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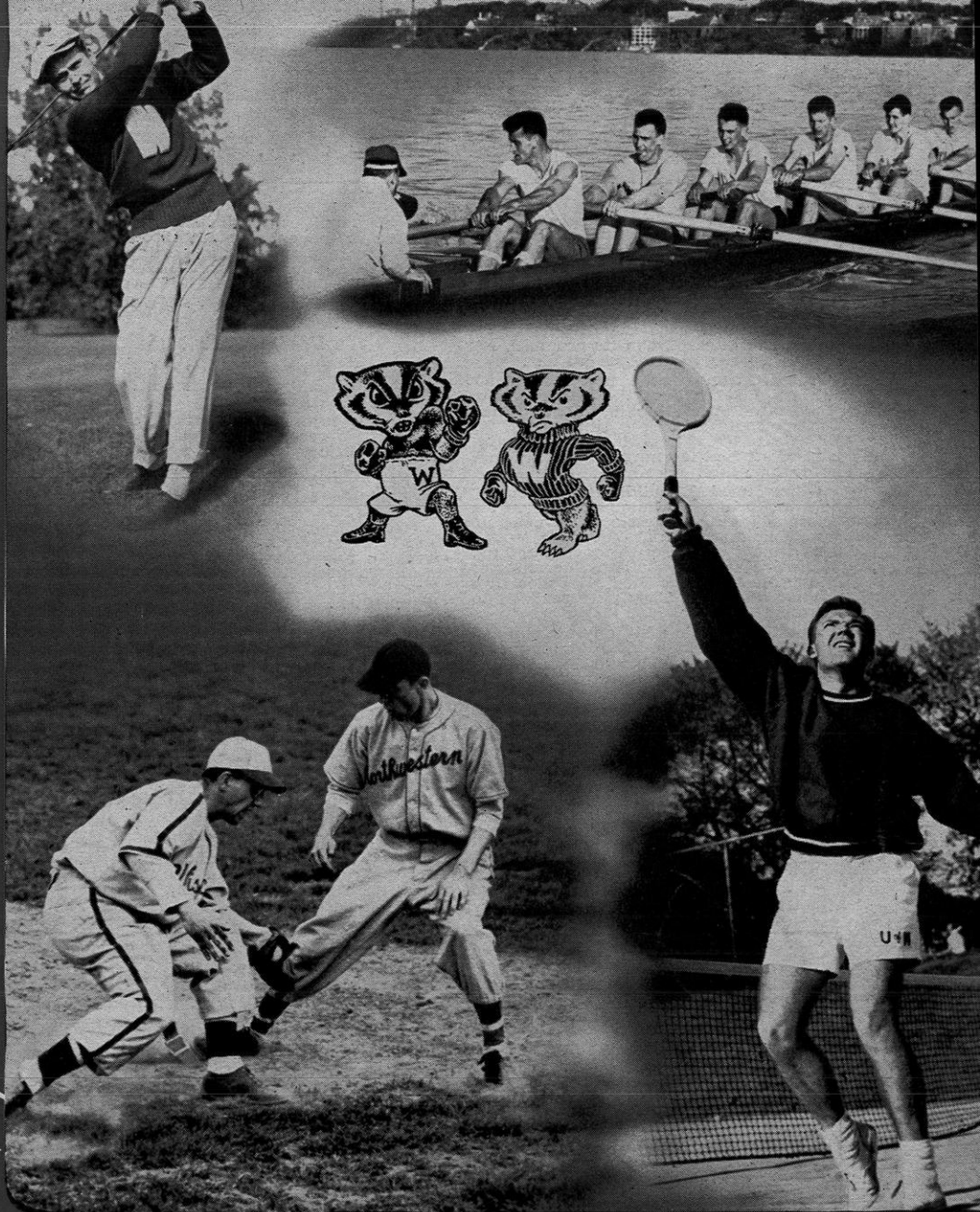
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OF COMMERCE
50th Anniversary**

An 8-Page Salute
16 through 23



SPRING SPORTS

*WISCONSIN
Alumnus*

APRIL, 1950

★ What They're Saying . . .

"It Touches the Lives of Us All"

IN HIS RECENT VISIT here, President Edwin B. Fred cited some definite steps being taken in the development of the University of Wisconsin. All citizens of the state, regardless of whether they have ever used the University directly, are interested in its progress, for it touches the lives of us all . . .

Construction of the new University Library just back of the present State Historical Library, highlights the "brick and mortar side of the University," as President Fred puts it. The Library, part of student learning, has been a dire need for years.

Other needed buildings, a faculty housing project, headquarters for the Wisconsin Alumni Research Foundation, a new laboratory and Veteran's Hospital, a new Athletic Practice building, Babcock Hall dairy building, dormitories and projects in the Medical School are notable additions. They pave the way to learning.

Another notable addition now planned is the Wisconsin Center building for adult education which will cost \$3,000,000 and is being built by private subscription by the University of Wisconsin Foundation. Continuation of adult education is becoming more and more a part of the Wisconsin Idea so that the University is better serving all of the people of the state. The industrial institutes, now operated by the School of Commerce, are serving industry and business, especially those in the smaller sizes, and contributing ideas and practical knowledge . . .

As citizens themselves take advantage of the opportunities offered by our great University, now in its 101st year, so will its vast contributions be felt in our

own communities and institutions. In its service to the entire state through undergraduate and more and more graduate continuation studies, the University is reaching out to serve all Wisconsin.

—The Janesville Gazette

To Prof. Ray Dvorak

THE WONDER—and the heart-lifting inspiration—of this man Ray Dvorak never ceases.

Cruelly injured in a train accident almost two years ago, subjected to subsequent injury, succeeding operations, and constant pain, he has never ceased to be the Prof. Dvorak of great spirit, of bubbling talent, of infinite capacity for creation.

Here he is, in hospital, wheelchair, and bed, yet turning out a new composition, an ambitious but first-rate choral work, so good it was one of the highlights of the University Founder's Day banquet . . .

The program-makers couldn't have picked anything more fitting, in symbol of a superlative spirit and in tribute to one of its staunchest characters.

—The Wisconsin State Journal

To Don Page

THE ANNALS of sports are filled with men who didn't come through in a tight spot. One, "The Mighty Casey," has been immortalized in poetry and song.

Don Page, the sharp-shooting forward for Wisconsin's Badgers, will go down on the other side of the ledger. He came through in one of the toughest, most dramatic spots a young man ever found himself.

There was one second to play. Iowa led Wisconsin 59-57 and Mr. Page found himself on the free throw line with a chance to tie the score and move the game into overtime. The howls of 13,000 spectators dinned in his ears as he stepped up and dropped both shots through the hoop.

To put the frosting on the cake he dropped in two field goals in the overtime to help bring Wisconsin the victory it won . . .

In sports jargon, athletes like Don Page are "money players"—they come through in a pinch. For our money he's the darndest money player we've seen in years.

—Madison Capital Times

A Good "Bet"

HERE'S a publicity squib from Madison telling of an official from West Bend Aluminum who has been attending a short course in his particular work at the University. Incidentally, these come in pretty regular, and any employer who hires many people and who does not take advantage of the very excellent service that the UW is offering to the state is really missing a bet. We even have an offer to attend an atomic power discussion arranged especially for newspaper folks . . .

—The Hartford Times-Press

An Idea on Religion

THE PLACE of religion in everyday life should properly be a subject of student debate. We're interested in furthering discussion. We offer this idea for consideration:

Our suggestion is that campus religious groups study the ideas of building an interdenominational religious center with a chapel devoted to the . . . idea of revolving services. The center could also be used for interdenominational social activities.

—The Daily Cardinal

Officers and Directors of the Wisconsin Alumni Association

WISCONSIN ALUMNI ASSOCIATION OFFICERS

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First Vice-President: THOMAS E. BRITTINGHAM, '21, Room 251, Del. Trust Bldg., Wilmington, Del.
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Executive Secretary: JOHN BERGE, '22, 770 Langdon St., Madison 6.
Field Secretary: EDWARD H. GIBSON, '23, 770 Langdon St., Madison 6.

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Association officers plus MARTIN BELOW, '24, Electro-Matic Engr. Co., 10 W. Kinzie, Chicago; and LLOYD LARSON, '27, Milwaukee Sentinel, Milwaukee.

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CLASS DIRECTORS

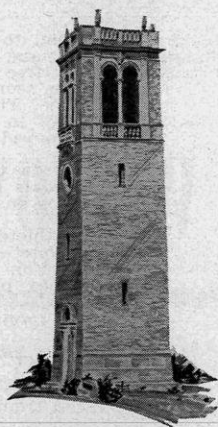
Class of 1947: MARYGOLD SHIRE, 428 W. Wilson St., Madison 3; **Class of 1948:** WILLIAM R. GUELZOW, 714 Margaret St., Madison; **Class of 1949:** MORTON WAGNER, 260 Langdon St., Madison 3.

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WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

★ Sidelines

SOME PEOPLE keep their eyes open for a robin as the first sign of spring, but at Wisconsin the harbinger will just as likely be animated tennis courts, golf courses, ball diamonds, and racing shells.

Spring sports, especially tennis and golf, get little publicity and seldom draw many spectators. For that reason the *Wisconsin Alumnus* this month gives them, their athletes, their coaches a front page salute. See page 31 for the May and June sports schedule.



SPRING SPORTS

Badger coaches of the four pictured spring sports are Joe Steinauer, coach of swimming and golf; Norman Sonju, crew coach; Art "Dynie" Mansfield, baseball coach; and Al Hildebrandt, tennis coach. Just for the record, Wisconsin's other varsity coaches are Dean B. Mory, gymnastics; Arpad L. Masley, fencing; George Martin, wrestling; Guy M. Sundt, cross country and track; John J. Walsh, boxing; Harold E. "Bud" Foster, basketball; and Ivan B. "Ivy" Williamson, football.

The two chesty, strutting poses in the center of the picture were made by Buckingham U. "Bucky" Badger, mascot of Wisconsin athletes.

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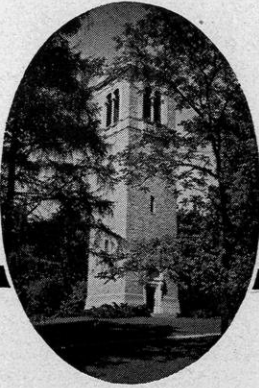
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Staff

John Berge, '22	Managing Editor
Dwight A. Johnson, '49	Editor
Art Lentz, Athletic Publicity Director	Sports Editor
Edward H. Gibson, '23	Field Secretary

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

50 YEARS—

The School of Commerce



HOME OF THE SCHOOL OF COMMERCE

The fifty years since the School of Commerce was founded at Wisconsin, have been the most eventful in all history. They have been packed with progress and achievement. In the field of business, this half century has seen the growth of the corporation, tremendous broadening of the responsibilities of management and an ever-increasing demand for men capable of meeting those responsibilities.

Five decades ago Wisconsin's School of Commerce recognized the necessity of helping to prepare young men for business careers. That responsibility has been well met. The school has grown from a small beginning to the point where it is a vital force in the educational and commercial world. Men who learned the fundamentals both of business and of human relations within its walls, are today applying those principles throughout the world.

In the knowledge of a job well done, we salute today the School of Commerce, its loyal and capable staff and its proud tradition.

—Stanley C. Allyn, President
National Cash Register Co.
Dayton, Ohio

The most recent past president of this Association and erstwhile author of *Keeping In Touch With Wisconsin* probably did not expect to see words of his appear here in 1950. But Stanley Allyn's tribute to the School of Commerce, reproduced above, is an expression which deserves to be the keynote for the Fiftieth Anniversary of the University of Wisconsin School of Commerce. And this is an anniversary which deserves to be celebrated wholeheartedly. It emphasizes the diversity and thoroughness of training our University offers. It brings into the

spotlight another famous group in the faculty and among the alumni. It helps the people of the state to see and appreciate another important aspect of the University's scope and greatness.

Dean Elwell, Wisconsin alumni everywhere, from every school and college in our University, salute the School of Commerce which is mature in experience, young and resilient in ideas, and ever more competent to meet the needs of the economic life. May your present success increase and your students continue to bring honor to the name!

Alumni Day, June 17, Brings Elections

- Ten New WAA Directors
- New Association Officers
- One Constitutional Amendment

ON ALUMNI DAY, Saturday, June 17, new officers and 10 directors-at-large will be elected to the Wisconsin Alumni Association and a change in the investment policy of the Association will be considered.

The directors will be elected by the general WAA membership at the annual alumni meeting, and the officers will be elected by the board of directors. The change in investment policy would discontinue the rule which limits WAA money to investment in "securities legal for trust funds." The amendment will require a two-thirds vote of all WAA members present at the annual meeting.

Elections

The 10 directors will take the places of the outgoing members who are now finishing their three-year terms. A nominating committee appointed from the WAA membership by President John H. Sarles, '23, has renominated five of the incumbents and suggested five other WAA members to fill the vacancies.

Here is the report of the nominating committee:

IN ACCORDANCE with Article IV, Section 1, of the Constitution of the Wisconsin Alumni Association, your nominating committee presents the following candidates for directors-at-large. These candidates will be voted on at the annual meeting of the Association on Alumni Day, June 17, 1950.

Other nominations may be made by petition. If you have a candidate whom you would like to present for consideration at this annual election, simply prepare a petition to that effect and have it signed by 25 or more Association members. All such petitions must be filed with the Executive Secretary of the Wisconsin Alumni Association in Madison at least 30 days before Alumni Day.

In selecting the candidates below, your nominating committee was governed by several factors which we believe are important in the future welfare

of the Wisconsin Alumni Association.

First of all, we believe that it is a distinct honor to serve as a director of our Association and that this honor should be "passed around." Accordingly, only five of the directors now serving were re-nominated: Mrs. George Chatterton, James D.



Peterson, Governor Oscar Rennebohm, Guy M. Sundt, and Arthur E. Timm. To the directors who were not renominated, our sincere thanks for a good job well done. We know that you will continue your loyal support of the University, even though you are no longer members of the Board of Directors.

Secondly, we have tried to give alumni living outside of Wisconsin more equitable representation on the Board. This result cannot be adequately accomplished in a single year, so we hope that next year's nominating committee will keep this objective in mind also.

Thirdly, we have tried to select candidates who are keenly interested in the welfare of the University—candidates who will continue the Association's primary objective: to make the Wisconsin Alumni Association increasingly effective as the strong right arm of the University of Wisconsin.

Respectfully submitted,

Nominating Committee,

Leo W. Roethe, '37, Ft. Atkinson, chairman

Orvin H. Anderson, '23, Janesville

Paul O. Eckhardt, Jr., '33, New York City

R. J. Guenther, '36, Racine

Benjamin F. Heald, '23, Cincinnati, Ohio

Sydney Jacobson, '39, Appleton

Leo Jeselun, '41, Kenosha

Robert E. Jones, '31, Detroit, Mich.

Joseph Kepple, '23, Minneapolis, Minn.

Melvin S. Marshall, '26, Milwaukee

Mrs. V. W. Meloche, '18, Madison

Michael W. Meyer, '47, Chicago, Ill.

James M. Olsen, '36, Wausau

Robert W. Stauff, '37, St. Paul, Minn.

Mrs. H. P. Thomsen, '42, Beloit

Mrs. Walter J. Vollrath, '06, Sheboygan

Mrs. John E. Wenzlaff, '44, Fond du Lac

* * *

The candidates selected by the nominating committee follow:

DR. GEORGE O. BERG, '26, Los Angeles, Calif. Wisconsin athletic trainer from 1919 to 1924; director of intramural sports from 1922 to 1928. Today, medical advisor at Los Angeles City College and Los Angeles State College; was medical advisor at UCLA from 1930 to 1939.

DONALD B. CALDWELL, '44, St. Paul, Minn. Technical service engineer in the tape division of the Minnesota Mining & Manufacturing Co.; served in US Navy two years as an electronic technician.

MRS. GEORGE CHATTERTON (Grace Paris), '25, Madison. (Incumbent) President, League of Women Voters of Madison; member of the Herfurth Awards committee; director of the Wisconsin Welfare Council; former president of the Wisconsin Congress of Parents and Teachers; former director of the Wisconsin Mental Hygiene Society.

DR. J. A. KEENAN, '30, New York. N. Y. President, Standard Cap and Seal Corporation, New York. Formerly associate of Wisconsin Alumni Research Foundation; later in charge of laboratories and then vice-president of Whiting Milk Co., Boston, Mass.; from 1941 to 1944, director of nutritional research, Carnation Co.

SAM E. OGLE, '20, Milwaukee. Since 1937, manager of public affairs department, Schuster's department store. Member, American Legion, Knights of Columbus, Lions Club, Milwaukee Athletic Club, National "W" Club. On campus, baseball letterman in 1920, SAE glee club, BGS commerce fraternity.

JAMES D. PETERSON, '18, Chicago, Ill. (Incumbent.) Lawyer. "W" man and captain of 1918 track team; navy veteran of World War I; received LLB from Wisconsin after the war; former president of the Wisconsin Alumni Club of Chicago. Now trustee of the UW Scholarship Trust of Chicago.

GOV. OSCAR RENNEBOHM, '11, Madison. (Incumbent.) Governor of the State of Wisconsin since 1947. Served for 20 years as a member of the State Board of Pharmacy; was president of the Wisconsin Association of Pharmacy, vice-president of the American Pharmaceutical Association, and treasurer of the National Association of Retail Druggists.

MRS. SILAS L. SPENGLER (Margaret Melaas), '19, Menasha. Former president, Fox River Alumni Club; president of Neenah-Menasha branch of American Association of University Women (AAUW); president of Nicolet PTA. Once chemist for State Dairy and Food Commission.

GUY M. SUNDT, '22, Madison. (Incumbent.) Head coach of Badger cross country and track teams and assistant director of intercollegiate athletics. Formerly athletic director of Ripon College, but since 1924 a Wisconsin coach of track, football, and other teams.

ARTHUR E. TIMM, '25, Chicago, Ill. (Incumbent.) Sales manager, metal department of National Lead Co.; chairman of WAA Athletic committee; director of UW Foundation. Track and football man on campus.

* * *

The above slate will appear again in next month's *Wisconsin Alumnus* along with the names and biographical summaries of any additional nominees from the WAA membership.

A Proposed Amendment

Changes in the investment policy of the Wisconsin Alumni Association will be considered at the annual meeting of the Association on Alumni Day, June 17. These investment policies are governed by Section 1 of Article II, which reads as follows:

"Any graduate or former student of the University, or any person who has been or is affiliated with the University, may become a member on payment of membership dues, the amount or amounts of which shall be fixed by the Board of Directors. All money received from life memberships and all money in the permanent endowment fund shall be administered by the Board of Directors and limited to securities legal for trust funds."

The Board of Directors of the Association has suggested that this section be amended by striking out the last eight words: "and limited to securities legal for trust funds."

This proposed amendment will be considered at the annual meeting of the Wisconsin Alumni Association in the Memorial Union on Saturday forenoon, June 17, in accordance with Article VI of the constitution:

"This constitution may be considered at the annual meeting of the members by a two-thirds favorable vote of those present; provided that the proposed amendment shall have been first approved by the Board of Directors and then published in the *WISCONSIN ALUMNUS* (or a copy thereof mailed to all active members) at least 30 days prior to the annual meeting."

Correction: 52 Banquets

★ Since the March report, six more Founders Day celebrations have been announced and concluded.

BANQUETS and meetings celebrating the University's 101st anniversary have jumped from a total of 46 to 52 according to final reports. The previously unannounced commemorations were held by alumni in Berkeley, Calif. (Sunday, Feb. 12), Fort Atkinson (Tuesday, Feb. 21), Sturgeon Bay (Wednesday, Feb. 15), Eau Claire (Monday, March 13), Chippewa Falls and Hartford (Monday, March 20), and Baltimore, Md. (Tuesday, March 21).

At Berkeley, members of the Northern California Alumni Club held their birthday buffet supper in the home of Rose Schuster Taylor, '85, Wisconsin's oldest living alumna in the northern part of the state. The address was given by Rev. Ralph D. Hyslop, '35, of the Pacific School of Religion; his topic was on "What it has meant to me to be an alumnus of the University of Wisconsin."

Club officers were also elected, and one of them, Frank V. Cornish, '96, was unanimously voted life membership on the board of directors for his "many years of unselfish service and helpful ideas." Executive officers chosen were Jalmar A. Skogstrom, president; Robert W. Rehfeld, vice-president; Pat O'Dea, corresponding secretary; Mrs. Harold Ellis, recording secretary; and Betty Grauver, treasurer.

Others named to the board of directors are James C. Femrite, Mrs. H. L. Risdon, Roland W. Radder, Anthony E. O'Brien. Outgoing President O'Brien was master of ceremonies at the banquet and Willard M. Smith furnished music.

Fort Atkinson celebrated with a buffet luncheon and a talk by psychology Prof. Harry F. Harlow. Chapter officers were elected, including Herbert Wisch, president; Dr. James Russell, vice-president; Frank Bell, secretary; and William Ward, treasurer. W. D. Hoard, Jr., retiring president, was in charge of the program.

At Sturgeon Bay, Door County alumni saw movies of the Minnesota-Wisconsin football game and heard WAA Field Secretary Edward H. Gibson. Founders Day here served as an organizational meeting; the following directors were elected:

C. H. Herlache, George Stanek, R. A. Severson, Frank Keller, Mrs. Murray Bingham, and Atty. W. E. Wagener. Atty. Wagener was chosen president and Mr. Keller, secretary.

* * *

Reports from the other four clubs named were not yet available.

Last of the Banquets

Details on the last of the Founders Day celebrations announced last month follow:

Honolulu, T. H. More than 50 Badgers gathered at the Moana Hotel on the beach at Waikiki to hear two talks, one about the *Postwar Changes on Campus* and the other on the *Progress and Difficulties of the New Republic of India*. The first was given by University speech Prof. Gladys L. Borchers and the second by Dr. Pitman Potter, former political science professor on campus who recently returned from conferences in Delhi, India.

Henry L. Ewbank, Jr., professor at the University of Hawaii, was elected president of the Club for the coming year. Prof. Ruth Kentzler, outgoing president of the club, was in charge of the banquet.

Los Angeles, La. (Southern California). Nearly 100 alumni gathered for dinner in Los Angeles Saturday, Feb. 25, to hear Dean F. H. Elwell of the University School of Commerce recount enthusiastically what is being accomplished on and off the campus.

Two members of the board of directors whose terms expired were re-elected: Mr. E. W. Riggert and Edward Schildhauer. Mrs. Herman Hendrickson was elected a new member.

Club elections also returned Emil Breitzkreutz to the presidency, Mrs. E. W. Riggert to the vice-presidency, and Robert L. MacReynolds to the office of treasurer; new secretary and director is Mrs. Herman Hendrickson. Re-elected to the board of directors were Mrs. Riggert and Edward Schildhauer, '97, who was made an honorary life member because of his many years of active service.

Beloit. Ninety members of the Beloit alumni group celebrated Founders Day Thursday, Feb. 9, by singing school songs, meeting old friends, and listening to an address on *Intercollegiate Athletics at Wisconsin* by Prof. Wm. B. Sarles, chairman of the University athletic board.

New directors elected were Miss Peggy Tozer, Byron Crosse, and Mrs. Harley Wall; they succeed Ralph J. Keen, former vice-president, Mrs. Oliver Curtis, and Mrs. Fred Nordlie.

Entertainment included songs and pantomimes by three Beloit College students and a recollection by Frank G. Hobart, '86, of his college days 65 years ago.

Darlington (LaFayette County). Prof. V. E. Kivlin, associate dean of the College of Agriculture, spoke to LaFayette alumni Thursday, Feb. 9, and explained how the activities of the University go beyond mere teaching into research and public service. About 65 attended the dinner.

Club officers elected were Quinton Syse, Blanchardville, president, and Mrs. Edwin Stauffacher, Calamine, secretary. New directors are Alex Simpson, Shullsburg; Mrs. Donald Keyes, Belmont; L. L. Hunt and E. B. Wenden Curtiss, Darlington; Mrs. Stauffacher, and Mr. Syse.

Merrill (Lincoln County), Assistant Vice-president LeRoy Luberg was also speaker at the Lincoln County banquet held Wednesday, March 1. Fifty alumni attended.

A movie which reviewed the 13 athletic activities offered by the University was shown. It featured, in sound and color, campus scenes, athletic events and practices.

The committee for the dinner consisted of Miss Dorothy Anderson, chairman, Floyd Nienow, and George R. Gilkey. A meeting was scheduled for election of three new members of the board of directors.

Monroe. The dining hall of the Monroe Hotel was filled Thursday, Feb. 23, for a banquet which was an organizational meeting as well as a Founders Day celebration. Speakers included history Prof. Henry Hill, Assistant Football Coach

George Lanphear, and WAA Field Secretary Edward H. Gibson.

President of the new club is Joseph D. Viney, vice-president is Mrs. John A. Schindler, and secretary is Kenneth W. Bauman. Ben H. Roderick, Brodhead, and J. Jacob Tschudy, Monroe, were also named to the board of directors.

Oshkosh. Headliner at Oshkosh Monday, March 13, was a former city high school athletic star, Fred A. Wagner, now assistant basketball and baseball coach at Wisconsin. The banquet honored the Oshkosh high school basketball squad and its Coach Ed Hall.

In order to make the Club event self-supporting, alumni individually "sponsored" one or two local high school athletes. The Club hopes to discontinue annual dues by making all events similarly pay their way.

Racine. Plans for a Racine Club scholarship came out of the Founders Day Banquet Thursday, Feb. 23. Racine alumni expect to raise funds for one or more scholarships of \$150 each to pay University tuition of "deserving students who have demonstrated their academic ability and interest in extra-curricular activities while enrolled at the University Extension at Racine." Funds will be raised from proceeds of an informal dance scheduled for Friday, April 14, at the Racine Country Club.

Registrar Kenneth Little was the University's representative at the banquet. He commented that it is the responsibility of Wisconsin alumni to properly interpret the University's work and to see its relation to the state and its progress.

A recent graduate of the University, Deane Baker, '49, was elected president of the Club during the meeting. Other officers are John Erskine, vice-president; Mrs. Walter Haight, secretary; and R. J. Guenther, treasurer. The six-member board includes these officers and Wayne Sanderhoff and Miss Dorothy Seidel.

Wakefield (Gogebic Range). A lumber camp was the location for this Founders Day commemoration Saturday, Feb. 25, and the banquet was an informal lumberjack-style supper served by the camp staff. Speaker was LeRoy Luberg, assistant vice-president, who was accompanied by WAA Field Secretary Edward H. Gibson. Sixty-six alumni and guests attended.

New officers and two directors were also elected. Miss Margaret Ann Olson, Ironwood, was elected president, succeeding W. A. Knoll, Ironwood; Dr. H. A. Pinkerton, Ironwood, was named vice-president to succeed Miss Olson; and Joe Trier, Hurley, was re-elected secretary-treasurer. Pinkerton and Trier were also named directors.



—Justin M. Schmiedeke, '38, photo.

WAUPACA COUNTY alumni held their Founders Day at Clintonville, Tuesday, Jan. 31, heard Coach Ivy Williamson speak, and elected officers. Pictured here are Potter Hutchinson, Weyauwega, new vice-president; WAA Field Secretary Edward H. Gibson; Clarence Zachow, Clintonville, retiring president; and Milton Faber, Weyauwega. Absent are Richard Johnson, new president, and Mrs. Phyllis Werner, new secretary and treasurer.



PLAY: Some of the co-eds at Elizabeth Waters pause in the middle of a "Pirate Party" held among themselves as a break from the books.



WORK: A Men's Halls committee hears a student request for funds.

"At the Heart of the Residence Halls"

★ An answer to a question . . .

How does the Residence Halls program help train the student for practical living?

AT A BOARD of Visitors meeting early last winter, Visitor J. W. Jackson, Madison, put a challenging question to nine University staff members whose work is student counseling.

Mr. Jackson asked if he could justifiably advise a friend to send his son and daughter to Wisconsin for their first two years; or should they first go to a smaller school? Is the University too big and cold? Is the change from the secure home to the insecure environment of the University too great a change?

A question like that, everyone realized, could not be answered with a downright "yes" or "no." But the next best thing was to explain how the University was trying to make its student citizens feel at home, how it was educating them for living and working agreeably with others.

One unit within the University which continually ponders and acts on that problem is the Division of Residence Halls. The role the Residence Halls play in this extra-curricular educational sphere is only a part of the picture, but it deserves an examination. Let's examine it.

The Residence Halls at the Uni-

By

Lew Stieghorst, '50, President,
Men's Halls Association

and

Arnold H. Dammen, '33,
Ass't. Director, Residence Halls

versity of Wisconsin are Adams, Tripp, Kronshage, Slichter and Stadium where 1,800 men live; and Barnard, Chadbourne, Elizabeth Waters, and Badger Club, the student houses of 900 women.

From their very inception the aim of the Residence Halls has been to provide an environment and a program which would afford each student the best means for his well-rounded development. In every way the Division, its Faculty Committees, and its educational staff work with the student organizations toward this end.

Cabinet Government

Taking the Men's Halls for particular study, we find 1,800 men living in 30 different houses and organized into one strong Association.

This organization provides for its members recreational, cultural, and social activities; and it also gives a great many students experience in self-government through working on the many committees of the Association or on its central governing body.

The central body, called the Cabinet, is a group of 22 elected students. Without interference from any University personnel, the Cabinet does three things: it forms all policies of the Association; it controls the purse, which involves a \$15,000 annual income; and it represents the Halls on University councils such as the Wisconsin Men's Association. Membership on the MHA Cabinet (and on the governing bodies of the women's Halls) is regarded as an honor and attracts some of our best qualified persons.

The Cabinet fully appreciates that the freedom to make decisions and run its affairs without interference demands the exercise of very good judgment: it feels responsible for its decisions not only to the membership of the Association but also to the University as a whole. That the Cabinet has annually done a sincere and commendable

job is demonstrated by the prestige it holds among other Residence Halls groups and on the Wisconsin campus. The recent University "Report Card" gave the Halls an excellent rating; and last spring's Big Ten Residence Halls Conference practically evolved into a question and answer period on "How do you do things at Wisconsin?"

The success of the Association has been due to many factors. Of these the work of its committees and clubs is especially important.

The Finance committee, for instance, examines all requests for funds and submits the annual budget for Cabinet approval. There is a standing joke in the Association that one must give up a pint of blood in order to get an appropriation approved, so searching are its investigations. Recently the chairman of the men's Camera Club had to come back three times with additional information before he could fully answer the committee's queries justifying the purchase of additional equipment for the Club. He wasn't too happy at the time, but later he realized the value of the experience.

The Student Conduct committee spent the better part of the first semester working over a new code of procedure for hearing cases. It has recently handled several cases with dignity and understanding: This after a three-year period of relative stagnation of the committee. Thus committees do fluctuate in interest and activity. This illustration may discourage those who picture student self-government clicking like a machine; but we think it perfectly natural that they should have their ups and downs in view of the constantly changing personnel.

In many instances the experience offered on these committees has tremendous practical value. Take for example the student owned and operated stores and libraries in both men's and women's Halls. The men's Store committee acts as board of directors for the store, hires its manager, and determines its policies of operation. The Library committee selects all new books and records for the library according to the budget the Cabinet gives it, hires its student staff, and helps provide musical pleasures for the Halls. Here students are working business-like situations, learning to make and take the responsibility for decisions which may be subject to criticism.

The Small House Unit

At a lower level of student government for both men and women is the house unit. In the men's Halls each house is a separate building unit and includes about 50 students. This kind of organization affords the maximum opportunities to the individual student.

Here the men and women have a Housefellow for guidance. The in-

★ FRATERNITIES and Residence Halls are two outstanding types of group living which contribute to the maturation of members of the somewhat unnatural University community. This month and in March the *Wisconsin Alumnus* analyzed these contributions.

NEXT MONTH the *Alumnus* will report on a third form of group living, the unique co-operative independent house. This article will be co-written by Dean of Women Louise Troxell and the president of one of the houses.

dividual develops a feeling of being an integral part of a small group. He or she can learn both to lead and to follow in such activities as the house basketball team, homecoming displays, parties, and house government. Here many of our best campus leaders get their start.

Each house elects its officers in accordance with its own plan. This policy of encouraging the men and women of a house to rule themselves stimulates the younger members to learn to live with others and the older members to feel the responsibility of demonstrating good living habits.

This policy also often develops a house personality—as Ochsner House is now known to be strong for athletics, Gavin for scholarship, and Jones for parties. The students are proud of these personalities. Each house strives in its own way to be the best on the campus.

We believe that the system outlined above presents a very fertile environment for the development of the individual student. He learns to get along with people of different backgrounds. He is identified with the circle of friends he makes within his own house, and he is constantly in contact with men from other houses. The membership throughout the halls approximates the type of heterogeneous society in which a man will find himself professionally and perhaps socially after he leaves school. We believe this is education and citizenship training at its best.

The Housefellow

The Housefellow, in both men's and women's Halls, is an extremely important part of this picture.

The Housefellow is a leader who is a young graduate near to the students in experience and point of view. One Housefellow is assigned to each house (or in the women's Halls, to each unit). Extreme care is given by the Faculty Committee to the selection, placement, and continuous training of Housefellows. It is the responsibility of the Housefellow to assist residents in becoming adjusted to University life, to emphasize and stimulate scholastic achievement, and to aid the students of his group in gaining the richest experience from their college careers. He is a proved leader by reason of his intelligence, character,

and personality; he is a friendly counsellor who enjoys working with and helping others. Because of his experience in group living he is careful, however, not to take away from the students the satisfaction and complete educational experience of governing themselves.

The University's Division of Residence Halls, the Men's Halls Faculty Committee, and the Women's Halls Faculty Committee do much to nurture the student participation in the Halls.

All the activities of the Halls illustrate how the Division and the student organizations work together for the benefit of the individual. For the MHA social program the Division of Residence Halls has provided several party rooms. Subsequently, the MHA has furnished these rooms with PA systems and has worked out an equitable system of assigning party dates to houses according to their preferences.

A Responsibility Shouldered

The University must assume various responsibilities to the student. It must help him learn technical skills so that he may earn his living; it must encourage him to gain a broad background, so that his living will be richer; it must cultivate in him habits that are acceptable to the ever-increasing circle of friends and acquaintances with whom he will be associated.

Everyone realizes that the campus community in many respects presents an unnatural environment. That is why the Halls have combined educational opportunities with those normal activities which one may find in the average home: a library, a camera darkroom, a workshop, a chorus, a barbell gym, an amateur radio station, a phonograph record library. The Halls governmental structure is a concrete and realistic introduction to the community government a student may find after graduation, even including the problems arising from management of public funds.

More and more, students coming to the University represent varied financial, social, cultural, and educational backgrounds. To help all of them qualify as good representatives of the University is an important and difficult task. We believe that the Residence Halls are doing a good job in giving students the greatest help possible.

8,000 Free Movies for Wisconsin

★ On a peak day at the University's Bureau of Visual Instruction, it takes two trips with a two-ton truck to haul the orders of movie film to the post office. From there the reels go to the people of Wisconsin—the school children, libraries, clubs, churches.

By Vivien Hone, '32
Editor, UW News Service

THOUSANDS of movies with thousands of interest-provoking titles—and the admission price is most often only a curious mind, a willingness to learn.

That's the fortunate situation for the people of Wisconsin who in their Bureau of Visual Instruction possess the largest state-owned university educational library in the nation.

The library is housed in and administered by the University of Wisconsin's Extension Division at Madison. Moving pictures, silent or with sound, colored or black and white, on 2,682 educational subjects would fill the Bureau's library shelves if all the reels were called in and stacked neatly side by side.

But business is best at the Bureau when the racks show wide empty spaces. This means the people of Wisconsin, especially the school children of the state, are using their Bureau to capacity, are learning the facts about the world they live in by a method which each day is gaining greater recognition for its instructional value.

On a peak day at the Bureau, it takes two trips with a two-ton truck to haul the orders of film to the post office. And if those facts and figures are not sufficient to establish that Wisconsin people are learning by "going to the movies," there is the little item about sound projectors. Eleven per cent of the nation's projectors for talkies is in Wisconsin. There is little doubt that a king-size share of these machines is being used in the interest of learning.

First in the Nation

At the turn of the century, when moving pictures were in their infancy, progressive educators realized they had a new medium for teaching; but who among them then guessed the extent to which that medium would ultimately be used?

Today it is well established that learning increases when students can see and hear their lessons as

well as read them. Moreover, retention of lessons thus taught is high.

The Wisconsin Bureau of Visual Instruction has had a large part in establishing these audio-visual axioms. It was the first bureau of its kind in the nation; it pioneered the audio-visual education field; and the wide use to which its large film library is put is testimony to the truth of the theories on which it operates.

November: 9,205 Shipments

In points of numbers Wisconsin school children are the greatest beneficiaries of the Bureau's wares. There are 485,000 elementary and high school students in the state. A major share of them receive either regular or occasional instruction through the Bureau's movies. During the month of November, 1949, alone, there were 9,205 shipments of film from the Bureau to elementary and high schools throughout the state.

With the exception of eighteen, all of the state's high schools are equipped to use the Bureau's services. Four hundred and fifty-two own projectors, but that doesn't mean that the unlucky eighteen go movieless. Some of these screen their shows on borrowed machines.

Now let's look at audio-visual instruction for Wisconsin students in higher education. The universities and the state and private colleges of Wisconsin are heavy users of Bureau service. On the University of Wisconsin campus alone 1,059 reels of film were shown in the month of November, 1949, as an integral part of class instruction. More than 108 departments of the University are currently making use of the visual instruction facilities at the home institution.

Finally there is the Bureau's program for visual instruction of adults. At present 891 libraries, clubs, churches, granges, or other adult organizations in the state are receiving the Bureau's film service.

A Sampling

A random thumbing through the Bureau's recently published 1949-50 *Bulletin of the University of Wisconsin Educational Motion Pictures* will establish once and for all that audio-visual education in Wisconsin is going places. For the primary grades at least eighty films are listed with subjects that begin the "A's" with *Adventures of Bunny Rabbit* and end in the "W's" with the provocative question, *What Makes Rain?*

For each of the 18 subject areas of the high school curriculum there is a wealth of appropriate movies listed. Their titles, together with the titles of movies for instruction at intermediate, college, and adult levels, are all listed in the bulletin and scored according to the level or levels which each best suits.

There are thousands in all to pique the interest and curiosity as bulletin pages are turned. Take a random choice of six titles:

There is *In the Beginning*, portraying the mysterious prologue to life, suitable for junior high school study of physiology, for junior and senior high school study of home economics, and for senior high school study of biology and agriculture.

There is *People of the Patlatch*, colored sequences of how the West Coast Indians live, showing dramatically and vividly their costumes, their ceremonial observances, their feasts, dances, music, and totems.

Then there is the learned sounding science film called *Post-Operative Disturbances of Visually-Controlled Behavior in the Cat*.

There is also *Letter to Grandma*, described in the bulletin as "what happens to a letter when you mail it in the city to a friend in the country . . . the function of the US mail."

The Last Dogie is identified as "some American folk songs;" and *Gift of Green* is, according to bulletin

People

tin description, "a combination of direct photograph and animation to explain the use of the sun's energy by green plants."

How the Bureau Works

How is the choice of films for the Bureau made? By those logically most capable of selecting—the teachers of Wisconsin. At the present time close to 1,000 teachers are serving on preview committees which screen, check for accuracy, and evaluate the educational quality and effectiveness of films under consideration for purchase.

From what sources are the films bought? From over 100 film-producing companies all over the world. These include many of the great book-publishing firms which have expanded into the picture-making field.

"We are exploiting a new medium in communication which will make Wisconsin even more progressive in education," says Walter A. Wittich, bureau director. And he adds, "the primary purpose of the Bureau is to supplement and implement the learning experience of Wisconsin school children."

The 1949-50 Bulletin on Educational Motion Pictures (which, incidentally, may be obtained by writing to the University of Wisconsin Bureau of Visual Instruction at Madison) is the record of a library of 8,000 films representing an investment of three quarters of a million dollars.

And the investment is growing, for the rental on the films is being plowed back into more purchases and that means more educational film facilities.

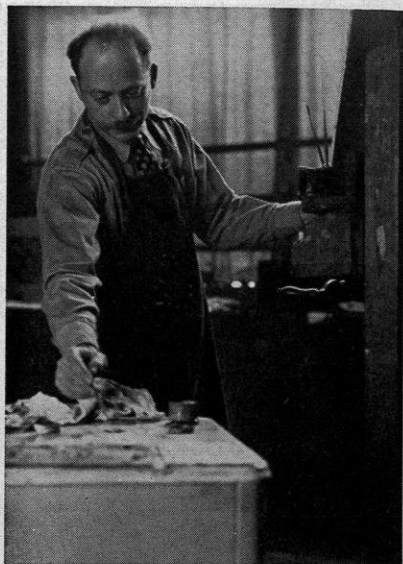
Yes, there's a daily or weekly rental fee charged by the Bureau, but this, in the case of the schools, is paid by the school systems. So for the Wisconsin children who go to school by "going to the movies" admission price is truly only a curious mind—an eagerness to learn.



THREE QUARTERS OF A MILLION dollars is invested in the 8,000 educational films circulated to the people of Wisconsin by the University's Bureau of Visual Instruction. Some films are silent, some have sound, some are colored, and others are black and white; all of them are available to organizations throughout the state. A few, produced by the University itself, are available to interested groups outside Wisconsin.

Benefiting the most from this service are the school children. All but a few of the 480 high schools have projectors, and more than 108 departments of the University are making frequent use of moving pictures for teaching.





Portraits . . .

BADGER ARTS

By

Curt W. Hibbard, Jr., '50



. . . of the Artist

Poet on Canvas

★ What is the job of Aaron Bohrod, the "artist-in-residence" at the University? What kind of a person is he? What kind of painting did he do before he came to Wisconsin in 1948? This story has the answers.

IN THE SUMMER of 1948 a short, sandy haired artist began unpacking his brushes, easels, and oils in the frame studio formerly occupied by the late John Steuart Curry.

Aaron Bohrod had traded painting "yellow tobacco leaves" and "attractive whiskey barrels" to the order of national advertisers for the less restrictive job of artist-in-residence at the University of Wisconsin. By accepting the post after Curry's death, he was also swapping dingy Chicago clapboards for Wisconsin country scenes as subjects for his paintings.

Today, Bohrod is still happy he made the change for he is at liberty to paint what he wishes. "There is no need to talk up something in which you don't believe," he says. He also can accept outside assignments like his latest, a series of paintings and sketches of Canadian oil towns which appeared in the January issue of *Fortune* magazine.

Open to the Public

As part of his job Bohrod is often called upon by members of the art school faculty to criticize students' work or to give advice on special problems. At his studio, his own work is available to anyone who wants to view it; and while showing his pictures, the artist makes a run-

ning commentary on art forms, procedures, and philosophies. Recently he spent a whole day exhibiting and explaining his paintings to a group of over 100 Madison high school students who eagerly crowded into his small studio.

Bohrod recognizes that as artist-in-residence he is an integral part of the Wisconsin Idea because most of his actual teaching is done with groups of rural artists out in the state.

"I have been most impressed with the rural artists' eagerness for criticism," he commented at an interview. "These artists rarely have the opportunity to exchange ideas with professional painters, and they demonstrate a fine enthusiastic spirit. Criticism seems to have a tonic effect on all their subsequent endeavor."

For purposes of exhibition and instruction, Wisconsin is divided into 12 regions, and one-day art schools are conducted in each region by the University department of rural sociology. The school day includes demonstrations by graduate students in the University art department, and criticism and suggestion by Bohrod and members of the art education faculty.

Bohrod explains that the one-day schools are not trying to develop professional painters because the

majority of the rural artists are painting for their own pleasure. The schools are now teaching between 750 and 800 rural artists throughout the state.

The Bohrod Record

Aaron Bohrod came to the University of Wisconsin with a varied and distinguished background.

The 40-year-old artist had received eight awards from the Chicago Art Institute, was one of five Americans to exhibit at the Carnegie International Art Exhibition, and up to his war assignments had won at least one national art award each year since 1933.

A two-time Guggenheim fellowship winner in creative art, he can point to reproductions of his paintings in *Time*, *Life*, *Fortune*, *Coronet*, and *Esquire*, in addition to the major art magazines.

Bohrod, a native of Chicago, studied at the Chicago Art Institute, Chicago's Crane College, and the Art Students' League in New York before starting his prize winning career.

He specialized in painting Chicago street scenes through the late 1930s, and by 1942, *Art Digest* (the *Time* or *Newsweek* of the art world) commented, "As a painter of city outskirts, Aaron Bohrod of Chicago knows his bricks, clapboards, and

facades. There is beauty and meaning in these typically American end-of-town scenes. Bohrod just misses the city dump, but he does it with a poetic grace."

In 1942, Bohrod was named artist-in-residence at Southern Illinois Normal University where he painted scenes from around Carbondale and the coal mining regions of southern Illinois.

The government tapped him in 1943 for assignment to a war art unit in the South Pacific. After culminating the assignment with several close calls on a D-day landing in the Solomon islands, Bohrod returned to his Chicago studio to paint from sketches. One day his wife's aunt noticed him laboriously painting palm fronds as a detail in a war painting. She watched for several minutes and then disappeared into the kitchen shaking her head. Bohrod's wife later told him that her aunt had commented, "Aaron's work certainly is monotonous, isn't it."

The "monotony" soon was broken by an assignment for *Life* in the European theater. In France, Bohrod again narrowly missed death when a mine blew up a jeep in which he had been riding; and later his helmet was nicked by a sniper's bullet. After sketching and painting from Cherbourg through Normandy (see *Ruined Church*, below) and across Luxembourg into Germany, he came back to the United States.

After the war, he took free lance assignments for a while before becoming artist-in-residence at Wisconsin.

During this period he painted a series of pictures on Chicago for *Life*, illustrated a book on Illinois, and did paintings on Kansas City for a Missouri documentary art

project, on Pennsylvania for a Pittsburgh department store, and on Michigan for a Detroit department store.

Bohrod thinks art flourished during this recent "cheap dollar" period because industrialists felt the choice was to spend excess money or pay it to the government—they chose art as a method of spending it. "Now," he says, "industry-sponsored art is on the decline because the big firms feel they're spending their own money."

Since he has been in Wisconsin, the artist has based many paintings on Madison and the surrounding area. Late in 1949, *Art Digest*, reporting a Bohrod show which included many Wisconsin scenes, stated:

"Aaron Bohrod's large collection of oils and gouches possesses such diversity of locale and variety of subject matter that viewing it is like taking a personally conducted tour with an artist who points out many delightful things which our own duller vision would not have noted. It is impossible to note all the paintings that made appeal in this extensive showing, yet a few random comments cannot be escaped: the artist's power of selection that gives the ragged branches of a pollarded willow on a snowy mountainside an actual majesty; the exquisitely realized textures of a clown's red velvet costume; the no less finely realized textures of weathered hill-top barns; the awesome, leaden sun over the ruined farm that in itself seems a cosmic symbol of destruction."

The Artist in His Studio

Interviewed in the comfortable disorder of his studio, the soft spoken, unassuming artist confided that he is too serious about art to

let anything else distract him much. He relaxes during the winter by "tending the winter aspects of keeping a house." "Like shoveling," he grimaced. "But that's no hobby!" he added quickly.

When he isn't removing snow from "an exceedingly long" driveway, he occupies leisure time by "fiddling" and "tossing a basketball around the recreation room."

Bohrod's philosophy of art holds that an artist should be sensitive to his surroundings, and present a sincere, interpretative reflection of the things in nature which move him. He states, "The artist must please himself first. If people understand his work, that's fine, but the function of art is not to edify or teach. That is a by-product."

Bohrod pleases himself first by painting exaggerated skies. He says he likes to experiment with skies because it is not as necessary to stick rigidly to the subject.

He divides art audiences into two classes: a trained audience of aesthetes, and an untrained public. "If the artist can satisfy both publics, he is unusual. If he happens to be interested in the same things as the untrained public, he becomes popular," he says.

"In addition to that spark of genius—or madness—that all artists are supposed to have, it takes a great deal of lucidity to paint a picture," Bohrod finds. And he adds, "It also takes plenty of false starts, discards, and a lot of scratching!"

Regarding student art, Bohrod says, "When the spectator sees student art in exhibition, he may exhaust its merit in a hurry but there is no harm done. He has received some pleasure and he must have a jumping off place. A painting does not have to be a masterpiece to give the viewer a feeling of pleasure."



MOODY SKY; WISCONSIN FARM is an oil painted soon after Artist-in-Residence Aaron Bohrod joined the staff of the University's department of rural sociology in 1948. The scene is near Mineral Point.



RUINED CHURCH, painted in Normandy during the first Allied push toward Paris (1944).



—DeLonge photo.

—The chorus line in the current season's *Good for the Girls*.

This year's all-male Haresfoot show is the alumni-written *Good for the Girls*, playing this month in seven Illinois and Wisconsin cities. Yes, it's . . .

Haresfoot on the Road, 1950

By C. H. Biederman, '53

SINCE 1898, the Haresfoot Club of the University of Wisconsin has been entertaining audiences on campus and elsewhere in the state. This month, with its production of *Good for the Girls*, will be the 52nd season the Haresfoot group has performed.

Seven cities are scheduled for *Good for the Girls*. This is the calendar:

Rockford, Ill. Saturday, April 8.
Appleton. Monday, April 10.
Green Bay. Tuesday, April 11.
Racine. Wednesday, April 12.
Chicago, Ill. Thursday, April 13.
Milwaukee. Friday, Saturday, and Sunday, April 14, 15, and 16. Matinee only on Sunday.
Madison. Full week, Monday through Saturday, April 17 to 22. Both matinee and evening performance on Saturday.

Good for the Girls is right in line with the Haresfoot "original" show tradition. The show was written by three Haresfoot alumni: Don Voegeli, '41, musical director of Wisconsin's WHA; Bill Harley, '35, program director of WHA; and Al Beaumont, '47, a television director of WTMJ-TV of Milwaukee. Mr.

Voegeli wrote the music while the other two alumni wrote the show itself. The music was arranged by the noted musical director, Ralph Hermann, of station WMAW in Milwaukee.

Good for the Girls is set in a girl's school in the deep south. The school is on the verge of bankruptcy. The opening scene is graduation and the school this year is graduating the pitiful class of only 12 students. Officials write to a Doctor Lovelace to come and help them out of debt, but through some confusion the letter gets to the wrong party and the complications begin. The show is full of new and original songs and acting that will put the lid on one of Haresfoot's best hits. People who have read the show, heard the songs, and seen the cast have labeled it as "the best yet."

Leads this season are taken by Ed Morgan, Madison; and Bruce Kanitz, Tom Milneritsch, and Paul Sigwald, Milwaukee.

Beginning With a Rabbit's Foot

The Haresfoot Club, the name taken from the rabbit's foot used in applying make-up in the old theatre, gave its first performance in 1898 with a mixed, man and woman, cast in the *Professor's Daughter*, a com-

edy written by Professor J. F. A. "Sunny" Pyre.

It was in 1909 that the Haresfoot club obtained their charter from the State of Wisconsin and became established as an all-male group. Women were now excluded so the club could go on the road; Haresfoot shows have been played with all male casts ever since. In 1911, the club's slogan, "All our girls are men, yet everyone's a lady," was originated.

During the two wars, the Haresfoot Club went inactive because of the lack of males—but it has come back stronger each time. After the 1917 show, *Jamaica Ginger*, the entire cast enlisted in the armed forces. After the war, *Mary's Lamb* was produced, with every 21-year-old cast member signing a note to finance the show.

After World War II, six former members of the Haresfoot Club reorganized and laid the groundwork for re-activation with the opening of the annual "Haresfoot Follies" cabaret dance. The profits of the Follies were used to produce the 1947 Cole Porter show, *Anything Goes*. The club reorganized under Duane Bowe, '47, who was the president in 1942 when the club disbanded for the war.

Old Scenes

After 52 years of shows Haresfoot has many alumni of whom they are justly proud. The fame they have gained have added respect and prestige to the name of Haresfoot.

Fredric March, '20, when with the Club known as Freddie Bickel, starred in the 1915 show and was lauded by the critics as "a young man who showed a very definite talent for acting." This young man went on to win the Motion Picture Academy "Oscar" two times.

Joseph E. Davies, '98, former US ambassador to the Kremlin was initiated into the club in 1901. Nick Grinde, '15, a top Hollywood producer, and Alex Gottlieb, '28, of Warner Brothers were both in Haresfoot productions. Philip Reed, '21, chairman of the board of General Electric was a Haresfoot beauty.

The late Herbert Stothart wrote the melody for and helped produce such remembered Haresfoot productions as *The Manicure Shop* (1911), *Gypsy Suzanne* (1914), *The Orphan and the Octopus* (1913), and *Dancing Doll* (1909).

Mr. Stothart held a position on the faculty of the University of Wisconsin's Music School during those days. He later directed or arranged the music for Hollywood's *The Yearling*, *The Green Years*, *Mutiny on the Bounty*, and many others.

These and many other alumni (Haresfoot members or not) are much of the history of the Club; their support has always been handy when needed. In the annual road show, local alumni lend their aid with publicity and arrangements.

This year Haresfoot is being assisted on the road by many, including Sydney Jacobson, '39, Appleton, president of the Fox River Valley alumni club; by Ken Harris, '41, Ruth Ann Mescar, '49, and Mel Corblv, '49, of Chicago; and in Milwaukee by Russ Winnie, '27, Bob Sharp, '38, Sunny Ray, '21, Carl Joys, '11, and Al Jorgensen, '38, president of the Milwaukee Alumni. Joys will make a special intermission presentation of the last woman to appear in a Haresfoot show. In Madison are Bill Purnell, '22, Don Tyrell, '17, and Harry Marsh, '21. This list is not complete; it would not be possible to mention the names of all alumni who are helping "push" the show.

This production and the others to come will be additional ties to the grand tradition of the Haresfoot Club, begun half a century ago by people looking for something different and original in which to express themselves, enjoy themselves, and gain valuable experience.

In the words of the late Herbert Stothart, "Haresfoot is very close to my heart. Recollection of those happy, hectic days when it all began has been a very vital thing in my life."

Law School's Practical Extra-Curricular

Legal Aid Society

... little-known

but as valuable as the classroom

By Ted Levine, '50

IF THE CHARGE is ever made that lawyers' services cost too much for some people to pay, the University Law School and Dane County have an answer.

The answer is the Legal Aid Society, organized to provide advice and service for those Dane County residents and University students who could not otherwise afford help with their legal problems. And by any sociological, educational, and—most important—legal standards, the Society is doing a good job.

Case Study at Its Best

Its benefit to the community is apparent when "Legal Aid's" 300 cases a year are considered, and when the students working with it can boast a record of victories and favorable settlements as good as that of the average Wisconsin practicing attorney.

All staff members of the Society are University law students, so its service to the Law School and the student is important since it provides the opportunity of a "living laboratory." The Law School's various mock trial and appeal cases, involving hundreds or thousands of dollars "owing" to the plaintiff or the possibility of years in jail for the defending counsel's "client," cannot have the urgency or drama that a single divorce or eviction case handled by Legal Aid staffers has. These small but practical cases present real problems, they are case study at its best.

Consider what this little-known extra-curricular activity offers its 21 second and third year student staff members:

It gives them work with a variety of legal problems and a variety of clients. In the Society offices at 638 State St., the young lawyers-to-be get a "feel" for the practice of law which could not come out of years in a classroom. The chances to get acquainted with regular office routine, handles cases before judges in real courts, and get advice from practicing Madison attorneys keeps the list of law student applicants way ahead of the number who can be admitted each year.

Yet while there are these benefits to school and community (the *Capital Times* has called the Society "the poor man's friend"), the student group is not a "competitor" of Madison attorneys. Its clients are limited.

as described in the annual report of the organization, to those cases in which "payment of an attorney's fee would seriously impair a person's ability to provide the necessities of life for himself and his family."

Jurisdiction is even more strictly defined. The Society cannot handle criminal, bankruptcy, assault and battery, or contingent fee cases. Matters involving more than \$15 in money or property cannot be taken unless referred to, and refused by, three attorneys from a list provided by the Dane County Bar Association. The bulk of cases now being handled by the Society are landlord-tenant and domestic relations cases.

Of its 300 odd cases annually, only ten percent get to court. This is a boast. Since court costs must be paid by the client, although all professional service is free, the emphasis in Society work is on settling cases without litigation.

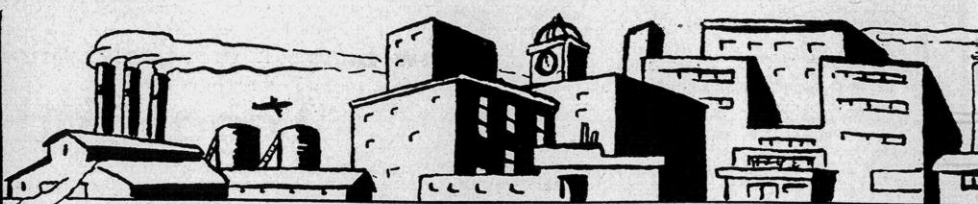
Since 1931

Prof. Jack R. DeWitt, '40, has been faculty advisor to the staff since 1947. Among former students who have worked for the Society are three members of the University faculty. Prof. Marlin M. Volz, '38, Prof. Conrad J. Shearer, '38, and Director Robben W. Fleming, '41, of the Industrial Relations Center. The Society was founded in 1931.

Operating money comes from Madison citizens through their Community Fund donations. The whole plan is sponsored jointly by the Dane County Bar Association, the Community Fund Union, and the Law School.

Because "Legal Aid's" authority comes from the Bar Association rather than from the state, an "attorney of record" must appear with the staffer on those cases which go to court. This attorney, whose name appears on all official papers of all Society cases, is chosen from a panel of Dane County lawyers who give their time and advice, with remuneration, to the group.

To the student staff members, their faculty advisors, and the Bar Association, "Legal Aid" is much more than an extra-curricular activity or a practical exercise in legal problems. It is a lesson in the responsibilities of the legal profession; it is a friend to many who may have no one else to look to for help. It is a graphic example of how the University and the community can serve each other.



Golden Anniversary

The University

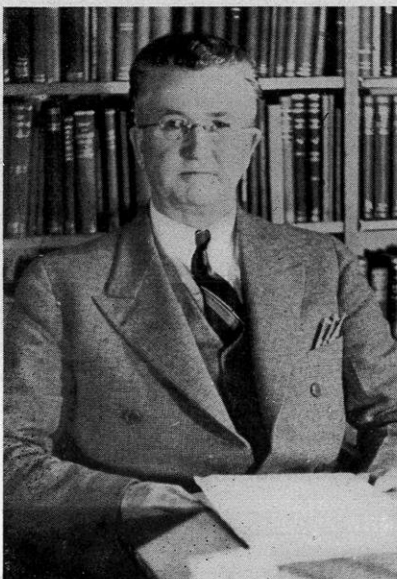
A Greeting . . .

By Fayette H. Elwell, Dean of the School of Commerce

IN BEHALF of the Commerce faculty I have the pleasure and privilege of extending a sincere and hearty Golden Anniversary greeting to Commerce alumni throughout the world.

Our School of Commerce was one of the first four or five organized and established in the United States. As we are about to celebrate this Golden Anniversary, let us pause to pay respect to the memory of Professor William A. Scott, the founder of the School and its director for thirty years. It was Professor Scott's vision, judgment, and professional capacity which gave Wisconsin such an enviable reputation in the field of business education. To him the function of a School of Commerce was to turn out first an educated man, and second, an educated business man.

To attain these ends, Professor Scott built a curriculum based upon practically two years of general college work in English, mathematics, sciences, etc. Upon this foundation he imposed a knowledge of the basic fields of business and economics, after which a reasonable specialization was provided in a field of concentration. In my talks to pre-commerce freshmen and transfer students, I illustrate the organization of our curriculum by drawing a triangle on the board and marking off approximately four-eighths for the broad educational courses, three-eighths for the basic courses in Commerce and Economics, and one-eighth for the specialized courses in the major field. Our Wisconsin Commerce curriculum has been praised for its soundness throughout the years.



DEAN ELWELL

The quality of a school is judged by its instruction, by the value of the research rendered, by its public service program, and last, but by no means least, by the success of its graduates.

During the past fifty years some 5,000 young men and women graduates have taken their place in the business life of this country and of the world. The records made by these Commerce graduates clearly indicate the great value of collegiate training for a business career.

The faculty of the School of Commerce owes much to the alumni who have given most generously of their counsel in improving the quality of various courses and in introducing new courses. We are also indebted to many alumni who have established Commerce scholarships, made grants to our Bureau of Business Research, and in many other ways have assisted us throughout the years.

My first appointment on the faculty of the School of Commerce was effective in September, 1912. I cannot close this word of greeting without expressing my deep appreciation for the School's opportunities provided during the thirty-eight years, and for the loyal and enthusiastic support of all connected with the School of Commerce during the five years it has been a separate administrative unit of the University.

An exceptionally fine program has been arranged for our Golden Anniversary celebration on May 9 and 10. We trust every alumnus will make an effort to attend. You will be most welcome.



1900 to 1950

School of Commerce



Two-Day Program . . .

"Mid-Century Appraisal of the American Business Scene"

★ THE PROGRAM for the 50th anniversary of the School of Commerce is designed to provide not so much a review of what has occurred in the first half of the century but rather to explore what business men, alumni, and students of commerce must anticipate in the remaining portion of the twentieth century, the past being merely important as a guide to the future.

Tuesday, May 9, 1950

- 8:30-9 a.m.—Registration. Union Theater.
- 9 a.m.—Address: "Insurance and Security." Speaker to be announced.
- 10 a.m.—Address on Personnel Management. Speaker to be announced.
- 11 a.m.—Address: "Yardsticks." Speaker: Mr. Harry A. Bullis, chairman of the board, General Mills, Inc.
- 2:30-4:15 p.m.—Panel Discussion on Insurance. Speakers to be announced.
- 2:30-4:15 p.m.—Panel: "Problems of Personnel Management and Industrial Relations." Speakers: Mr. William G. Caples, Director of Industrial Relations of Inland Steel Co., Chicago; Mr. William F. Price, Pope & Ballard, Chicago; and Mr. Victor Harding of Whyte, Hirschboeck & Minnehan, Milwaukee attorneys.
- 2:30-4:15 p.m.—Panel "Plant and Product Design and Their Relation to Low Cost Manufacturing." Speakers: Mr. Hamilton Beatty, Vice-President, The Austin Co., Cleveland, O.; Mr. Lawrence Meyer, The Camfield Co., Grand Haven, Mich.
- 6:30 p.m.—Anniversary Dinner at Crystal Ballroom, Hotel Loraine. Speaker: Mr. Harold G. Moulton, President, Brookings economic research institute, Washington, D. C.

Wednesday, May 10, 1950

- 9 a.m.—Address: "Research and the Investment Problems of Financial Institutions: A Mid-Century Appraisal." Speaker: Dr. James J. O'Leary, Director of Investment Research, Life Insurance Association of America.

- 10 a.m.—Address: "Recent Developments Under the Anti-Trust Laws." Speaker: Mr. Corwin Edwards, Director, Bureau of Industrial Economics, FTC, Washington, D.C.
- 11 a.m.—Address: "Future of the Electric Power Industry." Speaker: Mr. D. L. Marlett, Assistant Administrator, Bonneville Power Administration, Portland, Ore.
- 2:30-4:15 p.m.—Panel: "Problems of the Small Investor: A Mid-Century Appraisal." Speakers: Mr. Douglas R. Fuller, Vice-President, Northern Trust Co., Chicago, and Mr. Thomas E. Brittingham, Jr., prize-winner in Barron's contest for "Investing \$100,000 for a Widow," President of Lumber Industries, Inc., Vice-President and Trustee for Haskell Research Foundation.
- 2:30-4:15 p.m.—Panel: "How I Would Change Present Legislation Affecting Distribution." Speakers to be announced.
- 2:30-4:15 p.m.—Panel: "Transport Competition." Speakers: R. K. Hurlbut, Chicago, Milwaukee, St. Paul & Pacific R. R.; Robert Dudley, Northwestern Airlines; John Bruemmer, attorney for highway carriers.
- 2:30-4:15 p.m.—Panel: "Accounting Reports for Control of Distribution Costs." Speakers: Mr. Hugo Kuechenmeister, controller, Ed. Schuster & Co., Inc., Milwaukee (representing distribution); Mr. Howard M. Packard, treasurer, S. C. Johnson & Sons, Inc., Racine (representing consumer goods manufacturing); Mr. Clarence H. Lichtfeldt, controller, First Wisconsin National Bank, Milwaukee (representing banking).
- 6:30 p.m.—Senior Send-Off Dinner, Great Hall, Memorial Union. Speaker: Mr. Herbert V. Prochnow.



The Blazed Trail of Commerce

★ This is the story of the University of Wisconsin School of Commerce

By Prof. Philip G. Fox

THE CHRISTMAS CARDINAL

3

The School of Commerce.

By Professor William A. Scott, Head of the Department.

THE School of Commerce represents the latest move of the University along new educational lines. It was authorized by the Board of Regents at their meeting in April, 1900, and its doors were opened to students at the beginning of the present academic year. The history of the School, however, really dates considerably further back than last April. Many years ago Mr. L. S. Hanks of Madison, then a member of the Board of Regents, strongly advocated the establishment of such a school, and his continued in-

short of giving the business man what he needs and what he has a right to expect.

The need for Schools of Commerce would not be so pressing. If an adequate preparation for business could be obtained elsewhere, but the fact is that adequate facilities for this sort of education exist nowhere in this country. Great commercial or manufacturing establishments do not make a business of training apprentices, as did the guilds of the middle ages, and even the young men who do have access to them do not always find there the opportunities they seek. A large business establishment is organized minutely and frequently with the delicacy of a machine. One man performs some little part of the work without knowing very much or anything about the establishment as a whole. It by no means follows that entrance into such an establishment will give to one the advantage of a thorough and comprehensive training in that particular field of work. In view of the fact also, that American commerce is now extending all over the world, and that business houses require representatives in almost every nation of the earth, many kinds of knowledge are essential for success which cannot possibly be procured outside of special schools. The numerous technical schools of the country, like those in engineering, agriculture,

linguist from the courses in public administration which are given in the department of political science.

(5) Courses in Economics and Economic History, which are designed to familiarize the student with the actual growth and

dustry, and with the structure of the

II. The plan of Materials of Commerce

consist of a study of various commercial material to the

cluding the various which they pastion, cost of mar-

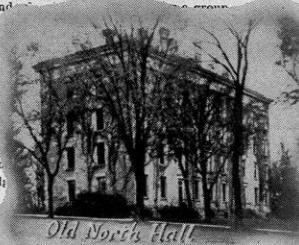
III. A knowledge of law is now a business man,

includes a study of law, such as paper, corporations,

contracts, police powers, agencies, assignments, etc.

IV. Courses in the Modern Languages. The man who expects to represent an American business house in a foreign country should be familiar with the language which his customers speak. In many parts of the world American firms are now at a great disadvantage. Their agents lack a knowledge of the language and are obliged to deal with their customers through interpreters or by means

organization of groups of technical electives designed to furnish preparation for particular lines of business. During the present year one such group is in operation, leading to the consular service. For the coming designed for men who business preparatory commercial and the Orient. subsequent School in-



Old North Hall

impossible to be re- to us to be h the ends rit of being cation as ex-

perience reveals its defects. Many indications, however, seem to point to a successful future for the new School. The attendance is very gratifying. The total number of students enrolled is 84, of which 61 are freshmen. 19 have transferred from other courses, while 65 have come to the University for the first time. The fact that more than 40 per cent. of these new students report that they would not have entered this or any other University had not the School been established.



AN OLD DAILY CARDINAL, Christmas edition, Dec. 19, 1900, officially announced and described the new School of Commerce just set up in North Hall. School Director William A. Scott, writer of the article, saw that

"the ordinary college or university course comes far short of giving the business man what he needs and what he has a right to expect" in an education. The above portrait is of Director Scott.

IN 1866 Mr. Robert C. Spencer, of Milwaukee, made the earliest known demand upon the Regents of the University of Wisconsin to establish courses of study in commerce. His appeal was ineffective. The shell which had confined the offerings of institutions of higher learning to the classics, basic sciences and certain liberal studies which would prepare for gentlemanly professions and a few other occupations had already begun to crack.

From its beginning, the University had devoted a large part of its energy and resources to the training of farmers, and later it undertook to train lawyers, pharmacists and engineers.

But the crack did not open widely enough to admit commerce until 1900.

The Opened Crack

In that year Dr. William A. Scott, not far in time from his studies at Johns Hopkins and at continental universities, came to Wisconsin. He was convinced that universities must gradually broaden their functions until they touched the lives of the people at every important point. Under his direction the School of Commerce at the University of Wisconsin, one of the first such schools in the United States, was established. It quickly took a prominent and permanent part in the life of the institution.

There were gloomy forecasts that the new school would ruin standards of higher education and disrupt the fundamental concepts of the University, but a review of Dr. Scott's observations at the time make it appear that the forecasts were not well founded.

"I would not on any account discourage a young man who expects to devote his life to business from taking a liberal course of study. I would much rather he would take a liberal course of study and a special course preparatory to business on the top of it than to take either one without the other."

In short, it was recognized at the outset that the function of the new School was, first, to develop educated men and women and, second, to develop educated men and women prepared for business. The School of Commerce was not to give specialized training which was the equivalent of apprenticeship. It was designed to go far beyond that.

Dr. Scott settled down in historic North Hall and began to organize and teach. The beginning was not easy. There were no academic men trained in the new fields of study. "We made a beginning with special lecturers from active business life", said Dr. Scott in one of his reminiscences. Today when trained staff members are available, this technique of utilizing the experience of non-academic specialists still remains a highly useful part of the School's activities.

B. G. S.—The Triumvirate

In 1903, Professor D. Earle Burchell joined Dr. Scott, and in 1904 the two were joined by Professor Stephen W. Gilman. The staff grew gradually as these three leaders required more and more assistants and as the offerings of the School broadened. This notable triumvirate is favorably and affectionately remembered by all of the graduates of that early period, and they are known as almost legendary figures by the students of the present day.

In 1907 the initials of the three, B. G. S., taken in their alphabetic order, and classically rendered in the Greek, became the BETA GAMMA SIGMA which has ever since been the symbol of the national honorary scholastic fraternity of the collegiate schools of business throughout the United States.

The first offerings of the new School seem limited on modern standards, but they were adventurous and sumptuous for their period and for the size of the staff:

The University Catalog for 1900 lists a staff for the School of Commerce with 24 names. But only three of these were professors or instructors in commerce, while the rest were cooperative part time recruits from other departments.

In 1904, 12 courses in commerce were listed, given by six professors who were wholly or largely in the School of Commerce. By contrast, the 1950 Bulletin lists more than 100 courses offered by a faculty of 23 who are exclusively in commerce, supplemented by a large staff of assistants and cooperating professors from almost every portion of the University.

The new School attracted far more than local interest. As early as 1916 the enrollment showed students from 34 states and from 9 foreign countries. Only two thirds of that class

were Wisconsin residents, and one third came from distant places.

No real fields of specialization were offered in 1900, but by 1920 seven major fields were available in banking and finance, accounting, advertising and marketing, transportation and public utilities, insurance, commercial teaching, and real estate. The form of the School had been set by then.

In 1950 the fields of specialization are still not much changed, though the offerings have been much expanded. They include accounting, banking and finance, industrial management, labor management, marketing and merchandizing, public utility management, real estate, risk and insurance, statistics, commercial teaching, and light building industry.

The existence of this very considerable number of fields of concentration in the curriculum has never been permitted to interfere with the original concept of a School of Commerce designed to turn out educated men and women.

The administrative aspects of the School have changed from time to time during its 50 years of existence, but these fluctuations have never interfered with the central purpose of the School.

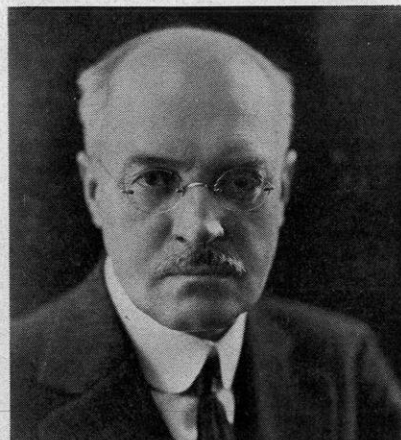
The Course in Commerce was a four year course during the early years. Then its directors took a hint from their own studies in operating efficiency and in 1927 returned the first two years which, on the basis of their own standards consisted largely of liberal and preparatory studies, to the Letters & Science faculty.

From North Hall to Sterling

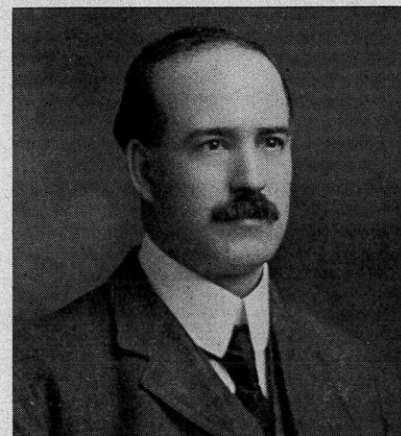
Dr. Scott remained as director of the School until his retirement in 1930. Chester Lloyd Jones then served as director until 1935. Fayette H. Elwell, whose association as a student goes back to the days of Burchell, and Gilman, and Scott, became director in 1935 and continued as director until 1945. By that time it was apparent that the School of Commerce deserved an administrative status equivalent to that of the other major colleges of the University. This was arranged, and Professor Elwell became the dean of the new School.

In 1916 the School of Commerce left its birthplace in North Hall and took over the top floor of the newly completed Sterling Hall. It has maintained its headquarters there ever since. In the present day, however, these quarters supply little more than office space and the School utilizes rooms and facilities in more than thirty buildings on the campus.

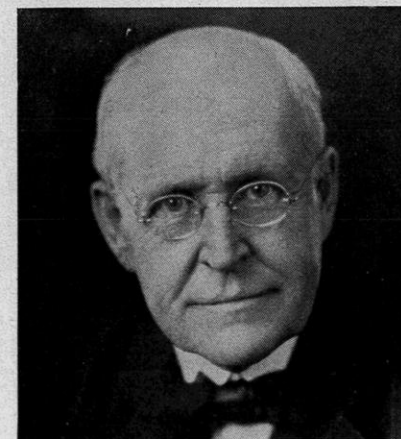
In this mid-century year, with 50 years of life behind it, the mature School of Commerce is still only at the beginning of its history.



WILLIAM A. SCOTT, first director of the Wisconsin School of Commerce, joined the staff in 1900 and quickly set about changing the Course into the School.



D. EARLE BURCHELL, joined Dr. Scott in 1903. The staff in commerce down in North Hall was slowly growing, but the beginning was not easy.



STEPHEN W. GILMAN, LLB '99, in 1904 completed the almost legendary triumvirate which established the School as a prominent and permanent part of the University.

Commerce Through the Camera . . .



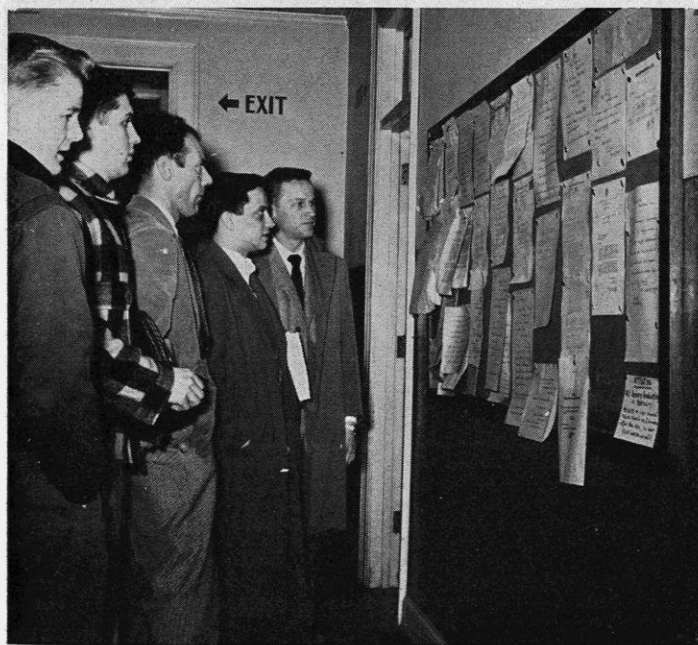
BETA GAMMA SIGMA . . . B. G. S. . . . Burchell, Gilman, and Scott



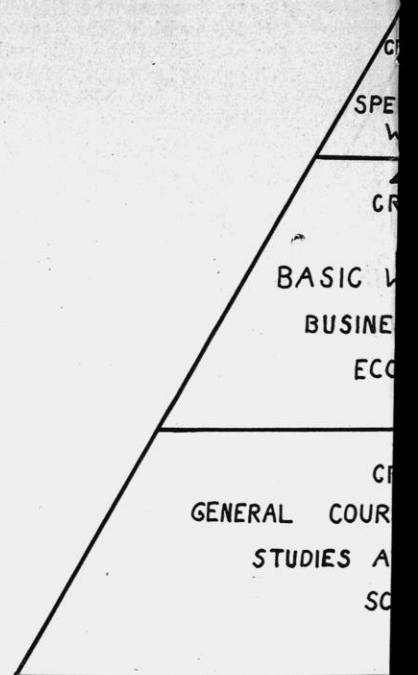
FOUNDED at Wisconsin in 1907 was the national honorary scholastic fraternity of the collegiate schools of business. Its name, Beta Gamma Sigma, is the Greek initials of the three pioneers of Wisconsin's School of Commerce, Burchell, Gilman, and Scott.

These are the original members: 1. Director W. A. Scott; 2. Prof. D. E. Burchell; 3. Prof. S. W. Gilman;

4. A. L. Sommers, deceased; 5. J. F. Curtin, deceased; 6. R. W. Lee, New York; 7. S. B. Atwood, Rockford, Ill.; 8. J. F. Nadler, Hazel Green; 9. P. N. Reynolds, Madison; 10. O. A. Postlewait, Oak Park, Ill.; 11. Ray M. Stroud, Madison; 12. F. H. Elwell; 13. E. W. Krauthoefer, Milwaukee; 14. M. T. Slade, deceased; 15. P. H. Myers, deceased; 16. F. C. Auer, Eau Claire.



PLACEMENT BUREAU activities of the Commerce School date back to the time when the first class of students was graduated. Seniors here refer to the job bulletin board in Sterling Hall.



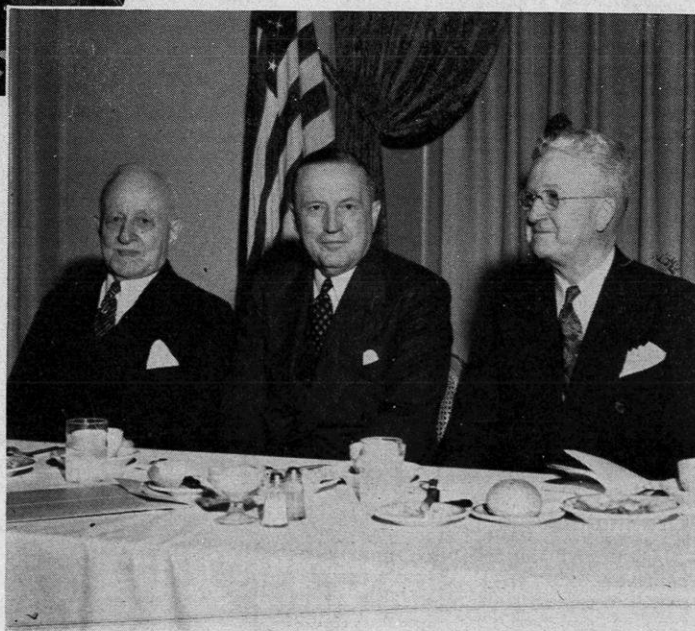
FIRST, to develop educated men and women prepared for business. This represents the emphasis in a typical course.



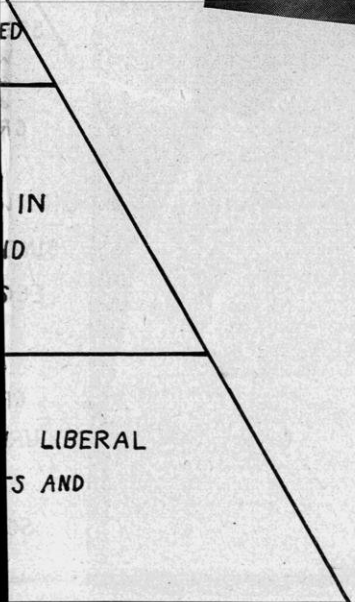
COMMERCE TURNOUT, held last fall as every fall, was a big indoor get-acquainted picnic attended by about 400. Bob Wilson, football captain and commerce senior has just turned the microphone over to Dean Elwell. At right is a milk-lapping contest—just comedy relief.



LAST APRIL, deans from 65 schools of business met at Wisconsin's Memorial Union.



ATTENDING the national meeting were F. J. Sensenbrenner, president of the Regents; S. C. Allyn, president of National Cash Register Co. and formerly president of the Wisconsin Alumni Association; and Dean F. H. Elwell of the School of Commerce.



and, second, to develop educated
iam A. Scott. This triangle repre-
sequence.

Here is . . .



By Prof. Angeline G. Lins

Although the undergraduate still remains the principal interest of the staff, adult groups are occupying a larger and larger part in the life of the institution. These groups of mature and experienced individuals who come to study frequently succeed in imparting to the staff at least as much education as they carry away.

Current visitors will find Commerce School headquarters on the top floor of Sterling Hall. They will find there crowded halls and much movement—though a major part of the classes are now held in other buildings all over the campus.

Commerce students accumulate 128 credits for their degrees, an average of one credit more per semester than students in Letters & Science. As a result of this, and of the broad dispersion of classes in buildings all over the campus, commerce students are likely to show a little extra hurry in their movements.

Advanced degrees are nearly as common today as Bachelor's degrees were a generation ago. This is as true of commerce as of other fields. Last semester eleven seminars were available for the 55 graduate students, and a large selection of other courses were also available on a graduate basis.

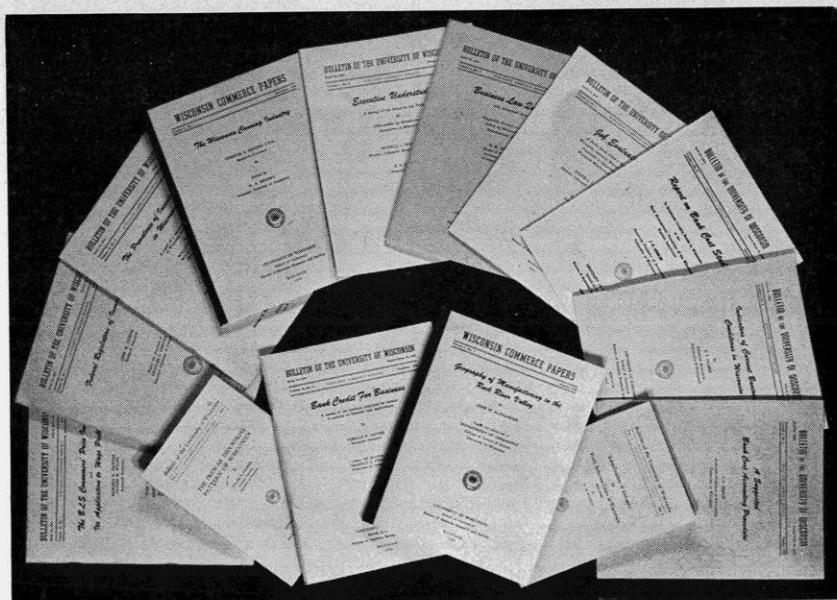
Throughout Wisconsin and in many other states, wherever a post office may be found, there are students busily engaged in courses in commerce with the University of Wisconsin. In many of the principal cities of the state, where evening classes can be arranged, regular classes are held much as they are held at the campus by professors who ride the circuits as did the evangelists of the early days. The School of Commerce cooperates closely with the Extension Division in the designing and teaching of such courses.

Adult Education: Community Service

The School of Commerce does not confine its efforts exclusively to courses which lead to degrees. It is

Although the School of Commerce does no private work for individual citizens or companies, it co-operates in a very broad manner in the study of the problems of trade associations and other sizeable groups whose interests are likely to be benefited by the attention of the available specialists.

One of the most rapidly growing services of the School of Commerce is represented by the Industrial Management Institutes which are given under the joint sponsorship of the Wisconsin Manufacturer's Association and the Extension Division.



RESEARCH IN COMMERCE SCHOOL: The work of investigation and interpretation is not reserved for scientists; pictured here are the published results of recent School of Commerce research into the business and economic activities of the state.

These institutes are scheduled throughout the year.

In 1948-49 there were 45 institutes, attended by 1,259 individuals representing 233 companies. During the current academic year 66 institutes have been scheduled and approximately 2,050 individuals will attend, representing over 400 companies. These institutes have a unique characteristic—they are largely self-supporting.

Summer Activities

The tempo of activities in the School of Commerce is not slowed when summer visits Madison. New activities for both students and practicing professionals have been developing which fill in what used to be idle time.

For regular students there is a broad offering of commerce courses available each summer, taught by the regular staff and by visiting professors. The summer session offers to regular students an opportunity to speed up their programs. GI students, who have formed a large part of the enrollment during these last few years, have generally taken advantage of this. Commercial teachers and other teachers from high schools in Wisconsin and elsewhere have also made use of this service.

For businessmen, bankers, secretaries, insurance underwriters and others there are numerous summer schools and conferences. An important one of these is the School of Banking, established in 1945. This "school" has a staff and a curriculum which is known everywhere, and it attracts banking executives from all parts of the country. In the recent session there were 600 enrolled.

Independent Research

At Wisconsin, as in other active intellectual centers, research of various sorts goes on constantly by members of the staff and by interested graduate students. This spreading of interest is unconfined and it touches, from time to time, almost every aspect of business history and management, ranging from the study of ancient and medieval business controls to investigations in quality in modern manufacturing operations.

Out of such seemingly dispersed but actually intensive research comes much of the material which is used in fulfilling the School's principal function—the teaching of the undergraduate and graduate students.

In 1950 the School of Commerce is not simply a school to which students come for a specified type of education. It is a synthesis of all of the services which have been mentioned and of many more besides. It touches the life of the state at many places, and these points of contact will presumably increase in number in the future.

A Challenge to Business Education

By Stanley C. Allyn, '13

President, National Cash Register Co.

★ An excerpt from a talk given on campus last April to a meeting of the American Association of Collegiate Schools of Business.

SEVERAL MONTHS ago I wrote to a number of men who are graduates of Schools of Commerce and who have achieved success in their chosen fields. I asked for any comments they might care to make about collegiate business education. More than one hundred replies were received.

These men are active in retailing, manufacturing, banking, insurance, advertising, transportation and distribution. In general, they agreed that Schools of Commerce have done and are doing an outstanding job. There was praise for the calibre of the faculty personnel, the practical value of the instruction provided and the quality of the product which comes to business in the form of graduates. There were also suggestions as to where improvement might be made.

The main points stressed in these letters were . . . a greater appreciation of human relations . . . more emphasis on public speaking . . . and clearer expression through the written word. Man after man spoke not only of the inadequacy of his own training on these points, but upon their importance to a successful business career.

The importance of good human relations heads the list. I don't know to what extent human relations are now emphasized in the curricula. But I do know that no one thing in business is more important.

Men go out from your classrooms into an endless variety of commercial establishments. One man goes into sales, another into accounting, a third into personnel and so on all along the line. Wherever they go, whatever they do, they will be working with people. On one point at least they must all face the same test . . . that test is their ability to get along with people.

The question of how to develop good human relations is one to which no one has the ultimate answer. It is management's num-

ber one problem and an ever-continuing one. Scores of books have been written about it. Pick up any publication directed to management and you will see it is a topic of primary interest.

The young man going into business is more likely to have trouble because of shortcomings in this direction than any other. More

men fail to win promotion or to satisfactorily fill executive positions because they cannot get along with people than for any other reason. Whatever you do to teach the fundamentals of good human relations and encourage their practice among undergraduates is an immeasurable service to students and to business. You

might ask at this point, "How can an educational institution teach such an intangible subject?" To that question I would have to answer quite frankly "I don't know." We in industry have been working at this problem for many years. We are still far from where we would like to be. I would hesitate to advise you on the subject. But if the job were put up to me I would do just as one would do in industry.

I would pick out the companies which have made outstanding records. Study what they have done, and analyze the thinking back of their methods. If possible, I would have students visit those companies. I would invite personnel men who have achieved a fair degree of success along these lines to talk to students.

In the experience of many organizations, excellent examples of good human relations can be found.

Business today requires more men and better-trained men. Men who are trained to think creatively. Men with inquiring minds. And above all, men who know how to work with others, who have a deep-rooted respect for human values. The challenge of business to the colleges is to develop such men . . . to prepare their hands for the task ahead . . . to educate them in the practice of good human relations.



STANLEY C. ALLYN

Fourteen New Alumni Clubs

MORE NEW Wisconsin alumni clubs have been organized in the last two months than in any similar period since the Wisconsin Alumni Association was founded on June 26, 1861. Here's the list:

Atlanta, Boston, Door County (Sturgeon Bay), Green County (Monroe), Joliet, LaFayette County (Darlington), Marshfield, Marinette, Miami, Oneida County (Rhineland), Rochester, Stevens Point, Toledo, Watertown.

This gratifying increase indicates clearly that Wisconsin Spirit is still very alive—despite spasmodic claims to the contrary. It proves that there are a lot of Badgers who are genuinely proud of their Alma Mater; proud of its achievements and ready to work for the best interests of the University of Wisconsin. They are banding together for organized effort because they know that scattered alumni working alone cannot do much. Working together they can do things worth while.

How do these clubs get started? What factors are necessary to start a club and make it a going concern? Just two factors are needed:

1. Interest in the University of Wisconsin and its alumni.
2. One or more starters who are willing to provide the leadership in getting alumni together for an organization meeting.

The recently organized Wisconsin Alumni Club of Atlanta illustrates just how these two factors operate. From time to time, Badgers in Atlanta have considered the possibility of organizing a club. The interest was there, although somewhat latent. We tried to find a starter who would develop that interest, but didn't get anywhere until last December.

At that time, Walter Powell, '14, center on Wisconsin's 1912 Championship team, came to Madison to speak at the dinner honoring last year's gridiron squad. He quickly sensed the revitalized Wisconsin Spirit that prevailed on the campus and responded just as quickly when I asked for his help in organizing a club in Atlanta. When he got back to Atlanta he found several Badgers ready to help him, including Mrs. Ralph M. Bohn, former secretary of the Wisconsin Alumnae Club of Minneapolis. Result—Atlanta now has

a fine club. To make sure that this club will get off to a good start, the nine Badgers primarily responsible for this organization meeting were all elected to the board of directors.

The new club just organized in Boston followed somewhat the same procedure. Badgers in the Boston area have repeatedly talked about plans for a good alumni club, but the plans never crystallized until Glenn Bailey, formerly president of the Cleveland Club, went to Harvard for some post-graduate work. Glenn provided the spark needed for completing the organization of this club. Unquestionably, there are many other groups over the country waiting for the same leadership that these spark plugs provided in Atlanta and Boston.

The actual process of organizing a club is fairly simple. Only three steps are necessary:

1. Adoption of the model constitution for alumni clubs developed by a group of club presidents familiar with the technique of running good clubs.
2. Election of six or nine directors in accordance with Article IV of the constitution. To provide continuity in club activities, one-third of these directors are elected annually to serve three years. These directors are elected at the annual Founders Day meeting of the club to commemorate the University's birthday.
3. Election of president, vice-president, secretary, and treasurer. All officers shall be elected from the membership of the board of directors within thirty days after the annual Founders Day meeting.



TWO LIVE-WIRE Badgers furnished the leadership needed to organize the Wisconsin Alumni Club of Atlanta: Mrs. Ralph M. Bohn and Walter Power (center). John Berge was the Founders Day speaker at this organizational meeting.

With this splendid beginning, 1950 should see a new high in alumni club activity. Your University needs effective clubs—especially in Wisconsin. Our field man, Ed Gibson, is all set to help you in starting a club in your community. Drop him a note at Association headquarters in the Memorial Union or call him at 5-3311, Extension 2616. Ed is now working with groups in eight Wisconsin centers in organizing clubs in these areas. He is a good organizer, so let him help you in getting your club started too.—JOHN BERGE

THE STATE OF THE UNIVERSITY

UNDERGRADUATES

174 Fire Hazards

OVER on the Ag campus, behind the Stock Pavilion, is an old rectangular wooden sheep barn which has been converted to an overflow residence hall for Short Course students. Fiber board partitions serve as walls between rooms. The whole building is a fire hazard, classed among the worst by an early March report submitted to the Board of Regents by the Madison fire department and the University Housing Bureau.

A week and a half after the report was announced in the *Daily Cardinal*, Kleinheinz Hall had a fire which burned out one room and did minor damage to another. Clothing and other personal belongings of the room's two occupants were almost completely destroyed—and it was only the last full day before Short Course graduation and the end of the session.

Kleinheinz' frame construction and fiber walls are fire hazards, and there are over 170 such hazards in the 58 fraternity, sorority, and independent houses recently inspected. Over one-fourth of these hazards are in direct violation of city ordinances.

The 58 buildings include all fraternity and sorority houses, Babcock, German, and Anderson houses, Tabard Inn, Villa Maria, and Langdon, Ann Emery, and Kleinheinz Halls.

About 2,100 students live in these buildings.

The list is still far from complete, according to Otto E. Mueller, director of the Housing Bureau, because the large number of smaller private rooming houses are not yet included.

The greatest laxity cited by the report concerns improper or faulty emergency exits. In 17 instances the exits were locked or blocked. Thirteen other exits were not marked as such.

Boiler room violations numbered 34 with the majority attributed to fraternities. Four fraternity houses were also accused of overcrowding sleeping spaces. The survey also found that in the 58 houses inspected, 44 fire extinguishers needed to be recharged or replaced. Twelve houses stored combustibles in improper containers.

The Housing Bureau makes an annual inspection of all houses and refers the violations to the fire department. The Bureau also keeps an index file describing conditions in every approved student house.



ROOMING HOUSE FIRES, like this one last fall at Ann Emery (started probably by an abandoned cigarette), can be prevented not only by necessary precautions but by the "proper education of students and landlords." According to the Housing Bureau's Otto Mueller, that education "can do the most to keep down the number of fire hazards."

Student Board 'Philosophy'

SINCE ITS discussions on campus discrimination last fall, Student Board has been a quiet group, not enough concerned with bringing tangible benefits to students. This at least was the opinion of several Board members who early last month sat down and planned a list of projects which they joined together under the title of "New Philosophy." Some of the ideas were new, some of them were just revived.

The plan, passed with only one dissenting vote, includes the following measures:

- Investigating the possibilities of enlarging the services of the student clinic to include dental care.
- Requesting an increase in scholarships extended to students, specifically to veterans whose GI bill has, or is about to run out.
- Pushing a student minimum wage to 85 cents from 60 cents.
- Asking for a state minimum wage boost from 45 to 75 cents.
- Starting work on a student labor union.

At the same meeting the Board also voted to negotiate with the Board of Regents as a first step toward reviving the compulsory fee once levied on students for the support of Student Board. This 25-cent fee, established as a direct tax in

March, 1943, was discontinued in 1947 after many challenges of its legality. Since then, Student Board has depended upon a voluntary fee as its major but inadequate source of income.

Frustration

WHAT CAUSES "frustration" of the college student? Can the 18-year-old cope with the unfamiliar challenge of mature ideas?

These were two of the questions discussed one evening last month when a group of student women met informally with Miss Grace Douma, assistant dean of women. They decided that many of the harried student's problems are caused by the thwarting of his original goals.

The goals (which were also assumed to be the most prevalent reasons for going to college) are as follows:

- Escape from parental domination.
- Hunting marriage prospects, in the case of the co-eds.
- Vocational training in preparation for a career.
- Glamor of the social life.

All in all, the group concluded, the frustrations of college are the frustrations of the whole world and they do teach the student to make adjustments in later life.

AGRICULTURE . . .

And the University of Wisconsin Foundation

By Howard T. Greene, '15

ALUMNI and friends of the University, who have taken an active part in the University of Wisconsin Foundation program, last month were joined by an interested segment of Wisconsin life—agriculture.

Through suggestion of a group of Wisconsin farm leaders, the Centennial Campaign was expanded to include agriculture along with industry, business, and professional groups in the program primarily aimed at getting the Wisconsin Center building.

Although contributions have come from farmers since the start of the Campaign, it was pointed out at a meeting of farm leaders and Foundation representatives that contributions generally had not been sought from farmers and agriculture.

Randall C. Swanson, assistant professor of agricultural engineering who is on leave from the College of Agriculture faculty, will work actively with farmers in telling them of the Centennial Campaign. Swanson is highly regarded by farmers in the state for his work on farm safety problems and service to farmers in Milwaukee County.

Farmers Found Interested

Adult education has always been a strong part of the teamwork between the College of Agriculture and the farmers of the state, and erection of the Wisconsin Center type of building will go far toward increasing facilities for that function.

Men from the College of Agriculture were recently called in for a meeting between farm leaders and Foundation representatives to show just what the needs of agriculture would be for this type of building.

There were 47 conferences of farm men and women on the campus last year and it was emphasized that the College of Agriculture was greatly handicapped by its inability to hold more conferences during the school year because of lack of space.

So, just as other groups, agriculture had a lot to gain by taking an active interest in the Foundation program. And as farm contacts started, it became evident that there was just as much support for other phases of the Foundation program which includes for scholarships, professorships, and purchases of special equipment.

Through the endorsements of the Centennial Campaign made by farmers who already have contributed, it has been shown that farmers want to do their share along with other groups in helping the University.

The farm challenge, first made in a January message to farmers by L. L. Smith, executive secretary of the campaign, told how other universities had benefited directly through voluntary aids on the part of farmer friends and alumni. Smith spoke to farm organizations in Madison during Farm and Home Week.

He pointed out that a dormitory at Penn State College was built entirely from funds subscribed by farmers and that recently over \$100,000 was privately subscribed to buy a state farm for the North Dakota College of Agriculture.

The unique and powerful part of the University of Wisconsin Foundation program, however, is that the Centennial Campaign isn't a campaign of one group, but an effort of all groups in the state and alumni and friends beyond the borders of the state.

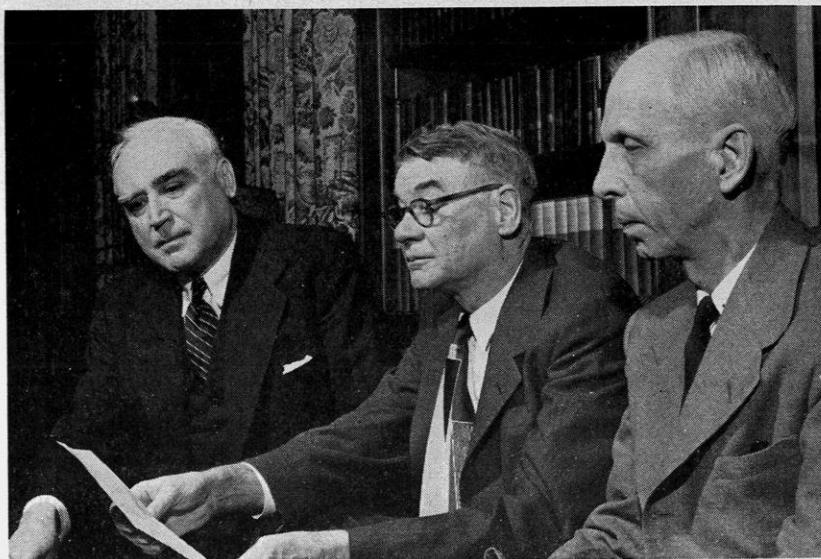
In reference to the work of the College of Agriculture which has had a big influence on the prosperity of the farmer, Smith said that probably no group in Wisconsin knows quite as well as the farmers how far the University has always gone beyond the call of duty to serve the people of the state.

End of the Rope

"The president of the University and the faculty seize every opportunity they can to help. Today, however, they are virtually at the end of their rope in this respect," Smith said.

"The question now is will we the citizens go a bit beyond the call of duty, as raised by the forced extractions of the tax collector, and give the University some of the means of serving us better?"

"It will really be an investment," he concluded, "one of the soundest we could make, for we know—and you as farmers know—that a facility of the Wisconsin Center type will be used to the utmost of our benefit."



PREPARING PLANS for farm participation in the UW Foundation's Centennial Campaign are (left to right): Herbert V. Kohler, LLD '49 (honorary), general chairman; Howard T. Greene, '15, the author and former Alumni Association president, and L. L. Smith, vice-president of Kohler Co., both vice-chairmen of the farm group.

Wisconsin's alumni naturally make up a substantial part of the Foundation's contributors and officers, but the Foundation also boasts many who never attended the University of Wisconsin.



AT THE MEMORIAL UNION last month, three officers in the farm division of the UW Foundation's Centennial Campaign met to coordinate their work. Pictured above, they are (left to right): Wilbur N. Renk, '32, counselor; agricultural engineering Prof. Randall C. Swanson (on leave), general manager of the farm campaign, and Milo K. Swanton, '16, counselor.

When the question of private contributions to a tax-supported institution popped up, it was explained by Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture and one of the Foundation farm committeemen. He showed that only 38 percent of the funds needed for the University come from tax sources.

It was emphasized to farmers that the University of Wisconsin Foundation was not proposing to do anything which the legislature could properly or realistically be expected to do for years to come, if at all.

Plans for the University of Wisconsin Foundation work among farmers are being worked out by a committee headed by Herbert V. Kohler, chairman of the Centennial Campaign.

L. L. Smith and Howard T. Greene, former Wisconsin Alumni Association president, are serving as vice-chairmen for the group. Basil I. Peterson is Executive Secretary.

Counselors are Ira L. Baldwin, University vice president of academic affairs; Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture; A. W. Peterson, University vice president of business affairs; Wilbur N. Renk, Sun Prairie; V. E. Kivlin, associate dean of the College of Agriculture; and Emil A. Jorgensen, University Agriculture Extension District Leader; and A. C. Fiedler, Assistant Manager, Farm Loan Department, Northwestern Mutual Life Insurance Co.

The teamwork of the College of Agriculture and farmers now is bolstered with the teamwork of agriculture, industry, business and profes-

sional groups to work for the Wisconsin Center building that will be a benefit to all.

New Foundation Facts

AT THE RECENT annual meeting of the UW Foundation directors, new facts were announced about the progress of the Centennial Gift Fund Campaign and the plans for beginning construction of the Wisconsin Center building. Officers for the coming year were also elected.

General chairman of the Campaign, Herbert V. Kohler, revealed that about \$1,750,000 has been raised in the drive. This still leaves a large gap before the goal of some \$2,250,000 which the Center building will require.

Meanwhile, the Building committee hopes to get construction on the building under way some time this summer.

In other actions at the meeting George I. Haight, Chicago, was re-elected chairman of the Board and Howard I. Potter, Chicago, was re-elected president of the Foundation.

Other officers named were William J. Hagenah, Glencoe, Ill., executive director; Stanley C. Allyn, Dayton, Ohio, Harry A. Bullis, Minneapolis, Minn., and George B. Luhmen, Milwaukee, vice-presidents; and Ray M. Stroud, Madison, secretary. Luhman was also named treasurer. Gov. Oscar Rennebohm, Stroud, Clayton F. Van Pelt of Fond du Lac, and Irwin Maier, Milwaukee, were re-elected directors.

Allyn and Joseph A. Cutler, Milwaukee, were named directors to fill the unexpired terms of the late Julius P. Heil, Milwaukee, and William S. Kies, New York.

Diplomats Abroad

TWENTY-THREE alumni with Wisconsin addresses are overseas in the foreign service, recently reported the US State department. The list, which follows, unfortunately does not include those graduates who were out-of-state students.

Highest ranking state Badgers are Alfred W. Klieforth, '13, Mayville, last year named consul general at Vancouver, B. C., and Orsen N. Nielsen, '15, Beloit, consul general, Sydney, Australia.

Richard B. Andrews, '36, South Wayne, vice-consul at Tunis in North Africa; Homer L. Baker, '35, Oconomowoc, deputy chief of mission, Japanese reparations; Edward W. Burgess, '42, Milwaukee, third secretary and vice-consul in reputedly the oldest continuously existing city in the world, Damascus, Syria.

Ralph B. Curren, '24, Eau Claire, first secretary and consul at Cairo, Egypt; Thomas R. Favell, '41, Rice Lake, third secretary and vice-consul at Bogota, Columbia; Eugene A. Gilmore, Jr., '24, Madison, transferred from Calcutta, India, to New Delhi where he is now first secretary and consul.

John J. Haggerty, '34, Houlton, first secretary and consul at Belgrade, Yugoslavia; Grant C. Hilliker, '42, Tomah, transferred from Naples, Italy, to Stockholm, Sweden (since recalled to the Department of State in Washington, D. C.); Erich W. A. Hoffman, '26, Milwaukee, vice-consul at Frankfurt-on-the-Main, Germany; Walter C. Isenberg, Jr., '40, Milwaukee, vice-consul at Bombay, India, and also assigned to Portuguese possessions in India.

Fred W. Jandrey, '30, Neenah, first secretary and consul at Kabul, Afghanistan; Frederick L. Jochem, '31, Cedarburg, consul at Rangoon, Burma, until returned to the department in Washington for further assignment; Thomas J. Nolan, '34, Manawa, vice-consul at Valparaiso, Chile; Paul O. Nythus, '23, Chipewewa Falls, foreign service officer and a delegate to the international wheat conference in London.

Frederick L. Hoyt, '29, Milwaukee, vice-consul at Sao Paulo, Brazil; James R. Ruchti, '43, Janesville, vice-consul at Montreal; Wayland B. Waters, '40, Neillsville, formerly third secretary and vice-consul at Dublin, Ireland, now at Hamburg, Germany.

Jean Mary Wilkowski, '44, Rhineland, vice-consul at Milan, Italy; William L. S. Williams, '40, Racine, foreign affairs specialist, Washington (he was married Nov. 21 in Geneva, Switzerland, to Aria Beatriz Leguizamon, daughter of an Argentine diplomat); Harry R. Zerb, '41, Appleton, third secretary and vice-consul at Paris.

ON THE WAY . . .

Four Things Wisconsin Needs

- A Study of Its Scholarship and Loan Program
- Consideration of Constructing Low-Cost Housing
- "Report Card" on All University Research
- A New Library Building

WHEN the University Board of Regents adjourned about 11:20 a.m. Saturday, March 11, they had just set three investigations in progress and had virtually broken the ground for the University building which has been needed most the longest.

The actions are good news to a lot of people, on and off campus.

The assigned study of the University's scholarship and loan program may ultimately help more high school graduates get a better financial chance to attend Wisconsin; and working toward the same goal will be a second report discussing possibilities of building student housing which is not only low-priced but low-cost. The third report, analyzing research at the University, would determine whether there is duplication of effort and whether some fields are getting too much attention and others not enough. Finally, approval of plans for the new library building means a nearer end to some 30 years of cramped study facilities.

But what brought these actions about and how important are they?

Scholarship and Loan Study

A year ago in January the Regents asked the legislature for approval of tuition boosts which made Wisconsin one of the most expensive state schools. To counteract that rising cost of education, the Regents realized, a better and bigger scholarship program was needed at Wisconsin. Last month's action is a step toward fulfilling that need.

It was Regent Leonard Kleczka, Milwaukee, who brought up the anomaly that while the high cost of education is keeping many high school students away from the University, not all the available scholarships are being applied for. Suggesting that a well-formulated

scholarship program might encourage more potential students to enroll at Wisconsin, Kleczka moved for a complete study which would:

- Include recommendations on how scholarships should be obtained and given out.
- Determine whether or not there are enough scholarships available and what kind serves best.
- Compare scholarship facts at Wisconsin with those at other Universities.
- Show how many Wisconsin scholarships are awarded to various counties and states, and show to what extent "legislative" scholarships are used (Each Wisconsin legislator can recommend a non-Wisconsin student for admittance to the University at the lower, resident tuition rate; these are called "legislative" scholarships.)

Added to this assignment, by amendment, was a similar study of student loans.

Low-Cost Housing

Another partial solution to the high cost of education may be some form of low-cost housing for students. The Regents moved a study of the practicality of lower cost housing, lower cost location, and lower cost methods of operation; that report is already being drawn up by Housing Consultant Donald L. Halverson.

According to Regent Charles D. Gelatt, La Crosse, rents in private homes and even student dormitories are often too high for some students to afford. Perhaps, he suggested, the University is setting too high standards in the quality of its dormitories; perhaps students might accept lower standards in order to get lower rents.

Support of Gelatt's contention was found in the student petition, pre-

sented last fall, that the University continue the low-cost Traux housing project in spite of its distant location and lack of many facilities found in the on-campus residence halls.

Mr. Gelatt made it clear he did not mean housing which was merely priced low to the student, but rather housing which actually cost less to build.

Meanwhile, the facts are that Wisconsin has been already building residence halls at less cost than other Midwestern universities. According to Vice-President A. W. Peterson, a hall recently constructed on a neighboring campus cost \$7,000 per student housed. At Wisconsin, the Kronshage Halls were built at a cost of \$1,200 per student housed and Slichter Hall—with its full floor of administrative offices—was built at the cost of \$3,500 per student housed. To go any lower might mean the omission of desirable hall libraries, recreation rooms, and other facilities that are important educationally.

More practical might be the financial backing of smaller cooperative houses where student groups prepare their own meals. This possibility is also being considered.

"Report Card" on Research

The research survey authorized by the Regents at their March meeting will not merely produce a handy catalog.

At Wisconsin more than \$2,700,000 are annually allocated to research. In such a mass of work, conducted in dozens of unrelated laboratories and book stacks, there is a danger of duplication and waste. Also, some fields may be getting too much attention and others not enough; there may be some injustice due to staff, space, and facilities required.

The new survey should help correct such lack of integration and balance.

As moved by Regent John D. Jones, Jr., Racine, the investigation will be in two parts, "organized" research and "departmental" research. Organized research largely involves scientific laboratory work, projects with definite budgets; this research will be comparatively easy to investigate. Departmental research, however, would be difficult to evaluate since no money value is assigned to it; it is the work in humanities and social sciences in which every staff member should be engaged along with his teaching duties.

The job the administration has will be to pull together a picture including all research in both areas.

The Library

In "about two years" the new five-story, \$6,000,000 University Library should be complete. Regents last month gave approval to plans and outline specifications as drafted by State Architect Roger Kirchoff and announced that advertising for construction bids will begin as soon as the final plans are complete.

The building will be located on the east side of the University's lower campus facing the State Historical Society library. The area between the two buildings will be a mall which will in the future extend to Lake Mendota and separate the Wisconsin Center building from the Memorial Union.

During the preliminary planning period, state architects examined many other library buildings and found in many cases that additions, when needed, could not be easily coordinated into the original building plan. As a result, the University Library will be so constructed that additions will increase the efficiency of the building rather than detract from it. From the air, the building will resemble an "L".

The interior will also be built for flexibility. Varying quantities of reading room space can be added and original stack space can be increased by 10, 25, 50, 80, or 100 percent. Original book stack capacity will be 1,250,000 volumes on 11 levels. The reading rooms will seat 2,200 persons.

A word floor plan shows:

First floor—Two reserve book reading rooms, reserve book desk, open shelf and reference book reading room.

Second floor—Periodicals rooms and stack, one public catalogue room, main circulation desk, one divisional reference room, and one study room.

Third floor—Divisional reference room, one study room, staff space (technical processes, catalogue and order department), library staff offices, and bibliography.

Fourth floor—Documents reference room, one study room, nine seminar rooms with space for graduate studies, general conference room, rare book stack, rare book reading room, curator's office and archives stack, and workroom for archivist.

Fifth floor—Faculty studies.

One feature of the building design is a roof penthouse which will house the ventilation system and mechanisms for two elevators, a book conveyor, and dispatch tube. Installing such equipment in this location instead of in the basement will free the latter for book stacks and storage.

Selection of lighting fixtures and methods is being deferred, but engineers are aiming at an illumination intensity at reading level of 30 to 35 foot-candles throughout the reading rooms. Table lights will then be necessary only for poor-sighted people. Natural light will be brought into the building through some 400 windows.

Acoustic tile will be applied to ceilings throughout reading rooms, staff areas, and corridors; reading and staff rooms will be floored with rubber tile. The building will be heated from the University's central power plant.

Supreme Court Refuses Knapp Fund Case Appeal

ALMOST \$715,000 in inheritance taxes must be paid by the University of Wisconsin to the State of Illinois because of US Supreme Court action in March.

The tax was assessed on the Kemper K. Knapp bequest of \$2,471,758; the University challenged it on the grounds that the Board of Regents is an arm of the Wisconsin government and that a state cannot constitutionally tax another state.

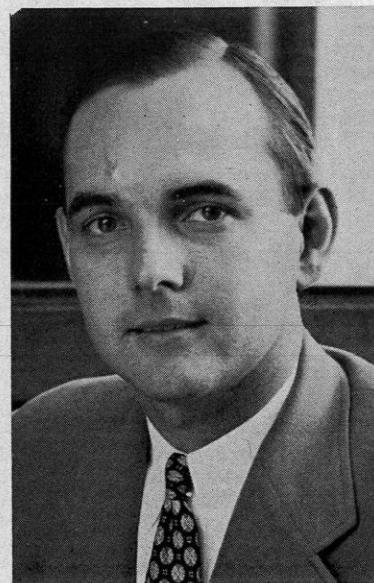
The US Supreme Court refused to consider the appeal.

Illinois courts had ruled that the tax did not violate the constitutional principle that one state may not tax another. It ruled that Illinois has a right to stipulate who shall receive an Illinois legacy and explained that the tax is "taken out" before the legacy is transferred. Thus the tax is not "a direct burden upon Wisconsin, even though it incidentally reduces the legacy."

The bequest included Knapp's entire estate and was the largest gift the University ever received. It is used to give \$250 and \$500 scholarships to Illinois and Wisconsin students attending the University.

Knapp was graduated from the University of Wisconsin in 1879 and obtained his law degree here in 1882. He later became a successful attorney in Chicago and died in 1944.

No More Secret Meets?



REGENT GELATT
"policy has some merit"

AFTER years of private "committee-of-the-whole" meetings (held the day before the public meetings), the Regents have decided to reconsider their policy and perhaps open the doors to the press.

Practically all of the discussion on controversial issues is conducted at these closed committee meetings, and the open, formal Saturday meetings are—according to the newspaper reporters—somewhat "rubber stamp" sessions.

The desirability of a new policy was brought to the Regents' attention last month when reporters from the *Daily Cardinal* and the *Milwaukee Sentinel* asked to sit in at the private meeting. While the Regents held to their exclusion policy, they promised to consider changing it.

In making the motion to continue exclusion for that particular meeting, Regent Charles D. Gelatt, La Crosse, stated that the "contention of reporters that they should not only be allowed to cover meetings of official action, but also committee sessions at which recommendations are worked out, has some merit." He declared there is "justification for a thorough review of the policy of holding committee meetings without reporters present."

Indicating that the Regents are sympathetic with the press' request, the public meeting the following day included open discussions on the three Regent-initiated investigations reported on these pages.

On Wisconsin

IN SPORTS • By Art Lentz



Winter Sports Teams Turn Out One of the Best Records in Years

THERE'S NOTHING that breeds success like success.

Taking their cue from Wisconsin's fine football team of last fall and the championship cross country squad, the seven Badger winter sports teams combined to give the University one of the best overall records in recent years.

Basketball, boxing, fencing, gymnastics, swimming, indoor track, and wrestling all supplied plenty of thrills and gave promise of better things to come in the future.

Consider the record:

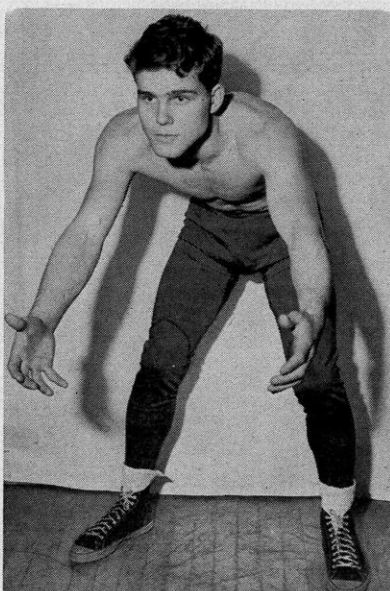
Basketball

Although the Badgers finished in second place among Western Conference basketball teams, the past season was one of the best in history for Wisconsin. Overall, the Badgers won 17 games and lost five, chalking up the most victories in a regular season since 1912. Against Big Ten foes, Wisconsin won nine and lost three, a proportion usually owned by a championship team.

Team scoring records were given a revision, the Badgers setting a new high total of 1,278 points for a season's play and 701 for a 12-game conference slate; they also set new records in field goal production for both season and conference campaigns.

Individually big Don Rehfeldt virtually monopolized all school records and also grabbed off some more in conference play. He finished his career at Wisconsin by tallying 436 points in a single season, which brought his all-time total to 1,169. He won the Big Ten scoring title for the second straight year, set two, three, and four scoring marks, and was unanimous choice for all-conference center the second straight season. On top of that, his mates chose him most valuable player for the second straight season and his play brought him All-American honors.

Bob Mader, Wisconsin Rapids senior, was elected captain of the 1949-50 team at the annual Gyro Club banquet. He and his mates played before a total attendance of



WISCONSIN'S best in wrestling this season was young Don Ryan, a sophomore from Council Bluffs, Ia. (picture on cover). Unbeaten in nine dual matches during the regular season, Don went on to snare the Western Conference 155-pound championship, first sophomore at Wisconsin to win a title since Ed Temlin turned the trick in 1922.

238,961 at the 22 games, a new Wisconsin record. Of this total, 140,500 saw the 11 games in the fieldhouse, best college attendance mark of the nation.

Boxing

College boxers, it appears, have caught up with our Badger mittmen and Coach John J. Walsh's Wisconsin charges are having their poorest season, with the exception of the war years. First Minnesota nipped the Badgers at Minneapolis to end a string of 28 matches without defeat, then Syracuse beat back the invading Badgers by a 5-3 count on March 4 to leave Wisconsin with a 2-2 mark for season competition to that date. On March 10, Michigan State ended Wisconsin's all-time win streak at home by beating the Badgers 4½ to 3½. It was the first loss for Wisconsin to a college team at home

since the sport was started in 1933. Wisconsin had won 71 matches and tied two before losing. Only other home loss was to the Iowa pre-flight service team in 1945.

At the end of the season the Badger boxers lost to Washington State on March 17 (4½ to 3½), but snapped back a week later to beat DePaul 5 to 3.

Fencing

One of the best seasons in history was enjoyed by the Wisconsin fencing team. It defeated all of its Western Conference opponents in dual meets (Northwestern, Iowa, Ohio State, and Illinois) and on March 11, finished a close third in the Big Ten meet at Ohio State.

Captained by Archie Simonsen, the Badgers lost only to Michigan State and Wayne University, both of whom are national leaders in the sport. Along with the wins over Big Ten teams, Coach A. L. Masley's Badgers defeated Chicago.

Gymnastics

Coach Dean Mory's Wisconsin gymnasts lost seven out of eight dual matches during the regular season but the results were not as discouraging as the record would indicate.

The sport has only been operating for the third year after a 12-year lapse and because the state high schools, except for the Milwaukee area, do not sponsor the sport, the Badger comeback will be slow. The Badgers defeated Ohio State but lost to Minnesota, twice to Michigan State, to Chicago, Illinois, Michigan, and Indiana. Led by Captain John Matheus, the Badgers competed in the Western Conference meet at Iowa City on March 25.

Swimming

Despite the handicap of inadequate facilities, the Badger swimmers came through with their best dual meet season record since 1939. Under the direction of veteran Coach Joe Steinauer and his assistant, John Hickman, the Badgers defeated Lawrence, Minnesota, Illinois, Northwestern, and Indiana while losing to the national leaders, Ohio State,

Iowa, and Purdue. The Badgers tied for seventh in team standings at the conference meet.

Highlights of the season were furnished by the 400-yard free style relay team of Jerry Smith, Bob Feirn, Al Cherne, and Don Johnson which set a school record of 3:32.2 while a sophomore, Paul Fisher, set a school record in the '200-yard breast stroke, at 2:27.8. Cherne raced the 60-yard free style for a school record of 29.5 seconds.

Indoor Track

Although its ranks were riddled by graduation losses, ineligibilities and injuries, the Wisconsin indoor track squad pulled through to a fine season. In dual competition, the Badgers lost only to Michigan but defeated Marquette and Minnesota; at the Western Conference meet, the Badgers finished fifth.

Individually, the spotlight again fell on Don Gehrmann, the nation's top collegiate miler, who set a new conference record of 4:10.4 in the Big Ten mile and also won the 880 for the second straight year. Don now holds indoor records for both those events.

During the regular season, Don won the Washington (D. C.) Star Mile, won (?) the Wanamaker Mile against FBI man Fred Wilt, and later beat Wilt by some ten yards to win the Bankers Mile in Chicago, Saturday, March 18. In the disputed Wanamaker Mile, Don was first given the nod over Wilt but a pro-

test brought about a reversal of the decision. This reversal was immediately appealed and the "rhubarb" still hasn't been settled. Don ran the Wanamaker in 4:09.3, fastest of his career at that time; he did the Bankers Mile in 4:09.5.

Two sophomore trackmen also came through the season in fine style. Jim Englander, diminutive hurdler, placed second in the lows at the Big Ten meet while LeRoy Collins, in contention for first place as the runners hit the home stretch, lost his shoe but managed to take fifth despite the accident.

Wrestling

Winning of the Western Conference 155-pound championship by Sophomore Don Ryan of Council Bluffs, Ia., highlighted the Wisconsin wrestling season. Young Ryan, twice Iowa state prep champion and last year's Wisconsin AAU titlist, not only won all nine of his dual meet matches during the regular season but he defeated the best in the conference at Iowa City on March 3-4. Two other Badgers competed, John De Witte losing out in the first round at 121 pounds, and Bob Lessl, finishing second in the consolation finals of the 165 pound class. Coach George Martin's Badgers tied for sixth place in final team standing. During the regular season, Wisconsin defeated Northwestern, Wheaton, Indiana, Iowa State, and Minnesota, while losing to Illinois, Nebraska, Iowa, and Ohio State.



LIKE A MILLION DOLLARS in the bank—these three athletic standouts at the University of Wisconsin made every loyal Badger feel prosperous. Don Gehrmann, at the left, has brought fame to Wisconsin with his great distance running, while Bob Wilson (center), and Don Rehfeldt (right) rated All American honors in their respective sports of football and basketball. One headline writer put it this way—best in Wisconsin, best in Big Ten, and best in the country—and we'll add . . . best for the Badgers.

May-June Calendar

May

- 5 Tennis—Michigan at Madison
- 5 Baseball—Purdue at Lafayette
- 5 Golf—Michigan State at Madison
- 6 Tennis—Minnesota at Minneapolis
- 6 Baseball—Purdue at Lafayette
- 6 Track—Marquette at Milwaukee
- 6 Crew*—Columbia at Madison
- 8 Golf—Notre Dame at Madison
- 10 Baseball—Notre Dame at Madison
- 11 Baseball—Notre Dame at Madison
- 12 Tennis—Ohio State at Evanston, Ill.
- 12 Baseball—Iowa at Madison
- 13 Tennis—Indiana at Madison
- 13 Baseball—Iowa at Madison
- 13 Crew*—Eastern Sprints at Annapolis
- 13 Track—Minnesota at Minneapolis
- 15 Golf—Indiana at Madison
- 18 Golf—Minnesota at Madison
- 19 Tennis—Purdue at Lafayette
- 19 Baseball—Michigan at Madison
- 20 Baseball—Michigan at Madison
- 20 Football—Spring Squad game at Camp Randall
- 20 Track—Northwestern & Michigan at Madison
- 20 Tennis—Illinois at Champaign
- 20 Golf—Northwestern at Evanston
- 22 Golf—Iowa at Madison
- 22 Baseball—Bradley at Madison (N)
- 26 Track—Western Conference meet at Evanston
- 26 Golf—Western Conference meet at Columbus
- 26 Baseball—Minnesota at Minneapolis
- 26 Tennis—Northwestern at Madison
- 27 Track—Western Conference meet at Evanston
- 27 Golf—Western Conference meet at Columbus
- 27 Baseball—Minnesota at Minneapolis
- 27 Tennis—Iowa at Madison
- 27 Crew*—Washington at Seattle

June

- 3 Track—Central Collegiates at Milwaukee
- 16-17 Track—NCAA meet at Minneapolis
- 19-24 Tennis—NCAA meet at Texas U.
- 20 Track—Big Ten vs. Pacific Coast at Madison
- 26-July 1 Golf—NCAA meet at New Mexico U.

* Note—Crew schedules include dual regatta with California at Madison and the Poughkeepsie at New York. Dates in June still not have been definitely determined.

Progress in Lake Study

By W. B. Sarles

Professor of Agricultural Bacteriology,
Coordinator of Lake Investigations

and

Clay Schoenfeld

Assistant Director of the UW News Service,
Lecturer in Journalism

IN FEBRUARY, two University of Wisconsin engineers reported to the Lake Investigations committee that they have developed a process which gives real promise of taking the phosphorus out of sewage treatment plant effluent. Their work represents the first contribution of potential practical value to come out of the broad research program of the University's Lake Investigations committee.

Large-scale use of the process may bring these two results:

1. Sewage treatment plant effluent would no longer contaminate lakes and streams with surplus phosphorus. (Phosphorus is one of the elements held responsible for the overgrowth of algae).

2. The extracted phosphorus, which up to now has been lost, could be refined and sold as commercial fertilizer.

The unique Lake Investigations committee was set up by President Fred in the summer of 1948 to "coordinate and intensify" University study of Wisconsin lakes and streams—their physical and biological makeup, and use.

The idea of fresh-water research was not new at Wisconsin. Such men as President-Emeritus E. A. Birge and the late Chauncey Juday had long ago made Madison a world center of this limnological study. But the approach was new: the linking of fundamental research to the solution of immediate problems, and the campus-wide linking of talent, equipment, and resources.

Special financing for the present research program was provided by a \$10,000 grant from Thomas E. Brittingham, Jr., a Wisconsin alumnus. Other funds, totalling \$30,000 were allotted by the Lake Mendota Association, by the University research committee from Wisconsin Alumni Research Foundation grants, and by the National Institute of Health.

Finally, from all parts of the campus, scientists have been called to pool their efforts in a team attack of problems of pollution.

The engineers who discovered the extraction technique are two members of the Lake Investigations committee—Profs. William L. Lea and Gerard A. Rohlich of the hydraulic

and sanitary laboratory of the department of civil engineering. Their process has not yet been tried on a large scale, but they believe it will be both effective and reasonably inexpensive.

Actually, University Lake Investigations scientists are not yet able to say definitely that the removal of phosphorus from sewage will definitely cut down the excess algae growth in over-fertilized lakes. But they do say the Lea-Rohlich development opens up a whole new field of research into tertiary sewage treatments and the recovery of valuable materials from sewage.

The process will be further perfected this summer at a small-scale "pilot" plant near Madison.

Phosphorus extraction work is only one of seven projects currently being sponsored by the Lake Investigations committee. Summarized briefly, the six other projects are:

Culture and nutrition of blue-green algae—Profs. Folke Skoog and C. C. Gerloff, botany. This is basic research into the food and environmental requirements of the blue-greens under controlled laboratory conditions. The work is not yet

complete, but substantial progress has been made.

Ecology of blue-green algae—Profs. A. D. Hasler, zoology, and W. B. Sarles, agricultural bacteriology; and Profs. R. A. Bryson and V. E. Suomi, meteorology. In this broad investigation of algae communities in lakes, the zoologists have concerned themselves primarily with problems of enumeration and identification of algae and their environmental relationships. The meteorologists are making important contributions to an understanding of lake currents and temperatures.

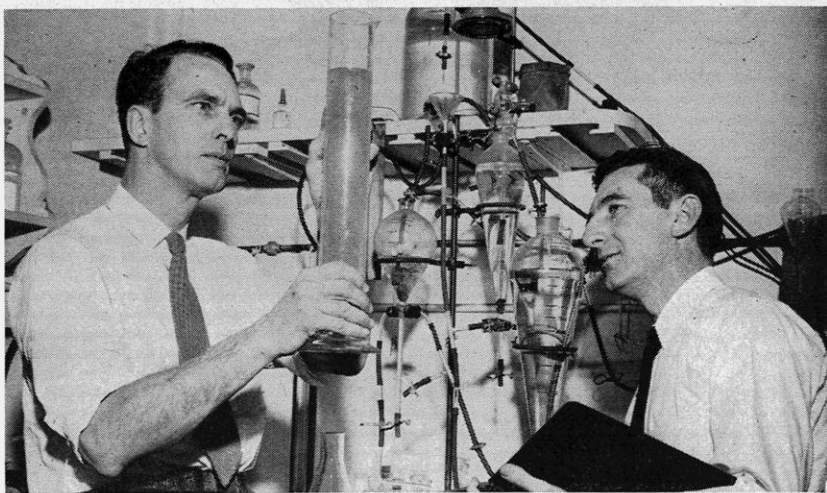
Sources of plant nutrients in Lake Mendota—Prof. Rohlich. This project is designed to determine the exact origins and quantities of algal fertilizers in a relatively normal lake.

Sources of plant nutrients in the Yahara River—Prof. Rohlich. This project is to determine origins and quantities of algal fertilizers in a water-course which has long acted as a receptacle for effluent from a sewage treatment plant.

Nutrients from soils managed in different ways—Profs. M. L. Jackson and R. J. Muckenhirn, soils. In cooperation with the Soil Conservation Service, these men are working to determine the amount of fertilizer "run-off" and drainage from various soil types and land-use practices.

Design and construction of weed-cutting and weed-harvesting equipment—Prof. P. H. Hyland and D. F. Livermore, mechanical engineering. On the assumption that lake management may involve the control of excess plant growth along the shore, these engineers are attempting to build suitable reaping machines.

Out of this pooling of effort, out of this basic research may come—slowly but steadily—the answers to some of the tough puzzles of Wisconsin lake life.



A PROCESS that takes phosphorus, an element blamed for overgrowth of nuisance algae in lakes, from sewage effluent has been discovered by two engineering Profs. William Lea (left) and Gerard Rohlich. The extracted phosphorus can also be utilized as fertilizer.

★ With the Classes

1869 W

Mrs. Edna PHILLIPS Chynoweth, 99, died in New York City Feb. 1. Mrs. Chynoweth was a Madison resident for many years and was a leader in women's suffrage and temperance.

1873 W

Middleton's oldest resident, Frank COOLIDGE, observed his 95th birthday recently. Coolidge recalls that when he attended the University "the students brought their own food." He has spent most of his life farming and railroad-ing.

1886 W

Melissa V. BROWN and Valerie BROWN celebrated their 89th birth-days recently. Memoirs of the twins *The Jabez Brown Twins* was published in 1948. Melissa operated a campus book store, and later a restaurant and bak-ery in Madison. Her twin taught at Brown's Prep School in Philadelphia.

1888 W

The Law School's librarian for many years, Mrs. Sophie LEWIS Briggs, died Feb. 18 at Madison. She was one of the first members of the University chapter of Delta Gamma sorority.

1889 W

L. M. HANKS, Madison, recently re-signed from the board of directors of the Nekoosa-Edwards Paper Co. in Wisconsin Rapids after being with the firm for more than 40 years. He is a former director of the Wisconsin Alumni Research Foundation.

1894 W

Gilbert T. HODGES has been named to the executive staff of Dow Jones and Co., Inc., publishers of the Wall Street Journal.

A De Forest physician for 48 years, Dr. Edward P. CARLTON, 78, died Feb. 10.

An oil portrait of Herman L. EKERN, co-founder and president of the Lu-theran Brotherhood Insurance society was unveiled at the Minneapolis Club Jan. 26.

1895 W

Louis Henry ALLEN, 76, died Jan. 4 in Jacksonville, Fla. He was a phar-macist for many years in Chicago.

1897 W

The Rev. O. J. WILKE was elected president of the Lutheran Mutual Fire Insurance Co. of Madison.

1902 W

President of the Madison Lions Club, Frank G. SWOBODA, recently presented a ceiling book projector machine to the Wisconsin Orthopedic Hospital.

1903 W

Arthur L. JOHNSON, 68, retired Oak Park, Ill., furniture manufacturer, died Feb. 3 in Miami, Fla. Johnson had served on the War Production Board.

New chairman of the advisory com-mittee of the Wisconsin State Person-nel Board is Voyta WRABETZ. He is chairman of the Industrial Commission.

1904 W

Henry E. SHIELDS has just completed 30 years with the New England Mutual Life Insurance Co. He is an underwriter in their Chicago office.

A trip to Raleigh, N. C., and the South was the experience of Prof. and Mrs. Ray S. OWEN during February. Professor Owen attended the national convention of Chi Epsilon, honorary civil engineering fraternity.

1905 W

Mr. and Mrs. William A. TYLER (Eleanor BURNETT) have just moved into their new bungalow in Claremont, Calif.

Oshkosh industrialist Henry H. KIM-BERLY died Nov. 27, 1949.

1907 W

Now in Paris as a power consultant for the Economic Cooperation Admin-istration is A. E. GRUNERT. He has visited Switzerland, Belgium, and sev-eral parts of France.

Walter A. JANSSEN, 65, died Dec. 17, 1949, in Washington, D. C.

Charles A. JAHR, 71, a teacher in Wisconsin for 40 years died Feb. 2 in Elkhorn. He was superintendent of schools in Elkhorn from 1916 until he retired in 1942.

1908 W

Col. Theodore A. BAUMEISTER, 63, died Jan. 20 in San Francisco. He had been retired from the army since 1945.

1909 W

A former Madison resident, Robert W. BRIDGMAN, 65, died Feb. 19 in Chicago.

William L. HAEVERS, 65, a retired electrical engineer for the Public Ser-vice Co. of Northern Illinois, died Feb. 13 in Streator, Ill.

Alfred J. KIECKHEFER, Milwaukee, is slated to continue as chairman of the board of the National Enameling & Stamping Co.

1911 W

Returning for a recent Farm and Home Week address was F. B. MOR-RISON, animal scientist at Cornell University.

Anga BJORNSON, former Sun Prairie resident, spoke in Madison recently about her visit to Norway. She teaches at the Technical High School in Oak-land, Calif.

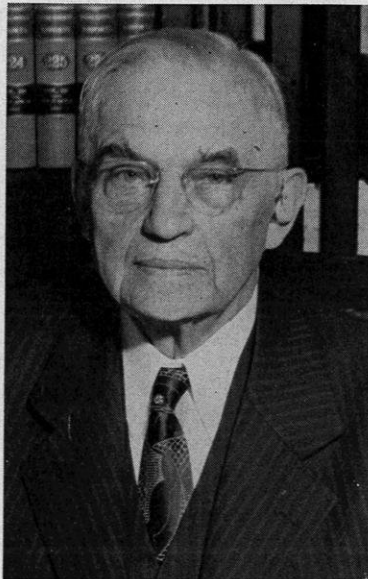
1913 W

Murray R. BENEDICT returned re-cently from Europe. He is head of the department of economics at the Uni-versity of California and went to Europe to study conditions there.

Dr. Charles E. GEISSE, 60, Fond du Lac osteopath, collapsed and died Feb. 7 while on a professional call.

John J. CRAWFORD, 59, Chicago, died Feb. 11 at a veterans hospital at Hines, Ill. He was a salesman for the

Chief Justice Rosenberry Retires; Oscar M. Fritz Takes Chair



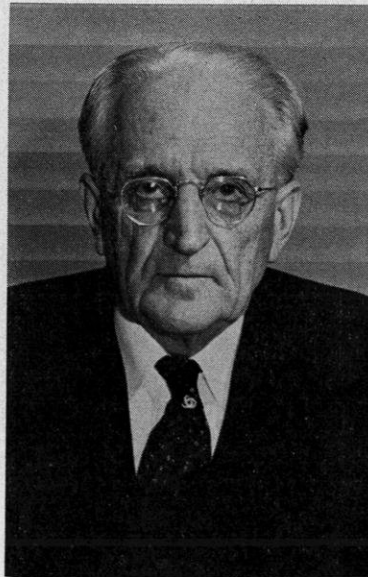
MARVIN B. ROSENBERRY
Retiring after 34 years

WHEN the Supreme Court of the State of Wisconsin opened its 10-month 1950 term in January, a new chief justice occupied the center chair.

This new senior judge, now top-ranking man in the state judicial system, is Oscar M. Fritz, LLB '01; the man whose place he has taken is Marvin B. Rosenberry, LLD'30, whose term recently ended. Justice Fritz, 71, automatically became chief justice because of his seniority (20 years) on the bench. His succession created a chair vacancy which has been filled by another alumnus, former Circuit Judge Edward J. Gehl, LLB'13, West Bend, who was elected to the Supreme Court in a run-off election last spring.

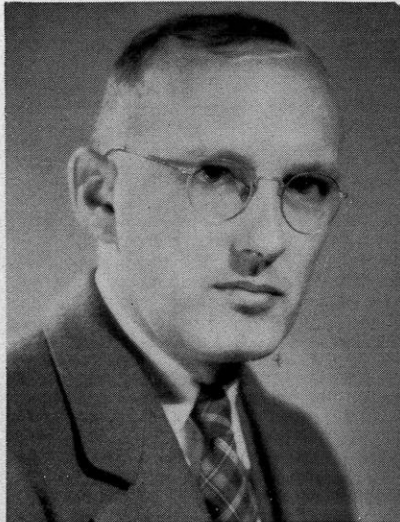
The 81-year-old retiring Rosen-berry has been a member of the Supreme Court for almost 34 years and chief justice for 20 of those years. He became a member of the high court Feb. 24, 1916.

Wisconsin's Supreme Court annu-ally reviews between 400 and 500 decisions of the lower courts.



OSCAR M. FRITZ
Succeeds to chief justice chair

War Radio Expert Dies



KARL GUTHE JANSKY, '27, famed for his discovery of radio waves from inter-stellar space, died in February in Red Bank, N. J. His father is Cyril M. Jansky, emeritus professor of electrical engineering.

SALES TRAINEE

The Tremco Manufacturing Company of Toronto, an established, progressive company with a national sales organization, has an opening for a reliable man between 25 and 32, who wishes to be trained for sales work in the field of building maintenance and construction. Past selling experience not necessary, but applicant must possess likeable personality, be a hard worker, and have a real desire to become a salesman.

Basic Training will be given at a factory training school. Advance training will involve actual selling to industrial plants, institutions and commercial properties. Trainee will be under direct supervision of specially selected and trained senior salesmen. Applicant must be free to relocate.

This is a Permanent Position, offering an unusual opportunity for substantial earnings and advancement to applicants whose records confirm ability, character and industry. Adequate salary paid during training period.

Strict Confidence will be observed—interview by appointment only. Write giving details of past experience and history to:

A. C. HELLMAN
THE TREMCO MANUFACTURING CO.
8701 Kinsman CLEVELAND, OHIO

Russell-Miller Milling Co. of Minneapolis.

Janesville City Manager Henry TRAXLER was elected president of the newly formed Wisconsin City Managers Association.

One of the oldest establishments in Sun Prairie, Rueth's store, is under new management. George RUETH and his brother Peter RUETH, '25, sold their store.

1914 W

US commissioner of social security, Arthur J. ALTMAYER, is the US representative on the Social Commission of the United Nations. He attended meetings of the Commission at Rome and Geneva.

Former State Senator William A. FREEHOFF died Jan. 22 at Waukesha. He had been in the legislature for 12 years.

Dr. Howard Mumford JONES, professor of English at Harvard, delivered the address for the mid-term commencement at Ohio University.

Arnold A. BUSER, 59, died Jan. 18 in Madison.

1915 W

New president and treasurer of the Klindt Geiger Canning Co. at Cassville is Fred C. MINK. He is a Cassville pharmacist.

1916 W

John E. WISE, Madison, electrical engineer with the state Industrial Commission, is the new president of the International Association of Electrical Inspectors.

Back in Madison for Farm and Home Week was Walter KRUECK, sales manager of Allied Mills Co., Ft. Wayne, Ind. He spoke to a hog breeders' association banquet.

1917 W

George A. CHANDLER is section chief in the Foreign Operations Division of the Veterans Administration central office.

Mr. and Mrs. Frank Moulton (Virginia HODGES) recently returned from a five-month visit in Chile. Moulton, a member of the University faculty, did graduate work in the University of Chile's graphic arts department.

Onalaska Mayor Ben C. SIAS, died Feb. 3 at his home. He was in the insurance and real estate business.

New president of the Madison YMCA is Milton B. FINDORFF.

Weyauwega landscape architect Eunice S. FENELON spoke to the Milwaukee Civic Garden center recently. She was the first director of the Cleveland (Ohio) Garden Center.

Dr. William J. BLECKWENN, Madison, who had been hospitalized in Washington, D. C., since December, has returned to his home.

New engineer of research and development for the Milwaukee Road is A. G. HOPPE, Milwaukee.

1919 W

Lloyd A. LEHRBAS has been promoted to an assistant to State Department Undersecretary James Webb. He was formerly director of international information in the state department.

Carroll College trustee, L. F. THUR-WACHTER, and Mrs. Marge Robling were married Feb. 4 in Greenwich, Conn. They will live in Waukesha after their Florida honeymoon.

1920 W

Dr. Eric ENGLUND is now agricultural attache to Finland and Sweden.

Hermann S. FICKE has retired after 36 years as head of the department of English at the University of Dubuque.

1921 W

Harry G. MARSH, Madison, is chairman of the 1950 fund campaign for the Dane County Red Cross chapter.

William G. FISHER, Minneapolis, is executive vice-president and director of the Lutheran Brotherhood Legal Reserve Life Insurance Co.

Robert W. CRETNEY, Monroe, La., is grand master of the Louisiana Masonry. He is superintendent of the Thermatomic Carbon plant in Sterlington, La.

1922 W

Agronomist Dr. George D. SCAR-SETH came back to Wisconsin for Farm and Home Week. He is research director of the Farm Research Association.

Dr. E. B. PFEFFERKORN, Oshkosh, is in charge of the local Kiwanis Club's campaign to collect Christmas cards for use in Children's hospitals.

The newly completed Wild Boar restaurant at his Big Bromley resort is the pride of Fred PAEST, Jr., Oconomowoc. The resort is on Bromley mountain above the village of Manchester, Vt.

Howard P. JONES is temporary deputy US commissioner for Berlin. His regular post is chief of the economics affairs division of the Berlin commission.

Mayor Thomas E. Burke of Cleveland, Ohio, recently appointed Malcolm S. DOUGLAS as executive secretary to the board of building standards and building appeals of the city of Cleveland.

Roland F. BECKER is associated with the Fuller-Goodman Lumber Co. at Oshkosh.

1923 W

Dr. and Mrs. Robert Bruce STEWART are living in Lafayette, Ind., where he is vice-president and comptroller of Purdue University.

Harold C. SMITH and William H. ROGERS, '36, have formed a law partnership in Fort Atkinson.

Robert C. THOMAS who is with the US Public Health Service is studying at the veterinary science department of the University of California at Davis.

Franklin CLIFFORD, 49, died Jan. 27 at Evansville. He was an accountant for a chain of hotels.

Chester ELLICOTT is working with the USDA Soil Conservation Service. He is now stationed at Coeur d'Alene, Idaho.

Featured recently in the Nordberg Manufacturing Co. monthly magazine, *Progress*, was Howard ZOERB. He is chief engineer of the crusher division at Nordberg in Milwaukee.

1924 W

Clement F. TROUT is in charge of the Industrial Editors' Short Course at Oklahoma A&M college. He is head of the school's technical journalism department.

Dr. Gamer F. TEGTMEYER, Milwaukee, is now medical director of the Northwestern Mutual Life Insurance Co.

Robbie TRENT, Nashville, Tenn., is the author of a new children's book *Always There is God*. She is elementary editor for the Sunday school board of the Southern Baptist Convention.

Dr. Ovid O. MEYER, professor of medicine at the University, is one of three Wisconsin doctors who will serve as overseas medical consultants for the army this year.

Mrs. George Swearingen (Irma DICK) of Barton has compiled and published a series of literature books for junior high school students.

1925 W

Carl R. HANSEN is president of the John M. McClun Co., realtors in Chicago.

Richard V. RHODE has been promoted to aeronautical consultant for the National Advisory Committee for Aeronautics in Washington, D. C.

Wisconsin's new state director of personnel is Volmer H. SORESENSEN. He was formerly an assistant professor in the Commerce School.

1926 W

Arthur A. WETZEL has been appointed to the Direct Mail Advertising Association advisory board. He is president of Wetzel Brothers, Milwaukee printing and lithographing firm.

Louis C. Leak is now associated with Beilke Buick Co., Wausau. He resigned recently as superintendent of schools at Waterloo.

New president of the Dane County Sportsmen's League is John S. HOBINS, cashier of the American Exchange Bank in Madison.

1927 W

Representing the United States recently on the governing board of the International Labor Organization at its meeting in New Delhi, India, was Arnold L. ZEMPEL. He is assistant director of the Office of International Labor Affairs in the U S Department of Labor.

Prof. J. G. WINANS of the physics department has been elected to the national executive committee of the American Association of Physics Teachers.

W. W. GAMBLE, Jr., White Lake, is the new treasurer of the Maple Flooring Manufacturers' Association.

1928 W

Charles T. PAYETTE died Sept. 5, 1949 at Minneapolis.

Orville J. MARTIN, 43, died Feb. 1, 1949, of a heart attack at his home in Darlington.

John R. "Chubby" GOODLAD has opened a sporting goods store in Madison. He was former manager of the University Co-op's sporting goods department.

1929 W

Hindu sociologist Dr. Haridas T. MUZUMDAR has returned to the campus as a visiting lecturer in sociology.

Wallace M. JENSEN, Detroit, has been reappointed to the committee on federal taxation of the American Institute of Accountants. He is a partner in the firm of Touche, Niven, Bailey & Smart.

Ralph EVINRUDE, Milwaukee, has been re-elected president of the Outboard, Marine & Manufacturing Co.

W. R. CARNES has been elected chairman of the Madison chapter 75, American Society of Tool Engineers.

L. G. CURTIS has resigned as secretary-treasurer of the Jefferson County Farm Bureau. He will retire at River Falls.

1930 W

In charge of America's world-wide program of information, propaganda, and educational exchange (including the "Voice of America" broadcasts) is Charles M. HULTEN. He is the first to fill the newly-created post of general manager in the State Department.

Stanley V. KUBLY, Madison, was elected president of the Wisconsin Retail Hardware Association.

Dr. Jane Taylor PAXSON is practicing medicine in Albany, Calif.

Frederick MILVERSTEDT has been named service manager of the Milwaukee zone of the Hudson Sales Corp.

The new sales production manager of the Boston Store is Robert A. HEINZ. He is also vice-president of the Advertising Federation of America.

1931 W

Dr. Ferdinand Leonard Philip KOCH is now chief of Glaucoma Clinic for National Society for Prevention of Blindness at Manhattan Eye, Ear & Throat Hospital and a surgeon on its staff. Dr. Koch, who lives in Bronxville, N. Y., is also an assistant professor at New York University.

David B. SMITH, Merrill, is the new president and general manager of the Wausau Paper Mills Co. at Brokaw.

1932 W

The Centennial Directory helped two classmates locate each other in California. Mrs. Lloyd B. Rothe (Winnifred

FRITZ) and Mrs. Clarence H. Doty (Mary Ellen HOOKER) got together recently in San Diego.

Harris A. SWALM has bought a home in Tampa, Fla. His new address is 3408 Gables Court.

G. E. BURTEE has been transferred by the Shell Oil Co. to Calgary, Canada. He will be in charge of production activities.

1933 W

On the Broadway stage, Eric BROTH-ERSON is appearing in "Gentlemen Prefer Blondes."

William W. McKENNA and Betsy Jane Farnum were married Jan. 28 in Janesville. They will live in Madison.

O. I. BERGE of the agricultural engineering department recently conducted a tractor maintenance school for 4-H leaders in La Crosse.

F. J. BOLENDER, Jr., director of public relations of the Wisconsin State Chamber of Commerce, spoke at the monthly meeting of the Ripon Businessmen's Club recently.

1934 W

Sam BERGER is the US labor attache at the embassy in England.

W. S. KINNE, Jr., is now professor of architecture at the University of Illinois. He was formerly chief architect for DeLuw, Cather & Co., Chicago. He is the son of retired engineering prof. W. S. KINNE, '04.

1935 W

Philip KAISER is the assistant secretary of labor in charge of international labor relations.

George H. KEMMER is house hunting in Addis Ababa, Ethiopia, while his wife, the former Hilda Jurado of Manila, and their daughter visit in Milwaukee. He was appointed mining adviser to the Ethiopian government.

Claude B. REIGLE, Madison, has been appointed general superintendent and office manager of the E. B. A. Sokoloski residential construction firm.

George COMTE presented a copy of his song *I Went for a Walk in Oconowoc* to Mayor Frank Dumbeck recently. Comte is an announcer at WTMJ in Milwaukee.

1936 W

Roland F. McGUIGAN is the new educational director of the Evans Scholars Foundation of the Western Golf Association. He is dean of men at Northwestern University.

Jean LACKEY, Delavan, was married to James E. Beckwith, Brooklyn, N. Y., in New York City on Feb. 14.

Ann McNEIL, Madison, and her mother recently returned from a 6,000 mile motor trip to the West and Southwest. They visited Mr. and Mrs. John H. McNEIL in Houston. He is business manager of the Mermann Hospital there.

1937 W

Married Oct. 15, 1949, in Leesburg, Va., were Roy G. BLANCK and Eleanor R. Offutt. They are living in Washington, D. C., where he is employed with the U S Army Map Service.

New assistant sales manager of the pump division of Yeomans Brothers Co. in Chicago is Spaulding A. NORRIS.

Mrs. W. R. LaTourette (Dorothy M. PECK) is now living in Austin, Minn., where her husband is head of the Industrial Art Department of Austin High School and College.

Misses Margaret EMANUEL and Margaret CRUMP, '36, who were on the staff of the school of nursing at the University have left for New York City where they will do graduate study in nursing education at Columbia University.

Jerry BARTELL, who directs a children's program on WIBA in Madison, recently had a photographing party for his listeners. The children had their pictures taken individually with him. His sister, Mrs. Rosa Evans (Rosa BARTELL '41) writes the script for his show.

1938 W

After serving as assistant to the financial advisor of the Central Bank of Turkey, Omer R. OZTAMUR is now associated with his father in the shipping business at Istanbul, Turkey.

Donald N. McDOWELL is Wisconsin's new agriculture department director. He is probably the youngest state

★Badger Bric-a-brac

. . . every statement a story

SENIOR CO-EDS may have "12:30 nights" any day of the week except Monday, ruled the women's house presidents council last month. Previously the women were allotted such privileges only two nights a week in addition to Friday and Saturday. The council believes that "by her fourth year a girl should be mature enough to budget her time so she can complete her studying, watch her health, and yet enjoy the opportunities she may have" . . .

ALSO FOR THE CO-EDS was this news: For the first time in five years, women students whose families live in Madison are now able to get rooms in University dormitories . . .

AT FINAL EXAM TIME recently, a UW graduate assistant noticed one student continually ducking under his coat. Suspecting cheating, the assistant snatched the coat off the completely surprised student and discovered that all it concealed was a bottle of Scotch and a straw. It was a tough exam and the student needed a little comfort, it was explained.

PLANT LAYOUT PRACTICE, a new "on-the-job" engineering course, is allowing students to help redesign the Ohio Chemical & Surgical Equipment Co. plant in Madison. Limited to eight students, the course has the complete cooperation of the company's officials . . .

A FINE OF \$200 was imposed on the Alpha Epsilon Pi fraternity chapter for knowingly initiating an ineligible student and then listing him as an active on the Dean's list. The Inter-Fraternity Council levied the fine, but the fraternity may appeal to the student life and interests committee . . .

department of agriculture director in the United States. He was named to replace Milton H. Button who resigned.

Mel BARTELL is now an opera singer in Italy, Germany, England, and Ireland.

Edwin J. COLLINS, Jr., was married to Virginia Isaacson in Berkeley, Calif., on Jan. 21.

New city engineer at Watertown is Vaso BJELAJAC.

Maj. Elliott V. SMITH, Beloit, has been appointed troop information and education officer for the Berlin, Germany, military post.

1939 W

Dr. Ben G. MANNIS has opened offices for the practice of general surgery in St. Louis, Mo.

Maj. Dale J. SCHWEINLER has been assigned to the department of the army, general staff corps in the organization and training division in Washington, D. C.

Duane G. SOMMERFIELD, Madison, has joined the staff of the American Dairy Association of Wisconsin.

1940 W

Dr. James RUSSELL won the Junior Chamber of Commerce 1950 distinguished service award in Fort Atkinson. Since coming to Fort Atkinson in 1947, Russell has opened a six-room clinic.

John M. McKIBBIN is living in Syracuse, N. Y., where he is an associate professor in the biochemistry department at the Medical School of Syracuse University.

Mrs. Thomas Strang (Marian BOUNDY) and her two sons have left for Okinawa where they will join Strang who is stationed on the island with an army engineer battalion.

1941 W

Mr. and Mrs. Stephen B. Yohalem (Alice MARTINSON) have announced the birth of a son, John Herman, on Aug. 3.

Jean Ann Murphy and John Mathew LAMB were married on April 23, 1949 in Minneapolis, Minn.

The engagement of Carol Lasser and Jerry GUMBNER has been announced. The wedding will take place this month.

1942 W

Robert H. WATKINS is now director of instrumental music at Clintonville High School. Oscar HOH, '39, resigned to enter private business.

There's a new contender in the Rankin family. Former University boxer Gene RANKIN and Mrs. Rankin are the parents of a girl born Feb. 2 at Madison.

A third son, Jerome Blair, was born to Mr. and Mrs. Edwin STAUF-FACHER, Jr., (Hazel HOLDEN, '45) Jan. 28 in Calamine.

Mr. and Mrs. Edward GARRITY (Julie MILVO) announce the birth of a son, Kevin, Feb. 7. Their address is 53 Hill St., Milford, Conn.

Halo W. SCOTT and Arlene L. Willis were married Jan. 14 at Platteville. They will live there where he is engaged in farming.

Maj. William C. BUTZ is the senior resident physician in pathology at the Army's Walter Reed General hospital in Washington, D. C.

Grant C. HILLIKER has been transferred to the State Department at Washington, D. C., from Stockholm, Sweden. Mrs. Hilliker is the former Miriam CHRISLER, '41.

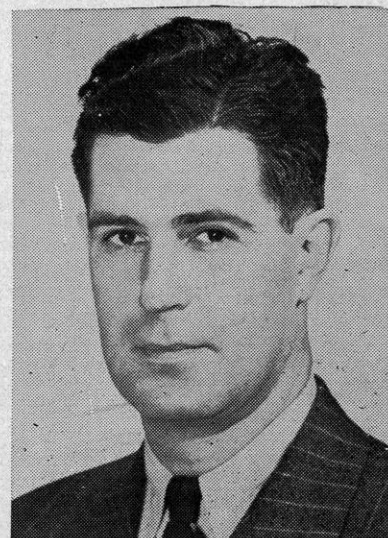
Dr. Austin C. WAGENKNECHT is now professor of biochemistry at the New York state agricultural experiment station of Cornell University, Geneva, N. Y.

Ralph N. JACQMIN married Mary Helen Gray on Oct. 29 in Centralia, Ill. They are residing in Chicago.

1943 W

The author of the "Henry" cartoon for King Features, Don TRACHTE, attended the US Treasury Department's 20,000 Years of Comics exhibit in Chicago in November. He joined other members of the National Cartoonists So-

Outstanding Sports News



ART LENTZ, University athletic publicity director and *Wisconsin Alumnus* sports editor, was last month named an "outstanding sports publicity man" by the National Association of Inter-collegiate Basketball. He was selected in a national poll taken among sportswriters.

ciety in making personal appearance in conjunction with the exhibit.

"Friendly photographer" are the words on the sign over the new photographic shop in Rice Lake run by Kenneth SKRUPKY. "And the sign means just what it says," Skrupky reports. He has won several awards in the past two years in competition with professional photographers. While in the army he served in the public relations department of the air force as a photographer.

Richard DEBRUIN has received a position as teacher of English composition at the University of Wisconsin where he is studying for his master's degree.

Martin E. HECK is now an accountant for the Independent Typesetting Co. of Milwaukee.

Lois Pelck and Richard G. KURTH were married Sept. 1 in Oconomowoc; they are living in Milwaukee.

Doris Irene CAIRNS and Leon D. Randall were married Oct. 15 in Lansing, Mich. They are residing in Lansing where Mr. Randall is an accountant and his wife is the reference librarian of the Lansing public library.

Mr. and Mrs. E. H. LEMKIN, Great Neck, N. Y., announce the birth of a son, Bruce Stuart, on Nov. 15. Mrs. Lemkin is the former Rosalie SAMPSON, '44.

Morris ARNESON is now a real estate appraiser for the Northwestern Mutual Life Insurance Co. of Milwaukee; he is headquartered at the Minneapolis office.

Jeanette MOHA Fairchild is head dietitian at the Veterans Hospital, Wood, Wis.

Mr. and Mrs. Henry SCHRAGE have announced the Nov. 11 birth of a daughter, Freda Jane. Mrs. Schrage is the former Dorothy WINNER, '44.

A daughter, Suzanne, was born Sept. 3 to Mr. and Mrs. Richmond D. Moot, Jr., 1211 Oxford Pl., Schenectady 8, N. Y. Mrs. Moot is the former Hazel MATZINGER.

1944 W

Arne SKAUG, who was economic advisor at the Norwegian embassy in Washington during the last years of the war, is now the Norway's representative at the National Economic Cooperation Administration in Paris.

★ Madison Memories

. . . from the Alumnus files

ONE YEAR AGO, APRIL, 1949—Prof. Ralph Nafziger of the University of Minnesota School of Journalism was appointed director of the UW School of Journalism . . . Commerce Prof. Donald R. Fellows accepted an offer to become head of the merchandising and marketing department at the University of New Mexico, and music Prof. Bjornar Bergethon resigned to take a position at New York University . . . Badger cagers ended the basketball season in seventh place . . .

FIVE YEARS AGO, April, 1945—The agricultural Short Course, dropped in 1940, was re-established at the request of the Veterans Administration . . . Regents agreed to spend up to \$25,000 to remodel and equip the old Racine college buildings for a Racine extension center . . .

TEN YEARS AGO, April, 1940—Independent and fraternity factions, "no longer so sharply distinguishable as they once were," divided honors in the campus election. It was the lightest vote in years . . . Because music Prof. Ray Dvorak had no stop watch with which to gauge his time at the last Founders Day broadcast, Milwaukee and Madison alumni bought him one . . .

TWENTY-FIVE YEARS AGO, April 1925—Men's dormitories behind Agriculture Hall were scheduled for building this spring; the first quadrangle unit (Tripp) "will cost about \$400,000, and will be financed by a bond issue plan." Other later dormitories will be built west of this unit . . .

FIFTY YEARS AGO, April, 1900—The new library and museum building of the State Historical Society was finished (ground had been broken in fall of 1896), and no longer did students have to "trudge from the library on the Hill to the library in the Capitol, from the library in the Capitol to the library on the Hill . . ."

Jane GAYLORD and Howard M. Tugel were married on Oct. 8 in Springfield, Mo. They are living in St. Louis where Mr. Tugel is with American Telephone and Telegraph Co. and Mrs. Tugel is an insurance claims adjuster.

1945 W

Robert Lee FOXWORTH, retired professional light heavyweight boxer, is now living in East St. Louis, Ill., where he is employed by the Bell Telephone Co. Mr. Foxworth is taking physical education work at St. Louis University. He was married on July 13, 1942, to Kay Leland, a student of Howard University.

Mr. and Mrs. Anthony M. Louie, Lawrenceburg, Ind., announce the July 13 birth of a son, Anthony Michael. Mrs. Louie is the former Eunice M. LAPEAN.

1946 W

After receiving her Masters Degree from Columbia University last June, Lillian MUELLER is now with the US Department of State, foreign service division in Frankfurt, Germany.

Peter H. PIERCE and Jean Hyers were married Dec. 3 in San Bernardino, Calif. They are living in Fontana, Calif., where Mr. Pierce is an aircraft engineer.

1947 W

Anton de VOS is now a biologist for the Canadian Department of Lands and Forests in Maple, Ont. He expects to return to the University next fall to work on his doctorate.

Donald K. CARLSON is now employed in the advertising department of the DeSoto division of the Chrysler Corp., Detroit, Mich.

Walter POLNER is a research fellow at the Institute for Industrial Relations of the University of California, Los Angeles. He also teaches economics at the Long Beach Junior College.

Lt. Roger C. PETERSON and Sara Smith were married on Aug. 19, 1949. Lt. Peterson is stationed at Camp Hood, Tex.

Joan DAVENPORT and Deane Lee were married Nov. 26 in Colrain, Mass. They are living in Athol, Mass.

Audrey L. STRAKA and Karl W. HUCKABY, Jr., were married in Milwaukee on June 18, 1949. They are living in Madison where Mr. Huckaby is a third year law student.

June 11, 1949, was the wedding date of Ann M. SPROESSER, '48, and Bernard Joseph MULLEN. They are living in Milwaukee where Mr. Mullen is employed by the Texas Co.

Madison was the scene of the wedding of Ruth RINCKER, '49, and Charles E. TRUSH on June 18, 1949. They are living in Duluth, Minn., where he is a physician at St. Luke's Hospital.

Mr. and Mrs. Robert E. OWEN of Arlington, Va., announce the birth of a son, Stephen Anton, on Nov. 20.

Mr. and Mrs. John T. OAKLEY of West Bend are the parents of a new son, James Martin, born Nov. 20. Mrs. Oakley is the former Barbara MATHE-SON, '46.

1948 W

New assistant editor of *The Confectioner*, a candy dealers trade magazine in Milwaukee is AL ANDERSON.

Suzanne SCHORR and Robert Westwater were married Feb. 3. They are living at Oak Lane Manor 303-C, Philadelphia 26, Pa.

Edward LeHOVEN is now studying at Paris, France, under a Fulbright scholarship.

Elizabeth HARKER is living in St. Louis where she is employed at the Malenckrodt Chemical Works.

Bobby Cook scored 44 points as he led the Sheboygan Redskins to a 115-92 victory over the Denver Nuggets. He set a new scoring record, topping the old National Basketball Association mark of 43 points.

George POLNASEK, who was admitted to the bar Dec. 30, 1949, is now associated with the Green Bay law firm of Martin, Clifford, Dilweg, Warne, and Duffy.

Donald L. NORD and Naomi NIMLOS, '49, were married Jan. 22 in Wau-paca. They are living in Chicago where he is employed by the Illinois Central railroad.

Henry KLEINERT is attending Midland College in Fremont, Neb., and plans to enter the Lutheran ministry.

He and his wife, Helen Peck, '40, are living in Fremont.

Irving GALINSKY has received a post-doctoral cancer research fellowship of \$3,000 at the University of Texas.

Now living in St. Petersburg, Fla., are Mr. and Mrs. J. Weston SEAGUIST. She is the former Lorraine Strom. He is teaching at St. Petersburg High School.

1949 W

Arthur J. SCHALLOCK, Jr., and Jane Marie STROSINA, '46, were married Feb. 25 at Milwaukee.

John David WALKER is studying in Paris, France.

George LUEHRING is now employed by the City News Bureau in Chicago.

Ervin Sanford BERGO is working for the Hallicrafters Co. in Chicago on television receivers.

Mr. and Mrs. David S. ALBERT (Blanche V. WIGGINS) are living at 286 Hill Ave., Glen Ellyn, Ill. They were married July 2, 1949.

Judy L. WEINERT '48 and John J. WEINERT are living in the Middle East. Their address is Sa'doon Quarter, % Mukhtarian, Baghdad, Iraq.

James A. BOWMAN married Marjorie PERRENOUD on Nov. 24, 1949. They are living in Milwaukee where he is on the staff of the *Milwaukee Sentinel*.

John W. EARL is an investigator for the public welfare department of Washington County.

Hazel E. CAHILL and Dale C. MORRIS were married Dec. 10, 1949. They are living in Portland, Ore. where he is associated with Securities, Inc. as a mortgage loan officer.

Donald R. PRICE is the new assistant county supervisor for the FHA in Langlade and Shawano Counties.

Oct. 1 was the wedding date of Judith SALTZBERG and Robert STOLZ. They are living in Madison where Mr. Stolz is an apprentice livestock buyer at Oscar Mayer Co., and Mrs. Stolz is with the *East Side News*.

Mr. and Mrs. Robert H. HOOVER have announced the birth of a son, Craig Roisum, on Nov. 19.

Gives New Life to DPs



DR. ARCHIE A. SKEMP, '15, La Crosse physician, has given American homes to 70 Displaced Persons, most of them from Poland. The DP families live and work on eight farms which the doctor has organized into several "units."

New Dietetic Assn. Editor



ADA WHITFORD, '47, was recently named editor of *The Prospector*, the bulletin of the Colorado Dietetic Association. A member of the Colorado State Hospital Staff at Pueblo, Miss Whitford is a former staff member of the *Country Magazine*.

Editor, Minneapolis Daily



WILLIAM P. STEVEN, '32, once a *Daily Cardinal* news editor, has been made assistant executive editor of the Minneapolis (Minn.) *Star and Tribune*. He has previously been managing editor of both the Minneapolis and Tulsa (Okla.) *Tribunes*.

Proving you never know what to expect at a

Press Conference

JOHN THOMPSON had always been secretly proud of his friendship with Bill Turner. Dr. Turner. Judge Turner. Professor Turner. Wherever international law was mentioned, there Bill Turner's name was mentioned, too. And now Bill was coming home from Europe after making a special survey for the government.

John had received a note from Bill, mailed from London, suggesting that he meet the ship in New York. So here John was, boarding the ship to meet Bill Turner.

After a long-lost-brother greeting, Bill said, "We'll have to wait a few minutes, John. The press wants to ask a few questions. Then we'll head for the country for the weekend. I have to go to Washington Monday . . ." John noticed that the old professorial pace had been stepped up to a man-of-affairs rapidity, but otherwise Bill possessed the same old shaggy friendliness.

At the press conference John stood beside Bill, who parried some questions skillfully and answered others with a crisp directness.

In elaborating on the answer to one

question Bill said, "I hadn't thought of this in quite these terms before, but now that I look at John Thompson here beside me and remember his good work, I think I can very easily point out a most important difference between Americans and people in some other parts of the world."

John could feel a redness creeping up his neck as all the reporters looked his way.

"John Thompson," Bill said, "has been working up our way for twenty-five years. He represents an American idea or tradition that's based on two things—freedom and enterprise. John is a New York Life agent. Through the life insurance he sells, men attain security for their families, not by compulsion of the state, but as a matter of choice. They get security without losing their freedom. And that's a mighty important difference."

A couple of bulbs flashed and John blinked.

"Now, if it's all right with you," Bill said to the reporters, "John and I are going off on a little fishing trip—another good American custom."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.

FEW OCCUPATIONS offer a man so much in the way of personal reward as life underwriting. Many New York Life agents are building very substantial futures for themselves by helping others plan ahead for theirs. If you would like to know more about a life insurance career, talk it over with the New York Life manager in your community—or write to the Home Office at the address above.