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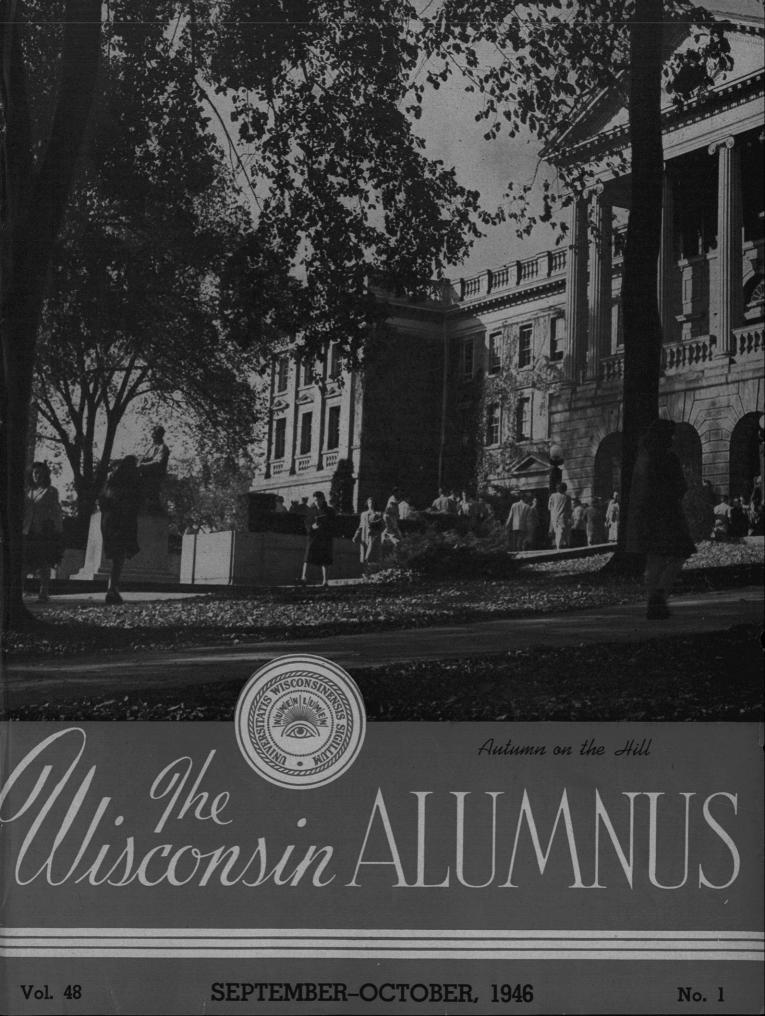
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* Up and Down the Hill

"AS I UNDERSTAND the purpose of the alumni in publishing this magazine, it is to furnish a medium for conveying information as to what the University really is, and what it really does.

"This magazine will never attain the success it hopes for unless it is able to describe in a rather large way the most important events of University life.'

As the Wisconsin Alumnus enters another new year of publication, it is probably well to pause a moment in the routine of reporting and headline writing to redefine the editorial policies of this magazine. The paragraphs above are as succinct and up-to-date a statement of Alumnus principles as it would be possible to set down. They were written 47 years ago in Oct., 1899, by no less than Charles Kendall Adams, then president of the Univer-sity of Wisconsin, and appeared in the very first issue of a Wisconsin Alumni Association publication, then known as the Wisconsin Alumni Magazine. Your Alumnus is not concerned with what President Adams called the "froth" of campus life. This year more than ever before it will try to meet his challenge to convey information as to what the University really is and what it re-ally does

ally does.

ally does. In this issue, for instance, we are featuring an article by the present pres-ident of the University, Dr. E. B. Fred, telling in some detail exactly what Wisconsin is doing for its ex-GI students. Then there is a story, called "On Stage at Wisconsin," about the University's outstanding student theater work. And another recording the big turnover in faculty members. Every issue of the Alumnus will continue to be illustrated as profusely as a limited art budget permits. Which is as good an excuse as any to tell you that your Alumnus has just been judged the finest alumni magazine in the country from the point of view of campus pictures. In competition with over 500 sim-ilar publications in the United States and Canada, the Wisconsin Alumnus won first prize for the type, quantity, and quality of its photographs. The con-test was sponsored by the American Alumni Council. Here's a reproduction of the "diploma" now hanging proudly in the Alumnus office:

Alumnus office:



For Outstanding Editorial Achievement In publication of an alumni magazine

FIRST PLACE AWARD

In the 1946 Magazine Awards Competition sponsored by the American Alumni Council for alumni publications in the United States and Canada



Director for Magazines

President, American Alumni Council



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On the Cover

THE HILL is a spot dear to the mem ordes of Wisconsin alumni. Come wars an depressions, peace and prosperity the Hil is always there, a majestic anchor of th Wisconsin spirit. Sometimes the Hill i empty, as it was two short years ago Sometimes it is jammed, as it is this fal with a record-breaking University enroll ment. In every season of the year th Hill is beautiful. In the first shy days o Spring, when the ivy on South Hall take on a finge of greenness. In Summer, whe con a finge of greenness. In Summer, whe browned coeds loll on Lincoln Terrace Again when a Winter snowfall softens th lines of Bascom Hall But probably th Hill is its loveliest in Autumn, when purple haze hangs over Lake Mendota an students scuff back to classes throug windrows of fallen leaves.

The University and the GI

By President E. B. FRED

THE UNIVERSITY OF WIS-CONSIN keenly appreciates the tremendous opportunity for greater service to the State of Wisconsin which is presented by the present unparalleled demand for education, particularly by veterans of World War II.

The University looks upon the education of veterans as a statewide problem, which is really an opportunity instead of a problem. It is pleased to cooperate with its sister institutions, and all state agencies, in providing maximum educational service to veterans.

The University readily recognizes and greatly appreciates that much of its success in providing for the education of veterans lies in the fact that the state's administrative officials have given prompt, sympathetic attention and support to proposals which the University has made in the interest of veterans.

The total University enrollment was 7,779 in Sept., 1945 and in May of 1946—the end of the school year it was 12,429. The full significance of the present trend is vividly shown in the increase in summer semester enrollments. In 1944, the University registered 1,162 civilian students. In 1945, this figure was 1,145. The enrollment for the 1946 summer semester was 4,300. Furthermore, the 1944 and 1945 figures include students registered in the College of Engineering, while the 1946 figure does not.

Of the 4,300 students enrolled in the past summer semester, 3,381 were veterans. Of these veterans, 1,970 continued from the second semester, and 1,-411 were either beginning their University work or were just now returning to resume interrupted educations. These figures, we think, illustrate the eagerness of the veteran to begin and complete his education as rapidly as possible. Thirty-seven per cent of the ★ What is Wisconsin doing for the veteran? Here the president of the University himself describes the 14-point program the University is following this fall as it meets an unparalleled demand for education.

veterans who were in attendance during the spring semester continued into the summer semester. This contrasts with about 15 per cent of the non-veteran men, and 10 per cent of the women students. The change in ratio between men and women students is of interest. In the 1944 summer semester, there were 1,303 women and 274 civilian men, a ratio of five women to each man. In the 1946 summer semester, there were 3,708 men and 538 women, a ratio of seven men to each woman.

Enrollments by colleges show increases in the proportion of students enrolled in the Colleges of Letters and Science, Agriculture, and the Schools of Commerce and Law. The increase in the College of Engineering is not shown in the summer enrollment figures.

There is every reason to believe that the total enrollment for this fall will reach between 14 and 15 thousand. The number of veterans is expected to jump from 775 in 1945 to 8,500 in 1946.

The University of Wisconsin has taken the following steps to meet the special educational needs of veterans, and in response to the unprecedented enrollment situation:

I. University Extension Centers throughout the State.

The University has had years of successful experience conducting in various cities of the state educational centers which have made the offerings of the first and second years of fundamental college work available to men and women who could not enroll at Madison. Upon the basis of this experience the University is expanding its Extension Center program to provide additional educational opportunity, largely on the freshman level, for veterans in more than 30 cities throughout the state. This program, for which every effort is being made to secure a high quality teaching staff, will provide full-time instruction to more than 3,000 veterans in or near their home communities. In fact, this expansion, combined with the opportunities provided by the State Teachers Colleges and private colleges, will place a college opportunity within about 50 miles of every home in the state.

In addition, part-time off-campus evening class programs and correspondence study offerings of the Extension Division provide educational opportunities to veterans who find it impossible to attend full-time class programs. These evening class and correspondence study programs provide opportunities to veterans to secure either regular University credit or special training related to their jobs and professions.

2. Housing for Veterans.

The University is fully aware of the urgent need for housing for veterans. With aid from the state and federal governments there have been developed:

A trailer camp at Camp Randall for 191 married veterans and their families. The family nature of this enterprise is illustrated by the fact that the trailer camp now has a baby population of 88. The conditions of this camp are peculiarly well suited for married couples.

At Truax Field, near Madison, there are accommodations for approximately 100 married veterans without children and 1500 s in g le veterans. Arrangements have been made at the Truax Project to supply transportation, quality food at a reasonable price, and a number of community recreational and social services.

At Badger Ordnance, more than 30 miles from Madison, accommodations are provided for approximately 700 married veterans. H e r e, too, provisions will be made for recreational and social activities. Inasmuch as all of the housing accommodations will include cooking facilities, no separate food service will be provided. The University has obtained nine buses from the federal government and expects to secure at least 10 or 12 more from various sources. With this increase in number of buses the University provides low cost, frequent transportation between Badger Ordnance and the University campus.

In addition to these temporary housing units, space in University dormitories is being used to the utmost by converting single rooms into double r o o m s—the so-called "doubling-up" process. Nine hundred and nineteen men were housed in University-owned dormitories during the spring semester of 1946. Twelve hundred sixty seven men are housed now in the same space.

The University has received splendid cooperation from the citizens of Madison and nearby towns who have opened their homes to both single and married veterans. Eight hundred and sixty married students are now accommodated in apartments, house-keeping units, and rooms in Madison.

3. University Credit for Experience in the Armed Forces.

The University has recognized the value of the training the veteran received in the armed forces. For this training and experience the University has granted 15 elective credits to all veterans who have been in service 90 days or more and have been honorably discharged. This makes it possible for many veterans to reduce the time required for their graduation by about one semester. Service in the armed forces, we feel, not only has increased the maturity but also has sharpened the focus and broadened the background of the veteran.

4. Extra Sessions.

The University has scheduled extra sessions during the year to enable veterans to begin their University work soon after their discharge from the armed services.

5. Accelerated Year-Round Program.

The University has tried to accelerate the veteran's educational progress by keeping in operation three semesters per year instead of the customary two. Thus it is possible for the veteran to begin and complete the requirements for a University degree in less than three calendar years.

6. More Class-Room Hours Each Day.

The University has increased the hours of classroom instruction by changing its schedule from 8:00 a.m. until 5:30 p.m., to 7:45 a.m. until 9:30 p.m. This makes it possible to use existing instructional facilities to the limit of their capacity.

7. Maintenance of High Quality of Instruction.

In all of its adjustments, the University has been careful to insure that

veterans and all other students receive a sound education. The University has increased its staff and facilities in proportion to enrollment. It has exercised great care that high quality instruction will be maintained. Although 1 a r g e classes are scheduled for formal lectures, the University's system of small quiz and discussion sections of not over 25 to 30 students is being continued.

8. Refresher Courses in Professional Fields.

The University offers "refresher" or review courses in a great variety of subjects in the fields of medicine, law, agriculture, and commerce in order that the veteran may finish his college work and return to his chosen profession at as early a date as possible. The Engineering College provides courses which enable students to meet certain occupational needs in two years.

9. Counselling Services.

The University has provided a special counselling service to assist veterans in choosing the work for which they are best fitted. The Counselors also help solve problems of a personal or emergency nature. This has been made possible by the cooperation of the V e t e r a n s Administration at Wood, Wisconsin.

10. Special Veterans' Business Office.

A special University office has been set up to assist the veterans in obtaining books, s upplies, and other equipment to which they are entitled under the G I Bill of Rights. This office functions with a minimum of "red tape".

11. Revision of Entrance Requirements.

Veterans who show college aptitude are permitted to enter the University regardless of their ability to meet normal entrance requirements. This permits mature and able veterans to enter a University program instead of returning to high schools.

12. Veterans Are Students.

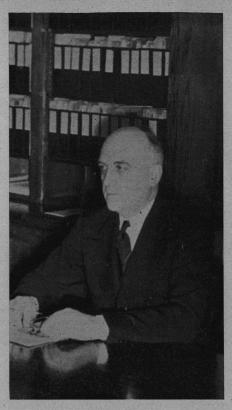
The veteran at the University is thought of as a student and not as a veteran—except where the veteran has a special opportunity or need. He is quickly assimilated into the student body and participates as any other citizen in the University community.

13. Books for Students.

The University has joined with other universities and colleges in requesting Governmental agencies and the Armed Forces Institute to make available books for college students. Instructors have been urged to keep in close touch with the book situation in their courses and to order needed books early enough and in sufficient number to insure that their students will have the books they need.

14. Cooperation with the Department of Veterans' Affairs.

The University appreciates the excellent relationships and active cooperation established with the State Department of Veterans' Affairs. Many personal and financial problems of veterans attending the University have been cared for through the efforts of this agency.



PRESIDENT FRED refuses to recognize the veteran as a special "problem." Says he: "We have steadfastly held to the point of view that a veteran at the University is a student at the University. The veteran has been rapidly and we believe successfully assimilated or reassimilated into the student body as a full-fledged Badger. We have great reason to be proud of these Badgers who have returned from all theaters of war."

The Governor's educational advisory committee was appointed to correlate the programs of all existing educational agencies, public and private. The committee meets with regularity to consider approval of various educational offerings and to formulate plans for expanding educational services of every type. A University representative serves as chairman of this committee.

One educational advantage to Wisconsin young men and women who attend the University is the value of association with students from the various states of the Union and from other nations. Our first obligation is, of course, to Wisconsin students and it is unfortunate that temporarily the University has found it necessary to suspend admission of new non-resident students. The faculty hopes that the University of Wisconsin will never become provincial, and that within a few years students from Wisconsin homes will again have the advantage of fraternizing with fellow Americans from every one of the United States.

The University is also mindful that the non-veteran students, this year's graduates of Wisconsin high schools, are also facing serious problems in finding their educational homes. These able young men and women must not be "forgotten children" in the over-all planning for the education of Wisconsin's youth.

Building Program Moves Slowly

PROSPECTS FOR immediate construction work on the Wisconsin campus went up and down last Summer like a thermometer in March. Housing plans blew hot one day and cold the next.

Building projects which either have started or will get under way in the near future are these:

1. A \$700,000 addition to the men's dormitories to house 200 single veteran students.

2. An agricultural short-course dormitory.

3. A basement addition to Sterling Hall.

4. Eleven emergency Quonset huts.

5. Remodeling of the YMCA basement to provide classroom space.

6. A 150-unit apartment building for junior faculty members and graduate students, to be financed by the Wisconsin Alumni Research Foundation.

All other projects are marking time. The University has \$10,000,000 in Legislative appropriations to spend on some 15 other new buildings and additions, but high construction costs are prompting the Board of Regents to move slowly.

Plans for a 120-unit apartment setup for married veterans were Oked by the Regents in July and cancelled in August. The building, to be erected near the Forest Products Laboratory, was to have been put up by the George Fuller Co. of New York. But when Wisconsin contractors objected to awarding the contract to an out-of-state firm and final construction estimates ran far in excess of budget allocations, the Regents decided to postpone the project indefinitely.

"The New York firm will disrupt the Wisconsin labor market," the contractors complained.

Cost of the building will be in excess of \$3,000 per student occupant. How construction costs have skyrocketed is illustrated by the fact that the Tripp-Adams dorms cost \$2,000 per student in 1926 and the Kronshage units cost \$1,265 just before the war.

The new single men's dorm which will be built soon is to be handled by the Fuller Co. despite the opposition of the Wisconsin Contractors Association. It will stand just to the west of Van Hise Hall.

Plans and specifications for the new short-course dorm are now being completed by the state bureau of engineering and the University is seeking bids. ★ Only the WARF's promise of a huge new apartment by next fall lends optimism to the Wisconsin housing situation.

The dorm will be located near the Kronshage units, will cost \$300,000.

The Sterling Hall addition will house the nuclear physics laboratory and the University's atom buster, which has come back to the campus from Los Alamos, N. M. It will cost \$70,000.

Two of the Quonset huts now being put up will be used as chemical engineering labs. Two others will be occupied by offices over-flowing from the Memorial Union. Another will serve as an emergency reading room, and six more will house University classes.

Remodeling of the University YMCA basement has already been completed. The building is now owned by the University of Wisconsin Foundation, which expects to tear it down in a few years to make way for the Hagenah Mall.

Construction is expected to start this fall on the Wisconsin Alumni Research Foundation's \$2,000,000 apartment. It will be built by the George Fuller Co. on University acreage between the base of Picnic Point and Shorewood Hills.

Architect Leonard Schultze of New York describes the WARF project as "something new in community housing." It is hoped that it will be ready for use by September, 1947.

As Mr. Schultze explains the setup, the 150 apartments will be arranged in 26 buildings located over a landscaped area of about 12 acres just west of the University Bay Road. Every apartment will be so designed that the living room will open onto a garden lawn.

The Colonial-style houses will be treated in construction so that they will resemble large private homes instead of rows of apartments. They will be two stories in height and will contain from four to eight apartments.

There will be three types of apartments, 44 with one bedroom, 92 with two bedrooms, and 14 with three bedrooms, all with a living room, kitchen, dining alcove, and bath.

The fireproof buildings will be of brick or local stone facing with precast concrete floors, which will be fabricated on the job in Madison. Each building will have a utility room with a laundry equipped with automatic washing machines and clothes driers.

When Shorewood Hills residents first heard about the WARF apartment plan, they complained that it would place too heavy a burden on their village. But their opposition dwindled when the University promised to take care of extra school, water, and other utility costs.

University projects for which the Legislature has already appropriated money but which can't get going because of high costs and materiel shortages include:

A new engineering building, additions to the Chemistry Building, a new bacteriology building, a wing to the Biology-Building, additions to the Milwaukee Extension Center, new dorms for 650 men and 400 women, a new library, a new dairy building, a wing to the Home Economics-Extension Building, enlargements to Station WHA, fireproofing of Bascom Hall, and a new wing to the Wisconsin General Hospital.

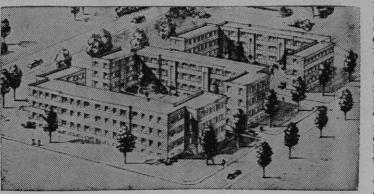
Self-amortizing projects which also are marking time are the enlargement of Camp Randall Stadium and the remodeling of the Memorial Union.

With their permanent building program thus stymied, University officials took hurried last-minute steps last month to ease the Madison housing crisis as best they could. Emergency projects include:

1. Turning the Schreiber Apartments at the southeast corner of Langdon and Park Sts. into exclusive faculty housing for seven professors.

2. Buying the Sullivan Cabins at 2929 University Ave. near Jennie Justo's Bar. Faculty members will live in the 16 one-room "over-night" cabins. Married veterans with their own trailers will be allowed to park them on the lot.

3. Building an \$85,000 trailer park on the east end of the University Hill Farm. Toilet, laundry, and utility facilities will be provided for upwards of 200 student veterans with their own trailers.



NOW YOU SEE IT, NOW YOU DON'T: This 120-unit apartment quadrangle for married student veterans was OKed by the Board of Regents in July for immediate construction, but the plan was cancelled a month later. Building costs are too high, the Regents said. Meanwhile hundreds of University students and faculty members were tramping the streets of Madison looking for rooms.

On Stage at Wisconsin

By ANNE BUSACCA, '42

ONE STEP AWAY from the quarter-century mark, the Wisconsin Players, campus dramatic group, goes into its 24th season this fall, and the word for the new playbill is *exciting*. Six plays in five different dramatic genres are scheduled.

Besides international pieces like the Czech R. U. R., the Russian Inspector General, and Friml's The Vagabond King, there will be the world premiere of an original comedy by a new playwright.

The fabulously whacky My Sister Eileen is another of the four comedies. The only heavy dramatic piece is Eugene O'Neill's Anna Christie, a Pulitzer Prize winner, and onetime screen vehicle for Greta Garbo and Marie Dressler.

R. U. R., a fantastic melodrama, is the strangest of the plays. The Karel Capek drama is about a factory that produces its own z om b ie workers, skilled automatons good only for labor. The initials stand for Rossum's Universal Robots (robot means laborer in Capek's language), and the plot has to do with what happens when the robots revolt, after having been humanized by a physicist, and kill the only man with the secret of keeping them alive.

Because recent playbills have sold out so fast that many patrons have had to miss the series, the Players are scheduling five performances for each of the plays, except for the operetta, *The Vagabond King*, which will run six nights.

It's "drama for everyone" this season. Series patrons will find stage plays more inexpensive than Madison movies. Individual tickets will cost just 80¢, if any are available—which they usually are not.

Nationally known as one of the best college drama groups and as a cradle of stage, screen, and radio stars, the ★ The University has the finest college theater program in the country. The Wisconsin Union Theater is in a class by itself. Many successful artists have taken their first stage steps as Wisconsin Players.

Wisconsin Players explains its present high peak in excellence and solvency by pointing to its three top directors, Prof. Ronald E. Mitchell, Prof. John E. Dietrich, '37, and Fred Buerki, '27.

Thin, towering Players Director Mitchell combines play production with the writing of prize-winning plays and a very full schedule of instructional work on the Hill. At last count he had won eight awards for playwriting, including prizes from John Hopkins and Stanford Universities. Twice in the last few years the Players have wangled permission to produce his plays at the University.

From a West Point gridiron, John Dietrich came to Wisconsin for grad work, later did radio work in Chicago

"THE LITTLE FOXES" was the highlight of the Wisconsin Players' summer bill just past. Shown here at a tense moment in the predatory drama of the New South are (right to left) George Ross; Agatha Karlen Fowlkes, wife of Prof. John Guy Fowlkes and a former Madison stock player; Marjorie Ann Purcell; Paul Gauger, '42; and Warren Rosenheim. and stock in Minneapolis before becoming a director at Purdue. He came back to Wisconsin as a teacher and play-director in 1942. Now he is not only a professor and ace director, but the Players' most successful business manager.

Play Director Frederick A. Buerki is technical director of the perfectlyequipped Wisconsin Union Theater as well. The author of the theater handbook, *Stage Craft*, his own settings are nationally famous. In direct charge of the stage shop, he is scene technician and designer for regular Players' productions. Madison critics have come to review not only the plays but the Buerki sets.

The Wisconsin Players organization was given the play franchise on campus in 1922, combining under its aegis the former dramatic groups Red Domino, Twelfth Night, and Edwin Booth. The latter two organizations are commemorated on campus still in rehearsal rooms named for them at the Wisconsin Union Theater.

For years the Players struggled along without even a theater and put on their productions in such prosaic spots as Madison high school auditoriums. They stored their scenery in a barn.

Finally, in 1929, a theater was finished in Bascom Hall, with an adjacent shop for set-building and a storage room four flights down (no elevators).

Ten years later, when the beautiful Wisconsin Union Theater was built, the Memorial Union made available to the Players a permanent, completely equipped theater (only Radio City Music Hall has more facilities), with adequate stage and workshop, r e h e a r s a l rooms, and a network of dressing rooms. A backstage amplifier system broadcasts to the off-stage cast every word spoken on the stage, and only an absentminded Player indeed could miss an entrance cue.

Many of the stage, radio, and screen stars now famous—and many of the backstage workers who make the hit shows possible—got their early training as Players.

Most famous Players alumni are Fredric March, '20, and Don Ameche, x'31. March, member of one of the groups incorporated into the later Players organization, was known as Frederick Bickel. Still active in University welfare, he contributed heavily to the outfitting of the Union's theater wing and is a member of the Memorial Union Building Fund Committee.

Ameche became so fascinated by the theater that he left school to join a stock company which was playing Madison, later became a radio star before going to Hollywood and top stardom.

There are many more. Victor Wolfson, '31, author of *Excursion* and other



SAID SINCLAIR LEWIS of the Wisconsin Union Theater: "The finest theater in the country." At night particularly the ultra-modern lines and lighting of the Memorial Union's theater wing lend a striking touch of glamour to the otherwise staid campus scene.

Broadway plays; Cy Howard, x'39, play-doctor and radio-writer who was Seymour Horwitz here 10 years ago; and Eric Brotherson, '33, who hit the bigtime in Moss Hart's production of *Lady in the Dark*.

There are the two Anderson sisters who began as Broadway chorines. Gloria, x'44, later appeared in Paramount Pictures, and Sara, x'42, graduated to dramatic stage and radio roles.

Inga Jollos, '43, a recent Player, back from a tour with Helen Hayes' Harriet, is in radio in New York. Charles Avey, x'44, and Neil Towner, x'43, are in USO shows. Former Players Director Rusty Lane, '37, has played and directed Broadway shows and USO circuit production since leaving the campus.

Gail and Hester Sondergaard are character actresses in Hollywood and on Broadway, respectively. Uta Hagen, like the Sondergaards daughter of a Wisconsin professor, was Desdemona in the Paul Robeson Othello. Her husband, Jose Ferrar, was Iago.

Bernardine Flynn, '29, who once starred in the Players production of *Liliom* opposite Don Ameche, has for many years been Sade of the Vic and Sade radio show. Prominent on NBC's Hollywood announcing staff is Vic Perrin, '40, and CBS has Bill Lazar, '43. Art Whitfield, '44, is with WTMJ. Other names that once appeared on Players bills are radio stars Jean Mowry, '44, and Mary Jo Peterson, '42; Meredith Blake, '39, orchestra vocalist; and Bob Clark, x'45, and Tom Drake, x'46, Hollywood juvenile leads. Drake was recently seen in *The Green Years*. Peg Bolger, '42, has a show of her own on an NBC network.

Last year Jim Daly jumped directly from the Players' Winterset to Broadway's Born Yesterday, Jeanne Jackson, x'44, of the Players is Jan Sherwood of New York. Recently she was given a screen test by Universal studios. Barbara Anderson, '42, is now on a major network in Craig's Wife. Nina Sittler, '43, is acting with the Spur, a New York dramatic group which took over the Cherry Lane Theater recently.

But the Wisconsin Players care less for their role as star-makers than for their immediate task of turning out topnotch campus productions. That they do exactly that is shown by the fact that the number of patrons turned away keeps rising faster than the Players can expand their PPP's (performances per play.)

FAMED BRICK LANGDON WALL IS TORN DOWN

THE WALL is gone. They took it down one day last Summer. Some students salvaged a few of the bricks in hopes of rebuilding the famous rampart at a different site, but the campus will never really be the same again.

Known to generations of Wisconsin students as the "Kiekhofer wall," the red brick wall in the 600 block on Langdon St. has been a campus landmark since 1884. It was torn down to make way for a new \$85,000 Hillel Foundation, the University Jewish student center.

The Foundation presented the storied wall to Wisconsin students and alumni, and Prof. William H. Kiekhofer, wellknown University economist, said the wall could be moved to his property at the northwest corner of Langdon and N. Lake Sts. A group of students authorized by the Student Board salvaged part of the landmark and promises to put it back up again—brick by brick.

Not all of the 8 foot by 120 foot wall can be restored. A construction truck demolished part of it, and souvenir hunters walked off with untold numbers of bricks. One alumnus even wrote from Florida for "one Kiekhofer brick" for his new fireplace.

It was the late Prof. Edward T. "Buck" Owen, University Gallic scholar, who built the wall as a rear enclosure for his palatial, mid-Victorian residence. The Owen property ran through from State St. to Langdon and the 15-room residence, with its nine fireplaces, was long a cultural and intellectual center for town and gown. It, too, has just been torn down.

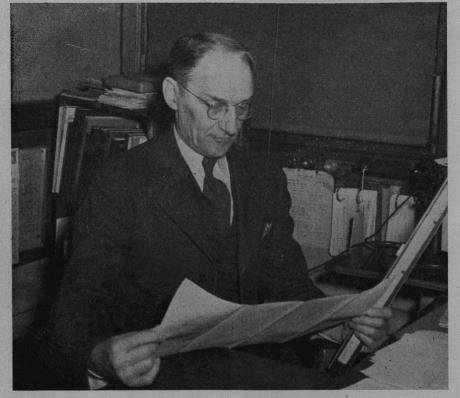
On the death of Professor Owen, the property was administered by his sonin-law, Prof. W. H. "Wild Bill" Kiekhofer of econ. la fame, and consequently the wall became known to students as the Kiekhofer wall.

Last year Professor Kiekhofer sold the property to a group of Madison business men. A business block will be built on the property facing State St. and the Jewish student center will face Langdon.



THE KIEKHOFER WALL on Langdon St. has served for more than 20 years as an unofficial University bulletin board, and signs, mottos, and insignia have been lavishly daubed on it. Workmen on the site estimated that between 26 and 30 layers of paint covered each brick.

Withey Is New Dean of Engineering



A WISCONSIN FACULTY MEMBER ever since 1905, Prof. Morton O. Withey has been promoted to the deanship of the College of Engineering. Besides being an educator of note, Professor Withey is recognized for his building materials research. Widely used in industry are the methods and data he has developed for tests on plain and reinforced concrete and steel columns, the yield point of structural steel, reinforced brick masonry, and masonry mortars, and the stability of masonry materials.

"Doc" Cole No Longer with Infirmary



WELL KNOWN TO A GENERATION of Wisonsin students as director of the student clinic, Dr. Llewellyn R. Cole has been transferred to the position of coordinator of graduate medical education. He will continue as professor of clinical medicine. The University infirmary will be taken over by Dr. John Bentley, associate professor of clinical medicine.



NEW FACES on the Hill and new jobs for old faces are the order of things at Wisconsin this month as the University struggles with an unprecedented enrollment in the face of a teacher shortage.

Two Wisconsin professors have been promoted to deanships. Three others are now department directors. Other professors are teaching at Wisconsin for the first time.

The U. W. senior faculty now num-bers 613, the largest in history, but the size of the junior faculty is comparatively low.

Conrad ELVEHJEM, professor of biochemistry, is now dean of the Grad-uate School. He replaces Ira L. Bald-win, now dean of the College of Agriculture. J. Homer Herriott, professor of Spanish, continues as associate dean.

Dr. Elvehjem was born at McFarland, Wis., and obtained his BA from Wisconsin in 1923 and his doctorate in 1927. He has been on the University faculty since 1925. He is especially noted for his studies on the relation of nicotinic acid to pellagra control.

Succeeding F. Ellis Johnson as dean of the College of Engineering is Morton O. WITHEY, a member of the college faculty for 41 years. Professor Withey came to Wisconsin from Dartmouth in 1905 as an instructor in mechanics.

Prof. Leland A. COON has been named chairman of the University School of Music for this year or until a permanent director is appointed. Professor Coon, who has been at Wisconsin since 1923, succeeds Prof. Leon L. Iltis. He specializes in teaching piano.

President Fred now has a full-time assistant. He's LeRoy LUBERG, PhM 36. A former principal of Madison West Junior High and a major in the OSS, Luberg succeeds Prof. William B. Sarles, now back full-time in the department of agricultural bacteriology.

As the associate director of student personnel services and advisor to men, Paul L. TRUMP succeeds in duties if not in name Dean of Men Scott H. Goodnight, who retired in 1945.

J. Frank WILKINSON, public rela-tions manager of Oscar Mayer & Co. in Madison, has been named director of the agricultural short course. He succeeds Prof. John R. Barton, of the rural sociology department, who has been acting director.

New professor of entymology and assistant director of the Agricultural Experiment Station is Dr. Floyd EN-

Gets a Shuffling

DRE. Dr. Endre comes to the University from the department of economic entymology at Washington, D. C.

Returning to the campus where he graduated in 1934 is **Delmar KARLEN**, new assistant professor of law. Karlen, a veteran, was a member of a New York law firm.

Samuel H. McNUTT has been appointed professor of veterinary science for the current school year. An authority on diseases of swine, he comes from a similar position at Iowa State College.

On leave of absence for seven months, Dr. M. L. JACKSON has returned to the University as associate professor of soils. He has been a soil chemist at the Purdue University agricultural experiment station.

George B. RODMAN, until recently on the faculty of the U. S. Naval Academy, is now chairman of the English department in the Extension Division. A graduate of Centre College in 1932, Professor Rodman took his doctorate at Wisconsin in 1940.

Dr. GORDON MESSING, Harvard prize scholar and philologist and language officer with army intelligence during the war, has just joined the Wisconsin faculty. Dr. Messing is a member of the classics department and also a member of the comparative literature department, succeeding Prof. Myles Dillon.

John C. HICKMAN has been appointed assistant swimming coach at the University. He earned his BA at Wisconsin in 1935 and his MA in 1939. An outstanding swimmer while competing as a Badger, Hickman will work under Joe Steinauer, head swimming coach.

Dr. Sture A. M. JOHNSON comes from the University of Michigan this fall as professor of dermatology. He is a native of Oregon and has done research at the New York Skin and Cancer Hospital.

Director of the new Racine Extension Center is Charles A. WEDE-MEYER, who took his MA at Wisconsin in 1934. He formerly taught in Sheboygan and Milwaukee and has just been discharged as a lieutenant in the navy.

Prof. Blanche M. TRILLING, pioneer in the field of physical education for women, has been appointed emeritus professor by the Board of Regents. Miss Trilling reached retirement age in September. She has been on the Wisconsin faculty since 1912.

Dr. Robert G. NEUMANN has resigned from the Oshkosh State Teachers faculty to join the political science department at Madison. Professor Neumann came to the United States in 1939 from Austria after being confined in Nazi concentration camps as a political prisoner.

New chairman of freshman English is **Robert C. POOLEY**, professor of the teaching of English. He succeeds Prof. Mark Eccles. Dr. Pooley took his BA at Colorado College and his PhD at Wisconsin in 1932. He has been on the Wisconsin faculty since 1931.

Dr. Robert F. SCHILLING, a graduate of the Wisconsin Medical School, has accepted a residency at Wisconsin General Hospital. He was recently discharged as a lieutenant in the naval medical corps.

OTHER NEW APPOINTMENTS in-clude Harold A. Peterson as professor of electrical engineering, Dr. Llewellyn R. Cole as coordinator of graduate medical education, Ronald L. Daggett as assistant professor of mechanical engineering, William J. Rundle as assitant professor of mining engineering, Raymond Penn as assistant professor of agricultural economics, Rose R. Smith as assistant librarian, Francis Shoemaker as assistant professor of education, William D. Stovall, Jr., as assistant physician in student health, Vidkunn E. Ulriksson as assistant director of the School for Workers, Dean Kuykendall as assistant professor of journalism; Marshall B. Clinard, associate professor of sociology; Marcus L. Thompson, associate professor of geology; Martin Joos, associate professor of German; Gerald A. Rohlich, associate professor of sanitary engineer-ing; William S. Stokes, associate professor of political science; and James L. McCamy, professor of political science.

RESIGNATIONS and leaves of absence are also changing the complexion of the University faculty.

Professors who have resigned recently include Parker D. Trask of the geology department, Burton Hotaling of the School of Journalism, Bertram R. Bertramson of the soils department, Joseph D. Lohman of the sociology department, John C. Lewis of the "Wisconsin Idea" Theater, and Ethel Thornbury of the English department.

Leaves of absence have been granted this fall to Gladys L. Borchers, associate professor of speech; John T. Salter, associate professor of political science; John C. Stedman, professor of law; Henry H. Bakken, associate professor of agricultural economics; John M. Fargo, assistant professor of animal husbandry; Ray Owen, assistant professor of genetics, Edmund Zowacki, chairman of the department of Slavic languages; Chester Easum, professor of history; Rudolph Langer, professor of mathematics; and Arch Gerlach, associate professor of geography.

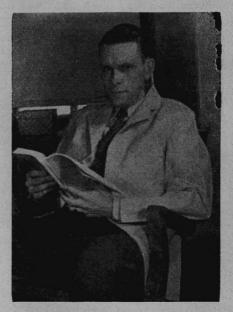


He's Back Again

ONE FACE ON THE CAMPUS that won't be at all new this fall is that of Prof. William Herbert Page, whose acid tongue has etched itself on the memories of University law students for nearly three decades. Professor Page recently observed his 78th birthday.

Under an agreement made when he joined the Wisconsin faculty in 1917, Page is exempt from the general rule that professors must retire at 70. He is a national authority on contracts.

Heads Grad School



DR. CONRAD ELVEHJEM is Wisconsin's new dean of the Graduate School. He will continue his world-famed research in nutrition on the side.

WHAT THEY'RE SAYING ABOUT YOUR UNIVERSITY

It's Field Day for Farmers — But None for City Folks

"Another—and more welcome than some—milestone of normalcy on the road back from war is Farm Folks Field Day at the University.

"It has been four years since Madison welcomed these folks to an event of notable and valuable custom. And our welcome is the warmer for that long lapse. We are as proud of the people who come to this session to better their lives and their contributions to the state as they must be of their State University when they're homeward bound.

"But we've always wished the rest of the University of Wisconsin could be as close and of as immediate service to the people out in the state as the College of Agriculture.

"Farmers and farm wives come here to find out about new insecticides, animal drugs, soil helps, grain, poultry, stock improvements, and the answers to barn, home, and design problems.

"Aren't there wise men on the Hill to devise a field day for the poor bedeviled urbanite with his leaky roof, his creaky plumbing, his smelly lakes, patched pantaloons, and short-rationed hamburger?

"His government needs looking at, too. His streets, his sewage disposal, his traffic, his parking, his bus service, his buying habits could stand a draught of fresh perspective. Not to mention his frayed and outworn notions of the world around him.

"We could all stand to go back to school for a day again. Aye, let's make it for years."—(Madison) Wisconsin State Journal.

Making Universities Provincial

"With overwhelming numbers of new students seeking entrance to the leading state universities, practically all such institutions have now raised more or less strict bars against nonresidents.

"On first thought, this exclusion may appear logical and sound. Faced with the necessity of rejecting hundreds of qualified residents, including possibly veterans who are residents, any state university would find it difficult to justify enrolling any appreciable number of new students who were not residents of the state.

"In the broad sense, however, this helps nobody. Considering total capacity of all the universities, it does not provide room for a single additional student. In Wisconsin, for example, it simply limits the choice of the Wisconsin student. Even though the University of Iowa, or Michigan, or Minnesota might be his selection, and even though some other university might offer better courses in the field of his particular interest, he will have to go to the University of Wisconsin, if he can get in even there.

sity of Wisconsin. if he can get in even there. "It is evident that the student bodies at the state universities will become more provincial as a result. The resident students will be deprived of some of the valuable education that comes from mingling with a cosmopolitan student body which includes many young people of differing background and experience."—Milwaukee Journal.

★ Whatever the University does cr doesn't do, somebody always has a comment. This is so because the University is close to the hearts of Wisconsin folks. Over the summer months many newspaper editors had something to say about the University. Some gave her a pat on the back. Others slapped her wrist. All of them displayed an intelligent interest in the complex affairs of a great institution.

Waterway-Power Plan Deserves Consideration

"The Capital Times has completed publication of a series of articles outlining a proposal for the full development and use of Wisconsin's vast water resources, including a cross-state navigable waterway from the Mississippi River to Lake Michigan, a tremendously expanded hydro-electric power project, and a comprehensive program of flood control and soil conservation.

"Harold L. Geisse, of Wausau, former secretary of the old state railroad commission, has brought forth this proposal . . . The *Capital Times* believes that Mr. Geisse's recommendation that earnings of this great statewide utility enterprise be dedicated to the support of the University of Wisconsin is especially appropriate at this time.

"In recent years the State University has fallen under the control of a board of regents composed chiefly of millionaire Big Business industrialists. Under these influences, the first big post-war project at the University is the construction of a million-dollar "Business Center" on the lower campus, where businessmen and industrialists can come to hold their conferences and loll about in a luxurious lounge. To finance this campus haven for business, the University of Wisconsin Foundation now is holding out the tin cup for contributions from wealthy manufacturers and industrialists of the state.

"The Capital Times believes that Mr. Geisse's proposal would go far to correct this growing evil—the increasing Big Business domination over the State University through contributions from wealthy industrialists. If the University could reap the benefits from developing the state's greatest natural resource, then the tin-cup technique of financing University expansion could be dropped, the strings by which Big Business controls University policy could be cut, and the University could be turned back to the people." —(Madison) Capital Times.

But Where Will We Put the Car?

"The University of Wisconsin Foundation's long-range plan for development of the lower campus is a magnificent and inspiring project. Its realization will take a long time and an equal amount of money.

"But a survey of the plans and projections raises only one point of concern:

"With all the concentration of new buildings attracting new crowds to the area, there seems to be no provision for automobile parking."—(Madison) Wisconsin State Journal.

Work of New Wisconsin University Foundation Worthy of Attention

"Because the University of Wisconsin is one of the largest and most costly of the various service enterprises supported by the state government, the work of the new University of Wisconsin Foundation is worthy of some attention by the taxpayers of the state.

"The Foundation is composed of a numerous group of prominent and affluent friends and alumni of the University who want it to grow in size and academic stature, but who are aware that the expansion program they favor will be too great a burden for the public treasury to support.

"So they have launched a campaign to collect private donations for the University that will be expended on campus services and buildings that probably would never be voted out of the state treasury.

"The University, according to present enrollment trends and according to the published expansion plans of its administrators, will within a few years be one of the half dozen largest in the country. The cost of maintaining it and building it to the size needed and wanted will inevitably over-tax the state government's financial ability. The Foundation comes, therefore, at a strategic time to perform a strategic task."—Eau Claire Leader.

WHAT THEY'RE SAYING ABOUT YOUR UNIVERSITY

A Century of the University

"Faculty, administrators, and alumni of the University of Wisconsin are preparing to celebrate the centennial of the University's life and service in 1948. The fact that the state's largest public school is nearing the time when it will enter its second century of existence should occasion some reflections upon the development of the institution as a part of the democratic political system that is ours in Wisconsin.

"The University has always had an inspiring motto, as expressed in the words that "the boundaries of the campus are the boundaries of the state."

"Under the contemporary leadership of Dr. E. B. Fred, chosen University president last year, citizens will be gratified to note that the service concept is as prominently emphasized on the campus as ever before in its long history.

"Now and during the next four or five years, the University will meet its greatest challenge. It is and will be composed of the problem of educating the thousands of new war veterans who are crowding for admission to its academic halls. On its success in meeting that challenge, the people of Wisconsin will measure the University's worth as it prepares to enter the second century of its service. For its past achievements, we offer congratulations. As it steers into a new century and new and greater problems and responsibilities, we offer best wishes."—Appleton Post-Crescent.

No Fuddy-Duddy Scientists at U.

"Lest someone get the idea that scientists at the University of Wisconsin are a bunch of fuddy-duddies who spend all their time thinking about new ways to use the atom to destroy something, here's the dope on something a great deal more interesting.

"One of these scientists, Arthur D. Hasler, biologist, has conducted research which is going to please almost every man in Wisconsin—including the thousands who visit the state every year.

"He has published a booklet on bait minnow culture studies at the University."—Monroe Evening Times.

We're Proud of Our U.W.

"The University of Wisconsin has reached an all-time high in attendance, which is an indication that it stands well up in the range of all universities.

"While the University at Madison is a state institution and looks to Wisconsin students first, it is a fine tribute to the educational facilities of the University that so many from other states are anxious to enroll at Madison.

"The University will have to increase its building facilities at an early date or find itself short of facilities. It is fortunate that Governor Goodland and the State Legislature saw fit to recognize this need and furnish funds with which new buildings can be erected on the campus."—Sheboygan Press.

Research Foundation Vindicated

"It was always hard to understand why the federal government should have filed a civil antitrust suit against the Wisconsin Alumni Research Foundation, but we take it that the motives and purposes of the association are thoroughly vindicated by the consent decree it has accepted, making free the Steenbock patents for irradiation of foods. The patents now are dedicated to the public.

"The patents formerly were licensed to various food manufacturers. The government complained that some of the contracts provided for price control, and that they were exclusive. Since that was the practice of the day it seems to have harmed no one. The money went to good causes and stepped up scientific research projects for which previously no money had been available."—Wausau Record-Herald.



GETTING A GOOD "press" in Madison is a cinch for the University of Wisconsin since more than two-thirds of the Wisconsin State Journal's editorial staff are Badgers. Wisconsin alumni present at a recent staff meeting were, left to right: (seated) June Dieckmann, '43, police reporter; Rex Karney, '36, political columnist: Roy Matson, '29, editor; Louise Marston, '31, society editor; (standing) Henry J. McCormick, '32, sports reporter; William L, Doudna, x'26, news editor and broadcaster; Bertha Rupp, '24, women's features; and Helen Matheson, '42, copy desk.



Inset is the boss of them all, Publisher Don Anderson, x'25, who has worked his way up from part-time student reporter to the top job on Madison's oldest newspaper.

Older than the University of Wisconsin but just as young in forward-looking ideas is the *State Journal*, published in the shadow of the campus with practically an all-Badger editorial staff. These Wisconsinites are capable of preparing copy for an entire issue without any aid from "outsiders". Almost every major editorial position is filled by U. W. alumni who not so many years back were climbing the Hill.

Athough old in years—in September the *State Journal* observed its 108th anniversary of continuous publication—the paper's present destiny is under the guidance of young executives. And every editor or writer rose from the ranks: from University of Wisconsin training to cub reporter and on up.

Publisher is Don Anderson, x'25, with Roy L. Matson, '29, sitting in the editor's chair. Both men are still active in U. W. circles and during the school year make several trips to the campus to participate in round tables, seminars, and classroom lecture sessions.

Because of its interest in Badger students, the *State Journal* offers journalism students "on-the-job-training" in its editorial office each semester. As part of his J-2 course, each embryo journalist receives several city assignments to cover.

A Wisconsin roll-call in Matson's present city room staff would include: Rex L. Karney, '36, city desk, political columnist, and legislative reporter; William L. Doudna, x'26, news and makeup editor, music and arts, and news broadcaster; Harold E. McClelland, '23, state news and travel; Henry J. McCormick, '26, and Montgomery McCormick, '32, sports; Louise Marston, '31, society; Bertha Rupp, '24, women's features and radio; Betty Cass, x'24, columnist; June Dieckmann, '43, and Dan Sullivan, '40, reporters; Helen Matheson, '42, copy desk, and Marilyn Shores, '47, university student and part-time reporter.

Not exactly a Wisconsin alumnus, but nevertheless a Badger tradition, is Joseph "Roundy" Coughlin, sports columnist, who has received several unofficial "degrees" from various U. W. groups through the years.

WHAT THEY'RE SAYING ABOUT YOUR UNIVERSITY



WILLIAM T. EVJUE, x'06, editor of the (Madison) Capital Times, is one of the last exponents of personal journalism in the country. He frequently writes about his University of Wisconsin, often with a caustic pen, always with understanding. To Editor Evjue, nothing is sacred. Throughout the past 25 years his constantly inquiring editorial columns have probably done as much to keep the University on its toes as any combination of presidents and professors. He has been a real molder of state-wide public opinion about the University and its policies. It is often said of Evjue that "you either like him or you dislike him, but you can't ignore him."

Hello, Wisconsin!

By WILLIAM T. EVJUE

"We have made tremendous strides on the quantitive side in the field of education. But have we made the same progress on the qualitative side?

"The best test for evaluating the qualitative aspects of present day education is to ask this question: is present day education making a proper return to the society that has reared and nurtured it? Are our educational techniques today energized by a spirit of social sensitiveness that flowers into better citizenship, broader human relations, and a fuller and richer life for all the people? Or, is education yielding, too, to the impact of a highly complex mass production economy with its resultant group pressures which are so much a part of the American scene today?

"I want to use the University of Wisconsin as a clinical study in the examination of this question. I do so because what is happening at Wisconsin is typical of what is happening in the field of higher education today. I was a member of the class of '06 at the University and as a newspaper man in Madison I have had the opportunity to observe the institution at close range for 35 years.

"I maintain that our system of education can never reach its professed objectives unless the class room, the laboratory, and the campus are enveloped in a spirit of freedom. Back in the '90s, Prof. Richard T. Ely was charged with the teaching of subversive doctrines by the entrenched order of that day. Imagine Professor Ely, who later became one of our most conservative economists, being charged with economic heresy! Realizing that academic freedom and integrity of teaching were at stake in the Ely case, the Regents boldly struck out and sent out a flaming challenge that I believe will forever be one of the finest statements set in words in behalf of academic freedom.

"Let's take a birdseve view of the history of the University for the last 50 years and reflect it against the backdrop of this Regents statement. Back near the turn of the century Dean W. A. Henry of the University College of Agriculture started out to give reality to the ideal that the primary function of a great university is to return service to the commonwealth which maintains it. Dean Henry laid plans to make the College of Agriculture a fountainhead from which there should come forth knowledge and techniques that would increase the fertility and productiveness of this great state. He became famous as the man who said that we should make two blades of grass grow where one grew before.

"Then came the knowledge out of the University laboratories which brought bigger and better crops. The farmer was told of the benefits of diversified farming and Wisconsin became a great dairy state. I need not remind any Wisconsin audience of the tremendous stride in our livestock development. Silos began to dot the rural landscape. The agricultural college developed an awareness of the importance of our top soil in Wisconsin and then came the erosion programs to halt the thousands of tons of valuable top soil that went down the Mississippi each year. It was a magnificent story written by the College of Agriculture in making Wisconsin one of the greatest agricultural states in the union from the standpoint of production.

"But after the Wisconsin farmer had been shown how to grow two blades of grass where one grew before he began to discover at certain periods that he didn't get much for his increased production. It mattered but little if he produced more if he didn't get more for what he produced. Then it began to dawn on the Wisconsin farmer that while the College of Agriculture had solved the problem of production for him it seemed timid and halting in tackling the problems of distribution and marketing. Here the College of Agriculture encountered a powerfully entrenched economic system that has always held as its own prerogative the right to control and manipulate farm prices and products. The farmer began to realize that the co-operative movement was his salvation. He saw the little cheese factories in Wisconsin being gobbled up by monopoly interests. The farmer realized that he had to organize in order to bring the blessings of electricity to the farm. But in all the efforts made by the farmer to emancipate himself from the powerful interests that dominated the distribution and marketing of farm products, the Wisconsin farmer began to feel that the College of Agriculture was not at his side with the same ardor as in the days when it was telling the Wisconsin farmer how to produce more.

"Education will justify itself only insofar as it serves the public good and has the freedom to serve the public welfare. Science has opened the way to a new world. Under the whiplash of war it has penetrated the mysteries of nature to the point where it stands on the threshold of discovering the most awesome of all mysteries—the mystery of life itself. The atomic bomb stands today as the symbol of the limitless penetrations man can make into the areas of the unknown. But it is a sad commentary on the system in which we live that it is during war that the impetus is given to carry science to its highest point of achievement.

* * *

"But why, we must ask ourselves, should not education open new doors in the field of the social sciences as it does in technology? Why must some of our outworn sociological institutions go unchallenged?

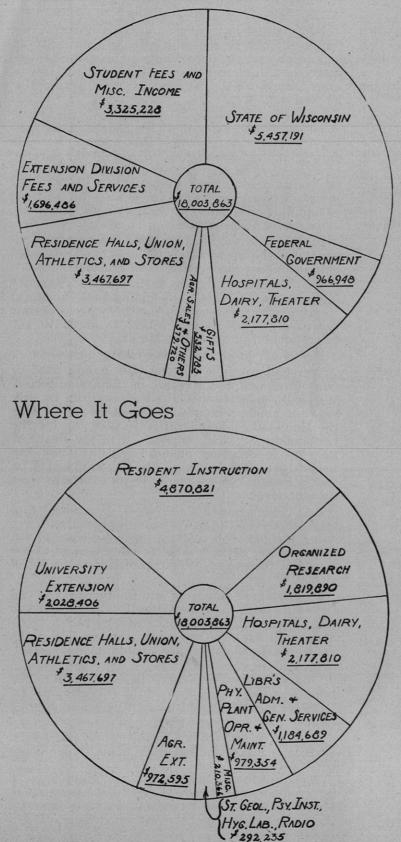
"I think we know the answers to those questions and I am sure that the present day graduates today know them. They know that education is fearful of stepping on the hooves of some of our sacred cows. They know that education is apprehensive of reprisals if it should antagonize the forces which wax fat on the present system of distribution of our wealth. They know that to question the sanity of a system which leads us from war to depression and back to war again is to cross the boundary line of inquiry which dare not be crossed.

"But they know, too, that unless education is bold enough to cross that line—to attempt to bridge the gap between our lagging economic and political institutions and our amazing advance in technology—we are doomed.

"We cannot live in an atomic age with a horse and buggy organization of society. If we attempt it, this terrifying instrument which was revealed to the world over Hiroshima last year will turn like Frankenstein's monster and destroy us."—(Madison) Capital Times.

The University Dollar and You

Where It Comes From



★ Facts about the budget which every alumnus should know. From the official Board of Regents report.

THE TOTAL 1946-47 budget for all University of Wisconsin activities, including instruction, research, extension services, the State of Wisconsin General Hospital, Residence Halls, Student Union, and farm and dairy operations, is \$18,003,863, an increase of \$4,733,151 or 35% over the total budget of \$13,270,712 for all activities in 1945-46. The State of Wisconsin provides \$5,457,191.

The State appropriation was specifically voted by the 1945 Legislature. It is an increase of only \$240,737 or 4.6% over the appropriation of \$5,216,454 for 1945-46. It should be pointed out in this connection that the Legislature made financial provision for the return of only 20% of the faculty who were on military leave of absence. The increase in receipts from student fees including payments by the Veterans Ad-ministration will make it possible for the University to pay the salaries of all staff returning from leave and additional faculty needed to teach the large numbers enrolled, without ask-ing for an emergency board appropriation for this purpose for 1946-47.

Rapidly increasing enrollments in University courses of study, both on the campus and at class centers throughout the state, necessarily require a considerable increase in the Univer-sity's budget for instructional staff. The Uni-versity's resident teaching load in 1946–47 will be about 100% heavier than it was in Sept., 1945. The 1946–47 budget for resident instruction is \$4,870,821, an increase of \$1,571,404, or 48% over the 1945-46 budget. L'kewise the budget for the University Extension Division, which operates the class centers in the state and the correspondence study program, is in-creased from a total of \$1,299,710 in 1945-46 to \$2,028,406 in 1946-47.

Research and productive scholarship are of vital importance to the University and to the state. It would be impossible to maintain a teaching program of high quality and to fur-nish the services demanded by the state without adequate provision for scholarly investigations. The University budget recognizes this funda-mental need and includes \$1,819,890 for organized research.

Appropriations by the federal government total \$966,948 or approximately 5% of the total budget. These appropriations are largely for agricultural extension and agricultural search. Student fees, including the fees paid by the Veterans Administration for students en-rolled under the provisions of the G I Bill of Rights, total \$3,325,228. The operation of Resi-dence Halls, Student Union, Intercollegiate Athdence Halls, Student Union, Intercollegiate Ath-letics. ard the Stores Department will produce \$3,467,697. The hospital, dairy plant and Uni-versity Theater will produce \$2,177,810. Fees and services of the Extension Division will produce \$1,696,486. In other words, 70% of the total University budget is represented by direct income earned by the University for specialized services per-formed and from appropriations by the federal

formed and from appropriations by the federal government, and 30% is represented by appropriations from the general fund of the state.

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

Ned Jordan, Debtor

\$400.000

\$ 50,000

each

Recently I asked Ned Jordan, '05, to suggest a letter we might use to convince non-members that they should become fulltime Badgers as members of the Wisconsin Alumni Association. Most of us know Ned as the builder of that famous Jordan car, the *Playboy*. Ned responded promptly with a letter that started with this intriguing headline:

TO THE UNIVERSITY OF WISCONSIN: DEBTOR, NED JORDAN—\$1,000,000

Following this headline, Ned presented his statement of account with the University of Wisconsin, as follows:

For the sight of that remarkable old gentleman, Dr. Edward A. Birge, down in front in Stanley Allyn's broadside. Why—if every young man who was permitted to remain in the University through his tolerance and helpfulness would pay him what he owes—you could build another stadium.

To Dr. Paul S. Reinsch, my class officer, who took me as a cub from the back woods and taught me "a sense of the fitness of things." Do you know that Dr. Reinsch told us all about what was likely to happen in Ch in a and Japan—over fifty years ago?

To Freddie Turner, Charles Haskins, Richard T. Ely who gave me a delightful knowledge of many things. These men inspired two generations of Badgers transmitted rare knowledge to every institution in America.

To W. D. Hoard, Charles Van Hise, Dean Henry, B a b c o c k, Steenbock, and all those men who have made me proud to boast about Wisconsin—all the rest of the million—IF I could pay it . . . Except a modest a m o u n t for a memorial on Picnic Point a girl and a canoe on a pedestal —the inscription:

When all the world is young lad, And all the trees are green; Then every goose is a swan, lad, And every lass a queen. Then ho for boot and saddle, lad, And around the world away; Young blood must have its course, lad, And every dog his day. Ned's statement of account is a forceful reminder of our responsibility to the University of Wisconsin and our opportunity to promote its best interests. All of us recognize this responsibility even though we do not describe it as graphically as Ned did.

Like all universities, Wisconsin needs the active cooperation and support of its alumni. This support is especially important this year as the University struggles valiantly to handle the largest enrollment in its history. Even though the University refused admittance to more than 10,000 prospective students, it still is faced with the problem of handling a student body that exceeds its normal capacity by at least 4,000.

Like all universities, Wisconsin faces many other critical post-war problems. Wisconsin needs *your* help in finding answers to these problems.

The Wisconsin Alumni Association is cooperating with the University in finding these answers. Nearly 11,000 Association members are working together on this job; working together to get things done for our Alma Mater.

Here's our program for the coming school year:

We shall continue to send Association publications to alumni and students in the armed forces. We shall cooperate with the University in its program of public relations. We shall cooperate with the University administration in planning for the Centennial. We shall cooperate with the Board of Regents in securing financial support from the Legislature. We shall give the University of Wisconsin Foundation assistance in its efforts to meet its objectives.

Our effectiveness, of course, is determined to a large degree by the size of our membership. We're doing the best job that can be done with 11,000 members. We could do a better job if we had 15,000 members instead of 11,000; still better if we had 20,000.

Here's where you come into the picture. As you looked through the Association Directory sent you last August, you probably noticed some rather startling omissions. You probably wondered why Bill Smith or Mary Jones wasn't listed in this roster.

Instead of wondering about it, why not give Bill or Mary a ring, something like this: "Bill, I've been browsing through the 1946 Directory of Association members and your name is missing. How come?"

Usually, a call from a member like yourself is all that is needed to add Bill's name to our membership roster.

And remember: neither Bill nor Mary have to be graduates in order to join the Association. Membership is open to anyone who has attended the University one semester or more.—JOHN BERGE.

14

* Trailing the Badgers Church Praises Him

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1932

1931

. . W

1933 •••••

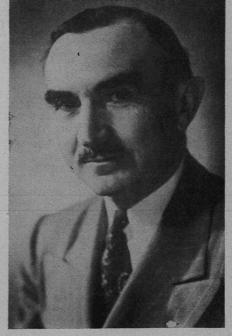
Joseph G. WERNER has again become associated with the law firm of Thomas, Orr & Isaksen, Madison. He was associ-ated with the same firm from 1937 until 1942 when he entered government service in Washington, D. C. . . . Francis B. LYNAUGH, Madison, has been chosen as the new municipal director of recreation at Two Rivers. Mr. Lynaugh was associ-ated with the department of recreation in Madison shortly after it was inaugurated. He was an instructor in physical education

at the Madison Vocational School and at Edgewood . . . Capt. John L. COOPER, Bloomington, has recently been released from military duty in Tokyo after more than 50 months service and has accepted a civilian position with the occupation forces in Japan . . . Charles A. WEDE-MEYER, formerly of Milwaukee, is now director of the University in Racine with offices in the McMynn Building on Lake Ave.

1934 W

1934 W Marie HYLAND, Edgerton, teacher in Beloit public schools for several years was married June 29 to Wesley W. Schettler, also of Beloit. They will make their home at 7171/2 Harrison Avenue, Beloit Capt. Clarence E. TORREY, Jr., Milwau-kee, now serving in the army, was mar-ried June 29 to Dorothy Bowling Dyer in Washington, D. C. . . Fred V. HEIN has resigned as director of the physical and health education department of the Osh-kosh public school system. He has ac-cepted a position as consultant in health and fitness for the health education bu-reau of the American Medical Assn. . . . Barbara ELY, Somervile, N. J., has joined the staff of Farrar, Straus & Co. as assist-ant in the publicity and promotion depart-ment. Before locating in New York, Miss Ely served with the Office of War Infor-mation in Algiers and in Paris . . . H North High School, Sheboygan, has ac-cepted a position as principal of the Men-tota, II., High School.

1935 W



WAYNE LYMAN MORSE, '23, U. S. senator from Oregon, has been cited by the Congregational Christian Churches of America for the 1946 Social Action Award

of that group. "We salute the liberal leadership you give our country and our times," the citation reads.

Senator Morse was born in Madison, has served as dean of the University of Oregon Law School, chairman of the War Emergency Board, and public member of the National War Labor Board. According to an article in a recent issue of *Look* Magazine, "nobody in years has bulldozed so many sacred cows around the drowsy Senate in his fight against the old guard Republicans as has Oregon's Senator Morse."

MER, formerly of Milwaukee, has been named instructor in psychology at the Uni-versity of New Hampshire. He has recently been discharged from the navy with rank of lieutenant commander... Gerald W. VAUGHAN, formerly of Montello, is direc-tor of industrial relations with the Union Bag & Paper Corp., New York ... Mrs. Loren L. BRINDLEY (Maxine LANG-LEY), La Farge, has accepted a position as kindergarten teacher in the training school at Platteville State Teachers Col-lege... Norbert J. PEPLINSKI, Pulaski, was married Aug. 6 to Dorothy Durben, Hilbert, They will reside in Pulaski.

1937

Green Bay Alumni Hold Big Picnic, **Urge Expansion of Extension Center**

WHETHER THEY came from the class of '86 or '46, University of Wisconsin alumni at a picnic in Green Bay last Aug. 8 had one thing in common— a desire to support their Alma Mater.

They gave tangible evidence of their support after buffet supper had been served when they passed a resolution urging the president and Board of Regents of the University to equip the Extension Center at Green Bay with facilities for most freshman and sophomore subjects.

The resolution was presented by Judge Archie McComb, '42, and stipulated that Philip Desnoyers, '17, president of the Green Bay Alumni Club, appoint a committee to work with the University in expanding the Green Bay center and to cooperate with the center in the formation of a parents' committee.

Nearly 150 alumni and their guests attended the picnic. They heard Marshall C. Graff, '14, who organized the Green Bay center 12 years ago, predict that 250 students will be enrolled this fall and that the center would attract 700 if laboratory and classroom facilities were available.

Oldest Wisconsin graduate in attendance was Mrs. W. M. Trowbridge, '85, Viroqua, who was accompanied by her son, Fred Trowbridge, '23, and Mrs. Fred Trowbridge, '24.

The committee in charge of the Green Bay picnic included Richard O. Delwiche, '35, general chairman; Les Andrews, '27; Mrs. Les Andrews, '32; Bernard Berk, '39; Mrs. Bernard Berk, '40; Sandy Duket, '24; Mrs. Sandy Duket, '23; R. J. Keins; Miss Margaret
Hill, '26; George Hollmiller, '24; Gor-don Jarstad, '38; Robert E. Lee, x'37;
F. C. Oppen, '32; Mrs. F. C. Oppen, '37; and Miss Ann Weizenegger, '41.

Southern California Club Names Eight New Officers

Farthest away from the campus and yet one of the most active of the Wisconsin Alumni Association's clubs is the Wisconsin Alumnae Association of Southern California.

Its newly elected officers are:

Miss Mary Estelle Hayden, '94, Pasadena, president; Mrs. David F. Simpson, '33, Pasadena, first vice president; Miss Carolyn Gallagher, '08, Pasadena, second vice president; Mrs. Robert D. Second Vice president; Mrs. Robert D. Samuels, third vice president; Mrs. W. A. Warren, '98, El Nedo, fourth vice president; Mrs. Henry Loftsgordon, '14, Los Angeles, secretary; Mrs. J. Morton Ospey, treasurer; and Miss Marjorie Nelson, '27, Pasadena, public-ity chairmen ity chairman.

Each of the vice presidents is a past president of the club.



PRESIDENT TRUMAN congratulates Maj. Gen. Philip B. Fleming, x'09, federal works administrator, after awarding him the Distinguished Service Medal for "out-standing service to the government." Gen. Fleming transferred from Wisconsin to West Point in 1907.

Mrs. Oliver Burns Heads Chicago Alumnae Group

New officers of the Chicago Alumnae Club are:

Mrs. Oliver Burns, '11, president; Mrs. Univer Burns, 11, president; Mrs. Lucy Rogers Hawkins, '18, first vice president; Helen Wicks, '27, cor-responding secretary; Virginia Don-ham, '26, recording secretary; and Helen Zepp, '27, treasurer. Mombors of the abut and their

Members of the club and their friends held a summer reunion at Ravinia Park on Aug. 4.

Alumni Are Active in **Bong Memorial Drive**

Two prominent Wisconsin alumni are active in the Richard Bong Memorial Foundation, which is seeking funds for engineering scholarships in memory of the

Poplar, Wis., fiyer. Harry a Bullis, '17, Minneapolis, president of General Mills, Inc., and former president of the Wisconsin Alumni Association, is chairman of the board of trustees, and State Sen at or Warren P. Knowles, '33, New Richmond, is chairman of the Wisconsin campaign.

Detroit Alumni Open Year With Membership Campaign

Pres. Louis Bambas, '32, and the members of the Wisconsin Alumni Club of Detroit have mapped out an extensive program for the next six months. Meetings have been scheduled for Sept. 14, Oct. 12, Nov. 16, Dec. 14, Jan. 11, and Feb. 8. The first meeting is a general get-together and a drive for local and Alumni Association members. Robert T. Herdegen, Jr., '42, is chairman.

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Japanese prison camp.

1939 W

lick High was opened . . Owen OWENS, for mer Adams County agent has been may object by the Dairyland Cooperative Association of Juneau as educational director. . . James E. MCARDLE, Baileys Harbor, is opening his law office at 159 N. Third Ave, Sturgeon Bay, He recently resigned a special agent of the FBI . . . Dr. Russel to become associated with the Marsh field to become associated with the denartment of obstetries. The served as a major in the army as discharged March 15. Dr. Lewis attended a refresher of the field to become associated with the server springs of the theorem associated with the the server springs of the practice of Dr. Have married July 20. They will research to the field to become associated with the server springs of the theorem as surgeon with the army is associated with Dr. A. W. Overgard, Throw 1. Dr. Robert J. MATHWIG, Oshtosh 1. Dr. Kufford Frey, both fill we at Hartford . Fred C. KRATZ Kork of the fills research for the Conservation Department of the SSER. Drew of the Marsh fille Maugh, Portage, were married July 2. They will make their home for the associated with Dr. A. Write Matsher to the fille this release from military service last for the Conservation Department of the service at the Marsher of the Arbord, has subprinted his resignation and has accepted at the service as head to the theorem the theorem at the twen service in the fille the service as head to the theorem the theorem at the twen service in the fille the service in the fille of

New Washington Justice

E. W. SCHWELLENBACH, who attended the University of Wisconsin from 1921 to 1924, is a new justiceelect to the Washington Supreme Court. He is the older brother of Secretary of Labor Lewis B. Schwellenbach.

1940

1941 Lt. Eugene J. DETTLAFF, son of Joseph Dettlaff, 1563 S. 60th St., West Allis, Wis., has been declared dead as of Jan. 10, 1943. He was officer of the armed guard crew aboard the USS Coamo which was last heard from officially Dec. 10, 1942. The Coamo was a merchant vessel which was carrying cargo from New York to Gibral-

Army Honors Alumnus



CARROLL O. BICKELHAUPT, '11, vice president and secretary of the American Telephone and Telegraph Co., received the Distinguished Service Medal recently in recognition of his service as a briga-dier general in World War II. The award was made by Maj. Gen. James A. Van Fleet, commanding general of the Second Service Command, at Governors Island, New York, Gen. Bickelhaupt served as director of the communications division, signal section, ETO.

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(Continued on page 18)

Radio Star Married



ELOISE KUMMER, x'37, well known radio actress, and Ray Jones, assistant national executive secretary of the American Fed-August 3 at the home of Miss Kummer's mother in Sheboygan. Miss Kummer has been in radio in Chicago for the past nine years and is heard currently as Clare Lawrence in *Guiding Light*, Anne Howe in *Joe Palooka*, and Alice Riggs in Doctors at Home.

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Barchardwille, and Marion Wilkey. Bernher of Mithey, bernher of Mithe

1942 W Mary HAFFT, Madison, and Howard OLMSTED, '40, Eagle River, were married June 15. They will make their home in Eagle River where Mr. Olmsted is a real estate broker ... Willard L. FULLER and Mary Ellen Wipson, both of Madison, were married June 8. Mr. Fuller, recently released from the navy, will resume his studies at the University Stuart H. KOCH and Fay Ann Albrecht, both of Columbus, were married June 28. They will reside in Chicago where Mr. Koch is associated with the Sewart Warner Corp. ... Donald KJIN, Madison, and Mildred Maas, Seymour, were married June 22. Mr. Kjin, after four and a half years in the Maas, Seymour, were married June 22. Mr. Kjin, after four and a half years in the army, is now serving on the Madison po-lice force . . . Maureen LYNCH, Madison, and Lorin A. HAMEL, Milwaukee, were married July 22. They will make their

1943 w

1943 W Berlie L. LUNDE, Madison, and Lois futnam, Worcester, Mass., were married the University since his discharge from an ilitary service... Flora CART, West Allis, married John GUNSOLLEY, 42, But-the University since his discharge from an ilitary service... Flora CART, West Allis, married John GUNSOLLEY, 42, But-the Charles of the Sauce Charles of the service of the service... Flora CART, West Allis, married John GUNSOLLEY, 42, But-the More in Eau Claire... Max H. BELLARD, Milwaukee, married Helen wojakiewicz, Pittsburgh, Pa. on June 14, Mr. Bellard had been proderick H. HORNBACH, 42, both of Milwaukee, were married June 15... William C. SCHUKNECHT, Pt. Wash-ington, married Virginia Schultz, She-ogran, on June 14. Mr. Schulknecht, re-centinue his studies at the University T. William B. R.H.IN E.H.A.R.T. and Married June 20. They will reside at 5 Noner St. ... Lt. Wester, H. Som-Married June 20. They will reside at 5 Network Schuck Schultz, She-borner St. ... Lt. Wester, H. Som-Married June 20. They will reside at 5 Network Schuck Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-Married June 20. They will reside at 5 Network Schultz, She-

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Old Grads Come Back

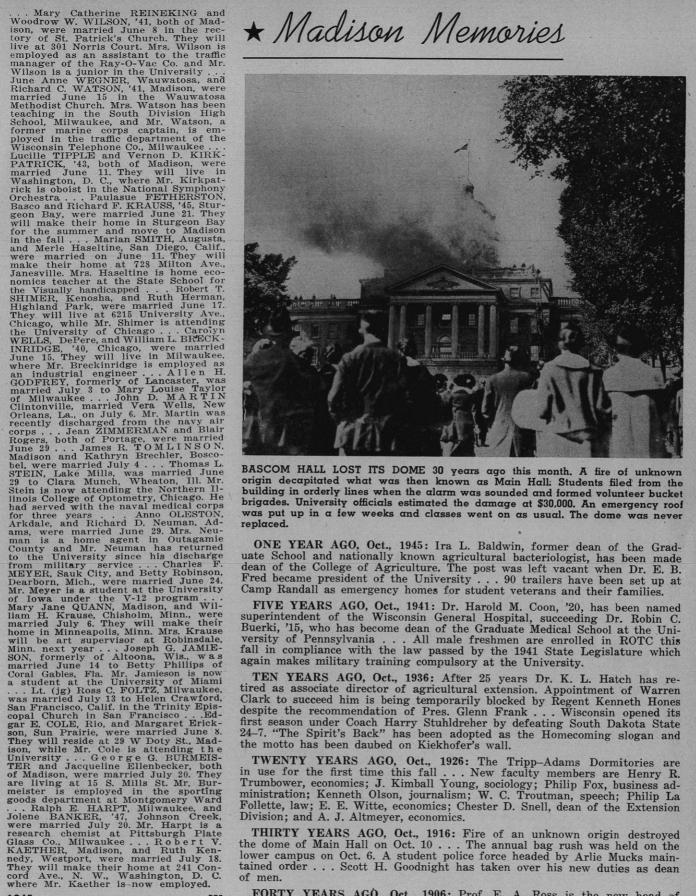
MR. AND MRS. E. A. DRAKE, New Ulm, Minn., graduates of the class of 1882 at the University, revisited the campus during the summer, Although Mr. and Mrs. Drake met on the campus it was not until 1922 that they were married. They are now among the oldest Badger alumni couples. Mr. Drake has lived a colorful career throughout the country as newspaper editor and college head.

BUCHHOLZ, Westfield, married Bernice Eken, Madison, on July 13. They will make their home in Monroe... Owen F, GLISSENDORF, Phillips, and Marie Muehrcke, Chicago, were married July 13. Mr. Glissendorf will re-enter the University in the fall ... Lt. (jg) Fran-cis C. Zevnik, Middleton, executive of-ficer of the destroyer escort Amick, was released to inactive duty in July. He had been called to active duty in June, 1944. Lt. Zevnik plans to reenter the University to work for a masters degree ... Ada OSSER, West Allis, was mar-ried Aug. 11 to Oscar Buchalter, for-merly of Chicago. They are making their home at 1707 S. Bedford St., Los Angeles, Calif. ... Paul F. OPITZ has been releasted to inactive duty in the naval reserve and has accepted employ-ment with the Monsanto Chemical Co. in St. Louis, Mo. His new address is 5555 Pershing Ave., St. Louis, 12, Mo.

1944

Margaret SALICK, Watertøwn, and Samuel J. Luchsinger, Oshkosh, were married June 15 in Watertown. They will make their home in Evanston, Ill.

* Madison Memories



BASCOM HALL LOST ITS DOME 30 years ago this month. A fire of unknown origin decapitated what was then known as Main Hall: Students filed from the building in orderly lines when the alarm was sounded and formed volunteer bucket brigades. University officials estimated the damage at \$30,000. An emergency roof was put up in a few weeks and classes went on as usual. The dome was never replaced.

ONE YEAR AGO, Oct., 1945: Ira L. Baldwin, former dean of the Grad-uate School and nationally known agricultural bacteriologist, has been made dean of the College of Agriculture. The post was left vacant when Dr. E. B. Fred became president of the University . . . 90 trailers have been set up at Camp Randall as emergency homes for student veterans and their families.

FIVE YEARS AGO, Oct., 1941: Dr. Harold M. Coon, '20, has been named superintendent of the Wisconsin General Hospital, succeeding Dr. Robin C. Buerki, '15, who has become dean of the Graduate Medical School at the University of Pennsylvania . . . All male freshmen are enrolled in ROTC this fall in compliance with the law passed by the 1941 State Legislature which again makes military training compulsory at the University.

TEN YEARS AGO, Oct., 1936: After 25 years Dr. K. L. Hatch has re-tired as associate director of agricultural extension. Appointment of Warren Clark to succeed him is being temporarily blocked by Regent Kenneth Hones despite the recommendation of Pres. Glenn Frank . . . Wisconsin opened its first season under Coach Harry Stuhldreher by defeating South Dakota State 24-7. "The Spirit's Back" has been adopted as the Homecoming slogan and the motto has been daubed on Kiekhofer's wall.

TWENTY YEARS AGO, Oct., 1926: The Tripp-Adams Dormitories are in use for the first time this fall . . . New faculty members are Henry R. Trumbower, economics; J. Kimball Young, sociology; Philip Fox, business ad-ministration; Kenneth Olson, journalism; W. C. Troutman, speech; Philip La Follette, law; E. E. Witte, economics; Chester D. Snell, dean of the Extension Division; and A. J. Altmeyer, economics.

THIRTY YEARS AGO, Oct., 1916: Fire of an unknown origin destroyed the dome of Main Hall on Oct. 10 . . . The annual bag rush was held on the lower campus on Oct. 6. A student police force headed by Arlie Mucks main-tained order . . . Scott H. Goodnight has taken over his new duties as dean of men.

FORTY YEARS AGO, Oct., 1906: Prof. E. A. Ross is the new head of the sociology department . . . The new north wing of Bascom Hall is rapidly nearing completion . . . A four-year course in journalism is being offered by Dr. W. G. Bleyer this year.

(From the files of the Wisconsin Alumnus)

1945 . . . Ardis A. SKRENES, Madison, married William Mitchell, also of Madison, on June 15 in Bethel Lutheran Church. Mrs. (Continued on page 20)

(Continued from page 19)

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TREE-RIPENED PINK TEXAS GRAPEFRUIT

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(Continued on page 21)



* Badger Bookshelf

THE ROOTS OF AMERICAN LOY-ALTY. By Prof. Merle Curti. Co-lumbia University Press, Morning-side Heights, N. Y. \$3.

Patriotism has meant many things to many people. This book is the first study to describe and explain what it has meant to Americans, in the past and in the present, and to analyze the elements of American patriotism, what it has in common with the patriotism of other lands and how it is unique. It is a story of human aspirations for prestige, security, and freedom. It is a story reflecting both the limitations of Americanism and the altruistic ideal-ism of the United States.

Dr. Curti is the fourth in a long line of distinguished professors of history at Wisconsin. His The Growth of American Thought won the Pulitzer at Prize in 1943. He will be co-author of the University's Centennial history.

NO BETTER LAND. By Laban C. Smith, '32. The Macmillan Co., 60 Fifth Ave., N. Y. \$2.75.

This is the story of Abel Elliot, the This is the story of Abel Elliot, the most prosperous and respected figure in the Wisconsin countryside, his wife Marie, and their eight hearty children. Behind the conflicting ambitions—of Abel for the children to love the land as he does, and of Marie for them to attain educations and not have to struggle as she has, lies the warring play of personality upon personality, of individual loves and fears and desires.

Mr. Smith was born near Mondovi in Buffalo County, Wis. He is an alumnus of the University, where he made Phi Beta Kappa. After teaching a year in Sturgeon Bay, he returned to Mad-ison as a teaching assistant in educa-tion and completed his doctorate. During the war he served as a lieutenant in the navy, is now a post-doctoral stu-dent at the University of Chicago. Mrs. Smith is the former Margaret Hayes, '32.

NED WARD OF GRUBSTREET. By Howard William Troyer, MA '28. Harvard University Press, 38 Quincy St., Cambridge 38, Mass. \$3.50.

Here is the first complete study of Edward Ward (1671-1731), one of the most colorful hack writers of all time, second only to Defoe in his age as a figure of importance in the early history of realistic periodical literature.

Mr. Troyer is professor of English at Lawrence College, Appleton, Wis.

THE TECHNIQUE OF THE PICTURE STORY. By Daniel D. Mich, '26, and Edwin Eberman. McGraw Hill Book Co., New York City. \$3.50.

Mr. Mich, who used to be managing editor of the Wisconsin State Journal, is now executive editor of Look. Mr. Eberman is his art director. Together they have written an excellent source and reference book for the general public and free-lance writers who want to learn the goals and methods for picture-magazine publishing. A pioneer text in a pioneer field, the book teaches the techniques and procedures of picture writing.

He Decontrols OPA

ROY L. THOMPSON, MA'24, is chairman of the new OPA decontrol board. Mr. Thompson was on the Wisconsin faculty for a year as an instructor in 1925. He has been president of the Federal Land Bank in New Orleans since 1938.

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Shy the set the University since the shift of the PHILLIPS and Robert H. MOORH of the PHILLIPS and Robert H. MOORH of the the chapter of Bethel Luther and the shift of Madison General states of the nursing staff of Madison General the nursing staff of Madison General the the shift of Madison General states of the nursing staff of Madison General states of the nursing staff of Madison General the nursing staff of Madison General states of the states of the states of the states of the staff of Madison General states of Capital Alfines of the States of Capital Al

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Bernice SAIBERLICH, Appleton, and Charles C. KLOSTERMAN, '45, Louis-ville, Ky., were married June 15 at the First Methodist Church, Appleton. They will live in Evanston, Ill., where Mr.

Follow Wisconsin-Western Conference Sports

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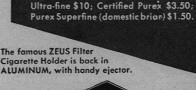
PENN MUTUAL LIFE INSURANCE CO. Tenney Building, Madison Badger 204 First Wis. Nat. Bank Bldg., Milwaukee Daly 5373 Erwin F. Sholes Faul ... W. N. Turner W. J. Reese, '25 Paul H. Kremer, '06 Dan Schuster, x'13 Al Voss, x'16 W. J. Goldsmith, '24

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Butte, Mont. El Paso, Texas Los Angeles, Calif. Phoenix, Ariz. Portland, Ore. Salt Lake City, Utah San Francisco, Calif. Seattle, Wash. Spokane, Wash.

Fall Enrollment Sets All-Time UW Record of 21,000

MADISON, Sept. 25—The University of Wisconsin's enrollment curve climbed right off the chart here this week as nearly 21,000 students registered either on the Hill or at extension centers throughout the state. The prewar record was some 11,000 in 1938.

The Madison campus proper is jammed with about 15,000 students, a 100 per cent jump over last year. Of these, some 8,000 are veterans. The freshman class numbers approximately 4,500. Exact figures won't be known for another week.

At 34 U. W. extension centers, some 6,000 students are enrolled in regular freshman and sophomore courses. About 2,800 are attending centers in Milwaukee and its suburbs alone.

Despite Wisconsin's all-time record registration, between 1,500 and 2,000 more Wisconsin students would have come to Madison if they could have found housing. Nearly 12,000 new outof-state students were denied admission for the same reason.

The University got under way Sept. 16 with the opening of the annual Orientation Week for the students. Registration days for old students were Sept. 18 to 21. Classes began on Monday, Sept. 23, two days after the Wisconsin football team had already planned its first game.

Orientation Week was a fast round of activities familiar to all alumni. On Monday, tours of the campus conducted by upperclassmen. On Tuesday, conferences with faculty advisers. On Wednesday, an all-freshman convocation in the Stock Pavilion, with President Fred officially welcoming the new students to the campus.

On Thursday, a gala open house at the Memorial Union. On Friday, receptions at a dozen student religious centers. On Saturday, sorority rushing teas. And on Sunday, a get-acquainted tea at the Fred home.

Chadbourne Hall to Mark 75th Birthday Oct. 19–20

Chadbourne Hall, the oldest women's dormitory on a coed campus in the country, will mark its 75th birthday at a weekend party for new and old residents on Oct. 19 and 20.

University alumnae who lived in "Chad," or "Ladies Hall," as it used to be known, are being invited to come back to the campus and stay in their old rooms.

President Fred will speak at an anniversary dinner in the hall on Saturday night, and University coeds will present a pageant called "The Chadbourne Cavalcade." You're sure when Vitamin D products bear this seal!

When you buy food and pharmaceutical products with Vitamin D content look for the Wisconsin Alumni Research Foundation Seal or mention of the Foundation. Every product bearing the Foundation seal or name is periodically checked in the Foundation laboratories to assure dependable, uniform potency. These checkups make certain the products meet the label claims of the Vitamin D content. For twenty years the Foundation has carried on this program of testing. That is why the Foundation Seal has the confidence of the medical profession and the public. Look to it for your added guarantee of dependability.

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SERVING THREE GREAT GROUPS OF PEOPLE

From statement by Walter S. Gifford, President, American Telephone

and Telegraph Company, at 1946 Annual Meeting of stockholders

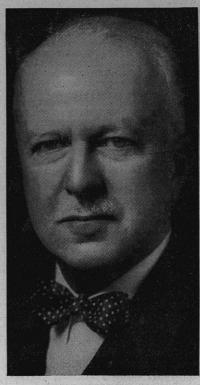
"It is not without significance that our Annual Report opens with the statement that 'The Board of Directors of the American Telephone and Telegraph Company presents herewith the management's accounting of its stewardship for the information of stockholders, employees, telephone users and the entire American people who have entrusted to private enterprise the responsibility for carrying on this essential national service.'

"There is every reason for the management of your company to treat equitably each of the three parties concerned, namely, the telephone users, the employees and the stockholders. For in the long run, the interests of these three great groups of people, individually and collectively, are mutual and interdependent.

"More and better service at the least cost is as much in the interests of stockholders and employees as it is of the telephone users.

"Well-paid employees with steady employment; with opportunities open to all for advancement; and with reasonable protection against contingencies of illness, accident, death and old age are as much to the benefit of telephone users and stockholders as to employees.

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