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MARJORIE KINNAN RAWLINGS, '18

WISCONSIN
Alumnus

"Centennial Commencement-Reunion"—see pages 5-9

JUNE, 1949

★ Dear Editor:

ADD WALDHEIM

The January, 1949, issue of the *Wisconsin Alumnus* was received today with especial enthusiasm for it contained an article, though relegated to the latter pages, of what I consider major importance.

Jack Waldheim's ideas, expressed in "Let's Build for the Future!" are ideas in the truest of 'Wisconsin Tradition'; more than that (and I do not mean to be treading on provincial toes) it is the forthcoming tradition of a much desired internationalism. Wisconsin has too long publicly ignored the fruits of one of her greatest sons, Frank Lloyd Wright! I feel that Jack Waldheim expresses his own original ideas in the tradition of the master.

As for the airless mausoleums of previously proposed megalomaniacal plans, please, let them rest in peace! In the fifth century B. C., not much was known of reinforced concrete or cantilever construction; the best was done with the skills and materials at hand.

But, this is 1949, and the years to come!

Wisconsin's motto is *FORWARD* ('lest we forget')! Let us have a suitable functional, *forward* physical plant to provide the proper home for the functional, *forward* teachings of a great liberal university.

DR. CECIL C. H. CULLANDER, '44
U. S. Naval Hospital
Great Lakes, Ill.

It's about time the Midwest gets a university with a contemporary plan; and I think the theater building has been lonely too long.

Congratulations to Jack Waldheim, a classmate of '38.

MRS. PAUL CLIFFORD, '38
Palm Springs, Calif.

The January *Alumnus* devotes two pages to "Let's Build for the Future" by "famous" Jack Waldheim.

He quotes William Blake's "None but the blockhead copies". Then he describes and sketches "Plan High", a building reminiscent of some I saw in New York 40 years ago, copied in other cities since.

His "Lake Plan" building is to "cantilever over the tree tops". Quite depressing (one might imagine) to the trees to have their tops permanently out of the sunlight and also trimmed every year.

His "knife-thin buildings" are to be heated by "trapping solar energy" which "can be done simply". Apparently this heating device has already taken place of furnace heating in buildings elsewhere, perhaps in Chicago.

He worries greatly about Wisconsin's "precious acres" and "blades of grass". But after eighty years of building construction the upper campus still remains inviolate and will continue so.

If Waldheim's plans are "in the Wisconsin tradition" then virtually all other buildings in the state are out of the Wisconsin tradition.

FREDERICK A. POTTS, '05
Waupaca, Wis.

I have read Mr. Jack Waldheim's article in the January 1949 issue of the *Wisconsin Alumnus* and believe he has some good ideas which deserve looking into. May I suggest that the Board of Regents request Mr. Jack Waldheim to present his plan in opposition to the plan which is being so vigorously promoted at the present time. I believe some kind of a long-range plan of development for our university is needed and Mr. Waldheim seems to have some sort of comprehensive plan in mind which I hope he will have an opportunity to present.

BERTRAM F. ADAMS, '02
Wood, Wis.

EDUCATION VS PROPAGANDA

When you describe Philip Reed's "Education for American Leadership" (March issue) as "an atomic age version of the *Wisconsin Idea*", you may be slightly distorting that *Idea*. I refer specifically to your apparent notion that the present world-wide struggle between East and West is merely an enlarged version of the struggle in Wisconsin "50 years ago" between "democracy" and "special privilege". That struggle (which you associate with the *Wisconsin Idea*) was a *different* struggle and is still with us. It will remain with us after we win the world-wide contest.

The *Wisconsin Idea* that made Wisconsin great rested fundamentally on the opportunity it provided for free inquiry, and on a concept of "education" derived from a winnowing and sifting of all the *relevant* facts. The preservation of that *Idea* in all its original meaning is essential lest Communism force the West into a dictatorship from the right—a possible outcome just as distasteful to all true democrats as a dictatorship from the left.

Perhaps Mr. Reed would agree with this, but nowhere in his speech does he mention it. And even though he is strongly impressed with the fact that "too many millions of us do not understand the basic economics of private competitive capitalism", he gives us no

bill of particulars. Those against whom the *Wisconsin Idea* of 50 years ago was directed also thought they understood and practiced the "basic economics of private competitive capitalism".

All of which raises the question as to whether either you or Mr. Reed has properly labeled his speech as "education". To qualify under that title his speech would need to include the warning sounded by Wisconsin's most eminent social scientist, the late John R. Commons, whom you quite rightly include as one of the most vigorous devotees of the *Idea*. In the last chapter of his last book entitled, *Institutional Economics*, at the bottom of page 902, he wrote:

"It may be that American capitalism is moving toward Fascism under the guise of an Economic Planning Council. It has begun by suppressing Communism and Syndicalism. But it cannot reach the ultimate Fascist state until legislatures are discredited and judges are appointed and removed by dictators. With these suppressions are suppressed the civil liberties that make possible the voluntary associations of labor unions, farmers' unions, business cooperatives, and political parties. It is these associations, instead of the older individualism of free individual action, that are the refuge of modern Liberalism and Democracy from Communism, Fascism, or Banker Capitalism."

Mr. Reed correctly observes that "if we do not know what we are doing and when our freedoms are in jeopardy we shall be playing into the hands of power-seeking people who do know what they are doing and precisely why." An atomic age version of the *Wisconsin Idea* would point out that in our zeal to avoid the clutches of the Communist bear, we should not leave holes in our defenses against either the Fascist skunks or the "Banker Capitalists."

In Mr. Reed's effectively written plea for greater activity on the propaganda front against Communism, he indicates clearly that he is not much concerned with the distinction between education and propaganda. The *Wisconsin Alumnus* should be concerned. The tendency to confuse these concepts afflicts our whole educational structure.

BUSHROD W. ALLIN, '21
Bethesda 14, Maryland

ED: The label was Mr. Reed's. The confusion was ours.

MEMORIES

I want to take this opportunity to thank "the powers that be" for the very interesting February *Wisconsin Alumnus*. Having been born in Madison and lived on Langdon Street up to the time of my marriage in 1904, my memories of the faculty, traditions, and so forth cover a period of more than the usual four-year span. About all I can say, Mendota seems the same even tho' the former gracious lawns extending to its shores are no longer there.

Thank you again for giving me a very interesting several hours of things that were, are, and going to be.

JANE OGILVIE GAMWELL, '00
Pittsfield, Mass.

"INSPIRATIONAL"

The last edition of the *Alumnus* was indeed very inspirational to all loyal Badgers, and as such I sincerely hope that it shall continue to be. Please keep up the excellent work.

I'm enclosing herewith a money order for \$4.00, payment in full for the magazine for 1949-50. Here's hoping that Ivan Williamson has an excellent chance of forging Wisconsin's football destinies this coming fall.

EDWARD L. COX, '22
Washington 20, D. C.

★ On the Cover



UNDOUBTEDLY one of the best known of Wisconsin's alumnae is **Marjorie Kinan Rawlings, '18** (Mrs. Norton S. Baskin), distinguished authoress of *South Moon Under, Golden Apples, The Yearling, When the Whippoorwill, Cross Creek, and Cross Creek Cookery*. Mrs. Rawlings was born August 8, 1896, in Washington, D.C. She lived there as a child and on her father's farm in Maryland. An English major, she was a Phi Beta Kappa in her junior year at Madison and did some of her first writing for campus literary magazines. Following her graduation, Mrs. Rawlings did publicity war work for the YWCA in New York City and later newspaper writing for the *Louisville Courier-Journal* and the *Rochester (N.Y.) Journal*. Her first full-length novel dates from the time she went to live in Cross Creek, Florida, in 1928. Since then she has published five best-sellers and more recently a cook book. Between books she finds time to manage a 72-acre orange grove. (For news of other Badger writers, see pages 10-13.)



keeping in touch with **WISCONSIN**

by **S. C. ALLYN, '13**
President, Wisconsin Alumni Association

THE month of June, with all of the events planned for Commencement Reunion will officially end Wisconsin's memorable Centennial Year. It also marks the close of what, to me, has been a thoroughly enjoyable experience . . . that of serving as president of the Alumni Association for the past 12 months. Nothing brings one closer to University life or does more to refresh cherished associations than to participate in some field of service to the University. I have enjoyed my contacts with the Alumni Association staff, the board of directors, the administration of the University, and even the problems which developed from time to time. I particularly want to thank my fellow officers for their help and cooperation throughout the year.

The past year has been one of progress for the Association. Membership has increased, the financial position is good, and there has been participation in many activities. Some of these were regular annual affairs, others were special events in connection with the Centennial Year. Thanks primarily to the conscientious efforts of John Berge and his staff, all were carried through successfully and with credit to the alumni.

I should like very much to be in Madison during Commencement Reunion. One of many reasons for wanting to be there would be to personally extend my best wishes to your new president. However, I shall be in Europe on that date but I shall certainly be thinking of all that will be taking place on the campus during this significant Commencement Week.

To the members of the Alumni and their new officers, I want to say that I shall always be glad to help in promoting the best interests of the Association and the University in any way that I can. It has been a privilege to serve the Association during the past year.

On June 17, something over 3,500 undergraduates in cap and gown will take their places in the field house. There will be impressive ceremonies and a roll of parchment will be handed to each. At the close of the ceremonies the same number of men and women will file out. They will look the same as when they entered, but there will be an important difference. They will have crossed the threshold from that period which represents preparation for their life's work to the actual beginning of that work. They will no longer be undergraduates . . . but Alumni.

At Wisconsin many of the students work their way through college. In this graduating class there will be

many married men, many veterans. The diplomas they receive will be symbolic not only of scholastic achievement but, in many cases, of no inconsiderable personal sacrifice. In every case they represent an investment of time, money and effort . . . always by the student and often by others as well.

To make that investment pay the greatest possible returns in happiness, in personal progress and in the satisfaction of having made some contribution to life as a whole is, I am sure, the objective of every member of the class of '49. This has undoubtedly been the objective of the more than 80,000 who, since that first Commencement day, have gone out from Wisconsin into all walks of life. If those men and women could speak with one voice to this graduating class, I wonder what they would say. Probably they would have many suggestions but I rather think they would agree on a few fundamentals.

One is that a college degree in itself is not a passport to success. It represents more than anything else a foundation upon which to build. Except perhaps in some cases of technical or professional training, it does not insure a head start in any organization. What it ultimately means to any graduate will depend largely upon the personal attitude of the individual toward his job, toward his fellow workers, and toward his own future. Certainly Commencement Day marks but one step along the way to a real education. The process of learning never stops. There is no such thing as final graduation.

Celebration of the Centennial Year has served to emphasize both the achievements and the problems of the University. The former present a creditable record, the latter a continuing task for the administration and of all who are interested in the University. Undoubtedly the period immediately ahead will do much to shape the course of higher education in Wisconsin for years to come. We are fortunate in having at the head of the University at this time a man with the scholastic background, the organizing ability, and the enthusiastic drive of President E. B. Fred. I have had an opportunity to learn something of his concept of the responsibilities of higher education during the past two years and to see the results of his administrative ability. In my own opinion the record of his administration will show President Fred to have been one of the great contributors to the advancement of Wisconsin.



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

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★ Sidelines

THE BEST definition I can frame of an alumnus is that he is the devoted son of a good mother. A devoted son best serves a good mother by living a high and good life, in the first place; and in the second place, by remembering her in his strength and in her weakness. Alma Mater, our institutional mother, unlike our dear mother of flesh and blood, is always young and always growing and always needing strength. She is a creature of immortal youth and deathless function and endless needs. There is about her an eternal fecundity. Young scions play about her knees in ever increasing numbers while great-grandchildren come on pilgrimages in her honor.

I have met many alumni of many types in many quarters of the globe. I have never yet met one whose eyes did not brighten and whose spirit did not glow at the mention of his Alma Mater. Some were radicals and wanted things done and done quickly and done differently. Others were conservatives and wanted nothing done. Some were progressives and saw with steady vision the path human training ought to follow in our day. Others, however practical about their own affairs, dissolved into sentiment and saw the University, as John Hay once put it in his literary way, "through the rosy mist of memory transfigured by the eternal magic of what once seemed to them endless youth." — EDWIN A. ALDERMAN, *President of the University of Virginia*, 1916.

CENTENNIAL COMMENCEMENT-REUNION

CLIMAX

★ Everybody's invited to the finale of the University's Centennial Year, June 16-19.

JUNE DAYS are traditionally special days at Madison. This year the annual Commencement-Reunion Weekend on June 16-19 takes on added interest, since it marks the climax of the University's Centennial Year. Highlighting the schedule is a Centennial Dinner and Program in the Memorial Union on Saturday, June 18, for alumni, faculty, and friends.

The weekend calendar has been juggled this year to provide more time for alumni festivities. Commencement exercises, ordinarily held on Saturday, have been moved to Friday in order to set aside a full day for a Centennial finale.

Festivities start off at 4 o'clock Thursday afternoon, June 16, with the annual Honors Convocation in the Union Theater. Among the students being honored at the time will be the two seniors and six juniors who have won the Wisconsin Alumni Association's annual "outstanding student" awards. Among the most coveted of campus prizes, the awards are based on scholarship, student activities, self-support, and contributions to the welfare of the University.

Honors to Many

Life memberships in the Association will go to Richard W. John, Waukegan, Ill., "outstanding senior man," and to Mary Markham, Janesville, "outstanding senior woman." (For statements by these prize-winners, see pages 18 and 19 in the *May Alumnus*.) Checks for \$100 will go to Sylvia M. Fudzinski, West Allis, and William R. Johnson, Racine, named "outstanding junior woman" and "outstanding junior man." Four junior runners-up will receive \$75 each.

The University Band will play a special concert on the Union Terrace on Thursday evening immediately preceding the annual President's Re-

ception for seniors and alumni in Great Hall at 8 p.m.

Friday morning at 8:30 comes the Centennial Commencement Ceremony in the Field House at which academic degrees will be conferred on some 3,500 students and honorary degrees on 14 outstanding Americans representing almost every human endeavor. They include:

Miss Lucia R. Briggs, president of Milwaukee-Downer College, doctor of laws; Kenneth F. Burgess, Chicago attorney and UW alumnus, doctor of laws; Miss Esther Forbes, novelist and historian and UW alumna, doctor of literature; Harry J. Grant, chairman of the board of directors, the Milwaukee Journal Co., doctor of laws; Edwin B. Hart, UW biochemist and research director, doctor of science; Howard Mumford Jones, Harvard professor of English and UW alumnus, doctor of laws; Herbert V. Kohler, chairman of the board of the Kohler Co. and chairman of the Centennial fund campaign of the University of Wisconsin Foundation, doctor of laws; Trygve H. Lie, first secretary-general of the United Nations, doctor of laws; David E. Lilienthal, chairman of the U. S. Atomic Energy commission and former Wisconsin Public Service commissioner, doctor of laws; Dr. Walter J. Meek, professor of physiology and associate dean of the UW medical school, doctor of science; William Schuman, composer and president of the Juilliard School of Music, doctor of music; Frank J. Sensenbrenner, director of Kimberly-Clark Co. and president of the UW Board of Regents, doctor of laws; Sumner H. Slichter, economist, Lamont university professor at Harvard, UW alumnus, doctor of laws; Eugene P. Wigner, the Thomas D. Jones professor of theoretical physics at Princeton, former UW physics professor, doctor of science.

The 14 honored at the University's Centennial Commencement will be the largest group to receive honorary degrees at Wisconsin since 1904 when 44 were awarded honorary doctor of laws degrees. Wisconsin awarded its first honorary degree in 1856.

The annual Half-Century Club Luncheon will follow Commencement on June 17 at 1:00 in the Memorial Union's Great Hall. It's the turn of the class of 1899 to join the exclusive organization, open only to Wis-

consin alumni who have been graduates for 50 years or more.

John Sarles, '23, first vice president of the Wisconsin Alumni Association, will present "Golden Jubilee Certificates" to the '99ers at the luncheon. Another traditional ceremony at the meeting will be the presentation of an historic gold-headed cane to the oldest attending graduate.

The Half-Century Club was organized in 1941 by the Alumni Association to promote fellowship among veteran Badgers. Its living membership now totals 783. A 1949 Half-Century directory will be published by the Alumni Association in June. It will list as the oldest living graduate of the University, Mrs. Charles N. Brown, 220 North Hamilton, Madison, class of 1876.

George I. Haight, Chicago attorney, president of the Wisconsin Alumni Research Foundation, chairman of the board of the University of Wisconsin Foundation, past president of the Wisconsin Alumni Association, and often referred to as "Wisconsin's No. 1 Alumnus," is president of the class of 1899.

Besides the Golden Jubilee class of 1899, at least 13 other University classes will hold reunions at Madison this June. They will get together at dinners, luncheons, picnics, forums, teas, smokers, and excursions on Friday and Saturday, June 17 and 18 (see next page).

Friday afternoon come two special events. The Varsity Crew will race on Lake Mendota at 4 and the cornerstone of the new Engineering Building will be laid with appropriate ceremonies at 3.

Centennial Carnival

Entertainment highlight of the Commencement-Reunion Weekend will be a Centennial Carnival on the Memorial Union Terrace Friday evening, June 17, from 6 p.m. on. The Wisconsin Alumni Association has arranged a floor show featuring some of the best local and campus talent in the musical and comedy fields.

"All alumni on campus then are invited and welcome," announces John Berge, executive secretary of the Alumni Association, who has arranged the entertainment. "They will be free to come and go, to talk, mix with friends, eat, drink, dance, or just sit—if they're so minded."

(Continued on page 30)



THE CLASS OF 1909 IN 1927: By the numbers—1. Edwin E. Witte, 2. Alice M. Grover, 3. A. D. Vos-terhius, 4. Irma Hochstein, 5. Mrs. William E. Carnes, 6. E. F. Bean, 7. William E. Carnes, 8. Harry Sauthoff, 9. Glenn E. Smith, 10. Frank J. Natwick, 11. Albert M. Wolf, 12. John A. Conley, 13. O. S. Syftestad (deceased), 14. Marion D. Cooper, 15. Claude Van Auken, 16. F. H. Cenfield, 17. Kenneth Van Auken, 18. Mrs. William R. Muehl, 19. Agnes Leary, 20. Mary E. Longfield (deceased), 21. Mrs. F. H. Cenfield, 22. William R. Muehl, 23. Mrs. E. F. Bean, 26. Mrs. Claude Van Auken, 27. Mrs. Albert M. Wolf, 28. Mrs. O. S. Syftestad, 29. Dr. Rollo Fisher, 30. Mrs. Alma Boyd Van Auken, 31. Mrs. Hazel Higbee Waterman, 32. Mrs. Frances Albers Fisher, 33. Mrs. Charlotte Gardiner Cooper.



THE 1915 BAND AND THE CLASS OF 1917 IN 1935: The late "Charlie" Mann, director of the '15 band, met with his boys at Maple Bluff. The '17ers met with the classes of '14, '15, and '16 on the Union Terrace. Note Harry A. Bullis, '16, chairman of the board of General Mills, to the left of the head of the table at the right.



THE CLASS OF 1924 IN 1928: At a joint luncheon with the classes of '23, '25, and '26 in the brand new Tripp Hall Refectory.

★ Twelve classes will come back to the campus for luncheons, dinners, conferences, and informal get-togethers on June 16-19.

REUNIONS

"C'MON BACK!"

Reuning classes have already pre-empted dining and dancing space in most of Madison's clubs and hotels, as well as in the Memorial Union. Here are class plans to date:

1899: Highlight of '99ers program will be their entrance into the Half-Century Club Friday noon, June 17. This will be preceded Thursday by a luncheon at the Loraine Hotel at 1 p.m. and followed by a dinner at the Loraine Friday night at 6 p.m. and a noon luncheon at the College Club Saturday.

1904: Plans are underway for weekend luncheons, taking and showing movies, and visiting at the home of Ray Owen, chairman of the reunion. Class president is A. E. Thiede.

1909: The '09ers are planning a 6:30 p.m. dinner Friday at the Loraine and a noon lunch Saturday in the Union. Class president is Olga Nelson Berg.

1914: A dinner at the Maple Bluff Country Club at 6:30 Friday and a noon lunch in the Union Saturday are being planned by the '14ers. Class president is Morgan Cartier. Reunion chairman: R. H. Carpenter.

1917: Reuning class members will hold a picnic at the home of Class President Mrs. Eleanor R. Conlin, 739 Farwell St., Madison, at 12:30 p.m. Saturday.

1919: Harold M. Groves, class president, is arranging a noon luncheon in the Union for Saturday, June 18.

1924: School of Commerce grads of 1924 will hold a reception in the Union Reception Room Friday from 5:30 to 6:30 p.m. Their classmates will join them in a noon luncheon Saturday in the Union's Tripp Commons. President of the class is Walter Frautschi.

1929: Luncheon and swimming at the Maple Bluff home of Louise Coxon Brown at 1 p.m. Saturday are planned by the '29ers. The class is also providing one free ticket to the Centennial Dinner for each single '29er, two for each married one.

1934: Coach Ivy Williamson will talk to the '34 gang in the Van Hise Refectory on Saturday noon. Prof. Delmar Karlen is class president.

1939: A cocktail party at Kennedy Manor will be held at 4 p.m. Saturday.

1944: A 10 a.m. breakfast at the Nakoma Country Club on Saturday will keynote the '44ers reunion.



THE CLASS OF 1909 IN 1934: This group will mark its 40th anniversary this year with both a dinner and a luncheon. Class prexy is Olga Berg.



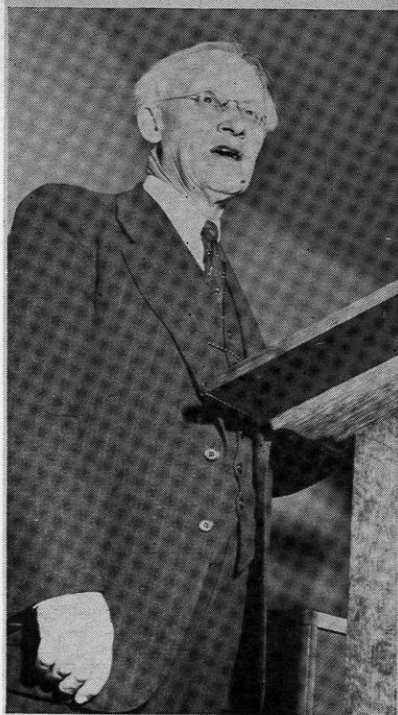
THE CLASS OF 1899 IN 1939: Headed by President George I. Haight, the '99ers will join the Half-Century Club on June 17.



"WE" OF '24 IN '28: Col. Charles A. Lindbergh, front and center, came back to the campus to receive an honorary degree and to eat waffles with his classmates on the floor of the Walter Frautschi home in Madison. Note Porter Butts, director of the Wisconsin Union, with pipe and knickers, second from the right in the front row. The host is to his right.

CENTENNIAL SALUTE

★ Excerpts from a birthday toast to the University by WILLIAM H. KIEKHOFER, professor of economics at Madison since 1913, who as chairman of the University Centennial has supplemented the regular work of the University in 1948-49 with a series of out-of-the-ordinary projects which have stimulated and enriched the intellectual and cultural life of the campus—projects like a national conference on higher education, 16 symposia, the gatherings of 13 learned societies, the finest in art, music, and drama, the publication of a University history, and the establishment of the University of Wisconsin Foundation. Mr. Kiekhofer will be a featured speaker on the Centennial Program June 18, talking on *A Centennial Valedictory*.



WILLIAM H. KIEKHOFER: In the Music Hall pose in which he has been greeted by 35 generations of Econ. 1a students with a "Ssssssss . . . boom . . . ahhhhhhh . . . WILD BILL!"

IN MADISON, and at many places all 'round the world, we commemorate the Centennial of the beginning of instruction at the University of Wisconsin. Then 17 students, a single teacher, and a hired hall. Now more than 17,000 students on the Madison campus alone, still other thousands at centers throughout the state, and tens of thousands more served by the extension departments of the University. The faculty, full-time and part-time, is now twice as large as was the student body a half century ago. And the center from which all University of Wisconsin educational activity springs is now a hill-topped campus of incomparable natural beauty that stretches for more than two miles along the shores of Lake Mendota.

Birthday anniversaries in the lives of institutions, as well as in the careers of mature individuals, are occasions for taking inventory and of planning for the future. Happily, institutions, unlike individuals, can plan for the ages. They need not die. And so our one hundredth birthday anniversary finds Regents and faculty, alumni and students, hard at work doing more things than ever before (we wish we might add "and doing them better"), and busily planning for the years to come. Decisions now being made, policies now being formulated, programs and projects now being launched, blue prints now being drawn, faculties now being recruited, and financial support now being sought for larger tasks than ever before will affect the functioning of the University for many years to come. We are the architects and builders of the University of today and tomorrow.

* * *

What sort of a University do we want? It seems to me I can hear your voices saying, "Keep Wisconsin a distinguished seat of higher learning." A university is a community of scholars and students devoted to the accumulation and transmission of knowledge, to the development of creative thought and thinkers, and to the advancement of the boundaries of human knowledge. Scholars become creative teachers when they help develop in their students the ability to think—not what

to think but how to think. Upon the transmission from one generation to another of accumulated ideas and skills and the ability to think creatively, the perpetuity of our civilization rests. Schools, colleges, and universities are our citadels of learning, the conservators of the past progress of mankind. Educated men and women are the University's quality product; there is no Wisconsin product that is greater, none that is in heavier demand. Of the 75,000 alumni of the University, few have failed; practically all have lived useful lives; and many, to the joy of all of us, have risen to commanding heights of leadership.

Not only has the University long ago become a great temple of higher learning, it has also long since been, and promises to continue to be, a great center of research. The record of new discoveries (which is basic research), new applications, even new techniques, and worthwhile publications in many fields of scholarship, is impressive and a source of justifiable pride to the University, its friends and supporters. It is upon research, the discovery of new ideas and new truths, that the progress of mankind largely depends. If universities are the conservators of learning, they are also the explorers and pioneers of new truths. In this ceaseless quest for truth the University of Wisconsin is permanently engaged—truth that shall make men free from ignorance, fear, poverty, disease, and tyranny of body and of soul.

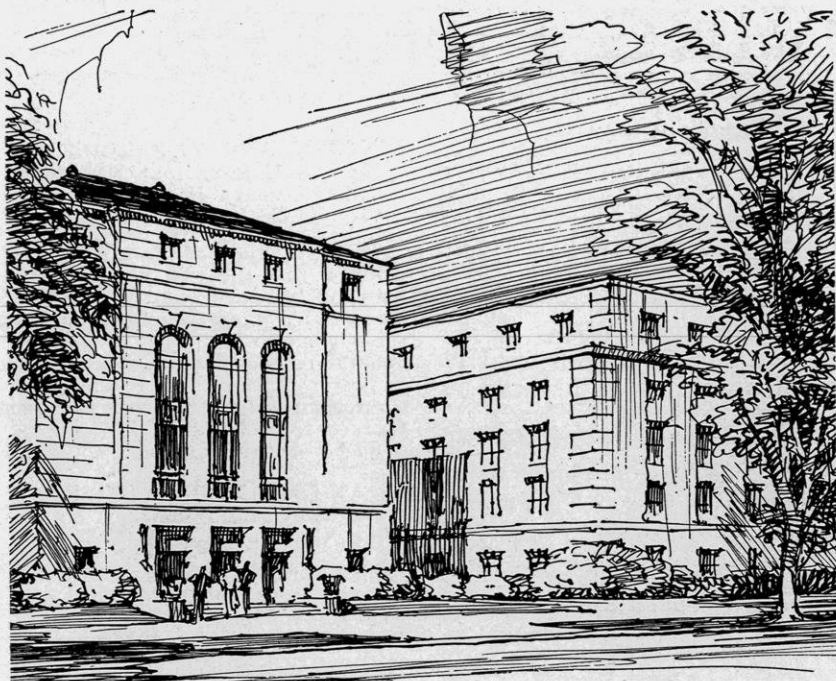
The extension of the University's work outside and beyond its ivy-covered walls is a conception of education in which Wisconsin pioneered, and a task to which the University of tomorrow will be heavily committed. Direct service of the University to the government and the people of the state was once called the *Wisconsin Idea* in education—never copyrighted, but widely and successfully copied to the great good of all.

* * *

The lights of higher education—instruction and learning, research and direct service to the people—must always burn brightly in a commonwealth of free men. If they ever fade or fail, as they did in parts of war-cursed Europe, poverty and misery, disease and bigotry may soon stalk the land, and the liberties of the people may vanish in the darkness of the night. The liberties of the people will vanish in the darkness except as through private and public support we educate young and old to an understanding and desire for human freedom, respect for the rights of others, and the ability to govern themselves.

WISCONSIN ALUMNUS

★ With \$1,500,000 raised to date, Chairman HERBERT V. KOHLER of the University of Wisconsin Foundation Centennial Campaign calls for "acceleration." Mr. Kohler will speak in the Union Theater on June 18.



WISCONSIN CENTER BUILDING: The adult education headquarters to be built with University of Wisconsin Foundation funds on the lakeshore between Lake Street and the Union.

CAMPAIGN REPORT

UP TO February 5, 1949, the date set for the annual meeting of the members of the University of Wisconsin Foundation, total pledges as shown in the books of the Centennial Campaign amounted to \$1,463,772.01.

The total for four counties on that date was \$1,141,038. The other 67 counties combined had raised a total of \$234,557, while the amount raised outside Wisconsin, mainly in the other states and a very little of it in foreign countries, was \$88,176.

Of the 71 counties in Wisconsin only 37, or slightly over half, have turned in any pledge cards or cash to headquarters.

Two counties have raised 100 per cent or more of their quotas.

Two more counties are above 50 per cent. One of these is Dane, where the most active and systematic campaign in the state is now going on. The other is Wood County, where there is no active campaign but where several substantial gifts have been obtained.

Three other counties have over 40 per cent. Florence County has two-fifths of its quota. In Dodge County there have been some good special gifts and a fine attitude on the part of certain contributors. Racine County is carrying on a campaign which should be successful, particularly if certain key gifts materialize, as we expect.

Four more counties have over 30 per cent. In three of them (Calumet, Door, and Grant) this is also entirely special gifts. In Washington County the local organization has raised one-third of its quota.

Still another four counties have over 20 per cent of their quotas. Most important is Milwaukee, which ranks first in the state in dollars raised, but fifteenth in per cent of quota. The others are Bayfield, Waupaca, and Buffalo.

There are certain indications of a favorable nature which I think deserve to be mentioned.

A lot of people have contributed. Some of the contributions have been large in amount; and in relation to the means of the givers, a good many of the smaller ones have been very generous.

A number of conspicuously large contributions have come from corporations and from individuals who are not sentimentalists but have carefully weighed the merits of the cause and concluded that it is worthy of substantial support.

Many others who could give largely, and thousands who could give more modestly, have not been seen at all. When seen, many of them will respond with the same generosity.

* * *

It has been encouraging to me also to have some contributions mailed in by people who had not been personally solicited, to my knowledge, but who had read about the campaign or had learned about it some other way. To illustrate, we recently got a sizeable check from a University alumnus who lives in Brazil, Mr. Cyril Nave. We have had two checks of \$1,000 each from a retired professor of the University of Kentucky, who earned his Ph.D. at Wisconsin more than 40 years ago, Professor Edward Tuthill, a resident of Kansas.

We have had repeat gifts from former subscribers, and, in addition, quite a list of individuals and companies that have voluntarily said we might approach them again later, and if able they would give more.

A certain few men, among them F. J. Sensenbrenner, Abner Heald, and J. A. Cutler, have demonstrated in or out of their home counties, what can be accomplished by men who sincerely believe in this cause and will devote some of their time to it. If we had more men like them, the prospects for completing this campaign in a reasonable time would be brightened immeasurably.

Not only can special gifts be obtained through such individual effort, but county campaigns can be carried on successfully. Mr. Hodgkins proved that in Ashland County. Don Anderson and his associates seem to be in the process of providing it in a striking way in Dane County. We feel encouraged about the outlook in Racine County, where the campaign is in its early stages.

These are not the only counties to show a certain amount of promising results, but I wouldn't have to add many more to exhaust the list up to this time.

With just a handful of people on roving commission soliciting special gifts, and with active local campaigns going on in only a small fraction of the state, there has been enough pick-up in recent months to convince me that much more acceleration is possible.

Acceleration obviously is what is needed. We have 1½ million dollars and unquestionably we can get 5 million dollars or more.

There are few counties in this state, if there is a single one, where a successful campaign cannot be put on in behalf of the University.

24 MOVING FINGERS

THIS IS A YEAR of eminence for Badger authors.

Cameras are grinding in Hollywood, turning Edward Heth's *Any Number Can Play* (*Alumnus*, Jan., 1946) into a cinematic "classic" starring Clark Gable, putting on film the highlights of David Bradley's *No Place to Hide* and Esther Forbes' *The Running of the Tide*.

Meanwhile a host of other Badger authors have been copping the lion's share of "house" in the book review sections of the nation's newspapers and magazines. William B. Hesseltine, UW history professor, is blinking at the spotlight thrown his way by *Time*, which declared his *Lincoln and the War Governors* the "most significant contribution to Lincolniana in the past two years."

Esther Forbes pulled down the \$150,000 MGM Novel Award for *Tide*; John K. Fairbank won the Wendell Willkie Memorial Award for his scholarly study of *The United States and China*.

Three Badger books ranked as Book-of-the-Month Club selections: Bradley's *No Place to Hide*, Louis Lochner's *The Goebbels Diaries*, and *The American College Dictionary*, to which many professors on the Hill contributed. Lawrence Schoonover's *Burnished Blade* placed as a Literary Guild selection.

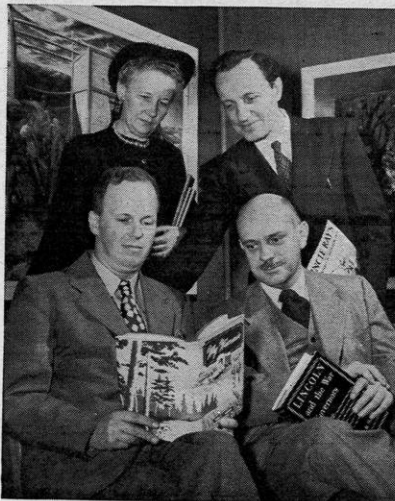
Non-prize winners in the jammed Badger Bookshelf this Centennial year have added notably to the American literary heritage. So overpopulated is the *Bookshelf* by virtue of Badger productivity that thumbnail reviews must suffice:

NEW ENGLAND TRANSCENDENTALISM AND ST. LOUIS HEGELIANISM. By Henry A. Pochmann, UW Professor of American Literature. Carl Schurz Memorial Foundation, Inc., 420 Chestnut St., Philadelphia 6, Pa. \$3.

This is the historical account of two philosophies of American idealism which did their most fruitful work in a pioneer state of society immediately following the Civil War. Professor Pochmann has made German-American cultural relations his special field of investigation.

NO PLACE TO HIDE. By David Bradley, '45. Atlantic-Little, Brown, Boston. \$2.

Perhaps no other recent book by a Badger author has been so widely reviewed and praised as Dr. Bradley's log of his day-by-day adventures as a radiological monitor at



BADGER AUTHORS: (Clockwise) Emilie Wiedenbeck, '17, author and illustrator of *The Little Duck Who Loved the Rain* and illustrator of *A Child's Garden of Verses* (both under the pen name "Peter Mabie"); Ramon Coffman, '26, author of *Uncle Ray's Corner*, a column of fact stories for children which is syndicated in scores of newspapers around the country; William B. Hesseltine, UW professor of history, author of *Lincoln and the War Governors*, *The Rise and Fall of Third Parties*, and other books; and Francis F. Bowman, Jr., '25, author of *Why Wisconsin*, a geographical history of the Badger state.

the Bikini tests. The account is valid, colorful, well written. His hard conclusions about atomic energy are offset by descriptive passages of pure poetic beauty.

No Place to Hide was a Book-of-the-Month Club selection, was condensed in the *Reader's Digest*, has merited lengthy reviews on the front pages of scores of leading newspapers, is now being made into a movie, and has appeared in pocket book form.

LINCOLN AND THE BIBLE. By Clarence E. Macartney, '01. Abingdon-Cokesbury Press, New York City. \$1.25.

This is a study of the use Lincoln made of the Bible in his speeches, his political life, his presidential career. Dr. Macartney digs beneath the obvious to comment on Lincoln's general religious views. The author is pastor of the First Presbyterian Church in Pittsburgh, has written four other books about Lincoln and almost a dozen books on the Bible.

IN ANGER AND PITY. By Robert Magidoff, '32. Doubleday & Co., Inc., Garden City, N.Y. \$2.95.

This is the story of a young man who grew up in Russia, came to America and became a citizen, returned to Russia as a correspondent, married a Russian girl, and was then expelled from the country on a trumped-up spy charge (see *Alumnus*, August, 1948). In the glut of books on the market about Russia, this is one of the best, for it is written simply and without pretense, from personal experience after a lifetime of sparring with an impassively disinterested fatherland.

ENGLAND TO ME. By Emily Hahn, '26. Doubleday and Company, Inc., Garden City, New York. \$3.

In her witty and lightly caustic style Miss Hahn tells of her adventures in setting up housekeeping at her husband's English estate. In an account that is pungent and gossipy she tells of how she went about her first real job of housekeeping, of the servants who came and went, the family battles fought, the many visitors who showed up from time to time. A long-time contributor to the *New Yorker* and other magazines, Miss Hahn is the author of *China to Me*, *The Soong Sisters*, and *Miss Jill*. She lives in Dorset, England.

UTAH BEACH TO CHERBOURG. By Major Roland G. Ruppenthal, '35, PhD '39. Government Printing Office, Washington 25, D. C. \$2.

This is the US Army's official version of the campaigns in World War II that carried American forces from Utah Beach to Cherbourg. It is a paper-bound volume, profusely illustrated and supplemented with numerous maps and

drawings. This author is a combat historian who accompanied the Seventh Corps in the D-Day landings. A native of Cascade, Wis., he was elected to Phi Beta Kappa on campus, studied in London and Copenhagen, taught at the Universities of Akron and Minnesota before the war. Veterans of all the armed forces who were wounded in the operation covered in this book (between June 6 and July 1, 1944) can get a free copy by writing to the Historical Division, Department of the Army, The Pentagon, Washington 25, D. C.

THROUGH THE DAY. FROM SEASON TO SEASON. IN COUNTRY AND CITY. By Thomas F. Barton, PhM '31, Professor of Geography, Indiana University. Bobbs-Merrill Co., Indianapolis.

These three books are designed to teach geography the painless way to first, second, and third grade children, respectively. Prof. Barton discovered that children hated geography when he taught in the rural schools of Illinois, decided to do something about it, and this is the result. The books are built around the experiences of children, are brightly illustrated, and impart the rudiments of geography.

THE LITTLE DUCK WHO LOVED THE RAIN. Story and pictures by Peter Mabie (Emilie Wiedenbeck, '17). Wilcox & Follett Co., Chicago. \$1.

A CHILD'S GARDEN OF VERSES. By Robert Louis Stevenson. Illustrations by Peter Mabie (Emilie Wiedenbeck, '17). John Martin's House, Inc., Kenosha. \$1.

When it comes to writing and drawing for children, no one holds a peer to Emilie Wiedenbeck. Under the pen name Peter Mabie, she has turned out numerous stories for grade school and pre-school children and supplemented them with whimsical four-color drawings to delight the heart of any youngster. The above books are her latest contribution in the field.

A CORNER OF THE WORLD. By Robert Shaplen, '37. Alfred A. Knopf, New York. \$2.75.

Here are five short stories with oriental setting by a young man hailed as a gifted storyteller—the logical successor to Maugham. Shaplen attended the School of Journalism at Columbia, was a Nieman fellow at Harvard. He lived abroad as a child, has been a reporter for the *New York Herald Tribune*, a correspondent for *Newsweek* and chief of their Far Eastern bureau, a writer for *New Yorker*, *Fortune*, *Yale Review*, and *Colliers*, and a broadcaster for NBC.



ROBERT SHAPLEN, '37

DESERT PIONEER DOCTOR. By Fred W. Peterson, '95. *Calexico Chronicle*, Calexico, California. \$3.50.

This illustrated autobiography by one of the country's outstanding obstetricians is a far cry from the usual run of medical-remembrances—frequently reaching the literary perfection of *Horse and Buggy Doctor*.

Literary critics for years have wrung their hands over that poignant little fact-of-life: few medical men know how to write. It's simply out of their field. Dr. Peterson, in his excellent book, proves the rule by being the exception.

Desert Pioneer Doctor is set in the Imperial Valley of California, covers a span of time from 1905 to the present. It is pioneer history, written in a colorful, anecdotal style—with some humor, some wry philosophizing.

Autographed copies can be obtained by ordering through P.O. Box 536, El Centro, Calif.

THE BURNISHED BLADE. By Lawrence Schoonover, '27. The Macmillan Co., New York. \$3.

With this, his first novel, Mr. Schoonover hit the literary jackpot. It was chosen as last October's Literary Guild selection. The flaming martyrdom of Joan of Arc opens this historical romance in France at the dawn of the Renaissance. It is the story of a young armourer's assistant who becomes eventually a nobleman of the realm.

THE RUNNING OF THE TIDE. By Esther Forbes, '18. Houghton Mifflin Co., Boston. \$4.

The author of *Paul Revere and the World He Lived In* has turned out an historical novel that won the semi-annual Metro-Goldwyn-Mayer \$150,000 novel award. It is the story of Salem in the early 19th century, of its ships and seamen, its fight with the embargo and its tussel with the British in the War of 1812.

WHY WISCONSIN. By Francis F. Bowman, '25. Des Forges Co., Milwaukee. \$3.

This economic history of Wisconsin is a simple story on an important subject. It abandons the clichés about Wisconsin's eminence and uses new devices. Its research is sound, its organization good and its literary flavor excellent. The story flows from pre-glacial days to the building of submarines for World War II. In between is a panorama of the pioneer lead mining, a great wheat empire, the lumber era, a period of iron and steel, the beginning of dairying, the making of beer, machinery, meat products, paper, canning and cheese. The author, a native of Madison, has done oil exploration in South America, Mexico, and California, served as geographer for the Wisconsin State Planning Board and staff members of the Wisconsin State Department of Commerce and the Mesabi Mineral Association.

THE AMERICAN COLLEGE DICTIONARY. By assorted educators, including many on the faculty of the University of Wisconsin. Random House, New York. \$5.

The linguistic knowledge of scholars on the UW faculty is revealed as a major contribution to this dictionary. None previously published has drawn so largely from Wisconsin scholars for its editorial staff. In charge of the work on synonyms and antonyms was Miles L. Hanley, UW professor of English; collaborating in the same field was Louise W. Hanley of the Extension division.

As special consultants in other branches of study these Wisconsin faculty authorities also served: Professors Richard Hartshorne and Arthur H. Robinson, in geography; Professors Paul A. Knaplund and William B. Hesseltine, in history. Prof. Robert L. Reynolds, department of history, collaborated in the selection of maps. Special acknowledgment was made to Martin Joos, of the UW German department. A special edition of the new dictionary was selected by the Book-of-the-Month club for its members.

(Continued on page 13)

A BADGER EXPERT SPEAKS HIS MIND

No Place to Hide

★ Excerpts from the best-selling book by Dr. DAVID BRADLEY, '45, radiological monitor at the atomic Bikini tests, now a student of surgery at the University of California Medical School. Reprint by permission of Little, Brown and Co. and Atlantic Monthly Press.

NOT SO LONG AGO San Francisco welcomed home the *Independence*, the first of the main target vessels to return from the atom bomb tests at Bikini. Photographs showed the familiar lines of the wrecked ship—her island carried away, her flight deck ripped up, her hangar deck caved in. In the pictures she looked less like a ship than a paper bag blown up and burst. It was the *Independence* all right, exactly as we had left her over a year ago in Kwajalein Harbor.

She was anchored offshore in strict isolation, a leper. As the papers said: "Newsmen and the public will not be allowed to approach the *Independence*. It is best, the Navy believes, to view this awful symbol of a possible future from a San Francisco hillside."

* * *

Perhaps it is good then that the carrier *Independence* should return to America like the prodings of a bad conscience. What happened at Crossroads cannot be buried with the ships in Bikini lagoon or towed away to rot on the beach of Kwajalein. What happened at Crossroads was the clearest measure yet of the menace of atomic energy. Less spectacular perhaps than Hiroshima and Nagasaki, the Bikini tests give a far clearer warning of the lingering and insidious nature of the radioactive agent which makes it such an ideal weapon for use on civil populations. In the three years of the "atomic era," five bombs (or is it six?) have been exploded. On only these last two or three have men been prepared to study and record the findings under anything like controlled conditions.

* * *

Sooner or later "the public" will have to leave their exposed positions on that San Francisco hillside and either retire into caves or come down and take over their *Independence*. For their own protection they will

have to match natural laws with civil laws. Science and sociology are as inseparable now as man and his shadow.

The first of the Bikini tests took place on July 1, 1946, a date set by President Truman. At least eight months of planning and preparation preceded that event. In that time Joint Task Force One grew from an original few thousand people to something over 40,000, and all plans underwent complete metamorphosis several times. What started as a simple laboratory experiment, to determining the effectiveness of the Bomb used above and under water, became the most complex and intricate project imaginable.

The Navy wanted to test its ships. Ultimately the target fleet came to include a sample of almost everything that floats: American ships, German ships, Japanese ships made of welded plates, floating dry docks made

of reinforced cement, even sea-planes, were included.

The Army and Navy Air Forces were to be there; the Army, in charge of dropping the first Bomb, began weeks of practice to select its best bomb crew. Both services developed complex plans for guiding pilotless "drone" planes into and through the cloud in order to test stresses and to sample the inner secrets of the dangerous plume.

Scientists of every calling were to be there: marine biologists to study the effect of the Bomb and its radioactive by-products upon the fish and plant life of the islands; oceanographers to study the geology of coral reefs as it might be revealed in the transmission of shock waves following the blast; photographers to take serial pictures of the plume and the waves; physicists and chemists engrossed in their many mysterious pursuits.

Political observers were to be there. With characteristic forthrightness Americans opened the doors to observers from most of the major nations of the world. Newspapermen and photographers found berths available for them. The animal kingdom, too, was represented aboard the ship *Burleson*—not just two of every kind, but hundreds of experimental animals to be tested for the effects of the blast and radioactivity by the Naval Medical Research group.

* * *

No log could presume to give the complete picture. But many of the situations encountered at Bikini on Able Day and Baker Day and after are exactly those which civilian and military people alike must face as part of the cost which they will pay in advance for the promised blessings of atomic energy. They are exactly the problems which enthusiasts for the atomic age are most eager to forget. Initial down payments were made at Hiroshima and Nagasaki. Bikini too is not merely a ravaged and useless little atoll in the deep far Pacific. Bikini is our world.



THE AUTHOR has studied at Dartmouth, Wisconsin, Harvard, and St. Johns College, Cambridge, England. He is one of the seven sons of Dr. Harold C. Bradley, x'10, former UW professor of physiological chemistry.

(Continued from page 11)

THE UNITED STATES AND CHINA. By John King Fairbank, x'29. The American Foreign Policy Library, Harvard University Press, Cambridge, Mass. \$3.75.

What to do about China has become one of the most embarrassing problems America faces today. This book gives the facts about China herself and shows how those facts determine how we must orient our policy toward China if it is to be successful. It won the Wendell Willkie Memorial Award, has been highly endorsed by Brooks Atkinson, Max Lerner, and Lewis Gannett. The introduction is written by Sumner Welles, editor of the American Foreign Policy Library. Cited for help in preparing the volume are Eugene Boardman, UW professor of history and authority on the Far East, and geography professor Arthur H. Robinson, who supervised the preparation of the maps used in the books.

THE GOEBBELS DIARIES. Edited by Louis P. Lochner, '09. Doubleday and Co., Inc., Garden City, New York. \$4.

Wisconsin's journalist does it again in this much-touted, much-quoted, translated, adapted, re-adapted, condensed, excerpted, and widely reprinted Book-of-the-Month Club offering. For over 20 years Lochner was chief of the Associated Press Bureau in Berlin and for six years president of the Foreign Press Association there. He knew all the inner-circle Nazis personally, was a close observer of their rise to power

During the peak of Nazi power, Joseph Goebbels wrote a gigantic personal diary covering every plot, every plan, every doubt and jealousy and confidence of the closely guarded Nazi hierarchy. He was closer to Hitler than any others. His diaries are an almost unbearably intimate record of unrelieved evil, and the best and most accurate record we are likely to see of what went on inside Germany during the war.

THE SOUTH DURING RECONSTRUCTION—1865—1877. By E. Merton Coulter, PhD '17. Louisiana State University Press. \$5.

This book is volume eight in a 10-volume *History of the South* taking shape on the Louisiana State University campus. It merited a front-page review in the book section of the *New York Times*, which called it "monumental", "colorful", and "incisive." The series is designed to cover the South from 1607 to the present. Writing in the long shadow that the tragic Reconstruction period still casts over the South, the author maintains that the Civil War was not worth its cost—a stand that invites little argument. Its good re-

sults would have come about eventually anyway, he says, and its bad ones are beyond assessment. Coulter is professor of history now at the University of Georgia, taught prior to 1919 at Marietta College. This is the ninth book he has written on Southern history.

HOW TO SPEAK. By John Dixon, '26. Abingdown-Cokesbury Press, New York. \$2.75.

If you think you're a good speech-maker, read this book and think again! Written with wit and color, it is aptly illustrated with cartoons which somehow wryly reflect the reader's mood as he peruses the author's admonitions. The book is divided into three main sections on "preparing your speech", "delivering your speech", and "preparing yourself." The author was closely associated with the state superintendent of public instruction in Wisconsin, conducted state institutes for many years and for 15 of them was administrator of the Madison High School summer school and instructor in public speaking for business and professional men and women at the Madison Vocational School.

STUDIES IN CHILD DEVELOPMENT. By Arnold Gesell, '03. Harper and Brothers, New York. \$4.

The director of the clinic of child development (which he founded in 1911) at Yale's School of Medicine has here produced a notable work on the scientific and social aspects of the development of children. This book assembles concrete studies and case histories that lend the scientific overtones a colorful anecdotal interpretation. Theoretical concepts and practical applications are brought into close correlation.

EARLY TALES OF THE ATOMIC AGE. By Daniel Lang, '36. Doubleday & Co., Inc., Garden City, New York. \$2.75.

Highly endorsed by Carl Van Doren and Albert Einstein, this book first appeared as a series of articles in the *New Yorker*, whose staff the author graces. In writing this book Lang sloshed through the mud of Oak Ridge and traveled to the labs at Los Alamos. He covered the damp caves of West Virginia and saw rockets shot 100 miles high in the New Mexico desert. He spoke with David Lilienthal and other officials of the Atomic Energy Commission; interviewed a member of the first mission which investigated Hiroshima; chatted with workmen, scientists, and lobbyists. Here is a picture of the world as it entered its Atomic Age—in the lean, hard, and sparkling prose that characterizes the *New Yorker*.

EUROPE, 1492—1815. By Chester Penn Higby, Professor of History, University of Wisconsin. J. B. Lippincott Co., Chicago. \$5.

This is a history text—and the common run of histories is devoted to political, military, and diplomatic events, to the exclusion of social and cultural ones. In that respect, this book is a decided innovation, for its author has made every attempt to cover all aspects of European life for that period—as witness the 658 pages.

Dr. Higby has attempted, in other words, to make the European man rather than the European *nations* the center of attention. He has inserted an unusual amount of biographical material on European scientists, artists, writers, and inventors.

THE HEATHENS: PRIMITIVE MAN AND HIS RELIGIONS. By William Howells, Associate Professor of Anthropology, University of Wisconsin. Doubleday and Co., Inc., Garden City, N.Y. \$3.75.

Once again Professor Howells capitalizes his rare talent for writing a scholarly book that reads with the sparkle of a current political column. The book is embellished with glossy photos, maps, and cartoons.

In his own delightful style, Howells tells the story of religion in its basic form, unadorned by ethics and unchanged by philosophy—religion as it is revealed in primitive societies existing today. He has gone to the American Indians, Polynesians, Aztecs, and other groups for his material.

THE RISE AND FALL OF THIRD PARTIES. By William B. Hesseltine, Professor of History, University of Wisconsin. Public Affairs Press, Washington 8, D. C. \$2.50.

Vividly written by a keen observer of the political scene, this book analyzes one of the most interesting of American phenomena: the third party. Here is the rise and fall of the Locofocos, the Know-Nothings, the Anti-Masons, and other curious growths on the American body politic. Here, too, are the major revolts in the Republican and Democratic ranks, the recent Wallace movement, and the LaFollette Progressives.

THEY VOTED FOR ROOSEVELT. By Edgar Eugene Robinson, '08, LLD '42. Stanford University Press, Stanford, Calif. \$2.

Here is the complete record of the elections of 1932, 1936, 1940, and 1944. A scholarly analysis of the significance of these elections and the political measures of FDR and his party is supported by statistical surveys.

THE STATE OF THE UNIVERSITY

ADMINISTRATION

Toward Construction

THE UNIVERSITY of Wisconsin Board of Regents has let bids on a \$2,500,000 Dairy Industry Building and voted to advertise for them on a \$3,000,000 addition to the Wisconsin General Hospital.

The Dairy Industry Building, long contemplated, will be on the College of Agriculture campus near the Stock Pavilion. It will house laboratories, offices and classrooms. The general construction contract, totaling \$1,243,421, was let to J. H. Findorff & Son, Madison.

Expansion of the general hospital will be financed from \$2,025,000 now available in state funds and \$975,000 granted the University by the federal government.

Three wings will be added—one for cancer work, one for psychiatry patients, and one for operative surgery. The federal grant was primarily for cancer research.

Budget Battle

"WE NEED \$42,599,800 for 1948-49."

That's what the University of Wisconsin Regents told Gov. Oscar Rennebohm, '11, and the Wisconsin Legislature last winter.

\$28,613,199 of that was for operations, an increase of \$9,303,245 over the present biennium. \$13,986,608 was for a building fund.

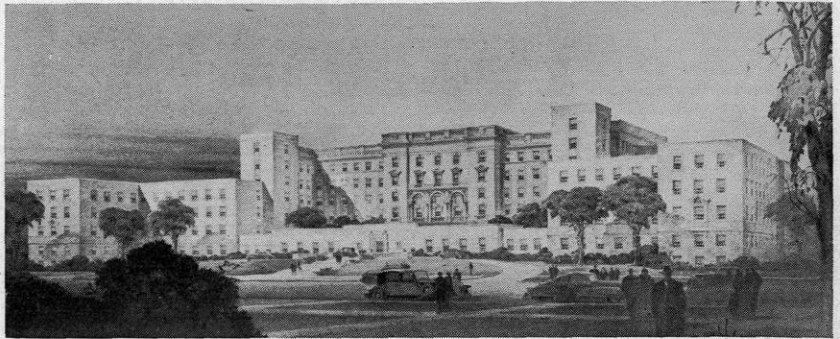
In his annual budget message to the Legislature in January, Governor Rennebohm recommended a UW appropriation of \$25,000,000 for operations, said nothing about building money.

The joint finance committee of the Legislature in early May took still another crack at the UW's budget requests, recommended an operating appropriation of \$24,031,006, a full \$4,600,000 less than the Regents had asked for.

The same week Governor Rennebohm proposed to withdraw from the University all uncommitted building balances (amounting to approximately \$1,700,000) and make a new grant of \$6,140,000, principally for a new memorial library. The appropriation is a part of a \$25,000,000 state building program to be financed partially through new income taxes.

To meet the threat of reduced legislative appropriations for the University during the next biennium, the Regents took three actions in their meeting on May 14.

1. They raised student fees \$15 per semester for Wisconsin residents, \$65 per semester for students from outside the state.



TOWARD BETTER HEALTH: An architect's rendering of the proposed \$3,000,000 addition to the Wisconsin General Hospital.

2. Added their support to University Pres. E. B. Fred's warning that a reduced operating budget for the 1949-51 biennium would mean reduced University services.

3. Issued a statement saying "the Regents are disappointed to see that the Governor's recommendation would not provide more funds for

the construction of . . . urgently needed buildings" at the University other than a library.

The fee change, which the Regents told the Legislature earlier that they would make "reluctantly," will go into effect Sept. 1.

Following is the schedule of fees adopted:

	Resident Rates		Non-resident Rates	
	Present	New Fee	Present	New Fee
All Colleges except Law and Medicine (per semester) -----	\$ 60.00	\$ 75.00	\$160.00	\$225.00
Law School (per semester) -----	70.00	85.00	170.00	235.00
Medical School:				
First 3 years (per semester) --	140.00	155.00	240.00	305.00
Fourth year (per semester) ---	95.00	110.00	195.00	260.00
Per Credit Registrations:*				
Undergraduate (maximum of 7 credits) -----	7.50	9.50	20.00	28.00
Graduate (maximum of 5 credits) -----	10.00	12.50	30.00	37.50
Law (maximum of 7 credits) --	9.00	11.00	25.00	30.00

* Exclude Memorial Union and Infirmary privileges.

In their action backing President Fred's warning on a reduced operating budget, the Regents said:

"The board wishes to strongly affirm support of the statement issued to the people by President Fred last week regarding the budget."

In his statement, President Fred warned that if the Legislative finance committee's recommendation for a cut of \$4,000,000 in the biennium operating budget is made, a cut in services must be made.

Said he: "We could curtail our off-campus instruction programs . . ."

"It may be necessary to make sharp reductions in our publication programs . . ."

" . . . It may be necessary to curtail . . . aid to the veteran student."

"In the field of research, I believe we will be compelled to make many reductions."

"It is also probable that substantial reductions will have to be made in our agricultural research program."

"It is in the field of public services that we probably will be forced to make our greatest curtailments."

"We may find it necessary to reduce sharply the important statewide cultural program in music, art, and drama."

"We may have to eliminate a large number of valuable institutes, short courses, and extension services."

The Regents, in their third action on budgetary matters, acknowledged requests from all over the state for an improvement in the facilities for the home economics department.

They said: "The Regents are disappointed to see that the governor's recommendation would not provide more funds for the construction of urgently needed buildings (other than a library). They hope that the Legislature will find it possible to allot at least \$783,000 additional funds to the University for the construction of a new wing to the Home Economics Building."

66,112 Art Lovers

GRAND TOTAL attendance reached 66,112 at the "Old Masters from the Metropolitan" exhibition in the 45 days the paintings were on view at the Memorial Union gallery at the University of Wisconsin.

The large number of visitors to the art show is considered extraordinary by the Metropolitan Museum, as it exceeds total attendance for an entire year at museums in many cities five times as large as Madison. The high total for the Madison showing of the paintings more than doubles the attendance figures for a similar old masters exhibition at two midwestern universities last year.

Sixty-four state and city school and art groups organized group visits to the gallery by appointment, with an attendance of 1646.

\$180,000 for Cancer

THE REGENTS have accepted gifts and grants totaling \$180,000 for cancer research. The largest amount, some \$125,000, was left the University in the will of Miss Etta H. Howell, University alumna and former supervising principal of the Long Beach (Calif.) schools. She divided her quarter million dollar estate between the University of Wisconsin and the Winona (Minn.) State Teachers college.

Another \$38,878 was granted the University by the American Cancer Society to further research by Profs. Harold P. Rusch and Van R. Potter. Another \$18,306 was granted by the national advisory cancer council of the United States Public Health Service.

Former Regent Dies

A. J. GLOVER, managing editor of *Hoard's Dairyman* Magazine and Regent of the University of Wisconsin from 1937 to 1943, died May 8 at his home in Fort Atkinson.

Said President E. B. Fred in tribute:

"The University of Wisconsin, as all of Wisconsin, has sustained a heavy loss in the death of A. J. Glover. Honest, fearless, farsighted, and courageous in his life-long efforts to build and provide permanence and security for the dairy enterprise of America, he leaves behind a wealth of substantial accomplishment as an enduring monument to his life-long dedication to the public welfare. In paying tribute to his great accomplishments, I can best do so by recalling our citation when he was presented an honorary degree by the University in 1944:

"Citizen of Wisconsin by conscious choice, agricultural leader and counsellor in the state and nation during two generations, conscientious and devoted servant of the

University as consultant and Regent, long time advisor on public policy to the United States Department of Agriculture, modest wearer of many honors and distinctions, and effective editor of a national dairy publication."

"Beyond his manifold contributions to the dairy industry of the nation were his contributions to the development of the University of Wisconsin. He gave much of his time in devoting himself unselfishly to the University while serving as a member of its Board of Regents. The state and nation has suffered the loss of a great leader and the University one of its staunchest friends and wisest counsellors."

FACULTY

Names in the News

J. T. SALTER, professor of political science, has been appointed visiting professor to the University of the Philippines by the US State Department. He is taking a one year leave of absence from the UW— from July 1949 to July 1950. He will teach American government and do research on the Philippine government.

The Regents have granted a leave of absence without pay to BURR W. PHILLIPS, professor of education. He will make his third trip to Germany at the behest of the American Military Government to study German schools and help in revising school programs.

The Regents have announced that SIEGFRIED W. FLUEGGE, physicist of the University of Dresden, Germany, will be a visiting professor at the University next fall.

DR. SAMUEL M. McELVAIN, professor of chemistry at the University of Wisconsin, was elected a member of the National Academy of Sciences at a meeting of the Academy in Washington last month. Election to the academy is a recognition of unusual ability and carries with it an obligation to the government. Only 30 men may be elected to membership at each annual meeting. Dr. McElvain came to the University of Wisconsin in 1923 after receiving his Ph.D. at the University of Illinois. His special field is organic chemistry.

CAPT. JACK E. HURFF, professor of naval science and commandant of the Naval Reserve Officers Training Corps at the University of Wisconsin, has announced that he will retire in June after 30 years of service.

Andre, Watson Leave

TWO OF WISCONSIN'S brightest young stars wheeled out of the University's ken last month. They were Floyd Andre, assistant dean of the College of Agriculture, and

Dennis W. Watson, assistant professor of agricultural bacteriology.

Dr. Andre will become dean of the College of Agriculture at Iowa State, Ames, Iowa, in July. Dr. Watson will become professor of medical bacteriology at the University of Minnesota.

With budget slashes in the wind, University officials feared these two were only the beginning of an exodus which Wisconsin is powerless to stop in the face of handsome salary and equipment offers from rival colleges.

Eight Veterans Retire

EIGHT VETERAN members of the University of Wisconsin faculty will retire this month.

They are:

Prof. LESLIE VAN HAGAN, Prof. RAY S. OWEN, Prof. J. W. WATSON, and Prof. FREDERICK E. VOLK, all of the College of Engineering; Prof. FREDERIC D. CHEYDLEUR and Prof. CHARLES F. GILLEN, French department; Prof. H. W. MARCH, mathematics department; and Prof. GEORGE S. BRYAN, botany department.

Professor Van Hagan is a 1904 graduate of the University of Wisconsin. From 1905 to 1910 he was on the engineering staff of the National Lines of Mexico.

He joined the University staff in 1911 as an instructor in railway engineering. He became an assistant professor in 1915, and full professor in 1920. In 1913 he was named acting chairman of the railway engineering department, in 1915 he became chairman, and in 1920 he was made chairman of the civil engineering committee. When the department of civil engineering was created in 1939 he was made its chairman.

He is faculty advisor to the Wisconsin Engineer magazine and chairman of Engineering College Magazines Associated. He has been a director of the University of Wisconsin Foundation and chairman of its membership committee.

Professor Owen is a native of Wisconsin and graduated from the University in 1904. After a year with the U. S. reclamation service as a hydrographic aide, he joined the UW faculty in 1905 as an instructor in surveying.

He became an assistant professor in 1917 and then served for two years with the army engineers during World War I. He returned to the University in 1919, became an associate professor in 1921, and a full professor in 1945.

He is past commander of the Madison division of the American Legion, past president of the Madison Reserve Officers Association, former alderman for the city of Madison, former organizer of reserves for the U. S. army, and a



GEORGE BRYAN, professor of botany: One of eight veteran teachers retiring this month. To him goes credit for lining the walls of the Biology Building with African game heads, not to mention years of stimulating teaching in Botany 1 and 2.

member of several technical societies.

Professor Watson is a 1902 graduate of Wisconsin and became an instructor of electrical engineering in 1903. He was made assistant professor in 1908, associate professor in 1920, and professor in 1928. He was chairman of the electrical engineering department during 1943-45.

During the summers of 1904 and 1908 he was associated with the General Electric Co. He is a member of two professional societies and four professional fraternities.

Professor Volk is librarian of the engineering library and an associate professor. He received his B.A. degree at Ripon College and his B. S. at Wisconsin in 1908. During 1909-10 he was associated with the testing department of General Electric and joined the University staff in 1910. He has been secretary of the engineering faculty for many years.

Professor Cheydleur received his A. B. degree at Williams College in 1905, and became docteur d'universite at the University of Grenoble, France, in 1914. From 1905 to 1907 he headed the modern language department of Peekskill Military Academy and during 1907-12 taught at Worcester Academy in Massachusetts.

After receiving his doctorate in 1914 he became instructor of French at Williams. He joined the Wisconsin faculty in 1918 as assistant professor. He became an associate professor in 1921 and professor in 1930.

At the University he has been director of the placement and attainment examinations since 1935, and has been a collaborator in experi-

ments and studies in modern language teaching.

Professor Gillen, also of the French department, is a native of Canada. He received his B. A. degree at St. Joseph's College, New Brunswick, in 1900, his M. A. at Laval University, Montreal, in 1906, and his Ph. D. at Georgetown in 1913.

He joined the University of Wisconsin staff in 1918 and now holds the title of associate professor. He has been featured over radio station WHA on a program of English, Canadian, and American poetry. At the University of Manitoba, with which he was associated during 1909-13, he was a member of the board of examiners and later chairman of the board. He also was appointed by the Canadian minister of education to a committee seeking to revise the French curriculum for the province of Manitoba.

Professor March, of the University mathematics department and consultant mathematician for the U. S. Forest Products Laboratory in Madison, is a University of Michigan graduate of 1904. He received his A.M. there in 1905 and his Ph.D. at the University of Munich, Germany, in 1911.

From 1902 to 1905 he was assistant in astronomy at Michigan and during 1905-06 he was a physics instructor at Princeton. He came to the University of Wisconsin in 1906 as an instructor in mathematics.

He became an assistant professor in 1911, associate professor in 1920, and full professor in 1930.

From 1941 through 1946 he was on leave from the University doing war work for the government. He is a member of Phi Beta Kappa and several professional societies.

Professor Bryan received his A.B. in 1900 from Furman and his Ph.D. in 1914 from the University of Chicago. He joined the University of Wisconsin staff in 1914 as an instructor in botany. He became assistant professor in 1923, associate professor in 1925, and full professor in 1927. He was chairman of the botany department from 1943 through 1948.

He was a member of two botanical expeditions. He travelled to Peru in 1923 and to East Africa in 1927. He held the rank of major in the army during World War I.

"We Need a Library"

IN AN emergency meeting, the University of Wisconsin faculty May 23 appealed for legislative support for funds for a Memorial Library Building because "at the present time, the University of Wisconsin cannot provide its students with the high quality of instruction to which they are entitled."

More than 300 members of the legal faculty—a record turnout—responded to President Fred's call for the special meeting.

Iron Curtain

THE RUSSIANS have vetoed an American scientist's attempt to check up on the force of gravity in the Russian occupied zone of Germany.

Dr. George Woollard, of the University of Wisconsin geology department, says the Russians have turned thumbs-down on his request to enter Potsdam to observe gravitational force there.

For more than a half century, gravity determinations made at Potsdam have constituted a kind of reference yardstick for gravity calculations in all parts of the world.

Dr. Woollard says he has indirect evidence—accumulated during a survey of much of the world employing a new instrument—that the Potsdam figure is incorrect.

But he told a reporter that two attempts he had made at trying to get into Potsdam had failed. He said he first tried the Russian embassy in Washington and was referred to the military government at Berlin. Then, he said, he asked the director of the geodetic institute at Potsdam to relay his request to the military government. This was done, Woollard declared, but the military said: Nothing doing.

Woollard made his observations of gravity at different parts of the globe during an 82,000 mile research trip. He was working under the auspices of the Office of Naval Research (ONR).

CURRICULUM

ROTC Shake-Up

A CHANGE in the Reserve Officers Training Corps curriculum at the University of Wisconsin has been announced by Col. Carl E. Lundquist, ROTC commandant. The new program is designed to give one year of basic military science and three years of specialized training in a selected branch of the service.

ROTC enrollment has increased as a larger number of non-veterans enter college, Colonel Lundquist points out. Enrollment during the first semester of 1948-49 totaled 2,208 men. Of these 1,225 were freshmen, 640 sophomores, 247 juniors in the first year advanced corps, and 96 seniors in the second year advanced corps.

About 3,200 men will be enrolled next September, Colonel Lundquist estimates, increasing the instruction problem in the small number of classrooms available.

The curriculum change, as outlined by Colonel Lundquist, will include material common to all branches of the service during the freshman year.

UNDERGRADUATES

The Coeds Know Best

IT'S THE WOMEN who know best at the University of Wisconsin—judging from their average grades.

In the all-University undergraduate averages, the women outscored the men with an average of 1.7 to 1.57.

Other smaller and more specialized groups achieved higher averages, but, as University Pres. John Bascom said back in 1877: "Study is more congenial to the habits of young women."

The ratings are based on the first semester of the 1948-49 school year. An "A" counts for three points, a "B" is worth two, and a "C" is worth one point. If a student has a "B" average it is marked as a "two point" average, half B's and half C's would be scored as a one point-five.

The all-University average was 1.61.

Class averages show that freshmen start slow and build up better grades as they go along. Freshmen had the lowest average, sophomores second, juniors third, and seniors ranked highest with a 1.85 average.

Another factor which seems to improve grades is marriage. Married students averaged 1.74 to the 1.5 average for single students.

Going Down?

THOUGH OFFICIALS at the University of Wisconsin hesitate to make any predictions about a drop in enrollment, second semester statistics indicate a decrease within the next two years.

The bulge in enrollment, caused by the influx of veterans, is moving upward, closer to graduation, officials say, and a return to more normal enrollment is indicated. A large number of veterans are reaching the senior class, and a larger number are in the junior class. Fewer students have been enrolling in the freshman and sophomore classes.

Total University of Wisconsin enrollment this semester is 20,912 which includes 3,291 students enrolled in the Milwaukee Extension Division and 14 other centers. On the Madison campus the enrollment this semester is 17,621 which is 66 fewer than the second semester of last year, and a thousand less than the first semester of this year.

But even this, officials say, is a surprise. A larger decrease had been expected, but fewer withdrawals, and more transfers from extension centers kept the Madison enrollment high.

Veterans on the Madison campus still outnumber non-veterans, 9,531 to 8,090. Only in the freshman class are there more non-veterans than veterans.

The number of veteran students has been dropping about 1,000 a year since 1946 as eligibility under the GI bill is being used up. There are many potential veteran students who have not yet started college and are waiting a little longer as the 649 veteran freshman at the University have done, University figures indicate.

A further breakdown of the statistics shows that the College of Letters and Science is still the most popular with students at Wisconsin, with Engineering second, Agriculture third, followed by Education and Commerce.

The junior and senior classes are now the largest in the 100-year history of the University.

And the University statisticians have a note of joy for the girls—they are still outnumbered three to one on the Madison campus.

Golden Anniversary

TAU BETA PI, national engineering honor society, completed 50 years of active service at the University of Wisconsin last May 5. The Wisconsin Alpha chapter was installed in 1899 under the guidance of Prof. B. V. Swenson, with a charter membership of 15. Since that time over 1400 outstanding young men have been initiated on the Wisconsin campus. Charter members still living are: Walter Alexander, '97; John Martin Barr, '99; Eugene H. Heald, '00; Carl A. Keller, '99; James H. Knowles, '99; Louis E. Moore, '00; Arba B. Marvin, '00; Charles A. Rhine, '00.

In commemoration of this occasion, a birthday banquet was held May 5 at the Loraine Hotel, Madison. Guest speaker for the evening was Walter Richter, consulting electrical engineer, Allis-Chalmers Manufacturing Co., Milwaukee. He spoke on "The History and Development of High Fidelity Reproduction of Music." Prof. L. F. Van Hagen, '04, chairman of the civil engineering department, was toastmaster for the occasion. M. M. Cory and R. H. Nagel, national president and secretary, respectively, also attended.

She Walks in Beauty

MISS AMERICA of 1948 was a visitor at the Men's Halls during the weekend of April 2. BeBe Shopp, Miss America of 1948, and her mother arrived in Madison on Saturday noon, April 2 from Hopkins, Minnesota, in order that Miss Shopp could reign as queen at the Centennial Top Hatter's Formal given by Noyes, Faville, and Gilman houses of the Men's Halls.

The formal was initiated last year and has become a major social event in the Halls. This year the formal was held in the Park hotel.

Insurance Society

THERE'S A NEW student group on campus—which isn't particularly surprising at a University where student organizations spring up and die as a weekly routine. But this group—from perspective of purpose, procedure, and organization—is uniquely encouraging. It's the University of Wisconsin Insurance Society, formed to bring closer associations between leaders in the insurance profession and students of insurance, "to raise standards of interest, performance, and ethics in the profession and to heighten appreciation of the social and economic services of insurance."

Several notable meetings have already been held with capacity attendance and top-notch speakers (e.g. LeRoy Luberg, UW assistant vice president, Fay Elwell, dean of the School of Commerce). Honorary memberships have been sent to presidents of all Wisconsin insurance companies. Associate memberships are open to alumni engaged in insurance work. Faculty members who teach courses in insurance have also been voted honorary memberships. They are professors Elwell, Witte, Gaumnitz, and Morton; instructors Schuck, Struck, and Cowee.

With more than 100 members, a planned schedule of future meetings, and a terse, tight constitution, the society has already impressed Northwestern Mutual Life Insurance Co. to the point of offering three annual \$250 scholarships to worthy student members.

Colorful Cardinal

KARL MEYER, '51, son of a noted Wisconsin newspaperman and UW alumnus, has been named editor of the *Daily Cardinal* for the 1949-50 school year.

His father, Ernest Meyer, x'19, was formerly columnist and wire editor on the (Madison) *Capital Times*, is now a staffer with the *New York Daily News*, authored the recent widely selling book of Milwaukee reminiscences, *Bucket Boy*. Karl, a capable newspaperman in his own right, has been for the past year city editor of the *Cardinal* and campus correspondent for the *Milwaukee Journal*. He will be one of the few juniors in *Cardinal* history to hold the editorship.

The appointment of Karl Meyer climaxes a tumultuous *Cardinal* year—an era which saw the campus newspaper under the leadership of Editor Mort Levine setting half the campus on its ear, antagonizing everyone at least once, although winning majority support on individual issues most of the time.

Among other things, the Levine *Cardinal* 1) uncovered a bit of political graft which pulled the head of the MacArthur for President

★ An assessment of the *Wisconsin Idea* today. Dr. Fred will appear on the Centennial Program on June 18.

FRED FACTS

RECENTLY when Professor William H. Young of the University of Wisconsin political science department submitted a series of recommendations to the State Legislative Council to aid the Council's study of election financing, a Wisconsin man said to me:

"I don't agree with your professor's ideas, Fred, but it's nice to see that the *Wisconsin Idea* isn't a dead duck."

Those of us who have worked closely with the University's development over the past years have been well aware that the idea of the University's usefulness to the state in general has not become a "dead duck."

The *Idea* is a living, growing thing . . . and never has it been so well cared-for.

The *Wisconsin Idea* came into prominence at the turn of the century when the University's experts often were called to make the one-mile trip from the University to the capitol to aid Legislators in working out laws which would benefit the people of the state.

Today, the *Idea* is that and more. University professors are always ready to aid in the formulation of state legislative policy.

The assistance of our experts is frequently sought in drafting new legislation or in untying administrative knots. The number of University people serving on state boards, commissions, and committees is a long one. Any contribution we can make to Wisconsin's good government is satisfying and thrilling to us in the University.

In a quiet way, which often does not attract headline attention, members of the University's staff work with the lawmakers and administrators of the state, offering their opinions and advice, knowing all the while that they are free to speak their minds.

But the *Wisconsin Idea* has grown from that basic service to a great variety of services, many of them directly from the University to the citizens of Wisconsin.

We now consider that the University has three major tasks:

1. Education of the youth of Wisconsin.
2. Basic research and productive scholarship.
3. Service to the state.

The third task is the *Wisconsin Idea* in its broadest concept. It ranges from legislative consultation to radio education, and it includes the field of growing importance, adult education offering special courses to such diverse groups as lawyers, farmers, doctors, businessmen, women's clubs, and labor leaders.

A mere list of the services offered citizens of Wisconsin by the University would cover this page. Here is a scattered sampling:

Agriculture and home economics extension agents visit 83,000 farms and homes each year to provide personal help on farm and home problems.

The Commerce School has held more than 75 conferences this year ranging from a School of Banking to a whole series of institutes for foremen and supervisors.

The College of Engineering has a complete experiment station which cooperates with industries, manufacturers, and professional engineers in the solution of broad fundamental problems of general interest. The laboratory does material testing, and work in the fields of hydraulics and sanitary, metallurgical, chemical, mechanical, and electrical engineering. Among its functions are the work of the electrical standards and the precision gauge laboratories.

The University Extension Division concentrates its greatest attention on the field of adult education. Its services range from teaching more than 25,000 courses-by-mail each year to the scheduling of 25 concerts each year in the state by the University's quartet-in-residence, the Pro Arte. Its film rental service handled 100,000 requests for educational films in the past year.

The Scandinavian languages department, like all language departments in the College of Letters and Science, provides for the public the service of translating legal documents and letters.

The Medical School provides intensive graduate courses ranging from five days to three weeks to bring doctors of the state up-to-date on the latest developments in treating infantile paralysis, cancer, and other ailments.

That is just a quick trip through the services the University now provides the state.

The *Wisconsin Idea* is very much alive at the University of Wisconsin.—E. B. FRED.

Club into a Madison court, where he was convicted, 2) took a swat at the UW Boathouse management, 3) swung a few haymakers at the Music School, 4) aroused the ire of state Republicans by endorsing the Democratic candidate for governor, 5) decried the laziness of campus politicians and advised the students not to vote in campus elections, 6) dropped the taboo on reporting campus thefts and other crimes, 7) abolished a few standby *Cardinal* gossip columns (i.e. Troubleshooters) and instituted new ones slanted to the various schools and colleges, 8) wangled the *Summer Cardinal* back to student management, 9) went to bat for coed key privileges during the summer session, 10) slapped down a phony anti-discrimination picket parade, 11) instituted a series of new make-up and typographical devices, 12) discarded its ancient presses in favor of a new rotary web outfit, 13) brought back the *Cardinal* wire service (a victim of the war), 14) put the *Cardinal* on the air over several local stations, 15) sponsored a *Daily Cardinal* associate unit of the American Newspaper Guild, 16) brought about closer cooperation with the journalism reporting classes and the Memorial Union news bureau (which put out one issue for practice), 17) scooped both downtown newspapers frequently with late action pictures, 18) started a Saturday magazine section which featured pieces by Frank Lloyd Wright and other notables, exposés of conditions at Mendota State Hospital (with pictures), and panel discussions on the proposed School of Religion, University evaluation, and state politics, 19) attempted an abortive Sunday issue, 20) turned out a series of special issues saluting Founders' Day, the Sigma Delta Chi national convention in Milwaukee, and Engineers' Day. It was all topped off with a giant Centennial edition this month.

For all the tempers it alternately roused and soothed, the Levine *Cardinal's* batting average was high. It reported at the top of its voice much of the time, went off half-cocked on several issues—but its treatment of Student Board was typical: dogging it most of the time and giving it more favorable publicity than ever before. Says UW Public Relations Director Scott Cutlip, who had occasion to reprimand the *Cardinal* several times for letting news sense override good sense, "This is the first *Cardinal* to recognize the fact that Wisconsin has a Medical School, an Agricultural College, and an Engineering College."

Adds Henry Ladd Smith, interim chairman of journalism, "I have found it to be the most complete, hard-hitting, and interesting college newspaper of any within my experience."

Flash Fire Fatality

IT WAS MIL BALL night (April 8), but most of the boys at the Beta Theta Pi house (622 Mendota Court) had reserved the evening for an all-out spring housecleaning and refurbishing. Six of them were using paint remover on the bathroom walls when the can exploded. No one knows how it happened. No one had lit a cigarette.

The entire room was blackened by the blast. One student kicked out the window, swung hand over hand along the eaves to an adjoining window. Another jumped under the shower and turned it on. The flash fire was quickly put out, but next morning Robert Jones, LaCrosse freshman and one of the best known boys on campus, died at the Wisconsin General Hospital. The five other boys were hospitalized with injuries.

Pioneering Prexy

SENIOR CLASS presidents are usually figureheads, whose jobs involve little more than delivering a short, sweet commencement talk and chairmanning the Senior Council, which runs off a series of social events at the tail end of the year.

But Wauwatosa native Paul Been (rhymes with keen) has given the class of 1949 a new type prexy. He planned a senior convocation where a series of faculty and alumni speakers traced in rapid-fire succession the twists and turns of the graduation maze. He initiated discussions which led to the establishment of the Council of Big Ten Senior Class Presidents, which held its kickoff meeting at Northwestern in April, traded ideas on similar problems, and elected Been its president. He threw Senior Council's support behind the Job Opportunities Conference. As graduation approaches he is putting the finishing touches on a top notch class organization: the groundwork for fruitful forty-niner alumni activity in years to come.

RESEARCH

Compound 42

130 MILLION rats destroy 189 million dollars worth of property each year! In addition they are responsible for infecting farm animals, which in turn transmit disease to humans. Their havoc extends as well to farm crops and to goods stored in warehouses, particularly on our water fronts.

Busy scientists at the University of Wisconsin, with the above facts in mind, and with a deep-seated conviction that the Pied Piper of Hamelin was not going to reappear in our times, began a serious, scientific search for a modern solution to the problem. That was 15 years

ago. Recently the result of their work was announced by the Associated Press:

"The University of Wisconsin biochemistry department has uncovered a new rat killer that promises to be almost 100 per cent effective.

"Dr. Carl H. Krieger announced that Compound 42—the killer—promises to wipe out rat colonies more effectively than any other poison now employed.

"Compound 42 is tasteless, slow acting, odorless and follows 15 years of experimentation," he said. "The product is expected to reach the market within a year."

Duel With the Sun

UTILIZATION OF the energy which the sun pours upon the earth would supply the food, fuel, and power needs of the entire human race, Farrington Daniels, professor of chemistry at the University of Wisconsin, wrote recently.

"When we have used up our coal and oil, exploited our available land with intensive farming and trebled our population, can we then call on the sun to give us still more means to satisfy our ever increasing demands for food, fuel, and power? The answer is yes," Professor Daniels stated.

He cautioned, however, that scientists have not yet found a way to harness the sun's power on a large scale though researchers are following several promising "leads."

Textiles, Foods Tested

THE LITTLE-PUBLICIZED textile laboratory in the Home Economics Bldg. exists primarily for teaching and research. But its director, Assoc. Prof. Margaret Cooper, feels that public service is part of her job, too.

Last year, the Milwaukee police force, for example, wanted to buy new uniforms for its men and was puzzled as to which of several textiles was the best buy. The nursing school had a similar problem—would the slightly inferior fabric it had bought during the war stand up to the heavy wear student nurses give their dresses?

Miss Cooper turned to three of the laboratory's several thousand dollars' worth of machines for the answers.

She tested samples of fabric on the abrading machine—a device that spins material under two abrasive-embedded wheels turning in opposite directions. The material is checked after every 100 or so revolutions; the time of the first break of the thread is recorded and the time of the first hole.

She checked the materials' "bursting strength"—the strength of its threads checked simultaneously both ways—on another gadget. Its

dial registers the pounds of pressure per square inch, its arrow "freezing" when the tortured material bursts.

Then she took her samples over to a breaking strength machine, a tall, skinny-looking outfit that records the pressure on an upside-down pendulum.

That battery of machines, used on a series of samples of each material to be tested, enabled Miss Cooper to put the finger on the sturdiest fabric for the policemen and to assure the nurses their overage material was still worth using.

The lab also has a machine that can forecast how much sunshine a material will take before it fades. The fadometer is a tall, round machine that looks something like a sterilizer. Samples of a material to be tested are hung, partly masked, on its racks and revolve slowly under a specially designed carbon arc light.

Another angle of Home Ec testing revolves around foods. If you were a scientist doing research or a businessman whose profits depended on how people liked the food you sold, you couldn't depend on impulsive judgment. Thus, food quality testing is an important part of both research and student training.

It's done on a scientific basis, both objectively—with machines doing the work—and subjectively—with people sniffing and tasting and scoring under laboratory-controlled conditions.

A University department wants to know, for example, how a process for country-cured ham it is studying affects the taste. Or a student is working with gingerbread mixes and needs information about the results.

They can find out in the Home Ec Bldg. The equipment is more modest than that of some industrial laboratories, but it is a great help in university research and education.

You want to know how tender a piece of meat is—an exact report?

Bring out the meat tenderness machine. The laboratory worker puts in a sample of the meat; the machine "bites" into it with a blade, and the gauge on the clock face informs you how many pounds of pressure are needed to cut through it.

You'd like to find out just how stiff that chocolate pudding is?

A machine called a viscosimeter, made just for that purpose, will give the answer.

A pH meter—a box-like machine with dials—records the alkalinity of cake batters with different amounts of soda or baking powder.

The photometer tests foods for the presence of vitamins and provides researchers with a check on how much is lost by cooking.

But of course you can't tell all there is to know about food without

taking into consideration the people who will eat it.

So, as part of their training, University home economics students serve on panels to taste—test food samples in the laboratories.

They call it blind testing because it is undertaken with safeguards to prevent natural self-deception from confusing the results.

McArdle Lab Leads

THE McARDLE Memorial Laboratory for cancer research is a division of the Medical School of the University of Wisconsin.

It is one of the relatively few in this country in which the staff devotes its full time to research on the cancer problem.

Some of the leading young scientists in the country in their respective fields comprise the staff.

To cite a few:

DR. HAROLD RUSCH, the director, is recognized for his investigations of the mechanism of cancer formation, for his work on the cancer-producing effect of ultra-violet rays, and for studies on various factors that modify the formation of tumors.

DR. VAN R. POTTER is a recognized leader in the enzyme field. In 1947, he was selected for the Paul-Lewis prize, an award made annually to a leading enzyme chemist in the country. More recently he was selected as one of the 10 outstanding biological chemists in this country.

DR. FREDERIC MOHS devised and perfected the technique of chemosurgery for the removal of tumors of the skin.

DRS. JAMES and ELIZABETH MILLER, a research team composed of husband and wife, are recognized authorities on tumors of the liver and they have made a major contribution toward a better understanding of some of the biochemical changes leading to cancer formation.

DR. G. A. LePAGE is known for his investigations on certain chemical differences between cancer and normal tissues.

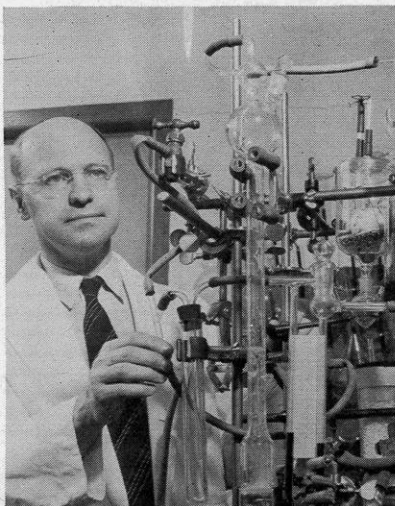
DR. WALTER SCHNEIDER has devised improved methods for the analysis of nucleic acids in biological tissue and is a leader in the field of nucleoproteins in relation to cellular proliferation.

At the present time the staff of the laboratory is composed of 11 members with doctoral degrees together with a number of technical assistants.

Research at the laboratory is divided into four main approaches.

1. A study of the effect of certain dietary factors on cancer.

2. An investigation of the method by which certain chemicals induce cancer.



DR. HAROLD RUSCH, '31: He directs the work at McArdle.

3. The various stages involved in the carcinogenic process, and

4. The peculiarities of the cancer cells themselves.

This is one of the few places in which graduate students can be trained for research in cancer.

This is made possible by the fact that it is an integral part of the University Medical School. This teaching function is especially important because it assures a number of trained investigators for academic posts as well as for the cancer centers not closely associated with universities.

The McArdle Memorial Laboratory is one of the most modern, well-equipped research laboratories on the campus of the University of Wisconsin.

It is adjacent to and connected with the Wisconsin General Hospital and is thus in close touch with the doctors responsible for the patients with cancer.

The Laboratory was erected in 1939 with the aid of a fund created from the estate of M. W. McArdle.

The research is now supported by \$10,000, received annually as interest from the Bowman Fund, by a direct appropriation of \$25,000 from the state, by \$15,000 available from the Wisconsin division of the American Cancer Society, and by grants from the National Advisory Cancer Council.

Only some \$29,000 a year of state funds go into cancer research, because the UW's general research budget is so truncated. So the University must rely on gifts. These are fairly easy to find for cancer research, but not so easy to come by for other projects. Consequently, the University is greatly disturbed that the Legislature is cutting \$100,000 from the general UW research budget for 1949-51 and has reduced 10 other research projects by a total of \$135,864.

SPORTS

Swimmers Win 3, Lose 5

WISCONSIN'S Varsity swimmers plodded through a mediocre season, netting three wins and five losses:

UW—16; Michigan State—68 (Jan. 8)

UW—32; Ohio State—52 (Jan. 15)

UW—53; Indiana—31 (Feb. 2)

UW 32; Purdue—52 (Feb. 11)

UW 51; Illinois—33 (Feb. 12)

UW—27; Iowa—57 (Feb. 18)

UW—39; Northwestern—45 (Feb. 26)

UW—48; Minnesota—36 (Feb. 22)

The era dating from 1920 to 1927 marks the highlight in swimming as a Wisconsin sport. In that eight year span, Badger natators consistently challenged for Western Conference honors, twice finishing in the runnerup spot and never in less than fifth place.

Individual champions were many with John Koch, Johnson Bennett, Hugo Czerwonky, Dick Ratcliffe, and Winston Kratz taking national honors, while Koch added All-American ratings to his laurels. In 1922 the Badgers won all five of their dual meets but finished second in the conference meet. The relay team that season won the conference title and set a record which stood for some years.

First recorded swimming events at Wisconsin were in 1903 when the Badgers won the plunge and underwater swim at Chicago meets. By 1905 Wisconsin had scheduled dual meets with Chicago teams, losing both encounters, but from here to 1912, the sport still was on a haphazard basis. In 1912 a coach was appointed by the name of Chauncey Hyatt, who brought the Badgers to a second place in the conference by 1913. Harry Hindman followed Hyatt as coach and he was replaced by Joe Steinauer in 1920.

As a part of the swimming program, water polo was sponsored as early as 1903 but it led an erratic existence. Scores of games played from 1930 to 1935 when the sport finally was dropped, are not available. For the most part, the game followed the regular swimming meet as a sort of nightcap for those natators who simply didn't want to go home.

Slow Start, Fast Finish

WISCONSIN'S "best crew since 1946"—as dubbed by the sportswriters—started off slow by losing to Yale at Derby, Conn., by a bare four feet, and to California at Berkeley by three and a half lengths (over a three mile course). In home waters on Lake Mendota May 28, however, the Badgers showed their wake to the US Naval Academy crew, winning by two lengths on the two-mile course.

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

Too Many Classes Below Par

AS THIS ISSUE goes to press, advance registrations indicate that Centennial Reunions will set a new high in attendance and number of classes participating. Most of the classes have developed expanded reunion activities, made possible by the new University schedule which shifted Commencement from Saturday to Friday.

In spite of this increased attendance and participation, this year's reunions prove again that too many of our classes are poorly organized; poorly prepared to do an effective job in carrying on productive class programs and activities.

Such activities are extremely important to the University of Wisconsin. They were included in the Wisconsin Alumni Association's primary objective, as expressed by its founders on June 26, 1861:

"To promote, by *organized effort*, the best interests of the University of Wisconsin."

"Organized effort" is even more important today than it was in 1861. Also, alumni support is more important today than it was 88 years ago.

Three basic factors are needed for a good class organization.

1. Good class officers—men and women who recognize the possibilities of developing alumni support through class channels.
2. Regularly scheduled reunions—at least every five years.
3. Adequate class funds. Generally speaking, there is a very definite relation between the scope of class activities and the amount of class money in the bank.

Fortunately, money for class activities is not hard to get. When class officers of the class of '22 started plans for their 25th anniversary, their first problem was building up a bank balance. Their class funds had been used for financing the Carillon Tower. Guy Sundt, class president, explained this problem in a letter to his classmates. Result: Contributions totaling \$758. This took care of the various expenses in putting on the Silver Anniversary Reunion of the class of '22 and left a comfortable bank balance for future reunions. Rollie Williams, president of the class of '23, reports similar results in financing the 25th anniversary activities of his class.

The most recent report on class funds comes from H. J. Thorkelson, president of the class of '98. This class needed funds for a class project and a personal letter to a selected list pro-

duced \$400. These experiences indicate that Wisconsin alumni respond generously when funds are needed for worthwhile projects. Class activities come within this category.

With very few exceptions, older classes are better organized than recent classes. Older classes, of course, are smaller and left the campus with closer class ties. Recent classes have been so large that class ties and friendships have been harder to develop. This problem, however, can be solved by developing units within the various classes, similar to the '22 Engineers.

Two years ago, when the class of '22 was getting ready to celebrate its Silver Anniversary, Wilson Trueblood, Evanston, organized a special reunion for '22 engineers. In addition to the regular Silver Anniversary events, these engineers had a special luncheon at the Madison Club, a golf tournament, and a dinner at the Maple Bluff country club. Cardinal caps with '22 in white letters were worn during their three-day celebration. This engineering group is now a closely knit organization and plans are already under way for their 30th reunion in 1952.

Engineers of '24, under the leadership of Prof. Victor Nemetz, are planning similar events for June 17-18-19. Three other groups from the class of '24—commerce, journalism, and home economics—are working on similar reunions this month. Electrical engineers of '39 have scheduled a special reunion to celebrate the tenth anniversary of their graduation.

Officers of the class of '49 recognize the need for smaller class units. Slightly more than 3,000 seniors will be graduated on June 17. Last February, 900 seniors were graduated, and another group will complete their work during this year's summer session. This means that more than 4,000 seniors will be graduated this year. This army of '49ers is so large that it is physically impossible to develop effective class work without breaking it down into class units.

Morton Wagner, senior class director, is working hand in hand with University deans to set up college units within the class of '49 to make sure that this class will do its share in promoting the best interests of our Alma Mater.

Alumni Day, June 18, is a good day for checking up on your class machinery. If it "creaks", maybe a little overhauling is in order. When class officers are elected, give these jobs to Badgers who can be counted on to do a good job for your class and your University. —JOHN BERGE.

★ With the Alumni

1879 W
Charles N. HARRIS died in Aberdeen, S. D., March 16 at the age of 92.

1886 W
George S. PARKER died Jan. 10 in Anderson, Ind.

1888 W
Eugene E. BROSSARD was profiled recently in the *Milwaukee Journal* in connection with his outstanding service as state revisor of statutes for the past 26 years. At 86, Mr. Brossard is the oldest man in the service of the state and plans to retire in 1950.
Henry E. SOMMERMEYER died in San Diego, Calif., March 7, at the age of 79.

1889 W
Frank Lloyd WRIGHT was recently awarded the highest honor of the American Institute of Architects, its gold medal.
Dr. Cornelius HARPER, retired state public health officer, was profiled in the April issue of *Coronet* magazine by Mrs. Glenn Frank.

1891 W
Edward S. MAIN died April 1 at the age of 80 in San Martino, Calif.

1893 W
Robert B. DUNLEVY died Dec. 31 in Winfield, Kan. In 1942 Mr. Dunlevy retired from teaching at Southwestern College in Winfield after 47 years of service at that institution. He continued his practice as a consulting petroleum geologist until his death.
Dr. Joseph A. CARTER died March 8 in Seattle, Wash., after a long illness.
Lawrence WHITET was profiled recently in the *Milwaukee Sentinel* in connection with his retirement April 1 as state supervisor of oil inspection.

1895 W
Rev. Roscoe A. BARNES, former Madison district superintendent of the Methodist church, died March 25 at the age of 81 in Madison.

Mrs. L. J. DICKINSON died at the age of 76 March 10 in Madison.
Albert J. HOUGEN died in Manitowac at the age of 75 March 28 after a 52-year career as a practicing attorney.

1896 W
Mr. E. TUCKER was profiled recently in the *Lodi Enterprise* in connection with his retirement after 40 years in the creamery business.

1902 W
Dr. Frank B. TAYLOR was profiled recently in the (Madison) *Capital Times* in connection with his 44 years of practice as a physician.
Dr. Sydney C. NILES died Nov. 12 in Pasadena, Calif.

Margaret J. KENNEDY was profiled recently in the (Madison) *Wisconsin State Journal* in connection with her long career as an educator in New Mexico. For the past 30 years Miss Kennedy has been dean of Highlands U. in Las Vegas, N. M.

Mrs. Sarah SEEBER Ivins, wife of Bishop Benjamin Ivins of the Milwaukee Episcopal diocese, died March 22 after a long illness in Milwaukee.

1903 W
Forrest G. DILLE died March 23.
Edith BALSLEY Hotchkiss died suddenly April 6 while vacationing at Fort Myers Beach, Fla.

1905 W
Dr. Anna von HELMHOLTZ-PHELAN was profiled recently in the *Minneapolis Sunday Tribune* in connection with her 41 years of teaching English at the U. of Minn.
Gwendolyn JONES died at the age of 68 in Madison March 28.

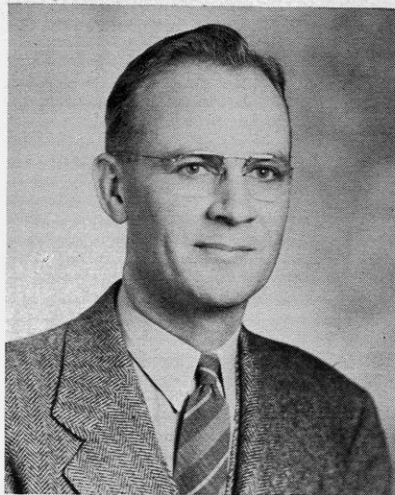
1907 W
Carl ZAPFFE was selected as one of Minnesota's 100 "living great" by the Minnesota Junior Chamber of Commerce for his outstanding work as a scientist and engineer.
Dr. Bradbury N. ROBINSON died recently in Bay Pines, Fla.

1908 W
Thomas R. HEFTY was profiled in the (Madison) *Capital Times* recently as an outstanding "city farmer". Mr. Hefty operates a large farm near Arlington on weekends after an already busy week as president of the First National Bank in Madison.

1909 W
Attorney Albert W. GRADY, former mayor of Port Washington, died March 15 in Milwaukee at the age of 63.
John HUMPHREYS died March 29 in Portage at the age of 71.
Conrad P. OLSON, former member of the Oregon supreme court, has opened a law office in Algoma.

1910 W
Ellis D. STILLWELL has retired as superintendent of the locks division, Panama Canal, and is now living at 829 E. Palm Ave., Monrovia, Calif.

Named Dean at ISNU



DR. ARTHUR H. LARSEN, PhM '31, PhD '39, has been named dean of Illinois State Normal University and Graduate School. Assistant dean since 1944, he first joined the staff in 1935, taught in the University high school and served as head of the departments of education and psychology. Dr. Larsen earned his bachelor's degree at the State Teachers' College in Superior.

1911 W
Cyrus C. WILLMORE died at the age of 59 recently in St. Louis, Mo. He was a past president of the Optimist International and of the National Assn. of Real Estate Boards.

1912 W
Katharine LENROOT, Washington chief of the US Children's Bureau, spoke in Madison May 26 at the opening session of the Governor's conference on children and youth.
Assistant Attorney General Mortimer LEVITAN was profiled recently in the *Milwaukee Journal* in connection with his hobby of collecting cookbooks (he has some 2000 volumes) and cooking fine meals himself.

Mr. J. Means SMITH died at the age of 63 in Madison Feb. 11.

1913 W
Harold H. BARKER died at the age of 59 in Elbow Lake, Minn., March 19.

1914 W
Edward F. TANGHE was recently appointed superintendent of the Milwaukee waterworks.
Everett G. JACKSON was killed in an auto accident Jan. 1 in Cuba City.

1915 W
Miss Elna C. ANDERSON, veteran agricultural economist and statistician with the Bureau of Agricultural Economics, died in Washington, D. C., on Feb. 13.

Dr. Walter E. MEANWELL, former UW coach, was named recently to the Helm's College Basketball Hall of Fame in Beverly Hills, Calif.
Frederick E. NIEDERINGHAUS died last Nov. in St. Louis, Mo., at the age of 55.

1916 W
Homer MELVIN was elected president of the Wisconsin Cheese Producers Cooperative recently.
Prof. Donald R. FELLOWS, UW faculty member for over 25 years, has accepted a position as head of the department of merchandising and marketing at the U. of New Mexico.

1917 W
Dr. Leo STARRY is now chief of staff of St. Anthony's hospital in Oklahoma City, Okla.

Harry BULLIS, board chairman of General Mills, Inc., was recently named by the Minnesota Junior Chamber of Commerce as one of Minnesota's 100 "living great".

1919 W
Etta H. HOWELL died March 26 in Long Beach, Calif. Her will included a \$140,000 grant for research to the UW.

1920 W
Marshall B. NORDBY died in Mellen Feb. 7 at the age of 52.
E. W. SCHENCK was recently appointed controller of Cluett, Peabody and Co., Inc.

Erwin M. TIFFANY, former UW ag. ed. professor and author of the *Future Farmers of America* creed, died March 12 at the age of 65 at his home in Madison.

1921 W
Irwin MAIER, publisher of the *Milwaukee Journal* spoke at the Feb. 16 meeting of the Wisconsin Society of Chicago.

1922 W
Mrs. Mildred FRAZEE Ryerson was profiled recently in the (Madison) *Capital Times* in connection with her work as chairman of the legislative committee of the Wisconsin Dietetics Assn. and chairman of food research

for the National Council on State Legislation.

Walter H. EBLING, chief of the state-federal crop reporting service of the US department of agriculture, was profiled recently in the *Milwaukee Journal*.

1923 W

Howard WILSON is now an agricultural instructor in the Marshfield Vocational School.

Arnold ZANDER recently received editorial commendation from the (Madison) *Capital Times* for his work as president of the American Federation of State, County, and Municipal Employees, AFL. Mr. Zander was also recently elected to the executive committee of the International Federation of Public and Civil Employees Unions.

Milwaukee school superintendent Lowell P. GOODRICH died March 29 at his home at the age of 58.

1924 W

John T. DESMOND died March 24 and was buried in Arlington National Cemetery.

V. V. GOSS is now principal of the Vernon County normal school at Viroqua.

Clara LEISER recently received editorial commendation in *Tomorrow* magazine for her singlehanded organization of Youth of All Nations, Inc., an organization which guides the interchange of letters between young people all over the world.

Vesta V. RITTER is now Mrs. J. Frank Frain and is living in Buenos Aires, Argentina. Mail will be forwarded to her from 1014 Ridenbaugh, St. Joseph, Mo.

1925 W

Harold J. SPORER died March 23 in Racine at the age of 45.

1926 W

Helen M. PATTERSON of the UW Journalism School faculty was commended editorially by the (Madison) *Capital Times* recently.

1927 W

Prof. Paul G. JONES was re-elected president of the Wisconsin Music Teachers Assn.

Word has just been received of the death May 1, 1947, of Jane A. McDONALD in Upland, Calif.

Mrs. Marion ARNOLD Richtmann died suddenly in Golden, Colo., in April.

1928 W

R. C. ROSA has opened an insurance agency in the Commercial State Bank Bldg., Madison.

New address: Mrs. Emery ROUGHTON, % J. L. Thompson, 722 W. 4th St., Marion, Ind.

Dr. Clyde K. KLUCKHOHN is directing a special study of Russia for Harvard U.

1929 W

Elmore E. WESTPHAL died Dec. 18 in Woodland at the age of 42.

Hal REBHOLZ is now head football coach at Panzer College, N. J.

1931 W

Dr. Mark TEMKIN died in Madison March 25 at the age of 49.

1932 W

Hiram E. GRANT is now professor of engineering drawing at Washington U., St. Louis, Mo.

Russell REBHOLZ, Racine Horlick basketball coach, was profiled in the *Elkhorn Independent* recently after being named the Big Eight "coach of the year".

George KRONCKE was elected Dane County judge April 5.

Dick Husband Chair



A RECENT ISSUE of *Look Magazine* carried a full-page full-color feature labeled "Revolution in Relaxation" — being the story of a new lounge-chair called a Barwa. And behind that story is an interesting Badger story indeed. The Barwa is the brainchild of Jack Waldheim, '38, Chicago architectural and industrial designer, who says:

"As one who gives credit where credit is due, I must admit that good old Dick Husband down in the UW psychology department, unknown to him, had a lot to do with this 'chair' or bench or what-you-will-call-it. When I was a sophomore Husband once gave a lecture to our class on studying. One point I always retained was his statement that people retain things longer in a prone position than in a vertical one; and darn it, when I started studying lying flat on my cot I found it was true. Less effort brought me higher grades!"

Jack's "Dick Husband chair" has been called the first improvement in the chair since Ben Franklin added rockers. It's a lounge that invites you to sit down and put your feet up. By supplying a contour perfectly designed to follow the natural relaxation curves of the spinal column and skeletal frame it allows a person "the rest of your life," as its motto says.

New address: Harris A. SWALM, 6915 Thorndike Ave., Cincinnati 27, O.

Dr. Morris WEE was keynote speaker at the opening of UW religious emphasis week March 20.

Mr. and Mrs. Enid L. LIPP announce the birth of a daughter, Ina Beth, Feb. 25 in Elkhorn.

1933 W

Atty. Charles W. TOTTO was appointed pardon counsel for Governor Rennebohm recently.

Carl A. SPENCER died Feb. 19 at the age of 48 in Temple, Ariz.

Dr. and Mrs. John F. Poser announce the birth of a daughter March 31, in Columbus.

John E. MURRAY was elected city commissioner of Fond du Lac.

1934 W

Atty. and Mrs. William H. RILEY announce the birth of a daughter March 9 in Madison.

Richard C. WILSON was recently appointed secretary of Counsel Services, Inc., of Baltimore, Md., a public relations firm.

1935 W

Kenneth M. ORCHARD was recently appointed circuit and superior court commissioner in Madison.

1936 W

HOWARD H. MOSS is now a member of the Janesville law firm of Dougherty, Grubb, Ryan and Moss.

Jay TOMPKINS was profiled recently in the *Milwaukee Sentinel* in connection with his "Mail Me Monday" Co., an accounting service for small business firms that operate by mail.

1937 W

Dr. Edward C. CREUTZ, administrator of the Carnegie Tech cyclotron project, has been appointed head of the department of physics there.

Walter J. FELBER died after an automobile accident in Chicago March 21 at the age of 35.

James F. FLEMING has joined the news staff of NBC in New York as a commentator.

Willard WATERMAN has made his film debut in *Ridin' High*, starring Bing Crosby.

Ray L. THURSTON, Foreign Service Officer, has been transferred to Moscow as First Secretary and Consul.

Arthur A. OEHMCKE, fishery area coordinator at the Woodruff state fish hatchery, was profiled recently in the *Rhineland News*.

1938 W

Mrs. Jean PAUNACK Glen was profiled recently in the (Madison) *Capital Times*. In addition to being the mother of 4 children, Mrs. Glen spends a 48 hour week designing fashions in clothing.

Karl J. HESS has been appointed director of the evening school and extension service at Teachers College, Conn.

Robert M. LA FOLLETTE recently returned to the US after a business trip to South America.

Morris SWED is now discounts teller at the Merchandise National Bank, Chicago. His address is: 1115 Chistiana Ave., Chicago 51.

1939 W

Carl H. BAUMAN is manager of the Atlanta office of Harris, Kerr, Forster & Co., an auditing and accounting firm.

The first AACCS reserve squadron in the US was activated in Madison recently under the command of Major Stanley HERRING.

Eugene B. STIEFVATER is assistant agricultural agent in Milwaukee. His address is: 9035A Watertown Plank Rd., Milwaukee 13.

Robert E. TRACY was recently elected to the board of directors of the Wisconsin Telephone Co.

Mr. and Mrs. Wallace W. CHICKERING announce the birth of a son, James Craig, March 21. Mr. and Mrs. Chickering now live in Barcelona, Venezuela.

New address: Arthur WIEDEMER, % Mr. Edwin L. Davis, 103 W. Montgomery Ave., Rockville, Md.

1940 W

Grace E. COCKRELL is in Tokyo, Japan, employed by the War Department.

James I. SALTZSTEIN and Mary A. Epstein were married in Milwaukee April 4.

Arthur GREBLER and Rene Berger were married March 13. They now live at East Hazel Dell, Springfield, Ill.

Lois C. HAMLIN and Ray Hurlburt were married recently in West Bend. They now live at R3, Black River Falls.

Lynn F. HOVLAND is now line coach at Washington U., St. Louis, Mo.

(Continued on page 25)

Variety the Keynote In Spring Calendars

ELECTIONS, parties, teas, book reviews, forums, dances, banquets, and speeches (some as belated Founder's Day events) have marked the spring calendars of the alumni clubs this year:

Clevelanders held a dance in the Old English Room of the Carter Hotel April 29, followed it up a few days ago (June 3) with a dinner meeting at the Cleveland Athletic Club in honor of UW Football Coach Irv Williamson.

Minneapolis Badgers honored Prof. Ralph O. Nafziger, '21, at a luncheon in the Hotel Hampshire Arms April 7. Prof. Nafziger, now with the University of Minnesota, will head the UW School of Journalism effective with the opening of this year's fall term. He spoke on "Predictions and Polling."

Beloit graduates elected officers in April as follows: Frank X. Kinast, '46, president; Ralph J. Keen, '37, vice president; Mrs. Christie Larsen Thomsen, '42, secretary-treasurer.

The Schenectady alumni club sponsored a Centennial banquet March 24 in the new Edison Club dining hall. Roy C. Muir, '05, retired vice president of General Electric Co., addressed the 65 Badgers present.

Members of the West Virginia University alumni club heard Dr. Friedrich Bruns, UW emeritus professor of German, at their Centennial dinner Feb. 21 at the Morgan Hotel in Morgantown, West Virginia. More than 50 alumni were present.

Badgers in Chippewa Falls have elected officers: Joseph Joas, '41, president; Arthur Nelson, vice president; Henry J. Connor, '36, secretary; and Clarence Richardson, '06, treasurer. Other directors of the club are O. B. Meslow, '30, and Marshall Norseng, '36.

The Wisconsin Alumnae Assn. of Southern California met March 19 at noon in the Pasadena Athletic Club to see a color film, *The Realm of the Wilds*, shown by Leslie McLoud of the US Forestry Dept.

Fond du Lac Badgers have elected Mrs. Jack Wenzlaff, '44, and John Look, '42, to their board of directors.

The alumni club of Northern California has elected officers: Anthony O'Brien, '29, president; J. A. Skogstrom, '26, vice president; Mrs. Harold Ellis, '28, recording secretary; Pat. J. O'Dea, '00, corresponding secretary; and James C. Fermite, '43, treasurer. Other club directors elected are Frank Cornish, '96, Mrs. Harry L. Risdon, '13, Kenneth Tjoflat, '41, and R. W. Radder, '31.



FREDERICK H. OSBORN, US delegate to the UN Atomic Energy Commission, addressed New York Badgers at their Founders' Day dinner at Beekman Tower Hotel March 15. Flanking him are (left to right): Hibbard Broadfoot, '17, dinner chairman; Clifford L. McMillen, '11, president of the New York club; and Charles Dollard, '28, president of the Carnegie Corp. (the other featured speaker of the evening).

On March 18 the group convened at the home of Rose Schuster (Mrs. H. J.) Taylor, '85, to do her special honor. Seventy Badgers turned out, and Mrs. Taylor was presented with record transcriptions of the Centennial radio program which was broadcast coast to coast from Madison Feb. 5, a picture of Bascom Hall, and letters from President E. B. Fred, Harry Stuhldreher, and John Berge.

Chicago Alumnae Hold Memorable Meetings

THE WISCONSIN Alumnae Club of Chicago is well launched on its customarily packed and colorful Spring and Summer program.

April 3 marked a Sunday tea at the home of Mrs. H. M. Fogo (Isabel Young, '16) on North Shore Drive. Guest of honor was UW Dean of Women Louise Troxell. Mrs. Lucy Rogers Hawkins, '18, and Miss Helen Zepp, '27, poured. Respectively they are secretary of the Wisconsin Alumni Association and former president of the Alumnae Club of Chicago. Assisting were Mrs. R. J. Jensen (Barbara Berge, '48), Barbara Byrne, '47, Kathryn Stanton, '48, and Marilyn Lucas, '48.

On May 16 the club held its annual fund raising program in the Mirror Room of the Hamilton Hotel. Featured was a book review by Kathryn Turney Garten, '22, of *The*

Bible Designed to be Read as Living Literature by E. S. Bates. Proceeds of the meeting are being used to support the four scholarships which the club offers to Chicago girls attending the University. The program opened with 15 minutes of sacred music by the Lindblom A Capella Choir under the direction of Clifford L. Ramsey. Prior to the program the club held a dinner for Mrs. Garten.

The alumnae met May 5 at Lewis Towers on Michigan Ave. for a buffet luncheon, heard Dr. Emelia Giryotas, '23, of the Chicago Women and Children's Hospital, speak on "Wisconsin Women in Medicine."

Eau Claire Badgers Plan Centennial Forest

PLANS FOR A University of Wisconsin forest in Eau Claire County are being made by the alumni club there. There are two 40-acre tracts remaining of the original federal land grant, and Virgil Dickinsen of Augusta (not a Wisconsin alumnus) has informed the club that if it will purchase from the State Land Commission one of the "fortys" he will buy the other—both then to be presented to the University.

Ten thousand trees have been reserved for the Centennial forest at the state nursery pending completion of plans.

Philippine President Is Founders' Day Speaker

THE PRESIDENT of the Philippine Republic, Elpidio Quirino, was the featured speaker and the guest of honor at the Founders' Day dinner of the UW Alumni Club of the Philippines in the Champagne Room of the Manila Hotel March 27. His speech was broadcast over all Manila stations. Scores of Wisconsin alumni, many holding top ranks in the Philippine government, attended.

The room was decorated with big crimson Ws made of bougainvillea and other flowers. Master of ceremonies was Vicente Albano Pacis, '25; song leader was Francisco Tonogbanua, '30. A dozen other American universities sent ambassadors of good will to the dinner.

The January *Alumnus* mistakenly reported this dinner to have taken place in December. It was postponed to March.

Seventeeners Publish A Class Directory

IN PREPARATION for its reunion this month on campus, the class of 1917 has finished a project unprecedented in University history, as far as research into UW and Alumni Association annals show. It has published on its own initiative a class directory, the first to appear as an independent class project. The booklet is 4 by 8½ inches, has a green cardboard Centennial cover, will be distributed at the reunion and mailed out to class members unable to attend. It is supplemented by an eight-page class newsletter.

Hesperia Alumni Meet

HESPERIA, the only surviving campus debating society of what was once a headline triple entente, entertained some of its outstanding alumni recently at a dinner in the Memorial Union.

The group's old rivalries with Athena and Pylomathia were reviewed and present-day undergrads were told in detail of the days when forensics were the number one campus competitive activities. One of the oldest active organizations on the UW campus, Hesperia was chartered by the Wisconsin legislature in 1854, was recently reactivated after a wartime lapse.

Hesperia alums present at the convo: Harry W. Adams, '00; Alfred T. Flint, '11; Spencer A. Markham, '39; R. M. Rieser, '13; Sterling W. Schallert, '42; Charles White, '20; N. C. Lerdahl, '21; Harold W. Groves, '19; Fred E. Risser, '23; Rex C. Welton, '05; Marlin Volz, '38; and William Spohn, '11.

Promoted at Upjohn



EARL L. BURBIDGE, '28, has been named assistant director of the Upjohn Medical Division, Upjohn Co., Kalamazoo, Mich. A graduate of the UW and of Washington University's Medical School, St. Louis, Dr. Burbidge will be in charge of the pharmaceutical house's clinical research department.

(Continued from page 23)

Carol OSTLUND and James Butler were married in Evanston, Ill., Feb. 18. They now live at 5719 Christiana Ave., Chicago 45, Ill.

1941 W

Irene BLACKFORD has joined the staff of the Janesville Public Library. Thomas A. DRIESEN has opened an office for the practice of engineering and law at 2003 Winnebago St., Madison.

Paul L. HIBBARD has joined the law firm of Lueck & Lueck in Watertown. UW biochemist Henry A. LARDY has been awarded the \$1000 Paul Lewis Laboratories Award in enzyme chemistry.

Jean A. SHARP and Lt. Col. Lewis T. Phillips were married April 2 at Fuerstentfeldbruck air base, Germany.

1942 W

John C. Finerty is now associate professor of anatomy at Washington U., St. Louis, Mo.

Wallace J. BONK received an MA in English recently from the U. of Minn.

William R. EICHENBERGER has been employed as a research chemist by the A. E. Staley Manufacturing Co., Decatur 60, Ill.

Richard E. ELLISON has been appointed postmaster of Decatur, Ill.

Gerald L. FREEMAN is now bureau manager of UP in Omaha, Neb.

Harold F. GRISWOLD is assistant sales promotion manager of the Hawaiian Pineapple Co., San Francisco, Calif. His address is: 935 Solano Ave., Apt. 2, Albany 6, Calif.

Catherine L. MARTING recently received a Ph.D. from Ohio State U.

Mr. and Mrs. Harley KRESSIN announce the birth of twin boys, Robert

Harley and John Henry, Jan. 24 in Philadelphia, Pa.

Mr. and Mrs. Thomas A. SILVER announce the birth of a daughter, Karen Elaine, on March 30 in Grank Forks, N. D.

Woodrow P. SWANCUTT has been promoted to Lt. Col. in the Air Force.

1943 W

Mr. and Mrs. Harold WAGNER announce the birth of a daughter, Randal Sue, Jan. 29.

Mrs. Dorothea Bonavito is in Frankfurt Main, Germany, as secretary to the district attorney. Her address is: Office of the District Atty., 4th Judicial District, US Mil. Govt. Courts for Germany, APO 757, % PM, N.Y., N.Y.

AF Capt. David H. FAUSTMAN recently graduated from the special air installations engineering course of the USAF Institute of Technology, Wright Field, Dayton, Ohio.

Marvin RINGEN and Murnell Haagensen were married Feb. 26 in Brodhead. They now live on R. 1, Orfordville.

Mr. and Mrs. Richard KEELEY announce the birth of a son, Patrick Dean, March 25 in Madison.

Wilbert C. MAASS and Joanne R. Volquarts were married March 12 in Madison. They now live in Racine.

Richard S. SCHIEFELBEIN and Gene C. McArtor were married March 20 in Lisbon, O. They now live at 800 Monticello St., Evanston, Ill.

John D. WINNER is now a member of the law firm of Roberts, Roe, & Boardman in Madison.

1944 W

Patricia A. CROMWELL and R. K. Neal were married Sept. 28, 1948 in Bozeman, Mont. They now live at 317 N. 9th St., Columbia, Mo.

Dr. and Mrs. Neal KIRKPATRICK are now living in Lincoln, Neb., where Dr. Kirkpatrick is associated with Drs. Calhoun and Pervis in the practice of internal medicine.

Gerald MALLMAN is employed by the Burgess Battery Co., Antioch, Ill.

Mary V. MINNIE was granted an MA degree by the U. of Chicago.

1945 W

Dr. Merlin J. OLSON and Blanch M. Taplin were married Feb. 26 in Chattanooga, Tenn., where they now live.

New address: Mrs. Jeannette KEPKE Thomas, 1301 1st Ave. E., Spencer, Iowa.

1946 W

Mr. and Mrs. Arvid ANDERSON (Avis LARRATT) announce the birth of a daughter, Susan Marilyn, in Madison April 3. Mr. Anderson is employed as Executive Secretary of the State Labor Relations Board.

Dr. and Mrs. David E. HOLTMAN announce the birth of a son, John David, March 28 in Eau Claire.

Nicholas P. ARENELLA has opened an office for the practice of law at 18 Tremont St., Boston, Mass.

Susan E. CLARK and Harold H. Miles were married March 21 in Madison. They now live at 4126 Woodlawn Ave., Seattle, Wash.

William K. GRINDE has opened an office for the practice of law in De Forest.

John E. MADDEN passed the Arizona bar exam recently and is associated with the firm of Evans, Hull, Kitchell and Jencks, Phoenix, Ariz.

G. R. SCHARER has opened a chiropractic clinic in Wausau.

1947 W

Robert C. VOSS is now associated with Charles F. Gilkeson in the practice of law in Madison.

Donald E. WILKINSON was recently named supervisor of agricultural publicity and dairy promotion head for the Wisconsin department of agriculture.

(Continued on page 26)

★ Badgers You Should Know

OLGA HANEY DANA, '16, Kewaunee, Wisconsin.

RECENTLY awarded a Farm and Home Week citation on the UW campus, Mrs. Olga Dana has been widely honored for her work with the rural schools in Kewaunee County. This despite the fact that as a youngster she hated schools.

"Everything . . . the home, outdoors, church . . . everything was more pleasant, cheerful, and interesting than those drab and dull classrooms. It wasn't the teachers, studies, or books I dreaded, but that everyday drabness of the ugly schoolroom, the very bleakness of the place." And she still has an aversion to walls painted that dull "landlord tan." Hence the determination to do something about the schools in the county.

That "something" has put new life, color, cheer, and wider horizons into the Kewaunee county rural schools, according to Staff Writer Lewis C. French of the Milwaukee Journal. Says he:

"She keeps a never ending change in books and art and ideas in the long neglected rural schools. She has also provided circulating art exhibits."

Olga Dana was the wife of a respected and prosperous physician, Dr. D. V. Dana. Her father was a pioneer lumberman. Born in Kewaunee, she was graduated from Downer College and the University and settled back to a comfortable life.

In 1943, this versatile and energetic woman was "sitting on top of the world." Then tragedy hit.

"My husband was pruning the hedge near the lake," she recalls. "Then he made a remark to me I still revere. He said, 'I am opening up a new view of the lake for you.' He was always opening up new views in life for me."

While working around the hedge, the physician died of a heart at-



"OPENING up new views": a Dana tradition.

tack. From sheer desperation, she had to have a new outlet, a new interest. So she submerged herself studying art in Chicago for a year. Returning to Kewaunee, Mrs. Dana picked up the threads of home and community life.

Gathering up her courage, Olga Dana appeared before the county board. She told the supervisors that, with a little help and authorization, there could be new life in those drab one room schools. She insisted schools be made a more pleasant and attractive place to become more of an influence during the formative period of life.

The door was opened just a bit. That was enough.

Olga Dana spent money liberally. But often she just made suggestions. Help rolled in more and more. The schools show the impact of the scrub brush, the planting tools, paint and imagination along with freshened community interest.

Rivers, Wis., Dec. 30. Mr. Polzar is an engineer with the Seaman Body Corp. in Milwaukee where the couple is living at 4364 N. Morris Blvd.

Patsy CHILD married George Rivnak Dec. 18 in Milwaukee. The couple is residing at 1414 Pershing Ave.,avenport, Ia.

Keith CARTER has begun a law practice in Clinton.

Harry T. CHARLY is a curriculum consultant in languages in USAFI in Madison, where he is living at 424 N. Murray St.

Lorraine STEIN married Dr. Morris Klein of Minneapolis Jan. 16 in Milwaukee.

Rosalie FRED, daughter of UW President E. B. Fred, is employed in the bacteriological warfare laboratories at Camp Detrick, Md.

Waldemar E. REMDE has opened a law office in Madison. He was formerly associated with the firm of Wegener & Pasch in Madison.

Mary E. VARNEY married Dr. Gerald C. GERLOFF Jan. 22 in Madison where Mr. Gerloff is doing research work with the UW botany dept.

Lloyd WASSERBACH (his wife is the former Barbara HAVEY) died in a Ripon hotel fire Feb. 2 at the age of 27. He had been employed by the O. T. Havey Electrical Co. of Madison.

Dr. and Mrs. Harold M. FROSBIE announced the birth of a daughter, Margaret Ann, Jan. 6 at Manhattan, Kas. where Dr. Frosbie is on the faculty of Kansas State University.

Jean M. FONK married Ensign Aubrey H. Smith of Concord, N.C., Jan. 29 in Kenosha. The couple is residing in Long Beach, Calif., where Mr. Smith is stationed.

Mr. and Mrs. Gerald A. GRUEN announce the birth of a son, Gerald A. Jr., in Port Washington, Feb. 22.

Walter F. FRIEDMAN married Lily Pressburg in New York, N.Y., Jan. 9. They now live at 91 S. Grove St., East Orange, N. J.

Lee N. HAMES was recently appointed a member of the publication department of the Wisconsin Anti-Tuberculosis Assn. in Milwaukee.

Dr. Harry W. KNOP is now employed with the photo products department of the Du Pont Co. in Parlin, N. J.

George B. LUHMAN married Grace A. Mauer Feb. 19 in Fennimore. They now reside at Rocky Point, Pewaukee.

John M. MATTILA has been appointed instructor in economics at Wayne University, Detroit, Mich.

Mr. and Mrs. Richard MIYAGAWA announce the birth of a son, John, Feb. 4 in Madison.

Armand W. MUTH has opened a typewriter sales and repair shop at 105 N. Fourth St., La Crosse.

Robert E. OWEN is now living at 1403 N. Taft St., Arlington, Va. He is employed in the Foreign Service Office of the State Department.

Ada A. WHITFORD has moved to the Colorado State Hospital, Pueblo, Colo., where she is employed as an administrative dietitian.

1948 W

Jane BENNETT is now in Germany for the American Friends Service Committee.

Shirley J. BLUM and Kenneth W. Harris were married March 24 in Madison. They now live in East Lansing, Mich.

Delbert THOMAS is now a soil scientist with the US soil conservation service.

Maj. and Mrs. Hunter M. BRUMFIELD announce the birth of a son, Hunter M. Jr., in Madison March 17.

Wallace A. BURROWS and Norma J. Fast were married March 12 in Beloit. They now live on R. 2, Marengo, Ill.

Gusty F. CHOLES and Mary E. Heimlich were married March 22 in Madison.

Franklin COOK directed the 1949 Haresfoot production *Bloomer Girl*.

New address: Mr. and Mrs. R. H. DEREBBY, 6464 General Diaz, New Orleans, La.

where he lives at 1659 W. Michigan Ave.

New address: Paula SHAPIRO, Cloverly Lane, Rydal, Pa.

Rosemary SPERRY is now a 2d Lt., Women's Medical Specialist Corps, in Fort Sam Houston, Texas.

Richard A. BARON is now living at 259 Delfern Drive, Los Angeles 24, where he is employed in wholesale distribution.

Edward N. REIN has been employed with the Cameron Oregon Sales Co. of Portland, Ore., since last October.

Mrs. Gloria WALDSHINE Lynn is now living at 5200 S. Harper Ave., Chicago.

Phillip W. WALLESTAD married Edith Stolle of Opladen, Germany in Madison Jan. 15. Mrs. Wallestad is a graduate of Bonn University in Germany and plans to study advanced chemistry with her husband at the UW.

Mary E. BRYANT of Buffalo, N.Y., married James A. POLZAR, '48, in Two

(Continued from page 25)

Alexander M. BURRELL and Helen L. Vaughn were married Feb. 26 in Akron, O.

Thomas B. FIFIELD and Marilyn Kieckhefer were married Feb. 26 in Milwaukee.

Mr. and Mrs. Richard P. GROSEN-BACH are now living in Paris, France, where Mr. Grosenbach is studying art.

Rita GRESHOVIK and Harvey Grosskopf were married recently and now live in Birnamwood, Wis.

Robert C. JENKINS is now associated with the law firm of Jenkins & Nason in Stevens Point.

Anne MINAHAN has been appointed social director of the Wisconsin Memorial Union.

Lee B. MOHRIG and Dorothy Nowak were married March 5 in Dubuque, Iowa.

Jack W. MURPHY has been appointed associate professor of speech at Western Mich. College in Kalazamoo,

M. Eugene ERICKSON is now a sales representative for the Reitan-Lehrdahl Insurance Co.

Stephen W. GUIGOU and Jean MIDDLETON, '49, were married April 2 in Winnetka, Ill.

Clarice YAO HSI and Victor VEN KAI CHOU were married April 2 in Milwaukee.

Robert L. HUGHES has been appointed a special agent for the Prudential Insurance Co. in Madison.

Leonard V. KOSINSKI and Marie A. Desmet were married at West Point, N.Y., Jan. 1. They now live in Chicago.

Daniel F. KRUEGER died in Milwaukee at the age of 23 April 10.

Clarence HALLA and Mary Kuyawa were married in Kenosha March 27. They now reside in Cicero, Ill.

Danielle D. MERLING and Philip L. KOPELBERG, '49, were married in Madison last Oct. 10. They now live at 771 S.W. 11th St., Miami, Fla., where she is teaching French at Miami U.

Donald H. MORRIS and Jean F. Gronemeyer were married March 26 in Clarksburg, Va. They now live at 415 N. Park St., Madison.

Joseph E. O'BRIEN has become a member of the Badger Insurance Agency in Madison.

Blair H. TEMKIN and Leah D. SIGMAN, '50, were married in Appleton April 3. They now live at 1017 Lawrence St., Madison.

Charles WILDERMUTH has begun law practice in Appleton as an associate of James R. Joyce.

Mr. and Mrs. Keith ACE have moved to Chicago, where Mr. Ace is employed with the Hartford Insurance Co.

John E. BARNETT is now associated with his father, J. E. Barnett, in the practice of law in Boscobel.

Wayne ANDERSON has been appointed economic analyst for the city of Milwaukee.

Benjamin D. BENDRICK, former UW varsity fullback, has signed to play professional football with the Chicago Bears.

Betty Lou BRAYTON married Richard O. CAMPBELL, '43, Feb. 12 in Jefferson. They now live at 2123 N. 40th St., Milwaukee.

Marcia ROSEN married Elias COHEN December 30. They are now living at 1061 Madison Ave., Albany, N.Y., where Mr. Cohen is employed in the department of social welfare of New York.

Mary C. HARNEY married Edward J. DONAHUE in Madison Feb. 5. They are now living in Madison.

Robert DISTRUDE is now living at 208 Broadway Apartments, Lewiston, Mont., where he is employed as a mining engineer with the US Gypsum Co.

Lois F. FRANKENBUSH married Irving Turim in Chicago Feb. 19. They now live in Chicago.

Pat HARDER has opened a service station in downtown Milwaukee.

Mr. and Mrs. Irwin HOEFT announce the birth of a son, Thomas G., Jan. 13 in Chicago.

Cecil J. HYNES married Rex A. STICK in Chicago Feb. 5. They are now living in Naperville, Ill.

Robert C. JACK is the new city editor of the *Tomahawk Leader*.

Alvin C. JINDRA married Billy F. Crawhall in Portage Feb. 20. They now live there at 219 W. Marion St.

Harry KLUBER died Feb. 16 at the age of 27 in Boston, Mass.

Mr. and Mrs. Omar N. KUSSOW announce the birth of a daughter Barbara Zo, on Dec. 8 in Lancaster.

Alan MARKER has been appointed editor of the *Oshkosh Advance*.

Arthur LARSON has accepted a position as sales engineer for the Eighmy Co., Rockford, Ill.

Mary Lou MEYER has accepted a position as home economics teacher in the Black Earth high school.

Robert A. MOHR married Elizabeth SULLIVAN, '50, Feb. 11 in Port Arthur, Tex. They are now living at 2415 11th St., Port Arthur, where Mr. Mohr is employed as a chemical engineer by the Gulf Corp.

Dorothy E. SCHOOLER and Medford S. MOSHER, '47, were married last July in Rochester, N. Y., and are now living at 611 N. 20th St., Milwaukee.

John B. SECORD and Jane KRESGE were married last July in Milwaukee and are now living there at 2309 W. National Ave.

Ruth J. SORGE is now on the nursing staff of Wisconsin General Hospital in Madison.

Mr. and Mrs. William A. TINCHER were profiled recently in the *Green Bay Press-Gazette* in connection with their husband-wife partnership in the practice of law. Their official firm name is Tinchler & Tinchler, Denmark (Wis).

Patricia L. WEEKS married Guy M. HOPKINS, '49, in Madison Feb. 26. They now live in Rockton, where Mr. Hopkins is employed with the Hopkins Lumber & Fuel Co.

Leah VAN DE ZANDE married Robert GONNERING in Greenleaf Jan. 8. Mr. Gonnering is employed with Nash Motors in Milwaukee, where the couple is residing.

Richard HAUSER recently assumed duties as 4-H Club leader in Ozaukee County.

Elroy HIRSCH was profiled recently in the *Appleton Post Crescent* in connection with his many athletic achievements.

Leon LEWANDOWSKI married Alice Berg in Ashland Jan. 12. The couple is living in Park Falls, where Mr. Lewandowski is employed with Fleet's Drug Store.

Adelle HOFFMAN married Philmore J. Hart Jan. 9 in Cleveland, O.

Florine GRANDINE has accepted a position with the research lab of Wisconsin General Hospital in Madison.

Marguerite G. KILLINGBECK married Henry J. WITTROCK, '47, Jan. 25 in Madison where Mr. Wittrock is a teaching assistant in chemistry at the UW.

Gloria HORNIG married Gerald E. WILCOX, '49, Jan. 29 in Milwaukee. The couple is living in Madison.

Frank WALLACE has joined the art faculty of Superior State Teachers College.

Carol JOHNSON married James F. SPRENGER, '50, in Milwaukee Jan. 28.

Earl "Jug" GIRARD has returned to the Green Bay Bluejays of the Wisconsin State Baseball League for the 1949 season.

Edward M. HARTMAN, former UW football quarterback, has been named head coach at Norwich University in Vermont.

J-School Grads

AT LEAST 418 alumni of the UW School of Journalism are holding journalistic positions in the state of Wisconsin, according to the new J-School alumni directory recently published. They represent about one-fifth of the 2,000 graduates of the School.

The largest number, 219, are in newspaper offices, and the list includes practically all the daily newspapers of the state and more than 50 weekly newspapers. Of the 166 on state daily newspapers, some 33 are in executive positions in 23 newspapers and 88 have subordinate positions on 28 newspapers. Some 45 are on the staff of the *Milwaukee Journal*. Of the 53 on weekly newspapers, 31 own their own newspapers and 22 are editorial or advertising employees.

Among the 76 in varied non-newspaper jobs, 45 are doing publicity work and 20 are on small magazines and house organs. At least 18 are working in radio stations, and 17 are in the printing business. Some 56 are in advertising, including 18 working for department stores, and the rest in agencies or various kinds of companies. About 32 are teaching journalism in high schools and colleges of the state.

Among these alumni busy in the state, about 129 are women, many of them married.

★ Madison Memories

ONE YEAR AGO, June, 1948: Seven great teachers retired this month: Charles L. Dean, V. A. C. Henmon, Thomas E. Jones, William S. Kinne, Otto L. Kowalke, Frederick A. Ogg, and Joel Stebbins.

FIVE YEARS AGO, June, 1944: Some 500 alumni returned to campus this year for reunions . . . E. B. Hart retired this month as chairman of the biochemistry department . . . The *Daily Cardinal* won the All-American Pacemaker award this month, the highest a college newspaper can receive.

TEN YEARS AGO, June, 1939: Louis P. Lochner, '09, came back to America this month after 18 years in Germany to tell reuning alumni about the warlike situation there, where he heads the Berlin Bureau of the Associated Press.

TWENTY YEARS AGO, June, 1929: Mrs. Mary Clark Brittingham, '89, president of her class and sponsor of a University trust fund, passed away this month on the 19th . . . Zona Gale Breese was among those given an honorary degree at Commencement ceremonies this month . . . Wayne L. Morse, '23, has been appointed professor of law at the University of Oregon.

THIRTY YEARS AGO, June, 1919: The Board of Regents announced plans this month to establish a School of Education at the University next year . . . The effect of the war was evident at the Commencement ceremonies this month, only 697 graduating compared with 1,031 last year and 1,105 the year before.

(From the files of campus publications).

A Light at 28 Elm Street

The sun had gone down and the purple of dusk was turning to the dark of night. A middle-aged man, smoking his pipe contentedly, walked down tree-canopied Elm Street.

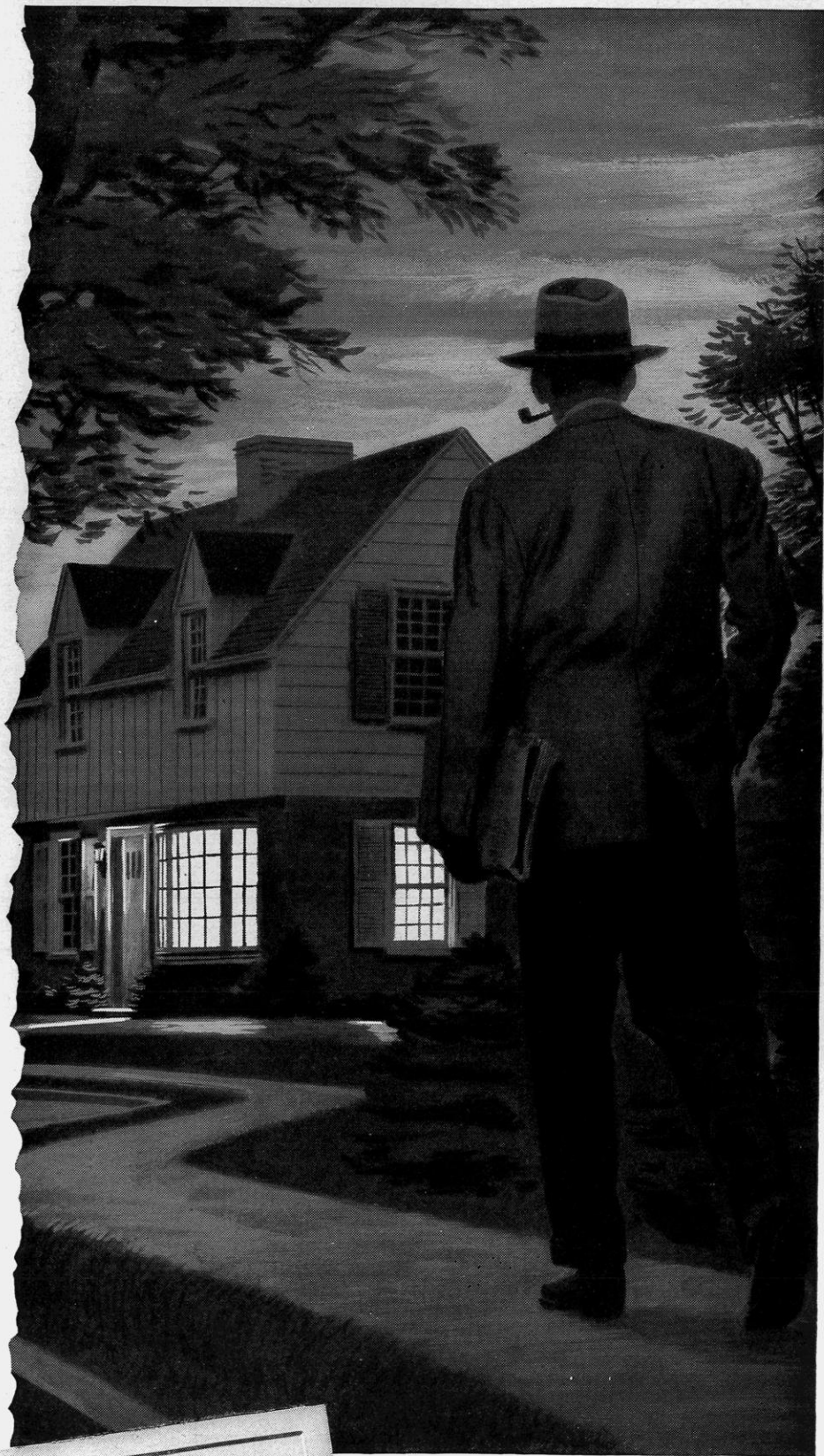
As the man passed number 28, he saw a light come on in the living-room. It was a cheerful light that, somehow, seemed warmer than any of the lights in neighboring windows.

The man often walked down Elm Street and every time he saw that light in the window he felt the same glow of satisfaction. It meant that all was well within. Mrs. Allen had put her two children to bed and had settled herself for an evening of sewing or reading. Later some friends would probably drop in.

Yet how different it might have been. The woman was alone with two children, but hardship had not moved in with them.

The man in the street was a modest man, but he could not help feeling that he had played an important part in this story. He remembered the night he had persuaded Mr. Allen to take the step that had meant so much to his family just three years later. He could not help but feel that, if Mr. Allen could somehow be walking with him tonight, he would put a hand on his shoulder and say, "I'm glad you came over that night."

The man walked on, thinking back upon his own life. He had been a New York Life agent for fifteen years and often—like tonight, for instance—he felt that he had chosen the best possible career for himself. He whistled softly as he turned off Elm Street and headed toward home.



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WHAT THEY'RE SAYING ABOUT YOUR UNIVERSITY

Cost of Instruction

IT BECOMES immediately apparent that the cost of instruction is far below the \$1,200 that would result from dividing the total budget by the number of students. A more accurate overall estimate is between \$360 and \$390, exclusive of plant and overhead costs. This cost compares very favorably with costs at other universities. President Fred and the other administrative officers are entitled to a lot of credit for the economic way in which the University is being operated.—*Sheboygan Press*.

UW Needs Adult Center

THE UNIVERSITY OF Minnesota's center for Continuation Study must make any Wisconsin resident a little envious. In developing such a separate facility on its University campus, especially fitted for housing and conducting short term adult institutes in many fields, Minnesota is already 12 years ahead of Wisconsin.

Wisconsin badly needs such a center—has needed it for a long time. It would greatly facilitate handling adult groups that wish to come to the university for special study and conferences. It would encourage the university to broaden and increase its services. It would encourage more Wisconsin people to participate in such institutes and continuation study periods. Everyone would benefit. If the value of such a center could be accurately measured in money, the cash profit would certainly run very high.—*Milwaukee Journal*.

Poor Business Practice

PROMISE OF "businesslike practices" in state government helped the governor win his post. Administrators on the bill are preoccupied with the idea. Lawmakers, too, demand a proper return for an investment . . . even when acting for their constituents.

We are not taking issue with this point . . . merely pointing up a fact.

The conclusion is inescapable that the governor is not consistent with his own "business principles" when he sliced the University's budget and at the same time gave tacit approval to the raises in resident and out of state tuition.

The proposed hikes push Wisconsin's tuition up to the highest of 12 comparable universities for both resident and non-resident.

Even now Wisconsin's student fees are higher than most.

The Regents have declared that they recommended the raises to the governor "with regrets." They have indicated that the tuition proposal was somewhat of a compromise in order to show the governor and the state that they were acting in good faith; that they were only asking for the minimum needs of the university.

The governor accepted the tuition raising recommendation but wielded a healthy ax on the budget.

Here's where we feel he is not keeping faith with his own oft espoused "business principles."

A raise in price should be accompanied by a raise in quality of product.

The present outlook is that acting on the governor's lead the Legislature will take this "easy way out" and vote to hike the student fees, both in state and out. Then they'll try to get by with an emaciated University appropriation. This may happen unless they ask themselves the question, "What Kind of University Does Wisconsin Want?"

The *Capital Times* has written:

"It will be seen from this comparative study that Wisconsin is departing from its once proud boast that the facilities for higher education in this state are free. In days past student fees were as low as \$17.50, \$22.50 and \$27.50. Those fees made it possible for enterprising young men and women—the sons and daughters of Wisconsin laboring men and farmers—to scrape together their fees and to work their way through the university.

"The policy of the University was set for that purpose. There was a conscious striving to avoid the financial barriers that would make it difficult for young people who want and deserve a chance at higher education to enter the University. There are thousands of people today making a better contribution to society because of their training at the University—people who would have been denied an education if the present and proposed fee schedule had prevailed at the time they entered school."

What shall it be? Will the lawmakers proceed to place additional burdens on students while exempting the state from carrying its full share? Some clear thinking is in order at the other end of State St.—*(UW) Daily Cardinal*.

On, Wisconsin!

AMONG THE numerous anniversary celebrations that have recently been held or are scheduled for the near future, the Centennial of the University of Wisconsin is particularly noteworthy.

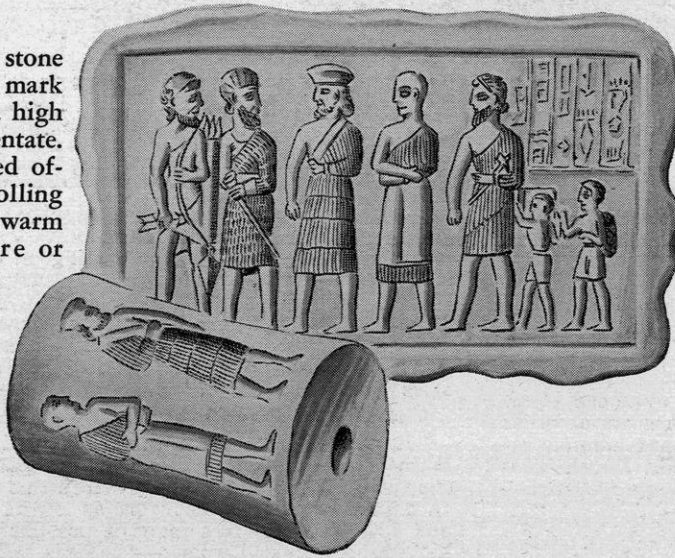
As President Fred says, the University is celebrating its Centennial "not by glorification of the past, but rather by a relentless search for the ways we may best serve, in our second century, the people of Wisconsin, the nation, and the world." This statement is in accord with the spirit of the institution as shown by its history. Few institutions during their first hundred years have shown such consistent forward-looking attitude or have made such a proud record in teaching, research, and public service . . . The outstanding record of Wisconsin effectively refutes the argument that a university cannot become a large-scale public-service agency without decreasing its effectiveness in campus teaching and research.

In the light of its past accomplishment and its present spirit and outlook, the University can look forward with confidence to a second century of distinguished service. Best wishes for the next hundred years.—*Journal of Higher Education*.

University Aims

AIMS OF THE University of Wisconsin foundation are commendable. They deserve and are likely to receive a good measure of support throughout Wisconsin. They must receive that support if the state's principal University is to remain a leader among schools of the nation.—*Monroe Evening Times*.

This cylindrical stone seal was once the mark of authority of a high Babylonian potentate. With it he signed official messages, rolling the cylinder over warm wax with a wire or string through the center hole as a handle.



Seals of Authority

This Foundation Seal appears on foods and drugs as an assurance that specified factors are equal or superior to their stated claims. This is regularly verified by the latest, most widely accepted assay techniques in the laboratories of the Wisconsin Alumni Research Foundation. The authority of the seal is backed by the Foundation's 24 years of experience.



WISCONSIN ALUMNI Research FOUNDATION
MADISON 6, WISCONSIN

CLIMAX

(Continued from page 5)

Saturday morning, June 18, in the Memorial Union is the time and place for the annual meeting of the Wisconsin Alumni Association which this year takes on added significance. Ten new directors will be elected at the meeting instead of by advance mail ballot, following a recent change in the Association's constitution. New Association officers will also be elected to succeed President Allyn; First Vice President John H. Sarles, Minneapolis; Second Vice President Mrs. R. E. Krug, Milwaukee; Treasurer Conrad A. Elvehjem, Madison; and Secretary Mrs. Lucy Rogers Hawkins, Evanston, Illinois.

In addition to the 10 board candidates nominated by a special committee and listed in the last two issues of the *Alumnus*, two have come in by petition: Arvid Anderson, '46, and C. P. Runge, '42, both of Madison.

Mr. Anderson is a graduate of the Law School and is now serving as secretary of the state labor relations board. He has been a member of the Association board of directors for the past three years as the representative of the class of '46. Outstanding in undergraduate activities, he is a veteran of World War II, in which he served as a bombardier and was for a time imprisoned by the Germans.

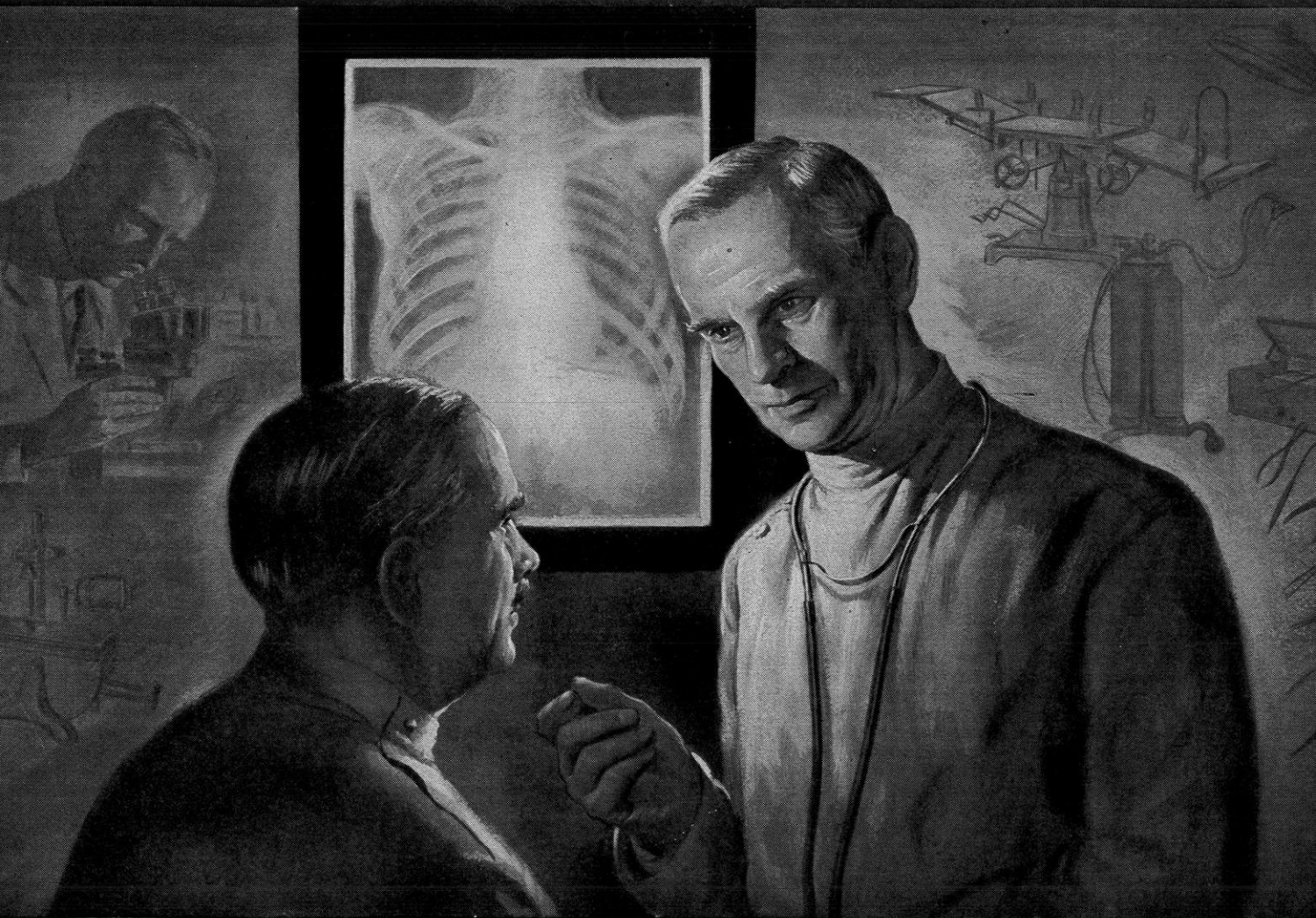
Mr. Runge is likewise a graduate of the Law School and is now the assistant U. S. district attorney in Madison. He was president of Student Board as an undergraduate, is a veteran of World War II, and is now assistant chief of staff, G4, of the 32nd Division (Wisconsin NG).

Family Dinner

Headline event of the Commencement-Reunion Weekend will be the Centennial Dinner and Program on Saturday night, June 18. The entire dining facilities of the Union will be turned over to members of the "University family" at 6 p.m. At 8:30 in the Theater the assembled Centennial celebrants will hear special music; a Centennial salute by Governor Oscar Rennebohm, '11; the presentation of Centennial memorials by Herbert V. Kohler, chairman of the Centennial Gift Campaign of the University of Wisconsin Foundation; an address by President Edwin Broun Fred; and a "Centennial Valedictory" by Prof. William H. Kiekhofer.

Although the Saturday night program marks the end of official Weekend events, many alumni will linger on the campus Sunday morning for get-together breakfasts at the Union and at organized houses.

"Knowledge is a rich storehouse for . . . the relief of man's estate" — FRANCIS BACON



How the "inside" picture becomes clearer

TODAY, when the doctor uses X-rays for check-up or diagnosis, he sees and learns much more — and with greater accuracy — than ever before. For now, in a triumph of science and research, the X-ray goes far beyond its first role of showing bone fractures, or locating metal objects that were swallowed by mistake.

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