman is Donald HAYWORTH, '29, who was elected this fall.

Wedding bells in Cairo, Egypt, for Eldon CASSODAY, '30, and Miss Helgra Hubrich of Frankfort, Germany.

1931-1935 W

New inspector for the State Traffic Patrol is Police Lieut. Robert G. CROMEY, '31, Milwaukee. He has been with the patrol since 1940.

Vera JACOBSON Wickersham, '36, and D. R. WICKERSHAM, '31, are the operators of a gourmet shop in the Gateway area of Ft. Lauderdale, Fla.

A. J. BINKERT, '31, has been appointed vice-president and general manager of the Presbyterian hospital at the Columbia-Presbyterian Medical Center, New York City. A director of the U. W. Alumni of New York, he lives in Tuckahoe.

The new public relations director for the American Dairy Association of Wisconsin is Thomas BURGESS, who was formerly farm reporter for the La Crosse Tribune.

"Doing quite a bit of writing" in Paris is Sam STEINMAN, one-time Cardinal editor, who keeps ex-Badgers in touch with Europe and the many alumni there through his letters home.

Edward HANSEN, Madison, and his "jagopy," a 1918 Biddle sports roadster competed in the first Anglo-American Vintage Car rally held in Edinburgh, Scotland Sept. 4.

Sports Illustrated, the new Time, Inc. sports weekly will have as its Chicago advertising manager Gerhard BECKER. He's been with the Time magazine sales staff since 1948.

The general manager of the MB Manufacturing Co., New Haven, Conn., John A. DICKIE, '34, has been elected a permanent member of the board of governors of New Haven College, a part of Yale University.

C. A. REINBOLT, Jr., '34, is now a vice president of the Edgewater Steel Co., Oakmont, Pa. He will be in charge of the Tracy Manufacturing Corp., an Edgewater Division.

Capt. Karl A. RODERMUND, '34, army transportation corps, will be assigned for the next two years as assistant commandant with the Milwaukee Extension ROTC group.

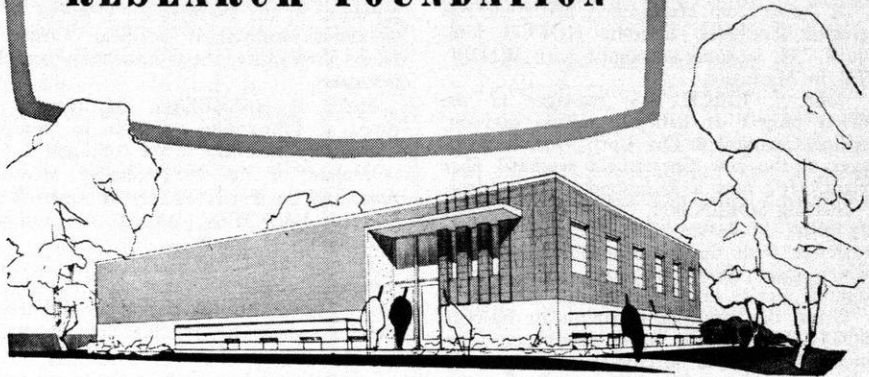
John H. SHIELS, '31, is the new president of the Madison Bank and Trust Co.

A "silhouette" sketch in the *Harvard Crimson*, university daily newspaper, recently praised William M. PINKERTON, '31, director of the Harvard university news office.

Soon to teach at Inanda seminary, a girls' school near Durban, South Africa, is Miss Monona CHENEY, '31, who is now teaching Latin and American history at Barron high school.

When the Rev. Morris WEE, '32, takes over as pastor of Madison's Bethel Lutheran

WISCONSIN ALUMNI RESEARCH FOUNDATION



new insecticide and animal laboratory

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

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

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

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



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

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

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

Church, he will be returning to the church where he served 15 years prior to his resignation in 1946.

Highest Masonry honors—the 33rd degree—have gone to Haydn R. JONES, '32, South Bend, Ind.

A move, from Dean of the College of Fine Arts at Bradley University in Peoria, Ill., to Head of the Art Department at Arizona State College, Tempe, Ariz., is the recent fortune of Dr. Harry E. WOOD, '32.

A report from Menominee, Mich., informs alumni that Mrs. Dorothy HOTEH Jernquist, '33, is home economist with WMBV-TV in Marinette.

John J. RIECK, '33, manager of the nylon project of national aniline division, Allied Chemical & Dye Corp., will be manager of the new Chesterfield synthetic fiber plant. He's now a Richmond, Va., resident.

Sterling SORENSEN, '34, is rounding out 20 years as movie, music, dance and art reviewer with the Madison Capital Times, which makes him the oldest critic of continuous service in Wisconsin.

Green Bay engineering contractor Herbert FOTH, '34, recently made newspaper print in connection with developments being made in sewage disposal, which are backed by his company, International Agricultural Products, Inc.

A distinguished service award from the National Association of County Agricultural Agents has gone to George DEHNERT, '35, county agent for Waukesha county.

An exhibit of the art work of Charles LE CLAIR, '35, is included in the series of one-man shows by Pittsburgh artists at the Carnegie Institute during the 1954-55 season.

David GOLDING, '35, is now working on the forthcoming movie "Guys and Dolls," as director of advertising and publicity for Samuel Goldwyn Productions, Inc.

An additional post has gone to Richard N. KERST, '35. Already assistant vice-president of the Presbyterian Hospital at the Columbia-Presbyterian Medical Center in New York City, he's now also assistant treasurer.

Helen P. HERZBERG, '32, recently enjoyed a four-weeks vacation in Southern Europe, her first trip to the continent.

Winner of the 1953 Shelley Memorial Award of the Poetry Society of America was Kenneth PATCHEN, '33. He has authored 18 volumes of poetry.

Thomas M. C. MARTIN, '33, has just completed nearly 14 years with the Bonneville Power Administration in Portland, Oregon, where he is chief of the safety section.

Composer of one of the more recent popular songs is Miss Margaret SNYDER, '33. The song is titled "Witchcraft."

George ELLIOTT, Jr., '35, has been transferred to the New York territory of the Rohm and Hass Co. His wife is the former Margaret E. SAINER, '38.

1936-1940 W

Promoted to the post of manager of line pipe sales with the Youngstown Sheet and Tube Co. recently was Robert E. HAWLEY, '36.

Robert N. DE WILDE, '36, is now Chicago district manager for the Industrial Wadding division of Kimberly-Clark Corp.

A Tarbert Argyll, Scotland, ceremony Oct. 6 saw the former Miss Elsa WERNER, '36, become the bride of Earnest Charles Watson, dean of the faculty at the California Institute of Technology.

Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency, has announced the promotion of Fred C. ALEXANDER, '38, to the post of copy director.

New technical staff member of the radar division, Hughes Research and Development, Culver City, Calif., is Willard C. HILDEN, '39.

First place in the Wisconsin Federation of Music Club's 1954 competition went to William SCHEMPF, '39, for his "Overture for Orchestra." He's at LeHigh university.

Congratulations to Miss Charlotte SMITH, '39, and William M. Knight, Milwaukee, who were married Sept. 4.

WTTW, the forthcoming educational TV station for the Chicago area, will have as program manager Ellis James "Jim" ROBERTSON, '40.

Formerly a certified public accountant in Fort Atkinson, Gordon C. McNOWN, '35,

NECROLOGY

Mrs. Zerlena KNOX Winton, '88, Winnetka, Ill.

Mrs. Lena WIGDALE Tufty, '89, Minneapolis, Minn.

Edward G. RAEUBER, '89, Milwaukee, founder of the Wisconsin Pharmacal Co.

William WOODWARD, '96, Madison attorney.

John J. ROGERS, '97, Eugene, Ore., businessman.

John M. BARR, '99, engineer, in Cleveland Heights, O.

Engineer Carl A. KELLER, '99, Chilton. Hereward John PEELE, '01, St. Louis, Mo.

Frank A. LITTLE, '01, retired civil engineer and contractor, Tulsa, Okla.

Leslie B. WOODRUFF, '03, South Orange, N.J.

Robert B. DUNLAP, '06, Waukesha. Clarence H. PRATT, '06, Ripon.

Hugo Walter SCHNETZKY, '07, Elkhart Lake, Wis.

Arthur D. BIBBS, '07, Cleveland, O. Catherine E. HAYES, '08, retired La Crosse schoolteacher.

Stanley M. BOYD, '09, Red Bank, N.J. Dr. Frederick McALLISTER, '10, professor of botany at the University of Texas, Austin, Tex.

Herbert L. WHITTEMORE, '03, Washington, D. C., retired Bureau of Standards engineer. Fred HEIM, '03, Madison. Col. Paul A. SCHULE, '04. John R. TOWNSEND, '04, Prescott, Ariz. Albert F. BLOSSEY, '05, Greentown, Ind. Earl B. ROSE, '05, University of California athletic department photographer.

Fred HEINEMANN, '06, Merrill insurance and real estate man.

Richard C. DUDGEON, '06, Madison.

Louise MERRILL Shearer, '06, Minneapolis, Minn.

Charles G. JOHNSON, '06, Iron Mountain, Mich.

Prof. John L. SAMMIS, '06, retired University agriculture professor.

Arthur S. DULANEY, '07, Baltimore, Md. Charles A. MADISON, '07, retired Racine schoolteacher.

Earl F. OGG, '27.

Max S. COLE, '30, head of Commerce department, Marion, Ind., high school.

Robert E. SUTTON, '31, Lancaster, N. Y. Mrs. Barbara STOFFLET Barnes, '36, Wheaton, Ill.

Mrs. Rebecca HERRINGTON Sizer, '36, widow of Madison Atty. T. Carroll Sizer.

Robert E. BERNE, '39, Lakewood, O. John M. TOLLEFSON Sr., '40, Oakland, Calif.

Mrs. Arlene HUDSON Carroll, '42, South Bend, Ind.

Mrs. Alice HUDSON Wittwer, '44, Honolulu, T. H.

Katherine L. JONES, '49, Madison schoolteacher.

Charles L. CAMPBELL, '49, Adrian, Mich. Richard G. BRAHM, '53, Milwaukee.

Dr. J. E. HOWELL, '54, Lambeth, Ont., Canada, of the Canadian geological survey. Jasper SIMONS, '10, Milwaukee.

Elmer H. HUGHES, '12, of the animal husbandry department, University of California.

Benjamin H. LAMPERT, '13, Oshkosh businessman.

Malcolm C. BRUCE, '14. Melville E. MAXWELL, '14, Marinette radio announcer.

Melbourne O. REED, '14, San Juan, Tex.

Harry WETZEL, '14, Milwaukee.

Albert PHILLIPS, '14, Madison.

Harold A. LEWIS, '14, E. I. du Pont de Nemours & Co. official, Wilmington, Del.

Paul Spire EGBERT, '16, Omaha, Neb., air force engineer.

Ross G. MARTIN, '17.

Edward William SCHELLING, '17, former Vernon county agricultural agent, Viroqua.

Gordon F. DAGGETT, '20, Milwaukee, former State Highway Dept. engineer.

Dr. LeRoy EDWARDS, '20, professor of pharmacy at Purdue University.

Harry E. CONSIGNY, '20, Madison pharmacist.

Robert L. MOORE, '21, state soil conservation agent, Eau Claire.

James W. JOHNSON, '22, Royal Oak, Mich.

Ralph SCHEINPFLUG, '23, Martinsburg, W. Va.

Emery SHERMAN, '23, Fond du Lac businessman.

Willis Earl BOOTS, '26, Winona, Minn. James Leslie VER BRYCK, '28, E. I. du Pont de Nemours & Co. chemist, Woodbury, N.J.

Mary Helena MACARDLE, '29, Indianapolis, Ind.

Arnold C. RAMLOW, '32, A. C. Nielsen vice-president, Chicago.

Frank SUDER, '33, Eagle River businessman.

James H. LARSON, '36, Shawano attorney.

Paul E. KRIEDEMANN, '43, Green Bay businessman.

Henry A. GEISLER, '43, Indianapolis, Ind.

Arthur A. LARSON, '49, U. S. Rubber Co. engineer, Eau Claire.

Richard CANTWELL, '50, Shawano businessman.

has accepted a position as comptroller with a large Southern Indiana industrial concern.

Lewis G. KRANICK, '36, has announced a new name for his firm, the Milwaukee Metal Working Co. It's now Wisconsin Hydraulics, Inc.

Bonk and Lutz is the firm name of Donald E. BONK, '37 and Robert W. Lutz, who formed a law partnership in Chilton.

New associate actuary for the Benefit Association of Railway Employees, Chicago, is Robert E. LARSON, '37. He has been teaching at the University for the past six years.

Newly-appointed publicity manager for Bucyrus-Erie Co. is Martin B. JAEGER, '38. He has been assistant publicity manager for the past three years.

The Commercial State Bank, Madison, has as its new president Robert R. "Bud" PAUNACK, '38, formerly the bank's vice-president.

Edward T. STODOLA, '38, has resigned his post as chief hearing examiner of the federal communications commission to return to the civil aeronautics board, where he was formerly located.

The new control manager of the U. S. Rubber Co. plant in Eau Claire is John E. RASMUSSEN, '39, who has been with the company since his graduation.

Appointed to the bench at Hayward recently was new Municipal Court judge Perry A. RISBERG, '39.

Racine Honors Extension

(continued from page 29)

need for readjustment to the new stresses and strains of college living.

● The "graduate"—Einar Christensen, a practicing lawyer in Racine—told of how, as a returning veteran the serious housing shortage and lack of job opportunities on most college campuses at the close of World War II were solved for him when he decided to enroll at the Racine Center. He later took work on the Madison campus. He emphasized the high calibre of instruction at the Center.

● A citizens view of the Center was expressed by Harold A. Konnak, a member of the University Board of Visitors. Said Konnak: "Democracy will work best if the best of us can be trained to become leaders. There is now no reason why any boy or girl in Racine who wants a college education can't get it."

John Berge, Wisconsin Alumni Association secretary, presented to LeRoy Jerstad, 1953 president of the Racine Alumni Club, an "achievement award" plaque in recognition of the club's

scholarship program and its efforts in promoting activities helpful to the University.

Dr. L. H. Adolfson, director of the UW Extension Division, responded for the University in place of Oscar Rennebohm, vice president of the Board of Regents, who had been taken ill.

Adolfson said that Extension Centers are operated in cities throughout the state because "the University of Wisconsin has a great tradition and a proud record of answering the educational needs of Wisconsin citizens wherever and whenever they arise."

"In the 1955-57 UW budget request," he said, "the Centers are not only firmly implanted—they are being strengthened so that they can accommodate an increasing flow of students."

UW president E. B. Fred sent a message in which he praised the Racine Extension Center and expressed his appreciation for the efforts of the community toward closer ties with the University.

Gentlemen prefer blondes

Have you seen Corabrite? It's H&D's new lighter-colored, smoother corrugated board, and it gives shipping boxes a bright new appearance.



HINDE & DAUCH

SANDUSKY, OHIO

LEADERS IN THE MANUFACTURE OF CORRUGATED BOXES FOR MORE THAN 50 YEARS

Married were Gloria Grahame, movie actress, and Cy HOWARD, '39, writer-producer, in Hollywood, Calif.

Now teaching music in Pulaski High School, Milwaukee, is Bernard R. STEPPER, '38.

Assistant Professor in the School of Education, University of Chicago, is James H. THOMAS, '39.

In the new Badgers department is Leslie Ann, daughter of Lester B. HUNGERFORD, '39, and Mrs. Hungerford, West Lafayette, Ind. Hungerford is chief accountant and auditor for the Lafayette Life Insurance Co.

Robert J. BUGNI, '40, is chief industrial engineer with Howell Electric Motors, Howell, Mich.

Ernst W. HESSE has been general manager of the Dairyland Co-operative Assn.

Head of the newly created public relations department of the A. E. Staley Manufacturing Co., in Decatur, Ill., is Hal J. ROCHE, formerly of the Capital Times.

Recently wed were Mary R. Stark and Paul L. MANGOLD, Milwaukee.

1941 W

A new associate professor of education at the University of Buffalo, Buffalo, N. Y., is Dr. Robert S. HARNACK.

Admitted to the law partnership of Stephens, Bieberstein, and Cooper in Madison was John BRUEMMER. The firm will now be Stephens, Bieberstein, Cooper, and Bruemmer.

Recently married in Madison were Dr. Mary Catherine BERG, '48, and Robert

Mathew SCHMITZ. She is on the staff of Mendota State Hospital, while he is president of the R. M. Schmitz Co. Motion Picture Engineers.

Dr. Elizabeth R. JACOBS, '41, has joined the staff of Save the Children Federation in New York as assistant director of promotion. She is a former University instructor.

A new staff member at NBC in Chicago is Tom MERCEIN, '41, who was formerly an announcer with WTMJ and WTMJ-TV in Milwaukee.

John D. MURATI, '41, is with Ohio Wesleyan University at Delavan, O.

The Fond du Lac County extension program has as its new farm planner Norman JENNINGS, '41.

The former editor of the Milton and Milton Junction *Courier* has accepted a position in advertising in the export department of the Parker Pen Co. in Janesville. He's F. A. BOWEN, '41.

Named general manager of the American Dairy Association recently was Martin J. FRAMBERGER, '41.

Miss Margaret Frieda THOMPSON, '42, is working towards her master of science degree at the New York School of Social Work, Columbia University.

1942 W

Elected president of the Industrial Editors' Association of Chicago, one of the largest editorial groups of its kind in the country, was Bernard SELTZER, editor of the IGA national magazine.

The University has appointed Dr. Alfred C. INGERSOLL a Point Four Program specialist at the Bengal Engineering College, Sibpur, India. He is an assistant professor at the California Institute of Technology, where he has been on the faculty since 1950.

Dorothy MANN, with more than a million and a half miles aloft, has been named supervisor of stewardess service for United Air Lines at Boston.

Dr. Robert G. WOCHOS, his wife, Judith SCOTT Wochos, '45, and two children have moved from San Luis Obispo, Calif., to Green Bay where Dr. Wochos plans a surgical practice.

Married July 17 were Margaret Lucille LINGARD and Francis J. Vojta, Minneapolis.

In the news for capturing a bank robber in Pasadena, Calif., early in October, was Sherman TANDVIG, '42, Pasadena fireman.

Roger E. JACOBSON, '42, Youngstown, O., has taken over as manager of the Hotel Pick-Ohio.

The new superintendent of Racine county schools is Alfred R. SCHUMANN, '42.

A transfer from the Antigo plant of Wisconsin Farmco Service Cooperative to the organization's plant in Whitewater for Robert SACHTSCHALE, '42, is reported.

Now living in Old Greenwich, Conn., with his wife, the former Martha WRIGHT, '44, and their two girls and new baby boy, is Alan DREW, '42. He's assistant comptroller of Royal Typewriter Co. in New York City.

Proudly announcing their first joint project is the Green Engineering Co., Sally and Dick GREEN, '42. It's a girl, in Middleton.

Charles F. SIMON, '42, is now practicing law in Washington, D. C. He was formerly located in Chicago.

Mrs. Joan STAUDT Pracy, '42, is working in the social work field with Family Service Agency of Greater Bakersfield (Calif.), having received her master's degree from Columbia University in 1947.

Miss Esther June HANSON, '44, returned in April from a two and one half year's tour of duty in France and Germany as a civilian field entertainment director, with the department of the Army. She left again in June for another two-years.

Harold E. MAY is now with CBS Engineering Department in Danvers, Mass. He and his family are living in Peabody, Mass.

The sales promotion manager for the Encyclopedia Britannica in Chicago is Paul H. FAUST.

The Third Army Certificate of Achievement has been awarded to Lt. Col. E. Lee CARTERON for outstanding service as Assistant Secretary of the General Staff.

Jane WILKINSON Greenwood and husband Thomas are now living at Hahn Air Force Base near Weisbaden, Germany, with their four children. He is a jet pilot.

Now with the Office of Military History, Department of the Army, in Washington, is J. J. MEYER, who recently was initiated into Phi Alpha Theta, national professional history fraternity.

Brooks CONRAD is with Pan American Airways flying out of Miami to Mexico, Central and South America, and the Caribbean area.

Recently married were Norma FREITAG and Russell S. Arvold, Madison.

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

Then all premiums returned plus dividends

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

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

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

To the SUN LIFE OF CANADA

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

NAME

ADDRESS

AGE

1945 W

Recipient of a doctor of philosophy degree from the University of Cincinnati June 4 was Fred K. SCHEIBE, noted young author and poet.

Capt. Virginia McGARY, Army Women's Medical Specialists' Corps, is in Denver assigned to the nutritional research laboratory there.

A son, Paul Robert, was born to Nelda HENRICKSON Pierce and Richard L. PIERCE, '48, on July 2. Pierce is an engineer with WHA-TV, Madison.

1946 W

Now a policewoman for the Madison police department is Atty. Betty BROWN.

Catching up with Delores M. OTTO, we find that she was married to William L. MILLER, Jr., '51, in August, 1952, and is now the mother of a daughter, Christine Marie. The Millers live in Kalamazoo, Mich.

Now in Manistee, Mich. where he is a mechanical engineer with the American Box-board Co. are Donald V. HYZER and his wife Patricia WHITNEY Hyzer, '47.

New little Badgers have come to Sydelle RESNICK Eisenberg, '47, and Leonard EISENBERG of Glencoe, Ill.; and to Rhoda HOWARD Kagan and Stanley Kagan, West Caldwell, N. J. The names are Russell Scott Eisenberg and Anne Sarah Kagan.

Wed from the class of '46 are:

Janet B. ZURHEIDE and Carl Wehr PETER, '54, Chicago, Ill.

Lois J. Rasmussen and Digby D. SEYMOUR, Chicago, Ill.

Announcing the birth of a second daughter, Jocelyn Gail, are Beverly SAXE Ebert and William EBERT, '50.

1947 W

Promoted to controller for Elco Corporation, Philadelphia, Pa., recently was Irving LEVY, '47. Mr. and Mrs. Levy have two sons, Richard and David.

Assisting Dr. David F. Cole, Ripon, in his medical practice is Dr. Albert L. FISHER.

Neenah attorney Edmund P. ARPIN recently opened a law office in that city.

An \$11 million bug problem in North Carolina is being tackled by Dr. James R.

DOGGER, formerly cotton insect research head at Oklahoma A. and M.

The new director of the Janesville Little Theater is Sherwin F. "Sherry" ABRAMS, who received his doctor's degree from the University in June.

With the beginning of the fall school term Marguerite RAWLES will teach in Middleton High School.

YMCA program secretary in Binghamton, N. Y. is John C. WHEELER.

A change of address is reported by William R. WALKER, who is now manager of Station WMBV-TV in Marinette.

Married: Margaret V. MAURER to Robert P. STEIN, '52, Madison; and Ruth A. Kortmeier to John A. ROEBER, Tucson, Ariz. Roeber is with the development department of Infilco, Inc.

Alumni additions include Leslie Kay, daughter of Rosalie KAPLAN Sporn, '48, and Dr. Eugene M. SPORN, in Alexandria, Va., where Dr. Sporn is associated with the Office of the Chief Chemical Officer, Department of the Army, Washington, D. C.; and Gary Robert, born to Julia A. Sasman and Robert T. SASMAN.

1948 W

Over in the "enemy's" camp is Edward O. ANSELL, who received his degree in electrical engineering from the University and is now a law student at George Washington University. He is president of the Student Bar Association there and member of Phi Alpha Delta legal fraternity. Ansell is also regularly employed in the FCC broadcast bureau as a radio engineer.

Appointed assistant to the vice president in charge of marketing, Burroughs Corp., is Douglas D. DAHM, Birmingham, Mich.

Returned earlier from a teaching post in Afghanistan, William K. ARCHER spoke at the Afghanistan student conference held on the campus this summer.

First place in a state-wide insurance sales contest has been won by Robert J. McCAIN, Fond du Lac. The contest was conducted by the Equitable Life Insurance Society, Milwaukee.

With the Western Washington Experiment Station is Dr. Lowell NELSON, whose job—adapting experimental findings to farm

conditions—was recently featured in the Seymour (Wash.) Press.

Charles J. HERVEY, Jr. has been transferred from Wiesbaden, Germany, to Madrid, Spain, where he will continue his work directing the planning for Air Force bases being constructed in Europe.

A three-month course at the Judge Advocate General's School at Charlottesville, Va., was recently completed by Capt. Frank L. NIKOLAY, Abbotsford, who is now qualified as a military lawyer.

Aleron H. LARSON is now in private law practice at Eau Claire after resigning his post as attorney-advisor with the International Boundary and Water Commission, U. S. and Mexico, Department of State. The high point of his tenure, he reports, was meeting Pres. Eisenhower and Mexico's Pres. Cortines at the dedication of the international Falcon Dam, Texas, last October.

Now living in Madison while he does advance work at the University are Mr. and Mrs. Robert W. HAMMEL and children Mary Jo and Robbie.

Proudly announcing are Patricia FISCHER Mittelstead and Wesley C. Mittelstead who became parents of a boy, Marc Anthony, April 21. Marc has a 3-year old brother, Michael.

Wedding bells have rung for:

Anita J. MARCUS and Jules E. Kutner, Niagara Falls, N. Y.

Virginia Nichols and Gerald ROBBINS, Whitefish Bay.

Ruth Sechtig and Roger M. WITTE, West Allis.

Charlotte ANKENNEY, '53, and Orrin L. HELSTAD, Madison.

Lois Zastrow and Marvin D. REIMANN, Madison.

Shirley MANZER and George T. WEBER, '50, in Milwaukee.

Ann E. BANKER, '53, and Dale O. BENDER, Madison.

Irene Weitkunat and James A. DAVIDSON, Milwaukee.

Alvina T. Preuss and Glenn O. MICHAELS, Plainfield, N. J.

Frances A. Ward and Edward J. ZEIMET, Madison.

Mary L. ROBERTS, '51, and Arthur L. JENSEN, Amherst, Mass.

A Badger on the Edge of the Iron Curtain

INTO THE office a while ago stepped John Harlan Althen, '36, who was paying his first visit to the United States in three years. In that time, and several years previously, he has been director of the American News Service in Vienna, a part of the U.S. Information Service that is right in the middle of the propaganda battle at the edge of the Iron Curtain.

"Our job," he said, "is keeping Austria on this side of the Iron Curtain. We're in direct competition with Soviet agencies in supplying news to Austrian newspapers—news, that is, that might not be completely available from other sources."

Such releases might concern local news events, or provide more background on global matters involving the United States than would be carried on wire service reports. In reporting on

disputable local events, the race becomes one to see who gets to the Austrian editors with the "mostest, fustest." In reporting events from the U.S. Althen and his staff started with a strike on them from the beginning—the time lag between Washington and Vienna. When it's deadline time in Vienna (8 p.m.) for morning papers, it's only 2 p.m. in Washington and the big news is just breaking.

At the same time, his project has been playing a part in a program to familiarize the Austrians on modernizing its industry through mass production, streamlined marketing, and increased farm production, in an effort to build up the country's standard of living.

In the line of duty, Althen produced a series of articles on Soviet economic exploitation of Austria widely published in that country's newspapers and potent ammunition for talks at diplomatic levels.

He has been in every European country west of the Iron Curtain, and says he is building up background for a full-time writing career at some later date. Currently he's serving in the Far East.



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He gave me an extension telephone
for the kitchen and one
for the bedroom too."*

*HERE'S SOMETHING NEW
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Give an extension telephone to someone you love

Have you been searching for something new and different in a Christmas gift? Something that is distinctive, yet practical, and will last the whole year through?

You couldn't do better than an extension telephone for Mother or Dad, son or daughter, or Grandma and Grandpa. For 365 days and nights it will save steps, time and effort. And it's mighty handy, too, in an emergency.

If you'll order in time we'll do our best to install the extension telephone before Christmas.

If that isn't possible, we'll deliver the telephone, attractively wrapped, so you can put it under the tree with the other gifts. Then we'll come around after Christmas and install it in bedroom, living room, or kitchen, or wherever you wish.

The cost is small—just pennies a day for each extension telephone. Just call the business office of your local Bell telephone company.



*"My wife sure knows how to pick
out the right Christmas gifts.
Gave me an extension telephone
for my hobby room downstairs."*



*"Thanks ever so much, son,
for the extension telephone.
It's a big comfort to have
it close by in my bedroom."*



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