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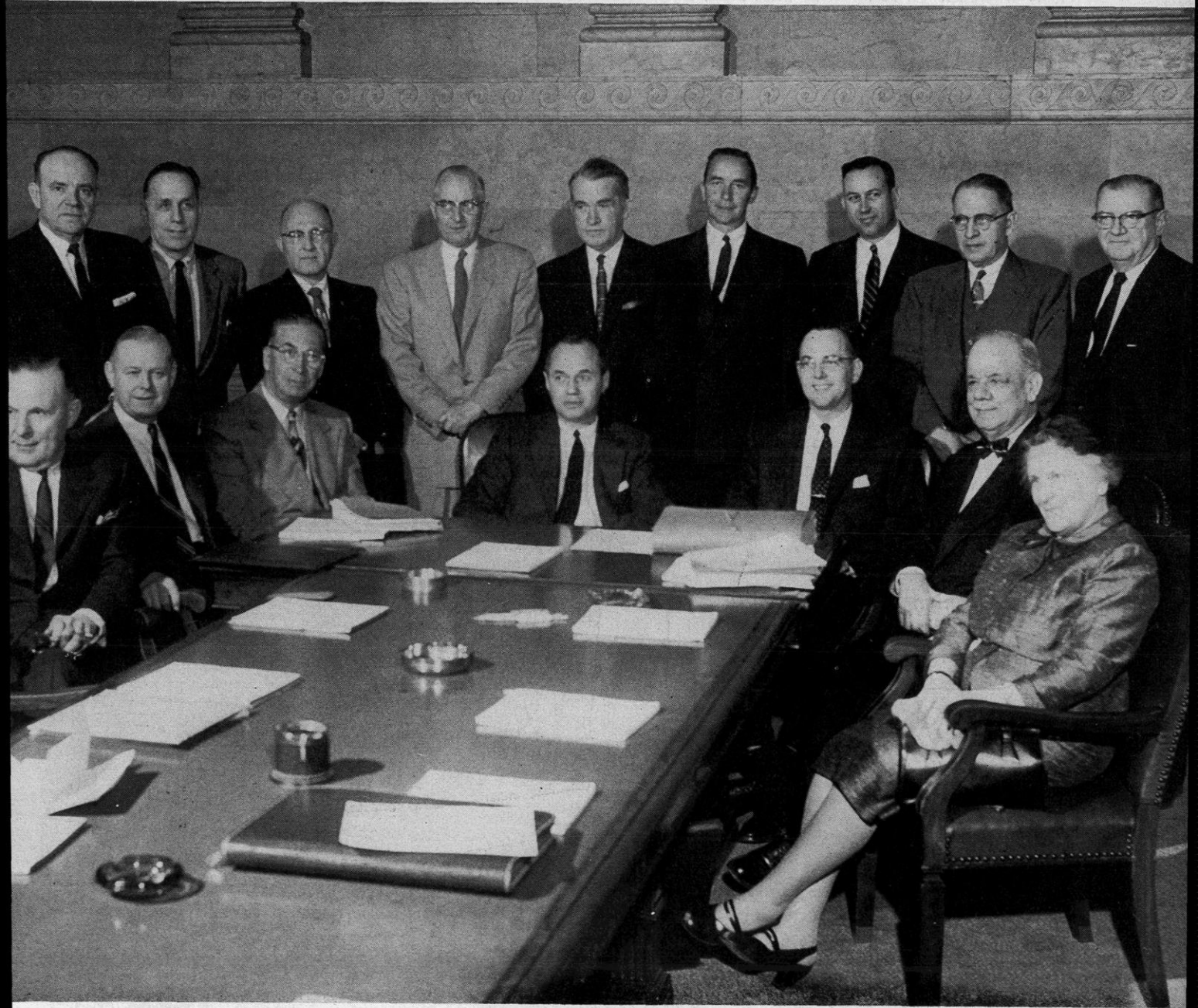
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WISCONSIN *Alumnus*

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Coordinating Committee
Gets Down to Work (pgs. 4 and 8)

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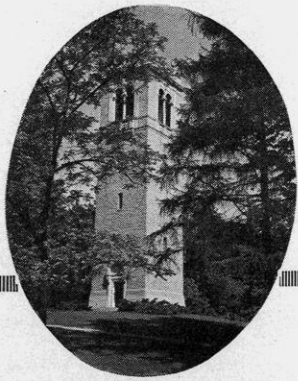
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keeping in touch with **WISCONSIN**

JOHN BERGE, Executive Director

THE NEW University film, **IF YOU WANT TO BE A BADGER**, is now ready for Wisconsin alumni clubs and other Badger organizations.

This new film, 16mm sound, is a 27-minute story which covers student activities during the first year on the Wisconsin campus. It starts with the incoming freshman's first day on the campus and tells the story of orientation to campus life and activities; typical class experiences in science, social science and language arts; responsibilities in academic work and study, as well as student opportunities for recreational activities.

IF YOU WANT TO BE A BADGER was produced by the University's Bureau of Audio-Visual Instruction, Walter A. Wittich, director. With becoming modesty, however, Walter pointed out that this was "an all-campus project created by staff members from many University departments." Many students also participated. All students shown in the film are enrolled in one or more of the activities portrayed.

Work on this film was started in the spring of 1954 by a University committee of twenty-eight members, with Dean John Guy Fowlkes as chairman. This committee made an exhaustive study of films made by other universities and then tackled the problem of building a film that would tell the story of the University of Wisconsin. Very early it was discovered that the story of our University is much too big to be told in one film. Accordingly, it is hoped that **IF YOU WANT TO BE A BADGER** will be the first of a series of films by which the manifold services and activities of the University will be portrayed in documentary film fashion.

Money for making this first film came from grants and gifts collected through the efforts of the Board of Visitors of the University, with Joseph W. Jackson calling the signals.

Bud Jackson, as he is affectionately known to thousands of his fellow Badgers, is one of the University's most loyal supporters. For years he has been getting things done for his Alma Mater. One of his pet projects is the University Arboretum of over 1,200 acres. Much of the money for buying the land for this Arboretum was raised by Bud Jackson. The Board of Visitors has indicated strong interest in raising additional funds to pay for additional films.

Since **IF YOU WANT TO BE A BADGER** was financed completely through donations and gifts, this film will have

no rental fee, but will have a service charge of \$1.60 to cover handling, postage charges and film damage insurance. The film will be sent out postage paid and alumni clubs will be asked to pay this service charge as well as the return postage. Orders for this film should be sent to

Walter A. Wittich, Director
Bureau of Audio-Visual Instruction
1312 W. Johnson Street
Madison 6, Wisconsin

Mr. Wittich's phone number is ALpine 5-3311, Ext. 4431.

THIS NEW FILM will be helpful in showing how effectively the University of Wisconsin is marching along in its second century of service to the state and nation.

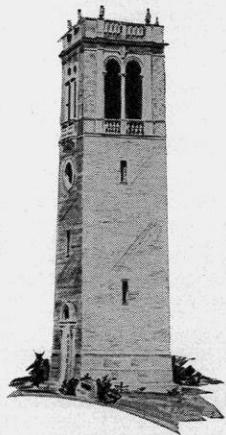
Our University will be 107 years old on February 5, 1956. Its first class met on February 5, 1849, on the lower floor of the Female Academy which was located on Wisconsin Avenue where Madison's Central High School now is located. For over three years the seat of the University was the lower floor of this two-story building. Its departments were scattered about town with classes carried on in professors' or students' rooms, hotel parlors and law offices until North Hall was opened in 1852.

This first class on February 5, 1849, had seventeen young men and boys, but no women. Most of them came from Madison.

From this modest beginning, the University of Wisconsin has become the eighth largest university in the United States with an on-campus enrollment this semester of 15,134.

A new film, "If You Want to Be a Badger," documents student life of freshmen at the University of Wisconsin.





WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

JANUARY 15, 1956

VOL. 57, NO. 9

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★Sidelines

COORDINATING COMMITTEE. The *Alumnus* saved its cover to bring you the first formal portrait of the new coordinating committee for higher education planning. On page 8 of this issue you'll find the complete names of these men and one woman, with a preview of what they'll try to accomplish. On the cover you see, seated, Messrs. Murphy of La Crosse, Steiger of Oshkosh, Watson of Madison, Gov. Walter Kohler, who welcomed the committee, Gelatt of La Crosse, Werner of Sheboygan and Mrs. Laird of Marshfield. The other members of the 15-man committee are, standing, Messrs. Masterson of Stevens Point, Magnuson of Oshkosh, Barstow of Superior, Wegner of Madison, Dellzell of Stevens Point, Renk of Sun Prairie, Tracy of Janesville, Rasey of Wauwatosa and McIntyre of Eau Claire. (Photo by Gary Schulz.)

*

EVERY SILVER LINING HAS A CLOUD DEPT. The College of Agriculture reports that antibiotics—used by dairy farmers to control mastitis in their herds—are *giving* headaches to cheesemakers. The germ-killing antibiotics also prevent cheese starters from working. UW researchers recently devised a quick test for the troublemakers.

*

JUST BETWEEN CLUBS. The president of the Wisconsin Alumni Club of Southern California, Les Schultz, should be commended for the good turn he did his fellow Badgers back in Milwaukee. When Wisconsin played the USC Trojans last fall, Les managed to get 125 game programs one day in advance, then shipped them by air to Milwaukee for a listening party on game night!

*

NO CREDIT, EITHER. Madison police blinked when a student called just before Christmas to ask if he could pay in advance for a parking ticket—the receipt to be given to a friend as a gift certificate. The answer, incidentally, was no.

THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Entered as second class matter at the post office at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

Making the most of my abilities in a new career

(Some questions answered by a New England Life Agent)

AT NEW ENGLAND LIFE, as in baseball, rookie-of-the-year stands for the outstanding newcomer. Glenn Tiffany, here, of Indianapolis won the rookie award of the Company's Leaders Association in 1953.



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"My General Agent and Supervisor coached me in the fundamentals — how to set up a program and close a sale. Both of them are wonderful teachers and enthusiastic about helping young agents. Then I attended one of the Career Underwriting Courses at the home office. Now I am continuing study in Advanced Underwriting."

How long did it take to establish yourself?

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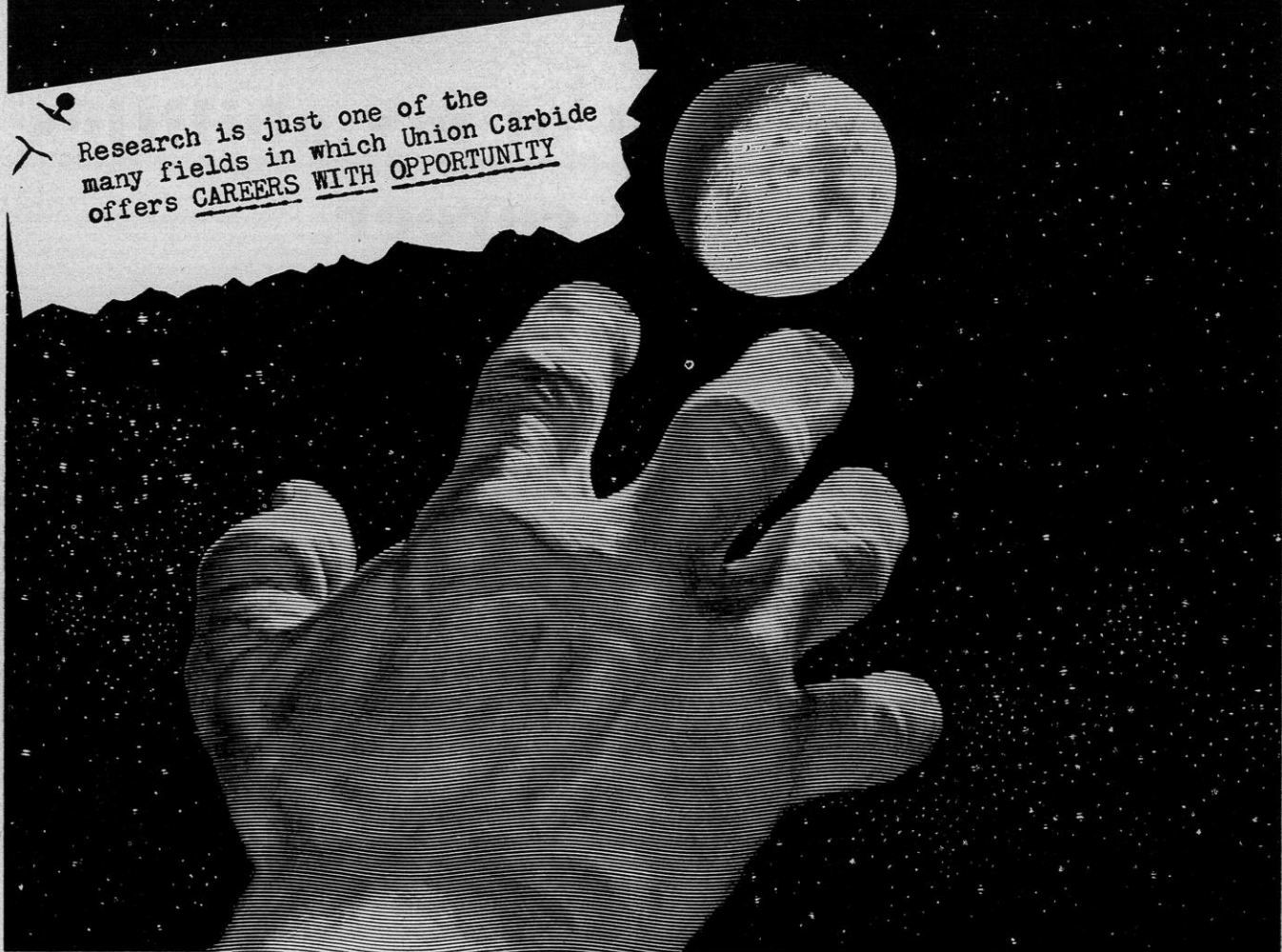
These University of Wisconsin men are New England Life representatives:

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★ Dear Editor:

Wisconsin Instruction System Praised

I have just read (Dean Ingraham's) article in the November 15th issue of the *Alumnus*, and entitled "Why Does the University Use Inexperienced Graduate Students As Instructors in the Important Freshman Year?" I taught quiz sections in Elementary Economics at Wisconsin from 1910-17—most of the time under the direction of Prof. T. K. Urdahl. All of us instructors met every Friday afternoon and went over the questions and the problems for the coming week. Our meetings never adjourned until everyone was agreed on the answers. All examination questions were prepared jointly, and all examination papers were read jointly, each instructor taking a question or two.

In 1927, I joined the Economics faculty of New York University and remained there for 20 years, being in charge of Statistics at the School of Commerce. While I did little teaching of Elementary Economics, I observed the results of having all the different instructors and professors teach classes in that subject *independently*. My observation is that the results of this method were *very* inferior compared to those who trained at Wisconsin. Why? The answer is simple. The different instructors having been trained at different places had rather radically different views on many economic principles, and never discussing these carefully, they never came into agreement. So, what a student learned under one professor, he was likely to find in conflict with the views of another professor. I tried, for years, to get the Wisconsin system installed at New York University, but had no success.

My feeling is that the best system of teaching a subject is to have an able man in general charge of the course and to have assistants working under his careful direction give the detailed instruction. Then one can get good results.

With congratulations on your article, I am

Wilford I. King
Douglaston, N.Y.

Pardon! Our Grammar Is Showing

"Why don't freshmen at the University succeed better than they do in Freshman English?" *Wisconsin Alumnus*, Oct. '55, p. 5.

If the composition of that question is a measure of success, why expect more of a freshman?

Some months ago the *Alumnus* carried an article on athletics featuring Allan Ameche. Allan "The horse" Ameche appeared about every fifth phrase! That waste of space by monotonous repetition reminded me of New Deal spending. My interest was in Ameche, not "the horse" after it had been used once.

If freshmen "don't succeed better", the *Alumnus* should.

Gerald B. Tjoffat, '24
Cincinnati, O.

Receive

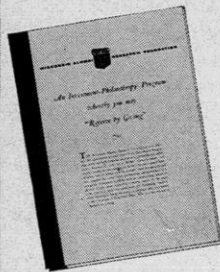
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looking ahead

into '56

*Many challenges face the
University this year . . . but this
is not unusual for our great institution*

THE YEAR 1955 was in many respects a crossroads period for the University of Wisconsin. While it will be the job of future historians to put the 107th year of our institution into its true perspective, there are more than a few areas in which the pattern is already distinct.

Passage of a Legislative measure providing for greater coordination in the direction of state-supported higher education, for example, was and probably will be much in the news. And the need for such coordination was emphasized as student enrollment figures began their climb toward the startling totals predicted for 15 years hence.

Last year, too, the University took a new tack in presenting its financial needs to an economy-minded Legislature. A streamlined, easier-to-understand presentation had pleasant results for all concerned, and the University emerged as vigorous as ever. May it be ever thus.

Many developments reflected the excellence of various University departments. Establishment of the National Agricultural Extension Center for Advanced Studies, a Solar Energy Research Center, an A. C. Network Calculator, a Chair in Hebrew Studies, the

Microcard Foundation, and the Gimbel Art Collection were but a few of these.

As usual, individual brilliance of dozens of faculty members brought them awards, prizes and medals of many shapes and varieties.

Coordination and Milwaukee

The new 15-man coordinating committee on higher education (will it become known as CCHE?) was all set to tackle its first big problem as the new year got under way: merger of University Extension and Wisconsin State College at Milwaukee.

Last month the University Regents elected their representatives to the over-all board. They are Helen C. Laird of Marshfield, Wilbur N. Renk of Sun Prairie, Charles E. Steiger of Oshkosh and A. Matt. Werner of Sheboygan, as well as Charles D. Gelatt of LaCrosse, who is automatically a committee member as University Regent president.

These joined state college regents E. W. Murphy of La Crosse, L. C. Magnusen of Oshkosh, Wilson S. Delzell of Stevens Point, Barney B. Barstow of Superior, and the state college board

For these individuals—teachers, research workers and public service specialists—their awards acted as a spur, a challenge to even greater effort.

As a result of 1955, the University also must meet some challenges.

president, W. D. McIntyre of Eau Claire.

"Citizen" appointees of Gov. Kohler are Arthur E. Wegner of Madison, Robert Tracy of Janesville, Norton E. Masterson of Stevens Point and Lee Rasey of Milwaukee.

Some of the spadework leading up to the Milwaukee merger was accomplished before the coordinating committee held its first meeting on January 5 (see cover). Officials of the institutions involved—including the University at Madison, under which the new Milwaukee institution will be administered—met earlier to prepare some suggestions. They had set Sept. 1, 1956, as the tentative opening day of the new institution, which will probably be called the University of Wisconsin in Milwaukee. They also set a timetable

for course and fee announcements, pre-registration and determination of scholarship requirements.

The coordinating committee agreed on the Sept. 1 opening date. After some discussion the committee decided not to test, as a group, constitutionality of the merger.

The Milwaukee merger, of course, isn't the only responsibility of the new board. It is charged with determining "what over-all educational programs shall be offered in the several units of the University and the state colleges to avoid unnecessary duplication;" adopting a co-ordinated plan for most efficient use of existing physical facilities and personnel, as well as allocating new construction; reviewing and consolidating individual budget requests; encouraging gifts and grants to all institutions, and recommending to the Legislature any proposals needed to carry out its decisions.

The law (embodied in 39.024 of the Wisconsin statutes) charges the committee with the making of semiannual reports to the separate regent boards, to the Governor, and to the Legislature or the Legislative Council.

What price honorary degrees?

Come June, the University will continue its century-old custom of awarding honorary degrees. But after that, who knows? A recent faculty meeting was the scene for some interesting discussion on their value, and finally it was voted to take a fresh look at the whole subject.

Letters and Science Dean Mark A. Ingraham led the opposition to the honorary degree custom. He cited (a) a personal distaste for pomp and circumstance, (b) a feeling that the system has not been completely satisfactory in the past, and (c) the fact that some persons' feelings have suffered at times when honorary degrees have been awarded to faculty members. He declared that judgments on whether honorary degrees are valuable "depends a great deal upon each individual's attitude toward the recipients over the years and his taste in such matters."

The faculty Committee on Honorary Degrees had recommended that the policy of nominating candidates for honorary degrees be reaffirmed. Committee Chairman Andrew T. Weaver reviewed the history of honorary degree procedure since 1856, when the University gave the first of 345 such degrees.

Great quest for knowledge

Teams of University of Wisconsin geophysicists this year will start to work at the ends of the earth, quite literally, in what has been called "mankind's greatest single quest for knowledge." This is the 40-nation cooperative program of the International Geophysical year.

The event is formally set for 1957-58, but Wisconsin work in the Antarctic will get under way after a party leaves the campus next October. And the work will probably extend into 1959. (At the other end of the earth, in the Arctic, Wisconsin men will also be at work in this project designed to give our planet its most exhaustive "physical examination." The third phase of this program in which Wisconsin geophysicists will participate is a project dealing with seismic and gravity measurements on continental shelves, perhaps in the eastern Atlantic.)

Incidentally, the International Geophysical Year will also see first launching of an earth satellite, according to present plans. Scientists will also consider the sun's activity, longitude and latitude, glaciers, oceans, the Northern Lights weather, the ionosphere and cosmic rays.

Wisconsin's Prof. George P. Woollard, head of the geophysics section of the geology department, has been playing a major role in planning for IGY. He early was assigned the task of setting up the program for gravity measurements—a field in which he has long been interested and active.

The most strenuous of the Wisconsin undertakings will be the gravity, seismic, and probably magnetic studies in

the Antarctic. Already planning to participate in the South Pole venture include several Wisconsin Ph.D.s and graduate students. Participants will sign for a period of no less than 18 months.

Groups of British, French, and Russian geophysicists will also set up bases for geophysics missions in the Antarctic, and the U.S. government will be working alone on some seismic studies. The Wisconsin group, together with Lamont Geological Laboratory, Western Seismological Observatory and Leland Stanford University, will carry out a wide range of measurements, particularly on the thickness of the ice and the nature of underlying geology.

"Wisconsin may be the one group among the four which draws the job of working without a base—being entirely on its own, too far out to receive supplies by plane or to be picked up for a return journey by air. We don't know—we may have to fight our way back the full 1,000 miles to the starting point," Woollard anticipates.

This being the case, each man on the Antarctic assignment must be more than a scientist. One should be a good auto mechanic (for the snow weasels), another a good radio operator, another a good navigator. Someone will have to cook, too, although the cuisine will be limited.

And all of them will have to know geology.

United States participation in the huge international program is supported by a Congressional appropriation of 13 million dollars, administered by the National Science Foundation.

For women only

With the retirement of Mrs. Louise Troxell an imminent fact, the University has been leaving few stones unturned in its search for her successor.

A special Regent committee headed by Mrs. Laird reported last month that more than 50 women are under consideration for the post, the nature of which may undergo some changes in the future. Earlier a special Citizens Advisory Board made up of prominent Wisconsin women was named to assist the President and the Regents in the

dean search. After many interviews with present members of the faculty, this committee has set up what it considers the proper standards of the job.

The task of narrowing the field of 50 down to a few, and ultimately, to one, rests primarily with the president, who will bring further recommendations to the Regent committee in the near future. He will likely receive a lot of advice from many sources.

(continued on next page)

Mathematics for the army

Madison, Wisconsin, is a good place to live.

The University of Wisconsin is eminent as a mathematical and scientific institution.

And those are the reasons why the United States Army, after a long study of possible sites, decided to locate its new Mathematics Research Center on the University campus. So it said.

Last month the Regents did their part by:

First, approving establishment of the Center on the campus; and

Second, authorizing preparation of plans and specifications for a four-floor addition on the east side of Sterling Hall to provide space for both the University physics department and the Mathematics Research Center, and

Third, accepting a \$400,000 gift from the Wisconsin Alumni Research Foundation, which, when added to an earlier \$400,000 gift by that Foundation, will pay for the structure.

Obviously the WARF is a fine thing to have around when such opportunities arise!

According to the Army, the general objective of the Center is "to provide a nucleus of highly qualified mathematicians who will carry on investigations in mathematics of interest to the Army and who can be called upon for advice on specific problems beyond the capability of Army facilities."

In addition, the Center will aid the national effort in mathematics research and will increase the availability of trained mathematicians.

It came as no surprise that an eminent Wisconsin mathematician has been chosen as first director of the Center. He is Prof. R. E. Langer, a mathematics department member since 1927.

(The 61-year-old Langer is an unusual man, even in a University community, because in him are combined a deep knowledge of the exact science of mathematics and a broad appreciation for the cultural arts. He can, with equal ease and aplomb, participate in a symposium on the propagation of electro-magnetic waves or moderate a panel discussion by painters and musicians of their responsibilities to society. And he has done both.)

Langer classified the four general fields in which the Center will carry on its investigations: mathematical

analysis and applied mathematics; statistics and probability; numerical analysis and the technology of high-speed electronic computing machines (see December *Alumnus*) and finally, operations research, decision theory, optimization problems, programming.

The staff of the center will be built around a small core of key, high-ranking experts in the several fields who will have professional rank in the University, according to Langer.

New look for law?

Since 1891 an old—it must always have looked old!—red building of Lake Superior sandstone has been one of the landmarks of Bascom Hill.

No, it's not going to come down *this* year, barring accident, but plans are afoot to build a new \$1¼ million Law-Sociology building in its stead—retaining the relatively new Law Library structure, of course. Plans are afoot because the State Building Commission decided to authorize the expenditure of \$100,000 for plans and spec-

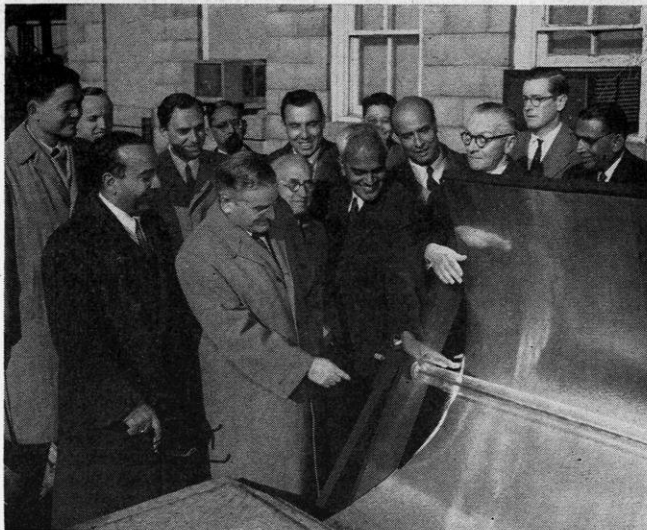
ifications. They may be ready by mid-May.

There'll also be a supporting staff made up of outstanding mathematicians on a visiting basis, and a corps of younger, post-doctoral staff members. From the later group Langer expects to extract new ideas and departures from established theory; they will profit, too, from association with men of more mature accomplishment.

The Center will have as one of its research instruments a large electronic computing machine which will engage about thirty persons in its operation.

In guiding the Center the director will have the assistance of a non-resident consultative panel of scientists and representatives of a number of technical agencies of the Army.

Rockefeller and Guggenheim Foundation grants of \$250,000 and \$30,000, respectively, in 1955 helped launch an intensive research program aimed at the harnessing of solar energy (May, 1955, *Alumnus*). Among recent interested visitors at the project's modest headquarters on the engineering campus was this group of foreign scientists from India, Belgium, Spain, Egypt, Israel, India and Thailand. They posed with UW Chemistry Prof. Farrington Daniels, an outstanding solar energy expert (center foreground), behind a heat-gathering reflector which runs a small steam engine.



English teaching in high schools, again

The *Alumnus* isn't going to take any credit for this development, but it *is* a coincidence. Remember our October issue, in which English department chairman Prof. Merrit Y. Hughes discussed the difficulties many students experience in hurdling Freshman English? His main thesis was that college students should have a better grounding in high school English.

Now last month comes the University of Illinois to decide that it will not continue a remedial "sub-Freshman" course, non-credit, which it has been providing for more than 20 years for students with low proficiency in English. In 1960 and thereafter all students will enter the regular freshman rhetoric

course, to sink or swim as they might. That this was a major policy matter is indicated because it went up to the Illinois board of trustees. They were told by the freshman rhetoric chairman "The university can hardly ask the taxpayers to buy again from us the sort of elementary composition instruction they thought they were buying in their tax investment in their local schools."

At Illinois 29.8 per cent of first semester freshmen on the Urbana campus were taking the remedial course—an all time high.

Wisconsin, too, has a no-credit sub-freshman English course. Its enrollment this semester was 61; the number in regular freshman English is 2836.

At home with the Stiles'

"Moods and Moments" is a handsome volume just published by Garrett and Massie, Inc., Richmond, Va. It was written by Education Dean Lindley Stiles, with his wife and daughters, when he was head of the School of Education at the University of Virginia. The verses deal with the Stiles' day-by-day family experiences.

"As a former English teacher long interested in teaching children to appreciate poetry," Dean Stiles explains, "I have felt there are too few poems written about American children showing how they really feel and act."

According to Dean Stiles, all royalties from the book will go to the schol-

arship fund for teachers preparing at the University of Virginia to work with handicapped children.

Subjects of the verses range from Pat's "Buy Me Something, Daddy," to Judith's "Lost Vacation" (when one does not meet a single new boy).

Some of the verses are written from the parent's point of view; for example, "Hold the Phone" from the last section, "Almost Full Grown":

Do other parents wonder as well,
Whether Alexander Graham Bell,
If a teen-aged daughter he had
known,
Would have invented the phone?

Is Wisconsin dragging its feet?

The public service functions of the University—particularly as they are embodied in the widespread activities of the Extension Division—can be expected to be emphasized as the division celebrates its 50th anniversary in 1956. Shortly the *Alumnus* will have more to say about the Extension Division, but here let us point out that the Wisconsin Idea of service to the state is carried out not only through this agency.

For example, the University's Bureau of Business Research is getting started on an ambitious study aimed at determining whether the state is keeping pace, both with industrial growth in

other states and with her own potential.

Last month executives from 19 leading Wisconsin industrial firms met with University business experts, including Bureau Director Donald Knight, to plan specific research projects to be undertaken by the group under a \$10,000 grant for the first year's work provided by the committee for Economic Development and the Ford Foundation.

The group outlined research concerned with Wisconsin's weak and strong points industrially, and the advantages offered by the state for various industrial types in terms of location, labor, materials, markets, transportation, taxes and living conditions.

Compendium

Enrollment of Korean veterans has jumped 57 per cent over a year ago, with 2,860 veterans of this conflict on campus. As World War II recedes into the distance, only 898 veterans from that period are enrolled.

*

Statistics also show that student enrollment at Milwaukee Extension is up 26.3 per cent, which probably has its roots partly in the coming merger of Milwaukee institutions to make a 4-year branch of the University there.

*

More statistics: On all campuses enrollment is 18,230—an increase of nearly 11 per cent. Of these, 15,134 are on the Madison campus, and 1,496 at Extension Centers throughout the state, excepting Milwaukee.

*

The University last month accepted a copy of the first Hebrew language Bible to be printed in Jerusalem. Donor was Hebrew university in Israel, which described a number of such gifts as a symbol of the ties existing between all universities.

*

The Regents have approved preliminary plans to double the seating capacity of the Union Cafeteria with a \$300,000 addition.

*

A film based on the band music of John Philip Sousa, the march king, is the result of collaboration between the Wisconsin marching band and the University photographic laboratory. Director Walter Meives calls the film "almost experimental" because it was edited to coincide with the music, rather than the opposite, more conventional way. It was well received in its premiere in early December. It is 14 minutes long, in sound and color.

*

Another, the third, rare first-edition of the Badger marching song "On Wisconsin," by Carl Beck and W. T. Purdy (words by the former, music by the latter), was presented to the University by Frank W. Sosman of Cleveland, O.

*

The job market for Wisconsin graduates continues to be bright—from the seller's standpoint. The University's job interview schedule is filled to the brim right through the school year to commencement next June.

Buying Education on Credit



More and more students are expected to borrow money for their education as loan terms are brought up to date

50 years behind the times

"My personal view is that American colleges are about 50 years behind the times in developing a liberal and business-like system of long term credit for students and their parents. At a time when the American customer has learned to buy all manner of capital goods on easy time payments, colleges for the most part have hung back, regarding loans as a relatively unpopular form of aid, a burden to the student, something of a nuisance to administer. The general preference for scholarships is easy to understand, but is an expensive taste, and will surely break down at the next turn of the inflationary wringer."

—John U. Monro
Financial Aid Director
Harvard University

A MONEY-WISE Milwaukee industrialist posed the question at a recent meeting of the University's Board of Regents. "Why don't we encourage more students to make use of student loan funds on a purely *business* basis?"

Regent Chester Wanvig here hit upon something that lately has been giving pause to those involved in administering student aids. Currently, a University committee is at work preparing a report that may lead to a drastic overhauling of present student loan philosophy, and a far wider use of credit to finance education.

For the fact is: only about two dollars out of every five available for student loans at Wisconsin is being used.

Last June the Committee on Loans and Undergraduate Scholarships had a total of roughly \$311,000 that could be used for loans. At the same time, only \$131,600 of this amount was actually outstanding.

The same pattern holds at virtually all Big Ten univer-

sities, according to a survey made last summer by University Loan Officer Oscar Damman, and the picture is probably much the same all over the United States.

Why so? Are there too few students who can advantageously use credit in financing their educations? Are too few students *aware* that credit is available to them? Are existing credit terms apt to discourage many potential borrowers? The answers seem to be no and yes.

Recent developments indicate that there *is* a real need for student loan funds, but that they sorely need popularizing, and—in many instances—liberalizing.

A look at the first University of Wisconsin loan fund provides some clues as to why this form of student aid is not as popular as Regent Wanvig, and many others—including the Committee on Loans and Undergraduate Scholarships, which screens most loan applications—think it should be.

This fund was set up in a \$5,000 trust account in 1878. The gift stipulated, and stipulates, that a "needy" student may borrow no more than \$50 per semester, and a maximum of \$200. Eligibles must have attended the University at least one year. Further, the donor requested that students receiving loans be impressed with the duty of repaying them as soon as they are able to do so. (Incidentally, it was provided that the money paid back by student borrowers always must be added to the principal of the original trust fund. As a result, this fund now totals about \$66,000.)

Since establishment of this fund, there have been more than 100 separate loan funds established at the University by individuals, groups and alumni clubs. Right now there are 103 such funds, each administered as a separate account.*

A majority of these loan funds are governed by the same

* Including the Henrietta Wood Kessenich scholarship and loan fund, established in 1938 by the University of Wisconsin Alumnae Club of Minneapolis and now totaling \$1,728.98; the UW Senior Women's club of Detroit fund of about \$750, established in 1941, and the Edward L. Schildauer memorial loan fund, which is contributed to by the Wisconsin Alumni Club of Southern California and now totals \$1,200. The first is for men or women students, the second for co-eds only, the third for engineers only.

sort of provisions present in that first fund, although some donors have left more policy determination up to the University. Stipulations are extremely varied and many funds insist that a *number* of specific conditions be met. The borrower must be from a certain city, perhaps, and in a certain college. He must be an upperclassman, and pay a specified rate of interest. He may have to provide a guarantor.

All of these stipulations have some effect on limiting the number of students eligible for loan funds. Even more, they contrive to dissipate administrative time and money, since each fund is handled separately; in some instances "activity reports" on individual funds are required. Thus the loan officer feels an obligation to match loan applicants against each loan fund with the hope of arriving at a perfect fit—and so keep all loan funds active.

"We try to make sure there's an equitable distribution," is the way Damman puts it, "even though the terms may be difficult in some cases."

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Of course, it's not always that loan fund stipulations are left completely inflexible. For example, one fund specifies that "preference" be given to Sheboygan county residents, but leaves the door open for other applicants if that stipulation can't be met.

An obvious drawback of that earliest loan fund, and some succeeding ones, is the maximum loan limitation. Fifty dollars was almost enough to put a student through a semester back in the 1870's but ten times that figure will hardly do the same job today.

Even where University policy regulates conditions of lending, the maximum amount which may be borrowed by any student is \$500, and this was only recently increased from \$250. Notes are made for a maximum of one year, and are renewable.

Therefore when a student does take a loan at Wisconsin, and at most other institutions, he generally considers it a short-term obligation. The sharp upturn in outstanding loans at the beginning of each semester indicates that much loan money is issued for tuition and books. The very fact that notes are written for only one year lends the impression that long-term loans have not been encouraged, even though the notes are renewable.*

University loan officials are convinced that even these emergency loans have not been used to full advantage by enough students because they have not been vigorously promoted in the past. The existence of such funds is no secret—it's revealed right in the student handbook—but loan funds have been greatly overshadowed by scholarship grants in the past.

Indeed, an attitude revealed in the terms of some loan funds seems to imply to the borrower that there is more "charity" involved in accepting loan funds than in accepting

* Interest rates vary from zero to six per cent . . . and often the rate a student pays depends upon which stipulations he happens to meet. The typical loan is at about three per cent annually. In some cases the interest is payable from the date of the note; sometimes interest is not charged until after the end of the first period of the note, or until after the borrower leaves school.

Applicants for student loans generally talk with J. Frederick Andrews, new staff member whose responsibilities include administration of various forms of student financial aid.



outright cash scholarships. This is most paradoxical—since presumably the *loans* will be directly repaid.

John U. Monro, Harvard's student aid director, touched upon this strange concept in discussing Harvard's new policy of advancing loans to freshmen (at Wisconsin, and most other institutions, at least a semester of residence is required of student borrowers). Said Monro, in the *Harvard Alumni Bulletin*:

"Like most colleges, we used to oppose making loans to freshmen, mainly because, as we said, we didn't know them well enough to be sure they were good risks. Then it occurred to us that we did know the freshmen well enough to award them \$250,000 in gift scholarships, and the old policy on freshman loans began to look a bit silly."

This element of risk is one with which loan fund administrators are ever conscious, by the way. In some instances it is probable that the lack of a clear cut policy on risk-taking has retarded the use of loan funds at some colleges. For finance specialists—be they in business or in government—strongly and rightly feel a strict accountability for funds entrusted to them. In this respect, a recent report to the University Regents noted, with a discernible trace of pride, that "current collections are at about 98 per cent," as contrasted with less than 92 per cent during "the period of the early 1920's and before, during which a very liberal policy was in effect."

Last fall the University hired a new staff member, J.

Frederic Andrews, whose chief responsibilities lie in the realm of student aids. Andrews sees the use of loan funds as playing an increasingly important role in a three-pronged approach aimed at assisting deserving students of limited means. He recently observed:

"One of our immediate goals is to make more students aware of how important it is to consider student loans—both short and long term—along with part time work and scholarships as part of their planning college finances."

KENNETH LITTLE, vice president of student affairs, recently noted that at present student loan funds are *not* utilized to any great extent as a source of financing college educations. And not long ago an administrative report to the Wisconsin regents commented:

"It is considered desirable to make student loan funds available as a substantial service to students who can appropriately use them in long term educational planning, particularly in cases of students of outstanding ability for whom financial barriers to further education are restrictive."

What are the prospects for popularizing this type of long-term borrowing, in view of the present limited use of loan funds? Very good, if one considers developments at Harvard, which a few years ago had a loan policy like those in effect at most colleges today.

"The program wasn't used much," Monro recalls. "In the year 1949-50 we liberalized our loan program and began to promote it . . . (Now) we will loan a student up to \$400 a year (or \$600 in a pinch) for a total of \$1,800. After a student clears university studies and goes to work, we start charging three per cent interest and collecting principal back at the minimum rate of \$10 a month.

"Our loan program has grown rapidly during the past five years. This year we shall be loaning about \$200,000 in long term loans (contrasted with \$10,000 in 1948-50)."

It is likely that students attending Harvard are no less well off financially than those at most other institutions.

Monro specifically noted that loans are a practical means for helping families of substantial income, temporarily embarrassed by having two or three youngsters in college at the same time.

A liberalized loan policy thus can give the same sort of hope to students whose families don't rate as "needy" as that envisaged for less fortunate families by a Wisconsin relief bill passed in 1933.

This state-sponsored program, titled the "Unemployment Relief Student Loan Fund" and administered by the public welfare department, is still in operation but not nearly as active as it once was. During the depressed thirties, from 500 to 1,000 loans to Wisconsin college students were made annually from \$510,000 appropriated by the state legislature. Currently no more than 200 loans are made yearly from a revolving fund cut to about \$240,000 by a post-war Legislature which had observed that the funds had ceased to be used fully.

To be eligible for a loan from this fund, the student—and his family—are investigated through local relief offices. Each case is decided on its own merits, and there are no hard-and-fast rules. Assumption is made that the family has first obligation in providing for its own.

The terms of this loan fund are considerably more liberal than the average, although they fall short of those in Harvard's policy. A maximum of \$440 a year, up to \$1,200 altogether, may be borrowed by eligible students. No interest is charged while the student is in school, and four per cent thereafter. Minors need co-signers. The term varies but often is limited to two years after leaving school. The law setting up the fund left these rules flexible, and presently they are the responsibility of the Board of Public Welfare.

(continued on page 36)

More Scholarships Available for Freshmen

Scholarship (Donor)	Who Is Eligible	Terms	Where and When To Apply
Ingersoll Foundation	High School students (intending to enroll) in engineering. Preference to employees or children of employees of Ingersoll Milling Machine Co., Rockford, Ill. Second preference given to others residing in Rockford area.	\$300 plus all fees.	D. E. Kemper, Ingersoll Milling Machine Co., Rockford, Ill., or R. A. Ragatz, 1002 Engineering Bldg., Madison, Wis.
Grainger Charitable Trust	Seniors in high school who intend to enroll in electrical engineering.	1 @ approximately \$250 for 1956.	Chairman of Committee on Undergraduates Scholarships and Loans with approval of Dept. of Electrical Engineering.
George W. Mead	High school students living in Wisconsin Rapids area, who intend to enroll in engineering.	\$1,200	George W. Mead, Wisconsin Rapids, Wisconsin.
Elsa A. Sawyer (Memorial)	A music major with superior musical talent, scholastic attainment, interest and promise in performance, composition, theory, musicology, music education, church or community music.	1 @ \$400 renewable	Committee, School of Music, University of Wisconsin. Apply anytime. Awards announced May 15.
Kohler Family	Students of Kohler high school who will attend University of Wisconsin.	4 year scholarship	Principal of Kohler high school.
Odegard Family (Memorial)	High School graduates of Lincoln county under 24 years of age.	1 annually at \$200, continues for four years, dependent on scholarship.	Chairman, University Committee of Loans and Undergraduate Scholarships or contact principal.
International (Brittingham Trust)	Foreign students, aged 19-22	One-year study at University of Wisconsin; average value \$1,524	Office of Admissions, University of Wisconsin.

a PERSONAL report

on that White House conference

THERE WERE ELEVEN of us delegates assigned to table 23 at the White House Conference on Education last month. We came from eleven states in the middle west, New England and the south. Four of us were women, homemakers and mothers active in organizations whose members are keenly interested in good schools. Two of these are former state Parent-Teacher presidents now serving as members of state educational boards. The youngest woman, with two children attending an elementary school in a large city suburb with mushrooming growth, is a local P.T.A. president and wife of a school board member. The capable journalist wife of a former New England governor rounded out the distaff side of our group.

Five of the men were professional educators, two of them city superintendents. The others included a chief state school man, a class-room teacher, a staff member of the U. S. office of education, an official of a state teachers association and the executive secretary of the National Association for the Advancement of Colored People.

We probably looked fairly typical of the other 165 tables and 1,782 delegates—our pictures appeared in reports on the conference by *Life* and *Time*!

We had all come to Washington fortified with comprehensive written reports and recommendations concerning the schools in our own state, compiled after a year of earnest study by over 500,000 citizens at local, area and state meetings. But we were free to, and often did, express ourselves as individuals on the subjects considered in the sessions.

We discussed, of course, the subjects prescribed by the national committee planning the White House Conference, including the aims of our schools; organization of school systems; school building needs; getting good teachers (and keeping them); financing, and—perhaps as important as any—"How Can We Obtain a Continuing Public Interest in Education?"

It was evident from the first that everyone present was deeply aware of the importance of this gathering, the first opportunity in our country's history for citizens to meet together at this level and advise the President and Congress about the kind of schools we want for our children.

An impressive part of the conference, to me, was the great similarity in the problems and goals of individual members of our group—geographically scattered though we were. There were differences of opinion on the answers to these problems, to be sure. These differences were discussed, however, in a statesmanlike manner, with individuals often

standing by their individual viewpoints, yet invariably accepting the group action with good grace.

How to finance the kind of schools Americans want was (and apparently continues to be) a subject of fearful apprehension for some people. But the decision of the delegates at the conference itself was reached far more calmly than had been expected. (See Quiz the Professor, this issue, page ten.) Every area wanted to pay its own way, if possible. However, most delegates recognized that demonstrated need in certain areas probably will call for some additional federal aid, with limited federal control.

When the conference drew to a close, the national chairman, Neil McElroy, urged us to go back home, "join the great and growing army of people working for better schools" and work to convert the passive citizen interest into more active concern.

How am I doing, Mr. McElroy?

people are praising . . .

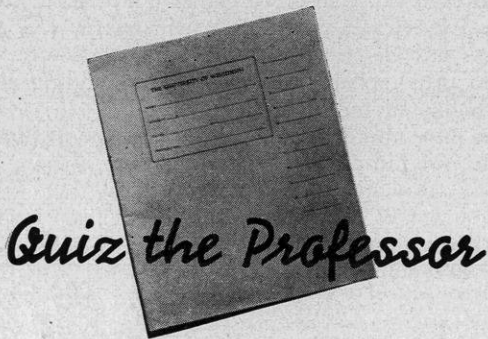
... the work of Phyllis Berg Pigorsch, '53, who exhibited 25 of her drawings and oils recently (upon invitation) at the University of Wisconsin in Milwaukee. During the past year, Phyllis studied in Italy under a \$2,000 grant established for Wisconsin women graduates by New York

(continued on page 36)

Phyllis Berg Pigorsch: a hanging in Milwaukee



Why did the White House conference stamp its approval on federal aid to education?



*The answer to this question
is given by Education Prof.
Leroy Peterson, president-elect,
Wisconsin Education Assn.*

THE GREAT National issue in Education at the moment on which this (White House) Conference should concentrate is the relation of the federal government to the support of schools." So stated William G. Carr, executive secretary of the National Education Association speaking for the teachers of America.

Prior to the conference and during actual sessions business groups made *their* stand clear. This stand was well sum-

marized in 1954 in the words of then president of the National Association of Manufacturers, Mr. H. C. McCellan, in a Los Angeles address:

"Industry is deeply concerned over the inadequacy of the funds being spent on education and is particularly disturbed over the meagerness of teachers salaries in relation to the high caliber of the men and women needed in the schools and the importance of the services they perform. . .

"Desperate as is the need for larger funds for education, we must avoid at all costs asking or permitting the federal government to pick up the tab. . .

"In order to preserve the traditional freedom of education from domination by any political or economic group it is essential that education remain a responsibility of states, localities, individuals and groups of individuals."

So, with business leaders on one side and educational organizations on the other, the question of federal support of education was easily the most controversial in the conference. To most of the participants it was one of the most interesting.

The need for more adequate support of education was accepted by most people in attendance at the conference—only the sources of revenue and the unit of government to provide the money brought differences which could not be reconciled.

The final report of the conference showed that the participants, two-thirds laymen and one-third educators, split down the middle on the question of federal support for school operation. They voted two to one for federal aid for school house construction.

What was the thinking upon which the above decisions were based? First, why was there agreement that more money is needed for education? Why was there sharp disagreement of federal aid for school operation and less conflict of opinion on federal aid for school house construction?

There was agreement that more money was needed for education because the facts substantiating this conclusion were undeniable. It was shown that more money was needed because:

1. We are not now attracting sufficient persons into education to replace the turnover of present staff.
2. We will need one-half million more teachers in 1965 than we need today.

3. Only about one-fifth of all 1954 graduates of four year colleges entered school teaching. During the next ten years one-half of all college graduates would have to enter teaching to fill our needs from this source.
4. Teachers salaries have increased less during the last 25 years than salaries in many other occupations. This is particularly true of salaries at the top level.
5. A large number of our best potential students do not attend college at all or drop out before graduation. The reason is frequently economic. It is estimated that we could double the number of college graduates by a comprehensive, well-financed scholarship program. A large increase in the number of college graduates could increase the supply of teachers even though only the present proportion went into teaching.
6. More money is also needed for school buildings. "Fifty thousand new classrooms are needed each year to house the rising enrollment plus thousands more to replace buildings grown obsolete through more than 20 years of depression and war time neglect."

This means that a new classroom must be built approximately every ten minutes, 24 hours a day, all year long to provide necessary housing for the increasing enrollment alone. This is in addition to the usual replacements for deterioration and obsolescence. A building program of these proportions is putting an unprecedented strain on local communities and state building funds.

7. More money also will be needed to operate the additional schools which are being built as well as those already in existence. If we spend the same amount per child as in 1954 the cost, because of increased enrollment, will increase from \$10 billion in 1954 to 13.26 billion in 1965. If the cost per child were increased to a more nearly ideal figure of \$356 per pupil (the amount spent in New York State exclusive of debt service in 1954) the total cost would be 17.1 billion.

WITH THE CONFERENCE in general agreement that more money is needed for education in the decade ahead the focal question became "Where shall we secure the necessary revenue for operation and for school buildings?"

For a long time local school districts provided the major share of tax revenue for schools. Then came a general recognition that children and wealth do not always go together and that some districts with many children have meager financial resources. So state support to equalize costs and educational opportunity became a generally accepted principle of school finance. No one at the Conference seriously questioned this principle.

With general property tax, the major, and in most cases, the only tax source of school districts which are already heavily burdened, there appeared to delegates little likelihood that local school districts could shoulder the increased cost of education in the years ahead without excessive financial hardships. In the last analysis, then, it has become a question of whether the state or the federal government shall provide the needed tax revenue for increased costs or to what extent they shall share the obligation.

Few participants opposed the continuation of federal aids now being granted to education by the federal government. No one advocated returning the available revenue from land grants to Uncle Sam. Most participants would fight to the

last ditch to continue the school lunch program. Federal aid to the "land grant" colleges was generally approved. While minor objections were raised to some of the standards or "controls" in the administration of the George-Bardeen and other similar acts most of the participants were quite willing "to go along" with existing grants. The money granted for school house construction during the depression and in war-impacted and defense areas was questioned least of all. The consensus seemed to be that when "controls" were exercised they were in the direction of securing more economical and functional buildings.

Altogether, on the basis of principle there was little objection to past or present federal aid to education. Past and present lump sum or annual appropriations for either current operation or capital structure were approved by most of the conferees. The objection is in reality to any substantial expansion of federal support for education beyond the approximately two percent of the cost which is currently being provided.

The many participants who opposed the expansion of federal aid did so for several reasons—some for one reason



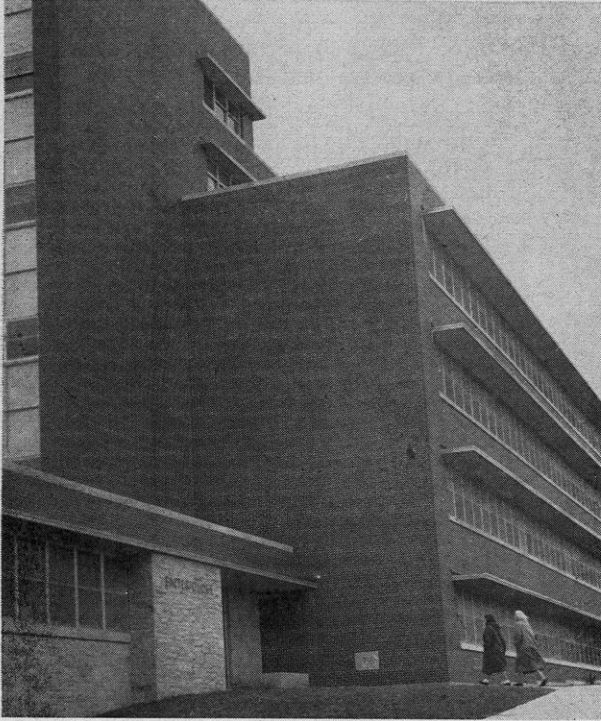
Prof. Peterson, well-known in Wisconsin educational circles, was one of the state's 31 White House conference delegates.

some for another. Probably few, if any, opposed the expansion of federal support for all the reasons advanced. The following appeared most basic:

- The expansion of federal aid to education will increase taxes. About the same amount will be spent by the local district and the state from their own sources so any federal funds will increase tax proportionally.
- Many large taxpayers prefer to have property taxes, sales taxes and other local and state taxes rather than income taxes support education. Federal income taxes would probably be the major source of any federal aid to education.
- Special interest groups want the determination of educational expenditures left at the state and local levels since they can more easily influence the pattern of expenditures there than at the federal level.
- Expansion of federal aid to education is unnecessary. If local districts were properly organized both in terms of

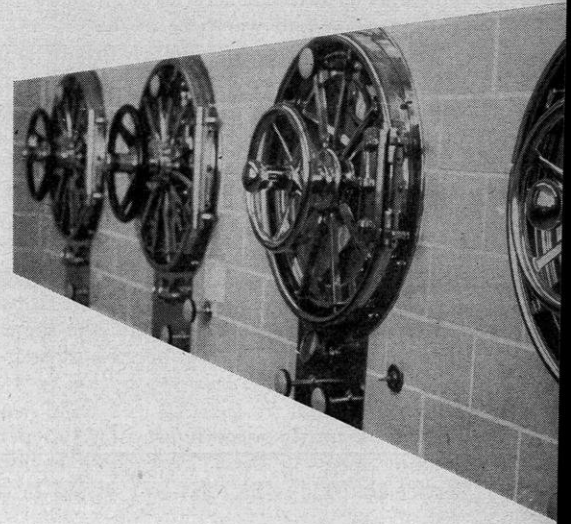
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new look in Bacteriology



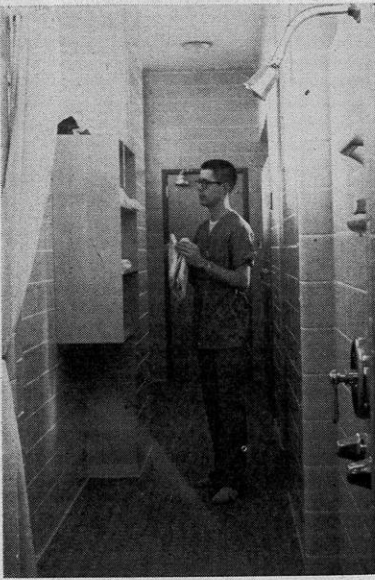
Vital statistics: The new building cost \$1,700,000 including \$300,000 for equipment. Altogether, 10 separate departments use the classrooms. There are 505 course enrollments in bacteriology alone. There are 19 undergraduate bacteriology majors, and 80 graduate students. From 12–20 Ph.D.'s are graduated each year.

There are more autoclaves (wall sterilizers) in the new Bacteriology building than in many small hospitals. There're also more bacteria. Several constant temperature rooms are also useful in controlling the growth of cultures.



A temporary lecture hall partially blocks the view of the new L-shaped Bacteriology building from Babcock hall. Agriculture hall is at the right, outside this picture. Formerly the bacteriology department was scattered on all floors of Ag hall, the soils greenhouses, veterinary science buildings, King hall, and other assorted places.





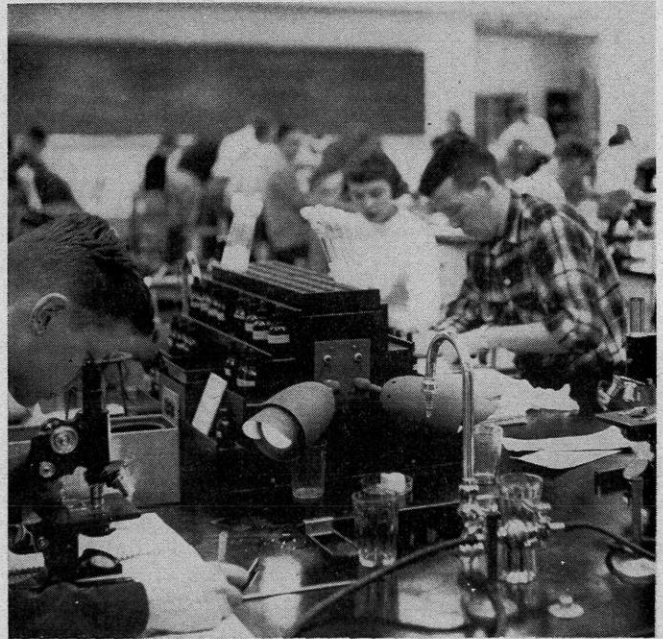
The fourth floor has an "isolation ward" from which students and scientists can exit only through shower stalls and locker rooms where clothing is changed. Tiled walls prevail throughout, making maintenance easier.



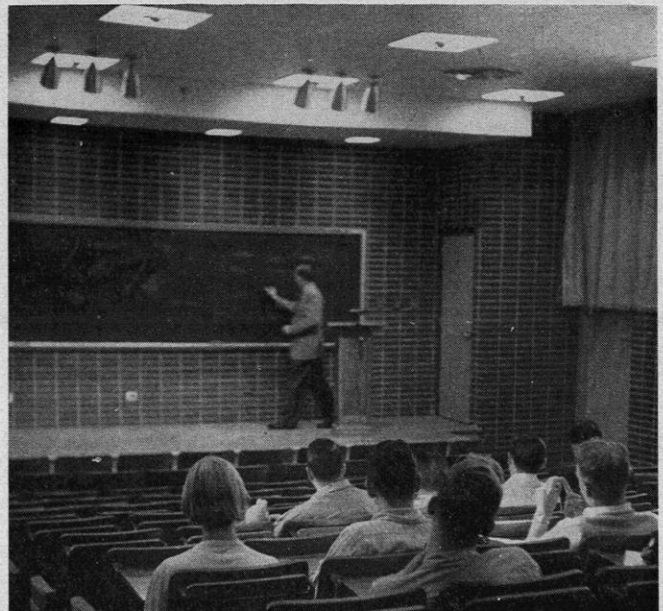
Most staff professors (10 in all) have office space in an enclosed corner of small labs where their graduate students labor. Research work and graduate training go hand in hand.



When President Fred helped break ground for the new building in 1953, it was with some degree of personal satisfaction. It was from the ranks of bacteriologists that he progressed to graduate school dean to Agriculture dean, thence to president.



This undergraduate laboratory is but one of 18 labs of various shapes and sizes. Below, a modern lecture room with motor-pulled drapes and excellent acoustics. The lighting is as modern as antibiotics.



Economics

in action

*College economists get acquainted
with everyday business problems by
attending an interesting University institute*

By A. C. Sessums

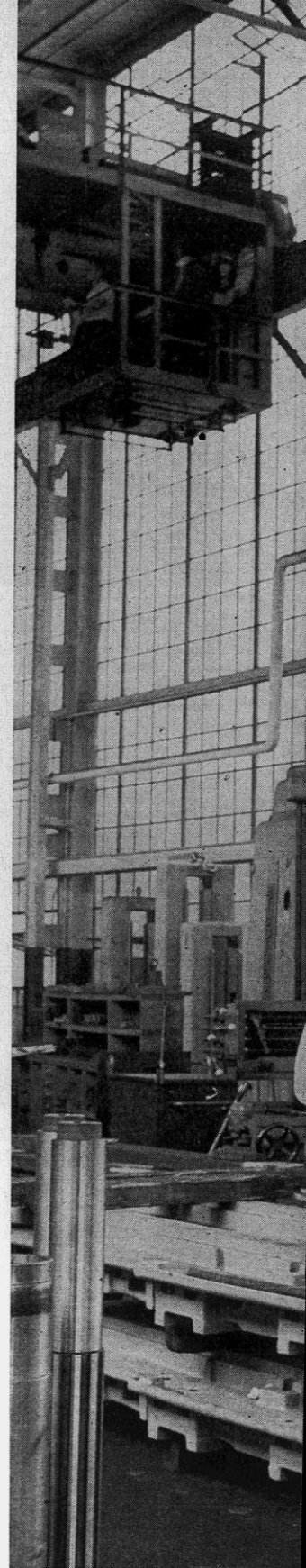
[REPRINTED FROM FINANCE MAGAZINE]

LEADERS of Midwestern finance and industry during the past two summers have found themselves sharing an unofficial hotseat for quiz sessions which probed to the heart of their policies and procedures. Sharp and searching queries were tossed at these top-level bankers and businessmen, who shot back frank and factual replies—and all without the stimulus of dazzling spotlights or rubber trunchions, the routine equipment on hand for any well-regulated third degree.

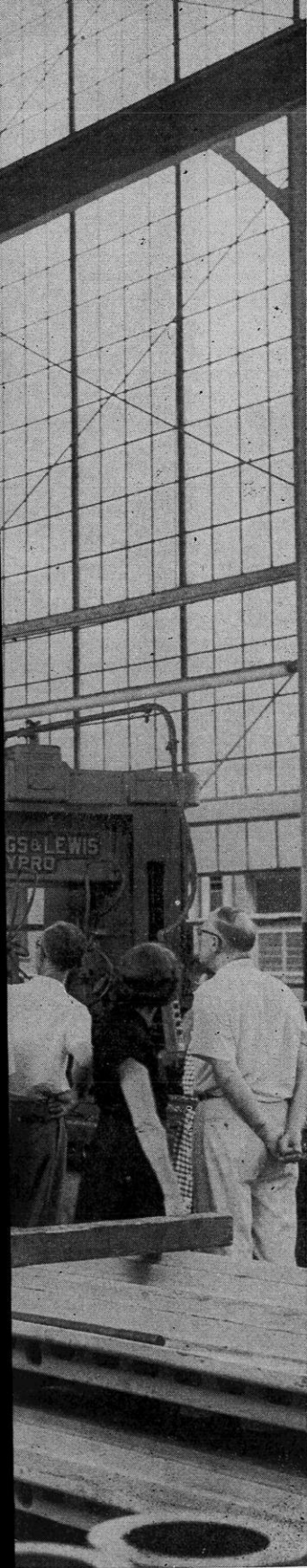
Last summer's Q & A sessions in Milwaukee, Chicago, Janesville, Fond du Lac, Madison and intermediate points, were unique in that they were entirely relaxed and friendly, and were not aimed at proving someone right or wrong. They had a two-fold purpose: 1) to increase the nation's store of basic economic knowledge; and 2) to replenish the supply of Tincture or Realism, indicated as a specific for relating classic economic theory to the facts of everyday economic life.

The experts who fired the questions were professors of economics at 17 colleges and universities. They comprised the second "class" in the University of Wisconsin's peripatetic post-graduate course, "Economics in Action." During this intensive four-week project the professors-turned-students toured industrial plants large and small, visited banks and bankers, cross-questioned company presidents and shop foreman, and attended lectures by authorities in such fields as automobile financing, Federal Reserve policies, labor-management problems, and taxation.

The touring teachers traveled by bus from their headquarters at the University in Madison to the various installations scheduled for study. They took copious notes based on shrewd listening and even shrewder questioning, acquired armfuls of printed source material, and walked an estimated 317 miles through bank corridors, steel mills, oil refineries, power plants, and assembly lines.



To Gittings & Lewis



in Fond du Lac

And the reason for the questioning, hiking, and note-taking? To get a first-hand knowledge of how the American economy works; to study its performance at the production and policy-making levels; to sweat for a while with those who man and manage America's miraculous industrial complex.

And the goal in obtaining this knowledge? To pass on to successive classes of students a keener and more realistic understanding of the American economy's true processes and its expanding power.

Appropriately enough, "Economics in Action" is a project of the University's Extension Division. Its organizer, director-general, and minister with several portfolios, is Prof. John L. Miller, chairman of the Division's Department of Economics, Sociology, and Anthropology.

Along with a good many other realists—both beneath and beyond academic cloisters—John Miller is convinced that there is an unfortunate gap between economics as taught in the classroom, and the practical exercise of economic principles on the level of daily business life. Several years ago, he began to work on a program aimed at bringing teaching and practice closer together; at making clear to students the uncomfortable fact that reality often puts a roadlock in the way of a nicely rounded theory. The result of his labors was "Economics in Action," not the first program of its type in the country, but the first designed to serve the Midwestern and Plains States and, though only in its second year, one of the most successful yet organized.

John Miller has high praise for other courses which antedated the University of Wisconsin's plan, and he mentions, in particular, the Case Institute field study program sponsored by the Republic Steel Company. He explains, however, that the Wisconsin plan is set up on a broader sponsorship base, being underwritten by some 20 Midwestern firms and not costing the University a penny.

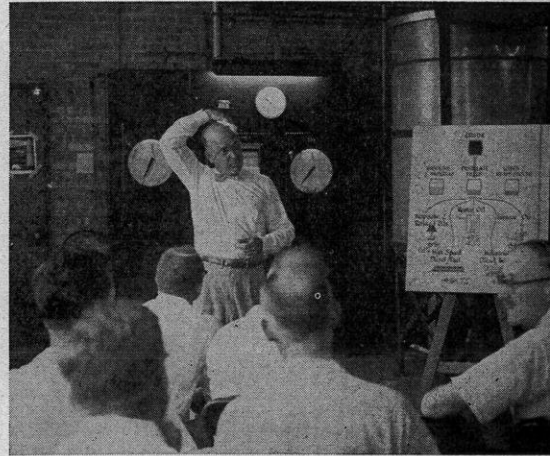
Individuals qualifying for the course received fellowships covering all of the usual expenses of the course, including travel to and from their home bases. The fellowships were made possible by gifts of up to \$1,000 from each of 19 firms.

Since he first broached the idea of taking economics professors out of their classrooms for intensive on-the-stop study of business and industry, John Miller has had continuing off-the-campus encouragement and support

from William A. Jahn, president of Inland Steel Products Company. Bill Jahn has represented The Inland Steel Foundation, maintained by his firm's parent company, in backing "Economics in Action" and he is a true believer in the project's merits. He told FINANCE:

"This is a splendid way to get across to the country's youth the true story of America's economic system. By studying industry in action, those who teach economics in our schools and colleges can instill new interest in their pupils and make clear just what our economic system means to the individual—and I believe this is one of the most vital goals in modern education."

In pursuing this goal, Wisconsin's hand-picked group of probing pundits has just completed a close study of operations at the Federal Reserve Bank of Chicago (followed by a local-level



To Whiting, Indiana and Standard Oil research labs on a hot day—to get the low-down on petroleum's contributions to the economy.

study of Fed operations at The Marine National Exchange Bank, Milwaukee); the Republic Steel Company, South Chicago; Standard Oil Company (Indiana), Whiting, Ind.; Allis-Chalmers Manufacturing Company, Milwaukee; the Rock River plant of the Wisconsin Power & Light Co.; the Chevrolet assembly plant, Janesville, Wis.; Giddings & Lewis Co., Fond du Lac; the Klau-Van Pietersom-Dunlap Advertising Agency, Milwaukee; and automobile dealers in several Midwestern cities.

The members of the touring group included department heads, professors and instructors from the economics faculties of institutions in Minnesota,

Nebraska, Illinois, Indiana, Kansas, Wisconsin, South Dakota, Arkansas, and Nevada.

To prevent the project from coming loose at the seams as is all too possible on an extended junket involving a large group of people, Professor Miller evolved a two-ply gimmick for keeping the course on course: The over-all objective was the first-hand study of the American economy in action; the immediate, chartered goal was the scrutiny of the automobile as a consumer product.

In other words, the Wisconsin group took one of the most vigorous and booming segments of the economy and anatomized it. They followed problems of supply and manufacture, financing

query as to what interested the visiting academicians. What did they want to know? What questions did they ask?

Several of the Q & A sessions were off the record, it being explained that, in the interest of completely frank discussion, the press would be asked to wait outside. On this particular project, it would seem that, as a matter of general interest, the questions asked were more important than the answers given, as the queries indicated obvious areas of concern in teacher thinking.

Here, as they were gathered hastily between blast furnaces and assembly lines, are some typical questions asked by the economic experts at plants in

The Detroit Edison Company. The "shed" referred to was as long as five football fields, laid end-to-end. And A-C will get the box out, all right. The men who put it together will take it apart and ship it to Detroit on special flat cars. From its tractor assembly lines to its research department, there is no economic inaction at Allis-Chalmers.

Adding up the answers to these and other questions, with the further addition of facts gleaned from keen observation, the 17 professors came to several conclusions, acutely phrased by Sidney J. Claunch, Jr., of the University of Nevada. He stressed that the group was not "specifically interested in any one company, but in all of them, as their success or failure affects the over-all economy." He said the "Economics in Action" course just concluded had been exceedingly helpful in aiding the group to apply theory to practice and to judge more understandingly between various management procedures.

And this, of course, was just what Professor Miller ordered. He said as much during an informal supper in Milwaukee, attended by the touring economists and the city's leading bankers, businessmen, and industrialists. Over the coffee, John Miller came as close to making a speech as he did at any time on the various excursions from Madison. He was brief, however, and to the point.

He outlined the development of the project and pointed out how the results of this year's field studies were coordinated and set in perspective by special lectures at the University—lectures by such experts as Secretary of Labor James P. Mitchell; famed Harvard economist Sumner Slichter; Theodore Anderson, manager of the Ford Motor Company's economic studies department; and Ben Bennett, of Republic Steel's treasury division.

John Miller made clear the goal of the "Economics in Action" program: "to create a better understanding of the growth element in America's economic system; to see the 'what' and the 'how' of this economy, and to take this knowledge back to the classroom."

Wisconsin's realistic project gave the "students" intimate and revealing insights into the fundamental mechanics of America's economy on the move. Profits accruing from their experience will be passed on to their own pupils, who, in turn, will aid in helping to create a clearer popular understanding of the facts which make America's standard of living the highest in the world.



To Milwaukee, where ad agency Klau Von Pietersom & Dunlap treated the college economists like prospective clients . . . very nicely!

and distribution, labor and management, advertising and public relations, and a baker's dozen other items related to, or part and parcel of, the automobile and its production.

At Allis-Chalmers and Chevrolet's Janesville works, the inquisitive economists toured vast production lines and then heard detailed analyses of what sometimes slows them down. They watched production of basic raw material at Republic Steel and at Wisconsin Power & Light. They discussed automobile financing with dealers and bankers and then, to get a definitely realistic and shirt-sleeved opinion on the industry, they had several provocative bull sessions with the boys in a corner garage.

All of which logically leads to a

Michigan, Indiana, Wisconsin, and Illinois:

How will the development of atomic energy affect your company? How does your firm's wage level compare with basic wages in other industries? What budgetary control system does your company use? What is your annual rate of increase in productivity? Has automation cut down the number of your employees? Do you foresee a price increase in your product? What is the distribution of your sales dollar? And how can you possibly get that incredible box out of this shed?

That last query was addressed to an Allis-Chalmers official by a skeptical prof from Indiana. The box mentioned was a gigantic steel condenser being erected as part of a huge installation for

spotlight

on

Founders Day

BELOIT

February 9 Art Lentz
 Contact: James Opdyke, Mercy Hospital—4-4966

CHICAGO

Program honoring the memory of George Haight
 At Bismarck Hotel, Randolph at Wells
 February 3 at 6:00 P.M.
 Speaker: Pres. Edwin B. Fred
 Contact: Marty Below, 110 W. Kinzie (DE 7-1277) or
 John M. Lord, 135 S. LaSalle (RA 6-0466)

CLEVELAND

University Club, 3813 Euclid Ave., Cleveland
 February 3 \$4.25 per person
 Speaker: Leroy Luberg, Assistant to UW President
 Contact: Miss Ruth Weiss, 1250 Manor Park, Lakewood 7,
 O. (BO-2-4581)

DENVER

February 14 John Berge
 University Club
 Contact: Clifford W. Mills, 1360 Bellaire St.

COLUMBUS, O.

February 4 Buffet Supper
 Contact: Mrs. Eugene S. Montgomery, 1308 W. 3rd Ave.
 (HU 8-8619)

FOND DU LAC

February 2 Art Lentz
 Contact: Raymond Colwin, Room 506, Empire Bldg.—1

KALAMAZOO

February 10 Dr. T. Harry Williams
 Hotel Harris, Kalamazoo, Mich. \$2.75 for dinner fee
 Contact: Mary E. Cryan, 625 Davis St.—(2-8534)

KENOSHA

February 6 Eugene P. Boardman
 Contact: Dr. Warren Johnson, 6820-14th Ave. (4-3865)

MADISON

January 24 Philip Reed
 Contact: Arlie Mucks, Jr., 23 W. Main St. (4-4130)

MILWAUKEE

February 2 Earl Johnson
 Wisconsin Club, 900 W. Wis. Ave. \$5.00 per person
 Contact: Donald Haberman, 212 W. Wis. Ave.
 (BRI-2089)

MINNEAPOLIS ALUMNAE CLUB

"Arranging Flowers", Demonstrator: Marcia Davis
 Home of Wilma O'Connell, 5237 Stevens Ave. So.
 March 8 at 8:00 P.M.
 Contact: Florence Drake, 4531 Arden Ave. (WA 2-6646)

BULLETIN BOARD

NEW YORK

February 14 Wisconsin's Lt. Gov. Warren P.
 Knowles, plus Dr. Grayson Kirk intro-
 ducing "Man of the Year"

Keystone Room, Hotel Statler
 Contact: Ted Wadsworth, Dillon Reed and Co., 46 Wil-
 liam St.

NIAGARA FRONTIER

February 4 Roy Luberg
 Park Lane Restaurant, Buffalo
 Contact: W. J. Anderson, Sec'y. (UN 6479)

NORTHERN CALIFORNIA

February 17 John Berge
 San Francisco Bar Association Club, Mills Tower
 Contact: Mrs. Gordon Murray, 1475 Chestnut St., San
 Francisco (6-3284)

OKLAHOMA CITY

January 20 Fayette Elwell
 Contact: E. G. Dahlgren, 715 N.W. 49th St.

PITTSBURGH

February 4 Raymond Dvorak
 Contact: Edwin A. Smith, 1238 Brighton Rd.

RACINE

February 25 Warren P. Knowles
 Racine Country Club \$3.00 per person
 Contact: Mrs. Albert May, 224-12th St. (2-3512)

SACRAMENTO

February 16 John Berge
 Contact: Ralph E. Williams, 2321 Lloyd Lane (Vanho
 7-5767)

SAN ANTONIO

January 25 Fayette Elwell
 Contact: Nicholas A. Saigh, Suite 531, Majestic Bldg.

SHEBOYGAN

February 7 William S. Stokes
 Flamingo Club \$2.50 per person
 Contact: Otto W. Barescher, 532 South 8th St. (7-7771)

SOUTHERN CALIFORNIA

February 21 John Berge
 Contact: Leslie P. Schultz, 1129 Paloma Dr., Arcadia Calif.
 (DO 7-4664)

ST. CROIX VALLEY

February 9 at Glen Park Lodge, River Falls L. H. Adolfson
 Contact: Mrs. Weir Horswill, River Falls (2477)

TULSA

January 18 Fayette Elwell
 Contact: Otto Endres, RR # 1, Box 203-A

WAUSAU

February 6 Roy Luberg
 Contact: Don R. Olson, Employers Mutual (6-7123)

WAUKESHA COUNTY

February 7 Farrington Daniels
 Merrill Hills Country Club, Waukesha
 Contact: David A. Waite, 714 Beechwood, Waukesha
 (7-4516)

On *Wisconsin*
IN SPORTS By Art Lentz



Boxers Work Out; Tough Schedule on Tap

Wisconsin, winner of more NCAA team and individual boxing championships than any other school, will pin its hopes for another successful season in 1956 upon five major lettermen.

Captain-elect Everett Chambers, runnerup at 165 pounds in the 1955 nationals, heads the list of lettermen. Others are James Schneider, semi-finalist in the nationals at 156 pounds; Truman Sturdevant, 178 pounder; Joji Tomei, 125 pounder; and Bob Hennessy, 132 pounder who returns from a three-year service term.

Coach John J. Walsh, whose teams have won seven NCAA team crowns and 30 individual NCAA titles, must develop

capable representatives at 147 pounds and at heavyweight if the Badgers can successfully cope with one of the toughest schedules in Wisconsin ring annals.

All top-ranking boxing schools in the nation will be met by Wisconsin and the schedule is climaxed in April with the NCAA tournament at the fieldhouse in Madison.

Two of last year's NCAA semi-finalists, Heavyweight Bob Hinds and Charles Magestro, 139 pounds, have been lost by graduation while other major lettermen who wound up their careers included Terry Tynan, 147 pounds, co-captain with Magestro; and Mitch Mazur; also at 147 pounds. Jerry Hursh, who won a letter as a 132 pounder last year, has not reported this season.

Wisconsin has been engaged in inter-collegiate boxing since 1933. Since that time, Badger boxers have won 118 dual matches, lost but 14, and drew on 12 other occasions for the best overall record of any U. S. school. Ten of the past 23 seasons saw Badger teams unbeaten and untied.

An Unpredictable Sport

For an enlightening discussion on basketball in general, and Wisconsin basketball in particular, let's turn the following space over to Henry J. McCormick, '26, sports editor of the Wisconsin State Journal and former National W Club president.

FOLLOWING THE philosophy of some sports critics, I presume that Harold E. "Bud" Foster was a lousy basketball coach during the first half of Monday night's game when Nebraska went to the dressing room with a 33-27 lead.

Following the same line, Foster gets no credit for the fact that Wisconsin outscored Nebraska after the intermission, 44-19 (to finally win 71-52).

As a matter of fact, Wisconsin is and has been a well-coached team. Wisconsin also has been a team that couldn't loosen up at home.

Time was when Wisconsin was one of the toughest basketball teams to beat on its home court, that being back in the days when the field house invariably was packed and when the spectators came to cheer for Wisconsin.

The Badgers lost a game to Butler (63-67), then defeated Notre Dame at Notre Dame for the first time in Wisconsin basketball history (70-66). Wisconsin then lost another home game to Kansas and the Badgers might very well have won that. They lost to Southern Methodist (62-75) for a third home defeat, and I have a feeling that Southern Methodist would defeat Wis-

consin two out of three times wherever they played . . . Nebraska is not a great basketball team, but it's a pretty good one.

This is a Wisconsin team that has looked very good at times in practice, a team which has had a maddening knack of looking very bad at times in games.

During the first half of that Nebraska game, Wisconsin made nine field goals in 35 attempts and made nine out of 18 free throws.

Bob Litzow, the fine sophomore forward from Stevens Point who should develop into a great scorer one of these days, missed his first five field goal attempts and made only two out of 11 during his first half.

Only twice has Wisconsin failed to win more matches than it lost, in 1945, and 1950.

Team championships were won at NCAA tournaments in 1939, 1942, 1943, 1947, 1948, 1952 and 1954.

Here's how the candidates for the eight weight divisions rated on early showings.

125 POUNDS—Joji Tomei who boxed at this weight in 1953 and again in 1955, has the edge on basis of experience. Pressing him will be Tom Vandeveld and Dean Plemmons.

132 POUNDS—Bob Hennessy, who won his major letter in 1952 and who was All-university champion at 125 pounds in 1953 before he entered the service, is the leader at this weight but Vandeveld or Frank Calarco could be shifted into this division.

139 POUNDS—Frank Calarco, voted outstanding freshman boxer last year, could handle this berth well, although he could easily drop down to the 132 pound class if necessary. Biggest challenge will come from another sophomore, Rollie Nesbit, who was contender champion at this weight last year.

147 POUNDS—This weight class is wide open, although the top two contenders are Fred Y. Leong, runnerup to Nesbit in the Contenders finals last year at 139 pounds, and Howard Fink.

156 POUNDS—James Schneider, twice Contenders and once All-University champion in past years, is a cinch at this weight. Rated as one of the best in the star-studded

roster of Badger ring greats, Schneider lost in the semi-finals of the nationals last year to Tony DiBiase of Virginia, the eventual champion. Challenging him this year is Max Tolzman, a sophomore.

165 POUNDS—Captain Ev Chambers leads in the bid for this berth. The hard-punching senior should be a good leader and may surpass his 1955 record which saw him unbeaten in collegiate matches until the NCAA finals. Dick Trainor, All-University champion in 1954, and Dave Cole, who upset Chambers in the All-University finals last year, are others. Cole, however, may move up to 178 pounds.

178 POUNDS—Truman Sturdevant, twice All-University champion at this weight, is the most logical choice. However, he'll get plenty of competition from Cole; Robert Linke, a nifty sophomore who lost to Sturdevant in the All-University finals last year; and Jerry Hauke, a junior, who was a semi-finalist

HEAVYWEIGHT—Either Jack Heffernan, a junior, who lost his only collegiate bout last year or Bob Machacek, another junior, will get the call. Heffernan was All-University champion last year when Bob Hinds, the varsity heavy, was kept out of competition in the tournament.

*

A REAL SPORT. A farmer from Tennessee, his values obviously way out of line, recently forwarded this request to the UW Extension Division: "I have completed your correspondence course in livestock farming and would now like my varsity sweater. I wear size 36."

Dick Miller, the quick-moving, deadly-shooting senior guard, made only two baskets in six attempts during the first half and four out of seven free throws.

The second half was another affair even though it was the same Wisconsin team, playing the same system under the same coach.

Where the Badgers made only nine baskets in 35 attempts during the first half, they made 16 out of 36 after the intermission.

The same Wisconsin outfit that could make only nine free throws out of 18 attempts in the first half tossed in 12 out of 15 after the intermission.

Litzow had made only two baskets in 11 attempts during the first half, but he threw in all four shots in the second half.

Miller was another who recovered his shooting eye after the intermission. Where he had made two out of six field goal attempts and four out of seven free throws during the first half, Miller made four out of seven shots

from the floor and five out of six charity attempts in the second half.

Wisconsin took the lead for the first time at 42-41 with 11:56 remaining to play.

Suddenly, the Badgers had started to play with the relaxed poise they have shown in practice. They took a 56-47 lead before Nebraska interrupted the barrage with a field goal.

In a matter of seven minutes and 54 seconds the Badgers outscored Nebraska, 23-2, and they had turned a ding-dong battle into a rout.

This may have been just the game the Badgers needed to loosen up and play the game of which they're capable. I can't see this Wisconsin quintet as a championship contender, but I can see where, on a good night, it might make things very rough for teams that are championship contenders.

Foster-coached teams have been that way even when they fell short of championship caliber.

Basketball is an unpredictable sport because of the way a team or an in-

dividual can vary in shooting accuracy.

Last year, for instance, Wisconsin shot as high as .579 (Louisiana State) on field goal attempts and as poorly as .265 (Indiana). Both games were played away from home.

The Badgers of a year ago hit as high as .913 on free throw attempts (Minnesota here) and as poorly as .519 (Northwestern at Evanston). Those two games were played only five days apart.

You don't have to go back to last year, or even to separate games, to learn how the shooting accuracy of a team or of individuals can vary. The first and the second halves of last Monday night's Wisconsin-Nebraska game illustrate that in the case of the Badgers.

If Bud Foster was a lousy coach during the first half, when his team was shooting .257 from the floor and .500 from the foul line against Nebraska, then he must have been a genius during the second half when his Badgers hit .444 from the floor and .800 from the charity line.

By John Dutton, '58

John Dutton used to be considered a child prodigy when he was editing a neighborhood newspaper in Madison's Shorewood Hills. He's now beyond that description, being a college man, but he does still appear very newspapermannish as he treads the campus enroute to his classes. And why shouldn't he? He's chief university correspondent for the Wisconsin State Journal. His age: 19 last September. The following comments about a current campus issue are, of course, his own.



AS WITH EVERY topic that is talked about from the top of The Hill to the Pub on lower State Street, the current "beer law" question has caused a flood of statements, reports, opinions, and arguments.

There has been before the Madison City Council a proposed ordinance which would take beer away from 2,200 Madison 18- to 21-year-olds, and not-so-incidentally, away from 6,000 University of Wisconsin students.

The Madison 18 to 21-year-olds (at whose possible delinquency the law is presumably aimed) are not protesting vigorously, but the students have been talking about it, fighting it with some intelligent arguments, and bringing the question to some mature consideration in their organizations and governing bodies.

The University Administration, in a delicate position, "is working quietly, if at all," one Student Senator said.

Highlight of this clash so far has been a public hearing held by a Council study committee at which supporters of the measure were outnumbered 10 to 1 by opponents.

That committee issued its report in early January, recommending against a law change by a 7-3 vote. What action the Council may take was uncertain, but there has been some talk of settling the question by a city-wide referendum.

University students, and especially 18-year-old ones, don't vote, of course.

The best summary of the students' opposition is a report published, and presented to that study committee, by the Union Council, student-faculty-alumni governing board of the Memorial Union, which continues to serve 3.2 beer in the Rathskeller with no ill effects.

Support of the measure from non-university people has been somewhat organized, but all of it expresses con-

viction that raising the beer age will solve the city's juvenile delinquency problems.

One supporter said that "it's easier to tell a 17-year-old from a 21-year-old than to tell a 17-year-old from an 18-year old." He didn't, however, explain how to tell 20-year-olds (to become illegal drinkers if the law passes) from 21 year olds.

From the viewpoint of many students, the City Council, if it passes the law, would not be taking adequate consideration of several factors, most of which were pointed out by the Union Council report:

- The 2,200 teen-agers in Madison would be deprived of beer even though they, as a group, have not mistreated the privilege. Also affected would be 6,000 University students. The campus questions whether the Council should discriminate against these 6,000 on the basis of a small percentage of the city's 2,000.

- Students come here from communities where many of them learned to drink beer with their families before 18 and in public spots with their friends at 18. Can the City Council legislate mores for these students?

- Half of the University population is under 21. This half associates in living quarters and at social functions with those who would be "legal" drinkers, making strict enforcement difficult to imagine. Or the students would be divided into two artificial groups for social purposes, completely upsetting the University's aim for a natural unity of social life.

- There is one car on the campus for every three students. The University students quite frankly admit that many of them would take their parties to communities near Madison where the beer age is 18. Certainly this phenom-

enon would not help to reduce the traffic accident rate.

- The great majority of parents of the students are not opposed to having beer served at social functions, although they do not want parties held off the campus or liquor served, according to a recent survey by the Student Life and Interests Committee (SLIC).

- Careful research studies made by nationally-known institutions show that most students' drinking habits are formed well before they go to college. (This is also true of the Madison 18-year-old who will not be turned to the path of righteousness simply by making him a lawbreaker when he drinks beer.) Studies also show that students at "dry" colleges reach a specific state of intoxication more often than those where beer drinking is permitted.

- The studies also uphold a common student comment that if it's "just as hard to get beer as liquor, students will drink liquor."

- The argument most important to the students is that their record on handling beer is generally good and that so far they have not acted in such a way that they should be punished.

Some of the students have their own ideas on how to solve the problem.

One of these is that if the city hikes the beer age, it should allow beer to be served at parties which are supervised by the University, such as fraternity or dormitory events.

The other—and one that does not seem to draw disfavor from Madison beer tavern owners—is to raise the age for "packaged" beer goods to 21, but allow the beer taverns to continue to serve 18-year-olds on the premises. The city beer taverns have a generally good record in keeping under-age drinkers out, as many students who have forgotten their identification can testify.

Judging from the anecdotes of Volstead-act alumni, the students know that whatever the City Council does is likely to affect only their public drinking habits. They know, too, how prohibition affected their parents' drinking habits, and doubt if a city beer law will really stop them from drinking.

They are not being malicious or "just-try-and-stop" me about it, but they realize that their psychology is such that if deprived by law they would try harder to drink.

In the end, the student position boils down to what sociologists have been saying for years, "You can't legislate morals"—or student drinking habits either.

★ *With the Classes*

1925

Professor of government at the University of Oklahoma in Cortez EWING.

Horace V. BALLAM is the new president of the Wisconsin Road Builders Association.

Kenneth C. SLY recently walked off with a string of blue ribbons including the grand champion bull award at the International Dairy show.

1927

Col. Edward R. WERNITZNIG is now commanding officer of the U. S. Army hospital in Bad Kreuznach, Germany.

Members of the new coordinating committee for higher education in Wisconsin include Arthur E. WEGNER and Robert E. TRACY, '39.

1928

The new city manager of Janesville is George FORSTER who was mayor of Madison for four years.

Dr. I. I. Gopadze, '30

He's Personal Physician of Baseball's "Grand Old Man"

By Cy Peterman, '22

A UNIVERSITY of Wisconsin medical alumnus, Dr. Illarion I. Gopadze, Class of 1930, has been putting "Mr. Baseball" back together these days, as doctor to Connie Mack.

As the sports world knows intimately, and the American public is generally aware, Mr. Mack was 93 years old on Dec. 23rd, while recuperating from a broken hip that was operated upon by Dr. Gopadze, for nearly 20 years the Philadelphia (now Kansas City) Athletics' team physician. Among Gopadze's multiple duties was that of keeping the staff also fit, and the lifelong chief of staff manager until the club was sold to Kansas City, was Cornelius McGillicuddy, otherwise Mr. Mack.

The most recent crisis in Connie's life occurred Oct. 1 when, awaking from his customary afternoon nap, he slipped upon arising from bed, and broke his hip in falling to the floor. Dr. Gopadze, with two assistants, operated upon the Grand Old Man in Philadelphia's Presbyterian Hospital. The oper-

ation was a success, but the aftermath almost put Dr. Gopadze in a cot beside his illustrious patient.

On the third day after the operation, Connie, a strong willed man whose stubborn streak has increased with age, decided he felt well enough to get up. He had been restrained several times, and high boards were put around his post-operative cot, but the Old Gentleman, bad hip notwithstanding, scaled the barricade as he had the board fences around ball parks in his New England youth. The next thing, of course, he was on the hard floor again, his nose bruised and bleeding from the fall.

"I all but died, waiting for the X-rays to see what had happened to his hip," Dr. Gopadze reported later. "But miraculously, nothing harmful befell, and he soon recovered from the nose scratches. With luck, and a little patience, we hope to have him walking in six weeks or so from Thanksgiving, and some time—maybe a month—after

in Rome next year is Dr. Ralph E. HODGSON.

Wallace M. JENSEN of Grosse Pointe Farms was a panel member at a tax session during the recent annual meeting of the American Institute of Accountants in Washington, D. C.

Recently elected Chairman of the Board of Chancellors of the American College of Radiology, Chicago, was Dr. Earl R. MILLER.

Harry W. PIERCE has been appointed manager of the Kimberly-Clark mill at Kimberly.

Bob DEHAVEN, who wrote three Hares-foot shows back around 1930, is observing his 25th year in the radio business. He is with WCCO, Minneapolis.

1930

Mrs. Esther KISSINGER Hansen and Richard C. WILSON, '34, were recently married, Madison, Wis.

1931

Dr. Robert G. BENSON was a recent visitor to Madison after vacationing in

Christmas he may be able to go to Florida, as usual."

Dr. Gopadze reports that Mr. Mack's memory operates in flashes now, but when he is alert he can replay games whose principles are nearly all dead. He has always been fabled for memory, but since passing 85 and relinquishing active management of a major league club, Mr. Mack's recollections come and go, a natural thing in view of his years, say the doctors.

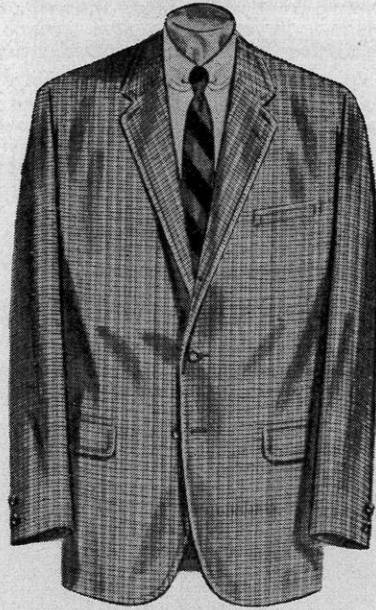
Dr. Gopadze went to the Athletics as team physician in 1937, shortly after the club returned from a training trip to Mexico on which the Old Man fell seriously ill. Before that, Gopadze had been from 1932-37 team physician for the University of Pennsylvania footballers, helping condition the squad during the Gates Plan era, under Coaches Lud Wray and later Harvey Harman. During those years Penn played Wisconsin a couple of times, at which occasions Gopadze had to cheer both sides.

With the Athletics, Dr. Gopadze treated scores of well known major leaguers, among them Bobby Shantz, Dick Fowler, Earle Brucker, and Hank Madjeski, Eddie Joost, and Skeeter Newsome (the latter nearly killed in a bean ball episode.)

Between times the good Gopadze would operate on or diagnose the boss, Mr. Mack.

According to the doctor, Mr. Mack's most serious illness was not of the body at all. He nearly died when the A's were sold. The idea of losing possession of

(please turn page)



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Mexico City and Acapulco and attending the Wisconsin-Southern California football game in Los Angeles. He practices medicine with his brother, Dr. Homer BENSON, '33, in Honolulu.

Chairman of a session on "Reporting Standards" at the American Institute of Accountants meeting was Horace George BARDEN.

Col. James H. MACKIN has been reassigned to the Office of the Surgeon General of the Army. He is chief of the medical service corps and warrant officer assignment section.

Lester R. WILKEN returned to Madison from Fairbanks, Alaska for his marriage to Mrs. Dennis Guzzetta.

A speaker at the annual meeting of the American College of Surgeons was Dr. Grayson KIRK, president of Columbia University.

Miss Evangeline VOLD has returned to her high school in Whitehall to teach English and to have charge of the library.

1932

Sam STEINMAN is a Rome columnist of the European edition of the New York *Herald Tribune*.

Another journalist, William H. MCCALL, has been named United Press general manager for Latin America.

Fred J. WAGNER is now sales manager for the Gibson Art company.

1934

Prof. Sanford S. ATWOOD recently was named provost of Cornell University. He was dean of the Cornell graduate school for the last two years.

1935

Assistant plant manager of the Chemstrand Corporation's new nylon plant is Louis E. DEQUINE, Jr. He and his wife, the former Dorothy MILLER, '34, and two children live in Pensacola, Fla.

A speaker at the regional meeting of the Congregational Christian Churches was Rev. Dr. Edward F. MANTHEI, minister of the Western Springs, Ill. Congregational Church.

A test for determining flammability of building materials was recently developed by the National Bureau of Standards through the work of Dr. Alexander F. ROBERTSON.

Connie Mack's Doctor

(from preceding page)

his ball club was more than the Old Man could bear. For a time the sons and his associates tried to keep the dealing from Connie, but once he realized what was going on, he became almost unmanageable. Always a blunt and determined operator, he fought the whole thing and got himself into such a state that Dr. Gopadze despaired.

Then, the transaction complete, he subsided and really went into retirement. He now views baseball as a retired elder, enjoys a look at some of the spring training, sees a few games in New York, but mostly takes it over television—something undreamed in the days when he was C. Mack, catcher.

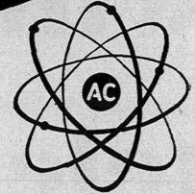
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GENERAL MOTORS CORPORATION

MILWAUKEE 2, WISCONSIN

Florence ROBINSON and Vladimir ZERNOV were recently married. Both are continuing their graduate studies at U.W.

1936

William D. ROGAN was cited for distinguished service at the national meeting of county agricultural agents.

Atty. Alice P. MORRISSY has been appointed to the state board of the American Association of University Women.

The New Jersey Standard Oil Company appointed John F. WRIGHT assistant coordinator of chemical products.

1937

Election of Robert F. DRAPER as vice president in charge of sales of National Presto Industries, Inc., was recently announced.

Madison's weatherman, L. A. JOOS, has resigned to become state climatologist for the University of Illinois.

Mrs. Marian SMALL Ford is the new executive director of the La Crosse Young Women's Christian Association.

1938

Now in Denver, Colo., is Col. Loryn E. KOPAN, who is in charge of the Veteran's Administration regional office.

The Kansas City Power & Light Co. announced that Kenneth G. HOVLAND is now assistant treasurer.

Bessie SWEET has joined the staff of U. S. Atty. George E. Rapp in Madison.

1939

Robert T. TRACY was appointed to the Co-ordinating Committee for Higher Education recently created by the Wisconsin Legislature to guide policies of the University and the state colleges.

The Ivey Pharmacy, owned by Harry IVEY of Mineral Point, recently was enlarged. The store has been in the family for 50 years.

Mahlon J. PLUMB has formed an engineering firm for consulting practice in Gary, Indiana.

Following five years in the U. S. Information Service, Mr. and Mrs. Robert E. NEPRUD (Eileen SCHMIDT) and their two children are in Laguna Beach, Calif. where he is doing free lance writing.

1940

Marion TROW recently was promoted to captain in Germany, where she is assigned to the U. S. Army European Quartermaster School.

Wisconsin State Senator Paul ROGAN was named state insurance commissioner.

A chief engineer at Allis-Chalmers Manufacturing Co., Milwaukee is Harry J. WELCH.

Lt. Col. Stacy E. BROWN has reported for duty with the 316th Air Division at Rabat, French Morocco.

Back in Madison to make their home are Mr. and Mrs. John M. DAVENPORT (Susan LAW, '42) and their two children, after living in Mexico City. He is with the Ray-O-Vac Co.

1941

"There's quite a clan of us down here in Fort Atkinson," writes Mrs. Carolyn MEARS Hemlock. There are five children in the Hemlock family and also in the Dr. James RUSSELL, '40, family. She also writes that Mr. and Mrs. William E. HEMLOCK, La Crosse, have a year old daughter Mary Laurice.

The Wisconsin State Journal has added a Sunday feature on hunting, fishing and conservation by outdoor writer Clay SCHOENFELD. He is an extension professor of journalism at U.W.

Dr. Thomas B. FITZPATRICK heads a research team at the University of Oregon which has come up with a pill which will help persons get a sun tan without blistering.

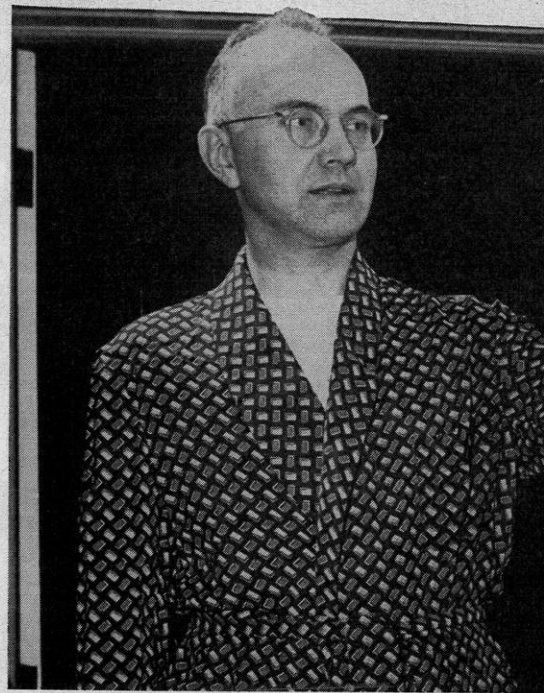
In addition to designing the new Wagon Wheel Theater at Rockton, Ill., Prof. Kirk DENMARK of Beloit College is supervising the organization of the acting company.

1942

Mrs. Dorothy PAGEL Lowrie writes that she and her husband, both stamp collectors.

(more class news on page 34)

Man with a telephone



... and his mind on you!

Roderick is always close to a phone in his home; wherever he goes, he must be "available."

Photographs used by permission of Battle Creek Enquirer and News

A MILD-MANNERED man who today fills the shoes of Paul Revere is spending his waking hours fashioning an intricate alarm system he hopes never will be used.

But should the moment arrive when it is needed, the future of the United States may depend on how well it operates.

The man is Harry E. Roderick, '35, 42-year-old director of the attack warning division at Federal Civil Defense Administration (FCDA) headquarters at Battle Creek, Mich. The system is a nation-wide attack warning network to warn America's civilian population of approaching enemy planes.

Like a parachute, the warning net has to work the first time. Atomic warfare would offer no margin of error. But Roderick believes it will work. The gnawing apprehension that something might miscue when a slip could mean thousands—or millions—of deaths has added a grey tinge to his brown hair and keeps him near a telephone 24 hours a day.

By law, Federal Civil Defense has the specific responsibility of the "Dissemination of warning to the civilian population" in the event of enemy attack. The Air Force has developed and continues to improve a complicated warning system for the military. But as far as Mr. and Mrs. John Citizen are concerned, the alert, if it comes, will be sounded by FCDA, with Roderick at the controls.

Logically, Roderick and his crew of hand-picked attack warning officers work in close cooperation and consultation with the Air Force.

Roderick's men are stationed at each of the 12 (soon to be 16) Air Defense divisions and the three Air Defense Force

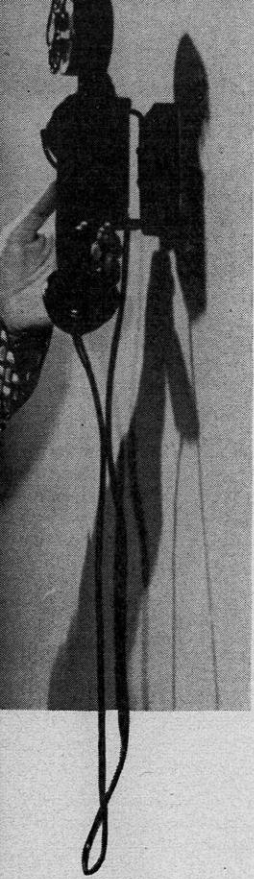
headquarters in the United States. His officers at divisional headquarters have at their fingertips telephone circuits that tie them directly to some 200 key points throughout the nation. These key points are located in such places as state police and sheriff headquarters—offices that have communications personnel on duty around the clock.

From there the system fans out to 3,700 sub key points at such locations as local police stations and state police posts. It is from these that an alert would be spread to local residents.

The system is tested daily on a routine schedule, and two or three times a week surprise tests are held.

But the weakness in the system—and Roderick is the first to admit it—is that regular tests are not held through the complete system, down to the 3,700 sub-keypoints. Some states, notably California, hold daily tests, others hold them less frequently on a regular basis, and others rarely conduct tests.

The weakness may be traced to the basic philosophy behind the original Federal Civil Defense Act which placed



FCDA in an advisory capacity in its relationships with state and local governments, giving the agency much of the responsibility for civil defense but no command authority.

Roderick and his staff constantly urge local units to participate in tests, and he feels efforts along that line are showing results. But he can never be sure . . .

The FCDA warning system is geared to go into operation the moment the Air Force sounds an alert. By actual test Roderick knows that a "yellow alert" (attack probable) may be transmitted to each of the 200 keypoints and confirmation of receipt relayed back in eight minutes.

The FCDA attack warning officers have no authority to issue orders. Their job is to pass out the alert and information concerning it. Their responsibilities hold certain important discretions, however. Should the Air Force sound "red alert" (attack imminent), for example, the FCDA officers would pass out the alert and could send along with it the information that some cities can expect attack in 30 minutes while other have three hours—information that could be critical to civil defense plans in any

Millions of lives could depend on quick word from the Civil Defense Administration's ever-alert attack warning center.



given city. They have the job, in other words, of translating a military "red alert" to fit civilian needs.

A "red alert" never has been sounded in the United States; a "yellow alert" just once—last May 5 when a temporarily unidentified flight of Air Force B-47's placed 11 western states on "yellow alert."

Roderick remembers the day well. He was eating lunch a block from FCDA headquarters when one of his men phoned from headquarters. "Better get over here," came the crisp message. "The Air Force is on the alert on the west coast."

This was nothing completely new to Roderick. The Air Force, by the nature of its task, frequently is on an alert condition. Sometimes—three or four times year—the situation is such that Roderick and his staff go on stand-by alert. He is accustomed to being rocked out of bed in the dead of night for a stand-by alert.

But he had no sooner entered the FCDA operations room than the "yellow alert" was flashed.

"For years we have worked on our warning system," Roderick said as he recalled his feelings at that moment. "We prepare daily to do the job. We live with the responsibility. But when that 'yellow alert' came over, there was a sinking feeling in my stomach—a 'this is it' sort of thing."

There was little time for feelings as Roderick and his staff, particularly the attack warning officers at the western air defense divisions, carried out their job of authenticating and passing out the alert.

The alert lasted only four minutes. "But it was a long four minutes," Roderick recalls.

The last time Roderick had been in a somewhat similar situation was on Dec. 7, 1941 when, as an Army officer, he was operating an information center in Los Angeles. The Japanese bombed Pearl Harbor, and "the roof caved in" on the Los Angeles center, as he puts it—a not uncommon situation in the United States that day.

A native of Evansville, Wis., Roderick's experience in attack warning operations dates back to pre-Pearl Harbor days. In 1938, three years after his graduation from the University of Wisconsin with a degree in electrical engineering, he took a special Army Signal Corps course.

When he was called to active Army duty in 1940 (with a lieutenant's commission from University ROTC) he

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was assigned to assist in the new project of setting up an air defense and attack warning system for the United States. At that time the U. S. had only the experience of Great Britain to guide it in establishing a warning network, and Roderick traveled from the east coast, to the Gulf coast to the west coast working on the job. He left the service with the rank of lieutenant colonel, and now is a full colonel in the Air Force reserve.

The ground-breaking job with the military was to stand Roderick in good stead when he joined FCDA in 1951, only a few months after the agency was established, and began setting up the civilian attack warning system.

At that time the Air Force was operating the system, but on July 1, 1952 the Air Force turned it over to FCDA. The agency has since redesigned and added to the system to meet civilian needs.

In the early days of the system Roderick traveled more than 7,000 miles by air in 10 days to interview 200 applicants for the backbone of the net—the corps of attack officers to be stationed with the Air Force. The 12 top officers he selected are still on the job, and FCDA is now adding more warning officers.

There isn't a typical day for Roderick. When he goes to work he may have to delve into the question of whether to place an attack warning officer in Alaska, discuss mutual attack warning measures with Canadian officials, locate an identification card for one of his officers in the field (his office handles all administrative matters for field officers), approve the relocation of communications equipment—or operate the FCDA headquarters warning net in a "yellow alert."

He leads a quiet home life, seldom attending social functions and always checking in with FCDA headquarters when he is away from home. His wife and three children have accustomed themselves to his always-on-calls habits.

He's just an average American to his neighbors. He paints his own house, fixes the screens when they need it, reads a little, sometimes plays with the kids.

But a ring on the two telephones in his home can send him into instant action. Some day his action and that of his men—those Paul Reveres of the atomic age—may spell the difference between life and death to a good many Americans.

PROCTER & GAMBLE Marketing Management

While the openings discussed below are all within the framework of Advertising and Sales Promotion, the nature of the work is Marketing Management rather than "handling advertising" as most people understand it. For this reason, we are not looking for advertising "specialists", such as layout men or copy-writers, but rather for men with potentially good general business administrative ability.

OPENINGS EXIST IN THE FOLLOWING GROUPS:

Brand Management—The marketing problems of each of our brands are handled by a separate staff of marketing management men. Men employed for this work are trained to manage and be responsible for the effectiveness of the over-all Advertising and Promotion effort on an important nationally advertised brand. These positions involve working with many Company departments, including the Manufacturing Department on product development, the Sales Department on the development of promotions, and with the Advertising Agency on all phases of planning for the brand.

Copy Supervision—Copy Supervisors manage advertising copy operations on our brands principally by (1) representing the Company in a close working relationship with our agencies on all phases of the development of advertising copy and (2) evaluating agency copy proposals in the light of product facts; marketing objectives, and background knowledge of effective selling techniques. These men do not write copy; this is a function of our advertising agencies. However, within our Advertising Department, they are responsible for the over-all effectiveness of advertising copy operations in radio, television, magazines and other media.

Merchandising—Merchandising men develop store promotions involving groups of Company brands, select and develop premium articles, manage the country-wide sampling and couponing operations, assist the Sales Department in the conduct of trade conventions, and operate contests, mail-ins and other forms of promotion.

Media—Media men guide the Company in the investment of advertising appropriations. Working with the advertising agencies, they develop media plans on each brand using radio, television, magazines, newspapers, etc.

THE QUALIFICATIONS WE LOOK FOR

For all of these positions we search for men with good educational backgrounds, who have shown an interest in business and who we feel can quickly develop to positions of real responsibility. A knowledge of advertising is not necessary. Men chosen must have the ability to work closely with many types of people, since they are in constant contact with the advertising agencies, other sections of the Advertising Department, and other departments of the Company. They must have a high degree of imagination and aggressiveness and more than their share of sound judgment.

Working in our Advertising Department should have exceptionally strong appeal to men who can embrace the concept of spending money to make money, who can orient a product in its field, and who can grow quickly to a position where they are performing functions usually handled by the president of an average size company.

TRAINING AND PROMOTION

We necessarily employ on a very selective basis for these positions. However, the right man, once he is employed, will receive good training and can look forward to excellent progress with regard to job satisfaction and financial reward.

New men are assigned to the types of work outlined above according to the needs of the Department and the abilities and inclinations of the individual. The new man begins learning by actually handling a responsible job in the group to which he is assigned—working alongside experienced people whose responsibility it is to see that he is trained as quickly as possible.

We believe that the best interests of the man as well as the Company are secured by his "getting to work" as quickly as possible in a job that will draw heavily upon his training and ability right from the start. These jobs develop good all-around businessmen capable of shouldering broad management responsibilities. There are many opportunities for advancement both within and outside of the Advertising Department.

LOCATION

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February **HOLIDAY** magazine

A CURTIS MAGAZINE

attended stamp exhibitions and met philatelists during their recent European tour.

A visiting professor on the U.W. economics staff is Robert J. LAMPMAN.

Daniel Quale THOMPSON has received his Ph.D. degree from the University of Missouri.

1943

Gordon SAMUELSEN has taken over the post of clerk of the Wisconsin Supreme Court.

Mr. and Mrs. Merton O. BAKER (Alice RIDLEY, '43) of Mineral Point report the arrival of Brian David in August. The Bakers now have three children.

Hobart HAGEN is on the technical staff of the Guided Missile Laboratories, Hughes Research and Development, Culver City, Calif.

1944

New dean of women at Ripon College is Carolyn WIESENDER.

Dr. Leonard J. GANSER is superintendent of the Wisconsin Diagnostic Center.

Twin sons were born to Mr. and Mrs. Howard W. BREMER (Caryl M. FAUST, '47) in Cincinnati.

Mr. and Mrs. Halbert F. GATES (Margaret FRITZ, '48) now have three children with the arrival of John Halbert. Assistant Prof. Gates is in physical science at the University of Illinois.

1945

A technical information unit recently established by the Atlantic Research Corp., Alexandria, Va., is headed by Saul HERNER.

1947

More marriages:

Virginia Gregg WARREN and Borivoje M. Zivanovich, Milwaukee.

Mary Lou MATTSON and the Rev. Robert Bizzaro, Keansburg, N. J.

Mrs. Barbara BYRNE Johnson is teaching physical education at Keyport (N. J.) high school.

1951

Recently appointed market specialists in the Wisconsin Department of Agriculture are Walter J. CHRISTENSEN and Marlon L. SCHWIER, '39.

Mr. and Mrs. Donn E. WEISS announce the birth of a son, Craig Alan.

Mr. and Mrs. Kenneth KELLER, (Ann FREDERICK, '54) announce the birth of their first girl, Holly Lynn. They have two boys.

Mr. and Mrs. Melvin NELSON (Joan HOLBECK) announce the recent arrival of Jeffrey Grant.

John F. SIDWELL has been named manager of the Chicago office of the Young Radiator Co.

New assistant city attorney at La Crosse is John K. FLANAGAN.

Merlin M. KOENECKE received a masters

degree in chemical engineering at Louisiana State university.

1st Lts. Ennio C. ROSSI and John KIP-PENHAN recently completed the Army Medical Field Service School's military orientation course at Ft. Houston, Tex.

Roy C. SLOTTEN former advertising manager of the Clintonville Tribune-Gazette has left for Law School at the University of Washington in Seattle. He was replaced by Quentin SWAIN, '54.

New Wisconsin director of correction in the State Welfare Department is Sanger POWERS.

The appointment of Charles J. LARSON as assistant superintendent of the advanced registry department of the Holstein-Friesian Association of America was announced recently.

The McCue and Buss Drug Co. has been expanded and modernized at Janesville. Martin J. KENNEDY, Jr. is the firm's vice president.

Carol TRENK, '54, and Dr. W. Stanley HOBSON, Milwaukee.

Virginia Belle BOYSON, '54, and Robert L. STUEBER, Wausau.

Violet Elizabeth NORRMAN and John Potter Dobbins, Los Angeles.

Violet NORRMAN and John P. Dobbins, Los Angeles.

Mary Spillane and Charles E. EDWARDS, Racine.

Jan LUEDKE and Charles Palmer, Forest, Miss.

Geraldine ZAJICEK, '57, and Richard J. LEENHOUTS, Milwaukee.

Patricia Ann McDonald and James H. PENDERGAST, Jr., Midland, Mich.

Elaine Anne PETERSEN and John Elroy GESSERT, '52, Madison.

Nancy J. RUSY, '55 and Thomas Matthew MOULD, Washington, D. C.

Jeanette ENGELKING and Lt. George P. BARKER, Washington, D. C.

Faye ULLMAN and Douglas R. BRAATZ, Madison.

Joan E. Mathesen and Spencer L. TOP-PEN, Evanston, Ill.

Joyce A. Lorenz and Dr. Howard I. GASS, Milwaukee.

1952

A degree of doctor of philosophy was awarded by U.W. to George P. BOGUMILL.

Charles B. ROSENAK and his wife are practicing law in the federal court in Milwaukee.

Serving as acting nutritionist for the Wisconsin State Department of Agriculture is Helen SCHAFFER.

Wayne EASTMAN is now assistant Door county agricultural agent in Wisconsin.

Creighton R. MELAND received a law degree from George Washington University.

After a year of study at the University of Stockholm, Sweden and a summer of traveling in Europe, Richard OLSON is studying law at U.W.

William H. LANE has joined *Life* magazine's retail merchandising staff at Denver, Colo.

A pharmacy was recently opened in Sheboygan by Alfred GRUBE.

Charles E. KLESSIG is enrolled in the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Ariz. His wife, the former Evelyn Mae VOSKUIL is with him at Thunderbird where she is studying languages and customs.

A son, Thomas Robert, was born to Mr.

WISCONSIN ALUMNUS.

Quiz the Professor

(continued from page 17)

geographical area and race integration, most districts could finance their educational program with existing or expanded state support.

● Expansion of federal aid is likely to bring undesirable federal control. Opponents of federal aid believe that the history of recent annual grants substantiates this conclusion.

● Expansion of federal aid will bring increased religious tension and foment religious controversy since it will reopen the issue of federal aid to parochial schools for transportation, textbooks, supplies, health programs and other auxiliary services.

● Expansion of federal aid will intensify the race issue since certain groups will propose that no federal aid be granted to any state which has not completely integrated its schools.

The participants favoring federal aid believe that the older, established methods and sources of school support are inadequate for future needs. The federal government's present contribution to educational support (less than 2 per cent) does not appear to be commensurate with the obligation of the federal government to guarantee that all of its citizens have at least a minimum satisfactory education. The specific arguments advanced for the expansion of federal support for education were:

● General property taxpayers cannot continue to carry the increased load in school support. Local districts generally have only this source. The federal government does not and constitutionally cannot levy a tax on general property. Its major source is the taxation of income, a tax based on ability to pay.

● All states cannot continue to provide the added amounts which their schools will need. Like school districts some states are wealthy, some are poor. The number of children correlates poorly with the wealth of states.

● As a people we frequently move from state to state. Twelve million persons moved from one state to another from 1940-47. In ten states the majority of the adult citizens were born and presumably educated in some other state. In one state, Nevada, two-thirds of the total population was born in some other state.

● The federal government has a broader, more equitable tax base. It does not face the possibility that industry will

move out of the state, or locate in another state if tax rates are increased.

● If the federal government does not expand its grants to education it will actually be discriminating against education. This is because it is expanding assistance in other fields with appropriations to be granted on a matching basis. The state is likely to assume that money spent by the state to attract federal dollars for other purposes (highways for example) is a better expenditure of funds than using state dollars for increased educational costs.

The above statements for and against expanded federal support of education appear quite factual and objective. But this is not the base from which federal aid to education is usually considered. Feelings have become intense and emotionalized and it has become difficult to secure an objective appraisal of what is a desirable relationship of the federal government to school support.

All the arguments advanced against expanded federal aid for operation do not apply with equal force against federal assistance for school house construction. The religious issue is diminished since public funds may not be used legally to build parochial or private schools. The issue of control is less evident since after the building plans have been jointly approved and the building is completed it is turned over to state and local educational authorities for operation with nothing resembling control of the educational program anywhere in the picture. Federal assistance for school house construction also may have less opposition since it may be considered an emergency need and not a long-term federal financial commitment.

Perhaps other considerations reduced the opposition to federal assistance for school buildings. The consensus was that such aid should be granted only where local districts with state assistance cannot meet the needs: situations where a real emergency exists.

It should be kept in mind that one-third of the participants were opposed to aid for school house construction. This will mean formidable opposition in Congress to any such proposal. This is particularly true when one realizes that the White House Conference represented the best thinking of people interested in education and well informed relative to its problems. At the real "grass roots" of voter opinion the decision, perhaps, will not be based on as many facts.

It will be, however, the decision of people vitally interested in education as the people of America have demonstrated they are.

and Mrs. John HAANEN (Donna HOLSCHUH, 54). They are living in Frederick, Md., where John is stationed as an engineer with the army and Donna has been doing speech therapy at a school for cerebral palsied children.

Dr. James V. CRAIG is now associate professor of poultry husbandry at Kansas State College.

Bonnie J. WILD and James W. Keith, San Diego.

Mary Washburn and Russell WHITMAN, San Diego.

Marianne Adela UETZMANN and the Rev. G. F. Cares, Elgin, N. D.

Dr. Mary Ann ZLATNIK, '54, and Dr. Rudolph W. KLUIBER, Newark, N. J.

Carol Ann Kamm and Frederick H. LARSON, Jr., Racine.

Carol G. RICHGELS and Roderick B. Friedel, Sun Prairie.

Joy Beverly Hunt and Dr. Robert R. MATACZYNSKI, Duluth, Minn.

Vonnie Mae Kuchenbecker and Roy SPIES, Jr., Milwaukee.

Annamae BUSSE, '53, and Thomas A. PFEILER, Madison.

Donna J. SENSE, '55, and Leslie E. ROBINSON, Chicago.

Joan Hooper and Stanley E. REINHOLTZ, Madison.

Nancy L. Burkhardt and Robert C. KOHLS, Milwaukee.

Ann L. HATCH and William A. BEYER, Cincinnati.

Jennifer S. Congdon and Charles W. JOHNSON, Fort Belvoir, Va.

Lois E. SCHMIDT and Lester Wurtzler, Watertown.

Patricia McGRATH, '56, and Hipolito NINO-HERRERA, Bogota, Colombia.

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Wisconsin Women

(continued from page 15)

playwright, George S. Kaufman, in memory of his wife. Prof. Frederick M. Logan, chairman of the University Art Education Department, said of Phyllis recently, "As holder of the Beatrice Kakrow Kaufman fellowship in the creative arts, Phyllis Berg Pigorsch has honored the fellowship and our department."

*

... *Tracy Huschka Marsh*, '11, (Mrs. William R.) for her outstanding collection of early American antiques and the unusually artistic, yet practical manner, in which she uses them in her country home at Paynesville, Minnesota. The *Minneapolis Sunday Tribune* recently featured "Marsdale", the 220 acre farm to which the Marsh's retired a few years ago, and included several handsome color photographs with the article. One of a window, where Tracy Marsh displays rare, colored glass, is breath-taking. Another is a view of the lovely living room with its honey colored furniture accented with blue glass and porcelaines. A Queen Anne table (circa 1730), a corner cupboard of pine dating from 1787, combback rocker of maple (1797) and a bannister chair of maple and ash (1700) are in daily use in this unusually charming room. Part of a group of more than 150 pieces of historical glass is displayed in a 1790 era hickory secretary. Tracy Marsh and her husband thoroughly enjoy using their dining room too, with its sawbuck trestle table (1650) which has a pine top and oak legs. If the editors could, they would like nothing better than to share the delightful color photos of "Marsdale" with all alumni via the *Wisconsin Alumnus*.

*

... *Helene Matsen*, '25, now Chief Librarian of the Esso Research and Engineering Company's 40,000 volume Technical Library with its 26 staff members. Helen's under-

graduate work at Wisconsin was in chemistry, her graduate work in medical bacteriology. She is rightly proud of her membership in the American Chemical Society, the Special Libraries Association, and the Desk and Derrick Club of Northern New Jersey.

*

"*When and Where in Italy*", a new book by Genevieve Stump Foster, '15, which she has enlivened with her own beautiful maps and drawings. Louise Cattoi, '20, of the Milwaukee Journal staff, whom we are always exceedingly proud to claim as an alumna, too, says of this book: "There are guidebooks and guidebooks to that fascinating land of Italy, but it remained for a former Wisconsin woman—Genevieve Foster—to provide one that has a special kind of satisfaction . . . 2,600 years of history are recreated painlessly and imaginatively. We walk through the centuries with emperors, soldiers, painters, sculptors, saints and sinners, finding the "why" of the glory of the cities that dot that sunny peninsula. 'A Passport to Yesterday for Readers and Travelers of Today' is what she calls her book, and the designation is apt." Mrs. Foster grew up in White-water, graduated from the University and later studied at the Chicago Academy of Fine Arts. Presently she lives in Chicago near her two daughters.

(Rand, McNally, \$3.00)

*

To a Wonderful Wisconsin Woman—

Heartiest congratulations and best wishes to Florence Mitchell Taylor of San Francisco, a graduate of the University of Wisconsin with the class of 1877, the earliest of all surviving classes, who celebrated her birthday on December 8.

And best wishes to all Wisconsin Women, north, south, east and west for much happiness, good health, and success during all the days of 1956.

Education on Credit

(continued from page 14)

This fund doesn't receive much publicity, either, and for the most part the state leaves its promotion to the 25 state colleges it provides for.

There is another state fund which provides some assistance to college students. This is the loan fund of the Wisconsin Department of Veterans Affairs, which has loan money available at very low interest for single and married veterans under certain circumstances. This agency has also proven of greatest assistance to recently-graduated veterans who can obtain "rehabilitation loans" to get started in a business or profession.

The growing demand for credit financing of education hasn't escaped the attention of commercial agencies, either. Last summer, Universal CIT, the country's largest independent finance company, took over a 17-year old program called Tuition Plan, Inc. and its activities are due to be stepped up.

Tuition Plan, Inc. was started by Rudolph Neuberger in 1938 to finance private school education. Some 300 institutions are directly involved in the program—from nursery

schools to colleges. Under the plan, contracts involving the school, the agency and the parents provide for a lump sum payment, in advance, for the student's expenses during the academic year. Then the parents—or the student—make eight equal monthly payments, at a four per cent charge. The school itself guarantees payment, and collections are excellent.

"The threat of suspension (of the student by the school) is powerful medicine," *Newsweek* observed, in discussing the program.

Tuition Plan, Inc. has proved popular not only among needy families, but by many who prefer to pay by the month for education, just as they pay for other things.

This year the plan has more than 18,000 contracts in operation—and the program is expected to gross \$8 million. CIT evidently feels that there is much more to come.

So, with increasing interest in credit financing—and the obvious limits of scholarship funds—it seems evident that the loan fund picture will change considerably in the future, at Wisconsin and at other schools, both public and private, throughout the nation.

There'll be more and more students buying their educations on the installment plan.

He Just Missed Seeing Santa Set Out

WISCONSIN anthropologist William S. Laughlin almost sat down to his Christmas dinner with 47 Eskimos in a windswept village many miles above the Arctic Circle. He had expected to, but he didn't, because the weather was so good . . .

The Eskimos were the Nunamiut people of northern Alaska, the isolated inland group which lives in the Endicott Mountains at Anaktuvuk Pass where the caribou cross on their seasonal migrations.

Because the Nunamiut economy is based entirely on the caribou, Christmas dinner would have been pretty much the same as any other meal in winter anyway: frozen raw caribou meat, (with one portion roasted out of deference to the guest); a helping of the marrow when the bones have been gnawed clean and split open; and for dessert, a portion of dried caribou fat.

This collation is eaten in a dome-shaped caribou-skin tent lighted by windows of bears' intestines. The company sits on caribou skins spread over the floor of willow boughs, protected by their warm clothing of caribou hide, as well as by the snugness of the skin tent, from winter temperatures which drop as low as 50 degrees below zero.

The Arctic Aeromedical Laboratory of the U. S. Air Force is sponsoring Laughlin's research in the hope that some of his data will be of help to pilots in arctic conditions. The Air Force flew him up there . . . and flew him out on Christmas eve. In the Arctic, you take advantage of good weather when you get it!

He was particularly interested in studying the blood groups of the Nunamiuts to discover how they differ from coastal Eskimos. The Aleuts and the Eskimos constitute the longest linear distribution of human beings in the world, strung out in a narrow line from the Arctic to Greenland. This distribution is extremely important to the anthropologist for he can follow hereditary traits, genetic composition, and blood types back and forth along the line.

"The Nunamiuts are dying out so rapidly that it is important we find out as much as we can about them as soon as possible," Laughlin said before he left Madison. "If the children have blood of a different type from their parents', we may have evidence of genetic drift, and important process of evolutionary change in population.

"We will be using Wisconsin students for research up there in the next few years, so my trip will be diplomatic as well as scientific in nature. I anticipate no difficulty in establishing friendly relations. . . ." And he had none.

Laughlin developed a process to make possible the identification of blood groups from the spongy interior of bones—an important new clue to population movements. He has already transferred to the Wisconsin department, which he joined last fall, a large research collection of Aleut and Eskimo skeletal remains.

Previously, he had made five trips to the Aleutians to study with other scientists the blood types, physical and dental characteristics, ethnology, and archaeology of the populations.

Class News (cont.)

1953

Larry J. EGGERS recently became associated with a Beloit law firm.

Art work of James VAN EIMEREN was on display at the Forum gallery, New York, with the work of other students of Florida State University where he received his master's degree last June.

Jerome S. PICK is doing graduate work in business administration at U.W.

The new pharmacist at a Clintonville drug store is Roland BORCHARDT.

Robert D. REISWIG was recently employed as an engineer in the chemistry and metallurgy research division of the University of California's Los Alamos Scientific Laboratory.

Joan GREENFIELD is with the John Mather Lupton advertising agency in New York city.

James E. SCHMUTZLER is studying at the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Ariz.

Anne GIESE and John M. Jordan, Kenilworth, Ill.

Joan Mary WENSTADT and Donald Wesley SCHAEFER, '54, Wauwatosa.

Joan D. BYRNE, '54, and Robert D. PINNEY, Milwaukee.

Patricia Ann Lison and John J. HINNENDAEL, Milwaukee.

Lucille Eunice HARKINS, '55, and Donald William PAAPE, Casper, Wyo.

Harriet FISCHER and John GORSKI, Pullman, Wash.

Nancy Foster and Constantine H. TEMPELIS, Madison.

Marilyn A. Kohn and Fritz POTTHAST, Madison.

Joan Filliung and Alan L. WILLIAMS, Waukesha.

Betty J. Jackson and Roderick J. HIEDFELDT, Madison.

Jean D. CHRISTIAN, '55, and Edward M. JAGODZINSKI, Milwaukee.

Barbara A. Lichts'inn and William H. BRODERSEN, Jr., Milwaukee.

Margaret A. MORTENSEN, '54, and William H. WOLBERG, Madison.

Carole F. MCGINLEY, '58, and Robert W. EDLAND, Madison.

Elaine H. KOESTER and Herbert J. KREMER, Madison.

Virginia CLUMPNER, '55, and Wayne R. OLSON, St. Paul, Minn.

1954

Also enrolled at the American Institute for Foreign Trade is Stanley J. SCHREIBER.

Dr. Robert L. STRONG is a new member of the chemistry faculty at Rensselaer Polytechnic Institute, Troy, N. Y.

At Pratt Institute, Brooklyn, N. Y., Joan WEINSTEIN is an instructor in physical education.

Hans GUBLER has accepted a research position with an oil company in San Francisco, Calif.

Jean PICHOTTA is now an art instructor at the University of Illinois.

Pfc. Walter L. SHEAR is the editor of *The Castle News*, weekly newspaper of the Thirty-sixth Engineer Group in Korea.

2nd Lt. Charles STUMPF, Jr. is now stationed with the I Corps in Korea.

1st Lt. David C. WARTMAN is stationed in Japan.

A participant in the All-Army softball championship tournament at Fort Dix, N. J. was 2nd Lt. Laurel HANEY.

2nd Lt. Daniel J. SPIKA recently graduated from the Army basketball coaches clinic in Yokohama.

At Fort Eustis, Va., 2nd Lt. Leo E. SWEENEY was graduated from the Army's Air Transportability School.

2nd Lt. Kenyon L. FORREST has recently reported for duty at Fort Lewis, Wash.

A Badger trio, Lt. Rod SYNNESE, Pfc. John J. VERGA, and Pvt. Robert N. HIGGINS, '55, recently graduated from the Army Information School at Ft. Slocum, N. Y.

Among the recent graduates from the army's Medical Field Service school at Ft. Sam Houston, Tex., was Second Lt. Kenyon L. FORREST.

Second Lt. John W. JAMBURA is personnel officer in the Headquarters and Service Company of the 774 2nd Army Unit in Germany.

A UW graduate has returned to school, even though he is now stationed in Inchon, Korea. Lt. James W. SHORR is taking a UW correspondence course in newswriting.

Married:

LyAnne Margaret FLEMING and Ralph R. SCHNEIDER, '56, Madison.

Diana Jean WILSON and Durward BAKER, Madison.

NECROLOGY

Mary Kathryn Christoph and Joseph Henry FOEGEN, Madison.

Nancy Jean EMMONS, '56, and Roland Allison SMITH, Oak Park, Ill.

Mary Ann Valastik and Alfred D. LASKA, Winston-Salem, N. C.

Dixie Ann SARCHET, '56, and Harvey KUENN, Stevens Point.

Sallie HATHAWAY, '55, and Sgt. Victor GILAROB, Tokyo, Japan.

Janet L. HANSON and Lt. Kenneth H. RYAN, '55, Germany.

Jeanne O. Clayton and Lt. Harold S. REBHOLZ, Bloomfield, N. J.

Barbara G. ROBERTS and Carl W. ARENDT, '56, Madison.

Sally Lou STINE and John Edward BOWEN, Madison.

George Anne PULKRABEK, '57, and Richard W. AWE, Washington, D. C.

Mary C. BOLTZ, '57, and Pvt. Everett W. HARDING, Waikiki, Territory of Hawaii.

Sybil BLUMER and Philip Teehan, Monroe, Wis.

Donna Lee GENUNZIO and Dewey Gill, Wauwatosa.

Geraldine Blanck and George E. RAUBACHER, Rockford, Ill.

1955

Angelo F. GRECO, Milwaukee, is on the Drama, Inc., list for the Fred Miller Theater season.

James J. LEDDY is with the Dow Chemical Co., Midland, Mich.

Research assistant at Parke, Davis & Co., Detroit, is Ann B. REIMER.

At Waupun high school Patricia JONES is teaching business education.

Occupational therapists at the hospital where President Eisenhower was confined, Fitzsimmons Army Hospital, are Lts. Mary M. EDELMAN and Nancy J. MUELLER.

Anne HEIAN is now working in San Francisco at Letterman Army Hospital.

Now in their first year of medical school are Robert LEVIN at the University of Michigan and Robert GOLDSTONE at Harvard University.

Lt. Stephen R. ENGEL is with the Signal Corps in Germany.

Mrs. Grace COHEN Cohn is teaching dance in the physical education department at the University of Texas, Austin.

Dorothy BILLINGS has left for New Zealand, where she will take a year of graduate study in anthropology and sociology under a Fulbright grant.

A new member of the City Health Department's staff of public health nurses is Beatrice RIEDEL.

Mr. and Mrs. John Peter DRAMM (Joan SCHUETTE) are living in Neenah, Wis., where John is with the Marathon Corp.

Baker A. URDAN is broadcasting sports for KWHW in Altus, Okla.

A new member of a Beloit law firm is Edward E. GRUTZNER.

Second Lt. Michael CWAYNA has been assigned to duty at Quantico, Va.

In Horicon, Wis., Sandra BACH is teaching English and Spanish.

The new assignment of Second Lt. Richard GILBERTSON is with the Army Corps of Engineers supporting U. S. Air Force in Alaska.

Lois MEYER is teaching home economics in the elementary schools of Oxnard, Calif.

John M. AUSMAN is with the Esso Research and Engineering Co., Linden, N. J.

Mrs. John D. Young (Margaret C. SMITH, '92), formerly of Miami.

Mrs. Carlotta ANDERSON Vedel, '93, in July at Roskilde, Denmark.

Harry Myers CURTIS, '95, La Crosse.

Gertrude C. ROSS, '95, Milwaukee.

Dr. William August SCHAPER, '95, retired Oklahoma university professor, in Norman.

Oliver E. GRAY, '96, Platteville bank president and educator.

Alex METZ, '97, Mineral Point pharmacist.

Grace A. WHARE, '99, retired Library of Congress Librarian, in Madison.

Orlando FRICK, '02, retired railroad man, in Wauwatosa.

Arthur R. EHRENBECK, '03, Los Angeles.

Henry Kendall LEONARD, '05, in Akron, Ohio.

Eugene J. MARSHALL, '09, Chicago.

Arnold BALLSCHMIDER, '10, of East Cleveland, O.

S. Arthur Krell, '12.

Frank D. HAYES, '13, former Janesville contractor.

Curtiss B. LIVINGSTON, '14, in 1953 in Summit, N. J.

Genevieve BLUM, '16, retired Eau Claire teacher.

Harrison B. METZGER, '16, of Ferndale, Wash.

Lynwood H. SMITH, '16, in October in Kansas City.

H. Dorr WAKEFIELD, '16, iron mining firm president, in Wauwatosa.

Ray F. STEINHAUER, '17, New York City machine company operator.

Mrs. Takuma Kajiwara (Fern SEARLS, '18) in New York City.

Wesley Arnold CHAPMAN, '19, South Wayne auto dealer.

Dr. Arthur V. COLE, '19, East Chicago physician.

Mrs. Margaret LATHROP Gilbert, '19, in St. Louis, Mo.

Married:

Phyllis E. Hurst and Roger H. TRUMBORE, College Park, Md.

Mary Diana DEAN and William Hooper KELLETT, '56, Madison.

Donna CRAINE and Malcolm D. KENNEDY, '56, Madison.

Nancy Marie COOK, '57, and Alan Claire FRISCK, Baltimore, Md.

Rosemary SARLES, '54, and James M. RHEINGANS, Madison.

Mary M. MANN and La Verne E. EVANS, Madison.

Marjorie Lou KRAINIK and William MOTZ, Madison.

Doris Ann THEIS and David R. WITMER, Shawano.

Sally Ann DENTON and Howard T. HASSELKUS, Oconomowoc.

Barbara Ann Groechel and Ronald A. WITT, Milwaukee.

Carol Ann Grignano and Ensign Thomas L. REISE, Pensacola Beach, Fla.

Donna BAKER and J. Philip HENRY, '57, Madison.

Eugene O. GILLEN, '20, of Milwaukee. Wava TAMBLINGSON, '20, in Ft. Atkinson after a long illness.

N. H. RUDIE, '21, Vernon county school superintendent, in Viroqua.

Deane Carlisle SEVERANCE, '22, formerly of Huntington Park, Calif.

Waldo E. STEIDTMANN, '23, Milwaukee.

James B. EDWARDS, '24, former Madison pharmacist.

Oscar Philip HANSEN, '22, Minneapolis, railway supervisor.

Clarence B. VILBERG, '23, Gary, Ind.

Mrs. Joseph Esser, (Elizabeth RILEY), '24, in Madison.

Mrs. Ernest L. Giroux, (Alice M. STRANDE, '24), Black River Falls.

Joseph Francis LAWLER, '24, moving picture publicity man, in Hollywood.

Mrs. Lester OESTRICH, (Hildegard BECKER '27) at Beaver Dam.

Cecilia GALLAGHER, '31, former Madison teacher.

Jerome B. HARRISON, '31, Chicago banker.

Henry E. RINGLING, '35, former Republican national committeeman from Wisconsin and member of the famous circus family, in Baraboo.

Mrs. John Cothran (Dorothy MYERS, '37) in Trona, Calif.

Mrs. Annabelle REED Eagen, '40, in Pasco, Wash.

Winfield Stanley SCOVELL, '40, some time ago in California.

Mrs. Ervin T. Bittner, Jr. (Constance M. TEELING, '41), Flossmoor, Ill.

Raymond L. MERRILL, '41, of Morton Grove, Ill., after an auto accident.

Dr. J. Bruce HOERTZ, '42, of Cuyahoga Falls, O., in an auto accident.

Mrs. Richard W. Knagge (Mary G. TOWNSEND, '44), of Oracle, Ariz.

Mrs. William A. Rowe (Vivian KAPPEL, '47), in Elgin, Ill., some time ago.

Lt. Richard M. THEILER, '51, who disappeared on a jet training mission, Yuma, Ariz.

Mrs. Grace AHO Cinquemani, '52, auto accident, Milwaukee.

Janet Patricia Betlach and Pvt. Roger Allan GRIBBLE, Baltimore, Md.

Janet BARDEEN and Ronald HAASE, Milwaukee.

Mary H. Michels and Charles F. NASH, Chicago, Ill.

Dorothy Ruth TEGTMEYER and Edward G. Ripple, Madison.

Barbara DREHER, '57, and William SCHNEIDER, Ft. Benning, Ga.

Lois HALSOR and Neil B. BUPPEN, Madison.

Joyce STROESSNER, '57, and James I. MEINBERG, West Bend, Wis.

Jean ENGELMAN and Roger W. MEADS, St. Paul, Minn.

Sallie Ann POPELKA and Paul A. BRANDT, Madison.

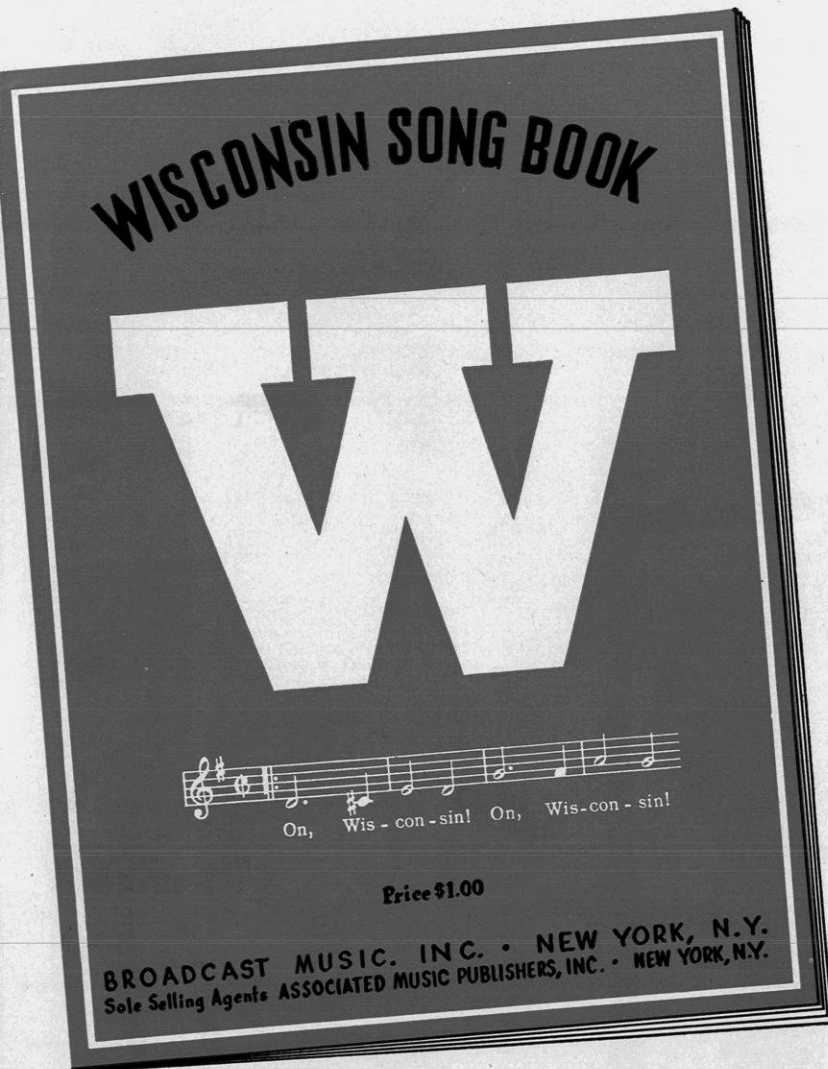
Nancy SALMI and Charles B. Moen, Seattle, Wash.

Mary K. Dodge and John W. OLFSON, Green Bay.

Jean C. SMITH and Dr. Paul J. RADLET, Milwaukee.

Marilyn KORFHAGE and Robert NIERE, Athens, Ga.

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"Those poor devils are dying"



MUSTACHIOED, bulky and calm, Jack Philip stood on the bridge of the U.S.S. *Texas*, watching his gunners pour fire into the Spanish men-of-war fleeing Santiago harbor.

Only a few days before, another American ship had accidentally fired at the *Texas*. Philip had responded by signalling: "Thanks, good line, but a little over."

Now enemy shells were whistling over his head from desperate vessels doomed to destruction. As the *Texas* raced past the flaming, riddled *Vizcaya*, that Spanish battleship exploded.

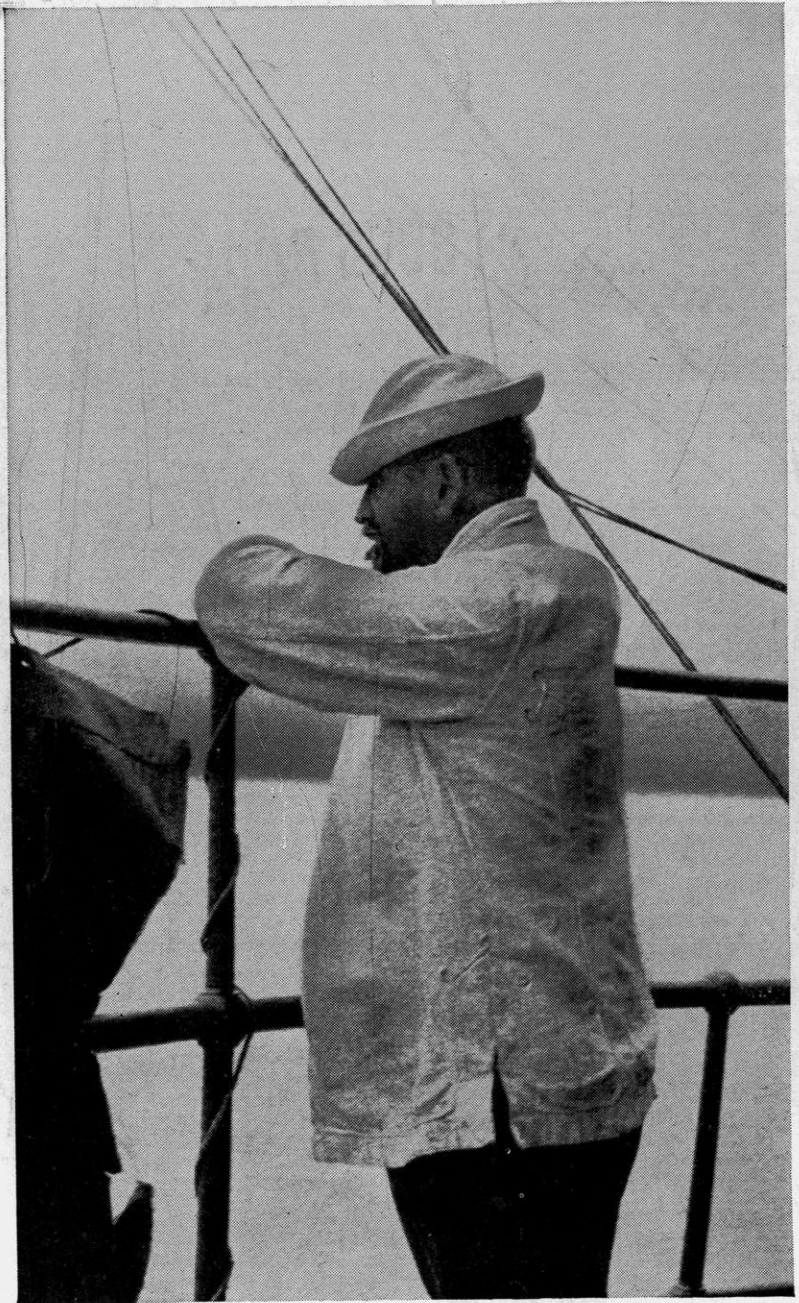
Instantly, a great victorious shout sprang up on the *Texas*. But Captain Philip quickly silenced it:

"Don't cheer, men; those poor devils are dying."

A bold captain who ran a happy ship, Jack Philip was already something of a friendly hero to his men. But this one sentence, more than all his bravery, made him a hero of the Spanish-American War to millions of Americans.

For Americans prize gallantry. Gallantry is part of the great heritage — part of the strength — of the American people. And today, it is this strength—the strength of 165 million Americans — which forms the real guarantee behind one of the world's finest investments: United States Series E Savings Bonds.

That's why it's such a good idea for any American to buy Savings Bonds regularly and hold on to them. Start today!



★ ★ ★

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Safe as America — U.S. Savings Bonds

