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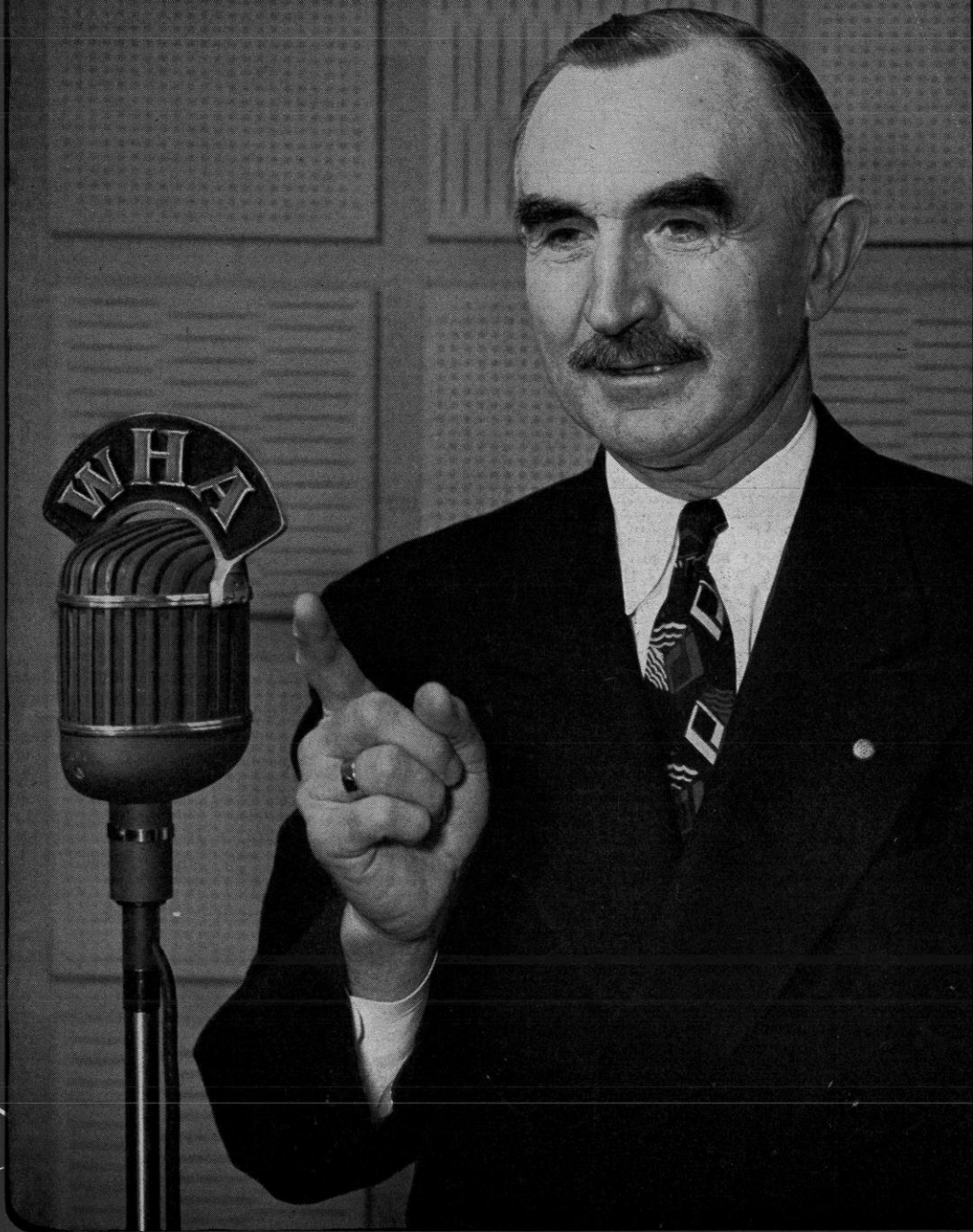
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SENATOR WAYNE MORSE, '23
Founders' Day Speaker



WISCONSIN Alumnus

FEBRUARY, 1950

★ What They're Saying . . .

4-Year UW at Milwaukee?

THE SENTIMENT for dividing the University of Wisconsin between Madison and Milwaukee is increasing. The other night a group of prominent state public figures were discussing this question informally. Most of them agreed that the question was becoming of sufficient importance to be a campaign plank for candidates for the legislature, particularly those from Milwaukee county.

They argued vehemently for the establishment of a liberal arts college in Milwaukee. Their arguments in favor of the proposition could not be dismissed lightly. Among the most telling points was the housing situation in Madison and its inability to absorb the anticipated enrollment in the University in future years.

We believe, of course, that it would be a tragedy for the University to be split up and part of its functions taken to Milwaukee. But we must confess that we find it difficult to answer the arguments put forward by the people who favor such a step.

—Madison *Capital Times*

THE HOUSING SHORTAGE in Madison may be one sound argument for providing a four year liberal arts college in Milwaukee. But it is only a small part of the argument. After all, sufficient housing could be built. Nor is the fear of many persons that the University is growing too big the most important factor.

Basically, there is need in Milwaukee for a public institution where thousands of students in the lake shore area can complete their college courses while living at home.

It is not a matter of the wishes of Milwaukee or Madison alone. It is not

proposed, either, to "divide the University between Madison and Milwaukee." The proposition is to see whether the Milwaukee State Teachers college and the University branch in Milwaukee should be combined to provide a stronger, more efficient institution which could also offer a four year liberal arts course.

The question is whether this would be the soundest way in which the state could extend broad opportunities of higher education for the thousands of Wisconsin young people concentrated in the lake shore area.

—The Milwaukee *Journal*

"Traditional" Pleasure Seeking

AT WISCONSIN, veteran enrollment has dropped 3,700 from a year ago. And after this year's class graduates, veterans will be almost completely gone. Their departure raises a problem.

The veteran was a healthy influence on campus. He was a sobering and maturing force in an often artificial college life.

Already, the vet has lost his hold. The campus is slipping back into its traditional pattern of intellectual indifference and pleasure seeking.

Some indications of the shift are obvious. The tone of campus parties has changed as the abundance of recent high school graduates take over. Many feel, apparently, that getting drunk is a sign of prestige.

In some fraternities, initiations are filled with increased physical punishment and mental torment—something the veterans wouldn't put up with.

And, according to housefellows we have queried, dorm life is shifting back to the pre-war pattern—a pattern which

the housefellows, mostly veterans, don't like.

All of which brings us to an important conclusion:

Many high school graduates are not ready for college. They have neither intellectual curiosity nor desire to learn. . . . We wonder if it wouldn't be better if all high school graduates had to work for a living for a year before entering college. We wonder if a little exposure to the outside world might not better equip him for college.

—The Daily *Cardinal*

"That Was the Prime Purpose . . ."

THE REPORT of the faculty committee on functions and policies of the University of Wisconsin . . . is called "the most monumental study of the University ever conducted in its 100 year history." It is searching and candid. President Fred has called it "a relentless search for the ways we may best serve the people." It reflects that devotion to an ideal that has kept the University of Wisconsin in the forefront among all the great universities of the nation.

The report may seem to emphasize University faults and shortcomings which need correction and improvements that should be made. That was the prime purpose of this self-analysis.

Through long living with these shortcomings, even the University faculty and students may become oblivious to them. Our faults may not become apparent to us until we deliberately set out to find fault with ourselves. The faculty committee's study revealed much in the University that was deserving of criticism. . . .

The report does not overlook the many virtues of the University or the many areas in which it excels. Those have been widely heralded and are quite generally recognized in the state and in the nation. . . .

—The Milwaukee *Journal*

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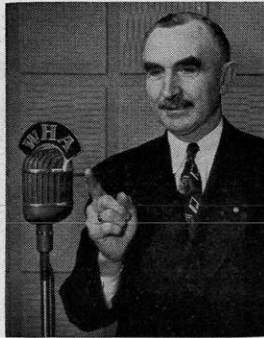
WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

★ Sidelines

"THIS MAN is nobody's fool. He has an exceptionally quick mind, and is a very good talker." That was the conclusion of a newspaper reporter after interviewing Senator Wayne L. Morse (R-Ore.), '23, speaker at the campus Founders' Day Monday, Feb. 6.

Another opinion about Senator Morse was expressed by himself after his first election to the Senate in 1944: "I am a political accident and I know it." An "unorthodox"



SENATOR WAYNE MORSE
Founders' Day Speaker

Republican, Morse acts less like a party man and more like a coldly logical judge when weighing the arguments on a question.

Senator Morse was born on a sizable livestock farm near Verona, later went through Madison's Central high school. When only 30 he became dean of the Law School at the University of Oregon where he later was instrumental in ousting a new and dictatorial chancellor. Before the war he was one of the nation's most successful labor arbitrators, and during the war he was a member of the War Labor Board.

(Senator Morse's Founders' Day talk will be reported in the March *Wisconsin Alumnus*. See page 24, this issue, for nationwide Founders' Day banquet schedule.)

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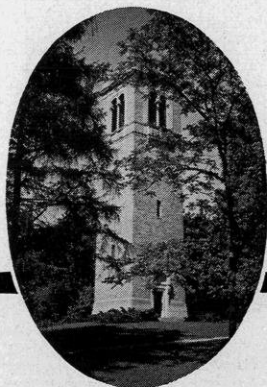
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THE WISCONSIN ALUMNUS, published monthly, October through July, and entered as second class matter at the post office at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association), \$2 a year; subscription to non-members, \$4 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis.



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

by **JOHN H. SARLES, '23**
President, Wisconsin Alumni Association

★ February 5, 2000, the University's 151st birthday: Are those temporary buildings still around? Has the University been an increasingly useful partner of the state? Do we still have the best faculty?

These questions and others can be answered the right way every year from now until 2000. Here's how:

Since New Year's Day the owners of various crystal balls have been having lots of fun publishing predictions about what the world will be like fifty years from now.

This Founders' Day, the 101st birthday of the University of Wisconsin, is a good time to ask ourselves a few questions about our University and what it may be in the year 2000.

Will those Quonsets and "temporaries" still be desecrating the campus, or will the dreams which today exist mostly on paper be fulfilled to give the University a home worthy of its historic greatness and its beautiful natural setting?

Will the third and fourth volumes of the University History record a growth in student population as large as that of the past half century? Will we see more concentration in Madison, or more extension to other parts of the state?

Will our University become more of a vocational training institution, or will it retain and intensify its character as a builder of men and women who are able to face the world with understanding?

(Will the co-eds still be beautiful? Will there still be football and if so, how will Ivy Williamson's boys be doing? What sort of nickname will they give to the class of 2003? How long will you have to stand in line to get a meal? And will Joe Steinauer still be dishing out those hilarious stories?)

Many more questions could and should be asked.

Will the University continue to attract the best teaching brains and personalities to its

faculty? Will they keep on generating new ideas in curriculum and in the techniques of education? And will they continue to contribute brilliantly to the sum of knowledge in many fields?

Will the University of Wisconsin increasingly be a full-time partner in the growth of the State of Wisconsin? Will its value to the people of the state increase and at the same time become more evident so the people of the state will be more eager to help the University live and grow?

Most of these questions are of major importance, and this mid-century Founders' Day is the time to ask them.

This is a time to re-examine goals and values, a time to re-study what is now being done, a time to plan intelligently for better results in the future.

Probably each one of us has a different dream of what the University of Wisconsin should be and can be in the year 2000. Probably also, there is a vast amount of agreement among our individual hopes, because we all want the University to be even greater in the future than it has ever been during its long history of service.

So we must return inevitably to our own personal responsibilities.

The goals will not be reached unless the people in the University and the friends of the University continue to work together more and more effectively to reach those goals. And the University's best friends are its alumni. Not "the alumni" generally, but you and I, each one of us who has grown because of influence of the University.

Which brings us to one final question for today—how best can we help?

Individually we can do a number of things. Together we can do much more. That is the whole reason for existence of our Wisconsin Alumni Association. As each one of us makes an effort to add strength to the Alumni Association by increasing its membership, we fortify the strong right arm of the University.

If we make this our goal today we will not have to wait around until 2000 A.D. to see results. We will be able to count them and have pride in our accomplishment next Founders' Day.



"Unlimited possibilities for the future . . ."

From Governor's Mansion to Graduate Center

★ Report on the Regents: January Meeting

THE DREAMS of the University of Wisconsin alumnus who left his fortune to cultivate in the Wisconsin student body "ideals of honesty, sincerity, earnestness, tolerance, and social and political obligations," are a step closer to reality today.

University Regents at their January 14 meeting approved long-range plans for a graduate student center to be located on the property of the old governor's mansion on Lake Mendota. The historic site at 130 East Gilman St. had been for sale since the legislature purchased a new governor's residence in Maple Bluff last spring. Purchase of the property is not to exceed \$60,000 from accumulated earnings in the income account of the Kemper K. Knapp fund.

(Knapp was the Wisconsin alumnus and prominent Chicago attorney who left an endowment of more than \$2,000,000 to the University to aid the teaching of ideals of citizenship to University students.)

Prof. William H. Kiekhofer, University economist and "Mr. Chips" of the Madison campus, first interested members of the Graduate

School's executive committee, the Knapp committee, and Gov. Oscar Rennebohm in University acquisition of the property. He pointed out the "unlimited possibilities for the fu-

About the Building

The former governor's mansion which will soon become a graduate student center, has been praised both by modern architects and connoisseurs of the historic for its "personality and distinction."

The house was built of brown Madison sandstone in 1854 by Julius T. White, later a Civil War general. The land was originally owned by James Duane Doty, a territorial governor of Wisconsin.

ture" which the property holds as a center of advanced study and as a state historic shrine.

This disposition of the executive mansion was informally approved by Governor Rennebohm, and he authorized State Engineer Charles

Halbert to complete the transaction. The University's purchase of the 95-year-old house and 52,000 square-foot lot for use as a graduate student center was recommended to the Regents by the faculty Knapp committee and by the executive committee of the Graduate School.

Regent Frank J. Sensenbrenner, adding his endorsement, called the plan "another opportunity for making Kemper Knapp's dream of a better University come true."

Pres. E. B. Fred foresees "great possibilities" in the center for developing future leaders in many fields. "Because of the crowded conditions since the war, not enough attention has been given our graduate students," he said. "The center plan will give us a chance to broaden our program of advanced training and at the same time preserve a fitting memorial."

President Fred is "confident that the retention of the governor's house and lot in state hands will greatly enrich the effectiveness of the University and the life of the entire state in the years to come."

He listed these tentative plans for the property:

(Continued on page 6)

(Continued from page 5)

• The entire area will be developed as a graduate center.

The Wisconsin Graduate school does not now have a "home." Yet with nearly 3,000 students, it is one of the leading centers in the world for the training of young men and women for advanced research and teaching. In 1947-48 only Harvard university exceeded Wisconsin in number of PhD degrees granted.

• The executive mansion will become a residence hall and seminar center for a selected group of graduate students.

Quarters for a number of students can be arranged. They will work together and exchange ideas and problems.

• The center will be a memorial to the late Kemper K. Knapp.

The Knapp committee has recommended that the center be named in Knapp's honor. A suitable plaque will probably be installed.

• Quarters may be provided for a Knapp Visiting Professor.

A portion of the Knapp fund income is used to bring to the campus outstanding scholars and leading public figures. The governor's mansion may be used to house these visitors during their stay on the campus.

• Dormitories may be built on the property.

The estate has a frontage of 165 feet on E. Gilman, a Lake Mendota frontage of 190 feet, and an average depth of 300 feet—allowing room for new buildings for single and married graduate students.

• The historic mansion will be preserved for the citizens of Wisconsin.

Praised by architects for its "personality and distinction," the mansion was built in 1854. At one time it was the American home of the famous Norwegian violinist, Ole Bull. Since 1882 it has been the residence of Wisconsin's governors. It is planned that additional gifts and grants will be solicited to purchase period furniture.

"Purchase of the former executive mansion allows an initial attack on one of the important and difficult problems facing the Graduate School," Dean C. A. Elvehjem said.

"We need an opportunity for outstanding students from the various fields to meet together often so that they can become acquainted with the goals, problems, ideas, and philosophy of students in other specialties. They will become acquainted with the attitudes of others in a friendly manner and thus prepare themselves for leadership in the future," Dr. Elvehjem declared.

Prof. Marvin A. Schaars, chairman of the Knapp committee, made this statement:

"The Knapp committee, in recommending to the Regents the purchase of the governor's mansion, felt that

the acquisition of this property could constitute the nucleus of a graduate student housing center so essential in the expanding program of our Graduate School.

"A graduate student center within easy walking distance of the campus is urgently needed. While the committee is primarily interested in seeing a dormitory for graduate students erected on the lakeshore end of the property, and is hopeful that other property may be acquired for a similar purpose, it is also interested in preserving for the citizens of the state the historic mansion

ACTION

At their January meeting, the University Board of Regents:

1. Approved purchase of the former governor's mansion on Lake Mendota. The property will be developed as a graduate student center.

2. Accepted \$84,389.43 and other valuable items as gifts and grants.

3. Ratified plans for a new Athletic Practice building north-east of Forest Products lab.

4. Awarded an emeritus professorship to Richard E. Vaughan, retiring extension plant pathologist.

5. Granted a half-time leave to commerce Prof. W. D. Knight to enable him to direct research on the state tax system.

6. Proclaimed a resolution on the death of former governor Julius P. Heil.

7. Passed on dormitory class quotas for next fall.

8. Recognized a new student-faculty advisory committee.

which has served as the home for governors of our state for the past 67 years."

George I. Haight, Wisconsin alumnus, Chicago attorney, and former colleague of Knapp, advised the committee that in his opinion use of Knapp fund income for development of a graduate center is in keeping with the Knapp will.

Other Knapp fund income is currently being used for loans, scholarships, lectureships, and special projects.

Gifts and Grants

The March of Dimes, the government of France, the Wisconsin Alumni club of Dayton, a former member of the Board of Visitors, and one P. A. Narielwala of New Delhi, India, were among the list of persons and organizations whose gifts and grants of \$84,389.48 were accepted by the Regents recently.

March of Dimes

Largest grant (\$25,915) came from the National Foundation for Infantile Paralysis; it will be used to support studies on how nutrition affects resistance to polio.

Polio researchers, headed by Dr. A. F. Rasmussen, Jr., will concentrate their efforts on determining how a deficiency or an excess of vitamins, minerals, and amino acids affects the resistance of laboratory animals to experimental polio.

Previous results, Dr. Rasmussen notes, indicate that although a vitamin B-1 deficiency has some protective effect for mice, it apparently does not influence the course of the disease in monkeys. Wisconsin scientist will attempt to explain this discrepancy.

The March of Dimes, incidentally, has backed nutrition studies at Wisconsin continuously since 1941.

Munitions for Cancer Fight

Largest gift (\$30,000) was given for cancer research at the McArdle laboratory. The sum came from the Alexander and Margaret Stewart trust.

Alexander Stewart was prominent many years ago in lumbering activities in the Wausau area and his daughter, Margaret, was born in Wausau and died in Washington, D. C., in 1946. It was she, a long-time resident of Wisconsin, who directed the income from her estate be used to help fight cancer.

For "Deserving Women"

Last February, Mildred L. Harper, '91, died and left the University \$3,000 to be established as the Caroline A. Harper scholarship fund in memory of her sister. Last month the Regents accepted the money which will be used to earn interest for awards to "deserving women of high scholarship."

The Harpers have been identified with the state and the University since 1848, when Moses Harper and his wife came to the territory the day before it became the state.

Miss Mildred and three brothers were University graduates. She earned her BL degree in English in 1891, and her master's in 1896. Charles L., LLB'98, was a prominent Wisconsin educator for more than 70 years; Samuel A., LLB'81, one-time US district attorney, was a law partner of Robert LaFollette, Sr.; and Dr. C. A. Harper, '89, was for many years state health officer.

For 50 years Mildred and Caroline Harper lived in the family home at 610 Langdon St., which was a center for University faculty and student organizations and social affairs. The massive rosewood desk which was prominent in the furnishings of the house was willed last February to the University for use in the president's residence.

400 Different Flowers

Along with the financial gifts came a five-volume set of books, *North American Wild Flowers*, from Mrs. Carl A. Johnson, Madison, a former member of the Board of Visitors. The books, published by the Smithsonian Institution in 1926, have been described as "doing for botany what Audubon's book, *The Birds of North America*, did for ornithology.

Each volume contains descriptions and separate full-color pictures of about 80 different flowers. The set has been assigned to the department of horticulture.

Books by Gandhi

The Mahatma Gandhi Memorial book collection of the University library was swelled at the Regents meeting when 16 more Gandhi volumes were accepted.

P. A. Narielwala, New Delhi, India, donated the collection. The Gandhi memorial was established Oct. 15, 1949, when Chandrika Thakur, president of the Indian Student Association on campus, presented the University with 10 books on Gandhi and a check for \$105.

Other gifts accepted by the Regents included \$45 from the Dayton, Ohio, alumni club for grants-in-aid to worthy students recommended by the club; \$225 from the government of France for continuing scholarship program for American students of French residing at the French House on University Ave.

New Athletic Building

Plans for the proposed Athletic Practice building on the agriculture campus were approved by the Regents, and bids for construction will probably be opened about March 1.

Cost of the building will be met entirely from revenue of athletic events sponsored by the UW athletic department (See story and picture on page 19).

He Saved the Pea Crop

Prof. Richard E. Vaughan, the extension plant pathologist who saved the state pea and cabbage crops from destruction in the 1920s, retired last month and was made emeritus professor by action of the Regents.

After serving the state 38 years (he is 65), Vaughan now plans to settle on his 240-acre farm near Indianola, Ia., and put into practice what he has been teaching.

His job with the University has been to take the lessons learned in the laboratories and help the farmers put them into practice. He estimates he has traveled over 700,000 miles for the University.



MRS. CARL A. JOHNSON, '94
A Smithsonian Flower Book

Tax Study

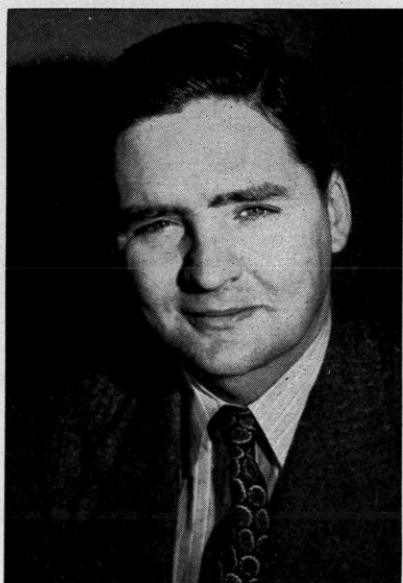
A half-time leave was granted commerce Prof. W. D. Knight so he can serve as research director for a comprehensive study of the Wisconsin tax system.

Knight's advisory committee includes Prof. Harold Groves of the economics department and four University research assistants. The group will study the state tax picture and report its findings to the 1951 session of the Legislature.

(See page 14 for report of other "hand-in-hand" cooperation between the University and the Capitol.)

From Orphan to Governor

Julius P. Heil . . . "His life, from immigrant boy and orphan to governor of this state, is a pattern of success which may well be emulated by the generations to come. A remarkable figure—he was endowed



PROF. W. D. KNIGHT
Borrowed by the Capitol

with special qualities of being very human, extremely generous, friendly, and always well-intentioned. . .

"The Regents of this University express their gratitude for the outstanding services rendered by Julius P. Heil to the citizens of this state as they enshrine his name on the University's roll of honor."

Such was the nature of the resolution on the death of Wisconsin's former governor, prepared and expressed by the Regents last month.

Who Gets in the Dorms?

Two measures passed at the January Regent meeting will affect students living, or planning to live, in University residence halls.

Item No. 1 concluded that rates for the 1950 summer session will remain the same as those for the 1949 session.

Item No. 2 will next fall change the proportion of freshmen and sophomore men entering dormitories. Freshmen will receive 55 per cent of the vacancies, a drop of five per cent from the current year. Sophomores will gain five per cent, bringing their total to 20 per cent. Juniors with 15 per cent of the vacancies and seniors with 10 per cent round out the quota schedule.

There will be no change in the women's quotas. Freshmen will get 34 per cent of the total occupancy, sophomores 25 per cent, juniors 20 per cent, and seniors 15 per cent. The remaining six per cent will go to new upperclassmen, of which sophomores will get three per cent, juniors two per cent, and seniors one per cent.

Students & UW Policy

IT CAN'T be said of Wisconsin that the undergraduates have no voice in major university policy. Students have already penetrated the policy field in two places, and last month they were given half the seats (three) on the new "student-faculty conference committee on educational affairs."

The committee's function will be "to confer and recommend concerning matters of educational interest or educational policies of the University." It may report its recommendations to either the University committee (the special six-member group elected to represent the faculty) or directly to the faculty.

The plan seems to be without precedent at Wisconsin or at any other large university. Some schools have student-faculty groups in specific area, but none are known to operate on as broad a basis as they do at Wisconsin.

Other instances where Badger students have an important policy voice are in the University's two and a half year "self-analysis" (see January *Wisconsin Alumnus*) and on President E. B. Fred's advisory council.

Regents Give GREEN LIGHT to Plans for the Wisconsin Center

By Wallace Meyer, '16

ON JANUARY 13, the Construction Development committee of the Board of Regents gave the green light to plans for the new Wisconsin Center building. At a previous meeting the Regents took action making available the building site at the northwest corner of Lake and Langdon. So the stage is set.

And now, to use plain English, the University of Wisconsin Foundation is straining to raise enough money through gifts to break

ground next summer and get the building built.

The Foundation took the bull by the horns two or three years ago and so far, so good. But a great many of us friends and alumni of the University have got to lend a hand. Or else—no Center building after all this talk. And that would be a shame, a pity. Yes, a disgrace to all of us who ever sang, *If You Want to Be a Badger*.

There's more to being a badger than singing, *On Wisconsin* or *Varsity*.

Now Comes the Showdown

Everyone agrees that the University of Wisconsin *must* have a Center building where adult groups can hold study courses, conferences, and clinics on the campus without crowding out or being crowded out by student classes.

No one doubts that our state university has made tremendous contributions to public and private welfare through the Wisconsin Idea of Service. And no one should doubt that the University is deplorably handicapped in its service by reason of gross overcrowding.

By this time nearly everyone must know that the University of Wisconsin Foundation recognized the critical need for a Center building and announced that it would collect gifts from alumni and friends of the University for the purpose of erecting a suitable building. (Minnesota has had a Center building for several years and it is one of the busiest and most useful places on that campus.)

Working with a faculty committee appointed by President E. B. Fred, and with the state architect, the Foundation engaged the architectural firm of Foeller, Schober, Berners, Safford & Jahn of Green Bay. After months of work by all three groups, preliminary plans were completed on Tuesday, Jan. 3. Since then developments have come fast.

On the 5th the preliminary plans were approved at a joint meeting of the two committees held at Kohler, Wis., where the host was Herbert V. Kohler, chairman of the Foundation's Centennial Committee. On the 10th the plans were approved by the steering committee of the Campus Planning and Development Commission at Madison, and on the 11th they were unanimously approved by the commission.

On January 13 the plans were examined in detail and approved by the Constructional Development committee of the Board of Regents.

Many Have Worked Hard

A hundred and more men have given many hours of study that these plans may provide a most useful and convenient place for adult groups to meet with specialists from the University faculty.

Many others have made calls soliciting the support of alumni and friends. Several thousand persons have made individual contributions,

Adams Gives for Seawater Research Renks Give for Center Building

To Make Salt Water Fresh

A NEW GIFT of far-reaching importance has been received by the University of Wisconsin Foundation from Harry W. Adams, '00, prominent Beloit industrialist, attorney, and former mayor. Mr. Adams is an enthusiastic alumnus of the University and during the year 1949 made three other gifts to the Foundation, two for the encouragement of forensics or public speaking, and one for the use of the School of Commerce.

Mr. Adams' latest gift is to be used by the chemical engineering department of the School of Engineering for research which may give basic information on the separation of impurities from water, and lead to more advanced scientific work on the problem of recovering fresh water from sea water. Mr. Adams in his letter of transmittal states that the dominant motive of the grant is to make sea water usable for ordinary purposes, especially for irrigation.

Appraising Mr. Adams' action as unusually important, Prof. O. A. Hougen, former chairman of the chemical engineering department, said, "The grant of Mr. Adams for research in chemical engineering offers the department an opportunity to embark in a field of process development and to establish itself in the field of biochemical engineering. It raises hopes of contributing to a new industrial chemical process for Wisconsin. It will also provide education and research opportunities to graduate students in chemical engineering which in itself is of definite

advantage to the University and the people of Wisconsin."

In making this gift, Mr. Adams asked that it be administered by a committee consisting of Professor Hougen, Basil I. Peterson, administrative secretary of the Foundation, and Prof. Kurt F. Wendt. For the University, the following committee met with Mr. Adams and worked out a program. Professors Hougen, W. R. Marshall, Jr., C. C. Watson, K. M. Watson, R. A. Ragatz, and Wendt.

To Help Serve the Farmer

WILL RENK, prominent Sun Prairie farmer, and his two sons, Walter, '24, and Wilbur, '32, have contributed a substantial gift to the University of Wisconsin Foundation to help build the proposed new Wisconsin Center building.

"We believe the Center will enable Wisconsin people to take full advantage of the new things the University is constantly learning," said Will Renk. "We farm people will gain a great deal by having this building as a place to sit down and talk things over with the College of Agriculture in livestock, seed, soil, dairy practice, silage, and other subjects.

"We appreciate what the University is doing for farmers every day and our family is especially grateful as I graduated from two years of short courses in 1896, while Walter and Wilbur graduated from the full four year course in 1924 and 1932 respectively. This last fall, Walter's son John enrolled as a freshman."

Building

THE WISCONSIN CENTER building will face Langdon and Lake Sts. near the Memorial Union and the new library. According to these new plans, it will provide meal service and underground parking space, third floor sleeping rooms for overnight visitors, and conference rooms of different sizes.

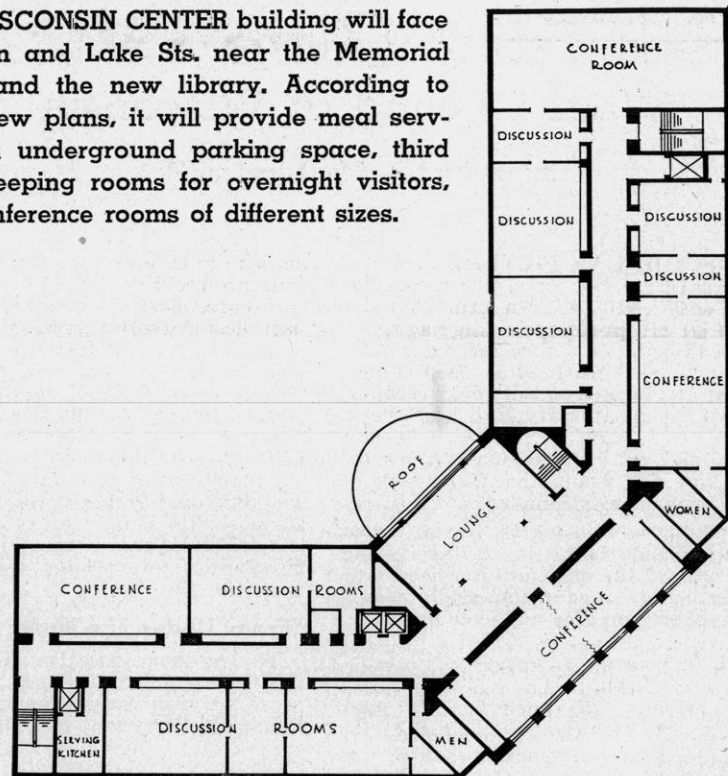
many in substantial amounts. There have been encouraging gifts from public spirited corporations and other business firms, as well as from foundations and family trusts.

Two gentlemen who have been especially generous of their time and energy, both in helping raise money and planning the building, are F. J. Sensenbrenner and A. J. Horlick. When the building is finally up and in use, these men will deserve our sincere appreciation.

Altogether more than \$1,700,000 has been raised. But the Center will cost a total of no less than \$2,850,000. That's where the showdown comes in. As alumni we take pride in our University's victories and accomplishments. We feel good when the legislature puts up the money to build some long overdue academic buildings (even though we kick about our tax bills).

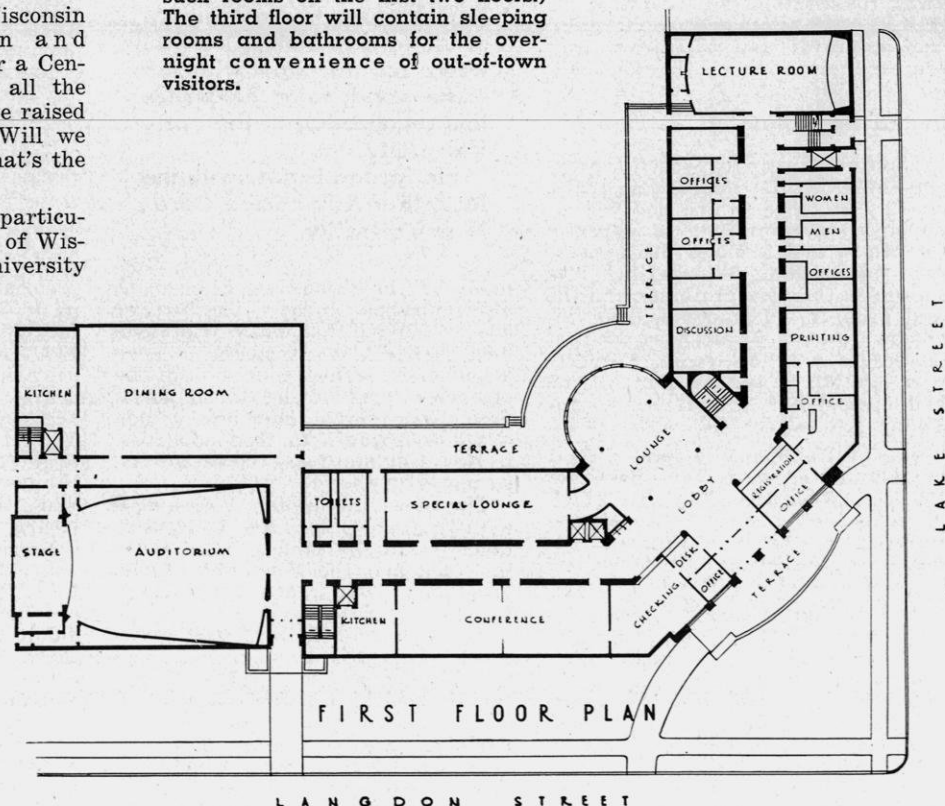
It comes down to this: Some of our friends have said in public that the alumni and people of Wisconsin have sufficient appreciation and loyalty to chip in enough for a Center building. They've done all the preliminary work and they've raised about half enough money. Will we help them finish the job? That's the net.

Anyone who wants more particulars, please write University of Wisconsin Foundation, 905 University Ave., Madison.



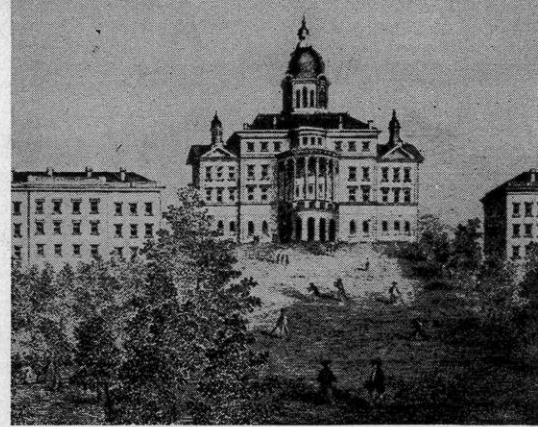
SECOND OF THE THREE FLOORS will contain enough air-conditioned conference rooms to hold meetings simultaneously without confusion or crowding. (There will be at least 17 such rooms on the first two floors.) The third floor will contain sleeping rooms and bathrooms for the overnight convenience of out-of-town visitors.

FIRST FLOOR will contain an auditorium with a 600-seat capacity, smaller assembly rooms accommodating up to 250 people, lounges, various discussion and committee rooms, and an extensive layout of administrative offices.



What I Found at Wisconsin

By Edward S. (Ned) Jordan, '05



"There it is, boy . . .
Go and get it."

IF YOU CAN PICTURE a happy, carefree boy in a two piece blue serge suit, with a crumpled five dollar bill in his pocket, no baggage, no thought of future income, no arrangements for food or sleep, standing at the foot of the upper campus, looking up at Main Hall and chuckling to himself . . . "There it is, boy. Go and get it" . . . then you know the fellow for whom the University of Wisconsin was founded.

Suppose I just give you the most significant facts in a fascinating story of the institution where true democracy in education really began, free, unhampered and ever inspiring.

On December 27, 1837, a bill was introduced in the territorial legislature, favoring the founding of a University at the "City of Four Lakes." It was pigeonholed "in Council" for 10 years, when it was amended, to fix the location "at or near Madison, the seat of government." The federal government had allotted a grant of two townships for the support of the University. The enabling act was passed in 1846 and the confirming clause of the state constitution approved in March, 1848. President Polk gave final approval and Wisconsin was admitted to the Union, May 29, 1848.

In the Beginning . . .

The first Governor, Nelson Dewey, appointed the first Board of Regents, on July 26, 1848, which met Oct. 7, appointed a committee to appraise the lands, and manage the University funds. John W. Sterling was chosen as the first professor and the first group of 17 students, (soon increased to twenty) attended the first classes in a school room, formerly used by Miss Clarissa Pierce, who had opened her "Select School for Young Ladies" in 1840.

The first students to receive their baccalaureates were Levi Booth of Madison, who, according to Prof. J. F. A. (Sunny) Pyre, was always recorded as the first alumnus, because of alphabetical precedence, and Charles T. Wakely, of Whitewater.

At the Charles Kendall Adams inauguration (1893) Professor John C. Freeman made some caustic comment about the menace of capitalism in a democratic university, comparing the life of the rich young men who lived in surroundings "like New York club rooms," when contrasted with the conduct of a student school teacher who skated three miles

across the lake every morning, fell through thin ice, but carried on his classes while wringing out his frozen garments.

According to H. B. Lathrop, who wrote the review of the "First Fifty Years" for the Jubilee Badger (1905) the address of the Hon. John H. Lathrop, LLD, the first president, delivered at his inauguration, January 16, 1850, wouldn't qualify for a Hooperating. He said, "the conservatory of a sophomore oratorical contest had been pillaged of everything except the upas tree."

"From Under His Nose . . ."

The most provocative address of the first inauguration day was that of A. Hyatt Smith, head of the Board of Regents. He anticipated

★ If you remember the good old Jordan motor car of some years back, you'll remember the "honest-to-goodness" writing style in the Jordan national advertising copy. Ned Jordan, then president of the Jordan Motor Car Co., wrote his ad copy with the same vivid color he writes this recollection of the early University.

Mr. Jordan is now with the McArthur Advertising Corp., New York City.

many of the things we hear about discrimination today. The writer doesn't believe that many Wisconsin men realize what it meant to keep a University growing in spite of the obstacles present in those days. Smith was telling about how it took a hundred years to free education in New England from the restraints, so powerful there.

The new Chancellor Lathrop greatly feared that the University lands would be stolen from under his nose and the University funds dissipated. That is about what happened.

The man who manned the barricades, frequently, almost alone, was Col. William F. Vilas. Putting a distinguished life in a few clauses Col. Vilas entered the preparatory department in 1852; master of arts in 1861; law degree from Albany the second year; joined Judge Carpenter in founding the Wisconsin law

school 1868; saved the University after the burning of Science Hall by a powerful address to the legislature 1885, promoted the Historical Library, fathered the progress in the School of Agriculture; became one of the most highly respected men.

"Then Something Happened"

There were tough financial problems at Wisconsin during all the days of Lathrop, Barnard, Sterling, Twombly, Chadbourne, Bascom, Chamberlin, Adams and Acting-President Birge. Then something happened.

Charles Richard Van Hise became president of the University in 1903. He had been a farmer boy in Milton, entered mechanical engineering in 1879 . . . "A son of earth, he probed and proved his stock, walking with giant footsteps, wise and free." Dean Birge, at the Van Hise Memorial, April 29, 1919, pointed out that the first man to receive a PhD, in a course, at Wisconsin, was Van Hise, and except as a visiting lecturer, he never attended any other university.

Here was a man the state legislators earnestly admired.

The old financial set up in the state was revised, the mill tax to support the University was restored and the University started to grow.

The total income quadrupled. Appropriations increased from \$27,000 in 1903 to \$1,600,000 in 1918; the faculty was increased from 184 in 1902-03 to 751 in 1916-17. The student attendance doubled, in fact nearly trebled, when short course and summer session were included. Van Hise dedicated the University to the service of the commonwealth. He gave free rein to great educators like Birge, Ely, Reinsch, Turner, Henry, Turneaure, Babcock and all the others.

In 1904 the University celebrated the fiftieth anniversary of its first commencement. The delegates to the Jubilee Ceremony included most of the presidents of all the great educational institutions of the world. Wisconsin had taken its place in the top rank.

The writer graduated in 1905 and as the years pass, experience adds to his appreciation of that which he found at Wisconsin.

Undergraduates Ponder the Future

★ *Parade* magazine asks Wisconsin students some questions.

SUNDAY PAPER readers whose favorite publication includes the weekly feature section, *Parade*, were faced New Year's Day with a two-page layout of opinions by six Wisconsin students.

A *Parade* photographer-writer team a few weeks earlier had selected three University men and three co-eds, put them in a room with moderating Prof. Robert C. Pooley, chairman of the department of Integrated Liberal Studies, and asked them to "speak out about today's society—and to give their views on the kind of a world they want to build in the future."

"Whether or not you agree with all of their views," reasoned *Parade*, "they are worth studying because they reveal what youth is thinking."

The six students are Tom Engelhardt, 23, Wauwatosa senior and former Student Board president (co-author of "Student Board See-Saw," May, 1949, *Wisconsin Alumnus*); Sylvia Fudzinski, 20, first year medical student from West Allis picked last year as the outstanding coed of her class; James Christoph, 21, Waukesha senior and chairman of the Union's Forum committee; Janet Williams, 20, senior in psychology from Kenilworth, Ill., and sales chief of the *Badger* yearbook; Karl Meyer, 21, New York junior in economics and editor of the *Daily Cardinal*; and Charm Bolles, 21, Janesville psychology senior and head of Eastern Region of Intercollegiate Women Students.

Questions: On Government

A good variety of opinions—some skeptical, some optimistic—came in answer to several pointed questions. What about our government—for instance. "What special advantage of our form of government must we guard most carefully?" *Parade* asked the six.

"Civil rights," replied Miss Fudzinski. "And among civil rights the most important is freedom of thought and speech. It seems now that this is the one right being endangered most often."

"Fair representation," said Mr. Engelhardt, a major in international relations. "Our government is representative, and I think it should be preserved."

"Checks and balances," believes Mr. Christoph, a political science major, "are vital to a successful democracy. I think that these controls now are threatened because the government is getting bigger."

The Family

What about the family? In the field of human behavior, will the family continue to be the foundation stone of our society?

"The family will lose influence," predicted Miss Williams, "In the past century the home has lost much of its old position. I think this trend will continue but I'm sorry to see it because certainly every thing you believe in is born and bred in the family."

fine ideals on a number of occasions. Yet usually we have side-tracked them later."

"No," said Miss Fudzinski. "We've got to stop worrying over whether England is socialistic or Russia communistic and accept the fact that we have to live in a world of varying social, economic, and political ideologies."

"Well," said Meyer, skeptically. "I just hope we don't make the same mistake the ancient Greeks made."



—*Parade*.

WISCONSIN STUDENTS SPEAK UP: Tom Engelhardt, Sylvia Fudzinski, Janet Williams, Prof. R. C. Pooley, James Christoph, Karl Meyer, Charm Bolles.

Education

And in education, what should we set as the goal for our schools in the next 50 years?

"All-around improvements," said Miss Bolles, speaking for the entire group. "Education is our key to tomorrow. We need more schools, better schools, improved teacher training, higher teacher pay and better teaching. We need better curricula, more imaginative textbooks, and a return to old-fashioned liberal education."

World Affairs

In world affairs, are we taking the part we should in the leadership of world organization?

"No," said Christoph. "The US has given lip service to a number of very

You can't practice democratic policies at home and undemocratic ones abroad."

War in 50 Years?

Finally, do you think we will have war in the next 50 years?

"Yes," Englehardt said. "Foreign policy is a game of blind man's bluff, but someday someone is going to go too far and another major war will be touched off."

"Maybe," Miss Williams said. "A lot depends on what happens in our efforts to make world government work."

"No," said Meyer optimistically. "At least there will be no war while there still is hope. That's the strongest wall we now have against disaster."

Premier: Mid-Year Convo

WITH THE University's 101st anniversary this year came its first mid-year convocation for seniors. The mid-year class that was graduated was also the largest January class (1,280 seniors, 337 higher degree candidates) in the University's history.

Senior class and the administration had fears the convocation innovation might not prove popular; but ticket applications soon indicated a repeat performance in the Memorial Union's 1,300-seat theater was necessary.

"Wild Bill" Kiehofer, keynote speaker, was ushered onto the program with the appropriate "sky-rocket" tribute. He challenged both the graduates and the University when he exclaimed that "in the coming struggle of ideologies this University will be powerful in building democracy."

Pres. E. B. Fred also told the class it must do a great deal more than its share of society's work, if the American way of life is to be preserved.

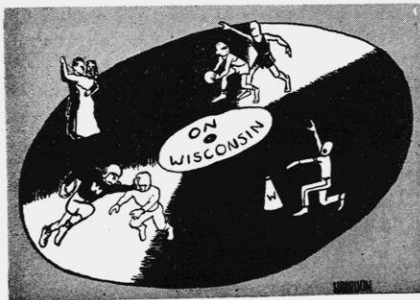
"Listen—the Campus"

ON WISCONSIN, "a picture in sound," the students describe it; "it's an entirely new idea," this three-record album of sounds from the University of Wisconsin campus during the 1949-50 year.

Students Board is behind it, selling the album of unbreakable 12-inch platters by mail for \$6.85 until May 1 and \$7.35 thereafter (postage is included). The autumn record, already produced, contains a chronological narration of campus events which begins with registration week, takes in the noise of a pep rally, catches the gridiron fans' cheers and the radio announcer's description of Gene Evans' touchdown run in the Minnesota game. Campus Carnival, the Ann Emery fire, and various other events also are on the record.

Winter and spring editions are in the making. Pro Arte quartet, basketball, Union Smorgasbord, Prom, Haresfoot, and all the other big events are also scheduled for recording.

Orders should be made out to Wisconsin Student Association, Memorial Union, Madison. Albums may be sent COD if down payment of \$3.25 (\$3.50 after May 1) is made.



ALUMNI



WILLIAM S. KIES, '99

Credit and Honor

IT WAS IN the fall of 1896 that William Samuel Kies came to the University of Wisconsin as a freshman. The career which started then—one which continually brought credit and honor to himself and his University—ended in his death from a heart attack Wednesday, Feb. 1.

To the University of Wisconsin and to its alumni, William S. Kies was one of the University's greatest products.

The head of his own New York banking firm (W. S. Kies & Co.) since 1925, he served Wisconsin as a founder and charter director of the Wisconsin Alumni Research Foundation (WARF), a director and vice-president of the University of Wisconsin Foundation, and a director of the Wisconsin Alumni Association.

He was one of the original "Forty-Niner" members of the WAA, one of those sincere alumni who characteristically elect to do more than their share for their University and alumni organization. He was president of University Houses, Inc., the recent faculty building project of 150 garden apartments financed by WARF.

And it was William S. Kies who was responsible, 13 years ago, for the establishment of the special WAA "intermediate" membership for recent graduates. This special rate brought a greater number of younger alumni into the Association while a higher, balancing "sustaining" rate paid by older alumni kept the WAA from losing money.

Even as a student, William S. Kies brought credit and honor to himself and his University. Entering the freshman class in 1896, he completed the four-year academic

course in three years, was elected to Phi Beta Kappa honor society, and went on to finish a three-year legal course in two years. He added to these degrees an honorary MA granted him by the University in 1937.

On campus he was business manager of the *Daily Cardinal* and the first business manager of the *Alumni Magazine*. He was a prominent member of the Athenaeum Society's debating team and one of the commencement orators of his class.

After graduating from Law School, he practiced law in Chicago until 1913 when he went to New York to organize the foreign trade department of the National City Bank. In the next several years, he rose to a position of high esteem in the investment and banking world.

Bill Kies liked to recall his campus days; and though his two sons chose to go to Eastern schools, he once said he "always hoped" to have his boys go to Wisconsin. When Bill, Jr., was at Yale and pitched the winning baseball game against Harvard, his father wrote, "I would have been more pleased to have had a 'W' on his sweater and watched him play for Wisconsin."

While Bill, Jr., went to Yale, son John to Princeton, and daughter Margaret Kies Gibb to Vassar, William S. Kies yet lived to see a grandson go to Wisconsin. Last September William T. Gibb, son of Margaret, enrolled at Madison as a pre-commerce freshman.

WAA Nominators

ELECTIONS for members of the Alumni Association board of directors will take place this year on Alumni Day (same as Commencement Day), Saturday, June 17.

The nominating committee was last month appointed by President John H. Sarles and will meet late this month to select the candidates. Suggestions for candidates may be submitted to any committee member or to Chairman Leo Roethe, 821 N. Main St., Fort Atkinson.

Following are the names of the 16 committee members:

Orvin H. Anderson, Janesville; Paul O. Eckhardt, Jr., New York; R. J. Gunther, Racine; Benjamin F. Heald, Cincinnati, Ohio; Sydney Jacobson, Appleton; Leo Jeselun, Kenosha; Robert E. Jones, Detroit, Mich.; Joseph Kepple, Minneapolis, Minn.; Melvin S. Marshall, Milwaukee; Mrs. V. W. Meloche, Madison; Michael W. Meyer, Chicago, Ill.; James M. Olsen, Wausau; Robert W. Stauff, St. Paul, Minn.; Mrs. H. P. Thomsen, Beloit; Mrs. Walter J. Vollrath, Sheboygan; Mrs. John E. Wenzlaff, Fond du Lac.

Practical Music Masters

MUSIC PROFESSORS at Wisconsin do a great deal more than show students how to make pear-shaped notes or teach the difference between glockenspiels and piccolos. A faculty activities report issued by Departmental Chairman Leland A. Coon indicates that staff members over the past year wrote musical compositions, gave statewide recitals and lectures, and did advanced study and research.

Prof. Henry W. Kaufmann wrote a two-movement work for cello and piano entitled *Melody and Dance* while he attended the Middlebury Composers' conference; Prof. Hilmar F. Luckhardt wrote the orchestra score of student Robert Hasse's music for the State Centennial sound film, *Badger Birthday*; and Prof. Cecil Burleigh produced 13 piano compositions.

University musical ambassadors around the state were pianists Prof. Leo Steffens (who gave nine recitals and made appearances with various orchestras in Wisconsin) and Instructor Robert Monschein (who gave three recitals and was guest speaker before a Fond du Lac group of music teachers).

Chairman Coon meanwhile gave a lecture on Latin-American music for the University Extension Division. He also serves as a member of the executive committee of the Music Teachers National Association and as regional chairman of the American Matthey Association.

Advanced study and research found their way into several other work schedules. Robert M. Fleury, assistant band director did research in England at the London College of Music, the King's Music Library, and the British Museum; and Prof. Christine Gunlaugson studied at Pasadena, Calif.

Prof. Helene S-Thomas Blotz continued her research in the collection of folk songs in Wisconsin; she is preparing a manuscript on a number of these ballads which have been collected on phonograph records during the past eight years.

Dr. Schindler's Agent

THE AMAZING case of Dr. Schindler and his radio talk, "How to Live a Hundred Years Happily," (*Wisconsin Alumnus*, December, 1949) has become even more amazing. Now it has competition from its own by-product, "The Amazing Case of H. B. McCarty, Director of WHA."

The radio talk was first given one year ago this month by Dr. John A. Schindler, '29, Monroe. It was addressed to a Farm and Home Week audience of several hundred persons in the Union Theater on campus, and it was broadcast from WHA over the State Radio Council FM network.

Today that original group of several hundred has become a group of 15,000,000 readers and millions more radio listeners. And the man who made the size of the group skyrocket

and the name of John Schindler, M.D., famous has never met the doctor.

The man is H. B. McCarty, who besides directing WHA, is somewhat involuntarily acting as circulation manager for Dr. Schindler's speech. Book publishers get in touch with McCarty, and radio network officials, and magazine publishers, and . . .

"I call up Dr. Schindler," McCarty explained to a *Wisconsin State Journal* reporter, "and I say 'Look, I'm no agent. When it comes to publishing houses, I'm naive as a babe. What am I supposed to do about it?'"

And the busy Monroe doctor says, cheerfully, "I'm naked as the prairie, myself"; and he leaves it up to McCarty.

Director McCarty got rolled into the now prodigious "How to Live Happily" snowball when it was just a handy, maneuverable little item. Dr. Schindler's talk simply looked like the most promising event of the night, so Director McCarty put it on the FM network.

There was a good response, and it was rebroadcast three days later as the "Encore" program of the week. And next month, when Freshman Forum was cancelled because of exams, they made the doctor's talk a substitute.

Then came the deluge reported by the *Wisconsin Alumnus* in December. Director McCarty was promoting that deluge all the way.

Last May, he ran across an editor of the *Readers Digest* on a St. Louis elevator, bought him breakfast, and convinced him the *Digest* should print the Schindler article. A month later, McCarty attended a University of Illinois conference of directors of educational radio stations throughout the nation. He offered to cut them transcriptions of the 51-minute talk, ten stations accepted, and the result was thousands more requests for copies.

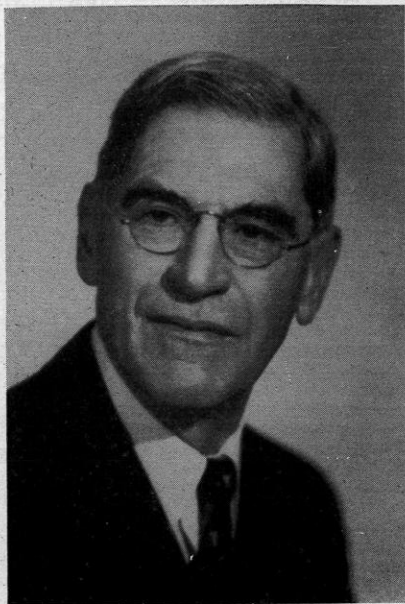
Some interesting letters accompany requests for the 10-cent mimeographed copies distributed by WHA. An officer of a large paper company writes to ask that a copy be sent to "my brother-in-law in Texas; he needs it." A director of Alcoholics Anonymous in Saginaw, Mich., writes for 100 copies. A doctor in Dayton says "It's far better medicine than pills." The president of a bottling company in a faraway state asks for a transcription (costing \$22.50) to be played to his wife and his wife alone. Bernard Gimbel, of New York store fame, asks permission to use the eight salient points of the talk on his personal Christmas cards.

It all started with a radio talk over WHA, and the man who promoted the talk to nationwide fame has never met the author.



PROF. H. B. McCARTY and DR. JOHN A. SCHINDLER, '29
Agent at a Distance

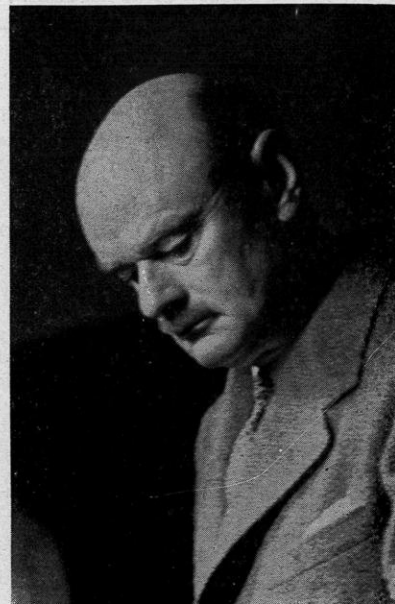
PUBLIC SERVICE



PHILO M. BUCK, Classics



HARRY F. HARLOW, Psychology



NORRIS F. HALL, Chemistry

LECTURERS ON THE ROAD: The University's Representatives

Talks Around the State

SOMEWHERE down on Madison's West Washington Ave. an association of Wisconsin newspapers manages a news-clipping service for clients interested in news about certain subjects. Every day the staff girls clip a drawer full of items about the University, items from every paper in the state about nearly every phase of campus and off-campus activity in which a University professor, student, or other representative is involved.

Most of them are big stories originating from Madison, but a weekly fistful are about University staff people who have gone out to the state on one or two-day missions to talk to the Elks, the Ladies Aids, the high schools, the alumni clubs, the farmers, the city folk.

Many of these University representatives are independently solicited by the interested groups' program chairmen, some are selected from a list of availables maintained by the faculty lecture bureau, others are sponsored by the University Extension Division, some by the athletic department, still others by the College of Agriculture in connection with their field days (see October *Wisconsin Alumnus*).

The list of individual appearances runs into the hundreds. One list, that of the Extension Division, this year includes over five dozen lectures by some of the campus' most popular and authoritative professors. This Division is one of the most active lecture bureaus; its speakers have the widest appeal.

These faculty members speak at the University's 10 extension cen-

ters around the state. The professors get paid for it. The University finances the missions and no one has to pay to attend the lectures. Everything is in line of duty, first to extension students and faculty, second to the public.

The talks away from campus differ little from the lecturer's discussion of the same subject in a campus classroom, and individually they wouldn't be any more newsworthy if it weren't for the fact that "way from Madison comes Prof. X just to talk to us."

In the 1949-50 schedule Wausau citizens have already heard chemistry Prof. Norris F. Hall speak on "Recent Developments in Atomic Energy." Philo M. Buck, emeritus professor of comparative literature, has familiarized Green Bay people with "Some of the New Problems of India." Prof. Harry Harlow has given his "Monkeys That Think" lecture in psychology to audiences in Manitowoc, Kenosha, Fond du Lac, Sheboygan, and Racine. John Berge, executive secretary of the Alumni Association, has explained to Marinette people the "Value of University to the State."

From October into April the series continues. German Prof. Heinrich Henel will speak in Racine Feb. 20 on "Goethe's Faust;" Lecturer Howard Gill answers the question, "What Shall We do with Our Criminals"; Philosophy Prof. A. Campbell Garnett discusses "Conflicts of Ideologies." And on it goes.

Sometimes the Extension Division lecture service is asked to conduct a series of talks to a special interest group. A series like that is in prog-

ress now at Sheboygan where the city's Vocational School is conducting a course for municipal and county welfare workers.

Here, the school finances the program while the Extension Division arranges for speakers like Scandinavian Prof. Jorgen Dich, economics Profs. E. E. Witte, W. A. Morton, social work Prof. A. P. Miles, and sociology Prof. M. B. Clinard.

"Hand in Hand"

LIFE magazine, in a special mid-century issue, recently paid tribute to the University of Wisconsin and its *Wisconsin Idea* of public service as one of the outstanding American developments of the past 50 years.

"Nothing in this whole half century stands out more strikingly than the expansion of higher education," wrote Prof. Allan Nevins, Columbia, of the 1900-50 era. "More and more intellectual leadership came from a new source—the universities. From the West came the *Wisconsin Idea* of a corps of University experts working hand in hand with government," he acknowledged.

This University-Capitol relationship also received comment earlier when John Wyngaard, statehouse reporter for the *Green Bay Gazette* and other papers, listed some examples:

"Prof. M. G. Toepel of the University Extension Division, a specialist in rural local government, was the chief engineer of the historic school finance improvement program of the last legislature. College of Agriculture technicians are frequently consulted nowadays on farm and pure food legislation. Sev-

eral University of Wisconsin experts in economics and government will serve as ex-officio advisors to Legislative Council subcommittees. And University of Wisconsin teachers and fellows will direct much of the research on the judicial reform studies started by the Council's subcommittees on judiciary.

"Prof. W. H. Young of the governor's research department, a University of Wisconsin teacher on leave, has had more influence on major policy decisions in the last year than most outsiders are aware.

"But perhaps the most revealing incident showing the intimacy of University-Capitol cooperation was the lending of Prof. D. W. Knight of the School of Commerce for the directorship of the tax research study of the Legislative Council, an enterprise that will be the major undertaking of the legislative branch of the state government during the current interim."

This plan of having the University share its experts with the government is becoming steadily more effective, believes Wyngaard. "The tendency has been shown so gradually and quietly during the last several years that it has had little notice, but it is one of the highlights of current trends in capitol affairs."

The Whole Story

THIS . . . is your University:

- A beautiful campus
- A historic idea
- Eager students
- Stimulating teachers
- A human home of learning
- Probing scientists
- A great public servant
- Distinguished alumni
- New frontiers
- Abiding memories

"Bulletin of the University of Wisconsin, Series No. 3140, General Series No. 2914" sounds like a 6-by-9, quarter-inch thick publication monotonously covered with sub-sight type.

It isn't.

Instead it's the kind of product that could sell at any book store. And besides having the popular technical requirements of its 8½ x 11 size, heavy calendared paper, and a lop-sided ratio of pictures to words, this 24-page "bulletin" tells the whole University story concisely and interestingly in the 10 sections listed above.

Alumni are one of the ten topics. The bulletin's comments on each subject are as brief and encompassing as these few sentences about Wisconsin's graduates:

"In June of 1854, two young men stepped across a Commencement platform to receive the first degrees ever granted by the University of Wisconsin. Since that time your University has conferred more than 81,000 degrees, and again as many other students have attended Wisconsin for a semester or more.

"Wherever you find a Badger, you will find a graduate or former student who is proud of his Alma Mater.

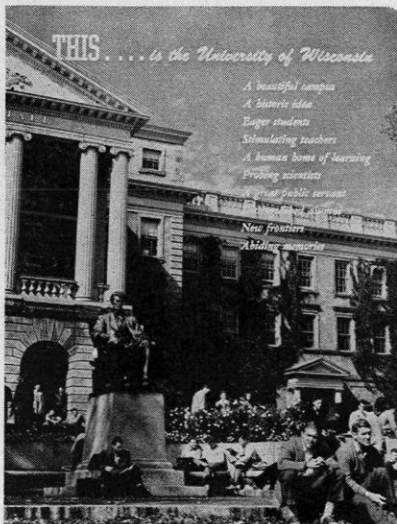
"Wherever you find Badgers you will find, too, men and women who are deeply devoted to the welfare of their Alma Mater. Some 17,000 of them, for instance, have banded together in the Wisconsin Alumni Association, founded in 1861 'to promote by organized effort the best interests of the University.' Other alumni in 1925 formed the Wisconsin Alumni Research Foundation to control, for the benefit of mankind, the fruits of University research and to finance further scientific investigation on the campus. More recently, in 1945, alumni were instrumental in organizing the University of Wisconsin Foundation and in conducting a continuing campaign for gifts and bequests.

"Many Wisconsin alumni are world-famous. Every year the University proudly bestows honorary degrees upon one or two of these distinguished alumni.

"But the real strength of Wisconsin's alumni body lies not so much in its 'stars,' as in the great mass of its earnest graduates and former students who are not necessarily making headlines, but who are leading lives of solid social service in the spirit of their University. They are the Badgers whom the world acclaim and of whom their Alma Mater is deeply proud.

"This is the University of Wisconsin—distinguished alumni."

The idea for this bulletin to disgrace all other bulletins came out of a conference of the University's Publicity Coordinating Committee, of which the *Wisconsin Alumnus* is a member. Its first printing of 25,000 will soon be followed by a second edition. Copies will be sent to anyone requesting them of the University News Service, Observatory Hill Office Building, University of Wisconsin, Madison.



Not Like Other Bulletins

Mecca for Farm Folk

FUTURE FARMERS of Wisconsin were just nearing the half-way mark of their 15-week Short Course on campus when the older farm folk back home began preparing for the annual trek to their own "short course" at Madison. "Farm and Home Week" they call their four day (Jan. 30-Feb. 2) program of getting up-to-date, and it was sponsored as always by the College of Agriculture.

No simple social get-together was this attraction. It was jam-packed with about five dozen single-session courses conducted by as many experts from the University, the state and federal Departments of Agriculture, independent special interest groups like the Council of Churches, and half a dozen state and out-of-state colleges and service organizations.

Wisconsin's farm folk came down to the University because they wanted to combat farm problems effectively and do a better and more interesting job; the whole four days was planned to satisfy that want.

Ideally, they were given more than they expected. Because farmers are interested in more things than the soil and crops, they were glad to hear talks like Prof. Helen White's discussion of the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Miss White, author, critic, and professor of English on campus, served on the commission which organized and set up UNESCO and only recently finished a three-year term there as US delegate. Her information was from the source.

More first-hand facts came from chemistry Prof. Farrington Daniels, the man who played an outstanding role in the development of the atomic bomb. His theory on "The Use of Sunshine—Past, Present and Future" transcribed complicated facts about energy into its potential value to the farmer.

Grid Coach Ivy Williamson, President E. B. Fred, and agriculture Dean R. K. Froker also met with the farm folk. The dean of the University of Kansas Medical School answered "Where are the Doctors and Why?" Prof. Walter W. Wilcox, recently named economic advisor to Congress, predicted "What's Ahead for Agriculture."

Farm and Home Week covered general-interest topics like these and special-interest subjects from tree pruning to "Overcoming Prejudices." It gave special recognition of outstanding farm folks in the state. It included nightly exhibits and open house at the Home Economics (Extension) building. It sponsored a full-day Rural Youth program slanted toward the agricultural interests of the younger farmers.

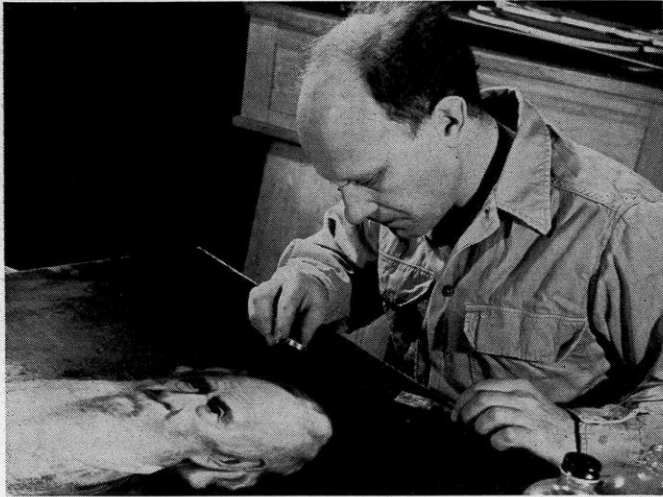
It brought Wisconsin farm folk to the college campus and showed them ways to do a good job better and easier.

The Campus through the Camera . . . February



1. WISCONSIN'S prizewinning lambs

1. A GOOD College of Agriculture practices what it preaches, and these three champion Hampshire wether lambs are part of the practice. They and other livestock from the University farms brought back prizes from the recent International Livestock Exposition in Chicago.



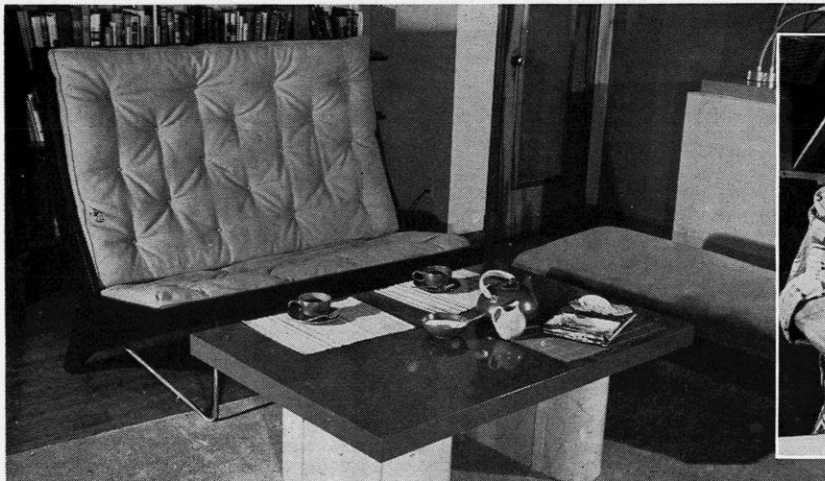
2. WASHING Pres. Henry Barnard's face

2. When Pres. E. B. Fred's offices were remodeled, the portraits of the University's past presidents also got a new look. State Historical Society's Harry Lichter spent hours taking the grime out of a dozen faces and beards.

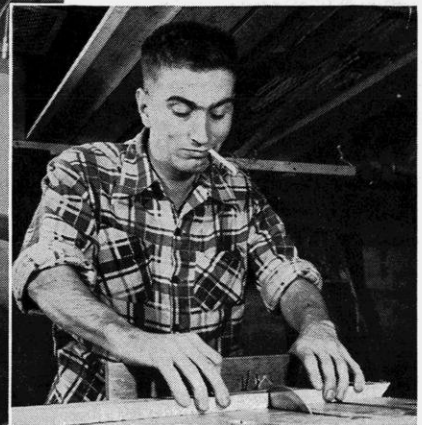
3. Bernard King, instructor in electrical engineering, is solving his furnishing problems his own way. For about \$100 and part time in the evenings, he has made a pair of couches, a desk, a convertible coffee-dining room table, and a set of book shelves.

4. ROTC students do more than just drill at Wisconsin. Here Col. Winfred Skelton, commandant, and nine cadets plan the defense of Washington against a mythical aggressor in a senior course in military science and tactics.

5. All over the United States (including Hawaii), alumni clubs are celebrating Founders' Day this month. The men pictured here, Baldwin, Sorum, and Williamson are only three of about two dozen who will represent the University at these banquets. A nationwide schedule of speakers and dates is on page 24 of this issue.



3. ENGINEERING instructor designs his own furniture



4. DEFENDING Washington, D. C.

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5. AMONG the Founders' Day speakers: Vice-president Ira L. Baldwin, Prof. C. Harvey Sorum, Coach Ivy Williamson



RESEARCH

Bleed 'Em to Death

BLEED 'EM to death—your rats, that is. It can be done, WARF research says.

The new rodent eliminator developed in the biochemistry laboratories of Karl Paul Link may now be shipped for limited experimental purposes, announces the Wisconsin Research Foundation (WARF), holder of the chemical's patent. It kills by causing rats to bleed to death or to strangle if the bleeding occurs in the lungs. Forty-six grams of WARF-42 well mixed in 100 pounds of feed are sufficient to produce a near 100 per cent kill of both Norway (brown) or roof (black) rats; in dosages used, it's harmless to humans and other warm-blooded animals.

The way it works, the rodents drink poisoned (but apparently pure) water which has no immediate adverse effect. No effect for many hours, in fact, so the rats come back for more. All this time the poison is working, finally causing fatal internal bleeding. Big advantage is that onlooking rats aren't frightened away by seeing their brother in the prompt death throes of a fast-acting poison.

Research concerning the effect of WARF-42 on other animals and on birds has not proceeded far enough to warrant distribution of the materials to the public, as yet, according to the Fish and Wildlife service.

BRICKS are another subject in which WARF has recently become involved.

A new step in brick-making, which simply consists of adding a certain amount of soda ash to the clay, has been taken by University Profs. George J. Barker and Emil Truog. Barker is professor of mining and metallurgy, Truog is professor of soils.

The process has been patented by the professors and they have turned over the patent to WARF. Souder clay products, smaller production costs, and fewer building headaches will be the result of the Barker-Truog development. B-T bricks will look better, stand up better, last better, and be a better building product in 10 other more technical ways.

Profs. Barker and Truog discovered their clay improvement process just before World War II, and several brick and tile plants put it into use immediately and with good results. Then soda ash became a critical war-time item. That stopped further progress until the past year when the chemical came back on the market.

MILK TESTING is another WARF activity (Yes, the Foundation does more than administer patents and endow research activities). And WARF'S milk testing keeps

the state's small dairies from going broke from building and equipping their own laboratories.

Under a new Wisconsin law, every plant receiving milk directly from producers may be required to have each producer's milk tested as often as twice a month. WARF will do the testing job; all the dairies have to do is send their samples in.

Services are offered to all but two Wisconsin counties. The dairies, all within 24-hour shipping distance of Madison, are put on a regular schedule for testing purposes. Special sterilized bottles and packing cases are furnished so the specimen milk comes to WARF in the same condition the consumer would get it.

Underlying the whole testing program (began two years ago) is the motive, "improvement of quality," says Dr. Henry T. Scott, director of biological research for the Foundation. Individual certificates of quality are awarded monthly by the lab.



No Suspicions

Dr. Scott and his staff inaugurated the service after consultation with state Department of Agriculture officials. Over the two years, boards of health around Wisconsin have requested WARF's assistance.

TWO WEEKS ago the West Bend Aluminum Co. sent four colored aluminum party cups to the Wisconsin Alumni Association office. "Can you tell us who on campus can test the possible toxic effects of the dye in the colored coating?" an accompanying letter asked. A reporter was set on the trail, was shunted from engineering research, to chemistry, to biochemistry—finally to WARF. "Tell them to send us their cups," exclaimed Dr. Scott; "maybe we can't do the job, but if we can we will."

Student vs. Gravity: \$1,000

FOR THE BEST essay on possibilities of discovering some partial insulator of gravity, David B. Wittry, mathematics junior from Green Bay, won the top prize of \$1,000 in a contest conducted by the Gravity Research Foundation, New Boston, N. H.

BADGER ARTS

Pen and Plow

IN THE EARLY summer of 1948 nine persons from various rural areas of Wisconsin came to the College of Agriculture at the University to talk about creative writing. Not just any kind of writing, but writing of and about themselves and their countrysides.

They argued that the people in rural Wisconsin had important things to say. They reported that there were hundreds of farm men and women scattered across and up and down the state from Manitowoc to La Crosse and from Walworth to Superior who were eager to write poems and stories and plays.

These nine people convinced Wakelin (Ranger Mac) McNeel and Robert Gard of the College of Agriculture staff that there should be a state-wide association of rural folks, and others, too, especially interested in rural subjects. These people, it was contended, could give a new, fresh literary interpretation of the state.

Out of that conviction has grown the Wisconsin Rural Writers Association, a force which is encouraging and publishing this native rural expression. It is an enterprise promoted by the University of Wisconsin.

This young organization, under the sponsorship and guidance of the University's Wisconsin Idea Theater and College of Agriculture, is now planning its second annual literary contest. Typical manuscripts are about country life, "the things the writers see and do every day, the people they know, and the countryside in which they live," says Director Edward Kamarck. But city residents are not ruled out.

The best short writings were last year published in a pocket-size magazine, *Pen and Plow*, circulated without charge by the College of Agriculture. Both magazine and the Association have since become so popular that another publication is being considered for longer pieces of work.

In its first year the Association membership exceeded 1,000. The first contest brought in hundreds of poems, short stories, and plays. Writers clubs sprang up in eight counties, and the first all-state conference at Green Lake brought writers from many corners of the state.

The *Pen and Plow* selections are a picture of rural Wisconsin—the land, the people, the winds, the rains, the faiths. Wrote Editors Gard and Kamarck, "This is Wisconsin in terms of the people who live on the land and love it, who understand the true meaning of the seasons and man's relationship to man and his God."

Room to Work Out

WHAT HAS BEEN a local "dump" and sand pit near Lake Mendota and the Forest Products lab has become the site for a new University construction, the Athletic Practice building (see picture).

Located on Walnut St., the new structure will be used for track, baseball, football, and crew practice whenever weather conditions prevent outdoor drills. It will be paid for by revenue from athletic events sponsored by the University athletic department.

And for once, there will be adequate practice room:

The outside dimensions of the new building will be 478 feet by 227 feet and it will run east and west, facing the present campus. It will be 65 feet high in the center and 15 feet high on each side. Built on the lines of a huge quonset, this building is a concrete-reinforced permanent structure with a concrete roof and brick facing.

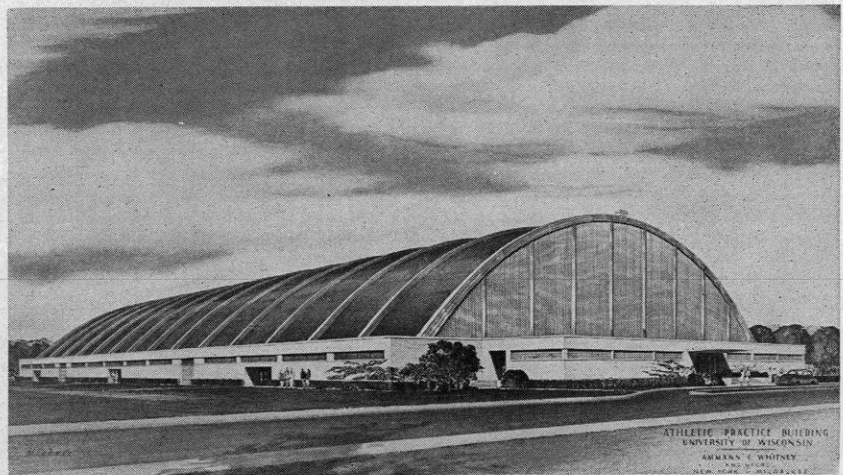
Inside, a clear area of 200 by 400 feet will be available without any obstruction. An eight-lap-to-the-mile clay track, with a 70 yard straight-away is planned (the old Armory Annex track was 12 laps). Areas for the erection of portable bleachers for indoor track meets also are outlined; lockers, equipment, and shower rooms, will be located in a 78 by 208-foot area at the front of the building.

Athletic Director Harry Stuhldreher regards the new building as the first step in the improvement of the athletic physical plant. "The second step," he predicts, "will be the enlargement of the stadium, a project that will be realized in the near future."

The building will fill a long sought need; football, baseball, track, and crew practice could possibly be carried out simultaneously. Baseball and football teams will workout in the netted infield of the track, and the crew will have a loft at the front of the one-story building.

"We're looking forward to it," says Football Coach Ivy Williamson. "It'll give us a tremendous lift in our winter practice sessions. Our passers will be able to unlimber their arms more. I don't exactly know whether we will be allotted space for our tackling dummies, but maybe we can do some live tackling."

Track Coach Guy Sundt realizes the building is not as conveniently located as the Armory, "but that is more than made up by the tremendous amount of space available to us," he admits.



ATHLETIC PRACTICE BUILDING: Approved by the Regents last month, this permanent structure will be built on Walnut St., northeast of the US Forest Products lab. It will provide indoor practice space for track, baseball, and football, and will be financed from athletic department funds.

Exams vs. Sports Docket

WISCONSIN sports activities were brought to a virtual standstill on January 18 with the advent of the first semester final examination period. As a result, varsity and junior varsity basketball, wrestling, boxing, and swimming teams turned from competition to book battles.

Meanwhile the indoor track and gymnastic squads cut down pre-season drills during the exam period, leaving the competitive field entirely to the fencers who met Chicago at the old Red Armory on Saturday, Jan. 21 (Score: Wisconsin 14½, Chicago 13½).

Scores of winter sports teams to date include:

Basketball

Wisconsin 63, Marquette 48
 Wisconsin 56, Kansas State 48
 Wisconsin 36, Oregon State 49
 Wisconsin 68, Loyola (Chi) 55
 Wisconsin 56, Notre Dame 48
 Wisconsin 62, Marquette 45
 Wisconsin 48, Missouri 50
 Wisconsin 68, Rutgers 55
 Wisconsin 54, U. C. L. A. 52
 Wisconsin 59, Illinois 50
 Wisconsin 59, Indiana 61
 Wisconsin 53, Michigan 41
 Wisconsin 57, Minnesota 54
 Wisconsin 47, Ohio State 61
 Won 10, lost 4

Wrestling

Wisconsin 24, Northwestern 6
 Wisconsin 21, Wheaton 10
 Wisconsin 8, Illinois 22
 Wisconsin 17, Indiana 9
 Wisconsin 11, Iowa 15
 Won 3, lost 2

Swimming

Wisconsin 56, Lawrence 20
 Wisconsin 31, Purdue 53
 Wisconsin 30, Iowa 54

Mit Decisions

CHAMPIONSHIPS in both the Contenders and All-University boxing tournaments were decided at the Fieldhouse as preliminaries to the 1950 intercollegiate schedule.

On Thursday, Dec. 15, some 3,000 ring enthusiasts witnessed the Contenders finals where Wallace Morrick, Rhinelander 135-pounder, was awarded the "Best Contender" trophy by vote of sports writers and radio announcers.

On Friday, Jan. 13, more than 11,500 jammed into the Fieldhouse for the finals of the 31st annual All-University tournament. Results of this fight bill follow:

At 125 pounds, Steve Gremban, Goodman, decided Leland Schultz, Plum City. 130 pounds—Jim Sreenan, Beloit, TKOed Charles Hopkins, Madison. 135 pounds—Les Paul, Madison, decided Dave Wiseman, Burlington. 145 pounds—Dwaine Dickinson, Tomah, TKOed Dick Thompson, Kenosha. 155 pounds—Pat Sreenan, Beloit, decided Dwight Dickinson, Tomah. 165 pounds—Dick Murphy, Milwaukee, decided Len Barian, Milwaukee. 175 pounds—Keith Whitworth, Mondovi, decided Bob Trotalli, Madison. Heavyweight—Vito Parisi, Madison, decided Jerry Meath, New Richmond.

"Fightingest Fighter" award went to Kenosha's 145-lb. Dick Thompson who was TKOed by Dwaine Dickinson.

(Sports continued on page 20)



THIS LED to a second basket after Wisconsin tied Notre Dame, rallied, and went on to win Tuesday, Dec. 13. "Radar" Rehfeldt (23) here sends the ball to Fritz Schneider

(40) for the basket which put the Badgers ahead 49 to 45. Final score was 56 to 48. Wisconsin's Fred Bencriscutto (32) watches from the background.

Spotlight

"Radar" Rehfeldt

EVERY TIME big Don Rehfeldt drops in a free throw or one of his specialized left-handed hook shots as center of the Wisconsin varsity basketball team, he rewrites one or more all-time individual scoring records for the Badgers.

No wonder that his teammates call the 6-foot, 6½ inch senior center, "Radar"—his unerring accuracy has been a vital factor in bringing Wisconsin up the victory trail this season.

By the end of the first semester and 13 games Rehfeldt has chalked up 16 field goals and 48 free throws for a total of 240 points. He needs only 27 more points to become the first Badger to score 1,000 or more points in his college career.

In his brilliant scoring foray last season, "Radar" won the Western Conference individual scoring title with 229 points (an average of 19.1 points per game), becoming the sixth player in the Big Ten to surpass the 200 total in a 12-game conference campaign. His performance brought him all-conference honors as a center, and he now is given a good chance to surpass Minnesota Jim McIntyre's four-year all-time mark of 648 points in conference play—to say nothing of gunning for Iowa Murray Wier's all-time season mark of 272 points (set in 1948).

For his conference career to date, Rehfeldt has tallied 497 points, and for the four games he has played this season he has marked up 87 points against Big Ten foes.

This is Rehfeldt's fourth year in a Badger uniform, but his playing time is spread over a five-year period. He entered Wisconsin in the fall of 1945 after gaining a great reputation at Chicago's Amundsen high school. He entered the army at the close of the first semester and returned to Wisconsin in time to play the second semester of the 1947 race.

He competed as a sophomore in the 1947-48 season and last year as a junior he rolled up 381 points as he broke or equalled virtually every Badger all-time scoring record.

Among the Wisconsin records he now holds (and remember a good many of them change figures with every point he scores from now on) are these:

Most field goals single game—13. Most points in single game—34. Most points single season (all games)—381. Most points single conference season—229. Most field goals in season (for all games)—146; (for conference season)—85. Most free throws in season (conference games)—59. Best average for entire season play—17.3 points. Best average for conference season—19.1 points.

Actually, the only record escaping "Radar" is the 97 free throw total set in one season by Gene Englund.

BADGER BREVITIES

Gehrmann

Wisconsin's ace miler, Don Gehrmann, warmed up for the forthcoming intercollegiate indoor track season by competing in two Eastern seaboard meets during January. On January 14, he ran the mile in the Washington, D. C., Star games in the National Guard armory and was the winner in 4:13.6 minutes.

On January 28, Gehrmann defended his championship in the Wanamaker Mile at the Millrose games held in Madison Square Garden, New York City. He came in at 4:09.3 minutes, barely beating FBI agent Fred Wilt.

To Washington

THREE MEMBERS of the Wisconsin athletic department attended the Olympic Association and Pan-American Games organizational meeting in Washington, D. C., Jan. 8-9. They were Athletic Director Harry Stuhldreher; Art "Dynie" Mansfield, baseball coach; and John J. Walsh, boxing coach.

Stuhldreher acted as representative of the Western Conference, Mansfield was there in his capacity as president of the American Association of College Baseball Coaches and Walsh took part in the meetings as a member of the Olympic-Pan American boxing committee.

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

Remember When You Were a Senior And You Were Looking for a Job?

PLACEMENT ACTIVITIES of the Wisconsin Alumni Association have been reestablished this year to help members of the senior class find job opportunities. These activities will be similar to those of pre-war days when our Association's placement committee was very helpful in finding jobs for members of the graduating class.

For several years, this placement department has been more or less dormant because jobs were easy to find. Recently, however, the job picture has changed considerably. Some companies have already reported that they will hire fewer seniors than last year. Some seniors have also reported increasing difficulties in getting job interviews.

As the first step in this re-activated program, we have printed the fourth edition of *THE COLLEGE SENIOR SEEKS A JOB*. This 28-page booklet was written for us by Glenn L. Gardiner, '18, Vice-President of the Forstmann Woolen Co., Passaic, New Jersey. It is based on his book, *How You Can Get a Job*, published by Harper & Brothers. Glenn is a recognized leader in the allied fields of industrial management and personnel relations. Few men in America are so well qualified to discuss the problem of how to apply the principles of intelligent salesmanship to finding a job.

The fourth edition of this practical booklet is now at the printer. Copies will be made available to seniors, free of charge, as soon as it is off the press. Association members may also get copies on the same basis.

The Association is also working closely with the placement committee of the senior class and placement officials of the University. Association members have participated in job-finding clinics and institutes. Since alumni cooperation is so important in finding job opportunities for seniors, here are three ways in which Association members can help in this work.

- a. Report job opportunities in your company or your city to Association headquarters in the Memorial Union.

These reports will be relayed to the proper placement official in the University. This list of job opportunities will also be helpful in talking with seniors who drop into our office for help in finding a job.

- b. Give Wisconsin seniors ample opportunity to tell their story if and when they come to you or your company looking for a job.

A little help and encouragement means a lot to these seniors. Some years ago, a prominent alumnus in Chicago sent a memorandum to all department heads in his organization with this message: "When Wisconsin seniors come around looking for a job, give them all the time they need to tell their story. Soon they will be fellow alumni, so make it clear that you are interested in helping them in finding a job suited to their abilities."

- c. Set up placement machinery in your alumni club.

Every alumni club should have a placement committee. This committee can be extremely valuable in helping seniors to contact the right people in your city. For example, if a senior is looking for a job in the insurance field, this committee should be helpful in making the necessary contacts with men in this field. If a senior is looking for a job in the chemical field, this committee should be helpful in supplying names of prospective employers in this field.

Forty-six alumni from thirty-two cities make up the Placement committee of the Wisconsin Alumni Association. Their activities are directed by an executive committee made up of four past presidents of the Association, with Harry A. Bullis, Chairman of the Board of General Mills, Inc., as chairman:

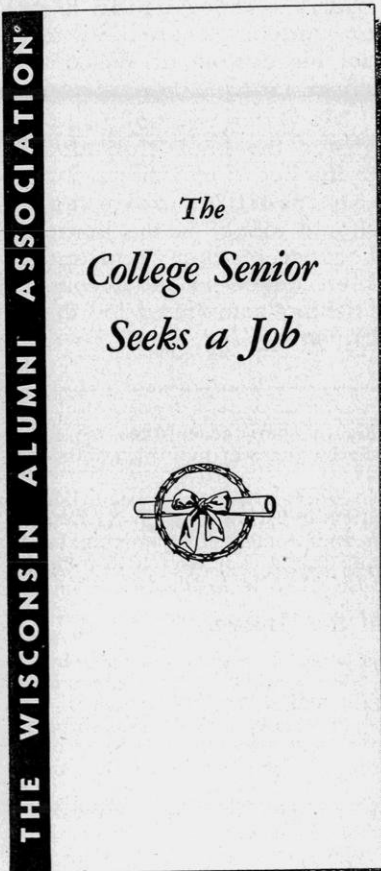
HARRY A. BULLIS, General Mills, Inc., Minneapolis

JOSEPH A. CUTLER, Johnson Service Co., 507 East Michigan, Milwaukee

JOHN S. LORD, Attorney-at-Law, 135 South La Salle St., Chicago

HOWARD I. POTTER, Marsh & McLennan, 231 South La Salle St., Chicago

These men are interested in developing a placement service that will be helpful to seniors and recent graduates. Their program is designed to supplement the University placement program—not to compete with it. Their program is practical and sound, well-deserving of alumni support.—*John Berge*



Fourth Edition on the Press

A Book Club for Badgers

★ Here is an unprecedented kind of book club which will (1) bring some stimulating books by campus authors into your home and (2) frankly help the University Press pay its own way—and still serve its vital purpose.

By Clough Gates, '02
Vice-President, Board of Visitors

A PROPOSAL for unique action by the alumni of the University of Wisconsin has been developed by the University Board of Visitors and the Board of Directors of the Wisconsin Alumni Association.

The proposal is that alumni and other friends of the University join in forming a book club. Members of this club would pledge themselves to buy within the year, one or more books issued by the University of Wisconsin Press.

How the Press Pays Off

Few people realize to what extent the advancement of the leading universities depends today on the effectiveness of their presses.

And not many of the friends of the University of Wisconsin know of the peculiar difficulties that have made it hard for Wisconsin to build and maintain the promising press department that has been developed. Legal obstacles prevent the University from owning the plant from which its press publications are issued. As these frequently require special type and equipment, the press is often under serious handicap in attempting to give adequate service to its clientele.

If the only function of a University Press were to add to the number of books available to scholars and to the public, it perhaps would not be serious to the University of Wisconsin if its faculty members had to look elsewhere for a publisher. But an almost peremptory reason for the existence of a University Press is the service that it can give to the scholars of its own community.

A University Press does not exist to make money from its publications. If it can make more than costs on any issue, the Press is happy to plow the profit back into more service to more of its scholars.

Obtaining and retaining strong faculty men and women is the No. 1 problem of every university. And facilities for publication of their writings is a principal requirement of many professors. Rightly or wrongly, the reputations of the great majority of outstanding faculty members of the leading universities is built up through their publications. While the volume of such writ-

ings has increased, production costs have also mounted until today it is increasingly difficult to interest commercial publishers in the type of material offered by scholars.

Such books as a whole are far more vital to the country's intellectual advancement than are most of those that will return profits to the publisher, but this fact will rarely

A former University Regent, Clough Gates was reared on the staff of the *Superior Evening Telegram* where he is now vice-president and general manager. He interrupted his newspaper career only to get his degree at Wisconsin in 1902.

Mr. Gates originally suggested the book club idea to the Board of Visitors. But the credit, he believes, should reflect on the Board because of their "real and keen desire to be accomplishing something for the University."

result in their acceptance by those in the business of making publishing pay.

No university can hope either to acquire or retain long on its faculty men and women of promising reputation unless easy access to publishing facilities is available.

Half the Answer

During the past two decades many of the leading universities have sought and found the answer to this problem through the establishing of their own presses. These presses have been charged with the prime duty of serving scholarship.

A number of the universities, among them several of Wisconsin's neighbors, were already doing fine work in the publishing field when the changing conditions among the commercial houses prompted Wis-

consin and many others to undertake the work.

President E. B. Fred and the Regents have been generous in their support of the effort to give the University a press competent to take its place among those of the great universities of the country. That Wisconsin is on its way to such a position is apparent to those who have studied its performance and its product in recent years. In has issued titles that have brought credit to itself and the University. It has immediate plans for many more but it is still considerably short of attaining the volume and diversity of publication that the scholarship of Wisconsin will supply if the facilities are made available.

The University administration has done all the Press has asked of it in the way of financial support for the current year. It is now for the Press to demonstrate that it has not overshot the mark, that Wisconsin writers can offer desirable manuscript for all that the Press's facilities will produce and that the product will be in demand from scholars and public.

The Alumni's Half

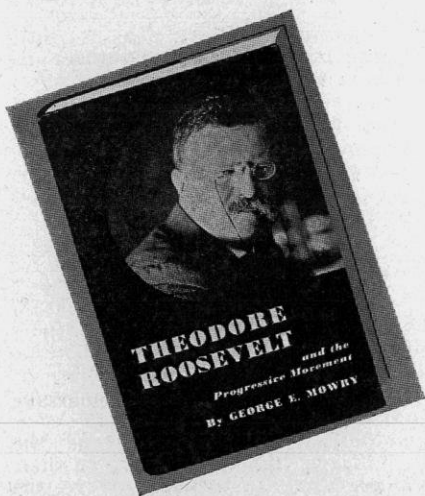
This is where the alumni come in. Our Press is on its way. A failure to put its books into the hands of readers is the one element that can prevent Wisconsin from soon having a press fully abreast of institutions of otherwise similar standing.

The current and back lists of books that the University Press now offers contain many books that Alumni and friends of the University would gladly possess. Get the list and look it over. You will agree that in signing an order for one or more of these publications you will be doing yourself a good turn as well as helping your University to overcome more rapidly what has been one of its serious handicaps.

Among the country's leading universities, Wisconsin was a bit late in getting a start toward development of a press, a department that has become a virtual necessity to an institution that would maintain a position such as our University has held for many decades. Let's put it where it belongs in this respect by giving Wisconsin the country's first university-press book club.

Off the PRESS

★ Capsule reviews of seven select books from the office of the University Press.



FREEDOM AND PLANNING IN AUSTRALIA. By A. Campbell Garnett, professor of philosophy. 342 pages. \$4.00.

The "welfare state" vs. "free enterprise" is one of the important problems with which Americans are faced, and this book is especially timely. It studies democratic social planning in a country (similar to the United States in constitution and cultural background) where social planning has long been practiced and has made marked progress in a predominantly free economy.

Professor Garnett, well qualified by background, personal experience (he has spent half of his life in Australia) and careful study of the socio-political problems and thought in the two countries, has been able to interpret the life and thought of the one nation to the people of the other.

JAPAN: A Physical, Cultural, and Regional Geography. By T. Glenn Trewartha, professor of geography. 622 pages. \$7.50.

This prize-winning volume supplies a much-needed geographical background for the ever-increasing number of books on Japan and the Far East. Almost 300 photographs, maps, and charts illustrate every important aspect of the country. Every reader will find a wealth of information presented in pleasant and understandable non-technical language.

PATTERNS AND PRINCIPLES OF SPANISH ART. By Oskar Hagen, professor of art history. 300 pages. \$5.00.

An analysis of the Spanish taste for the stark, the weird, and the gruesome in the light of the culture and the people—their temper, philosophical bent and heredity—showing that their art is as thoroughly impregnated with racial elements as is their language. This interpretation extends to literature and music by frequent illustrations from these subjects. A good book for anyone interested in Spain. Illustrated.

THEODORE ROOSEVELT AND THE PROGRESSIVE PARTY. By George E. Mowry, '34, professor of American history at the University of Iowa. 418 pages. \$5.00.

The full story of the inception, rise, and decline of the Republican progressive movement that culminated in a new political party, of Roosevelt's influence upon its development, and of the impact of progressivism upon his own actions.

An entirely new interpretation of the Taft administration and of the Republican convention of 1912, as well as an intimate view of the dramatic three-cornered fight waged by Taft, Roosevelt, and La Follette for the nomination in that year. Illustrated with a number of contemporary newspaper cartoons and portraits of some Roosevelt's contemporaries.

GOD, MAMMON AND THE JAPANESE: Dr. Horace N. Allen and Korean-American Relations, 1884-1905. By Fred Harvey Harrington, professor of history. 375 pages. \$4.50.

A narrative of missionary activity, economic enterprise, and political intrigue, concerning American relations with Korea and revolving about the career of Horace N. Allen, the "tall, lean, red-haired" doctor who was the first Protestant missionary to live in the kingdom. Allen—medical missionary, diplomat, and promoter—prophesied four decades before Pearl Harbor that some day the United States must cross swords with Japan. But few paid heed; this was at a time when President Roosevelt, the State Department, and the American people were all pro-Japanese.

A fine contribution to American history and a human story historically interesting.

SCIENCE AND CIVILIZATION. Edited by Robert C. Stauffer, assistant professor of history of science. 225 pages. \$2.50.

Eight essays on the relation between advances in science and the larger aspects of civilization in general. The eminence of the contributors is sufficient to make this book worthy of attention—Richard P. Mc-

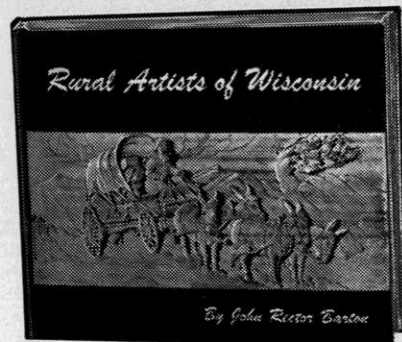
Keon (Chicago), Lynn Thorndike (Columbia), Max Black (Cornell), Ernest Nagel (Columbia), Philip E. LeCorbeiller (Harvard), Farrington Daniels (Wisconsin), Owsei Temkin (Johns Hopkins), and William F. Ogburn (Chicago).

HIGHER EDUCATION FOR AMERICAN SOCIETY. Edited by John Guy Fowlkes, dean of the School of Education. 427 pages. \$4.00.

Thirty-eight leading authorities—including Charles Dollard, L. A. DuBridge, Laurence Duggan, Frank P. Graham, and George D. Stoddard—present their views for the interested (and, certainly, concerned!) readers who recognize the importance of the task before our colleges and universities. A discussion of many of the most serious problems facing higher education and suggested solutions or partial solutions of them.

RURAL ARTISTS OF WISCONSIN. By John Rector Barton, associate professor of rural sociology. 209 pages. \$5.00.

The author presents the biographies and work of some thirty people, ordinary farm people for the most part, with more than eighty of their oil paintings, water colors, drawings, and carvings. The people of Wisconsin may take a real pride in the Rural Art Program—largely the conception of John Steuart Curry—a pioneer cultural movement in which other states are certain to follow. One of the most handsome of the University of Wisconsin Press books. Twelve illustrations in full color.



University's 101st Founders' Day Involves Nationwide Commemoration

FROM MADISON to Honolulu, T. H., and from Atlanta, Ga., to Colorado, Wisconsin men and women are still celebrating the 101st anniversary of the University's first class session. They began late in January (Joliet, Ill., Thursday, Jan. 26) and will still be going in March (Oshkosh, Tuesday, March 14).

The following schedule includes University or alumni speakers and banquet dates for all clubs which had definite Founders' Day plans before Feb. 1. These meetings and those which are still indefinite will be reported in the March issue of the *Wisconsin Alumnus*:

State Founders' Days

Beloit. Thursday, Feb. 9, with Prof. Wm. B. Sarles, chairman of the University athletic board and professor of agricultural bacteriology.

Burlington. Saturday, Feb. 11, with Prof. Sarles.

Fort Atkinson. Tuesday, Feb. 21, with Harry F. Harlow, professor of psychology.

Fox River Valley (Appleton). Tuesday, Feb. 7, with Wm. S. Stokes, associate professor of political science and expert on Latin-American affairs.

Gogebic Range (Ironwood, Mich.). Saturday, Feb. 18, with LeRoy E. Luberger, assistant vice-president of academic affairs.

Green Bay. Scheduled for either Thursday or Friday, Feb. 23 or 24, with George W. Hill, professor of rural sociology.

Janesville. Tuesday, Feb. 7, with President E. B. Fred.

Kenosha. Thursday, Feb. 2, with football Coach Ivy Williamson.

LaFayette County (Darlington). Thursday, Feb. 9, with V. E. Kivlin, associate dean of the College of Agriculture.

Madison. Monday, Feb. 6, with Oregon's Sen. Wayne L. Morse, '23, (see *Sidelines* on page 3). Pres. E. B. Fred, Gov. Oscar Rennebohm, and WAA President John H. Sarles also addressed the Memorial Union gathering; and the University's A Cappella choir, directed by Prof. Paul Jones, provided musical entertainment.

Manitowoc. Wednesday, Feb. 22, with Mark H. Ingraham, dean of the College of Letters and Science.

Marinette. Tuesday, Feb. 21, with Nathan P. Feinsinger, professor of law.

Marshfield. Thursday, Feb. 23, with E. A. Gaumnitz, assistant dean of the School of Commerce.

Menomonie. Date not confirmed, but speaker scheduled as LeRoy E. Luberger, assistant vice-president in charge of academic affairs.

Milwaukee. Friday, Feb. 3, with Dr. Alfred P. Haake, PhD '22. Dr. Haake, known nationally as the "apostle of common sense," is the mayor of Park Ridge, Ill., and has given more than 4000 speeches in 45

Your Trading Post

IF YOU'RE looking for ideas to help you make the most out of your club activities, watch these "With the Clubs" pages. Promotional techniques used by other alumni groups are free. Your club can adopt them, too.

And whenever your organization produces a banquet or a program, let others know the "who, where, when, how and why" through the medium of the *Wisconsin Alumnus*.

All you have to do is put the *Wisconsin Alumnus*, 770 Langdon St., Madison, Wis., on your mailing list whenever invitations, mimeographed programs, or notices are sent to your members. We'll write the story.

states. His record indicates he has debated more radicals over the radio than any other speaker.

Monroe. Wednesday, Feb. 22, with Henry B. Hill, professor of history, and George H. Lanphear, assistant football coach.

Oshkosh. Tuesday, March 14, with Fred H. Wagner, assistant in wild-life management.

Platteville. Monday, Feb. 6, with Kenneth Little, registrar and director of student personnel services.

Rhineland. Tuesday, Feb. 21, with C. Harvey Sorum, professor of chemistry.

Richland Center. Wednesday, Feb. 22, with E. A. Gaumnitz, assistant dean of the School of Commerce.

Sheboygan. Tuesday, Feb. 14, with Prof. Wm. B. Sarles, chairman of the athletic board and professor of agricultural bacteriology.

Stevens Point. Tuesday, Feb. 21, with Kenneth Little, registrar and director of student personnel services.

Superior. Monday, Feb. 6, with James A. Schwalbach, lecturer in rural sociology and radio.

Watertown. Wednesday, Feb. 1, with LeRoy E. Luberger, assistant vice-president of academic affairs.

Waupaca County (Clintonville). Tuesday, Jan. 31, with Coach Ivy Williamson.

Out-of-State

Ann Arbor, Mich. Friday, Feb. 3, with Fred E. Marsh, assistant football coach.

Atlanta, Ga. Tuesday, Feb. 21, with John Berge, executive secretary of the Wisconsin Alumni Association.

Chicago, Ill. Wednesday, Feb. 11, a pre-game (Wisconsin vs. Northwestern) party in the Chicago Room of the LaSalle Hotel will substitute for the regular Founders' Day celebration.

Cincinnati, Ohio. Thursday, Feb. 23, with John Berge.

Cleveland, Ohio. Friday, Feb. 3, Founders' Day dance.

Colorado (Denver). Friday, Feb. 3, with Byron L. Johnson, PhD '47, staff member of the University of Denver.

Dayton, Ohio. Tuesday, Jan. 31, with Fred E. Marsh, assistant football coach.

Detroit, Mich. Friday, Feb. 3, with Fred E. Marsh; a dinner, dance, and card party.

Honolulu, T. H. Monday, Jan. 30, with Dr. Gladys L. Borchers, professor of speech and education. This banquet was held in a beachside dining room at the Moana Hotel at Waikiki; dancing was in the same court from which the radio program *Hawaii Calls* is broadcast Saturday noons.

Houston, Texas. Monday, Feb. 6 (tentative).

Joliet, Ill. Thursday, Jan. 26, with John Berge.

Kansas City, Mo. Monday, Feb. 13; speaker unscheduled.

Knoxville, Tenn. Wednesday, Feb. 22, with John Berge.

New York, N. Y. Football dinner held Wednesday, Jan. 11 with Ivy Williamson and Harry Stuhldreher (see story on next page).

Southern California (Los Angeles). Date not confirmed, but speaker scheduled as Dean Fayette H. Elwell, School of Commerce.

Toledo, Ohio. Friday, Feb. 24, with John Berge.

Washington, D. C. Date not confirmed, but speaker scheduled as Ira L. Baldwin, vice-president of academic affairs.

California Alumnae Elect

NEW OFFICERS of the alumnae club of Southern California are Miss Sara Roxey McKay, '06, president, 1454 E. Mountain St., Pasadena; and Miss Carolyn Gallagher, '08, 1850 N. Michigan Ave., Pasadena.

Pres. Fred Carries Fight For More Scholarships To the Nation's Capital

"ALL ACROSS the country, the cost-to-the-student of a university education is moving upward. There is a real danger that by placing too high a price tag on higher education we will price ourselves out of the talent market. And human talent is one resource which a democracy cannot afford to waste."

That was the theme of Pres. E. B. Fred's talk to some 150 Washington, D. C., alumni Wednesday evening, Jan. 18, when he called for "the establishment of a sufficient number of scholarships and fellowships to take care of our worthy and needy students."

(The President had been called to the nation's capital to meet with the US advisory commission on educational exchange and with a special committee on cardiovascular diseases. Taking advantage of the opportunity, he carried his fight for a broad program of student scholarships to some of Wisconsin's most famous alumni.)

The statement that any boy or girl who has what it takes can get all the education he wants definitely is not so, Fred charged. Every year high schools graduate thousands of talented and capable young men and women for whom a college education is out of the question, simply because it costs too much, he declared.

Even in public institutions, students are being asked to assume more and more of the cost of their instruction, Fred said.

In 1929, he pointed out, the typical resident student in the University of Wisconsin College of Letters and Science paid only about 18 per cent of the cost of his instruction. Today, he revealed, the same student pays approximately 34 per cent of the cost of his instruction—nearly double the ratio in 1929.

"These Wisconsin figures merely substantiate reports from other sources that the percentage of educational costs being contributed by students has been creeping upwards for years, and has reached the point at which it may prove serious," Fred declared.

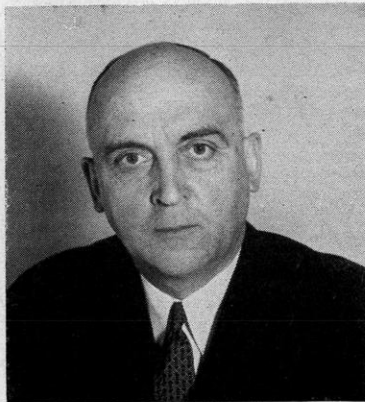
The rise in cost of a university education has far exceeded the rise in general cost of living, he added. In 1929, he pointed out, the United States cost-of-living index stood at 122.5. In the same year, University of Wisconsin resident fees stood at a comparable rating of 90.8. Today the US cost-of-living index has moved upward to 168, but UW resident fees have surged to a rating of 230.8.

"I am not against asking that a student assume a fair share of the cost of his instruction in a public university," Fred said, "but we need the means to attract and serve more

of the most able and deserving youth."

At the present time only about 1 out of every 15 University of Wisconsin students gets financial aid from scholarships, he pointed out. For most of those who receive scholarships, the help is "nominal," the president said.

President Fred also discussed the University's financial weakness in providing for the future. "On the funds granted," he explained, "we will be able to 'hold the line'—but that is all.



PRES. E. B. FRED

He thanked such organizations as the UW Foundation for their generous helping hand, but made it clear that financial support is not the "only important service to be rendered by alumni and other friends."

"Many alumni and friends cannot help with cash. None should limit their contributions to cash.

"What is needed on the part of all our alumni and friends is an infectious enthusiasm for the University of Wisconsin; not simply as your Alma Mater or as a fine school, but as a part of the greater cause of higher education. There can be no sounder investment, no greater contribution to human welfare, than the cultivation and development of our country's greatest resource—the able minds of our people.

"The true measure of the loyalty of the alumnus and the friend is his appreciation of these over-all objectives of his university, his knowledge of its work and needs, and his willingness to interpret its activities and requirements to those who are able to help it."

Among the famous alumni invited to the Washington gathering were Joseph E. Davies, '98, former ambassador to Belgium and Russia; Robert M. LaFollette, Jr., '19, former US senator from Wisconsin; Katherine Lenroot, '12, director of the children's bureau, Department of Labor; Wayne L. Morse, '23, US senator from Oregon; Guy Stanton Ford, '95, former president, University of Minnesota, and now manag-

ing editor of the American History Association; Lloyd A. Lehrbas, '19, staff of *World Report*; and Marquis W. Childs, '23, columnist.

Ivy & Harry at New York

NEARLY 200 New York Badgers honored Athletic Director Harry Stuhldreher, Coach Ivy Williamson, and other members of the coaching staff at a football dinner held at the Beekman Tower Hotel, New York City, Wednesday, Jan. 11.

The banquet turned out to be a well-rounded Wisconsin affair, reports Clifford L. McMillin, '11. "Everybody seemed to have a speech in his system and everybody at some time during the evening gave it either on the platform or in the reception parlors."

Russell Irish, '24, former Badger football end, was chairman and acknowledged the fine record Harry Stuhldreher has made in developing all sports at Wisconsin. He noted that Ivy Williamson was picked as head coach by Stuhldreher.

Stuhldreher then spoke of the importance of a well-rounded sports program and of the progress which has been made at Wisconsin. Williamson, whose 1949 season made him the unofficial coach of the year in the minds of Wisconsinites, discussed his first season and the fine cooperation he had from the squad and coaching staff.

George Little, former head coach and athletic director at Wisconsin, also spoke of his days with Badger football. Little is now at Rutgers.

Color movies of the team in action against Navy were presented and narrated by a member of the coaching staff. A second film showed several sports activities at Wisconsin.

Detroit Prexy Resigns

DETROIT alumni recently lost their president, Thomas L. Gilbert, '35, to Chicago where he has become vice-president of Byrnes & McCaffrey, Inc. New president is N. Bradley Higbie, Jr., '20, who was formerly club vice-president. To fill Higbie's office, the board of directors elected one of their members, Robert E. Jones, '31. And Stewart H. Manson, '24, was appointed to fill the vacancy on the board until the next annual election.

After the director's meeting, the Detroit club held its regular December meeting at the University Club. About 30 members attended the luncheon which preceded movies of the 1949 Wisconsin-Iowa football game.

During the meeting, President Higbie appointed R. T. Johnstone, '24, and Robert T. Herdegen, Jr., '42, to act as co-chairmen of the 1950 Founders' Day banquet.

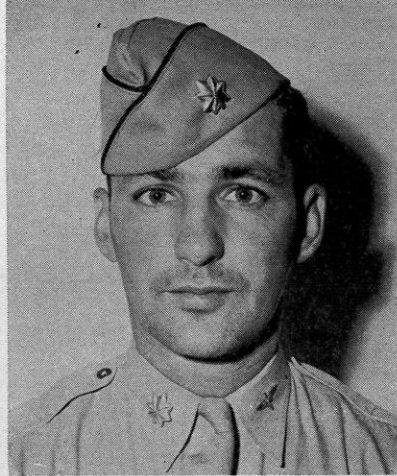
Remember These Former Wisconsin Champions?

Lion of Detroit



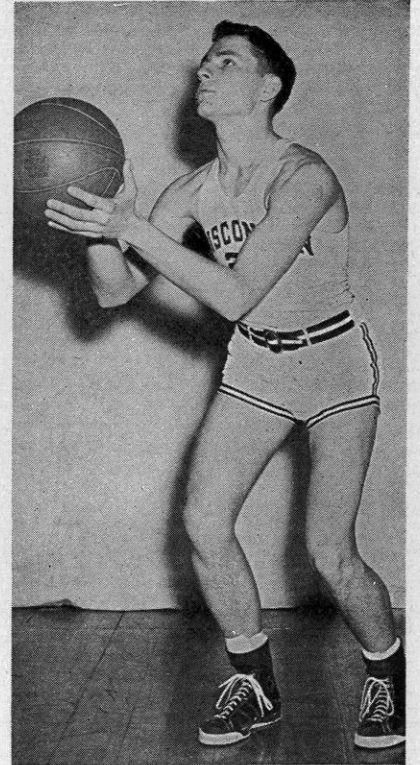
GEORGE HEKKERS, '45, boxing heavy-weight champ and Wisconsin tackle during the war years, is now playing football with the Detroit Lions.

"Woody" on Assignment



Lt. Col. WOODROW P. (Woody) SWANCUTT, '42, former University boxer who won the national collegiate championship in 1939 and 1940, has been assigned to the special plane division of the Eighth Air Force. He is one of three air officers to pilot a plane from which an atom bomb has been dropped.

Redskin at Sheboygan



BOBBY COOK, '48, former UW basketball scoring champ, has signed to play his second season of ball with the Sheboygan Redskins of the new National Basketball Association. He is also part owner of the Cook and Saxer Sporting Goods store in Janesville.

1892 W

John C. HEALY, a pioneer resident of Beaver Dam and prominent in the life of the community for many years, died Dec. 2.

1894 W

Retired after 50 years as an educator is Azariah T. LINCOLN, who since 1939 has been Emeritus Professor of Chemistry at Carleton College, Northfield, Minn. After graduation from the University, where he was the first recipient of a PhD degree in Chemistry, Lincoln went to Cornell University to become a research assistant. After teaching courses in physical chemistry and general, analytical and food analysis at Rensselaer Polytechnic Institute in Troy, N. Y., he went to Carleton College where he became professor of chemistry and chairman of the chemistry department.

1895 W

Charles T. BUNDY, 87, died on Sept. 29 in Eau Claire.

1896 W

On the afternoon of Oct. 29 the people of Cambridge honored their "country doctor and his fine wife" on their 50th wedding anniversary. The couple is Dr. and Mrs. Gunerious BILSTAD. Dr. Bilstad has not only rounded out 50 years as a husband but also 50 years of service to the Cambridge community. Judge and Mrs. P. L. LINCOLN (Grace GARRISON, '99) celebrated their golden wedding anniversary on Nov. 22 with an open house. Mr. Lincoln has practiced law in Richland Center for more than a half century, 27 years

of which he was in continuous public service as district attorney, Richland Center mayor, and county judge.

1898 W

"Santa of Science"—that's Halsten J. THORKELSON who was formerly professor of engineering and business manager of the University. Thorkelson while employed by the Rockefeller Foundation roved about the nation determining where money could best be spent to aid science, and leaving in his wake, a trail of buildings, equipment and scholarships to aid in scientific studies. He is responsible for the existence of the 200 inch mirror of the Hale telescope in the Mount Palomar observatory in California. He is now in retirement and resides at the University Club.

The William F. RENK and Sons (Wilber, '32 and Walter, '24) farm of Sun Prairie won the American championship on oats at the International Livestock exposition in November.

Dr. William Brown FORD, 75, part time assistant superintendent of the tuberculosis division of the Milwaukee health department for 25 years, died on Dec. 1 at his home.

1899 W

James P. McLEAN, 73, died in St. Paul, Minn. on July 21.

1904 W

Former professor of economics and sociology at Wellesley College and the University of Akron, Dr. William Lloyd DAVIS, 70, died on Dec. 12 in Madison.

1905 W

In honor of Dr. Anna von HELMHOLTZ-Phelan, who retired from a position of associate professor of English at the University of Minnesota last

spring, national writing society Delta Phi Lambda sponsored a book of her poetry entitled, *The Crystal Cup*. Dr. Phelan who had been with the University for 41 years, also was the founder of Delta Phi Lambda.

A professor of philosophy at the University of Michigan since 1905, Roy W. SELLARS, is planning on retiring next June. He is a past president of the Western Philosophical Association, a past vice-president of the Eastern Philosophical Association, and is the author of many books on philosophical topics.

A Fort Atkinson attorney, Frank H. ROGERS, 75, died at his home on Oct. 20.

1906 W

Emma GLENZ, a draftsman for the state highway commission and an artist, was the designer, and builder of a tiny church made out of lumps of sugar, which she used as a holiday decoration.

John E. BAKER of Mill Valley, Calif., has interrupted his retirement to take charge of the agricultural rehabilitation work of the Economic Cooperation Administration in China.

Garth C. RODOLPH of Glendale, Calif., died on May 15.

1907 W

Lansing HOYT, former Milwaukee county GOP chairman and backer of Gen. MacArthur for president in 1948, spoke to the Republican Women's organization of Milwaukee County in November. Hoyt, who recently returned from a 10 month tour of western Europe, spoke on the effects of the Marshall plan money and other US aid in Europe.

1909 W

Mary HICKMAN Burke, former instructor of botany at the University, died Nov. 23 in a Madison hospital.

1911 W

A philanthropic organization through which he will make contributions for education, hospitals and other benevolent purposes was set up recently by Gov. Oscar RENNEBOHM. The foundation will also accept contributions from others.

A witness for the executors in the A. O. Smith Corp. case in Milwaukee recently was Clement A. ROSSBACH, a Milwaukee appraiser and realtor.

1913 W

Anna E. DROTNING, who founded the home economics department of St. Olaf's College, died Nov. 27 in Madison.

Grace W. HETTINGER Washburn of Portage died March 13 at the age of 57.

1914 W

A \$1,000 fund has been established with the University of Wisconsin Foundation by Gesine BAENSCH Pitz in memory of her parents, Judge and Mrs. Emil BAENSCH, '81. The money will be used for prizes for the best bachelor's theses in Wisconsin history.

A one-time *Daily Cardinal* staffer, Arthur H. BRAYTON, is head of the convention bureau of the Des Moines, Ia., Chamber of Commerce. He was formerly personnel manager of Marshall Field, Chicago.

1915 W

A gift of \$1,000 has been given to the University of Wisconsin Foundation by Helen ABRAMS Troy of Houston, Tex. The gift will be added to the growing fund for the Wisconsin Center building to be erected on the lower campus.

Esther ENGLISH, a social service worker for Cook County, died Dec. 6 in Chicago.

Dorothy TROWBRIDGE Ellis of Spokane, Wash., died March 19.

1916 W

Henry P. MELNIKOW operates the National Labor bureau in San Francisco. This is the principal labor research service on the Pacific coast, and has offices elsewhere in the country.

1917 W

Former chief of the chemical section of the economics division of the US office of Military Government for Germany, Theodore A. RUDE, has been appointed chief of the chemical branch of the military security board in Berlin.

Guy E. BLODGETT, 54, Marshfield, died there on Dec. 4.

1918 W

Mrs. Anita McCormick Blaine recently contributed \$50,000 to the American Veterans Committee in memory of her son, Emmons BLAINE, Jr., who was killed in World War I.

New manager of the plant of the Buick-Oldsmobile-Pontiac assembly division in Wilmington, Del., is Harlow D. BURNSIDE. Prior to his appointment he was plant manager of the Pontiac Motor division of General Motors in Michigan.

Donald A. CALDWELL began his fifth year as field director of the veterans claims service, American Red Cross, at the VA regional office in Sioux

Falls, S.D., on Dec. 5. As immediate past-commander of the South Dakota department of DAV, he will act this year as chairman of the executive committee.

1919 W

Two graduates of the University are district governors of Rotary International, world-wide service organization, for 1949-50. They are Willard B. BEL-LACK, '19, and Ezra J. CRANE, '24. As governors they coordinate the activities of all the Rotary clubs in their respective districts and visit each club to offer advice and assistance in service work and administration.

1920 W

Rear Admiral Walter G. SCHINDLER, who is credited with being the first naval officer to down a Jap Zero during World War II, is the new assistant chief of the navy's bureau of ordnance for research and development.

Eric ENGLUND is now agricultural attache to Finland and Sweden. He has served with the US Department of Agriculture, both with the Office of Experiment Stations and with the Bureau of Agricultural Economics.

Dr. Alonzo E. TAYLOR of Stanford University died May 20 in Palo Alto, Calif., at the age of 78 years.

1922 W

Badger Briefs, the publication of the Wisconsin division of the American Association of University Women has this to say about Louise FLEMING Troxell, Dean of Women at the university: "She's warm, she's friendly, she gets to the point and sticks with it; she speaks with ease and clarity, and she listens with an open mind and genuine interest." Mrs. Troxell is vice-president of the national AAUW.

Frieda RADKE and Herbert V. Toelle were married Oct. 22 in Milwaukee. Mr. Toelle is a Milwaukee lawyer and businessman. They are living in Elm Grove.

1923 W

A well known free lance writer, Katherine PERRY Lambeau of Holly-

wood, Calif., visited in Madison recently. Mrs. Lambeau also teaches journalism at Los Angeles City College.

Wayne MORSE, US Senator from the state of Oregon, spoke in Eau Claire on Dec. 6 on the topic, "Labor Relations."

1924 W

Dr. Milton TRAUTMANN, Prairie du Sac physician since 1933, has proof that top-notch medical facilities can be a reality in a small community. He has built a modern Medical Arts center in Prairie du Sac and is associated there with two other doctors. One is Dr. John C. SWAN, '40.

A leader in Antigo civic, fraternal, and business affairs and local manager of Wisconsin Public Service Corp., W. W. BOETTCHER, has been appointed manager of the northern district by that company.

Frank W. HUNTER, research analyst for the Illinois State Employment bureau in Evanston, Ill., died Sept. 28.

Robert R. THOMPSON has become associated in law practice with a firm in Burlingame, Calif. He was formerly with the legal department of Pan-American World Airways.

1925 W

Color telecasting of surgeons in action was introduced recently in connection with the convention of the American College of Surgeons in the Stevens Hotel, Chicago. At the setup for each operation, Dr. Kendall A. ELSOM, clinical professor of medicine at the University of Pennsylvania Medical School and former star basketball forward at the University of Wisconsin, gave a preview of what was coming. During lapses in the surgeon's commentary, he filled in with explanations.

1926 W

On Dec. 7 Alberta JOHNSON Price delivered a speech in Oconomowoc on fashion trends. Mrs. Price, who was chosen to do the costuming in the period rooms of last year's Centennial Exposition at Wisconsin's state fair, recently designed the costumes for the pageant

(Continued on page 28)

★ Madison Memories

. . . from the Alumnus files

ONE YEAR AGO, February, 1949—Gov. Oscar Rennebohm declared he favored a merger of the University, the state teachers colleges, Stout Institute, and the Institute of Technology into a single university system . . . a similar recommendation was made in December to the Regents by a special faculty committee on functions and policies, but the Regents tabled the report.

FIVE YEARS AGO, February, 1945—A new Red Cross Nurses' Aide course was begun under the sponsorship of Mortar Board; it was an addition to the long list of wartime extra-curricular student activities . . . Coach Bud Foster's cagers were half way through the conference with seven won, three lost; freshman Don Rehfeldt paced the scoring with a total of 95 points.

TEN YEARS AGO, February, 1940—The McArdle Memorial laboratory was nearing completion and planned to open in March . . . WHA celebrated its 20th anniversary of supplying weather reports . . . 91 overseas students enrolled at the University this semester.

TWENTY-FIVE YEARS AGO, February, 1925—Dr. Roscoe Pound, dean of Harvard Law School, was offered the presidency of the University by unanimous action of the Regents . . . the WAA offered \$250 in prizes for a new University song, a new magazine cover design, and three editorials.

FIFTY YEARS AGO, February, 1900—A new engineering course was established to meet the needs of persons who look toward careers as managers or superintendents of business enterprises, rather than to the specialized work of civil, mechanical, or electrical engineers . . . A trend toward more graduate work at the University brought the criticism that professors were leaving the elementary classes to inexperienced instructors.



EILEEN MARTINSON, '45, has returned to her position as assistant moderator of the *New York Times* youth forums after a leave as a member of the educational staff of the Encampment for Citizenship, Fieldston School, Riverdale, N. Y.

(Continued from page 27)

staged by the Girl Scouts of America at their national convention in Milwaukee.

Dr. and Mrs. Ralph M. CROWLEY and son, formerly of New York City, have moved to Englewood, N. J., where they recently purchased a home. Dr. Crowley is continuing his medical practice in Manhattan as well as Englewood.

Walter PAGENKOPF, along with five other employees of the Bell Telephone system, has been loaned to the government to do atomic research for 2 to 4 years. He has been named superintendent of mechanical engineering at the Sandia Corp. in Albuquerque, N. M. Mrs. Pagenkopf is the former Margaret SNIFFEN, '28.

An ex-Haresfootite, William E. OGILVIE, was the director for the third year of the International Live Stock Exposition in Chicago in November. His father, the late Robert B. OGILVIE, '04, founded the Chicago show which is now the largest in the world.

A professor of history at Northwestern University, Dr. Ray A. BILLINGTON, has been appointed to the William Smith Mason Professorship in American History at Northwestern.

1928 W

A Madison organist and organ instructor was made the patroness of Rho chapter of Sigma Alpha Iota, international music fraternity for women recently. She is Ruth PILGER Andrews who has been teaching organ in Madison for eight years and is beginning her ninth year of study with Dr. Leo Sowerby, head of the department of composition of the American Conservatory of Music in Chicago.

1929 W

The former city superintendent of construction and maintenance at Sturgeon Bay, Eugene W. ODBERT, Jr., is the new director of public works in Portage.

Ralph S. EVINRUDE, president of the Evinrude Motors division of the Outboard Marine & Manufacturing Co., and Mrs. Joan Everett Tobin were married Nov. 26 at Lake Forest, Ill.

1930 W

After graduating from the University, circling the globe, and running a New York portrait studio, Nancy SASSER Eldridge conceived the idea of a syndicated shopping column. She started out with 11 advertisers and 32 papers. That was 1941. Now "Buy-Lines" has 52 advertisers and 97 papers not to mention several large magazines. Her offices are in a Madison Avenue suite in New York, topped by a penthouse apartment for Nancy and her husband, a former Ohio lawyer.

Recognition in Who's Who in the Midwest has been given Maude STAUDEN-MAYER of Milwaukee. The recognition was given for her pre-eminence in education and journalism, after serving as president of the National Association of Journalism Directors from 1945 to 1949.

Chairman of the Wisconsin Centennial Committee of Museums is Walter BUBBERT of Milwaukee. In November the group took its 50th tour of the state studying some of the historical highlights.

Dr. LaVerne E. CLIFCORN, director of products and processing at the Chicago division of the American Can Co., has been elected chairman of the American Chemical Society's division of agricultural and food chemistry.

Thomas J. STAVRUM has opened an office for practice as a certified public accountant in Madison. He was formerly employed as a CPA by Sakrison, Rocky and Co. in Madison.

1931 W

Tom L. YATES, formerly trial counsel for Continental Casualty and affiliated companies in Chicago, has associated as a partner in law with Seago, Pipin, Bradley, and Vetter in Chicago.

The appointment has been made of Joseph C. HURTGEN to the position of assistant treasurer in the educational division of the Field Enterprises, Inc. The educational division publishes the *World Book Encyclopedia, Childcraft, and Patterson's American Educational Directory*. Since 1947 Mr. Hurtgen has been company comptroller.

The former superintendent of the Plymouth public schools, Earl W. LUTHER, is now superintendent of schools in South Milwaukee.

Allan L. EDGARTON was elected president of the Fond du Lac Basketball Association, a county organization sponsoring the Rockets in the Wisconsin stae league. Mr. Edgerton was formerly city attorney in Fond du Lac.

Dorothy STANGEL McKeever died at her home in Manitowoc on Nov. 5.

1932 W

Dr. John FABER, obstetrician and gynecologist at Mayo Clinic in Rochester, Minn., is included in the first edition of the new publication, "Who's Who in the Midwest."

George E. WATSON, state superintendent of public instruction, has been appointed chairman of the Wisconsin School Savings Bonds committee.

1933 W

Col. Albert J. SHOWER, inspector general with the 15th air force public information office, has been transferred with his branch to March Field, Calif.

Dr. William FABER, who was on the staff of the Mayo Clinic for six years specializing in arthritis and rheumatology, is now medical director at the Hill School in Pottstown, Pa.

1934 W

Willard W. BLAESSER is now on a year's leave of absence from Washington State College where he was dean of students and professor of education. He is now specialist for student personnel programs in the Division of Higher Education with the U S Office of Education, Washington, D. C.

A cake-baker de-luxe is Reidar STRAND, manager of Strand's bakery on Madison's East Side. The *Madison East Side News* reports that "the cakes

Santa Thorkelson



"SANTA OF SCIENCE"—that's Halsten J. THORKELSON, '98, who was formerly professor of engineering and business manager of the University (see 1898 classnotes).

that come from Strand's are true works of art and have been used on such important occasions as the Centennial celebration of the University." He is also active in community projects such as the Community Chest drive and the East Side Business Men's Association.

Public School Audiometry is the title of a new textbook and manual on hearing tests published by Lorraine ANSON Dahl. Mrs. Dahl was formerly supervisor of the hearing tests service at Purdue University.

Walter S. WOODS has been named industrial sales supervisor in the E. I. DuPont Co. He has been sales service engineer for western Michigan for the past seven years.

James SCHWALBACH, extension specialist in art and design at the University, is conducting something new in television programs. He is directing and supervising script-writing for an experimental program in arts and crafts over WTMJ-TV every Monday, Wednesday, and Friday at 5 p.m.

1935 W

"I have always wanted to be a congressman. I am going to run, not because of my handicaps, but in spite of them," says Harlan W. KELLEY of Milwaukee. In spite of the fact that he is blind and has only one leg, Mr. Kelley is still active with his law practice. He has announced that he will seek nomination as a Republican candidate for representative from the 5th district.

Homer E. DELONG was recently elected superintendent of Eau Claire's public schols. He had been superintendent of Antigo schools for the past three years.

1936 W

Hercace WINCHELL is the inventor of a new simplified version of a laboratory microscope that costs approximately \$1000 less than the usual microscopes used in geological research. Mr. Winchell is an assistant professor of Micrology at Yale University.

Four trucks that aren't just trucks are the business of Fred E. SHEPHERD, Jr., Madison. Each truck is equipped with facilities for bookkeeping. Mr. Shepherd just drives up to his

client's place of business, parks, and after securing the books, goes to work on them right inside his accounting office on wheels.

Helen M. BUCHNER, '50, and Harold Walter MUELLER were married Oct. 1.

1937 W

A new industry has sprung up at Three Lakes. Vernon ('31) and Walter GOLDSWORTHY have converted a useless marsh into a cranberry bog. Vernon is secretary of the Wisconsin Cranberry Growers' Association.

Eugene BOARDMAN, assistant professor in charge of courses in Far Eastern history at the University, spoke recently to the Delavan Lions Club on his experiences in Japan. He served as the official interpreter at the trial of Japanese "Tiger" Gen. Yamashita.

Jane CASPER Otis and Dardis Jacobson were married on Aug. 15 in Milwaukee.

1938 W

The Child Care Center in Milwaukee will be named the Katherine H. Baird Center in memory of the late Dr. Katherine BAIRD, a board member and medical advisor of the Child Care Centers of Milwaukee since the Red Feather Agency was incorporated in 1946.

In December Sen. Joseph R. McCarthy suggested Robert LA FOLLETTE, Jr., whom he defeated in the 1946 senatorial race, be appointed atomic energy commissioner.

A recognized authority on the history of early southwest Wisconsin, William J. WEBB, died Dec. 3 at his home in Lancaster. He was a retired Lancaster school principal.

Nov. 27 was the silver wedding anniversary of Mr. and Mrs. W. Jerome (Jerry) HIGGINS of Madison. Friends and relatives poured in with congratulations for the couple. Jerry, blind for 30 years, operates a newsstand in the State Capitol.

Nancy Elizabeth SMITH, '52, and Ralph J. SIMBONE were married on Nov. 26 in Madison.

Wash Machine Man



FRED MAYTAG II, '33, Newton, Ia., millionaire president of the largest wash machine company in the world, was recently the subject of an eight-page picture story in *Life*. He has been president of the company for nine years; his grandfather started the business in 1907.

FEBRUARY, 1950

★ Badger Bric-a-brac

. . . every statement a story

MEDICAL SCHOOL DEAN W. S. MIDDLETON was one day interrupted during a lecture, married to the Junior class, given a brown derby (symbol of humiliation) and presents of old bottles, broken phonograph records, playings cards and toys. All a part of the School's traditional cut-loose "Derby Day" . . . Senior women at Wisconsin may graduate directly into the army as WAC reserve second lieutenants, reported the war department . . .

CHARLOTTE WONG, the 21-year-old Hawaiian pharmacology co-ed who spent months in the student infirmary with a rare blood disease (see January *Wisconsin Alumnus*), died in mid-January . . . The grade school at the married students' Badger Village will get a 12,000 slice of federal funds.

TO LOCATE STOLEN ARTICLES in the hands of students, campus police investigator, Joe Hammersley, asked housemothers to conduct a Christmastime search of several types of articles. Attorneys told housemothers such action would be against state and federal constitutions; but by that time the search suggestions were called off. All a mistake . . .

HIS 75th YEAR ON THE UW FACULTY was begun Jan. 5 by Dr. Edward A. Birge, the 98-year-old emeritus president of the University . . . Student Board's laundry service (begun in 1948 to raise money) has been discontinued; the laundry was losing about \$35 a month . . . Emeritus psychology Prof. V. A. C. Henmon, 72, died in January. He had retired in 1948 . . .

AS TO WHO WROTE the famous "sifting and winnowing" declaration of academic freedom: "final proof" that Pres. Charles Kendall Adams wrote it came from Balthasar H. Meyer, '94, former professor, who has testified Adams told him he was the author. This puts "finis" on the thesis argued by Theodore Herfurth, '94, in a pamphlet published last year (see July, 1949, *Wisconsin Alumnus*).

Dr. Edward L. PERRY, who has completed a three and one-half year fellowship in internal medicine at the Mayo Clinic, Rochester, has joined the staff of the Gunderson Clinic in La Crosse.

1940 W

Rudolf JEGART is, according to the Milwaukee Journal, "a figure in Wisconsin art to be reckoned with." He recently had a one man show of his sculptured heads in the Milwaukee Art Institute, and one of his portrait heads was chosen out of the national ceramic show of the Syracuse Museum of Fine Arts to go on a nation-wide tour.

Another artist of merit from this class is William F. FREUND, Jr., a member of the Stephens College art department. He was recently awarded a \$1,000 scholarship from the Louis Comfort Tiffany Foundation which he will use to continue work in technical research.

Mr. and Mrs. Kolar B. CHLADEK (Dorothy L. BLASING, '42) have announced the birth of a daughter, Janet Marie, on May 7 in Janesville.

The following marriages have been reported in the class of '40:

Helen May and Milton S. PADWAY on Sept. 16 in Milwaukee. They are living in Milwaukee.

Catherine L. Stewart and Albert A. MEIER on Oct. 1 in Latrobe, Pa. They are residing in Granville, O.

Theresa STOLEN, '30, and Roald H. OLSEN on Oct. 8 in Madison. They are living in Madison where he is on the staff of the radiology laboratory of Wisconsin General Hospital.

Eleanor Adele Grunwald and Roland J. KUHN on Sept. 24 in Milwaukee.

1942 W

Nathan S. HEFFERNAN has opened a law office in Sheboygan, Wis.

Betty SPLITSTONE is now chief technician of the laboratory at the 500-bed Jefferson Davis Hospital in Houston, Tex.

On Nov. 1, John J. Canning and Robert J. MALLON, who was formerly comptroller with the Tract-R-Lift Corp. in Chicago, opened a certified public accounting office in Green Bay.

Evelyn Streckert and Leslie R. MOEDE were married on Sept. 17. He is the agricultural veteran trainer at the Reedsville high school.

Marvin L. RAND, news bureau director for Klau, Van Pieteron, Dunlap Associates, Milwaukee advertising firm, has been named state chairman of the Wisconsin Heart Association publicity committee.

Elizabeth R. JOHNSON and Ray C. Edwards were married on May 14, 1949 in Wauwatosa. Mr. Edwards is an engineer at Allis Chalmers Manufacturing Co. in Milwaukee.

The following births have been reported in class of '42 families:

To Mr. and Mrs. Donald M. Call (Marjorie LAUSON) a daughter, Barbara Elizabeth, on Aug. 21.

A daughter, Marjory Alice, to Mr. and Mrs. Homer J. SCHNEIDER (Janet E. BAUER) on Aug. 31 in Schenectady, N. Y.

1944 W

Kate SALTER, who has been working near Frankfurt, Germany, as a feature writer with the air force public information office, left recently to join her father, Prof. John T. Salter in the Philippines. During the early days of the Berlin airlift, Miss Salter had returned from a two year assignment in Europe when word came that a journalist was needed at this key airlift center during the rush of airlift news. Miss Salter returned to Germany at the request of Rhein Main air base officials for the duration of the airlift.

Sonya FAST and David Gold were married last May. They are living in Union, N. J.

August 13 was the wedding date of Betsy Grausnick and Karl SONNEMANN. They are residing in Milwaukee where he is attending Marquette dental school.

(Continued on page 30)

(Continued from page 29)

Mr. and Mrs. Fred T. CRUSE, '49, have announced the birth of a son, Christopher Taylor, on Oct. 22 in Van Nuys, Calif. Mrs. Cruse is the former Betty Jane NORDNESS, '44.

Emily Julia LORD and William E. Leyshon were married on Oct. 16. They are living in Oak Ridge, Tenn., where he is a chemist for Union Carbide and Carbon Co.

1945 W

Earning a name for himself in television is Doug RODGERS, now one of NBC's rising young television directors. While he was at the University he was a member of the WHA Players and other campus dramatic groups. Now he is directing the Morton Downey-Roberta Quinlan TV show, and helping to direct various television sporting events.

Margaret W. Fletcher and James M. AMBROSE were married on Nov. 7 in Bakersfield, Calif. They are living in China Lake, Calif.

Grace IVERSON and David E. Starrett were married on June 18 in San Francisco, Calif. They are residing in St. Louis, Mo., where he is a medical student at Washington University and Mrs. Starrett is employed at Barnes Hospital.

The following births have been announced by class of '45 families:

A son, Bruce Elliot, to Dr. and Mrs. Max H. Stern (Edith Mae GOLLIN) on Sept. 11 in Rochester, N. Y.

A daughter, Kathy Jo, to Mr. and Mrs. Lewis Newbry (Esther PALMER) of Inglewood, Calif., on Sept. 27.

A son, Paul, Jr., to Mr. and Mrs. Paul Callahan (Carol PETERSON) of Westwood, Mass., on Aug. 26.

1946 W

After a year and a half of graduate study at the New York State College of Ceramics in Alfred, N. Y., John A. EUSTICE has accepted a position on the ceramic design staff of the Shenango Pottery Co., New Castle, Pa.

Jerry WULK is now in the Graduate School of Drama at the University of Southern California.

After spending a year as a research assistant at the University of Chicago, Dr. Henry N. LITTLE is now an assistant professor at Johns Hopkins University in the newly-established Pratt-McCollum Institute. Mrs. Little is the former Isabelle BILLINGS, '46.

Mr. and Mrs. William G. LEHMANN of Lake Zurich, Ill., have announced the birth of a son, William George, Jr., on Oct. 27.

German J. COHEN, graduate student and teaching assistant at the University of Wisconsin, has been awarded a Fulbright award to teach or do research work abroad.

Robert T. RICHTER recently became associated in the practice of law with Attorney R. Stanley Kelly in Burlington.

Janet PIPER and Terrance Taugher were married Oct. 15 in Marshfield. They are living in Milwaukee where Mr. Taugher is office manager for the E. G. Artz Co.

After studying for the summer for his doctor's degree at Chicago University, Kenneth DAVIS, formerly an instructor at the University of Wisconsin, has accepted a position as assistant professor on the faculty of the University of North Carolina.

The wedding of Frances Ann ROTH and William John WICHMAN took place on Sept. 10 in Oshkosh. They are living in Colonial Village, Cincinnati, where he is with the advertising division of Proctor-Gamble Co.

1947 W

The cast of *South Pacific* includes a Madisonite who plays a navy flier in the show. He is Don FELLOWS. While in school here he was active in Haresfoot, Wisconsin Players, and at radio station WHA. Previous to the *South Pacific* role, Don appeared in *Mr. Roberts* with Henry Fonda. He says, "If they stop doing war plays I'm finished. At least in this show I got a promotion in rank. I'm an officer."

Six-foot, two-inch Walter LAUTENBACH, former University basketball star, is playing for the Sheboygan Red Skins during the 1949-50 National Basketball Association season.

Iola JOHNSON and Ace Woods were married on Aug. 20. They are living

in Spokane, Wash., where she is employed as manager of the Coffee Shop in the new Health Sciences building at the University of Washington.

Mr. and Mrs. Marvin E. WATTS are now living in Hingham, Mass. He is cost control engineer in the Industrial Engineering department of the Proctor & Gamble Co., Quincy, Mass.

Willis H. RIESEN is a research associate in the Department of Biochemistry at the University of California in Berkeley.

Shirley B. KLEIN and Donald S. Dreifers were married on Oct. 6. They are residing in Chicago.

A University of Wisconsin chemist, James E. MEINHARD, is the author of the featured paper in the Oct. 14 issue of *Science* on "Chromatography: A Perspective."

Capt. Kenneth H. DUCAT, who was recently stationed at Chanute Field, has now been transferred to Columbus, Ohio, where he is working on his Masters in industrial engineering at Ohio State university.

Robert T. HOLTZ is now working as an assistant purchasing agent for the Rohm and Haas Chemical Co. in Philadelphia.

After receiving a Masters degree in child welfare from Iowa state university, Winnifred LEWIS is now teaching in the nursery school of the University of Michigan.

Winifred Ann BENDER, '46, and W. George BINGHAM, Jr., were married Aug. 27 in Milwaukee. They are living in Madison.

Williard W. PIEPENBURG, who has been at Cambridge for a year as a research student in English history, has been appointed a Fulbright scholar at King's college, Cambridge university, England.

The following births have been reported in Class of '47 families:

To Mr. and Mrs. Sanford COHN, '45 (Phyllis STEIN), of Chicago, a son, Dennis Jeffrey, on Oct. 2.

A son, William Robert, to Mr. and Mrs. Richard W. DREBUS (Hazel Mae REDFORD '45) of Madison.

A son, Joseph Michael, to Mr. and Mrs. James J. SVOBODA (Marilyn DUBS, '46) of Calumet City, Ill., on Aug. 22.

A son, Paul Sheldon, to Dr. and Mrs. L. H. PHILLIPS of Houston, Tex., on Sept. 8.

1948 W

Jack WINK, sometimes called the softest-spoken coach in the country, has come up with an undefeated, untied season for his Wayne State Teachers College Wildcats. This was his first year at Wayne for Wink. He went to Wayne from New London high school.

A letter from Lawrence A. ABLER, student at the University of Zurich, Switzerland, states: "Any Rathskeller habitue would be right at home here, because I'm sure the volume of coffee consumed here would be equal. Yet a good Burgher from Zurich would be a little astounded at the general "hale-fellow-well-met" attitude of the average college American. On the whole, the people here are quite reserved."

Patricia J. FISCHER, who made a study tour of political conditions in France, England, and Switzerland this summer, was married Sept. 16 to Wesley C. Mittelstead. They are living in Corcoran, Calif., where Mr. Mittelstead raises cotton, wheat, and barley.

Mr. and Mrs. Joseph F. PETERSON, '49, (Margaret SCHAWDE) have announced the birth of a son, Charles Joseph, on Oct. 26 in Sheboygan.

Robert D. SHAWL has been awarded a scholarship to do research in the School of Oriental Languages at the University of Paris under the Fulbright Act. He sailed for France on Oct. 19.

Dr. and Mrs. Kingsley MANN (June WANDREY) have announced the birth of a son, Paul Martin, on July 16. Dr. Mann is doing research at the University of Illinois.

Marylin GROMAN and Stephen Tabb were married in Brooklyn on June 5.

Want a Different Kind of Job? Try This . . .



—Alan A. Anderson photo.

CATHY CROCKER, '48, (left) and KATHY KINGSTON, '48, (right) have a unique occupation—they are free-lance model repair artists. Their job consists of repainting, re-doing wigs, repairing nicks and broken fingers, and giving the mannikins a modern look. Miss Kingston learned model repairing from a friend at school and taught Miss Crocker the business last summer.

Donald M. BROWN, who formerly was director of Guidance in the Beaver Dam high schools, has been elected the new principal of Ashland high school.

During the war, Howard F. THEDINGA was a prisoner of war in Germany. Now he has opened a law office in Eau Claire.

Orlin ANDERSON has been appointed instructor of biology at Hamline University, St. Paul, Minn.

Donn E. SEELEY left New York in June by plane for Palembang, Sumatra, where he will be stationed with Standard Vacuum Oil Co.

Edith BERNSTEIN and Andrew R. Weber were married on Dec. 19, 1948, and are living in New York City.

Stanley Z. KLUKOWSKI has been awarded a Fulbright scholarship to study for his doctorate at the University of Paris. He received his M A at George Washington university, Washington, D. C.

Rita J. GWIRTZMAN and Stanley H. Kaplan were married Jan. 25. They are living in Brooklyn, N. Y., where Mrs. Kaplan is finishing her Masters degree at the New York School of Social Work, Columbia university.

Eunice Mae Oakley and James Post FICHTEN were married Sept. 24 in Richland, Wash. He is a chemist with General Electric in Richland.

David DRAVES, tenth member of his family to attend the University, is now teaching history and Spanish at Sheldon (Iowa) High School and Junior College.

Frederic W. Boots has recently accepted a position as assistant professor of music, San Jose State College, Calif.

James M. BURGOYNE, former vice-president of the Wisconsin Union, is now on the staff of the Union memorial building of Michigan State college in East Lansing.

Patricia Ann PERKINS Schram has been awarded a Master of library science from the Carnegie library school.

Howard F. THEDINGA has opened a law office in Menomonie.

Edith Irene BOEHM and Waldene H. Meadows were married Sept. 7 in Rhineland. They are living in Washington, D. C.

1949 W

Mary Ellen DZEMSKE was awarded a Zeta Phi Eta scholarship of excellent accomplishment in one of the speech fields. She is at present teaching speech at West Junior high school, Madison.

The following alumni were recipients of engineering undergraduates awards and scholarships sponsored by the James F. Lincoln Arc Welding Foundation in Cleveland: Robert K. ALLEN, Alvin H. KASBERG, Tom C. SCHNELLER, and Borge OLSEN.

Doing graduate assistant work at WKAR state station at Michigan State college is Richard COCKRELL. He is working in connection with the music department.

The Sahuaro council of Girl Scouts in Tucson, Ariz., has a new field director. She is Virginia LAW. Serving as assistant to the Tucson executive director of the Girl Scouts, she will aid her in training troop leaders for the troops of that city.

R. Dix GRIESEMER, now a reporter on the Janesville Gazette, spent the summer in Europe on a bicycle tour with American Youth hostel group in Holland, Germany, Switzerland, and France.

Felice MICHAELS and Joseph GOODMAN '48 were married on Oct. 16 in Chicago. They are now living in Madison.

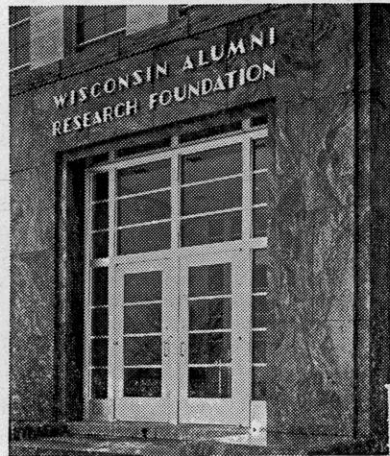
Four alumni have begun a three-month period of full-time employment at five of the largest department stores in New York City as part of their training at New York university. They are John E. PLACE, Donald G. MINSTER, Peter J. CHORTEK, and Homer P. HEBERT.

Kenneth H. SCHMIT and Earle A. THERIAULT have accepted positions with the Shell Chemical Corp., Houston, Tex.

At Your Service

The Wisconsin Alumni Research Foundation serves YOU, as a citizen of Wisconsin, in many ways, safeguarding the health and well-being of you and your family.

Many food and drug products which you use are tested periodically by the Foundation, assuring you that those products are equal to or superior to their stated standards.



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- Vitamin Assays
- Mineral Analyses
- Proximate Analyses
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The most widely accepted tests are used, backed by 24 years' experience. It's sound advice to look for the Foundation Seal.

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John Guy Fowlkes
209 B Educ. & Engr. Bldg.,
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"My only regret is that I didn't investigate these opportunities earlier"

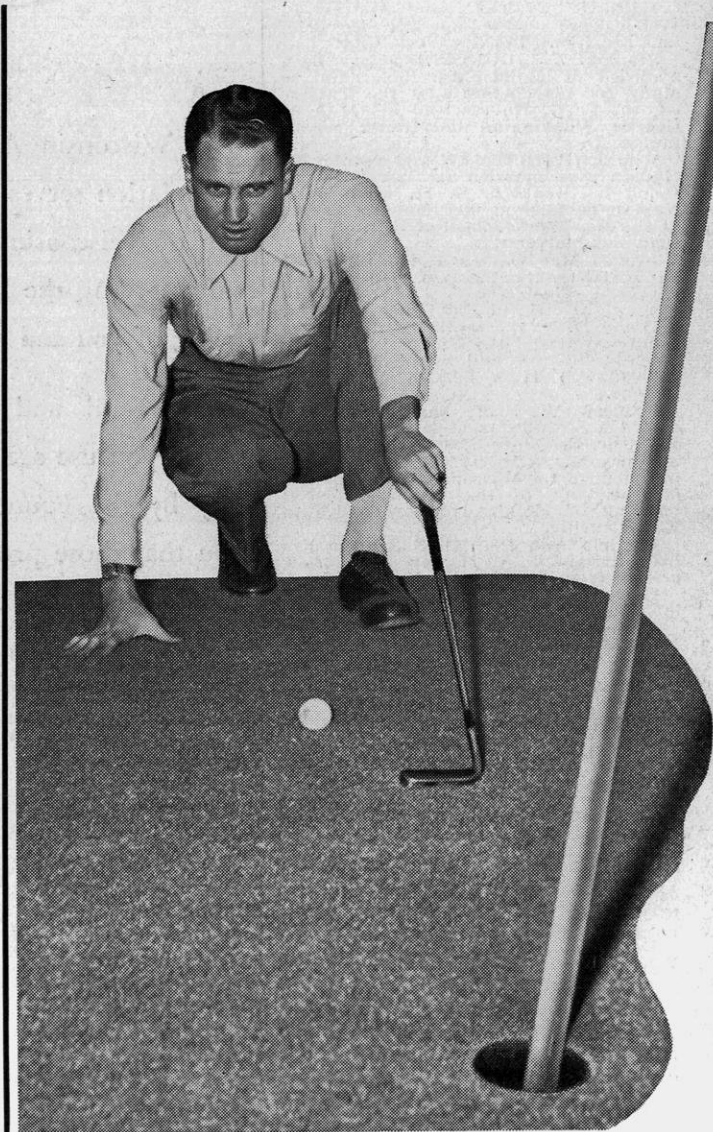
SOMETIMES it takes a while to get your bearings. In my case, for instance, I worked six months in a bank, a year with a casualty insurance company, and after four years in the Navy I put in 12 months working in an office with my father. I was dissatisfied with my career, and convinced that I was not cut out for office work.

About this time a friend of mine began talking to me about his long experience in the life insurance business. He was getting out of life, and out of his work, exactly what I was looking for. So I decided to make a four-month study of his business.

This convinced me that life insurance offered the kind of life and earnings I wanted, and that my friend's company, the New England Mutual, was ideal. Its policies are unusually liberal, and it has back of it the prestige of being the first mutual life insurance company chartered in America.

I signed up. I took the company's thorough training course. And now — my time is my own, which means I'm working harder than ever before, but it doesn't seem that way because I'm getting so much satisfaction out of my work. I have time to contribute to my home town through civic work, and there is still time left for golf and tennis. And my earnings, which are in direct proportion to the effort I put in, are considerably higher than when I worked for someone else.

I have only one regret, and it is that I did not investigate earlier the opportunities offered by the life insurance profession.



B. B. Plyler, Jr., Wilson, N. C.

Recent graduates of our Home Office training course, although new to the life insurance business, earn average first-year commissions of \$3600—which, with renewal commissions added, brings the total yearly income average to \$5700. From here, incomes rise in direct proportion to each individual's ability and industry.

If you'd like information about a career that gives you a business of your own, with no slow climb up a seniority ladder and no ceiling on earnings, write Mr. H. C. Chaney, Director of Agencies, 501 Boylston Street, Boston 17, Mass.

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Hugo C. Bachuber, '24, Milwaukee
Dave Noble, C.L.U., '24, Omaha
Godfrey L. Morton, '30, Milwaukee
Thayer C. Snavelly, '32, Manitowoc
Martin B. Lehman, '35, Kansas City

They can give you expert counsel on "Living Insurance" — a uniquely liberal and flexible life insurance program tailored to fit your family's needs.