



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **Wisconsin alumnus. Volume 55, Number 10 Feb. 15, 1954**

[s.l.]: [s.n.], Feb. 15, 1954

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

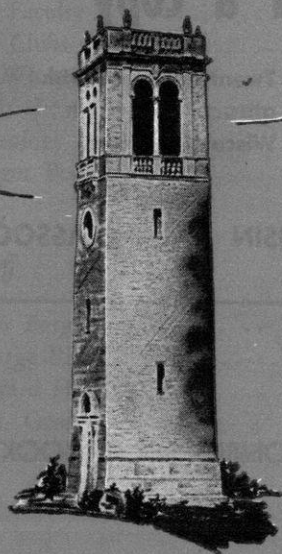
When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

In this Issue

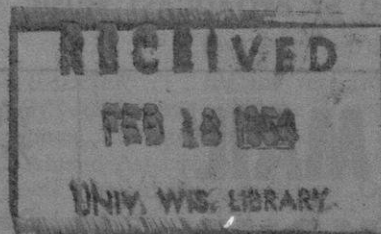
# The Crisis in Education

A Special  
Founders Day Article

February 15, 1954



Can You Pick the Prom Queen?



# WISCONSIN Alumnus

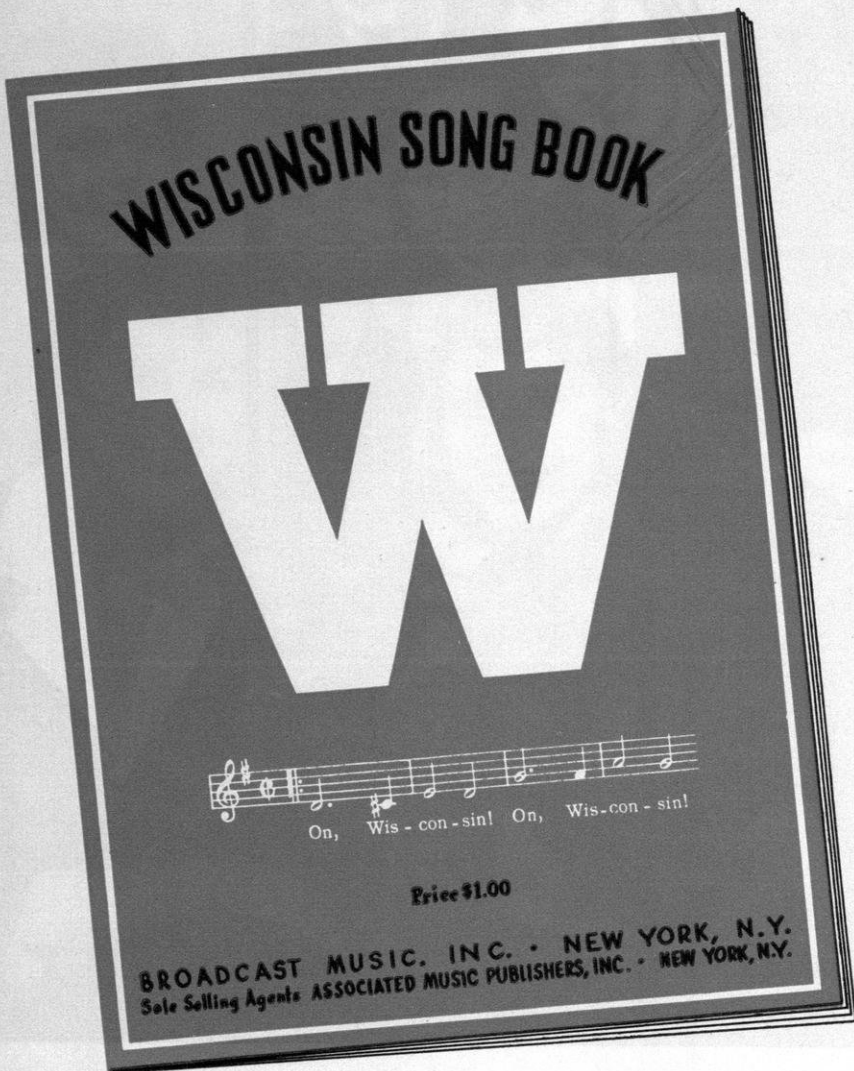
# JUST OFF THE PRESS!

*Words and music for  
the songs Badgers  
like to sing . . .*

- On Wisconsin
- Songs to Thee, Wisconsin
- Varsity
- On Wisconsin Round
- If You Want to Be a Badger
- Farewell to Thee Wisconsin
- The Badger Team
- Wisconsin's Pride
- My Heart Is in Madison
- We'll Cheer for Old Wisconsin
- Cheer, Boys, Cheer

**\$1 a copy**

Twenty pages—with  
attractive cover in  
Wisconsin colors.



PUBLISHED BY BROADCAST MUSIC, INCORPORATED ● SPONSORED BY WISCONSIN ALUMNI ASSOCIATION

**MAIL  
YOUR  
ORDER  
TODAY**

**WISCONSIN ALUMNI ASSOCIATION**  
770 Langdon St., Madison 6

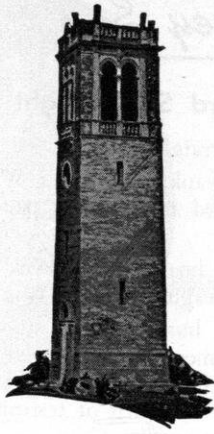
Please send me \_\_\_\_\_ copies of new WISCONSIN SONG BOOK  
at \$1 a copy. Check enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Make check payable to Wisconsin Alumni Association)



# WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

FEBRUARY 15, 1954

VOL. 55, NO. 10

## Articles in This Issue

Hallmarks of Greatness	By Oscar Rennebohm	7
The Crisis in Education	By Philip Falk	10
WARF Gets Dells Gift		13
Contemporary Art	By D. Alexander Severino	20
New Look in Art Education		24
The Co-eds Make Their Own Rules		26
Nuworld Cheese and the Story Behind It		30

## Departments

What They Say	4
Keeping in Touch with Wisconsin	5
Dear Editor	6
The University	15
Campus Chronicle	18
Wisconsin Women	23
The Faculty	28
The Clubs	29
On Wisconsin in Sports	32
With the Classes	33
Necrology	39
Badger Bookshelf	39

## Staff

John Berge, '22	Managing Editor
George Richard, '47	Editor
Edward H. Gibson, '23	Field Secretary
Mrs. George Chatterton, '25	Alumnae Secretary
Art Lentz, Athletic Publicity Director	Sports Editor

## ★Sidelines

**COVER.** One of the pretty young ladies on the Alumnus cover this month will reign as queen of the Wisconsin prom on February 19. The smiling (and who wouldn't be?) lad in the center doesn't stand a chance to gain the honor, of course. He's Duane Hopp, Sheboygan senior who took the other queen pictures in this issue, and was posed for this portrait by Associated Press and Madison Capital Times photographer Carmie Thompson. The girls? Oh, yes—reading clockwise from lower left: Sallie Hathaway, Flossmoor, Ill.; Margaret Cafferty, Madison; Henrietta Ludicke, Jackson Heights, N. Y.; Merrill Wheeler, Milwaukee; Barbara Wehner, Kenosha; and rubbing ears with photographer Hopp is Jean Riley, Green Bay.

\*

**MISUNDERSTANDING.** An irate alumnus of Ohio State, indulging in a favorite sport over Columbus way, closed a scathing letter to the *Ohio State Monthly* extremely critical of the Buckeye football team with this coup de grace: "We don't object to losing, but we do object to teams playing like amateurs." Answered Ohio State Alumni Executive Secretary Jack Fullen: "Hell, man, they *are* amateurs."

\*

**SIGN OF SPRING.** In early December with the worst of the winter's chilling breezes from off Lake Mendota still in the offing, the physical education department announced completion of a golf green on an intramural field near the Men's Halls.

\*

**IF YOU WANT A BADGER . . .** for any year from 1885 (when the University yearbook was called the *Trochos*, which is, as anybody knows, the Greek for Badger) up to 1940, the Wisconsin Alumni Association can supply you with one as long as a newly acquired supply holds out. One dollar will cover the cost of postage.

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

# WISCONSIN ALUMNI ASSOCIATION OFFICERS AND DIRECTORS

## OFFICERS

**President:** R. T. JOHNSTONE, '26, Marsh & McLennan, 1300 Natl. Bank Bldg., Detroit, Mich.  
**First Vice-President:** GORDON FOX, '08, Freyn Engr. Co., 109 N. Wabash, Chicago 2.  
**Second Vice-President:** GORDON R. WALKER, '26, Walker Forge, Inc., 2000 17th St., Racine.  
**Treasurer:** LAWRENCE J. FITZPATRICK, '38, J. J. Fitzpatrick Lumber Co., 3230 University Ave., Madison 5.  
**Secretary:** MRS. SILAS SPENGLER, '19, 342 Park St., Menasha.

## DIRECTORS AT LARGE

HARRY W. ADAMS, '00, Public Service Bldg., Beloit; WALTER ALEXANDER, '97, Union Refrigerator Transit Co., Milwaukee; DON ANDERSON, '25, Wis. State Journal, Madison 3; DR. NORMAN O. BECKER, '40, 104 S. Main St., Fond du Lac; MARTIN BELOW, '24, Robert F. White & Co., 159 N. Dearborn St., Chicago; MRS. WALTER S. CRAIG, '20, 117 S. Division St., Janesville; JOHN L. DAVIS, '43, Hughes, Anderson & Davis, 1228 Tower Ave., Superior; DEAN CONRAD A. ELVEHJEM, '23, Bascom Hall, UW, Madison; WILLIAM R. GUELZOW, '48, 1419 Sherman Ave., Janesville; MRS. LUCY ROGERS HAWKINS, '18, 1008 Main St., Evanston, Ill.; CHRISTOPHER HENDRA, '23, Mollin Investment Co., 2304 Huntington Dr., San Marino, Calif.; DR. MERRITT L. JONES, '12, 510 1/2 3d St., Wausau; DR. JOHN A. KEENAN, '30, Standard Cap & Seal Corp., 405 Lexington Ave., New York City; WALTER H. KEYES, '46, 123 N. 3d St., Sturgeon Bay; LLOYD LARSON, '27, The Milwaukee Sentinel, Milwaukee; KATHERINE MCCAUL, '25, Tomah; SAM OGLE, '20, Schusters, Inc., 2153 N. 3d St., Milwaukee; JAMES D. PETERSON, '18, 135 S. La Salle St., Chicago 3; MAXINE F. PLATE, '35, 940 Glenview Ave., Wauwatosa; MRS. JOHN A. SCHINDLER, '28, 532-22nd Ave., Monroe; MRS. E. R. STAUFFACHER, '45, Calamine, Wis.; GUY M. SUNDT, Camp Randall Stadium, Madison 6; RUSSELL A. TECKEMEYER, '18, 1 S. Pineknay St., Madison 3; HOWARD W. WEISS, '39, 942 N. Jackson, Milwaukee.

## SENIOR CLASS DIRECTORS

**Class of 1951:** LESLIE P. ANDERSON, 2948 N. Frederick Ave., Milwaukee 11, Wisconsin; **Class of 1952:** JAMES D. WHIFFEN, 1111 Oak Way, Madison 5; **Class of 1953:** BEATA BESSERDICH, 3437 Edgemoor Parkway, Madison 5.

## PAST PRESIDENTS

CHARLES B. ROGERS, '93, 95 N. Main St., Fort Atkinson; JOHN S. LORD, '04, 135 S. La Salle St., Chicago 3; GEORGE I. HAIGHT, '99, 209 S. La Salle St., Chicago 4; CHARLES L. PYRON, '08, First National Bank Bldg., Chicago 3; EARL O. VITS, 635 N. 7th St., Manitowoc; MYRON T. HARLAW, '12, Vision-Visor Corp., 831 S. Wabash Ave., Chicago 5; HARRY A. BULLIS, '17, Chairman of the Board, General Mills, Inc., 400 2nd Ave. S., Minneapolis; HOWARD I. POTTER, '16, Marsh & McLennan, 231 S. La Salle St., Chicago; HOWARD T. GREENE, '15, Brook Hill Farm, Genesee Depot; ALBERT J. GOEDJEN, '07, 350 Bryan St. R. #6, Green Bay; C. F. VAN PELT, Pres., Fred Rueping Leather Co., Fond du Lac; PHILIP H. FALK, Supt. of Schools, 351 W. Wilson, Madison; WILLIAM D. HOARD, JR., '21, W. D. Hoard & Sons Co., Fort Atkinson; JOSEPH A. CUTLER, '09, Johnson Service Co., 507 E. Michigan St., Milwaukee; WALTER A. FRAUTSCHI, '24, Democrat Printing Co., PO Box 1148, Madison; STANLEY C. ALLYN, '13, Pres., National Cash Register Co., Dayton, Ohio; JOHN H. SARLES, '23, Knox Reeves Advt. Inc., 600 1st Natl. Soo Line Bldg., Minneapolis; THOMAS E. BRITTINGHAM, '21, Room 251, Del. Trust Bldg., Wilmington, Del.; WILLARD G. ASCHENBRENNER, '21, American Bank & Trust Co., Racine; WARREN P. KNOWLES, '33, Doar & Knowles, New Richmond.

## ALUMNI CLUB DIRECTORS

**Beloit:** FRED BENIT, '32, 220 W. Grand Ave.; **Chicago:** STEPHEN J. FRAWLEY, '25, The Illinois Co., 231 S. LaSalle; **Detroit:** GEORGE E. CURRIER, '30, 11-214 Gen. Motors Bldg.; **Fond du Lac:** KENNETH MCLEOD, '33, 104 S. Main St.; **Green Bay:** R. A. JAEGER, '43, 620 S. Superior St., De Pere; **Janesville:** WILLIAM G. LATHROP, JR., '47, 213 N. Main St.; **Madison:** LAWRENCE J. FITZPATRICK, '38, 3230 University Ave.; **Milwaukee:** SHELBURN M. DRIESSEN, '38, 721 N. Water St.; **Minneapolis:** ROGER C. TAYLOR, '41, N. W. Mutual Life Insurance Co.; **Northern California:** ANTHONY E. O'BRIEN, '29, 400 Montgomery St., San Francisco; **Oshkosh:** THEODORE C. WIDDER, JR., '48, Deltax Rug Co., 30 Wisconsin Ave.; **Racine:** LEROY JERSTAD, JR., '47, 523 Main St.; **Sheboygan:** REUBEN ANGELBECK, '14, 504 Green Tree Road, Kohler; **Southern California:** EMIL BREITKREUTZ, '06, 1404 Wilson Ave., San Marino; **Washington, D. C.:** GEORGE E. WORTHINGTON, '10, 501 N. Oxford, Arlington 3, Va.

## ★ What They Say:

### Record Set Straight

Let's set the record straight.

A story by the Milwaukee *Journal's* Washington correspondent which appeared in Sunday's paper contained the following paragraph:

"The *Daily Worker* boasted last week of the prestige of the (Labor Youth League) among Wisconsin students."

Now it's true that hundreds of students have been attracted to individual meetings sponsored by the group—particularly when interesting speakers have been presented. This is in keeping with the spirit of testing all ideas which is encouraged at this University.

But the prestige of the group can best be measured by a number of students who have actually joined the LYL. Up until last year 10 students had actually become members of it. Perhaps two or three more joined this semester. This woeful record of participation hardly bespeaks high "prestige" for the LYL.

At a time when the LYL is fighting to stay on the campus the *Daily Worker* story hardly aids the group. It seems as if the communists are up to their old tactics of exaggeration and misrepresentation. Such tactics seriously endanger such efforts to preserve civil liberties as the recent University ruling which will allow the LYL to continue to exist here despite public pressure to withdraw University recognition from the group.

—The Daily Cardinal

### Let Students Handle Them

The appearance of a leftist speaker on the University of Wisconsin campus usually attracts far more attention than the case deserves. Both this year and last year demands were made upon University authorities that the speakers be banned.

Actually, the speakers do not get anywhere. The students quickly put them in their place.

Last week Joseph Starobin, former foreign affairs editor of the Communist *Daily Worker*, was brought to Madison under the sponsorship of the UW Chapter of the Labor Youth League. Such groups turn up on occasion on campuses. It is more of an adolescent effort to gain public attention than any actual embracing of communism.

Despite all the advance publicity, Starobin found only about 225 students in the audience as he began his lecture. The students gave him a rough time, particularly when he made the pronouncement that the "central idea of the men in charge of American foreign policy" is making war on Russia and China.

That is an example of the warped thinking of such fellow-travelers. Their statements are so wrong as to be ridiculous. The students on any campus in the United States will show them up quickly. The students do not go for double-talk.

Let the students handle these fellows. They will do a much more effective job than can be done through a system of thought control. Instead of making martyrs of fellows like Starobin, they show them up for what they really are.

—Sheboygan Press



# ... keeping in touch with **WISCONSIN**

**JOHN BERGE, Executive Secretary**

**F**OUR BRAND NEW alumni clubs held their organization meetings on Founders Day, February fifth:

Buffalo	Lima, Peru
Fort Worth	San Antonio

This new Lima club is the fifth Wisconsin alumni club outside the continental United States. The other four are in Hawaii, Manila, Mexico City and Puerto Rico.

By the time you get this issue, thousands of loyal Badgers will have celebrated the University's 105th birthday with appropriate Founders Day ceremonies. Information received so far indicates that this year's Founders Day dinners set new highs in attendance, interest and enthusiasm. This is encouraging news for the University because these meetings offer splendid opportunities for developing alumni interest and loyalty.

With Founders Day dinners now a matter of history, alumni are looking ahead to Commencement, Alumni Day and class reunions on June 18-19-20. Several classes are already working on their reunion schedule of activities.

The University's 101st Commencement is scheduled for Friday morning, June 18th. The class of 1954 is the hundred and first class to be graduated at the University of Wisconsin. Members of this class are reminding each other that the class of 1954 marks the beginning of a new century of graduates.

As soon as these Commencement exercises are over, reunion activities will get under way with the annual luncheon of the Half Century Club in Great Hall in the Memorial Union. At this luncheon, members of the class of 1904 will be inducted into membership in the Half Century Club—a very exclusive organization made up of Wisconsin alumni who have been graduates of the University of Wisconsin for fifty years or more. Last year more than two hundred Half Century Club members attended this luncheon, including thirty-two octogenarians and one nonagenarian. In

other words, if you want to live to a ripe old age, attend the University of Wisconsin.

Several classes will start their reunion activities on Friday evening, June 18th, with receptions, cocktail parties and dinners.

The big day, of course, is Alumni Day on Saturday, June 19th, with a full schedule of reunion activities. All reuniting

classes are scheduling class luncheons on June 19th, with picnics, boat rides, and other get-togethers for the afternoon. Alumni Day activities wind up Saturday evening with the annual alumni dinner in Great Hall. Sunday morning, June 20th, reuniting alumni will gather informally for the reunion breakfast on the Union Terrace overlooking Lake Mendota.

With one noteworthy exception, this year's reuniting classes are those ending in "4" and "9"—1904, 1909, 1914, 1919, etc. The exception, of course, is the class of 1917 which reunites every year and seems to get more fun out of its reunions than most other classes. However, these seventeens always mix a little business with their pleasure. Recently, they raised \$7,000 for a 1917 Memorial Scholarship Fund in honor of classmates who sacrificed their lives in World War I. Mighty nice people, these seventeens.

Oldest reuniting class this year is the famous class of 1899, which has George I. Haight as president. George has sent out his first class letter with preliminary plans for their 55th reunion. This class always comes up with something special on Alumni Day. For example, George shipped in two hundred Rocky Mountain trout from Colorado for one of their reunion breakfasts recently. Like the 17ers, these 99ers also mix business with pleasure. Their class gift to the University on their 50th anniversary was the largest ever given by a Wisconsin class. Mighty nice people, these 99ers.

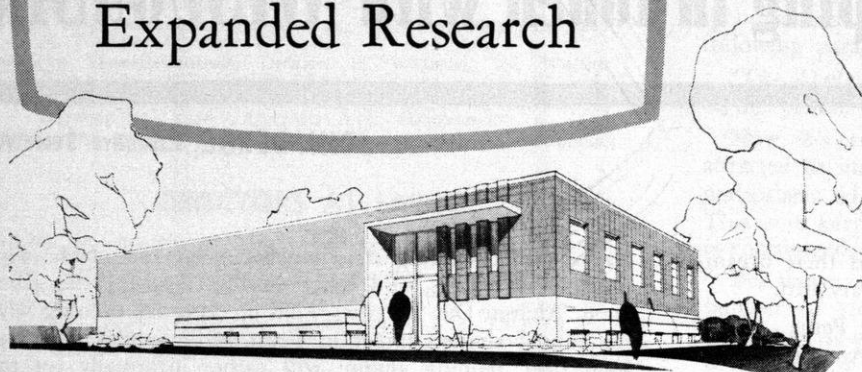
As usual, the classes celebrating their 25th and 50th anniversaries will get special attention at this year's reunions. Members of the class of 1904 will be honored guests at the Half Century Club luncheon on Friday, June 18. Each member will receive a Golden Jubilee Certificate from the Wisconsin Alumni Association for "fifty years of loyalty to the University of Wisconsin."

Class directories for these two classes will be published again this year as a special reunion service by the Wisconsin Alumni Association. The Half Century Club Directory lists all the members of the class of 1904 and all living members of classes prior to 1904. The Silver Jubilee Directory of the class of 1929 will list all members, with reunion committees and the schedule of reunion activities. Typewritten lists of all reuniting classes are now being prepared for class presidents and reunion chairmen.

Even though your class isn't scheduled to reunite this year, you are, of course, cordially invited to join your fellow Badgers in Madison on June 18-19-20. Hundreds of alumni will be in Madison that weekend, so join them and have a good time on your favorite campus.



# Even Greater Progress Through Expanded Research



*new insecticide and animal laboratory*

The completion of the Wisconsin Alumni Research Foundation's new insecticide and animal laboratory will greatly broaden its already extensive facilities for research into new products.

The new building, to be completed this spring, will house 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. They will remain in their special quarters in the main building.

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.

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.



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

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

## WISCONSIN ALUMNI RESEARCH FOUNDATION

MADISON 1, WISCONSIN

## ★ Dear Editor:

### Wrong Place

Thanks for pinning that "million-dollar success story" bouquet on Mrs. Wittner and me in the November issue of the *Alumni Magazine*. I suspect the reason my classmates in the insurance and allied businesses haven't descended on us is that you located us in Albany, N. Y. That was the location of our first client (and still is); we've been established in New York from the time we started our agency in 1938.

If you get *Tide Magazine*, there's a more up-to-date story about the operation in the December 5 issue. . . .

I hope you don't take that million-dollar business too seriously. That's total billings in advertising agency accounting terms. However, we're proud of our modest success, and it is a unique operation. The inspiration for it, incidentally, derives from a freshman course lecture by Grant M. Hyde. We owe much to UW.

Ned Wittner, '31  
New York City

### Kind Words

You cannot imagine how pleased I was to read about the new Memorial Library. What a splendid achievement! Fortunately, I was attending summer school in 1950, and July 24th was indeed a memorable day in my life. On that day, I celebrated my 22nd birthday, and I participated in the ceremonies on the site of the Memorial Library by digging a shovelful of dirt—one of hundreds dug that day. That August, I received my degree in English.

As each birthday rolls around, it is pleasant to pause for a moment and remember that significant one in July of 1950.

Selma Gould Musicus, '50  
Chicago, Illinois

The November issue of the *Wisconsin Alumnus* proved most interesting reading—wide diversification. On the lighter side, I am so happy to have the statistics anent "Time Marches On"—no computation will be necessary in the future. We'll just *know* what has been done with time!!

At any rate, the magazine is peerless in the collegiate field of publication and certainly will continue in that position.

Mrs. Paul C. Dodge  
(Ethel Garbutt, '15)  
Evanston, Illinois

I should like to take this opportunity to congratulate you . . . who have contributed to the very excellent story of the new Memorial Library, which appears in the December issue of *Alumnus*.

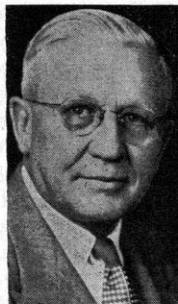
I am sure this story will prove of great interest to all of our alumni—whether they be located in Wisconsin, the United States, or in foreign countries.

The excellent write-up, together with the fine photographs, combine to make this a most effective story about our Memorial Library, of which we can truly be proud.

E. B. Fred, President  
University of Wisconsin

WISCONSIN ALUMNUS

# HALLMARKS OF GREATNESS



By

**OSCAR RENNEBOHM, '11**

*Former Governor of Wisconsin*

*Vice-President  
University Board of Regents*

**T**ONIGHT OUR University celebrates its 105th birthday. It was on February 5, 1849, that Professor Sterling first rapped for order in a cabin classroom which held 20 students.

What tremendous courage it must have taken to launch that University. There were no buildings, no books, no budget, no faculty, and only a handful of freshmen. Yet what sprang to life here 105 years ago has had a profound influence on the course of American educational history.

During the past few months I have been searching through the words written on the University's past. I have been studying that great record of educational pioneering which has enabled a frontier academy to become one of the outstanding educational institutions in the United States.

It is important to know about the many and serious problems that our University met and solved, so that today those of us with a deep interest in the University will know better

how to apply our energies and thinking as we face the challenge of a second century of University progress.

Higher education today has at least one tremendous advantage over the higher education of yesterday. *It has alumni . . .*

Between the shores of Maine and California live some 6,000,000 Americans like ourselves who have at least this one thing in common: *we all went to college.* How have we turned out? A recent book called *They Went to College* tells us something about ourselves. . .

When they were questioned a couple of years ago, 9,000 representative graduates had a median age of about 37. Four out of 19 were women. About half grew up in towns of less than 25,000. Less than half came from "college families." The big majority of the graduates worked at least part of their way through college.

Unfortunately, I can draw no satisfaction from another survey discovery—namely, that we alumni rate poorly when

*a message for every Wisconsin alumnus*

*from a Founders Day address at Madison*





At left was the scene as Gov. Rennebohm signed the bill authorizing the new Memorial Library, dedicated this month.

it comes to active citizenship. Old Grads on the whole do little more than vote, according to this study. Only 17% are apt to make a campaign contribution. Only 3% have ever tried to raise money for a campaign. Only 6% have held elective office in recent years.

Fortunately, the Old Grad rates higher when it comes to alumni activity. With some exceptions, he is very loyal to his Alma Mater. He is willing to do more than merely keep alive the "rah-rah" spirit of his college days. He is eager to promote the welfare of his Alma Mater in particular and to support the cause of higher education generally.

We see strong evidence of this alumni loyalty here at Wisconsin every day, thanks to the organized effort of the Wisconsin Alumni Association.

## ALUMNI LOYALTY

*What is the measure of the loyalty of an alumnus? Can it be reckoned in dollars? Yes, this is one of the measures of alumni loyalty. Some colleges and universities in America today look to their former students for their very existence. Some alumni groups are responding magnificently. I read in Newsweek magazine the other day where the alumni of Yale University contributed over \$1,000,000 to their Alma Mater in the year 1952 alone.*

We alumni of Wisconsin have an opportunity to demonstrate our loyalty in a similar manner. The University of Wisconsin Foundation is now engaged in a campaign for gifts and bequests with which to finance, among other things, a Wisconsin Center Building. I commend this project to you as befitting both the finest traditions and the current needs of our University and the state.

But is alumni loyalty to be measured only in dollars? I think not. The true measure of the loyalty of the alumnus, it seems to me, is his appreciation of the over-all objectives of his university, his knowledge of its work and its needs, and his willingness to interpret its activities and requirements to those who are able to help it. Under such a definition there is a role for all of us—rich and poor, old and young, distant and near at hand.

## A UNIVERSITY'S NEEDS

*What are the needs of a university? How can we summarize the requirements of the University of Wisconsin with which we alumni should be familiar?*

Just before he left the presidency of Harvard University, Dr. James Bryant Conant expressed the belief that the hallmarks of a great university are—*good students, good faculty, and solvency*. I consider this to be a clear and succinct summary of the continuing needs of our own University. Good students. Good faculty. And solvency.

I believe it was President Charles Kendall Adams who once said that "*the University is for the students.*" Certainly it is true that without a student body of high *quality*, a university campus is a hollow shell.

We need have no fears that the future years will not see students in great *quantity* flocking to the University of Wisconsin. Indeed, the enrollment predictions I have seen are staggering—thanks to the post-war "baby boom." Today we have about 10,000 undergraduates here at Madison. In another 10 years—in 1964—I am told we can expect, as a minimum, almost 16,000. By 1973 the estimate is more than 21,000. (See "Crisis in Education," page 10, this issue.—Editor.)

We must prepare ourselves for this deluge. We know what's coming along, and we aren't playing fair with the students of tomorrow if we think only in terms of "economy" today. One thing we will surely need is *increased dormitory space*. This year between 350 and 400 young women turned away from the University because they could not find adequate accommodations in Madison. In a state which has pledged itself to provide higher educational opportunities on a democratic basis, this is an unconscionable situation. Tomorrow the need for dormitory space will be vastly greater. I can assure you the Regents of the University are tackling this problem, and we will appreciate the support of every alumnus.

But I am not talking so much of the problem of great *numbers* of students as I am talking about our need for numbers of *great* students. Here is a job for every alumnus, to help build and to help interpret a university that will attract and hold the ablest young minds in Wisconsin.

If we are to have good students, we must also step up our program of *scholarships*. Alumni can be of yeoman service in working to break down the economic barriers to education which discriminate against many able youth of limited financial means. Numerous studies have shown that about half of the most capable high school graduates do not continue their education. Lack of financial resources is an important reason for their failure to enter college.

Our program of scholarships, fellowships, and loans needs expansion in both amounts and types of financial assistance to students. We must let the brain, and not the pocketbook, be the determining basis for college attendance.

I am not talking about raising a generation of "coddled" students. I am talking about stopping the waste of human resources in Wisconsin. Equality of opportunity is a matter of justice, and it is also a matter of prudence. We need a great diversity of talents and skills to man our complex productive system and to strengthen our state and national community life. Our aim in Wisconsin should be to approach more and more closely the point where all young men and women will be given the chance to realize whatever excellence is in them. I can testify personally that one can gain no greater satisfaction than through assisting ambitious young men and women through the University of Wisconsin.

In the final analysis, of course, we will not have good students unless we have a *good faculty*. A strong faculty is the life-blood of a great University. It is a strong faculty which attracts outstanding students and develops their insights and skills. It is a strong faculty which pushes ever outward the boundaries of man's knowledge. It is a strong faculty which carries the beneficent influences of the university to every home in the state. In the days of the Founders, the University of Wisconsin was blessed with a devoted faculty. It was an outstanding faculty which founded Wisconsin's famous Graduate School 50 years ago. Wisconsin is blessed with a strong faculty today. May it ever be so.

## PROGRESS FROM PEOPLE

I sometimes think that the people of Wisconsin do not fully appreciate the tremendous contributions which university men are making in the field of American scientific progress. In its January issue, *Fortune* magazine lists the 10 major pioneering advances in *basic* research in 1953. *Fortune* considers it a striking fact that none of the work listed was performed in industrial laboratories—it was all performed in university or institute laboratories. Of the 10 major discoveries, six were in areas in which the University of Wisconsin is playing a significant role, thanks to the support of the Wisconsin Alumni Research Foundation. . . .

As a Wisconsin Badger, I take great pride in the part my state and my university have played in this march of scientific progress. And I appreciate the fact that this contribution has come primarily not from test-tubes but from *people*. Science is sometimes erroneously thought of as an impersonal force, grinding out new discoveries more or less by itself. Science *does* require equipment, but it is neither automatic nor impersonal. Discovery is always the product of people working and thinking. Knowledge does not reside in laboratories or libraries, but in educated minds.

I sometimes wonder if our progress in the humanities and the social sciences has kept pace with our progress in the natural and physical sciences. Our failures today seem to be failures in human relations. It would be well, it seems to me, to give more thought to problems that have to do with those facts and attitudes which will enable us to get along better with all kinds of people. It is easy to "sell" scientific research, because such research typically produces tangible evidences of accomplishment. Productive scholarship in the humanities, on the other hand, is much more difficult to measure. How, for example, do you measure the growth of a mind? Yet the development of keen, broad-gauged minds in thousands of students is every bit as important a function of our University as are laboratory investigations.

Fortunately on this score, I find this is a time of much soul-searching and self-criticism among university educators. Within the past few weeks, for example, we have had with us at the University a representative of one of the large educational foundations. This foundation suspects that perhaps it has been investing too much money on what we might call the "material" side of education, and not enough on the great traditions of American life and learning.

I am personally convinced you cannot simply take for granted that everybody appreciates the cultural and ethical bases of democracy. Education has to foster, cultivate, and renew our American heritage in each generation. Our universities must put *first* the education of young men and women as persons and citizens, recognizing that their training as competent technicians is necessary, but of secondary importance. . . .

Let us now turn for a moment to Dr. Conant's third factor—the *factor of solvency*. Back in 1891, a University of Wisconsin Board of Visitors, composed largely of alumni, studied the problems of their university and then said:

"In this, as in all other enterprises, either directly or indirectly, *money is the final factor* which determines the result. . . . If we are to have the best service we must be ready to pay its market value."

In those days the state of Wisconsin was generous in its appropriation of operating funds to the university. It is a documented fact that in Wisconsin's so-called "golden era" at the turn of the century its operating budget was comparatively larger than that of any other Middlewestern university. An outstanding faculty was thus recruited and maintained. It is safe to conclude that without generous state support during the 1880–1915 period, the University of Wisconsin would never have assumed the world leadership which it in fact did.

Much the same thing happened at the close of World War II. Under the inspiring leadership of E. B. Fred, the University and the state built an outstanding faculty by concentrating on the problem of lifting the level of professorial salaries.

Alumni played an important part in this campaign. We also helped in the drive for campus buildings. Take the library, for example. This great building, which was just dedicated last week, represents the state's second largest single investment in a public building. Only the capitol itself cost more money. No political pressure group could possibly benefit from this building. Yet the legislature responded generously back in 1949. Why? Because many alumni and

---

***"There is no greater way to bankrupt a university than to restrict its freedom."***

---

other friends all over the state really went to work to explain this need of the university to their elected representatives.

I know of no better example of the saying that informed alumni support is effective alumni support.

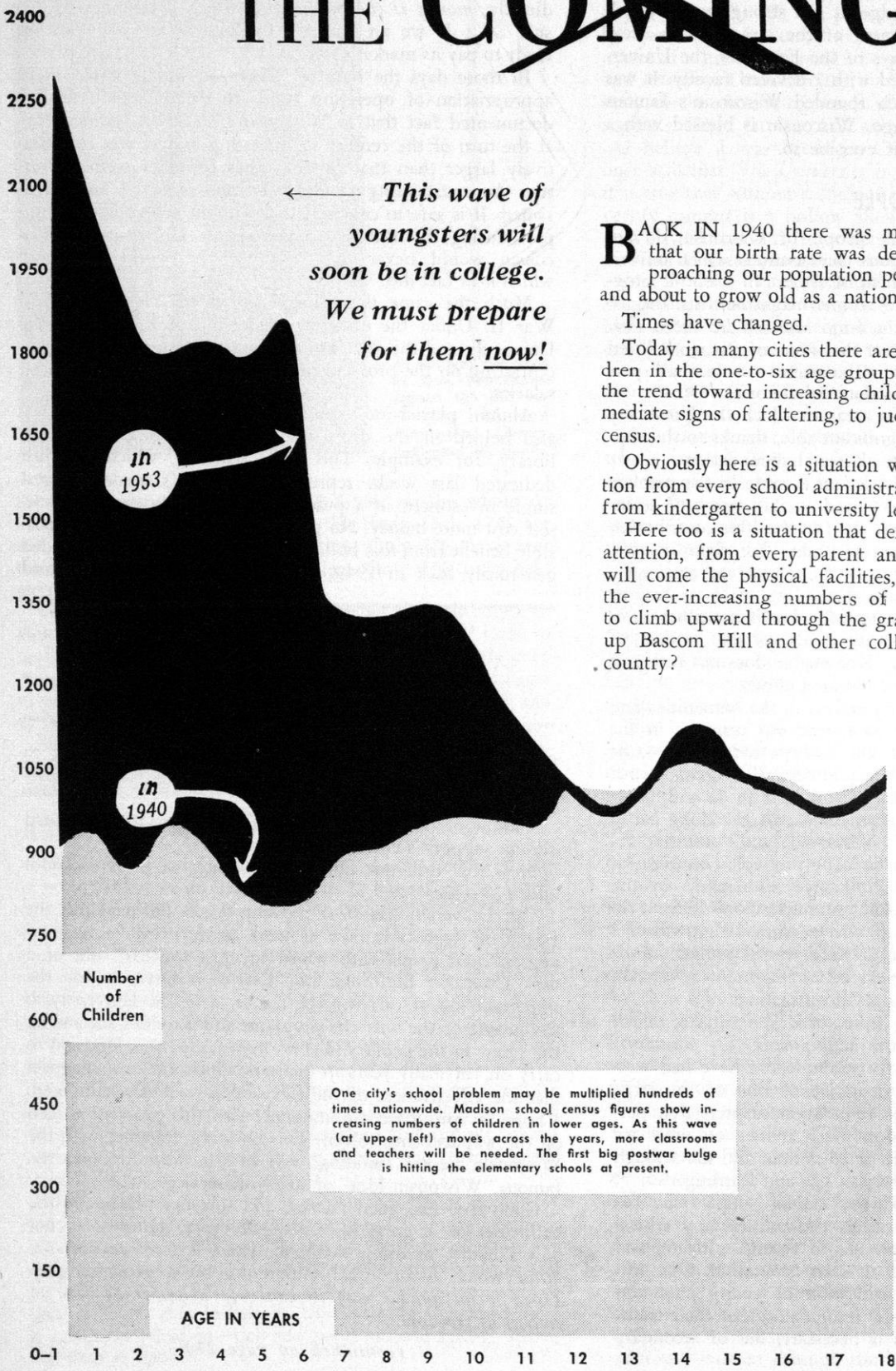
Now that this new library is a reality, we alumni cannot afford to relax.

Our University has *other* pressing needs. For example, the Board of Regents is now at work to secure the release of appropriated funds with which to erect the first unit of a new Extension Building. Our Extension Division has the important job of carrying the resources of the University to the people of the state. Its programs and activities are among the finest in the country. Yet we have asked this Division to carry on for many years in quarters which are so inadequate that the effectiveness of the Division is seriously hampered. I hope by spring we can announce that this problem is well on the way to being solved. This building, together with the Wisconsin Center Building, will breathe new life into the famous "Wisconsin Idea" of statewide service.

Good students, good faculty, and solvency—these are the hallmarks of a great university. Solvency, however is not only a matter of the pocketbook. There is a *solvency of the mind* which is of equal importance on a great campus. *There is no quicker way to bankrupt a university than to restrict its freedom.*

(continued on page 27)

# THE ~~COMING~~ CRISIS



← This wave of youngsters will soon be in college. We must prepare for them now!

**B**ACK IN 1940 there was much concern over the fact that our birth rate was declining, that we were approaching our population peak, that we were maturing and about to grow old as a nation.

Times have changed. Today in many cities there are about twice as many children in the one-to-six age group as then and, what's more, the trend toward increasing child population shows no immediate signs of faltering, to judge from the current child census.

Obviously here is a situation which is commanding attention from every school administrator in the United States—from kindergarten to university level.

Here too is a situation that demands attention, immediate attention, from every parent and every taxpayer. Whence will come the physical facilities, and the teachers, to meet the ever-increasing numbers of youngsters now beginning to climb upward through the grades, into high school, and up Bascom Hill and other college walks throughout the country?

One city's school problem may be multiplied hundreds of times nationwide. Madison school census figures show increasing numbers of children in lower ages. As this wave (at upper left) moves across the years, more classrooms and teachers will be needed. The first big postwar bulge is hitting the elementary schools at present.

By  
**PHILIP  
FALK, '21**  
*Superintendent  
Madison Public Schools*

# N EDUCATION

*What can you, as an alumnus,  
do to help meet the problems  
of education at all levels?*

**F**ROM THE accompanying article by Philip Falk, '21, it is evident that some communities are alert to the educational problem, flexible in meeting the changing conditions, and—most important of all—willing to do something.

Reports from other school administrators indicate that not every community has been as quick to size up the situation, then follow through with the necessary construction of facilities and allocation of greatly increased operating funds.

Where such has been the case, the effects are now beginning to show up, particularly in bulging first grades that are far too crowded for the best instruction. Soon they will begin to be evident in the high schools. And—unless positive measures are taken right now—the effects will be seen in institutions of higher learning all too soon. You can't build buildings and train teachers overnight.

Alumni of the University here have an exceptional opportunity to perform valuable service to their communities, and to society.

One way is by working with your responsible local boards of education, Parent Teachers groups, and city officials. They have a thankless, difficult task. Let them know you want good schools for your community and that you are willing to work and pay for them.

A similar way is by working with the National Citizens Committee for the Public Schools, which has local branches in many communities. These citizens committees concern themselves with the overall school systems in the community, rather than with individual schools, and are broadly representative. If the schools in your community are not facing up to this problem and if there is no citizens committee in your town, a letter to the National Citizens Commission for the Public Schools, 2 West 45th St., New York City 36, will bring information and help in establishing a local group.

You may also help—on all educational levels—by calling the attention of your legislative representatives, both state and federal, to the crisis in education. Alumni will also want to check with the administrators of colleges and universities to keep track of what steps are being taken in preparation for the big enrollments of the future.

Obviously, in Wisconsin and other states, the role of individual institutions of higher learning will be contingent in some degree on proposed reorganization of existing systems. But under almost any circumstances, there will be need for expansion of nearly all present facilities. To build all new colleges would seem prohibitively expensive.

There doesn't appear to be any easy answer as to how to meet the present and future needs of the 13½ millions who in 1970 will be of college age. It is evident, however, that serious planning involving many people is a must.

Encouraging to note is evidence that the Wisconsin Legislature is well aware of the problem in higher education. Unquestionably the work of several interim committees—together with studies being conducted by the Alumni Association and the University and state college regents—will help chart a course along the difficult road ahead.

There will be 8,000,000 students reaching college age this year. There will be 13,500,000 in 1970, according to a study by the American Association of Collegiate Registrars and Admission Officers.

Not only is preparation for this vastly increased number of students a great problem for a university but also it is a great opportunity. Never has the need for intelligent, socially minded, capable young prospective engineers, doctors, teachers, physicists, etc., been so great—and the supply so inadequate. Students born in the low birth rate period of the 1930's are now in college.

But the shortage need not last for long. In a few years the University will have knocking at her doors great numbers of capable young students eager to meet the demands of our society—if only their local communities have provided them with good elementary and high school opportunities, and if only the University is prepared to serve them.

In the eyes of public school men, the university planner is relatively lucky. The university has about ten more years—short though they will seem—to get ready for the post-war crop. On our community level, the time of crisis is *now*.

Let's look at the situation in Madison for a moment, as a case example, since it is here that I am on familiar ground.

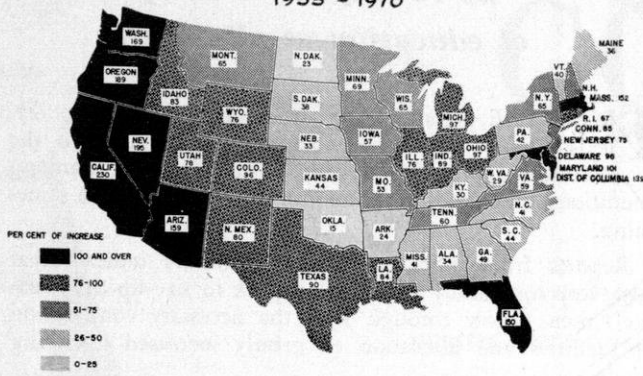
Madison, along with most other cities of the nation, is facing an unprecedented problem of providing school facilities for its tidal wave of oncoming children.

Big enrollments in the city's primary grades haven't come unheralded. Fortunately, Wisconsin's capital city long ago began the policy of counting the pre-school group when the

**A lot of planning—and action—will be necessary if these elementary school pupils are to continue receiving the kind of education that has become traditional in our American way of life.**



**ESTIMATED PER CENT OF INCREASE  
COLLEGE AGE POPULATION  
1953 - 1970**



annual child census was taken. This provided evidence of the increasing birth rates during the war years and afterward.

In 1940 there were about 900 children in each age group. By 1947 it was evident that an increasing birth rate would create a problem in the schools. The 900 level rose to about 1,200 during the war years and reached a new high of 1,979 births in 1947. But it was anticipated by many that this birth rate increase was temporary, that the birth rate would fall back to the pre-war level, and that caution needed to be exercised in providing for this temporary bulge of children to avoid empty school buildings when the bulge passed.

This forecast proved to be entirely wrong. After six years the 1947 "bumper baby crop" is still with us. Successive bumper crops have followed with an all-time peak of 2,383 in 1953.

How long this increased birth rate will continue no one knows. Obviously it is no flash in the pan.

Naturally, the child census of a community has a direct bearing on school enrollment. For instance, in Madison today we have 55 sections of kindergarten, 51 first grade sections and only 29 sixth grade sections.

Using the child census, the present enrollment, and their relationship to each other in the past as a basis, it is possible that we in Madison can predict school enrollment through the 1963-64 school year. Present enrollment is about 13,500 pupils—3,000 more than a few years ago. By 1963-64 it is estimated the enrollment will exceed 21,000. Madison public schools must, therefore, provide for an additional 700 to 900 more pupils each year for the next ten years.

What is true of Madison is probably generally true of many other communities throughout the country.

Madison has been fortunate in that all parties concerned have been awake to the problem, and willing to meet the changing conditions. The far-sighted Board of Education, with the splendid cooperation of the Mayor and City Council have launched on a long-range program. Thanks to support from Madison's newspapers, radio stations, PTA's, and the general public, school bond issues have been overwhelmingly approved. One was for \$1,850,000 in April, 1949; the other \$2,474,000 in April, 1951.

Here briefly, has been the result:

Three new elementary buildings ranging in cost from \$800,000 to \$1,000,000 each have been completed and occupied. Architects are now at work on a new five-room addition to be completed in 1954, and on a new elementary-junior high school for 1955. Four present school sites have been greatly enlarged and four new sites acquired. Negotiations are under way for one more site and three others are

being considered. All available space in present buildings has been surveyed for use for classroom purposes. All unfinished rooms have been completed and wherever possible available space has been converted into classrooms. Old buildings are being modernized by acoustic treatment, modern lighting, and redecoration. The teaching staff has been increased from 467 to 564 since 1948.

Yet, Madison has only taken the beginning step in providing for the increasing child population. To meet the needs of increasing school population in the next decade, the city must launch on an estimated \$8,000,000 school building program, depending on building costs and on the value of a dollar.

Additional elementary schools will be needed. We are just beginning to provide for more classrooms at the junior high school level. Before too long we shall have to make provision for additional senior high school pupils. Additional school sites must be purchased. Since the growth of the city is on the outer edges, special care must be taken in location of these sites. They depend upon real estate developments and possible annexations.

ONE OF THE MOST difficult tasks facing Madison and other cities will be to secure an adequate supply of competent, well-trained teachers. Within the next decade, for example, Madison will need to add about 275 teachers to the present staff.

Last September the estimated need for new, well-trained elementary teachers in the United States was 160,000. Only 35,000 were graduated in June from all colleges and universities. With rapidly increasing school enrollments the situation is likely to get worse rather than better.

Unless colleges and universities can greatly increase their output of competent teachers in the next few years, tens of thousands of children will be taught by poorly trained, incompetent teachers many of whom are unfit personally, and emotionally as well, to teach children. There are thousands

*(continued on page 31)*

## Projected Wisconsin College Enrollments

The following figures, compiled by the University, are based on these assumptions: 1. The percentage of persons of college age who will attend Wisconsin colleges will remain as in the fall of 1953; 2. There will be the same ratio of residents to non-residents, and a stable state population; 3. Total enrollment will be shared by the various colleges in the same proportions as in 1953; 4. Economic conditions will not fluctuate greatly; 5. There will be no extraordinary upheavals as a result of military action.

	Wis. Pop. 18-21 yrs.	UW Enrol. All Campuses *Undergrad	Total Pub. College Enrol.	Private College Enrol.	Total All Coll.
1939	221,554	10,883	21,248	10,218	31,466
1953	195,305	12,114	21,581	16,050	37,631
1963	236,638	14,679	26,152	19,448	45,600
1973	318,400	19,751	35,188	26,168	61,356

\*At Madison, graduate, law, and medicine enrollments totaled 1,900 in 1939; 3,335 in 1950; projected: 4,064 in 1965, and 4,934 in 1970. These are in addition to undergrads.



## Income Will Go For UW Research

This was the scene as the Crandall family transferred its Wisconsin Dells properties to the Wisconsin Alumni Research Foundation. Seated, l. to r. are Wallace Meyer, Chicago advertising executive; Dr. Ralph Connor, one of the former owners; Byron Harvey, Jr., president of the Fred Harvey concession chain; George I. Haight, president of WARF; H. Howard Musson, a former owner; and Daggett Harvey. Standing are Deland Robinson; Frank Ross, WARF attorney; WARF Managing Director Ward Ross; Stewart Harvey; Miller Adams; WARF member Howard I. Potter, who played a major role in negotiations leading up to the transfer; attorney San Orr; attorney Ray M. Stroud; George H. Brooks, who will manage the Dells operation for the Harvey group; and Ed Rosten, operations director of WARF. Adams, Robinson, and the Harveys represented the Harvey chain.

# WARF Gets Dells Gift

**T**HE TRANSFER of ownership of a major portion of the world-famous Wisconsin Dells, including many miles of beautiful scenic Wisconsin River shore line, from the Crandall family of Wisconsin Dells to the Wisconsin Alumni Research Foundation for the benefit of the University of Wisconsin, was announced late last month by George I. Haight, president of the Foundation.

The transaction involves more than 1,000 acres in the popular scenic area, visited annually by hundreds of thousands.

Included in the transfer of the Upper Dells property is the Crandall Hotel and the Dells Boat Company, along with picturesque Stand Rock and the adjacent natural amphitheater where the Indian Ceremonials are held every night during the summer. Artist's Glen, the Narrows, and other spectacular rock formations known to travelers the world over, are included.

"Incidentally, it is not contemplated that these properties be removed from the property tax rolls," Mr. Haight said.

Owners of the property are Mr. and Mrs. H. Howard Musson and Dr. and Mrs. Ralph Connor. Mrs. Connor and Mrs. Musson are daughters of the late George H. Crandall, and grand daughters of Henry Hamilton Bennett, re-

nowned pioneer photographer, whose early photographs and stereoptican slides of the Dells are nationally known.

Through the foresight of Mr. and Mrs. George H. Crandall, much of the natural beauty of the area has been preserved. As early as 1925, Crandall inaugurated a program of conservation with the planting of more than 140,000 pines.

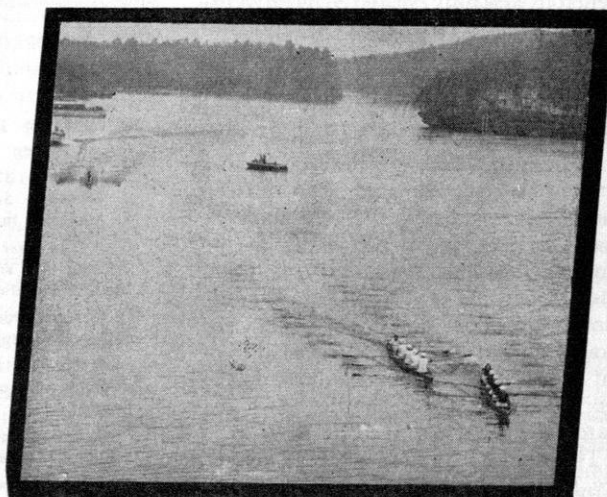
Coincidental with the announcement of the transfer was the announcement that the nationally known Fred Harvey system will operate the Crandall prop-

erties under a lease from the Foundation.

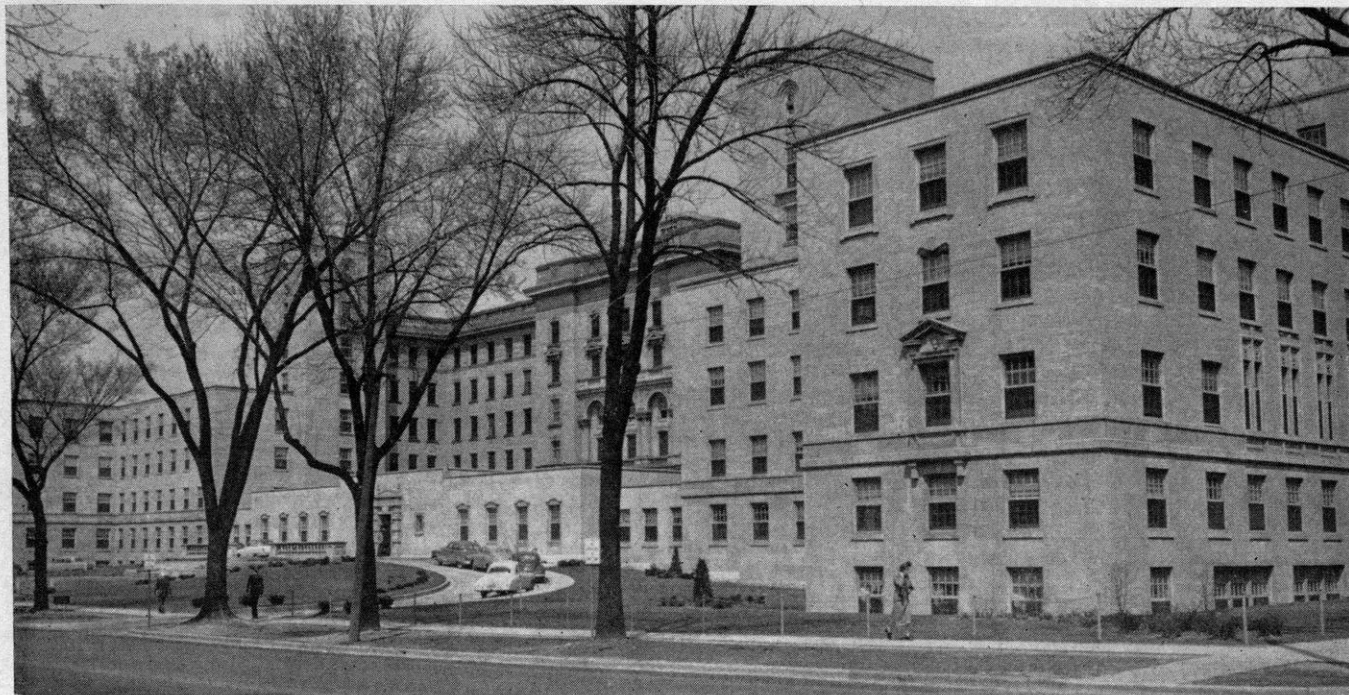
The Wisconsin Alumni Research Foundation is an organization not for private profit, which receives and administers properties and inventions voluntarily assigned. Income goes to the University of Wisconsin and is allocated to further research by the University Research Committee. Certain benefits from the annual income of the Dells operation will go to Mr. and Mrs.

*(continued on page 38)*

Last spring the Wisconsin crew staged an exhibition race on the Upper Dells. In the future, these would be more in the nature of "home waters."



# New Face, New Wings for UW Hospitals



Here's how University Hospital (Wisconsin General) appears from University Avenue these days.

## *Expansion program has eliminated overcrowding*

The University has wound up a four million dollar expansion and remodeling program in University Hospitals. The final step in the project launched in 1949—was occupation of a metabolic and flexible research unit.

The four-year construction and service-rearrangement program has met four pressing needs, according to Superintendent H. M. Coon. It has: 1. eliminated overcrowding, 2. provided more generous teaching space, 3. greatly expanded service facilities, 4. and improved out-patient service.

Under the program, the lobby of the original State of Wisconsin General Hospital was extended and three new wings added. With the addition of this space, plus remodeling of large areas of the old hospital and the relocation of many services, bed space has been increased; laboratory, surgical, treatment, and kitchen services have been significantly expanded; and many units previously spread over a number of different areas have been consolidated. At the same time space for necessary research has been enlarged.

The number of beds within University Hospitals has been increased from

750 to 900. Elimination of overcrowding of some areas has been made possible by the addition of these new beds. Originally the general hospital was built to accommodate 275 to 300 patients. The capacity was increased to between 450 and 500 by placing 20 beds in wards originally designed for 12, using solarium for patient beds, and by placing beds in corridors.

The new wings provide bed space for 215 patients, the old building now housing 380 beds. The remaining 305 beds are in other units which make up University Hospitals: Student Infirmary, Mary Cornelia Bradley Memorial Hospital, Wisconsin Orthopedic Hospital for children.

Kitchen facilities, originally designed for a 300-bed hospital have been in-

---

## Medical School Facts

**S**PEAKING in December before the Regents, UW Medical School Dean William S. Middleton gave these up-to-date facts about the University's Medical School:

- While 324 students are studying to be physicians, a total of 2,343 are enrolled in Medical School courses. Included are 760 in directly related fields like nursing, or physical therapy.

- The first year class for medical students is limited each year to 80, of whom 76 must be Wisconsin residents. After recently-approved additions to facilities are made, the "graduating capacity" will be more than 90 physicians, possibly more than 100.

- Most students come from families with incomes of less than \$7,500 and are thus self-supporting, at least partially.

- For 12 years no Wisconsin Medical School graduate has failed a state board examination anywhere in the U. S., giving the UW top rank in the Midwest in this respect.

- The School has turned out 1,591 physicians since the first class in 1927. Since 1924 the associated University hospitals have treated 280,000 patients.

- About one of every three Wisconsin physicians studied medicine at the University.

creased under the program to provide service for up to 1,100 patients and staff members if necessary.

Clinical, chemical, and x-ray laboratories have been doubled. Out-patient service has been expanded by 30 per cent.

The hospital now has 11 operating rooms, seven more than in 1949. Five of the rooms are additions; two were gained in remodeling.

The entire front of the hospital, facing University avenue, is new. This section includes the extended lobby and east and west wings. The third wing extends from the north-central part of the old building uniting the original hospital and the Mary Cornelia Bradley Memorial Hospital.

The new west wing provides phys-

ical connection between the Student Infirmary and the State of Wisconsin General Hospital. These two links mean patients may move from one unit to another without going outside or through lobbies.

Included in the expansion program is much new equipment. One of the most important pieces is a million-volt x-ray therapy unit. Inclusion of this equipment was made possible by provision of more space for radiotherapy.

Other new facilities include a recovery ward for surgery patients; four additional passenger elevators and space for two more; waiting and visiting rooms in new elevator towers; classrooms for instruction; 14 staff offices; and research for nutritional and metabolic cases.

## The University

### Seniors Planned Ceremony

# Nearly 800 Get Degrees

**A**T SEMESTER'S close in January, nearly 800 new alumni were added to the roll of University of Wisconsin graduates. Of these, about 225 received advanced, the others their bachelor's degrees.

This midyear graduating class was honored in an unusual convocation on January 16—unusual in that it was the class of 1954 itself that sponsored the ceremony. It had been customary for the University to sponsor the convocation, but the expenditure was cut out of this year's University budget.

Members of the Senior Class Council, headed by President David Matson, planned the entire affair and paid the out-of-pocket expense. The Alumni Association helped by multigraphing invitations, the students themselves mailed them and planned the entire convocation.

Mothers and fathers of graduating seniors were invited to attend the ceremony, which featured a main address by philosophy Professor A. C. Garnett.

Garnett called for the application "of the deliberate intelligent thought of every intelligent person" to the solution of the world's No. 1 problem—creation of "an abundance for all" amidst an economy of plenty.

"The directing and shaping of our economy so that its enormous power of

productivity, instead of creating a chasm in society between a class enjoying superabundance and a class largely submerged in poverty, will create an abundance for all and distribute its surplus in special rewards to those by whom they are most deserved," he said.

Garnett told the graduating seniors that "any student who today comes with a fresh and open mind to the study of the question" is convinced that "whatever may be the right solution to the problem, it is not Communism," which he described as "an alleged cure that is worse than the disease."

Other speakers at the convocation included Frank J. Pelisek, Manitowoc senior, representing the graduating class; Pres. E. B. Fred, who gave the charge to the graduating class; and Vernon Thomson, state attorney general, who gave the welcome to the class for the state.

Said Pelisek: "We must not forget that we have a duty to the University that has given this educational opportunity to us. In the future we must see that the finest young men and women with whom we come in contact are directed to this campus so that our University may retain its high place among institutions of our land. It should be the desire of all of us that our University shall continue its leadership."

## UW Is Planning Budget Request

**A**LTHOUGH state budget requests will not be made for almost a year the University already has begun work on making its 1955-57 request "an accurate and easily understood financial mirror" of its operations, Pres. E. B. Fred assured the faculty in early January.

He said that two groups, the faculty-elected University Committee, and the deans and directors who make up the appointed Administrative Committee, have "worked long hours together in the study of our budgeting procedures and a search for better ones."

Then the president asked that individual faculty members aid the budgeting process by detailed analysis of each University employe's work load. He presented a revised Academic Staff Scholarly Activities Report which will be filled out by each faculty member so that a general functional analysis of University operations can be compiled.

The UW president is convinced, he said, "if citizens who support the University are kept informed about your work and the University's program they will be generous in providing support." He added:

"We have attempted in the past to provide detailed and accurate statements of our expenditures and our needs. We are now redoubling our efforts to make future statements more meaningful, more understandable."

### Detling Funds Aid Humanities Study

Six University graduate students will be awarded \$1,500 each to do research in the humanities, under scholarship plans announced last month by trustees of the estate of Mrs. Minnie Reiss Detling, Sheboygan.

Dr. J. Homer Herriott, associate dean of the Graduate School, said recently the fellowships are among the largest grants for research in humanities for several years.

Three scholarships for state high school graduates with cash awards of \$400 for the school year were also announced by the Detling Scholarship trustees. The 1954 high school scholarships will go to graduates from She-



boygan high schools. All of the fellowships and scholarships are for study on the Madison campus of the University.

Mrs. Detling died August 13, 1952, and after certain family bequests, the residue of her estate, amounting to approximately \$1,000,000, was left to the University. Half of the \$1,000,000 was left outright to the University for medical research.

The other half is to be expended for

scholarships and fellowships under the direction of Prof. Otto Kowalke of the University, Denison and Miss Mabel Colton, Sheboygan.

For the first 20 years only the income may be expended and after that, the principal, if necessary, under provisions of Mrs. Detling's will.

Mrs. Detling and her late husband, John M. Detling, were both graduates of the University.

## Gift Assists TV Research

A series of thirteen television programs noting the pitfalls of haphazard city growth will be produced at the University under an \$8,000 grant from the National Association of Educational Broadcasters.

The title of the series will be "Crisis in the City," and kinescope recordings of individual programs will be produced in the UW Television Laboratory. They will be televised from WHA-TV when the University's TV station goes into operation and over other educational TV stations throughout the nation.

The programs will point up the problems created by the rapid growth of city populations, and will emphasize the need for city planning in the hope of

assisting citizens and public officials to avoid costly errors.

The grant to Wisconsin is one of fourteen similar grants to educational television centers to be used for the production of kinescope recordings. An exchange program between the centers will make all of the programs available to each educational TV station. Among the fields in which program series will be produced are music, literature, government, agriculture, geography, drama, sociology, history, archeology, and foreign languages.

Prof. William H. Allen of the UW Extension Division is coordinating production of the Wisconsin program series.

## Think YOU Have Weight Worries?

By LARRY HOLMES

All you weight-conscious persons who worry about pounds—on the bathroom scales or on the butcher's—can't hold a candle to UW Medical School scientists at the University of Wisconsin Medical School.

These pathologists are wrinkling their brains over weights which tip the scales at one-six hundred trillionths of an ounce. (In figures that look like: 1/600,000,000,000,000 oz.)

Because of this concern with minute masses, two Medical School researchers have come up with some intricate equipment to "weight" them. They explain: "You just can't go out and buy a set of scales to handle those small weights."

The equipment—known as historadiographic apparatus—was constructed by J. J. Clemmons and M. H. Aprison. Working under an Atomic Energy Commission grant, administered by Dr. D. M. Angevine, and Dr. J. J. Lalich, the two men modified and improved an earlier model in use in Sweden. Because of these modifications the UW equipment is believed to be superior to any other.

Just to confuse the picture, the complex equipment doesn't actually weigh what it is measuring, Clemmons said. What it does do is expose the mites of matter—small section of tissue—to x-rays. The scientists then determine the amount of radiation absorbed to calculate the mass.

Clemmons explained that protein, which makes up the most of the individual cell mass, will absorb x-rays. By preparing known masses of protein, exposing them to x-rays and comparing absorption of these standards with the absorption of unknown quantities of protein, the scientists can tell how much the unknown weighs.

## Compendium

The Wisconsin Legislative Council received without comment last month the University of Wisconsin report on its liberal policies regarding campus groups and outside speakers. The Regents earlier had given it tacit approval. Later in January, the state American Legion executive board passed a resolution voicing disapproval of allowing "subversive" organizations to meet in public buildings.

\*

The city of Madison has come up with a development plan to convert the 590-acres of the University Hill Farm into a subdivision for 1,500 families; the University plans to sell the farms when it finds an adequate, "much larger" location for farm research.

\*

Annual Founders Day of the State Historical celebration on Jan. 30 started a year-long celebration in honor of Lyman Copeland Draper, L.L.D. '72, first superintendent of the Society.

\*

UW biochemists report that low-protein diets of millions of the world's population might not be as poor as thought, because they don't need as much protein. Starches, they have found, have a "sparing effect" on protein needs of growing animals.

\*

Wisconsin contributors to the "Bucks for the Band" fund got a chance to look at the new band uniforms their money bought when Prof. Raymond F. Dvorak took his group out to play a series of 10 concerts at Portage, Hurley, Phillips, Ladysmith, Rice Lake, Spooner, Eau Claire, Cornell, Stanley, and Abbottsford. The tour was in early Feb.

\*

Pres. Fred told the Madison City Council-University Coordinating Committee last month that no definite plans had been made to further develop the Lake Mendota shoreline for parking. An alternative suggestion for parking was also made: raze most of the block bounded by University avenue, Park, Johnson, and Brooks Streets, and use the space for city meter parking. This idea is now under study.

\*

Room and board rates at the Residence Halls will be the same next summer as in 1953. Rentals range from \$125 to \$175 per person. Slichter Hall will be available for married couples again.

## Taking the Howl Out of Jets

THAT "HOWL" you hear from a jet plane zooming across the sky may bother you, but there's another "howl" hidden in a jet engine which can worry the pilot much more.

You don't hear that second "howl" hidden in the big noise when the jet swishes by overhead. But the jet pilot can hear it when it comes. And it can worry him no end because it means that his engine is reaching its peak power performance and that soon the engine could fail and even go to pieces.

With a jet power setup in a laboratory adjoining the Mechanical Engineering Building on the UW campus, two Wisconsin mechanical engineering professors and a graduate student assistant are producing jet engine temperatures that reach upwards of 3,500 degrees fahrenheit, and a jet "howl" that makes you deaf in a few minutes—all for the purpose of investigating that hidden howl and exactly what effects the heavy oscillation vibrations that produce it have on jet engines and power.

The engineers, Profs. Phillip S. Myers and Otto A. Uyehara, and Graduate Student Carmon Aule, tell you that their research program involves the study of steady flow combustion phenomena—that is, the flow of fuel and air into the combustion chamber and its explosion when ignited—in a jet engine. They are trying specifically to ascertain the effect of inlet fuel conditions on flame temperature oscillations.

It is hoped that the results of this study will shed further light upon the origin of the hidden "howling" combustion and its linkage with the gas stream, they say. They figure that it may show the way to a more effective fuel-air ratio for jet engines, to gain the most powerful performance possible with the least howl and engine vibration.

The Wisconsin research is being conducted on a single jet engine "combustor can" mounted in a pipe through which air is forced. Air flow is supplied by a supercharger driven by a war-surplus aircraft engine. The combustor is equipped with an instrument capable of measuring rapidly varying temperatures in a luminous flame. With the aid of an oscilloscope in conjunction with a drum camera, high speed flame temperature data is recorded for later analysis. Further instrumentation is in use for the measurement of air flow, fuel flow, and exhaust gas temperatures.

## UW Discoveries Rate High

Two discoveries made at the University were listed among the highlights of scientific happenings in 1953 by the editors of Science News Letter, a weekly summary of scientific events.

The discoveries of Wisconsin listed were the successful synthesis of lysine polypeptides and the isolation of the complete enzymatic system by which living things obtain heat and energy from fatty acids.

The first discovery was made by two University of Wisconsin biochemists, Maurice Green and Prof. Mark Stahmann. The lysine polypeptides synthe-

sized by the scientists were also shown to affect some viruses in much the same way as the antibodies that create immunity.

The second discovery was made in the University's Enzyme Institute. David E. Green presented the details of the isolation of the fatty acid enzyme system at a meeting of scientists in California during March. He said that eight Enzyme Institute scientists had found that the fatty acid oxidation is carried out by a team of nine enzymes, and that each enzyme had been isolated in a state of high purity.

## Regents Welcome Gifts, Grants

Grants from the National Science Foundation and the National Institutes of Health for research were among the \$236,643 in gifts and grants accepted by the Regents last month. Total of gifts accepted this fiscal year is \$337,558.50; the grant total is \$1,306,972.

### Gifts

UW Foundation (Homer Adkins Memorial Fund) ----	\$ 1,680.00
Standard Oil Co. (Calif.) ---	2,250.00
Murphy Products Co. (Burlington, Wis.) -----	1,000.00
In memory of Dr. Wellwood Nesbit -----	15.00
A. W. Schorger -----	600.00
General Electric Educational Fund -----	3,300.00
Nettie E. Archer -----	100.00
Sterling-Winthrop Research Institute -----	1,500.00
Wisconsin Alumni Research Foundation -----	625.00
J. H. Findorff & Son, Inc., -	145.00
Gulf Oil Corp. (Pittsburgh)	1,280.00
Friends of the UW Library Fund -----	6.00
Vollrath Co., Sheboygan; Falk Corp., Milwaukee; Northern Engraving & Mfr. Co., La Crosse; & Hamilton Mfr. Co., Two Rivers -----	2,000.00
Erwin A. Meyers -----	1,000.00
Anonymous -----	700.00
Shell Fellowship Committee, N.Y. -----	3,800.00
Dr. Lester E. Frankenthal Jr. Research Associates of Dr. Ralph M. Waters -----	690.00
Wisconsin Eastern Alumni Scholarship Fund, N.Y. ---	300.00
J. W. Hewitt Machine Co., Inc. -----	1,000.00
Willard L. Momsen Agency, Northwestern Mutual Life Insurance Co., M. S. Carroll Hardware Mutual Casualty Co. In memory of Emer. Prof. Edwin G. Hastings -----	184.00
	128.00

Anonymous (to Medical Library) -----	\$ 625.00
Anonymous (to Medical Fund)	4,000.00
Louis Allis Co. Foundation -	500.00
Mrs. Light Monroe McClintock -----	3,000.00
Anonymous (to Commerce School) -----	4,000.00
W. R. Rodiger -----	25.00
E. I. du Pont de Nemours & Co., Del. (for fellowships)	10,000.00
E. I. du Pont de Nemours & Co. (for research) -----	15,000.00
Chi Psi Fraternity, Ann Arbor, Mich. -----	200.00
Drs. Norman D. Becker, Stephen E. Gavin -----	175.00
William E. Gilmore, Robert F. Schilling, Dr. George A. Fiedler -----	350.00
Dr. Donald R. Kindschi ---	100.00

### Grants

Fremont Kraut Co. -----	\$ 75.00
Hercules Powder Co. -----	1,500.00
National Association of Educational Broadcasters -----	8,000.00
The United States Trust Co., N. Y. -----	10,000.00
Shell Chemical Corp. (Denver, Colo.) -----	3,000.00
Sharp and Dohme, Inc., (West Point, Penn.) -----	3,500.00
U. S. Rubber Co. (Passaic, N. J.) -----	3,300.00
Elsa U. Pardee Foundation, Mich. -----	5,000.00
National Science Foundation, (Wash., D. C.) -----	37,200.00
U. S. Public Health Service --	97,890.00
Institute of Life Insurance, N. Y. -----	500.00
Swift & Co., Chicago -----	10,000.00

# Campus Chronicle

By Manning Bookstaff, '54

**E**XAMS ARE OVER and everyone is back in classes again. Now we can relax for a minute and think about what's happened during the last month—and what's going on right now. There's much to be said for both. . . .

## THE SENIOR CLASS STEPS IN

The January graduating class has gone out into the world, but only following a rather surprising turn of affairs concerning the mid-year convocation. After the University administrative committee voted to drop the ceremony because of a shortage of cash, the Senior Council took over. The class leaders organized, promoted, and conducted the affair by themselves—then picked up the bill for about \$300.

Senior Council had been informed of the University's decision the day before Christmas recess and it wasn't until the Wednesday after the holidays that arrangements could be started. But things got moving then—and fast. Within 76 hours, all of the 1,270 invitations were printed (by the Wisconsin Alumni Association on its multigraph after Class

President Dave Watson explained the situation to WIAA Executive Secretary John Berge), addressed, and in the mail.

The convocation itself was addressed by Philosophy Prof. Arthur C. Garnett. Jack Pelisek, an economics major from Manitowoc, gave a powerful address on behalf of the seniors, and President Fred was on hand to give his charge to the graduates. A reception in Great Hall of the Union followed the convocation, which was held in the theater.

As Matson said, without a convocation "about one-fourth of the senior class would leave the University without any ceremony. The worth of a graduating ceremony for both seniors and parents is incalculable."

## WINTER HOLIDAZE

That's not just a catchy headline. That's the name given to one of *the* big social weeks of the year, which is now at hand. For the first time, these two campus highlights: Winter Week, sponsored by the Hoofers, and the Prom, are being combined. Into Winter Holidaze, that is. Prom is climax of the week's activities, which began Feb. 12 with a coffee hour (it was scheduled to be coffee at last reports, anyway) at the Union followed by an ice show on the Terrace and the Union Winter Open House that evening. Then came a parade, and Snow Ball, and all week there was hockey, speed skating, skiing, and on Thursday, judging of the student-carved ice sculptures on Langdon St. and the Hill. The Prom will feature the music of Woody Herman's band. Concluding events will be the Central U. S. Ski Meet and a banquet for skiers.

P. S. At this writing it looked pretty bad for the snow lovers. Madison has been having an open winter . . . almost

# Prom Queen Race

**C**AMPUS CAMPAIGNS are fun. They're fun for the students whose votes the candidates want. And unless the candidate's supporters' enthusiasm gets out of hand, they're fun for him—or her—too.

It used to be that campus politics campaigns were the most colorful. Nowadays, the student imagination seems better captured by races for positions more glamorous. The zany antics during the Dorr Duke campaign have come to the attention of national magazines, as well. Not too long ago, the fraternities had a grand time trying to select a Greek god. In most of these races, virtually every available advertising medium is used to put the candidate's message across.

Last month 15 campus co-eds entered the spirit of things with a lively campaign to be chosen finalists, and, eventually, queen of the Wisconsin Prom, on February 19. One of the six finalists (see cover) will be chosen as queen by those attending the dance. On these pages are some representative candidates, pictured as they campaigned out at the men's halls.

The "Wild West" motif of Calamity Jean Riley won considerable favor as the campaign for Prom Queen extended into residence halls, dining rooms, fraternity and sorority gathering places. She became a finalist.

(Photos by Duane Hopp)



no snow. But then, one can't say anything definite about Wisconsin winters until they're over—whenever that is. Well, the Hoofers have hauled in snow for their ski jumping before!

*P. P. S.* Last evening it snowed about five inches. Oh, happy Hoofers!

### UNIVERSITY ASKS STUDENT AID

President Fred made a rare appearance before Student Senate last month to ask Senate's help in solving the parking problem and the problem of dormitory space for women and married couples. President Fred invited the student leaders to meet at any time in his office and discuss these items over the Regent's table.

He explained the parking proposals that have been received and reasons for opposition to them.

When questioned on survey courses and weaknesses in the advisor system, he admitted that weaknesses were there but asserted that the University was doing everything possible to strengthen both points. He said a plan is now being worked out to see that all students will have advisors in the field in which they major.

President Fred defended the size of the University, noting that the larger the school is, the greater are the opportunities that can be offered students attending it.

### BRIEFLY NOTED

After a series of *Cardinal* articles on discrimination and an investigation by Student Senate, one of several privately-



Most queen campaigns were set to music. That of Virginia Pile harkened back to the roaring twenties, complete with "Charleston" girls.

## One Hundred & One

A New Century . . . A Fresh Beginning

No. 1

Official Publication of the Class of 1954

January, 1954

# Seniors Will Run Convocation

University Drops Mid-Year Event;  
Council Takes Over the Job



The senior council voted unanimously at a special meeting this week to take over the annual mid-year convocation after the university administrative committee twice voted to drop it. The convocation honoring February graduates will take place Saturday, January 16, at 2 p.m. in the Memorial Union Theater.

The convocation will include an invocation, a welcome by President E. B. Voss, a report by the senior class, a presentation of the senior class award, and a presentation of the senior class award.

First issue of the Senior Class newspaper.

owned student houses has eliminated questions on race and religion from its application blanks. The owners had held that the questions were not there to discriminate, but rather to aid them in matching suitable roommates . . . A commerce senior from Milwaukee, Lou Sapero, has been named chairman of the 1954 Campus Carnival . . . After a year and a half of preparation, the Men's Halls Assn. Radio Club has opened its radio station and is broadcasting light classical music in the dorm area . . . As the intramural basketball season winds up, these are the leading squads: fraternity—Beta Theta Pi, Chi Phi, Kappa Sigma, Psi Upsilon, Theta Delta Chi, and Sigma Alpha Epsilon; independents—Wesley Foundation, YMCA, Racine House, and six non-affiliated squads; dorms—Faville, Chamberlin (both court and back are "powers"), and Botkin . . .

The dancing troupe of Sallie Hathaway, another successful candidate, paid off in votes.



# C ONTEMPORARY

## do YOU



RIVER TOWN

PHYLLIS BERG

**D**O YOU THINK that contemporary painting, sculpture, architecture, and the crafts are beautiful, or do you think these forms are ugly?

Probably your answer to this question would depend largely on your response to another:

"Do you tend to generalize when you consider the arts, or do you discriminate among them with understanding?"

Here is the core of a problem which plagues persons who are concerned with raising the level of art judgment in American life. It is our job to help the public recognize art values, *regardless* of period and style. At the same time, we should try to develop in the "non-artist" the ability to relate these art values to his everyday life.

Many people still regard a work of art as the handiwork of a special, and sometimes rather queer, person. Perhaps they even feel that to appreciate it calls for the same characteristics. This contradicts a fundamental concept: *art experience is a function of normal human behavior*, highly developed through experience and training. (While there is no denying the role of inherent capacity in the development of an artist, we now know that environment plays an important role, too. Social, economic, and educational factors have often been slighted in the past in the name of "talent.")

We submit that persons who rise above others in their chosen fields are not necessarily abnormal. Although some artists appear intent on perpetuating the fallacy of abnormality, we know many artists who are successful and valued members of their communities and who lead happy and fruitful lives as individuals.

True, artists too often seem to react to social pressures in self-conscious ways. They are both resentful and proud of

CRUFIX

JEAN PICHOTTA

# ART

## Understand it?

By *D. Alexander Severino*

*Assistant Professor, Art Education*

their uniqueness. Yet—isn't a certain amount of this pride all to the good? For it is uniqueness which we ought to recognize in man's behavior as he controls and interprets his environment. If our technology is to become part of the stream of Western culture, the American public must value the uniqueness of man more highly than those insensitive and stereotyped behavior patterns which threaten to engulf us and which we like to call "normal behavior."

Now "normal behavior" may include such a wide range of interests as attendance at an exhibition of contemporary

painting by Baziotes, or an exhibition of Rembrandt's painting. Attendance records of such institutions as the Walker Art Center of Minneapolis, the Albright Gallery of Buffalo, the Institute of Contemporary Design of Boston, and the Museum of Modern Art in New York City indicate that more and more of the American public consider this kind of activity as "normal." Along with increased interest in the so-called "fine arts," the public similarly has been impressed by exhibitions of ceramics, fabrics, glasswear, metalwear, and other objects of daily use which are either hand-crafted or which are designed by artists for manufacture and distribution on a wide basis.

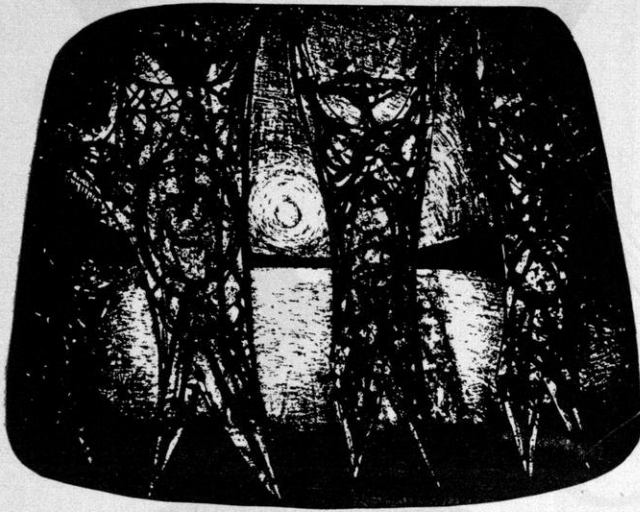
But, while it is encouraging to note this apparent increase of interest in the arts, some of us are disturbed by the apparent insensitivity of the public toward many things they view, buy, and use.

We might guess that neither a trip to the Metropolitan nor a purchase at the local art gallery guarantees an understanding of art values; so when day-by-day activities involving art judgments are solved with little, if any, imagination or sensitivity to either sight or touch, then our guess may indeed become a certainty. We might even conclude that the greater number of museum-visitors who buy and use art objects view them at second-hand rather than personally. Their standards are usually fixed by opposing camps of pro-

GUITARIST

WILLIAM HANDEL





MOON

HARRY KRUG

professionals (critics, artists, teachers, etc.) and they unconsciously re-affirm their pre-digested views about art without actually getting involved in a truly personal art experience.

Persons who deal with the arts in this superficial manner refuse to honor a basic assumption that the visual arts were meant to be *observed* by the eye and that it is the *other functions* of the human organism which must synthesize the visual phenomenon and make this experience an integral part of total behavior. A second-hand or prejudiced experience denies that re-creation or re-interpretation of the artist's vision which should involve the viewer's senses, emotions, and intellect. Persons who fail to make this interpretation fail to come to grips with the facts of a work of art. They do not take in the work sensually and, therefore, have little emotional or even intellectual basis for evaluating the work of art. Their art judgments are not really based upon the recognition of art values.

A positive approach to the problem demands that we take a look at our civilization to find the causes for this insensitivity and the resulting willingness of our people to accept pre-digested views about the arts.

Ever since the Stone Age man has worked toward today's technology, and, until comparatively modern times, the arts were integral with this development. Up to the 18th century, man's ventures in the arts were integrated with (or at least reconciled to) his civilization.

Greek potters before the time of Christ, for example, constructed and decorated pots and pans for everyday home use as well as for storing grains, wines, and oils to be used by traders in their journeys through the Mediterranean and Aegean Seas. These vases were often signed by their designers. Medieval artists and craftsmen also gave attention to the design, construction, or decoration of furniture, jewelry, fabrics, stained glass, and book illustrations that for the most part reflected a new-found interest in religious, civic, and intellectual developments.

But with the rise and spread of industrial development and the rapid acquisition of wealth, man turned more of his attention to practical pursuits. The lag between practical values and art values became increasingly greater until today most persons are at a loss to explain development in the arts, and its relation to their daily lives.

Among the complex influences that shape American thought and action in the visual arts, the foremost are education, the art profession and the mass media of communication. All three have conspired directly or otherwise to reduce man's effectiveness in the field of imaginative and creative thought and action.

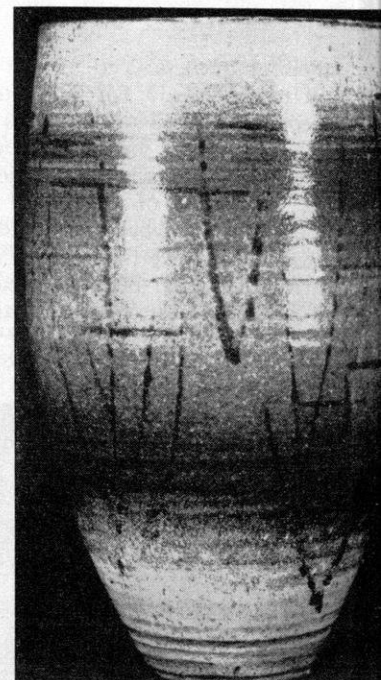
Our sprawling technology and its representatives in the mass media of communication have certain problems. They must, for example, deal with integrity of design and the ethics of advertising. Too often industry places pressure upon the designer to modify his original solution to the design problem so that the product will become stylistically obsolete in a short time, usually before the product has lost its practical or functional value. The automobile is a case in point. Similarly, commerce places pressure upon the advertising designer to deal with the advertisement in terms of human interests and drives having little or nothing to do with the inherent values and characteristics of the product to be sold; viz., pretty girls, babies and pets.

The terrific impact of newspapers and other publications, radio, television, and the cinema upon the public mind places a great responsibility on product development and on editorial conscience.

However, even when business enterprise does make ideal use of the arts to improve the appearance of products, the consumer rarely understands his own reason for selecting furniture, apparel, accessories, or even a home. For the most part, he must depend upon the integrity of the artist-designer, who is in turn subject to the opinions of sales managers whose prime interests are economic.

**T**HUS CONTEMPORARY man is faced with a dilemma. He must make his selections involving art judgment either on a personal basis, which he mistrusts, or on the basis of popular acceptance, which he may feel does not represent his own esthetic ideals. He has good reason for

(continued on page 36)



VASES

WILMA YOUNGERT

WISCONSIN ALUMNUS

# Wisconsin Women

**Wanted.** Bound volumes of the Octopus for the years 1922-26 inclusive. Please write the Wisconsin Alumni Association office if interested in disposing of your copies.

\*

Is the new polio vaccine safe? A Wisconsin graduate, her husband and children are serving as a test family to help answer this question. The former Mary Virginia Smith, '32, is now Mrs. Hart E. Van Riper, wife of the medical director of the National Foundation for Infantile Paralysis. The January 17 issue of *Parade* carried a full page picture of the three Van Riper children and their parents. Doctor Van Riper and each of his children got an injection of the new polio vaccine back in May. Something not mentioned in *Parade*: Mrs. Van Riper was stricken with polio herself in



—Photo courtesy PARADE Magazine

The Van Riper family.

1943 a month before daughter Christina was born. She will get her shots later. By serving as volunteers in the testing of the new vaccine, they are helping to prove that it may be given to larger groups with safety. This spring it is planned to give more than 500,000 second grade children three shots each of the new vaccine. It will be the biggest medical test in history.

\*

Sixty-four Wisconsin Pre-View meetings reaching fifty-nine counties! That's what the statistics now reveal as completed, or definitely arranged for. Hundreds of high school boys and girls are getting glimpses of UW life. Have you held a Pre-View, yet? Please write me for details.

As former Governor Oscar Rennebohm stated in a Founders Day address (see page 7, this issue), "without a student body of high quality, a university campus is a hollow shell."

In these Pre-Views, alumni have found a positive means of attempting to attract to the University of Wisconsin just such students. Certainly attracting and holding the ablest young minds in Wisconsin is one of the most fruitful ways of preserving the University's greatness.

Grace Chatterton

THE WORLD could use more University-trained women who marry, rear a family and share their education with their neighbors. Every community is richer in monetary and in other ways when it counts among its citizens someone like Leah Diehl Gruber, '27 (Mrs. Edward). The mother of two high school age children, she lives in the small town of Prairie du Sac, on the banks of the Wisconsin river, and serves on the Board of Education.

As is frequently the case in small high schools, Prairie du Sac high's teacher of English, journalism, and Latin is also responsible for supervision of the school library. A conscientious woman, she deplored her limitations in the latter job, was especially doubtful of her qualifications to select books for the library shelves.

That's where Mrs. Gruber stepped in. A 1927 graduate of the UW Library course, she volunteered to make an inventory of the high school library. She found a good, if small, collection. At this point the University Library School entered the picture, and agreed to make a class project out of the selection of new books. Now it appears that other small high school libraries will avail themselves of similar assistance—as long as the student librarians hold out.

This alumni-high school-University cooperation, by the way, puts one in mind certainly of the Wisconsin Pre-View Meetings that are going over so successfully this year. Hundreds of boys and girls in high schools all over the state, all prospective students at Wisconsin, are getting straight answers to their many questions on campus life from students now at Madison. (Need I add that Mrs. Gruber has played a leading role in the Pre-View program, too?)

\*

**Art and Hockey Sticks.** A former University art education student, Joanna Vanterpool, '52, of Saskatoon, Sask., Canada, has won one of six Canadian Amateur Hockey Association scholarships. The hockey association, under the management of the Canada Foundation, has been operating for five years to aid students in cultural studies abroad. The \$700 award will help finance Miss Vanterpool's study under Mario Fontanarosa, noted painting teacher, at Fontainebleau, France. The UW graduate received her master of science degree in applied arts at Wisconsin, and has been studying in Rome under a scholarship. Although she is only 23, she has already shown her paintings in several important exhibitions.

\*

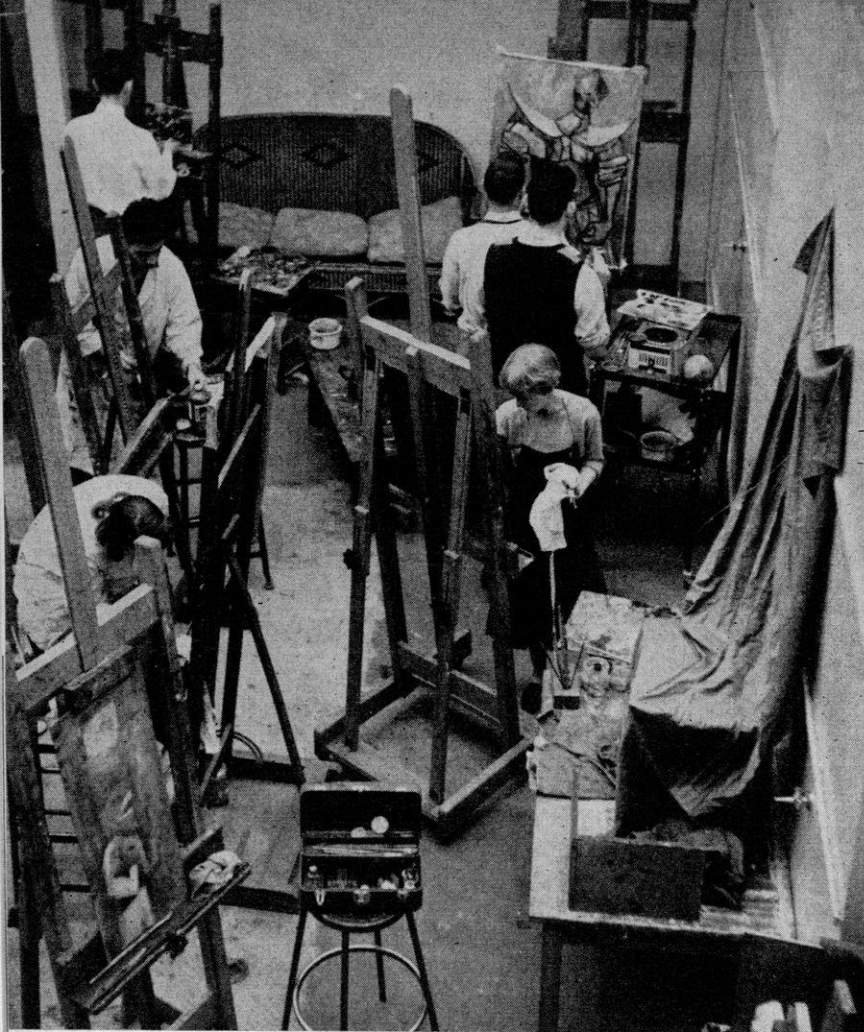
**Social welfare expert** in Switzerland under the United Nations technical assistance administration this coming year will be Eva Burmeister, '24. She has been given a leave of absence from her duties as director of the Lakeside Children's Center in Milwaukee to carry out this assignment. Now in Geneva, Miss Burmeister will conduct in-service training programs for social workers and help to improve training in schools of social work in Zurich, Lucerne, and Geneva. She is widely known in the United States for her surveys of children's institutions and for conducting training institutes.



## AT WISCONSIN

# New Look In ART EDUCATION

Pictures  
by  
George  
Richard



On six levels of the Education Building the Art Education department conducts its operations. Above, a painting class in a high-ceilinged studio that once housed a cement-testing machine for engineering.

**T**HE UNIVERSITY'S art education department has just completed a year's stay in its new Education Building headquarters, halfway up Bascom Hill, and to judge from comments of the principals, "they like it fine."

When art education relinquished the quarters it had occupied so long to the School of Journalism, it was with few misgivings. The remodeling of the old Education-Engineering Building had provided quarters matched by few art departments anywhere—although that isn't to imply satin and chrome (to the prototype artist, remember, a garret seems a luxury!).

Here on six different levels of the Education Building a staff of 17—which is complemented by three art history professors in Bascom hall—ministers to the needs of its art education students, and also to a goodly number of applied arts majors, as well as non-majors like occupational therapists, who need 30 art credits to graduate, and like the "occasional art" student from L and S. (Plus the art education and art history courses, there are available to students home economics courses in weaving and interior decoration.)

Most art education graduates go on to teach in public schools. Some with exceptional talent take advanced training. There are art alumni working throughout the country in colleges, museums, commercial art and design. And there are a lot of them, too, who are busy just raising families . . . making sure that Junior gets plenty of opportunity for self-expression.



The Art Education office has a distinctive appearance. That's Fred Logan, chairman of the department, counseling an education student.

SCULPTURE

ART SURVEY

DESIGN

WATERCOLOR

OIL PAINTING

DRAWING

CERAMICS

GRAPHICS

ART METAL

SILK SCREEN TECHNIQUES

LAYOUT

LETTER STRUCTURE



Most rooms are specially designed for certain techniques, like the silk screen process pictured in the photo above.



Sculpturing classes also have plenty of elbow room. The girl in the background is using a modern medium—welding metal, and a torch.

Presses are of prime importance in the graphics department.

### Open House

There will be an official open house in the University's art education department on Sunday, February 28, and all interested people are invited to attend, according to School of Education Dean John Guy Fowlkes and art education chairman Frederick Logan.

Students will be on hand that afternoon to give demonstrations in nearly every field covered by the department; there will be tours of the building at frequent intervals; and on display will be an exhibition representative of every class activity, as well as exhibits in every class room, to "acquaint people with the scope of our work," says Logan.

There will be a short program and visitors will get an introduction to the LeBrun "Crucifixion" mural that now hangs in 116 Education.





Last fall, as classes got underway, the AWS-sponsored house presidents conference adjourned one pleasant Saturday to discuss 1953-54 plans in woodland surroundings west of Madison.

By *JEAN DOPP*

## The Co-eds Make Their Own Rules

“**W**HY DO we have to come in at 10:30 on week nights? Why can't we have two o'clock week-end hours like Northwestern has?”

These questions are the kind handled every day by Associated Women Students, the Wisconsin women's self-governing organization. Stock answer to these questions, incidentally is: “You can have them, if you really want them.”

Since every woman student automatically becomes a member of Associated Women Students when she registers on campus, she automatically has a say in her rules and regulations, whether it is a rule providing for a 17 hour per day quiet hour period, or a regulation permitting a 1:30 night for Homecoming.

On a campus as large as Wisconsin, however, the women need some form of representation in order to act effectively. In AWS—short for Associated Women Students—they have two means of representation. One of these is the House Presidents' Council, made up of the presidents of all organized women's houses. It is the legislative branch of AWS and votes on all rules and Constitution changes.

On a warm sunny Saturday last October, the annual House Presidents' Fireside was held at Camp Wakanda near Madison. Presidents from all women's houses on campus were invited to meet in an all day session to discuss their problems with one another and with the administrative council. Problems were discussed under four main headings; the approaching Co-ed Week, AWS elections and the most effective methods of getting more girls to run for office, rushing problems, and housemother relationships.

The Women's Administrative Council is the executive branch of AWS. It meets weekly to coordinate and supervise the many AWS projects and committees, besides handling most policy and business matters. The eleven seats on the administrative council go to the three AWS officers, elected in the spring of each year by all the women students, and to eight appointed members, chosen by the previous year's council.

This year's officers are Janet Mills, Birmingham, Mich., president; Jean Dopp, Fond du Lac, vice-president; and Nancy Nebel, Menasha, secretary.

AWS does not exist, however, only to make rules and regulations for the women students to follow. It exists to serve their needs and interests in other ways.

Every freshman who enters the university, for example, receives an AWS—published booklet during the summer called *Wisctiquette*—tips on clothes, customs, expressions, and activities—all designed to help make the freshman a true Wisconsinite before he ever gets to the campus.

To keep the student informed of campus goings-on after he gets here, every house president receives the weekly AWS “Mailbag” containing news of current events and activities.

Some of you may remember AWS under another name, the Women's Self-Government Association or WSGA. The name of the organization was changed last spring to conform to the name of the national organization.

The name change is not the only change in AWS this year. The last week in February, the much-talked-of new

# HALLMARKS OF GREATNESS

(continued from page 9)

Since its founding, it has been the policy of the University to encourage freedom in teaching. It is impossible to recruit and retain able students and teachers without this indication of faith in our faculty.

The spirit of academic freedom at Madison during the past century has been a vital factor in the flourishing of the University. We must not hamper that spirit.

If the university is to succeed in teaching and research, it is necessary that we provide our faculty with the widest measure of freedom—relying not upon regimentation but upon the free play of intellectual curiosity. Academic freedom on a campus and free enterprise in business and industry are simply opposite sides of the same coin—the precious coin of the American way of life.

As a Wisconsin Badger, I am proud of the role which my state and my university have played in the defense of human freedoms. The plaque which we display in Bascom Hall has been called one of the noblest expressions of the human spirit. It stands for the spiritual solvency of the University of Wisconsin. I am proud to have been a member of a Board of Regents which has just recently reaffirmed this great Badger tradition.

The University of Wisconsin has been blessed with good students, good faculty, and solvency. What can we, as alumni, do to help write these factors into the history of our second century?

First, we can develop a greater interest in the problems and objectives of our University.

Second, when the University needs our help, we can step in willingly and effectively.

The late William H. Kiekhofer in his many talks to alumni and friends of the University, continually and forcefully developed and reinforced the conviction that higher education deserves the most generous support, both public and private, in a commonwealth of free men.

As chairman of our centennial celebration five years ago, Prof. Kiekhofer cited as one of the outstanding contributions to the celebration the publication of the two volume History of the University of Wisconsin by Professors Merle Curti and Vernon Carstensen. He said that it should be in the library of everyone who is a lover of books and of the University.

As I said a year ago, a university—like any type of enterprise—like a business—cannot stand still. It either goes forward, or it goes backward. I cannot believe that the people of Wisconsin want to see their University move backward. I believe they will always support a program which provides for a University of high quality.

The quality of our University in the days ahead will rest directly on how strongly we members of the University family want it to stay at the top of the ladder, how well we fortify ourselves with facts, and how effectively we interpret the needs and aspirations of our University to the people of Wisconsin.

**“Our program of scholarships, fellowships and loans needs expansion. . . . We must let the brain, not the pocketbook, be the determining basis for college attendance.”**

Co-ed Week will be held. This is a new AWS project incorporating the former Brides' Bazaar, Fashion Show, and Careers Conference, and many new features as well. It will feature careers information; homemaking hints and displays; a fashion show directed toward the student, the working girl, and the young housewife; a toy display; a key-note speaker; and possibly even a "For Men Only", session, designed to give the low-down on women.

Even the traditional freshman honor function is different this year. Previously sponsored only by AWS, the function this year will be presented by AWS in conjunction with Sigma Epsilon Sigma, the freshman honorary sorority. Held in March, it will honor all freshman women who receive a 2.00 grade average or higher.

The climax of every AWS year is the beautiful Senior Swingout on Bascom Hill, a function that is as well remembered for its pastel dresses, its dairy chain, and its effective torch ceremony, as it is for the honors presented. Held on the Saturday afternoon of Parents' Week-end in May, Senior Swingout honors all graduating seniors, especially those who have been outstanding in scholarship or leadership. Under-class-women also come in for their share of the honors, when newly selected Mortar Board and Crucible members are introduced, as are all freshmen women who received a 3.00 their first semester at the university. Among the other awards is the presentation of the three AWS scholarship cups, dormitory, independent, and sorority, to the houses who ranked first academically in each of these groups the preceding semester. In the concluding ceremony, the retiring AWS president hands the flaming torch to the new AWS president—the torch that is the symbol of continued leadership and service to women students.

Below, a scene from an AWS-sponsored style show.



## Fifth Amendment Up for Discussion

Meeting in January, the UW Teachers Local 223 of the American Federation of Teachers unanimously voted to prepare an alternate resolution to one proposed by the national union concerning teachers who invoke the fifth amendment before congressional committees.

The national body's resolution declared no teacher should be dismissed for refusal to testify under protection of the Fifth Amendment, which provides that no one be required to bear witness against himself.

After hearing discussions of the resolution by Law Profs. William Rice and Willard Hurst, the UW local voted to write an alternative resolution based on these points:

*One.* Teachers should not be dismissed for refusing to testify under the fifth amendment.

*Two.* Teachers should be advised not to claim protection under the fifth amendment.

*Three.* Witnesses called before a congressional committee should be treated more fairly through a change in legislative procedure.

Prof. Hurst said the union felt the AFT resolution was "uncompromising and too absolute in favor of the individual and does not take sufficient interest in the public."

## Honored and Appointed

*Morton O. Witbey*, emeritus engineering dean, has been honored by the Wisconsin Utilities Association for outstanding service to the state, the University, and the engineering profession.

Agricultural extension director *H. L. Ablgren* and soils Prof. *Emil Truog* were named presidents respectively of the Crop Science Division and the Soil Science Society organizations within the American Society of Agronomy.

Chemistry Prof. *John D. Ferry* won the 1953 Bingham Award given by the Society of Rheology for his study of the flow of substances.

Emeritus pharmacy Prof. *George Urdang* was elected honorary president of the World Organization of Societies for Pharmaceutical History in Paris recently.

## The Faculty

## ... a man's a man, for a' that ...

By Hazel McGrath

University staff members who feel they must keep up with the Joneses may have difficulty deciding which Joneses to keep up with: there are 18 listed in the new staff directory.

But that's the least of their problems. A little research reveals that among them are a Hood, a Rodman, a Crook, a Swindell, seven Roberts and one lone Copp; a Rake, a Sater, a Leer, a Rippe, two Hellers, a Dedman, and one Dicke. Besides a Bock, there are a Beery, a Stein, a Schoonover, a Belcher, a Tipple, and a Lercher; two Fingers, a Hennessey, a Black and a White, a Sheery, Kirsch, and Champagne, as well as a Fried.

Also scattered through the 75 pages are a Head, a Face, an Eye, a Lipp, a Chin, a Foote, and a Cutlip and Spraine; a Benedict but no Bachelor; and Earley, two Birds, and one Wern; a Cutler and a Hammer; a Sears and a Roebuck; two Montgomerys and three Wards.

There are a Hogan, a Hovel, and a Manson; a Chow and Cook; a Curreri and Ives; three Drakes but no Ducks; a Merrill, (no Lynch) a Pierce, (no Fenner) and a Bean; a Fee, a Fye, a Foe, but no Fum; 28 Johnsons and a single Bothwell; a Morse and a Code; a Nightingale and a Crow; a Matthews, a Marks, a Lukes, and a John; six Cohens and two Kelleys.

Tourjours l'amour, as they say, so there are, in addition to just plain Love, a Lovejoy, Moon, Spooner, Woo, Darling, Doll, Hugdahl, and Longenecker.

For music lovers there is a choice of composers: Hayden, Straus, Wagner, Schumann, Bach, and Dvorak; as well as of performers: Segovia, Stern, Sousa, Kersten, Stevens, Tucker, Merrill, and Lunden.

There is a Hazelwood—and a Wolf, Fox, Hart, Bruhn, Coon, Coote, Lyon, Buck, two Hunters and a Beatty. An Enoch but no Arden; a Lux and a Lighty; a Bandy and a Legler; a Robinson but no Crusoe; a Quick, Brown, and Fox. And a Sauer and a Sweet; a Short and a Sweet; a Short and a Longley; a Black and a Blew. Also 10 Halls and one Ivie, and a Billick, Clutterbuck, Louch, Fatsis, Gooch, Izzo, Muckenfuss, Pitrat—and a Gee, a Boring, and an Amend.

Art education Prof. *John Wilde* is exhibiting a painting, "The Usurpers," in the annual showing of Contemporary American Painting at the Whitney Museum of American Art in New York.

Agriculture Dean *R. K. Froker* has been named to the advisory board of the Commodity Credit Corporation by President Eisenhower. The board will periodically advise the Secretary of Agriculture and the CCC on purchases for the price support program of dairy and other farm products.

*F. V. Burcalow*, extension agronomist, has been elected an honorary fellow of the American Society of Agronomy.

Poultry Prof. *James G. Halpin*, recently retired, has joined the Murphy Products Co. of Burlington, Wis., as a feed expert.

*Wakelin McNeel*, "Ranger Mac," has received the 1953 Award of Merit from the National Association for Conservation Education and Publicity.

Dr. *Joshua Lederberg*, a geneticist, was awarded the Eli Lilly and Co. \$1,000 award to an outstanding young scientist for his work in microbe reproduction.

Dr. *Roman J. Zorn* has been appointed director of the UW Extension Center at Green Bay.

Prof. *Carlisle P. Runge* has been named assistant dean of the Law School.

## Necrology

*Matthew H. Willing*, professor of education.

*Eugene A. Gilmore*, former UW law professor, Philippine Islands governor general, and president of Iowa university.

Dr. *Wellwood M. Nesbit*, professor of otolaryngology at the UW medical school and a pioneer in the use of the bronchoscope for removing foreign objects from the lung.



The country home of W. F. Moehlman on Ft. Loudon lake was the scene of an October picnic of the Knoxville, Tenn., alumni club.

## Founders Day Programs Set

**A**T ALUMNUS press time, the big news on the club front was Founders Day—and it appeared that celebrations of the University's birthday would be of top interest for some time to come.

Here is how the lineup for Founders Day celebrations shaped up in mid-January for clubs within Wisconsin:

At **Beaver Dam** on Feb. 16—scheduled speaker Medical School Dean William S. Middleton; at **Beloit** on Feb. 18, Chemistry Dept. Chairman Farrington Daniels; at **Berlin** on Feb. 25, Dr. Mark J. Musser, professor of medicine; at **Chippewa Falls** on Feb. 15, bacteriology Prof. William B. Sarles; at **Eau Claire** Feb. 24, Dean Middleton; at **Fox River Valley** March 25, Journalism Prof. Henry Ladd Smith;

At **Green Bay** Feb. 9, political science Prof. Leon Epstein; at **Darlington (Lafayette County)** Feb. 25, Glenn S. Pound, professor of plant pathology; at **Madison** Feb. 9, former Governor Oscar Rennebohm, now a UW regent; at **Marshfield** on Feb. 15, L. E. Luber, assistant to UW Pres. E. B. Fred; at **Milwaukee** Feb. 4, University of Wisconsin President E. B. Fred; at **Monroe** Feb. 4, Dean Middleton of the Medical School;

At **Ozaukee County** on March 13, Regent Wilbur N. Renk; at **Racine** on Feb. 10 John Guy Fowlkes, dean of the School of Education; at **Sheboygan**

Feb. 9, Asst. to the Pres. Luber; at **Stevens Point** on Feb. 11, Prof. Anthony R. Curreri, of the Medical School; at **Superior** Feb. 9, Lew Castle, Duluth banker; at **Walworth County** Feb. 27, Richard E. Sullivan, director of Industrial Management Institutes; at **Waukesha County** April 27, Ray Dvorak, professor of music.

\*

Dates are set but speakers not set definitely at **Burlington** (April 24), **Door County** (Feb. 23), **Kenosha** (Feb. 25), **Oconto** (March 13).

\*

Out-of-state Founders Day dinners include those at **Chicago**, where UW Pres. E. B. Fred will be main speaker on Feb. 24;

At **Dallas**, where UW Band Director Ray Dvorak will speak on Feb. 9;

At **Fort Worth**, where a new club is forming, on Feb. 5;

At **Oklahoma City**, with Prof. Dvorak, on Feb. 17;

At **Detroit**, where Pres. Fred will speak on Feb. 25;

At **New York City**, where Dr. Clarence Macartney will be main speaker on Feb. 17;

At **Terre Haute**, Indiana, where WAA Field Secretary Ed Gibson will speak Feb. 26;

At **Waukegan**, Ill., on Feb. 4, with Engineering Dean Kurt Werdt;

At **Flint**, Mich., on Feb. 28, Asst. to the Pres. Leroy Luber speaking.

## Fort Worth Make Plans for Club

From Mrs. Edwin C. Thompson last month came an enthusiastic report of plans for a new UW Alumni Club in Fort Worth, Texas.

Mrs. Thompson and Mrs. James G. Stouffer took the lead in planning a Founders Day dinner on February 5—and in her letter Mrs. Thompson noted that nearly fifty reservations were already made.

"The task has been pleasant, for everyone is filled with the old Badger spirit and is anxious to get together," she said.

The *Alumnus* hopes to soon carry a full report on the organization and its plan of action.

## Money Raising— a la Rochester

Here's a fund-raising idea that other Wisconsin Alumni clubs might be able to borrow to good advantage.

The Rochester, N. Y., club sponsored a theater party last fall. The attraction was a 1947 Broadway comedy, "The Fatal Weakness," presented at Rochester's Arena Theater, and the club obtained tickets at prices lower than usual.

## The Clubs

Reports have it that the club made enough money from the party to eliminate club operating dues for this year.

## Brevities

Collecting local club membership dues bi-annually instead of every year appears to be successful in the UW Alumni Club of Sheboygan County, according to William R. Sachse in the *Sheboygan Press*. He noted the plan should help lower the club expenses, add to the revenue, increase membership and be convenient.

## PARDON US—

but are you keeping your address up to date with the Wisconsin Alumnus, Memorial Union, Madison 5, Wis. That way you get your magazine on *time!*

# nuworld

# cheese



## and the

## story

## behind it . . .

**N**UWORLD CHEESE is the first American-developed cheese to be originated in university laboratories. Other cheeses developed on this continent have been produced by cheesemakers with a flair for experiment.

And behind the appearance of nuworld in the market place—first in a test-run in Toledo, presently in southern Wisconsin, and soon on an even broader scale—there's a story.

It's a story of Prof. Stanley Knight, at the University of Wisconsin, coming back to his laboratories at night—on his own time—to work on his experiments.

It's a story of a remembered chance acquaintance that permitted shifting of the work to the University of Minnesota when a lack of physical space (since remedied) blocked further work in Madison.

And it's a story of a tremendous amount of research and promotion—and dollars, too—expended by the Wisconsin Alumni Research Foundation (WARF) to put the cheese on the market.

The story began back in 1947. "We all know how Prof. H. J. Muller, of the University of Indiana, subjected fruit flies to X-ray irradiation," begins Prof. Knight.

"Some of their progeny had stubby wings. Some had no wings at all. Some had dull eyes, and some bright. There were all sorts of freaks, and he could only conclude that the irradiation was doing something to the genes which transmit hereditary characteristics—an effect much the same as we've worried about as a consequence of atomic bombing ever since Hiroshima."

By 1947, the principle of changing gene structure through irradiation was well established but no one had ever worked with the micro-organisms that go into a cheese starter.

"It started out as a means of occupying my spare time," said Prof. Knight. "I wasn't married, I wasn't rich, and—well, the experiments were fascinating."

There was no fancy laboratory for Prof. Knight.

"The only ultraviolet lights available to me were in a basement animal toom under a greenhouse," he said. "They were used to keep airborne infections from spreading from cage to cage.

"I simply put my petri dishes containing the cultures of cheese starter on top of the animal cages, let the light shine on them for varying periods of time, and then took them to my laboratory for incubation. Many of them died, when the rays killed parts of the organisms necessary for life."

He got one promising culture in the first test, then worked six months to get a second. He tried them out in endless experiments to see how they affected milk, for their big job is to break down fats and proteins of milk to give cheese its flavor and texture.

"Then I ran into a roadblock," he said.

Prof. Walter Price, one of the leading authorities on cheese in the world, was deeply interested. But—there was no room for experimentation. Babcock hall had not yet been built, and old Hiram Smith hall was crowded to the hilt.

The new cheese was on the way to dying before it was born when Prof. Knight remembered a friend of a friend he'd met briefly who was at the University of Minnesota.

So he sent two test tubes, containing two cultures, to Prof. J. J. Jezeski at the University of Minnesota, and the "friend of a friend" tried them out in making cheese.

It wasn't long until an enthusiastic letter came back. The culture made a cheese not too mild, not too sharp. It tasted clean, and cool. It would crumble when cool. It would slice at room temperature and even spread if a little warm.

"I published a paper in the journal which is the Bible of the cheese industry," says Prof. Knight, "and—I guess I was a little naive—figured that people would be interested. I didn't get a single inquiry."

But though the industry showed no interest, WARF had already showed interest. It had made a quick but thorough study of the cheese. It had promise, WARF figured. Further, if successful, it would increase consumption of whole milk, of which there's a surplus, and Wisconsin is a dairy state. It was worth a gamble.

# Student TV Policy Stated

University radio and television policy as applied to UW students has been spelled out in a policy statement approved by student and faculty members of the UW Student Life and Interests Committee.

Under the new statement, students may appear as individuals on radio and television programs but "they should avoid identification with the University of Wisconsin if they participate in programs advertising beer, liquor, patent medicines, and the like."

Restrictions on student organizations are heavier than those on individual students under the ruling.

"No student organization may provide entertainment for commercially sponsored radio or television programs, but may take part in sustaining programs after obtaining clearance," the rule states.

The new rules restated some of the provisions of the UW radio and television policy adopted by the Board of Regents in 1950.

These include:

"1. The broadcast facilities and resources of the University of Wisconsin shall be so utilized as to advance the educational purposes of the University and serve to the fullest extent the interests and needs of the people of the state.

"2. In all broadcasting from the University the highest standards of good taste shall prevail and the reputation of the University be upheld and defended from misuse or misrepresentation in any form.

"3. No broadcast shall place the University in the position of endorsing or opposing any candidate for public office, the platform or objectives of any political party, of any religious organization, or of any special-interest group.

"4. No exclusive broadcasting privileges shall be granted to any station, network, or other organization."

## The Crisis in Education

(continued from page 12)

of such people who want to teach school and who are bidding their time until the shortage of teachers is so severe that schools, in desperation, will have to employ them.

It is in this area, perhaps, that the University of Wisconsin and other teacher-training institutions are most immediately concerned. While the maximum need for greatly expanded physical facilities is some years away for the University, it is to it and other colleges that we must look for our teachers of youth today.

There is another area in which the University can give immediate aid.

The school problem is not a neatly packaged one that can be solved independently of other governmental problems. The solution of school problems is entangled with everything from the closing hours of taverns to long-range, sound community planning. Too many school problems involving necessary reorganization are settled on the basis of narrow, immediate, selfish emotionalism rather than in terms of a long-range, constructive development.

There is great need in communities for help and advice from an objective source that can rise above local tensions and focus on long-range, sound solutions. A state university should be able to provide such service.

So they had started work on a patent on the cheese. Patents upon cheese are tremendously important in these days of intense competition.

And WARF is keenly aware of another of the pitfalls of the cheese industry—that the product will vary so much in quality from factory to factory that the housewife—used to uniform quality in just about everything else she buys—won't trust the cheese when she sees it in the store counter.

So the cheese will be made only by license with WARF, and WARF will insist upon rigid quality controls resulting in uniform cheese.

"We're making progress," said Dr. William Hendrickson, of WARF's licensing division and in charge of promoting the new cheese. "Last July, we conducted a market survey in Toledo. Our study there showed us that the cheese has tremendous possibilities.

"It's being made by one factory now, near Fond du Lac. Some of the biggest names in the cheese industry are interested in the cheese.



From Dr. S. G. Knight, whose laboratory research was responsible for nuworld, to University President E. B. Fred, goes a complimentary package of the new cheese discovery developed by research in two universities.

"We hope to extend our distribution of the cheese across the nation—city by city—until it's generally available wherever good cheese is handled by next fall."

While WARF is carrying the ball, work on making the cheese is still being continued at the University of Minnesota and at Tolibia Cheese Manufacturing Corp., the Fond du Lac plant where it is being made. And, at the University of Wisconsin, work on the micro-organisms is still continuing.

"It's all been rather amazing," said Prof. Knight, picking up a wedge of the cheese as it is now appearing in the markets of the city.

"Six years ago, it was the last thing I'd thought of. And now thanks to a lucky find on my part, cooperation from Minnesota, and the everlasting plugging of WARF, it's on the market. Who ever would have guessed it?"

To the "luck" on his part could be added the long hours of work in the laboratory, on his own time.

From a Wisconsin State Journal article by John Newhouse.



## Teams Hold Winning Edge

UNIVERSITY of Wisconsin winter sports teams held a slight victory edge in dual meets staged prior to the final examination period which closed the first semester schedules.

All told, Badger teams in basketball, fencing, gymnastics, swimming, and wrestling won 14 of 26 dual meets, the other two sports, boxing and indoor track, had not entered competition.

The basketball squad provided the big edge in winning nine and losing five. Fencing, gymnastics, and wrestling teams broke even in their contests while the swimming team has lost both of its starts.

Here's a rundown on the seasons to date:

**Basketball:** Coach Bud Foster's Badger cagers wound up their first semester slate with a 3-3 record in the Big Ten to hold at least a tie for fourth place until they resume activity

against Ohio State on Feb. 6. Wisconsin won six of eight non-conference tests including a thumping 82-66 triumph at highly rated Louisiana State, then broke even in the six Big Ten contests to date. Two of the losses were at the hands of the defending NCCA and Big Ten champion Indiana outfit which shows no sign of relinquishing its deserved laurels.

Leading the Badgers in scoring is stocky 5-foot, 9-inch senior guard, Ron Weisner of Elgin, Ill., who has hit for 211 points in 14 games, an average of 15 per game. Other leaders are Paul Morrow, senior center from St. Croix Falls with 178; Dick Cable, junior forward from Stevens Point with 163; Tony Stracka, senior forward from Hartford with 151; and Bob Weber, senior guard from Lodi with 70.

Currently the Badgers are hitting the hoop at a percentage clip of .364 which,

if maintained, will be the best in history by a wide margin. Among the individuals, Dick Cable is leading with .410, also a record pace.

**Fencing:** Coach Archie Simonsen's fencers split even with the Shorewood Fencing Club of Milwaukee in a pair of pre-season tests, then engaged Big Ten opposition with the same result, bowing to Ohio State by one point and defeating Iowa by seven. Co-Captains Jack Heiden of Milwaukee and Charles Kortier of Eau Claire each have won eight of 12 matches in the foils and sabre respectively while Bruce Bachman, sophomore from Chicago, has won nine of 12 bouts also in the sabre event. Eric Kindwall, sophomore from Wauwatosa, leads in the epee with six wins against three defeats.

**Gymnastics:** Coach Dean Mory's gymnasts opened their season with a close 50-46 win over Indiana with Paul Verwey, Racine senior, one of two holdover major lettermen, scoring two firsts while Bob Grollo, captain and senior from Milwaukee, added another win. A week later, the Badg-

As Usual . . .

## 1954 Boxing Squad Looks Sharp

THERE IS GOOD reason for optimism in reviewing the 1954 season prospects for the University of Wisconsin varsity boxing team.

Coach John J. Walsh, pilot of Badger Ring fortunes for 19 of the 21 seasons recorded for the sport at Wisconsin, has a fine nucleus of seven lettermen plus a pair of outstanding newcomers, all of whom should be strong factors in the drive for a third straight unbeaten season as well as regaining NCAA team laurels.

Returning from the 1954 team which won all seven dual meets and which finished second to Idaho State in the NCAA tourney are these major "W" men—Charles Magestro, South Milwaukee junior, and Terry Tynan, Chicago, Ill. junior, at 139 pounds; Co-Captain Bob Morgan, Duluth, Minn., senior at 156 pounds; Co-Captain Bob Meath, New Richmond senior at 165 pounds; Ray Zale, Gary, Ind.

senior at 178 pounds; and Bob Hinds, Kenosha junior at heavyweight.

In addition, Roy Hunder, Stoddard, who won a letter in 1952 at 132 pounds, has returned to competition following a season layoff because of an injury.

The two newcomers are Roy Kuboyama, Lahaina, Maui, T.H. and Everett Chambers, Tomah sophomore. Kuboyama won the 112-pound NCAA title in 1952 as a representative of the University of Hawaii, while Chambers, as a freshman last season, won the Fightin'est Fighter award.

Kuboyama now is listed as a 125-pounder while Chambers, twice Contenders champ at 165, will be at that weight.

Other outstanding candidates include Bob Goodsitt, Milwaukee senior who was runnerup in the All-University 147-pound finals last year; John Hobbins, Madison Sophomore at 156 pounds; Truman Sturdevant, Libertyville, Ill., soph-

ers were tumbled into defeat at Ann Arbor by the strong Michigan team, 64-32.

**Swimming:** Coach John Hickman's undermanned Badgers, twice losing on road engagements to the always highly-rated (nationally as well as Big Ten) Ohio State and Michigan State Teams, could point to superlative performances by Jack Hoaglund, Rockford, Ill. junior and Captain Rollie Bestor, Fond du Lac senior. Hoaglund is unbeaten in the 200 yard backstroke while Bestor has shown exceptional form in fancy diving competition.

**Wrestling:** Coach George Martin's wrestlers captured their first two matches of the season against Marquette and Minnesota and then, with injuries and other handicaps, lost the next two meets with Iowa and Illinois. Ted Fox, unbeaten Racine senior 137-pounder, missed the last two meets because of studying for medical school examinations while Bob Konovsky, Cicero, Ill., sophomore heavyweight, missed one match because of illness. Even Captain Jerry Seeber, junior from Osage, Ia., had to forfeit in the Illinois match because of the flu.

—W—

**Boxing** schedules opened on Friday, Feb. 12, with the All-University finals while the first intercollegiate match is with Penn State at Madison, Feb. 19.

The **Indoor track** slate opened on Feb. 13 with a dual meet at Iowa City.

omore at 178 pounds; and Salvatore Carlino, Gary, Ind., sophomore who was All-University heavyweight runnerup last year.

Graduation losses were slight, the Badgers losing its captain and NCAA 147-pound champion, Pat Sreenan, along with Joji Tomeii, 125 pounder; Dave Miyagawa and Tom Zamzow, 132-pounders, all of whom won major letters.

Currently, Coach Walsh is developing his squad with the idea of having most of the boxers available at two weights. Hunder, for example, can box at either 125 or 132. Tynan can alternate between 132 and 139 while Morgan may move down to 147 from 156. Meath also is able to go at either 156 or 165.

Since boxing was established as an intercollegiate sport at Wisconsin in 1933, the Badgers have won 109 dual meets, lost just 12, and drew in 11 others against the best collegiate teams in the nation. In 10 of those seasons, Wisconsin was unbeaten and untied while in four other years, one or two draws were the only blemishes on the record.

Under Walsh, the Badgers won 99 dual meets, lost 10, and drew seven; won six NCAA team championships (most by any school) and all 29 individual NCAA crowns won by Badgers (also best by any school) came in the years that Walsh has coached.

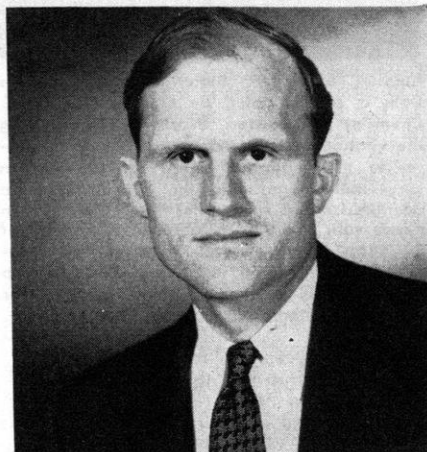
## ★ With the Classes

1887 . . . . . W

E. W. SCHMIDT, of Madison, an emeritus professor of St. Olaf College, celebrated his 87th birthday on Thanksgiving Day.

1894 . . . . . W

Herman L. EKERN, former Wisconsin legislator, insurance commissioner, attorney general, and lieutenant governor, recently



Dr. Ernst Henry Krause, '34, superintendent of the radiation division of the Naval Research Laboratory in Washington, D. C., has been named associate director of research. He joined the Laboratory in 1938, and has been working especially with guided missiles, radar, and upper atmosphere research on rockets. He carried out the first research on cosmic rays above the earth's atmosphere, and since 1947 has been NRL consultant to the Atomic Energy Commission. He lives in Cheverly, Md.

celebrated his 81st birthday at his home in Madison.

1896 . . . . . W

After 59 years of uninterrupted legal practice in Madison, Franklin "Fisty" WYNNE closed the door of his law office for the last time in early December. He expects to do a little traveling and relaxing in the near future.

1900 . . . . . W

Last month Gilson GLASIER began his 48th year as Wisconsin State librarian.

Word was recently received in Madison that Badger grid star Pat O'DEA is still hale and hearty out on the West Coast.

1901 . . . . . W

Wisconsin Chief Justice Oscar M. FRITZ has presided over the state Supreme Court for the last time. He retired Jan. 1 after 24 years on the bench.

Dr. Henry B. NORTH, president of the North Metal and Chemical Co. and the York Bleachery and Dye Works and formerly associate professor of chemistry at Rutgers in Brunswick, N. J., has recently been discharged from the New York City Hospital where he underwent an operation on Jan. 6. He was back at home in time to celebrate his 75th birthday there Jan. 14, and he is now recuperating rapidly.

1910 . . . . . W

The Winter, 1953, issue of the *American-Scandinavian Review* contains an article by Elizabeth CORBETT entitled "Sagamaw of Wisconsin: Julius Emil Olson (1858-1944)." The late Prof. OLSON, '84, taught Scandinavian language and literature at the University.

Reuben N. TRANE, chairman of the board of the Trane Co., La Crosse, has, after 40 years with the firm, resigned because of his health. He is succeeded by Frank HOOD, an officer of the firm for the past 35 years.

Here are the results of the Contenders meet held in the fieldhouse, Jan. 13:

125 pounds—Roy Kuboyoma, Maui, T.H. won on default.

132 pounds—Bill Judson, Chicago, Ill. decisioned Jerry Hursh, Madison.

139 pounds—Bob Judson, Chicago, Ill. decisioned Wilmer Moser, Richland Center.

147 pounds—Bob Goodsitt, Milwaukee, won over Howard Fink, Chicago, Ill. (bout stopped in first round when Fink was injured).

156 pounds—Jim Schneider, Toledo, Ohio, decisioned John Hobbins, Madison.

165 pounds—Everett Chambers, Tomah, decisioned Dick Trainor, Madison.

178 pounds—\*Truman Sturdevant, Libertyville, Ill. decisioned Dave Cole, Prairie du Sac.

*Heavyweight (division A)*—Salvatore Carlino, Gary, Ind. won on default.

*Heavyweight (division B)*—Ron Roberts, Chicago, Ill. decisioned Don Bendis, Superior.

\*Also won Best Contender trophy.

**1911 . . . . . W**

Former governor Oscar RENNEBOHM was presented a citation by the University recently for his service to the profession of pharmacy.

**1914 . . . . . W**

William MARSH is an electrical contractor in Tucson, Ariz.

The top award of the American Public Welfare Assn. was conferred upon former social security commissioner Arthur J. ALTMAYER for his contributions to public welfare during his 30 year career.

**1915 . . . . . W**

Associate Director Noble CLARK of the U. S. Department of Agriculture Wisconsin Experiment Station spoke recently to the US UNESCO conference in Minneapolis as chairman of the Land Grant College Committee on Distribution Abroad of Agricultural Publications.

**1916 . . . . . W**

UW Journalism Prof. Frank THAYER has been named a 1954 member of the law and press committee of the Inland Daily Press Assn.

**1917 . . . . . W**

The new chief geologist for Standard Oil Co. is Lewis G. WEEKS.

**1920 . . . . . W**

One of the speakers who appeared at the annual Madison Sales Conference held at the University was Edwin G. FLEMMING, director of the sales personnel selection division of Burton Bigelow management consultants.

Recently appointed director of the Wisconsin State Employment Service is Austin T. ROSE of Madison.



Colonel Albert M. Butler (left) of Beaver Dam is congratulated by Colonel Norman C. Caum at Fort Lawton, Wash., while receiving the citation accompanying the Oak Leaf Cluster to the Legion of Merit for his part in successfully negotiating the demarcation and demilitarization zone lines while serving in Korea with the UN Truce Team. A veteran of 21 years' Army service, Butler arrived overseas in April, 1950, and upon his return to the U. S. was appointed senior Army advisor for the Washington U. S. Army Reserve Corps.

After 33 years in retailing, Richard P. Herzfeld, chairman of the board of the Milwaukee Boston Store, retired at the age of 55 to relax and enjoy life.

**1921 . . . . . W**

Willard G. ASCHENBRENER, Racine, has been named to the Board of Directors of the S. C. Johnson & Co. wax manufacturers.

The Wisconsin branch of the Small Business Administration in Madison is now being managed by Robert W. DAVIS.

**1922 . . . . . W**

Lewis H. KESSLER, one time UW civil engineering professor, is now with Fairbanks, Morse and Co. in Kansas City.

Newly appointed manager of the new Milwaukee office of Leeds and Northrup Co. is Wilson D. TRUEBLOOD, Jr.

A Farm Research Assn. director, George SCARSETH, spoke at the Ohio Dairymen's Assn. annual meeting recently.

**1923 . . . . . W**

The 1953 winner of the Albert Sauveur Achievement Award, presented by the American Society for Metals, went to William T. ENNOR, assistant director of research, Aluminum Research Laboratories, Aluminum Co. of America.

The newly named chairman of the Wisconsin Public Service Commission is George P. STEINMETZ.

Hobart OLSON, a member of the New York staff of the United Cerebral Palsy organization for the last few years, has been named executive director of the Arthritis and Rheumatism Foundation in Wisconsin.

**1924 . . . . . W**

Associate Director of the Wisconsin School of the Air, Arlene McKELLAR was recently honored by Sigma Alpha Iota for her outstanding work in the field of radio education.

The Alumnus erroneously reported the death of Margaret MCHARDY Godfrey of Hibbing, Minn. last June. It was, in fact, her husband, James R. Godfrey, whose death in January, 1953, had been reported to the Alumnus.

**1931 . . . . . W**

Marlin L. JORDAN is office manager of Edward Kraemer and Sons Construction Co. in Plain, Wis.

The general manager of Wisconsin Farmco Service Cooperative, Ray L. PAVLAK, was elected vice-president of the board of the American Farm Research Assn.

**1932 . . . . . W**

Dr. Herbert R. ALBRECHT, associate dean of agriculture and director of agricultural and home economics extension at Pennsylvania State University has been made a fellow of the American Association for Advancement of Science.

Two members of the Class of '32 were elected to offices of the American Chemical Society. They are Dr. Ralph A. CONNOR, vice-president in charge of research at Rohm & Haas, Philadelphia, named a director-at-large; and Prof. Arthur C. COPE, head of the chemistry department at Massachusetts Institute of Technology, named to the board of directors.

The new national president of Triangle fraternity is Howard H. DARBO, Chicago.

Metropolitan Life Insurance Co. has named Christian H. BONNIN, '23, and Charles H. JAGOW to be associate and assistant general counsel.

Recently elected president of the Fox River Valley Chapter of the Wisconsin Society of Professional Engineers was Gordon R. MERCER, Algoma.

Assistant attorney general Roy G. TULANE, Madison, has been awarded the Distinguished Service Award of the Milwaukee County Conservation Alliance.

## Thinking of a Florida Vacation?

You will be pleasantly surprised at the reasonable cost of spending your vacation at

**THE HOTEL DEVON**  
6885 Indian Creek Drive  
MIAMI BEACH, FLORIDA

Located on beautiful Indian Creek, overlooking Biscayne Bay, just a few minutes walk from the ocean, churches, a variety of restaurants, theatres, shopping center and transportation.

Catering to a select clientele, home-like friendly atmosphere. All outside rooms, surrounded by a lovely garden. Each room has a tiled bath, tub and shower, and twin beds with Beautyrest mattresses. Phone in every room.

Continental breakfast served in room or lounge at moderate charge.

Free pool and beach privileges at nearby Ocean Beach Club. Ample free parking.

One Suite available, consisting of one air-conditioned bedroom, one living room, two baths, one kitchen; accommodates four persons.

**PROMPT RESERVATIONS ARE ADVISABLE**

Illustrated brochure with rate schedule sent on request.

**MAX W. ZABEL**  
Bankers Bldg.  
Chicago, Illinois  
Tel. SState 2-6663

**LONSDALE B. GREEN**  
Devon Hotel  
Miami Beach, Florida  
Tel. 86-2707

**OWNERS AND OPERATORS**



JOHN SLEZAK, '23

Sol D. OZER has been named Director of the Office of Labor Affairs of the Foreign Operations Administration. His wife is the former Helen KASDIN of Madison.

At the request of the Australian government and the Australian Broadcasting Commission, Kenneth M. GAPEN spent six weeks this fall on a technical mission there. He is assistant director of information in charge of radio and TV with the U. S. Department of Agriculture.

W. K. TRUKENBROD, has been appointed merchandise and sales manager of the Warwick Manufacturing Corporation's home radio receiver department.

The Marathon Paper Corp. has announced the appointment of Edward E. DenDOOVEN as manager of its Northern Paper Mills division at Green Bay.

Although making his headquarters in Paris, Samuel STEINMAN is spending his time roaming through Europe. Since spring,

It was John Slezak, '23, who stepped up from Assistant Secretary to Undersecretary of the Army, to take the post formerly occupied by another Badger; leaving the Army position to become president of the Air Transport Association was Earl Johnson, '28.

he has traveled through Scotland, Eire, England, Denmark, Sweden, Germany, Holland, Belgium, France, Switzerland, and Italy.

Dr. Clarence A. BROWN has been promoted to associate professor of English at Marquette University in Milwaukee.

The new municipal judge of Sheboygan is Randall MILLER.

Teaching voice and concert singing in Norristown, Pa., is Helen E. DOWNEY.

1933 . . . . . W

The State Agricultural Stabilization and Conservation office in Madison is being headed by Kenneth H. HOOVER.

1934 . . . . . W

The recently named chief of the Chicago bureau of *Newsweek* is former Milwaukee *Journal* reporter Robert Fleming.

1935 . . . . . W

Albert J. ANDERSON has been moved within Monsanto Chemical Co. from the General Engineering Dept. to the Atomic Electric Project.

The Wisconsin *State Journal* recently ran an article about the work, hobby, and activities of Whitewater State College Prof. J. J. CHOPP. He is a magician.

Dr. Harold GOLDBERG has been appointed director of the new Emerson Research Laboratories in Washington, D. C. "America's Singing Ambassador," Wally L. MEYER of Milwaukee, has left his duties at Herriman Farm School in Monsey, New



EARL JOHNSON, '28

York, and says he's getting the itch to do some traveling again. He recently visited WAA offices in Madison.

The presiding judge in the U. S. District Court at Nuernberg, Germany, is Judge Carl A. TURMO, Stoughton.

Changes in the production organization of the du Pont Company's Finishes Division have raised Robert J. KNAKE from assistant manager to manager of the company's Toledo plant.

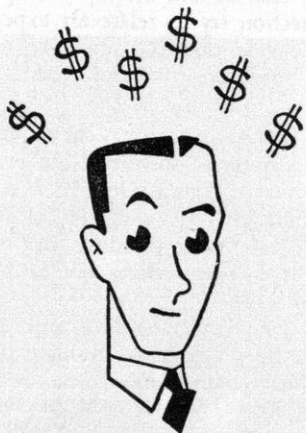
1936 . . . . . W

John H. CARPENTER has been elected worshipful master of Sheboygan Lodge No. 11, F.&A.M.

The University of Kentucky department of physics is now headed by Dr. Francis L. YOST.

1940 . . . . . W

A Madison man, Wallace W. KINYON, Jr., has been stationed at the Methodist Mission in South Rhodesia where he is developing and introducing modern agricultural methods to the Dark Continent.



# How Much Do You Want To Earn?

Opportunities for an outstanding and successful career as a representative of the Sun Life Assurance Company of Canada, one of the ten top-ranking life insurance companies in North America, are now open to alert, ambitious men of personality and character, ages 25 to 40. The Sun Life, established in 1865, invites you to give serious consideration to the excellent prospects offered by this professional career of public service.

- Expert training • Immediate income with commission and bonuses •
- Generous hospitalization and retirement plans •

The Branch Manager of the Sun Life office serving your territory will gladly discuss with you the advantages of a Sun Life sales career. For a complete list of the Company's 100 branches in the United States and Canada, write the Head Office, 218 Sun Life Building, Montreal.

# Contemporary Art

(continued from page 22)



HEADS IN LIMESTONE DAVID SEYLER

mistrusting his senses, because he knows they have not been developed or trained, either formally or through self-education. He mistrusts the worth of popular acceptance because he has seen too often how the mass media operate to form what he recognizes as opinions of mediocrity.

So man turns to education for help. Although we do believe that this is his salvation, we must admit that the past record of formal education holds little promise for him. It remains for artists and educators to focus their attention on the problem in a combined effort to reduce the lag that now exists between art and life.

Competent artists do not necessarily know how to remedy the situation and neither do many qualified educators understand the complexity of the problem. Some "appreciation" teachers, for example, perpetuate the fallacy of art analysis, and while this method is efficient in the highly specialized areas of connoisseurship, it fails to achieve the goals of general education. The recognition of obscure art works may have real professional value, but it has little or nothing to do with the use of art values in daily living. Probably the real reason that art education hasn't helped the greater number of people in their art attitudes and behavior is that the cult of "professionalism" has been over-emphasized. This has resulted in erroneous concepts involving talent, art as a special subject, and a general reluctance to examine the problem in terms of the present.

It does seem obvious there must be thorough training of most artist-teachers who will be able to offer the student, young or adult, the opportunity to develop creative capacities as either a professional or simply as a person who appreciates the arts. Teachers need to be better trained in the realm of values, and artist-teachers require a more thorough grounding in the social sciences.

Public education could well afford to assume a more positive role of leadership in solving the problem. Leadership based on sound but forward looking educational philos-

ophy may yet guide our civilization toward more humanistic ends. This requires the reconstruction of American education in the physical sciences as well as the humanities—perhaps even more so. Values must be applied to our technical education and give it meaning and purpose beyond the materialistic.

The methods of art education need to be based upon concepts that recognize the changing quality of both art appreciation and art creation. Students must be offered opportunities to grasp experiences sensually and at first-hand. It's been found that understanding art values involves a *dynamic process in which a wide range of visual and tactile experiences, filtered by emotions and intellect, lead to insight.* We may call this kind of insight "esthetic understanding," or art appreciation. This writer contends that most non-artists arrive at what has been called "appreciation" without undergoing these sensations and so arrive at judgments based upon a wide variety of misinformation and misconception about the arts. For example, acceptance of what were once modern forms often lies not so much in understanding as in the passive acknowledgment of the "fait accompli." The static nature of this phenomenon rules it out as true appreciation.

**W**ELL . . . TO GET back to you. Do *you* understand contemporary art?

If you don't, you need not feel ashamed. Chances are you have been made insensitive to art forms by a bombardment of misinformation from many sources. You perhaps have studied contemporary art, but as an isolated phenomenon, separate and apart from the stream of Western culture whence it came. You may have learned to analyze it from social, political, and literary points, of view; even so, it probably has not been a personal experience affecting your senses, emotions, but rather an intellectual game. If so, you have been satisfied to deal with but a pale reflection of what art is. Because of this, your judgments and choices in everyday affairs may not often involve art understanding.

What can you do about all this? Well, in spite of some of the pessimistic things said earlier, there is something that can be done.

Fundamentally, education is self-education, so you must begin to sensitize yourself to art values. You can do this by enrolling in studio art courses and history and appreciation courses. In this connection try to relate art experiences with theory, and to the degree that you do this for yourself you are becoming more sensitive and aware of art values.

Then, since changes in human behavior occur as one tries to solve problems, continually try to solve real-life problems using your new-found sensitivity in art. Only then will you be sure that your esthetic insights are working for you.

Develop and broaden your understanding by viewing original works of all kinds and by seeking out artists who are willing to discuss their work.

Finally, remember that your understanding will develop and change as you do. So be prepared to evaluate the arts without fixed and absolute convictions to hamper your complete and honest reaction.

If this recipe for art appreciation turns out well, we'll venture a prediction that when you are again confronted with a request for a general opinion on contemporary art, you'll say with the other experts: "Some of it is good . . . some is bad . . . much is mediocre."

The Upjohn Co. in Kalamazoo, Mich., has announced the appointment of Harold J. KOEPEL as a research associate.

Victor PERRIN is now appearing in the motion picture "The System," in which he plays the part of a gunman.

Now a district engineer with the American Institute of Steel Construction in Milwaukee is Alvan L. SMALL.

Lt. Col. William G. TOLLEFSON, Monroe, has been graduated from the Command and General Staff College at Fort Leavenworth, Kan.

Mr. and Mrs. William A. DRAVES, Jr., (Alice THORKELSON, 41) of Fond du Lac are the parents of a third son, Timothy John, born Jan. 8.

**1941 . . . . . W**

Mr. and Mrs. Louis S. SCHUELLER are in Cedar Rapids, Iowa, where he is assistant district manager for the Prudential Insurance Co.

Betty BONGEY has been appointed supervisor of station tabulation at the Telephone Company's Milwaukee accounting office.

The new president of the Minneapolis Council of Civic Clubs is John M. LAMB. He is an account executive with Batton, Barton, Durstein, and Osborn advertising agency.

The Armour Research Foundation of Illinois Institute of Technology has announced the appointment of Raymond A. ERICKSON as supervisor of chemical engineering.

**1942 . . . . . W**

Robert L. BAUER is opening an insurance office in Hudson, Wis.

Onetime UW agriculture faculty member Dr. A. E. DARLOW, now dean of agriculture at Oklahoma A & M, was elected president of the American Society for Animal Production.

While the UW band did not march in the Parade of Roses in Pasadena this year, a former assistant director of UW bands, Robert FLEURY, led the official Rose Bowl Band, provided by Pasadena Junior College, where he directs both the band and orchestra.

Lt. Col. and Mrs. Robert J. GIESEN (Lorraine KASPER) are living in Aberdeen, Md., where he is resident engineer for military construction at the Aberdeen Proving Ground.



Edmond C. Dollard, '39, has been elected a vice president of Needham, Louis & Brorby, Inc., Chicago advertising agency. Dollard, who lives in Winnetka, Ill., is an account executive for the Kraft Foods Co. account. He holds the position of instructor of advertising at Northwestern university and is also a commander in the Naval Reserve.

Green County home agent, Mamie TIL-LEMA Marty, has resigned to take up full time homemaking.

Appointment of Norman J. NACHREINER as controller of the W. H. Brady Co., Milwaukee, has been announced by the firm.

Al and Joyce BROWN Petermann have sold the weekly Plymouth Review after operating it since July, 1947.

A son, James Robert, has joined his brother and parents, Mr. and Mrs. Albert F. SPOEHR, at their Cuyahoga Falls, Ohio, home. Al has recently moved from Goodrich to the Latex Division of the Polson Rubber Co., where he is plant manager.

**1943 . . . . . W**

Mr. and Mrs. Edward BRADLEY (Ruth BROWN, '42) live in Dover, N. H. He is a geologist with the U. S. Geological Survey.

Catherine CLEARY, Milwaukee, has been promoted from Assistant Treasurer of the United States to become assistant to the Secretary of the Treasury George M. Humphrey.

Eau Claire attorney James C. HERRICK has joined the Madison law firm of Schubring, Ryan, Petersen, and Sutherland.

Now on the Maryland State Division Board of the American Association of University Women is Carole FRANZ Meese of Annapolis, Md.

Recently visiting in the U. S. after working in Rome with the Economic Cooperation Administration were Mr. and Mrs. Gianfranco Romagnolis (Margaret O'NEILL). Mrs. Romagnolis' work was featured in a *Saturday Evening Post* article about a year ago. Since that time the couple had a baby son, born on Dec. 16.

The Ohio Sheep Improvement Assn. was addressed by Arthur L. POPE of the UW animal husbandry department.

**1944 . . . . . W**

Earl V. REUSCHLEIN and Anders Stortroen have opened a Madison office of certified public accountants.

Bernice E. SILGEN and Lt. Robert Ogden, USNR, were recently married. She is a nurse at the Veterans' Hospital at Palo Alto, Calif.

Now serving with the Korean Military Advisory Group is Capt. Charles R. SCHROEDER.

**1945 . . . . . W**

After a year as Outagamie County home agent, Mary BAILEY has resigned to return to the University.

A recent addition to the technical staff of the Upjohn Pharmaceutical Company's Research Division is Dr. Dean M. GRAHAM, Berkeley, Calif.

Morris H. KATZ has moved to Cincinnati to accept a position as flavor research chemist with Fries and Fries, manufacturing chemists.

George P. NICHOLS has been promoted to captain at Camp Carson, Colo., where he is a ward officer at the Army Hospital.

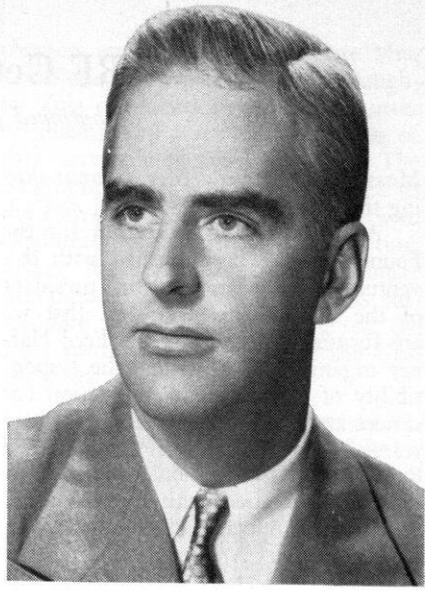
The American Academy of Arts and Sciences has awarded \$1,500 to Dr. Nancy OESTREICH Lurie to continue her research in anthropology.

**1946 . . . . . W**

The birth of a son, Craig, on Nov. 26, has been announced by Mr. and Mrs. Keith H. BROWN (Jean Van OUWERKERK), Sheboygan.

Recently married were Cornelia Gajewski and Lawrence ROTH, Cedar Grove, Wis.

Mr. and Mrs. Raymond SCHULTZ (Margaret ILLINGWORTH) are now living in



*"I've certainly had no regrets"*

As a student in the Business School of the University of Minnesota, Hubert D. Wheeler prepared himself for the general insurance business.

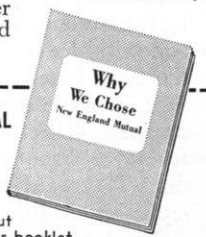
In this work, he found that people kept asking him about life insurance. And he became interested enough to find out the answers.

"The more I saw of life insurance," says Hubert Wheeler, "the more I liked its human side. Somehow, I felt a greater sense of personal accomplishment on behalf of the client when I had helped him with his life insurance."

"I joined New England Mutual full time in 1937. I've certainly had no regrets. I have the satisfaction of doing an important job and of receiving compensation in direct relation to the effort I bring to it. And I have my own time for work and for recreation."

He has worked effectively enough to have become a member of the Million Dollar Round Table as well as our general agent in Duluth.

If you like to help others as you help yourself, it may pay you to investigate the opportunities offered at New England Mutual. Mail the coupon below for a booklet in which 15 men tell why they chose a career with New England Mutual.



**NEW ENGLAND MUTUAL**  
 Box 333  
 Boston 17, Mass.

Please send me, without cost or obligation, your booklet, "Why We Chose New England Mutual."

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

The NEW ENGLAND MUTUAL Life Insurance Company of Boston  
 The company that founded mutual life insurance in America—1835

# WARF Gets Dells Gift

(continued from page 13)

Musson and Dr. and Mrs. Connor during their lifetimes.

"A new field of usefulness for the Foundation has been opened with this venture," said Mr. Haight, president of the Foundation. "We feel that we are fortunate in securing the Fred Harvey organization to assume the responsibility of operation. Its reputation for service and hospitality is based on many years of cooperation with the Santa Fe Railway and the National Parks Service. In cooperation with the Santa Fe, Fred Harvey operates in Grand Canyon National Park, Arizona, and in other

areas of scenic and historic interest in the Southwest. This experience, and Fred Harvey's association with the Indians, augurs well for the future of this project."

Lois Crandall Musson and Phyllis Crandall Connor stated that "we have perfect faith that this magnificent heritage will be protected and maintained in all of its natural beauty. . . . We feel that this conveyance will prove a continuing boon to the University of Wisconsin, which means so much to all of the people of the state in their daily lives."



## "New Vistas", Says Pres. Fred

*This statement was made by University of Wisconsin President E. B. Fred upon announcement of the gift of much Wisconsin Dells property to the Wisconsin Alumni Research Foundation.*

**MR. GEORGE I. HAIGHT'S** announcement that the people of Wisconsin, through their University, are the beneficiaries of the transfer of ownership of much of the Wisconsin Dells to the Wisconsin Alumni Research Foundation is, indeed, good news.

We are indebted to Mr. and Mrs. George H. Crandall who dedicated themselves to protecting the natural beauty of the Dells, and to Mr. and Mrs. H. Howard Musson and Dr. and Mrs. Ralph Connor who maintained this heritage and now have made it available to the Research Foundation for the benefit of the University. . . .

The educational possibilities of this area open new vistas for the University.

The area has great historic interest: here, preserved in stone carved by glacial floods, is the geological history of the area; its waters figure in the legends of the Winnebagos and the later stories of early raftsmen.

The area has great beauty: the forces and bounties of nature have combined to make this a mecca for those who seek the natural beauty of rocks cut by rushing waters, plant life in its native state, animals and birds in their accustomed habitat.

The area has great potentials for scientific investigation: the flora and fauna live undisturbed in a natural laboratory for the biologist.

The area is a center for conservation teaching: in addition to its own good lesson, the newly acquired property surrounds the University of Wisconsin's Upham Woods tract with Blackhawk Island, an area devoted to nature study; and within short driving distance of this center are Devils Lake State Park; the Sauk County Farm, where soil care is under study; Dells Creek Watershed, which demonstrates restoration of natural conditions which preserve streams; shelter belts which protect farm lands from wind erosion; industrial forests, a demonstration plantation, and Griffith State Nursery, which point the way toward saving Wisconsin's forests; and a game farm, which helps replenish wildlife. . . .

The University of Wisconsin extends its sincere thanks to those who have made this possible—to all the people of the Wisconsin Dells area who have worked together to make this a beauty-spot of the state, to the former owners whose vision guided its development, and to the trustees of the Wisconsin Alumni Research Foundation, who now perpetuate it in the interest of the people of Wisconsin and their University.

Tallahassee, Fla., where he is associate professor of education at Florida State.

Fred K. KAWAHARA has joined the staff of the Whiting Research Labs of Standard Oil of Indiana.

A new physician has opened a practice in Watertown. He is Dr. Claude W. SCHMIDT. Madeline Ressegive and George L. HOEFEL, Newington, Conn., were recently wed.

Carolyn WOODS of Sarasota, Fla., has been serving as a hostess at an Army Club somewhere in the Far East.

### 1947 . . . . . W

William BRICKSON has taken a post as feed nutritionist with the Consumer Coop in Kansas City, Mo.

Texas A & M has named Dr. H. D. FOTH of their agronomy department as December's professor of the month.

Now serving with the Korean Communications Zone command which was recently awarded the ROK Presidential Unit Citation is Capt. Timothy G. HIGGINS.

Gilbert A. REESE was awarded a Master's degree in ophthalmology by the University of Minnesota recently.

Wayland P. SMITH is now teaching industrial engineering at the Case Institute of Technology in Cleveland.

Mary Allison SCHMIDT and the Rev. Fred C. Wolf, Jr., San Marcos, Tex., were recently married.

Featured in the December edition of General Motors' *Engineering Journal* is an article on patents by George N. SHAMPO, now with GM in Detroit.

Born on Nov. 13 to Mr. and Mrs. Nile E. SWEET (Nancy Brassington, '49) was a daughter, Susan Lee.

Kenneth L. THOMPSON and his Japanese wife and two children recently returned to the States for a visit. He works at the Japanese Central PX.

The Bronze Star has been awarded to Capt. Donald H. TIMM of Brodhead, Wis., for meritorious service in Korea.

Kathleen KINGSTON Wacker is living in Schenectady, N. Y., where she is keeping house and also doing freelance art work.

The Pratt Institute in Brooklyn has promoted Dr. J. Sherwood WEBER to assistant professor of English on the faculty of the Division of General Studies.

Army Cpl. Clarence B. HERSCHBERGER has completed a photography course conducted by the U. S. Armed Forces Institute. He is stationed in Denver.

A new member of the dental department at Great Lakes Naval Training Center is Lt. (jg) David G. HICKEY, Milwaukee.

Recently named adjutant of the 3rd Infantry Division in Korea was Lt. Col. Winant SIDLE, Clifton Heights, Pa.

### 1948 . . . . . W

Mr. and Mrs. Richard W. CLEEREMANS (Ruth BRADLEY) and their children have returned to Rochester, Minn., where Dick is back with the Administrative Section of Mayo Clinic.

Jerome J. KLOS has joined the Bangor, Wis., law firm of Steele, Mau, and Toepel.

The commanding officer of the band personnel assigned to Camp Tokyo, Japan, is Warrant Officer (jg) Frederick W. BOOTS of Rogers, Ark., in civilian life an assistant professor of music at San Jose (Calif.) State Teachers College.

Sarah M. HOWELL has been awarded a master of arts degree by Ohio State University.

Army Lt. John BUONOCORE has graduated from the Engineer Officer Basic Course at Fort Belvoir, Va.

Philip CRAKER has been commissioned after completing the Army's 26 week officer candidate course at Fort Belvoir, Va.

Now somewhere in the far east on the Navy minesweeper U.S.S. Devastator is Ens. Philip P. SKAAR.

Lt. John W. MACK is stationed at Ft. Monmouth, N. J. Also stationed there now is Pvt. Theodore E. MARTIN.

Frank L. BIXBY, has been awarded the \$150 first prize in the 1953 Nathan Burkan Memorial competition at the UW Law School.

An assistant in the UW history department, Ben ZIMDARS, spent the Christmas vacation attending the American Historical Assn. convention in Chicago.

A new law office in Amery has been opened by Davis F. GROMAN.

Alfred LAU was graduated from the Coast Guard Academy at New London, Conn., recently.

Now on the Du Pont Company's photo products research staff at the Parlin, N. J., labs is Dr. John G. LOFSTROM.

With Parke, Davis & Company as an assistant in the microbiological research staff is Marion T. RETZINGER, Chicago.

**Weddings in the Class of '53 featured:** Helen H. HOOD, '54, and Peter D. TIEDEMANN, Toronto, Canada.

Dorothy Hardies and Charles R. NELSON, San Diego.

Jeanne BURKE, '54, and Robert MATZEN, Milwaukee.

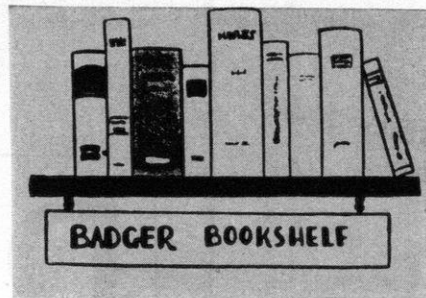
Nyla V. NELSON, '56, and Robert L. CASTLEBERG, Ft. Monmouth, N. J.

Marjorie J. RUPP and Harvey G. WEAVERS, Alexandria, Va.

Patricia A. PHALEN and John Bender, Seaford, Del.

Lydia LUFT and Gordon R. LEWTHWAITE, Oamaru, New Zealand.

Elaine M. KRAUSE and Raymond P. JUSTUS, Madison.



**RUDOLF VIRCHOW.** By Erwin H. Ackermann. The University of Wisconsin Press. (Price: \$5.00.)

A leading Berlin pathologist, Virchow was also a Prussian parliament member who led the opposition to Bismarck and the myth of Teutonic superiority. His biography is that of a man most influential in the decisive period of medicine during the second half of the last century, in the history of German liberalism, and in the beginnings of the science of anthropology. The author was born in Virchow's home province and is now chairman of the department of history of medicine at the University of Wisconsin.

**ROBERT M. LaFOLLETTE, 1855-1925: A BIOGRAPHY.** By Belle Case LaFollette, '79, and Fola LaFollette, '04. MacMillan Co. (Price: \$15, in two volumes.)

A two-volume, 1305 page biography of Robert M. LaFollette, Sr., '79, written by his widow and daughter has just been released. The book represents years of research and writing and has received uniformly favorable reviews that mark it as one of the most important books of the time. The first 26

chapters are the work of the late Mrs. LaFollette, who died in 1931. Daughter Fola completed the two books after organizing and assembling the mass of data accumulated by her father. The biography is not a eulogy, but presents the convictions of "Fighting Bob" with candor and objectivity, at the same time giving the reader occasional intimate glimpses of the family life of this outstanding political leader, one of the most distinguished alumni of the University of Wisconsin.

**SHAKESPEARE'S TROILUS AND CRESSIDA and the LEGENDS OF TROY.** By Robert K. Presson. University of Wisconsin Press. (Price: \$2.50.)

The author of this new approach to the problems of "Troilus and Cressida" is an assistant professor of English at the UW and has taught on the campus for six years. This study is a detailed comparative analysis of all the source materials which Shakespeare could have known.

**HEADLINE DESIGN.** By Kenneth Butler, '25. Buftes Typo Design Research Center, Mendota, Ill. (Price: \$3.75.)

Here is the second in a series of practical handbooks on publication layout. Butler teaches layout and production at Northwestern University's School of Journalism and is president of Wayside Press, printers for more than 30 national publications. He is well-known as a publication layout consultant, and his latest handbook should prove valuable to the occasional as well as the regular editor or advertising man. His first handbook was titled "Effective Illustration."

## NECROLOGY

### Recently reported deaths:

Clara BRADISH Greenwood, '74, Portland, Ore.

George STANCHFIELD, '92, Fond du Lac.

Dr. James R. SLONAKER, '93, Stanford University emeritus physiology professor.

Rev. Jesse SARLES, '94, former Congregational student minister in Madison.

Alan BOGUE, '94, Vermillion, S. D.

Clarence B. CHADWICK, '96, Chicago.

Gerhard DAHL, '96, former board chairman of the Brooklyn Manhattan Transit Corp.

William OLIN, '96, California.

Frank H. WILKINSON, '97.

William H. KRATZSCH, '97, Oshkosh.

Anna LIVINGSTON Burton, '98, Livingston, Wis.

Albert E. JENKS, '99, Chicago.

A. G. MAIN, '99, Clintonville hotel operator.

Joseph T. FLINT, '03, publisher of the Dunn County News.

William K. MURPHY, '03, Los Angeles insurance agent.

Charles E. LONG, '02, Saskatchewan, Canada.

Ida BREWSTER Gibbs, '02, Antigo, Wis.

Clarence H. MARSH, '04, Rice Lake.

Rex WELTON, '05, Madison.

John E. (Big Jack) O'BRIEN, '05, Fond du Lac attorney.

Lily LEIGHTY BERG, '05, Pierre, S. D.

Chester P. MORGAN, '06, retired Brooklyn, Wis., lumber man.

Lansing W. HOYT, '07, Milwaukee GOP leader.

John SELMER, '08, Eau Claire.

Allan L. BOYDEN, '10, Green Bay.

Dr. Ralph C. HARTMAN, '11, Brodhead physician.

Carl J. WEHRMANN, '11, Madison business man.

Frederick Alexander HUBBELL, '12, Atlanta, Ga.

John C. EVANS, '14, Evansville, Wis.

Harland H. BRADT, '14, New York.

Vincent J. VALLETTE, '15, Gardner, Mass.

James Thurston RYAN, '15, Santa Monica, Calif.

Fred J. FUEHRING, '18, Evansville, Ind.

Marjorie TONER, '18, Kenosha teacher.

Marjorie KINNAN Rawlings, '18, Pulitzer prize winning authoress.

Bess M. HART, '20, Hillsboro, Wis.

Myron C. VEEK, '20, Stoughton businessman.

Joseph A. HANSON, '20, Barron County dairyman.

Charles CAPE, '23, former Racine County engineer.

Clayton BULL, '23, Cleveland.

Esther SCHLIMGEN Tucker, '23, Madison.

Robert H. DAVIS, '24, state parole and probation officer.

Charles D. LENNON, '25, Hurley.

LaVern W. MUZZY, '25, Madison.

Julius GIESSEL, '28, Black Earth, Wis.

Marvin BABLER, '30, Appleton teacher.

Van Alfred FISHER, '34, New York.

Earl ZIMDARS, '36, Kenosha.

Bert JOHNSON, '38, Madisonian in charge of Indian education in Wisconsin.

Robert V. HURLEY, '38, former Dane County agricultural agent.

George E. FRAZER, Jr., '39, Winnetka, Ill., businessman.

Howell E. ROBERTS, '40, Wales, Wis.

Kenneth HEAD, '48, Milwaukee.



U. S. POSTAGE  
2¢  
PAID  
Permit 193  
Madison, Wisconsin

General Library  
Univ. of Wis., 816 State St.,  
Madison 6, Wisconsin

# DOES A MAN WITH GOOD EYES ALWAYS SEE CLEARLY?

Not always . . . your eyesight may be good, but your foresight faulty.

Living costs have doubled in the last decade. Have you had the foresight to step up your life insurance accordingly? If you haven't, it is certain that you are underinsured and your family underprotected.

Today it is highly important that you have a clear view of your family's increased needs.

#### FATHERS, TOO, ARE WORTH MORE NOW!

How much more are you worth to your family in the light of present-day living costs? Talk this vital question over with an experienced New England Mutual career underwriter. He can help you work out adequate protection.

Meanwhile, why not get more information on what modern life insurance can do for you and your family? A copy of our simply written booklet, "YOUR LIFE INSURANCE GUIDE," will be MAILED to you upon request. No charge, no obligation. Simply write Box 333, Boston 17, Mass.

The NEW ENGLAND  MUTUAL

Life Insurance Company of Boston

THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835