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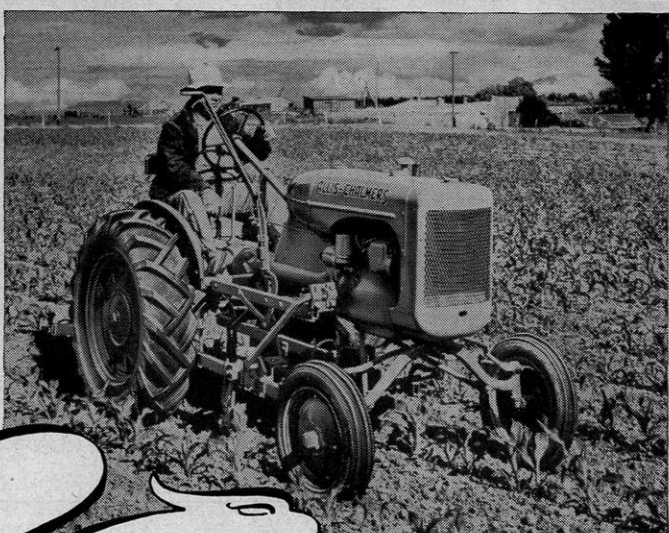
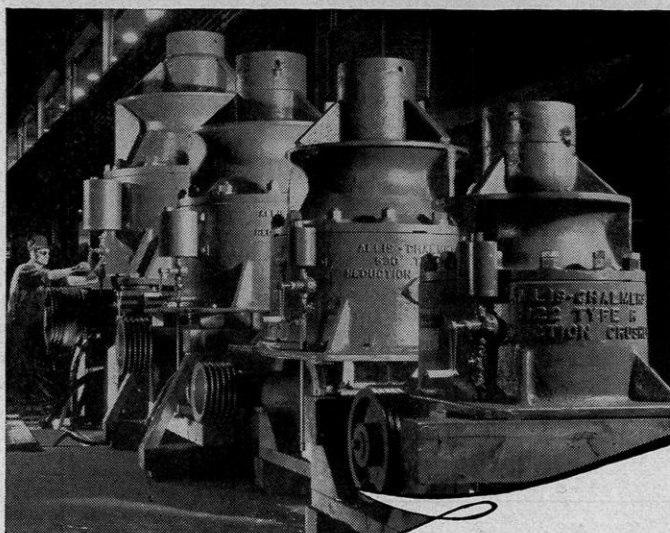
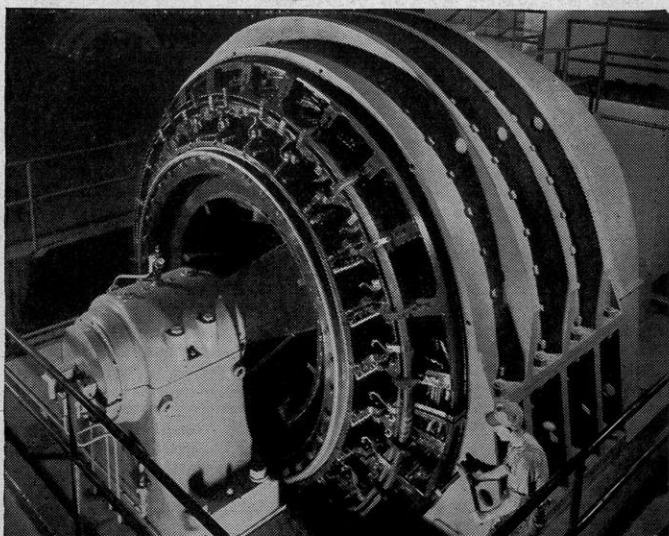
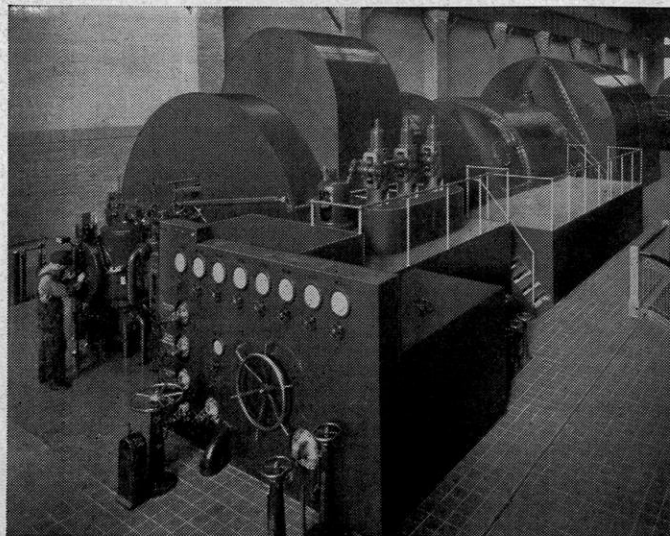


W. S. KIES, '99

WISCONSIN *Alumnus*

"The University Story"—see page 27

OCTOBER, 1948



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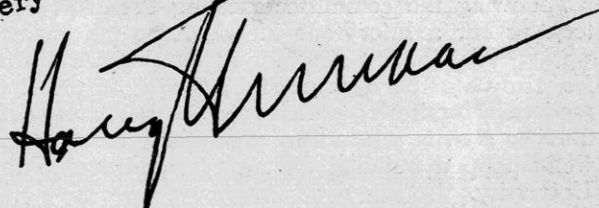
July 28, 1948

Dear Mr. Schoenfeld:

Permit me in this way to congratulate the great State University of Wisconsin on its one hundred years of distinguished service, both to its State and to the Nation, and the Wisconsin Alumnus on its Golden Anniversary.

This is a time for special pride on the part of every Wisconsin alumnus — and I am sure that I speak for all my countrymen in saying how highly justified you are in that pride.

Very sincerely yours,



Mr. Clay Schoenfeld,
Executive Secretary,
University of Wisconsin Centennial,
770 Langdon Street,
Madison 6, Wisconsin.

This is the Year!

IN THE YEAR AHEAD, during which it will be my privilege to serve as your President, our over-all objective is to further the progress of the University in every possible way. There is a big job to be done at Wisconsin in this Centennial Year, and a definite part of it is the natural responsibility of the Alumni. Upon the way we play our position on the team that is working to make this the most memorable year in the history of Wisconsin will depend much of the success of the over-all program.

Throughout the Centennial Year which starts officially with the opening of the fall semester and runs through August 1949, the spotlight will be focused upon every phase of University activity. From what I have seen of the program that has been outlined and of University plans in general, this year is destined to measure up to the high expectations with which we have all looked forward to this 100th Anniversary.

The many alumni who will undoubtedly return to the Campus during the year can anticipate an inspiring contact with the spirit of enthusiasm which pervades the administration, the faculty and the student body. In its physical plant and in its scholastic work, the University is making great strides. I was impressed on a recent visit during a meeting of the Executive Committee with all that is being accomplished.

Following the committee meeting President Fred took us for a brief tour in which he particularly wanted to point out some recent developments. Our first stop was at Slichter Hall, newest of the fine, modern dormitories which are so badly needed. Slichter Hall is a beautiful, thoroughly modern and well-equipped building . . . a real addition to the University.

Then we went out the lake shore road past the entrance to Picnic Point to visit what to me is one of the most interesting building developments I have ever seen. Some 32 attractive buildings are being erected here by the Wisconsin Alumni Research Foundation. When finished they will contain 150 apartments, which will do much to alleviate the current housing shortage for faculty personnel. Coming back down University Avenue, we saw construction under way on the new Enzyme Institute.

These are some of the physical improvements that are under way, and further steps in the building program will be undertaken shortly.

I would not want to give the impression that new construction is all that is being given consideration. Much has been and is being done in building up the faculty and in strengthening every phase of the University's activities.

However, it is obvious that there is much to be done if the University is to meet the challenge of current and future demands. One has only to look around on the Campus today to appreciate something at least of the need which exists in housing, in classroom space, and in laboratory facilities.

Handicapped though we are in many directions, there is certainly no shortage of enthusiasm and determination to get on with the job.

In this situation the members of the Alumni Association can be of definite service. If you ask "How?", I would say first of all by being an Ambassador of Good Will for the University and a source of accurate information on its problems. Public opinion is the biggest single factor in controlling the destiny of the University. I do not know what could contribute more to guiding that opinion in the proper channels than a well-informed and enthusiastic alumni.

It has been often said and I have never heard it denied that a school is no better than its alumni. In this year of retrospect and prospect, it should certainly be one of our objectives to build the Alumni Association to the highest point of effectiveness it has ever known. That cannot be done in the Association office in Madison, it cannot be done by your officers and committee members. It can only result from the whole-hearted co-operation of the entire membership . . . a personal desire and willingness to do our individual part.

This is the year when Wisconsin steps across the threshold into a new century of service. This is the year when a great deal that has been planned will reach the point of culmination. And this is the year, too, when much of the groundwork will be laid for what the University will be five, ten and twenty years from now.

Co-operation and enthusiastic interest on the part of all who are interested in the continued progress and welfare of the University will make it the kind of a year that will measure up to its responsibilities.



President, Wisconsin Alumni Association

WISCONSIN ALUMNUS

Secret of Strength....

Key to Culture

In the America we take for granted there is an automobile for every five people. It is not so in the Europe our forebears left behind to seek freedom and opportunity. The "old country" most like America has a car for every 31 people. The big nation least like America has a car for every 1130 people. So it goes with all the advantages in which America abounds, including that of higher education.

One of America's freedoms is the source and support of all the rest. It is freedom for a man to produce what he will, as much as he is able, and to prosper in proportion as he produces. With that freedom the American farmer produces more food per man, earns a better living per family, than farmers anywhere else on earth. With only 20 percent of the people he has made America the world's best-fed nation. He also feeds millions overseas.

Key to this food miracle is farm power that multiplies a hundred-fold the strength of a man's arms, machines that speed a thousand-fold the skill of his hands. Farm machinery sets 80 percent of the people free from the soil. It frees them to go to city and campus, to create the material and cultural blessings which are the mark and measure of America.

Before the birth of the State of Wisconsin, or its University, Jerome I. Case was building machines to produce more bread with less brawn. Through all the century since, the firm he founded has been creating ever-better machines to enhance the strength that guards our freedom and the culture that guides our destiny.

J. I. CASE CO.

A Part of Wisconsin Since 1842



WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

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

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No. 1

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★ Sidelines

IT IS PERHAPS symbolic that two institutions which have worked hand in hand for many years should celebrate their anniversaries together—the 100th birthday of the University of Wisconsin and the 50th birthday of the *Wisconsin Alumnus*.

This double anniversary is the occasion for the biggest *Alumnus* in history. This Golden Anniversary Issue has been in the making for a year. Like all big projects, the finished product is the result of a good deal of team work, and we would like to pay our thanks here to some of the people who have helped us along.

To Gordy Neilson, of the Gordon Neilson Advertising Co., Waukesha, Wis., our old *Daily Cardinal* buddy, who designed and executed the Centennial-Year cover.

To Congressman Glenn Davis and US Senator Alexander Wiley, who urged the President to send us a special message.

To Bill Vos, editor of the fine '48 *Badger*, who loaned us all the fancy full-page cuts.

To the dozen alumni business executives who bought the advertising space which made this special issue possible.

To the guest writers for their significant contributions.

To Vern Carstensen, a newspaperman's historian if there ever was one, for his irreplaceable comments and criticisms.

To Prof. S. Munson Cutlip, our father-confessor, for his understanding censorship.

To Mrs. Harold Knowles of the Records Office for her invaluable proof-reading.

To Walter Frautschi and the Democrat Printing Co. for their friendly cooperation.

And above all to the 15,000 members of the Wisconsin Alumni Assn. for their continued interest and support.—
THE EDITOR.

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

50 Years of Service

FIFTY YEARS AGO the Wisconsin Alumni Association published its first official magazine.

In that first issue President C. K. Adams expressed the satisfaction of all friends of the University for "a journal that will be devoted to the dissemination of knowledge in regard to life at the University." In emphasizing this point he said, "Every state university is especially dependent upon public opinion."

"As I understand the purpose of the alumni in founding this magazine," wrote President Adams, "it is to furnish a medium for conveying information as to what the University really is, and what it really does. . . . It will never attain the success it hopes for unless it is able to describe in a rather large way the most important events of university life."

Editor Charles E. Allen in his first editorial announced the aims of the magazine in these words:

"First, to keep the alumni in touch with each other; secondly, to keep in touch with the University."

These objectives are clearly in mind as the *Wisconsin Alumnus* starts the second lap of its first century of service to the University of Wisconsin and its alumni. Every issue during this Golden Anniversary year will bring you and your fellow Association members facts about University activities and news about alumni you know. In the words of President Adams, the *Wisconsin Alumnus* will attempt to "describe in a rather large way the most important events of University life."

Fortunately, President Adams suggested that only the "most important events" be chronicled in the *Alumnus*. University activities now are so extensive and diversified that it is impossible to cover them all, even though our magazine is much larger than it used to be.

Last year, for example, the *Wisconsin Alumnus* averaged 39.2 pages per issue, as compared to 30.4 pages the preceding year. This 29% increase means that all Association members received a great deal more alumni and University news this past year than they received the year before. In other words, Association members got more for their money last year—in spite of much higher printing costs. In these days of spiraling prices, that's something to talk about.

This year, of course, the *Wisconsin Alumnus* will feature University Centennial news. Centennial activities are now in full swing and will continue throughout the academic year of

1948-49. Association membership gives you a share in these Centennial activities with news coverage of all Centennial events. *Alumnus* Editor Clay Schoenfeld is also the executive secretary of the University Centennial Committee, so he has all the contacts needed for on-the-spot coverage of all Centennial events. Clay and his capable assistant, "Chuck" Branch, are all set to give you the news you want about Wisconsin's Centennial activities.

The editorial staff also has another goal for this Centennial year, viz, to make our *Wisconsin Alumnus* the best alumni magazine in the country. Last year, in competition with leading alumni magazines in the United States and Canada, we won third place. Harvard won first honors. This year we're going all out to win that top spot. In making this effort, we're not going to forget President Adams' advice which proved so effective for the men who started the *Wisconsin Alumnus* 50 years ago this month. They did an outstanding pioneering job, and we're going to do our level best to maintain the high standards they established half a century ago.

—JOHN BERGE.

* On the Cover




THERE ARE three big reasons why William Samuel Kies, '99, should rate the cover of the Golden Anniversary *Wisconsin Alumnus*.

In the first place, Mr. Kies is the kind of Badger who deserves recognition any time. As a student he was brilliant. He completed the BL course in three years, made Phi Beta Kappa, and managed the *Daily Cardinal*. As a lawyer and banker, he has earned a world-wide reputation. He now heads his own investment company in New York. As an alumnus, he has been intensely loyal. He is a charter director of the Wisconsin Alumni Research Foundation, vice president of the University of Wisconsin Foundation, and a former director of the Wisconsin Alumni Assn. His Alma Mater honored him with an MA (Hon) in 1937.

In the second place, Mr. Kies was the original business manager of the *Wisconsin Alumni Magazine* and today is its oldest living staff member.

In the third place, Mr. Kies is president of University Houses, Inc., the instrument of the WARF which by this month has turned over 97 of its 150 garden apartments to University staff and faculty members—one of the biggest boons to Wisconsin recruitment and morale in history.



A black and white photograph of a large crowd at a stadium event, likely a football match. The crowd is dense, filling the foreground and middle ground. In the background, a large stadium building is visible on a hill, and a tall chimney stands to the right. A banner with the word "HEADLINES" is overlaid on the image, pointing towards the field. A dotted line with a star at the end extends from the banner towards the field.

HEADLINES

THE STATE OF THE UNIVERSITY

UNDERGRADUATES

School Days

THE CAMPUS is alive again. After the first Summer lull since 1941 the sorority girls are once more trooping up Langdon St., dormitory lounges are full of T-shirted college men, and there is a hustle and bustle in classrooms from the ME Building to the Union.

Enrollment at Wisconsin this year is slightly below the all-time-highs in 1946 and 1947. Some 18,000 students are registered at Madison and another 2,800 at 16 Extension Centers. The total includes 2,300 freshmen who had their first look at the campus during New Student Week, Sept. 13 to 19.

Many orientation activities were revised this year to give each beginning Badger a clearer preview of Wisconsin life. There was more emphasis on telling Joe Newcomer what his courses in bacteriology, for example, would be like, so he could change his mind if he wanted to. There were plenty of admission and aptitude tests, too. And this year was also the first in which a special student handbook was generally distributed.

Running New Student Week was Wilson B. "Bud" Thiede, '39, the University's new director of admissions, who was himself a student orientation week chairman in his day.

The draft had an undetectable effect on UW enrollment. All students enrolling at the University this fall will receive a one-year deferment, providing they meet all normal ROTC and scholastic standards. But despite a state law requiring two years of ROTC, this year's freshman may not receive a respite from selective service during his sophomore year unless he:

1. Passes an ROTC qualifying exam next Spring;
2. Is approved by a board composed of military and academic representatives;
3. Signs an active duty agreement to accept a two-year commission, if offered.

Housing was still tight on campus, particularly for married couples, but the veteran bulge was definitely a thing of the past.

Busy Board

SUMMER STUDENT Boards, noted in past years for their sleepy, do-nothing policies, were largely redeemed from ignominy by the vigorous work of the 1948 Summer Board. Springing into action with a vengeance, it did more in eight weeks than has been done by any full-year board since the war.

The Board:

1. Tackled a campus problem which has grown to monumental proportions in the last two years, proposed that something be done to provide a student parking lot, located a vacant area scarcely two blocks from Bascom Hall, petitioned for action by the Madison City Council.

2. Turned a skeptical eye on the University Boathouse, investigated, accused the Boathouse of charging higher rates than any other in town, making arbitrary charges, violating safety regulations, carrying no insurance on boats, and "displaying a belligerent attitude toward customers," tossed the hot potato into the lap of the University administration, where it is still waiting attention.

3. Made preliminary arrangements to set up a Student Board book exchange as a direct slap at local bookstores who have long been the target of student ire for buying back used books at low prices and reselling them at a handsome margin.

4. Officially proclaimed its independence from faculty control.

5. Ruled that political parties may form to endorse slates in campus elections and to pool funds for campaigning.

6. Created a Wisconsin Student Association benefits card which will be sold to raise Board revenues.

7. Took steps to revive the popular pre-war "teas at the President's house."

8. Rebuked a Student for Wallace group for trumping up a race discrimination issue at the Campus Soda Grill and using it for "unhealthy" publicity purposes.

9. Reaffirmed its policy of battling racial discrimination and decided to examine the possibilities of starting a student-owned inter-racial house.

10. Entertained for the second year the National Student Assn., which voted against affiliation with the Communist-dominated International Union of Students and declared itself as being "unalterably opposed to any political doctrine which stifles free and democratic education in the United States."

Most of the Board's achievements can be traced directly to the courage and vision of a 20-year-old law student from Waukegan, Ill., Richard John, Summer Board president. For all practical purposes he was the Board. Not since the succession of Jack Zimmerman, '40, Bob Avery, '41, and Carl Runge, '42, had the Board had a strong man to shake it by the neck and jar loose positive action. John was aided immensely by unprecedented and intelligent cooperation from the *Summer Cardinal* which this year was run by students for the first time since 1937.

Dan Tells All

THE UN-AMERICAN Activities Committee would find slim pickings on the University of Wisconsin campus, according to Dan Berman, graduate assistant in journalism, pinko, Wallaceite, picket-line organizer, *Cardinal* columnist, and erstwhile radio commentator, who bowed out of Madison by confessing that "if the FBI pulled out all its informers from the Communist Party ranks, the party would probably fold up, on the national as well as local level, for lack of members."

A frenzied search of the Dane County CP's ranks has been going on, he declared, to find the spy who has been circulating a list of CP members to people high up in the University administration.

Job Surplus

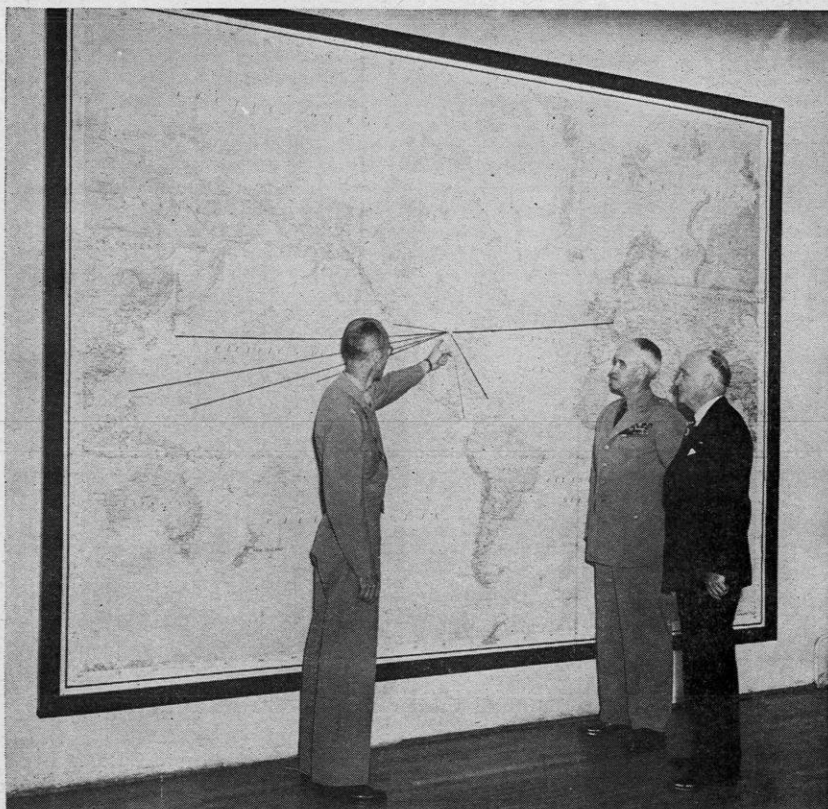
THE UNIVERSITY'S 1948 graduates were swamped with a flood of job offers greater than ever before. UW placement officials report that job calls far exceeded the 2,953 potential employees who received their degrees last spring; that salaries offered reached an all-time high. The 200 Ag School graduates were offered an average wage of \$250-\$300 monthly. The 140 graduate home economists could pick and choose among a surplus of positions offering an average yearly wage of \$3,000. Some 700 jobs awaited the School of Journalism's 140 graduates, with an average beginning salary of \$240 per month, according to Director Grant M. Hyde, MA '12.

CURRICULUM

A Pat and a Scolding

THE SCHOOL OF Journalism received an affectionate pat on the head and a mild scolding last summer from the American Council on Education for Journalism. Following a two-year, coast-to-coast inspection program, the Council named Wisconsin's as one of the 35 accredited schools of journalism, one of 31 approved for news-editorial training, one of 13 whose radio journalism received endorsement, one of five whose work in magazine journalism was approved, one of six accredited for agricultural journalism, one of four whose home economics journalism courses were okayed. Criticized was the UW School for its "over-crowded quarters and inadequate physical equipment"—meaning those 568 students taught last year in two cramped floors of old South Hall.

To conduct the inspection, a committee of six working journalists and professors, headed by the dean of American journalism education, Frank L. Mott, descended on the



BRADLEY AND FRED AT USAFI: The star is Madison.

campus, audited J-School lectures in South Hall, then rounded up a group of top-flight students for a closed-door conference. Highlight of the confidential conclave was a student poll of the faculty. Voted the best teacher in the School of Journalism was Dr. Henry Ladd Smith, MA '37, department chairman.

Shortly thereafter, Smith pushed through an innovation long urged by journalism students and graduates, won faculty approval for granting a bachelor of science degree in the J-School, thus enabling those students who so desire to waive the foreign language requirements in favor of advanced study in economics, political science, sociology, and other similar fields.

ADMINISTRATION

GI University

WHEN GEN. OMAR BRADLEY, US Chief of Staff, came to Madison last June to receive a UW honorary degree, he didn't leave the Army behind at all. He combined his Commencement schedule with an inspection of the huge GI University maintained at Madison by the Armed Forces in cooperation with the UW.

There are 300,000 students "attending" courses prepared and graded by the University of Wisconsin who very likely never have seen the campus at Madison.

They are the men in the Army, Navy, and Marines who, though stationed at points over the world, are studying under the United States Armed Forces Institute—"the world's largest educational institution."

Madison was selected as the national headquarters for the USAFI for two reasons: first, because of its central location in the United States, and second, in order that the experienced educators of the State University would be available to grade the lessons which cover most fields of education. The University Extension Division, one of the first organizations of its type to be built up by a state university to conduct correspondence courses and off-campus classes, provides the grading service for USAFI.

Each month the Extension Division staff grades 10,000 lessons mailed to them by servicemen enrolled in the courses. The correspondence courses cover 150 subjects of high school, technical, and first year college level, 189 self-teaching and group study courses, and several thousand studies of college level offered by the 59 cooperating colleges and universities.

Since it was organized in 1941, over 2,000,000 service men and women have studied under the USAFI. At present, of the 900,000 men stationed over the world, almost 300,000 are furthering their educa-

tion in this manner with 11,000 new enrollments being added each month.

USAFI is located in the old Montgomery Ward store building on the Square. Talk is in the wind of a spanking new USAFI headquarters on the campus.

Counter Punch

THE UNIVERSITY of Wisconsin Regents have approved a major step in the study of intercollegiate boxing which the University has undertaken as a result of faculty action last Spring.

The Regents granted \$1,000 for the fiscal year to Dr. Benjamin H. Glover to finance his part of a medical study of the physical effects of intercollegiate boxing on its participants. Dr. Glover is an assistant professor of neuropsychiatry in the department of preventive medicine and student health at the University.

The study, which was originated by the University faculty last April, calls for, among other things, research "concerning such matters as the probability of mental and physical injury" and the evaluation of other studies of the sport. The study is planned and directed by the Athletic Board.

Dr. John W. Brown, director of the University department of student health, has recommended this three-fold medical inquiry into boxing:

1. A survey of the scientific literature on boxing "with particular reference to head injuries" and "any material discovered in which reference is made to psychologic or psychiatric aspects."

2. A survey in detail of the individual records in the department of student health of all students participating in boxing as a collegiate sport during the last 15 or more years.

3. The application of detailed research methods to the study of the sport of boxing, to be carried on over a period of at least one year.

How About Over-Lapping?

THE TOUCHY ISSUE of "overlapping" will be one of the first problems attacked by the joint administrative council of Wisconsin's University and teachers colleges, the council agreed at its first meeting last Summer.

Meeting in Bascom Hall, the council elected Pres. E. B. Fred of the University as chairman and E. R. McPhee, acting secretary of the board of normal school regents, as council secretary, started work by "getting as many cards as possible on the table, face up."

The council was created to work for cooperative planning in the state's institutions of higher learning. It is composed of the presidents

of the nine state teachers colleges, the secretary of the normal regents, and the president, vice presidents, and deans and directors of the various colleges and schools of the University.

Goals of the council include:

ONE. Better identification of areas of educational need in the state.

TWO. Sharper definition and understanding of our educational purposes and objectives.

THREE. Cooperative planning of curriculum.

FOUR. Coordination of educational dollar.

FIVE. More efficient use of the educational dollar.

Declared Fred: "This association has in it the promise of a very fruitful contribution to higher education in the state."

Building Ups and Downs

BASCOM HALL and the Memorial Union got a face-lifting during the summer. The registrar's offices in Bascom went to the basement, making room on the ground floor for suites for the two new vice presidents and more office space for professors. But the third floor got no attention, still remained a serious fire-trap.

In the Union, Great Hall, the Council Room, the Rathskeller, the students offices on the third floor, the library, and the business offices were remodeled and redecorated, but plans for adding a much-needed wing to the cafeteria were indefinitely postponed.

No University classroom buildings are under construction. Either blueprints weren't ready yet, or the Governor had refused to release building funds. But thanks to the Wisconsin Alumni Research Foundation, some valuable construction is under way on the campus. Across from the First Congregational Church on University Ave., a new Enzyme Institute is going up, financed by a \$350,000 WARF loan. And out on Eagle Heights, 97 staff and faculty members are now occupying two-thirds of the WARF's fabulous 150-unit project, University Houses. Remaining apartments will be ready by late December.

Alumni Appointments

THE RECENT DEATH of Elmer Barlow, '09, and resignation of Helen Zepp, '27, necessitated a bit of shuffling on the University's Athletic Board and Board of Visitors. Appointed to succeed Barlow on the Athletic Board was Joseph A. Cutler, '09, Milwaukee, former president of the Alumni Assn. Named to succeed Zepp on the Board of Visitors was Mrs. Marcus Hobart, (Helen Browne), '19, Evanston, Ill.



—Camera Commercial photo by Dierksmeier

UNIVERSITY HOUSES: The houses that Vitamin D built.

FACULTY

New Blood

THE UNIVERSITY is starting the new school year with these fresh appointments:

DR. CLINTON N. WOOLSEY, associate professor of medicine at Johns Hopkins University, has been named to the new Charles Sumner Slichter Research Professorship in Physiology in the UW Medical School.

The Slichter chair was established recently by the Wisconsin Alumni Research Foundation in honor of the late Dean Charles S. Slichter. Dr. Woolsey, a graduate of Johns Hopkins, is an expert in neurophysiology.

COL. CARL E. LUNDQUIST has succeeded Col. Willis S. Matthews as commandant of the Reserve Officers Training Corps. Col. Lundquist, a 1927 graduate of West Point, served 48 months in the ETO and wears the Distinguished Service Cross. Col. Matthews has become an aide to Gen. Omar Bradley, Army Chief of Staff.

HENRY B. HILL, MA '31, has been named chairman of the department of history in the Extension Division, succeeding Bessie E. Edsall, retired.

JOHN GOLDGRUBER, MS '43, is the new principal of Wisconsin High School. He succeeds Prof. Glen Eye, who has been named director of practice teaching and laboratory schools at the University.

HAROLD G. FRAINE, assistant director of research for the Life

Insurance Investment Committee, New York, is now professor of commerce.

LEE WALTER CRANDALL, author of the US Bureau of Reclamation's manual on structural design, is now associate professor of civil engineering.

* * *

The Regents recently accepted the resignation of John H. Lilly, associate professor of economic entomology and zoology here since 1930. He will join the staff of Iowa State.

SPORTS

What Happened to Don?

THE QUESTION of the day was: what happened to Don Gehrmann?

The University's Mr. Mile and white hope of the US Olympic team in the 1500 meter run qualified easily in the preliminary run-off. He came in third, had obviously been holding himself back. He was much less tired than his competitors and as he approached the finish line the cameras caught him looking back over his shoulder in a rather casual way, calculating his margin so as to be sure to qualify without showing all his stuff so early in the game.

But when the main event held the center of the arena, Badger and US hopes took a dive. Gehrmann came in seventh. Winner was Sweden's Henri Erickson. In the 1500 meter event, the United States, whose runners copped almost all other track honors at the London Olympiad, didn't even have a look-in.

BADGER PERIL

FACULTY SALARIES at the University of Wisconsin are in a bad way.

That's the consensus of a report submitted recently to the Administration by an official faculty committee composed of Professors McElvain, Beuscher, Pfankuchen, Rader, Tatum, Taylor, and Walker.

Wisconsin salaries in all brackets lag behind those paid at comparable Middlewestern universities, they say.

The situation was pointed up sharply last Summer by James S. Earley, MA '34, professor of economics and chairman of the committee on salaries and working conditions of the University Teachers Union. In a guest editorial, titled "Wisconsin's Peril," in the (Madison) *Wisconsin State Journal*, Professor Earley wrote:

"Wisconsin is in real danger of losing its first-rate University.

"For two generations or more, from the 1880's to recent years, Wisconsin was known throughout this country and even in foreign lands as among the very greatest of universities.

"It was a concrete symbol of the shrewd good sense and aspirations of Wisconsin citizens, who believed that higher education—scientific, technical, cultural, and political—was a key to sound individual and community advancement.

"Wisconsin's greatness was compounded of able and imaginative leadership, a distinguished faculty, ample physical facilities, and eager students—both young people on the campus and adults throughout the state. Backing up the whole was generous financial support, willingly provided by the people of Wisconsin through the State Legislature.

"It is the financial element in Wisconsin's greatness which has crumbled badly in recent years. This falling away of financial support is reaching into every part of the work of the University. Without its revival, Wisconsin cannot hope to hold its present position, much less recover its former preeminence.

Two Sore Spots

"The two sorest spots in the University's financial picture are buildings and faculty salaries. The former I have not studied systematically. But let me point out that almost no classroom or laboratory space has been added for 17 years.

"Anyone who takes the trouble to inspect Wisconsin's buildings and

their uses carefully, and to compare its plant with that of other universities, will conclude that, physically, the university is approaching an educational slum.

"The faculty salary problem is equally serious but more recent.

"In 1904, when President Eliot of Harvard was angling to lure Prof. Frederick Jackson Turner, the great Wisconsin historian, from Lake Mendota to eastern waters, he was greatly surprised to find that what he considered a generous offer for a one-semester appointment was much below what Turner earned here. He expressed amazement that faculty salaries such as those at Wisconsin were paid anywhere west of the Alleghenies.

"Wisconsin's superior salary levels were first shaken by tardy and insufficient adjustment to the inflation of World War I. They remained, however, generally in line with those paid at other state universities, until the salary waivers imposed during the great depression. Even up to the eve of World War II, Wisconsin lagged behind neighboring state universities only at the full professor rank.

"Now the situation is strikingly different, as our recent salary report shows. Other universities, private and public, have forged ahead, and Wisconsin has a distinctly inferior salary status at all ranks, when compared with neighboring state universities of comparable quality. The salary increases of last year, which have been almost completely offset by the year's rise in living costs, were swamped by the much larger increases provided by the state legislatures of our neighboring institutions.

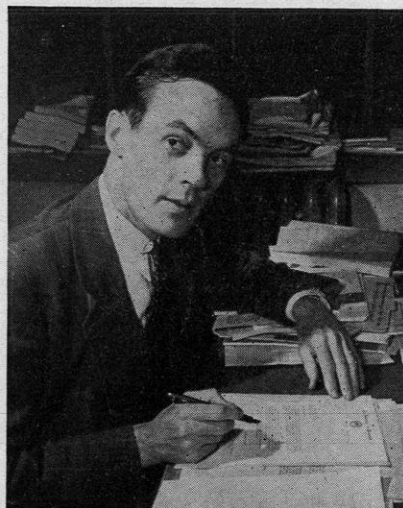
"On the average, these universities pay full professors from \$700 to \$1,000 more than does Wisconsin. They pay associate professors, on the average, as much as \$640, assistant professors as much as \$600, and instructors as much as \$420 more than paid here.

The Causes and Cure

"A number of questions arise as to the causes and cure of this unfortunate condition.

"All arguments that Wisconsin cannot afford a first-class faculty are groundless. Without questioning the peculiar logic by which investment in excellent research, teaching, and public service is viewed as a 'burden' upon the people of a state, the facts are clinching.

"Some facts are the greater rise in Wisconsin's per capita income than in that of other neighboring states since the days when Wisconsin



PROF. JAMES EARLEY: He sees a clear and present danger.

managed to keep abreast; the rise of more than 150 per cent in Wisconsin's per capita money income since before the war; Wisconsin's wartime elimination of the income surtax; and the sharp drop in the proportion of Wisconsin citizens' incomes now going to support all state and local governmental functions and education in particular.

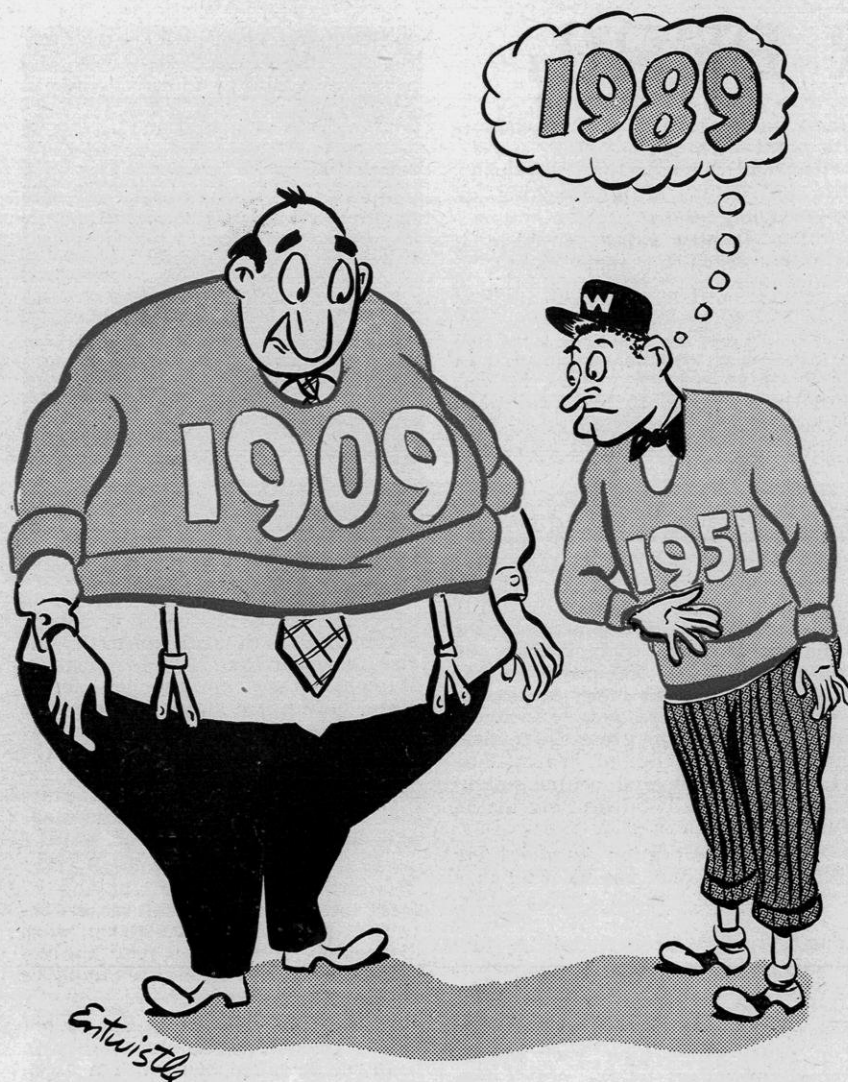
"Last year we calculated that Wisconsin citizens—after paying all local, state, and federal taxes—retained at least \$1,500,000,000 more disposable income than they had retained in 1940. This figure would be substantially greater now.

"All these cold facts are proof that Wisconsin has ample ability to bear the so-called burden of a high-quality university.

"Average University of Wisconsin faculty salaries have fallen by about 20 per cent in real purchasing power since before the war. During these same years, the average per capita real income of Wisconsin has risen more than 50 per cent, even after adjusting it downwards for rising living costs. Farmers, corporation owners, independent business and professional men, and even most workers in industry, are now enjoying real incomes well above prewar years.

"There is no justice—and no wisdom—in this. No serious student of education ever claimed that in normal times university teachers were generally overpaid relative to other groups of comparable age, needs, training, skills, and service to the community. If they were not overpaid in normal times, they are certainly seriously underpaid now.

"If the Wisconsin taxpayers will not pay for a good university and a good faculty, the university will soon become a wasting, intellectual breadbasket, feeding better institutions elsewhere."



FOOTBALL FEVER

COME THE FALL of the year and a strange mass disease overtakes Badger alumni from coast to coast. It is known as football fever and its early symptoms include a drumming in the head as of a shod toe kicking a leather oval ball and a tightening of the pectoral muscles upon hearing band music, especially the strains of *On, Wisconsin*.

In its advanced stages the fever is accompanied by violent fits of alternate optimism and depression. Only known cure is a seat on the 50-yard line at Camp Randall, although partial relief can be obtained by repeated doses of Harry Wismer on ABC.

This Autumn was no exception. Wisconsin alumni from Bangor to La Jolla perused Harry Stuhldreher's *Football Letters* for dope direct from the sidelines and got set feverishly to follow the ups and downs of Wisconsin's 1948 football team.

Football fever has been a part of the Wisconsin complex since 1889. The student yearbook of 1885 infers that Wisconsin had a football team in 1883, but there are no names of players nor reports of activity to substantiate the statement. A football association was formed on the campus in 1888, but if the team played any games, the scores never were put down for posterity.

1889 Pioneers

The team of 1889 did get into action and it has probably the best claim to being the first intercollegiate varsity eleven to represent

Wisconsin. But the season was far from a success. The Badgers lost both games, being trounced by the Calumet Club 27-0, and bowing to Beloit College 4-0. Members of that pioneer eleven were Logeman, Sheldon, Clark, Sumner, Ackert, Brumder, McNaught, Loope, Brooks, Kerr, Mayers, Prail, Bruce, and Blackburn.

Badger gridiron stock began to boom in the following year of 1890. Two associations promoting football were formed, one merely a local movement, the other a league including Beloit, Northwestern University, Lake Forest, and Wisconsin.

The Badgers opened that season by mauling Whitewater Normal 106-0, the highest score ever rung up by a Wisconsin football team. But along came Minnesota to open the hallowed all-time Badger-Gopher series by whipping Wisconsin 63-0. Losses to Northwestern and Lake Forest completed the season.

By 1893, football was on firm ground and the Western Intercollegiate League was formed that season with Michigan, Minnesota, Northwestern, and Wisconsin. The title was decided on November 11 when Minnesota beat Wisconsin at Minneapolis 40-0, the Badgers having won all four of their previous games.

Oldsters still point to the 1894 team as "one of the best". Chicago, Iowa, and Beloit were blanked by top heavy scores and Minnesota was beaten for the first time, 6-0. Only bar to an unbeaten season was a 1-0 forfeit to Purdue, a story in itself. Briefly, it is that the Wisconsin team walked off the field in the second half, protesting the ouster of its captain, T. U. Lyman, for "alleged slugging" by one of the officials (who happened to be the Purdue coach).

The Golden Era

When the Western Conference was organized for the football season of 1896, Wisconsin marched off with the title, downing Chicago and Minnesota, but tying Northwestern. That was the first of five Big Ten crowns won outright or shared by the Badgers. The Badgers repeated in 1897, shared the title with Michigan in 1901, tied with Minnesota for the 1906 honors, then won undisputed laurels in 1912, the "golden era" of Wisconsin athletics.

That last championship team of 1912 still is one to conjure up memories of great athletic prowess. John Richards, coach in 1911 whose team finished the season with only one defeat, left a wealth of material to his successor, William Juneau, and that worthy pilot made good use of his legacy.

On that championship eleven were such stalwarts as Joe Hoeffel and Hod Ofstie, ends; Ed Samp and Butts Butler, tackles; Max Gelein and Tubby Keeler, Guards; Powell,

center; Eddie Gillette, quarterback; John Van Riper and Al Tormey, left halfbacks; Noyes "Moose" Bright and Alexander right halfbacks; and Al Tanberg, fullback.

Its record was sensational. Lawrence, the first foe, was brushed aside 13-0. Northwestern was mauled 56-0 and Purdue was subdued 41-0. Chicago put up a battle but finally lost 30-12; Arkansas was slaughtered 64-7; Minnesota was downed 14-0, and Iowa fell 28-10.

So impressive was Wisconsin's showing that, in picking his All-Western team that season, Walter Eckersall chose seven Badgers. On his All-Conference first team were nine Wisconsin players.

Player-Coaches

Wisconsin's first full-time football coach was Parke H. Davis, who had just graduated from Princeton and came to Madison for the 1893 season. However, available accounts of early Badger football exploits intimate that the 1889 team was coached somewhat by Alvin Kletsch, who had played at some eastern schools and whose exploits on the Calumet Club team of Milwaukee had so amazed the Badgers. He was prevailed upon to come to Madison for a few weekends and it has been intimated that he even played with the Badgers against Beloit. Rules were conveniently lax in those days.

After Kletsch followed Ted Mestre of Yale in 1890, Herb Alward of Harvard in 1891, and Crawford of Yale in 1892. Davis' appearance in 1893 was a boon to the Badgers, not only as a coach but as a much-needed tackle. Davis had discovered that he had only one available tackle so he enrolled as a graduate student in English and played regularly with the team. His enrollment satisfied the only eligibility requirement of 1893.

Davis remained at Wisconsin only that year and was succeeded in 1894 by Hiram Orlando Stickney, who had been a regular tackle at Harvard though weighing only 145 pounds.

The coming of Phil King, Princeton's All-American quarterback for two years, to coach Wisconsin in 1896 started the Badgers off on a new era of football. The game the Tigers were then playing was well suited to Wisconsin's material and King could teach and inspire a team. Although conservative in tactics, he originated plays which had great influence on the game. During King's seven year regime, his teams won 55 games, lost nine, and tied two.

The period of 1903 to and including 1910 was a turbulent one in Wisconsin football history. King resigned after the 1902 season to enter a family business, and the athletic board, of which 10 of the 15 members were students, elected Arthur H. Curtis, captain of the 1901 team and right tackle for four years, as

the head coach. Curtis had had one year's experience as coach of Kansas University but the board's decision was passed primarily on a desire to establish a graduate coaching system.

Charles McCarthy, a former Brown University captain who had taken his PhD at Wisconsin and who then was in charge of the Legislative Reference Library, was made assistant coach, handling the backfield. A bad season prompted Curtis to tender his resignation but he withdrew it when the entire squad signed a loyalty pledge and urged his reconsideration. He agreed to coach the 1904 season only, announcing that he intended to pursue his chosen profession of medicine thereafter.

Eddie Cochems, brilliant teammate of Curtis as a halfback and end at Wisconsin, was engaged as the assistant coach, but the partnership was not productive of victories.

The experience of those two years virtually settled the question of whether or not Wisconsin should continue the policy of employing only graduate coaches. The next fall, 1905, Phil King was persuaded to return and with him came Eddie Holt, great Princeton tackle, to coach the line. The team won seven out of 10 games that season and gained its only conference victory in three years, defeating Minnesota 16-12.

Purity Wave

After that year "came the deluge". Proselyting and subsidizing athletes had grown to the point in all the schools where it demanded faculty action. Faculty members from Wisconsin and Chicago took the lead in house-cleaning. The Western Conference was just getting a full head



HARRY STUHLREHER: "Can 13 be lucky?"

of steam and its athletics were thoroughly "muckraked" in press and periodicals. Many reforms were instituted but Wisconsin faculty members went a step further, voting to abolish all intercollegiate football, which would automatically have caused the abandonment of all athletics, since football receipts carried the full program.

Wisconsin alumni and sports fans set up a howl that could be heard all through the country and eventually the Board of Regents forced a reconsideration. Under Regent pressure, the faculty modified its action, limiting the football schedule to five games but barring the so-called "big games" by a provision that Wisconsin could not play its traditional rivals, Chicago, Minnesota, and Michigan. As these were the only games producing any revenue, it became apparent that the university would occupy a minor position in athletics for a long time and would be unable to retain coaches. Immediately the football, baseball, track, and crew coaches and the graduate manager (corresponding to a director of athletics today) all resigned.

Henceforth all coaches and directors were to be, for the first time, full members of the faculty. President Van Hise selected Dr. C. P. Hutchins as director and also head football coach. He stayed through 1907.

Dr. Paul Withington, a famous lineman who had been assistant at Harvard, followed Richards and Juneau in 1915. Withington was the first Badger coach to demand a large staff of assistants and he got them.

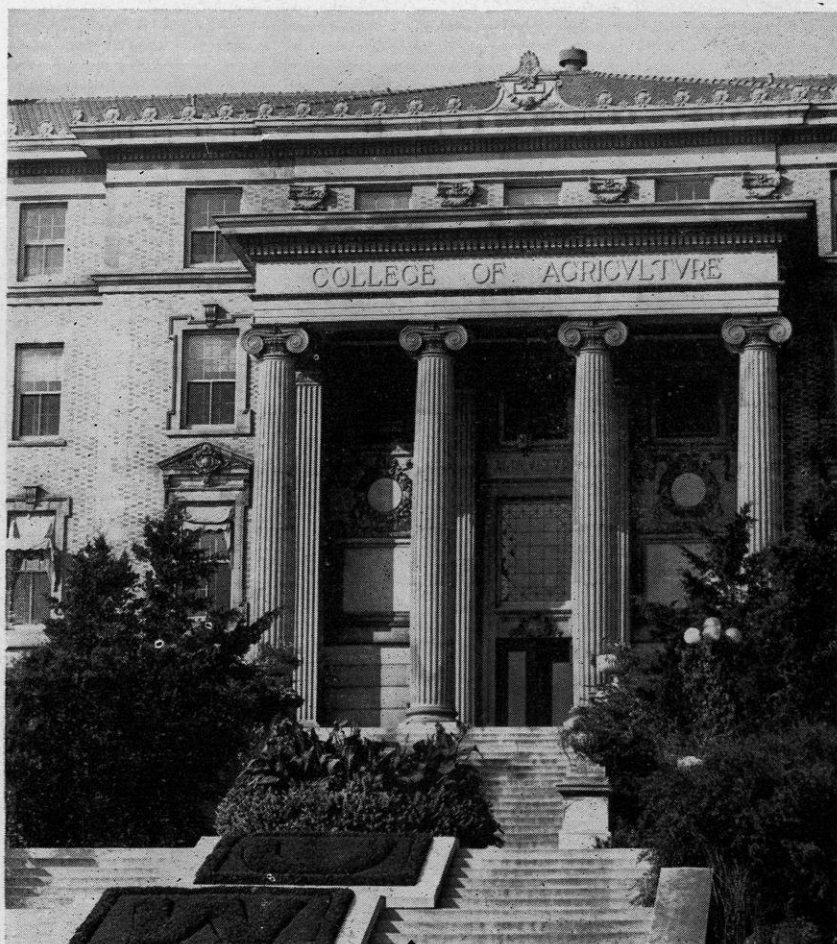
Richards came back in 1917 and then retired from coaching, and Jack Ryan took over the Badger grid destinies in 1923. Ryan, a Dartmouth graduate, had coached for 10 years at his alma mater, St. Victor's, St. Thomas, and Marquette.

Ryan gave way to George Little in 1925. For some time, Wisconsin athletics had been carried on under a plan which, when adopted, had been considered a temporary one. Professor J. F. A. Prye, as chairman of the athletic council, had been given supervisory authority and Coach Tom Jones of the track team had administered the affairs of the department as acting director. During the winter of 1924-25 the council decided to secure a full-time director and in March, 1925, elected Little to the job.

Coaches' Graveyard

Little had been assistant director and later head coach at Michigan, and, when he came to Wisconsin, decided to serve in a dual capacity. He acted as head coach for two years, during which time his teams

(Continued on page 61)



AGRICULTURE HALL: Where Holstein meets Homer.

COW COLLEGE

WISCONSIN'S COLLEGE of Agriculture, affectionately known as the "Cow College," is usually in the news. If it isn't a new strain of wheat, or a stanchion-less barn, or a rural art show, then it's something else, all calculated at raising the socio-economic standards of Badger farming.

It would take an embryo Einstein with a bevy of adding machines and calculators to figure out exactly how many millions of dollars the University of Wisconsin's College of Agriculture has benefited the farmers of Wisconsin and the nation.

In many cases, to be sure, the calculations would boil down very simply—as for instance in considering the campus-bred story of Vicland and Forvic oats. Experimenters at the University discovered that in Wisconsin these oats yielded from 15 to 25 bushels more per acre than

any varieties previously grown. That adds up to an extra 30 million bushels a year in the state. At 65 cents a bushel (and oats have sold for more in the past three years), that would mean \$20 million a year for Wisconsin farmers right there.

It would be foolish and also naive to assume, however, that the College of Agriculture has benefited the state and nation only in terms of dollars and cents. Incalculable are the intangible gains derived from campus research into vitamins and human nutrition—research that has raised the health standards of the entire nation and made for better farms and better food, healthier, and therefore happier, Americans.

Every farmer has on his hands one over-all, overwhelming, problem: he cannot experiment for himself. He's too busy providing food, shelter, and clothing for himself, his family, and the rest of the population. He can't jeopardize his work and his livelihood by taking unneces-

sary chances. His risks are great enough when he battles with the whims of weather, insects, and plant disease, without his growing hundreds of new crops on the off-chance that one may be better than any he grew before.

That's where the University comes in. The College of Agriculture has for years been doing this experimenting for the farmers—assuming the risks and letting the farmers reap the rewards.

Test-Tube Farms

Behind this great research program, like a solid backdrop, is one of the most extensive farm educational systems in the United States. It attracts student-farmers from all over the world. It embraces a string of agriculture experiment stations, a series of radio programs, a crew of traveling demonstrators, and a galaxy of Short Course classes on campus.

The University has five experimental stations and one sub-station in the Badger state, with centralized offices in Madison. In a recent reorganization W. A. Rowlands was appointed director of the branch stations and George L. Wright was named assistant director. The stations were set up for two purposes: (1) to conduct agricultural research, and (2) to serve as demonstration and information centers for the areas where they are located. Each station concerns itself with the farming problems peculiar to its own locale.

At all stations, many demonstrational projects have been carried on, including fence post treating projects, home gardens and orchards, poultry, honey production, farm flock sheep management, and insect control.

Hundreds of farmers convene at intervals on farms in their neighborhoods to witness demonstrations of new types of farm equipment and new methods of planting and cultivation that are made by the "cow college" men. This is supplemented over the radio: Wisconsin's state station, WHA, features regular talks by Wisconsin's professors. The farmer can tune in and hear about the latest work being carried on, then apply that knowledge to produce better crops and stocks in his own domain.

The University's Short Course is the answer to another of the farmers' problems: how can he send to school the son he needs so desperately on the tractor? The College of Agriculture replied, with a college education geared to the farming year, taught during the mid-Novem-

ber to March slack season. Inaugurated in 1885, the Short Course has been absorbed by uncounted thousands of Badger farmers.

Nutrition

Nor does the educational program stop there. Just as the agronomist and geneticist have sought better methods of crop production, so have the social scientists and economists inquired into the ways of producing a more abundant and satisfying rural life. Continuing studies have been devoted to land zoning, reforestation, encouragement of industries, farm cooperatives, rural sociology. The College points the way to larger profits through better farming; then stands ready to demonstrate how those profits can be spent to realize a life that's free from the usual burdens of rural life—lack of modern conveniences and cultural opportunities.

The College is also well aware that beyond and above research for profit lie the challenges of research for health. Wisconsin scientists discovered vitamins A and B, developed the method of irradiating foods to prevent rickets in children, and discovered nicotinic acid, which prevents pellagra, one of the most destructive of all human diseases. UW research led to a method of doubling American penicillin production, which brought the price of the miracle drug down, the supply up. College of Agriculture staff men discovered dicumarol's tendency to eliminate blood clots; and vitamin K's ability to restore coagulation. Under study now are the causes and cures for undulant fever.

And Malnutrition

All of this gigantic program is now being threatened, however. It has long been taken for granted, but the time has come to weigh and carefully evaluate the research work in the light of a new danger. Ironically enough, this danger is financial starvation. The research program that has benefited others to the tune of millions of dollars is likely to be throttled for lack of a few thousands of dollars. It is this danger and this need that brought into being the University of Wisconsin Foundation, a group of alumni and friends of the University who are soliciting gifts to finance a continuation of the University's public service program—both in the College of Agriculture and in other fields.

The money that is contributed will not supplant legislative appropriations; will not be used for ordinary academic purposes—equipment and operating costs. It will be used for those non-academic, cultural and public service projects that have so enhanced the University's national and international reputation.

BLURBS



SUMMER SNOWBALL: In *Hunting & Fishing*, *Look*, *Life*, and *Reader's Digest*.

THERE IS SOME EVIDENCE that Wisconsin's "golden era" in the 1900s started out as nothing more nor less than the figment of some national magazine writers' collective imaginations.

If that is true, then the University is on the verge of a real renaissance. Because in the short space of three hot Summer months, the UW fell heir this year to an unprecedented snowball of national publicity.

Hunting & Fishing kicked things off in July with an article on "Wisconsin Limnology" (by Clay Schoenfeld, *Wisconsin Alumnus* editor who doubles in brass as contributing editor of *H&F*). The article told about the work of Wisconsin Prof. W. B. Sarles and his lakes-and-streams-research committee. It was followed in the August *H&F* with another Schoenfeld yarn about Badger pheasant research and in the current October issue with a story about Wisconsin alumni engaged in waterfowl management.

Look Magazine devoted nine pages of its August 17 issue to Wisconsin, headlining it as "an influential State University . . . famous for academic freedom and its beautiful campus."

"The ratio of work to marble is higher at Wisconsin than at any other University," declared *Look*. Twenty-two pictures ran the gamut of campus scenes from a sick laboratory chick to bosomy coeds on the Elizabeth Waters sun porch.

To every member of the Wisconsin Alumni Assn., President Stanley C. Allyn sent a reprint of the *Look* article with this thought. "President Fred told me a short time ago that the greatest service the alumni can give to the University is to tell the story of the tremendously important work that is being done there and to keep on telling it so that everyone can understand it. . . . Show this article to at least one alumnus who is not a member."

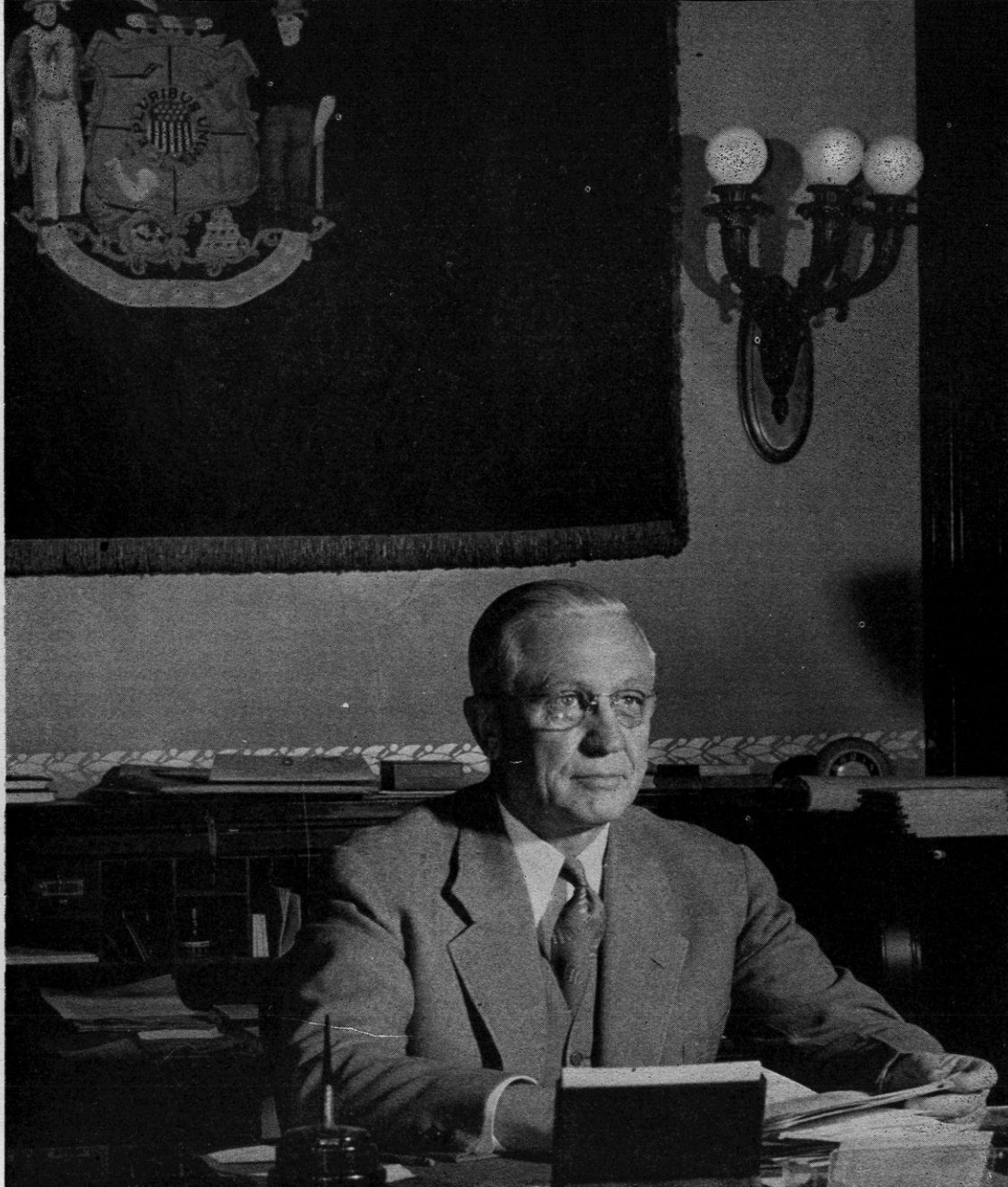
Reader's Digest did an about-face in its September number, presented an article on the Wisconsin Alumni Research Foundation by Paul de Kruif which made tin gods out of the same men who were pictured as thugs and crooks in the February *Digest*.

Back-tracked the *Digest*: "If certain statements in this article conflict with those made regarding the WARF in the February issue, it is because after further investigation the editors believe that this article accurately presents the facts in the case."

The de Kruif story was substantially the same report as that presented by the *Wisconsin Alumnus* in the June issue.

Life Magazine, not to be out-done, came up in its first-week-in-September number with a picture-story about how Madison was the ideal American community in which to live, featured a full-color photograph of Bascom Hill.

Still on the presses are more Badger blurbs: a *Saturday Evening Post* yarn about Harry Stuhldreher by Mary Stuhldreher, a *Holiday* article about Wisconsin and its University, and a *Colliers* piece about Badger boxing.



THE GOVERNOR IN THE CAPITOL: The motto, "Forward."

A Challenge to Alma Mater

By OSCAR RENNEBOHM, '11
Governor of the State of Wisconsin

★ Governor Rennebohm has never forgotten the debt he owes to his University. He is a staunch Badger sports supporter. He is a director of the University of Wisconsin Foundation. He is a director of the Wisconsin Alumni Association. He has established a

\$50,000 trust fund which provides five \$300 Rennebohm scholarships a year at the University for outstanding graduates of Wisconsin high schools. Here he challenges his Alma Mater to "better teaching, more research, and great public service."

I WANT TO WRITE BRIEFLY, not about our University as we alumni knew it, but about our University in the years ahead. Our University is about to celebrate its 100th birthday. It is deeply significant to me that President Fred and the University Centennial Committee are not content to dwell on the glories of the past. They have arranged suitable commemoration events, to be sure. But the main emphasis of the University Centennial will be on the future, on a search for ways and means of making the University serve Wisconsin's citizens better in the second century ahead.

What are some of those ways?

First of all, our University can assume a role of leadership in the state's entire educational program. The state of Wisconsin needs an adequate educational system. It should be adequate in quantity, adequate in quality, and adequate in coordinated planning. Although in some respects Wisconsin's educational system leads those of neighboring states, in other respects it is behind.

For example, Wisconsin leads the nation in the per cent of its native white city boys and girls between the ages of 16 and 17 who are attending high school. But Wisconsin is low in the percentage of its farm boys and girls of the same age who are in school. That is no record with which we can be satisfied.

Another example. Wisconsin has found it impossible to secure sufficient qualified teachers. There are more than 3,600 of our public school teachers today who have emergency certificates only. The lack of elementary teachers is appalling.

A third example. There is a marked need for coordinated planning of the entire educational program of the state. The State Department of Public Instruction, the State Board of Vocational and Adult Education, the Teachers Colleges, and the University are intimately related to one another. Yet there is little joint planning of the over-all state program which these institutions offer. A special legislative commission on the improvement of the Educational System is now working on this problem.

A final example. Throughout the state's educational system there is a demand for improvement in the advising and counselling of students and in special services to those who are physically or psychologically in need of them.

As governor of the state and as an alumnus, I call upon the University of Wisconsin to lend every assistance in working out a solution to these and other problems of teaching. The whole effectiveness of our democratic, social, economic, and political order in this state depends on an informed and consequently intelligent citizenry. As the capstone of the state's educational system, the University cannot shirk its responsibilities of leadership.

Secondly, the University of Wisconsin should continue to give thought to its program of research and productive scholarship. Research has long been recognized as a major function of our University. During the past century there have been few expenditures of energy or money on the part of our commonwealth that have paid as great dividends as the amounts spent on research and productive scholarship.

The University must constantly attempt in the future, as it has in the past with such marked success, to further the scholarship which vitalizes instruction, to enlarge the basic knowledge of mankind, and to provide the information and analysis necessary both to solve the problems of the state and to better the social and economic status of all our people. It would be well for the University to consider carefully in what social, cultural, and scientific areas it should further develop

its program of research. The industry which relentlessly carries forward research in its own field is the one which succeeds. The University that does likewise will lead.

Third, our University must strive to keep its unique *Wisconsin Idea* of public service as alive in the future as it has been in the past. The thing that has made our State University great is that it has not been content to engage merely in teaching and research on the campus. It has sought to extend the fruits of that teaching and research to the very boundaries of the state.

Surely this is a noble activity. And just as surely, we have not yet carried it to its maximum utility. For a renewed emphasis on service to the commonwealth, I call upon the University of Wisconsin.

An adequate University program in teaching, in research, and in public service in the years ahead will involve adequate financial support. It involves money for higher salaries, for more equipment, for new buildings. Our University deserves such support. Its record in the past is a key to its possibilities in the future. To be sure, the University faces heavy competition for money from many other highly deserving public and private institutions and programs. But the striking fact is this: that we will be derelict in our duty to the future of our state if we are niggardly in the financial support of our educational system. As Governor of the state and as an alumnus of this University, I will do all in my power to assure the adequate financial support of the University.

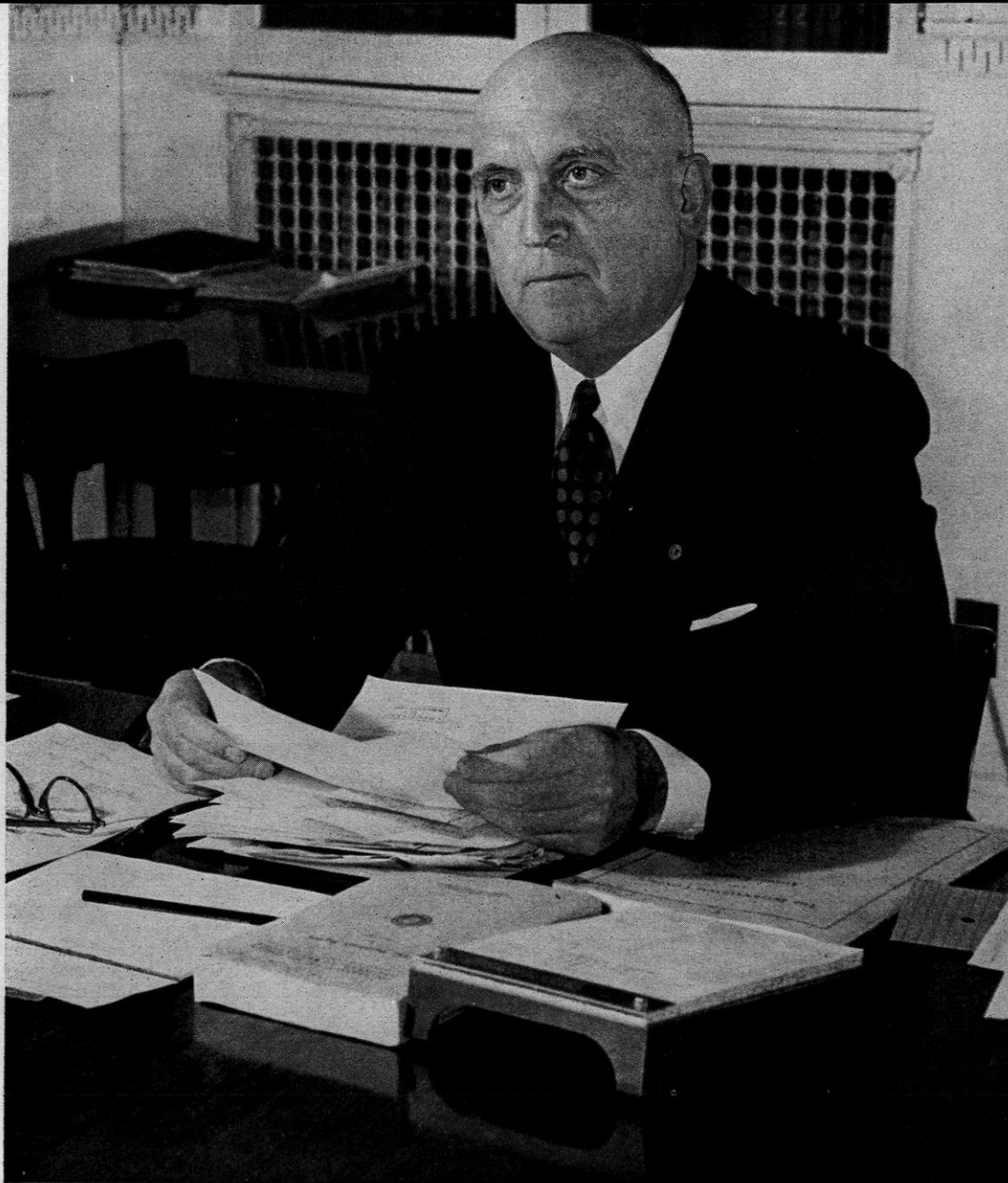
* * *

I have written so far about the challenging future which faces our great University. I am loath to close without emphasizing just how challenging that future seems to me to be. The proper education of all the people of the United States today is not just a matter of social prestige, business success, or the good life. The proper education of all the people of the United States in this hour is our best and most effective national defense against the enemies of our way of life at home and abroad. True, scientific research along all lines must be intensified. Additional measures, economic, diplomatic, and military, are also required. But such measures cannot achieve full success until all our people have knowledge and understanding. Wise indeed were our forebears who saw that America's strength was dependent upon education for all.

The crying need of the day is for America to remain strong and grow stronger. Our standard of living for all the people must be raised. We must use our intelligence, our money, and our best efforts to secure better health, great productivity. Better local, state, and federal government. Better family life. Greater security in old age. Insurance against periods of unemployment. Better dietary habits. Better relations between management and labor. Greater conservation of our natural resources. Better understanding and greater tolerance of one another. These are some of the achievements needed for America to be strong. Basic to all of them is better education for all the people, child and adult, urban and rural, east and west, north and south, Jew and Gentile, white and black, rich and poor—all of us.

Our enemies are not smart enough to have single-handedly created the Communists of Europe. They will not be smart enough to single-handedly build Communism in this country. Mankind's chronic ills create Communists. Conditions like overpopulation, wanton waste of natural bounties, poor distribution of goods and wealth, the failure of educated men to provide leadership—these are the things which create Communism.

Fundamentally we face a battle of minds. With sound democratic ideas we will win. Without ideas all the money and arms in the world will fail. To this battle of ideas, to this need for better teaching, more research, and great public service, I call upon our University of Wisconsin in its second century.



THE PRESIDENT IN BASCOM HALL: The motto, "Service."

Your University at Work

By EDWIN BROUN FRED

President of the University of Wisconsin

★ E. B. Fred is what he would call "bridle-wise" to the University. He knows its strong points and its weaknesses. He is struggling long hours to give Wisconsin both routine effectiveness and high purpose. As the *Cardinal* "Troubleshooter" wrote one day, "Some

night I'm going up to Bascom and pull a fuse so's the President will get home before midnight." Here Dr. Fred outlines the up-to-the-minute state of the University and calls upon Badger alumni for "advice, understanding, and support."

I LIKE TO TAKE an occasion each year to report to the alumni some of the more important changes that have taken place in the past year.

This is a pleasant task this year, for we have made progress in a number of fields.

Since the fall of 1945, the University has been struggling with problems caused by the flood of returning students. We were faced with the necessity of making emergency arrangements of all kinds—classrooms, laboratories, libraries, and offices had to be built; teaching staff had to be found; housing for students and staff members had to be made ready.

We were well on the road toward meeting this emergency, but not wholly prepared for the almost 19,000 students who came to the Madison campus in the fall of 1946. When you think that from September, 1945, to September, 1946, the student body of the Madison campus grew from less than 8,000 to almost 19,000, you can appreciate the situation which we faced.

Last fall the crest of the flood was reached. Our emergency arrangements of space, facilities, and staff were complete. This year we have been able to carry on our program, with a student body just as large as a year ago, with much greater comfort to students and staff and with better educational result.

We are still crowded; our present arrangements are temporary. Plans for permanent improvements are under way.

Many people have expressed concern about the size to which the University has grown. They feel that the very largeness of the school will cause it to lose its friendliness, its concern for the individual student, and in some measure its effectiveness. One thing seems clear to us in retrospect. The problems with which we have been wrestling are problems not of size, but of rapid growth. Whatever role the University is asked to play in caring for the additional needs of the future, I am sure that the University need not and will not sacrifice any of the qualities which have made it great.

During the past year your University Centennial Committee, under the inspiring leadership of our beloved "Wild Bill" Kiekhofer, has been completing the final plans for the commemoration of the University's Centennial year. These detailed plans, evolved after years of hard work and careful study by the members of this committee, are now complete.

Professor Kiekhofer's Committee has planned a rich, stimulating, and varied program.

We hope, however, to mark our Centennial by sound planning for the future, rather than by a glorification of the past 100 years. To this end, we have an able faculty committee hard at work on a re-assessment of the University's functions and policies. This committee, broadly representative of the faculty, is under the guidance of Dean Mark Ingraham of the College of Letters and Science. The 27 members of the faculty making this study have given much in extra time and effort. On the campus we refer to it as our "self-analysis committee." The results of this study, when it is completed, should serve as a useful guide in planning a second century of service to the people of Wisconsin and the Nation.

One of the interesting new developments in teaching is our History of Science sequence. It has caught the attention of educators throughout the nation. It includes seven courses ranging from a study of the origins of science to the science of the atomic era. We believe that this program will be helpful not only for those entering the sciences, but also will provide aid for future citizens who must appreciate the broad implications for society in the discoveries which have changed the world.

The University of Wisconsin is recognized as outstanding in the support of this new discipline—the History of Science. We now have four staff members in this group: two in the Department of History of Science, and one each in the Schools of Pharmacy and Medicine.

This year, too, we have laid the groundwork for a new integrated curriculum in the College of Letters and Science which has opened this fall to 300 freshmen students.

A course in trends in contemporary civilization has been enthusiastically received this year. A faculty committee which represents all divisions of the University has organized the course for our seniors. The committee provided for lectures to be given by a number of faculty members with a wide range of interests and activities. The course is designed to interpret recent economic, political, and technological problems in relation to our present day problems. Two hundred and ten seniors elected this course during the year just passed.

This integrated curriculum, the history of science sequence, and contemporary trends, are just three of many significant developments this year in the teaching phase of our three-fold program of teaching, research, and public service.

Wisconsin is known for the freedom which its faculty has enjoyed in the field of research, instruction, and also for the continuity of its research program. Continuity in research tends to build a tradition which perpetuates the work with least effort. The more than 1000 research projects now under way would justify several hours of description and discussion. I shall, therefore, tell about just a few of these studies which I have selected at random.

Prof. Harry Clark is studying the influence of science on American literature and has determined that science is second only to democracy as an influence upon American thought.

Prof. Selig Perlman is continuing the pioneer work of investigation on labor in the United States, a field which received much study by Prof. Richard T. Ely and John R. Commons. Prof. Harold Groves and Walter Morton are studying problems of taxation; Prof. Edwin Witte, social security; and Prof. Kenneth Parsons and James Earley, economic theory.

The physics department at the present time is devoting much emphasis on a study of the structure of the atomic nucleus. Dr. Raymond Herb and his co-workers are carrying forward this program of research.

Wisconsin's research work in the nutritional field is well known. Among many new discoveries recently brought to light in this field are those on the growth factor requirements of Micro-organisms by Prof. Esmond Snell. His work clarified the nature of vitamin B-6 and revealed the role of the various forms of this vitamin in nutrition of micro-organisms.

Work on all of the 16 known vitamins has been done at Wisconsin and the original work on at least half of these vitamins was done by Wisconsin biochemists. Much work has been done on the mineral elements and the essential nature of copper, manganese, zinc, and cobalt was established at Wisconsin. Much of the early work on the relation of vitamins to enzymes was conducted here and laid a background for the extensive studies now in progress on enzymes.

Fundamental work on the relation of bacteria to nitrogen fixation by legumes has been done at Wisconsin. Out of this work have come studies on growth factors of bacteria and molds and the development of methods for estimating these growth factors in a quantitative way.

This year a series of studies of great importance to the state has been started on Wisconsin lakes and streams. The main objectives of this work are to discover the kinds and sources of plant foods that get into our lakes and streams, and to determine the effects of these plant foods upon plant and animal life.

In the field of medical bacteriology, Prof. Paul Clark and his staff are carrying on important studies in the field of viruses. Related work is now in progress by Dr. Marvin Johnson in the plant field and Dr. Dennis Watson in the animal field.

The University of Wisconsin, through its Medical School, holds a highly significant place in cancer research and study in this country. The McArdle Memorial Laboratory for cancer research, which was built from funds originally given by Michael W. McArdle, has during its relatively brief period of existence contributed tremendously to the intensive investigations of malignant growths. Dr. Harold Rusch directs the laboratory and he is assisted by a group of highly specialized scientists who are thoroughly familiar with chemistry, the enzymes, radio active substances and physics, and the hormones. Dr. Van Potter is an expert in the area of the enzymes and the part that they play in cancer growth, stimulation and cellular development. The new Enzyme Institute which is being erected on our campus through the generosity of the Wisconsin Alumni Research Foundation and other Foundations will certainly act as an additional implement and tool in these investigations so far as cancer is concerned.

One research project of special interest to alumni is the compilation of the history of the University which has been carried out under the direction of Prof. Merle Curti—our first Frederick Jackson Turner Professor of History. The first of two volumes already has gone to the printer. Its publication will be one of the high points of our Centennial celebration.

Many of the research projects are supported by grants from the Wisconsin Alumni Research Foundation. And these are only a sampling of the ways in which the Foundation has aided the University. I have already mentioned the support the Foundation has given to our development in enzyme research.

Wisconsin Alumni Research Foundation funds also played an important part in the faculty housing development, University Houses, which opened its doors to its first faculty families last summer. The fact that housing has been our most pressing need on the campus is also indicated by the completion this year of our first post-war student dormitory, Slichter Hall, which was dedicated in May. Slichter Hall was financed by the University Building Corporation as a self-liquidating project.

* * *

The most striking trend in public service this year has been the growing interest in adult education. The University of Wisconsin's attention to this field dates back through half its history to the early beginnings of our short course in agriculture. Today, however, short courses, institutes, and special meetings are an every-day occurrence, and they cover almost every field of endeavor.

More than 20,000 persons—almost as many as those regularly enrolled in University studies—attended these special adult sessions this year. Lawyers, doctors, engineers; workers, foremen, industrialists; housewives, playwrights, radio producers—these and many more have gathered at the University during the past year to exchange knowledge, refresh techniques, and add to the body of information in their fields.

So great has been the public participation in this phase of the University's work that the University of Wisconsin Foundation is conducting a \$5,000,000 Centennial fund-raising campaign to provide, among other things, a campus center at which this work can be carried on.

Another notable advance in our public service structure this year has been the re-organization of the Engineering Experiment Station. This station will provide services to industry similar to those which our Agricultural stations have provided to farming for many years. The Engineering Experiment Station is not new, but it was forced by the depression and by war-time restrictions to suspend much of its work.

This year Prof. Kurt Wendt was appointed associate director of the station. He is now striving to put the

station into full operation in cooperation with industry and professional engineers. The emphasis will be on the solution of fundamental problems of an industry-wide nature.

* * *

This year also has brought new areas of centralized study which I should mention in this review.

A typical one is our Industrial Relations Center.

Through the years, the University of Wisconsin has been highly regarded for its work in the field of labor-management relations. And in recent years, this field has become so vital a sector in our national life, that increased emphasis has been placed on the training of experts to handle labor-management problems.

Thus, we have organized an Industrial Relations Center to act as a clearing house in the field. It coordinates course offerings in various departments which bear upon industrial relations. It promotes and sponsors research projects of wide scope. And it presents short courses for adult education in the field. Politics for the Center will be shaped by a faculty committee headed by Prof. Edwin Witte and the Center will be under the administrative direction of Prof. Robben Fleming.

So here, once again, we have an example of the unity of our three-fold mission.

Now, I would like to tell you of another trend in University life which developed considerable strength during the past year. We have long recognized that many of the things which interfere with a student's best progress in the University are remediable and that they often lie outside his classroom activities. Through the years we have developed a program of special services to students.

During the past year, new stress was put on this program. Many of you are familiar with the University's painstaking care of student health. But do you know that we now are giving special help to students who need to improve their reading or study skills, that we are providing tests for occupational aptitudes? Those are but two of many recent developments in our services to students—developments which we believe have been reflected in the excellence of the work the students are now performing.

* * *

I believe that the University of Wisconsin has emerged from the post-war educational crisis a stronger, wiser, and greater institution of higher learning.

The hundreds of new alumni who marched across the platform last June to receive their diplomas made us additionally aware of the magnitude of our educational enterprise at Wisconsin. But even that great number does not represent the total who completed academic work during the year. Many others received their degrees at the end of the 1947 Summer Semester and the close of the first semester of 1948. The following figures will dramatically indicate the actual growth in the scope of our program: during the entire fiscal year 1937-38 a total of 2,168 degrees were granted. During the 1947-48 fiscal year a total of 4,838 degrees were granted, or more than double the number granted in 1937-38—just 10 years ago.

We of the University are satisfied if our contributions, carried by these students into the future, aid in making this a better, happier world.

The University of Wisconsin has made such contributions in the past. The class of '48 shows every indication of doing it again.

A student body of high quality, a strong teaching force, adequate buildings, sufficient supplies, and the cooperation of Wisconsin's citizens are indeed essential if we are to maintain the high standards of teaching, research, and public service which are in keeping with the Wisconsin tradition. But equally important are you alumni as one of the vital forces in the vigorous growth and development of our University—we need your informed, sympathetic, and critical support. This is your unique privilege. We earnestly hope you will consider it your responsibility. We need your advice. We need your understanding. We need your support.



CENTENNIAL

"...rooted in the past...serving the

THE UNIVERSITY of Wisconsin's Centennial Celebration will be formally opened this month.

On October 8 to 10, a national educational conference in the Memorial Union on "Higher Education for American Society" will be the official kick-off of the Centennial. Actually, however, special events commemorating the 100th year of service of Wisconsin's great State University began last April and will continue through September, 1949.

Chairman of the University Centennial is William H. Kiekhofer, professor of economics at Madison since 1913. Working under him are a steering committee made up of representatives of the Regents, the faculty, and alumni, and 350 professors, alumni, and students on 46 sub-committees.

Wisconsin's Centennial Commemoration is not a typical centennial. In the first place, it is not concentrated into a relatively short period of time. It is spread throughout an entire academic year. In the second place it is not just a birthday party. University officials hope to make it "a year of distinguished academic achievement."

The Centennial is divided into four main projects. They are special celebrations, memorial projects, academic conferences, and fine arts performances. Under each main project is a whole series of Centennial events, most of them taking place at Madison but with some occurring throughout the state and nation.

Slogan of the University in its Centennial Year is "Rooted in the past, serving the present, forming the future"—words of President-Emeritus E. A. Birge, who came to the campus when President Grant was in the White House and who still works in his laboratory at the age of 97. The motto forms the title of a Centennial Calendar booklet which the Centennial Committee has published.

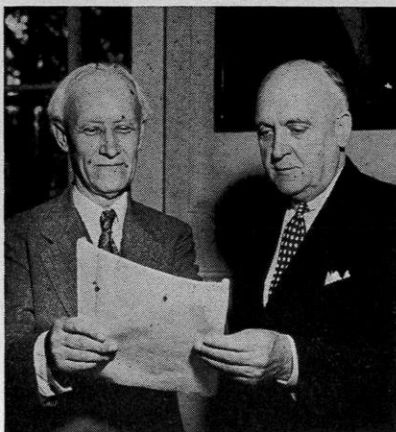
The Centennial has an emblem, too—a seal shaped in the form of the state and bearing the inscription, "48-49, Centennial, University of Wisconsin." It is appearing on all University publications and letterheads during the Centennial Year and has been made into a huge stage backdrop for Centennial functions.

In a sense the University has two birthdays to celebrate during 1948-49. A bill establishing the University was passed by the First State Legislature and signed by Governor Nelson Dewey on July 26, 1848. The first University class met in February 5, 1849.

Education Conference

Representatives of colleges and universities, educational organizations, and the educational press from

★ Formally opening this month with a national educational conference, the University of Wisconsin Centennial spans the whole academic year with special celebrations, memorial projects, academic conferences, and fine arts performances.



KIEKHOFER AND FRED: "Not by a glorification of the past, but by a relentless search for the ways we may best serve."

all over the United States have been invited to attend the national educational conference which formally opens the UW Centennial this month.

Topics to be discussed by outstanding leaders include "The First Hundred Years of Higher Education in Wisconsin," "The Plus and Minus of Higher Education Today," "The Future of Higher Education," "Higher Education and Research," "Higher Education and Public Service," "Spiritual and Moral Aspects of Higher Education," and "The Educated Man Faces the Unforeseen."

In addition, there will be a series of roundtables on "Problems in Higher Education," and on "Improving the Effectiveness of Higher Education."

On Sunday, Oct. 10, the various ministers of Madison will deliver sermons on the general theme, "The Spiritual Significance of Higher Education."

The Conference may be preceded on October 7 by a special Board of Regents meeting commemorating the 100th anniversary of the first session of the Board and will be climaxed by a Centennial Ball in the Memorial Union on Saturday, Oct. 9.

Academic Conferences

The national education conference is the highlight of one of the four main Centennial projects—academic conferences.

"Backbone" of the University Centennial Celebration, according to Chairman Kiekhofer, is the series of educational conferences, academic symposia, and meetings of learned societies throughout the 1948-49 school year.

"We propose to focus our celebration," he says, "on applying, in cooperation with educators, students, and laymen throughout the country, common skills, knowledge, and wisdom to the problems of American society."

Symposia

Sixteen academic symposia are on the Centennial Calendar, bringing to Wisconsin distinguished experts in various fields of learning and providing a stimulus to UW scholarship and research.

Four symposia have already been held. The first in the year-long series took place in Milwaukee on June 4. Titled "Pulverized Coal Burning and High Pressure Steam Generation and Utilization," the symposium was sponsored jointly by the College of Engineering and the American Society of Mechanical Engineers.

Then on September 2-3 the University of Wisconsin focused the combined attention of the nation's top housing experts on the nation's number one domestic problem, housing. More than 100 authorities in the housing field gathered at the Madison campus to examine "The Frontiers of Housing Research." The meeting was the second in the series of 16 academic symposia to be held at Wisconsin during the University's centennial year, 1948-1949.

Symposium 3 was on Sept. 6-8, covering "The Steroid Hormones," an important phase of cancer and

present...forming the future"



tumor research, and was sponsored by the University of Wisconsin and the Committee on Growth of the National Research Council acting for the American Cancer Society. Symposium 4 was on Sept. 7-11, covering "Combustion and Flame and Explosion Phenomena," dealing with rockets and jet propulsion, and was sponsored by the University.

A dozen symposia are yet to come. They include:

1. Significant History: 1848-1948, Nov. 2-Dec. 6, a series of six weekly Tuesday night lectures on highlights of world developments in two important years, sponsored by Department of History.

2. Science and Civilization, Jan. 13-14, 1949, including the impact of the atomic bomb on society, sponsored by Department of History of Science.

3. Looking Ahead in Labor-Management Relations, November 10, dealing with America's No. 1 domestic problem, Big Business vs. Big Labor, sponsored by University Industrial Relations Center.

4. The Humanities in American Society, March, on liberal education, sponsored by Humanities Division of the University of Wisconsin.

5. Co-Curricular Education, March 24-26, on student participation in institutional administration, sponsored by Office of Student Personnel Services and Student Centennial Committee.

6. American Regionalism, April 14-15, dealing with history, art, literature, and political economy, sponsored by University Committee on Study of American Civilization.

7. Inter-Relation of Law and American Economy, May 6-7, a part of the annual Law Weekend, sponsored by Law School.

8. John B. Andrews Memorial Symposium on Protective Labor Legislation and Social Security, May, with timely discussions of labor-management relations, sponsored by University Industrial Relations Center and Department of Economics.

9. Conservation, June 27-28, on intelligent use of Wisconsin's natural resources, sponsored by Centennial Sub-Committee on Symposia.

10. Eleventh National Symposium on Organic Chemistry, June 19-22, sponsored by Wisconsin Section of American Chemical Society and American Chemical Society (Organic Division).

11. General Education, August 1-3, on the new trend toward "core" curricula, sponsored by Department of Integrated Liberal Studies.

12. Plant Growth Substances, Sept. 8-10, exploring botanical hormones and other regulatory elements, sponsored by University Committee on Plant Growth Substances Research.

Learned Societies

Besides the National Educational Conference and the 16 academic symposia, the University of Wisconsin campus is the site during the Centennial Year for the conventions of 13 national learned societies.

While the programs of these various conventions will be concerned first of all with the scholarship and research projects of the society members, they will also each include stimulating lectures and discussion meetings to which the public will be invited, Professor Kiekhofer points out.

Five conventions have already been held. They include the American Assn. of Anatomists, April 21-23; the summer meetings of the Cornbelt Section of the American Society of Agronomy, June 20, 21, and 22; the meeting of the American Physical Society, June 21, 22, and 23; the Chemical Engineering Division of the American Society for Engineering Education, Aug. 29 to Sept. 4; and the joint meetings of the American Mathematical Society, the Mathematical Assn. of America, the Institute of Mathematical Statistics, and the Econometric Society, Sept. 5-10.

Learned society meetings yet to come include the following:

1. Association of American Geographers and American Society for Professional Geographers, December 28-31.

2. Mississippi Valley Historical Society, April 14-16.

3. Wisconsin Academy of Sciences, Arts, and Letters, April 18-20.

4. American Association of Collegiate Schools of Business, April 21-23.

5. Wilson Ornithological Society and Wisconsin Society of Ornithology, April 21-24.

6. Midwestern Conference of Political Scientists, April 22-24.

7. Midwest Sociological Society, April 28-30.

8. Council of National Society of Phi Beta Kappa, Sept. 5-7.

Special Celebrations

Two University Centennial celebrations are already history.

The first was participation in Admission Day on May 29, marking the 100th anniversary of the admission of Wisconsin to the Union as the 30th state. The day was observed with appropriate ceremonies

throughout the State and at an official program in Madison. University military and musical organizations took part in the Centennial parade up State Street and around the Square, and the highlight of the program at Camp Randall that night was a choral history, *The 30th Star*, by Prof. Robert Gard.

The second was representation at the State Centennial Exposition in Milwaukee. The University was allotted two booths in the Education Building and told the story of *University of Wisconsin Education Yesterday, Today, and Tomorrow* in a series of 16 panels on two huge revolving drums. In charge of the booth was Ed. Gibson, '23, field secretary of the Wisconsin Alumni Assn. The displays were arranged by Prof. Glenn Eye.

Five special celebrations remain on the Centennial calendar. They are the anniversary Regents' meeting on Oct. 7, a series of "University Days" at each of Wisconsin's 16 Extension Centers, a world-wide series of Founder's Day banquets next February, a climatic Commencement-Reunion Week in June, 1949, and the filming of a University movie.

The Extension Center Centennial programs are under the charge of Director Lorentz H. Adolphson. They will each include a traveling University exhibit, a University speaker, and a performance by a University musical organization.

February 5, 1949, is the official "birthday" of the University. On that day Badgers from London to Tokyo will gather at centers throughout the world to pay tribute to Wisconsin. These traditional Founders' Day dinners will be connected by a national radio hookup from the master dinner in the Memorial Union on campus. The Wisconsin Alumni Assn. is in charge of arrangements.

Climax of the University of Wisconsin Centennial will come during the period of June 12 through 19, 1949.

Special events scheduled at that time include the following:

1. An exhibit by the State Historical Society, on the ground floor of the Historical Library Building, depicting the 100-year life and times of the University.

2. A notable art show in the Wisconsin Union Gallery.

3. A Centennial Dinner on Saturday night, at which 1,200 alumni and friends of the University will sit down together in the Field House to discuss the problems of "The University in the Century Ahead."

4. Centennial Commencement Exercises (moved from Saturday to Friday) at which the University will graduate its 95th class and confer honorary degrees upon a number of distinguished personages—probably 10, one for each University decade.

5. A Centennial Reunion which will attract thousands of Badgers from the classes of 1878 to 1948 back to their favorite campus.

Throughout its Centennial Year the University will be playing the star role in a movie which will depict the 100-year work of the institution in teaching, research, and public service. The movie is being financed by an anonymous trust fund and will be produced by the University Bureau of Visual Instruction.

Memorial Projects

One of three principal University Centennial memorial projects will be the publication of a two-volume *History of the University of Wisconsin*. A staff of six historians has been at work on the project for three years. It is being written by Merle Curti, Frederick Jackson Turner Professor of History and author of the Pulitzer Prize-winning *The Growth of American Thought*, and Vernon Carstensen, assistant professor of history.

Volume I will be out on the University's birthday, February 5. It will run from Sterling to Adams, or from 1849 to 1903. Volume II will be published about a year later and will feature an account of the University's "golden era" under Charles R. Van Hise. The books will sell for \$6 apiece, or \$10 a set. The below-cost price is made possible by a \$15,000 subsidy from the State Centennial Committee.

A second Centennial memorial project is a series of historical exhibits being arranged by the State Historical Society. They will be on display from December 1 through July 30 on the ground floor of the Historical Library Building and will cover such subjects as "University Student Life and Activities," "Growth of the University," "University Contributions to the Life of the State," and "The First Century of the University of Wisconsin."

The Historical Society has also dedicated its 1949 Engagement Calendar to the University.

The third memorial project concerns the University of Wisconsin Foundation. From the Foundation, an organization of alumni and friends, the University is eventually to receive a number of Centennial

★ ON MONDAY MORNING, February 5, 1849, seventeen young men gathered in a small borrowed room in the Madison Female Academy for the opening class of the University of Wisconsin.

We are now on the eve of the one-hundredth anniversary of that historic event. The University of Wisconsin Centennial Celebration will extend throughout the 1948-1949 academic year. I share the hope that it will be a period of distinguished academic achievement, a year of real significance to the University, the citizens of Wisconsin, and to higher education generally.

We plan to celebrate our Centennial, not by glorification of the past, but rather by a relentless search for the ways we may best serve, in our second century, the people of Wisconsin, the nation, and the world. For us this Centennial marks, not the completion of one hundred years of such service, but rather the beginning of a second one hundred. This may be demonstrated in the searching self-analysis of our functions and policies now in progress by an able and distinguished faculty committee.

We are indebted and grateful to those men and women who have given us such a praiseworthy, satisfying one hundred years of service and devotion to the public good. We all know that our strength is in those public-spirited men and women who teach and who search for new facts. There is no way to measure adequately the contribution our predecessors have made to Wisconsin. By precept and by example they have given us, as Wisconsin sons and daughters, a rich heritage of which we can be proud—a heritage to which we must be faithful.

With such a heritage to provide high inspiration, and with the critical challenge facing higher education and democracy today to spur us on, I am confident that the University of Wisconsin will march across the threshold of her new century true to her great past and equal to the needs of today and the challenge of tomorrow.

—E. B. FRED

Memorials. These will be suitably dedicated in name at ceremonies during Commencement-Reunion Week in June, 1949.

Fine Arts

"Our celebration will have its artistic as well as its academic appeal," Chairman Kiekhofer emphasizes.

Music. To Madison during 1948-49 will come a succession of top-ranking concert attractions. The New

York Philharmonic Symphony Orchestra opened the Centennial fine arts program on Sept. 25 in the Stock Pavilion. Leopold Stokowski conducted the orchestra in its first Madison appearance in history.

Fritz Kreisler, violinist, and Vladimir Horowitz, pianist, will be a part of the 29th annual Wisconsin Union Concert Series on November 4, 6 and March 12-13 respectively. Concert attractions will also include Florence Quartararo, soprano, December 14-15; Todd Duncan, baritone, January 7-8; Gregor Piatigorsky, cellist, February 12-13; and Burl Ives, ballad singer, March 25.

A music festival in April, 1949, will feature an artists-of-the-future concert, a Pro Arte Quartet presentation, and a massed performance by the University of Wisconsin choruses, bands, and orchestras in the Pavilion.

Drama. Throughout the Centennial year the Wisconsin Union Theater will be the setting for a number of special drama performances. On November 18 and 19, Margaret Webster will present her productions of *Macbeth* and *Hamlet*. On May 7, Maurice Evans will star in *Man and Superman*. The first two weeks in February are being held open for a tentatively scheduled world premiere of a new play with Alfred Lunt and Lynn Fontanne.

In addition, the Wisconsin Players will give their annual series a Centennial slant by offering the works of distinguished Wisconsin playwrights. The schedule is as follows:

Art. Outstanding art exhibitions being planned for the Wisconsin Union Gallery's Centennial Year include the following:

A Survey of Art Techniques, now showing.

Organic Architecture by Frank Lloyd Wright, Oct. 14-Nov. 14.

The Graphics from the Wisconsin Centennial Art Exhibition, Nov. 7-30.

State Centennial Exhibition of Contemporary Wisconsin Art, Nov. 23-Dec. 18.

Decorative Art in Wisconsin, Jan. 3-23.

Growth of a Building, Jan. 25-Feb. 6.

University Photographic Salon, Jan. 27-Feb. 14.

Great Masterpieces of Art from the New York Metropolitan Museum, Feb. 15-March 30.

Twenty-First Annual Student Art Show, April 7-May 3.

The Work of Aaron Bohrod, May 6-24.

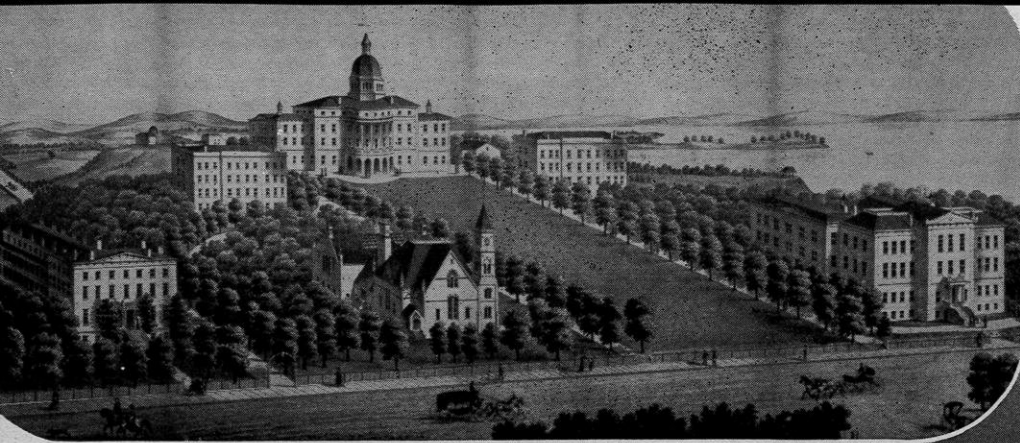
Annual Rural Art Show, May 27-June 13.

University of Wisconsin Art Collection, June 16-July 8.

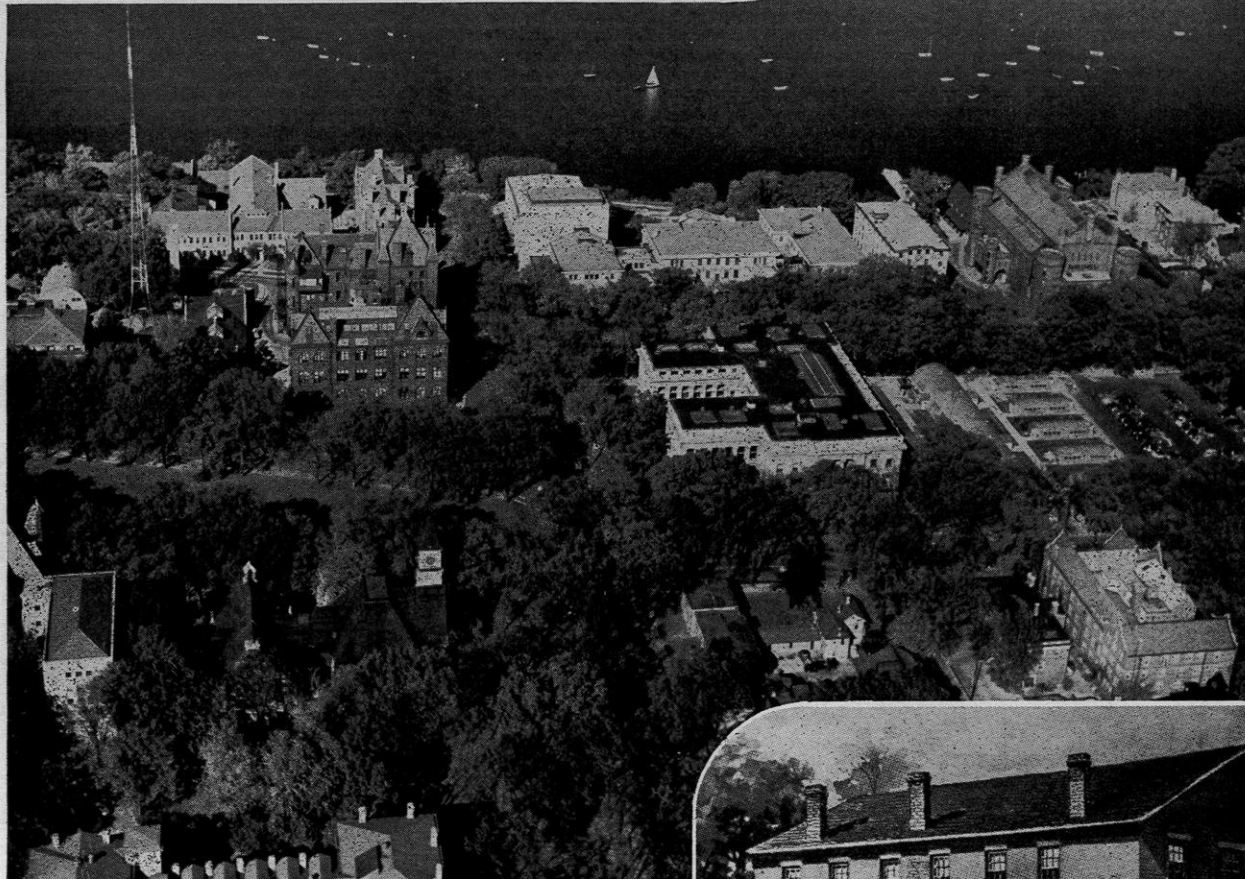
Radio. State stations WHA and WHA-FM will devote many of their 1948-49 broadcasting hours to special University Centennial programs.



HISTORY

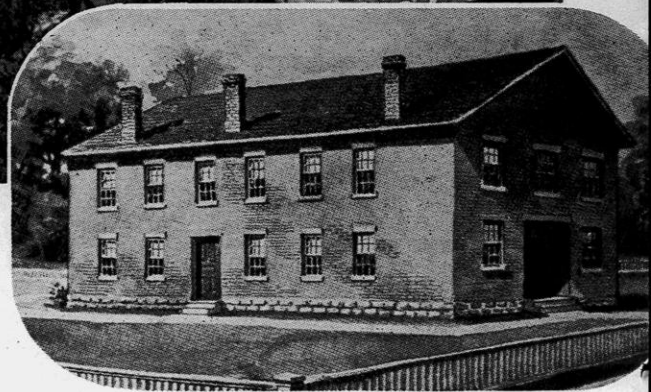


LOWER RIGHT: The Madison Female Academy Building, where the first University class assembled in a borrowed room on February 5, 1849. CENTER: The Campus today. LEFT: The Hill as it appeared in 1879.



★ The University of Wisconsin is 100 years old this year. On February 5, 1849, instruction commenced for 20 preparatory students in a borrowed room. Today over 75,000 UW degrees have been granted, the University is housed in \$36,000,000 worth of buildings on a 2,600 acre central campus and 16 extension centers around the state, and the fame of Wisconsin as a great state institution of higher education is world-wide.

This is a pocket edition of the 100-year story of the University of Wisconsin. In an account so abridged as this, it is difficult to present much more than a chronicle of the comings and goings of professors and presidents, courses and curricula. But the editors have tried to add those brief touches of sidelight and interpretation which give flesh to a skele-



ton of dates. We are vastly indebted to the late J. F. A. Pyre, professor of English, for material from his *A History of the University of Wisconsin* (1920); to Merle Curti, Frederick Jackson Turner Professor of History, and Vernon Carstensen, assistant professor of history, for material from their *The University of Wisconsin* (1949) and for personal assistance in the preparation of this article.

The University Story

ONE HUNDRED YEARS AGO higher education in America meant primarily the small academy or college, with its classical curriculum, sex segregation, and dormitory residence, founded by private donations and swayed by denominational interests.

Today American higher education features the sprawling state university, with its strongly vocational courses, minimum costs, co-education, non-sectarianism, and vast research and public service programs, supported by public tax moneys.

In this transition the University of Wisconsin has played a major role. Here in the heart of the Middlewest have developed cultural forces which have helped to shape the course of American history.

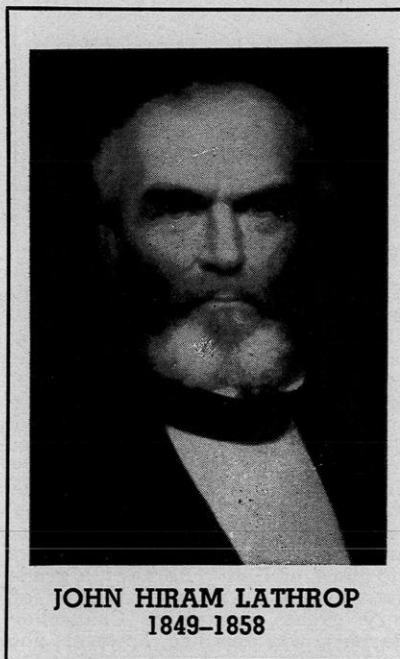
How has this story come to pass?

Small Beginnings

The University of Wisconsin may in a sense be said to have opened in the Autumn of 1850. At least it was then that a designated freshman class assembled for instruction in the first year of a four-year college curriculum.

But the antecedents of Wisconsin's State University go back much further than 1850, and, indeed, its official Founders Day is marked as February 5, 1849.

The history of American state universities in general is usually held to begin with the Ordinance of 1787, that celebrated instrument in which were formulated the principles that should regulate relations between the Old Northwest Territory and the original federation of states. Among its assurances was that contained in the oft-quoted clause respecting education: "Religion, morality, and knowledge being necessary to good government and the happiness of mankind, schools and the means of education shall forever be encouraged." True, there is here no explicit reference to higher education. But in the negotiations between Congress and the Ohio Land Company, Congress agreed that two townships of the public domain should be set aside for the endowment of seminaries of learning. When Ohio was admitted to statehood these grants were confirmed and the lands were transferred to the state. Thereafter, the dedication of a fixed portion of the public domain to the encouragement of higher education became one of the stereotyped inducements offered by the nation to settlers upon its unoccupied lands. The national government had thus entered upon a course of action which, combining with other conditions of the fron-



JOHN HIRAM LATHROP
1849-1858

tier, was to produce a new type of educational institution—the American state university.

Steps toward acquiring the national endowment of land were taken by Wisconsin's Territorial Legislature in 1837, and the Legislature of the following year provided for the establishment of a university "at or near Madison," the newly created "seat of government." The customary grant of two townships of public land within the territory, "for the use and support of a university," was voted by Congress and approved by President Van Buren in 1838, and the location of these lands was begun the following year.

In 1848 Wisconsin became a state. The new constitution provided for "the establishment of a state university at or near the seat of state government," and the first State Legislature specified with consider-

able definiteness the scope and character of the projected institution. This act, creating "an institution of learning under the name and style of the University of Wisconsin," became effective upon receiving the signature of Governor Nelson Dewey on July 26, 1848. The government of the University was vested in a board of regents to be elected by the Legislature. But the Legislature failed to perform this duty, and a bill was rushed through in the last moments of a crowded session empowering the governor to fill vacancies. Governor Dewey thus appointed the first board.

The Regents met at Madison in October, 1848, and organized with Eleazer Root of Waukesha as temporary president of the Board. There were as yet no funds, provision having been made for the appraisal, but not for the sale of the University lands. Nor were the schools of the state sufficiently advanced to fit students for entrance to the University. Nevertheless, the Board determined to begin operations at once by establishing a preparatory department. John W. Sterling, a graduate of the College of New Jersey (Princeton), was elected to the professorship of mathematics in the University and invited to take charge of the preparatory school. The school opened in borrowed quarters in the Madison Female Academy Building on Monday, February 5, 1849. Seventeen pupils appeared the first day. Three more enrolled later to bring the first class to 20.

John H. Lathrop, a graduate of Yale College, was called from the presidency of the University of Missouri to become, in the autumn of 1849, the first Chancellor of the University and president of the Board of Regents. He was inaugurated with much ceremony January 16, 1850, in the presence of the Legislature and the state officers.

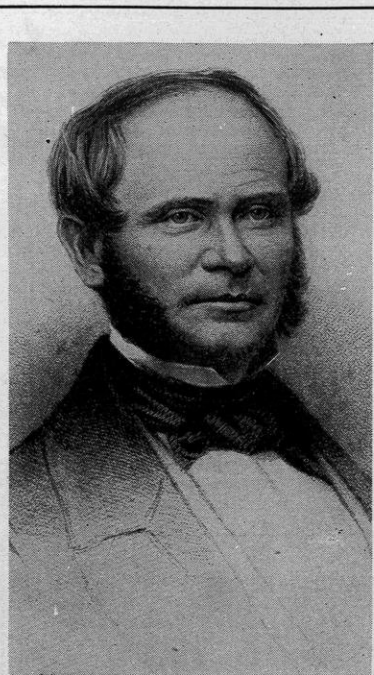
The Regents had acquired by purchase about a quarter section of land on the edge of the village of Madison, about one mile from the capitol building. A portion of this tract was reserved for the college campus, a portion was exchanged for other lots that were wanted to fill out the site, and a considerable part was laid out in village lots and five-acre tracts and sold for the benefit of the University. By these processes the University secured a building site of something less than 20 acres and was enriched by a profit of about \$7,500 from its land transactions.

Plans for the University, at this time, contemplated a "main edifice" on the crest of the Hill, where Bascom Hall now stands, an avenue 240 feet wide from the building to the east line of the grounds, and four dormitories lower down the hill, two on each side of the avenue. Of the five buildings here contemplated three were eventually built: North Hall, completed in 1851, South Hall in 1855, and old Main Hall, nucleus of the present Bascom Hall, in 1860.

The three buildings erected by 1860 were constructed on loans authorized by the Legislature against the security of the lands held in trust for the support of the University. It was the intention that these loans, amounting to about \$100,000, should be returned out of the income of the University fund; but that income proved insufficient to achieve this purpose in addition to supporting the University, even in its small beginnings. Eventually (1862), the Legislature authorized their payment out of the principal of the fund. The effect of this act was equivalent to constructing buildings out of the capital funds of the University.

During the first few years, the University had paid its running expenses almost entirely out of student fees, the profits on its land purchase, and the remnants of its first building loan. In 1852 it had been compelled to borrow \$5,000 to defray current expenses, but it seemed about to enter upon an era of relative prosperity. Unhappily, the panic of 1857 was at hand, to be followed directly by the Civil War, so that new troubles were in store.

Although its charter unfolded larger plans, the University, as it existed under Chancellor Lathrop, was virtually a small classical academy and college of the old fashioned New England type. Most of the students lived in the dormitories, North and South Halls. When the first college class, consisting of Levi Booth and Charles T. Wakeley, graduated in 1854, there were 41 students in attendance, exclusive of 15 in the preparatory course. The faculty consisted of Chancellor Lathrop, professor of ethics, civil polity, and political economy, John W. Sterling, professor of mathematics, natural philosophy, and astronomy; Obadiah M. Conover, professor of ancient languages and literature, and Stephen H. Carpenter, tutor. Daniel Read, professor of philosophy and English literature, John P. Fuchs, professor of modern languages, and Ezra S. Carr, professor of natural history, were added in the two years following. Professors Read and Carr were expected, in addition to their regular duties, to give instruction in the art of teaching and in agriculture, respectively. Modern tendencies in education were further recognized by the establishment of the degree



HENRY BARNARD
1859-1860

of bachelor of philosophy, first conferred in 1858.

These mild readjustments and a moderate growth in attendance were not sufficient to appease critics of the University. There was hostility to the preparatory department; and it was held that the University was not rendering that large and practical service to education which the state expected. A reorganization in 1858 led to the resignation of Chancellor Lathrop and the election, in his place, of Henry Barnard, a graduate of Yale and an educator of very great reputation. Chancellor Barnard was destined, however, not to occupy that conspicuous place in the annals of the University of Wisconsin which he achieved in the history of American education at large. On account of ill health, he spent but a few months in Wisconsin and during this time employed his energies chiefly in the conduct of institutes for teachers, with the aim of improving general educational conditions in the state. With respect to the University he presented to the Board of Regents a number of recommendations, but these were not followed.

With the departure and subsequent resignation of Chancellor Barnard in 1860, the immediate government of the University lapsed into the hands of the faculty with Professor Sterling as executive officer. As dean of the faculty and afterward as vice chancellor, Professor Sterling continued to direct the affairs of the institution until 1867. A large proportion of the students volunteered for military duty, so that

in 1864 no Commencement was held, all but one of the senior class having joined the army. Finances were in a pitiable condition. Professors were practically on half pay. Still the institution was kept alive.

Reorganization, Rebirth

The close of the war brought a new inspiration and growth to the University of Wisconsin. The returning soldiers took up their studies, and by 1870 there were nearly 500 students in residence. In 1866 a complete reorganization was effected and Dr. Paul A. Chadbourne of Williams College was called to the presidency the next year. To his vigorous and intelligent labors as executive and teacher, the University owed very largely its firm progress during the next few years. The Legislature of 1867, conceding that an injustice had been done to the University in permitting its capital fund to be impaired for the erection of buildings, voted that the amount thus lost be made good by annually restoring the sum of \$7,303.76 to the University fund income. Three years later, just at the close of President Chadbourne's administration, the Legislature made its first direct gift, an appropriation of \$50,000 for the erection of a separate building for women students. This building, the nucleus of what now is known as Chadbourne Hall, was dedicated in 1871, after the arrival of President Twombly. It was an early and significant event in the nation-wide movement of those years toward co-education and the higher education of women.

Another important event of President Chadbourne's administration was the founding (1868) of the College of Law, which immediately enjoyed a rapid growth. The same year (1868) a professor of agriculture, W. W. Daniels, was added to the faculty, thus putting into active operation the agricultural department which had been ordained in 1866 to take advantage of the Morrill Act granting to the state 240,000 acres of public land for the encouragement of agriculture and the mechanic arts. The institution of the departments of agriculture and engineering as integral parts of the University was a departure from the policy of most other states of the Middlewest, which had, up to this time, founded colleges of agriculture and engineering apart from the state university. It was a feature of organization which, while its influence was not felt immediately, was fraught with important consequences for the University and the state.

Dr. Chadbourne was succeeded in the presidency by Dr. John H. Twombly, a Methodist minister from New England. Twombly was elected in June, 1871, and was forced to resign in January, 1874, on the ground of unfitness. Perhaps the

most significant event of his short and unhappy administration was the dedication of Ladies' Hall already mentioned. A normal course for women had been conducted during the war; the reorganization of 1866 had explicitly provided for co-education; but for some years the work of the women was kept ostensibly separate from that of the men, in what was known as the female college. During Dr. Twombly's administration there was a gradual approach to actual co-education, which was openly recognized upon the advent of President Bascom.

On the side of finance there was a distinct change of policy when the Legislature in 1872 voted an annual tax of \$10,000, to be levied and collected for the benefit of the University. Nor was any dissatisfaction with this new departure to be detected in the state. On the contrary, the newspapers of that year seem to have been unusually friendly in their tone toward the University. The establishment at this time of a system of free tuition to graduates of high schools who passed the entrance requirements of the University foreshadowed closer relations between the University and the secondary schools of the state, a movement which the University of Michigan had inaugurated several years before.

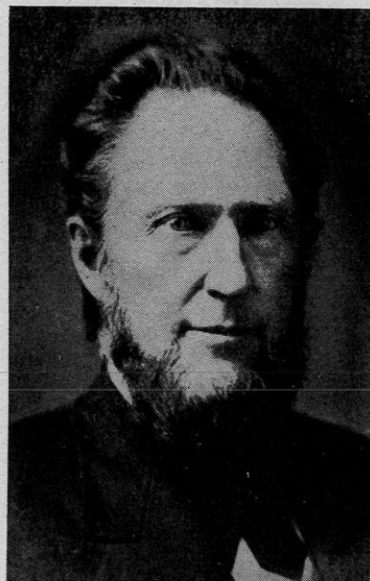
The Bascom Era

Competent students of University history have generally united in assigning peculiar importance to the administration of President Bascom. John Bascom came from a professorship at Williams College to the presidency in the spring of 1874; he retired at the close of the academic year 1886-87. The length of his incumbency, the vigor and distinction of his personal character, and the ripeness for progress of state and University combined to make the years of his leadership a period of unusual solidarity and significance. Dr. Bascom clearly saw and resolutely attacked the most pressing problems of the University: the ambiguity concerning co-education, the imperfections of the preparatory system in the state, and the insufficiency of means in every respect.

During the first year the young women were "put in all respects on precisely the same footing in the University with the young men." In 1875 the Legislature appropriated \$80,000 for the construction and equipment of "Old Science Hall," and the following year the scientific collection of I. A. Lapham was purchased at a cost of \$10,000. All told, \$112,400.22 had been expended for material improvements by 1877. In 1876, Wisconsin followed the lead of Michigan in granting the first mill tax in favor of the University, one-tenth mill on each dollar of the property valuation of the state. The



PAUL A. CHADBOURNE
1867-1870



JOHN H. TWOMBLY
1871-1874

mill tax was increased to one-eighth mill in 1883. Assembly Hall, later Library Hall, and now Music Hall, the first building of the University to be erected out of the savings of its current income, was completed in 1879. For nearly a quarter of a century this building housed the University Library. Washburn Observatory, the first University building erected by private munificence, had been built in 1878 at a cost of \$45,000.

The next building era came at the close of President Bascom's admin-

istration when, after the burning (1884) of "Old Science Hall" with the scientific collections housed in it, the Legislatures of 1885-87 voted a total of nearly \$400,000 for the erection and equipment of Science Hall, the old Chemical Laboratory, the Machine Shops, and a power and heating plant for this group of buildings. The rapid development in laboratory science and the expansion of the engineering department which came toward the end of this period are well exemplified in this relatively lavish expenditure for buildings and apparatus.

The opening paragraph of President Bascom's first address to the Board of Regents had thrown emphasis upon the necessity for an articulated system of public education leading to the University. There was, throughout this year, a wide agitation among educational leaders for improvement of intermediate instruction in the state. The next Legislature (1875) passed the important "act to aid in the maintenance of free high schools." This action paved the way for the gradual elimination of the preparatory department, which was finally dropped in 1880, and for the introduction of the accredited schools systems. In 1878 the state teacher's certificate was extended to graduates of the University. With the improvement of the secondary schools it became possible to increase requirements for entrance to the University, and to raise the standards of instruction within it.

The discontinuance of the preparatory department, the increase of the teaching force, and the subdivision of fields of instruction tended more and more to make the University "the home of the keen intellectual life." Thus, Professor W. F. Allen, who had been elected in 1867 professor of ancient languages and history, became in 1870 professor of Latin and history, and in 1886 professor of history, a field to which he had given himself with increasing singleness of interest. Though still more restricted fields of research and instruction were soon to prevail, Professor Allen is mentioned because he was a distinguished teacher and scholar of this epoch as well as a fair illustration of its rate of progress toward specialization.

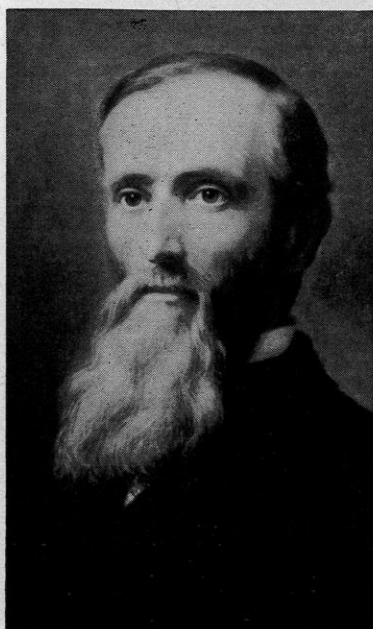
Coming of Age

The scientific development which influenced the material additions to the University toward the close of President Bascom's administration was recognized in the appointment of his successor. The new president, Thomas C. Chamberlin, a graduate of Beloit College, was a geologist of authority. He assumed the presidency in 1887 and resigned in 1892 to become head of the department of geology in the University of Chicago. During these five years dis-

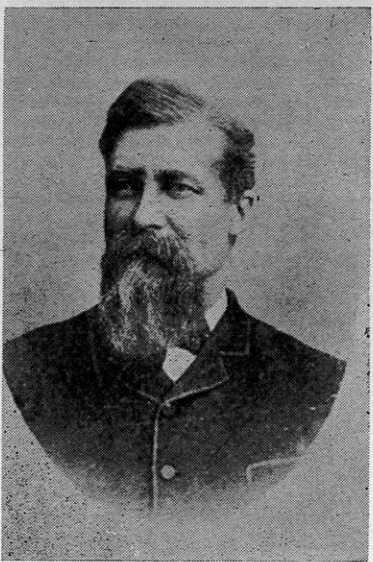
tinct advances were made in the enlargement of scientific and technical instruction, in agricultural research and extension, and in inducements and facilities for graduate work. The first University fellowships were established and the University announced itself ready to confer the degree of doctor of philosophy early in the new administration (the first such degree going to Charles R. Van Hise, later to be president); the seminar method of teaching was introduced in several departments; the faculty was strengthened by the addition of several young scholars who had been trained in modern methods of research at Johns Hopkins University or in the universities of Europe. The organization, in 1892, of the School of Economics, Political Science, and History under the directorship of Dr. Richard T. Ely, marked a decisive stage of this movement.

Toward the close of President Bascom's administration there had been some agitation in the state for the removal of the agricultural department and its organization as a separate institution, and this stimulated the University authorities to a more vigorous development of this department. Immediate progress was made, and although for a number of years the long-course students continued to be few in number, some of the most noteworthy scientific discoveries made in the College of Agriculture belong to this period. The organization of the University into the four Colleges: Letters and Science, Engineering, Agriculture, and Law, which was effected by an act of the Legislature in 1889, gave a new prominence to the technical departments. The only building of importance erected during this era was the Dairy Building, Hiram Smith Hall. Two other buildings, however, provided for by the same legislature (1891), were completed shortly after the arrival of President Adams, namely the Law Building and the Armory and Gymnasium. During the five years, the number of students in the University had doubled and diversification of their pursuits had set in, not only through a wider range of studies but through the introduction of inter-collegiate rivalry in oratory and athletic games, and through the development of college journalism and other student activities. In the social life of the student as well as in the character and organization of the academic work of this period there was a marked transition from the college of former times to the modern university.

Charles Kendall Adams had won a wide reputation as professor of history at Ann Arbor and as president of Cornell University. He was president of the University of Wisconsin from 1892 to 1901. His health failed toward the end of the time, and except for a few weeks in the autumn of 1901, the administration



JOHN BASCOM
1874-1887



THOMAS C. CHAMBERLIN
1887-1892

of the University, from 1900 to 1903, was in charge of Edward A. Birge, dean of the College of Letters and Science, as acting president. The expansion of the University during these 11 years was exceedingly rapid; the number of students nearly trebled, the instructional force more than doubled in size, and the life and organization of the University became far more varied and complex. In spite of advances in valuation of taxable property and numerous special appropriations for build-

ings and maintenance, the resources of the University were severely taxed to provide room for its new activities.

All of the educational movements which have been mentioned as beginning under President Chamberlin continued with increasing momentum during this epoch and in addition special impetus was given to the improvement of library facilities and to the development of history and allied humanities. Research and graduate study developed to a volume and quality which warranted the forming of a Graduate School. For the work of the School of Economics, Political Science, and History the collections of the State Historical Society afforded special advantages. The prestige of the historical department was recognized by establishing in 1900 a School of History under the directorship of Professor F. J. Turner. The establishment in 1897 of a School of Education followed by the appointment in 1899 of a special inspector of high schools were necessary steps in a more formal organization of the relations of the University with the high schools of the state. More and more, too, the University became a finishing school for the graduates of the normal schools of the state; an understanding as to the terms of their admission had been arrived at in 1895-96. It was chiefly to serve the teachers of the state that a Summer School had been organized as early as 1887; it scope was much enlarged by transforming it, in 1899, into a regular Summer Session of the University, of six weeks' duration.

Education in the special applications of science to industry had been developing gradually for a long time. Just at the close of this administration it took on a new pace which first appeared in an accelerated growth of the College of Engineering. It was not until some years later that the impetus transferred itself to the full course in scientific agriculture, though, to watchful eyes, the beginnings of the latter movement were already perceptible at the turn of the century, dramatized by Prof. S. M. Babcock's invention of the butterfat test. An analogous application of knowledge to the practical pursuits of life underlaid the last important project which received the attention of President Adams, namely, the School of Commerce, founded in 1900 under the direction of Professor W. A. Scott. This enterprise involved, if not a new principle, at least a new emphasis. It was a decisive step in the introduction of the vocational conception into the activities of the college of liberal arts.

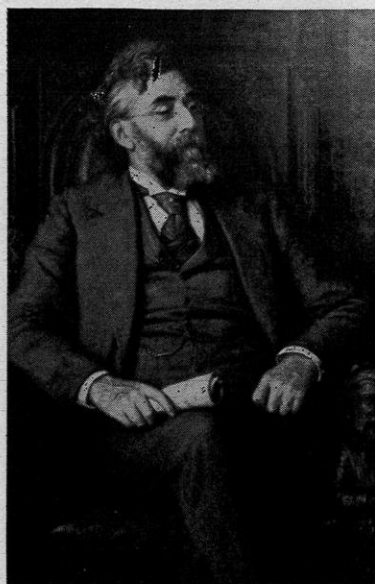
The University was crowded toward the end of President Adams' administration. The south wing of Bascom Hall was first occupied in the autumn of 1899, and the Engineering Building a year later. In 1900, also, the library building of

the State Historical Society which had been nearly five years under construction, was made ready for occupancy. While not strictly a University building, it is like the Historical Library itself, substantially one of the resources of the University. Here for the first time the humanities were given facilities fairly comparable with those which had been provided for the natural sciences in their laboratories and apparatus. One of the last public appearances of President Adams was at the dedication of this building. It is the most impressive, as doubtless it is the most significant monument of his administration, unless that credit should go to the Regents' approval of his heroic statement that the University should ever encourage "that continual and fearless sifting and winnowing by which alone the truth may be found."

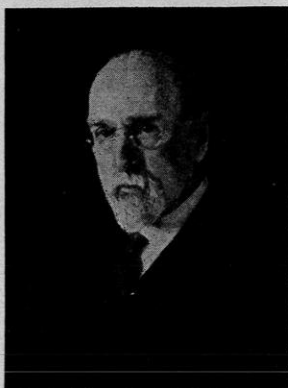
The expansion of the University continued unabated under the provisional administration of Dean Birge. The central building of the College of Agriculture was completed and the Chemical Laboratory was projected. The number of students in attendance had passed 1,000 in 1891-92; and had passed 2,000 in 1899-1900; a university of over 3,000 students greeted President Van Hise in the autumn of 1903. In five years there had been a gain of over 1,000 students. To meet the necessity of furnishing instruction to this body of students the faculty had not only been greatly increased in number; it had been much modified in character. Under President Bascom and even under President Chamberlin, it had been composed very largely of professors; now it was composed of departments, usually made up of one or two professors of full rank with a considerable number of instructors of lower rank under their direction. This was but one of many respects in which the University was increasing in complexity as well as in extent.

The "Wisconsin Idea"

President Charles R. Van Hise was the first alumnus of the University to be called to its chief executive position. Since his graduation in 1879 he had been continuously associated with the institution and had attained eminence in his chosen science of geology. The University made his installation the occasion of a commemorative celebration at the 50th anniversary of its first Commencement, June, 1904. Besides alumni, students, and friends of the University, the "Jubilee" brought together a brilliant gathering of representatives from a large number of the most important institutions of learning of this continent and of Europe and the achievements of the University were introduced as never before to the knowledge of the learned world. The



CHARLES K. ADAMS
1892-1901



CHARLES R. VAN HISE
1903-1918

medal struck for this occasion bore the inscription, "The University of Wisconsin commemorates 50 years of service to the Commonwealth." These words have become in a very special sense the keynote of the University ever since. Not only to pursue knowledge for its own sake and to widen its boundaries has been assumed to be the responsibility of the university, but to make more widely serviceable to humanity that which is already known. That is, the University has tended to throw stress upon the application of knowledge to affairs and to give as much energy to the distribution of knowledge beyond its own boundaries as is consistent with the maintenance of its efficacy as an institution of teaching and research. This tendency was evident in all the state universities, but Wisconsin was

nevertheless both a pioneer and an influential leader.

This *Wisconsin Idea* is typified by the history of efforts to awaken interest in the scientific practice of agriculture. "The history of agricultural schools in this country and in Europe shows that they are the most difficult to sustain," President Salamon of the Board of Regents wrote in 1867. In 1881, 14 years later, President Bascom recorded that the agricultural department was "for the first time beginning to strike root a little and promise some growth." Yet for nearly 20 years longer the work of the department was effective only in research and in its dissemination of scientific knowledge by means of bulletins, farmers' institutes, and short courses in agriculture and dairying. A full technical course in the subject was maintained; but almost no one could be induced to take it. Finally, about 1900, there set in a gradual movement toward the long course. Beginning in 1908, when the increase in engineering came to a standstill the annual increase in agriculture accelerated until in 1914 it exceeded that in any other department of the University. The attendance upon the college in 1914-15 exactly equalled that of the entire University in the last year of President Chamberlin's regime. Even more significant was the number of graduate students in the college, which in 1914 exceeded the total number of graduate students in the entire University 20 years before.

Another movement which gained great strength during President Van Hise's administration was that in the direction of increased specialization in the various colleges, but particularly within the central College of Letters and Science. In this, the Wisconsin pattern differed from that of many other state universities, which gave greater autonomy and emphasis to the new pre-professional courses. Originally both the College of Agriculture and the College of Engineering sprang from single departments of the University, manned by a single instructor. Near the end of the administration of President Adams there came, as we have seen, the organization of the School of Commerce within the College of Letters and Science. This was soon followed by other courses organized within the college in a somewhat analogous manner; that is, by a combination of certain technical studies with a selection of studies already given in the regular curriculum, the whole leading to some particular occupation in practical life.

One of the most important so far as the central college was concerned was the course for the training of teachers, which was reorganized as a School of Education in recognition of a pronounced movement toward a more definite preparation for the profession of teaching.

Another field in which a more systematic preparation came to be demanded than had been required in the past was that of journalism. These are only examples of the more ample as well as the more specific equipment that became requisite for many callings.

Through beginning to minister to these requirements, the University experienced, during the Van Hise days, a dazzling swiftness of growth. The rush toward engineering had no sooner slackened, in 1908, than the surge toward agriculture began. Then a new drift toward commerce began.

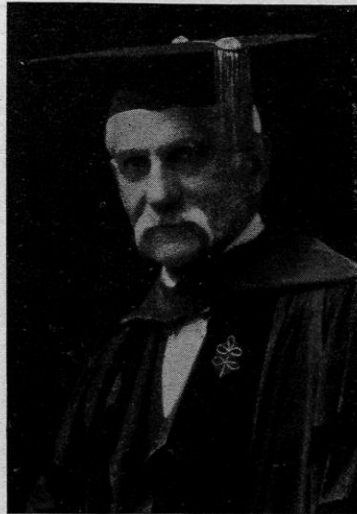
There is no room in an article of this scope for a detailed account of the material growth of the University during those years. A mere list of the buildings erected and the lands acquired would occupy pages. The period of most rapid constructional development was the five years between 1908 and 1913. The growth in attendance continued at an accelerating pace until interrupted by American entrance into World War I. There is likewise no room in this article for a delineation of the sharp conflicts, both personal and institutional, which marked the Van Hise administration.

World War I brought about a relative slowing down of University momentum. With the end of the war came the end of a great chapter in the history of the institution. The rejoicings that followed the Armistice were stilled by the announcement of the unexpected death of President Van Hise. Dr. Edward A. Birge, since 1891 dean of the College of Letters and Science and often acting president of the University, was shortly installed in the presidency.

Interregnum

Dr. Birge was to remain in the chair until mid-1925. For the University it was a slack-water period. President Birge, in the full knowledge that his was only a temporary appointment, was reluctant to commit the school to long-range policies. For the University it was also a period of being caught in the backwash of post-war socio-economic strains to which the only result could be a lessening of public support and a decline in the distinctive leadership Wisconsin had enjoyed among other universities.

The close cooperation which had marked the relationship between the two ends of State Street during the early days of the Van Hise-La Follette axis had begun to deteriorate even before 1917, and it deteriorated further when an internationalist-minded faculty signed a round-robin letter condemning the elder La Follette for his opposition to American entry into the war. The scars of this fracture were in abundant evidence under the Capitol dome in the early 1920s. Despite a surge in enrollment



EDWARD A. BIRGE
1918-1925



GLENN FRANK
1925-1937

which carried registration past the 7,000 mark, two successive Legislatures were disinclined either to increase the University's operating budget or to provide for new buildings.

By January, 1925, matters reached a stage which Theodore Kronshage, Jr., president of the Regents, could

only call "an emergency the like of which has not confronted the University since the far-off days of the Civil War." Birge had asked for a sizeable increase in the University operating budget and a building fund of \$3,000,000, pointing out that the state had expended no money for academic buildings since Sterling Hall had been erected in 1913. The State Board of Public Affairs elected instead to cut the University appropriation by \$300,000 and recommended a building fund of only some \$591,000.

In the face of this critical situation, the University mustered popular support such as had not been recruited since the turn of the century. Faculty, students, Regents, alumni, and friends pitched in. President George I. Haight of the Wisconsin Alumni Association published at his own expense a booklet which carried broadside around the state the message that "if financial measures now before the Legislature are enacted into law, they will not only prevent the development of the University, but they will cripple it beyond all recognition." A Janesville superintendent of schools, Frank O. Holt, who was later to serve the University as registrar, dean of the Extension Division, and director of public service, presented the University's requests to the Legislature. In the middle of the fight the Board of Regents announced that it had finally picked a new University president, Glenn Frank, the young editor of *Century Magazine*.

Almost over night in the Spring of 1925 the University grass turned green. The Legislature appropriated a respectable, though still inadequate, operating budget and a \$1,500,000 building fund. Dr. Frank arrived. Prof. Harry Steenbock announced from a biochemistry laboratory that he had discovered a way to irradiate foodstuffs artificially with vitamin D, spelling the end of rickets. The University granted, 1,870 diplomas to its largest graduating class. Ground was broken for two new men's dormitories, Tripp and Adams Halls, and for the Memorial Union Building, after long campaigns for each project. And 1,000 concrete seats were being added at Camp Randall Stadium. Little wonder that the editor of the *Wisconsin Alumni Magazine* proclaimed with confidence that "Wisconsin's golden age is here!"

Frank and Depression

The first five years of Dr. Frank's regime were verily to seem a gilded era. Indeed, the University could hardly have escaped sharing in the halcyon prosperity of the time. Whatever he may have lacked as an administrator, President Frank came to 157 Bascom bursting with ideas. He was not long in trying them out. By June of 1926 he was

attracting national attention with a Baccalaureate address on "The Six Lamps of Liberal Learning." By October of 1926 he set up an "all-university" extension system headed by Chester D. Snell. By December of 1926 he had rescued Alexander Meiklejohn from Amherst and commissioned him to set up an experimental college. By January of 1927 he had asked for a whopping budget by declaring that "I am willing to make a sporting proposition to the people of Wisconsin"—and got it. By June of 1927 he was entertaining Baron Ago von Maltzan, the German ambassador, the first of many distinguished Frank guests. By September of 1927 he was welcoming a record registration of nearly 9,000 students. By October of 1927 he was dedicating a sizeable addition to Bascom Hall, including a theater and a reading room. By January of 1928 he was writing *Thunder and Dawn*. By December of 1928 he had helped the Phi Gamma Delta boys housewarm their new \$90,000 mansion, one of many fraternity and sorority houses to go up along the Langdon Street "gold coast." By June of 1930 he had encouraged a liberalization of the Letters and Science curriculum. By October of 1930 he had trimmed the powers of his deans of men and women, following a series of incidents in which Prof. William Ellery Leonard had accused Scott H. Goodnight of "snooping tactics." By November of 1930 he had called for a revival of responsible student government.

But Glenn Frank was not to be allowed to play out his University career in an era of sweetness and light. Three factors were to operate to make his final six years in office as strongly marked by controversy as his opening five-year honeymoon was with calm. They were the onset of the depression, a relative decline in the confidence which the University family was able to place in the man personally, and political turmoil within the state.

University enrollment had increased steadily since World War I, but in September of 1930 came a falling off which the registrar attributed to "the general business and industrial depression." This brought a decrease in student fee income which was not to be reversed until the New Deal funnelled FERA and NYA funds into the campus for student part-time jobs and sent the 1935 enrollment back up to over 9,000 again.

Not only did the student body grow smaller, it grew more critical. It took a new interest in the economic system that had led 76 out of 91 fraternities into bankruptcy. It inveighed against the status quo. And Dr. Frank was a part of that status quo.

The depression brought a sharp decline in University appropriations from the state. A system of salary



CLARENCE A. DYKSTRA
1937-1945

waivers was instituted which reduced faculty pay checks from 3 to 13 per cent. President Frank was reluctant to pare his own. The University Teachers Union criticized the Frank "key man" policy by which "a few eminent men are retained at salaries the University cannot afford," resulting in a "a tendency to starve the whole University to keep a few stars."

A combination of the tenor of the times and Dr. Frank's own vacillations in administration produced during this period a series of campus thunderstorms which followed each other in breathless succession and which were finally to be "trumped up," as Dr. Frank put it, into a "tempest of hysteria" which was to blow him out of office in January of 1937.

Philip F. La Follette, in his inaugural address as governor in 1931, had made official the schism when he declared that "we cannot afford increasingly large expenditures with increasingly diminishing returns."

Six years later Frank was summarily called before a meeting of the Regents, charged with mismanagement of finances, weak execution of administrative affairs, failure to devote sufficient time to the University, and lack of backing from those with whom he had to deal. He was dismissed by a vote of 8 to 7. By May his successor was on the campus—Clarence A. Dykstra, city manager of Cincinnati.

World War II

Dykstra set about mending the University fences which alumnus Richard Lloyd Jones said were "as full of holes as a Swiss cheese." He had several sound posts with which to work. All the fury of Dr. Frank's latter days had somewhat obscured the fact that the University had continued to make progress, at least so far as progress can be measured by

national boards and rating sheets. H. G. Wells had recently labeled Wisconsin "one of the great institutions of learning in the United States." The *Atlantic Monthly* had just rated Wisconsin 10th nationally among colleges and universities, although admitting that "it has lost some of the distinction it held during the great days of Van Hise." And an educational board had given approval to 31 Wisconsin departments, a record exceeded by no other American university.

Dykstra also set about to do some building. He managed to get federal money for more dormitories and for a Wisconsin Union Theater, but Wisconsin was still far, far down the roster of American colleges in its number of PWA-financed buildings.

Dykstra, already experienced at politics, patched University relations under the Capitol dome. When Republican Governor Julius Heil had unseated Philip La Follette in 1938 he declared, in reference to the University, that "something is smouldering somewhere and I'm going to clean it up. I'm going to cut out this cancerous growth or kill the patient." But after he had wiped out the old Board of Regents and replaced it with nine men of his own choice, Governor Heil said no more about budget cuts and campus Communists.

Dykstra also cultivated his students and "big Dyke" and his wife became familiar and popular figures at undergraduate affairs.

But President Dykstra, like his predecessor, was not to be accorded a tranquil tenure. Almost from the moment he took office, even though the sun was shining in Madison again, there could be seen on the horizon, as he put it, "the violent lightning flashes of approaching storm." So early as 1938, Wisconsin physicists were fussing around in the basement of the Chemistry Building with something called an electrostatic generator, a machine which was later to be shipped to Los Alamos, New Mexico, and play a role in the development of the atomic bomb. By the fall of 1940 the national defense program was making big inroads in the hospital, physics, chemistry, and engineering staffs. President Dykstra himself was borrowed by Washington to serve as civilian chairman of the draft and then as a member of the national defense mediation board. He returned to the campus in November of 1941 to find his faculty riddled by the loss of over 100 scientists and technicians. The student body, likewise, was evaporating.

As it did on all campuses, war came to the University with breathtaking suddenness on the afternoon of Dec. 7, 1941. Probably no single event in the history of the institution had such an immediate and such a far-reaching effect.

Instead of hibernating, the University accelerated its tempo. The normal enrollment went down, but the total registration went up, due to 1,200 sailors and 480 WAVES in a Navy radio school. Some 200 AAF mechanics were also in training. The Army set up its correspondence institute in Madison. The University went into a year-round calendar, created an Emergency Inventions Development Council. The ROTC, which had become compulsory in 1941 after being voluntary since 1923, had an enrollment of 2,500 cadets. Enlistment programs, civilian pilot training, special research, a cooks and bakers school, war bond drives, civilian defense organizations, home nursing, a student War Council, scrap drives, blood donations, free publications to men in the Armed Forces, and other projects marked the war years. They all helped to build the prestige of the University to the point where the 1945 Legislature not only granted a thumping operating budget but also an \$8,000,000 building fund. And they also helped to give purpose to a student body which five years before had been at odds and ends.

The close of World War II, as did the end of World War I, corresponded with a change in University command. Dr. Dykstra resigned to become provost of the University of California at Los Angeles, and his title passed to Edwin Broun Fred, who had been on the campus since 1913 as bacteriology professor, dean of the Graduate School and dean of the College of Agriculture.

Fred and the Future

Dr. Fred's first two years have seen the University cope with the staggering problem of an enrollment bulge of 23,500 students. They were housed in trailer camps, army barracks, and ordnance plant village 35 miles away, and a new men's dormitory. They were taught in Quonset huts and more barracks. They were handled by an increased faculty. They were financed by a biennial state appropriation of \$18,236,100. They were accommodated not only at Madison but at over 20 extension centers around the state.

By September of 1948 the bulge in enrollment had tapered down but the sense of educational urgency in an atomic world had not.

University of Wisconsin life today is typical of the three great 20th century trends which have come to mark the institution.

The first is the teaching of an ever-increasing number of students on a budget which the University maintains is not sufficient for maximum effectiveness and in a physical plant which is grossly over-crowded and out-moded.

The total University enrollment passed 5,000, as we have seen, before the United States entered



EDWIN BROUN FRED
1945-

World War I. It dropped about a thousand during the war but immediately afterwards reached 7,000. Within a decade enrollment exceeded 10,000 and although that number was reduced during the early days of the Depression it rose again in the late 1930s. By the time the United States entered the second World War, over 12,000 students were registered at the University. After World War II enrollment again rose rapidly, stimulated by some 12,000 veterans returning under federal subsidies. The University was called upon in 1947 to provide instruction for a student body almost twice as large as it had ever had before. Indeed, in 1948 the number of degrees granted by the University exceeded the total enrollment in the institution only 40 years earlier.

When President Van Hise assumed office in 1903 the University had outgrown its physical plant. In the years that followed, Van Hise worked successfully to win from the state funds sufficient to build needed classrooms, laboratories, and other University facilities. But the period of rapid expansion of the University plant came to a close in 1914. The state has been slow to take up again the responsibility for providing sufficient permanent classrooms, laboratories, and other facilities for re-

search and instruction. Major construction activities since 1919 have included the Wisconsin General Hospital, the Mechanical Engineering Building, the Biochemistry Building, the student dormitories, the Memorial Union, the Field House, and a new faculty apartment project. Of these, only the ME and biochem buildings, 1929 projects, were state financed. Practically no extra additional space has been provided for the College of Letters and Science. The University Library has been perhaps the most overcrowded of any part of the University. It shared with the State Historical Society a building which was completed in 1900. In 1908 Van Hise had declared that the building was already inadequate. In the enrichment of its holdings it failed to keep pace with neighboring institutions. In 1948, professional librarians voted it 24th among American college libraries.

Today the University has a building kitty of some \$8,000,000, but inflated costs have rendered this usable for only a relatively small number of structures. Only a \$60,000,000 budget will bring the Wisconsin physical plant up to par with the needs of the state and the pace of other universities.

The second great University trend is the emphasis on research. So early as 1890, when Dr. Stephen M. Babcock announced his butter-fat test, the University had begun to think of its laboratories as places of production rather than of mere teaching. Today thousands of research projects are carried on annually, and within the past five years the Wisconsin contributions include immensely valuable new strains of oats, wheat, and tomatoes, a cheaper means of producing penicillin, a bullet detector, biological warfare techniques, basic atomic research, nitrogen fixation developments, synthetic rubber production methods, and many others. In 1940 the University granted 150 doctorates, third largest number of any American university that year.

Since 1883 the state has subsidized research in the College of Agriculture and since 1917 in the College of Letters and Science, but the real reason for Wisconsin's worldwide leadership in many fields of bio-scientific inquiry has been the funds supplied by the Wisconsin Alumni Research Foundation.

The Foundation was set up in 1925 to handle patents on the Steenbock process of vitamin D irradiation. Since 1928 it has turned over to a faculty research committee a total of \$3,889,919 and is now prepared to endow University research in the natural sciences to the extent of at least \$400,000 a year. During the Depression years, particularly, it was emergency WARF grants

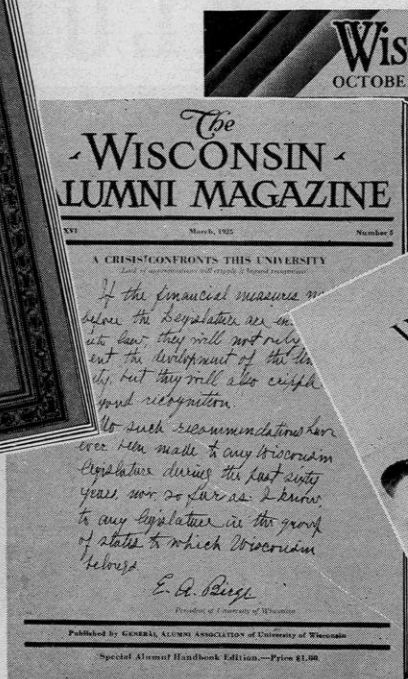
(Continued on page 62)

ALUMNUS

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Volume 50, Number 1



THIS IS Issue No. 1 of Volume 50 of the *Wisconsin Alumnus*.

For going on 50 years now, the official publication of the Wisconsin Alumni Association has chronicled the comings and goings of professors and students on the University campus, has recorded the doings of Badger alumni around the world, and has helped to make the Alumni Association "the strong right arm of the University," as University President Clarence Dykstra so aptly phrased it in 1938.

Wisconsin's alumni publication commands the universal respect of alumni editors everywhere as one of the few such magazines which comments on its campus scene with more frankness than whitewash. It constitutes "a trip back to Madison 10 times a year" for an ever-growing list of Badgers, one of whom pays the magazine one its nicest tributes in 50 years when he says in this month's "Dear Editor" column that the *Alumnus* "recreates the sense of the unique Wisconsin atmosphere."

The history of the *Alumnus* is part and parcel with the history of its Association and its University.

The Wisconsin Alumni Association was already 38 years old when the *Alumnus* was founded, and the University was in its 50th year. A handful of graduates had gathered on the evening of the Commencement exercises, June 26, 1861, and organized the Association. They were following a precedent established at Williams College so early as 1821.

First president of the Association was Charles T. Wakeley, who seven years before had been one of the first two University graduates. Other initial officers

included J. F. Smith, vice president; J. M. Flower, corresponding secretary; T. D. Coryell, treasurer; and as recording secretary, the man who in 1908 was to will an endowment of \$30,000,000 to his Alma Mater, William F. Vilas.

At that first Association meeting in the early days of the Civil War, it was voted that "the Association should be annually addressed by an orator and poet in connection with the Commencement exercises of the University." For a score or more years, the Association functioned largely as an excuse for alumni to assemble once a year or so; hold a dinner, more or less convivial; pass mild resolutions; and listen to the orator and the poet.

Gradually, according to the scanty early Association records, Wisconsin alumni came to feel a sense of real responsibility toward the Hill. In 1873 the Association observed at appropriate ceremonies on February 5 the 25th anniversary of the opening of the University. In 1874 occurred the first University public reception under the auspices of the Alumni Association to which "all friends of coeducation" were invited.

In the 1880's the Association repeatedly urged stronger alumni representation on the Board of Regents, and Association members in the Legislature were instrumental in obtaining the first adequate state financial support of the University.

In 1892 the Association established an Alumni Fellowship at \$400 a year. First recipient was W. G.

"Daddy" Bleyer, '96, later to be the first director of the Wisconsin School of Journalism.

It was not, however, until the birth of the *Wisconsin Alumni Magazine*, as it was first called, that there came to be a focus for Alumni Association activities. The Association did have a publication of sorts prior to 1899. From 1892 to 1895 an early campus magazine, the *Aegis*, carried a column of notes written by an alumni editor. From 1895 to 1897 a once-a-week special edition of the *Daily Cardinal* was a sort of official means of communication from the Association to its members. And again in 1898 the Association made arrangements to make the *Aegis* its official organ and to place about half of the magazine under supervision of an alumni editor. In a sense this was the birth of the *Alumnus*.

These temporary arrangements merely whetted the appetites of Badger alumni for a real publication of their own. In June of 1899 at the annual Association meeting there was appointed a committee to start an Association publication. Committee members included David B. Frankenburger, '69, famous professor of speech, chairman; George Raymer, '71; Charles R. Van Hise, '79, later to become president; Ernest N. Warner, '89; and E. Ray Stevens, '93, treasurer. The *Wisconsin Alumni Magazine* appeared the next October.

First editor of the magazine was Charles E. Allen, '99, who had been editor of the *Daily Cardinal* in 1898 and who was to become a distinguished professor of botany at the University. His pioneering staff included Florence E. Baker, '91, alumni editor; George F. Downer, '97, athletic editor; Mildred A. Castle, '00, Irving P. Robinson, '00, and Arthur F. Beule, '01, undergraduate editors; and none other than Frederick Jackson Turner, '84, as University editor.

Business manager of the *Alumni Magazine* in its first struggling years was William S. Kies, '99, now a prominent New York lawyer and banker and member of the board of trustees of the Wisconsin Alumni Research Foundation (see cover).

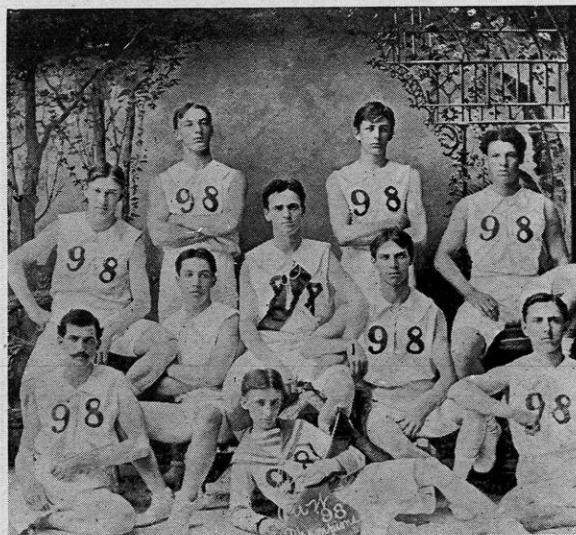
The first issue contained 48 pages, 6 by 9 inches in size, with a canary yellow cover. Leading stories dealt with Prof. Stephen Moulton Babcock, to whom the Legislature had just granted a medal for his celebrated butter-fat test; and the Poughkeepsie race, which the Wisconsin crew had just lost when it rowed into a berry crate.

The gem in the first issue was the dedicating statement by University President Charles Adams:

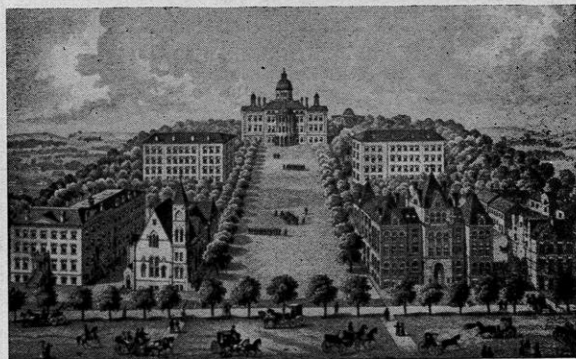
"It must be a matter of satisfaction to every friend of the University of Wisconsin that there is a prospect of the publication of a journal that will be devoted to the dissemination of knowledge in regard to life at the University.

"As I understand the purpose of the alumni in founding this magazine, it is to furnish a medium for conveying information as to what the University really is, and what it really does. While it is primarily for the alumni, it will aim, I suppose, to interest those whose thoughts often turn to matters of higher education. Life at the University is by no means a very simple affair. The picturesque side is the one that attracts most attention. The public demands information in regard to all athletic sports, and the newspapers, true to their mission, supply this demand. The froth sometimes occupies more space than the substance; albeit it is the substance that is really needful. The more substantial part often suffers neglect; and hence the impression comes to prevail that life in college is a somewhat frivolous thing, made up chiefly of hazing and dancing and athletics. The fact is, on the contrary, that college life is a very serious and strenuous affair.

"It is, as I understand, the work of the ninety and nine that this magazine is intended especially to proclaim. It will leave the doings of the sinner chiefly to the newspapers with a yellow tinge. It will never attain the success it hopes for unless it is able to describe in a rather large way the most



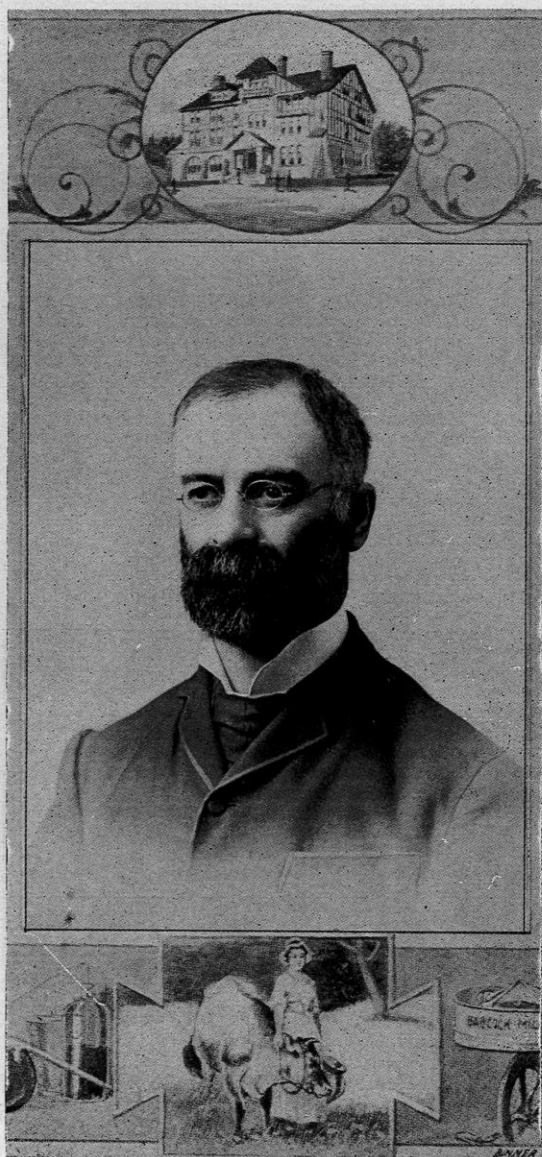
"THE CLASS OF 1898 crew won the annual intramural regatta this year."—(*Aegis*, JUNE, 1898).



"THOSE WHO ATTENDED the University previous to 1893 and have not visited the campus since may be surprised to learn that the College of Agriculture now occupies the old South Dormitory. Present University enrollment is 2,025."—(*Wisconsin Alumni Magazine*, DECEMBER, 1899).



"THE WOMAN'S ATHLETIC Association of the University, which consists of all the young women students of the University interested in athletics, has been organized."—(*Wisconsin Alumni Magazine*, MAY, 1908).



"STEPHEN MOULTON BABCOCK: To have given to the world, without hope of pecuniary reward, an idea which has revolutionized a most important industry, which has added notably to the world's wealth and to the purity of its food supply, to have made his own name and that of the institution with which he is connected gratefully known in the remotest corners of the earth—these, in a word, are the fruits of the labors of Stephen Moulton Babcock which resulted in the production of the Babcock milk test. The last Legislature of the state of Wisconsin, in voting a medal to Dr. Babcock, fittingly expressed the appreciation of the people of the state for his services and generosity. Professor Babcock was born in New York in 1843 and came to Wisconsin in 1888 after studying and teaching at Tufts, Cornell, and Gottingen, Germany. As Dr. Babcock never would apply for a patent, various forms of his machine are now on the market, unfortunately some of them faulty in construction. Dr. Babcock is now engaged in investigations regarding the manufacture of cheese."—(*Wisconsin Alumni Magazine*, OCTOBER, 1899).

important events of University life. It will deal, as I am assured, with the work of the Regents and of the professors, as well as the work of the students. It will neglect neither the gymnasium nor the athletic products of the gymnasium. It is to be cosmopolitan in its interests, and ever with a bias towards the more substantial affairs of University life.

"It enters upon its course with the official approval of the University authorities; and, although the University has no responsibility for any of its utterances, it will, no doubt, endeavor fairly and faithfully to reflect the life and progress of the institution."

From the very start the *Alumni Magazine* was marked by three characteristics which were to score it through all of its first 50 years. It was a highly interesting if not discriminating chronicle of University happenings. It was an organ of influence to the extent that the Association itself in any era was an effective organization. And it reflected to a great degree the personal talents and bents of its editors and/or secretaries.

The *Alumni Magazine* was born into a University in flux. As Prof. J. F. A. Pyre put it, "In the social life of the student as well as in the character and organization of the academic work of the Adams period there was a marked transition from the college of former times to the modern university."

Editor Allen, fresh from the *Cardinal* copy desk, did an outstanding job of catching, in the *Alumni Magazine* in its first three years of publication, the story of the University in flux, and of telling, as President Adams had challenged, "what the University really is and what it really does."

It was an era in which courses with a strong vocational flavor were beginning to edge aside the classical curricula. The November, 1899, *Magazine* carried an article by Dean John B. Johnson of the College of Mechanics and Engineering arguing that it was the proper function of a state university to teach sanitary science, chemical engineering, and commerce.

It was an era when University research was just beginning to swing into stride. The *Magazine* reported on the discoveries in color photography of Prof. R. W. Wood of the physics department, and ran an article by Prof. H. L. Russell, '88, on "Some Recent Investigations in Cheese-Making."

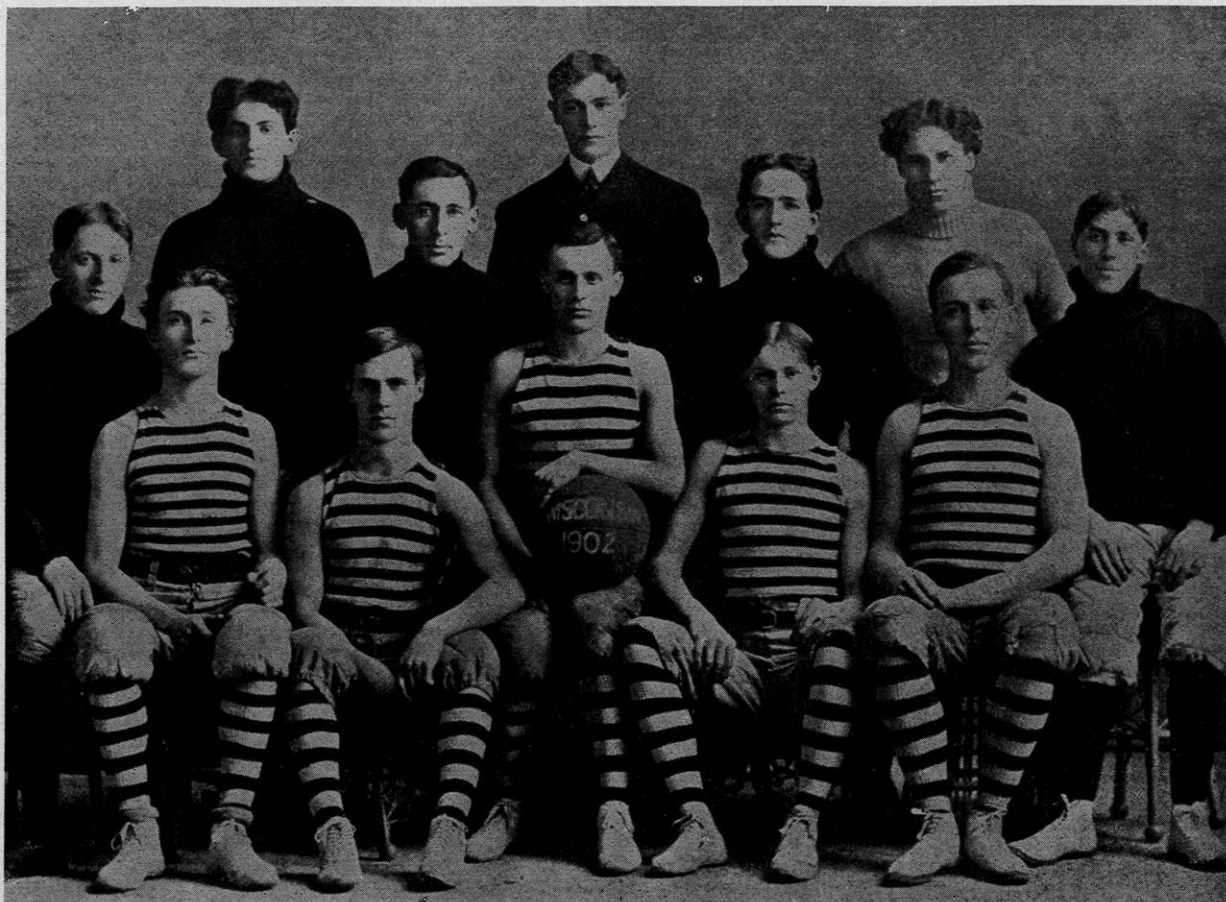
It was an era in which University enrollment had reached the then-unheard-of total of 1,712, bringing Wisconsin ahead of Chicago and Princeton and just behind Michigan and Harvard.

It was an era of pranks. The December, 1899, issue carried a long account of the infamous nightshirt parade in which men students appeared in female night garments stolen from the clotheslines of Chadbourne Hall.

It was an era of building. The construction of the combined University Library-State Historical Society Building was duly recorded. As was the creation of the School of History under Professor Turner and the School of Commerce under Prof. W. A. Scott.

It was the beginning of the Progressive era. The December, 1900, *Magazine* proudly announced the election as governor of the state of the only representative of the University ever to have won first place in an intercollegiate oratorical contest—Robert M. La Follette, Sr., '79.

In October, 1902, the editorship of the *Magazine* passed into the hands of a Madison newspaperman, Albert O. Barton, '96. Following Mr. Barton's leanings, for the next two years the publication was to be largely a literary piece. It reprinted "Song of the Path," by Zona Gale, '95; "It's Christmas Time," by Jeanette Stoners, '02; and "The Passing of Ponce de Leon," by Horatio Winslow, '04. It carried many nostalgic articles on the early days of the University. And it featured glowing tributes to the University like the report of William Henry Jones, member of Parliament, that "its



"THE BASKETBALL TEAM took a trip during the holidays and was successful against the Armour and Lewis Institute teams, and the Milwaukee Normal School five, but lost to Yale, 35-20. The team has been granted recognition to the extent of being allowed to wear caps adorned with "W.B.B.", which it would seem is not unreasonable, but the demand of the team to be allowed to wear the official varsity "W" is unreasonable, and it is not believed that the Board of Directors will grant the request. At any rate such an action would be little pleasing to the majority of students and alumni."—(*Wisconsin Alumni Magazine*, FEBRUARY, 1902).

standing in scholarship is of the highest . . . its location is sublime."

The situation was reversed when George Downer, '97, became editor in 1904. He devoted his entire first issue to the Jubilee which marked the inauguration of Van Hise, and he led the Association in a fight for "big football" until a normal athletic schedule was resumed in 1906. Downer was the first editor to double in brass as a general secretary of the Association. He saw to it that the masthead was changed to read that the *Magazine* was published by "the Association" and not by "the alumni."

Downer was succeeded in October of 1906 by a brilliant young man who was to turn it into a campaign sheet and give the *Magazine* its first solid weight. He was Max Loeb, '06, who as a senior had duplicated Robert La Follette's feat of winning an intercollegiate oratorical contest.

Loeb launched out with a challenging statement:

"This magazine is going to say just what it thinks concerning matters connected with the University. Possibly it will make some enemies. Plain speaking almost always necessitates treading on somebody's toes. But we are going to speak plain."

Loeb lost no time in speaking plain. He called for alumni to recruit athletes. He argued for an alumni directory—and got one in 1907. He looked askance at the growing UW emphasis on laboratories.



"THE PRESENT GENERATION has been obliged to trudge from the library on the Hill to the library in the Capitol, dreaming of the good time coming when the University student might avail himself of the privilege of these two libraries in their permanent home in the magnificent new building soon to be erected by the bounty of the state of Wisconsin."—(*Wisconsin Alumni Magazine*, APRIL, 1900).



"'A DEMOCRATIC PROM' was the cry on the campus this fall. Three tickets were in the field, one representing democracy in the extreme—no house parties, no dress suits. But the 'Two Dollar Prom' was defeated. The 1913 Prom will be a pretty affair, as in the past, but unnecessary expenses will be cut down."—(*Wisconsin Alumni Magazine*, DECEMBER, 1912).



"JOHN GUY FOWLKES, 24, has been appointed assistant professor of education at the University. Other appointments include Ruby Black as instructor in journalism and A. V. Millar as assistant dean of engineering."—(*Wisconsin Alumni Magazine*, OCTOBER, 1922).

He invited frequent contributions from former President Bascom on University ethics and from W. G. Bleyer of the newly formed Press Bureau on "What the University Needs."

The momentum generated by Editor Loeb was to continue in 1907 under Edward M. McMahon, '07, and in 1908 under Frederick W. MacKenzie, '06. Under the latter the Alumni Association organized 60 committees of five members each to visit and work with the various departments of the University. This move was to culminate in 1909 in the granting by the Board of Regents to the Association the privilege of nominating five members to the Board of Visitors.

In October, 1909, the editorship of the *Alumni Magazine* was assigned to a young graduate fellow in journalism, Louis P. Lochner, '09, who was later to become the famous head of the Berlin Associated Press bureau. At the time the Association had 1,400 paid members and owned a \$25 desk which the University allowed to be placed in the office of the Graduate School.

Lochner was the first *Magazine* editor to catch the significance of the *Wisconsin Idea* movement which was gathering momentum on the campus at the time.

Lochner introduced an "As Others See Us" page on which he recorded an amazing number of compliments heaped upon the University by national newspapers and journals of the day.

He introduced colored *Magazine* covers and two-color feature articles inside—interestingly enough the first one being an account of the new Extension Division by its dean, Louis Reber.

He dedicated each issue to specific topics such as athletics, journalism, medicine, commerce, the Union campaign, and foreign students.

He urged alumni to lobby for increased UW appropriations. He printed up a handbook of information on

the University—the first Wisconsin public relations publication. He got out another alumni catalog.

In March, 1911, Lochner became the first paid general secretary of the Association and University alumni recorder—his \$2,083 salary being paid jointly by the University and the Association. In October, 1912, permanent Association headquarters were set up at 821 State St. The following June Association membership was opened to any person completing one year of residence. Previously it had been limited to graduates.

By the time Lochner resigned in June, 1914, to become secretary of the Chicago Peace Society, the Association had a paid membership of 2,600 and a headquarters staff of three.

Lochner was succeeded by Thomas Lloyd Jones, '96, a Madison school man. He held the job for one year—a year in which the *Magazine* was filled with reports of the calumnies being leveled at the University's head by C. P. Cary, state superintendent of public instruction, who charged that "the state is in danger of being a state governed by a university;" of the appeals of President Van Hise for alumni support so that "she may continue in the future to perform in even greater measure service to the state than in the past;" and of the urgings of Prof. E. A. Ross that "we must invent some political framework for the civilized peoples."

To the editorship of the *Magazine* and the secretaryship of the Association in 1915 came Robert S. Crawford, '03. Mr. Crawford continued to build the membership of the Association, but his editing was undistinguished. His immediate predecessors had gone in for attractive makeup and careful selection of copy. Crawford threw the book together. But he did have a nice touch for timing.

He was the first editor to urge an official observance of what he called "Foundation Day" on each February 5. He criticized the unrealistic releases of the University Press Bureau. He got out a "Loyalty Number" in June, 1918, and filled it with replies to Princeton Prof. R. M. McElroy, who had reportedly said that Wisconsin students were a bunch of "damned traitors;" and to Assistant Secretary of Agriculture Carl Vrooman, who had spoken of Wisconsin's "milk and water patriotism."

He broke open the forms of his January, 1919, issue to get in a special page in memorial to President Van Hise, who had died suddenly as the magazine was going to press.

He wrote a hot editorial in May, 1919, under the title "Side Shows but No Main Tent," calling for a Memorial Union Building.

He persuaded the Association to present "Victory Commencement" medals to all UW veterans in June, 1919.

He talked about "HCL vs. UW Salaries" in November, 1919.

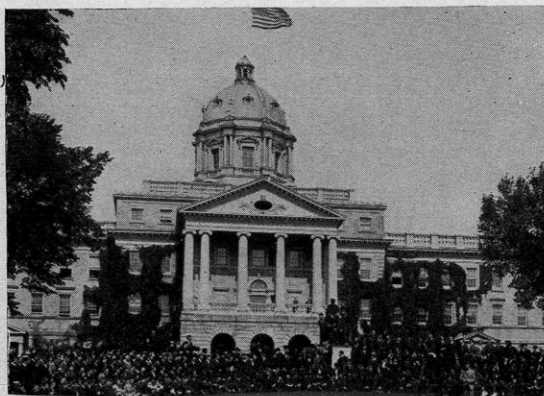
He asked in March, 1921, "Why are we so slow to provide dormitories for men at the University?"—and requoted his editorial with pardonable pride in 1925 when the grounds were broken for Tripp and Adams Halls.

He published a fresh alumni directory in April, 1921, in connection with the Memorial Union drive. It showed that the Association now had 5,500 members.

He assailed President Birge in January, 1922, for his refusal to grant the use of a University hall for an address by Socialist Scott Nearing. He defended President Birge in his fight with a Chicago alumnus who took exception to "unChristian" attitudes on evolution. And in October, 1924, he added to the *Magazine* masthead this catchy slogan:

"A magazine aiming to preserve and strengthen the bond of interest and reverence of the Wisconsin graduate for his Alma Mater."

Never has the "bond of interest" between the Association and the University been so successfully demonstrated as it was in the Spring of 1925.



"THE COMMENCEMENT OF 1915 differed from all previous Commencements in three ways: first, it was the largest class ever to be graduated from Wisconsin; second, for the first time "W" certificates were awarded on class day; third, for the first time in the history of alumni reunions, the graduating class was given a place in the alumni parade."—(*Wisconsin Alumni Magazine*, JULY, 1915).



"LONG BEFORE THE HOUR for the crew to embark arrived on the day of departure, the student body began to assemble on the lower campus. At last Wisconsin was going to send a fighting crew back to Poughkeepsie to re-establish the position of the Badgers among the ranks of the rowing colleges of the nation. The crew was loaded on the famous little red wagon and hauled to the station."—(*Wisconsin Alumni Magazine*, JUNE, 1924).



"THE CLASS of 1881 came back to the campus for its 50th reunion last month."—(*Wisconsin Alumni Magazine*, JULY, 1931).



"WITH THE OPENING of the University this fall, a 50-year-old dream of Wisconsin educators came true when the men's dormitories swung open their doors to some 500 students, most of them freshmen. The unit to the west has been named Adams Quadrangle by the Regents; that to the east, Tripp Quadrangle."—(*Wisconsin Alumni Magazine*, NOVEMBER, 1926).



"ON DECEMBER 14 a special meeting of the board of directors of the Wisconsin Alumni Association was held in Madison, at which time the committee on the selection of a new secretary reported the appointment of Mr. A. John Berge, '22, of Chicago. He succeeds Herman Egstad, '17."—(*Wisconsin Alumni Magazine*, JANUARY, 1936).

By that time relations between the State and the University had deteriorated to a stage which Theodore Kronshage, Jr., president of the Regents, could only call "an emergency the like of which has not confronted the University since the far-off days of the Civil War." President Birge had asked for a sizeable increase in the University operating budget and a building fund of \$3,000,000, pointing out that the state had expended no money for academic buildings since Sterling Hall had been erected in 1913. The State Board of Public Affairs voted instead to cut the University appropriation by \$300,000 and recommended a building fund of only some \$591,000.

To the aid of the University came the Association and its president, George I. Haight, '99, Chicago attorney. Said he: "Get out a handbook, get it out well, get it out quickly, and I will take care of the cost."

Walter Frautschi, '24, Madison, was added to the staff of the *Magazine* to do the job. The result was a brochure which carried broadside around the state the message that "if financial measures now before the Legislature are enacted into law, they will not only prevent the development of the University, but they will cripple it beyond all recognition." A Janesville superintendent of schools and UW alumnus, Frank O. Holt, '07, presented the University's requests to the Legislature, which right-about-faced and appropriated a respectable operating budget and a \$1,500,000 building fund.

That same year Haight stepped from the presidency of the Association to the presidency of the Wisconsin Alumni Research Foundation, which he helped to found to handle patents on the Steenbock process of vitamin D irradiation and which by 1948 was to have funnelled back to the University a total of \$3,889,919 for research in the natural sciences.

Under the impetus of this new Association enthusiasm, the *Magazine* in November, 1925, stepped itself up from a 6¼x9¼ folio to a 8¼x11½ format, gave effusive welcome to President Glenn Frank, and went hammer-and-tongs after a Regent resolution which prohibited acceptance by the University of any donations or subsidies from incorporated endowments or similar foundations.



"THE TRANSFORMATION has come. Following a few weeks of quiet, the campus has again become a beehive of industry. More than 8000 young men and women have settled into the routine of college life, including more than 2500 freshmen. Friday, Sept. 23, was Varsity Welcome Day, chairmanned by Prof. Julius Olson."—(*Wisconsin Alumni Magazine*, OCTOBER, 1927).

Then for the next two years the *Magazine* was at odds and ends under rapid staff changes.

Mr. Crawford was released by the Association in the Spring of 1926. For the month of July the *Magazine* was edited by M. K. Hobbs, '20, of Chicago. That fall Bart E. McCormick, '04, a La Crosse educator, took over as general secretary and editor, with Etta Radke, '17, as editorial assistant and Mrs. Edith Knowles as office major domo.

Mr. McCormick and Mrs. Knowles set about building the size and prestige of the Association with a sure hand, but the editing was second-rate. Instead of covering the campus as Loeb and Lochner had done, the staff turned increasingly to rambling contributions by President-Emeritus Birge on "Fish Pastures in Wisconsin Lakes," by Prof. Grant Showerman on "Wisconsin in Italy," by E. G. Doudna, '17, on "What Colleges Can Do for the Public Schools," and by President Frank himself on "An Experiment in Education."

Then in October of 1927 a recent graduate, Duane Kipp, '27, was hired to devote his full time to the *Magazine*—the first time that the editor-in-chief was not also serving as an Association executive. Kipp took the publication, shook it by the neck, and came up with a dressy appearance and snappy contents. He capitalized on a series of pages called "While the Clock Strikes the Hour" on which he recorded the momentous and minutiae of campus life.

Kipp chronicled these events with a deft touch. He opened an editorial page again, got Frank Holt to explain his new bureau of guidance and records, viewed both sides of the recurrent ROTC argument, and even reported that new Coach Glenn Thistlethwaite was "pleased" with Spring football prospects. It was that kind of year.

In the meantime, in February, 1928, Herman Egstad, '17, replaced McCormick as secretary of the Association.

Kipp was succeeded in September, 1928, by Vernon Carrier, '27, fresh from the editorship of the *Daily Cardinal*. Under him the *Magazine* retained the lush appearance of a lush era. It featured a series of articles of the new fraternity and sorority houses going up along the Langdon Street "Gold Coast." And it gave reams of copy to the Badger football team which finished in second place in the Big Ten.



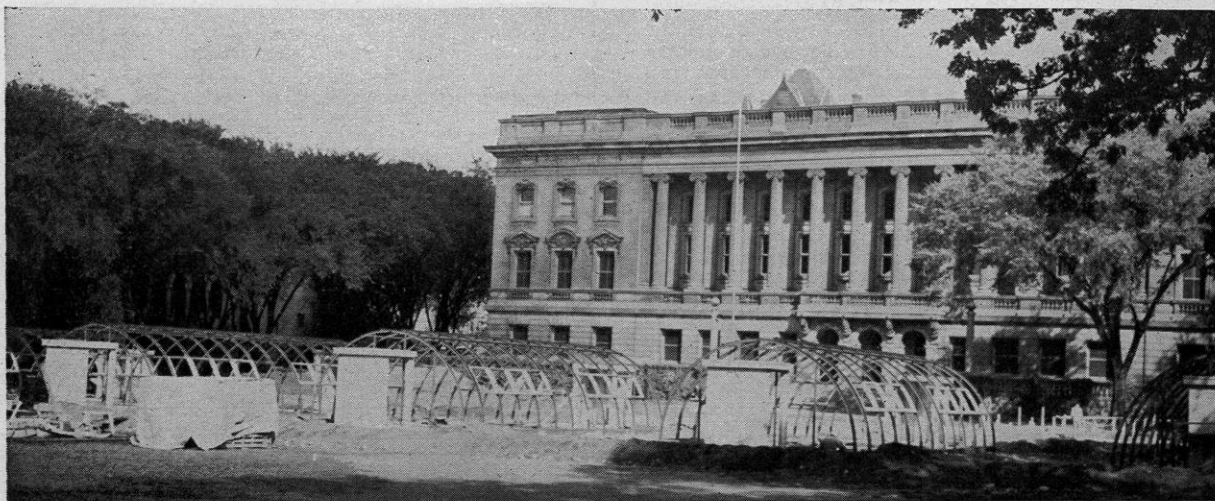
"NEARLY 150 young men were graduated from the farm short course of the Wisconsin College of Agriculture recently. These young men represented 55 Wisconsin counties and three other states. Dean Christensen presented the certificates."—(*Wisconsin Alumnus*, APRIL, 1938).



"A NEW DRAMATIC star made his first appearance on the stage of the University theater last month when the Wisconsin Players presented 'The Devil's Disciple' by George Bernard Shaw. He was Dominic F. Ameche of Kenosha, a first year law student."—(*Wisconsin Alumni Magazine*, DECEMBER, 1928).



"CULMINATING efforts which have extended over a six-year period to make some change in the function of the office of Dean of Men Scott Goodnight, a faculty committee recently succeeded in having a report abolishing the disciplinary function of the office adopted at a faculty meeting."—(*Wisconsin Alumni Magazine*, JUNE, 1931).



"WHERE ONCE FOOTBALL RALLY BONFIRES flared and ROTC battalions drilled now stand seven Quonset huts on the lower campus. As soon as they're finished they'll be used as emergency classrooms and study halls."— (*Wisconsin Alumnus*, NOVEMBER, 1946).



"ONE MILLION DOLLARS, contributed by students and alumni with the aid of a PWA grant, built the beautiful Wisconsin Union theater addition to the Memorial Union."— (*Wisconsin Alumnus*, NOVEMBER, 1939).



"ONE HUNDRED and fifty marines and navy pilots are being served by the Union in the Old Madison, Round Table, and Beefeaters Rooms where student and faculty groups formerly held their club dinner meetings and conferences and get-togethers."— (*Wisconsin Alumnus*, JULY, 1943).



"APPEARING before the University faculty last month, George C. Sellery, dean of the College of Letters and Science, who was appointed acting president of the University, expressed his belief 'in the greatness and worth of the University of Wisconsin and of the state of Wisconsin,' and begged the members of the faculty not to 'sell the University short.'"— (*Wisconsin Alumnus*, MARCH, 1937).



"SIGMA DELTA CHI professional initiates last month included Louis P. Lochner, '09 (center), first paid secretary of the Wisconsin Alumni Association and editor of the *Wisconsin Alumni Magazine*."— (*Wisconsin Alumnus*, APRIL, 1943).

But the *Magazine* lacked a sustained sense of direction. That was to come in July, 1929, with the appointment as editor of Harry Thoma, '28, president of his class and editor of the *Badger*. Mr. Thoma was to give to the publication the combination of journalistic talent and continuity of service.

The Thoma *Magazine* was interesting. It was interesting in part because the times were interesting. In no decade before or since has the University scene been so filled with the No. 1 news ingredient—conflict. And constantly underneath the surface were shadows of coming events.

The Thoma era opened on the eve of the Stock Market Crash, but none of the record number of 9,200 students that Fall had any intimation of what was in store. The *Magazine* was 52 pages of slick paper glorified by full-color covers.

In 1930 the Association took charge of the Graduate Records Office, which had been started by the University in 1924. Thoma encouraged the practice of sending at least one communication a year to every graduate and former student whose address was known.

By 1931 the Depression was very much in evidence. Enrollment was falling off. Gov. Philip F. La Follette, '19, was telling the University that "we cannot afford increasingly large expenditures with increasingly diminishing returns." Madison businessmen were accusing the Union and the dormitories of competing with private enterprise. Alumni help was solicited in building up a student loan fund.

The *Magazine* became increasingly full of the evidences of the stresses which were marking University life of the time. The *Magazine* also reflected the coming of the New Deal—with stories about Wisconsin "brain-trusters" in Washington; CWA, FERA, and NYA money coming to the campus; and Frank making national headlines by saying, "For our generation temperance becomes not so much a matter of morals as a matter of survival."

The Alumni Association replaced Egstad with John Berge, '22, of the Chicago office of the National Association of Real Estate Boards. Mr. Berge took over on January 1, 1936. He found a membership list cut by the depression and lack of cultivation down to 2,491. In less than six months he had added 1,100 new members.

He restyled the publication the *Wisconsin Alumnus* to give it more personality.

He found sports interest lagging, and started the *Stuhldreher Football Letters*.

He found a University afraid of its shadow, and put it on the NBC Blue Network to buck up its morale.

Meanwhile Glenn Frank was on the fire. The Association did not defend Frank per se but it did petition the Regents for some semblance of a "fair trial." What actually happened, of course, is history well known to *Badger* alumni. Frank was dismissed by a vote of 8-7. The *Magazine* immediately sounded a call for "a new board."

With the coming to the campus of Clarence A. Dykstra in mid-1937, both the University and the magazine took on a change of face. Dykstra set out to repair the ravages of the Depression and the Frank era by putting up PWA dormitories and a theater and by mending fences at home and abroad. The magazine, finally forced to retrench financially, was turned into a folio quarterly, and departmentalized from cover to cover. Together Dykstra and the Association went after decent state appropriations.

"Only pettiness and poverty will halt the University," was their refrain. By 1940 the campaign was paying dividends. But by 1940, also, the coming war was heard rumbling on the Hill.

A reserve officer himself, Thoma was in his element reporting what the national defense program meant to the University. The *Alumnus* of 1941 was replete with detailed accounts of a stepped-up ROTC program, the depleted hospital staff, and secret goings-on in the chemistry and engineering labs.



"JOSEPH E. DAVIES, '98, was appointed ambassador to Russia on November 20."—(*Wisconsin Alumnus*, JANUARY, 1937).



"IRA L. BALDWIN, professor of bacteriology at the University, has left for Washington, D. C., where he will do research work for the War Department."—(*Wisconsin Alumnus*, FEBRUARY, 1943).

The February, 1942, issue was as sharp as it was tragic. Fittingly enough, the cover, planned even before Pearl Harbor, showed President Dykstra presenting emergency commissions to four young second lieutenants.

And that issue contained the first of many "In Memoriam" columns, listing six Fighting Badgers who had already been killed, including the first to be killed in action, Robert Shattuck, '42; and Thomas L. Truax, '39, for whom the Madison air base was to be named.

The April, 1942, *Alumnus* contained the first of many sections devoted to "Badgers in the Service."

That summer Editor Thoma put on a uniform himself. For the duration the magazine was to be edited by two women; first, Jeanne Lamoreaux, '40, and later, Polly Coles Haight, '39.

The wartime magazines were full of personal items from far-flung fronts, and of the fabulous story of the University at war. The *Alumnus* was sent free to all Badgers in the Armed Forces in the States, and to those overseas went a special *Cardinal Communique*.

Paper shortage cut the book to 24 pages, but the publication continued in every way possible to "promote the best interests of the University," as its masthead said. It called in 1942 for "Less Talk and More Action" on a building budget, as early as 1943 for a "Centennial Plan," and with the resignation of Dykstra in 1945 for three vice presidents.

The end of the war saw the editorship of the *Alumnus* revert to a male, Clay Schoenfeld, '41, former editor of the *Cardinal* now fresh from four and a-half years in the Infantry and Intelligence.

The magazine had been a monthly again since 1943. Schoenfeld wiped out its departmentalization, introduced more feature stories and plenty of pictures, stepped up the number of pages to 40, undertook to interpret for alumni just what their University was like now that it had mushroomed overnight from one campus to 40 and from an enrollment of 11,000 to a registration of 23,500.

At the close of the war, the *Alumnus* print order was 10,000. By August of '48 it was up to 16,000. No other alumni publication in the country could show such a steep rise in readership.

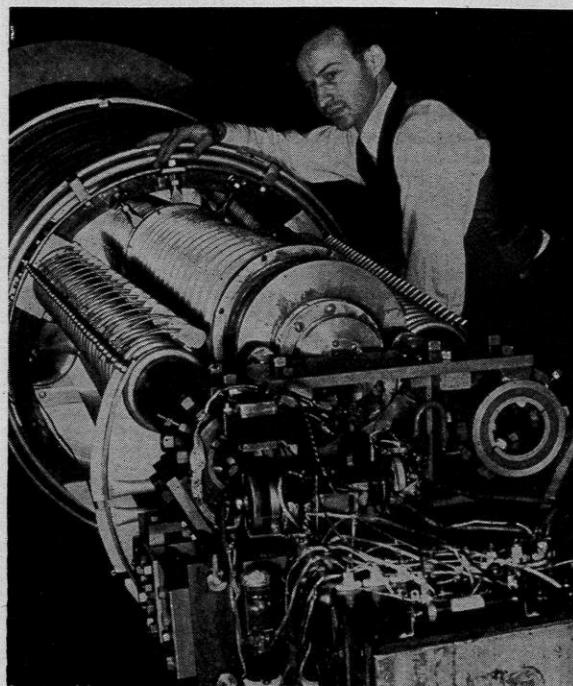
In the last 10 years the *Wisconsin Alumnus* has been winning prizes in competition with over 500 alumni publications in the United States and Canada. In 1937 the *Alumnus* won the American Alumni Council award for "the best editorials." In 1940 for "diversification and quality of major articles." In 1945 again for "the best editorials." In 1946 "for the most effective use of art." Last year the magazine was named "one of the 10 best alumni publications in the country," and won that accolade again this summer, along with other certificates for "outstanding articles of opinion," "personality sketches," and "illustrations." No other Western Conference publication was so honored.

To alumni magazine editing the *Wisconsin Alumnus* over the years has contributed valuable techniques. It has remained steadfastly an alumni publication rather than simply a University administration publication, stooping neither to petty criticisms nor to insipid praise. It has introduced to the alumni magazine field the *Life*-style picture story and *Time*-style lively reporting with an historical perspective.

To *Wisconsin* alumni, the *Wisconsin Alumnus* over the years has provided the one great tangible link with their Alma Mater, given them a voice and a certain centrifugal force.

To the University of Wisconsin, the *Wisconsin Alumnus* over the years has been both a stimulating gadfly and a friend in court.

As it enters herewith its 50th year, the magazine can do no better than to hark back to the words of its godfather, Charles Kendall Adams, and pledge anew to report "what the University really is and what it really does." Thus can the *Wisconsin Alumnus* best serve in its second half-century a world which cries for education above all else.

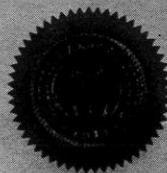


"WITH MANKIND irrevocably entered upon an atomic era, Prof. R. G. Herb, '31, equipped with the University's four-million volt 'atom smasher,' is now engaged in research which will uncover more of the secrets of that amazing store of energy within the nucleus of the atom."—(*Wisconsin Alumnus*, DECEMBER, 1946).

For Outstanding Editorial Achievement
In publication of an alumni magazine

Award of Merit

In the 1948 Magazine Awards Competition sponsored by the American Alumni Council for alumni publications in the United States and Canada



Kenneth K. Ford
President, American Alumni Council
Charles Worthington
Director for Magazines

FOR THE SECOND CONSECUTIVE YEAR, the *Wisconsin Alumnus* was named this Summer "one of the 10 best alumni magazines in the country" in a contest in which over 500 alumni publications in the United States and Canada were entered, sponsored by the American Alumni Council, and directed by Charles Worthington of Brown University. Only the *Harvard Bulletin* and the *California Monthly* surpassed the *Alumnus*, which was given special credit for its articles of opinion, illustrations, and personality sketches. No other Western Conference school was represented among the top 10 magazines.

A high-angle, black and white photograph of a massive crowd of graduates in caps and gowns seated in an arena. The graduates are arranged in many rows, filling the lower and middle sections of the arena. The upper sections of the arena are filled with a large crowd of spectators. The word "ALUMNI" is printed in large, bold, black capital letters on a white rectangular background in the upper right corner of the image.

ALUMNI

Stanley and Howard Are Two of WHA's Outstanding Alumni

RAPIDLY EMERGING from the campus scene is what appears to be a new success formula, as illustrated in the lives of John McCaffery, '36, and Jim Fleming, x'37, (*Wisconsin Alumnus*, April, 1948) and more recently in the activities of Cy Howard, '39, and Don Stanley, x'39, who were known on campus respectively as Cy Horowitz and Don Uglum. (Among other things, radio usually demands a smooth-flowing name with microphone glamour.)

The formula is quite simple: (1) enroll at the UW; (2) spend all your spare time working at the state station, WHA, on campus; (3) upon graduation, accept the best of the many outside radio job offers—and take it from there.

Following this formula, Don Stanley is now giving Harlow Wilcox stiff competition as radio's outstanding general network announcer. Cy Howard is creator, writer, and producer of one of radio's newest shows, *My Friend Irma*, which by Hooperatings is one of the 15 most popular national radio shows on the air.

A former Wisconsin farm boy at Stoughton, Stanley is now staff announcer for the NBC network. He served his apprenticeship at WHA and WIBA in Madison and WTMJ in Milwaukee. Introducing many sustaining and commercial shows, he is probably best known for his patter on the Edgar Bergen-Charlie McCarthy program and his dignified openings for the *Eternal Light* series, which features various movie stars. Not long ago he covered the countrywide tour of the Friendship Train; before that was famed all over the West Coast for a sparkling nightly newscast.

Cy Howard's new show, *My Friend Irma*, capitalizes in a big way on the "dumb-blond" situation. *Irma*, played by Marie Wilson, is beautiful and fuzzy-minded—which leads to all sorts of comic by-plays. Big surprise of the project is that the show has become a striking success on a small budget; features no name bands or big name stars. Howard graduated from the UW and WHA to commence a radio career as gag writer for Jack Benny.

This fall the CBS network will introduce another of Howard's shows—also created, written, and produced by him. Its name is *The Little Immigrant*, its pivotal character a 24-year-old Italian whose introduction to America is expected to help millions of Americans appreciate their national blessings.



DON STANLEY, '39



CY HOWARD, '39

★ With the Alumni

1880 W

Charles Cicero CALKINS passed away last May 31 at Los Angeles. He was a native of Chicago.

1884 W

Mrs. Clara Baker FLETT, former assistant dean of women at the UW, died in Madison last July 16 at the age of 85. She retired from the UW faculty in 1933, served at one time as secretary of the YWCA.

1885 W

Mrs. Samuel S. Miller (Mary OAKLEY) died last May 17 in Rhinelander after an illness of several months. She was 84 years old.

Rolla U. CAIRNS, '98, sends word of the death last April 19 of Dr. Elmer Hiram PARKER at Lake Wales, Florida. Dr. Parker was 85 years old and had been in retirement at River Falls for some years, following a successful practice in Baldwin, River Falls, and Minneapolis.

1889 W

The Evanston Review recently presented a profile of Edgar S. NETHERCUT, president of the Borrowed Time Club. Mr. Nethercut's hobby is woodworking and he is a craftsman at it. More than 80 years old, he retired some years ago as a consulting civil engineer in Chicago, New York, and Washington, D. C.

Noted architect Frank Lloyd WRIGHT recently did a guest column in the Madison *Capital Times* criticizing "the hypocrisy in American life."

1891 W

Judge Elihu B. GOODSELL, oldest living member of the Grant County Bar Assn., recently celebrated his 88th birthday. He's the son of a member of the first constitutional convention in Wisconsin.

1893 W

Charles ROGERS of Ft. Atkinson was recently featured in the *Jefferson County Union*. At the age of 77, he was described as the town's "most ardent

baseball fan"—although he sees every game from a wheelchair. Rogers writes a weekly column for the paper called "Reminiscences of a Country Lawyer".

Herbert N. LAFLIN, noted Milwaukee speaker and for 48 years assistant legal counsel for the Northwestern Mutual Life Insurance Co., died last June 3 at the age of 78. He was chairman of the National Conference of Christians and Jews.

David P. DAVIES, vice president and consulting engineer of the J. I. Case Co., died last April 25 in Racine at the age of 77.

Herbert J. HARRIS passed away last June 28 in Willow Ranch, Calif., where he had been living for the past 20 years. He was 76 years old.

1895 W

Jerre T. RICHARDS, Carthage, Mo., construction engineer and major in the Engineer Corps during the first World War, died last March 23 at his home.

G. Nelson KNAPP former UW faculty member, died recently at his home in Corvallis, Ore. He was 78 years old, had served for many years as chairman of the Agricultural engineering department and later went into business for himself as a mining geologist. His wife, the former Winifred CASE, '94, survives him.

1896 W

Dr. Delos O. KINSMAN, nationally known economist and author of the Wisconsin income tax law in 1911, died last May 2 at Bethesda, Md., at the age of 79. He was professor emeritus of American University in Washington, D. C.

Louis A. DAHLMAN, Milwaukee attorney, passed away last July 19 at the age of 72 at his Milwaukee home. He had been in poor health for several years, seriously ill for the two weeks before his death. His daughter, Jane, is the wife of Harold L. Ickes, former Secretary of the Interior.

1897 W

Mr. and Mrs. John S. ALLEN of Madison observed their 50th wedding anniversary last May 18.

Pat F. DOLAN and his brother, Walter, were recently featured in the

Milwaukee *Sentinel* on the 40th anniversary of the establishment of their real estate firm in Shawano.

Ross C. CORNISH is now a consulting engineer with the Gas Machinery Co. of Cleveland.

John Harwood BACON is now living at the Hotel Aragon, Jacksonville, Fla. He was for many years European representative of Standard & Poor's Corp. of New York City, with offices in Paris and London.

1898 W

Word has just reached the Alumni Office of the deaths of Mrs. John W. Decker (Sarah HURLBUT) of Beloit on Feb. 14 and Leverett F. WEBSTER of Wellington, Ohio, on May 2.

1899 W

F. M. FOLEY, former Appleton attorney, died last June at the age of 72 in Washington, D. C. where he has lived since 1943.

Dr. Harry A. KEENAN, well-known Stoughton physician, passed away last July 1 at the age of 70 in a Madison hospital. He was featured only a few years ago in *Look* magazine for his home front medical contributions to the war effort.

Ernest E. CALKINS, former city treasurer of Delavan and noted Wisconsin teacher, died last Aug. 1 in Elkhorn at the age of 72. He had been in poor health for more than 30 years. At the UW he was a Phi Beta Kappa, and after graduation taught in Pennsylvania, Washington, and Wisconsin.

1900 W

Following a visit to Sacramento, Calif., Walter J. PARSONS spent last summer at Lake Kegonsa, Stoughton.

Francis V. McMANAMY passed away last May 6 at Eau Claire where he had been a practicing attorney for many years.

Harvey R. HOLMES, one-time All-American tackle on the UW football team, died last May 10 at a Salt Lake City hospital at the age of 75. He had coached at Utah University and the University of Southern California.

1901 W

Alfred E. KUNDERT, Madison chemist for Ray-O-Vac, passed away last July 30. He served for a time on the UW faculty, was also state chemist for several years.

Edith E. WHITE, faculty member of the Milwaukee State Teachers College for 35 years, died last June 25 at her home in Milwaukee. She was 70 years old, had been ill for five years.

1903 W

Louis RUEPING, Fond du Lac industrialist and for many years president of the Fond du Lac Table Manufacturing Co., died there last June after a lingering illness. Born in Fond du Lac, he worked for a time in Iowa and Nebraska before returning to his home town in 1907.

1904 W

Charles W. MEISNEST of Manitowoc was recently appointed to the county school committee there. He teaches in the history department of Lincoln High School, served formerly as county superintendent of schools.

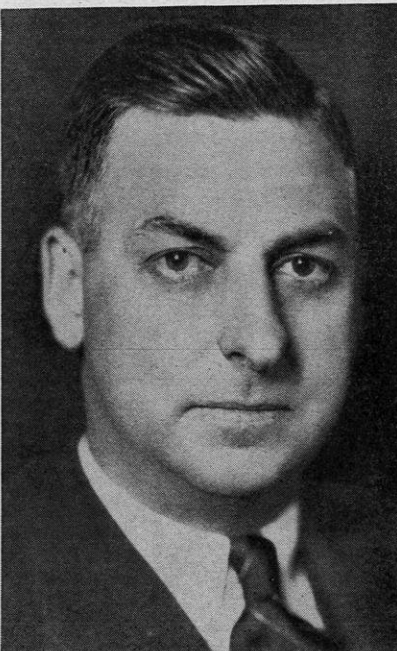
1905 W

Darrell O. HIBBARD passed away last July 23.

Last June 2 the New York *Times* announced the pending publication in October of a one-volume *History of Norway* by Karen LARSEN, professor of history at St. Olaf College.

Dr. Rolland C. ALLEN, nationally known geologist and mining engineer, died last July 18 in Cleveland after a two years' illness. He was formerly president of the Lake Superior Iron Ore Assn., president of Battelle Memo-

Friend of Labor



K. A. BENNETT, '14, was recently elected president of a company that is making history in the field of labor relations. It is the Hanksin Container Co. of Cleveland, Ohio. In 14 years of operation, the plant has never been shut down due to labor troubles. In an all-industry average its manufacturing costs are lowest, wages highest. The firm's security plan is based on a point system by which employees in the top two-thirds automatically become members of the "security group". This group is guaranteed steady work, pensions at 65, vacations and holidays with pay, free insurance, and a Christmas bonus. Administration of the plan is in the hands of a Welfare Advisory Board, in which workers and management have equal representation.

rial Institute, Columbus, Ohio, trustee of Western Reserve Academy, Hudson, Ohio, executive vice president and director of Oglebay, Norton and Co., the Atwater Dock Co., the Brule Smokeless Coal Co., the Saginaw Dock and Terminal Co., The Toledo, Lorain and Fairport Dock Co. He was chairman of the board of Reserve Mining Co., Lake Superior Land Co., and Northern Land Co., and a director of the Ferro Engineering Co., the Montreal Mining Co., and the Standard Box Co. For 10 years he was state geologist of Michigan, served during the war on the War Production Board.

O. O. WAGLEY, superintendent of sales at the Milwaukee Electric Railway and Transport Co., recently completed 40 years of service there. He is 69 years old. A wide traveler, he has been in every state and every national park.

1906 W

Prof. and Mrs. J. L. SAMMIS of Madison recently celebrated their golden wedding anniversary. He retired from the UW College of Agriculture in 1940.

1907 W

Mary O'KEEFE, instructor of English and assistant principal of the A. D. Johnson High School in Bessemer, Mich., retired last June after a record of 25 years of teaching there and 21 years elsewhere. She is now living in Portage with her mother.

1908 W

Burnette O. BISHOP recently founded the Bishop Postcard Co. in Racine.

Mrs. Walter M. Bell (Gertrude FINLEN) attended her class reunion in Madison while on a two months' trip to the Midwest from her home in Westwood Village, Los Angeles. She visited Mr. and Mrs. Louis G. ARNOLD (Miriam EASTMAN) in Eau Claire.

Mrs. H. V. Cowles (Jean MILLS), recently retired chairman of the mathematics department at West High School, Madison, was featured on that occasion in the (Madison) *Wisconsin State Journal*.

1909 W

President Truman recently nominated Timothy T. CRONIN for another term as US attorney for the Eastern (Milwaukee) Wisconsin district. He has held that position since 1944, commutes to his Milwaukee office from his home in Oconomowoc.

Mrs. Eugenia KNUPPEL Wettengel passed away last June 20 in Appleton. She had been ill for some time, had just returned from taking treatments at the Wisconsin General Hospital in Madison. In addition to her work at the UW, she had studied in Germany and Peru.

Benjamin F. FAAST, former member of the UW Board of Regents and former vice president of the Federal Land Bank at St. Paul, passed away last June 14 at the age of 64. At the time of his death he was general manager of the Northwest Land and Mortgage Co. He was also at one time a publisher and real estate broker. He is survived by his wife, the former Ida KLEINER, '11.

The Rev. George WILLETT and Laura Gordon were married last June 20 in Iola. He is pastor of the Methodist churches at Amherst and Iola, where they are now living.

1910 W

Gustav Henry BENKENDORK, who was for 10 years an assistant professor in the UW Dairy School and for 25 years general manager of the Milk Producers Assn. in Modesto, Calif., retired two years ago and has since spent most of his time traveling. He is now in Alaska.

Courtney FREEMAN, formerly Western advertising manager for *Cosmopolitan*, has joined *Family Circle*, Chicago, in a similar capacity.

1911 W

Walther BUCHEN is now in South Africa combining business with pleasure—that is, a big game hunt with business visits. Head of the Buchen Co. of Chicago, his agency handles export advertising in Africa. The Chicago Museum of Natural History has commissioned him to bring back certain specimens for its collection.

Jean Thomas SCHEAFOR's name is among those in the latest *Who's Who*. For further information on his interesting life, we can best refer you to that volume.

Dr. John W. TAYLOR, chairman of the history department of Carroll College, where he has taught for 27 years, recently resigned his post and was named professor emeritus.

Ethel T. ROCKWELL, co-ordinator of the Wisconsin State Centennial Committee, recently directed a cast of more than 1,000 re-enacting the early history of Reedsburg.

Wisconsin's Governor Oscar RENNEBOHM recently announced his candidacy to succeed himself. He and his wife (Mary FOWLER, '20) were hon-

Riding the Airways



CAMILLA ASHURST, '48, is now riding airways across the country as a United Air Lines stewardess, having just completed training at the company's school in Cheyenne. At the University she was a member of the a cappella choir and Delta Zeta sorority. Her favorite hobbies are music, painting, and sketching.

New PR Executive



ROBERT M. RUDDICK, '30, has just been named special assistant to the president and public relations manager for United Air Lines for Northern California, Nevada, and Honolulu. Ruddick joined United in 1943, later became area manager in New York and then European manager in London. A native of Sheboygan, he was reared in Milwaukee and worked 14 years for the Milwaukee Journal.

ored by some 300 reuning Sigma Phi Epsilons in Madison recently.

Mrs. Bertha TRAUTMAN Hyslop, retired Denver school teacher and musician, passed away last April 24. She was a former member of the Denver Civic Symphony Orchestra and an accomplished viola player.

1912 W

L. J. MARKWARDT, assistant director of the US Forest Products Laboratory at Madison, was recently elected vice president of the American Society for Testing Materials. He was American representative at a UN subcommittee meeting recently at Geneva, Switzerland.

Raymond J. HEILMAN reports a new address: Hq. Wurzburg Military Post, APO 800, care of Postmaster, New York City.

1913 W

Circuit Judge Edward J. GEHL recently announced his candidacy for the Wisconsin Supreme Court post left vacant by the retirement of Marvin B. Rosenberry.

Word has just reached the alumni office of the death last May 12 of Cornelius P. SHEA.

Thomas J. FARLEY, president of the Edward P. Farley Co., New York, and of the Scotch Oil Co. in Madison, died last June 22 at a Madison hospital. He lived here at 220 N. Prospect Ave.

1914 W

Mr. and Mrs. William BROYLES recently returned from a year in Greece where they have been doing educational work with the Near East Foundation.

1915 W

Brigadier General Clarence C. FENN, former Antigo man, was recently honored by the British government, was awarded a decoration in recognition of his work in the China-Burma-India war theater.

William B. NOYES of Beaver Dam died last June 11 at a Dodgeville hospital. He was agricultural agent for Iowa County and for many years a member of the Wayland Academy board of trustees.

1916 W

Professor Sam A. MARSH of the Washington University School of Business and Public Administration in St. Louis was honored recently by his former students at a testimonial dinner. For many years he has helped place his students in top-rank jobs.

1917 W

Dr. Gunnar GUNDERSEN of La Crosse was recently elected a member of the board of trustees of the American Medical Assn. He is president of the Wisconsin State Board of Health and speaker of the house of delegates of the Wisconsin State Medical Society.

Dr. Earl C. MAC INNIS was recently featured in the (Hollywood, Calif.) *Valley Advertiser*. The paper cited him for his fine work as superintendent of the McKinley Home (for orphaned boys) in Van Nuys, Calif.

1918 W

Bessie EDSALL, retired chairman of the history department of the UW Extension Division, moved recently to Albuquerque, New Mexico.

Mrs. Donald M. Smith (Katherine MABIS) reports that her husband passed away in 1941 and she has since married Philip M. McKenna, president of Kennametal, Inc. in Latrobe, Pa. The McKennas live at R. D. No. 3, Greensburg, Pa.

1919 W

Ida May PRIMM Finegan passed away last July 18 in Evanston, Ill., after an illness of several months.

Winifred BARTHOLF Bassett reports a new address: 415 Vassar St., Berkeley 8, Calif.

1920 W

Dr. Wilson CAPE of Grand Forks, N.D., passed away last July 18 after a short illness. He was head of the sociology department at the University of North Dakota for 20 years, was also president of the National Society of Sociology Schools and chairman of the State Civil Service.

1921 W

Ralph M. IMMELL has announced his candidacy for governor of Wisconsin on the Republican ticket, opposing Oscar RENNEBOHM, '11.

Grace S. M. ZORBAUGH reports a new address: 1431 N. Mountain, Tucson, Ariz.

George Howard CLAPP, one of the nation's prominent cattle breeders, died last June 21 at Oconomowoc at the age of 51. He was a director of the Holstein-Friesian Association of America and headed several state groups of similar nature.

1922 W

Mary SMILEY is now chief dietitian of the College Food Service and assistant professor of institutional economics at the State College of Washington, Pullman. Her address there is 325 The Commons, Pullman, Wash.

1923 W

Mr. and Mrs. William A. HARTMAN (Margaret MUSCHEID) are now living at Red Arrow Ranch, Lilburn, Ga., RFD No. 1, Box 188. He served with the occupation forces in Italy and Japan, is now with the US Department of Agriculture with headquarters in Atlanta, Ga.

Dane County's State Senator Fred RISSER has announced his candidacy for re-election on the Republican ticket.

Mrs. S. W. EGGLETON is now living at 130 Fourth Ave. N., St. Petersburg, Fla.

Babeth FERNBERG is now Mrs. R. A. Seibert, is living at 23572 S. E. Kings Road, Newport Beach, California. She reports that Ruth KOTINSKY's address is 62 W. 91st St., New York City.

Dr. Victor GUILLEMIN, Jr. of Dayton, Ohio, was recently named as biophysicist for the University of Illinois' new Aero Medical and Atmospheric Institute. He was formerly associated with the Aeromedical laboratory at Wright Field.

Mrs. James E. Macklin (Margaret EULASS) recently visited West Point to attend the graduation of her son, James, and see her son, Robert, who is in his second year there. Mrs. Macklin lives at 1842 Jefferson St., San Francisco.

Before 3,500 convention delegates, the Columbia Scholastic Press Association recently awarded its coveted gold key to Gloria KLEIST Schmitt for her work as advisor to the *Pulaski Cavalier*, publication of Pulaski High School, Milwaukee. Mrs. Schmitt lives in Oregon, Wis.

Ramon G. MARQUEZ now lives at Lucena, Quezon, Philippine Islands.

Roberto P. VILLATUYA is now project engineer on the Pampanga River Control Project, Bureau of Public Works, Alapit, Pampanga, Philippine Islands.

1924 W

Porter BUTTS, Wisconsin Union director, was recently elected to the executive committee of the Association of College Unions at its annual conference at Roanoke, Va. He was also elected editor of publications for the association. It was the eleventh time for this double honor.

Joseph B. SCHEIER, now with the occupation forces in Japan, reports that his correct mailing address is Legal Section, GHQ, SCAP, APO No. 500, % Postmaster, San Francisco, Calif.

Mr. and Mrs. Walter A. FRAUTSCHI (Dorothy JONES) and their two sons,

John and Jerry, spent the summer touring Europe. They visited Mrs. Fraut-schi's relatives in Switzerland and returned to Madison early in September.

Capt. Walter BAKKEN is now in Anchorage, Alaska, where he is with the Alaskan Air Command. Mrs. Bak-ken will join him from Madison when he's arranged living quarters.

Lt. Col. Ralph J. SCHUETZ was recently assigned to Germany for a three-year tour of duty. At the Uni-versity he was captain of the crew.

The Rev. and Mrs. Francis J. BLOODGOOD and their family were well represented on University rolls this past year. Three of the Bloodgood off-spring, Jane, Joseph, and Francis, Jr. were awarded BA degrees in June. Mr. Bloodgood, himself, spent the year do-ing graduate work and Mrs. Bloodgood finished her freshman year with a straight "A" average. Mr. Bloodgood, Madison Episcopal pastor, has been in-vited to attend the Lambeth Conference in England by the Archbishop of Can-terbury this fall.

1925 W

CHARLES N. NELSON, West Allis Central High School teacher, died last June 18 at the age of 56 of a heart attack. He had taught there for 23 years.

James J. EWENS, who joined the staff of the Milwaukee Steel division of Grede Foundries, Inc., in 1934 was recently elected a vice president of the company.

Annabel McARTHUR of Milwaukee won first place in the adult book division awards from the National Federa-tion of Press Women for her Milwaukee Centennial book, *Religion in Early Milwaukee*.

1926 W

Dr. Stewart SCRIMSHAW of Wau-watosa received last spring the honor-ary degree of Doctor of Laws from Ohio Wesleyan University. He is pro-fessor of economics and industrial rela-tions and associate dean of the College of Business Administration at Mar-quette University.

Janet HULL Zimmerman, of the edi-torial department of Compton's Encyclo-pedia, was recently profiled in their house organ, *Better Business*.

George K. HOOD recently established general accounting offices at 227 North St., Madison. He lives at 1933 E. Wash-ington Ave.

John R. EGAN was recently named advertising manager of Hamilton Beach Co., Racine.

1927 W

David DANIELSON and Naomi Em-berson were married last June 19 in Marshfield.

1928 W

Dr. John BARDEEN, son of the late dean of the UW Medical School, is the co-inventor of a new radio tube which is the heart of a new scientific wonder, a radio set that plays immediately when turned on. The new set was unveiled in New York recently by the Bell Tele-phone laboratories. The new tubes are the size of a match head, use less elec-tricity than a flashlight.

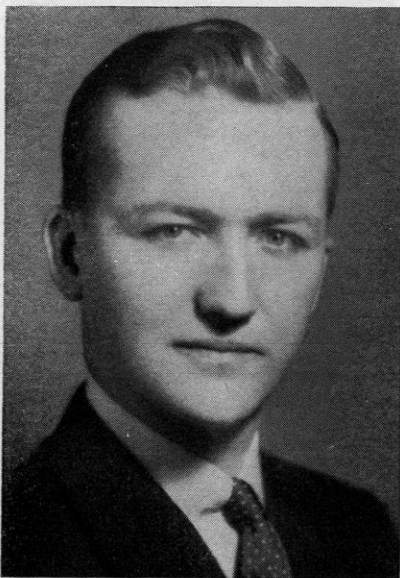
Mrs. Helen CORNWELL instructed a class in personal health and community hygiene at the University of Kansas this summer.

Lt. Col. Gordon E. DAWSON is now adjutant general of US Army head-quarters in Alaska. Franklin W. CLARKE, '29, is judge advocate. Wil-liam NEIDNER, '43, is a Captain there.

1930 W

Quincy DOUDNA was the featured speaker at a Father-Son banquet in Poynette recently. He is dean of admin-istration and registrar at Central Teachers' College; director of rural edu-cation, and of intermediate, upper ele-mentary and junior high school educa-tion.

Same Title, New Firm



WALLACE T. DREW, '37, recently joined the Bristol-Myers Co. of New York as assistant advertising man-ager. Prior to 1941 he was for three years associated with the Penn To-bacco Co. of Wilkes-Barre, Pa., in an advertising capacity. He served for four years during the war with the US Army Corps of Engineers and saw service in Europe and the Pacific, be-ing discharged with the rank of major. For the past three years Mr. Drew has been assistant advertising manager of a leading New York State phar-macal company. In his new work with Bristol-Myers he will handle product advertising and radio programs. As an undergraduate, Drew was editor of the *Daily Cardinal*.

Paul M. HERZOG, chairman of the National Labor Relations Board, was recently admitted to the Bar of the District of Columbia. He has been a member of the New York Bar since 1937.

Roland E. JACOBSON was recently elected vice president of Buchanan and Co. of New York. He's in charge of Southern California offices.

Vivian KINSLEY and Francis Chapin were married last June 12 in Chicago. He is a former instructor at the Chi-cago Art Institute, where some of his paintings are on display.

August DERLETH recently con-tracted to write a history of Sauk County for the state and county cen-tennial.

Mrs. Elsie H. PINE, assistant pro-fessor of library science at Emporia State College, Emporia, Kans., recently completed her 26th and final year there.

1931 W

James H. MACKIN is now at the Letterman General Hospital, San Fran-cisco, Calif. Major Mackin was trans-ferred from the Office of the Surgeon General in Washington.

Sam J. DAVIES now represents in Madison the Tokheim Oil Tank and Pump Co. of Ft. Wayne, Ind.

1932 W

Richard W. BARDWELL recently took over the duties of the director of the Madison Vocational School. He was former superintendent of the Madison public schools and La Crosse superin-tendent of schools. The Bardwells live at 512 Wisconsin Ave.

Thomas J. EVERSON and Janet M. Zetler were married last June 10 at Newville. They are now living on South Main St., Lake Mills, where he is an electric welder in the Creamery Pack-age Co.

The American Structural Products Co. recently announced the appointment of Carl H. RAMIEN as Kaylo sales engineer with offices at 1012-19 White-head Bldg., Atlanta, Ga.

Mr. and Mrs. Wilbur RENK (Helen SHULTHEIS) attended the Republican national convention in Philadelphia where he was a delegate.

Everett E. HAGEN, formerly with the US Bureau of the Budget, recently joined the faculty of the University of Illinois College of Commerce and Busi-ness Administration. He's served pre-viously in Washington on the NRPB, OWMR, OSS, and on the Board of the Federal Reserve System.

1933 W

Dr. Jackman PYRE and Jane Wynd-ham Martin were married last June 26 in Alexandria. They are now living at 1710 E. Waverly St., Tucson, Ariz., where he is practicing medicine. Dr. Pyre was formerly on the staff of the student health department at the UW.

Lulu HEGGESTAD passed away last June 29 at a Madison hospital after months of illness.

Burton W. HALL and Frances Marie Neef were married last June 12 in Springfield, Ill., where he is associated with the Lincoln Dental Laboratory.

Col. Albert J. SHOWER was recently transferred from Spokane, Wash., to "A", 15th Air Force, Colorado Springs, Col.

1934 W

William A. NATHENSON announces the moving of his law offices to Suite 1812, Harris Trust Bldg., 111 W. Mon-roe St., Chicago 3.

Claire John DUFFEY and Beatrice Klein were married last June 12 in Sun Prairie. They are now living at 123 E. Mifflin St., Madison, where he is in the insurance business.

Robert I. HOWES, of Santa Fe recently engineered a "fast reactor" that further speeds the civilian applica-tion of atomic energy.

Aldric REVELL, political reporter and columnist for the (Madison) *Capital Times*, was recently awarded a Nieman fellowship for a year's study at Har-vard. He was one of 12 newspapermen throughout the nation to receive the award.

Donald Stanford BOLSTAD was re-cently appointed associate surgeon in the department of otolaryngology at the Henry Ford Hospital, Detroit, Mich.

1935 W

Mr. and Mrs. L. E. DEQUINE, Jr. (Dorothy E. MILLER, '34, of Eliza-bethton, Tenn.,) announce the birth of a son, Louis Edward III, last March 11. His grandfather, Louis I, of Long Branch, N. J., was graduated from the UW in 1911.

Edwin M. WILKIE, district attorney of Dane County, has announced his candidacy for re-election.

Arthur C. SNYDER and Harriet Jones were married last June 5 at Wau-toma. They are now living at Hartford, Wis., where he is district attorney of Washington County.

The man who nominated Gen. Doug-las MacArthur at the Republican na-tional convention was Harlan W. KELLEY of Milwaukee.

As mayor of Columbus, Lloyd PAUST has pushed through a community hous-ing project that has relieved the local

shortage and been cited all over the state.

Mariano RAMIRO and Lourdes B. Concepcion were married in Dec. 1947. He is now a research chemist with the National Development Co. in Manila.

1937 W

Conrad G. FRANTZ and Mary Ellen Lomas were married last April 24 in Neillsville. They are now living in Fenimore, where he is practicing law.

Roberta LORD and Glenn E. Cutter were married last May in Hollywood, Calif.

Dr. Leonard WING recently joined the faculty of Texas A. and M. at College Station, Texas, as associate professor of wild life conservation. He holds degrees from Wisconsin, Michigan, and Yale.

1938 W

Professor Arnold O. LEHMANN, conductor of the Concordia College Choir, was recently profiled in the *Three Rivers* (Mich.) *Commercial*, which cited him for his "outstanding work in the musical world."

Ernest A. LUTZE, Jr. was recently elected president of the Sheboygan Junior Chamber of Commerce. He is proprietor of Lutze's Children's Clothing store in that city.

Mr. and Mrs. Theodore MATSOFF (Anne PALEY) are now living in Milwaukee where he is a certified public accountant, teaching a survey course in accounting to engineering students at Marquette University. They have three children, Judith, 7, Alan, 4, and Martin, 2.

Harold PENTLER and Elaine GROSSMAN, '48, were married last May 9 in Milwaukee, where they are now living at 6226 N. Berkeley Blvd.

UW Boxing Coach John J. WALSH was recently honored as the "Jaycee of the year" by the Madison Junior Chamber of Commerce. Walsh and five members of his boxing team were guests of honor at the meeting, where motion pictures of the latest NCAA tournament were shown, with commentary by Walsh.

Arthur E. WEINER, formerly assistant to the superintendent at Sparta High School, recently became principal of Melrose High School.

Adolph I. WINTHER recently became director of teacher training and placement at Whitewater State Teachers' College.

Dr. and Mrs. William C. Alston, Jr. (Frances Albertine REYNOLDS) of Greenwood, S. C., announce the birth last May 13 of Merrillyn Reynolds. William C. Alston III is now two years old.

Ann Jean PLUMB retired recently as Latin teacher at Janesville High School, after 40 years of teaching. To dispel any visions of lazy leisure it must be added that her "retirement era" will be devoted to raising a newly acquired herd of beef cattle on the Plumb farm at Milton.

1939 W

Prof. S. F. OTTESON of the University of Indiana recently co-authored a book on *Cases in Credits and Collections* which will be published this spring.

Gordon A. SABINE, former University of Kansas journalism professor, was recently appointed an assistant professor at the University of Oregon's School of Journalism.

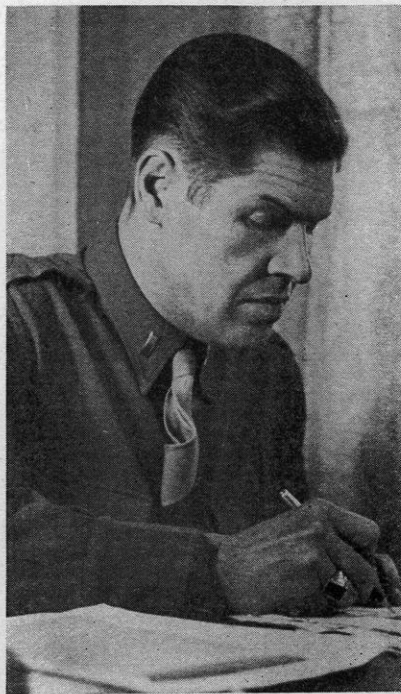
A song dedicated to William SCHEMPF of Lehigh University was featured recently on the program of the Philharmonic Chorus of Madison.

Mrs. Mildred HOWARD Williams passed away last May 4 at a Madison hospital after an illness of five days. The wife of a Madison police officer, she was 32 years old.

1940 W

Floyd J. KOPS and Rosalie A. Elbinger were married last May 9 in Milwaukee, where they are now living at 1806 E. Kane Pl. He is an attorney.

Studied in France



R. WAYNE HUGOBOOM, '40, spent the summer studying in France. He is assistant professor of choral music at Indiana University School of Music, was granted a year's leave of absence to continue work on his PhD degree. He studied composition with Nadia Boulanger and piano with Casadesus at Fontainebleau; returned this fall to Harvard for advanced study prior to completing another year's work in France. At Indiana Hugoboom has built one of the largest choral programs of any university. His more than 10 concert groups have made in the past year a total of guest appearances exceeding 100.

Arnold C. STEASBURG reports a change of address from Fall Creek, Wis., to the Iowa Public Service Co., Storm Lake, Iowa, where he is employed as a resident engineer on the construction of a new steam-electric generating station.

Mr. and Mrs. Ralph J. GOODING (Ellen CROFFOOT, '42) of Eau Claire announce the birth of their first child, a son, Ralph Joseph II, last Dec. 11.

1941 W

Kenneth E. RINDT recently completed nine months of government training in the National Institute of Public Affairs, Washington, and has been assigned to the personnel office of the Economic Cooperation Administration.

Mr. and Mrs. Frederick ARPS (Ardis GRIEM, '42) of New Holstein announce the birth of their first son, Karl Frederick, last May 20. Daughter Susan is now almost four years old.

The 1948 *Spartan*, annual publication of the students at Sparta High School, was dedicated to Coach Clyde M. EWERS, veteran high school physical education teacher.

Dr. John W. HOLLENBACH was recently appointed dean of the faculty

at Hope College, Holland, Mich. A former professor of English there, he had taught also at the Northeast State Teachers College, Kirksville, Mo.

Dr. Edward R. KNIGHT recently completed his first year as the headmaster of the Oxford Academy, Pleasantville, N. J. He is the youngest headmaster of a preparatory school in the nation. He was also recently elected to the American Association for the Advancement of Science.

John M. LAMB of Minneapolis was recently awarded the first annual Keyman Trophy by the Minnesota Junior Chamber of Commerce at its Duluth convention. The trophy goes to the Minnesota Jaycee adjudged most outstanding by the state officers.

David J. LIPPERT, reporter for the (Madison) *Capital Times*, was recently awarded the Owen J. Coon cup for his editorship of the alumni magazine of the Phi Gamma Delta fraternity's Wisconsin chapter, which was judged the best publication of any Phi Gamma Delta group.

Jane Elizabeth YOUNGS and Truman J. Christenson were married last May 3 in Florence. They are now living in a new home on Lake Waubesa, Madison, where he is employed by the Kroger Co. and she is a claim adjuster for the State Farm Mutual Insurance Co.

Donald M. RYAN is now associated with the Lodi branch of the Madison law firm of Murphy, Armstrong, and Gavin. The branch office is under the direction of Earl J. McMAHON, '42.

Nellie C. NAVARRA and Ben A. Dichiaro were married in Milwaukee last April 3. They are now living there at 2532 N. Oakland Ave. She is employed by Allis-Chalmers and he is associated with the regional office of the Veterans' Administration.

Mr. and Mrs. Arthur L. SELL of Palm Village, Calif., announce the birth of a daughter last May 1. Mrs. Sell is the former Margery BRIDGMAN, served in Europe with the Red Cross during the war.

Mr. and Mrs. Donald J. VOEGELI (Jean LAPPLEY, '43) of Madison announce the birth of a son, Robert Harrison, last April 25.

Harold H. ROBERTS was recently elected president of the West Cigar Mfg. Co. of New York City. He served as a Captain during the war, saw service in Europe with the 79th Infantry Division.

Paul THOMASGARD reports a change of address from Menasha to Plover. He has left his position in the accounting department of Marathon Corp. to go into the grocery business. On June 12 Mr. Thomasgard and Jane A. PIERCE, '43, were married.

Helen VOEGELI is now Helen Hamff. She reports a change of address from Madison to 943 Lantana Drive, Kingsville, Texas.

1942 W

Mr. and Mrs. Russell C. GOEDJEN (Marie GRUMANN, '41) of Real del Monte, Hidalgo, Mexico, visited Wisconsin last summer where he purchased Wisconsin pedigreed cattle for his "Badger-style dairy farm" in Mexico.

Paul LAMM is now purchasing agent for Red Dot Foods Inc. in Madison. He and Mrs. Lamm, the former Dorothy SCHULTZ, '40, have three children: Judith, 6, John, 4, and Mary, 2.

After getting his PhD at the UW last spring in research chemistry, Dr. Donald R. Lewis accepted a position as research chemist for the Shell Oil Co., Houston, Texas. He and his wife have two children, Donna and Jeffrey.

Lucille LINK is now at the University of Colorado at Boulder as a counselor in the Student Counseling Office.

Clarence M. PHARO and Mona Yvonne Wallen were married last May 1 in Madison, where they are now living at 1515 Monroe St. He is vice-president of the Pharo Heating Co. in Madison.

John SAXER and Robert COOK, '47, UW sports stars in baseball and basketball, recently bought the Blumreich

(Continued on page 57)

Philippine Alums Set Badger Pace

UNIVERSITY alumni in the Philippines are definitely setting the pace for club Centennial planning. E. B. Rodriguez, '20, director of the Bureau of Public Libraries, reports that a special alumni committee has laid the groundwork for: (1) a colorful celebration in the form of reception and dance to which the high dignitaries of the Philippine government will be invited, (2) a radio broadcast of the event, (3) a series of background articles about the University in all Philippine newspapers, and (4) in September a memorial service for the University alumni who died during the war.

Members of the executive committee planning the Centennial observances are Carlos X. Burgos, '22, Dr. Patrocinio Valenzuela, '26, Edward W. Mill, '40, of the American Embassy, Bea L. Beam, '42, Dr. Eustaquio Aquino, '23, M. P. Ramiro, '45, Mrs. Asuncion A. Perez, x '21, Dr. Felipe T. Adriano, '20, Manuel L. Escarilla, '29, Vicente Albano Pacis, '25, Major Carlos Quirino, '31, and Director E. B. Rodriguez.

Because scarcely five per cent of the 700,000 volumes in the National Library of the Philippines survived the war, the UW alumni have set up a "Badger Memorial Library Division" in the Bureau of Public Libraries to which all Wisconsin alumni are invited to contribute volumes in memory of Badgers who died in the Pacific war.

Midwest Outings

FOUR CLUBS have sent in enthusiastic reports of their memorable summer outings.

On August 21 the Chicago alumni spent the afternoon at the Lake Avenue West Forest Preserve area, enjoyed beer, hot dogs, and "all the trimmings." Featured were three-legged races, egg throwing contests, and a softball game—"against a background of music and Langdon St. sound effects." Also headlined was "the drinking water imported from Lake Mendota, Wisconsin's pony marching band (2 men)," and the tycoons that the ex-W Men have become under the spell of "Chicago's quaint old world atmosphere."

Chicago Badgers thronged the park to find the answers to such "pressing problems of today as: (1) Does beer consumption go up after marriage? (2) Are Kappas more fertile than Thetas (bring production records)? (3) Did the 11:58 p.m. Short Course at Ann Emery help fit one for life?"

The Chicago club has announced that its weekly luncheons will hereafter be held every Thursday at 12:15 in Dining Room No. 5, Eitels Restaurant, Field Building, 135 S. La Salle St.

Oklahoma City alumni convened at the Lions Club Camp Grounds last July 8 for a swim and a picnic. Cleveland Badgers spent the afternoon of July 18 at Avon Lake Park, enjoyed games and picnic. The group is planning a gala program to coincide with the Ohio State game October 23.

The Milwaukee Club held an all-day mock run-off of the Olympic games at Okauchee Lake, featuring a golf contest in the morning, noon lunch, followed by a soft ball game, horseshoe ("traditional, using only shoes from Chariot steeds"), boxing, achery, basketball, games of chance, crew race "by galley slaves", marathon run "26 miles by auto from Milwaukee", swimming contest ("Joe Steinauer in a mass demonstration"), and a decathlon ("John Dick only entry—no contest"). The day's entertainment was topped off by a banquet and musical competition.

Detroit Election

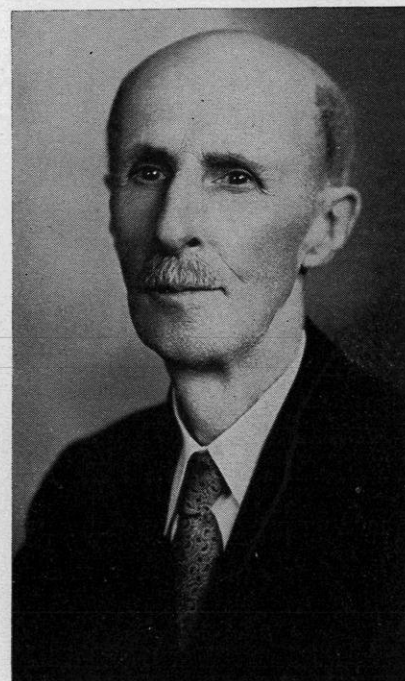
The University of Wisconsin Women's Club of Detroit recently elected officers for the year 1948-49 as follows: Mrs. C. H. Garmager, '37, president; Mary Henry, '26, vice president; Mrs. C. E. Broders, '14, corresponding secretary; Mrs. A. D. Coveyou, '25, recording secretary; and Mrs. H. T. Scullen, '29, treasurer.

A junior club in Detroit was recently formed under the leadership of Mrs. Carlisle Klapka, '41. Other officers are June Ericson Mandell, '40, vice president and treasurer; Shirley Barancik Barak, '45, recording secretary; Marion Cooper, '47, corresponding secretary; and Elizabeth Wilson, '48, program chairman. Membership of this group is made up of Detroit graduates since 1935.

Ag Alumni Reune

Twenty-five years ago Prof. and Mrs. George Humphrey invited the members of the Aeric Triangle to their home for a breakfast meeting. Last June 20, the final day of the Commencement-Reunion Weekend, Mr. and Mrs. Thomas Daniels of Middleton invited several dozen alumni, fellow members of the Agric Triangle, and faculty members to a lawn breakfast at their home in memory of that similar occasion 25 years ago. Mr. Daniels, '23, is editor of the Middleton *Times-Tribune*, headlined the event in his paper. The old varsity quartet was present and entertained the group.

Denver Club Mourns Death of President



JOHN H. GABRIEL, '87

THE WISCONSIN Alumni Club of Denver and the Wisconsin Alumni Association suffered a dual loss with the death last April 5 of Attorney John H. Gabriel, '87. Mr. Gabriel served as president of the Denver Club for a longer period of time than any other club president. Death came as a climax to a three-week illness.

After graduation from the University, Mr. Gabriel taught for two years in North Dakota, then joined the Denver law firm of Gabriel, Mills, and Mills, where he served for many years. He was active in drafting Colorado's woman suffrage law, was a leader in efforts that led to Colorado's adoption of the initiative and referendum. He bequeathed \$1000 to the UW Library in memory of his wife, the late Nina Stone Gabriel, and his class, 1887.

New Yorkers Elect

New president of the New York Alumni Club is now Clifford L. McMillen, '11. Other officers are C. H. Bonnin, '23, Dorsey Buckley, '29, and Harry J. Rowe, '47, vice presidents; and Helen R. Ulrich, '20, re-elected secretary and treasurer. Added to the executive committee in advisory status is Dr. H. C. E. Johnson, PH.D '42, now editor of the *Chemical Industries Magazines*. The New York Badgers turned out en masse to cheer on the Wisconsin crew in the Olympic rowing trials at Lake Carnegie, Princeton, N. J. last June 30.

1948 ALUMNI CLUB DIRECTORY

WISCONSIN

Beloit

Arthur L. Luebke, '42, 400 E. Grand Ave.
Mrs. Frederick Nordlie, '43, 1213 Hackett St.*

Burlington

John R. Wilson, '42, Rt. 2
Mrs. H. R. Wereley, '22, 730 Lewis St.

Chippewa Falls

O. B. Meslow, '30, Chippewa Printery.
Martin N. Hein, '21, 509 N. Bridge St.

Columbia County

Daniel C. O'Connor, '35, Raulf Hotel Bldg., Portage.
Mrs. Ora H. Jones, '15, Poynette.

Eau Claire

James A. Riley, '41, 405 S. A. F. Bldg.
Mrs. E. L. Mason, '29, 234 Park Ave.

Fond du Lac

Mrs. Dennett Barrett, '32, 330 Ledgeview Ave.
Mrs. Agnes Traut, '21, 104 S. Main St.

Fort Atkinson

Leo Roethe, '37, 28 N. Water St.
Sheldon Vance, '25, 95 N. Main St.

Fox River Valley

Harry McAndrews, '26, Farmers & Merchants Bank Bldg., Kaukauna.
Mrs. Silas Spengler, '19, 342 Park St., Menasha.

Green Bay

F. C. Oppen, '32, 211 N. Washington.
Mrs. Lincoln Race, '32, 1032 Elmore.

Jackson County

Howard Johnson, Black River Falls.
Margie Hagen, Black River Falls.

Kenosha

Nicholas Magaro, '27, 1928 52nd St.
Mrs. Donald F. Siver, '34, 7816 23rd Ave.

La Crosse

Larry M. Engelhard, '27, 402 Bata-vian Bank Bldg.
Allan E. Schilling, '26, 100-102 S. Front St.

Madison

Dr. Arnold S. Jackson, '16, 16 S. Henry St.
Mrs. V. W. Meloche, '18, 2146 Fox Ave.

Manitowoc

Frank Hoffman, Jr., '37, 812 Wash-ington St.
Woodrow Schmitz, '39, 808-A Wash-ington St.

Milwaukee

Sam Ogle, '20, Ed Schuster & Co., 2153 N. 3rd St.
Mary C. McGeever, '43, 2030 N. 58th St.

Milwaukee Young Alumni

Wilbur G. Malone, '39, 137 W. Locust St.
Morton P. Strain, '38, 1272 N. 45th St.

Oshkosh

Simon Horwitz, '27, Oshkosh National Bank Bldg.
Mrs. William H. Friedrich, '38, 588 W. Murdock St.

Racine

Kenford Nelson, '32, 2342 Kenzie Ave.
Mrs. Louis S. Ritter, Jr., '41, 825 Wisconsin Ave.

Sheboygan County

Lucius P. Chase, '23, The Kohler Co., Kohler.
Walter J. Brand, '23, Security Bldg.

Superior

Harvey C. Sargent, '31, 1228 Tower Ave.
Mrs. Howard S. Russell, '25, 1719 Hammond Ave.

Washington County

Henry A. Arnfield, '20, Gehl Bros. Mfg., 143 Water St., West Bend.
Mrs. Leo R. Ibler, '40, 262 N. Main St., West Bend.

Waupaca County

Clarence Zachow, '15, Atlas Conveyor Co., Clintonville.
Mrs. Francis A. Werner, '37, 804 Dickinson, New London.

Wausau

Robert V. Jones, '39, Marathon Elec-tric Mfg. Co.
Mrs. William Urban, '32, Rothschild.

OUT-OF-STATE

Akron, Ohio

F. F. Householder, '13, Univ. of Akron
M. W. Wilson, '41, B. F. Goodrich Physics Research.

Baltimore, Md.

C. E. Hessler, '41, Glenn L. Martin Co., Middle River, Md.
E. E. Oberland, '33, 2500 Broening Highway.

Boston, Mass.

Lionel Mulholland, '17, 40 Court St.

Chicago Alumnae

Mrs. George S. Connolly, '15, 1749 W. 97th St.
Mrs. F. P. Hokamp, '12, 10716 S. Bell Ave.

Chicago Alumni

Victor H. Jones, '17, Penn Crusher Co., 211 W. Wacker Dr.
James T. Allen, '29, 1 N. La Salle St., Room 4100

Cincinnati, Ohio

David Gantz, '39, 2311 Carew Tower
Mrs. Genevieve Wernicke, '13, 1320 Union Trust Bldg.

Cleveland, Ohio

Glenn W. Bailey, '46, Thompson Prod-ucts Inc., 23555 Euclid Ave.
Mrs. Dorothy Rinard, '42, 1418 W. 101st St.

College Station, Texas

E. M. Hildebrand, '28, Texas A. & M. College.
Mrs. Hazel E. Hildebrand, '31, Box 4445, 106 Guernsey St.

Colorado

Dr. Paul Baum, '21, Colorado Woman's College, Denver.
Mrs. Neven B. Kilpatrick, '13, 2228 Jasmine St., Denver.

Columbus, Ohio

Dean Bernard V. Christensen, '17, Ohio State Univ.
Mrs. Francis Aumann, '30, 112 E. Como Ave.

Cornell

Dr. J. M. Sherman, '12, Cornell Univ., Ithaca, N. Y.

Dayton, Ohio

Harry J. Kiefaber, '15, 951 E. Schlantz Ave.
Mrs. A. F. Hedges, '18, 261 Wroe St.

Detroit Alumnae

Mrs. C. H. Garmager, '37, 914 N. Rembrandt, Royal Oak, Mich.
Mrs. A. D. Coveyou, '25, 17311 Patton St., Detroit.

Detroit Alumnae, Junior Branch

Mrs. Karl J. Klapka, '41, 19325 St. Mary's Ave.
Marion Cooper, '47, 19 Pilgrim, High-land Park.

Detroit Alumni

Thomas L. Gilbert, '35, 2017 Natl. Bank Bldg.
Robert T. Herdegen, Jr., '42, 225 Mc-Millan Rd., Grosse Pointe.

Duluth, Minn.

Larry Garity, '40, Huntley-Burnett Prtg. Co.
Mrs. Harry W. Clark, '21, 3523 E. 4th St.

Evansville, Ind.

Walter Kuenzli, '24, Servel, Inc.
William Rorison, '25, 1255 E. Black-ford Ave., Evansville.

Gogebic Range

Dan Young, '30, Box 137, Ramsay, Mich.
Mrs. Percy Rosemurgy, '41, 410 E. Longyear St., Bessemer, Mich.

Grand Forks, N. Dak.

O. G. Libby, '92, Univ. of N. Dak.
Eva S. Schairer, '19, 518 Belmont Rd.

Honolulu, Hawaii

Dean Joseph F. Kunesch, '14, Univ. of Hawaii, Secy.

Houston, Texas

Robert E. Moroney, '23, 3754 Chevy Chase Dr.

Indianapolis, Ind.

Newell C. Munson, '30, 2960 N. Meri-dian St.
Kate D. Hubert, '17, 3419 N. Penn. Ave., Apt. D-6.

Kansas City, Mo.

L. C. Krehma, '31, Socony-Vacuum Oil Co., 925 Grand Ave.
Carl Kasper, '26, 700 Ins. Exchange Bldg.

Knoxville, Tenn.

Loyal Durand, '24, Univ. of Tenn.
Virgil Long, '44, Univ. of Tenn.

Minneapolis Alumnae

Mrs. William S. Hooper, '28, 5400 Queen Ave. S.
Genevieve McDill, '02, Leamington Hotel.

Minneapolis Alumni

Robert DeHaven, '32, Station WCCO
Joseph Kepple, '23, 532 Builders Ex-change Bldg.

Morgantown, W. Va.

Grace M. Griffin, '10, 21 McLane Ave.
Frank W. Schaller, '37, 315 Beverly Ave.

New York

Clifford L. McMillen, '11, N. W. Mutual Life Ins. Co., 347 Madison Ave.
Helen Ulrich, '20, Equitable Life As-surance Society, 393 7th Ave., Room 1601.

Northern California Alumni

Pat O'Dea, '00, 212 Sutter St., San Francisco
James Femrite, '43, 201 Sansome St., San Francisco.

Oklahoma City, Okla.

E. G. Dahlgren, '29, 715 N. W. 49th St.
Lloyd Perrin, '50, Station KOMA, Biltmore Hotel.

Oregon

F. C. McGowan, '01, Henry Bldg., Portland.
Eugene D. Farley, '31, 517 Dekum Bldg., 519 S. W. 3rd Ave., Portland.

Peoria, Ill.

Calvin Oakford, '24, 316 S. Washington St.

Philadelphia, Pa.

Kenneth Mills, '23, 426 Montier Rd., Glenside.
Howard E. Jamison, '23, Room 1012, 401 N. Broad St.

Pittsburgh, Pa.

John B. Seastone, '26, Westinghouse Electric Corp., East Pittsburgh.
Rolf Griem, '17, 771 Colony Circle.

St. Louis, Mo.

Grant F. Goddard, '38, Southern Comfort Corp., 2121 Olive St.
Mrs. Elizabeth W. Owens, '21, Mercantile-Commerce Bank, 721 Locust.

St. Paul, Minn.

R. J. McCubbin, '25, 900 Fauquier Ave.
Harold Jordan, '25, E-1006 1st National Bank Bldg.

Schenectady, N. Y.

Jonas M. Lagergren, '40, Gas Turbine Engr. Div., Bldg. No. 52-3, G. E. Co.
Holland H. Hutchinson, '44, Bldg., No. 48, Room 213, G. E. Co.

Southern California Alumnae

Mrs. C. H. Sannes, '02, 1748 Orchid Ave., Hollywood.
Mrs. Ralph Sunderlin, '14, 2616 W. 84th Pl., Inglewood.

Southern California Alumnae, Jr. Div.

Mrs. Robert L. MacReynolds, '30, 5725 Alviso Ave., Los Angeles.
Meredith Kay Missman, '46, 1412 N. Laurel Ave., Los Angeles.

Southern California Alumni

Robert L. MacReynolds, '27, 403 W. 8th St., Los Angeles.
Mrs. H. A. Loftsgordon, '14, 1429 N. Hobart Blvd., Los Angeles.

Spokane, Wash.

E. H. Hughes, '03, Hughes & Co., S. 119 Howard St.
Mrs. Ralph Ortell, '22, 2020 S. Lincoln St.

Washington, D. C.

Robert W. Davis, '21, 1526 M St. N. W.

Waukegan, Ill.

Kenneth R. Metzler, '37, Abbott Laboratories, N. Chicago.
Mrs. Arthur Searing, '38, 1017 Westmoreland.

*In each case, the first name is that of the club president; the second, the secretary.

(Continued from page 54)

Sporting Goods store in Janesville and renamed it Cook and Saxer Sporting Goods. Both are veterans of the US Navy; Saxer played for a time with the Chicago Cubs.

Alastair J. SELLAR is now practicing law in Bloomfield, N. J., specializing in equity and estate matters. He lives there at 75 Hoover Ave.

Mr. and Mrs. Edwin R. STAUF-FACHER, Jr. (Hazel HOLDEN, '45) of Calamine announce the birth of a son, James Edwin, last May 1. Other child is Donald, 2.

Richard W. STROMBERG and Lois Ione Zahn were married recently in Fond du Lac. They are now living at 2629 Rose St., Franklin Park, Ill. Mr. Stromberg is chief food chemist for the White Cap Co. in Chicago.

Mr. and Mrs. R. TENNANT of Madison announce the birth of a daughter last May 7. He is employed by Ray-O-Vac.

1943 W

J. Tom MERRIAM recently opened law offices in the Security Bldg., 213 N. Main St., West Bend.

Clare M. EDDY graduated last spring from the La Crosse State Teachers College and was appointed as new athletic director and coach at Mineral Point High School.

Vern GAVIC and her brother, Ralph, '47, recently purchased and are now managing Gavic Motors, a Dodge-Plymouth garage at Baldwin.

Walter E. HEINZ reports a change of address from Madison to 4510 Garfield Dr., Corpus Christi, Texas. He is a chemist at the Celanese Corp., American Research Laboratories, Clarkwood, Texas.

William HERZIGER of Neenah recently joined the faculty at Menasha High School. He taught formerly at Sheboygan.

Mr. and Mrs. Fred K. LADEWIG of Kansas City, Mo., announce the birth of Mary-Jane last Jan. 3. Mr. Ladewig is selling heating and air conditioning equipment for the Trane Co. in Kansas City.

Mr. and Mrs. Donald J. MEYER of San Jose, Calif., announce the birth of Donna Lee last May 22.

Albert G. MOSLER owns and operates with his brother the Crown Service Co. in Philadelphia. It's located at 3421 Market St.

Dr. Robert C. PUESTOW was recently released from the army and started a residency at the Veterans Hospital, Hines, Illinois. His mailing address is Box 223, Lombard, Ill.

Norma Jane RENO received her master of science degree at the UW last June and joined the faculty of the University of Pittsburgh as an instructor in the department of speech.

Dr. Bryant H. ROISUM and his wife are now living in Oregon, Wis., where he is practicing medicine.

Mr. and Mrs. Ralph E. SCHULTZ (Virginia MILLER) of San Francisco announce the birth of twin daughters, Jeanne Marie and Joanne Katherine, last March 17.

Sigmund SHAPIRO reports a change of address from New York City to 3922 Thirteenth St. N.W., Washington 11, D. C. He has accepted a position as economist with the Census Bureau there.

Atty. Charles O. VAUDELL was recently named deputy district attorney in Madison. He and his wife and two children live at 2536 Gregory St.

1944 W

Kathryn J. BARTLETT left last June for a year's tour of duty as a civilian with the army in Okinawa. Her mailing address is Civilian Directory, 21st Base P.O., APO No. 438, care of Postmaster, San Francisco, Calif.

Mary Jane HEALY has been practicing law for several years with the firm of Healy, Neuser, and Healy in Beaver Dam.

(Continued on page 59)

★ Field Notes

AS A NEOPHYTE in alumni work, I am amazed at the volume and ramification of business handled by the Wisconsin Alumni Association Office.

In the Mailing Department, trucks are piled high, at different times, with mail sacks filled with Commencement announcements, class reunion notices, *Wisconsin Alumnuses*, *Badger Quarterlies*, and membership materials. In turn, the office receives a lot of mail—and in many of the envelopes we find membership applications with the "long green" attachment. That is fine—keep it up! The Association, by organized effort, can certainly help the University—but it must have your help.

The University Alumni Records Office, located next door,



GIBSON

surely has a lot of work on its hands. The attractive ladies in that office tell me they maintain records on close to 120,000 men and women who have either attended or graduated from the University. In addition, they have the war service records of alumni from two world wars. (Let's work so as not to have another one.)

* * *

Most of you folks know John Guy Fowlkes and how successfully he can present the services of the University to any given group. I found him excellent company going to, and while at a meeting—but going home—not so good. He gives you the keys to his car, stretches out in the right-hand portion of the front seat—if a big six-foot plus guy can stretch out in that location—pulls his hat down over his eyes, folds his hands, and goes to sleep. And I mean sleep. He doesn't talk, snore, or move. He just sleeps, and 140 miles later you have to shake him awake and tell him he is home. But it is lucky for him he can relax so completely because, during the week I refer to, this night's trip to Wausau and return was only one of four. And the next morning you can call his office and he is ready for a full day's administrative work.—ED H. GIBSON.



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been promoted to
Manager of our
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FRANCIS L. "PUG" LUND

The depression period was a good time to be going to the University of Minnesota instead of trying to get a job. Things were somewhat better when I was graduated in 1935, but the decision I had to make about my future was still a difficult one.

The possibilities ranged from playing professional football to selling life insurance. A number of insurance companies approached me, but I was stubbornly blind to the opportunities in that field. Having majored in business administration, I felt there was a greater future in a sales job with a large automobile manufacturer. That's the job I took.

It was a good one, providing excellent experience and a substantial salary. However, as the years went along, I often wondered about the permanency of my future in such a dynamic business. Was I building anything of my own?

When the war curtailed car sales, it didn't take me long to decide on a career of life insurance. It offered me a business of my own, with never a fear for security as long as I worked, and richly rewarding compensation in direct proportion to my efforts. As the company I wanted to live with the rest of my life, I chose the New England Mutual.

Since January 1942, except for almost three years in the service, I have been thoroughly enjoying every day of life insurance. I can honestly say there hasn't been a single disappointment in my decision.

Pug Lund

GRADUATES of our Home Office training courses, practically all of them new to the life insurance business, are selling at a rate which produces average first-year incomes of \$3600. The total yearly income on such sales, with renewal commissions added, will average \$5700. Facts such as these helped "Pug" Lund solve his career problem. If you'd like to know more, write Mr. H. C. Chaney, Director of Agencies, New England Mutual Life Insurance Company, 501 Boylston St., Boston 17, Massachusetts.

These University of Wisconsin men are
New England Mutual representatives:

Henry E. Shield, '04, Chicago
George F. Mayer, '12, Milwaukee
Hilding F. Nelson, '19, Rockford
Paul K. Ayres, '20, Chicago
Alfred C. Goessling, '23, Milwaukee
Hugo C. Bachuber, '24, Milwaukee
Dave Noble, C. L. U., '24, Omaha
Godfrey L. Morton, '30, Milwaukee

Get in touch with them for
expert counsel on your life insurance program

(Continued from page 57)

James G. HOLGATE received his MS from the University of Michigan last June and accepted a position at Hillsdale College, Hillsdale, Mich., as athletic director and head football coach. Mrs. Holgate (Marjorie KOCH) resigned her position as dietitian at the U. of M. Hospital and is acting as housemother at North Hall in Hillsdale.

Russell H. JOHNSON is now enrolled in the Duke University Law School, Durham, N. C., according to word just received from his wife, the former June BROWN.

Mr. and Mrs. Robert J. KING (Mary Jane DICK) of 6812 Dorchester Ave., Chicago, report the birth of a son, Richard Patrick, on August 22, 1947. Mr. King is with the J. B. King Products Co., 53 W. Jackson Blvd., Chicago.

The body of T/5 Kenneth L. MARTINSON was recently returned from abroad. He lost his life in the D-Day invasion while giving first aid to several wounded men. He was one of the 17 men to whom the new Slichter dormitory on the UW campus was dedicated.

Dr. Walther MEYER recently joined the staff of the Medford Clinic.

After studying at Indiana, New York, and Columbia Universities, Joseph RABEN is now teaching at Butler University in Indianapolis. He reports the marriage of his sister, Nina RABEN, '51, and Daniel GOLDEN, '48, in New York last April 20.

Kate SALTER, daughter of UW Prof. J. T. Salter, returned recently from two years in Europe where she was in charge of the press center at the Rhine Main Airbase and also served as a correspondent with the Air Force. She plans to return soon to Paris as a correspondent.

Richard Sears SMITH and Louise Lewis were married last May 1 in Chicago, where they are now living at 6858 Constance Ave. She was formerly credit manager for Spiegel's, Inc. and he is now a sales engineer with the Sola Electric Co.

Joan Elizabeth VEA and William Hill Bleeker III were married last April 24 in Madison. They are now living in Detroit, Mich., at 830 W. Euclid St. She is a policy consultant with the Liberty Mutual Insurance Co. and he is chief metallurgist for the Allegheny Ludlum Steel Corp.

Robert H. GOECKERMANN and Ruth Louise Donnell were married last April 24 in Berkeley, Calif., where he is working on his PhD in nuclear chemistry at the University of California.

1945 W

Bonna BEQUETH sends a belated report of her change of name and address. She is now Mrs. Galvin O. Bishop, 1082 E. Fourth St., Brooklyn 30, N.Y. The marriage took place Nov. 8, 1947.

Since his discharge from the army, John P. BROWNE, Jr. has been working for the Railway Mail Service in Chicago and attending Northwestern University in Evanston, Ill.

Dale F. BRUHN has joined the faculty of Waupaca High School as a teacher of agriculture.

Mr. and Mrs. William H. GREENBAUM now own their own home at 17 Poplar St., Elmsford, N.Y. They have a daughter, Anne Carol, 2.

Mary E. MORGAN reports that she is now Mrs. Paul W. Kempe, 5325 W. Giddings, Chicago.

Mr. and Mrs. George J. NORTHPROP of Burlington report the birth of Richard Bruce last March 13. Their daughter, Roberta Louise, is now two years old.

Marshall D. ROTTER and Samuella E. Rabenowich were married last April 10 in Milwaukee. They are now living in Cleveland, Ohio.

J. Hartt WALSH, former associate professor of education at Washington University, St. Louis, Mo., was recently appointed dean of the College of Education at Butler University, Indianapolis.

Lt. Mary Ann NEACY was transferred last March from Walter Reed General Hospital in Washington to the

European Command, 97th General Hospital, Frankfurt, Germany. She shares an apartment in the hospital compound with Lt. Mae E. ENGBERG, '44. Lt. Neacy's address is 97th General Hospital, APO No. 757, care of Postmaster, New York City.

Dorothy Mae BACH and Robert W. HAUGAN, '46, were married last March 20 in Beloit. He is now teaching at Beaver Dam High School, she at Delavan High School.

Mr. and Mrs. Merton R. BARRY of Madison left for Switzerland last summer where he will study at the Kunstgewerbeschule, on the leading modern art and craft schools in Europe.

Mr. and Mrs. William E. JOHNSON (Jane WESTON) of Madison announce the birth of David Laurence last April 2.

1946 W

Marilyn SCHARF and Audubon H. Neff were married last May 1 in Belaire, Texas, and left for a honeymoon to Mexico. The bride was a former stewardess with Pan-American World Airways and the groom was a pilot. They are now living at 2210 Cleburne, Houston, Texas.

Madeleine Edythe SCHOENFELD of Long Island received the master of science degree in retailing at New York University last June.

Delores E. SCHROEDER has moved in Cleveland, Ohio, from 1953 E. 116th St. to 2026 Abington Road. She is doing graduate work at Western Reserve University.

Bradford T. SCOTT and Marjorie Helen Hackbarth were married last May 1 in Janesville, where they are now living at 1412 Ruger Ave. He is assistant Rock County agriculture agent and she is his secretary.

Jane WEISSELBERG is now handling advertising for the college department of Rinehart Publishers. Her home address is 83-57 118th St., Kew Gardens 15, N.Y.

Mark Byron BAILEY and Frances Goslin were married last March 22 in Milwaukee, where they are now living at 331 E. Lincoln Ave. He is a pharmacist at Laab's Pharmacy, Inc.

Jane C. CHESS is now secretary of the Chemical Physics Department of the Mellon Institute of Industrial Research, Pittsburgh. She is living there at 5567 Aylesboro Ave.

Julian Webb CLARK and Signe Larsen were married last April 3 in Madison, where they are now living at 445 W. Gilman St. He is membership secretary of the Madison YMCA and she is cadet operating room supervisor at the Madison General Hospital.

Kenneth H. DeROCHE and Erlene E. WEINMAN, '49, were married last April 10 in Madison. He is studying mechanical engineering at the UW.

John R. DUCKWITZ and Ronna Mae Sawtelle were married last April 1 in Madison. She is a decorator at the Ceramic Art Studios and he is associated with his father in the Southern Wisconsin Produce Co. During the war he was a fighter pilot with the 15th Air Force in Italy.

1947 W

Mr. and Mrs. William O. TRUEBLOOD (Opal HAMILTON, '42) of 1421 Bercliff Place, Cincinnati 23, Ohio, announce the birth of a son, Mark, last Feb. 23. Mr. Trueblood is an industrial engineer with Proctor and Gamble.

Sally CAREY recently completed nine months of training with the National Institute of Public Affairs in Washington, D. C. and has been assigned to the Institute of Ethnic Affairs, Division of Dependent Areas, Department of State.

Carolyn ACHEN and William A. SUMNER, Jr., '42, were married last May 15 in Madison, where they are now living at 957 Lake Ct. He is editorial director of Gas Magazines, Inc.

Elizabeth L. BARRON and Robert T. ANDERSON, '48, were married last April 17 in Madison, where they are now living at 919 Spaight St.

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Ambassador Bldg.

FOOTBALL FEVER

(Continued from page 15)

lost only three games, two to Michigan and one to Minnesota.

Little's choice to succeed himself as football coach was Glenn Thistlethwaite who had had fine success at Northwestern. Thistlethwaite coached through the 1931 season before he resigned. His 1928 team was one of the best, finishing second in the Conference when it lost only to Minnesota 6-0 and was tied by Purdue 19-19. That year the Badgers did what no other Wisconsin team had done since 1899—scoring a victory over Michigan at Ann Arbor. Notre Dame also was beaten that season 22-6 when Knute Rockne of the Irish eleven complained of "the long grass" at Camp Randall.

Thistlethwaite was replaced by Dr. Clarence W. Spears, former coach at Minnesota and Oregon. Spears' best season was his first in 1932, the team winning six games, losing one, and tying one. Only a 7-6 loss to Purdue and a 7-7 tie with Ohio State kept the Badgers from a title.

Departmental disputes arose in 1934 and the upshot was the exit of Spears at the close of the 1935

season. Since then, Harry Stuhldreher has been in charge. He's now in his 13th year at the school which had become known as "a coaches' graveyard." before his coming. Last year his club finished second in the

Big Nine. This year Harry says "we're strictly a second-division team," but feverish Badger fans everywhere were confident that for the boys in Cardinal, 13 would be a lucky number.

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and to the "Wisconsin Alumnus"—observing its 50th year of service.

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Fond du Lac

Wisconsin

University Story

(Continued from page 36)

which held the Wisconsin research program together. Besides grants-in-aid, the WARF provides for scholars and fellows, full-time professorial summer research, lectureships and symposia, a department of wildlife management, a University press, a new enzyme institute, a Slichter professorship, and a 150-family faculty apartment project.

The third great trend influencing University life in the 20th century has been the concept of public service, the *Wisconsin Idea* that knowledge of all kinds is to be extended to the very boundaries of the state.

A radio education program, for instance, has grown directly out of the experiments conducted by Prof. Earle M. Terry of the physics department in wireless telephonic transmission. In 1919 the first clear voice transmission was made and the next year the broadcasting of weather bureau reports was begun. Station WHA and its School of the Air are products of these early experiments and have maintained high standards in radio education.

University extension work has continued to flourish through the efforts of many of the staff to maintain and improve the standards of correspondence work, continued effectiveness of agricultural extension

work, the success of the Milwaukee Extension Center, and of the circuit classrooms in other cities. Two innovations of the Wisconsin extension program, each relating to citizenship training, cut new paths. In 1932 Dean Chris L. Christensen, impressed by the comprehensive scope

and success of the Danish Folk School in training rural leaders and in enriching rural life, reorganized the Short Course at the College of Agriculture. The young farmers were now housed together, rather than being left largely to shift for

(Continued on page 64)

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(Continued from page 62)

themselves. Community living was considered a new type of training in citizenship. This emphasis also found expression in 1938 in the launching in Manitowoc County of a roundtable group for the study of public administration. The Legislature has since made an annual citizenship program mandatory for each of the 71 counties.

In one extension innovation Wisconsin was indeed unique among American State universities. In 1925 new ground was broken when a summer school for workers was launched to provide needed education for the wage earners of the state. In addition to the summer courses the school conducted an extension program in industrial centers through the year. In time Michigan, Illinois, Cornell, and Harvard followed the Wisconsin example in devising programs for industrial workers which offered both training in union techniques and leadership and education for a deeper understanding of economic issues.

Important, too, has been the way in which the University has lifted to new levels the traditional concept of service to the state in the esthetic sphere, long neglected for what many deemed an over-emphasis on practical affairs. In 1936, thanks to the generosity of the Thomas E. Brittingham estate, John Steuart Curry, a leading regionalist, was made artist-in-residence. This was the first appointment of its kind in an American university. In addition to painting murals for the new Law School Library and the Biochemistry Building, Curry stimulated many amateur painters all over the state to find increased pride and pleasure in their work. Also striking was the coming of the Pro Arte Quartet, again made possible by outside support.

What is the measure of the University of Wisconsin on the occasion of its 100th birthday?

It is clear that in its Centennial year the institution faces tasks comparable in difficulty with those that confronted the pioneers.

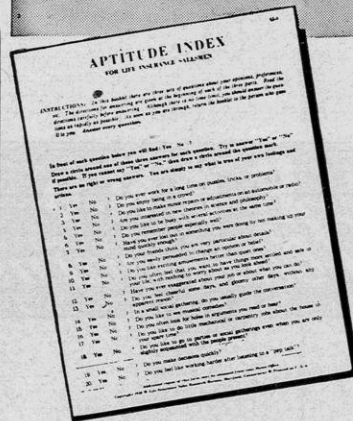
There is the physical task of educating 20,000 students in a plant designed to accommodate half that many and under a budget inadequate to finance a superior job.

There is the moral task of bringing to all the citizens of Wisconsin education for a fuller realization of democracy in every phase of living, education directly for international understanding, and education for the application of creative imagination and trained intelligence to the solution of social problems and to the administration of public affairs.

Meantime there are the assets of a hundred years of experience and tradition and spirit.

There is abundant campus experience in making ends meet in cramped quarters. There is a vibrant tradition of profound economic, social, and scientific thought. And there is an unquenchable spirit of untrammelled inquiry and unselfish devotion to the public weal.

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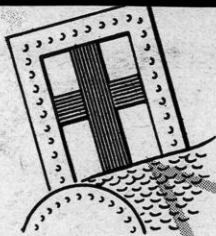
AND CARBON CORPORATION

30 EAST 42ND STREET  NEW YORK 17, N. Y.

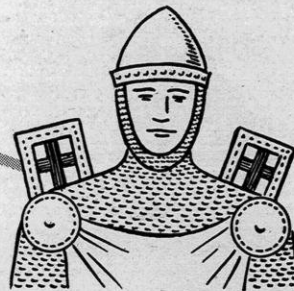
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Armor showing
ailettes, A. D. 1320

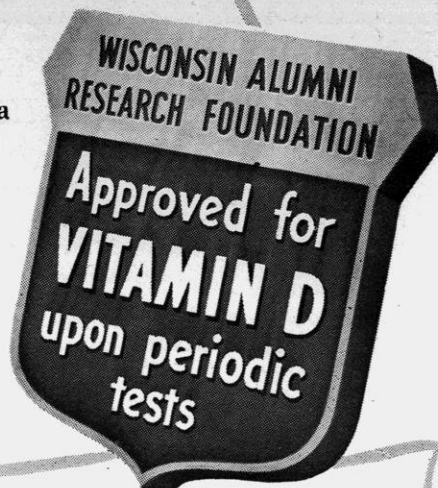


Ailettes, nothing more than plates of forged iron or steel, were worn over the coat of mail to protect shoulders against blows aimed at the headpiece and glancing off.



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WISCONSIN ALUMNI
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M A D I S O N 6 , W I S C O N S I N

★ *Dear Editor:*

"UNIQUE ATMOSPHERE"

I ought to be making up nasty exam questions but one of my students who is also a Badger alumnus just brought in a couple of issues of the magazine and of course I couldn't resist taking a gander. Now I must take the time to tell you how good I think they are. It seems to me they recreate the sense of the unique Wisconsin atmosphere, and inform the reader of the real work of the University more accurately than any alumni magazine I remember.

Our migration to California is still so recent that mail is sometimes delayed through the necessity of being forwarded and I think I have allowed more than one subscription to magazines and papers to lapse. I enclose my check for \$4, for dues and subscription.

ORRIN B. EVANS, '31
Los Angeles, Calif.

TRIBUTES

I want to tell you how much satisfaction Mrs. Weaver and I have derived from your beautiful memorial to Aldo Leopold in the *Alumnus*.

It is very fortunate that one with your appreciation of Aldo and his work was on hand at the time of his passing to write a well-nigh perfect tribute which will do much to perpetuate his influence and to advance the causes which he served so unselfishly.

Prof. A. T. WEAVER, '11
Madison, Wis.

Just a note to extend my congratulations to you and to the *Alumnus* for the recent credit and acknowledgement which it has been given. I think sometimes that many of us are prone to overlook the important and commendable things in the University with which we are associated or in whose reflected glory we can bask. So is it with your publication and quite obviously the publication is no better than its editor. In any event please accept my congratulations and felicitations for the high recognition given your publication.

Prof. LLEWELLYN R. COLE, '26
Madison, Wis.

"HEAR, HEAR"

I just flipped mine open and read the "Up and Down the Hill" editorial of the April, 1948, alumni magazine. I haven't read any more of this issue yet because I wanted to say, "Hear, hear," as the Aussies might, while it was fresh. I think your editorial philosophy as you expressed it is exactly what is needed, your grasp of the relative importance of events occurring upon this small sphere in space, sound, and your intended shift in emphasis from chitchat of campus trivia to the U's more important undertakings, a good move. I note you intend to fill in the usual campus goings on as well, which of course is the general function of an alumni mag. Prom queens extraordinaire are still important, of course, but hardly hold with rocket research in light of "the violent lightning flashes of approaching storm," as you so aptly put it.

PHILIP WALLESTAD, '47
Wood, Wis.

A GRIPE

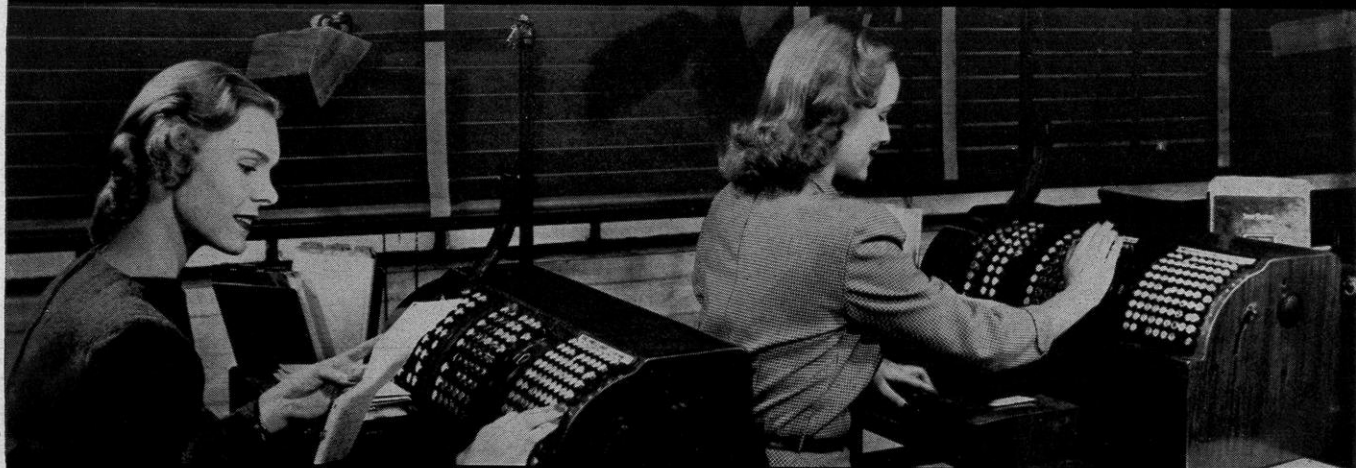
Give the alumni something besides football and you can add substantially to the membership. We get the football scores over the radio and in the daily press. Why not relay to us information about the scientists, the economists, the psychologists, the teachers, the successes of some of the many alumni in law, medicine, statecraft, teaching, social work, authorship, etc., etc.?

The Alumni Association seems to be managed by the sports enthusiasts.

FREDERICK E. BOLTON, '93
Seattle, Wash.

ED: The sports enthusiasts are doing a poor job of managing. The August issue of the *Alumnus* devoted exactly 3.5% of its space to sports.

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rial by Jury

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represent you and many millions of other telephone listeners. Their trained ears check syllables, words and sentences as they come over the telephones. While they listen, they write down their "verdict."

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