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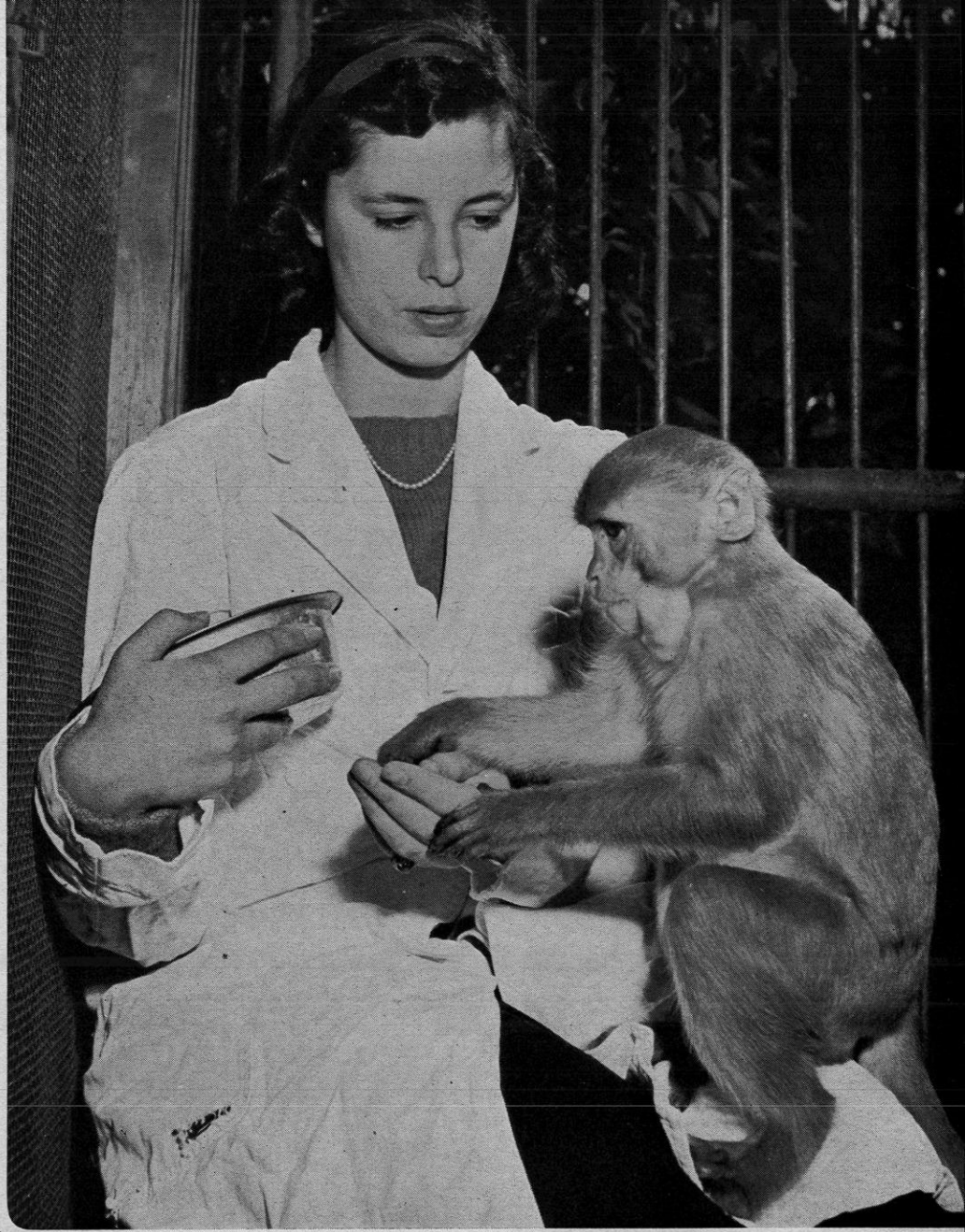
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*In this Issue*

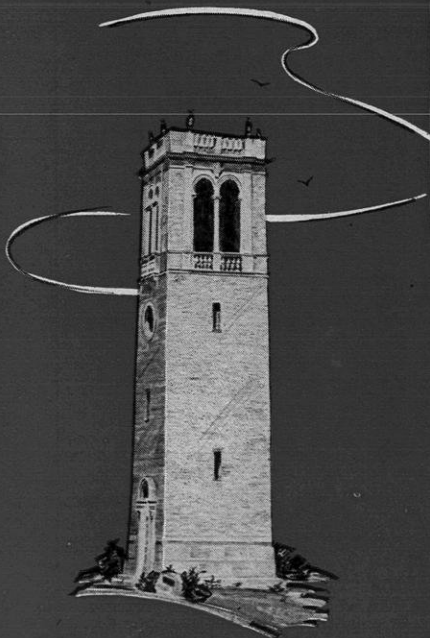
**STRUGGLE**  
For Longer Life

Putting the  
House in Order  
Report on the Clubs

How to Live  
A Hundred Years  
Happily



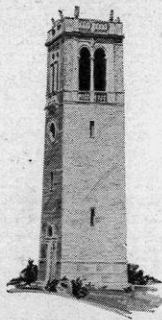
**RESEARCH and Monkey Business**



*WISCONSIN*  
**Alumnus**

**DECEMBER, 1949**





# WISCONSIN Alumnus

OFFICIAL PUBLICATION OF THE  
WISCONSIN ALUMNI ASSOCIATION

John Berge, '22, Editor  
Dwight A. Johnson, '49, Managing Editor

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## ★ Sidelines

IT TOOK a world war back in the early part of this century to make the railroad president and the red-cap porter realize what potentials science and research held for their futures.

Science and research had finally picked up momentum; enough momentum to make everybody notice.

The University of Wisconsin had "noticed" this trend years before. On campus, emphasis on research had surged ahead from the moment scientist Charles Richard Van Hise was appointed University president in April, 1903. Van Hise was on the crest of that wave of new emphasis in research and he considered it his job to make the University support research in every field.

"If the University of Wisconsin is to do for the state what it has a right to expect," he claimed at his inaugural address, "it must develop, expand, strengthen creative work at whatever cost." And he meant creative work to take place in every branch of learning—whether the subjects examined were the so-called "practical" subjects or not.

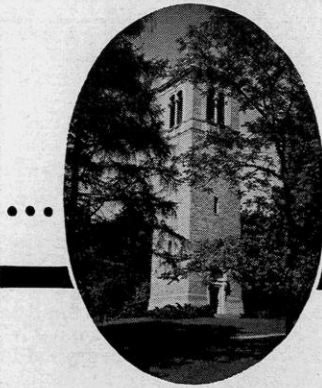
But while the story of Wisconsin's discovered "secrets of nature" began when the University began, the first major progress before Van Hise came in 1883 with the establishment of the Ag school's South Hall experiment station.

That introduced an independent chapter on agricultural research; and later came outstanding chapters



on engineering, history, mathematics, chemistry, medicine, philosophy, psychology, and other areas of discovery.

Dozens of stories could be written about the research work at Wisconsin; this issue of the *Alumnus* tells only four of the most important—work on cancer, the heart, enzymes, and stable isotopes. Psychology Prof. Harry Harlow's monkeys are the closest any of it has come to the "monkey business" charged by an early Board of Regents.



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

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

★ **"We don't ask for a championship football team every year. But we sure would like to finish in the first division."**

That is what one alumnus got up and asked for at the annual meeting of the Wisconsin Alumni Association members last June, a meeting he traveled many hundreds of miles to attend.

At the time it seemed like an almost hopeless dream. Look at it now.

What a man, this Ivy Williamson! What a group of men, this whole football coaching staff! What a magnificent job they have done for Wisconsin in less than a year!

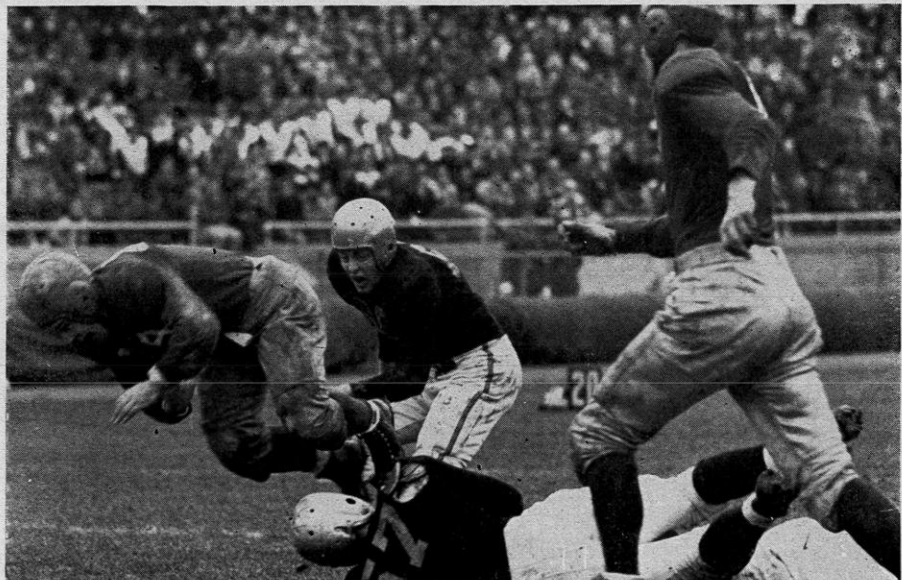
It has been my good luck to see Western Conference football every season since 1914. During those years I have watched some very good Wisconsin teams, a few really great ones, and many which with their drive and desire to win personified the famous Wisconsin spirit. If you saw the 1949 team in action, you don't need to have anybody tell you that this team, this entire squad, equalled the best for fire and spirit. Give credit to the boys. Give credit to their superb teachers, Ivy and his staff.

And give credit to the Athletic Board and the University administration for the courage and wisdom and foresight they demonstrated when they worked out the solution to the football problem.

Let's close the book on the past. What can be gained by arguing about yesterday when we have today's proof of performance and tomorrow's bright promise? We have much to be proud of today. We will have more tomorrow. The whole broad program of Wisconsin ath-

letics — intra-mural, intercollegiate, minor sports, major sports — is in good hands. The whole broad program of Wisconsin athletics is developing. Even its housing problems are getting some action.

The Athletic Department has the direction and the coaching ability it needs for present and future success. It may never have all the manpower and facilities it needs, though defi-



"... some of the pride ..."

nite improvements in both have been made recently and more are under way.

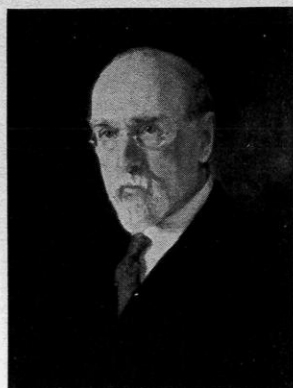
**It will never have too much material, too many good athletes.** This part of the problem is checked squarely up to us. Not to "the alumni" generally, but individually to you and to me. We have not been doing a very good selling job. Many Wisconsin boys have been drifting away to other schools. You and I can help to stop the drift. We can instill in those youngsters some of the pride we feel for Wisconsin. We can help make them want to come to Madison. 1949 has been a great year for Wisconsin athletics. The future is bright. It will be brighter if you and I get to work.



# R E S E A R C H



RESEARCH, one of the main tasks of a University, has been called "a national resource." And in training young scientists for this resource, it must be borne in mind that quantity can never take the place of quality. New ideas, or new applications of old ideas, do not arise from oceans of minds. They come from a few superior minds in which inquiry, knowledge, and imagination are compounded in favorable proportions . . .



It took the first world war to make most people conscious of the potentials of research. But on the Badger campus, research emphasis had surged ahead even in 1903 when Scientist Van Hise became the University's president . . .



And it found more support in 1925 when the Wisconsin Alumni Research Foundation was established "to promote, encourage, and aid scientific investigation and research . . ." In 1948-49 alone, the Foundation contributed half a million dollars to the University's natural science research fund . . .



Yes, the story of research is much more than "monkey business." In the free world to which we still dare to look forward, we must integrate our scientific skills with the social and spiritual aspects of human life and nature. That goal attained, we shall not lack either direction or support.

## A NATIONAL RESOURCE



From the Thomas E. Brittingham fund

# A \$14,000 Christmas Present

to the University of Wisconsin

**Y**OU WON'T find the name of this Christmas present in the dictionary or in any basic text books. And if "Isotope-Ratio Mass Spectrometer" means anything to most laymen, it probably means "too complicated to read about."

Yes, the machine itself is that complicated. So is its name. But how the University obtained it and why its work is so phenomenal and valuable are other stories. So forget about the "confusion" of dials, bulbs, and switches in the picture above and shorten Isotope-Ratio Mass Spectrometer to IRMS. Let's talk about how it came to Wisconsin and why.

In the October report of the Board of Regents there was a \$14,250.00 item under "Gifts." That was for the IRMS and it was contributed from a fund established by a man who was a Regent under President Van Hise early in the century. The man was Thomas E. Brittingham and he left \$200,000 to the University when he died in 1924; his widow later added another \$50,000. His son, Thomas E. Brittingham, Jr., is the administrator of the fund who recently found the IRMS was "in terrific need" at Wisconsin.

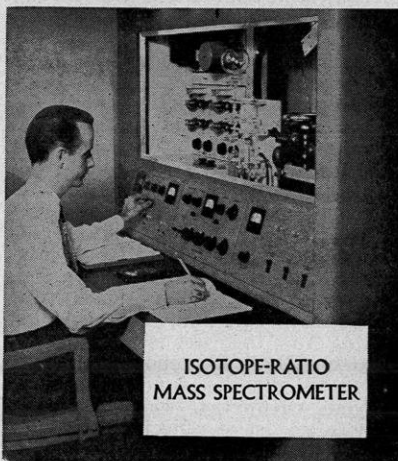
It was "in terrific need." University physicists needed it, Prof. Farrington Daniels and his associates over at the chemistry department needed it, Prof. Philip P. Cohen and other physiological chemists needed it, the enzyme people needed it. The bacteriologists needed it, the biochemistry department needed it, and a lot of other University scientists needed it.

They needed an IRMS so badly back in 1941 that Prof. H. B. Wahlin and Fred Eppling of the physics department constructed one which has served the campus well, but which has been sadly overworked. So the Brittingham fund made an outright gift of an IRMS manufactured by the Consolidated Engineering Corp. of Pasadena, Calif. According to the manufacturer the mechanism is the only instrument capable of accurate analysis of most stable isotopes.

So who wants to analyze stable isotopes? For that matter, what is an isotope, much less a stable one?

Good questions. Let's consider the common gas nitrogen. There are several kinds of nitrogen and these dif-

## From an interview with Prof. Robert H. Burris, Biochemistry Department



ferent types are called isotopes; each isotope can be distinguished by its mass or radioactivity. Each isotope is different, but each isotope is still nitrogen.

Now, elements like carbon, hydrogen, oxygen and nitrogen are "key" elements; they are necessary to all forms of life. Carbon and hydrogen have radioactive isotopes that can be traced with inexpensive Geiger counters. But the scientist often wants to use the stable, non-radioactive, carbon and hydrogen, too. As for oxygen and nitrogen, their radioactive forms are half gone before you can "take a good look at them." So the stable isotopes are necessary for tracing nitrogen and oxygen and desirable for tracing carbon and hydrogen.

If these elements are "key" elements, much experimentation must naturally be done with them. And the IRMS, developed to analyze these stable isotopes, becomes a valuable instrument.

Look at a simple but pertinent experiment:

You may know how valuable nitrogen is to plants; that nitrates are outstanding fertilizers; that some

plants, legumes such as beans, peas, and peanuts, gather their own nitrogen from the air with the help of little bacteria-filled nodules attached to the plant roots.

Now, for a long time scientists wondered if nitrogen could be gathered by these bacteria with no help from the roots, or by the roots with no help from bacteria, or perhaps by the leaves with no help from anything. Scientists were quite sure the roots and bacteria had to cooperate to get nitrogen, but a few die-hards disagreed. Proof from IRMS experiments was conclusive; roots and bacteria had to cooperate.

How did IRMS prove it? Well, as noted before, there are several types of nitrogen and these different types are called isotopes. When scientists performed the above experiment, they allowed an uncommon nitrogen isotope to come in contact with the plant; this isotope they could trace and determine if it was gathered by leaves, by roots, by nodules, or by a combination of roots and nodules.

They found traces of the uncommon nitrogen isotope in the plant only when the bacteria and plant worked together, and the experiment was done.

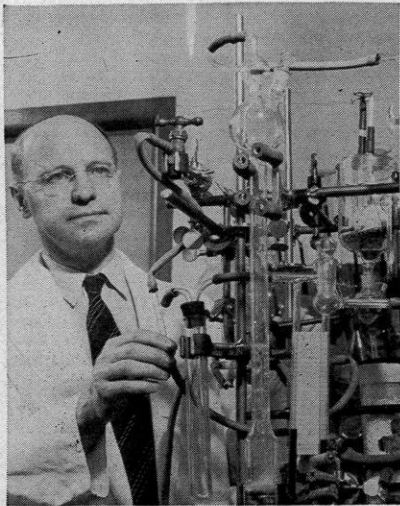
It was like putting little red tags on some molecules of nitrogen and watching where the little red tags ended up. Experiments like this are called tracer experiments, and in such work the IRMS is "in terrific need."

Wisconsin's IRMS has been installed in the biochemistry building where it will be used primarily for nitrogen studies. In other parts of the country it is *invaluable* in other kinds of work.

Machines like the IRMS play an important role in the production of fissionable materials for the atomic bomb, and their export from the US is subject to license by the Atomic Energy Commission.

Because the measurement of the natural abundance of isotopes is one means of determining geological age, such machines are valuable to geologists.

They are useful in medical research, in studying chemical reactions in finding the products of "catalytic cracking" of petroleum. And now Wisconsin has one, thanks to Thomas E. Brittingham.



RUSCH and Cancer

By Joanne Jaeger, '51

**T**HE UNIVERSITY of Wisconsin, long-time leader in matters of science and research, is launching out with a three-fold attack. The objectives include the two top diseases on the list of killers—heart disease and cancer—and a field which is directly connected with both of them—enzyme research.

## Battle No. 1

### ENZYMES

Enzyme research is not a short term project. There will probably be work on enzymes as long as there are diseases, and that is enough reason for establishing a new enzyme laboratory on the Wisconsin campus.

Opened November 1, the laboratory is the end product of many contributions. The Wisconsin Alumni Research Foundation was responsible for the \$350,000 building. The Rockefeller Foundation supplied the \$100,000 equipment. The Atomic Energy Commission and the U S Chemical Corporation will collaborate with the institute in certain phases of research, allocating \$30,000 and \$20,000 respectively. And the University will pay salaries to the employees.

What are the functions of the enzymes under study at this institute? Any high school biology textbook will tell you enzymes are necessary for every movement of the body and every living process.

Enzymes are often described as chemical transformers which escort the food through the body. They "transform" food into a simple substance because the body alone cannot make use of the "raw material" food; they are instrumental in con-

This is a story of recent work by University scientists, their help in a . . .

# Struggle for

verting food substances into energy. And it is not only the digestive system that has enzymes; every living cell has its allotment of these vital transformers.

The picture is complicated by the fact that each kind of food is taken care of by its own special enzymes. And one enzyme cannot do the job alone but is closely associated with neighboring enzymes.

Dr. David E. Green, director of the new enzyme institute, explains that "since enzymes are a part of all living tissue and since each has a specialized function, the task of finding how they act is immense.

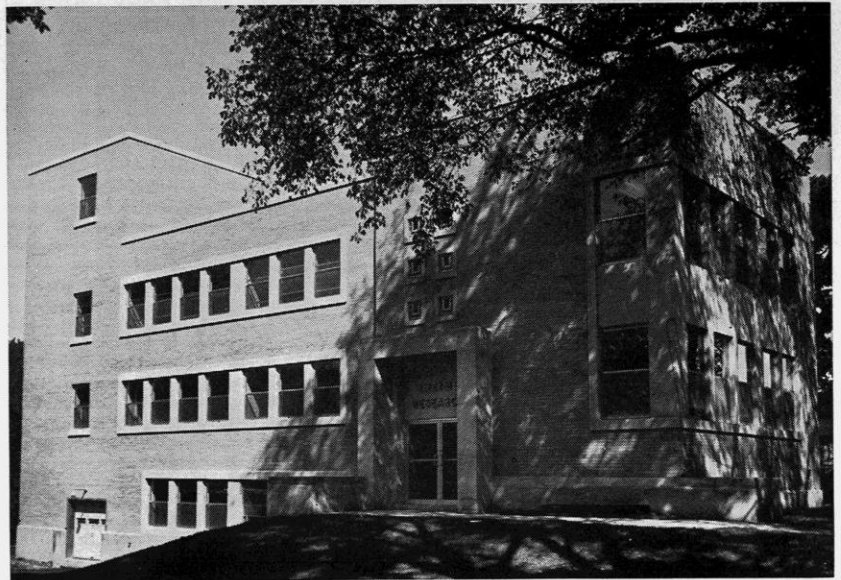
"Generally," he reports, "we are interested in the fundamentals of enzyme chemistry. Enzymes of a particular tissue reflect what is going on in that tissue. By knowing

the peculiarities of the enzymes in healthy tissue and how they differ in diseased tissue, some problems of disease are answered.

"The Atomic Energy Commission is concerned with X-ray effects on tissue, and so are we. The money they give us will be used to study alterations in enzymatic action, resulting from irradiation.

"Both heart and cancer research relate enzyme systems to these diseases," Dr. Green points out. "We may find diseases of heart failure are also a failure of enzymes of the heart muscle to perform their normal role.

"Processes of cell growth involve both the enzymes and the unrestricted cell growth of cancerous tissue. So, in cancer, an abnormality in enzymatic action is expected."



—Gary Schulz photo.

**ENZYME LAB:** Built by the Wisconsin Alumni Research Foundation at a cost of \$350,000, this institute is one of the few such centers in the world. According to Dr. David E. Green, director, "by knowing the peculiarities of the enzymes in healthy tissue and how they differ in diseased tissue, some problems of disease are answered."



# Longer Life

... the battles against cancer and heart disease, and a fresh search for the enzyme keys to cures

## Battle No. 2

### HEART DISEASE

ANOTHER AREA of concentration in the present three-way drive on the University campus is that of heart research. Over the past few months University scientists have been working on various phases of the heart problem, but their work has been hampered by inadequate space for a consolidated laboratory. Consider a few of the programs now under way:

Drs. John A. E. Eyster and Walter J. Meek have collaborated in experiments on circulatory effect of

hemorrhage and transfusion, venous pressure, cardiac impulse, effect of drugs on the heart and circulation in general, and the study of the electrical output of the heart.

The development of safer and more efficient methods of using anesthetic drugs was the contribution of Dr. Ralph M. Waters, former head of the department of anesthesia, Dr. O. S. Orth, and Dr. Morris S. Seevers. A major milestone in this field was the adaptation of cyclopropane as a safe, efficient anesthetic.

Dr. A. L. Tatum, head of the pharmacology department determined the toxicity of barbiturates.



TATUM and Hearts

Dr. Chester M. Kurtz has extended conclusions which can be drawn from measuring the heart's electrical output. Dr. H. H. Shapiro is studying drugs which may help prevent arteriosclerosis.

Dr. O. O. Meyer is studying the blood picture of various circulatory ailments. Dr. Joseph Gale, one of the nation's first heart surgeons, and Dr. Anthony R. Curreri are seeking improved techniques in cardiac surgery.

It is clear that a consolidation of heart research into one unit is necessary, and that movement is now under way. Dr. W. S. Middleton, medical school dean, said recently:

"Consolidating the medical school under one roof increases the efficiency and quality of teaching a hundred fold. It is logical to assume that consolidation of the cardiac research facilities will show similar results."

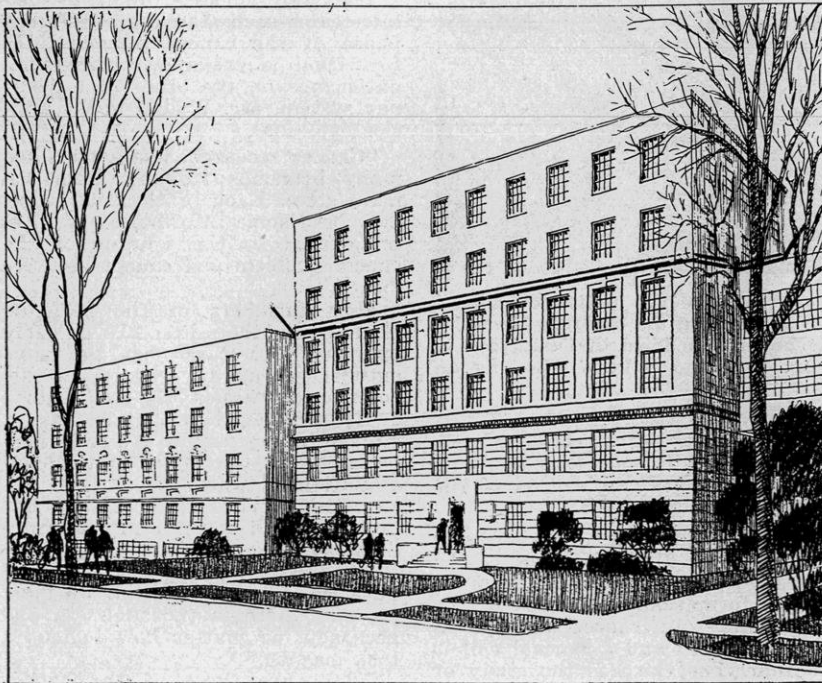
The achievement of the Heart Institute will consolidate all phases of cardio-vascular research. A \$291,000 federal grant from the U. S. Public Health Service will finance the addition of a fifth and sixth floor to McArdle Memorial laboratory. Construction of the institute, which will coordinate heart research in physiology, pharmacology, anesthesiology, medicine, surgery, and anatomy, will begin next spring.

Work on heart disease is not a new idea at Wisconsin; it carries a long and illustrious history.

It all started when the first course in medicine was offered at the University back in 1904. Dr. Charles R. Bardeen, a graduate of Johns Hopkins medical school was at that time appointed the first dean of the University medical school and his greatest interest was anatomy.

It was Dr. Bardeen who launched a study of heart size in relation to height and weight. That was, perhaps, the beginning of heart study at the University of Wisconsin.

(Continued on next page)



—Capital Times photo.

**HEART RESEARCH INSTITUTE:** Scheduled for completion late in 1950, the new heart research facilities will be housed in the two-story addition to the four-floor McArdle Memorial laboratory (addition is above the double lines in the sketch). The building at the left is a sketch of the new, unfinished east wing addition to Wisconsin General Hospital.



(Continued from preceding page)

## Battle No. 3

### CANCER

JERRY WOLLAN, University News Bureau, recently wrote an authoritative series of articles on McArdle Memorial laboratory; he had this to say about cancer research:

"A nationwide offensive, involving every person in the United States and spearheaded by some of the most brilliant scientific minds in the country, currently is under way, seeking to beat into submission disease's No. 2 killer.

"It is not a dashing, slashing drive, but rather one of slow, heart-breaking, painstaking progress.

"It is a war against cancer, a disease which stems from the cause

search for one chemical compound which may inhibit cancer growth (applied research).

Dr. H. P. Rusch, director of the McArdle laboratory, notes that "most of our interest here is in the biochemical approach to the mechanism of cancer formation. We want to find how the cancer cell works and what is inside of it. Once we discover these things, then we can find a way to fight the disease."

Cancer is an unnatural, uncontrolled cell growth. Cancerous cells grow and divide into more cells which then go through the same progress, and eventually form a mass called a tumor.

There are two types of tumor—benign and malignant. A benign tumor can cause no further trouble after it is once removed by surgery. A malignant or cancerous tumor is

pounds some of which, when fed to rats, cause liver cancer.

It has been determined that enzymes play an important part in the cancer problem. Radioactive carbon isotopes are being used to discover just what part they do play. This phase is indebted to collaboration with Prof. Heidelberger, formerly of the radiation laboratory at the University of California.

According to Dr. Van R. Potter, noted cancer research expert and enzyme authority at McArdle, the goal is "to find which chemical reaction and enzymes are characteristic of cancer tissue. Then it will be possible to make chemical compounds which will inhibit cancer growth."

Experiments at McArdle have shown that diet plays an important part in the cancer question. Dr. Rusch began experiments on diet in 1940 and it has since been determined that there is a correlation between high calorie diet and cancer incidence. Radioactive isotopes are now used to trace the path food takes when it goes through the body.

McArdle Memorial laboratory operates on an annual budget of \$100,000. Of this \$29,000 comes from the state, and \$10,000 from the Bowman fund which was left for cancer research. The remainder comes from grants-in-aid from the American Cancer society, the U. S. Public Health service, Jane Coffin Childs fund from Yale university, and institute awarded funds for several post-doctorate fellowships each year.

The staff at McArdle is divided into teams each studying a different phase of the cancer program. Information is exchanged in regular gatherings on the order of a seminar system. Mr. Wollan in his articles explains:

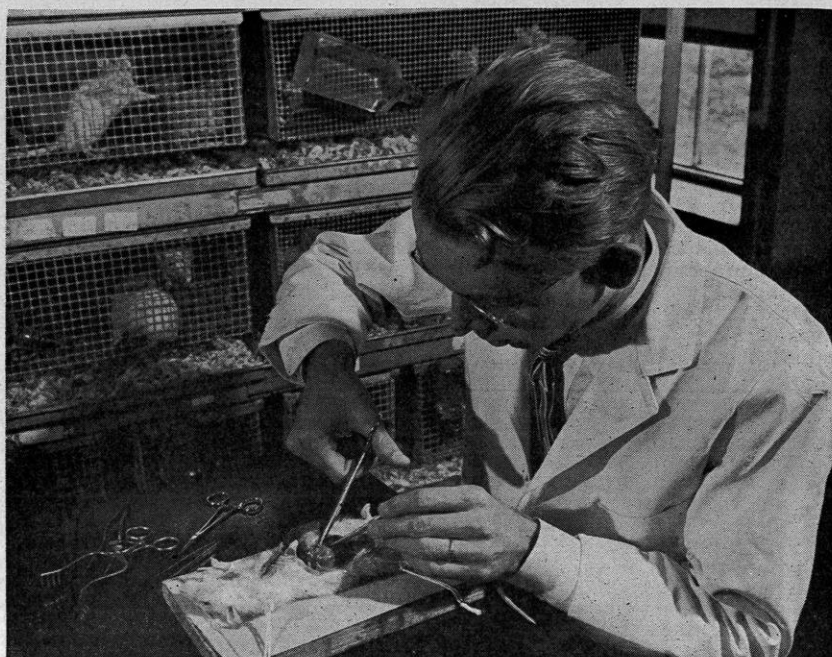
"Cancer research, like a tree, has many branches running from the main stem. Each of these branches may hold some information of vital importance to the solution of the cancer problem and cannot be overlooked."

Most members of the McArdle staff are in their late 20's or early 30's and Dr. Rusch has the same enthusiasm at 41 years as his younger colleagues. He comments:

"It is no accident that we have a staff of young people. We seek them because they have the bountiful imagination of youth which is necessary to explore successfully this disease which is not completely understood.

"And, we look for people who have patience, for in our work we must be sure there is thoroughness and accuracy, no matter how tedious a task may be."

These are three of the battles which scientists at Wisconsin are fighting—research into the realms of enzymes, and concentrated probing into the mysteries of heart disease and dread cancer. It is all work to alleviate human misery and pain.



**CANCER STUDY:** A rat liver tumor, induced by a special "poisoned" animal diet, is removed by Dr. James Miller, cancer scientist at the McArdle Memorial laboratory. The cancerous tissue will next be broken down and analyzed to determine how it differs from normal tissue. The rat has been killed by an overdose of ether.

of life itself, a disease which begrudgingly yields its secrets a fraction at a time."

McArdle Memorial laboratory on the University campus is the fortress in this attack. It is one of ten full-time cancer research centers in the country and ranks as fourth largest. It is backed by a staff of highly trained chemists, biochemists, physicians, and physiologists. This army of scientists is fighting an enemy that killed 200,000 American lives last year.

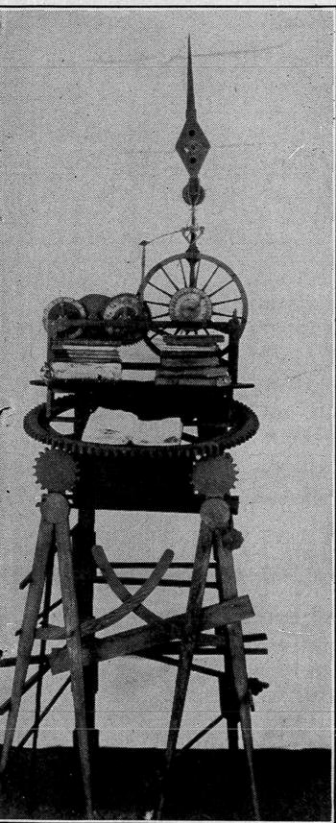
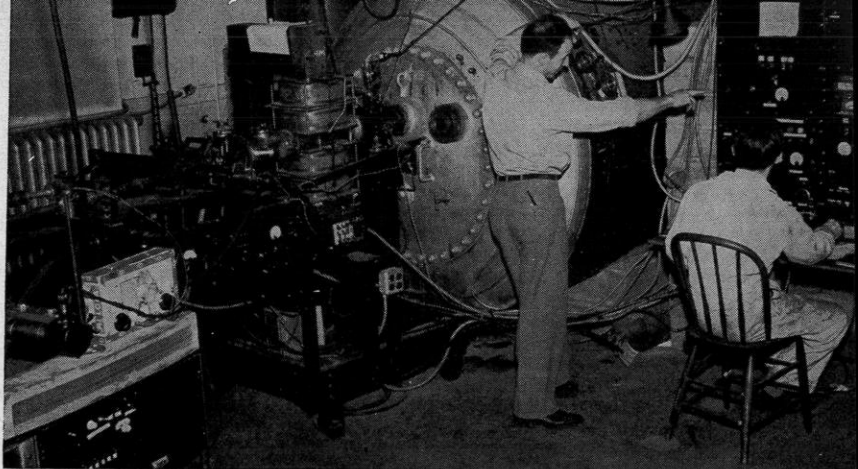
There are two points of concentration in this attack: seeking the mechanism of cancer formation (fundamental research) and the

one in which the parts break off from the main source and spread through the body by means of the blood stream and lymph.

Three main lines of attack are employed at McArdle. One is the investigation of the mechanism of cancer formation. The study of the biochemical differences between a cancerous cell and a normal cell is another. The third is the study of the physiology of animals on a restricted intake of food.

A method of investigation is being carried on by Drs. James and Elizabeth Miller on the use of azo dyes, a group of chemical com-

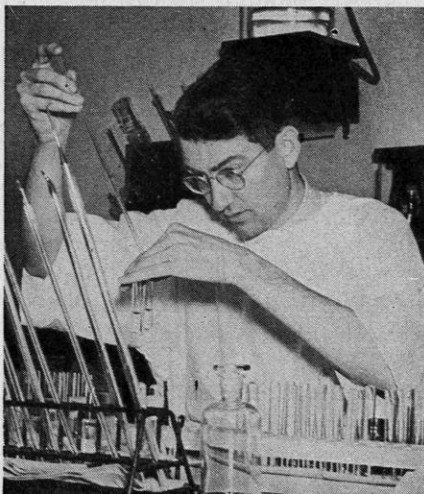
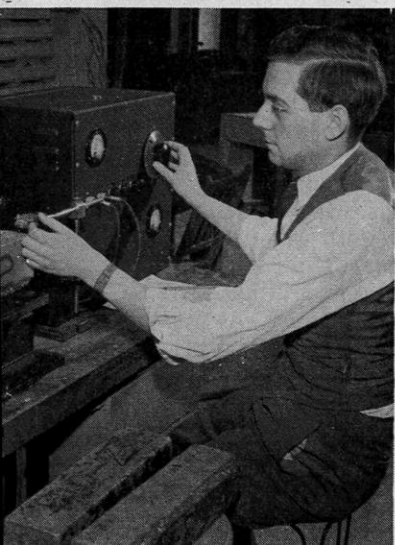
"The time will come when careful study through long ages will bring to light the secrets of Nature."—Seneca.



## *Research*

"If the University of Wisconsin is to do for the state what it has a right to expect, it must develop, expand, strengthen creative work at whatever cost. . . . It cannot be predicted at what distant nook of knowledge, apparently remote from any practical service, a brilliantly useful stream may spring."

—Pres. Charles Van Hise, 1903.





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

# The Spirit is Back

"I would like to join the Alumni Association again. I have never been so proud of Wisconsin as I have been this year with the spirit that has been demonstrated during the football season. The choice of Coach Williamson was terrific. It might be wrong to judge a school by its football team, but it is nice to hear people say wonderful things about the University of Wisconsin again."—G. S., Milwaukee.

THIS SHORT letter from a Milwaukee Badger shows clearly that the spirit is back at Wisconsin and in Wisconsin.

Letters like this started to arrive at Association headquarters two months ago. Running through them all is a spirit of keen interest in the University of Wisconsin; genuine pride in our University's achievements; strong loyalty to our Alma Mater.

Such letters indicate clearly that Wisconsin Spirit is still very much alive—despite all claims to the contrary. It may get dangerously dormant at times, but when it does there is always a good reason for that latency.

Ivy Williamson, his coaching staff, and our Fighting Badgers deserve a great deal of credit for this revived Wisconsin Spirit. They have given Wisconsin fans the kind of football they like to see. They have produced a winning combination and people like winners. Not so long ago, one of my colleagues expressed this fact in these words after his University had won a Big Ten Championship:

**"One distinguished alumnus from Boston told me that his New England friends seemed to think he was a better scientist because our TEAM was so good. Silly? Sure. There is absolutely no relationship between the quality of the football team and the quality of academic instruction and research. But people think there is!! And, institutions that have the attitude of winners are winners."**

Ivy and his staff, of course, would be the last to take all the credit for this revival of Wisconsin Spirit. They know that others helped also.

For example, the University was fortunate in having Stanley Allyn as Association president during our Centennial year. His inspiring

leadership helped to make Wisconsin Spirit a vital thing for thousands of Association members. By word and example he made his fellow Badgers realize the importance of loyalty to the University of Wisconsin and the importance of higher education in these hectic post-war days. Statements like this indicate Mr. Allyn's clear-cut thinking on University needs and problems:

**"Part of our responsibility as citizens and parents and a great part of the future opportunity and welfare of this country lies in the degree of cooperation and support that we give to our educational institutions and the use we make of them."**

The University's Centennial also helped to strengthen Wisconsin Spirit. It gave faculty, students, and alumni a new appreciation of Wisconsin's achievements that too many of us had taken for granted.

Still more important, it focussed attention on the University's future—not its past. It provided a crystal ball for looking ahead—an opportunity to see what the University will do in its second century of teaching, research, and public service. President Fred pointed out again and again that our Centennial was not celebrated "by the glorification of the past, but rather by a relentless search for the ways we may best serve, in our second century, the people of Wisconsin, the Nation, and the World. For us this Centennial marks, not the completion of one hundred years of such service, but rather the beginning of a second one hundred."

As this second century gets under way, it is very encouraging to know that our famous Wisconsin Spirit is flourishing again. Let's keep it that way so that Wisconsin may continue its recognized leadership among American universities.—*John Berge*



# THE STATE OF THE UNIVERSITY

## UNDERGRADUATES

### Truax Stays

TRUAX FIELD, the University's emergency students housing project which was scheduled to close after the present semester, will continue operation until graduation in June.

The deciding action was taken by the Board of Regents last month after residents of the project informed the administration that they could not find suitable accommodations elsewhere. Closing the project at the mid-semester point was planned as an economy move to meet a legislative cut in the University's budget for the biennium.

In their action, the Regents budgeted "not to exceed \$25,000" from general operations and fuel funds for the second-semester operation.

At present, 331 regular students and 33 temporary dairy course students are living in two dormitories at Truax.

In a separate Regent action, the University turned over to the city of Madison a third Truax dormitory which has not been used this year; one of the two buildings now in use will also be released to the city "as soon as all of the students housed at Truax field can be accommodated in the last remaining dormitory."

The University had agreed with the city last February to turn over the Truax dormitories "when they were no longer needed by the University for emergency housing." A former army air corps radio school, Truax was purchased by the University in 1946. At its peak in February, 1947, it housed 1,500 students.

### It Outdrew Football

A UNION that never strikes, pickets, threatens, or causes anybody any trouble can be found on the University of Wisconsin campus; and this year it is preparing for one of its biggest years in history.

They call it the Wisconsin Forensic Union and it has come down to the present day in one form or another since the old times when debate outdrew football in attendance.

Alumni and students of many colleges and universities know almost nothing of forensic activities, and at Wisconsin their popularity still unfortunately ranks somewhere with that of Picnic Point at Thanksgiving time. But the record of forensic achievement in only the last two years has put Wisconsin way out in front.

Last spring the Badgers won the Big Ten championship in debate when they took the trophy from the

University of Chicago; this year they will defend that championship and try to better their record of winning two-thirds of 220 intercollegiate debates in two years. In the category of discussion, Wisconsin speakers placed first in two contests and won a number of superior ratings in others, in oratory they entered nine meets and brought home four honors—one first, two second, and one third place. They also won in extemporaneous speaking, radio speaking, and after-dinner addresses.

The man behind the Union is Prof. Winston E. Brembeck. Under his leadership the organization has grown rapidly in membership, in financial potential, and in successful tournament competition. An in-



... THAT ADDRESS CHANGE when you move. Your correct address in Association files can do even more than bring your alumni mail.

Prosecutors of wills have made contact with alumni heirs through these files, insurance companies have referred to them, and last month, when a potential employer wanted to offer a certain alumnus a job, the needed address was found in the alumni records office.

creased budget this year will make it possible for a member to travel and represent Wisconsin, to gain experience, and to become eligible for one of the many awards, scholarships or cash privileges.

As director of forensics, Professor Brembeck and his assistants have begun the year by conducting an informal training program for all members of the Union in preparation for their intercollegiate competition.

Names like Frankenburger, Vilas, Harry Adams, and Theodore Herfurth are familiar to Badgers. The names almost sound like a list of dormitories, but those men are a few of the Wisconsin "greats" who have realized the value of public speaking.



### Return of the Athenaeum

A NEW LITERARY magazine has been born on the Wisconsin campus in the wake of a near tradition of literary magazine failures. Heralded as the "birth of a giant," the *Wisconsin Athenaeum* is a project of the revived Athenaeum Society and its contributors are students, faculty members, and Wisconsin alumni.

The new magazine is the reincarnation of the first student publication on campus, the Society's *Athenaeum Cabinet*. Begun in 1854, the *Cabinet* was a book of about 50 pages entirely written by hand, and the only copy known to be in existence is now preserved in the University library.

Interestingly, the Athenaeum Society is the oldest student organization on campus. It was founded in 1849 by the University's first professor, John W. Sterling.

Published as a medium for campus literary expression in serious fiction, poetry, and feature articles, the "giant"—called "monster" by the *Octopus* staff—owes its existence to a former (1917-1923) Wisconsin football coach, the late John Richards. Richards, last January, bequeathed \$5,000 to the Society, and part of this gift will support the *Athenaeum*.

The Athenaeum Society was revived only last fall after a decade of inactivity and has recently accepted a challenge to debate offered by *Hesperia*, its traditional rival. *Hesperia* was founded several years after the Athenaeum Society by combining two existing groups, the Secret Order of the Friendly Brothers and the Polymnian Society. Many of the men in these organizations had previously seceded from *Athenaeum*.



FRANK O. HOLT

### Drive for Frank Holt Memorial Scholarships Is Begun in Janesville

SOMETIME the story of Frank O. Holt, Educator, may almost be a legend. All the qualities which make a legend lasting are present in the Frank O. Holt story; it is dramatic, human, inspiring, it is about a man whose good qualities were superlative qualities, a man whose work is memorable.

It is a story as positive as the Wisconsin Idea and "sifting and winnowing" and it is a story which will never be called "overtold," or "uneffectively idealistic."

To understand why, one must know what he did and what he was, this Frank O. Holt, Educator. Last November 9, over 300 people met in his honor and discovered or were reminded of these things. They met in his home town of Janesville to set up a memorial in his name, a scholarship fund, an appropriate memorial for a man whose eager devotion to the problems of deserving students brought benefits to hundreds.

This scholarship program will give recognition to those University students and those eligible to enroll who have shown outstanding promise in leadership and scholastic work and have need for financial assistance in continuing their education.

It has been established through the Board of Regents and is sponsored by the Wisconsin Alumni Association. Recipients of the scholarship will be determined by a committee chosen by the association after consultation with the University committee on loans and scholarships.

The Alumni committee determines all basic policies and all fund-raising

plans for the scholarship. The Janesville "kickoff" banquet was the first major move since the Holt family made the initial contribution of \$1,000 after Mr. Holt's death in 1948.

Speaking at the banquet were men who knew Frank Holt well. There was George I. Haight, chairman of the board of the UW Foundation; Dean Fayette H. Elwell of the School of Commerce; and Vice-president Ira L. Baldwin, reading the address prepared by President E. B. Fred who could not attend. Their talks explained much about the man who made a life work of helping Wisconsin's young people get an education.

He served in many fields of education, reported Dean Elwell—as a high school teacher and principal, as a superintendent of city schools, as a University registrar, as a member of a city board of education, as advisor to school boards and administrative officials of colleges and universities, as a dean of the University Extension Division, as the director of the University Bureau of Guidance, and as the director of the University Department of Public Service.

In all these positions Holt had three qualifications. President Fred had listed them as:

1. An abiding faith in his fellow citizens,
2. Abundant hope in the future,
3. A love of youth.

"Thousands of University students can testify personally to Frank Holt's devotion to them," wrote President Fred. "I wish you all might be able to go through the letter files in the office he formerly occupied. You would find there a remarkable collec-

tion of tributes from befriended students from every corner of the campus and from loyal alumni all over the world."

In describing the unusual ability of the man, Dean Elwell gave an example of how he worked.

"When Frank Holt would go to a city or town to make an address he would have a complete list of the home addresses of his proteges. He spent many hours visiting with their parents, relatives, and friends. Through these means he heard of many ways in which his office could be of help to students.

"I doubt if anyone on campus had as many students drop into his office as did Frank Holt—again a great tribute to the friendship which he enjoyed with these students."

Students flocked to him with their problems because he talked their language, recalled George Haight in his address.

"Frank stood for the best in American life and tradition," said Haight; "he realized fully the importance of making University education available to all qualified students, irrespective of financial standing."

Scholarship contributions are being accepted by either:

1. The Frank O. Holt Scholarship Fund, Wisconsin Alumni Association, Madison.
2. The Frank O. Holt Scholarship Fund, University of Wisconsin Foundation, 905 University Ave., Madison.

Solicitation of contributions was not the purpose of the Janesville memorial banquet. It was, instead, a "kickoff" dinner, the first in a series which will inform Badgers in and out of Wisconsin of the fund drive.



—Janesville Gazette photo.

AT JANESVILLE: Kickoff for Frank O. Holt Scholarship Fund

WISCONSIN ALUMNUS





**CRIME CLUB**, organized for his students by sociology Prof. Howard Gill, recently attracted 70 classmates to hear Warden John C. Burke of the Waupun state prison talk about "life on the inside." Here he and Gill (right) prepare to lead the crowd singing the prison ballad "Sam Hall" before the warden gets down to cases.

### The "Gill" in Gillin

When Howard B. Gill talks to his University of Wisconsin classes in sociology about prison administration, his experiences in prison work over the past 20 years breathe vivid life into cold facts and figures.

Gill was the man appointed to advise the republic of Panama on prisons and juvenile delinquency in 1942, and to unravel the snarls in the Washington, D. C., prison system in 1944-45.

He is the author of the U. S. attorney-general's survey, "Prisons," published in 1939-40, and of manuals and articles on "Prisoners' Case Records," "Prison Officer Training," and "The Prison Labor Problem."

Gill came to Wisconsin this fall to take over part of the work of John L. Gillin, great Wisconsin criminologist now retired, and of the late Carl Johnson.

"I'm just the 'Gill' in Gillin," he explains. "It takes three of us to fill John Gillin's place. It's an honor to be assigned to share his office."

Gill teaches correctional administration (adult and juvenile), probation and parole, and individual case methods. And no sooner did he get settled into his class routine at Wisconsin than he was devising extra-class ways to help his students—he came up with a "Crime Club" (see picture).

The beginning of his "20 years in prison" was a study of prison industries for the department of commerce under Secretary Herbert

Hoover. This study dealt with the effect of competition between prison and free industries. What he learned became the basis for his work later as economic adviser and director of the NRA prison labor authority.

Later, in 1927 a telegram offered Gill the job as first warden of a new type of prison, an experimental "community" prison developed on the theory that men who are unable to get along in their communities can be brought into a community life.

Within the wall, which is manned by the only armed guards in the institution, the men are free, and live in ordinary buildings in groups of 50. "There were just two rules: first, no escapes; and second, no contraband. Otherwise men were expected to live like normal, law-abiding citizens—and most of them did," Gill explains.

Everything but discipline was run at Norfolk by joint committees made up of inmates and staff members. Problems were threshed out at weekly committee meetings, before gripes got big and troublesome.

"Norfolk prison dormitories cost between \$1,000 and \$1,500 per room, compared to some tool-proof steel cell buildings built at the same time in other states which cost \$5,000 per cell," Gill explains.

"We had fewer guards, more service personnel. Many of our staff lived with the men."

From 1934 to 1937 Gill surveyed problems in the prisons of 30 states for the prison labor authority. From 1937 to 1938 he was back with the

department of justice to write volume V, "Prisons," for the attorney general's survey.

In 1938 he served as consultant on prison officer training for the U. S. office of education, and organized a program for in-service training of prison officers.

The first pilot program was set up at the Wisconsin state prison at Waupun and then taken over by the University Extension division.

"In this arrangement between its University Extension division and its state institutions, Wisconsin has one of the finest opportunities for permanent professional service of any state in the Union," Gill says.

"You've got to sit down across the table from the burglar, if you're going to make any impression on him," Gill insists. "You get nowhere treating him as a statistic or a trend. And handling criminals or teaching college students is much the same; it is all a matter of establishing confidence and mutual understanding in seeking a satisfactory way of life."

### Aurner in Advertising

COMMERCE chairman of the department of marketing from 1930 to 1948, Dr. Robert R. Aurner, is now vice-president and director of business communications and public relations of Scott, Inc., Milwaukee advertisers.

Since he left Wisconsin he has been in California engaged in special assignments for Scott, Inc., lecturing, and writing new editions of his several college and business-school books on communications efficiency, correspondence training and improvement.

The former professor and member of the University's lecture bureau is also vice-president and member of the board of trustees of the Levere Memorial Foundation, Chicago. This organization annually brings together highly selected college students for training in leadership of student organizations.



DR. ROBERT R. AURNER





Prime Minister Nehru and 3,000 Students on the Union Terrace

### Pandit Nehru & Wisconsin

WHEN STUDENTS wait in line four and a half hours for tickets to an event, that's news. It rarely happens, but when the prime minister of India, Pandit Jawaharlal Nehru, came to campus a few weeks ago the line outside the Union box office began forming about 7:30 a.m.

It was the last stop on the prime minister's three-week tour of the US, and for that reason people thought his Madison speech might carry the punch line—a plea for American money, perhaps. But neither his 45-minute talk in the theater nor his brief address to the 3,000 on the chilly Lake Mendota terrace brought anything dramatic.

Nehru's talk was quietly philosophic and he asked only for that which could be easily given—cooperation and an understanding of India's problems. "At present we are not interested in world affairs," he announced; "we are so interested in putting our own house in order that we don't want to meddle in other people's business."

But the students, faculty, and townspeople who saw this disciple of Gandhi came away satisfied. They were more interested in seeing Pandit Nehru speak than they were in hearing him; and the important wish had been granted.

The prime minister's few hours in Wisconsin were crowded ones. Before the address, he spent the morning examining the University farms, Wisconsin General Hospital, and conferring with some of the Indian students on things personal and financial.

Indian students, hard hit by the recent currency devaluation, presented Nehru with a petition for aid from the Indian government to help

them finish their studies at the University. Only 19 of the 42 Indian students on campus hold scholarships from their home government; the remainder are dependent on their parents or their own savings.

The devaluation means the Indians' incomes from home have suddenly become worth only two-thirds their former value.

Nehru promised consideration of the petition and asked his countrymen to "look not for the 'biggest' positions on your return home, but look for the jobs that will help you build India." He also promised to send some books from his private library for the recently established Gandhi memorial section of the University library.

Merely 1,500 could be squeezed into the Union theater to see and hear Nehru; hundreds more wanted to go. Madisonians and students had hoped the prime minister would speak in the Field House, where everyone interested could attend, but the FBI ruled against its use for "security" reasons.

University officials countered by dismissing classes and broadcasting the address throughout the Union and over the State radio network. Later in the day a report of the talk went by telephone lines to New York, from there to London by cable, and from London to the Far East by shortwave on the State department's "Voice of America" broadcast.

After his address and a student "skyrocket" cheer, Pandit Nehru and his party immediately left Madison.

His entourage, composed of reporters, photographers, statesman, and his sister, breathed a sigh of relief that their chase was about over. This group had followed the Indian leader on his entire three-

week trip, and Madison had been no different than any part of it.

As Nehru left Truax field on a shiny Constellation, his baggage included an extra piece. An Indian co-ed, personally acquainted with the leader, had asked him to take a box of clothes home for her.

\* \* \*

TWO OTHER personalities were guests on the University campus this month—former Secretary of Labor Frances Perkins and Illinois Senator Paul M. Douglas. They came to take part in the two-day symposium arranged by the economics department in memory of the late alumnus, John B. Andrews, and his work in labor legislation.

### 34th Junior Stock Show

LAMBS, barrows, and baby beeves—more than 1,350 of them—came to the University stock pavilion this fall under the care of Wisconsin boys and girls from 22 counties.

The reason was the annual Wisconsin Junior Live Stock exposition sponsored by the College of Agriculture and the Wisconsin Livestock Breeders Association; it was the 34th such exhibit, and as usual it brought out the finest livestock raised by young farm people of the state.

Chilly winds of a cold wave came with the show, but they didn't calm the young people's enthusiasm; some 450 exhibitors were on hand for the opening-day judging of lambs and barrows.

All those who intended to come, did, reported a Breeders' Association secretary. The number of participants was about the same as in previous years, but the number of

entries was somewhat less, particularly in the hog division.

The price of hogs had advanced and then started declining, and many farmers felt they should sell their animals and not wait for the show.

All exhibited animals were sold at public auction after the exhibition. Prices bid by state meat packers ran from 1 to 3 and 4 cents above the prevailing market price; hog prices averaged about 22½ cents per pound and lamb prices were about 25½ cents per pound. One fortunate exhibitor got 28½ cents on a lamb.

But the prices were lower than some youngsters expected. This feeling probably came from comparing current prices with those of last year when 29 cents was the price on lambs and 32½ cents was the average for barrows.

Top honors in the show were taken by a University freshman from Sun Prairie. He won both the grand championship and the reserve grand championship ribbons in the beef calf show—the first time in 22 years both honors had been taken by one exhibitor. His two animals were sold for almost \$2,100, the grand champion Hereford going to the local Oscar Mayer Co. for \$1.25 a pound and the reserve champion Angus going for 70 cents a pound.

The freshman is the son of Walter Renk, '24, a University graduate once active in Ag campus affairs. Their farm is a well-known corporation farm at Sun Prairie.

Along with the judging and selling came entertainment and professional information for the young exhibitors. A meats exhibit and demonstration to emphasize the end products of good livestock feeding was conducted by University animal husbandry men, and parties, programs, and a banquet were held on the closing evenings.

Exhibitors were housed in the new Short Course dormitories near the stock pavilion and at Truax Field, with transportation to and from the field being furnished in the morning and evening.

## Mail-Order Fame

HOW UW Extension Division correspondence courses helped an almost completely crippled Wisconsin man to fame was told recently by the man himself, 28-year-old Theodore Hoyer of Oshkosh.

An automobile accident 11 years ago deprived Hoyer of the normal use of his arms and legs. Since 1937 he has been unable to sit up. Yet today, he is a nationally-known author, the writer of a recent *Reader's Digest* article entitled "He Walks with Faith."

His literary talents, he says, were fostered by the University Extension courses, which he secured through the State Department of Rehabilitation.

Hoyer, in addition to his freelance writing, conducts a column in the Winneconne newspaper and operates a magazine agency. He writes with an electric typewriter with an automatic carriage which he operates with a plastic "finger". He is a relative of the famed war correspondent and author, Louis P. Lochner, '09.

## Away from Dead Center

WISCONSIN'S big-city newspaper with the state-wide appeal, the *Milwaukee Journal*, some time ago sent one of its master reporters out on a lead for a story that smacked of both the big University and the little cities around the state. The reporter was the *Journal's* 24-year veteran, Lewis C. French, whose most explored subjects are rural Wisconsin and the University; this story covered both and told about a little-known phase of the *Wisconsin Idea*—the work of the Bureau of Community Development. This is what he found:

TOO MANY Wisconsin cities and villages drift along "on dead center."

Perhaps a shove from leading citizens—not local politicians—will push the community out of its slow stagnation and flush its blood with new life and interest. So say directors of the Bureau of Community Development at the University of Wisconsin.

Dr. R. J. Colbert is the director. Roland Berger and J. J. Lichty, his assistants, are faculty members trained in subjects relating to busi-



PROF. ROY J. COLBERT

... Helping Wisconsin Communities

ness, industry or social lines. This bureau might well be compared to a heart seeking to pump new life into more communities.

"It has often been said no matter where a Wisconsin citizen resides he is 'on' the campus of the state University," says Dr. Colbert. "The objective is to have an ever increasing number turn to their University for needed help and counsel. This bureau proposes to do the same thing on a community basis."

Getting set for postwar adjustments, a state committee was formed with Glen V. Rork, Eau Claire, utility executive, as chairman. The board objective among committee members, who represented labor, management, agriculture and education, was to try to guide a postwar program for the state avoiding pitfalls encountered after the first world war.

Results, say economists, have been evident. Neither business nor industry has suffered from deflation that previously led to the depression. Farmers, warned from the committee and others, refrained from speculating in land. Rather than mortgage the home farm to buy another and eventually lose both, most farmers used the profits of the war markets to buy bonds or pay debts.

"True, there have been bumps but not crashes like after 1918," say directors of the bureau.

Out of this program came the peacetime phase, the bureau of community development, a new angle for growth and better living.

"There are pressing new problems—housing, city planning, sanitation, starting new industries to absorb the employment that was busy in war production and public improvements," says Dr. Colbert. "That's where we try to help."

If a community has a problem, any civic matter from a bond issue or getting a new factory to building a park swimming pool, this bureau is a clearing house. Within the University are departments especially concerned with all such matters. Then, too, there are various state government agencies, such as the board of health and state inspection services. The bureau directors do the best they can in funneling the best information available to the community.

For instance, when a Wisconsin hamlet wanted information about building a public swimming pool, a three-cent stamp and a request produced blueprints and engineering outlines together with information from the state planning board.

Baraboo asked for help in its search for industries to fill the job voids caused when employment at Badger Ordnance Works slackened. Men trained in finance and industry went up to advise. The experts suggested building a rail spur. New plants were soon established. Fort





—Capital Times photo.

**THE NATION'S TOP EDUCATORS**, over 100 of them, came to the campus a few weeks ago and worked on problems like the financing of higher education and a new system of accrediting colleges. It was a combination meeting of the American Association of Universities and the Association of Graduate Schools.

A few of the University presidents, shown here, are (front row, left to right) Malott of Kansas, E. B. Fred of Wisconsin, Hutchins of Chicago, Wriston of Brown, Stassen of Pennsylvania, Eisenhower of Columbia; (second row) Conant of Harvard, Painter of Texas, Compton of Washington in St. Louis, Wells of Indiana, Morrill of Minnesota, Ruthven of Michigan; (back row) Valentine of Rochester, Miller of Northwestern, Gustavson of Nebraska, Edens of Duke, Hancher of Iowa State, Jefferson of Clark, and Middlebush of Missouri.

Atkinson and Stoughton did the same thing.

Medford youth too often showed a burning desire to leave their home town. The bureau got the teen agers to asking themselves, "Why not make Medford better and stay here?"

The youth of Medford then prepared a scale model of the city they wanted as a home town 15 years or so from now. And they keep pushing the city fathers for action.

Rhinelanders expanded its community recreation program with the help of the bureau. Tourists from near-by resorts were welcomed in the local leagues where they could have some fun with the natives.

The bureau is helping dozens of Wisconsin communities solve housing problems.

"We stay out of politics and strictly out of sharp labor issues," say the bureau directors. "Our experience is that in most moderate sized cities and communities there are three or four local people, generally those in politics. The thoughtful, 'every day' citizen tends to sit back and let them run the whole show, seldom raising a voice in praise or protest."

The bureau is trying to stimulate those silent people who really are, in many cases, the backbone of the community. It aims to make them community leadership groups, fully

democratic and representing labor, the schools, business, and farmers. When these men speak up, a community is not content to doze but grows, Lichty said.

The program for helping business and industry is being formulated for this winter and spring.

Seminars are scheduled for the retail hardware merchants, Jan. 9-13 and 16-20. The first week will be for those in the sales and production departments and the second week for department heads and buyers. The best talent at the University and from corporations of the trade will lecture and answer questions.

Those in the lumber trades will meet March 13 to April 7 to hear about the new in composition woods and fibers, marketing. In April there will be insurance institute in Fort Atkinson, Appleton, and Eau Claire. Among those on the program will be E. R. Mulady, insurance executive at Stevens Point, Prof. Russell Moberly of the University School of Commerce, Prof. J. H. Westing, and Prof. E. B. Peterson.

"While we cannot avoid being affected by the ups and downs of economic forces resulting from national and international situations, much of the bad effect of these economic fluctuations can be cushioned through well considered community programs," says Dr. Colbert.

Suggestive of the bureau community programs as outlined by the director are:

Seminars for merchants and store managers.

Business programs between local manufactures, trade associations and agriculture.

Institutes on industrial managements.

City planning in cooperation with state planning boards.

Housing institutes sponsored by local people.

Institutes on small business showing how to compete in highly competitive markets.

Recreation and community welfare programs planned so that youth has a decent place for fun and adults have outlets for leisure and community service.

## Carnival Comes to Campus

LIVE DUCKS, fantastic devices, scurrilous tricks, and Joe Hammersley, the campus cop, were among the gay confusion which added \$3,000 to the big, one-day drive for Campus Community Chest funds a few weeks ago.

A peak of efficiency was reached by fund chairmen this year; for the first time, all charities made their appeal together during a single day. From 7:45 to dusk, students on their way to classes were met at sidewalk intersections and building entrances by fellow students with contribution containers. A Campus Chest dance was held; and the Carnival at the field house made donations easy to give.

Nearly \$10,000 had gone into the coffers when the day was done.

The Carnival brought the drive to a close with fun for students and townspeople alike. Sixty-five booths, displays, and other concessions drew a mob of nearly 10,000; local business men contributed prize trophies; and University officials and prominent citizens served as judges.

Circling around the outside of the basketball floor, the midway of ingenious attractions would have taken business away from any traveling carnival show.

One men's dorm, Bierman house, used almost 2,000 flour and water pies which customers threw in the residents' faces—two for a dime. The University YMCA surprised winners at its concession by giving away live ducks.

Campus sex and love were the subjects of many booths. Pi Kappa Alpha fraternity had a "sex-la-tron" and kisses for charity were offered by co-eds from Gamma Phi Beta. "Burlesk" was the title of Alpha Delta Sigma's "girlie" show and over 200 co-ed phone numbers were supplied to penny-pitch winners by the independent students association.

And Joe Hammersley, campus cop, sold programs.

## Does Milwaukee Need A 4-Year State College?

DOES the Milwaukee area, where almost a third of the state's people live, need a four-year liberal arts school? If so, should that school be a full-fledged state college—perhaps a combination of the Milwaukee state teachers college and the University extension? Or should the teachers colleges board of regents go ahead and establish their own four-year program as did Superior, and as the legislature last summer gave them permission to do?

Or is it possible that the two present state schools in Milwaukee—the teachers college and the extension center—are meeting the needs of the area?

These are some of the questions in the spotlight on Bascom and Capitol hills since Gov. Oscar Rennebohm last month appointed a special committee to survey the higher education situation in the Milwaukee area. A few days later the University Regents concurred that a study should be made.

The committee, composed of state officials, will try to determine whether the two present state schools in Milwaukee are meeting the needs of the area. If they are not meeting the demand, the committee's job will be to find out what can be done, according to Rennebohm.

And the Governor has a specific program in mind concerning "what can be done." He envisions a University branch on a new campus in the western outskirts of Milwaukee, to be easily accessible from neighboring counties. It would replace the inadequate plants and programs of both the existing state facilities.

A similar proposal was defeated last spring by the state legislature. Instead the Legislature passed a bill permitting the teachers college board of regents to establish four-year liberal arts schools at any of the nine teachers colleges.

Only Superior teachers college now has such a course, but the TC regents planned to set up another course at Milwaukee. Recently the teachers college regents have agreed not to establish the four-year school until the study is made.

Those appointed to the survey committee are:

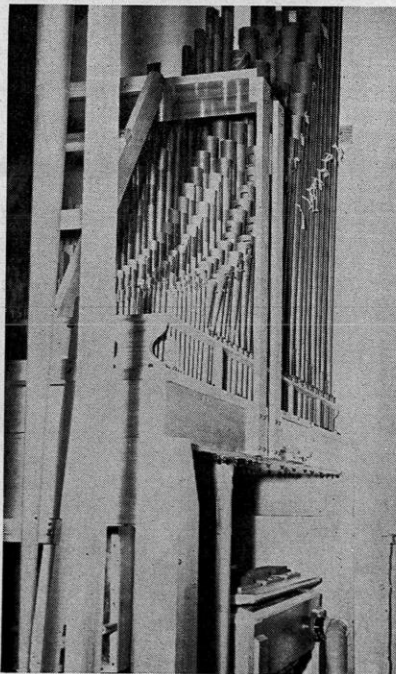
Frank Sensenbrenner, president of the University Board of Regents; University Pres. E. B. Fred; Harold Anderson, president of the teachers college regents; J. M. Klotsche, president of Milwaukee state teachers college; George Watson, state superintendent of public instruction, and Assemblyman W. W. Clark (R.-Vesper). Gov. Rennebohm was named chairman, Sen. Robert

Robinson (R.-Beloit) vice-chairman, and William Young of the governor's office, secretary.

The movement for a four-year school in Milwaukee touched off a hot controversy earlier this year, and the teachers college regents vigorously opposed the proposal which would have made Milwaukee teachers and the extension division a branch of the University.

An earlier proposal was to integrate all nine teachers colleges under the University in one higher education system. The University Board of Regents also opposed both measures, contending that all effort should be concentrated in the University at Madison rather than spreading out to Milwaukee and other areas.

Four hundred Milwaukee extension students came to the legislature at that time to ask for the four-year school. They claimed that many Milwaukeeans could not afford a liberal arts education if they have to come to Madison.



—Wisconsin State Journal photo.

WHA has a new custom-built pipe organ with 14 sets of pipes; letters from listeners persuaded the station to invest in a "real" pipe organ to replace the "soap-opera" music that came out of the temporary electronic organ.

WHA helped finance its new organ by selling some out-moded equipment, including a grand piano, an electric organ, and an old worn-out pipe organ. The old organ, which the station bought years ago for warehouse costs of \$200, sold for \$2000.

In considering the Milwaukee problem, the Regents were told by Pres. E. B. Fred that "there is a general belief that a state college in Milwaukee would provide a broader program of instruction than is now available through the Milwaukee State Teachers college and the two-year University Extension center."

"The expansion of a program of higher education in Milwaukee is warmly supported by many individuals in that area," Fred said.

"The University of Wisconsin should exercise all the influence at its command to gain support for a policy of concentrating professional, graduate, and research programs in public higher education in the University at Madison," the president said. "It is my firm opinion that the University of Wisconsin cannot escape the responsibilities for leadership in matters of higher education in Wisconsin."

A summary of the state's educational situation, filed by Fred with the education committee of the regents, makes these points:

**Enrollment.** About 45,000 students are attending degree-granting colleges in Wisconsin, nearly 30,000 of them in publicly-supported institutions.

**Colleges.** The state supports one university, nine colleges, and two institutes. Only New York and Pennsylvania exceed Wisconsin in the number of state-supported degree-granting colleges.

**Availability of colleges.** The location of Wisconsin's state-supported colleges is such that very few cities with populations larger than 25,000 are farther than 50 miles from a college. Most cities of 10,000 to 25,000 are also that close.

**Other types of schools.** At least 50 cities operate schools of vocational and adult education. Twenty-four counties operate normal schools for rural school teachers.

**Teachers College functions.** Originally, the teachers colleges were established solely for purpose of teacher-education. With permission of the legislature, they have been broadening their functions to include general studies, and master's degree-level work.

**Trends.** The Wisconsin trend is toward the establishment of college opportunities in more communities of the state and toward programs of general studies in all colleges.

**Junior colleges.** "The University should assume the responsibility of making available junior college opportunities wherever sufficient interest, local cooperation, and the absence of reasonably available similar facilities warrant the program," the statement declares.



## For Student Protection

FIRE PREVENTION, safety, and health maintenance work on the Madison campus came to the attention of the Board of Regents during November. And they gave it their support to the tune of \$101,600 allotted from money paid the University by the federal government for the war-time use of campus buildings by the armed forces.

A. F. Ahearn, superintendent of buildings and grounds, said the maintenance work for which the funds are allotted, will be started immediately.

The following amounts were allotted for the projects:

\$26,000 for modern pumping equipment in the University pumping station to replace antiquated equipment which has become inadequate;

\$5,400 for improving the University water distribution system from city water lines;

\$9,000 for new water mains to provide emergency "loops" in the city water supply;

\$29,000 for improving the University electrical distribution system with new transformers, switches, and cables to avoid overload of the circuits;

\$25,000 for safety devices including fire alarms, fire escapes, hand

rails, and exit doors, all recommended by the state industrial commission;

\$7,200 for ventilation in the Chemistry building to improve health and safety factors there.

## No Radio Commercials?

ACTION by Regents on a suggested broadcasting policy to cover all radio and television broadcasts emanating from the University has been delayed by request of the Commercial League of Wisconsin Radio Stations.

It is the first time the Regents have been asked to adopt rules governing University broadcasting, and the league wants more time to study the report and make recommendations. It is expected there will be few objections because the league was consulted before the policy went to the Regents two months ago.

Presented by the radio committee, the policy upholds strict neutrality on political and religious issues, bans any "commercial announcement or reference from the buildings or grounds of the University," and places a limit of two commercials on other programs, excepting sports broadcasts.

Previously, University policy had been built up over the years by ac-

tions of the University radio committee.

According to Vice-president Ira L. Baldwin, speaking to the commercial league, a recent increase of requests for cooperation of the University in broadcasts has posed "increasingly difficult decisions." And for that reason a policy of clearly-stated principles is needed.

The policy statement declares that the broadcasting facilities and resources of the University shall be utilized so as to advance the educational purposes of the University and "serve to the fullest extent the interests and needs of the people of the state."

As outlined by Baldwin, the regulations would:

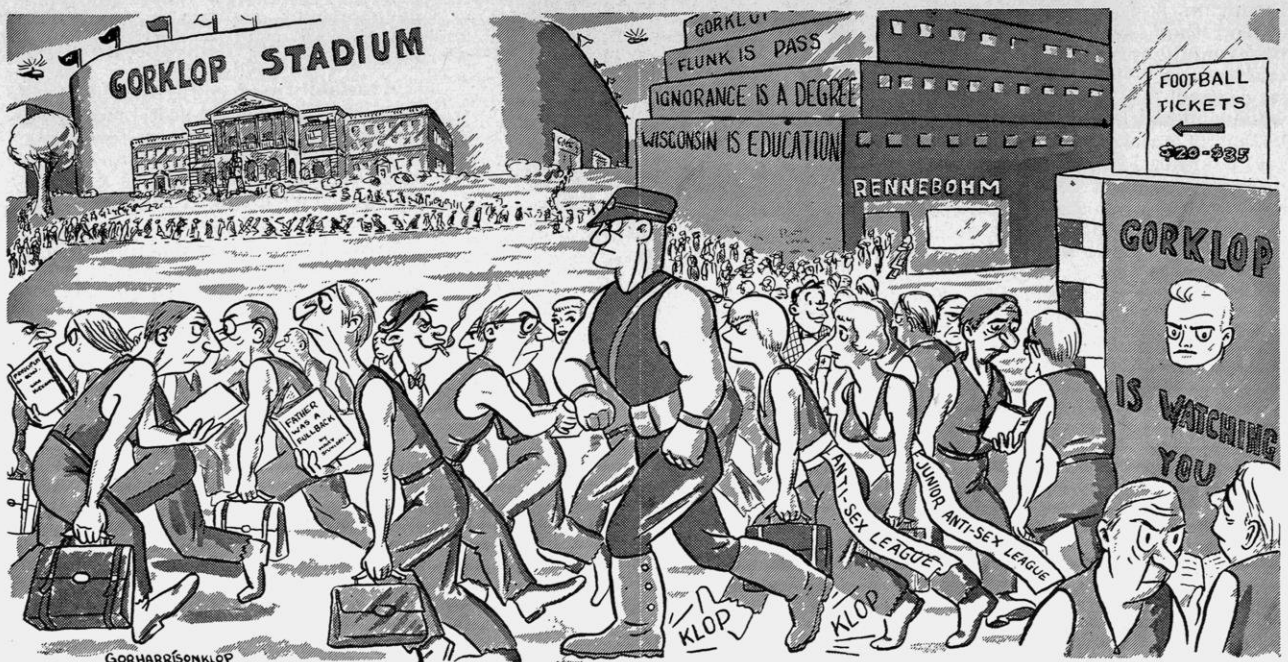
**Require** maintenance of "highest standards of good taste" and defense of the university from "misuse, misrepresentation, and exploitation;"

**Ban** broadcasts which would "place the University in the position of taking sides in political, religious, or other questions of 'special interests;'"

**Forbid** exclusive broadcasting privileges.

**Prohibit** commercial rebroadcasting of WHA programs (except sports events) and limit re-broadcasts to complete "continuous and uninterrupted performance;"

## UW a 'Police State' School by 1985, Warns Octy.



THE STRANGE WORLD OF 1985, the Octopus version of a best-selling novel, "Nineteen Eighty-four," by George Orwell is "guaranteed to make the flesh creep on anything except brass monkeys and fraternity men."

Orwell's novel satirically depicts the future as one of complete regimentation. Octy's in-existent novel depicts

a future state legislature "suddenly abolishing the University because of its poor showing in intercollegiate sports, the Badger team having lost after 13 years as Big Ten champions."

Called "more startling than 'Lost Weekend,'" the book is published by Hardsport, Suspender and Company, \$3.

Require that faculty members and students appearing on commercial shows "undertake that their participation will not violate the principles" of the statement of policy.

Give free rights to re-broadcasts sports events non-commercially; permit commercial re-broadcasts on a fee basis.

### Effort in 4 Directions

AS THE ONLY state-supported university in the state, on what should the University of Wisconsin concentrate most of its effort? Last month the Regents issued a high-policy statement to answer that simple but all-important question, and this was the answer:

**Advanced studies**—upper division and graduate school. A strong four-year program of general studies would be continued, but the special University contribution would reside in its program of advanced studies, the Regents indicated.

**Specialized branches of study**—engineering, law, medicine, agriculture, and so on. "These types of studies are essential," the Regents declared, "and should not be duplicated."

**Research**—"The essence of a university is research," the Regents said. "The fruits of research are one of its greatest public contributions."

**Public service**—Extension functions should center primarily upon institutes, conferences, non-credit courses, radio education, audiovisual services, library, lecture, and program services, and correspondence study, the Regents outlined. "In addition," they said, "credit classes on both the undergraduate and graduate levels should be provided off-campus where needed."

### Former UW Official Dies

JAMES D. PHILLIPS, 81, former business manager of the University of Wisconsin for 18 years, from 1920 to 1938, who served the University in both teaching and administrative positions for 36 years, died last month at his home in Glendale, Calif.

Well known in both University and city affairs Mr. Phillips moved to make his home in Glendale after retiring as business manager in 1938. His career at the University began in 1902 when he became a teacher of drawing in the engineering school.

After a short period of teaching in the engineering department Mr. Phillips was appointed assistant dean of the engineering school in 1909 and served in that capacity until 1920 when he received the appointment as business manager.

During a short period, 1934 to 1936, Mr. Phillips also served as acting director of the University department of athletics.

## BADGER ARTS



TEN YEARS AND FOUR THOUSAND PROGRAMS

### Drama on Two Stages

TEN YEARS ago, when Alfred Lunt and Lynn Fontanne opened the doors of the Wisconsin Union Theater with "The Taming of the Shrew," the little theater in 272 Bascom turned from drama to full-time lecture use.

But this year the curtain has gone up again in the old Bascom theater. The stage has been refurbished with new drapes and electrical equipment and it is being used again for plays, new plays produced by the Wisconsin Idea theater. Its first production opened Nov. 21 with the title, "Gopher Wood," a play about a small New England ship-building town at the start of World War II.

Meanwhile, the Union theater is celebrating its anniversary; and "Taming of the Shrew" appropriately came back for another showing, this time with the Margaret Webster Shakesperian troupe.

In the decade since the Union theater opened, some 4000 programs have come and gone, including dramas, concerts, lectures, and meetings. Attendance at events in the theater has steadily grown, reaching a total of 185,563 last year.

### Badger Bookshelf

ROBERT S. ALLEN, '23, one-time co-author of the "Washington Merry-Go-Round" with Drew Pearson, has edited a book about the politics of a dozen American states. And William T. Evjue, '07, editor of Madison's *Capital Times*, has written the chapter on the state of Wisconsin.

Published by the Vanguard Press, New York, "Our Sovereign State" is

a muckraker of the 12 states discussed by as many newsmen and political observers. It reveals lobby powers, corruption in government, and delinquencies of all types.

Wisconsin, "A State That Glories in Its Past," is portrayed as a pioneer in progressive legislation; and Mr. Evjue brings his story and its politics right up to the 1949 legislature. Of the University, Mr. Evjue says it has "lost its luster."

Other recent publications by Badger authors follow:

**THE UNIVERSITY OF WISCONSIN School for Workers, Its First 25 Years.** By Ernest E. Schwarztrauber, school director. UW Press booklet.

A 40-page condensation of the author's "Workers' Education, a Wisconsin Experiment," this booklet is a tribute to the nation's first school for workers sponsored by a state university. He defends the argument that a university should educate laborers just as it educates doctors and lawyers and he notes that in America "there is general approval in theory of the workers' right to organize . . . , but there exists in fact actual resistance to the practice of that right."

**NEW COMPASS OF THE WORLD.** Contributor Lawrence Martin, x'17. The MacMillan Co.

This book, in which Dr. Martin discusses the Antarctic sphere of interest, stresses the significant post-war trends in political geography and describes various enterprises that may change the lives of whole races. Dr. Martin taught at Wisconsin for 13 years in the Department of Physiography and Geography.



## GIFTS AND GRANTS

### \$209,209 in 59 Doses

IN THREE MONTHS, \$209,209 were given to the University for research. Nearly \$95,000 of that was for study of the heart; over \$30,000 for the fight against cancer. A glance at these figures and you have an inside story about the University of Wisconsin.

That \$209,209 came in 59 different doses from nearly as many industries, foundations, and individuals.

It was in the form of gifts and grants accepted by the Regents in September, October, and November, and they ranged from a recent assignment of \$29,644 from the National Cancer institute down to \$21 donated by the West Beef River Lutheran church, also for cancer.

There were \$22,500 which came from the Rockefeller Foundation to support the further development of a program in research and teaching in the materials of American civilization. For exploration in social studies came an anonymous contribution of \$3,100; named the Genevieve Gorst Herfurth Award, the fund's income will be used for annual awards to winning students.

"Gifts and grants"—a lifeless caption with a suspicious connotation of charity. But to Wisconsin it represents something far from lifeless and something far more than charity.

Every month, the quarter-inch-thick mimeographed report of the Board of Regents contains five to ten pages of listed gifts and grants.

Most of the items are for research—investments by organizations who want the University to study everything from the nutritive value of liquor distillery residue to the quality of protein in canned peas.

Another large group includes scholarships—investments again; but this time they are investments in individuals, the students who will soon have a chance to repay the society which helped them go to college.

And then there are other gifts which are neither for research or for scholarships, but which become assets to Wisconsin in unique ways.

For instance—the \$545 anonymously contributed by 18 graduates of the School of Medicine to be added to the Medical School Library Building fund; the \$1,500 worth of photographic equipment and chemicals donated to the extension division's photo laboratory by W. W. Cargill, Madison; the framed portrait photograph of the late Theodore Kronsage, Jr., presented by his widow and hung in the Kronsage dormitories.

Others are the gift earmarked for the purchase of ornithological books

for the University library and the fund being used to publish a volume of collected articles and addresses of Emeritus Professor of German A. R. Hohlfeld. The former was presented through the UW Foundation by A. W. Schorger, Madison, and the latter by Mrs. Fred Pabst, Oconomowoc.

Every month a list of gifts and grants is issued, and behind every item is a story. Consider the November report which totaled \$55,800 in grants and \$10,715 in gifts:

Topping the list of accepted grants were the two cancer items of \$29,644. Of this total, \$25,000 was allocated to the medical school for continuation of an undergraduate cancer training program through Dec. 31, 1950. The other grant of \$4,644 will support a study of the metabolism of carcinogenic hydrocarbons labeled with radioactive carbons—there's surely a story behind all those polysyllabled words.

And there were \$5,000 donated by the Memorial Union building committee for purchase of equipment for the Union, \$500 presented by the UW Foundation for Harry W. Adams, Beloit, to establish an insurance library in the School of Commerce, and a *Milwaukee Journal* film of the June, 1949, commencement exercises.

Quite a variety. And' they came from a variety of people for a variety of things, but all for a better University.

## SPORTS

### "We'll Do Better"—Foster

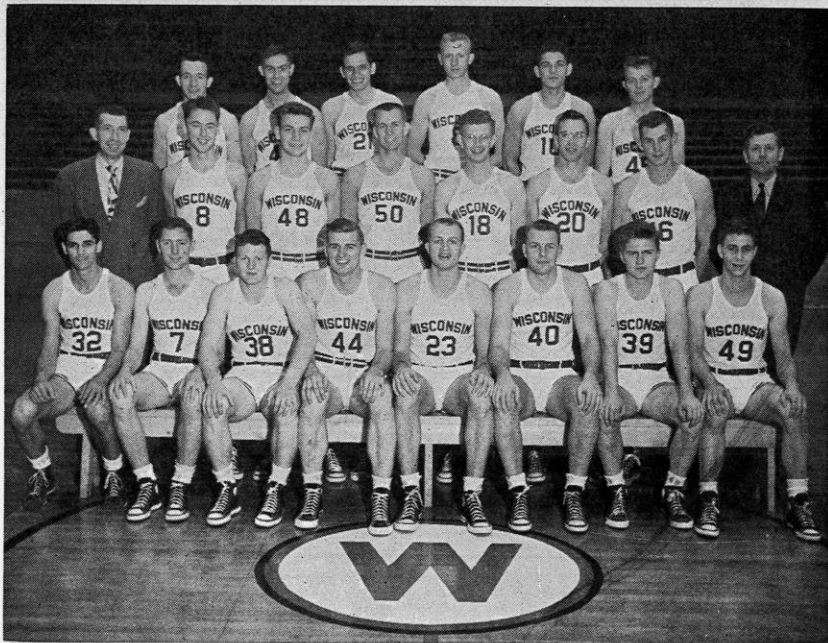
DECEMBER 3—Badger basketball quintet over Marquette, 63 to 48. December 6—Badgers over Kansas State, 56 to 48. December 8—Oregon State over Badgers, 49 to 36.

It looks like a fair start along the 22-game gauntlet of Wisconsin basketball games scheduled this season. Certainly "we'll do better than last season, when we landed seventh in the conference," predicted Coach Harold E. (Bud) Foster weeks before the first game.

Wisconsin has one of the toughest schedules in years but, says Foster, "the Badgers have size, experience and the No. 1 scorer of the league, Don Rehfeldt, who should have his best year." Rehfeldt scored 229 points in 12 conference games last season.

The Badgers hold another advantage in the few player losses suffered through graduation. The men who aren't back are Center Bob Haarlow, Forward Bruce Fossum, and Guards Doug Rogers and Bill Zorn.

That means the starting quint at most games is Rehfeldt, a Chicagan, at center; Al Nicholas, Rockford, and Jim Moore, Stevens Point, at guard; Fritz Schneider, Wauwatosa, and Danny Markham, Brodhead, at forward.



VARSITY CAGERS, 1949: First row, left to right—Fred Benciscutto, Bob Worthman, Danny Markham, Jim Moore, Don Rehfeldt, Fred Schneider, Bob Mader, John Schwartz.

Second row—Coach Harold (Bud) Foster, Al Nicholas, Ed Carpenter, Bob Remstad, Jack Wise, Don Page, James Justesen, Assistant Coach Fritz Wegner.

Top row—Jim Van Dien, Harvey Jackson, Bo Ryser, Carl Herried, Bill Buechl, Ronnie Nord.

# "These specifications added up to just one career..."

I WENT from the University of Tennessee directly into the Army. And after the war ended, a lot of serious thinking convinced me that the life work I wanted to follow would have to offer three things:

First, a business of my own, preferably one dealing with people I'd enjoy serving; second, a business that would provide genuine personal satisfaction as well as a living, and third, one that would increase my income in direct proportion to my ability and willingness to work.

These specifications added up to just one career — life insurance. The next step was to choose a company. So I talked with nine different organizations, and out of this survey three factors emerged to help me decide on the New England Mutual. The first factor was the caliber of New England's men here in Memphis. The second was the company's outstanding training program, and the third, the recommendations of several successful business men.

So, in February, 1946, I joined New England Mutual. During my first year I completed two exacting training courses and sold a creditable volume of life insurance. Trips to company meetings introduced me to the company's friendly and able nationwide organization, increased my proficiency, and added greatly to the enjoyment I get out of my work.

Now, thanks to the knowledge of the business I have acquired, I am getting solid satisfaction out of serving a steadily growing clientele, and am earning considerably more than I could have earned elsewhere on a salary.

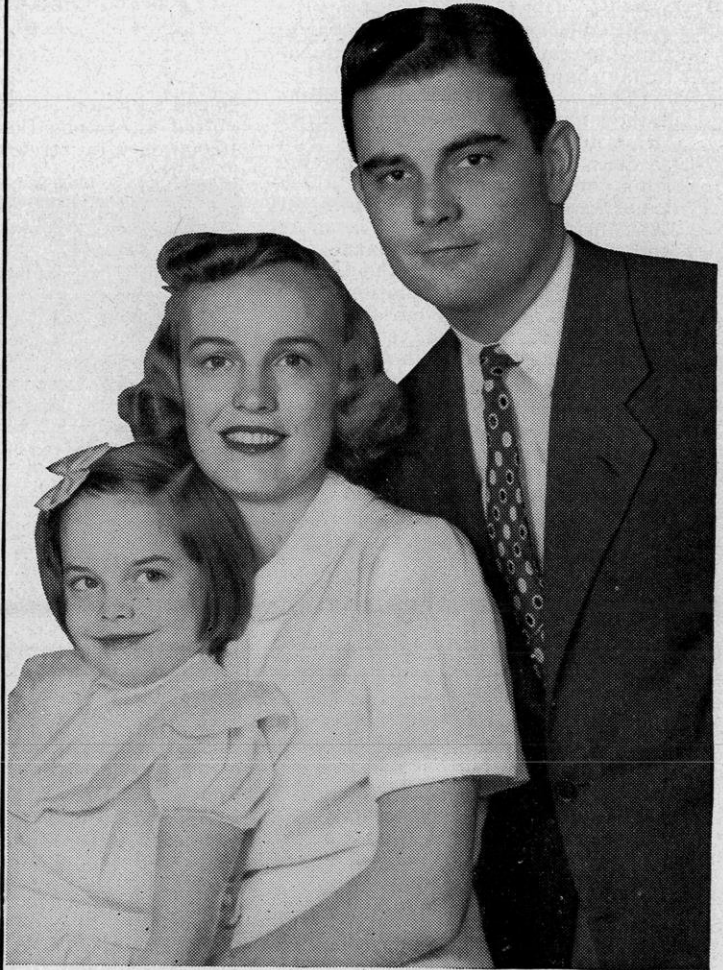
*John Phillips III*

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

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

THE NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY

DECEMBER, 1949



John Phillips III and family, Memphis, Tenn.

These University of Wisconsin men are New England Mutual representatives:

HENRY E. SHIELS, '04, CHICAGO  
GEORGE F. MAYER, '12, MILWAUKEE  
HILDING F. NELSON, '19, ROCKFORD  
PAUL K. AYRES, '20, CHICAGO  
ALFRED C. GOESSLING, '23, MILWAUKEE  
HUGO C. BACHUBER, '24, MILWAUKEE  
DAVE NOBLE, C.L.U., '24, OMAHA  
GODFREY L. MORTON, '30, MILWAUKEE  
THAYER C. SNAVELY, '32, MANITOWOC  
MARTIN B. LEHMAN, '35, KANSAS CITY

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



**OUR STATE** University football team is playing Iowa at Madison today and by 1:30 there will be 45,000 people in old Camp Randall to watch the Homecoming game—if it stops raining.

People from every town and township have gone there, and I daresay most Wisconsin radio sets are now tuned to Madison.

This is one of those rare days when the minds of most Wisconsin people are in agreement.

**We all want our University to win.**

**WE KNOW** Iowa is tough and will shoot the works to stay in the Rose Bowl race. Furthermore, we remember that Iowa has ruined other fall days that looked and felt like this one. In 1942 Iowa alone stopped a great Wisconsin team inches away from undisputed Big Ten and National championships.

(That was the year Harry Stuhldreher lined up 3 H boys—Harder, Hirsh and Hoskins—with Jack Wink at quarter, back of a very fine line from end to end including All American Dave Schreiner, of Lancaster, Wisconsin, who was killed in action and whose parents have made substantial contributions to the University of Wisconsin Foundation in his honor. The next year our first team had been transferred to Michigan for war-time training in the Marine Corps. They played for Michigan then and Michigan got the glory while Wisconsin got pushed around.)

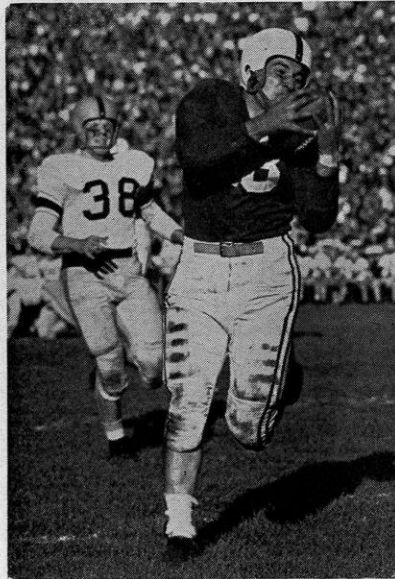
**We never like our University to get pushed around. We want it to win. It makes us feel good when Wisconsin wins in athletics or in any other competition.**

Most of all, I think we are gratified when the University of Wisconsin is recognized for its great contributions to health or learning or social science. We are used to reading and hearing that Wisconsin is one of the world's greatest educational institutions. Not one of the richest, not one of the best equipped with buildings—but one of the finest from the standpoint of teaching, research, and service to the people. We take this excellence for granted though sometimes there's grumbling at the cost.

The game is underway. The radio reporter said the stadium is jam-packed, the rain has stopped but the turf is slippery. Wisconsin kicked off. Iowa soon had to punt and now Wisconsin seems to be doing very well with other boys taking up the slack for their injured teammates. That's always the test of a team or any organization—being able to reform and carry on.

This ability is a characteristic of our University. It has had to reform its plans and carry on time after time when desperately needed buildings were cut out of budgets or pay-raises and promotions postponed. Look at the University now. See the Quonset huts, the transplanted barracks from Camp McCoy, the pre-fabs, the trailers, and all the other temporary make-shifts. They show how the University took up the slack and re-formed its lines to carry on when a post-war flood of

20,000 GI's and civilian students engulfed a campus that could handle 10,000 only by stretching.



—Camera Commercial photo.

There in the fog at Madison the boys are keeping Iowa under control. They're sharp and as the radio reporter says, they react well.

I think Wisconsin people are commencing to react well toward what the University of Wisconsin Foundation has set out to do. It is collecting contributions for things the University greatly needs but cannot get except through voluntary gifts from friends and Alumni.

Foremost of the Foundation's five objectives is a Wisconsin Center Building on the lower campus to accommodate the hundreds of conferences, clinics and short courses which now have no adequate headquarters. The Center will become as useful to the people of the state as the Memorial Union is to the students on the campus.

A fine punt by Robert Petruska, another Lake Mills' boy, got Iowa in the hole on the one yard line. Iowa has just punted back to their 42 yard mark.

There are 45,000 persons sitting around that football game. Nearly

three times that many adults go to Madison during the year for group meetings at the University with members of the faculty on subjects that range from cancer and heart disease to shop management and grass silage. They hold these meetings in any empty classroom, often inconvenient to visitors and faculty alike. Of course, the University has been doing the best it could under the circumstances but the student over-crowding is worsened by these adult conferences which must be held near the University in order to consult with the professors, doctors, scientists and other experts during the school year.

Why doesn't the legislature put up the money if a Center building is needed? Because the University is years behind on new buildings necessary for its regular academic program.

The team has done it again. Petruska took it over after a 28 yard pass to Gene Evans of Green Bay, and Blackburn came off the bench to kick the extra point. I'm sure people all over the state are listening to the goings-on at Madison this afternoon with great pleasure. It's only a game but we like Wisconsin to win.

Many of the people now enjoying this game will visit Madison again before next fall to attend more serious meetings concerned with their own work or health or the social welfare. As a matter of fact, in a year's time the University has to find room for dozens of clinics, conferences, and short courses covering as many subjects, and the Center Building will surely prove to be one of the busiest and most useful places in the whole state of Wisconsin.

Dean Froker of the College of Agriculture and Dean Elwell of the School of Commerce alone could probably keep the new Center building filled with adult meetings in which their faculty members take part.

Minnesota is much better off than Wisconsin in this respect for they already have a Center building on their campus and 60% of its use is for medical, dental, and public health conferences with people of that state

## Thoughts While Listening

By Wallace Meyer, '16

## to the Homecoming Game

attending. Minnesota has an endowment fund of more than \$27,000,000 given by friends and former students.

But back to the game It's getting better and better. It's in the third quarter now and the Wisconsin boys are cooperating splendidly. Robert Teague of Milwaukee made a great pass catch good for 18 yards and Petruska grabbed his own fumble in the air and ran it into a 27 yard gain. Then Christensen made Badger touchdown No. 3, Blackburn converting. Every time Blackburn kicks, another Milwaukee boy, James Embach, holds the ball for him. A dependable pair.

Yes, Minnesota already has its Center building although Wisconsin pioneered in serving the people and in expanding the boundaries of the campus to the boundaries of the state. Wisconsin University still carries on the Wisconsin Idea of Service—but with hobbles on.

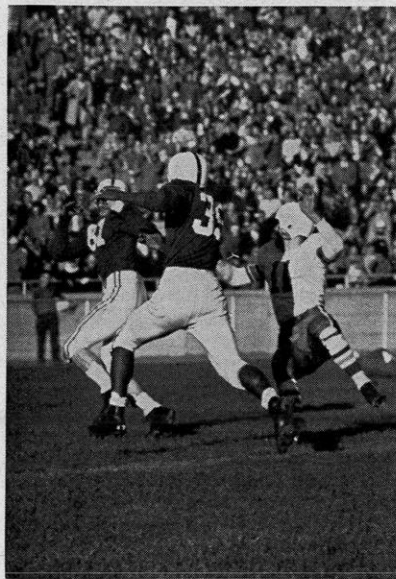
The Badgers at Camp Randall aren't hobbled today. They're charging Iowa so hard the visitors haven't been able to click.

True, Minnesota's state university is richer than ours for it still owns and collects royalties from its original birthright consisting of rich iron ore land holdings. Our University's birthright was timberland, sold long ago to eke out meager budgets.

The University of Michigan's birthright was land on which ore was discovered and that university is rich today compared with ours. It did not have to sell and the property grew tremendously in value and in earning power. On top of that, Michigan alumni, public spirited families, individuals and corporations have given it endowments totalling more than \$17,000,000. In fact, many of the buildings on the Michigan campus were paid for by private endowments rather than from state money. At this very moment the University of Michigan alumni are raising \$5,500,000 for a building for atomic research.

That team of ours could probably raise the \$5,000,000 which the University of Wisconsin Foundation has set as its immediate goal. It has just raised its score by another seven points. An Appleton boy named

James Hammond intercepted an Iowa pass and on the next play Petruska pitched a perfect pass to



—Camera Commercial photo.

Teague in the end zone. Embach held and Blackburn kicked and that was that.

The Foundation needs \$3,000,000 of the \$5,000,000 goal for the Center building and it has raised so far about \$1,700,000. Substantial contributions to this fund have been made from time to time by Herbert V. Kohler, the Kohler Company and the Kohler family. Mr. Kohler's older brother, Walter, was governor, 1929 and 1930. Herbert Kohler is serving the Foundation as Chairman of the Centennial Gift Fund Committee and is giving unselfishly of time and energy as well as money. He went to Yale, not Wisconsin, but believes the University deserves the admiration and affection of all Wisconsin people. Mr. Kohler wants \$3,000,000 in the till before ground is broken and he wants to break ground in the spring.

It's dark and foggy and raw on the football field at Camp Randall. Iowa is slashing back viciously and in eleven plays has smashed to an-

other quick touchdown and this time kicked the goal. The Cardinal team hasn't fallen apart but it will have to dig in to stop this rising tide from Iowa.

Friends of the University are digging in to help the Foundation reach its objectives. In recent weeks the Foundation has received many gifts, some small, some large. Among the more substantial gifts that have just been announced are those from the Consolidated Water Power & Paper Company of Wisconsin Rapids, the Trane Company of La Crosse, the School of Banking, Will Renk, prominent farmer of Sun Prairie, and Sol Engel, a well-known Waukesha county farmer. These gifts will be applied to the Center building fund.

Other recent gifts include a memorial of \$1000 by Mrs. Gesine Pitz of Detroit in honor of her parents, the late Judge and Mrs. Emil Baensch of Manitowoc. During the current year three gifts have been received from Attorney Harry W. Adams, class of 1900, former mayor of Beloit. His first gift of \$2500 was to help forensic activities and establish two forensic scholarships for high school graduates at the University during this school year. His second gift of \$3,000 was for the assistance of the School of Commerce, including two Commerce scholarships. The third gift of \$2,500 was to establish two more forensic scholarships for the school years 1950-51 and 1951-52.

The boys from Wisconsin have taken charge of the game again. Robert Radcliff of West Allis intercepted an Iowa pass in midfield and ran it all the way to the nine yard line. Then, with seconds only remaining, a true young Badger from Dearborn, Mich., named John Coatta, threw a beauty to Roland Strehlow of Wausau, and Blackburn's kick made it 35 to 13 where the game ended.

This thrilling game was one Wisconsin people will remember with pride for a long time. It was a remarkable game in many ways but what I like best is that our five touchdowns were made by four different boys—Christensen two; Petruska, Teague, and Strehlow. Touchdowns were set up in key plays by Tilden Meyers of Geneva, Ill., and Gene Evans of Green Bay. There were well executed plays all afternoon no matter who was in line-up, and that included a total of thirty-seven boys.

It was a win by the whole squad—not by a few stars. There's an apt comparison here with what the Foundation is trying to do. The Center building can be built, and it can be started early in 1950 if enough Wisconsin people—citizens, alumni and friends who appreciate the state and its University—will cooperate like the varsity football squad does.



★ A series of thumb-nail sketches on the development of Alumni clubs in the state.

# Putting the House in Order

**D**ID YOU ever notice how easy it is to keep the family living room always looking ready for company after the new rug has been laid and the new drapes hung? And how the kids and pop clean up the garage when the old jalopy is traded in for a new family bus?

The same thing has been happening in the Wisconsin Alumni family throughout the state. The house is getting put in shape. And the new factors that provide the incentive are (1) the past year of Centennial activities and (2) a rip-roaring football team.

Most recent example of the renewed spirit was the Nov. 22 Milwaukee dinner honoring Coach Guy Sundt. Arranged by the Milwaukee club and held at Schlitz' Brown Bottle, the banquet was such a success 250 people had to be turned away. General chairman for the dinner was Herbert Kropp, toastmaster was sportswriter Lloyd Larson, and main speaker was John Berge.

Association President John H. Sarles in his October message to WAA members stated: "We need more Alumni clubs established in our home state." And that need is being fulfilled almost spontaneously by Wisconsin graduates not only in this state, but in others as well.

Two state clubs, Sheboygan and Fox River, have recently qualified to elect members to the Association board of directors. Other areas have had committees named and speakers scheduled to brighten up their meetings. Several groups are planning Founders Day programs; and still other clubs are materializing.

The following "thumb-nail" sketches show how alumni in Wisconsin communities have been taking advantage of their common denominator—their interest in the Badger campus. The list should perhaps be extended to include more state communities and many other groups outside Wisconsin actually, this is only an abridged story of how "old grads" are "putting the house in order."

## LaFayette County

Mrs. E. R. Stauffacher, '45, sponsored a dinner in Darlington Nov. 7, at which time several interested alumni took the responsibility of carrying out a Founders Day program this coming February. These folks formed themselves into a com-



By Edward H. Gibson,  
WAA Field Secretary

mittee which met at Mrs. Stauffacher's home in Calamine Nov. 14 to go over the club organization for the 200 alumni in LaFayette county. They have recognized a need for the publicising of the University among high school students in their area.

The committee includes Mr. and Mrs. Howard Grange, Mr. and Mrs. Ervin W. Johnson, Mr. E. Bowden Curtiss, Mr. Clayton Sengbusch, and Miss Evelyn Chervitz, all of Darlington.

## Door County

Attorney W. E. Wagener, '06, of the Association's Athletic committee, sponsored the showing of football pictures before local Alumni and a high school football team.

He, along with D. W. Reynolds, '21, R. A. Severson, '49, and J. A. Van Natta, '24, will serve as a planning committee to see that alumni in the Door county area have an opportunity to meet and to talk with a University representative during the coming Founders Day period.

## Antigo

Dr. C. E. Zellmer, '17, another Association Athletic committee member, sponsored a meeting of some 250 alumni, friends of the Univer-

sity, and high school football players to view the Ohio-Wisconsin pictures. After the movies, a group of alumni met and discussed the possibilities of organizing a WAA group in Langlade county. Dr. Zellmer is temporary chairman of that group and will call a committee together to make further plans.

## Rhineland

Lloyd Taylor, x'23, rounded up a local Hodog sports club, Alumni, high school students, and friends of the University to see the Ohio-Wisconsin football pictures. Charles Reeves and his father, "Judge" Reeves, agreed to act as a small nominating committee to select a group of Rhineland alumni to sponsor a Founders Day dinner and to give consideration to forming an alumni group which would serve the whole county.

## Merrill

George Gilkey, '33, and Fred Heinemann, '06, sponsored an Alumni dinner meeting Oct. 25; the assembled group voted to establish an alumni club in Lincoln county.

Eight directors were chosen with Herbert F. Guenzl acting as temporary chairman charged with calling the group together to elect officers—which they did—adopt a constitution, and plan the Founders Day meeting. In addition to the chairman, the other elected directors are George Gilkey, Marjorie Diab, Floyd Niemrow, Ralph F. Voight, Wilhelmine Taylor, Elmer Fechtner, and Dorothy Anderson.

At a later meeting, club officers were elected as follows:

Herbert F. Guenzl, '30, president; Mrs. Wilhelmine Taylor, '23, vice-president; Miss Margaret Daib, '31, secretary; and Fred Heinemann, treasurer.

## Portage

The alumni group in Columbia county has been inactive for some time, but Daniel C. O'Connor, '35, attorney, recently promoted an alumni meeting to see the Ohio-Wisconsin football game pictures. He also had the local high school squad attend.

The group discussed the club re-activation and a committee of 12 was

named to work with O'Connor to see that a Founders Day program and the club organization take place. The committee includes Mr. and Mrs. Carl O. Loomis, W. B. Washburn, H. B. Rogers, I. W. York, Dr. Ray Rueckert, W. J. Broming, Al C. Jindra, and Martin J. Framberger of Portage and Arnie Betts, Donald M. Ryan, Robert E. Bowman of Lodi.

## Waukesha

Last spring Collins H. Ferris, '48, promoted a Founders Day dinner at one of the local country clubs; and at that time the consensus was an alumni club should be formed in Waukesha county.

As a result of this preliminary work, Gordon Neilson, '41, recently promoted an Alumni meeting to view one of the current football pictures, give consideration to the establishment of a directors group, and have election of officers. The group nominated and elected as directors Warren A. Marlow, '43; Roy J. Christoph, '38; Robert B. Dunlap, '46; Collins Ferris, '48, all of Waukesha; Marvin Race, '39, Elm Grove; and George C. Johnson, Jr., '38, Oconomowoc.

The group then planned to meet for election of officers and work on a Founders Day program.

## Watertown

O. E. Hoffman, '16, Association Athletic committee member, organized a meeting of 450 Alumni, friends of the University, and high school students to see one of this season's grid game films. This was a preliminary meeting toward promoting a Founders Day program in the Watertown area.

## Viroqua

Under the promotion of County Judge Lincoln Neprud, '23, some of the alumni in Vernon county met to consider the formation of an alumni club and elect a temporary chairman, Mr. Keller. Later, directors were also elected and the constitution was adopted.

The directors include Dr. Leonard Sanford, '23, Hillsboro; Verdel Bekedal, '30, Westby; Lincoln Neprud, '23, Viroqua; Edwin W. Shear, '30, Hillsboro; Fred Mercer, LaFarge; Mrs. Harry Nelson, '11, Viroqua; Mrs. J. E. Richter, Chaseburg. Another director, from the county-at-large, will be elected during the Founders Day period.

## Richland Center

Major Vernon Thomson has lined up a committee of young men to consider establishing an alumni organization in Richland county. Jim Olson, Dr. Meyer, and Dr. Hinke are

carrying out that assignment and are exploring the possibilities of having a Founders Day program.

## Monroe

Rudolph P. Regez, '34, this fall promoted two fine meetings at which the Wisconsin football pictures were shown. Through the cooperation of the superintendent of schools, the entire high school saw the films.

At an evening meeting, the alumni discussed forming a local club and planned a Founders Day meeting. The group includes Marshall L. Peterson, '30; Dorothy Schneider; Judge Earl Lamboley, '27; Robert W. Kramer, '40; and John T. Etten.

## Janesville

Harlan Zodtner, '25, and Kenneth Bick have spent considerable time promoting an alumni organization in Janesville. Over 800 alumni, high school football players, and friends of the University saw one of the recent football game pictures as the first project of the newly-formed club in Janesville.

Before the first major meeting, 15 Alumni met and named directors of their group. These directors later elected the following officers:

Orvin H. Anderson, '23, president; Warren Gunness, '47, vice-president; Mrs. Louis Gage, Jr., '43, secretary; John Anderson, '39, treasurer.

The other directors are Miss Marie Hanauke, Allan Dunwiddie, '16; Mr. Ralph Schlitz, '49; and Chris Schroeder. Directors and officers will remain in office until Founders Day election in February, 1950.

The second and by far the most important job tackled by this ambitious club was the promotion of the kick-off banquet of the Frank O. Holt Memorial scholarship fund. This program took place Wednesday, Nov. 9, and was attended by 200 people.

The club was addressed by University Vice-President Ira L. Baldwin, Commerce Dean F. H. Elwell, and WAA Past-President George I. Haight. Otto Oestreich was the honorary chairman of the event with Henry Traxler the general chairman. Kenneth Bick was coordinator; Roger Cunningham, toastmaster; V. E. Klontz, ticket sales; Robert Cunningham, program chairman; Mrs. Walter Craig, invitations; Mrs. Willard Austin, decorators; and Dix Griesner, publicity.

## Sparta

Dr. DeWitt C. Beebe, '28, is working on an alumni group formation in Monroe and Jackson counties. He believes the Alumni in Sparta,

Tomah, and Black River Falls could combine and have an excellent Founders Day program.

## Marshfield

Clark Abbott of the Association's Athletic committee promoted Alumni and high school meetings to see one of the Wisconsin football game pictures.

At an evening meeting to reactivate the alumni club, several former actives felt the more recent graduates living in the area might want to take over the promotion of a Founders Day program and establish an Alumni club. A committee composed of Mrs. Clark H. Abbott, '29; Mrs. K. H. Doege, '20; and Agnes L. Noll, '21, was named to sound out the young alumni and discover if they were interested in planning a Founders Day program.

## Stevens Point

James Brady planned an athletic meeting so the high school players and alumni could view one of the Wisconsin football game pictures. A committee headed by Jim Cashin sent out explanatory letters to Portage county alumni and received answers favorable to establishing a local WAA unit and promoting a Founders Day program.

## Rice Lake (Barron County)

Chet Christianson promoted four showings of the Homecoming game pictures for the high school assembly, the football squad, alumni, and the general public. At a later meeting of alumni, Christianson, Earl Zimmerman, and Jack Wilz, Jr., were named a committee of three to formulate plans for a Founders Day meeting and an alumni organization to serve that section of the state.

## Menomonie (Dunn County)

The embryonic start of alumni get-togethers in Dunn County came about through a suggestion by Clayton B. Peterson, formerly of the University staff. He contacted Donald Berg, Menomonie, and Mr. Berg and several others gave wide publicity to the Iowa Homecoming pictures.

More than 600 attended the showing in the Stout auditorium.

A sizeable group of alumni met following the movies and discussed establishing an alumni group. They named Howard Thedinga, James Solberg, Erwin Gruel, and Donald Berg as a committee to work on the Founders Day meeting and club organization.



## Minneapolis Banquet

FOOTBALL FANS jam-packed the main dining room of Minneapolis' Radisson Hotel the eve of the Wisconsin-Minnesota classic to attend the traditional pre-game banquet sponsored alternately by the Minneapolis and St. Paul clubs.

Minneapolis alumni were the hosts this year and George S. Robbins, vice-president, was in charge of the event.

Tables were decorated in the traditional cardinal and white of the University, Badger songs were sung, and a football autographed by the Wisconsin team was given as door prize. The master of ceremonies was club President Robert DeHaven.

Short talks were given by alumni President John H. Sarles; his brother, Prof. Wm. B. Sarles of the agricultural bacteriology department and faculty chairman of the Wisconsin Athletic Board; John Berge, executive secretary of the Alumni Association; Harry A. Stuhldreher, director of intercollegiate athletics; and Kenneth Little, registrar and director of student personnel and services.

## On the State of Reunion

REUNIONS on the springtime campus are as far in the past as they are in the future this cold December—maybe snow time is a poor time to talk about them.

Then again, perhaps talking "reunions" in the middle of winter is a good idea. It can work like the "booster stations" along an electric power line; it can spark the reunion spirit and remind classes that plans for a Madison reunion in '50 aren't premature.

A well-planned program means a good response; and that means a good time. The classmates of 1917 attest to that with the experience of their reunion last June.

Attending the centennial reunion of the class of '17 were the following 52 classmates shown in the delayed picture on this page:

First Row (left to right): Ed. Law, Harold Olson, Leo Blied, Mrs. Leo Blied, Virginia Law, Katherine Conlin, Carol Yaley, Walker Reid, Jimmy Conlin, Peter Conlin.

Second Row: Helen Barr, Frances Bacon Gary, Myra Emery Burke, Mrs. Arthur Trebilcock, Helen Piper Law, Art Trebilcock, Eleanore Ramsay Conlin, Lillian Thompson Pritchard, Jimmy Peterson, Vic Jones, Owen Pritchard Jr., Bob Yaley, Mrs. Carl Yaley, Carl Yaley.

Third Row: Carol MacMillan Reid, Mrs. T. A. Carlson, Helen Reed Stephens, Rosa Briggs Warner, Dorothy Hart Foster, Grace Reed, Mary McNulty, Josephine Brabant Sondergaard, Mabel Griswold, Lilly Koehler Karch, Lillian Moehlman, Kate Huber, Ruth Chase Noland, George Garrigan, Mrs. George Garrigan, Mead Burke.

Top Row: Mrs. Harold Olson, Mrs. Arnold J. Beck, Arnold J. Beck, Stuart Lawson, T. A. Carlson, Ralph Ramsay, Stuart Reid, Al Fiedler, Ben Penningroth, Mrs. Ben Penningroth, Howie Brandt, Owen Pritchard, Jim McManus.

## Fox River Director

NEWLY-ELECTED member of the WAA board of directors representing the Fox River Valley club is Adonis F. Kletzien, '17, 314 Nymut St., Menasha. Mr. Kletzien is a life member of the association and a "Forty-Niner."

This Fox River election brings the list of alumni club directors to seven representatives serving on the board. Milwaukee, Madison, Chicago, Minneapolis, Sheboygan, and Washington, D. C., also have members on the board of directors.

## ★ With the Classes

1881 . . . . . W

A city pioneer in Aberdeen, South Dakota, B. C. LAMONT, 90, died Sept. 14. He had been active in community affairs since 1882 when he went to Aberdeen shortly after the townsite was established.

1888 . . . . . W

Dr. James Alton JAMES, former teacher, administrator, and scholar at Northwestern University, celebrated his 85th birthday on Sept. 17.

1889 . . . . . W

Dr. C. A. HARPER, Madison, former state health officer, was cited on Sept. 26 for his pioneer work in public health and presented with a certificate of honorary membership in the national Society for the Prevention of Blindness.

1891 . . . . . W

George E. MORTON recently received his high school diploma 62 years late. Illness prevented him from graduating with his class of 1887 but it didn't prevent him from graduating from the University of Wisconsin law school.

A former Viroqua attorney, I. S. GRIFFIN, was feted there in October. The occasion—his 81st birthday.

1892 . . . . . W

Charlotte BURGESS, the organizer of the Nebraska School of nursing, died July 31 in Vermillion, S. D.

George Henry LANDGRAF, 80, who retired in 1945 after 22 years as state supervisor of graded schools, died Sept. 29 in Madison.

1894 . . . . . W

Sadie BOLD Salisbury died Aug. 11 at St. John's Hospital in Santa Monica, California after a sudden heart attack.

1895 . . . . . W

Frank W. CONGDON died at his home in Minneapolis on June 12.

1896 . . . . . W

Guy MINNICK, a retired New York businessman, visited relatives and friends in Madison in Sept. He remarked, "I still believe that Madison is the most beautiful city in the United States."

John H. PHILLIPS, well known architect who is living in Tampa, Fla., was recently honored at the Ringling Museum of Art by an exhibition of plans, drawings, and sketches for that building; which he designed more than 20 years ago.

1892 . . . . . W

Samuel F. CRABBE, 80, former president of the American Jersey Cattle club and once city engineer of Fargo, N. D., died Oct. 10 in Harvey, Ill.

1900 . . . . . W

John E. DIXON has been elected chairman of Lima-Hamilton Corp. after having served as president for the last 10 years.

Stephen A. OCSAR, 74, president of the National Mutual Benefit Insurance Co. in Madison, and identified over the years with various underwriting, civic, financial, and business groups, died Oct. 13 in Madison.

1902 . . . . . W

Gilbert J. DAVELAAR, 70, an attorney and banker, died Sept. 13 in Milwaukee.



Class of 1917

Black Photo  
Readers  
1949

1903 . . . . . W

Cathaleen CRAIGO Murdock, 70, a prominent club woman and community leader in Tulsa, Okla., died there on July 14.

1904 . . . . . W

The author of two physics text-books, Dr. Archie Garfield WORTHING, 68, died July 30 in Pittsburg. He was a professor of physics at the University of Pittsburg since 1925.

1905 . . . . . W

Edwin G. ORBERT died Feb. 18, 1948. He practiced engineering in Wisconsin until 1929 when he went to La Feria, Texas where he became a grower and shipper.

Dr. James A. JACKSON of Madison performed a rare lipectomy on a 450 lb. man here recently. The operation, reportedly very rare in medical history, was observed by many surgeons from this area.

1906 . . . . . W

Louis J. MEYER, 62, who was active for years in township, county, and city affairs in Two Rivers, died suddenly Sept. 16 while touring the west coast with his wife.

1907 . . . . . W

Arthur H. LAMBECK, 68, retired manager of the Bay View office of the First Wisconsin National Bank, died Sept. 26.

Despite a warning from his father that "there's no future in being a county highway commissioner; they'll probably fire you next year," Herbert J. PETERS has been just that for 37 years.

Two sisters, Della WHITE Sauer and Rachel WHITE, '15, were killed Oct. 15 in a tragic fire which destroyed their cottage on the Wisconsin River. They were both teachers at Rhinelander High School.

1908 . . . . . W

Mr. and Mrs. W. Elwood Ingersoll (Amy PARKER) have moved from Kenosha to San Francisco, Calif.

1909 . . . . . W

Stella KAYSER, long prominent in Madison's music circles, has been elected president of the Madison Civic Music association.

1910 . . . . . W

Mr. and Mrs. Arthur L. LUEDKE (Ruth Jane BASKE, '18) have moved from Madison to Benton Harbor, Mich.

The 1949 Joseph W. Richards Memorial Lecture of the Electrochemical Society was given by Oliver W. STOREY on Oct. 14 at the national convention of the Society held at the Hotel La Salle, Chicago. He spoke on the government's attitude toward industrial research.

1911 . . . . . W

J. Leroy JOHNSON, Republican congressman, who last year was elected to his fourth consecutive term in the house of representatives, is the subject of a biographical sketch in the September issue of the magazine *Current Biography*.

Elizabeth QUACKENBUSH Nye died July 26 in Washington, D. C.

1912 . . . . . W

William J. ENDERS of Glen Ellyn, Ill. died Feb. 19.

Howard F. OHM, 58, who was chief of the state legislative reference library in Madison since 1933, died Oct. 5.

1913 . . . . . W

The Council Award of the State Medical Society of Wisconsin was recently presented to Dr. Edwin R. SCHMIDT, chief surgeon of the Wisconsin General Hospital in Madison.

Three Alumni Write 1950 Haresfoot Production



"Good for the Girls"

—DeLonge photo.

THREE University graduates will share a \$500 prize for writing an original show for this year's Haresfoot club production.

The winners, announced last month at the Haresfoot Follies dance, are Bill Harley, '35, Alan Beaumont, '47, and Don Voegeli, '41. Their show, "Good for the Girls," was chosen from the 12 manuscripts entered in the contest; it will be presented this spring.

The three authors, who performed together during their college days in the Haresfoot chorus line, collaborated again to write a show they had been planning since their Haresfoot days years ago. Set in the deep, magnolia

hung south, the plot revolves around an exclusive girls' school which has become financially embarrassed when its students join the WACS and WAVES. As it gets less and less exclusive a new head mistress appears to solve the problem.

"If Mississippi doesn't like it," the authors say, "they can blame it on Tennessee."

All three writers now hold radio jobs. Harley is program director at the University station WHA, Voegeli is music director for WHA and leads a local dance band which frequently plays for campus events, and Beaumont is television director for WTMJ-TV, Milwaukee.

An attorney and civic leader in Neillsville, Wis., Victor W. NEHS, died Sept. 11.

The head of the Eastman-Cartwright Lumber Co., Walter C. CARTWRIGHT of Lancaster, Wis., died Oct. 8 in a Madison hospital.

Richard BOISSARD of Madison, president of the National Guardian Life Insurance Co., recently became the first Wisconsin man to be elected to the American Life Convention executive committee.

Dr. William S. TAYLOR, dean of the College of Education at the University of Kentucky, died Aug. 26 in Lexington, Ky. He is survived by his wife Helen Josephine DODGE Taylor.

1914 . . . . . W

C. E. TREDINNICK retired in Oct. as mathematics teacher at Beaumont school, St. Louis.

J. H. ALEXANDER, Madison, superintendent of recreational publicity of the state conservation department, was recently elected a vice-president of the Northern Great Lakes Area council at Toronto, Canada.

Dr. Edward Becker MITTELMAN, 59, chief economist for the International

Association of Machinists, died Sept. 16 in New York. He was a nationally known economist and statistician specializing in labor problems.

1915 . . . . . W

Erwin Adam SEIDEL, 55, of Milwaukee, died Aug. 11. He was president of the Seidel-Thiele Tannery, Inc.

Prof. E. D. HOLDEN, secretary of the Wisconsin Agricultural Experiment association and associate professor of agronomy at the University, has been appointed superintendent of the crops judging contest of the International Grain and Hay show.

Having resigned as dean of the college of liberal arts at the University of Akron, Dr. Charles E. BULGER will remain there as dean of graduate study and head of the modern language department.

John Olaf FORSS, veteran woodsman, railroad man, surveyor, and utility executive, died Sept. 14 in Ashland, Wis. He was Vice-president of the Lake Superior District Power Co.

Mary SAYLE Tegge, outstanding leader of civic programs in Madison, is president of the Madison police and fire

(Continued on page 28)



(Continued from page 27)

commission. She holds three degrees from the University and has published several scientific papers in zoology. She has done innumerable jobs for the Visiting Nurse service and has served as director of the Wisconsin Alumni Association, alumna president for her class, and alumna financial advisor for 10 years for Wisconsin's chapter of Alpha Chi Omega.

1916 . . . . . W

Prof. A. J. CRAMER, extension specialist at the University of Wisconsin college of agriculture, judged dairy calf and cattle entries at the North Dakota dairy show in Sept.

Elizabeth BRADFORD, 60, a public school music teacher and supervisor in Wisconsin Rapids for many years, died there Aug. 24.

1917 . . . . . W

Elmer C. JOHNSON is an Attorney at Law and accountant lecturer on legal subjects and accounting in Chicago.

E. T. HAWKINS has been appointed councillor on the student personnel staff of Drake University at Des Moines, Ia.

Edith Nell BEAUBIEN Nichols, field editor for the *Woman's Home Companion*, was recently in Wisconsin collecting recipes that have a Wisconsin flavor for her column, the Food Calendar.

Dr. William J. BLECKWENN, noted university psychiatrist and long-time member of the medical school faculty, has been named chairman of the university department of neuropsychiatry.

Thea DAHLE Hobson is one of Madison's most active women. She has been active in the Community Chest, the Home Economics Club, the University Club, the AAUW, and the Red Cross. She has served on the executive boards of both University and City YWCA and on the board of the Madison section of the Children's Service society. She has entertained many organizations in her home and takes a special interest in student groups.

1918 . . . . . W

"Your integrity as an artist, your industry as a scholar, your modesty about your successes have marked you as a writer whom Northwestern delights to honor," were the words of Carl S. Ell, president of Northeastern University in Boston, as he presented an honorary Doctor of Literature degree from that university to Esther FORBES, noted author and Pulitzer Prize winner.

1919 . . . . . W

Lt. Col. John M. FARGO is now on the staff of the Air Force ROTC at the University of Wisconsin.

Dr. E. F. FREYMLLER is a member of the staff of the Brookside-Parker Clinic in Boscobel.

1920 . . . . . W

Dr. Victor SOLBERG has joined the staff of Geneva College in Beaver Falls, Pa., as head of the English department.

Frank KARGER, operative manager of Schuster's Milwaukee, Wis., died Aug. 27 after a long illness.

William E. DRIPS, formerly with the National Broadcasting Co., has settled down on a ranch at the base of Mt. Hood near Welches, Ore.

Editor John W. McPHERRIN of the *American Druggist* traveled 1,600 miles around England, Scotland, and Wales in an effort to find out if the British National Health Service Act is working. He recorded the opinions of Britons on a tape-recording machine. His conclusion according to *Time* magazine is that "the Health Act is popular with most Britons but is bad for them."

Orrin J. LUNDER of Madison is manager of the Lunder Manufacturing Co. which turns out maple bunk beds for Madison furniture stores.

The founder of the now famous *Octopus*, campus humor magazine, Dr.

Lowell Thomas RAGATZ, is head of the history department of Ohio State university. He was formerly with the history department of George Washington university in Washington, D. C.

1921 . . . . . W

Jennings B. HAMBLEN of New Orleans, became General Manager of Manufacturing for Pan American Petroleum Corp. in Sept.

The trustees under the will of Mary Baker Eddy announced recently the appointment of Horace J. CARVER, C. S., of Brookline, Mass. to the position of Publishers' Agent. This position includes the responsibilities of printing, binding and publication of the published works of Mary Baker Eddy and their sale throughout the world.

Reuben Charles GRIMSTAD has been appointed manager of the Rate Department of the Philadelphia Company and Subsidiary Companies including the Duquesne Light and Equitable Gas Companies in Pittsburgh, Pa. succeeding Newell E. FRENCH '23, who died recently.

1922 . . . . . W

E. G. WARNECKE has been appointed assistant director of the Wisconsin State Employment service.

Edgar G. WHIPPERMAN, formerly superintendent of the Columbus public schools, joined the staff of the Columbia County Normal school in Columbus in September.

Lewis W. TAYLOR, professor and chairman of the division of poultry husbandry at the University of California, is the editor of a new book, "Fertility and Hatchability of Chicken and Turkey Eggs."

Lambert A. HANSEN, formerly a member of the Masters Hansen and Krembs law firm in Sparta, Wis., became Monroe county judge on appointment by Gov. Rennebohm in Sept.

Dr. R. J. COLBERT, one of the best authorities on community development, is the director of the University of Wisconsin's bureau of community development.

1923 . . . . . W

Gertrude M. ERBE, formerly of Milwaukee, has joined the faculty of Illinois State Normal University of Normal, Ill.

Before being appointed director of research for the P. Lorillard Co. in June, Dr. Harris B. PARMELE was assistant to the manager of manufacture in that firm.

A Madison attorney, Clifford G. MATHYS, was named to the state board of personnel in September by Gov. Rennebohm.

The Continuation high school in Spokane, Wash., was founded by Joseph JANTSCH. Continuation high school gives Spokane residents of all ages a chance to continue their education when they find they cannot attend regular high school classes.

1924 . . . . . W

Marian L. DUNCAN and Gerald JENNY were married August 22 in Mercer, Pa. Mr. Jenny has recently been appointed editor at the Agricultural Experiment Station at the University of Wyoming in Laramie.

Sept. 6 marked the twentieth anniversary that Harry LOUNSBURY has been in the drug business in La Farge.

Byron F. HEAL, who is with the Dairyland News in Madison, bought the property known as Eagle Cave in Eagle township last June.

Alberta Mildred JOHNSON '26 and Frederick Prescott PRICE, Jr., were married June 16 in Milwaukee.

A. W. PETERSON, who resigned in October as secretary of the University Board of Regents, will retain his other positions of vice-president of business, and finance trust officer.

Dr. Ovid MEYER, professor of medicine at the University of Wisconsin medical school, described the use of dicumarol as a treatment for coronary thrombosis at the annual Wisconsin State Medical Society meeting in Oct. The drug was developed by Dr. Karl Paul LINK '22 and associates at the university.

# ★ Badger Bric-a-brac

. . . every statement a story

THE MAN WHO "just never takes a vacation," Pres. E. B. Fred, finally took a three-week break on his farm in Virginia. Medical authorities had ordered the rest some time ago, but Fred stayed on campus to welcome Indian Prime Minister Nehru. . .

ILLINOIS' taxes on the UW inheritance from Kemper K. Knapp have been again upheld in that state's supreme court because the University is defined as a corporation and is therefore taxable. . . Chemistry Prof. Farrington Daniels made a lecture tour that took him to 22 universities in five weeks. . . Enrollment at Wisconsin ranks 10th in the nation, according to a US education report. . .

HANDEL'S "Messiah" was sung by the University chorus and soloists Dec. 11 in Music Hall. . . The French government awarded WHA a certificate of membership in the International Good Will Network, founded to promote better international understanding through radio education. . .

"BAMBY," the 150-pound goat mascot of the campus ATO fraternity chapter, was shipped to Ohio State brothers to pay off a standing bet on the Wolverine-Badger football game; every year a goat skin "hanging" is sent to the winning chapter by the losers, and this time the skin went on the hoof. . .

FOR THE FIRST time in over 25 years, law Prof. Herbie Page, 81, did not lead the parade of lawyers in their Homecoming march at halftime; he was injured a month earlier when a student accidentally knocked him down during a between-classes rush. . . So Herbie and music Prof. Ray Dvorak, hospitalized side by side, heard the Badgers beat Iowa over the radio. . . Dvorak recently underwent his "seventh or eighth" operation since his nearly fatal train accident two years ago.

## Geo-Physicist Practitioner



**WALTER J. OSTERHOUDT, '30**, resigned as supervisor of the Gulf Research and Development Co. (Houston, Tex.) and has entered a consulting practice as exploration geo-physicist specializing in the coordination of geological, geophysical, and drilling data. His wife is Gretchen Zierath, '33, and they have two sons, Hans, 13, and Peter, 10.

### 1925 . . . . . W

Thomas P. COLBERT, professor in mechanical engineering at Bradley university, died Oct. 17. He was formerly an instructor in the mechanical engineering department of the University of Wisconsin.

Mary Lorraine HICKEY and John Philip Desmond were married in Reedsburg on Sept. 14. They are living in Pittsburgh, Pa., where they are both members of the faculty of the English department at Duquesne University.

Dr. Adolph G. KAMMER has been appointed professor and head of the department of occupational health at the University of Pittsburgh.

### 1926 . . . . . W

Dr. James M. HANSELL has been appointed chief geologist for the Canadian Division of Sun Oil Company's Production Department in Calgary, Alberta Province, Canada.

### 1927 . . . . . W

In addition to teaching bacteriology at Wellesley College, Delephine ROSA Wyckoff is also dean of the class of 1927 at that college.

Miriam HAHN Briscoe is teaching social science, music and library in the Normal school at Reedsburg, Wis.

A widely known Milwaukee corporation lawyer, Willis G. SULLIVAN, has been named Executive Vice President and General Manager of the Chas. A. Krause Milling Co.

### 1928 . . . . . W

Dr. K. G. WECKEL, professor of dairy and food industry at the University of Wisconsin, was chosen president-elect of the International Association of Milk and Food Sanitarians recently.

The editor of the new philosophical magazine, *Viewpoints Exploratory*, is Paul VORNHOLT.

Joseph S. COHEN, former Milwaukee newspaperman and director of public relations for the veterans' administration there in 1946, has been appointed director of the office of public information and reports in the general services administration, the federal government's new central purchasing office in Washington, D. C.

John E. KRUEGER has resigned as Wisconsin attorney for the North Western railroad and is returning to general law practice. He will be succeeded by Edward H. BORGELT '23.

### 1929 . . . . . W

Donald Earle BARR, Vice President and Manager of the Advertising Service Section in Hollywood for Young & Rubicam, Inc., advertising agency, died Sept. 2 at his home in Tucson, Ariz. He had formerly been vice president of Birds Eye-Snyder, Inc., in charge of marketing. A fund has been set up with the National Tuberculosis Association in his memory, which will be known as the Donald E. Barr Fund.

Harold CLARK has been appointed Work Unit Conservationist for the U. S. Soil Conservation Service in the Crawford County Soil Conservation District. His headquarters are in Gays Mills.

Helen Margery WATERS, a member of the faculty of the college of Emetsburg, Iowa, has had many of her poems published in various anthologies.

### 1930 . . . . . W

Bruce W. DENNIS, former sports reporter for the Capital Times in Madison, has been appointed acting program director of radio station WGN in Chicago.

A former University of Wisconsin halfback, Dr. A. B. PRICE, has been named director of the new regional office of the U. S. Public Health Service, to serve Ohio, Michigan and Kentucky, with headquarters in Cleveland.

Oscar WOELFEL, Oconto County agricultural agent received a distinguished service award by the National

Association of County Agricultural Agents on Oct. 4 in Denver.

Edward J. MORGAN has joined the History staff at Whitewater State Teachers College.

A Wisconsin Rapids attorney, Byron B. CONWAY, has been reappointed Wisconsin state chairman of the 1950 March of Dimes.

### 1931 . . . . . W

The former superintendent of schools at Plymouth, Wis., Earl W. LUTHER, is now superintendent of South Milwaukee schools.

Dr. and Mrs. Burt JOHNSON (Bernice QUANDT '30) are now living near Memphis, Tenn. Dr. Johnson is a cotton technologist with the National Cotton Council of America.

Myron W. HALES, Milwaukee, returned in Sept. from sessions of the International Dairy congress which was held in the Scandinavian countries.

Dr. Karl A. FOLKERS, Director of Organic and Biochemical Research for Merck and Co., Inc., was selected to give the fifth annual Harrison Howe lecture before the Rochester Section of the American Chemical Society on Nov. 7.

### 1932 . . . . . W

Dr. Hellmut G. DIRKS of Lyons, N. Y. died August 28.

William Boyd HOVEY is now with the Plantation Pipeline Co. in Atlanta, Georgia.

A Milwaukee lawyer, Aaron L. TILTON, is busy writing children's stories and detective stories as a hobby.

Dr. Roy O. GREEP has been promoted to Professor of Dental Science at Harvard university. His special field is the endocrine system and its relation to dental problems.

Formerly a federal economist with the War Production Board and Department of State, Walter Henry BELDATSCH, has been appointed associate professor of economics at Ohio University.

(Continued on page 30)

## ★ Madison Memories

. . . from the Alumnus files

**ONE YEAR AGO, December, 1948**—Governor Rennebohm's Commission on the Improvement of the Educational System reported and recommended that a "university system" be established integrating all of the Wisconsin institutions of higher learning into a single organization under one board . . . Scandinavian Area Studies got its \$70,000 Carnegie grant.

**FIVE YEARS AGO, December, 1944**—Board of Visitors reported on "The Real Need of the University." The need was "building space," they said and vowed the situation could be understood "When it is realized that most of the present plant was designed to accommodate a student body of six or seven thousand—about one-half of what we believe will be our normal enrollment following the war. During the past fifteen years the development of physical facilities for teaching, research, and state service has been at a standstill. . ."

**TEN YEARS AGO, December, 1939**—It still needs "a lot of planning," said Pres. C. A. Dykstra about the proposed \$400,000 University library to be built from funds paid directly by students. "My guess is we'll be lucky to have it started within a year," the president added.

**TWENTY-FIVE YEARS AGO, December, 1924**—Engineering is the most popular study among the 80 prisoners in Waupun penitentiary who studied under the University extension division this year . . . The new concrete stadium now seats 35,000; at completion it will hold 72,000.

**FIFTY YEARS AGO, December, 1899**—Prof. R. W. Wood has been making "interesting and valuable" studies in perfecting color photography . . . The annual debate question contested by Athenae and Hesperia was: "For the rehabilitation and development of an American marine, would it be impolitic for Congress by appropriate legislation to further extend the principle of protection to American shipping."



(Continued from page 29)

Ansgar P. JENSEN has been named to the faculty of Shattuck School, Fairbault, Minn. He will teach Spanish.

Edward C. HIGBEE, assistant professor of geography at Johns Hopkins university, joined the faculty of the graduate school of geography at Clark university for its annual field trip this fall.

Edward HETH, author of many prize-winning short stories including "Big Days Beginning," "Homecoming," and "Under the Ginkgo Trees," wrote the story for the movie "Any Number Can Play."

"Mary Brady day," in honor of Mary A. BRADY, Milwaukee, state extension nutritionist, was held in connection with Marathon county day recently.

The Rev. Morris WEE, former pastor of Bethel Lutheran church in Madison, has been named president of Carthage college in Carthage, Ill.

1933 . . . . . W

Dr. Dorothy Louise ERICSON has been appointed as an Assistant Professor of Physical Education in the School of Education and as Associate Supervisor of Physical Education in the Department of Physical Education at the University of Michigan.

After citing his work with the U. S. Soil Conservation Service in the Southern California Soil Conservation Nursery at San Fernando, Calif. as "being of outstanding benefit to southern California agriculture," the Soil Conservation Service appointed Dr. Paul E. LEMMON assistant to the head of conservation nursery activities in the far west.

Willis Herman AUSTIN, formerly with the English department of George Washington University, has been named instructor in English at Ohio University.

Herbert R. KEITH has been appointed manager of all IBM sales and services in the Detroit area by the International Business Machines Corp.

Norman CAMERON, professor of psychology and psychiatry at the University of Wisconsin, has been named president-elect of the clinical and abnormal psychology division of the American Psychological association.

Dr. H. R. BIRD has been awarded the Tom Newman Memorial award for research in poultry husbandry.

Lawrence E. KAAP, Milwaukee, a design engineer at the Chain Belt Co., has been elected a member of the Wisconsin Society of Professional Engineers.

1934 . . . . . W

Dr. Carl A. BUNDE is research director for the Pitman-Moore Co. in Indianapolis, Ind.

John E. FERRIS, Jr. is chief of the Legal and Government Section in the Kanto Civil Affairs Region, Tokyo, Japan.

Paul R. ELLIKER, professor of dairy bacteriology at Oregon State College, is the author of a new book, "Practical Dairy Bacteriology."

Lt. Col. Joseph J. PEOT is now a student at the Army's Command and General Staff College, Fort Leavenworth, Kansas.

W. W. BLAESSER, dean of students at Washington State college, is now on a year leave of absence in Washington, D. C., where he will develop a student personnel service for colleges and universities in the Division of Higher Education of the U. S. Office of Education. He was formerly assistant director of the Wisconsin Union and later assistant dean of men at the University.

Paul N. LACHMUND, 39, an auditor for Employers Mutual Liability Insurance Co., died Oct. 8 in a Madison hospital.

1935 . . . . . W

During the fall quarter, Hugh A. BONE has been visiting professor of political science at Stanford university,

Mark Anthony Comes Back



KENDALL CLARK, '33, (right) came back to the Wisconsin campus last month for the first time since 1935, to play in two Shakesperian productions of the Margaret Webster Co. A former Wisconsin Player and Haresfoot man, Clark played Petruchio in "The Taming of the Shrew" and Mark Anthony in "Julius Caesar." He is shown here with Union Theater committee chairman Rita Peterson, Madison. Brutus of "Julius Caesar," and the "shrew" of the comedy.

Calif. He has been delivering lectures on political parties and American national government.

Albert J. ANDERSON has been transferred from Sciato Laboratory, Marion, Ohio, to St. Louis as a project engineer by the Monsanto Chemical Co.

Edward Marvin SHEALY was one of 86 men selected out of a group of 4500 by the U. S. Government for a full course in medicine. He is now at the medical school of Washington University in St. Louis.

WAC reservist, Major Elna J. HILLIARD, had the honor of being the first woman reservist from Idaho to participate in organized reserve corps training. She attended the second encampment of the first Woman's Army Corps reserve training camp at Camp Lee, Va. in August.

Charles H. GILL, assistant cashier at the Bank of Madison, was elected permanent president of the school of banking class which completed its studies in September at the University.

The director of the corporation income tax division of the state department of taxation, Harry HARDER, became Gov. Oscar Rennebohm's financial secretary Oct. 1.

Kenneth M. ORCHARD, Madison, has been named to the board of veterans affairs for the state by Gov. Rennebohm.

1936 . . . . . W

Clarke SMITH, assistant secretary of the regents and assistant to the vice-president, has been named secretary of the regents of the University.

Dr. A. M. McDERMID, Middleton's "flying veterinarian", has accepted a position as associate professor and extension veterinarian at Iowa State college, Ames.

1937 . . . . . W

Herbert KUBLY has accepted a position as professor in speech and drama at the University of Illinois.

Karl HILGENDORF, who is with the advertising department of Allis-Chalmers, is active in Boy Scout work having drawn a series of cartoons which were used to publicize a Boy Scout training encampment in September.

A 200-acre farm is the project of Willard SCHOMBERG. His farm is one of the outstanding ones in the area and is located in Barre Mills.

1938 . . . . . W

Dr. Andrew W. DWYER, 35, psychiatrist at the Mendota state hospital, was found dead on Sept. 6 in his room at the University Club in Madison.

Hulda STETTNER, Nutrition Consultant with the Michigan Department of Health, spent the summer in Europe. She attended the summer school of European Studies at Zurich, Switzerland and the International Congress of Home Economics at Stockholm, Sweden.

Vernon F. JOHNSON has been named manager of all IBM sales and services in the Tampa area by the International Business Machines Corp.

Marlin M. VOLZ, assistant professor of law at the University of Wisconsin, is co-author of a monograph published this month by the American Law institute on the subject of "Drafting Articles of Partnership."

Margaret E. WERNECKE has been named county Red Cross executive secretary at Two Rivers, Wis.

Ruth BACHHUBER Doyle, state Democratic assemblywoman representing Dane county, spoke recently in the YWCA in Wausau, her home town. She has made a name for herself through her energetic efforts in advocating certain measures, particularly the state educational program.

1939 . . . . . W

Helene Ellis and Alan L. SCHNEIDER were married Aug. 15 in Totnes, England. He is an actor and theater director for the Actor's Studio in New York and also an assistant professor of drama at the Catholic university in Washington, D. C.

Eleanor STRECKEWALD and Harry N. Cottle were married Sept. 24. He is a project engineer at Curtiss-Wright Corp., propeller division, in Caldwell, N. J.

Mr. and Mrs. Bertill W. JOHNSON (Dorothy STAUFFACHER '40) announce the birth of a son, Ernest, on June 25. The Johnsons have three other children, Kirk, 6; June, 4; and Ralph, 2. Mr. Johnson is City Manager of Lebanon, Miss.

Mahmut S. SIPAHI is now manager of the International Business Machines Corp. in Ankara, Turkey.

Romance COWGILL Kingson, former script writer for radio station WHA, has written her second textbook, "Fundamentals of Writing for Radio."

Cy Howard, who as a student at the University was known as Seymour HORWITZ, and Parke Levy, are the writers of the radio program "My Friend Irma." They also wrote the screen version for the movie of the same name. On campus Howard was active in Wisconsin Players and Haresfoot.

Harlow CHAMBERLAIN, formerly identified with radio stations WIBA and WKOW in Madison and with the Madison Theater guild, has been named district traffic manager by the Wisconsin Central Airlines, Inc., with headquarters in Madison.

Dorothy Catherine CARPENTER and Gregory F. TURNER '50 were married Aug. 27 in Madison.

1940 . . . . . W

Dr. Robert PARKIN has returned to Madison to assume duties as assistant professor of clinical medicine at the University.

Mr. and Mrs. Carl O. Loomis (Ruth HAMMERSLEY) have announced the

birth of a son, James Morgan, on June 20. Mr. Loomis is the Columbia county welfare director.

A son, William A., IV, was born to Mr. and Mrs. William A. DRAVES, Jr., (Alice T. THORKELOSON, '41) on April 8, 1948.

John M. HOWARD has opened a law office in West Palm Beach, Fla.

Mr. and Mrs. Sprague B. VONIER (Mary-Jo MAURINA '45) have announced the birth of a son, Thomas Victor in Dec. 1948. The new son is called "TV" for short in honor of his father's professional field. Mr. Vonier is with radio station WTMJ in Milwaukee.

George F. HENIGAN has been promoted from assistant professor of speech to associate professor of speech at George Washington university in Washington, D. C.

Gerald H. VAN WINTER, 39, field representative of the Central Wisconsin Canning Co., died Sept. 7 in Beaver Dam, Wis.

Kenneth PARSONS, University of Wisconsin agricultural economist, left recently for Europe. He will be chief of the agricultural section with headquarters in Paris for one year.

Charlotte Leone Svendsen and James J. KEEFREY were married Oct. 15 in Madison. He is manager of the Shorewood pharmacy and secretary of Stanley, Inc.

The Rev. John R. COLLINS is now associate minister of the Presbyterian student church foundation on campus.

John F. HOLT has been promoted from the rank of Major to that of Lt. Colonel in the U S marine corps at Camp Lejeune, N. C.

**1941 . . . . . W**

William R. GOODIER is now living in Sherman Oaks, Calif. He is associated with the Barnsdall Oil Co. in Newhall, Calif.

Patricia LOVELOCK Martin and Lewis O. Grant were married July 23 in Long Beach, Calif.

Robert W. DENSMORE has accepted a position with the state department of corrections as parole officer at Folsom state prison, Calif.

**Home Ec for High School**



DOROTHY REESE HENDRICKSON, '34, is in charge of the new home economics course in the high school at Fountain City. Her husband, Vern Hendrickson, '33, is Buffalo county's agricultural agent.

DECEMBER, 1949

**A Wisconsin Family**

TWIN SISTERS, both members of a family where going to Wisconsin is a tradition and both members of the class of 1893, died recently only 17 days apart. They were Mrs. Jesse E. Sarles (Frances Bowen) and Mrs. Agnes Bowen Meneely, the daughters of Wm. H. Bowen, '67, and Frances McConnell Bowen, x'67.

Mrs. Sarles was the mother of three Badger alumni: John H. Sarles, '23, president of the Wisconsin Alumni Association; University bacteriology Prof. Wm. B. Sarles, '26, who is also co-ordinator of state-wide lake investigation; and Mrs. Franklin W. Wallin (Agnes Sarles), '21. Mr. Wallin, '19, and Mrs. Wm. Sarles (Marion Reynolds), '26, are also Wisconsin graduates.

And the lineage goes on—one son each of John, William, and Agnes are Badgers, too. Frank W. Wallin, Jr., was graduated in 1947 and John, Jr., and Frank are freshmen this semester.

The story gets even more complicated with the inclusion of cousins, but there is already enough to show how Wisconsinese one family can be.

But wait. How about Jesse E. Sarles, husband of Twin Frances, and George K. Meneely, husband of Twin Agnes? Well, Jesse is a member of the class of '94 and George—he went to Amherst.

Mr. and Mrs. Charles C. Clayton (Barbara MILWARD) are now living in Richmond, Va. where he is assistant professor of biochemistry with the Medical college of Virginia.

David J. BLANCHARD, formerly an attorney for the Dane County Title Co., has entered the general practice of law at Edgerton. Mrs. Blanchard is the former Carolyn JENSEN, '43.

Mr. and Mrs. Albert F. SPOEHR of Akron, Ohio have announced the birth of a son, William Brunton on Sept. 12.

Lillian S. BAUM Tenney has received an M D degree from the University of Rochester medical school and is now interning at Stron memorial hospital at the University of Rochester.

John C. OLKOWSKI is now employed by the Wisconsin Department of State Audit and resides in Three Lakes.

Kathryn J. Benkowski and Fred J. ELLIS were married Sept. 3 in Wisconsin Rapids. They are both employed by Consolidated Water Power and Paper Co. there.

Dr. L. H. ADOLFSON, director of the University's extension division, has been named chairman of the National University Extension association committee on "Implications of Atomic Energy in Adult Education."

Virginia HINZ, '48 and Vernon SCHROEDER were married in Marshfield on July 30. They will reside in Marion.

**1943 . . . . . W**

Having finished 18 months of research in pediatric hematology at Harvard medical school, Dr. Nathan J. SMITH, and his wife, will sail for Paris in January for a years study under a Fulbright fellowship.

Delbert O. GORDON is now employed in the Office of International Trade in the Department of Commerce handling economic and tariff matters for various British colonial areas.

(Continued on page 32)

**Tips for the Traveler**



CAROLINE EVERSON, '39, women's travel director of the Shell Oil Touring service, returned to Madison in November to check local sightseeing goals, accommodations, and restaurants for a Shell Co. report. She was last year named one of the four outstanding women journalists in the country by her Theta Sigma Phi sorority.

William Lewis DUNN, Jr., has taken over his duties as newly appointed dean of Lake Forest college, Ill.

Major William C. NIELSEN was recently graduated from the USAF Institute of Technology, Wright-Patterson Air Force Base, Dayton, Ohio.

The Rev. Walter P. TROST, formerly pastor of St. John's Evangelical and Reformed church at Random Lake, left Sept. 21 for British Togoland, West Africa, where he will be principal of a training college to be opened in January.

**New additions to Class of '41 families are:**

To Mr. and Mrs. Clarence F. HAMMER, Jr. (Adella LUHMAN), a daughter, Barbara Christine, on July 11. Mr. Hämmer is with the research division of Du Pont Plastics Department in Arlington, N. J.

A daughter, Karen Ruth, to Mr. and Mrs. T. I. UCHIDA, Jr. on Sept. 22.

A daughter, Laurie, to Mr. and Mrs. Clay SCHOENFELD on Oct. 17. Clay is assistant director of the University of Wisconsin news bureau and a lecturer in journalism. He was formerly editor of the *Wisconsin Alumnus*.

A son, Thomas Alan, to Mr. and Mrs. Henry SCHOENFELD, Jr., on Sept. 25.

**1942 . . . . . W**

Dr. Albert John MILLER has assumed his duties of pathologist at St. Luke's Hospital, Aberdeen, S. D.

Annette F. THOMPSON is now systems service supervisor in the Milwaukee office of IBM.

Mr. and Mrs. Joseph A. Ivancic (Mary Jane MULVEY) have announced the birth of a son, William Anton, on June 13.



(Continued from page 31)

Donald W. MAY is employed by the Cook County Super Highway Department as a landscape architect and engineer.

Mr. and Mrs. John W. HOFELDT (Marien R. MEYER '42) have announced the birth of a daughter, Nancy Ruth, on Feb. 23 in Evanston, Ill. Mr. Hofeldt is with the law firm of Haight, Goldstien, and Haight in Chicago.

Marcelaine HOBSON, '48 and John D. WINNER were married Sept. 10 at Little Norway, the famous estate of the bride's uncle. Mr. Winner is associated with the law firm of Roberts, Roe, and Boardman in Madison.

Miles LAUBENHEIMER and Ralph W. ARNOLD '48 have opened a law firm in Menomonee Falls.

Dr. and Mrs. Irving N. KLITSNER (Muriel CALMENSEN '47) are living in Los Angeles, Calif., where Dr. Klitsner is taking his residency as a pediatrician at Los Angeles county hospital.

Helen Jane HILLEBRANDT and Robert John Schmitt were married Sept. 10 in Madison where she is employed in the office of Harry S. Manchester, Inc., and he is parts manager of the Nagel-Hart Tractor and Equipment Co.

Marian Jane JUSTERS Warning is a staff attorney of the Chicago Legal Aid Society.

**1944 . . . . . W**

Donnic DE GIUSTI is now professor of biology at Wayne university, Detroit, Mich.

The U. S. Public Health Service has transferred Gordon G. ROBECK to Cambridge, Mass., where he is taking one year of graduate study at MIT in civil and sanitary engineering.

**SALES TRAINEE**

**The Tremco Manufacturing Company of Cleveland, Ohio**

an established, progressive company with a national sales organization, has an opening for a reliable man between 24 and 28, who wishes to be trained for sales work in the field of building maintenance and construction. Past selling experience not necessary, but applicant must possess likeable personality, be a hard worker, and have a real desire to become a salesman.

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

THIS IS A PERMANENT POSITION, offering an unusual opportunity for substantial earnings and advancement to applicants whose records confirm ability, character and industry. Adequate salary paid during training period.

STRICT CONFIDENCE will be observed—interview by appointment only. Write giving details of past experience and history, to:

**Mr. A. C. Hellman**  
**The Tremco Manufacturing Co.**  
**8701 Kinsman Road**  
**Cleveland 4, Ohio**

**Flights East and West**



MARION J. ENDRES, '44, has begun a career that will carry her half way around the globe. A Pi Beta Phi, she was graduated recently from the Pan American World Airways flight school and is here shown receiving her diploma. Miss Endres will serve as a stewardess on Clippers flying to Europe, Africa, India, and Bermuda.

Mr. and Mrs. James G. HOLGATE (Marjorie KOCH) are now living in West Haven, Conn., where he is an assistant on the football coaching staff at Yale university. He was formerly athletic director at Hillsdale college, Mich.

Robert M. LINDQUIST of Madison has been granted a \$1500 Monsanto Chemical Company fellowship for the academic year 1949-50 to further his graduate studies at the University of Minnesota.

Question F. SOIK has been appointed to the administrative staff of the University of California at Berkeley. He will aid in the university's insurance and retirement systems department.

Dr. Roland LIEBENOW is now practicing in Stevens Point, Wis.

**The following births have been reported in Class of '44 families:**

A daughter, Barbara Jean, to Mr. and Mrs. Melvin B. Walther on May 16. Mrs. Walther is the former Doris UHLICH.

To Mr. and Mrs. James Carl WAL-LACE (Dionysia MACKRIE) a daughter, Jane Christine, on Sept. 26.

A daughter, Pamela Jane, to Mr. and Mrs. Charles Hillery, Jr. on Dec. 22, 1948. Mrs. Hillery is the former Dolores COOLEY.

**1945 . . . . . W**

Lt. J. G. A. L. MASLEY, Jr., is now stationed at the U. S. Naval Base in Bremerton, Wash., where he is doing surgery in the naval hospital.

Mr. and Mrs. Donald J. Hoenshell have announced the birth of a daughter, Jan Elizabeth, on Sept. 13. Mrs. Hoenshell is the former Helen HARGER.

Kay L. SINSKE is now an American Airlines' stewardess and is based at Los Angeles, Calif.

Eugene J. ZANDER is living in Buedingen, Germany, where he has been employed for the past year as acting director of research and chief analyst of the Attitude Research section, Army-Air Force Troop Information and Education division, Headquarters European command.

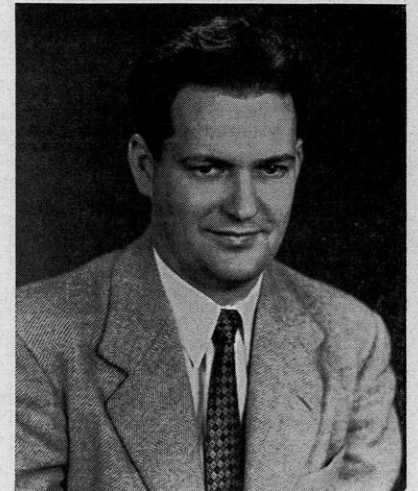
Jean Francys HILL recently received a Master in social work degree from St. Louis university.

The garden of her future home in Gainesville, Fla., was the scene of the wedding of Anne BOEGHOLT and Thomas Payton Clinard on Sept. 2. Mrs. Clinard was social director of the Wisconsin Union before she accepted a position as assistant director of the Florida Union.

Violet Elizabeth KAEHLER and Peter DENS, '50, were married on April 16. They are living in Madison.

Kathryn Mary DE MUNCK and Ensign Frank R. HIBBARD were married Sept. 3 in the chapel of the U. S. Naval Academy at Annapolis. They are living in Pensacola, Fla., where Ensign Hibbard is stationed.

**Operation Propulsion**



JOHN R. ERWIN, '42, former varsity tennis man, co-editor of the *Wisconsin Engineer*, and member of Phi Delta Theta, was recently chosen a member of the National Advisory Committee for Aeronautics in recognition of his work in the propulsion research field. He is head of an aerodynamics division at the Langley Aeronautical lab, Langley Air Force Base, Va.

**1946 . . . . . W**

Harvey A. TASCHMAN is located in Butler, Pa. where he is working at the Deshon V. A. Hospital as a medical social worker.

Evelyn KATZ is now Mrs. Abraham Spitzhart. Dr. Spitzhart is a member of the mathematics department of the University extension in Milwaukee.

Margaret D. SPERRY has been named research assistant for the Laboratory of Human Development at Harvard university.

Martin S. FRIBERG, who is spending 1949-50 working on his thesis for a PhD degree in mathematics at the University of Minnesota, will teach calculus at Hamline university on a part-time basis.

Wilma Mae Habecker and John Allan BAILEY were married in Beloit recently. They are living in Milwaukee where Mr. Bailey is attending the University extension.

Eldon M. STENJEM, Jr., has opened a real estate firm in Madison known as the Skrenes and Stenjem Realty Co.

Mr. and Mrs. D. Fagerstrom have arrived in Scotland after crossing the Atlantic on the Queen Mary. Mr. Fagerstrom is taking advanced work in history at the University of Edinburgh; she is the former Geneveve J. BERGE.

**The following births have been reported in Class of '46 families:**

A daughter, Gynthia Lynn, to Mr. and Mrs. Kenneth V. WENDLAND of Fort Worth, Texas.

A daughter, Linda Zain, to Mr. and Mrs. Arthur Lewis ZAPEL, Jr. Mr. Zapel is production manager of Westinghouse Radio Station WOWO in Fort Wayne, Ind.

A son, Richard Lee, to Mr. and Mrs. Robert J. BUHSE. Mrs. Buhse is the former Sue SLAKER, '45.

**1947 . . . . . W**

Jasper WRIGHT is now working in the music department of the public library in Oakland, Calif.

Lois A. ZOERB is employed as a dietitian at Virginia Mason hospital in Seattle, Wash.

Joan BURULL is a parish worker for the Evangelical Lutheran church in Miloula, Mont.

**1949 . . . . . W**

Correction: An item in the November class notes erroneously reported that Frank M. ROGERS, Jr., married Delores ROSE, '46, in 1949. Their marriage was in the spring of 1947.

Barbara Kaye JANNEY '48 and Richard C. GAMBLE were married Sept. 17 in Milwaukee. They are living in Milwaukee.

Mr. and Mrs. James G. ALLEN are now living in Mesquite, Texas. He is with the Hardware Mutuals Insurance Co. southwest area office in nearby Dallas. Mrs. Allen is the former Rosemary MARSH '48.

**Directory Errors**

The following association members were accidentally omitted from the *Centennial Directory* or were listed with incorrect information. The list does not include members who have made late address changes.

**Chicago, Ill.**

Daehn, Robert E, '48, 3333 N Marshfield Ave

Lucas, Marilyn J, '48, 4944 N Oakley Ave

**St. Clair, Mich.**

Draves, Margaret E, '33, 215 Thornapple

**Springfield, Mo.**

Lingenfelder, Julia, '23, Burge Hospital

**Madison, Wis.**

Betlach, Dr Eugene H, '43, 1432 Morrison, Apt 1

Betlach, Dr Dorothy Wittman, '42, 1432 Morrison, Apt 1

Mendenhall, Mrs Dorothy Reed, 205 N Prospect Ave

**Racine, Wis.**

Bishop, Mrs B O (Emma England), '18, 1129 College Ave

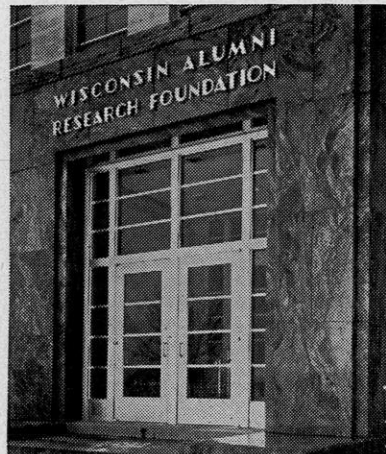
**Sheboygan Falls, Wis.**

Schueffner, Mrs Harry (Pearl Marquardt), '35, R #1

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# The Amazing Case of Dr. Schindler

The story  
about a  
radio talk  
and how  
it spread

ON THE EVENING of February 3, 1949, Dr. John A. Schindler of the Monroe Clinic, Monroe, Wisconsin, spoke to a Farm and Home Week audience of several hundred persons in the Union Theater on the campus of the University of Wisconsin. The talk was on the subject of psychosomatic illnesses and was entitled "How to Live a Hundred Years Happily".

The talk was broadcast direct from the Union Theater over the four stations of the State Radio Council FM network: WHA-FM, Madison; WHAD, Delafield; WHKW, Chilton; WHRM, Rib Mountain.

Came the deluge: Hundreds of cards and letters came pouring in, requesting copies of the talk. Then followed a chain of events as indicated by the following facts:

- 3700 copies distributed to date by WHA, the State FM Network, and the College of Agriculture.
- Transcriptions of the talk ordered by 10 leading educational broadcasters attending a seminar at the University of Illinois in July.
- WOSU, Ohio State University, broadcast in September, repeated in October. 2050 copies requested to date.
- WBAA, Purdue University, broadcast in September. 200 copies requested.
- WNYC, non-commercial station operated by the City of New York, broadcast Oct. 5, repeated later. 8000 requests as of Oct. 31.
- WFDR, New York City (new FM station)—broadcast in October, after WNYC had aired the talk. 200 copies requested.
- *Readers' Digest*—condensation of the talk to be printed in this month's issue. 15,000,000 copies, if translated into foreign language editions. Comment by Charles Ferguson, Senior Editor: "I don't know of a piece that I have worked on in a long time that stayed with me better or continued more to enhance as I went over and over it."
- *The Rotarian*—condensation in December issue. 300,000 copies.
- *The Progressive*—condensation in November issue. 25,000 copies.
- *New Liberty*—has inquired about publication rights. "Largest circulation of any magazine in Canada."
- *Science Digest*—has inquired about publication rights.
- NBC University of Chicago Round Table—Dr. Schindler featured in coast to coast broadcast Sunday, Nov. 6.
- *New York Times* article, Sunday, Oct. 16: "The Amazing Case of Dr. John Schindler . . . Overnight fame from one radio appearance . . . fast happening to a country doctor in Monroe, Wisconsin . . ."
- *The Capital Times* article, Oct. 20: "Schindler Fame is Snowballing After Radio 'Live a Hundred Years' Talk."
- *The Pathfinder* article, Nov. 2: "Doctor's Dilemma . . . local physician may have to say 'no' to the networks—Broadway Loves Him . . . phenomenon rare in radio, a real 'natural' . . ."
- *United Press* feature story on national wires to news papers coast to coast Nov. 1: "An obscure country doctor was skyrocketing to fame today . . ." Scheduled for later release on "Names in the News" series for radio stations.
- *NBC News Room*, Washington, D. C. telephoned for more details, Nov. 2.
- *The Milwaukee Journal* assigned reporter to feature story, Nov. 3.
- Dr. Schindler has, to date, been approached by three book publishers and a national speaker's bureau.
- Transcription scheduled for broadcast by following stations: CKEY, Toronto, Ontario; WILL, University of Illinois, Urbana; WOI, Iowa State College, Ames; WUOM, University of Michigan, Ann Arbor; KUSC, University of Southern California, Los Angeles; KUSD, University of South Dakota, Vermillion; KWSC, Washington State College, Pullman.
- Recording used or scheduled for use by groups in Superior, La Crosse, Price County, Rusk County, Manitowoc, Phillips, Appleton, Springfield, Ohio, and Dayton, Ohio.
- Listener responses and requests for copies have come from doctors, nurses, psychiatrists, medical libraries, a Mental Hygiene Association, social workers, personnel director, business executives, school administrators, and individuals of all types.
- This month a condensation of the 51-minute radio talk appears on the following pages of the *Wisconsin Alumnus*.

# How to Live a Hundred Years Happily

By Dr. John A. Schindler, '29  
Monroe, Wisconsin

**T**HIS TITLE, "How to Live a Hundred Years Happily," has worried me; I lost many a night's sleep; till finally I went to a lawyer friend of mine, a very brilliant man—he might have been a Philadelphia lawyer if he'd wanted to—and I put the question up to him.

He studied it for some time, and then he said, "Ah! there's a loophole. There's a loophole in this title. You don't have to tell those people how to live a hundred years. The title infers that *if*, if they live to be a hundred, here's how they can do it happily.

"Doc, why don't you start out telling those people what it is that makes all your patients unhappy? Maybe in the course of the gabfest you'll come to some positive point on how to be happy."

So, rather than waste my fee to the lawyer, I'm going to start that way!

Looking at this thing purely from a physician's point of view, we'll ask the rhetorical question: On your centennial course toward a hundred, what is most apt to upset your happiness? Any physician's answer, of course, would be, "My dear centennial friends, the thing that would be most apt to take the props out from under your happiness would be a long period of illness." And when you think of that, it becomes a little bit frightening, because in the textbooks there are a thousand different diseases that this human clay is heir to.

But, looking at it from still a different angle, there's another more startling feature, and that is that there is one disease that is as common as the other 999 put together.

Now, that figure isn't an exaggeration. Many men would put the figure higher. As a matter of fact, at the Ochsner Clinic in New Orleans a couple of years ago they published a paper reviewing five hundred consecutive patient admissions to that institution, and of those five hundred, 386, or 76%, were sick with this one disease. That is terrific! It excepts no one. Anybody of any age can get this disease. Anybody in any walk of life can get this disease.



"I'M GOING TO keep my attitude and thinking as cheerful as possible."

I hate to give the name of it, because immediately I give you the name, you'll get a lot of misconceptions as to what this thing is. And the first misconception that you will get when I tell you the name is that it's not a real disease.

**BUT, DON'T** kid yourself. This is a terrifically real thing. The name that it used to go by is psychoneurosis. The name that it has now is *psychosomatic illness*. And it is not a disease in which the patient just thinks that he is sick. I want to dispel that idea first and foremost, because this is a terrifically real disease. The pain that you get with this disease is just as hard, very often, as the pain you get with a gall bladder colic.

Now, this disease isn't produced by a bacterium. It isn't produced by a new growth. It's produced by a certain situation, a certain condition in our lives—your life, my life, everybody's life. I've tried to find one word for it, but it takes three; and those three words that describe the most characteristic thing about human living as we know it are: cares, difficulties, and troubles.

And whenever one has such a thick, impenetrable layer of this c.d.t. that he can't get up above it into a realm of joy and pleasure occasionally, he gets a psychosomatic illness.

Now, naturally conditions vary with individuals as to the thickness, the impenetrability of this layer of c.d.t. that they live in. People also differ in their ability to bounce up above this layer occasionally.

There are three divisions. In the first division are the people who are habitually crabby. They get up in the morning grumpy; they're mean all day; they don't crack a joke; they don't have a smile; and they go to bed the same way. I have a friend who illustrates that group—on a nice warm afternoon I saw him on the street and I said, "Sam, it's a wonderful day, isn't it?" I said it real enthusiastically, to try to make it contagious. But not Sam, he didn't catch. He just said, "Yes, but when we get it we'll get it hard."

Now, people like Sam invariably get a psychosomatic illness before they get to be a hundred. Usually it's in the late 50's or the 60's or the 70's, and when they get it they get it hard. As a rule, they're invalids for the rest of their lives. They're cares to their families, and there is nothing that you can do about it.

The second group is the group that most of us belong in. These are the people whose layer of c.d.t. isn't too thick. Financially they're well enough off; they don't have any domestic troubles; things are going along well enough; but they make their own c.d.t. All day long they manage to be concerned, to be dissatisfied, to be anxious, to be worrying about something. If there's nothing around home or the business, then they begin to worry about Mrs. Smith down the street. Why doesn't she get her daughter in before 11:00 o'clock at night? Something is going to happen to her! That's the group most of us belong in.

The third group is made up of those who really have a layer of c.d.t. Maybe a couple of armies have marched back and forth across their farms. Maybe they've gotten themselves into some kind of a mess—financial ruin, domestic trouble,



everything in the courts. They've really got a mess. Those people are usually easier to treat than those in the second group. And those in the second group are certainly easier to treat than those in the first group.

NOW, how does this c.d.t. bring on this disease?

Let's consider a few emotions and show you how a state of mind produces changes in the body.

For instance, there is anger. A state of mind presents itself to an individual which results in anger. You can see that; you don't have to be told by somebody else that the man must be angry. He either gets white in the face or he gets red; his eyes get wider; his muscles tighten up so that he trembles. That is the state of mind manifesting itself by a sensible change in the body. Get it?

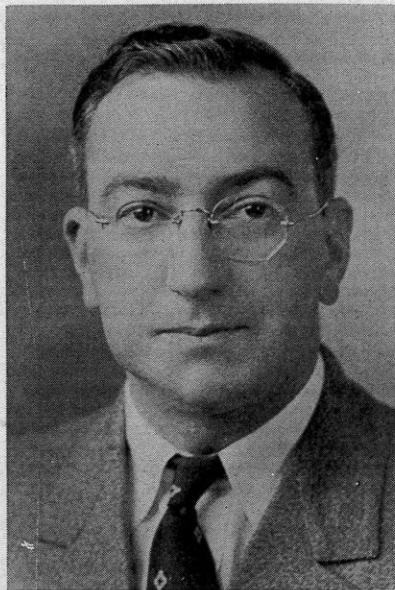
Another emotion that all of you are more or less acquainted with is that which brings about blushing. Another is exhibited by people who can look at a toad or blood and faint or vomit. There's another example that all of you have probably experienced. During a period of acute mourning when some loved member of the family has died, you feel extremely weak. You don't feel like working. You've lost your appetite. That is part of the emotion of grief, in which muscles become utterly relaxed.

Now, those are examples of the disagreeable emotions. One thing that every disagreeable emotion does, excepting grief: it produces muscle tightness, tension of muscles.

And how does this business bring about a disease? Very simply. Suppose that all day long your thinking is acutely disagreeable. You're tightening up muscles. One of the first places that you feel that tension is in the muscles in the back of the neck. About 85% of all our patients that complain of a pain in the back of the neck going down the cords of the neck have this disease.

There's also another group that comes into play very early, and those are the muscles of the upper end of the esophagus. When they squeeze down, it feels like a lump. About 90% of all the people complaining of a lump here, have this disease. And when the muscles of the stomach begin to squeeze down, it feels like a pressure inside, a disagreeable feeling. When the muscles squeeze down real hard, then it hurts. And it hurts just as bad as any ulcer. In fact, 50% of all the people that we see, who have a pain exactly like that of an ulcer, don't have an ulcer. They've got that kind of stomach.

Up at the Mayo Clinic in Rochester, there is a doctor who has the same kind of pain. A very famous doctor—if I gave you his name, you'd all have heard it. He has the same kind of pain. He says, "I know there's nothing there, but I can't help it. Here in Rochester I'm



**★ No one could be more amazed than Dr. John A. Schindler at the nation-wide attention given his simple recipe for happiness. "It just goes to show how many unhappy people there are in the world," says the Monroe doctor. A family man with four children, Dr. Schindler is also cubmaster of a Monroe Boy Scout unit.**

driven; I've got things to do; I've got a hundred things on my mind all the time; and that thing keeps hurting me. The only way I can get rid of it is to get on the train. When the train gets to Winona, the pain stops; when the train comes back into the station, the pain starts."

Now the same kind of spasm in muscle can happen in the rest of the 28 feet of bowel, particularly in the colon. If it happens to be in a certain place, it looks for all the world like gall bladder disease, and it can hurt just as hard as a gall bladder spasm. If the pain happens to be lower down in the colon, it will seem just like appendicitis.

Now we've considered mainly just the muscles of the intestinal tract; but it can be the muscles in any part of the body; particularly the muscles of the blood vessels. I've already mentioned blushing. But 80% of the people that we see with headaches—terrific headaches, severe enough to cause them to go to the doctor—have a headache because some blood vessel inside or outside of the skull is squeezing down so hard from nervous excitation that it produces the pain.

Muscles anywhere in the body can react, and 30% of all the rheumatism that we see is produced by a muscle group some place hurting because it

is constantly kept tight by nervous tension. One very favorite place is the muscles in the left upper part of the thorax. Never over on the right side. People never come in because they have a pain on the right. Or almost never; it's always on the left. The reason for that is that they watch for it on the left side.

And all you have to do to bring on a pain is to watch something. If you stop any time of the day and ask yourself, "Where do I Hurt? Where am I uncomfortable right now?" and if you're under tension, you're going to hurt some place. Then if you begin to pay attention to that, pretty soon it hurts more often and it hurts harder.

There's one more way that's very important in producing the symptoms of a psychosomatic illness. Some doctors say that it's the most important—I don't think so, so I always put it last in my list—and that is by hyper-ventilation. By hyper-ventilation, we simply mean over-breathing. There are some people who are so continually excited, so continually up-in-the-air, that they're over-breathing all the time.

Now all of us hyper-ventilate much of the time, particularly at night. During sleep we think about the same things we did during the day, and if Mr. So-and-so down the street said something nasty to us during the day, he may be shooting at us in our sleep. And we react emotionally the same as though he really were shooting at us. And it produces changes in the body just as terrific. That is one of the reasons that that restlessness, that tenseness we go through at night, makes us so tired in the morning.

We have other such organic effects. For instance, if it happens to be the blood vessels on your heart that squeeze down every time you get excited, every time you get angry, it's a very serious thing. You then have a disease called angina pectoris that can put you into the happy hunting grounds almost any moment.

There are other organic effects of the psychosomatic illness that I could go into, but you get the idea. You see what we mean when we talk about a psychosomatic illness. Many of the people that have such an illness are up and around. Many of them are in hospitals. Thousands of them have been in bed at home for years. The illness can have all degrees of severity. And you don't want to get it, because when you get it, you're unhappy.

NOW IT'S EASY to keep from getting it. And it's easy to get over it if you've got it. It's so easy that it's hard to believe. All you have to do not to get a psychomatic illness is to make use of this key thought:

**I'm going to make my attitude and my thinking as cheerful and as pleasant as possible.**

*(Continued on page 38)*

# THE WALLET

ONE BY ONE Anne Carson touched the articles that lay on the table before her. The wrist watch she had given him that last Christmas, five—or was it six?—years ago. The cuff links he had treasured since his college days. His fraternity pin. His wallet.



The wallet. That had always been a standing joke between them—the way he'd pack it with cards and papers until it would hardly fold, and then she'd have to make him sit down and go through it. . . And then there was the time he'd taken her out to dinner on their anniversary and when he got up to pay the check the wallet was home and . . . There were so many memories in that wallet.

As she was day-dreaming—a little misty-eyed—she heard the front door open and close.

"That you, Jim?" she called.

"Yes, Mother." Jim came into the room. He was about twelve. He looked at the table. "They're Dad's things?"

Anne nodded. "Would you like to have them?"

"Yes, Mother. Very much."

"Will you take good care of them if I let you have them now?"

"You bet!" he said. He looked at the watch, the knife, and then, with a boy's curiosity, opened the wallet.

Inside it, tucked away in a small compartment, he found some business cards and papers.

One card read: "Robert Martin, Agent, New York Life Insurance Company."

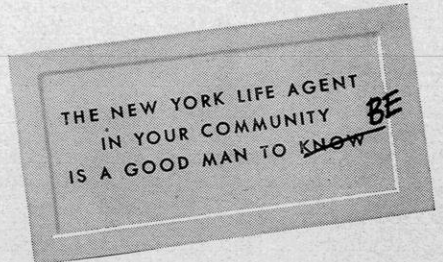
"Mother, isn't Mr. Martin the man who came to see us after Dad died?"

"Yes," she said. "He was a good friend

of your father's." She remembered the times Mr. Martin had stopped at the house . . . the hours he had spent with her husband talking about life insurance . . . the letter he had sent, after little Jim was born, suggesting some additional insurance. She remembered how her husband had joked about it at the time—said he was getting pretty valuable. Yet it was that extra insurance that would make all the difference, now, to Jim's schooling and his whole future . . .

"Yes, Jim," she said, "Mr. Martin was a very good friend of ours."

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Naturally, names used in this story are fictitious



(Continued from page 36)

Say it over and over to yourself, "I'm going to make my attitude and my thinking as cheerful and as pleasant as possible."

Now it would be idiotic to tell you that you can be pleasant and cheerful all the time. Of course you can't. But you can be pleasant and cheerful part of the time. And it's easy to use this key thought if you learn to do eight things.

By the way, there ought to be a course in the University, called "The Art of Human Living," where you could learn all eight of them. I remember that I learned some of them in Benny Snow's Physics 1a and in Max Otto's "Man and Nature" and in William Kiekhofer's Economics 1a, but the whole thing wasn't integrated. I had to go all over the University to get it. But here are the eight things:

The **FIRST** thing that you want to learn is: **Quit looking for a knock in your human motor.** Don't be analyzing your feelings all the time, looking for trouble. That habit will certainly land you in a psychosomatic illness.

The **SECOND** thing is: **Learn to like to work.** In this world, to get any place you've got to work. There have been a few that have devised some other methods, but they lead either to the penitentiary or to a political job. But, you can learn to like work so much that it becomes as

invigorating as dancing. And it pays better!

One of the things that you will escape if you learn to like to work is work-tension, the tension that many people get under, with the idea that I've got to get this done, and I've got to get that done, or how am I going to do this? That's usually because they don't like to work. When you get up in the morning, you want to pound on your chest and say: "Come on, work! Where is it?"

Then the **THIRD** thing is: **Learn to have a hobby.** A hobby is a very important element for getting your mind off work-tension. During the day when you're hurrying, speeding, and you've got things on your mind, just relax for thirty seconds by getting your mind on that thing that you're making in the basement or that fishing trip that you're going to take next Sunday. Then, when you get home, drop your business, go down in the basement and work on that thing. Or get your fishing tackle out and get ready for Sunday.

The **FOURTH** thing is: **Learn to like people.** You'd be surprised how many individuals there are who hate everybody, who carry a dissatisfaction around. We had a man in the hospital—he was that sick—who got there because he had to work in an office with another man whom he didn't like. On questioning the patient, I found that he never liked anybody. He didn't like his mother or his father or any of his family.

His wife always came in with him, so I never dared to ask him whether he liked her! But, you have to meet people. You've got to live with them all the time, so learn to like them.

Now the **FIFTH** thing is: **Learn to be satisfied.** I mean by that, of course, to be satisfied when the situation is such that you can't easily change it or when you're in a situation in which dissatisfaction isn't going to be of some use.

For example, you all know of the person who becomes very distressed because he is violently dissatisfied with the weather. Obviously you can't change the weather. So the best thing to do is to like it, or if you can't like it, at least don't get violently dissatisfied with it.

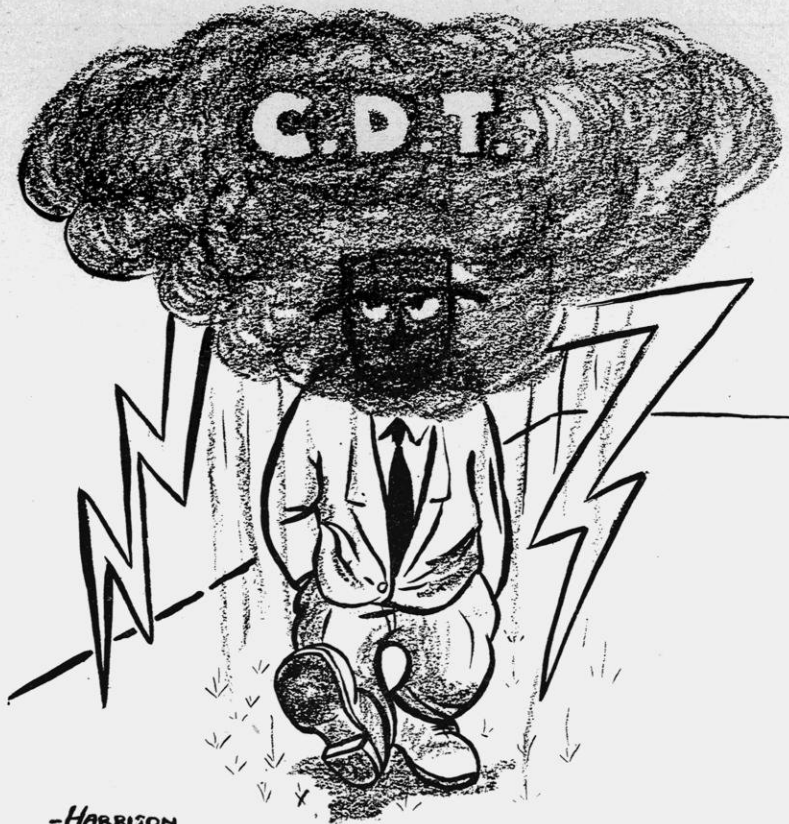
Next, the **SIXTH** thing is: **Learn to accept adversity.** In this life you're going to have some adversity. You may have a lot; you may have a little, but don't let it bowl you over. I had a man who hadn't worked for a year. Three months before he got sick, his wife died. A month later his son was killed, and from that moment on he sat around thinking, "how unfortunate I am—why did this have to happen to me? Why can't my wife be here?—why did my son have to go?" He carried on in that vein until he became very sick. He hadn't learned to accept adversity. A lot of people start out a psychosomatic illness after an adversity.

The **SEVENTH** thing is: **Learn to say the cheerful, humorous thing.** Be like George Briggs. Get in the habit of saying the pleasant thing, and get out of the habit of saying anything mean. Never say the mean thing, even if you feel you have to.

Get up in the morning, look at your wife or your husband, and even if it isn't so, say, "My dear, you look good this morning." It'll make her feel better, and it'll make you feel better. Then look out the window and say, "Boy! what a beautiful day." If it's raining, "My, isn't that good for the soil?" and get in that habit.

Finally, the **EIGHTH** thing is: **Learn to meet your problems with decision.** About the worst thing to do is to have a problem and to mull it over and over in your mind. If you've got a problem, decide what you're going to do about it and then quit thinking about it. If you've got a problem that you can't solve, tell yourself, "That's insoluble," and then you've got to quit thinking about it.

Well, those are the eight things that you have to learn. Then the key will work easily. And the key is again: **I'm going to keep my attitude and my thinking as pleasant and as cheerful as possible.** And that's it, folks. That's happiness. There isn't any better definition for happiness than the state of being in which your thinking is cheerful and pleasant most of the time. If you can think of a better definition, I wish you'd write to me.



-HARRISON

"... a thick, impenetrable layer of c.d.t. ..."