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In this Issue

What's Good—
What's Bad—
At the University?

Verdict of a Probe



BASCOM WONDERLAND

WISCONSIN
Alumnus

JANUARY, 1950



★ Dear Editor:

WAY OF LIFE

Not knowing Frank J. Sensenbrenner's present address, I wonder if you would be so kind as to pass the word to him that I, as an alumnus of the University of Wisconsin, Class of 1916, was greatly encouraged to read his statement on the "American Way of Life," dated October 15, 1949.

A. R. LILLIE, '16
Chicago, Ill.

WELL-DESIGNED DIRECTORY

The Centennial Directory has arrived. It certainly is well-designed, and it contains an immense amount of information. A great deal of very careful work was required to prepare, compile, and print such a list of alumni with the accuracy necessary in a work of this nature.

Compared to other classes, that of 1905 occupies a very modest part of the volume.

FREDERICK A. POTTS, '05
Waupaca, Wis.

(H)OLD NORTH HALL

In the October, 1949, *Wisconsin Alumnus*, Page 5, I note that someone has raised the question referring to Old North Hall—"When will it be torn down?"

The same question could be raised about Old South Hall, I presume. However, as an alumnus of the University of Wisconsin and a native of the State, I wish to enter a protest against any such thought as mentioned above. Rather than demolish these two structures I

hope that President Fred, his associates, and the Board of Regents will endeavor to keep them up at a high level of maintenance and that these two buildings will be preserved into the generations to come. While simple and severe in lines and with little or nothing in the way of architectural embellishment, nevertheless their mere simplicity and rigidity have impressed me through the years.

Add to these points the further thought relating to the many generations of students who have attended classes there and the work of a host of top ranking faculty members over the generations, and we have a set of circumstances which, I am sure, would prevent those in authority from ever thinking of demolishing these two buildings.

A. S. JOHNSON, '17
Comptroller and Treasurer
Rutgers University
New Brunswick, N. J.

JOHANSEN IN HAMBURG

As I was doubtless the only alumnus here to have the pleasure of hearing Gunnar Johansen in his guest appearance with the Nordwestdeutscher Rundfunk Symphony Orchestra here in Hamburg, it occurred to me that the Badgers back home might be interested in knowing that music lovers in Hamburg, who are a highly critical audience, have given him the same enthusiastic welcome which he enjoys in Madison. It was a truly memorable concert, which brought credit both to him and to the University of Wisconsin.

It was a little alarming, however, to discover that the campus had been moved to California, as indicated on page seven of the program. Let's get it back to Mendota again before I return to Wisconsin on leave in the Spring.

WAYLAND B. WATERS, '40
American Vice Consul
Hamburg, Germany

THE LAST WORD

I shall appreciate your publishing the following without change:

Mr. Bertram F. Adams, '02, in the July 1949 issue of the *Wisconsin Alumnus*, did me the honor of commenting, and not unfavorably, on my letter published in the January 1949 issue, in which I expressed the view that the retention of the name "Iron Cross" for the senior men's honorary society reflects shame on the good name of the University. I should have added: and, particularly, on all who acquiesce in or tolerate its retention.

I do, indeed, remember that World War I began in 1914 and that the "Iron Cross" society existed for some years before under that name. The surprising thing is that the name was retained after World War I, regardless of whether or not the name was originally copied from that of the German military order thus designated, although it appears rather unpalatable that it was not. Whether it was or not appears to me to be entirely immaterial. There can be no question of the usual signification or of the association of the name. Conceivably, the name adopted could have been "Gestapo" and such a name could have been adopted without having been copied from that of an organization so designated, which I suppose some persons there have learned about.

It should hardly be necessary to say that the retention of the name "Iron Cross" is a mockery and an insult to the dead of the University who were killed fighting in World Wars I and II and that it is not at all consistent to have set up and to maintain a University Memorial to these dead and at the same time preserve that name, "Iron Cross," to designate an "honor" society of the University.

Yours sincerely,
RAYMOND J. HEILMAN, '12,
APO New York, New York.

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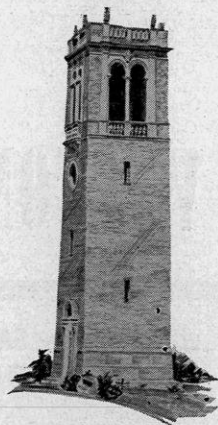
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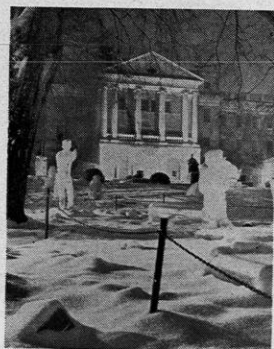
WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

★ Sidelines

IT COMES as an afterthought, but maybe this month's cover picture of the scenic Bascom Wonderland would be more appropriate for some other winter issue.

Attractive, yes. It's even artistic and timely (give credit to Arthur M. Andrews, '51) with its Winter Carnival ice sculpture. But in this particular issue of the *Alumnus* there is an article which reports the "plain facts" about the University as discovered by a special group of analysts. This committee of 26 top UW men and women left almost no stone unturned. They appropriately have advice even for alumni, and this is some of it:



BASCOM WONDERLAND

"The relation of the University with its alumni should not be merely on the basis of athletic interest, sentiment, the beauty of Mendota, or sporadic financial appeal."

What the relation should be can be found in the article; but this short quotation serves as a reminder that there is more to being an alumnus of Wisconsin than, say, recalling the symbolic Bascom in the moonlight.

* What the self-analysis committee has said about alumni makes sense.

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JANUARY, 1950

No. 4

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

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

★ If any one of us might be thinking that the famous "sifting and winnowing" statement of principle is merely an item of history or a plaque on the wall of Bascom Hall, we will be surprised when we read the article beginning on the facing page.

It is a review of the University's recently published "report card"—a down-to-earth, critical self-analysis.

The attitude of questioning, of honest probing and self-examination is a healthy one. It is a good antidote to the self-satisfaction which leads eventually to deterioration.

Surely the probing must be honest or it isn't worth a hoot. Close study of the findings will demonstrate the honesty of this study. The white-wash brush apparently was left on the shelf where it belongs. Here is sifting and winnowing in its finest sense. Here is academic freedom not as a defensive or combative attitude but as a positive, constructive force to improve the value of the University's contribution to the individual, the community, the state and the nation. Here is the sort of thinking and acting we can expect of the University of Wisconsin.

The University obviously is not perfect. It never was, and it never will be perfect.

What is important to the alumni and to everyone who comes within the influence of the University are these two questions: Is the Uni-

versity doing a good job now? Is it doing everything possible to do a better job in the future?

As you study the self-evaluation report, and as you talk with President Fred and other members of the administration and faculty, you probably will find yourself answering yes to both of those questions.

That's fine. It's good to know that the old school is going ahead. But, outside of sentiment, why should you and I get worked up about it?

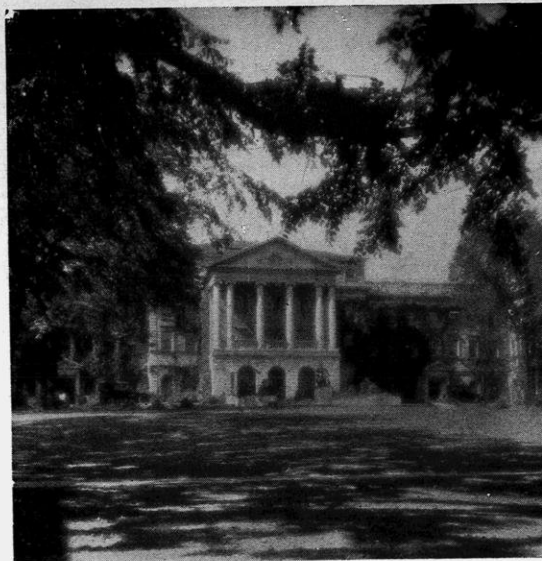
You may have heard this before and you are going to hear it again.

The University needs friends. It needs salesmen. You and I should be its best friends, its best salesmen. If we are not, who in all creation will be? And our sales job never ends. Discouraging? Not on your life! In the present state of civilization it is difficult to exaggerate the vital importance of universities like ours. We

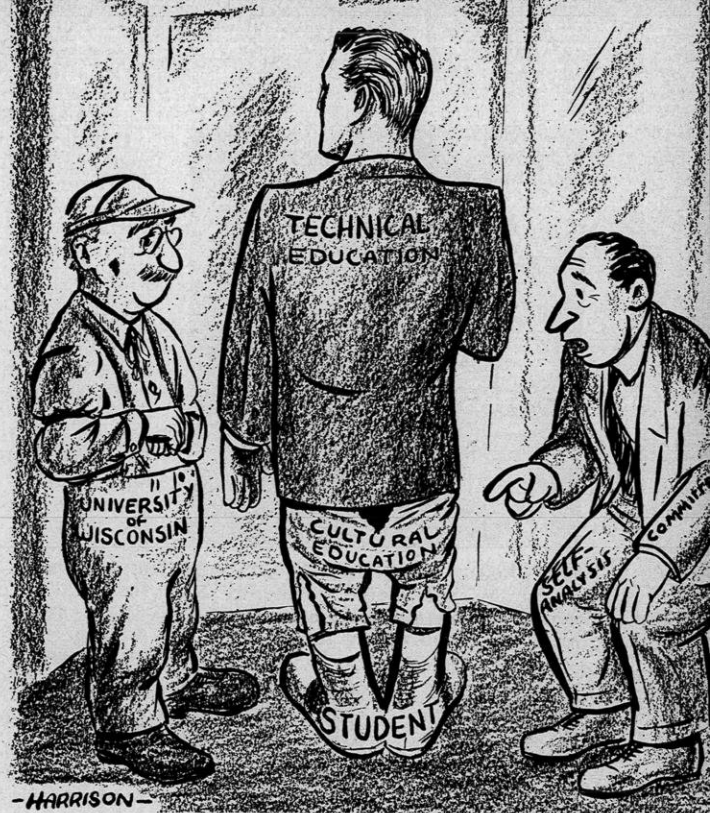
can't find many more worthy causes to represent, nor many which so urgently need the help we can give. So long as the University must live in part on money from tax revenues and private contributions, it needs our selling help if it is going to survive. And it needs our selling help even more if it is going to progress.

This first issue of the new year reaches you, we hope, not too many days past the traditional time for making resolutions which undoubtedly will lead each one of us into more constructive activities. Perhaps some

of those noble resolutions may crumble or be forgotten. We hope the one which survives is the decision to take a more active part in the selling job which must be done this year and every year for the University of Wisconsin.



"... the old school is going ahead."



What's Good— What's Bad—

At the University of Wisconsin

★ For two and a half years the University has been under the critical eye of a special self-analysis committee. The group's recently-published report tells the University story straight—good and bad.

TWO AND A HALF years ago the University of Wisconsin Regents directed the University administration to make a detailed study of what the University should be, what it is, and how it can correct its deficiencies.

Twenty-six faculty and administrative men and women were appointed to the committee in charge of the study—a committee with the documentary, stuffy-sounding title of "Committee on University Functions and Policies." Chairman of the group was Dean Mark H. Ingraham of the College of Letters and Science. Sub-committees were formed and nearly 100 more persons, 19 of them students, were drawn directly into the University's self-analysis project.

Last month, early in the "morning" of the University's second century, the 227-page "report card" was finished. Conclusions are that the University is doing well in many categories, should be graded quite low in many others.

Note that the report has not yet been "faculty-endorsed." Chairman Ingraham suggests that the faculty

make no effort to adopt it in full as a faculty report; but, as Prof. Paul Knaplund of the history department has warned, the public will consider the report as a faculty-endorsed document whether it is completely accepted or not.

Anyway, the bad marks on the report card are what interested the public and the press the most. Apparently it wasn't quite expected that a lot of University people analyzing their own dear institution could be objective enough to find some very major faults in the system—and not only find them, but give them a thorough public spanking with many suggestions on how to eliminate them in the future.

Yes, the critical nature of the report seems to have come as a surprise. But it was the purpose of the study to find the flaws and fix them, not to bring into stronger light a revised list of "things the University is good in." The Regents and the committee knew that discovering deficiencies will make the University do better—just as too many compliments would make it stand still, stagnate.

As a result, every aspect of the University comes in for criticism as well as for acknowledgement of things done well. Professors, administrators, students, and alumni are all told to go back and sharpen their pencils.

Training Students

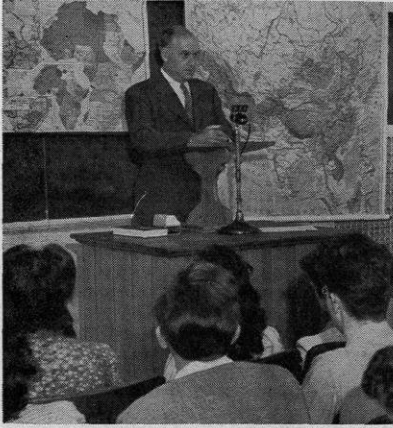
PARAGRAPH 1, Chapter 1 of the inch-thick report card formulates this purpose, this goal of education at the University of Wisconsin:

"Three basic and interrelated objects of such education are to train the individual to earn a living in a socially useful manner, to develop in him the highest cultural and intellectual interests, and to make him a moral, intelligent and well-informed citizen with a deep sense of obligation to the community."

The final chapter, the "show down chapter," grades the University's instruction qualities on the basis of that triple purpose:

Vocational training: "An 'A'."

(Continued on page 6)



THE FACULTY at Wisconsin is "strong in quality but should constantly be improved." In the area of vocational training the University ranks "A" . . .



IN CULTURAL education, however, there is a "large measure of failure". Opportunities are present but only "self-starters" accept them . . .



AND AS A training ground for citizens, the UW should rank higher. Graduates "often reflect rather than set their community's character" . . .

(Continued from page 5)

Cultural education: "A large measure of failure."

Citizenship: "We must consider the University one of the greatest agencies for good which we have, but as compared with our aspirations it fails."

Vocational Training

"How well does the University train students to earn a living?"

Vocational training is very good, decided the educators. "Our graduates are well placed and seem not only to be abreast of their subjects but to have the background to develop in their chosen fields. Many have become leaders. The curricula are planned to be thorough, modern, and with an eye to the future professional needs of the students."

"In spite of crammed quarters and an inadequate library, we can still give ourselves an 'A' in this respect," concludes the committee.

Cultural Education

How successful is the University of Wisconsin in developing in its students the highest cultural and intellectual interests?

The "large measure of failure" awarded this objective was based on "what should be" at Wisconsin and not on how Wisconsin compares with other universities. "The reading habits of the average American college graduate, including those of this University, are insufficient in quantity, frothy in substance, indiscriminating in taste," the committee charges.

Excellent opportunities are offered at Wisconsin for students who already have intellectual interests, but little is done to initiate those interests.

"Courses in the humanities are highly developed," acknowledges the report; "the opportunities to hear good music are unsurpassed in any university, and are used to a greater extent than are some other opportunities; books are available; and public lectures in almost all realms are provided . . ."

Citizenship

What does the University do to make the student "a moral, intelligent, and well-informed citizen with a deep sense of obligation to the community"?

Several positive examples are cited, and so are there some illustrations of failure. From them the report concludes that "for the student body as a whole, the environment is as wholesome as exists in almost any community," but that "the University is only a partially effective source for moral and civic betterment, . . . its graduates often reflect rather than set the ethical tone of their communities."

On the positive side the committee found, among other things, that

the University itself sets an example of good citizenship in its care in the use of public funds, its lack of religious and racial discrimination, and its service to the state and nation.

On the other hand, it found that student morality was not reflecting that example: "The conditions in regard to cheating, here as elsewhere, now as in the past, are a disgrace." The committee also admitted the curricula "do little to insist on all students gaining the basic knowledge that a citizen should have, and some make it almost impossible for them to do so."

The analysts maintain that the University can raise its grade in "education for citizenship" by making improvement in:

1. Keeping before the University moral goals, the ideal of the good citizen, and his obligations in a democratic society.
2. A more complete revelation of the teacher's personality through his teaching and advising.
3. The minimizing of cheating.

Exams and Cheating

Examinations, their preparation, and the attitude of students while taking them were sharply criticised—often on counts which the former university student might recall as valid in the past.

Under fire were (1) essay-type exams where little attention has been given to making clear the degree of detail expected from a student, (2) "objective" exams that test only the acquisition of knowledge and not the organization of that knowledge, (3) the overemphasis often placed on final exams, (4) an examination program that gives little or an erroneous idea of the purpose of the course to both current and future students, (5) exams that lend themselves to cheating.

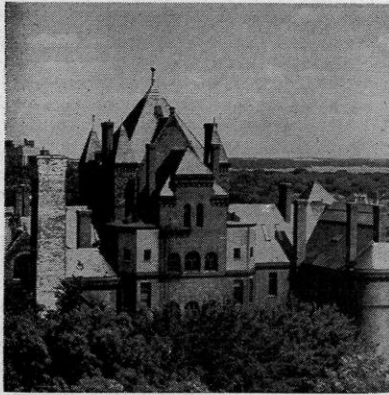
"Cheating," reported the committee, is a problem of long standing here as well as elsewhere, and no evidence was presented that the situation was worse at the University of Wisconsin than elsewhere, or worse now than in the past. The committee is convinced that the situation was deplorable in the past and is now, here and elsewhere."

According to student testimony, the student body realizes that the situation in regard to cheating is bad, and not only wishes that the situation be corrected but will cooperate in any steps taken toward such correction.

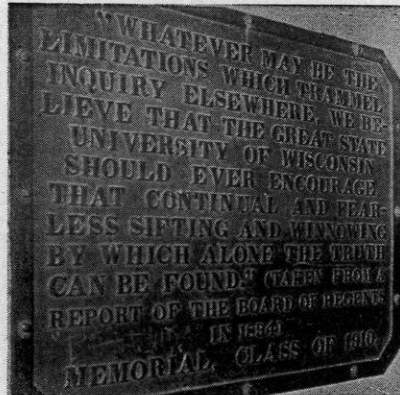
Job Placement

Several colleges and a number of departments have well-established placement services; there is also a placement service for teachers and a branch of the Dean of Women's office which helps in the vocational guidance and placement of women.

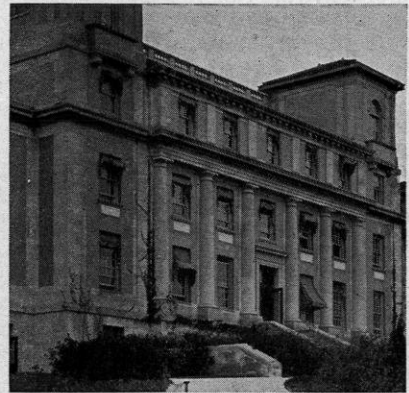
But it still remains true, says the report, "that for many students



PHYSICAL facilities, meanwhile, are "deplorably inadequate"; but the committee recognizes that progress has been made in recent years . . .



"THE RECORD of the University in the matter of academic freedom is outstanding"; the faculty has powers commensurate with its obligations . . .



"THERE HAS BEEN a tendency to run extension centers at too many rather than too few locations." Five were discontinued early this year . . .

there is no effective employment service, and that the coordination of the existing services is inadequate." This is applicable particularly in the case of liberal arts students.

As a remedy, the survey recommends a central employment service which will not only coordinate existing services, but which will also be tied in with the vocational guidance of students.

Quality of Faculty; Teaching

"A strong faculty is the prime requirement for a strong university," states the University's report card. Wisconsin's faculty is "strong in quality but should constantly be improved"; also, the proportion of senior faculty on the staff is too small, it is claimed.

The staff has a good record—with reservations, is the committee's conclusion when it comes to teaching.

"Most of the senior faculty are able and enthusiastic teachers with a keen interest in their subject," the committee believes, "but many senior members of the staff have far greater contact with, and hence more interest in, their graduate students than their undergraduate."

A suggested remedy is the special in-service training of teaching assistants. This would develop teaching interest and competency.

Mediocre Departments

The University of Wisconsin contains some departments that would doubtless rank as first in their field in the world; it contains many of high international or national reputation.

But it also will inevitably harbor some that are not strong and coherent, some that are "mediocre."

Such a situation usually arises when the senior members of a department are themselves undistinguished as scholars and, hence, because of more or less unconscious motives of self-protection, or simply lack of discrimination, appoint only inferior persons to their staff.

When that happens, and when the ineffective department is "unwilling or unable to reform itself," the committee believes the University administration must, "in the interest of the University as a whole, take appropriate action to strengthen the department."

This action, to be taken only after the most mature consideration, must be constructive, not punitive. The action suggested as best is to "bring in first-rate scholars from other institutions to lead . . . in the reconstruction of the department."

Faculty-Student Relations

"The relation of faculty and administration with students is both friendly and courteous at Wisconsin," the committee found, "but it is not always one of complete understanding."

A chief cause for this is "the sheer physical lack of sufficient com-

mon meeting ground." Entertaining entails cost as well as effort, offices are too crowded for private conferences, the Union is overcrowded and sometimes too distant.

Following are two of the committee's typical suggestions to better the faculty-student relationship. The next question is, will the plans be accepted, will they "catch?"

1. "A liberal representation" of students on all faculty committees dealing with student affairs directly or indirectly.

2. Provide space in the projected new wing of Bascom Hall for an attractively furnished lounge, possibly with a dairy bar for light refreshments. There students could adjourn with a teacher to follow up ideas started in the classroom, a profitable pastime which is now almost impossible in buildings where classes meet.

Counseling and Advising

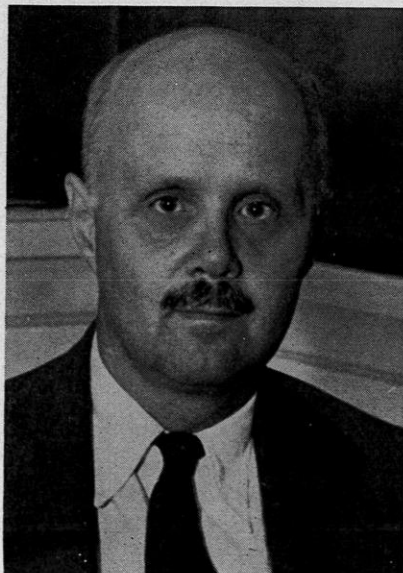
First, a distinction: A counselor is a specialist, like the doctor or psychologist, who gives special professional counsel; an advisor is a faculty member who advises on academic programs.

Another distinction: Except for the desire to extend the quantity and kind of *counseling* services and to make them better known, there does not appear to be much criticism of them. The committee believes the counseling services provided by the Department of Preventative Medicine and Student Health and the Student Counseling Center are excellent in quality.

On the other hand, the *advisory* system seems universally damned. It is full of kinks and bottlenecks.

There are too many students per faculty advisor. There are many students who need little advice and who resent having it thrust upon them, and there are others who need and desire advice and who hesitate to ask for it. Advising takes place

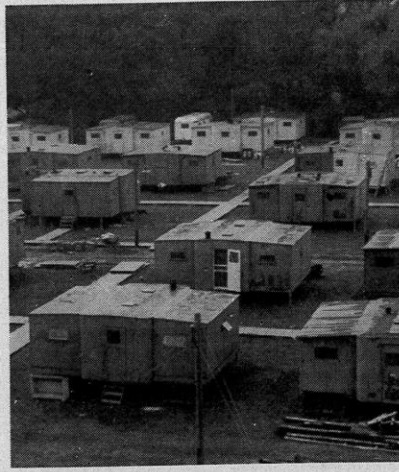
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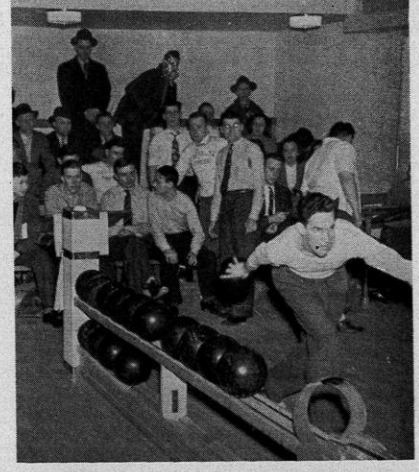
DEAN MARK H. INGRAHAM
Chairman of the Committee



COUNSELING services are "excellent in quality" and should be expanded and publicized, but the advisory system seems "universally damned" . . .



TEMPORARY building projects for married students "should be closed." There should be dormitories for all students who want to live in them . . .



"CLEARLY some students suffer from a misplaced emphasis on extra-curricular activities"; others would benefit by participating more . . .

(Continued from page 7)

too close to registration time. Advisors often do not have adequate information available. Advisors have too little personal interest in students.

At least a partial cure, contends the committee, lies in three things: More and better information available to student and advisor, a separation of advising from the details of registration, a more complete study of the problem.

Academic Freedom

"The record of the University in the matter of academic freedom is

outstanding," announces the report card.

The individual, the department, and the college are allowed all the independence of action at Wisconsin that is possible within an institution devoted to a common purpose, it declares.

As for faculty powers and responsibilities—which must be "commensurate with its obligations"—Wisconsin is as advanced as the law allows.

Student Activities

"Clearly some students suffer from a misplaced emphasis on ex-

tracurricular activities," reports a special chapter, "and it is also clear that some students would enjoy and benefit" by participating in such activities more than they now do.

While many students (24,000, including duplications) spend too much time in about 250 organized groups, not enough spend a sufficient time engaged in *cultural* activities.

The committee's argument for cultural enterprises is that they "develop interests which may continue in later life to increase the happiness of the individual and his cultural service to others; and because

Who Marked the University's "Report Card"?

THE FOLLOWING faculty members made up the Committee on University Functions and Policies, the committee which drew up the "Report Card":

Henry L. Ahlgren
Professor of Agronomy

Ira L. Baldwin
Vice-President of Academic Affairs

R. Alexander Brink
Professor of Genetics

Charles Bunn
Professor of Law

A. R. Curreri
Associate Professor of Surgery

Merle Curti
Professor of History

Helen C. Dawe
Professor of Home Economics

C. A. Elvehjem
Dean of Graduate School

Glen G. Eye
Professor of Education

John Guy Fowlkes
Dean, School of Education

Erwin A. Gaumnitz
Assistant Dean, Commerce

C. Leonard Huskins
Professor of Botany

Mark H. Ingraham, Chairman
Dean, Letters and Science

Kenneth Little
Registrar

James L. McCamy
Professor of Political Science

S. M. McElvain
Professor of Chemistry

Paul L. MacKendrick
Associate Professor of Classics

Villiers W. Meloche
Professor of Chemistry

Raymond J. Roark
Professor of Mechanics

George B. Rodman
Associate Professor of English

John C. Walker
Professor of Plant Pathology

Kurt F. Wendt
Professor of Mechanics

Helen C. White
Professor of English

"—As members of this Committee [on University Functions and Policies] we entered upon its work with affection and respect for the University of Wisconsin; this affection and this respect have constantly increased as the work has progressed. We owe it to the institution and to the State which it serves to write with candor of the faults of the University and give constructive suggestions for its improvement. We believe we have done so. . . .

"We trust that through all the admissions of shortcomings, and proposals for change, will still be seen our pride in the University of Wisconsin, and our realization that we are serving a great and noble institution."

they are pursued on the student's own initiative, they often exercise more lasting influence than the projects prescribed by teachers."

Physical Plant

The University's physical plant is "deplorably inadequate," but it is recognized that progress has recently been made—progress in the form of the new dairy building, a portion of the engineering building, the Short Course dorms, the enzyme lab, the new library, and the hospital additions.

★ "When all is said and done, the student must recognize that the shortcomings of the University, no matter how unfortunate, should never obscure the fact that here the hard-working intelligent individual has magnificent educational opportunities, and that if these are missed, it will be chiefly through his own negligence."

—Chapter IV, page 42
University "report card"

Many classrooms, offices, study halls, laboratories meanwhile are in an alarming condition. Quality of lighting in many rooms should be raised two- or three-fold, ventilation is inadequate, fire hazards are still a menace, laboratory equipment is obsolete.

In housing, too, the physical conditions are inadequate. A goal here is the extension of the dormitory system to the point where the halls will accommodate all the single students who want to live in them.

Research and Scholarship

RESEARCH accomplishments in many fields at Wisconsin are outstanding. The fluid funds for research are among the largest at any American university. But again there are mediocre departments, and the plant and equipment are not adequate for the best research program.

The goal for research, nevertheless, is being met at Wisconsin. "The University," recognizes the report, "has neglected neither the investigation whose practical results are immediate, nor the fundamental research that adds to 'the stockpile of human knowledge'."

Public Service

RESEARCH is only half a story; making the services of scholars

available to the public is equally important. In both aspects Wisconsin is considered a leader.

At the same time, the tendency to expand must be carefully watched, believe the analysts. Services unrelated to scholarship should be avoided since such added functions "usually dissipate the resources and weaken the intensity of purpose of the University."

And while "continuous high-standard programs aimed at the adult at the post-collegiate level have been inadequate," there has been a tendency to run undergraduate extension centers at too many rather than too few locations. The report card grants that institutes, correspondence study courses, radio programs, noncredit courses, discussion programs, and other educational activities for adults have provided "excellent services."

Alumni

HOW DID the committee grade "relations with alumni"? Those relations should be more intellectual, it was indicated; there can be definite improvement.

This is the contention:

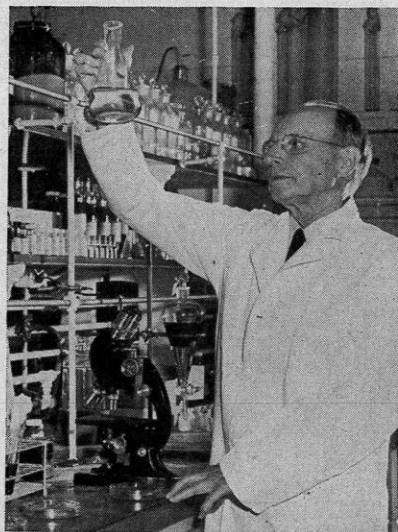
"The relation of the University with its alumni should not be merely on the basis of athletic interest, sentiment, the beauty of Lake Mendota, or sporadic financial appeal.

"The essential purpose of the University is intellectual. Its most important tie with its graduates should be the same. Nor should this be just a paternal attempt on the part of the University to improve the cultural life of its alumni. The University should constantly draw from them as well as give. The alumni have much to offer in ideas, in counsel, in experience and knowledge. These resources are tapped all too infrequently.

"It is suggested that alumni meetings be held to discuss problems of state, national, or international import or developments in various fields of knowledge. Leading scholars of the faculty and leading alumni should take part. Some meetings in Madison possibly could be held during the commencement period.

"As a counterpart to such programs, institutes or conferences on the work of the University should be held, similar in intensity and duration to those now held in many vocational fields. Here, although staff members would participate, the chief emphasis would be to gain from the experience and ideas of leading graduates.

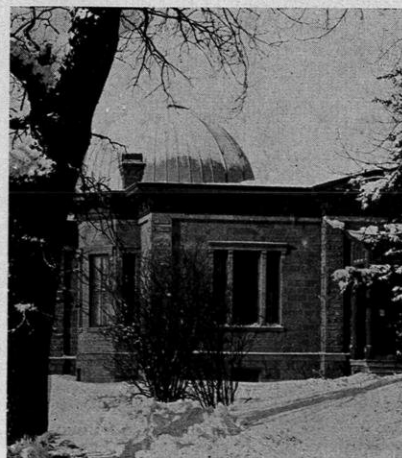
"It is believed that groups of distinction comparable to those who participated in our Centennial Symposia would be glad to join in these meetings."



IN RESEARCH, Wisconsin "neglects neither investigation whose practical results are immediate, nor the fundamental research that adds to the 'stockpile of human knowledge' . . .



THE UNIVERSITY'S public service program has achieved a reasonably extensive coverage of the state . . .



ALUMNI-UNIVERSITY relations should not be merely on the basis of athletics, sentimental memories, and the like. It should also be intellectual.



Pressing pants is one thing the University of Wisconsin Press does not do, says its director, Thompson Webb, pictured here with Editor Sina Spiker. This article tells what the Press does do, and what it is.

What is The University of Wisconsin Press?

By Thompson Webb, Jr.
Director of the University Press

IN THE SAME day recently one of the editors of the University of Wisconsin Press had to verify the word 'chlorodehydroisoandrosterone,' for spelling in one manuscript and 'high falutin' in another. These two words alone will indicate the wide range of problems which a university press faces in its work of presenting in published form manuscripts which come from a university like Wisconsin.

So many people have asked the question, "What is the University of Wisconsin Press?" that I feel I should begin with a definition; but first I should like to state what it is not.

1. The Press does not publish the *Cardinal*, the *Law Review*, or any other student publication.

2. The Press does not publish text books. Some of our publications are used as texts both at Wisconsin and elsewhere; but with perhaps two exceptions, they were not published primarily for classroom use.

3. The Press does not issue the University catalog nor any of the official announcements or bulletins of the University.

4. The Press does not operate a printing plant.

Not long ago someone telephoned to ask us what we charged for pressing a pair of pants. The Press does not do that either.

What, then, is the University of Wisconsin Press? First of all, it is

a book-publishing organization operating, on a small scale, exactly like any commercial publishing house, except that it is also a regular department of the University. Manuscripts are submitted to the Press; those that are judged worthy of publication are accepted for publication. These are edited and prepared for the printer. The Press contracts with commercial printers and binders for the manufacturing of its publications, and it maintains an active sales organization for the promotion and distribution of its published titles.

The purpose of a university press, as the founders of one such press have put it, is to "publish, in permanent form, scholarly works of high merit which add to the sum of human knowledge, particularly those which reflect the responsibilities of the University."

Thus, a university press which is doing its job for scholarship and reflecting adequately the responsibilities of a university like Wisconsin has a big job to do, a widely varied one—and *the job is important.*

In the Beginning, an Idea

The University of Wisconsin Press was established in 1937 under the direction of a managing editor, Miss Livia Appel. It is impossible to relate here all the difficulties which Miss Appel faced in getting the Press on its feet. In the beginning

there was the idea, some good intentions, and little more. Miss Appel converted these into a publishing program.

Later, the war dealt the Press a serious blow. Paper shortages, lack of help, and the near impossibility of finding printers who had facilities for handling "nonessential" work all contributed. As a result, the Press had almost ceased publishing by 1948. But that year, the president and the dean of the Graduate School decided on a reorganization, and steps were taken to bring together a staff capable of making a press that could function effectively. Within six months the Press had 12 full-time people, where there had been four, and its production of books has been rising progressively.

Plans for 15 Books a Year

Since it takes about a year from accepted manuscript to finished book, the number of titles has not risen as rapidly as did the number of personnel, but progress has been made. In 1946, two new titles were published; in 1947, only one. In 1949, the Press published six, of which one was the two large volumes of the University history. And immediate plans are laid for increasing the annual number gradually to 15 or more within the next three to five years.

Primarily, the University of Wisconsin Press is devoted to making

scholarship available to the reading public.

This does not mean, however, that all books from the University Press are necessarily unreadable. It is true that many of them are technical, some having extremely limited appeal. Many, on the other hand, are written for the general educated reading public and can hold their own on any shelf of good nonfiction.

Basically the work of a well-rounded university press should fall into two categories: the technical and the general. Books of the first sort are monographs which can be described as scholars' laboratory notes—regardless of whether the author has done his research in the natural sciences, the social sciences, or the humanities. These are the reports of one specialist to the others in his particular field; usually they are couched in technical language, and properly so.

For the General Reader

If the University Press should content itself with the publication of books of this sort only, it would not be doing its job fully.

The term "publication" implies "making public"; and therefore, a university press, to serve both the public and the scholar, should undertake books for the general reader which bring the developments of research to the nontechnical level, books no less scholarly than the monographs but written for the non-specialist.

Among its titles in the general group, the Press may be expected from time to time to bring out books about Wisconsin itself and our general region. This part of its program was inaugurated in December, 1948, with the publication of *Rural Artists of Wisconsin*, by John R. Barton. Such books are the Press' contribution to the Wisconsin Idea, books that tell the people of Wisconsin about the region they live in and the other people who live in it.

Twenty years ago there were only about half a dozen university presses in this country, and their existence was in constant danger for lack of funds. Today the Association of American University Presses numbers 35 active, well-established member-presses; and the number is increasing.

These changes in numbers and vigour are not an accident. The university press has become an important arm of the American educational system; it has joined the library and the laboratory as an indispensable tool of scholarship. Since the last war, the role of the university presses in the field of scholarship has become increasingly important.

Unfortunately, in the last eight years printing costs have increased more than 100 per cent, while at the same time buyer-resistance has prevented any commensurate rise in the retail price of books.

As a result, the commercial publisher who formerly undertook each year a number of scholarly works on which he expected not more than to break even, now feels unable to continue this program. Commercial publishing has turned more and more to the ephemeral kind of fiction and nonfiction for which it can be reasonably certain of an immediate sale of thousands of copies.

This situation has two effects on the University of Wisconsin Press. In the first place, university presses now have a wider selection of good manuscripts than formerly. The books that they publish are more important in general, and some of them can be expected to appeal to wider markets than university presses formerly were able to look to.

★ Thompson Webb, Jr., is a 32-year-old Princeton and Harvard graduate who came to campus in November, 1947, as director of the University of Wisconsin Press. After three and a half years in the Navy he joined the University of California Press as sales manager, later became editor, and then moved to Wisconsin.

At the same time, this change in attitude of commercial publishers has placed a serious obligation on the shoulders of university presses. Until the last war, a large part of the really worth-while works of scholarship could be expected to find a publisher outside the university presses. Today almost the entire burden of scholarly publishing rests on the university presses, and scholarship unpublished is sterile.

In this connection, one authority has gone so far as to state that "the virility of a university can be gauged by the activity of its press."

Investment in Scholarship

Almost no university press makes money. Few can be said to break even by ordinary business standards. Printing costs being what they are, one university-press director remarked to me facetiously that the only way that he had discovered for selling his books at a profit was to hold them for five years, until the inventory write-off had reduced their value to a point where his press could afford to sell them.

This is not to imply that all university-press books lose money. On the contrary, many make money. One university-press title recently was selected by the Book-of-the-Month Club. Still, a university press which is actively and conscientiously fulfilling its obligations to scholarship will show an over-all deficit regularly from year to year.

On the other side of the ledger there are important advantages which an active and able press, publishing well selected titles, brings to its parent university. In the first place, of course, the university press is an instrument for the advancement of knowledge and of communication among scholars. The university's publication program is immediately justified—to a large extent—by the very definition of the university itself. A press is an important agency for implementing the university's own primary objectives.

At a more practical level, an active university press can help to assure its parent institution of a better faculty.

Every scholar's professional standing in his own field is determined largely by what he publishes. If, therefore, a university can put publishing facilities at the disposal of its faculty, it is likely to be able to retain the good scholars on its staff and to attract others. In this respect, of course, the university press is only one of a number of intangible assets which scholars may consider. The press will be judged along with the laboratory facilities, the library, and the other special advantages which the university may offer the individual scholar for research in his chosen field.

Furthermore, the publications of the university press can be one of the finest media of public relations that a university may have at its command.

In 1945 the University of Wisconsin Press published a geography of Japan by Professor Trewartha. It is the only modern work of its kind and the most exhaustive. Scholars the world over must look to Wisconsin for basic information about Japan.

The Press has also published the definitive edition of the Latin work *De Rerum Natura* by Lucretius. Each year this book goes to nearly as many classical scholars abroad as to those in this country.

A recent publication, *A Symposium on the Use of Isotopes in Biology and Medicine*, has been reviewed favorably in almost every European language; scientists all over the world who are studying the peaceful uses of atomic energy must turn to the University of Wisconsin.

Thus, the publications of the Press can bring the finest kind of recognition to this institution.

In the past six months, the Press has published the two large volumes of the University's centennial history. This work is the University's principal recognition of the anniversary and a distinguished contribution to American history. With the possible exception of Harvard, there is hardly another university in the country with a history comparable to this. It is certain to set a precedent; and its influence is likely to be apparent in the works of this sort for a generation or more.

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

Six Suggestions For Founders' Day

On February 5, 1950, the University of Wisconsin will be 101 years old. Since this Founders' Day falls on Sunday, most clubs will celebrate this important event as close to February 5 as is possible. Here are six suggestions that should be helpful in making this year's Founders' Day a productive day for the University of Wisconsin.

1. Use your Founders' Day Meeting to get clearer picture of University's activities in teaching, research, and public service.

Founders' Day Meetings offer alumni an excellent opportunity to keep abreast of University needs, problems, and achievements. A fine group of faculty speakers is ready to address this year's Founders' Day Meetings. Many speakers have already been signed up. If your club hasn't taken this important step, please call or write Mr. LeRoy Luberg, Assistant Vice-president of Academic Affairs, in Bascom Hall. The following groups are also logical sources for Founders' Day speakers: Board of Regents, Board of Visitors, Directors and staff members of the Wisconsin Alumni Association.

2. Use Founders' Day Meeting to strengthen your alumni club.

In most clubs, the Founders' Day Meeting is the most important of the year. It attracts more alumni than other meetings. It's your "show window" for telling people in your area what your club is doing and what it stands for. A bang-up meeting will attract new members to your club and make your present members more interested.

It's also election day for alumni clubs. Practically all clubs now operate with a board of directors of either six or nine members. These directors serve for three years and one-third are elected each year. Selecting good directors will help to make your alumni club more active and effective.

3. Start a new alumni club.

Most Founders' Day activities, of course, are centered around an alumni club. If your city or community does not have such a club, perhaps this is a good time to get one started.

Scattered throughout Wisconsin are several cities with enough loyal Badgers to support good alumni clubs—Ashland, Antigo, Monroe, Rhinelander, Richland Center, Beaver Dam, Marshfield, Rice Lake, Stevens Point, Wisconsin Rapids, and others. Outside of Wisconsin, Buffalo, Louisville, Omaha, Rockford, and Toledo have enough Badgers to organize good alumni clubs. Association headquarters will help you to organize your club. Starting a club in your area would be a fine way to commemorate Wisconsin's 101st birthday.

4. Support the University of Wisconsin Foundation Campaign for funds.

The Foundation offers alumni an opportunity to share in our University's future. Gifts and bequests to the

Foundation will be used for scholarships, fellowships, special professorships, special equipment, but especially for the Wisconsin Center Building. This much needed building will be used for continuation studies, institutes, short courses and conferences for the benefit of agriculture, industry, labor, business, and other public groups.

This Foundation Campaign needs and deserves your support. With a resident enrollment of nearly 18,000 students, all campus buildings are jammed to capacity. Many conference groups have had to cancel their meetings or hold them away from the campus. The Wisconsin Center Building will provide suitable meeting places for these conferences and institutes. Contributing to the University of Wisconsin Foundation is a practical way of helping your Alma Mater.

5. Support the Frank O. Holt Memorial Scholarship Fund.

Frank Holt knew more alumni than any other member of the faculty. He was in constant demand as a Founders' Day speaker because he knew how to interpret the University to his listeners. He talked their language. He gave the University of Wisconsin everything he had. He symbolized the spirit of unselfish service to the people of Wisconsin.

It is logical, therefore, for your club to sponsor a campaign for contributions to the Frank O. Holt Memorial Scholarship Fund. Such contributions will make it possible for needy students to get the kind of help they must have to continue their education. Frank Holt worked unceasingly to help these students. Checks should be made payable to Frank O. Holt Memorial Scholarship Fund and sent to Association headquarters in the Memorial Union.

6. Put Wisconsin in first place in association membership.

Only one alumni association in the Big Ten (Ohio State) has more members than the Wisconsin Alumni Association. Our membership has climbed steadily during the last decade and, with a little help from each alumni club on Founders' Day, it is possible for Wisconsin to go into first place.

With more members we can do a still better job in promoting the best interests of the University of Wisconsin; expand our present Association services and develop new ones. New services make each membership more valuable, so it is good business for everybody concerned to have a growing membership. Wisconsin should be first in the Big Ten.—JOHN BERGE.

THE STATE OF THE UNIVERSITY

UNDERGRADUATES

Mid-Year Graduates Have Own Convocation

THE ELEVEN hundred senior and higher degree candidates being graduated this month won't get their diplomas until June, but they will have their own convocation with a special address by Prof. Wm. H. Kiekhofer, music by the University orchestra and the men's chorus, and a reception at the Union by President E. B. Fred.

The date is January 14, and it will be the first time that mid-year graduates have been honored separately from the June commencement function. If the plan is successful, it will be repeated next winter.

Compulsory attendance was opposed by the faculty subcommittee in charge of the event. Members said it would be impossible to enforce and would not indicate the success of the affair.

Student representatives early urged the adoption of caps and gowns for the occasion, but President Fred asked them to find out first "how the graduates felt about the cost" of the costumes. The poll, taken by Senior council, found that more than 50 from a group of 80 students were against it. It would discourage attendance, the committees decided, and the plan was discarded.

Invitations for the service were sent by President Fred to families of the January graduates. Applications for three tickets—for the student and his parents or close relatives—were included.

Students Judge Teachers

THE ACADEMIC Question about students grading their professors is being answered at Wisconsin. Beginning with the second semester next month, at least six departments of the University are expected to adopt student board's plan for student-faculty evaluation. So far, only the Integrated Liberal Studies department has definitely accepted the plan.

The departments will be offered a choice of five types of reaction sheets, all of which have been used by the National Student Association in other schools during the past year.

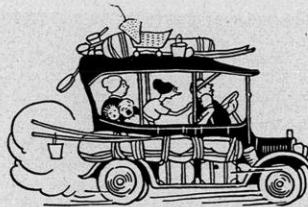
Under the plan, students would have opportunity to judge the instructor's use of class time, his originality in presentation, his attitude toward the student, his ability to correlate material, and his knowledge of the subject.

Student board's Academic Affairs commission intends to set up com-

mittees which would distribute reaction sheets in class and give the results to the instructors. If the program works successfully with the few departments next semester, student board will then attempt to reach the entire University on a departmental level.

The departmental committees will include both faculty members and students. Faculty members will likely be chosen by the department members; students will be selected by the Academic Affairs commission in cooperation with representative student groups in the department.

According to an outline of the program, the plan would be useful to students by giving them "a chance to become partners in this scheme



WISCONSIN alumni are probably much like anyone else when it comes to moving. They forget something, whether it's to stop the milk deliveries or report a change of address.

Contact the Wisconsin Alumni Association, Madison, when you move.

of education"; it "would protect students against poor and inefficient teaching."

"Teachers," the outline explains, "would find out what all their students think, not just the 'moaners' and the 'apple-polishers.'" And they would be "protected against false accusations of poor and inefficient teaching."

Tied for First

DEBATERS from the Wisconsin student team tied for first place with the University of Kansas and Wichita university at the Iowa Intercollegiate tournament held last December. Their only loss was to Marquette university; they defeated teams from Nebraska, South Dakota, Missouri, Iowa, Minnesota, Northwestern, and Michigan State.

Topic for debate was "Resolved: That the United States Should Nationalize the Basic Non-Agricultural Industries."

Speech Prof. Winston L. Brembeck is director of the team.

Cosmopolitan Campus

IRON CURTAIN countries, occupied Germany and Japan, Italy, and 46 other nations have sent 332 students to give the University of Wisconsin campus a cosmopolitan look this semester. The foreign graduate students outnumber foreign undergraduates four to one.

Badgers are here from Hungary, Czechoslovakia, and Lithuania—all in the Soviet sphere of influence. None have come from Russia, however, nor Franco Spain. Two have been sent from Portugal.

Canada is represented by the largest group, 95 students; and China is a close second with 75. Indian students number 41, and there is one student from Pakistan.

All Scandinavian countries are represented, as are all South American countries except Argentina, Paraguay, and French and Dutch Guiana. Besides Canada, the United Kingdom countries of Australia, New Zealand, Great Britain, South Africa, and Scotland, have citizens at Wisconsin.

Far Eastern Badgers come from Thailand (Siam), the Federated Malay States, the Philippines, and Korea, in addition to China. And even the new Near Eastern state of Palestine has a representative.

Badger Philanthropy

CHRISTMAS holidays weren't much of a vacation for 21-year-old Charlotte Wong, a Hawaiian student in pharmacy at Wisconsin. But Christmas did bring her a present, and a priceless one, from her fellow University students.

Since July, Charlotte has been in the infirmary with a rare blood disease which destroys red blood cells faster than they can be reproduced. Before December, 80 blood contributions were given for her by friends, but early that month her condition got worse and she began to need a transfusion almost every day. It's just as if Charlotte were continually bleeding, explained Dr. John Brown, student health director.

When the *Daily Cardinal* learned of Charlotte's plight, it ran an appropriate five-column news story across the top of page 1; when members of the professional pharmacy fraternity, Kappa Psi, heard of it, 21 of them pledged blood; and when the Presbyterian student group heard the news, they made a special plea to their members.

Within a week, more than 30 students had volunteered contributions.

In the News

JOSEPH L. RUSSO, professor of Italian at Wisconsin for the past 25 years, has been designated professor emeritus by Regent and faculty action. Prof. and Mrs. Russo have been in Naples since the summer of 1948 and plan to reside permanently in their newly-purchased home on Via Mario Fiore in the Vomero quarter of that city.

Marlin M. Volz, assistant professor of law, is co-author of a monograph published by the American Law Institute on the "Drafting Articles of Partnership." Prof. Volz has also teamed with Asst. Prof. **Jack R. DeWitt** and two alumni, **Kathryn H. Baldwin**, '41, and **Edwin C. Pick**, PhB '38, to write the first "how-to-do-it" manual ever written for the profession. This 1400-page volume, "Wisconsin Practice Methods," sets down a step-by-step procedure for meeting common matters coming up in everyday law practice.

Aaron Bohrod, University artist-in-residence, made a 12-day sketching trip to the oil fields in Alberta, Canada, for *Fortune* magazine. Some of his works appear in this month's *Fortune*.

William D. Knight, assistant professor of commerce, has been appointed research director of the legislative council taxation committee on a part-time basis. He is also director of the University's bureau of business research.

Martin Bronfenbrenner, associate professor of economics, is on a year's leave in Japan aiding occupa-

tion authorities in recasting the Japanese tax system.

Merrill Jensen, professor of history, has been granted a year's leave to accept the Harmsworth professorship at Queen's College in England.

Lowell E. Noland, professor of zoology, has been elected president of the Wisconsin chapter of the American Association of University Professors. Economics Prof. **James S. Earley** is vice-president and zoology Assoc. Prof. **Nellie M. Bilstad** is secretary-treasurer.

Helen C. White, professor of English, recently received an honorary degree at a two-day convocation in observance of the 50th scholastic year of Trinity college.

Howard K. Beale, professor of history, is at work in the Library of Congress on his "Life and Times of Theodore Roosevelt"; he has a year's leave.

Julian E. Harris, chairman of the French and Italian department from 1943 to 1949, is in France doing re-



MRS. LOUISE TROXELL
On the Public Forum

search on old French textbooks. He is carrying on his work at the Bibliothèque Nationale in Paris and will return to his teaching duties at Wisconsin next fall, at the end of his leave; his wife and daughter are accompanying him.

Robert L. Wolff, associate professor of history, is on a year's leave teaching and doing research at Harvard and Brown universities.

Harold P. Rusch, director of McArdle Memorial laboratory, has been appointed editor-in-chief of "Cancer Research," official Association of Cancer Research publication. Dr. Rusch is the author of more than 60 publications on cancer research.

Vincent E. Kivlin, associate dean of the College of Agriculture, has been named chairman of the Organization and Policy committee for resident instruction, American Land Grant College association. **W. W. Clark**, associate director of agricultural extension, was named to a similar committee for extension.

Mrs. Louise Troxell, dean of women, recently participated in the New York *Herald Tribune's* annual public forum as the representative of the American Association of University Women.



LORENTZ H. ADOLPHSON
Atomic Energy in Education

Ralph O. Nafziger, director of the School of Journalism, and Profs. **Frank Thayer** and **Grant Hyde** have contributed to "New Survey of Journalism," lately published by Barnes & Noble, New York. It has been called "the most modern, comprehensive, and workable textbook in its field."

Lester L. Hawkes, associate professor of journalism, is writing a series of 26 articles for the *Publishers Auxiliary* on newspaper typography and makeup.

William H. Young, associate professor of political science, is on a year's leave at the state capitol. He is working on state government administrative problems in the governor's office.



LOWELL E. NOLAND
President of AAUP

ALUMNI

Can This Be Beaten?

"THE SPIRIT is back," is a phrase that hasn't been used in a long time around Wisconsin, but this year it has become so common it risks becoming a cliché.

The surprise football season put the flame back in the fraternity of Wisconsin graduates; and if anyone doubts that, take a look at just one club and just one of its recent programs:

They had to "turn 'em away" at Chicago last month. The Swedish Club was filled to capacity—over 300—for the "Ivy" Williamson, Coach of the Year, Football Dinner," December 3. As predicted by the club secretary, Mike Meyer, '46, it was the "biggest, most exciting Wisconsin Football Dinner ever held in Chicago since the old days of Badger gridiron glory."

Over 300 alumni and friends, at \$5 a plate. And where will those proceeds go? The answer is a necessary part of the "spirit is back" atmosphere: All proceeds from the dinner will be used to acquaint prospective students from the Chicago area with the advantages of a Wisconsin education.

A look at the program will explain what made this banquet the "biggest, most exciting."

Coach "Ivy" Williamson took the audience behind the scenes in presenting the background of the successful 1949 grid season; the rest of Wisconsin's football coaching staff were guests; Robert "Red" Wilson, team captain, selected as End on every Western Conference honor team this season, was there; and Ken Huxhold, captain-elect for the 1950 team was on hand.

Movie highlights—the best runs, the greatest thrills of each game—were shown; and one of Chicago's best barbershop quartets, the Suburbanaires, added to the spirit.

Dr. Arthur Curtis, '02, former Wisconsin coach and one of the Badgers' greatest tackles, was also in the evening's spotlight, as was Sports Editor John P. Carmichael, '26, of the *Chicago Daily News*.

Bill Nathenson, '34, was master of ceremonies, and Louis E. Nelson, MA'23, Cook county treasurer, was in charge of arrangements.

THERE WERE other recent Chigoland events by and for alumni. They illustrate the same Badger unity.

Chicago alumni got inside information on the Wisconsin-Northwestern game when they held their annual NU-UW luncheon Nov. 4. They brought together two directors of intercollegiate athletics, Harry Stuhldreher of Wisconsin and Ted Paysour of Northwestern, and heard them tell the background of Badger-Wildcat rivalry.



JOSEPH L. RUSSO
Permanently in Naples

Lorentz H. Adolfsen, director of the Extension Division, heads the National University Extension Association committee on "Implications of Atomic Energy in Adult Education."

Prof. Floyd Duffee, agricultural engineer, several years ago remarked casually that "If I had a farm to play with, where I could do anything I wanted to do, I feel sure that I could find ways and means of cutting in two the time of doing chores." The Wisconsin Utilities Association took him at his word, bought a farm, and turned it over to Duffee and his associates. Then several weeks ago they checked up and found many commendable innovations, mostly electrical. The farm has had nearly 6,000 visitors in the past 18 months.

FDR and Atomic Energy

THE GREATEST MAN in the first half of the 20th century was Franklin Delano Roosevelt and the greatest event was the discovery of atomic energy, according to the majority opinion of a group of 46 top University professors polled last month by the *Daily Cardinal*.

There were many other answers covering all phases of social, political, and economic life, but Roosevelt (28 votes) and the atom (21 votes) were overwhelming favorites.

Trailing FDR were John Dewey, 7; Wilson, 4; Edison, 2; Theodore Roosevelt, 1; Oliver Wendell Holmes, 1. And behind atomic energy and the bomb came World War II, 7; Russian Revolution, 4; World War I, 2; United Nations, 2; and one vote each, TVA, Hitler's rise, Russia's rise, Pearl Harbor, election of 1932, first Ford car, and the depression.

The group of 46 interviewed was representative of the different courses on campus. Professors were contacted from the following departments:

Agriculture, art history, botany, chemistry, classic, commerce, economics, education, English, foreign languages, geography, history, integrated liberal studies, journalism, library, law, mechanics, military science, pharmacy, philosophy, physical education, physics, political science, and sociology.

The *Daily Cardinal* decided that "even if all the professors at the University were interviewed, it is doubtful that the results would change considerably." About five per cent of them were polled and three per cent is generally considered an acceptable portion, said the student newspaper.

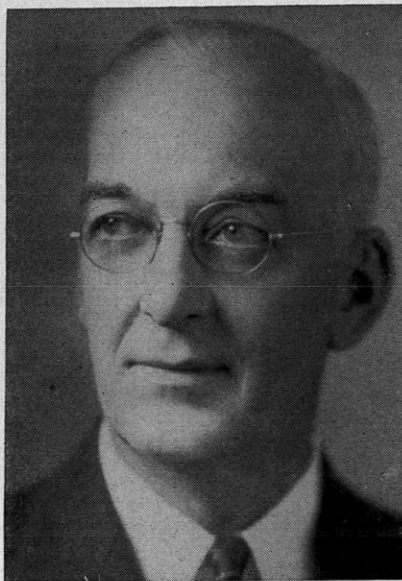
Reasons for choices were also gathered from the professors.

Roosevelt, according to some opinions, achieved his greatness partly because of the situations he faced but mostly because of his handling of them. Some teachers were enthusiastic in their choice of Roosevelt, some were cautious, explained the reporters.

For instance, sociology Prof. Howard G. Becker stipulated that his was a "judgment of the importance of FDR's policy and actions, not necessarily approval or disapproval."

One of the main reasons Wilson was named was because of his support of the League of Nations. Philosopher John Dewey was selected because of his grasp of American social problems and his revolutionary solutions.

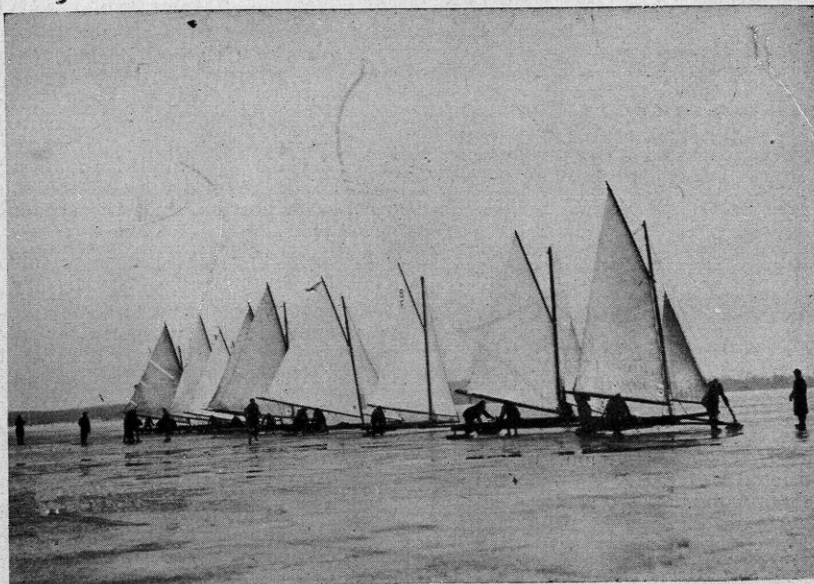
There was little doubt as to the magnitude of the atomic energy discovery, and even the professors who voted for World War II, the Russian revolution, and Pearl Harbor indicated they were important because they led to the atom bomb.



VINCENT E. KIVLIN
Committee on Resident Instruction

The Campus through the Camera . . . January

BY JANUARY, Lake Mendota is frozen over and ice boats and skaters take the places of summer sail boats and swimmers. Here a whole fleet of crafts waits for a good wind and the starting signal. When snow buries the ice, student sportsmen and women polish their skis and head for Muir Knoll and Bascom Hill.



THE HILL is naked-white but impressive. The sidewalks may be slippery toward the end of day after thousands of feet have packed down the snow, but what's at the top makes it worth the climb.

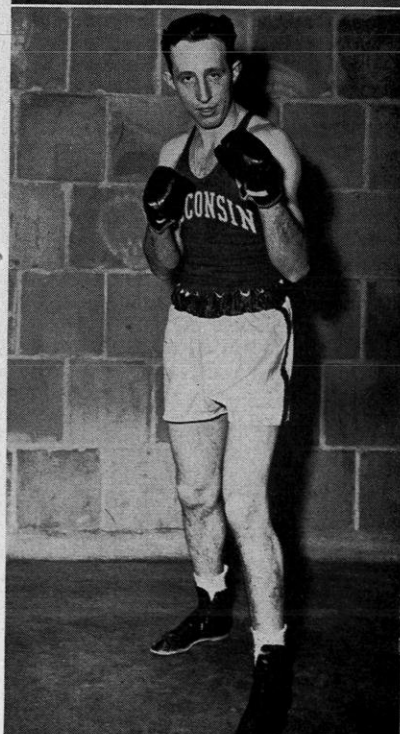
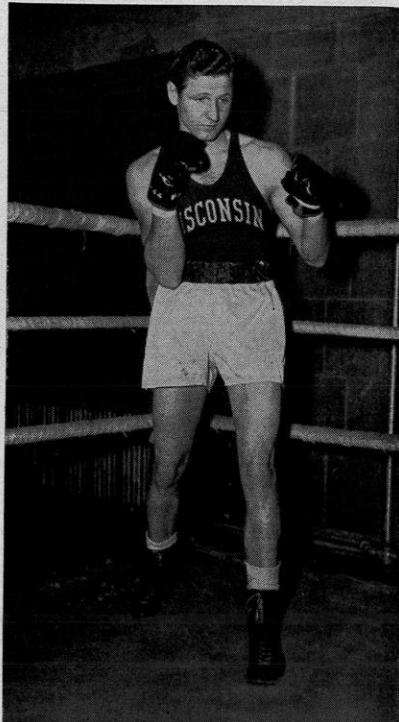


A STUDENT PAINTER surveys her work on the quonset hut announcing the arrival of the National Student Association "purchase cards" on campus. The cards serve three purposes: give students a 10 per cent discount at several Madison stores, give merchants greater quantity of business, and help raise

CHINESE STUDENTS brought a little Oriental atmosphere to Madison when they presented an historical opera of their country, "The Song of Chu." One of the players, an experienced singer in Chinese opera, came from Missouri to star in the production.



CO-CAPTAINS for Wisconsin's 1950 intercollegiate boxing season are Steve Gremban, Goodman (top), and Dwaine Dickinson, Tomah. Both are seniors, Gremban boxing at 125 pounds and Dickinson at 145 (see page 21).



—NSA photo.

venue for student board. But students so far are apathetic. Only 200 out of an expected 1,500 have accepted the bargain, so student board is planning a house-to-house information campaign in a last attempt to give something for most nothing.

Gains on Pressing Issues Made by Regents

Building, Integration, Knapp Fund, and Pro Arte Spark Milwaukee Meeting

ACTIONS were many and important at the regular meeting of the University Board of Regents, held Saturday morning, Dec. 17, at Milwaukee's Hotel Pfister. Several of the developments added chapters to the stories the *Wisconsin Alumnus* has reported in past months.

Building Plans

Five actions gave a boost to the always-lagging building projects:

1. The attorney general was asked to begin condemnation proceedings to obtain the property at 620 North Lake St. as part of the site for the proposed Wisconsin Center for adult education.

This property belongs to the Phi Delta Theta fraternity and is one of the last remaining pieces needed for the Center building. Negotiations for the property have been going on for many months, and according to A. W. Peterson, vice-president of business and finance, a "liberal offer for the property has been made, but the owners have declined to sell."

2. Signing of contracts for Babcock Hall dairy building equipment was authorized.

3. The executive committee was given power to award contracts for storm sewers for the dairy building and for engineering building equipment.

This was done to expedite completion of the buildings, as bids were not opened until late in December—after the Regents met.

4. Preliminary plans were approved for the federally-financed addition of fifth and sixth floors to McArdle Memorial institute, to house research.

5. Signing of a lease for space in the Republic building, 922 N. 4th St., Milwaukee, was authorized. The rooms will house a student health center for the Milwaukee Extension division.

Gifts and Grants

Accepted gifts and grants totalled almost \$90,000. Gifts ranged from \$2 to \$10,000, and their specified uses from "living memorials" to research projects. Grants were headed by a \$49,500 sum from the Wisconsin Utilities association to renew an industrial research study.

And from the estate of James D. Phillips, late University business manager, came a bequest for scholarships in medical research. The Regents voted acceptance of Wisconsin's share of the estate, though no

estimate of its size has been made. Mr. Phillips had served the University 36 years, he died in November (see December *Alumnus*).

Integration Study

President Sensenbrenner, Neenah, was named Regent representative on the committee appraising higher education facilities in the central and southern lake shore areas of Wisconsin.

He was formerly a member of Governor Rennebohm's special committee assigned to make a preliminary investigation of the possible expansion of facilities in the Milwaukee area; and that original committee recommended that an executive group be set up to guide the study. It was to this executive group that Mr. Sensenbrenner was appointed.

Regents also authorized A. W. Peterson to request a \$10,000 appropriation from the State Emergency board to help finance the cost of the study. State teachers college regents are making a similar request for funds, and the \$20,000 is expected to be used to pay for an investigation by impartial experts of such proposals as combining the Milwaukee Teachers college with the Milwaukee UW Extension division (see December *Alumnus*).

Knapp Fund and the Tax

It is "an attempt on the part of Illinois to tax Wisconsin," argued Wisconsin's Atty. Gen. Thomas Fairchild and the UW's special counsel, George I. Haight, when Illinois tax



L. F. GRABER
A Leave

officials placed an inheritance tax on the Kemper K. Knapp fund (see November *Alumnus*).

The Illinois Supreme court upheld the tax and denied an appeal for a rehearing of the case. That was the provocation which has now caused the Regents to request a US Supreme court appeal. Knapp, a Wisconsin alumnus and prominent Chicago attorney, left \$2,471,000 to the University to cultivate in the student body "ideals of honesty, sincerity, earnestness, tolerance, and social and political obligations." The Illinois inheritance tax threatens to take \$714,000 from that sum.

Pro Arte Will Stay

If all members of the famed "artist-in-residence" quartet choose to stay at Wisconsin another year, they may. But, because the value of the quartet is "in considerable measure due to the harmonious working together of the four individuals," President E. B. Fred said that if any of its members should want to leave Wisconsin, "it may be necessary to reconsider the entire situation."

The Regents took the action ahead of the usual time for decisions on 1950-51 staff appointments to assure devotees of the Pro Arte that the chamber group could stay on campus. The University administration has received petitions for retention of the quartet bearing 1,870 signatures of people in the Madison area and 155 signatures of people who live in 17 other communities in the state (see November *Alumnus*).

Leaves for Professors

Prof. Richard U. Ratcliff, professor of land economics in the School of Commerce, has been granted a year's leave to serve as director of the research division of the US Housing and Home Finance agency. In his leave request, Professor Ratcliff pointed out that he had no desire for a permanent government career, but that he felt his work in the national agency would be beneficial to his future University work.

Prof. Laurence F. Graber, one of the University's top agronomists, was granted a leave for research during the second semester of this year. He is the agronomist who promoted alfalfa growth, the use of lime, and pasture management.



PROFESSOR RATCLIFF
Thinking Ahead

CURRICULUM

Three-Professor Course

A NEW COURSE in international relations next semester will group students into committees which will work on problems of relief, atomic energy control, economic aid, and European integration.

And the seniors and graduate students taking the course will be getting a timely first-hand account of US foreign policy from political science Prof. Royden J. Dangerfield and geography Prof. Richard Hartshorne who are returning from special assignments with the National War college in Washington. The educators will be joined by Prof. Paul T. Ellsworth of the economics department to develop this integrated course in contemporary problems of foreign policy.

Drs. Dangerfield and Hartshorne were both granted leaves of absence from the University last year to teach foreign policy and international relations at the War college. Dr. Dangerfield was also chairman of the academic faculty at the college.

As two of the five civilian educators on the college faculty, they worked with 114 students—all at least army colonels, navy captains, or key government men.

Practical Slot Machines

SOME CLASSROOM subjects just naturally seem dry and theoretical. Probability in statistics might easily be one of them, but at Wisconsin it isn't. Not with a renegade slot machine serving as a teacher's aid.

Commerce school students of Prof. Philip G. Fox are using the slot machine to gain a practical approach to the theories on chance and probability; and they are also learning a lesson which is expensive to learn "on the outside."

Fox says the results of 80,000 recorded plays of the machine show conclusively that the mechanical bandit is simply a machine with no conscience and no memory, and with no ability to pick out lucky or unlucky people. The machine's primary purpose is to teach statistics, yes; but Professor Fox invites all students to come in and learn the easy way that slot machines can't be beat.

There are two types of people who think they have a "system"—those who watch the fruited bars while others play and then toss their coins down the chute when they think the machine is "hot" and those who wait until the device doesn't pay out for a long time, and then put their money in, figuring it is due to pay off.

"There is nothing to justify either theory—those people are dumb enough to give the machine credit

for thinking and remembering," muses Fox.

Mathematical analysis shows that the machine should pay out 23,048 coins in 40,000 plays. In one recording of 40,000 plays it actually paid out 22,993, an error in operation of less than a quarter of one per cent.

"If you insist on gambling," advised Professor Fox, "shoot craps with honest people and honest dice—at least the odds are only 1.41 per cent against you. Even an honest roulette wheel will take only from 1.35 to 2.70 per cent of a player's offerings. Most slot machines gouge the player from 15 to 30 times as badly as these other games."

No Credit for ROTC

FRESHMEN and sophomores who take the compulsory work in the Reserve Officer Training corps (ROTC) will continue to get no academic credit for these courses, decided the University faculty last month.

In another action, the group put air science and tactics (a new program initiated last fall) on a credit par with regular ROTC—which means no credit for first and second year work and two credits per semester for work in the third and fourth years.

A special committee had been set up to study the matter of granting one credit per semester for basic ROTC and three credits per semester for the advanced courses. Its negative report was adopted without debate.

Under legislative mandate, "all able-bodied male freshmen and sophomores" must take the basic two years of military training.

GIFTS AND GRANTS

Three News Flashes

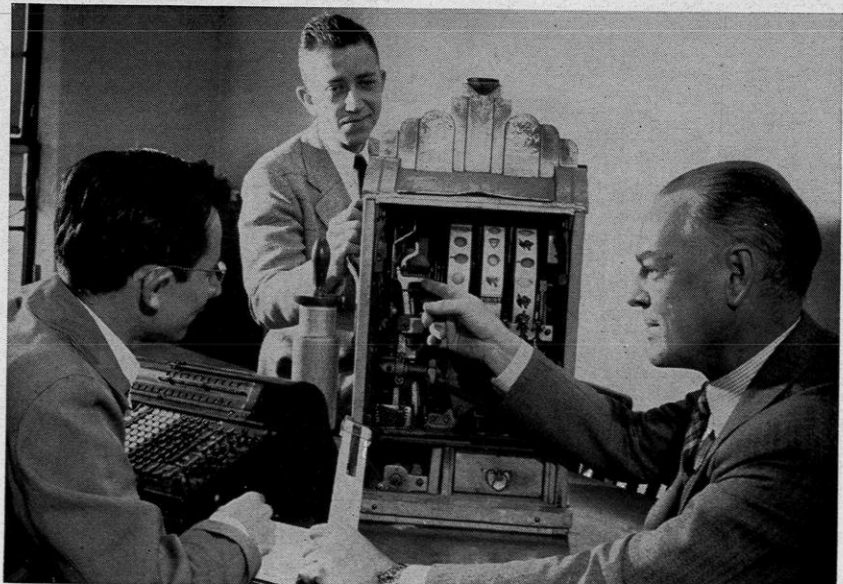
"A WHITE RUSSIAN who fled to America and came to Wisconsin in 1911, where he first worked as a milker on Brook Hill farm in Waukesha county, has given \$1000 to the University of Wisconsin Foundation to help build the proposed Wisconsin Center for meetings of adult groups . . .

"Deeply disappointed because her only son could not be admitted to the University when he returned from military service abroad, a Wisconsin alumna has nevertheless contributed \$1,000 to the Foundation to help the University carry on its public service activities . . .

"A Wisconsin enterprise, the Trane Company of La Crosse, has made a substantial gift to the Foundation's \$3,000,000 goal set to finance the Wisconsin Center building. The president of the company is an alumnus . . ."

These are just three recent news flashes about contributions to the Center building fund. They were made by alumni and friends of Wisconsin.

The refugee White Russian is Sol Engle, now a prominent Waukesha county farmer whose three daughters have all attended the University. The disappointed alumna is Mrs. John J. Troy (Helen Abrams, '15), Houston, Texas, formerly of Lancaster, Wis. The president of the Trane Co. is Reuben N. Trane, '10, a former varsity crew man and captain.



—Gary Schulz photo.

LAWS OF PROBABILITY and chance are illustrated to University statistics students by the old time (in Wisconsin, anyway) slot machine. Commerce Prof. Philip G. Fox, right, one of the nation's experts on gambling devices, obtained the "one-armed bandit" from the local sheriff following its confiscation at a raid some years ago.

The Last Mile

ANY REVIEW of Wisconsin's championship success in cross country the past four fall seasons actually is an account of Don Gehrman's great running in the gruelling hill-and-dale sport.

Probably no figure in Badger harrier history has dominated the scene as has this Milwaukee youth who wound up his four year cross country career last November with two Western Conference individual championships to his credit, to say nothing of having twice been runner up in the Big Nine meet and twice more second place winner in NCAA competition.

With him as leader, the Badgers shared the Big Ten title with Indiana in 1946, were second in 1947, and then rebounded to title success in the 1948 and 1949 meets.

He was beaten only twice this year and each time he forced his conquerer to a new record while breaking the old one himself. Michigan's McEwen, a Canadian Olympic runner, beat him out for the Big Ten crown while Bob Black, Rhode Island's perennial NCAA champion, beat him in the NCAA showdown, a repeat showing of the 1948 meet.

When honors were bestowed on members of the 1949 varsity squad at their annual banquet in mid-December, Don was awarded the Bill Goldie trophy for the fourth



DON GEHRMAN
Broken Records in the Dust

straight year—an unprecedented triumph as the best varsity runner each of four seasons. Added luster came with his election as team captain for the 1948 and the 1949 campaigns.

"Moxie"

WITH THE 1949 football team success story as a shining example of what competitive spirit and the will-to-win can do in a tough campaign, the University of Wisconsin varsity basketball team could very well be a title contender in the Western Conference season which began early in January.

Coach Harold E. "Bud" Foster's Badger cagers have what it takes physically and mechanically this season but that hard-to-define quality of "moxie" or determination—like that displayed so well in the Jan. 2 Illinois game—must continually be exhibited by the players.

First hopeful signs of awakening spirit came when Wisconsin invaded Loyola's Chicago gymnasium and trounced the team which rated No. 2 nationally last year by a convincing 68-55 score. Before that, Wisconsin's victories over Marquette (63-48) and Kansas State (56-48) and a stinging loss to Oregon State (49-36) left experienced observers at a loss to evaluate the Badger cage machine.

Coach Foster always has been a believer in a tough pre-conference schedule and this year's non-loop card is the best in history. Notre Dame, Rutgers, Missouri, and ULCA, all of them leaders in their respective sections were also tough competition.

This rugged program is a real conditioner and it should make the Badgers emerge prepared for a real campaign for top laurels in the Big Ten.

Seven players will have to carry the load for Wisconsin this season. Heading the small nucleus is Don Rehfeldt (6 ft. 6 in.) Chicago All-Conference center and last year's record smasher in Badger and Big Ten scoring departments. Starting at the forwards are Danny Markham (5-10), Brodhead junior, and Fred Schneider (6-3), Wauwatosa senior; guards are Bob Mader (6-2), Wisconsin Rapids senior, and Al Nicholas (6-3), a sophomore from Rockford, Ill.

Two reserves are Fred Bencriscutto (6-0) junior guard from Racine, and James Moore (6-4), senior center from Stevens Point. All except Bencriscutto and Nicholas are major letterman and all saw plenty of action last year.

Three other lettermen are on the squad but they'll have to go some to display any of the aforemen-



COACH BUD FOSTER
"Sophomores hold the key . . ."

tioned seven. These reserves are Don Page, and Bob Worthman, forwards, and Jack Wise, center.

Some help will come from last year's junior varsity ranks, namely Bob Petruska, junior guard from Lake Mills; Ronnie Nord, junior guard from Minneapolis; and Bob Remstad, junior center from Kenosha. Sophomore talent, in addition to Nicholas whose early play has proved his right to a starting berth, includes Bill Buechl, Wauwatosa forward; Ed Carpenter, Rockford, Ill., center; Silas Johnson, Madison forward; and Ken Emerson, Waukesha guard.

The game results through December are as follows:

Wisconsin 63, Marquette 48 (at Madison)
Wisconsin 56, Kansas State 48
Wisconsin 36, Oregon State 49
Wisconsin 68, Loyola 55
Wisconsin 56, Notre Dame 48
Wisconsin 62, Marquette 45 (at Milwaukee)
Wisconsin 48, Missouri 50
Wisconsin 68, Rutgers 55
Wisconsin 54, UCLA 52
Wisconsin 59, Illinois 50 (Jan. 2)
Jan. 7, Wisconsin 59, Indiana 61

Remaining games:

Jan. 14, Michigan at Madison
Jan. 16, Minnesota at Madison
Feb. 4, Ohio State there
Feb. 6, Michigan State there
Feb. 11, Northwestern there
Feb. 13, Iowa there
Feb. 18, Iowa at Madison
Feb. 20, Purdue at Madison
Feb. 25, Illinois there
Feb. 27, Northwestern at Madison
Mar. 4, Minnesota there

Boxing Season Opens

A RETURN to ring supremacy in National Collegiate Athletic Association tournament competition as well as continuance of unbeaten ways in dual match schedules are prime objectives of Wisconsin varsity boxers this coming season.

Coach Johnny Walsh's Badger boxers, although they wound up with an unbeaten dual match season last year (fourth straight year) failed to win an individual NCAA crown and only rated one runner-up position. Consequently the Badger ring laurels were minus some of their usual lustre.

Wisconsin boxing schedules already are under way; the 16th annual Contenders' tournament closed its finals at the fieldhouse on Dec. 15. All-University finals are slated for Jan. 13 and the first of seven intercollegiate dual matches finds Minnesota host to the Badgers at Minneapolis Friday, Feb. 10.

As co-captains-elect for the 1950 season, Steve Gremban, Goodman, and Dwaine Dickinson, Tomah, hope to bring the Badgers to the top. Both are seniors, Gremban boxing at 125 pounds and Dickinson at 145. Gremban was 1948 NCAA bantamweight titlist.

Other lettermen available this season include Jim Sreenan, Beloit, at 130 pounds; Dick Curran, Bay St. Louis, Miss., at 130 pounds; Gene Fleming, Madison, at 175 pounds; Dave Wiseman, Burlington, at 135 pounds. Two lettermen of other seasons also have returned: Vito Parisi, Madison, 1948 NCAA heavyweight champion, and Les Paul, Madison,

letterwinner at 135 pounds in the 1947 campaign.

The complete varsity schedule:

Feb. 10—at Minnesota. Feb. 17—Idaho at Madison. Feb. 24—Penn State at Madison. Mar. 3—at Syracuse. Mar. 10—Michigan State at Madison. Mar. 17—at Washington State. Mar. 24—Depaul at Madison. Mar. 30 to Apr. 1—NCAA meet (site not yet determined.)

Two Big Names

WILSON AND WILLIAMSON were two big names in the writing of Wisconsin's happiest football seasons in recent years. And 1949 seasonal honors were showered on both of them.

Captain Bob Wilson was voted by his teammates as "Most Valuable" player for the third straight season (a record feat) and he also came through with the Western Conference "most valuable" award (Howie Weiss in 1938 and Dave Schreiner in 1942 were other Badgers similarly honored) given by the *Chicago Tribune*.

Williamson was highly rated in the voting for Football's Coach of the year award by the Football Writers' Association of America while the Associated Press awarded the Wisconsin team the distinction of being the "surprise of the season." Wilson, besides repeating as All-Conference choice (this time at end), also rated third All-American end nominations by virtually every legitimate selection group and was unanimously named All-Midwestern End by *Colliers' Magazine*.

Winter Sports

HERE'S a brief review of what's cooking for the Badgers in fencing, gymnastics, swimming, indoor track, and wrestling.

Fencing

Coach A. L. Masley has three major lettermen back from last year to form the nucleus of his current squad. They are Ken Wilkinson and Captain Archie Simonsen, Madison, and Charles C. Mark, Milwaukee. Last year, the Badger fencers won two dual meets, lost six, finished fourth in the Western Conference and 26th in the NCAA.

Gymnastics

A complete holdover team from last year is one of the bright prospects for an improved gymnastics team for 1950 schedules. Coach Dean Mory figures the Badgers will better their last year record considerably. Major lettermen back include Capt. John Matheus, Milwaukee; Eugene Gilbert, Milwaukee; Bill Kennedy, Manitowoc; Bill Sagal, Sheboygan; Les Troyan, Madison; and Ed Magnusson, Harvard, Ill. Wisconsin finished fourth in the Western Conference last year.

Wrestling

Coach George Martin figures he has his best Wisconsin wrestling team since he took over the reins in 1935. Returning lettermen are in the majority on the squad and include Bob Spicuzza, Milwaukee, 128 pounds; John DeWitte, Milwaukee, 121 pounds; Bob Lessl, Milwaukee, 165 pounds; Art Mullendore, Sturgeon Bay, 136 pounds; Capt. Joseph Peterson, Sturgeon Bay, 145 pounds; and Paul Peterson, Sturgeon Bay, 155 pounds.

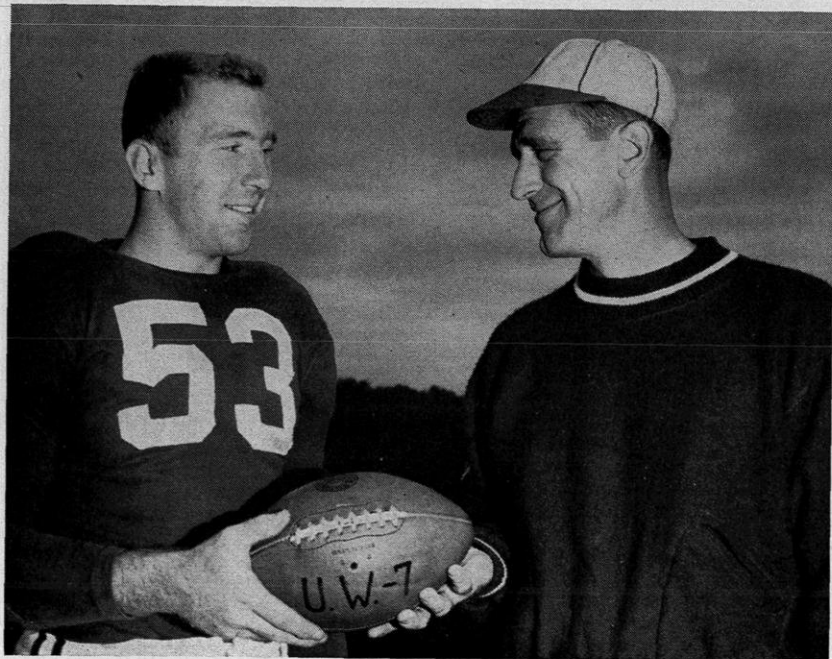
Swimming

Coach Joe Steinauer begins his 31st years as Badger swimming coach and he, along with his assistant, John Hickman, should have a pretty fair season despite a really tough schedule. Lettermen back are Rolf Utgaard, Wisconsin Rapids; Jerry Smith, Kenosha; Rudy Matzke, Milwaukee; Jim Davies, Janesville; Bruce Fellows, Wauwatosa; Bill Stanley, Kenosha; Bob Mueller, Wauwatosa, and Wyndham Gary, Milwaukee.

Last year, Wisconsin won three out of eight dual meets, did not score in the Big Ten meet.

Indoor Track

Wisconsin defends its share of the Western Conference title this year in indoor track and Coach Guy Sundt has a pretty fair nucleus for a representative team. Don Gehrmann, kingpin distance runner, is back for his senior season while Jim Urquhart, another champion distance runner, is one of the 14 major lettermen returning.



WILSON AND WILLIAMSON
Big Names in Any Sports Vocabulary

With the CLUBS

Founders' Day Underway

SHEBOYGAN, Fond du Lac, and Kenosha are additional state alumni clubs planning Founder's Day banquets for February, according to reports of recent meetings. They were not listed in the *Alumnus'* December survey of state clubs.

Sheboygan has also planned its full year of club programs and has been conducting an annual membership drive. Membership goal is to top last year's list of 200, and response early indicated a successful campaign.

The county has a potential membership of over 800 men and women, reports committee chairman August Stecher. To enable all of them to participate in the group's program, local membership dues are nominal and include husband and wife. As part of the drive, the committee mailed the club's bulletin *The Grad*, together with membership blanks, to all alumni.

Lucius P. Chase, president of the Sheboygan unit and recently appointed a director of the national WAA, announced the year's tentative program in a recent issue of *The Grad*:

1. Movies of Wisconsin football games shown each Wednesday evening in cooperation with the Quarterback club.
2. Two informal get-together meetings. (The first one was held Nov. 27 and featured a movie of the Minnesota-Wisconsin football game with a commentary by Field Secretary Edward H. Gibson. President Chase introduced two former Badger gridgers, Milt Kummer and Marv Peterson, and several local high school players.)
3. Founder's Day dinner in February, featuring an outstanding University faculty member as speaker.
4. A picnic in June.
5. Lectures by University of Wisconsin faculty members.
6. A musical program featuring some University musical organization.

FOND DU LAC also held a meeting to discuss the year's program with particular emphasis on their annual Founder's Day banquet. Club elections were held and Andrew Humleker was named president; John Look, vice-president; and Mrs. John A. Wenzlaff, secretary-treasurer. Outgoing president is Carl Mortensen and outgoing secretary-

treasurer is Mrs. W. R. Traut. The vice-presidency is a new office.

KENOSHA is planning their February Founder's Day program plus a spaghetti dinner and film forum to be held in May. Miss Lydia Goerz is in charge of the May event.

The football film programs, with commentary by Robert M. Smith, have attracted many alumni and friends—particularly because of two former Kenosha high school gridgers, Tackle Ken Huxhold and Center Bob Downing, and Halfback Jim Hammond, a former resident of Kenosha.

Square dancing was the feature of another recent Kenosha program scheduled as a planning meeting for the year's activities. After a work-out of rounds and squares, members and their guests watched Mrs. Gilbert Kirkoff's experienced troupe.

In charge of the program were Mr. and Mrs. Kenneth Joanis and Mr. and Mrs. Andrew Smith. Community singing was led by Jean Forrest and Jane Peterson, University of Wisconsin extension students.

Directory for Detroit

A **THIRD** club directory, a new group of directors and officers, and a fall Get-Acquainted meeting in the tap room of the Goebel Brewing Co. are recent results of active club work by Wisconsin alumni in Detroit, Mich.

The directory is an attractive 36-page, pocket-size booklet selling for \$1; profits go into a scholarship fund. Badgers in the Detroit area are listed alphabetically with class, home address, home telephone, business address, and business telephone.

Elected president of the Detroit club for 1949-1950 is Thomas L. Gilbert, '35. Vice-president is Bradley Higbie, '20, treasurer is Arnold C. Schneider, '44, and secretary is Lee Edwards, '23. The board of directors includes the officers and C. Henry Garmager, '36, and Robert E. Jones, '31.

The Get-Acquainted meeting, with free beer and a buffet lunch, was attended by John Berge, WAA executive secretary from Madison.

Successful Season

MINNEAPOLIS Badgers held three luncheon meetings—one a month—during the fall season, reports George Robbins, '40, on the club's recent activities. Speakers were on each program.

First meeting, Sept. 22, was highlighted by Dr. E. W. Ziebarth, '33, chairman of the University of Minnesota speech department and



—Camera Commercial photo.

WISCONSIN'S FIRST LADY cuts the cake on Founders' Day, Centennial year, 1949. This year, the University's 101st anniversary of its first day of instruction will be celebrated by most clubs as near to Sunday, Feb. 5 as possible. A Founders' Day program is the year's best opportunity to better organize the effort that makes the Alumni Association valuable to the University; and each local program is a sure indicator of a valuable club.

WCCO news commentator. He spoke on his recent European tour.

Three old-time, but mighty, football players, Ted Jones, '03, Art Jolliffe, '02, and Al Buser, '12, reminisced out loud at the meeting of Oct. 4. Jones and Jolliffe recalled the days of Pat O'Dea, and Al Buser told of the teams of 1911-12 of which he was an All-American member.

Fred E. Marsh, Badger assistant football coach, was the featured speaker Nov. 5. He discussed the 1949 Badger squad and answered a barrage of questions about the team.

Annual Meet in New York

STANDARD Cap and Seal Corp. president, Dr. J. A. Keenan, '30, was elected president of the Wisconsin Alumni club of New York at the annual meeting, Nov. 29, at the National Republican club. Dr. Keenan, whose address is 1 Pryer Place, New Rochelle, N. Y., succeeds Clifford L. McMillen, '11.

Speakers after the election of officers were H. L. Broadfoot, '17, member of the WAA board of directors; Mike Murphy, coach of the Wisconsin crew from 1929-34 who was unanimously elected an honorary member of the New York club; Eddie Samp, '10, Mr. McMillen, and Dr. Keenan.

The following officers and directors were elected:

Vice-presidents Paul O. Eckhardt, Jr., '33, and Albert Rudick, '47; three-year Directors Doris A. Ostrom, '43, Charles Y. Dollard, '28, Harry Benedict, '16; two-year Directors Vada Horsch, '28, Kenneth B. Wackman, '35, H. E. Broadfoot; one-year Directors Clifford McMillen, Walter Harris, '48, Ralph B. Johnson, '17.

Several well-known alumni were at the speakers table:

Eddie Samp, Chris Bonnin, '23, R. Worth Vaughn, '28, Russell Irish, '24, Harry Benedict, Helen Ulrich, '20, H. E. Broadfoot, Dr. Keenan, Karl Mann, '11, Burton White, '22, Victor Werner, '24, Albert Rudick, Paul Eckhardt, and Carl Beck, x'10.

Christmas in Chicago

CHRISTMAS should be a season for unexpected pleasures, believes the Chicago Alumnae club committee headed by Mrs. Orville Haugen. And for that reason, the plans for paid entertainers and a buffet supper held Dec. 4 in the Haugen home were kept a secret.

Members of the entertainment committee were Mrs. Haugen, Mrs. J. M. Flood, Miss Margaret Mudgett, Mrs. Henry W. Hanes, and Mrs. E. R. Wilson.

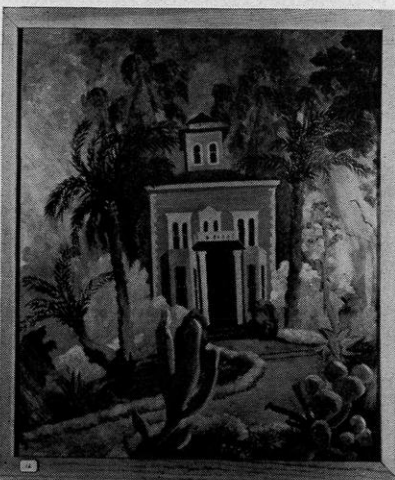
Mrs. Flood, a librarian in the New Trier high school, presented her annual book talk at the Nov. 17 meeting. The discussion, "Titles and Trends," was planned to help members select books suitable for Christmas gifts.

★ With the Classes

1884 W

An Oshkosh resident for 60 years, Gen. C. R. BOARDMAN, celebrated his 89th birthday on Oct. 28. He assisted in the founding of both the Hicks Printing Co., which later became the present Oshkosh Northwestern Co., and the Globe Printing Co. His title, "General," derives from his former position as adjutant general of Wisconsin and from his service in World War I.

Remember John Muir?



THE HOME OF JOHN MUIR, LLD '97, a painting by his secretary, Marion Parsons, hung last summer in an historical exhibit at Berkeley, Calif. Muir, a famed naturalist and writer, promoted the great national forest reserve system of the United States and initiated the project that made the Yosemite Valley a national forest. On campus he lived on the first floor of the North Hall dormitory for \$5 a term.

1886 W

At 88, Melissa BROWN, of Madison, has written a cookbook that rates high among out-of-the-ordinary recipe collections. It is titled "Miss Melissa Brown's Cook Book" and contains good, old-fashioned dishes she jotted down in the kitchen of her popular State St. cafeteria.

1889 W

Frank Lloyd WRIGHT is now working on plans for an attractive, fully equipped house which can be built by any able bodied home owner for \$1,500 to \$3,500. The owner can do all the work himself including the making of cement blocks. Plans are scheduled for release next spring. Wright recently was the recipient of the Peter Cooper medal for the advancement of art, a coveted award that has been given only once before to J. P. Morgan, the Wall St. financier.

1894 W

Edward M. KURTZ died Nov. 7 at Pasadena, Calif., after a long illness.

1900 W

Veteran attorney, Edward H. PETERSON, who has practiced law in Janesville since his graduation from the University, was just closing a deal for

a client one afternoon recently when employees from various offices in the building closed in on him with a surprise birthday cake.

1901 W

Sydney H. BALL, a mining geologist and an authority on precious stones, died April 8 in New York. He was a member of the firm of Rogers, Mayer, & Ball, consulting engineers, and was the author of a yearly review of the diamond industry. The Belgian Congo-Angola diamond field, said to be one of the largest in the world in point of production, was the result of an expedition lead by him in 1907. For this he was named a Chevalier of the Royal Order of the Lion by King Albert.

A new non-magnetic compass which can be used for air navigation in the polar regions has been developed by the national bureau of standards in cooperation with the bureau of aeronautics, department of the navy. The instrument known as the "sky compass," is based on the investigations of the late Dr. A. H. PFUND.

James R. HOBBS, 66, who shot up through the ranks of the Anaconda Copper Mining Co. in an Horatio Alger style to become its president and one of the top corporation executives in the country, died Nov. 14 in Butte, Mont. He was a member of Kappa Sigma fraternity while on campus.

1902 W

A banquet was given by the officers and employees of the Chicago Union station in October for Orlando FRICK. The occasion was his retirement from the position of manager of the railroad station, which he had held for 18 years.

1904 W

William F. LUEBKE of Denver, Colo., was one of the delegates from major universities and colleges to form the traditional academic procession at the inauguration of Albert C. Jacobs as chancellor of the University of Denver on Nov. 19.

1905 W

Fred WHITE, 68, of Waterloo, died Oct. 7 in Chicago. He had been a salesman for the Cardox Corp., Chicago, for the past seven years.

The "Dutch Master", Robert Carl "Zup" ZUPPKE, a little man who ruled Illinois football for 29 years from 1913 through 1941, was honored on Oct. 27 at a testimonial banquet by the players he made great. Zupke, besides leading his squads to win or share seven Big Ten championships, was famed as a grid play inventor, despite his famous statement that "a coach who thinks he has invented a new play generally forgets that a dozen others are crediting themselves the same way about the same play on the same day."

1907 W

A banquet in honor of Elizabeth FOX on the occasion of her retirement in October, marked the culmination of her long and notable service as executive director of the Visiting Nurse association of New Haven, Conn. The dean of the School of Public Health of Pittsburgh university, in his speech at the banquet, called Miss Fox the "great lady of public nursing." Among her many past laurels are: President of the National Organization for Public Health Nursing and chairman of its educational committee, Director of Public Health Nursing Service for the American Red Cross, and counselor for the American Public Health association.

1908 W

Three University graduates have been spotlighted as noted members of the Harvard university faculty in a review of that school in Look magazine. They are: Earnest A. HOOTON, '08, interna-

(Continued on page 24)

★ Badger Bric-a-brac

... every statement a story

WILL THE UNIVERSITY have to refund nearly \$8,000,000 collected from the Veterans Administration between 1944 and 1948? That was the University's threatening Christmas question, but now the scare is past: no refund necessary. The \$8,000,000 represented out-of-state tuition fees paid for state veterans studying under the GI Bill. Its original payment was approved by the VA in Madison and Washington and by the state attorney general, but the federal controller general last month temporarily wasn't sure the UW was justified in its collection . . .

MORE THAN 500 students signed a petition asking David E. Lilienthal to run for the US senatorial seat now held by Sen. Alexander Wiley. (He was once a state public service commissioner.) Telegrammed answer said he had "no desire or intention of moving from the frying pan into the fire . . ."

OPEN HOUSE programs help to tell the stories of big corporations and community grocery stores, so the University biochemistry department held one for students and townspeople. Sponsored by chemist society Phi Lambda Upsilon, the program included an auditorium discussion and a dozen exhibits . . .

RUSSIANS will pay rubles this month to read the story of the "Wisconsin School of the Air," state station WHA's unique service to the elementary schools of Wisconsin, when the 36th issue of "Amerika" appears on Soviet Newstands. "Amerika" is published by the US state department. The article was written by a WHA staff member.

ELEVEN agricultural scientists from all over the world—Stockholm to Haiti—are working on campus during leaves of absence from their regular jobs. A good reputation seems to lead to a better one.

(Continued from page 23)

tionally noted anthropologist; Sumner H. SLICHTER, '13, one of the nation's top economists; and Clyde KLUCK-HOLM, '28, director of Harvard's Russian research center.

1909 W

Harold Winthrop DREW, 63, died Sept. 22 at his home in East Orange, N. J. He was a mechanical engineer with Keuffel and Esser Co., Hoboken, N. J. He is survived by his wife, the former Alice CURRIE, '08, and three sons.

1911 W

Edward W. BLAKEMAN, formerly counselor in religious education on the administrative staff of the University of Michigan, has been named acting chairman of religious education at the Pacific School of Religion, Berkeley, Calif. Dr. Blakeman is giving courses in "Religion in Higher Education," "Church and State Education," "Psychology of the Religious Experience," and "Principles of Religious Education." He has been engaged since 1945 as research consultant in a study of "The Administration of Religion in Universities and Colleges."

1912 W

Dr. Clarence M. SCHULDT, 59, prominent Platteville, Wis., physician for the past 35 years, died Nov. 2 in a Madison hospital.

One-time soldier, lawyer, and chief clerk of the Wisconsin highway commission, the Venerable William DAWSON, 76, completed 30 years as archdeacon of the Milwaukee diocese of the Episcopal church when he resigned his post recently. He will continue as editor of the *Church Times* and as chairman of the church's program fund.

1913 W

A circuit court judge for nine and one-half years, Edward J. GEHL of the thirteenth judicial circuit, resigned recently. He will start a ten year term Jan. 1 on the state supreme court.

1914 W

Dr. Alfred P. HAAKE, noted economist, consultant to General Motors, and mayor of Park Ridge, Ill., delivered a series of lectures in Janesville in October. The talks were on basic economics, tracing "Joe Doakes'" struggle for existence from the cave man's day to our current complex pattern.

1915 W

Herman J. ALLEN died March 22, 1949, in Weslaco, Texas. He was a grower of citrus fruits in the Rio Grande Valley.

1916 W

Isabel YOUNG Fogo died Oct. 1 in Chicago. She was the wife of Dr. Hugh M. Fogo, a member of the staff of the U. S. Marine hospital in Chicago. Mrs. Fogo had been active in the Chicago Alumnae Club.

Ethel SNYDER Beebe of New York city visited recently in Madison. Her husband, the late Prof. Beebe, was formerly a member of the University electrical engineering faculty. Under her pen name of Ethel Fairmont, Mrs. Beebe is well known as the author of books and plays for children.

1917 W

Executive vice president of the Good-kind, Joice, and Morgan advertising agency of Chicago, Harlow P. ROBERTS, has been named president of the Chicago Federated Advertising club for 1950.

1918 W

On Oct. 4, Dr. John W. TRUITT took office as president of the Wisconsin State Medical society. He has held various committee posts in the Medical Society of Milwaukee County and since 1946 has been a counselor of the state organization.

1921 W

The University of Wisconsin Foundation recently received gifts for the new

Wisconsin Center building from the school of banking and bankers' class of '49. Herbert V. PROCKNOW, vice-president of the First National Bank of Chicago is director of the school.

A Wisconsin alumnus was among the 55 victims of the airliner-fighter plane crash in Washington recently. He was Ralph HORTON, 50, of New York where he was formerly president of the Miller Marine Decking Co. and was associated in promotion and finance work with the Borden Co. and other Eastern firms.

1923 W

Dr. James T. O'HORA died Nov. 19 in Detroit, Mich. He was an eye, ear, nose, and throat specialist in Detroit.

The new state sanitary engineer of the Wisconsin state board of health is Oswald J. MUEGGE. He was also appointed acting director of the committee on water pollution.

1924 W

Arthur TOWELL, president of Arthur Towell, Inc., Madison advertising agency, was elected regional director of the mid-western section, Affiliated Advertising Agencies Network at its 12th annual convention in New Orleans in October.

Two University graduates were drowned recently while fishing in Lake Mendota. The victims were: Alvin W. KALBUS, '24, state Department of Agriculture superintendent of county and district fairs and assistant manager of the state fair; and W. L. McKILLOP, '12, Ohio Chemical and Manufacturing Co. employee, and former State Street art shop owner.

Dr. William Hanlon OATWAY and Louise Elizabeth McCulloch were married Aug. 20 in Chicago. They are living in Los Angeles, Calif., where Dr. Oatway is a member of the staff at Barlow sanatorium.

1925 W

The publisher of the Wisconsin State Journal, Don ANDERSON, recently attended the civilian orientation conference in the Pentagon building in Washington, D.C. The purpose of the conference was to acquaint public leaders with the operations of the department of defense and its integration with other branches of the government.

1926 W

Dr. Earl A. DOERSCH is a physician and surgeon in Sacramento, Calif.

1927 W

Elmer F. BETH, professor of Journalism at the University of Kansas, is secretary-treasurer of the American Association of Teachers of Journalism and also secretary-treasurer of the Association of Accredited Schools and Departments of Journalism.

Life magazine in a recent issue saluted Lawrence W. TICE, the new president of the "school with the largest alumni body in the world." The article states: "At Scanton, Pa. this week, a busy institution called International Correspondence schools is ready to start its 59th year with a new president, 45-year-old Lawrence W. Tice, whose job is to prove to 125,000 students that 'You Too Can Succeed.'" Mrs. Tice is the former Dorothy E. JOHNSON '29.

1928 W

The president of the Ansul Chemical Co. in Marinette, Francis J. HOOD, 44, died Nov. 11 in New York.

Lloyd R. SETTER, formerly sanitary engineer in Public Health Engineering, TVA, has been appointed principal chemist in the physics and chemistry section, Environmental Health center, US Public Health service, Cincinnati, Ohio.

1929 W

Lt. Col. Franklin W. CLARKE, staff judge advocate of the U. S. army command in Alaska for the past two years,

left Nov. 10 for Ft. Belvoir, Va., where he has been named staff judge advocate. In Alaska, he was stationed at Ft. Richardson (at Anchorage) some 400 miles below the Arctic circle.

Haridas MUZUMDAR, follower of Gandhi and friend of Pandit Nehru, will be visiting professor at the University in the department of sociology and anthropology next semester.

Formerly city superintendent of construction and maintenance in Sturgeon Bay, Eugene W. ODBERT, has accepted a new position as director of public works at Portage.

Oct. 3 was the wedding day of Kathryn Gerhard and Paul B. LAMBOLEY. They are living in Milwaukee where the groom is employed in the sales department office of the Globe Union, Inc.

1930 W

In a recent article in the Journal of the State Medical Society of Wisconsin, Dr. William A. OLSON of Greenwood called upon Wisconsin to get rid of a "two faced attitude that extols the virtues of the family doctor while, insisting that he isn't fit to practice." He said that doctors with as much as 50 years of experience are not "deemed qualified to practice in the modern hospital. At the hospital door their patients must be turned over to self-styled specialists."

Transferred from Forth Worth, Texas, to Houston, Ashley A. HUNZICKER has been appointed assistant to the division manager of the geophysical division producing department of the Texaco Co.

Percy C. GLIDDON was killed in an automobile accident on April 29, 1949.

On Sept. 10, Harold L. THOMPSON and Hazel Gloe Peuse were married in Two Rivers. They are living in Baraboo. Mr. Thompson operates drugstores in Baraboo and Lake Delton.

Oscar G. WOELFEL, who has served 15 years as county agent in Oconto county, received a distinguished service award at the Convention of the National Association of County Agricultural Agents in Denver in October.

1931 W

Dr. and Mrs. Burt P. JOHNSON are now living in Memphis, Tenn., where he

Census-Taker Deluxe



CALVERT L. DEDRICK, '24, is working on the 1950 census, but he's got a bigger job than the census man most people know. Mr. DEDRICK is chairman of the committee on the 1950 census of the Americas, Inter-American Statistical institute. Instructor and research assistant in sociology and economics at Wisconsin from 1925 to 1933, he married Ruth Marian Larson, '26, in 1927.

is a cotton technologist with the National Cotton Council of America. Mrs. JOHNSON is the former Bernice QUANDT, '30.

Paul WRIGHT and Mary LANGE, '42, were married on Oct. 8 in Milwaukee. They are living in Port Washington.

Atty. Milton L. MEISTER has been appointed judge of the 13th judicial circuit by Gov. Rennebohm.

1932 W

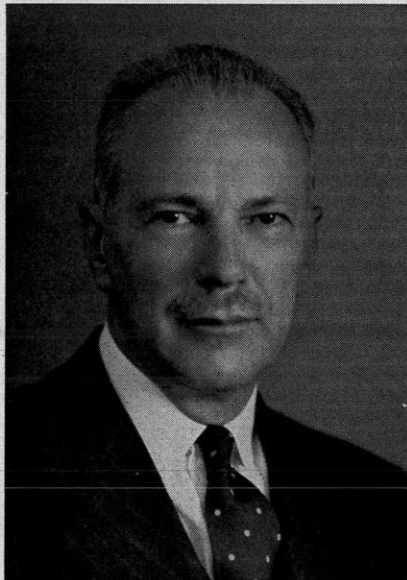
A teacher for 17 years, Ole G. KVITILE has been named principal of the Beloit junior high school following a reorganization of Beloit school administrative personnel. He served as president of the Beloit education association and has been prominent in committee work of the Southern Wisconsin Teachers' association.

District Attorney Ovid STROSSENREUTHER of Shawano and Mrs. Catherine Klosterman were married on Oct. 27 in Leopold.

William (Albert) O'NEIL, who formerly practiced law in Boscobel, has now opened a law office in Prairie du Chien.

Kathleen KNIPPEL and Dr. Phillip Batchelor Chase were married Sept. 17

A "Great Teacher" Dies



DR. J. HORACE NUNEMAKER, PhD '28, termed "one of the great teachers, research workers, and administrators" of Washington State College, died late last summer in Pullman, Wash. He was chairman of WSC's division of humanities.

in West Bend. They are living in Farmington, Me., where Dr. Chase practices internal medicine.

The manager of the University Co-op for the past 16 years, Douglas STEWART, has announced plans to resign Mar. 1 to organize a business with head offices in Madison for the distribution of specialties to college stores throughout the nation.

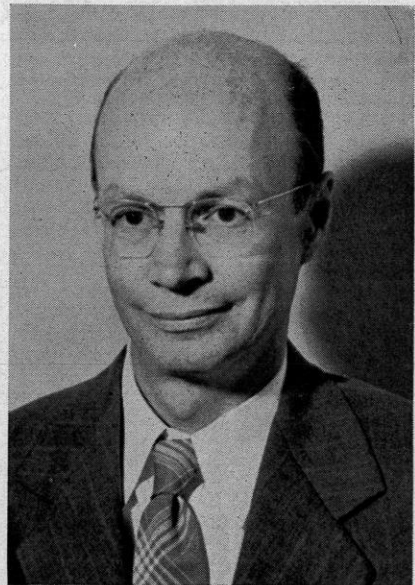
1933 W

Former city engineer of Neenah, Wayne BRYAN, has accepted a position as consultant for the establishing of an office of director of public works.

1934 W

Human problems, and especially those of children, are the concern of Dr. Arthur L. RAUTMAN, clinical psychologist at the University of New Mexico.

Acting Prexy at Delaware



DR. ALLAN P. COLBURN, '26, will become acting president of the University of Delaware in April. Since July, 1947, Dr. Colburn has been assistant to the president in charge of research at the university. He holds three degrees from Wisconsin.

Dr. Rautman has attained fame through the publication of more than 20 articles. Perhaps the most widely known of these was "Talking To A Child," which claimed that adults don't know how to treat other people's children. Recently he served as associate professor of education and head of special education at the University of Florida.

Mr. and Mrs. Leslie A. Wood (Jane HOOVER) have announced the birth of a son, Scott Hoover, on Aug. 26, 1949.

The editor of the *Progressive*, Morris H. RUBIN, left Nov. 13 for a tour of Europe, during which he conferred with foreign governmental officials, scholars, and writers. He made the trip for the Foundation of Foreign Affairs, of which he is a board member.

Josephine Osgood MORRIS and Coleman Woodbury were married Oct. 1 in Chicago. The are residing in Chicago where Mr. Woodbury is director of an urban redevelopment study.

W. W. BLAESSER, dean of students at Washington State college is on a year leave of absence in Washington, D. C., where he will develop a student personnel service for colleges and universities under auspices of the division of higher education of the office of education.

1935 W

Eugene ZANDER, formerly associated with the federal government, is now a member of the civil government team, he is research analyst with the troop information and education division of the US army in Frankfurt, Germany. His group is engaged in making investigations of the opinions and attitudes on a wide variety of subjects of the American occupation troops in the American zone in Germany.

While working for his doctor's degree in education at Columbia university, Walter L. MEYER reports that he is putting his hobby of "getting people to have fun while singing" to serious use. He has been taking engagements in leading community singing and performing stunt songs to groups all over New York City. He also plans to publish a song book next spring.

(Continued on page 26)

★ Madison Memories

... from the Alumnus files

ONE YEAR AGO, January, 1949—Regents gave the go-ahead to three permanent buildings to be built with state funds—the west wing of the engineering building located northeast of the stadium, the new dairy building, and the Short Course dormitories (now completed) . . . For the first time in four years there were definitely more non-veterans than veterans in the freshman class.

FIVE YEARS AGO, January, 1945—"As the date of President Clarence A. Dykstra's departure grows nearer, the University committees are conferring and seeking to decide upon his successor," reported the *Alumnus*. Mark H. Ingraham, E. B. Fred, C. J. Anderson, Frank O. Holt, and Wm H. Kiekhofner were a few of the candidates . . . American prisoners of war overseas began to take UW extension courses, thanks to the Red Cross.

TEN YEARS AGO, January, 1940—The University League for Liberal Action pulled a fast one during the Christmas recess. They had a meeting in the Union, but merely played "front" to the pinkish American Student Union. Communist Earl Browder spoke.

TWENTY-FIVE YEARS AGO, January, 1925—Regents reported some 8,000 students were being handled in the University intended for 5,000 . . . Aside from Sterling Hall, no University buildings for instruction had been erected since 1912.

FIFTY YEARS AGO, January, 1900—Storm Bull, engineering professor who in 1907 drew up plans for the University's central heating plant, made a plea for adequate instruction in the practice and appreciation of free-hand drawing at the University. "It is as essential in a well-rounded education as the corresponding capacity in a musical direction," he wrote.

(Continued from page 25)

Recently school superintendent at Antigo, Homer E. DE LONG, became superintendent of schools in Eau Claire on Jan. 1.

George A. LOESCHER, formerly principal of Stephen F. Austin senior high school in Houston, Tex., died Oct. 8 in the veterans hospital at Houston.

1936 W

A one-time *Daily Cardinal* editor, Rex KARNEY, has been named associate editor of the Wisconsin State Journal. He has been with the State Journal for almost 12 consecutive years as telegraph editor, news editor, capitol, legislative, and political reporter and interpreter.

William EXUM is now head of the Department of Physical Education and Health at Kentucky State College, Frankfort, Ky.

Lucile Elizabeth SLIGHTAM and Willard Roland BALCH '43 were married Sept. 10 in Madison. They are living in Madison where he is associated in business with his father, a Madison architect.

1937 W

"The Voice in the chill, cold dawn" is well known to many early-rising Wisconsinites. He is Al GILBERT who gets up daily at 4:30 a.m. to rush to radio station WIBA for his early morning program which includes weather reports, news reports and records. Al, who conducted Madison's first man on the street program, describes his early morning routine as having "glamour." It consists of "getting up at 4:30, having a talking acquaintance with the milkman, the nightwatchman, the man on the dog watch in the White Tower for breakfast, chatting over the radio with a bunch of sleepy heads."

Robert J. EVANS, formerly transmission and line inspector of the Madison branch of the Wisconsin Power and Light Co., has accepted a position as representative of that company in Randolph.

Mr. and Mrs. Gerald A. BARTELL, formerly engaged in teaching and broadcasting at the state radio station WHA, have moved to Whitefish Bay. Mr. Bartell, a recording artist and

broadcaster for children, recently was signed to an MGM contract to record exclusively for that firm. A new album, "Pat and the Pixies," will soon be released; it is designed for children and the material was written by his wife, the former Joyce JAEGER, '38.

Robert O. KAHLLENBERG and Sally Jean STRONG, '44, were married Sept. 17 in Dodgeville. Mr. Kahlenberg is the proprietor of the Red Bird feed mill in Dodgeville.

Roland N. HIPPERT, who was formerly in charge of construction of naval and army bases in the Pacific and Atlantic for private contractors, has joined the Hoffman Bros. firm in Two Rivers.

1938 W

Willard G. HANSON is now employed at the cracking division of Standard Oil of California, El Segundo Refinery.

Gertrude WAHL and Robert K. Harton were married November 20, 1948 at the home of two Wisconsin graduates, Dr. & Mrs. M. A. Sprague. They are residing in Cincinnati.

Clayton H. CHARLES of Beloit college designed the setting for the two art exhibits featured at the 1949 Wisconsin State Fair. He was also represented in the 1949 Gimbel collection.

Two Wisconsin alumni received advanced degrees from the university of Minnesota this June. They were: Peter Bernard GOLDEN, who received a master of science in orthopedic surgery; and John Lloyd SPAULDING, who received a doctor of philosophy degree.

1939 W

Marian RADKE and Leon YARROW were married August 13 in Wauwatosa. They will reside in Denver, Col. where she is assistant professor of social psychology at Denver University, and Mr. Yarrow serves as assistant professor of psychology in the medical school of the University of Colorado.

Dr. Lloyd MILAVITZ, optometrist, has opened a professional office in Superior.

Major Charles L. RICKS, Director of Claims Division, Judge Advocate Section of the Philippines Command with station in Central Luzon, was recently granted a fourteen day leave for a pleasure tour of Bangkok, Siam.

Mr. and Mrs. Ervin H. REEDY of La Crosse have announced the birth of a son, Steven Edward, on July 28. Mrs. Reedy is the former Maryon G. SCHUETZ.

1940 W

George William HILL, University of Wisconsin sociologist, has been named to the national advisory committee for the Federal Displaced Persons commission.

Dr. Homer J. HOLLAND has resigned from the staff of the Mendota state hospital.

Richard JOEL has been made associate professor of journalism at Emory University, Georgia.

The new choir and band director at The Stout Institute is Charles U. FRAILEY.

Dr. Robert C. PARKIN has been appointed assistant professor of clinical medicine and coordinator of post-graduate medical education at the University of Wisconsin medical school.

Albert I. TWESME has assumed the duties of county Judge in Galesville, Wis. to fill the vacancy caused by the death of his father, Judge Alber T. Twesme.

Stanley L. JONES has been appointed as assistant professor in history at the University of Illinois' Chicago Undergraduate Division at Navy Pier.

Gloria Plonsky and Robert WEIGANDT were married on July 30 in Oshkosh.

1941 W

Mrs. Ellen A. JOYCE Wilsey has been named to the permanent position of postmistress in Waterloo, Wis.

Atty. George E. RAPP was appointed a Dane county court commissioner to succeed Atty. Kathryn H. BALDWIN.

Roger B. HOLTZ has taken over as superintendent of schools in Watertown, Wis.

Richard M. FENNO has been commissioned a first lieutenant in the Medical Corps Reserve.

A new practice has been set up by Dr. Paul PHILLIPS as bone and joint surgeon on the staff of the La Crosse clinic and St. Francis hospital.

A radio-journalist, Ann WEIZENEGGER, Green Bay, works for radio station WJPG. Her job includes writing station publicity, commercial continuity, a weekly safety show and during the school year producing a series of youth shows.

1942 W

Capt. Dorothy E. EVERETT, Madison, was one of four Wisconsin women reservists who attended the first women's army corps reserve training camp at Camp Lee, Va. this summer.

Helen Irene HANSEN has been named college nurse at Platteville State Teachers College.

Three alums have set up a local public relations firm in Madison with headquarters at the Edgewater hotel. They are Peg BOLGER '42, Marvel INGS '38, and Edith J. WALKER Harman '39.

Jerome Francis FITZSIMMONS became manager August 1 of the commercial research department in the general machinery division at Allis-Chalmers Manufacturing Co., Milwaukee.

Marion June MAUTZ '42 and George Ross HUNT '47 were married in Madison June 18. They are residing in Stevens Point.

Announcement has been made of the marriage of Elizabeth Carlyle HOPE to James Ramsdell McIntyre August 13 in Norfolk, Va. where the couple will live.

1943 W

A position on the technical staff of the Du Pont Company's Chemical Department at the Experimental Station has been awarded Dr. Vincent J. WEBERS.

Mrs. S. W. Canadeo (Audrey TOWN), wants to buy a 1943 *Badger* yearbook. Address: 1308 Bismark St., Green Bay.

1944 W

Albert Edward DERRA, chiropractor, has recently opened an office in Sun Prairie, Wis.

Dr. Cecil CULLANDER has accepted a job as assistant physician at the Worcester State Hospital, Worcester, Mass. He is married to the former Jeanne FOX '45. They have a son, Christopher, who is a year old.

When Dr. Frank SPRINGER arrived in his hometown, Elmwood, after he received his discharge from the Navy, and found the town without a doctor he immediately went to work and set up a practice there.

Betsy Grausnick and Karl SONNEMANN were married August 13 in Sun Prairie. They are living in Milwaukee where Mr. Sonnemann is a senior at the Marquette university dental school.

Dr. William D. SANDERSON is now located in San Francisco where he is resident in orthopedics at Letterman General hospital.

Sunday, August 14 was the wedding day of Delores Lange and Erwin ECKERT. The wedding took place in Brandon. Mr. Eckert operates a farm near Markesan.

1945 W

William Henry SCHROEDER, 190 pound left halfback, is playing this year with the Green Bay Packers.

Theodore B. PATEK received a doctor of veterinary medicine degree at Iowa State college in June. He plans to practice in Wisconsin.

New band director at Chilton High School is Frederick T. GRADE.

As Trempealeau county home demonstration agent, Alva JOHNSON will work with the 4-H clubs, the Homemakers club, and will be busy with general home agent work.

Shirley Mae BLOCK of Watertown has assumed the duties of medical librarian in charge of the Wayne county general hospital and infirmary at Eloise, Mich.

A job as principal for the Plymouth high school has been accepted by Herman W. LAATSCH.

1946 W

Dolores E. SCHROEDER is now employed as Vocational Director at the Tennessee Vocational School for Girls in Tullahoma, Tenn.

A degree of Master of Arts in Child Psychology has been awarded Margaret DICKINSON Sperry by the State University of Iowa.

Thomas J. QUINN has been promoted to a position as assistant manager of the banking division in the Bronx office of the Title Guarantee and Trust Co., New York City.

Mr. and Mrs. Arthur H. LUEBS (Barbara Ann PULS '46) have announced the birth of their first child, a son, William Arthur, on August 12.

It has been announced that Harriet M. CLATTLY has been named supervising teacher for the Dane county first district.

Craig KELLER is now a first lieutenant and jet plane instructor at Williams field, Phoenix, Ariz. His brother, Howard KELLER '42, is a co-pilot and captain with United Airlines.

1947 W

Robert R. MANLEY, Jr. returned to the U. S. in October from Europe where he studied at the University of Nottingham, England, the University of Paris and Division of the Sorbonne in France, and also did some work at Geneva, Switzerland.

A position as Classified Advertising Manager of the Sheboygan Press has been accepted by Robert RICHTER.

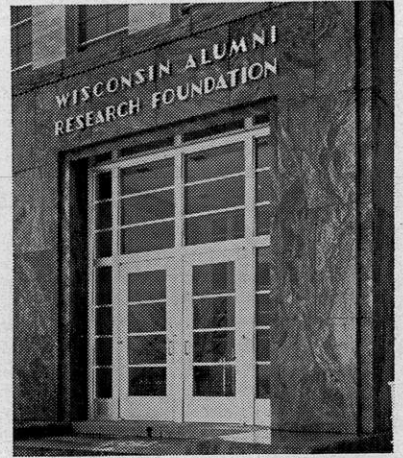
Twin sons were born in July to Mr. and Mrs. C. W. TOMLINSON, Jr., (Florence FOX '44) at Lake Forest. Mr. Tomlinson is a chemical engineer with the Abbott Laboratories.

Preston E. McNALL, Jr. is studying for his Ph. D. degree at Purdue. He and his wife, the former Bette UEHLING '44, and son spent the summer in Madison where Mr. McNall did research work at the hydraulics laboratory.

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★ RECONSIDER the *Wisconsin Idea* that "the boundaries of the campus are the boundaries of the state." Has it been faithfully, stubbornly followed as if the conditions still existed which once made it an ideal? Has the *Wisconsin Idea*, as we know it, changed from a goal to a barrier? There are two opinions on these

The Campus Boundaries
Have Been Extended

To the Corners of the Earth

FROM PARK STREET to Ag Mall there is a new spirit abroad which extends the teaching, research and service of the University of Wisconsin to the farthest corners of the earth. In return, new ideas, new discoveries, new skills enrich our state and University. No longer are "the boundaries of the campus" restricted by "the boundaries of the state."

Speaking as a geologist, I can see that Wisconsin's unique tradition of "service to the state" is expanding to a bolder concept. This concept is evolving from the Wisconsin Idea so ably developed by President Van Hise 40 years ago. The activities within a single department, Geology, reflect this trend of world-wide service. The Department of Geology and the entire University is focusing attention not only on the problems of our state, but also on those of our nation and the community of nations.

This trend brings new strength to the University and more enlightened service to the state; it contributes to the eventual solution of the multitude of problems which confront our modern world.

Let me illustrate the idea of the expanding campus. My illustrations are confined to the activities of the Department of Geology but similar

Says Sheldon S. Judson,
Assistant Professor,
Department of Geology

The author has been on the Wisconsin campus only a year and a half. For him, the "*Wisconsin Idea*" has not had time to become a stereotyped tradition; his outlook is consequently more objective and fresh.

Mr. Judson received his AB at Princeton in 1940, went on to Harvard to get his MA in 1946, and was granted a PhD there in 1948.

illustrations can be provided from other fields represented on the campus.

The student of earth history cannot observe the effect of a continental ice sheet in the ordinary laboratory. Nor can he reproduce a Vesuvius in a test tube, or duplicate the tremendous heats and pressures which exist within the earth, or begin to approach the tremendous

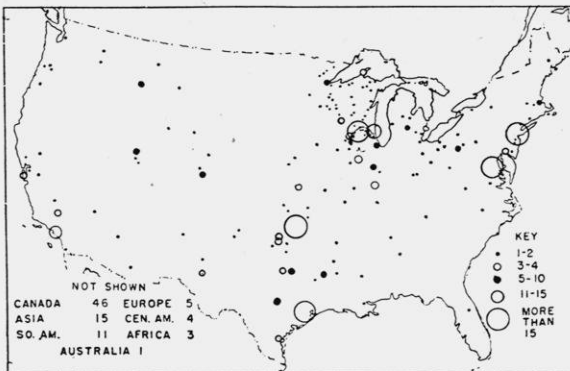
time span represented by earth history. Therefore, he must go to nature's laboratory, a laboratory which recognizes no political, cultural or physical barriers.

On a map on this page are plotted a few of the travels of University of Wisconsin geologists during the past two years.

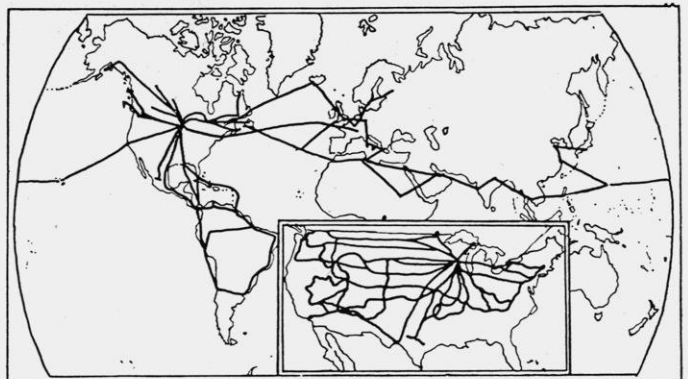
The field investigations depicted on this one map bear directly on some specific problem. Last summer, for instance, three trips were made to locate important radioactive materials. Under both private and governmental auspices, other studies were conducted of mineral resources from California to Labrador. Still other trips were undertaken to gather new information applicable to the discovery and development of petroleum resources.

As a result of these investigations, members of the department brought new perspective to their classrooms and new depth to their research. Furthermore, experience gained in distant fields is applied to the many geologic problems in Wisconsin.

Information from the files of the Department of Geology illustrates another aspect of the expanding campus. The records show that a majority of the undergraduate majors and the graduate students of past years have made their homes outside the state of Wisconsin; they can be found today throughout the nation and the world (see US map).



US MAP showing the present distribution of former Wisconsin undergraduate majors and graduate students in geology.



WORLD MAP with inset of the United States to illustrate some of the travels by members of the Department of Geology during 1948 and 1949.

pages. The authors agree—but with different reasons—that the present interpretation of the *Wisconsin Idea* is ramping and inadequate. Their coincidental criticisms strike one outstanding note: Perhaps the *Wisconsin Idea* should be re-evaluated. Perhaps it, too, should be subjected to “a study of emphasis.”

The *Wisconsin Idea* is dated;
Something More is Needed

These men and women are representatives of the University of Wisconsin. The University is judged by them. They in turn serve as advance guards watching out for the best interests of the University on national and international fronts. Professionally, these former students now serve state and federal governments; they seek new resources of ore and petroleum and contribute to their development and then teach in approximately 55 schools, colleges, and universities in the United States and four foreign countries.

President E. B. Fred, writing in the *Alumnus* for October, 1948, pointed out that “we plan to celebrate our centennial not by glorification of the past but rather by a relentless search for the ways we may best serve, in our second century, the people of Wisconsin, the nation, and the world.” Here is the keynote to the spirit abroad today from Park Street to Ag Mall.

We know that the University's function is to provide instruction for resident students, promote research, and extend the services of the University to the citizens of the state. It is obvious that to accomplish these goals most effectively, to keep Wisconsin a leader among state universities and in the van of all universities, we must look beyond our own boundaries.

In going beyond our own boundaries we are not on a one way street. State and University alike gain from any activity, direct or indirect, carried on outside the political boundaries of Wisconsin. Instruction becomes more meaningful. Research assumes greater perspective. Service to the citizens of Wisconsin becomes more effective through the richer experiences of the members of the University.

I believe that the University is in a position to contribute not only to Wisconsin but to the nation and to the world. I believe that if our University fails to contribute to the broader community, it becomes less effective in solving the local problems. As the name of Wisconsin is carried to the far corners of the earth by its graduates and its faculty, the Wisconsin Idea gains new momentum and the University, the state, and the world benefit.

Something Richer in Design

By Max C. Otto,
Emeritus Professor,
Department of Philosophy

MUCH HAS BEEN SAID in praise of “The Wisconsin Idea.” There is good reason for the praise. The leaders in that expansive project not only united the University and the Capitol to improve the life of the people of Wisconsin, but their achievements won national and world-wide renown for the University and the State.

And those of us who were caught up in this social idealism had an unforgettable experience. We were trained to think that ideas could be made to be put to work for the general good. We had an intimation of intellectual and moral greatness far from usual.

But the days when “The Wisconsin Idea” was alive, winning reputation and influence at home, in our country, and in the world at large, are gone. They cannot be brought back. Neither can the idealism be brought back which was then Wisconsin's glory. Moreover, it would be a serious mistake to bring it back if we could. Something different, something large and richer in design, is now called for than was envisaged in the far simpler world of a generation ago. For as Abraham Lincoln said in a similar time of crises: “The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew.”

The way to honor those who served the University and the State of Wisconsin with distinction in the past is not to copy their ideas or their deeds, even less to speak highly of what they thought and did and let it go at that, but to perpetuate the social spirit which vitalized their labors and to emulate the expert workmanship which they brought to bear in the solution of their problems.

It took exceptional ingenuity and courage to put President Van Hise's

vision into practice. “I shall never be content,” he declared, “until the beneficent influence of the University reaches every family in the State.”

At the same time it must be admitted that this beneficent influence was limited almost entirely to the material interests.

A good deal was said at both ends of State Street which suggested a broader meaning, but the inclusion of moral, aesthetic, and religious interests seemed incidental; they were generously tolerated, rather than vigorously espoused. In any case, “The Wisconsin Idea” was not intended to disturb the conventional separation between practical success and life at its all-around best. On the contrary, it was intended to give it support. Under such an arrangement the success motive is encouraged to drive ahead, pushing other considerations out of the way.

Quantity Over Quality

A brief discussion of so comprehensive a subject can do little more than touch the surface of it. Perhaps, however, an example of the triumph of quantity over quality, as this has taken place so close at hand that its features are clearly discernible, may enable us to see where the problem lies and to get some indication of a step or two toward its solution.

In the spring of 1923 the Supreme Court of Wisconsin handed down a decision of unusual cultural importance. The legal issue was the constitutionality of a law limiting the height of buildings surrounding the state capitol, but a good many of us viewed it as essentially a conflict between financial and aesthetic values. In this case, as in so many others, the right to dollars won. But it was significant that one of the judges, Charles H. Crownhart, supported the people who believed in protecting the interest in beauty against the demand for the maximum of financial profit. Said Mr. Justice Crownhart in his dissenting opinion:

(Continued on page 30)

(Continued from page 29)

"I maintain that the law is settled that an owner of land holds property subject to the reasonable rights of others. And I do not believe that the constitutionality of the statute need rest upon the narrower grounds of safety and health, though I think them ample to sustain the present statute as an exercise of the police power.

"If 'public welfare' has not done so already, it is high time it took on a meaning for the courts which it has for the rest of the world . . . We may well recognize the fact, which science has long known, that health and safety are closely related to the things that give comfort and joy to the mind and soul."

He went on to say that the Supreme Court of Minnesota had recently used this language: "It is time to recognize the aesthetic as a factor of life," and he quoted from a decision of the Supreme Court of Kansas, that the exercise of the police power often has the effect of "taking defendant's property or diminishing its value without compensation," the most common examples being found in "statutes and ordinances relating to the health, safety, or morals of the people.

With the march of the times, however, the scope of the legitimate exercise of the police power is not so narrowly restricted by judicial interpretation as it used to be. There is an aesthetic and cultural side of municipal development which may be fostered within reasonable limitations."

It is not impossible that some day this forward looking conception will be part of accepted legal philosophy. Whether this happens or not, it is realistic idealism like that of Mr. Justice Crownhart which elevates the level of experience for mankind.

This court decision was merely one episode, although an important one, in the setback which the beauty of Madison suffered as the city grew in size and so offered opportunities to sacrifice other things for increased income from the ownership of property.

Designed by the Gods

The site of Madison might have been designed by the gods and entrusted to men as an invaluable treasure. As one stood on "the Hill" and looked down over the green and purple-flecked city across to a skyline of distant blue hills cut here and there by church spires, and as one watched the play of light on the capitol dome which rose in quiet majesty over the scene a mile away, one was awed into silence. One thought of life as a finer thing to be.

Today the blue skyline is hidden by tall buildings; the church steeples have all but vanished behind masses

of steel and cement; and the approach to the University, once an avenue of magnificent elms, their arching branches nearly meeting high overhead, is a treeless street walled in by store buildings which have replaced homes and shaded lawns and which, except in a few instances, vie with one another in ugliness.

Even the capitol dome has to compete with small-town skyscrapers and with garish movie signs thrust into the line of vision.

At his retirement in 1947, Max Otto, PhD '11, was acknowledged as an outstanding representative of philosophy who "seeks and has sought to make philosophy serve humanity." In this article, written for the new Wisconsin Athenaeum, he exemplifies that compliment.

"The University of 1947 is not that of 1927, so let's quit kidding ourselves," he advised a few years ago. Today, at 73, he is still looking ahead.

The University Invaded

And the blight of bigness has invaded the University itself. The campus has been reaching out and the most exciting talk is of extending it farther in all possible directions.

Size and beauty are not of course necessarily antithetical, but it has been abundantly shown that in growing bigger and spreading out the University can blunder on as heedless of beauty as the rest of the city. No doubt the physical expansion of the University has become unavoidable.

But if the measure of our aesthetic appreciation—I am speaking of the University community—is shown by what we have done in recent years, it does not matter much, I think, where we begin or stop, unless we begin nowhere and stop altogether. It would seem to me incomparably better to occupy smaller space in the midst of beauty than to sprawl out in ugliness.

The chief question about a university is surely the mental and moral vigor of its teaching staff and students, the quickness of its intellectual life, the social idealism it liberates and nurtures. The obvious things are the tangible things—buildings, equipment, administrative machinery; the things easily overlooked are the intangible things—personal integrity, teaching genius, courageous truth-seeking in regions of controversy, positive regard for the beautiful.

A good deal of responsibility for the ascendancy of the tangible rests

upon the general public, especially upon those who determine the financial resources of an educational institution.

But the University personnel is by no means blameless. University professors as a class are not free from narrowness of outlook. They do not differ from others in holding a particular life objective so close to the eyes that almost everything else is blocked out. They too tend recklessly to sacrifice what lies outside the area of their primary interest.

Some of us used to believe that University people are naturally concerned for aesthetic values. We have had to revise our belief. It would be difficult to prove that town more than gown is to blame for our aesthetic deterioration. We are all to blame—business men, landlords, civil servants, educators, ministers of religion—each in his own manner and degree.

A Difficult Assignment

There is need, then, for a more developed idealism than that which characterized "The Wisconsin Idea" at the height of its fame. To meet that need the material and non-material aims must be combined in the big and little jobs that have to be done by individuals, by groups and peoples. Only evil results can flow from continuing the competition between making a living and making an art of life. That the two objectives can be harmonized is shown by the fact that some people do it.

This is a large and difficult assignment. Still in the world as it now is, no other way to continue the human venture on a human level is feasible; indeed, there is no other way to save it from being overrun by degrading and brutalizing forces until it is brought to utter ruin.

The present discussion has concentrated on the sacrifice of beauty in a single city. But what has happened in this one respect and in this one city, is illustrative of what has happened and is happening in many respects and the world over.

This situation puts a great opportunity before young men and women who care to invest their lives for something more than personal and family returns alone. And who should be more ready to rise to this opportunity, who should be better prepared for the tasks involved than university students?

It is true that those who commit themselves to this profounder conception of life lay themselves open to the ridicule of cynics, the sneers of the self-satisfied, the condescending smiles of the indifferent.

That price they can afford to pay. For such pioneering spirits help to improve the general chances of winning satisfaction and dignity from living, and in so doing bring their own powers of mind and heart to highest expression.

Mrs. President Fred

By Olive L. Jagodinsky, '47

The Milwaukee Journal

FAMILIAR to most alumni of Wisconsin is the name of Mrs. Edwin B. Fred, wife of the president of the University.

To those who also are familiar with the Fred home, informality is the byword. A gracious ease you can't buy or borrow radiates from there in abundance. Because President Fred is such a staunch lover of the soil, Mrs. Fred hasn't the heart to take his model tractors from the mantel in the formal living room. And his toy chicken that lays eggs holds a spot of honor on a book shelf in the library. You're always welcome for lunch at the Freds', though it might be a liver and onions day—their daughter, Ann, a third year medical student, has strong ideas on vitamin deficiencies.

A university campus is one of the most stimulating places in the world, Mrs. Fred believes, and of Wisconsin in particular she maintains, "There's no school like it in the world." For a couple who loves nothing better than staying at home evenings to read, life changed overnight with the presidential appointment in January, 1945. Their open house for new students each fall ushers in an almost unbelievable schedule of University social activity. Mrs. Fred attends sorority and fraternity, dormitory and activity group dinners by the score and calls an astounding number of students by name.

Hemmed in by University buildings, the Fred home on Babcock Drive is comfortably unpretentious. At the height of the housing shortage it even housed several co-eds. The official presidential home on Prospect Ave. is referred to as "the castle," by the Freds. Also occupied by students during the housing shortage, it is now used by visiting Regents and official University guests.

The first lady of the University calls herself an old-fashioned believer in the firm of Fred & Fred. To her, marriage is a partnership and a full time job. She feels that often the wife who continues her career after marriage may find it "hard to stop and begin living on her husband's salary" later. "There is too much talk of self-expression these days," she added. But she is equally certain that a woman must not be a nonentity, for interests entirely confined to the household would be narrowing.

She herself is a collector of antiques and of books on the old south. Although the Freds had no regular domestic help until last year, she managed to work in a war nursery school dur-



—La Crosse Tribune photo.

MRS. E. B. FRED

ing the war with no lessening of her other activities. Not a joiner, she was nonetheless an active member of the PTA for 20 years. She still is active in St. Ann's guild of Grace Episcopal church. She also belongs to the University league, the AAUW, and is an honorary member of the Madison Woman's club.

The Freds, who have been in Madison for 36 years, have watched its suburbs grow from the time, Mrs. Fred recalls, that Nakoma had two farmhouses and Maple Bluff a few summer cottages. Mr. Fred came here as assistant professor of agricultural bacteriology after teaching at his alma mater, the Virginia Polytechnic institute, for one year. Mrs. Fred's father was a professor there, so she grew up on the campus. She taught only a year before marrying. President Fred was made dean of the graduate school in 1934 and dean of the college of agriculture while he was on leave with the government biological warfare service. They have another daughter, Rosalie, a bacteriologist.

John Guy Fowlkes
209 B Educ. & Engr. Bldg.,
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