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## **Wisconsin alumnus. Volume 56, Number 12 April 15, 1955**

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# WISCONSIN Alumnus



The Battle Over Integration

(see pages 5 and 8)

APRIL 15, 1955

★ *Dear Editor:*

## Alumni Rally Behind State Radio

**NEWS NOTE:** A bill to abolish the State Radio Council, the state FM radio network and WHA-TV has been introduced in the state Senate, with the purpose of saving \$532,720 for the biennium.

The measure was introduced by Sen. William Draheim, Neenah, who maintained "these services . . . are not essentials of good government." The bill would not eliminate campus radio station WHA nor the campus television laboratory.

(On the other hand, it was reported that the Joint Committee on Finance of the Legislature has agreed to recommend continued funds for both statewide radio and Madison TV operation, perhaps with the suggestion that an hour or two be cut off the present 16-hour-a-day broadcasting program. Governor Walter Kohler has recommended State Radio Council continuation.)

The Wisconsin State Broadcasting Service is a splendid example in action of the slogan "The boundaries of the campus are the boundaries of the state." Seven days a week, fifty-two weeks a year, services of the University of Wisconsin are carried into every part of our state by radio sta-

tions WHA, WLBL, and the FM network. This is done at a cost of about \$300,000 a year, the same amount proposed for advertising Wisconsin as a recreational area during the coming year! What better bargain can we look for?

The state broadcasting service provides

a variety and quality of program that is unmatched by commercial radio. There are fifteen programs a week designed for use in elementary schools. Teachers' manuals are available at small cost so that teachers can make the maximum use of these programs. These programs are widely used in rural schools and city schools alike. Teachers and supervisors with whom I have talked are deeply disturbed over the possible discontinuation of this service. So are many parents.

Four college courses are now being presented over the FM network (two over the daytime AM stations). These offer wonderful opportunities for adults to continue their education whether they have attended college or not. . . . Numerous other programs throughout the week offer information on a wide variety of subjects. News broadcasts and editorial comment selected from a variety of sources keep the regular listener well-informed on events of the day. . . .

Programs of fine music and literature provide entertainment of a cultural nature that is rivaled by only a few scattered programs on commercial radio. Other broadcasts help to inform the people about the state government and the people who run it.

For children out of school there are three and a half hours a week of good music and stories, without guns, beatings, murders and commercials.

This by no means exhausts the list of programs offered by the state broadcasting

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service; but it should give some idea of the scope and quality. To many a housewife and shut-in, they represent almost the only contact with stimulating ideas. They keep one alive and interested when otherwise the daily monotony would be crushing. *I think it must be difficult for people who get out each day to realize how important this is, how much a part of our lives these programs become, how they broaden our horizons and give us something to think about beyond dishes and diapers!*

The people of Wisconsin ought to be proud of their state broadcasting service. It is a splendid educational institution, open to any one regardless of age, sex, creed, or color, free but for the cost of an inexpensive radio and a few cents worth of electricity to run it. This service has been built up over many years at some cost to the people, through the loyal service of its staff, past and present. To discontinue it now would save less than one dollar in every five hundred dollars of the state budget. That would be poor economy indeed.

I sincerely hope that the people of Wisconsin will rise up and inform their representatives in Madison that they want and are willing to pay for this bargain in education, the Wisconsin State Broadcasting Service.

Mrs. Mary Jane Vroman Dunwiddie, '43  
Neenah, Wis.

No conjurer of old could have promised such treasure as our Radio Council provides—entertainment and intellectual fare for all Wisconsin citizens—from the high chair to the wheel chair! There are songs and games to amuse the pre-school child as well as classical and modern music for the connoisseur; news, household hints and lectures on such diverse subjects as history and government, raising a family and the philosophies of Asia. The program directors of the Wisconsin network exercise discriminating judgment and excellent taste in the selection of programs which continue education for citizens at home in addition to the classroom instruction offered through the Wisconsin School of the Air.

Let us cherish and support this valuable state service which can so enrich our lives.

Mrs. Mary Baldwin Gundersen, '23  
La Crosse, Wisconsin

I believe that you would be interested in the views of educators about the state regarding educational radio.

We have been using the services of the state broadcasting services in Racine ever since its early pioneering in the educational field. I have been familiar with its program since 1930.

Two factors that have contributed to the effective use of the program on the elementary level have been the use of FM transmitting stations which give us clear and static free reception and the very fine teacher manuals which enable the teacher to prepare the class group for the program.

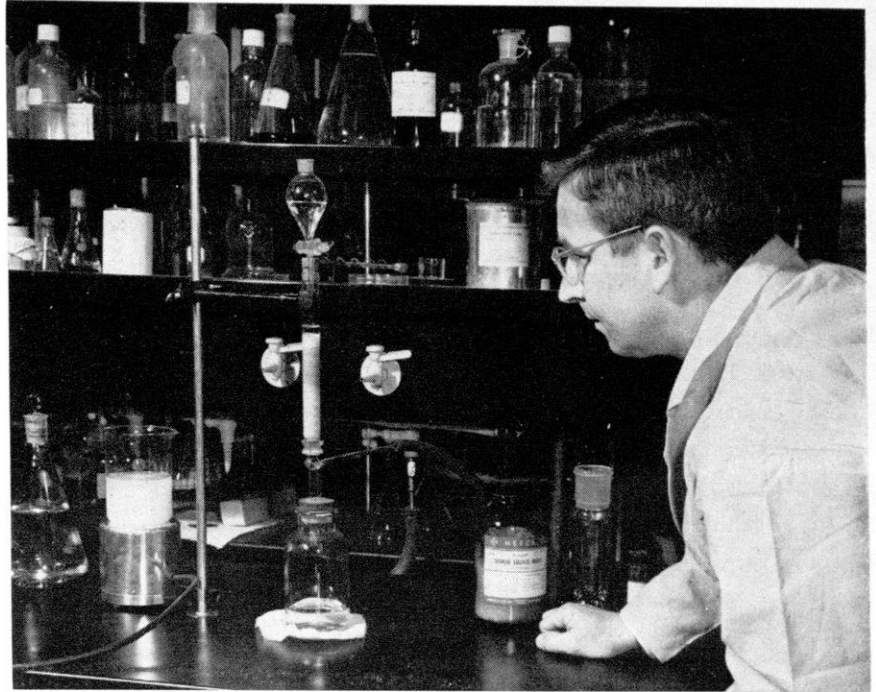
On the receiving end we have found that sound systems that permit the easy transmission of the program to the room or rooms that have requested it, permit the classroom teacher to teach other subjects up to the moment of the program without having to tune it in. The quality of the reception in

*(Continued on page 6)*

APRIL, 1955

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# WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

APRIL 15, 1955

VOL. 56, NO. 12

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## ★Sidelines

**COVER.** You can't get too much of a good thing—at least, not if that something is Wisconsin dairyland milk. The installation of milk vending machines in campus buildings—the one pictured on our cover is in Agriculture hall, where art education junior Carolyn Tesser and Agriculture Dean Rudolph Froker are enjoying a quick one—has given a big boost to University milk consumption. *(Photo by Duane Hopp.)*

In the first 15 days of March, for example, 19,725 one-third quart containers were sold from nine academic building machines. That's 2,000 gallons. Since then, four more machines have been installed. The milk is bottled by the University dairy, distributed by a Madison man who won the job in competitive bidding, and the whole operation is supervised through the Memorial Union. (In addition, machines in the Union's Rathskeller and cafeterias dispense more than 1,500 gallons of milk a month.)

The University's Residence Halls, too, continue to drink up great quantities of Wisconsin milk. The policy there is: drink all you want at mealtime. Under this policy, the 2,500 dorm residents have been putting away as much as 17,443 gallons of milk each month . . . plus such dairy items as 360 gallons of cream, 4,355 pounds of butter, 475 pounds of cream cheese, and 670 pounds of cheese. As if this weren't enough, the Men's Halls Association has installed a couple of vending machines in Tripp and Adams Halls, and the 800 residents have been dropping dimes in the slots for the unflavored and chocolate milk at the rate of 300 to 400 purchases daily.

"It looks as though they're drinking milk in lieu of soft drinks as the beverage for the mid-morning and mid-afternoon snacks," says Newell Smith, Residence Halls director. "The milk break may become as popular as the coffee break."

\*

**TO THE DEATH.** In debate on integration of higher education, one state senator drew upon Voltaire for this quote: "I want to say right now, I defend the right of any of my colleagues to agree with me."

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

**JOHN BERGE, Executive Director**

**WISCONSIN ALUMNI ASSOCIATION**

THIS ISSUE of the ALUMNUS has been delayed to give you the complete story of the Senate's action on the integration bill, 279, S. It was introduced in the Senate on February 22 by Senator W. W. Clark of Vesper. After a hectic voyage in the Senate (see page 8-9), a so-called "compromise" version was pushed through on April 13 and sent to the Assembly.

This "compromise" still includes most of the objectionable features of the governor's original bill. The *Wisconsin State Journal* describes it as "no compromise at all" and "full of holes and doubts." The *Milwaukee Journal*, which has consistently supported the governor on integration, says "It's a strange, cumbersome setup and the Board itself is bigger than desirable." University faculty and Regents are opposed to this so-called "compromise", as indicated in the following statement issued by the Regents at their meeting on April 16:

"We believe that the welfare of the young people of Wisconsin should be the first consideration in all planning for state-supported higher education and its administration. This calls for the continued distinction of the University of Wisconsin. We are not opposed to any legislation which, while protecting the quality of the University, will provide for co-ordinated planning for higher education in Wisconsin. But we see no need for such revolutionary changes as are proposed in Bill 279S. We believe that these changes would do incalculable harm to the University and to the State.

"The Substitute Amendment to Bill 279S passed by the Senate is not acceptable to the faculty, administration or regents of the University. The amendment makes no basic changes in 279S, and includes all the objectionable features of 279S. Needless to say, it is not a compromise approved by the University.

"The bill as passed provides for merger under the University of the two state-supported institutions of higher education in Milwaukee, this merger to take place on or before January 1, 1957. The faculty, administration and regents of the University favor such a merger. We note, however, that 279S includes no provision for expansion of the existing programs in Milwaukee and appropriates no money for such expansion. In contrast, the University has for several years expanded its educational programs in Milwaukee and last July, well before 279S was proposed, the University Board of Regents asked for over \$360,000 to expand its Milwaukee program in the ensuing biennium. We recognize the need for expansion in this metropolitan area, and believe that this should take place at once.

"The Substitute Amendment, like the original Bill 279S, makes revolutionary changes in the administration of the state-supported institutions of higher education. It abolishes the board of regents of the University and the board of regents of the State Colleges—boards under which the University and the State Colleges have become outstanding institutions in their respective fields. In their place there would be a single, fifteen-man board of regents for the University and State Colleges.

"The bill as passed provides for two, seven-man "Regents' Boards," one for the University, one for the State Colleges. These so-called "Regents' Boards" are not boards. They are merely committees of the overall fifteen-man board of regents of the University and State Colleges. The "Regents' Boards" are chosen for one year only, and all their decisions "shall be reviewed by the entire board." The "Regents' Boards" are to deal only with "day to day administrative problems," problems which are now handled—as should be the case—by the presidents, other administrative officers and faculties of the University and State Colleges. All problems "such as finance, expansion, building construction and educational programs" are to be considered by the fifteen-man board, in which "the government of the University and State Colleges shall be vested."

"We consider this organization totally unsatisfactory. It is clear that the "Regents' Board for the University" would have no real authority. All power would be centered in the fifteen-man board. We are convinced that this would do damage to the University and to the cause of higher education in Wisconsin. No great University in the entire United States has attained greatness under such a form of administration. To serve the people of the State to best advantage, the University needs a strong board devoting its attention to University problems.

"Various objectionable features of the original Bill 279S are retained in the Substitute Amendment as passed by the Senate. Under the bill as passed the new board has power to put all the state institutions of higher education under a chancellor. The loose wording of the bill may give the board power to grant University degrees to graduates of the present State Colleges. The bill still carries the very vague provision that the board shall "provide such courses at all state institutions of higher learning as the legislature, in the interests of education, may require to provide equal opportunity for higher education throughout the state." In the light of a co-ordinate section which provides against undesirable duplication we cannot tell what this section means. However, it seems to be an invitation to expend enormous sums. The result would probably be the deterioration of the quality of existing institutions.

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## DEAR EDITOR

(Continued from page 3)

a large school is apt to be superior since only one fine quality radio is required for the school.

A recent survey in our building revealed that approximately seven hundred pupils listen to the State's WHA school programs in this school weekly. The programs used most by our teachers of this school are: Let's Write, Book Trails, Let's Find Out, Let's Draw, and News of the Week.

I trust that our legislature will see fit to continue the excellent educational services rendered by the State Broadcasting Service and will also permit the State Radio Council a budget sufficiently large to permit operation of the low-powered educational station WHA-TV.

Robert L. Gregory, '35  
Roosevelt School  
Racine, Wisconsin

### Putting Y.M.C.A. Right

Just a note to tell you how much we like . . . your March *Wisconsin Alumnus*, the two pages showing fine views, with appropriate copy, of the new University Y.M.C.A. building.

However . . . the new building is not located at Charter and Johnson Streets, as stated, but Brooks and Johnson Streets.

Robert L. Schumpert  
General Secretary, UW Y.M.C.A.  
Madison, Wisconsin

### In the Record

In the rush of things I hadn't had an opportunity to pass along a reprint which I had made in the Congressional Record of the recent fine article describing research at the University.

Let me say that I was delighted to note your observations regarding the tremendously important subject of graduating enough American engineers so as to keep in the competitive race with the Soviet Union.

This is an issue which I have discussed a great deal in recent weeks and months.

With best wishes, I am

Alexander Wiley, '07  
U. S. Senate  
Washington, D. C.

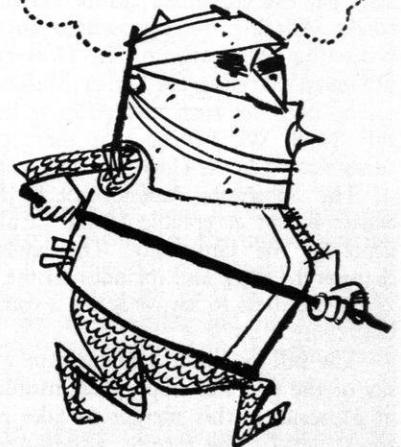
### Liked Report

Thank you for the January 15 copy of the *Alumnus*. I have read, with interest, the Legislative Committee's report on the University. I hope the exhaustive study of the group will lead to positive action on some of the more immediate problems of the University.

Many of these problems have existed without tangible improvement since I first joined the campus community in 1948.

Patricia Smith  
Madison, Wis.

Don't sit back



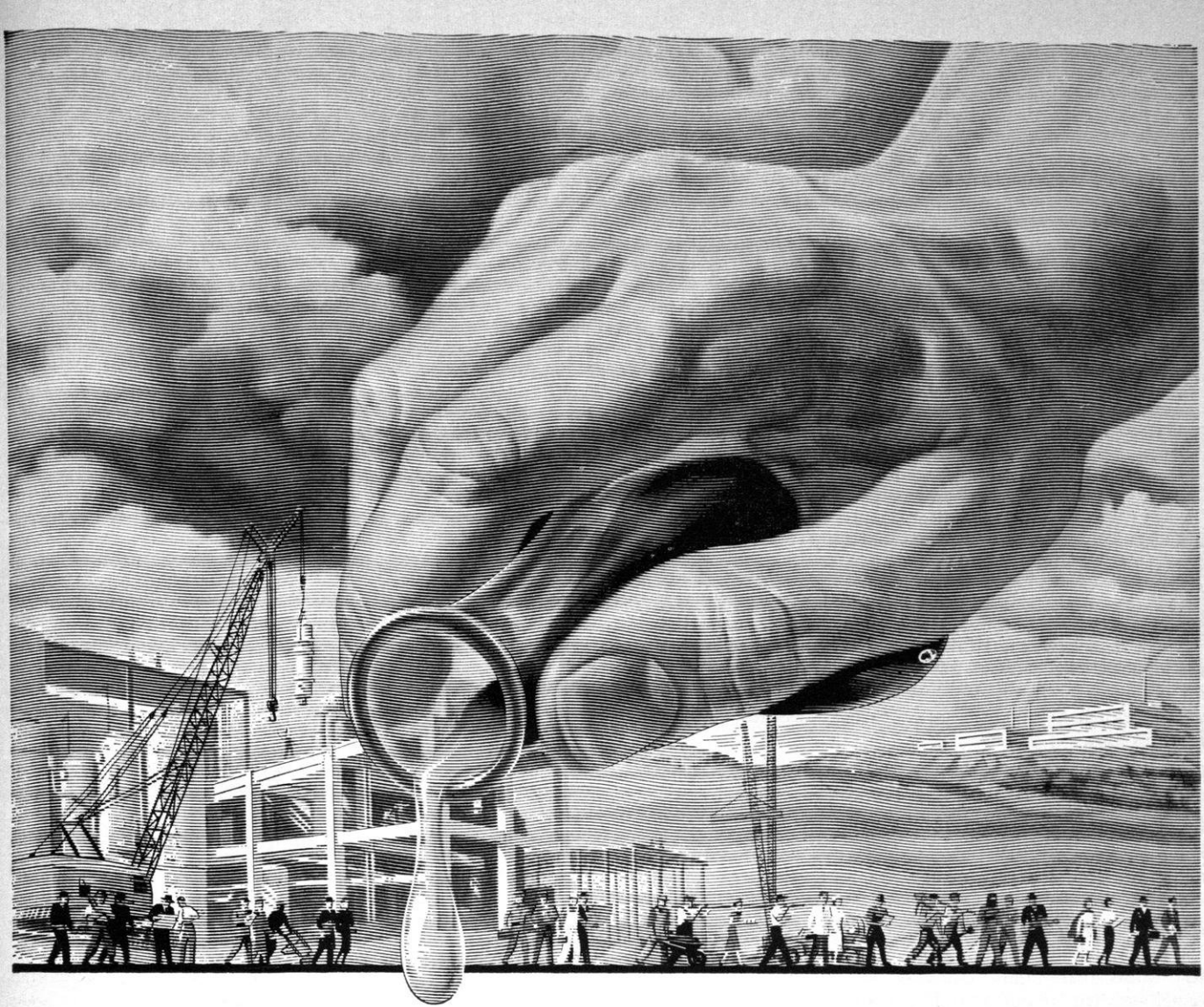
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# The Running Battle Over Integration

## *Governor's amended bill passes in State Senate; University still opposes measure*

**A**SO-CALLED "compromise" single-board integration bill was passed by the State Senate on April 13, well past normal *Alumnus* press time, and immediately messaged to the Assembly. The vote was 28-4 on the measure, which is titled 279-S.

Three days later, the University of Wisconsin Regents, who had opposed the original 279-S, strongly declared that they did not consider the revised measure a "compromise" at all, and were still definitely opposed to the measure. (See page five, this issue.)

Here are the essentials of the bill as passed by the Senate:

1. There would be a single board of 15 regents: five from the present University Board of Regents, five from the present State College Board, four new appointees of the governor, and, finally, the state superintendent of public instruction.

2. The 15-man board would be split into two sections, or committees, with limited authority, one to concern itself with "day-to-day administrative problems" which affect the University "rather than higher education as a whole" (e.g., "personnel, student affairs") and another section to perform a similar role in state college operation. This division of responsibility would be made annually by the board itself. The role of the state superintendent of public instruction on the split-up sections is not spelled out.

3. The 15-man board would meet all together to consider "broad, statewide problems" (e.g., "finance, expansion, building and educational programs") and "review" action of the sections. The bill specifies that the welfare of the whole state should be the "paramount concern" of the board.

4. The board would prepare a single, coordinated plan for higher education in Wisconsin to be filed with the governor and the legislature and in accordance with this plan the board would determine an educational program "within the limits of available resources." The master plan could be reconsidered by the regents each year. (These provisions are taken from the University-approved bill 451-S.)

5. There would be a merger of Milwaukee State College and Milwaukee Extension into a degree-granting, four year institution with a provost responsible to the University of Wisconsin president. No appropriation of funds is involved and no provision is made for either a name or any expansion of the educational program in Milwaukee.

This compromise measure was worked out within the ranks of the State Senators who favored and opposed the original 279-S. Some opponents of integration who voted for the compromise did so, they said, "with tongue in cheek," doubtful that the new system would be any improvement over the

present set-up. Four senators refused to retreat from their two-board stand.

Thus the amended bill went to the Assembly, where two years ago an administration-backed, single board integration bill was killed after its passage in the Senate.

\* \* \*

**W**HATEVER INTEGRATION in education may mean in other sections of the United States, in Wisconsin it has no racial overtones.

In a state which for years has been up at the very top in higher education, the question of integration still boils down to this:

*Is it necessary to put on the shoulders of one board of regents the full responsibility for planning economical and efficient means of educating the state's youth?*

Governor Walter Kohler, with support that includes the state colleges, argues that such a step is necessary.

The University of Wisconsin and a variety of supporters emphatically say "no"—that cooperative action between existing boards is the proper approach to the problem.

Why, they ask, should the state junk a *good* system of higher education that already has a high degree of coordination in favor of a set-up such as that embodied by current integration bill 279S, "an ambiguous measure wrapped in doubt and tied up with a big question mark?"

### **INTEGRATION TIMETABLE**

The leisurely pace of the *Alumnus* is no match for the sometimes hectic happenings on the integration battlefield. And by the time *Alumnus* readers see this, although it is written beyond normal deadline, the picture may be considerably different.

Some things won't change, however, including the chronology of events up until April 12:

January 13—Governor indicates he'll ask for higher education coordination in message to Legislature.

January 18—Bill 11-A making Stout Institute and Platteville Institute of Technology part of state college system, abolishing two boards of regents, is introduced by Legislative Council. Later passed by both houses, signed by governor.

February 22—Bill 279-S, embodying Governor's ideas on single board to govern state colleges and University, is introduced in Senate.

March 8—Substitute amendment to 279-S introduced in Senate. This would keep present boards intact, but provide that they cooperate in preparing comprehensive plan for meeting future higher educational needs, and make legislative appropriations contingent on this cooperation. It merges Milwaukee Extension and Milwaukee State College, putting both under University of Wisconsin. This measure is University-approved.

March 9—Hearing on 279-S. UW Regents (except one), alumni, other groups voice opposition. Governor's representative, state college regents (except one), some taxpayers' and other groups approve measure.

March 15—Lieutenant governor rules substitute amendment to 279-S is not germane, thus blocking consideration in Senate.

March 17—This "not-germane" substitute amendment is given different title, made into a separate bill and introduced by Joint Committee on Finance as 451-S.

March 22—Bill 452-S, which covers *only* Milwaukee coordination and puts Milwaukee Extension and the Wisconsin State College there under the University, is introduced.

March 25—279-S supporters decide to amend 279-S to provide definitely for Milwaukee merger under the University.

March 30—Senate takes up integration bills as special order of business. After parliamentary maneuvering, action is delayed by anti-integration forces in face of apparent defeat. (First test vote comes out 17-15 in favor of 279-S.)

April 1—Senate, scheduled to take up integration, votes to delay consideration for several days and allow for proposed compromise.

April 5—Senate majority leader announces no compromise reached.

April 6—To obtain time for further compromise efforts, consideration of 279-S is delayed for one week.

—Bill 451-S is again referred to Education Committee, by voice vote, thus virtually killing chances of this University-approved measure that provided for two boards and compulsory cooperation.

—Bill 452-S is also referred to Education Committee, by a 20-11 vote, with promise of majority leader that it will be recalled if 279-S fails to pass in either Senate or Assembly.

## THE ISSUES INVOLVED

The big issue, of course, is simply this: one board or two?

The various compromise talks indicated above have found it seemingly impossible to reconcile the two points of view. That these efforts have persisted seems less attributable to the wishes for compromise on the part of the integration forces than it does to a politically-stimulated desire to prevent interparty dissension.

The difficulty of compromise is further pointed up by the variety of reasons that legislators, and others, use to justify their positions. Those favoring 279-S do so because:

1. It's an administration bill, *or*
2. It's supposed to provide more economical and efficient administration, *or*

3. It says it would provide "equal opportunity" in higher education, *or*
4. It would strengthen the state colleges, *or*
5. They feel that only passage of 279-S would provide merger in Milwaukee, *or*
6. The bill would eliminate duplication of buildings and curriculum, *or*
7. They feel that some combination of the above reasons make 279-S desirable.

Those allied against the governor's integration bill believe:

1. It would weaken the University, *or*
2. It would weaken the state colleges, *or*
3. It would result in too much centralization of power, *or*
4. That it would mean unnecessary duplication of facilities to really provide "equal opportunity," *or*
5. It would not necessarily provide more efficient and economical administration and might operate in reverse, *or*
6. That a single 15-man board is too big and would represent specific areas rather than the entire state, *or*
7. That the job is too big for a single board of part-time regents, *or*
8. That the bill allows for the appointment of any kind of supervising personnel, including a chancellor, *or*
9. That it's best to take things step by step, i.e., to be content, during this legislative session, to pass 11-A (Stout and Platteville inclusion in state college system) and to provide for merger at Milwaukee, *or*
10. That some combination of these reasons make 279-S undesirable.

## THE BATTLE LINES

In newspaper parlance, political disagreements are divided into two general categories: they're either "bitter clashes" or they're "friendly arguments."

According to one story in the *Milwaukee Journal* the current fight falls in the first category. Certainly there can be no question that it has been an all-out campaign, with both opposing camps using a variety of tactics.

Here is the way some of the key groups and individuals line up:

**Against the governor's integration bill** are the University Regents and the University faculty, both of which groups favor coordination through cooperation. The University Board of Visitors issued a strong statement against 279-S and any superboard of regents that "would know less and less about more and more." Leaders of the Farmers Union, the Farm Bureau and Milwaukee labor groups have expressed serious misgivings against complete integration. A "hard core" group of about one dozen senators, mostly Republican, have continued to strongly oppose 279-S in legislative maneuvering. (There were no "test votes" in the Assembly before April 7.)

Most outspoken opponent of Gov. Kohler's bill among University Regents has been former Governor Oscar Rennebohm. Another high political figure opposing 279-S has been Thomas Coleman, former state GOP voluntary committee chairman.

**Governor Kohler counts among his supporters** the state college regents, the state college faculty, and his own "hard core" group of about a dozen Republican legislators in the

Senate. The state college regents have consistently backed all integration proposals during the past two years. Interestingly, at a recent meeting the group even approved a merger at Milwaukee under the University—something they previously had opposed. A number of taxpayers' groups representatives supported 279-S at its March 9 hearing, but have been quiet since.

Perhaps the most important support—in political terms—of Gov. Kohler's bill comes from a bloc of Milwaukee area Democrats, who have expressed themselves as desirous of getting action on a Milwaukee merger at any cost. It was to appeal to this group that 279-S was amended, with the Governor's approval, to spell out the Milwaukee merger. Since that time, this bloc has given no indication it will consider

anything but 279-S or an administration-approved compromise. So this group continues to hold the balance of power in the Senate. The cohesiveness of any similar bloc in the assembly seems less assured.

Newspaper editorial comment throughout the state has been spotty. The *Milwaukee Journal* has adamantly supported the Governor's integration bill, as has the *Milwaukee Sentinel*. On the other hand, both Madison newspapers—the *Capital Times* and the *Wisconsin State Journal*—(in one of their rare agreements) have come out against 279-S. Other anti-integration sentiment has been expressed by the *Sheboygan Press* (its publisher is A. Matt. Werner, UW Regent president) and the *Racine Journal-Times*. A number of other papers have merely discussed the issues in their editorial columns.

## UW Budget Stands Up Before Legislative Scrutiny

THE UNIVERSITY'S 1955-57 budget has emerged from the Legislature's Joint Committee on Finance looking almost the same as when it went in.

But it was \$183,977 lower than recommended in the executive budget.

Chief casualty in the budget recommended by Governor Kohler was an item of \$117,500 for stepping up 4-H club work; this item had not been originally requested by the University but had been added by the Governor.

The Joint Committee on Finance agreed with the governor on most of his recommended reductions in the University's proposed budget, including:

- \$195,000 for a faculty group insurance program;
- \$68,000 of an increased "fluid" allotment for research;
- \$226,000 for expansion of third and fourth year work at Milwaukee Extension.

(The Governor noted earlier that he expected an Extension-State College merger in Milwaukee would have some effect on this matter. However, none of the Milwaukee merger bills considered by the Legislature through April 7 have included provision for this extra \$226,000 that the University estimates is needed for any Milwaukee expansion.)

## WHA Tries "Intermittent TV"

A new phase of education television experimentation began in late February when WHA-TV, on the University campus, radically altered its schedules to permit the keying of specific programs to the availability of interested viewers.

WHA-TV, the Wisconsin State Radio Council non-commercial station on Channel 21, is now on the air from 3:30 to 5:00 p.m., 6:00 to 7:00 p.m., and from 9:30 to 10:00 p.m., Mondays through Fridays.

Afternoon programs are largely intended for women, out-of-school youth and farmers. The dinner hour is pri-

marily devoted to children's programs and news. The late evening hour is used for experimentation with substantial adult education programs. These will be evaluated on the basis of audience studies to determine interest and effectiveness. The University Extension Division will utilize some of this time with the presentation of credit and non-credit courses via television.

In addition to these programs, WHA-TV presents an in-school viewing program each Friday morning at 10:00 a.m.—a series of telecasts in the field of literature for elementary schools.

## Compendium

For outstanding senior journalism students during the next five years, Borden Company Foundation scholarships of \$300 per year will be awarded. The award will be made to the senior with the highest average grade for all college work.

\*

The Regents last month okayed an increase in the High School Summer Music Clinic fee from \$20 to \$30. The increase will cover additional services and make the clinic more nearly self-supporting.

\*

Thirty-one Wisconsin students have been awarded National Science Foundation fellowships to enable them to continue studies in the natural sciences during the 1955-56 school year. Another 32 received honorable mention.

\*

The Wisconsin State Historical Society's HISTORYMOBILE got an early start this year and took to the highways of Wisconsin on April 4 for its second season of "carrying the story of heritage to Wisconsin's doorstep," as Society Director Clifford L. Lord puts it.

\*

Art teacher members of the Wisconsin Art Education Association get their first "official look" at the new UW art education department in the Education building on April 30 when they hold their annual meeting on campus. Lectures, tours, and luncheon meeting are included on the program.

\*

Agricultural Short Course certificates went to 115 young farmers at graduation exercises in Agriculture hall on March 12. Class president was Alan Albers, Plain.

## FACULTY

### HONORED AND APPOINTED

Physical chemistry Prof. *John W. Williams*, an international authority on the chemistry of colloids, has received the \$1,000 Kendall Company Award in Colloid Chemistry. Dr. Williams has made important contributions in the fields of protein chemistry and blood plasma substitutes and he established at the UW the first ultracentrifuge laboratory in this country devoted to research in the physical chemistry of proteins.

Prof. *Robert Crane*, music, has had two compositions, "Choralprelude" and "Cradle Song" for chorus, accepted for publication by Carl Fischer and Theodore Presser, respectively.

A testimonial dinner honoring retiring Commerce school Dean *Fayette Elwell* will be held in Madison on April 25.

A fund to set up visiting professorships in British Commonwealth history has been established at the University in honor of Prof. *Paul K. Knapp*, with funds from Thomas Brittingham, the UW Knapp committee and the Carnegie Corp.

A scholarship in honor of *Scott H. Goodnight*, who served as dean of men at the UW for nearly 30 years, has been established by Phi Eta Sigma.

### ON THE MOVE

*Ernst Friedlander*, noted violoncellist with the Pro Arte Quartet will fly to Australia and New Zealand in June for a three months tour, accompanied by his gifted pianist-wife, *Marie*. They begin their concerts in Sydney.

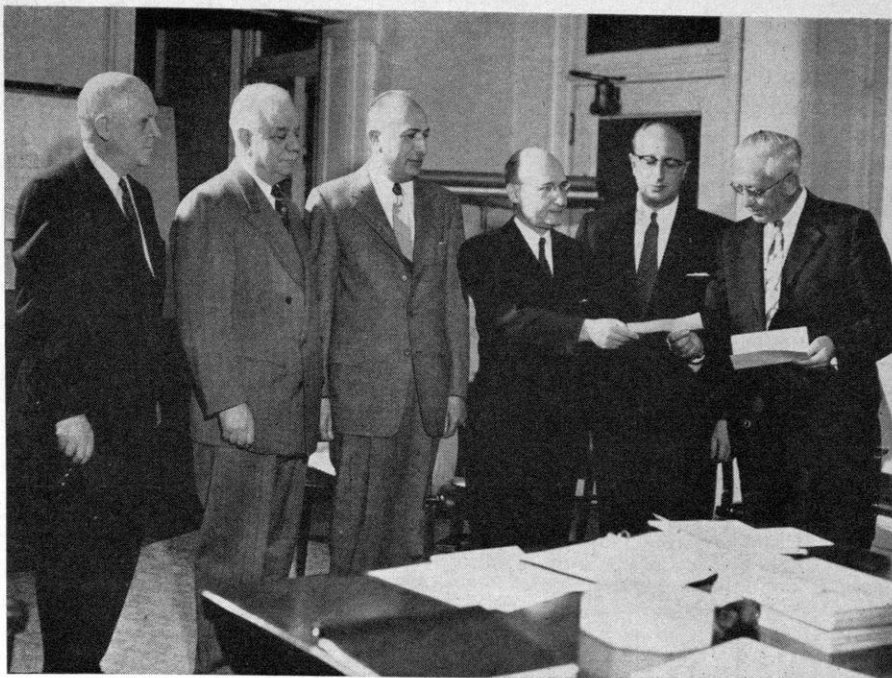
Another UW musician, Prof. *Gunnar Johansen*, pianist, flew to Bermuda in March to play two concerts under the auspices at the Bermuda Musical and Dramatic Society. It was a return engagement for Prof. Johansen.

### NECROLOGY

Prof. *Lila B. Fletcher*, superintendent of nurses at the University hospitals and school of nursing faculty member.

### Bill Prohibits Filling

The Governor has signed a bill prohibiting the University from filling in the shoreline of Lake Mendota for parking purposes, repealing a 1953 law.



Principals in the presentation of a \$75,000 gift to establish a Chair of Hebrew Studies at the University included Pres. Fred; Regent Pres. A. Matt. Werner; Oscar A. Rozoff, vice-chairman of the American Jewish Committee of Milwaukee; Rabbi Joseph L. Baron, chairman of the University project of that committee; Norman S. Abrahams, chairman of the Jewish Tercentenary Committee of Wisconsin, and Regent Oscar Rennebohm, who accepted the gift for the University of Wisconsin Foundation as its president, then transferred it to the University. (Duane Hopp photo)

## Hebrew Chair Established

A CHAIR in Hebrew Studies, with primary emphasis on the teaching of Hebrew language and literature, will be set up at the University, financed for five years by a gift of \$75,000.

The gift was presented to the Board of Regents in March by Rabbi Joseph L. Baron, Milwaukee, for the American Jewish Tercentenary Committee of Wisconsin and the Milwaukee chapter of the American Jewish Committee, which collected the funds throughout Wisconsin to inaugurate the new professorship at the University.

The gift highlights the celebration in Wisconsin of the 300th anniversary of the first Jews in the United States. Regent Pres. A. Matt. Werner, in accepting the gift for the University, said "it is eloquent both of public spirit and of the abiding devotion of the Jewish people to the cause of learning."

The new chair will give the study of Hebrew language and literature a status comparable with that of other modern languages in the Wisconsin curriculum, Prof. Rudolph Langer, chairman of the UW Humanities Division, explains.

A general outline indicates that there will be instruction in the Hebrew

language from the elementary stage to a stage "sufficiently advanced to make possible a study of the culture revealed in this language without depending upon recourse to translations."

The Humanities Division is engaged in a search for a distinguished or promising scholar in Hebrew language and literature to hold the professorship.

The gift was presented to the University through the University of Wisconsin Foundation, the organization of alumni and friends of the University which seeks funds for professorships, fellowships, scholarships, and for special projects including the proposed Wisconsin Center for Adult Education.

## Regents Accept Gifts, Grants

The total of gifts accepted in March by the Regents was \$48,795, and grants amounted to \$89,874, raising the over-all total since July 1, 1954, to \$1,865,392.60. Gifts included \$16,420 for the Benjamin Smith Reynolds Memorial Fund, to be used to finance an annual \$1,000 award to a

"University of Wisconsin faculty member who contributes most to the instruction of engineering students."

### Gifts

Joseph W. Jackson, Madison, \$75 and 140 shares of common class B stock of Plastic and Rubber Products Co.; Florists Telegraph Delivery Assn., \$100; Dr. Henry Brosin, Pittsburgh, Pa., \$500; Borden Company Foundation, Inc., New York City, \$1,500; Louis Allis Company Foundation, Milwaukee, \$500; faculty of the UW chemistry department, \$95; Carbide and Carbon Chemicals Co., South Charleston, W. Va., \$2,600; Monsanto Chemical Co., St. Louis, Mo., \$400; Celanese Corp. of America, New York City, \$2,500; the von Schleinitz Foundation, Milwaukee, \$500; Pabst Brewing Co., Milwaukee, \$1,000; Additional contribution of \$5 in memory of the late Emeritus Prof. Edwin George Hastings; Institute of Life Insurance, New York City, \$11,500; Deltax Rug Co., Oshkosh, \$500; Square D Co., Detroit, \$450; Universal Oil

Products Co., Des Plaines, Ill., \$1,000; Parke, Davis and Co., Detroit, \$3,600; University of Wisconsin Foundation, from the Allstate Foundation, Skokie, Ill., \$5,000; Wisconsin Federation of Music Clubs, \$50; Dr. C. W. Mayo, Rochester, Minn., \$150; Radio Corp. of America, New York City, \$800; Additional contributions of \$16,420 from friends of the late Benjamin S. Reynolds to be added to the Benjamin Smith Reynolds Memorial Fund.

### Grants

Wisconsin Cooperative Sugar Beet Growers Assn., Chilton, \$2,500; American Cyanamid Co., Pearl River, N. Y., \$1,500; National Vitamin Foundation, Inc., New York City, \$4,200; Life Insurance Medical Research Fund, New York City, \$24,860; National Science Foundation, Washington, D. C., \$14,000; Upjohn Co., Kalamazoo, Mich., \$4,100; Charles Pfizer and Co., Brooklyn, N. Y., \$3,600; Tennessee Corp., Atlanta, Ga., \$500; American Trudeau Society, \$5,000; National Institutes of Health, \$29,164.

## Foundation Will Aid Humanities

The Humanistic Foundation of the University of Wisconsin was set up by University Regents in March as a living memorial to the late Prof. Howard L. Smith, who left the bulk of his estate for that purpose when he died in 1941.

Income from foundation funds (expected to total around \$170,000) will be used, according to the bequest, "in the promotion of liberal culture or humanism in the University of Wisconsin, especially in the field of poetical and imaginative literature, art, and philosophy."

It may be used for the creation of fellowships or to attach to the University men distinguished in literature, art, or philosophy, "with or without teaching responsibilities, whose presence at and membership in the University may tend to create and maintain an atmosphere of culture." It may also be used for prizes for literary, artistic, or philosophical works or to purchase art works.

Prof. Smith joined the University faculty in 1900 as professor of law and served until his retirement in 1926. On his death he left his library to the University and his estate in trust so that income could support his widow. On her recent death, the trust was turned over to the University with the stipulation that from its current \$193,000 assets, annuities paying \$50 per month for life be purchased for two surviving nieces.

# UW Enrollment Is Definitely on Upswing

**T**HERE WERE 1,113 more students attending second semester classes of the University last month than there were a year ago, final enrollment figures demonstrate.

Compiled by L. J. Lins, director of student personnel statistics and studies, the figures reveal that the total number of full-time students now attending UW classes on the Madison campus and at the nine Extension Centers throughout the state is 15,896, compared with the total of 14,783 enrolled in University classes during the spring semester a year ago.

Of the total, 13,554 are studying on the Madison campus, an increase of 782 over a year ago, while 2,342 are studying at the nine Extension Centers including Milwaukee, an increase of 331 over a year ago.

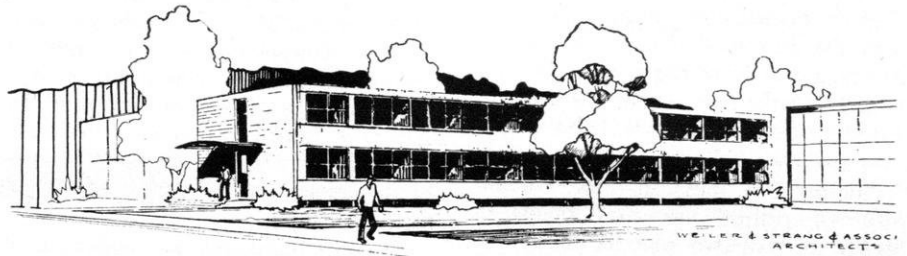
Although 10,672, or more than 78 per cent, of the students on the Madison campus this semester are from Wisconsin homes, every state in the Union and Washington, D. C., all five foreign territories of the United States, and 63 foreign countries are represented among the students on the Madison campus.

A total of 2,438 came to the Madison campus from the 47 other states and the nation's capital, 42 from the five U. S. territories, and 402 from the 63 foreign countries.

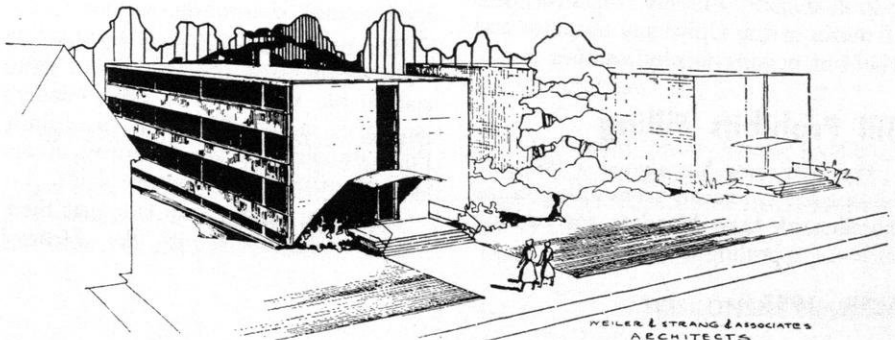
Lins' student statistics for the second semester also show that there are more

veterans, more men, and more married students on the Madison campus this semester than a year ago.

One out of every four UW students now is a veteran compared with one out of every five a year ago; 70.3 per cent of the students are men compared with 68.9 per cent a year ago; and 19.2 per cent are married as compared with the 17.6 per cent a year ago.



Construction has already begun on the first two "modest rental" dormitories at the University. The two story building for 55 men at 121-123 N. Orchard St. will not have dining facilities, while the three-story, 49-capacity women's unit at 915 W. Johnson St. will. Both dormitories will be operated on a self-help co-operative basis. Together, the buildings are expected to cost \$309,000. Of this, \$184,000 will be provided by state appropriation—the first for student housing at the University since 1912.



# Campus Chronicle

By Kneeland Godfrey, '55



*This Chronicle is written by Kneeland Godfrey, civil engineering senior from Elm Grove. One of his chief extra-curricular activities is editing the Wisconsin Engineer, one of the campus' more successful publications.—Editor's Note.*

## FAITH AND BEGORRA—AND OSCAR

Wisconsin's student engineers had their day on March 12. That night the annual St. Pat's Dance was held in Great Hall of the Union. The whole night was almost ruined, however, by the absence—until 11:30—of Oscar, the Iron Man.

Oscar, you know, is a 400-pound, six-foot man skilfully formed of four inch iron pipe. The size of this symbol to the engineers alone should be enough to prevent his being stolen, but often does not. The lawyers on campus are much too mischievous to pass up such a temptation.

As you may have suspected, those supposed experts with the law once again disrupted Engineer's Week by stealing Oscar. Apparently the theft and subsequent recovery of the valuable monster took place about like this: Several roughly dressed, nondescript men approached Triangle house (this social fraternity for engineers is Oscar's headquarters) at 11:00 A.M. on Thursday, March 10. The bungling barristers first tried to enter the house to carry out their plan through the back door but were turned away by the cook.

They then knocked on the front door and were let in by Housefellow Jack Binning, who knew one of the men (but sadly enough, not as a law student). The surly crew, apparently attempting to pose as engineers, claimed that they had been sent to get Oscar and take him to Great Hall where he was to preside with the then-unnamed St. Pat of 1955. Binning allowed them to load the monster into the truck parked in front of the house, but insisted that he be allowed to go along to insure Oscar's safe delivery. Once at the Union, however, Jack was thrown from the truck. Oscar then sped away.

Binning, undaunted by the rowdy tactics, later called his lawyer "friend" and got a promise that Oscar would be returned by Saturday morning. Well, he wasn't recovered until 11:00 PM that night, but all ended well for the forgiving engineers just the same.

The dance itself was attended by about 50 bearded males and a like number of faint-hearted souls, all with dates. Harry Rothman's orchestra provided music for the event.

Dick Jann, a senior civil engineer, was chosen St. Pat. This marked the fourth straight time the CE's have seen their candidate crowned. Dick won on the strength of about 700 St. Pat Buttons sold and 40 beards entered in the contest by the civils. Eight other men were presented prizes by sev-

The beard grown for the engineers' St. Patrick's celebration belongs to Keith Johnson and the coed is Romelle Becker, one of six recently-chosen 1955 Badger Beauties.

eral of the Badger Beauties in the following categories: most distinguished beard, Jim Hamman, ME 4; most devil-like, Bert Langenegger, CE 4; most colorful, Paul Lauer, CE 1; bushiest, Dave Toft, ME 4; most Lincoln-like, Bob Scheppe, ME 3; curliest, Bob Richardson, EE 3; longest, Charles Lundberg, EE 4; puniest, Loren Pless, ME 4. Chaperones were Professor and Mrs. James Woodburn and Prof. and Mrs. Daniel Reitan.

## HUMOROLOGY 1955

Wisconsin's Humorology skits, presented March 11 and 12 in the Union theater, were very well received. As in the past, the profit (about \$2,900) from the event, sponsored by the Interfraternity Council and the Madison Capital Times, will be used to give free vacations at the newspaper's Kiddie Camp to local victims of rheumatic fever.

The seven student-written, student-acted, and student-directed skits which appeared in the finals survived two elimination rounds which cut the number down from more than 20. Each of the song-dance variety shows is put on by a fraternity and a sorority or some other combined campus group.

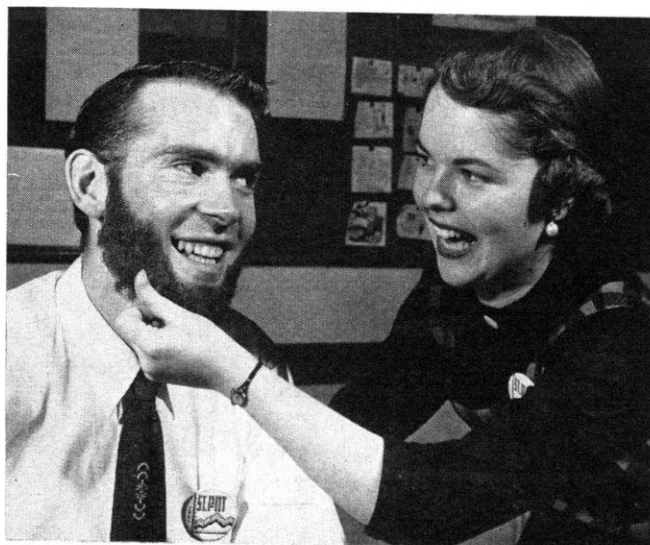
Trophy-winning groups in the most recent competition were: first place, Pi Kappa Alpha—Victoria House; second, Pi Lambda Phi—Alpha Chi Omega; third, Noyes—Chadbourne.

## HARESFOOT

The Wisconsin Haresfoot Club this month gave its annual spring production in Janesville, Beloit, Wisconsin Rapids, Appleton, Wausau, Green Bay, and Milwaukee before closing in Madison April 19th through 23rd.

This year's production, an original musical comedy called "Meet LaFitte," was written by graduate student Jerry McNeely, with music composed by Professor Don Voegeli of WHA. Colorful dance routines for the show were conceived by Harriet Narowitz. McNeely also was director, and Voegeli supervised the music.

Complete with swashbuckling pirates and can-can girls, MEET LAFITTE is based on the dashing adventures of the pirate Jean LaFitte. Headliners on the cast of 35 were Tom Leuders, Henry Dopkiewitz, Tom Sankey, John Dittrich, Bob Carpenter, Roy Lindau, John Woods and Ted Stowe.





HONE  
ROBERT GARD

# Grassroots Theater

By Robert Gard

*Director, Wisconsin Idea Theater*

**T**O GO BACKSTAGE of the Wisconsin Idea in action at the University of Wisconsin is an unusual experience for a stranger unacquainted with Wisconsin traditions. Indeed not many of the faculty of the University know the extent of this great backstage which is really a vast assembly depot on an educational battlefield where immense piles of mental ammunition are made ready and fired at the people from cannon of many degrees of loudness and striking power.

Certainly, most of the students on the Madison campus are unaware of the backstage. The students linger on Bascom Hill, walk along Lake Mendota in the quiet of an evening, make love on Observatory Hill, or have refreshment in the Wisconsin Union and realize nothing at all about the feverish arrivals and departures, the scanning of timetables, the plans and campaigns that often keep a hundred lamps burning in a hundred cubbyholes, nooks, warrens, and corners of the University until late at night.

The backstage has a relationship to life on the campus, but the relationship is hard for the average citizen or faculty member to see—perhaps because the units of the backstage are so scattered. The backstage exists in a converted monument works, in a side of the football stadium, and in huts and basements.

In the warrens of these places is the material of tremendous educational schemes in almost every subject. Here are Great Books programs, citizen's forums, leadership courses,

plans for education by television, hundreds of correspondence courses taught by green-eyeshaded men and women who read manuscripts and mark papers in the warrens and never see the students they correspond with. Here is a department that answers questions about any subject. Here, in special institutes, is professional education for mail carriers, town clerks, factory foremen, district attorneys. Here is an office to book entertainment for high school assembly periods. Here are fleets of cars, oiled, gassed, ready for the road. And here are drivers, many with PhD's, to hurl the cars about the state, crossing and crisscrossing holding the steering wheels like the reins of charges, carrying out missions, leading a new kind of crusade. . .

In Madison, in many modest homes wives wait for their men—their knights of the Wisconsin Idea—and wish guiltily at times for quiet professorships in tiny colleges.

Travel, speed, and sometimes death are all part of the backstage of the Wisconsin Idea. Fog, slippery roads, deep snow, perpetual colds, hotel rooms, and lonely beds are the commonplace items. The knights are sober men, basically good family men, and they have a tremendous belief that what they are doing is important.

Their belief, of course, is often belief without imagination. They establish routines, set precedents, coin clichés, fashion absurd stereotypes, whirl about often in a kind of mad self-justification that is barren, really, of accomplishment.

*The 10th Anniversary of  
Wisconsin Idea Theater  
finds its founder looking  
back on its early days in  
this condensed chapter from  
his forthcoming book*

Some of them pause not at all for introspection. They do not define motives. They act swiftly, and only when they are old do they know, occasionally, that the tires of their souls have blown out against the hard sides of deep ruts. Yet with all these weaknesses they are doing a stupendous job.

After nearly ten years at Wisconsin, it amazes me, occasionally, to realize that I am a part of this vast backstage that the Wisconsin Idea has created. All the things I mistrusted: the sociological approaches, the "institutes," the programs in "adult education," the specializing, and the expertizing are all a part of me, now. I have been able to find inspiration in the idea of a whole state being a campus, or a stage. In a way I have been caught in the system of the backstage, but I have also created my own role within the system and have usually preserved my own integrity in the shadow of the system. The machinery of specializing and expertizing is very valuable in carrying out my role, which has become that of a sort of "specialist" in creating a friendlier attitude toward the theater and other arts. If my specializing is tinted with a crusading or missionary zeal at times it is probably the influence of my restless drive which would like to hurry the Wisconsin people toward a better use of the arts in everyday life.

My office in the football stadium is the center of what has been known for nine years now as the Wisconsin Idea Theater. I rather like the stadium and its remoteness from the campus proper. It is filled with solitudes, shadows, under-the-stair crannies where one can sink from sight for a moment and reflect upon the wondrous ways of University development.

Toward my physical surroundings I am extremely tolerant, and of the great backstage I am a willing part. I attend meetings, sit on committees, conduct "institutes," make speeches, and I am able somehow to have faith that what I am doing is worthwhile. I have made of my approach to the arts a kind of personal religion. This religion is so strong that, like many colleagues in the backstage, I am able to endure without much notice the physical weariness and the handicaps that Wisconsin nature tosses in my way. My religion is

more than dedication. It is simple acceptance of a viewpoint, of a method of operation. . . .

**T**HE WISCONSIN Idea Theater, which I direct, is an expression of faith—a faith that has been achieved slowly through success and failure, through tormenting doubts. . . My corner of the stadium which I inhabit through the willing cooperation of the Department of Intercollegiate Athletics is all I have, materially, to express my faith. Yet, strangely, I find that I have all the material properties that are essential.

In retrospect, the lights and shadows of the nine years spent in the creation of the Wisconsin Idea Theater stand out clearly. The shadows were predominant in the early years. My convictions about native literature were sincere, strong. I saw a native literature emerging as in Alberta and New York (two earlier areas of operation) from a feeling for places. But soon after I had started work in Wisconsin I understood that I could not work as I had in New York, for example, where the University theater itself furnished the center for my efforts with native playwrights.

The Wisconsin theater staff was overburdened with teaching and with duties connected with play production and had little or no time for the discussion of regional drama problems. The attitude of the theater staff was a blow which left me confused. I fear that I wasted some of this early period in futile bitterness. I believe now, however, that failure to establish a center for my work in the University theater was actually the factor that saved my program. For I was thrown toward the backstage and became familiar with the Wisconsin Idea, with the extension men, the specialists, and the crusaders.

I was reluctant at first. Remembering what had happened to me as a kind of "extension" worker in Canada, I was somewhat mistrustful of the Extension Division at Wisconsin, especially when I learned the Division was to be the actual administrative unit for my work. The whole format of my project, however, was unique, and the Extension Division

Idea Theater instructor Ronald Gee is shown below discussing the play given by this 4-H Club group of Brown county at a district drama festival. The Theater staff is constantly on the move, helping to organize, promote and evaluate individual productions and the increasingly successful drama festivals in the state.



\* Grassroots Theater. By Robert Gard. University of Wisconsin Press. (Price: \$4.00)



seemed to me, shortly after my arrival in Madison, to offer a more promising base than the University Theater, which offered nothing.

My entire program was to be conducted by three separate branches of the University: The College of Letters and Science, the College of Agriculture, and the Extension Division. During its first year, 1945-46, all budgetary matters not relating to salary were channeled through the Division's Department of Debating and Public Discussion.

One hot afternoon in September, I walked into the catacombs of the building called Science Hall. I presently found an office in which a fellow with a brush of kinky gray hair was working at a roll-top desk. The director of the Extension Division had told me that this gray-haired fellow, Leslie E. Brown, who was the Director of the Department of Debating, would give me an office and help me get started.

I sat down and we spoke of inconsequential things. Then he said, "What are you going to do in Wisconsin?"

I thought for a moment. Looking back, I knew that in Kansas Allen Crafton had opened a whole new world of theater for me; that in New York Drummond had taught me how to apply feeling for places and ideas about theater to regional life. In Alberta I had tested and developed these ideas, and, while I did not know exactly what I was going to do in Wisconsin, I thought that I could safely say that I wanted to try in many ways to stimulate and develop the creative forces in the people. I answered him the best I could then.

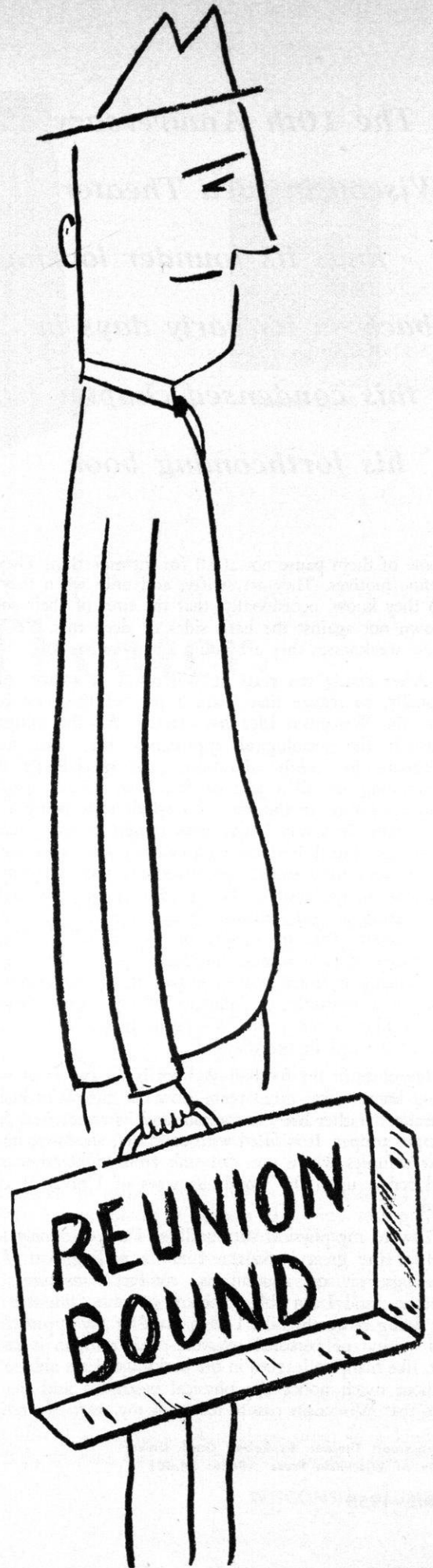
Brown and I became fast friends. From Brown I learned that "adult education" was not at all alien in theory to my hopes and dreams about people's expressiveness, and from my association with Brown began my tolerance for the great backstage.

By late September, 1945, with Brown's help, I was ready to summarize some of my impressions, suggestions, and ideas relating to the possible development of a Wisconsin regional theater program. These were gathered together in an informal written proposal called "Notes from a General Wisconsin Drama Plan." In this paper, I observed that in the creative arts, especially, new work needed to be undertaken to relate the arts to people's lives. That the people themselves desired such a relation seemed to me to be indicated by the interest in local scene and tradition I had found in America. From such desire, I believed, a good popular art could grow. It seemed to me the undertaking I was proposing could add to the increasing awareness that our American picture was not a completed work in itself but a composite of developing regional pictures in every state and community in the nation.

My work in drama I hoped to relate as closely as possible to the Wisconsin scene. I hoped to make such work mirror the outstanding tradition and themes of the region and to develop the native talents of the state. I proposed a statewide playwrighting project in an attempt to bring the regional themes to the fore, and I hoped to relate to the field of drama some of the general experiments in the other arts being conducted by the University. I had in mind particularly the state-wide programs in painting and in music being conducted by the Extension Division.

Fundamental to such a playwrighting experiment would be a central tryout laboratory theater located somewhere on the University campus. I foresaw the formation of an annual Wisconsin Idea Theater Conference to bring together once a year all the dramatic activities in the state, including not

*(continued on page 31)*



# Here's Complete Reunion Information

## Commencement-Reunion Program

**Thursday, June 16**

7:00 p.m. *Twilight Concert*  
7:30 p.m. *President's Reception*  
Evening *Various Senior Class Activities, including Senior Ball*

**Friday, June 17**

### Commencement Day

*All Day* **Alumni Registration, Union**  
10:00 a.m. *Honors Convocation Union Theater*  
1:00 p.m. *Half Century Club Luncheon*  
4:30 p.m. *102nd Commencement, Stadium*  
7:00 p.m. *Class Dinners*

**Saturday, June 18**

### Alumni Day

*All Day* **Alumni Registration Union**  
9:30 a.m. *Alumni Assn. Meeting, Union*  
11:00 a.m. *Sightseeing tours*  
11:00 a.m. *Assn. Directors Meeting*  
12:30 p.m. *Class Luncheons*  
*All P.M. Sightseeing, boat rides, arranged by various reunion committees*  
6:30 p.m. *All-Alumni Banquet, Great Hall*  
8:00 p.m. *Alumni Program, including presentation of student and alumni awards*

**Sunday, June 19**

8:00-  
11:00 a.m. *Union Terrace Breakfasts for all alumni*

**THE TIME:** June 16-19

**THE PLACE:** Wisconsin's beautiful campus

**THE OCCASION:** Commencement-Reunion Weekend

**THE PARTICIPANTS:** Members of the University's "zero" and "five" classes, all other Badgers who can be on hand for the festivities, and, especially, the Classes of 1905 and 1930.

The reunion spotlight falls, as usual, upon these golden- and silver-anniversary celebrating Wisconsin alumni. Both classes have a number of attractive activities scheduled, with the 50-year graduates of 1905 being objects of special attention as they are inducted into the Half Century Club on Commencement Day, June 17.

Both 25 and 50 year class members, moreover, will receive class directories listing all known living class members, with their addresses. This annual service is provided by the Wisconsin Alumni Association.

But other classes, too, have fine things being planned by reunion committees. Class dinners and other social functions will be popular on Friday night (following the outdoor Commencement Ceremony at the Stadium in late afternoon), and most reunion classes will get together for lunch on Saturday following the Alumni Association's annual meeting in the Union.

*On this page are reservation blanks for both the annual Alumni Dinner on Reunion Day, June 18, and for University Residence Halls lodging.*

The Alumni Dinner is always a standout attraction of Reunion Weekend, so you who are planning to be on hand are well-advised to make reservations early. Another popular all-alumni affair, the traditional Alumni Day Program, will follow the dinner. The dinner is scheduled in Great Hall at 6:30 p.m., the program at 8 p.m. in the Wisconsin Union Theater. There is no admission price for the program.

University Residence Halls officials remind reunion patrons that regular registration desks at the halls are closed after 10 p.m. and suggest that the first order of business in Madison should be checking into the dormitory. If your arrival is after 10 p.m., the night watchman will have to be summoned to check you in.

The University again will issue special parking permits for certain areas. In some areas no permits will be needed—as at the Stadium and at dormitories. The Union information booth on Park street will furnish parking and other information.

*Please clip and mail your reservation not later than June 10.*

### ALUMNI DINNER

(At Memorial Union, Saturday evening, June 18, 6:30 o'clock. \$3.00 a plate, payable in advance to Wisconsin Alumni Association.)

Reserve \_\_\_ place(s) for which I enclose \$ \_\_\_\_\_

Name \_\_\_\_\_ Class \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Mail reservations not later than June 10 to  
Wisconsin Alumni Association, 770  
Langdon, Madison 6, Wis.

### LODGING

(At University Residence Halls. Cost: \$1.50 per person per night. No advance deposit required. Meals at Memorial Union. Please check in before 10:00 P. M., if possible. Checkout time: 9:00 A. M. Sunday, June 19. Many rooms double; none equipped with private bath.) Please reserve accommodations for:

----- Myself only ----- Myself and wife (or husband)

----- Myself and following named people: -----

(Give ages of children)

for Thursday night, June 16 -----, Friday night, June 17

Saturday night, June 18 -----

Name \_\_\_\_\_ Class \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Mail reservations not later than June 10 to Wisconsin Alumni Association, 770 Langdon, Madison 6, Wis.

The Nominating Committee met at Madison on February 17 for the purpose of selecting candidates to fill ten vacancies for three-year terms as directors at large. In selecting the nominees, special consideration was given by the Committee to two factors deemed important for the welfare of the Association.

# Your Association's Nominating Committee Reports

1. To maintain continuity, five of the directors now serving were renominated. They are Harry W. Adams, Mrs. John Schindler, Don Anderson, Lloyd Larson and Gordon R. Walker.
2. Ten new candidates have been nominated to afford a representative selection for the existing vacancies. In choosing this group, a special effort was made to nominate men and women who had been active in their local alumni clubs. The new candidates nominated are John G. Jamison, Sherbourne Driessen, Gordon R. Connor, John Wickhem, Charles Newlin, Mrs. L. J. Walker, Mrs. Robert Lehman, Norman Schulze, Mrs. Glenn H. Jahnke and Bernice Scott.

Your Nominating Committee believes that these candidates are especially well qualified for the honor and privilege of serving as directors of the Wisconsin Alumni Association. The Nominating Committee wishes to give special note to Mrs. William Cloon who came down from Ironwood, Michigan, to serve on the Committee. Such loyalty is outstanding. The Committee also wishes to express its appreciation to the Board of Directors and the officers of their Association for their past services and looks forward to another year of progress.

Respectfully submitted,

The Nominating Committee

*Mrs. W. T. Kumlien*, Janesville, Chairman  
*Raymond Patterson*, Beaver Dam  
*Kathryn Zabel*, Beloit  
*Bill Nathenson*, Chicago  
*John Hobbins*, Madison

*Mrs. Charles Orth, Jr.*, Milwaukee  
*Mrs. Charles Iltis*, Appleton  
*Mrs. William Cloon*, Ironwood  
*Robert V. Jones*, Wausau

## THE NOMINEES

**HARRY W. ADAMS**, '00, Beloit. Former Beloit Wisconsin Alumni Club president, awarded distinguished service citation by Alumni Association in 1952; attorney, insurance law specialist, food specialty firm president, one-time mayor; first Beloit Kiwanis president.

**DON ANDERSON**, '25, Madison UW Alumni Club leader with close University connections; publisher of *Wisconsin State Journal*, president of Madison Newspapers, Inc., director of the Badger Broadcasting Company; active in various civic affairs.

**GORDON R. CONNOR**, '29, Wausau. Past-president of two alumni clubs (at Gogebic Range and Marshfield); director of National "W" Club; executive Connor Lumber and Land Co. and Underwood Veneer Co.; active in YMCA, Boy Scout work.

**SHERBOURNE DRIESSEN**, '28, Milwaukee. Past-president of Wisconsin Alumni Club of Milwaukee, vice-president of Marshall & Ilsley Bank.

**MRS. GLENN JAHNKE** (Ruth Christensen, '50), Milwaukee. Director of Wisconsin Alumni Club of Milwaukee; in charge of women's activities; has masters degree in education, is elementary school teacher.

**LLOYD LARSON**, '27, Milwaukee. Active in local and national alumni work; sports editor of the *Milwaukee Sentinel*.

**JOHN JAMIESON**, '38, Madison. Past-president of Wisconsin Alumni Club of Madison; former secretary National "W" Club; UW golf coach and vice-president Bell and Farrell, Inc. investment firm; former naval lieutenant.

**MRS. ROBERT F. LEHMAN** (Elizabeth Taylor, '47), Elkhorn. Walworth County UW Alumni Club past-president, member alumnae advisory committee of Alumni Association, Wisconsin Pre-View sponsor; active in civic affairs.

**CHARLES O. NEWLIN**, '37, Chicago. Director of Chicago UW Alumni Club; second vice-president, Continental Illinois National Bank and Trust Co., former naval lieutenant; active in Scout and church work.

**MRS. JOHN A. SCHINDLER**, (Dorothy Rickaby, '28), Monroe. Monroe Alumni Club leader; present secretary of Wisconsin Alumni Association; member alumnae advisory committee, Wisconsin Pre-View sponsor; once member of UW teaching staff.

**NORMAN E. SCHULZE**, '31, La Crosse. President of prize-winning Wisconsin Alumni Club of La Crosse (for public relations program); Wisconsin Pre-View sponsor; district manager, Wisconsin State Employment Service; active in civic and youth groups.

**BERNICE M. SCOTT**, '24, Sheboygan. Member Alumni Association alumnae advisory committee; Wisconsin Pre-

View sponsor; now director of guidance at North High School, Sheboygan; active in various state-wide education groups.

GORDON R. WALKER, '26, Racine. Vice-president of Alumni Association and chairman of its state relations committee; former president of Wisconsin Alumni Club of Racine; president and founder of Walker Forge, Inc.; active in hospital and charity work.

MRS. LLEWELLYN J. WALKER (Virginia Shaver, '30), Berlin, Wis. Past-president of Wisconsin Alumni Club of Berlin; Wisconsin Pre-View sponsor; past local AAUW president; active in church, other civic affairs.

JOHN C. WICKHEM, '43, Janesville. Director of Wisconsin Alumni Club of Janesville; attorney; former army lieutenant; past chamber of commerce president, Jaycee "man of the year," 1954.

## Two Constitutional Amendments

**Amendment No. 1**—makes the out-going president the chairman of the board for the year immediately following his term of office as president. The other officers remain as before—president, first vice-president, second vice-president, secretary and treasurer. The object of this amendment is to make the experience and know-how of out-going presidents more readily available in making WAA increasingly effective as the strong right arm of the University.

**Amendment No. 2**—simplifies the method of amending the constitution so that changes may be made more easily to keep the constitution in tune with the times. As the constitution now reads, amendments may be approved only at the annual meeting of the Wisconsin Alumni Association on Alumni Day in June. Accordingly, desirable changes in the constitution

frequently have been unduly delayed. For example, under the present constitution an amendment proposed at the June meeting of WAA in 1955 cannot be voted on until June, 1956. To eliminate such delays, it has been recommended that Article III of the constitution of the Association be amended to read as follows:

"This constitution may be amended by the Board of Directors by a two-thirds favorable vote of those present. Copies of proposed amendment must be sent to all directors and published in the WISCONSIN ALUMNUS at least thirty days prior to the meeting at which such amendments are to be voted on by the Board of Directors."

If these amendments meet with your approval, please vote "yes" in the spaces provided below. If you disapprove, vote "no."

## Ballot For Directors-at-Large

—Vote for Ten—

Family memberships may vote as follows. One member may vote with an "x" in the spaces provided on the ballot. The second member may vote by underlining the names of the candidates of his or her choice.

- |                          |   |                          |  |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | DON ANDERSON, '25<br><i>Madison</i>           | <input type="checkbox"/> | CHARLES O. NEWLIN, '37<br><i>Chicago</i>             |
| <input type="checkbox"/> | HARRY W. ADAMS, '00<br><i>Beloit</i>          | <input type="checkbox"/> | MRS. JOHN SCHINDLER, '28<br><i>Monroe</i>            |
| <input type="checkbox"/> | GORDON R. CONNOR, '29<br><i>Wausau</i>        | <input type="checkbox"/> | NORMAN E. SCHULZE, '31<br><i>La Crosse</i>           |
| <input type="checkbox"/> | SHERBOURNE DRIESSEN, '28<br><i>Milwaukee</i>  | <input type="checkbox"/> | BERNICE SCOTT, '24<br><i>Sheboygan</i>               |
| <input type="checkbox"/> | MRS. GLENN H. JAHNKE, '50<br><i>Milwaukee</i> | <input type="checkbox"/> | GORDON R. WALKER, '26<br><i>Racine</i>               |
| <input type="checkbox"/> | JOHN JAMIESON, '38<br><i>Madison</i>          | <input type="checkbox"/> | MRS. LLEWELLYN J. WALKER, '30<br><i>Berlin, Wis.</i> |
| <input type="checkbox"/> | LLOYD LARSON, '27<br><i>Milwaukee</i>         | <input type="checkbox"/> | JOHN C. WICKHEM, '43<br><i>Janesville</i>            |
| <input type="checkbox"/> | MRS. ROBERT LEHMAN, '47<br><i>Elkhorn</i>     |                          |  |

### CONSTITUTIONAL AMENDMENTS

- Amendment No. 1. -----  Yes  No  
 Amendment No. 2. -----  Yes  No

**Official Ballot**

Clip ballot and mail to Wisconsin Alumni Association, 770 Langdon Street, Madison 6, Wisconsin in an envelope showing name and address of voter. Ballots must be received at Association headquarters in Madison by June 4, 1955.

WISCONSIN STATE JOURNAL PHOTO BY JOHN NEWHOUSE

University Avenue runs off picture at viaduct on center, left. Main Hill Farm buildings are white structures to right of University Avenue.



*this farm in Madison will be supplanted  
by larger acreage north of the city in*

# the University's biggest farm deal

**O**NE OF THE largest urban-rural real estate deals in the state's history now is in the making and it very directly concerns the University of Wisconsin.

Involved are nearly 600 acres of rolling land on Madison's west side that have served as the focal point of UW experimental farming for more than half a century and a much larger acreage some 30 miles directly north of Madison that will replace the present UW farm set-up—and make possible an enlarged scope of agricultural operation.

The 600 acres in Madison comprise the Hill farm, named after the family originally owning the property, which is located midway between the campus and Middleton and between University Avenue and Mineral Point Road to the south.

Because of the record growth of the city of Madison, the Hill farm has been almost completely surrounded by residential and building construction. Its value has gone up accordingly. The accompanying picture dramatically demonstrates the bottleneck effect the property has had on Madison's expansion westward from its isthmian center. (Incidentally, development of the area will mean a broadened tax base for the city.)

For some time now an agricultural land committee of University Regents—Oscar Rennebohm, Wilbur Renk and John P. Jones, Jr.—has been working on the acquisition and disposition of the farm properties. Commerce Prof. Richard Ratcliff has been devoting considerable time to the Madison land deal and the University has also retained a nationally known land planner, Carl E. Gardner, to help lay out final plans for the Madison development.

Although three plans have already been prepared—by the state, the city,

and the FHA—such questions as these are yet to be answered: How many lots? What proportion of large lots to small? Where will parks be located?

Two sites seem certain: the far northeast corner (20 acres) for a shopping center, and an area in the center, selected by Madison city education planners, as the location of a school.

The University is particularly interested in selling the shopping center site, which, a selling brochure states, within two years will have 5,500 families (average income: \$7,500) living no more than 5 minutes driving time away. The 20 acres will include 16 for parking, and eventually may be ringed by office buildings and apartment houses.

Why is the University so concerned with the platting of the Hill Farm area?

Simple, says Prof. Ratcliff. First, the University wants to get as much as possible for the land, and well-planned development will make the land more valuable to prospective buyers—be they builders, individuals or business. Secondly, and related to the first reason, the University wants to make as great a contribution as possible to the city.

The land will be released, probably, over a period of five or six years, with 50–75 acres in the southeast section going up on the block this summer. Prof. Ratcliff won't estimate how much money the University will get for the land, but in March Regent Renk said heatedly that the \$3 million tag put on it by one State Senator was much too high.

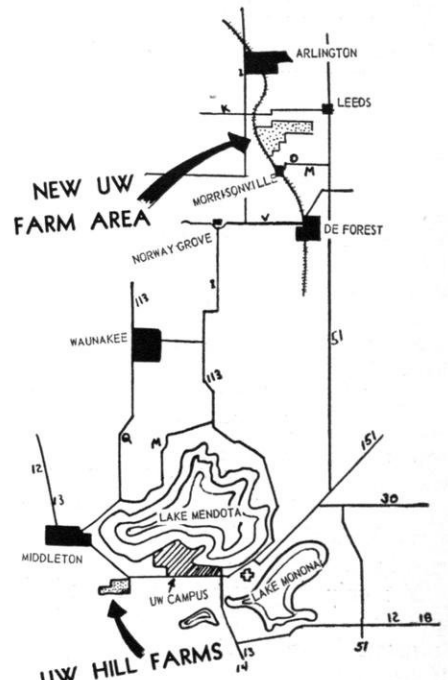
The Senator had used much of that nebulous \$3 million, by the way, in his personal formula for balancing the next biennial state budget. Regent Renk noted that the University is not very sympathetic to this idea, either: first, since acquisition and development of the new farm property near Arlington will probably

cost \$1½ million; and, secondly, since the sale of the Hill farm will not be totally consummated in the two years.

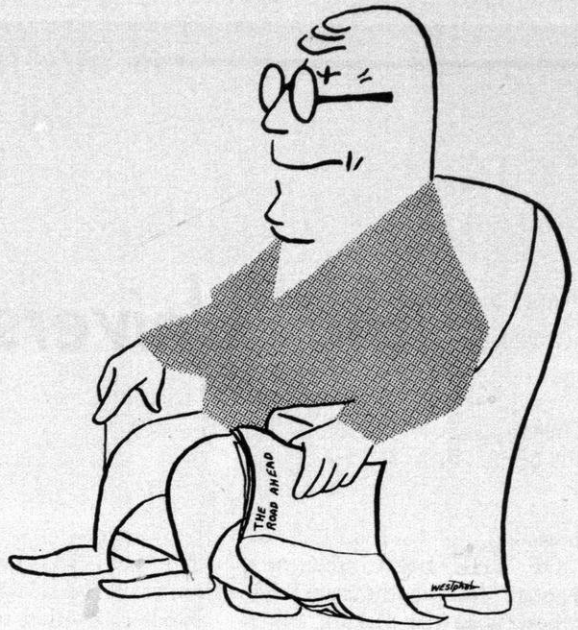
In early March the University acquired some 468 acres of land in Columbia and Dane counties and took option on about the same amount. These were the first purchases of rural property that may eventually comprise as much as 2,500 acres and cost up to \$800,000. The 468 acres cost \$133,578. . . a price not out of line with values in the area. Another \$700,000 will be needed for buildings.

Then, if there is any extra cash lying around, the College of Agriculture, hopes to use it for research buildings on the campus.

Below is a Madison area map showing location of the old Hill Farm and the new UW farm area north of Madison.



# THE ROAD AHEAD



*A University sociologist explores facts and fictions of retirement—a state of life that more and more of us can expect to reach. This series will be published by the UW Extension Division's Industrial Management Institute next fall.*

**R**ETIREMENT is a new and unfamiliar experience for most Americans. And paradoxically enough, it usually comes quite suddenly. That's why we find that many persons fail to give it much thought or preparation before the day of their retirement.

Yet one sure thing that has been discovered by those who study retirement is this: the persons who enjoy the most successful retirements are usually the ones who have armed themselves with some knowledge about retirement and have planned for it ahead of time.

Certainly, cold statistics reveal that the number of retired people—people who can live out the rest of their lives without the necessity of work—has grown rapidly in size over the last twenty years. Probably it will continue to grow rapidly in the future.

Yet only fifty years ago the retired group was still a very small one; only a fortunate few could hope for retirement. It has grown in size because two im-

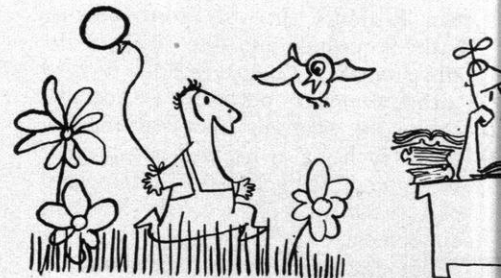
portant changes have been taking place in our country.

● First, the productivity of our American economy has been increasing at an unprecedented rate, and is expected to continue to increase in the future. We are entering what is sometimes called an "economy of abundance." This means that we are now not only producing more goods for more people than ever before in the history of the world, but that we are requiring fewer hours of work from each worker to do it. Since the turn of the century, we have seen the average work week decrease from 48 to 44 to less than 40 hours a week.

Equally important, we have also seen a decrease in the number of years a person has to work in order to support himself and his family. It is no longer necessary for a man to spend all the years of his adult life working to support his family and himself. Today he can retire at 65, in many cases, and it is predicted that if our ability to produce continues

to increase at the rate it has in the past, it won't be long before our economy of abundance might even allow many workers to retire at 60.

● The second change that has been taking place in our country is the rapid increase in the number of persons in later years of life. At the turn of the century only one person in every 25 was 65 years and over. Today, one person in every 12 is in this group and it is predicted that within two decades the





## By Dr. Eugene Friedmann

*The author is a 32-year-old assistant professor of sociology who has specialized in gerontology—the study of the aged. He received three degrees from the University of Chicago and now is at the Wausau University Extension Center. He lives in Wausau, is married, and has two small children. In this series, he has had the cooperation of other University staff specialists in medicine, nutrition and economics.*

ratio will be one to eight. The 1950 census revealed the number of persons 65 and over had increased to over 12 million; and it is predicted that by 1975 there will be 21 million in this age group. As a matter of fact, the people 65 years and over have been the most rapidly increasing age group in our population.

It is natural, then, that many questions are being raised every day by millions of Americans who have either just retired, or are getting ready to retire. For retirement is both a new period of life which is being added to the years of most American workers, and a new way of life as well. As a new way of life it is as different from the work years as the work years were from years of schooling and adolescence which came before it. It has a new set of problems and satisfactions all of its own.

Retirement planning is really not much different from other types of planning we have done throughout our life. We wouldn't think of starting a business venture without making preparations for it, or of getting married, or of buying a new car. It is little wonder that thoughtful men and women today are making carefully laid plans for their retirement years, and that these plans do not stop with just financial preparations, but include the mental, physical, social and spiritual aspects of retirement as well.

This series of articles may assist you in making your own preparations for retirement no matter what your age.

First, it will present some of the facts you'll want to know about aging and retirement. Then it will discuss some of the experiences common to retired persons and the ways in which they have gone about meeting the challenge of retirement. And finally, it will offer a guide which you can use in working out your own plans for retirement.

**A**LMOST ALL of us have met persons who are still healthy and active in their seventies and even their eighties or nineties. How often have we heard people remark:

"Why you certainly can't call *him* old?"

And then again we probably know people who seem "old" to us even though they are still in their early sixties. The calendar and birthdays don't seem to be very reliable ways of judging when a person really is "old." It is difficult to state exactly what makes certain people seem old to us, while others remain young at any age. It is not physical appearance or condition alone that will make a person seem old, for there are a great number of active, useful, youthful appearing people who have white hair and use hearing aids and canes. Perhaps it's more a matter of individual interests, attitudes and way of life that make a person appear "youthful" or "old" and not just this calendar age or physical condition.

But most of us are curious about the future; among other things, we often want to know how many years we have

left to live. Probably that's the reason fortune tellers are still in business today as they were thousands of years ago. However, today we have a better way of looking at the future than by the fortune teller's art. Science can give us some answers on how many years we have ahead of us. Science cannot give a formula for any one person, but it can tell us what the average person's chances are of living to 65, 70, 80, 90, or even 100. So far, most tables stop there! And, if we look at what science has to tell us, we will find that the chances of living to retirement age and a good number of years thereafter have improved greatly in recent times and will continue to improve. If you are a betting man (or an insurance company) you would have to say that the odds are shifting in your favor!

This increase in the number of persons living to age 65 has come about largely because we have been able to bring under control the causes of death in the early and middle years. Typhoid, diphtheria, malaria, tuberculosis, cholera, and pneumonia no longer are the dread killers of mankind that they once were. Infant mortality has dropped sharply and the diseases of childhood are being treated successfully. In general, we can say that improved sanitation, advances in medical knowledge and treatment, better diet, and improved living and working conditions all have made it possible for a greater number of Americans than ever before to reach their 65th birthday.

But what of the person who has reached his 65th birthday? How many years are left for him?

The second thing that our look at the figures can tell us is that on the average a 65 year old today can look forward to another 14 years. But the odds are beginning to shift in our favor here, too. Today, for the first time, medical science is making a large scale attack on the "diseases of the aged." Heart disease, cancer, and diabetes—the leading killers of the aged—are the objects of intensive medical research. Perhaps we are not too optimistic if we say that within the lifetime of many 65 years olds today important medical advances will be made which will give them a longer and more active life to look forward to. Your support of this research and willingness to follow the recommendation of your physician may appreciably add to the length and enjoyment of your retirement years.

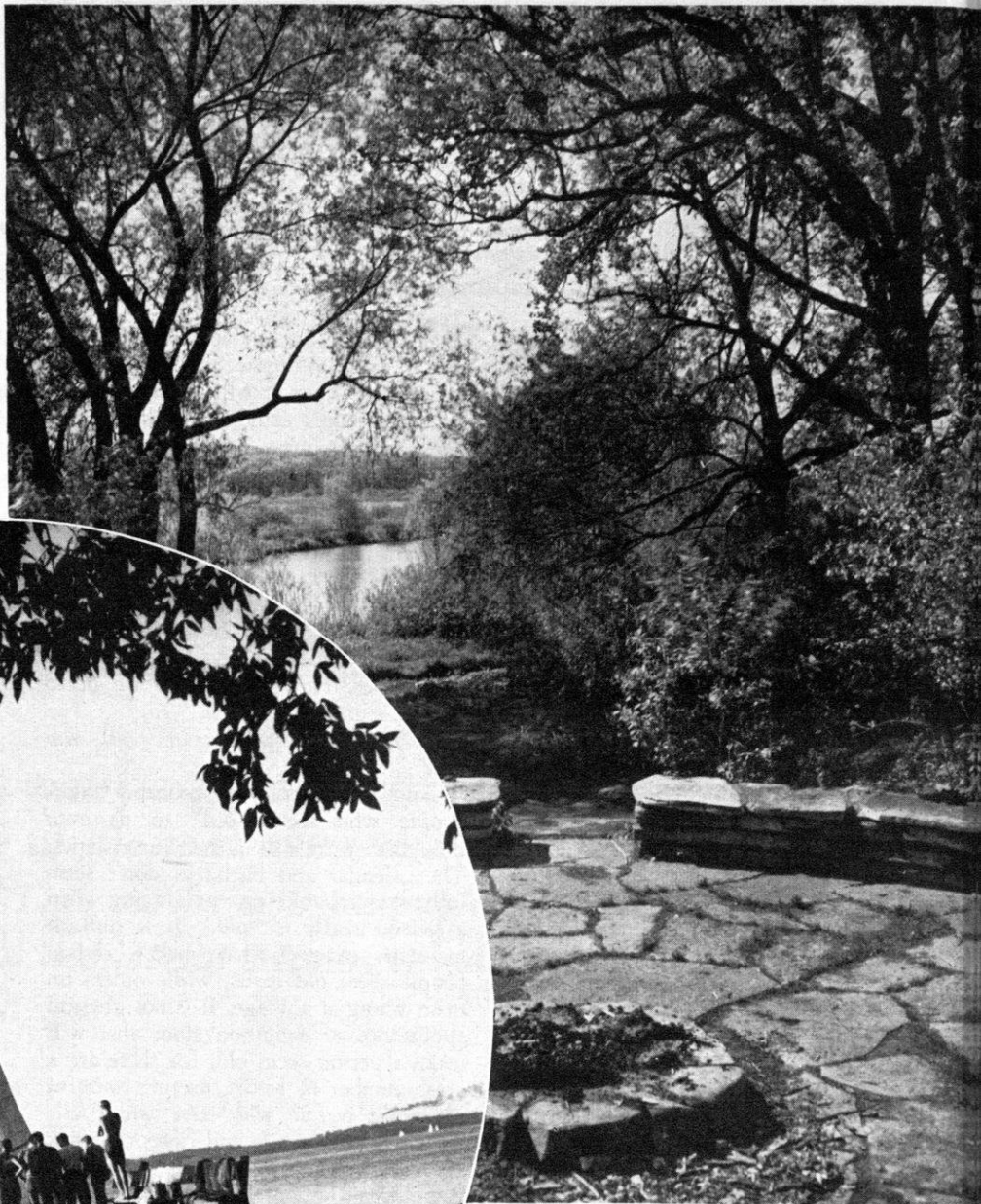
(NEXT: Good Health Is Good Living)

A man's later years are often as different from his middle years as are the latter from his childhood years.





# Wisconsin in Summer



**H**IGHER education in Madison is a wonderful experience *any* time. But in the good old summer time—ah, it's *magnifique*.

No one who has ever attended a summer session on the Wisconsin campus needs to be urged to return, for in few spots anywhere have man and nature cooperated so wholeheartedly to provide the proper mixture of scenic beauty, intellectual stimulation, and recreational opportunity.

The word seems to have spread far and wide, for this spring inquiries about the 1955 Wisconsin Summer Session (which gets underway on June 27) have already come in from every state and nine foreign countries, in addition to the formal applications for enrollment from old friends of other sessions.

Every year new courses, as well as new workshops and institutes, find their way into the program in answer to popular demand. Today students in every known field can find a good reason for attending, be it only for a five-day period.

Four new workshops, for example, have been added to the coming session: the Workshop in Science Education, the Workshop in the Teaching of Motor Skills, the Four Weeks Session in Home Economics, and the Conference on the Teaching of Mathematics. And there are many more familiar courses.

Students who will graduate from high school in June can pick and choose among courses tailored to their desire to get a head start on their university education.

Comfortable housing is easy to find in the summer, for both single students and families. Fraternity and sorority houses along the lake open their doors to single men and women students, Slichter Hall is set aside for married couples, and a number of houses and apartments vacated for the summer are occupied by families with children. Some families live in Camp Gallistela, the University's Tent Colony along the wooded shores of Lake Mendota.

Lake Mendota, offers fishing, swimming, and boating, too. The Union schedules open-house parties, weekly dances, art exhibits, plays, concerts, films, lectures, and dance recitals—as well as book, periodical and record libraries, private rooms for entertaining groups, and good, reasonably-priced meals in the dining rooms.

Fees are low: \$70 for the eight-weeks session and \$90 for the law session which lasts 10 weeks. There is no matriculation fee or non-resident fee in the summer. The Summer Session office, in the Education building, has been in the capable hands of Margaret Ellingson for more than 30 years, and welcomes inquiries on courses and credits.

## Summer Institutes

Just as the University of Wisconsin Extension Division paved the way for adult education in the United States, so it has continued the aim of the "Wisconsin Idea" through the summer institute and short course program.

More than 3,500 students flocked to the Madison campus during last June and July for more than 20 programs, in addition to conferences held in communities throughout the state.

This, moreover, is only part of the more impressive total of 20,577 coming to the campus during the year 1953-54 for 202 institutes. Enrollees represented many occupations—homemakers, religious leaders, engineers, trade union members, nurses, pharmacists, and drama groups, and others.

Working through 24 course departments and almost 30 other bureaus and offices, the Extension Division summer program drew 3,352 adults from nearly all Wisconsin communities. And the University's boundaries stretched to 24 other states, including Texas, California, New Mexico, and Maine, and to the Netherlands, Quebec, Alaska, and British Columbia as well.

Planning an institute is not a simple task. Committees begin work almost a year in advance, because of the extent of necessary arrangements.

New program titles and content are continually being sought out. Interest in a given subject may be learned through private conversations, attendance at meetings, comment sheets filed at other institutes, or through direct requests from individuals or groups in business and industry.

Recognized experts in the fields to be discussed are then sought out by the institute staff and contacted.

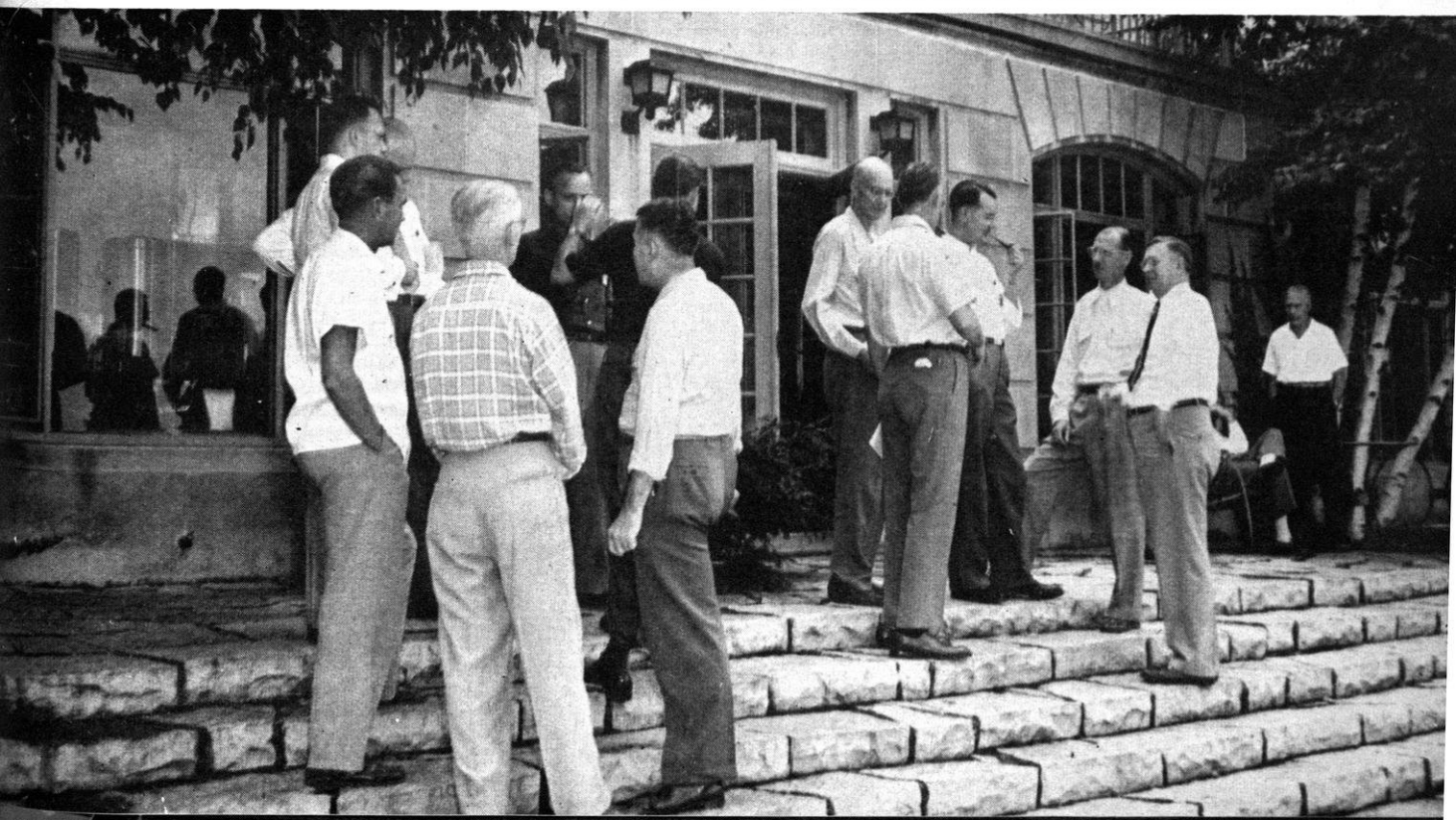
There are many arrangements on the physical side of planning, too—conference rooms and lodgings for delegates must be secured, brochures and publicity must be released, finances must be settled, and final reports must be turned in.

The institute and short course program touched on almost all phases of public life—management and labor, industry, education, government, economics, alcohol studies, geography, music, engineering, art, insurance, and many others.

The newest Extension program was the summer session in art at Madeline Island in Lake Superior, conducted by the department of art education. The eight-week session was housed in the Old Mission Inn, built in 1832, and vast facilities were available to the students.

The music department had the most enrollees for its summer program—1450, and the Industrial Management Institute had the most programs—six, covering subjects as varied as purchasing techniques, executive leadership, measurement of hearing, agency insurance, life underwriting, and fire-fighting.

Below, a group of School of Banking students at Elizabeth Waters hall.



# On Wisconsin

IN SPORTS By Art Lentz



## Prospects Mixed in Spring Sports

WISCONSIN again can be a Big Ten title contender during the forthcoming 1955 baseball campaign only if Coach Art "Dynie" Mansfield succeeds in bringing up infield and outfield strength on par with that in the pitching department.

The burly mentor, now in his 16th season as baseball bossman, is blessed with top-notch hurling talent this year. Not only has he available three regular pitchers from the 1954 conference runner-up team but several sophomore hurlers may outshine the veterans.

However, "Dynie" must rebuild the infield and revise the outfield, to say

nothing of developing a more satisfactory offensive power at the plate.

As a result, the outlook could be termed as only "fair" until the Badgers' series of spring training games in Florida and Mississippi, April 8 thru April 16. The southern jaunt, made possible because of the earliest school recess in many years, will give Mansfield ample opportunity to check on his candidates. Ordinarily, the Badgers get their first outdoor action on the opening day of the schedule, bad weather and playing conditions in the midwest confining Wisconsin to indoor drills.

Captain James Temp, who starred as

a first baseman for the United States baseball team in the recent Pan-American games, heads up the list of eight returning lettermen. Temp won his letter as a first baseman on the 1952 team, played center field in 1953, then returned to the initial sack last year. He also is a major letter winner in football and has been drafted by the Green Bay Packers as an end.

Other lettermen include Carlyle Wagner, fiery catcher; Dick Hrlевич, third baseman; Ron Locklin and Jack Nowka, outfielders; Bill Robichaud, Sheldon Rusch, and Norb Schachte, pitchers. Temp, Wagner, Locklin, Robichaud, are seniors, the others are juniors.

In addition, there are a number of junior "W" winners moving up from last year's jayvee nine. They are Bob Burger pitcher; Pat McCormick, catcher; Gust Cincotta, Chase Mathews and Dick Miller, infielders; Don Hahn, John Hilgenberg, Ed McNamara and Curt Mueller, outfielders. Miller and Mueller were regulars on the varsity basketball team this past winter and are highly regarded diamond prospects.

Sophomore standouts are plentiful and include Phil "Pete" Olsen and Jerry Mattson, southpaw and righthander re-

### Golf

- April 9—Bradley at Peoria, Ill.  
12—Illinois at Champaign  
14—Glenview NAS at Glenview, Ill.  
16—Purdue, Detroit, Michigan St. at Lafayette  
22—All-University Tournament at Madison  
23—All-University Tournament at Madison  
25—Marquette at Milwaukee  
29—Marquette at Madison
- May 6—Bradley at Madison  
9—Michigan St. at East Lansing  
14—Iowa and Minnesota at Iowa City  
16—Northwestern at Madison  
23—Glenview Naval Air Station at Madison  
26-28—Big Ten Meet at Lafayette, Ind.
- June 19-25—NCAA Meet at Knoxville, Tenn.

### Track

- April 23—Ohio Relays at Columbus  
29-30—Drake Relays at Des Moines
- May 7—Iowa at Camp Randall  
14—Big Ten Relays at Evanston  
21—Minnesota and Northwestern at Camp Randall  
27-28—Big Ten Meet at Ohio St.
- June 4—Central Collegiates at Marquette Stadium

- 17-18—National Collegiates at Los Angeles  
21—Big Ten vs. Pacific Coast Inter-Conference Dual Meet

### Tennis

- April 11—Butler at Indianapolis  
12—Cincinnati U. at Cincinnati  
13—Kentucky at Lexington  
14—Marshall College at Huntington, W. Va.  
15—Ohio U. at Athens  
16—Ohio St. at Columbus  
22—Indiana at Bloomington  
23—Purdue at Lafayette  
29—Northwestern at Evanston  
30—Iowa at Madison
- May 7—Michigan at Madison  
10—Notre Dame at South Bend  
13—Illinois at Madison  
19—Minnesota at Madison  
21—Michigan St. at Madison  
26-28—Big Ten Meet at Evanston
- June 20-22—NCAA Meet at Chapel Hill, N. C.

### Crew

- April 30—Harvard, M.I.T. and Princeton at Cambridge, Mass.
- May 14—Eastern Sprint Regatta at Washington, D. C.  
21—California at Oakland Estuary (also junior varsity)  
Purdue Boat Club vs. Wis. Frosh at Lake Mendota

- 28—Pennsylvania at Lake Mendota  
Culver Military vs. Wis. Frosh on Lake Mendota
- June 18—I.R.A. Regatta at Syracuse, N. Y. (varsity, junior varsity, and freshmen)

### Baseball

- April 8—Florida State at Tallahassee (night)  
9—Florida State at Tallahassee  
11—Keesler AFB at Biloxi  
12—Keesler AFB at Biloxi  
13—Keesler AFB at Biloxi  
14—Keesler AFB at Biloxi  
15—Keesler AFB at Biloxi  
16—Keesler AFB at Biloxi  
22—Michigan St. at East Lansing  
23—Michigan at Ann Arbor  
29—Ohio State at Madison  
30—Indiana at Madison
- May 6—Northwestern at Evanston  
7—Northwestern at Evanston (2)  
9—Notre Dame at Madison  
10—Notre Dame at Madison  
13—Illinois at Champaign  
14—Purdue at Lafayette (2)  
20—Minnesota at Madison  
21—Iowa at Madison (2)  
23—Western Michigan at Madison (night)  
24—Western Michigan at Madison  
27—Great Lakes at Madison (night)  
28—Kenosha Chiefs at Kenosha (night)

spectively as pitchers; James Schultz, shortstop; Stuart Shadel, utility infielder; Peter Olson, third baseman; Bill March, Bill Rubin, and Wayne Kelliher, first baseman or outfielder.

## Crew Looks Good

With six major lettermen on hand, varsity crew prospects for the 1955 season can be regarded as the brightest since the Badgers won the I.R.A. regatta, emblematic of the national championship, in 1951.

Coach Norm Sonju, now in his eighth year at Wisconsin, can boat a veteran crew of oarsmen, with the additional assurance of an experienced and highly capable hand at the stroke position. Besides that happy circumstance, there is enough promising material up from last year's frosh crew to give the veteran coach adequate reserve strength.

The Badger crew placed fourth in the IRA last year while the frosh crew wound up in sixth place at the national final in Syracuse.

Returning lettermen include: Jerry Fink, No. 5 on last year's varsity; Carl E. Merow, spare; Captain William Schneider, stroke; John C. Severance, No. 7; Louis J. Uehling, No. 4; and James Williams, No. 2.

Other oarsmen who possibly may figure in Wisconsin's plans are Tom Butterbrodt, Bruce McGowan, David Nelson, John Shaw, Irwin Smith, Richard Smith, and Bob Tierney, all of whom won junior "W" awards in 1954.

Wisconsin, while it does not open its regular schedule until April 30, rowed in Florida, Feb. 3 and 4, defeating Florida Southern and Rolling College in an informal between-semesters southern visit.

## Netmen Improved

Coach Carl Sanger looks forward to an improved showing in tennis this season, mainly because of the return of Warren Mueller, 1950 captain, and some sophomore standouts who'll support Captain-elect Jack Vincent. Mueller, a Milwaukee senior, has returned from the service in the air force, and was a Big Ten runnerup in 1950. Vincent, currently the Badger No. 1 man, was runnerup in the Big Ten singles in 1953.

Other lettermen include Jack Schmidtman, John Schmitt and Ray Damadian. Top rated newcomers include Herman Hackendahl, John Wingstrom, and Tom Xistris. Two varsity basketball regulars also have reported. They are John Parker and Dick Jorgensen.

# Club Officers Plan Big Weekend in Madison

. . . *May 20-21* . . .

**T**HE 4TH ANNUAL Wisconsin Alumni Club Officers Conference will get under way in Madison on Friday, May 20, beginning with a reception in the University Club lounge at 5:30 p.m.

It will be followed by a dinner in the club's main dining room and a program will feature speakers on timely University subjects.

On Saturday, May 21, beginning at 9 a.m. in the Union, the Club leaders will join in a round table discussion of local club problems.

At 2 o'clock that afternoon, they will gather at the Stadium, as guests of the Athletic Department, to see a preview of what the Wisconsin 1955 football team will look like in its opener September 29 against Marquette. Eleven seniors will be missing from that schedule including Alan Ameche—who has been a common sight in the last thirty-seven University games.

## Combined Effort in California

The University of Wisconsin Alumni and Alumnae Clubs of Southern California combined their efforts for a very successful Founders Day Dinner at the Biltmore February 24, 1955.

Bob MacReynolds was master of ceremonies. The meeting was opened with greetings from Eugene Leonardson, president of the Wisconsin Alumni Club of Southern California, Nate Volk, President of the Valley Alumni Club, and Vilma Steiner, President of the

Alumnae of Southern California. Emil Breikreutz spoke briefly about the Schilhauer Scholarship Fund.

The speaker of the evening was *Dean Fayette Elwell* of the UW School of Commerce. He told the Alumni of the many interesting achievements of the University, and the fine things to come. Everyone enjoyed Dean Elwell's talk immensely.

Mr. Chauncey Pellow read a letter of regret from Actor Dennis Morgan at not



Percentagewise, probably the best-attended Founders Day meeting was at San Antonio, where 40 per cent of the alumni in the city were present, according to N. A. Saigh. UW History Prof. Vernon Carstensen was guest speaker, and the daughter of the University's president, Dr. Ann Fred, was an honored guest.

being able to attend the dinner. Also a telegram from Willard Waterman (the Great Gildersleeve). Elroy Hirsch of football fame was present and told the group of his recent visit to the Wisconsin Campus.

The Alumni were entertained by a group who sang several numbers. There was cheese from Wisconsin and Door Prizes.

## Sheboygan Superlatives

The Sheboygan people speak in superlatives when they refer to the "largest" and "most successful" Founders Day meeting held in the beautiful Flamingo Club Dining Room, where they gathered in February to listen to the Dean of the University Graduate School, Dr. Conrad Elvehjem. And with just cause!

A. Matt. Werner, President of the University Board of Regents, introduced Dr. Elvehjem as "one of the nation's most distinguished scientists".

President Clayton M. Bond pointed out that Sheboygan County had furnished the State with three of its top administrators—Gov. Walter J. Kohler, Supreme Court Justice George Currie, Werner.

Otto Barencher, chairman of the ticket committee, was paid a special compliment for the record breaking attendance.

Bill Sachse, the club's membership chairman, reported the largest club membership in the history of its existence—276 members.

New Directors elected include—Atty.

Nathan S. Heffernan and Miss Doris Staidl.

## Atlanta

Double Founders Day celebrations were organized in Atlanta, Georgia. On February 11, a luncheon meeting heard Associate Prof. Dr. Helen A. Dicke, of the University Medical School, talk. On March 11, they listened to Dr. Robert F. Whitaker, reported Mrs. Ralph Bohn, the President.

Prof. Stanley Joslin is treasurer and E. O. Werba is secretary of that Club.

## Dessert at Janesville

The Janesville Alumni like their Dessert Meetings. On April 4, the alumni gathered together at the local Woman's Club to hear Art Lentz, genial speaker of the University's Sport Department, talk about the future plans of the University athletic-wise.

## Prophecy in Twin Cities

Prophetic was the Minneapolis Alumni Club's announcement for its noon Founders Day luncheon at the Curtis Hotel on March 5th. It said that the Badgers would play Minnesota that evening and planned to upset the Golden Gophers. And the Badgers did just that—78 to 72. Bud Foster, Wisconsin Basketball Coach; Fritz Wegner, his assistant; and Art Lentz, who announced the Wisconsin-Minnesota basketball game that evening, provided the main program. (We can use more of such forecasts by Club President Marshall Diebold and Roger Taylor, his right-hand man.)

# ★ With the Classes

## Before 1900 . . . . . W

Sixty years as a practicing physician was the occasion for some celebration on the part of Dr. Edward M. POSER '88. While he has served Columbus since 1894, he is continuing his practice.

The Prairie du Chien Veterans of Foreign Wars post held a testimonial dinner recently for Dr. Peter L. SCANLAN, '87, honoring him for his 52 years as a practicing physician in two Wisconsin counties.

Wilbur STILES, '93, and his wife were honored by 100 persons at a Lake Mills open house celebrating their 60th wedding anniversary. He was among the first students to graduate from the UW Agricultural College.

Two major events were celebrated recently by Dr. G. E. BILSTAD, '96 . . . his 81st birthday and his and Mrs. Bilstad's 55th wedding anniversary. Dr. Bilstad has been practicing medicine at Cambridge for the past 55 years.

## 1900 to 1905 . . . . . W

The Cosmopolitan club of Milwaukee gave its 23rd annual award to Walter H. BENDER, '01, for "outstanding service for the public good and for a philosophy of life as well as daily course of action in harmony with the Cosmopolitan principles." He is an attorney in Milwaukee.

Dr. H. D. MURDOCK, '02, was honored as "Doctor of the Day" at Tulsa, Oklahoma. Dr. Murdock is a former president of the Tulsa County Medical society.

The State Medical Society feted Dr. Frank B. TAYLOR, '02, when he became a member of the Wisconsin society's exclusive "50 Year Club." Dr. Taylor's office is in his home in Madison.

A former state senator and member of Congress, Harry SAUTHOFF, '02, retired from his law practice in Madison a short time ago. He has no plans beyond "staying home and taking it easy."

Deputy State Fire Marshall Julius J. KRUG, '03, has retired after 29 years in that position. He is the father of Julius A. Krug, former secretary of the interior.

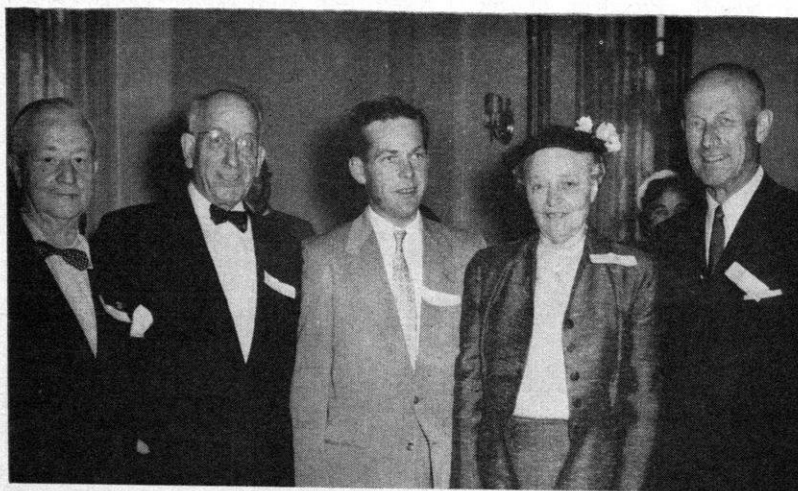
"Masterworks of the Orchestral Repertoire: A Guide to Listeners," is the title of a new book by Donald N. FERGUSON, '04. Mr. Ferguson is a professor-emeritus of music at the University of Minnesota. His new book is based on program notes he has written for the past 25 years for the Minneapolis Symphony Orchestra.

## 1905 to 1910 . . . . . W

A new tray which aids in keeping draftsmen's tables clear won an award recently for Raymond D. SMITH, '06, a draftsman in the Wisconsin State Highway Department. He holds patents on several devices connected with drafting.

This past season's Minnesota-Wisconsin game was the first one missed by Edward S. PATTISON, '08, since 1901. He played on three Badger squads back at the turn of the century.

John D. BLACK, '09, has been elected president of the American Economic Association for this year. He is an emeritus professor of economics at Harvard.



Cuatro senores y una senora at a Founders Day meeting in Mexico City caught the attention of a Mexico City News photographer. They're Profs. Marshall Graff and Chester Allen, both of the UW, Russell Goedjen, alumni club president, and Mr. and Mrs. Gordon Fox. Mr. Fox, Alumni Association president, was speaker at the noon luncheon on March 11, reports club secretary Mrs. Alice Thistlewaite.

Ralph Dornfeld OWEN, '09, is serving as visiting professor in the department of education at the University of Marburg, in Lahn, Germany. His wife, the former Ada Hillemann, '08, is with him.

Philip L. HUDSON, '09, was elected to the board of trustees of Milton College recently.

We have recently learned that Horace Grove DEMING, '09, is a consulting chemist in Sarasota, Florida.

#### 1910 to 1915 . . . . . W

Attorney Kenneth F. BURGESS, '10, has been elected a director of the Burgess Battery Co. He is now living in Chicago.

Recently advanced to president of the Paine Lumber Co. Ltd. of Oshkosh was Ralph R. HARTLEY, '10.

The National Association of Railroad and Utilities Commissioners recently announced the election of Wildon F. WHITNEY, '10, to the presidency of the association. He has been on the Wisconsin state commission since 1939.

The National Audubon Society presented an award to H. W. STORY, '12, vice president of Allis-Chalmers, for the company's support of the new Audubon Camp of Wisconsin.

Five U.W. Alumni were reunited recently at the American Mining Congress. They are John C. SCOLAS, '14, Frank PARDEE, '15, Merwin EDWARDS, '12, Richard HUNT, '15, and Robert HUGHES, '15. Mr. Scoles informed us that Evelyn COLLITON, '17, now lives in Sacramento and Mary NOR-TON, '12, lives in Murphys, California. Mr. Scoles' wife is the former Ednah CRANNA, '24.

The UW Board of Regents recently presented a citation to Paul A. DAHL, '13, for his contribution to city and state in Pharmacy. He is the founder of the Viroqua Hospital.

Harold G. PICKERING, '12, has retired from a New York law firm and is now an associate professor of law at the University of California.

The only woman member of the Madison Board of Education, a grandmother to nine children, is Mrs. E. J. Samp, '12, formerly Helen SULLIVAN.

The Washington Society of Engineers recently honored Clifford BETTS, '13, for outstanding accomplishments in engineering. He is the eighth person to be awarded this honor.

In February, Circuit Judge Alvin C. REIS, '13, told New York City's Harvard alumni club about his annual fishing trips to the Arctic Circle.

After 50 years of teaching, Glenn JUNKMAN, '13, has decided to retire in June. For 37 years Mr. Junkman has taught mathematics at River Falls state college.

Stanley C. ALLYN, '13, was recently elected to the board of trustees of the Institute of International Education.

The annual Forty-Niner service award made by the canning industry for outstanding contributions has been given to Dr. John C. WALKER, '14. Dr. Walker was also named to College of Electors of the Hall of Fame for Great Americans.

A recognition dinner was held in honor of Glenn M. HOUSEHOLDER, '14. He was presented with a gold watch in recognition of his services to the Vermont Holstein-Friesian Association.

# The Man Who Invented "Monopoly"

*(and numerous other things  
too technical to mention)*

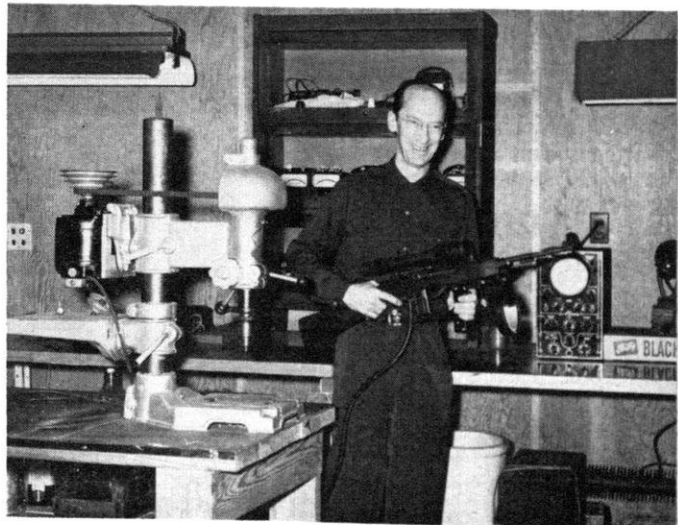
**W**HO HASN'T played "Monopoly"? Our best guess is practically no one. But have you ever wondered about its inventor? What kind of a person thought up this most popular of all patent board games? Was he a disgruntled WPA worker? a Wall Street financial baron? a wild-eyed genius? Nope, nothing of the sort. "Monopoly's" creator is a quiet and thoroughly sane electronic engineer from Milwaukee, Wisconsin. He is best known as William W. Garstang, '30, now chief electronics engineer of the Allen Bradley Company.

To Garstang, "Monopoly" is one of the least important things for which he has been granted a patent. A few other inventors may have more than his nearly

50 patents, but it's doubtful if anyone since Edison has created more far-reaching devices. While most of his inventions have been too technical to attract public attention, it is equally true that our industrial society would be years behind its present level without them.

His first attempt for a patent was back in 1929 when he was still a student at Wisconsin. A General Electric scientist got to the U. S. Patent Office with the same idea less than 60 days earlier. That's how close Bill Garstang came to being known as the "father of CBS color television!" But he doesn't complain about the one that got away. Just think of how many other inventors he has left holding the bag!

William Garstang in his home workshop.



A crystal ball gazer might have seen all this creative ability coming by closely inspecting his childhood back in Indianapolis, where he was born August 26, 1909. Aside from a mechanical aptitude unusual for his age, he spent a normal boyhood in the Hoosier capital and seemed like any other kid on the block.

In 1916, his maternal grandfather, jewelry merchant Julius C. Walk, gave him a present that changed his life. The gift was a radio, believed to be Indianapolis' first.

With a mechanical inclination inherited from his paternal grandfather, a railroad construction engineer, he took it apart. But here's where the story digresses from tradition: he promptly and correctly put it back together again! So it is easy to see why Bill left Butler on hearing that the University of Wisconsin offered a good course in radio.

Only a few years earlier his brother, Reginald William Garstang, Butler and Wisconsin '22, had transferred to Madison. Favorable reports led Bill to follow suit. In between his studies and activities in Sigma Chi fraternity, which he joined in 1927, he found time to squire about lovely Mary Fulton, who also hailed from Indianapolis.

Within a week of his graduation from Wisconsin, Garstang was snapped up by the then-small P. R. Mallory Company, Indianapolis manufacturer of radio parts. Armed with the title of chief electrical engineer and the incongruous salary of \$40 a week, he and Mary decided that the time was ripe for matrimony.

For two years the young engineer gave his all to the Mallory interests. Those two years made the firm. In that period, Bill invented the dry electrolytic condenser—a device for storing energy—replaced the bulky old wet capacitors of the day, making possible compact, light weight radios. His second development made use of the rare element selenium to change alternating to direct current.

In 1932, Bill left Mallory to become an independent consultant in matters of electro-chemistry and vibrator power supplies. He operated out of a tiny office in the Century Building with his wife typing letters and answering the phone. Before long, the professional stock of Bill Garstang skyrocketed. A few months later, he and a friend put up \$500 apiece and established Electronic Laboratories, Incorporated. Within a dozen years or so, El had grown to five factories, two warehouses, and 1,300 employees. The green and white El label became a familiar sight in thousands of radio repair shop

windows across the nation. Especially did this hold true for the company's chief product, the vibrator, which helped make car radios possible.

Electronic Laboratories didn't confine itself to vibrators only. It made high-intensity lighting equipment, power supplies, converters, radios, phonographs, inter-communication systems, military identification lights, infra-red and ultra-violet equipment, and . . . toys! Most of the latter were electronic or semi-technical playthings for children from seven to 70, but toy manufacturer Garstang's best-known patent came on a board game originally called "Finance." After manufacturing and selling some 10,000 sets of the game based on operating and trading real estate and stocks, he sold his rights for \$7,500 to Parker Brothers, biggest gamemaker in the country. The Parkers renamed it, gave it a big publicity push, and sold a couple million sets as "Monopoly." They still rate it their best-seller after two decades of popularity.

Most dramatic of all El products, though, was the super-secret electronic Sniper Scope of World War II. Familiar to most Marines and infantrymen in the Pacific fighting, the Sniper Scope and its cousin, the Snooper Scope, led to the sudden nighttime demise of thousands of Japanese soldiers, courtesy of the inventive Bill Garstang. Both scopes are equipped with an infra-red "seeking" light which is invisible except through the electronic viewer attached to a rifle like a telescope sight.

When the old Belmont Radio Corporation in Chicago was reorganized following the War, and its name changed to Raytheon Manufacturing Company, Garstang joined the firm as regional sales manager, then became assistant vice president and works manager of the big radio and television firm. He joined Allen Bradley in Milwaukee last fall as chief engineer in charge of the electronics division.

Although his new position with the company occupies the biggest part of his waking hours, Bill still finds time to putter in a small back yard greenhouse with prize geraniums and begonias. Then, too, he also has a daughter who is a junior at Wisconsin and a well-equipped northern Michigan and a well-equipped basement workshop where he dreams up new inventions to revolutionize an unsuspecting world.

★

*Used with permission  
of Sigma Chi Magazine*

The 40th class reunion will be observed in June by the class of 1915. Detailed plans for the event will be mailed to all classmates in April.

#### 1916 . . . . . W

Election of Fergus MEAD, a Chicago advertising man, as a director of the American Appraisal Co. was recently announced.

One of 12 contributors to a new book on fluoridation is Dr. M. Starr NICHOLS, professor of sanitary chemistry and assistant director of the State Laboratory of Hygiene at the University.

#### 1917 . . . . . W

Donald W. TYRRELL, president of the Ray-O-Vac Co. of Madison, has been elected a director of the National Association of Manufacturers. He will be Southern Wisconsin representative on the NAM board.

The Engineers' Society of Milwaukee has honored Robert C. JOHNSON, president of the Siesel Construction Co. as "engineer of the year." It was given for "outstanding contributions to the engineering profession, his public service and his military record.

Word has been received that Herbert E. HODGSON is a Supervising Engineer for the Pacific Indemnity Co. of Phoenix, Arizona.

#### 1918 . . . . . W

Ovid B. BLIX has been appointed City Personnel Director for Milwaukee according to word received from the Milwaukee City Service Commission.

#### 1919 . . . . . W

For the fourth straight year William J. GREDE, president of Grede Foundries, Inc., Milwaukee has been elected to a national office of the National Association of Manufacturers. He was made chairman of the association's finance committee. He has also been named chairman of the 1955 special gifts campaign of the National Conference of Christians and Jews.

#### 1920 . . . . . W

Frederic MARCH sent his regrets to his Madison friend, Laurence HALL, saying that it would be impossible for him to attend the 35th reunion of his class to be held here in June. Movie commitments make it impossible but Freddie wrote, ". . . my love to all and I do wish I might be there."

Efforts on the part of Dr. Harold M. COON, Superintendent of University of Wisconsin hospitals, to improve hospital service in the national and local field were recognized recently when the Wisconsin Hospital Association gave him their annual award of merit.

#### 1921 . . . . . W

Ludlow F. NORTH was installed a short time ago as a member of the board of governors of the Investment Bankers' Association of America in convention in Florida.

One of the purchasers of radio station WRRR, Rockford, Ill., is William E. WALKER. Mr. Walker is president of many radio and television stations throughout Wisconsin.

The Swedish Order of the North Polar Star has been conferred by King Gustav Adolph VI on Thomas E. BRITTINGHAM, Jr. in recognition of his program of bringing Scandinavian students to the Badger campus to study on Brittingham scholarships.

# Grassroots Theater

(continued from page 16)

only the actual drama producing groups of the state but also interested individuals from all aspects of community life.

The "Notes for a General Wisconsin Drama Plan" went on to suggest that a magazine be established to serve as a medium for the expression of ideas and as a means of offering some needed instruction. This publication would serve as a clearing house for the state-wide organization of groups and individuals. I also noted the need for research projects and hoped that I might find time for some research and writing myself. I concluded that I considered the fundamental principles of the proposed drama plan to be a reflection of contemporary and past life and themes of the region. In this sense it was proposed as an educational service for developing the native talents of the region and for raising general dramatic standards. I hoped to make the drama a living factor in the people's lives. I noted, finally, that since I wanted to establish a lasting work in Wisconsin the beginnings of such a work must be carefully planned with the roots of the work in the people.

Practically everyone in the University connected with the program was in substantial agreement on the plan. I was encouraged to develop the entire program slowly and carefully and to feel free to make use of every facility within the province of the three sponsoring colleges.

**I** PRESUME that my selection of the title "Wisconsin Idea Theater" for the new drama program was the result of my probing into backgrounds. I was greatly impressed by what I had read about Thomas Dickinson and the Wisconsin Dramatic Society. The Society's purpose had encompassed a

regional approach to drama very similar to my own. It was soon after I had learned the details of the Wisconsin Dramatic Society that the idea of calling the project "The Wisconsin Idea Theater" simply occurred to me as I was walking across the campus. "Wisconsin Idea Theater" seemed to indicate a number of points about the plan, including its state-wide scope and its fundamental idea (already accepted by me as essential) of integrating the meaning of the Wisconsin Idea in education with the need for a broad penetration of the field of the cultural arts.

It was a brave name full of brave hope. My optimism was boundless, and I could only consider that the Wisconsin people would welcome the new Wisconsin Idea Theater with open arms. And indeed, the opening publicity guns brought forth a mass of comment both oral and written which fluttered down on Leslie Brown and me and lifted us to wild dreams of a truly overpowering cultural emphasis in the Badger State.

In fact, the lavish publicity became at times almost unbearable. Our statements that the spirit and tradition of the Wisconsin portion of the upper Middle West were to be investigated and turned to creative use were pounced upon by eager and inventive reporters who seemed willing to go to any length to plumb the comic news-value of my arrival in Wisconsin.

I was caught by reporters one afternoon in the rathskeller of the Wisconsin Union. A dozen coffee cups were quickly placed on the table in front of me and a quick-triggered newsphotographer caught my homely visage like a pale and doubtful sun above the small mountain of cups. A caption above the picture on the front page of the *Wisconsin State Journal* stated that "Cawfee helps a man think" and the story under the picture characterized me as a deceptively tired-looking addition to the University of Wisconsin faculty who

Herman C. NOLEN has been elected president of the National Wholesale Druggists' Association. He is now executive vice president of McKesson and Robbins, Inc., New York.

Dr. R. H. LUECK has been elected vice president in charge of the research and technical department of the American Can Co. Dr. Lueck's headquarters are in New York.

Former Governor of Wisconsin Philip F. LA FOLLETTE was recently elected president of the Hazeltine Electronics Corp. in Long Island, N. Y. Mr. La Follette intends to return to Madison from his new home in New York a few days each month.

## 1922 . . . . . W

Dr. Anthony J. BIANCO was recently elected president of the St. Louis County Medical Society for 1956. Dr. Bianco has practiced in Duluth, Minnesota for the past 30 years.

Dr. Charles D. BYRNE has resigned from the Chancellorship of the Oregon State System of Higher Education. He has served in this capacity since 1950.

It has been learned that Dr. Clifford H. HARVILLE is now a physician in Warsaw, New York.

## 1923 . . . . . W

John SLEZAK recently resigned as Under Secretary of the Army. Secretary of the Army Robert T. Stevens announced the resignation with regret, and said that Slezak's service to the Army had been outstanding. He planned to return to Sycamore, Ill., where he heads a brass works.

Chester F. SCHMIDT has been transferred from the Detroit office of the J. O. Engineering Corporation to the main office at New York, where he is vice president and sales manager.



B. E. KUECHLE, '12, has been named a general vice president of Employers Mutuals of Wausau. A veteran of 41 years with the company, he'll continue to broadly supervise the claims department. He played a large part in the development of workmen's compensation.

## 1924 . . . . . W

The Wisconsin Public Service Corp. has named Harold P. TAYLOR as president of that organization. Mr. Taylor has been with Wisconsin Public Service for the past 30 years.

Representative Lester JOHNSON, Black River Falls, Wisconsin, was recently named to the House Agriculture Committee.

Ferdinand T. PRICE of Portage, Wisconsin, has been assigned to Egypt as a vocational agriculture specialist in the foreign operations administration's technical co-operation program.

Walter RENK, secretary-treasurer of William F. Renk and Sons, Sun Prairie, traveled extensively through the middlewest recently to get ideas for a livestock feeding system in Wisconsin.

The board of Research Products Corp. in Madison has named Ragnar E. ONSTAD as the new chairman. He is also president of the firm.

Colonel August W. SPITTLER is serving in Japan, where he is chief surgeon of the Central Command's 8059th Army Unit at the Tokyo Army Hospital.

Emil F. STIELOW has been named the new chief deputy clerk of the federal court in Madison. He has been bailiff in the federal court for 11 years.

A testimonial dinner by 250 persons honored O. H. PLENZKE, Madison. Mr. Plenzke is a retired secretary of the Wisconsin Education Association.

Walter E. THOMAS is now a chemist for the Sinclair Refg. Co. in Harvey, Illinois.



moved with a lope not far removed from the plowed fields and whose idea of real pleasure was to wander into the hinterland of wherever he happened to be and just "sit around talkin' and sittin' and drinkin' cawfee until he had absorbed the local folklore."

As a matter of fact, under different circumstances I might have found the reporter's idea of my mission in Wisconsin good fun, but in those days I did not do much sitting around and drinking coffee. I was after a big thing—a major cultural movement—and I wanted action. The newspapers, if one could believe the ebullient reporters, wanted action too. But even with all the tremendous build up of a press starved during the war years for cultural items, I was to learn that rapid decisions in favor of anything as seemingly ephemeral as a "people's cultural movement" usually do not happen, at least not at a major state university beset with unbelievable housing problems.

I found everyone sympathetic, but the developments I had in mind were large and costly in terms of materials and manpower. I wanted a large staff immediately to plunge into the task of creating a native literature, a native theater. I wanted an experimental theater. Everyone agreed that the University theater as it was set up could not be the focus for the experimental new plays laboratory I had in mind, but no one really believed that such a laboratory could be provided. I even encountered slightly disillusioned persons on the University faculty who had been waiting for twenty or thirty years for facilities in fields they were engaged in, and under the pessimistic attitudes my hope for a quick centering-up in material terms of the Wisconsin Idea Theater program dwindled away. Everywhere I was encouraged to move slowly and cautiously.

Meanwhile, regardless of the slowness of University development the people of Wisconsin were demanding the aid of the new drama project in community programs in the theater arts. The demands were consistently heavy, week by week, and reluctantly I withdrew from my futile promotional attempts at the University and assumed my role as a teacher and promoter of theater in Wisconsin community life.

The barren war years had sharpened community appetites for the arts. Jim Schwalbach, who had come to the University at the same time I did to help with the Rural Art project, was madly dashing from this spot to that trying to keep up with the demands made upon him. I was doing the same thing, though I desperately endeavored to keep my whole program in mind. I used the University radio station, WHA, extensively to reach the people with a "Wisconsin Yarns" series. I made countless public addresses, conferred with dozens of theater groups, saw their plays, worked with playwrights, and reached the point, eventually, where I knew that I must have help.

My conversations and promotions around the University by the Spring of 1946 had led me to believe that the Wisconsin Idea Theater was likely to be a one-man proposition with myself as director, staff, and flunky. But it was also apparent that if the scope of the Idea Theater was to be maintained, a staff was essential.

I was to learn how important private funds can be at the beginning of a new program. I was also to learn that my role as director of the Wisconsin Idea Theater was to be that of a constant seeker after money. Dreams are costly at state universities.

I learned that David Stevens of the Rockefeller Foundation had recently made a grant to a University committee organized for area studies, and with the committee's promise of

support I sought the help of a former Drummond student, Jack Curvin, to start digging out the source materials of a native Wisconsin drama. Jack arrived in May of 1946.

Leslie Brown meanwhile had persuaded L. H. Adolfson, Director of University Extension, that an assistant for the Wisconsin Idea Theater was necessary, and Adolfson moved to create the new job. For the first time I felt the potency of the University itself in enlarging and carrying forward the idea we had sketched. Junius Eddy, of Antioch College, joined the staff in the fall of 1946 and things began to roll. We started a magazine, the *Wisconsin Idea Theater Quarterly*, which is still going strong today, nine years later. We opened up the community theater field again, and many new groups came to life. We began the Wisconsin Idea Theater Conference, now in its ninth year. I will never forget the thrill of watching the first Conference body assemble: farmers, teachers, students—a whole range of Wisconsin citizens assembling in a hot University hall in August to discuss the problems of theater in their home communities.

In 1947, the Rockefeller Foundation made its first direct grant to the University for the specific use of the Wisconsin Idea Theater, and Martha Van Kleeck of Yale came to work with the community theaters of Wisconsin. Her presence released Eddy and me for more time with writers and for the whole job of communicating the aims of the project to the people.

From the Rockefeller Foundation, too, came our first playwright-in-residence, Ed Kamarck, who was to become a leader of the Wisconsin Rural Writers' Association. As the staff developed, University Extension became more and more important in my plans. Little by little my confidence in the Extension idea grew, and always Adolfson stood ready to help. He provided money for special lectures, for conferences, for travel. Extension—the backstage, actually the front door of the University to thousands of homes in the state—was always there, and I knew that my stability and the stability of the Wisconsin Idea Theater lay in the steady encouragement of men vitally concerned in spreading education throughout the state.

Eventually, when the Rockefeller Foundation had performed its role as a catalyst and withdrew from various early phases of the Wisconsin Idea Theater, Extension was able to take over and make the staff positions permanent. But it was the knowledge of the sympathy and belief of the backstage and of a few individuals that has been a salvation for me, and I trust that I have been accepted by the adult education specialists as happily as I have accepted them and what they stand for.

From the entire operation of creating the Wisconsin Idea Theater have come convictions of the need for higher standards of appreciation of art in American communities, of the need for finer leadership in the community arts, and of the necessity for creating friendly attitudes in the American public toward the arts.

At the present time these notions are being worked at throughout the state of Wisconsin by many volunteer workers without whom the yearly cost of approximately twenty-five thousand dollars for the maintenance of the Wisconsin Idea Theater would be much higher.

The great backstage has made it possible for me to work with such volunteers in their own communities. In my travels to visit them, seeking the creative stuff here and there in the far and near corners of the state, I have become keenly conscious of the state itself as the whole unit of focus of my search.

# Wisconsin Women

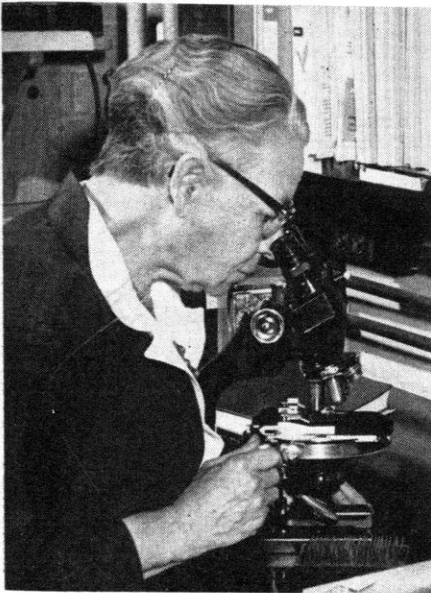
• • • with Grace Chatterton

**L**AST MONTH Wisconsin Women made an excursion to Africa. This month we want to tell you about some alumnae doing outstanding work in business and professions on this continent—before we take you back to Africa again in our last item.

\* \* \*

**MICROSCOPES . . .** One of the first women in the U. S. to make a career of forest products research, Dr. Eloise Gerry, '21, retired this year after more than 44 years of service at the U. S. Forest Products Laboratory in Madison.

Industry has frequently profited from her studies of the physiological and structural make-up of wood. For example, go back to 1915. In that year, Eloise pioneered microscopical investigations of the turpentine pines in the South so that this world's major source of turpentine and resin would not be lost. It was a rarity then for a woman to pack a



microscope and walk, ride horseback, or pilot a Model-T Ford through the forests of Louisiana and Mississippi. But Eloise did just that and collected many valuable samples necessary for her laboratory work. Soon she had positive evidence of the damage done by the crude wounding of trees in the process of extracting the fluids. Eloise went to industrial leaders with her evidence

of "less scar, better trees, more turpentine." Once explained, the improved methods won hearty cooperation. In 1935 this important work was summarized in a handbook published by the U. S. Department of Agriculture, and has been used extensively by the naval stores industry since.

In recent years Eloise has become an internationally known specialist on foreign woods and has published data on species from other parts of the world which are now available to supplement the short supply of certain native woods.

Dr. Gerry is the kind of scientist who likes people, and she belongs to a number of civic groups which make substantial contributions to community life. Gardening, with a special interest in wild flowers, an active interest in breeding and training a rare strain of dogs (once pets of the Pharaohs) and photography are some of her hobbies.

Although leaving the laboratory, Eloise plans to be active in professional societies, and to encourage more women to undertake careers in research. (Wisconsin State Journal Photo.)

\* \* \*

**. . . AND MICROBES.** The mother of four children, a leader in research on microbial genetics who currently holds a grant from the Atomic Energy Commission to continue work in this field, has just been named Dean of the New Jersey College for Women at New Brunswick. She is Dr. Mary Ingraham Bunting, '32, who held the Annie Gorham Fellowship and research assistantships in biochemistry and bacteriology while doing graduate work on this campus. In 1937 she married the late Dr. Henry Bunting, '34, of the Yale School of Medicine.

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**PUBLIC SERVICE . . .** Jessie E. Hutchinson, '89, was the 13th woman to be admitted to practice before the U. S. Supreme Court. She has just celebrated her 94th birthday, so apparently 13 is not an unlucky number for her.

This distinguished lawyer began practicing in Chicago immediately after leaving the campus—the fourth law graduate of her sex in University history. In 1893 a position in the railway adjustments department of the Washington, D. C., post office was offered her, and there she stayed for 40 years of distinguished service. Retirement at the age of 69 meant continuing her active life in other ways. She began to travel extensively and visited 17 countries, even being presented as an attorney before the courts in London. At the present time Miss Hutchinson is living near long-time friends in Northern Wisconsin where she enjoys extensive reading and reminiscing about her interesting life in Washington. She was a personal friend of the late Eugenia Washington, grandniece of George Washington, and attended many important affairs held for the U. S. Presidents who were in office during her residence at the Capitol.

"Only one of my law class is left besides myself," she says. "A 'young gentleman' in Minnesota. It's a battle between us to see who outlives the other."

\* \* \*

**. . . PUBLIC WELFARE . . .** Have you seen the stunning picture of our Catherine Cleary, '43, used recently in a life insurance ad appearing in *Time* magazine? Also the news from Washington announcing her appointment by Oveta Culp Hobby to the National Advisory Council on Vocational Rehabilitation? Miss Cleary is vice president of the First Wisconsin Trust Company in Milwaukee, and former Assistant U. S. Treasurer.

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**. . . AND PUBLIC HEALTH.** Another Wisconsin alumna has returned from Africa, where she spent three years as a missionary. After a one year furlough in the States, Lois Olsen, '49, will probably return to Sierra Leone. In the meantime, in addition to visiting her family and keeping many speaking engagements, she has enrolled at the Lutheran hospital in La Crosse for more training in laboratory work. Lois majored in public health nursing when she attended Wisconsin and later studied mid-wifery in England. She was the only white woman in Tiama, a city of 2,000. Since there is no doctor there, Lois and her assistants pulled teeth, sewed up wounds and handled minor surgery. The nearest hospital is fifty miles away.



1901

Mrs. Wallace Henry Downs and Laurence C. BURKE, San Dimas, Calif.

1910

Mrs. Dorothy Howard and Dr. R. H. BUSSEWITZ, Lancaster, Wis.

1913

Dr. Gladys BRANEGAN and Charles Chalkley, Riverside, Calif.

1920

Mrs. Helen Ottison Neprud and Robert J. SUTHERLAND, Madison.

1925

Eluned Davies and Judge Fred M. EVANS, Madison.

1933

Mrs. Rahel DAVIES Fitch and E. Fontaine Broun, Washington, D. C.

1938

Hazel Garber Villasmil and Ralph Gordon MILLER, New York City.

Mrs. Bonnie Harris Gage and Foster S. RANDLE, Jr., Dallas, Tex.

1939

Mrs. Gail RICKETTS Young and W. E. Cooper, Paola, Kansas.

1941

Elizabeth Jane BASSFORD and Robert E. O'Neil, Ashland.

1942

Dr. T. Marie ZEPPLIN and Dr. Frank B. Cross, Lawrence.

June M. TORKE and John Stella, Madison.

1943

Shirley GOLDSTINE and Arrigo Arrighetti, Milan, Italy.

Joann Dolores Johnson and Walker SMITH, Evanston.

1944

Lorraine Grace EDER and Louis D. Koplin, Madison.

1946

Jean BUCHMILLER and Rial O. HEREMAN, Marshfield.

Virginia Ruth Smith and Dr. Gerald William SCHWIEBINGER, Portland, Ore.

1947

Ruth ZIGMAN and Samuel Mayerson, Milwaukee.

Elizabeth Ann GLEISS and Lt. Robert C. Mulvaney, Jr., Sparta.

Shirley Kaegbein and Spencer R. Hanson, Blair.

Agnes Frances ENDRES and William N. Geagan, Middleton.

Mary Margaret Grignon and Dr. Albert R. TORMEY, Jr., Milwaukee.

1948

Shirley Grace MAXFIELD and Stanley Marcus Blumberg, Wisconsin Dells.

Vera TILLEY and David A. Lieberman, Milwaukee.

Betty Helen FICKEN and James Hollis Peacock, Madison.

Edith Lynne Rogers and Dr. Robert W. LOEHNING, Denver, Colo.

Nancy Ann Giddings and Lt. Franklin E. PORTER, Milwaukee.

1949

Margaret Anne WILLIAMS and Dr. Rolf Eric JOHNSEN, Antigo.

Jeanne Mildred BUSK and Grady DAVIES, Madison.

Judith Springer Guild and Richard Lane FRAUTSCHI, Madison.

Hazel Jeannette Artz and John Frederick FELDHOUSEN, Milwaukee.

Dorothea Mildred WOLF and James Allen Long, Hopkinsville, Ky.

Elizabeth Ann Hamilton and Arthur J. COFFEY, Jr., Manitowoc.

Rita Marie Guertin and Robert E. SCHARA, Manteno, Ill.

Muriel Minnette Fischer and Dr. Leo Jorgen HANSEN, Chicago.

Lois A. Olson and Walter Phelps COLTON, Sheboygan.

Josephine Iltis and John J. SCHUSTER, Madison.

Beth Koehn and Richard E. SIECKMAN, Milwaukee.

1950

Donna Gray and Donald MYHRE, Hastings, Florida.

Patricia Nell Heck and Robert Emmett O'BRIEN, San Antonio, Tex.

Gloria Alban and Robert BIEDERWOLF, Jr., Ypsilanti, Mich.

Martha Ann JOHNSTON and John B. Prince, Jr., Appleton.

Joan Therese HAGEMAN and Alan Douglas Elliott, Madison.

Julia Elizabeth Kinser and Robert E. BITTNER, Gulfport, Miss.

Harriet Ruth DIAMANTSTEIN and Stuart L. Malina, Madison.

Marie Gummel and James YERGES, Waterloo.

1951

Margaret Rose Miller and Ralph John SEDARSKI, Oshkosh.

Donna Jean Kelley and George R. F. WEBER, Madison.

Nancy Lee HILLYER and John Roger WHITMAN, Sheboygan.

Marcy Ellen Galewski and Joseph GROCHOWSKI, Milwaukee.

Caryl RAFFMAN and Richard RIGLER, Paterson, N. J.

Colette Elaine SLIGHTAM and Theodore F. WOLFF, San Francisco, Calif.

Rita Ann Olson and Thomas S. HEGGE, Whitehall.

Evalyn Ruth PLOTZ and William S. WOOD, III, Madison, N. J.

Carol SAUNDERS and Lt. Alexander MENZA, Newark, N. J.

Susan FEHLAND and Eugene LAMER, Wausau.

Ann M. CALHOUN and Donn E. WEISS, Rock Island, Ill.

1952

Darlene Baudhuin and John THENELL, Sturgeon Bay.

Nancy Marie CHYLE and Robert G. BLAZEK, Wauwatosa.

Jayn WISHAU and Roger MICHELN, '53, Racine.

Joan Marie PAULSEN and John A. Dolan, Oakland, Calif.

Lorraine WILSON, '54, and Robert OTTE, Madison.

Patricia Mary McGOVERN and Rev. Roy Strasburger, San Antonio, Tex.

Elizabeth Louise NEESVIG and William E. RUTENBERG, Jr., '53, Madison.

Alice Eleanore Lien and Howard F. VOEGELI, Argyle, Wis.

Patricia Mary PENDERGAST and John David GIBBONS, Lake Geneva.

Joan Ruth Mitchell and Ernie D. MAHLKE, Seattle, Wash.

Nancy HOFFLAND and Warren W. Fieber, Madison.

Roberta Gail Krieger and David J. FRIES, Madison.

Georgia Mae Bark and Donald S. FARLEY, Jr., Manhattan Beach, Calif.

Ethel Keller and Willard E. FITZPATRICK, Madison.

1953

Nancy Ida LUNDGREN, '54, and James A. NEWELL, Highland Park, Ill.

Margaret Anne TERRILL and Anthony J. Stracka, Mineral Point.

Barbara Louise FRIDAY and Carl A. STRACKA, '49, Fond du Lac.

Helen Mae CHASE and Thomas J. SUBITCH, Waukesha.

Beverlee L. Plath and Lt. John W. ELDRIDGE, Oregon, Wis.

Ann Hiles REHFELD and Hugh J. Fagan, Forest Hills, N. Y.

Mary Maurina and Lt. Willard C. SCHUMAKER, Owen.

Dorothy Lewandowski and Joseph W. COLLISON, Milwaukee.

Joan STEINECKER and Robert F. Smith, Ventura, Calif.

1954

Jane Louise Flentje and Robert J. WEBER, Lodi.

Barbara Jean Hoyt and Robert W. ARNOLD, Fontana.

Patricia Ann Kamenick and Arthur L. ARNTSEN, Madison.

Mary Jane KLEINHENZ, '53, and Leslie J. KLEBESADEL, Madison.

Lois Anne LANGETIEG and Lt. Robert J. Mack, Madison.

Elaine Phelps and Lt. E. James SMITH, Ft. Bliss, Tex.

Rosemary LEAHY and David D. Varney, Stevens Point.

Shirley Ann Meyer and Duane M. GRIESBACH, Madison.

Sylvia Malina Moen and Vern C. PFANKU, Madison.

Joan Heimann and Virgil F. TRUMMER, Madison.

Virginia Ann PILE and Richard A. SCHWARTZBECK, Dodgeville.

Barbara Stone Gamble and Andrew H. McEACHRON, White Lake.

Nancy Ann FABER and Raymond W. Miller, Jr., Milwaukee.

Dorothy Mae Verke and Milton A. ANDERSON, Millburn, Ill.

La Vonne Jean Wilson and David H. BENNETT, Nashua, Ia.



Serving as inspection foreman for an industrial corporation in Indianapolis is Thomas W. PEASE.

**1928 . . . . . W**

William ASPINWALL, athletic business manager of the University of Wisconsin, has been named second vice-president of the College Athletic Business Managers Assn.

The Harold De Witt Smith Memorial Medal, for outstanding achievement in research on fibers and their utilization, was given to Dr. John H. DILLON, the director of the Textile Research Institute, Princeton, N. J.

Dr. Elizabeth GILMORE Holt heads the Status of Women program at the American Association of University Women Headquarters in Washington, D. C.

The author of "The Wayland Story," a history of Wayland Academy at Beaver Dam, is Alton E. WICHMAN. The publication of the book coincides with the celebration of the 100th year of the academy's founding.

**1929 . . . . . W**

"How to Live 365 Days a Year," a book by Dr. John A. SCHINDLER, Monroe physician, is being translated into French, Italian, and German, his publishers have announced.

Dr. C. Lee EGGERT, now on the faculty of the University of Florida, has been named a member of the Florida Board of the National Conference of Christians and Jews.

The city engineering department of Oshkosh has announced the appointment of Ivar

Van AKKEREN, Beaver Dam, to the city's engineering staff.

Theodore F. MELTZER is now in New York City working with the United States Information Agency.

The Du Pont Company has announced the appointment of Dr. Edward N. KRAMER as assistant manager of the technical section of the company's pigments department.

**1930 . . . . . W**

One of the new directors of The First National Bank of Neenah is John B. CATLIN, assistant vice president of Kimberly-Clark Corporation.

A former Madison attorney, Eldon J. CASSODAY, has been assigned to duty at the U. S. Embassy at Mexico City.

In order to devote more time to establish legal aid societies in Wisconsin counties, Walter A. GRAUNKE has decided to quit the field of labor union law, which he has been in for the last 28 years.

Harold E. (Bud) FOSTER has been elected president of the National Association of Basketball Coaches.

Marvin T. SAMPSON is now in sales work in E. De Pere.

Charles H. GILL, Oshkosh, is superintendent of construction for the state of Wisconsin.

Thomas A. MCGREGOR is the pastor of the 1st Presbyterian Church in Gloucester City, N. J.

**1931 . . . . . W**

Associate director of agricultural extension at the U.W. Henry L. AHLGREN has been

appointed a member of the board of trustees of the National 4-H Club Foundation.

The Beal Award, the highest award in gas engineering, given by the American Gas Association was presented to George DORMER at the association's convention in Atlantic City, N. J.

William FERRIS has been promoted to assistant to the electrical engineer of the Wisconsin Power and Light Co.

When the Seventh Annual Scientific Conference of the American Chemical Society's North Jersey Section met in January, Dr. Karl A. FOLKERS served as chairman of the all day conference.

**1932 . . . . . W**

A one-time editor of the *Daily Cardinal*, Samuel STEINMAN, is editor of a new magazine, *This Month*, published for European and Middle East airlines in Rome.

A newly created position of manager of tubing operations of the Babcock and Wilcox Company in Beaver Falls, Pa., has been filled by Sidley O. EVANS.

Chicago's new sheriff is Joseph D. LOHMAN, once a professor of sociology.

Dean K. VAN DOREN has announced his candidacy for the position of city clerk of Appleton.

After a nine year absence, during which time he was executive secretary of the division of student service of the National Lutheran council and president of Carthage (Ill.) college, the Rev. Morris WEE is returning as pastor of Bethel Lutheran church in Madison.

## NECROLOGY

Fred O. ELWELL, '88.

Charles A. ORTH, '93, Milwaukee lawyer. Prof. Arthur SEYMOUR, '94, language instructor at Florida State College.

Mary McVICAR, '95, Waukesha.

Fred BLUMER, '96, Monroe.

Roy D. HALL, '00, Westinghouse scientist, Anna Maria, Florida.

Guy M. WILCOX, '02, Park Forest, Ill.

Max Werner KING, '05, Texas engineer.

Garrison C. DEAN, '03, Deadwood, S. D.

Chase W. KELLEY, '05.

H. M. BACON, '06, Oshkosh lumberman.

Mathew H. CARPENTER, '06, Milwaukee.

Adela RANKIN, '08.

Oscar H. NELSON, '08, Annandale, Va.

Edward Tuthil, '08, Salina, Kansas.

Paul V. HODGES, '09, Denver engineer.

Glen L. JOHNSON, '09, Bakersfield, Calif.

Cortney D. FREEMAN, '10, Hinsdale, Ill.

William VAN LOON, '10, chairman of the La Crosse County Board.

Herbert J. NEWMAN, '10.

John WIGREN, Jr., '11, Los Angeles, Calif.

William N. PRESTON, '12, Monroe, Wis.

Mrs. Richard Rosencranz (Margaret EBERLE), '13, Evansville, Ind.

Mabel SEARCH, '14, well-known magazine editor and only woman managing editor in Milwaukee newspaper history, in New York.

Martin W. SORBEL, '14.

Ashley O. GUNDERSON, '14, Blanchardville farmer.

Walter W. HEITZ, '14, Ft. Atkinson.

Arnon W. WELCH, '15, New York.

Mrs. Edwin C. Thompson (Tahlulah CLONTS), '33, historian, National Federation of Music Clubs, Ft. Worth.

Howard A. WOLF, '34, Marshall, Texas powder company manager.

Mrs. Clayton Rounds (Muriel BLACK), '34, Dayton, O.

Bernard U. ZIESMER, Jr., '42, Manitowoc.

Frank G. MORLEY, '42, Du Pont explosives division engineer, Pitman.

Gerald O. ANDERSON, '49, Madison real estate man.

Jack K. KURTZ, '50, Veteran's Hospital, Wood, Wisconsin.

Mrs. Lester Behnke (Glaysd C. GAUER), '50, Western Springs, Ill.

Bruce MURRAY, '54, Minneapolis.

Dr. C. E. ZELLMER, '17, Antigo physician.

Mrs. Norman T. Meineke (Margaret E. RAY), '17.

Emanuel HAHN, '17, Winnetka, Ill.

Mrs. Russell A. Teckemeyer (Rena HEDDLES), '19, Madison.

Katherine BURKE, '20, Norwich, Conn.

Earl D. BADER, '22, Worthington, Ohio.

Mrs. Helen E. BARSENTREE Bonus, '22, Oak Park, Ill.

Dr. Harold John KERSTEN, '23, professor of biophysics at Cincinnati U.

Mrs. Clarence M. Simonson (Lucile A. ULE), '24.

Mr. R. R. YOUNG, '24, Racine, Wis.

Dr. Allen P. COLBURN, '26, Delaware U. provost and chemist, Baltimore.

Dr. Louis N. REIS, '32, Madison physician.

Myron R. GODELL, '34, Wisconsin agriculture department marketing specialist, in Madison.

Mrs. June McCAY Fishel, '35, at Fresno, Calif.

Konrad KUECHERER, '35, of Milwaukee.

Sister Mary EUNICE JOY, '37, former director of the Institute Pius XII at Florence, Italy, in Dubuque, Iowa.

Tse-Chin FONG, '39, lost in ship disaster near Formosa several years ago.

Vera FLEMING, '39, former Lake Mills school teacher, in an Indiana traffic accident.

Dorothy C. WANEK, '40, at Kewaunee, Wis.

William Harvey BOWMAN, '43, at Bloomington, Ill.

Mary Ann VIRNIG, '43, former teacher in Wisconsin high schools, in Madison.

Robert Lee CHARN, '45, in Beloit.

Mrs. Patricia HOGG Larson, '45, Park River, N. Dak.

James O. EMMITT, '47, Stony Ridge, Ohio, in an accident.

Bernadine WITTENBERG, '49, Minnesota U. lab technician, in Madison.

Sgt. Douglas PETERSON, '52, in Furstenseldbruck, Germany.

# A plan to match employees' gifts to their colleges, up to \$1,000 in one year

Since the General Electric Educational and Charitable Fund announced the Corporate Alumnus Program on Nov. 23, 1954, many questions have been received about it. The answers to questions most often asked by G-E employees are reprinted below as a matter of general interest.

- Q. Does the Program make any distinction between privately endowed and tax-supported colleges?**
- A.** No. All colleges, which are otherwise eligible, are treated alike, irrespective of their source of support or type of control.
- Q. May I also make contributions to any institution from which I earned an advanced degree?**
- A.** Certainly, but the total of all your gifts will be matched only up to \$1,000 in 1955.
- Q. Supposing an employee completed part of the requirements for his degree at one college, and then transferred to another from which he received his degree — are they both eligible for "dollar-matching" gifts?**
- A.** No — only the one from which he finally received his degree.
- Q. Are there any restrictions on the use which the college can make of the contributions it receives from the Fund under this Program?**
- A.** Practically, no. The payments will be made to the college to foster the over-all purposes of higher education — which admits of a pretty broad interpretation.
- Q. To be eligible for the Program, do I have to have worked with General Electric for any specified period?**
- A.** Yes, the rules require you to have had at least one year of continuous service in General Electric or one of its wholly-owned subsidiaries.
- Q. What exactly is meant by "earned degree"?**
- A.** You must have at least a bachelor's degree or equivalent. Associate or other short-program "degrees" and certificates do NOT count for eligibility. Nor, for that matter, do honorary degrees.
- Q. Are men and women graduate employees equally eligible?**
- A.** Yes.
- Q. Is the Program limited to people in special job classifications?**
- A.** Not at all.
- Q. When contributing to my alma mater, to whom should I make out my check?**
- A.** It will be helpful if you will make your check payable to the college or university itself, rather than to an alumni association, foundation, or other fund-raising agency. It is the responsibility of the chief financial officer of the institution to certify that the college actually received your contribution. When this is done, the requirements of the plan have been satisfied in this respect. However, making your check payable to the institution is a quicker and surer way of qualifying — but it is not obligatory.
- Q. Now, about the eligibility of my college — what specifications is it required to meet?**
- A.** Your college will qualify provided:
1. It is located within the U.S. or its possessions.
  2. It is at least a four-year, degree-granting institution.
  3. It is accredited by the appropriate regional or professional accrediting association.

## HERE ARE THE RULES OF THE CORPORATE ALUMNUS PROGRAM

The Fund will match any contribution, made in 1955 before Dec. 15, by a General Electric employee to a college or university from which he earned a degree, under these conditions:

1. The employee's contribution, in order to qualify under this Program, must be the personal gift of the employee actually paid to the college or university during the calendar year 1955 and prior to December 15 of that year in cash or in securities having a quoted market value and not merely a pledge.
2. The college or university to qualify must be a four-year course, degree-granting institution, accredited by the appropriate regional or professional accrediting association and located within the United States or its possessions.
3. Contributions under the Program shall be employed by the college or university to realize or foster the primary needs and objectives of an insti-

tution of higher education, namely, of augmenting the required capital and general operating funds, of providing for expanded student enrollment, of strengthening educational facilities and curricula, and of improving incentives for the highest quality of teaching.

4. The employee at the time of his or her contribution shall be in the active regular employment of the General Electric Company or one of its wholly-owned subsidiaries and shall have had at least one year of continuous service in such employment.

5. The total contribution under this Program with respect to the contribution or contributions of any individual employee shall be limited to the sum of \$1,000 and the total contributions to be made by the Fund under the Program shall not exceed the amount appropriated by the Trustees of the Fund for this purpose. In the event that total employee

contributions otherwise coming within the terms of this Program exceed the amount so appropriated by the Trustees, the contributions to be made by the Fund under this Program may be apportioned by the Trustees in such a manner as they may consider equitable and proper.

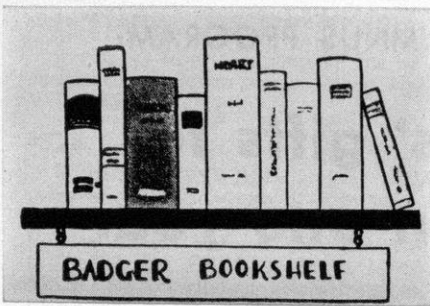
6. The Trustees shall be entitled, if they deem it desirable to do so, to suspend, revoke, or terminate this Program at any time with respect to employee contributions thereafter made.

7. Any question, whether as to the interpretation, application or administration of the provisions of this Program or otherwise, shall be determined by the Trustees and their decision shall be final.

*For more information write: General Electric Educational and Charitable Fund, Corporate Alumnus Program, Schenectady, N. Y.*

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**OUR MRS. MEIGS.** By Elizabeth Corbett, '10. J. B. Lippincott, New York. (Price: \$3.95.)

Three novels about a beloved lady which have been blended in one full volume. It has been received with delight by critics of the Saturday Review Syndicate, Milwaukee Journal, Philadelphia Inquirer and a number of others.

**HOW TO LIVE 365 DAYS A YEAR.** By John A. Schindler, M. D., '29. Prentice Hall. (Price: \$3.00.)

Every Badger will want to read and refer to this book from time to time because here is a recipe for living without fear, fatigue or nervous stress written out of the experience and medical knowledge of a distinguished Wisconsin alumnus.

Many will remember John and Dorothea Rickaby Schindler, '28, his wife, as students on the Madison campus. Now they live in Monroe, Wisconsin's Swiss cheese capital of the world, where Dr. John is chairman of the department of medicine of the Monroe clinic. They are the parents of four children—three daughters and a son.

Doctor John became nationally famous in 1949 when he advised a University

of Wisconsin Farm and Home Week audience on "How to Live a Hundred Years Happily." (reprinted in the Wisconsin Alumnus). Since that time he has become an exceedingly popular writer and lecturer in addition to being a busy doctor. Somehow or other, in spite of the heavy schedule of past years, he has been able to write this book of 213 pages. Dr. Norman Vincent Peale, David P. Barr, M.D., Physician-in-Chief, New York Hospital and Professor of Medicine at Cornell University and Father Francis B. Thornton, book editor of the Catholic Digest, are a few of the outstanding persons who are praising it highly. The first part of the book explains "how your emotions make you ill," the rest is devoted to advice on "how to cure your emotionally induced illness."

Dr. Schindler asks, "How were your last 365 days?" and promises: "Your life can be an exhilarating and enthusiastic journey through a golden avenue of days, humming a happy tune. Actually, a life of that kind is just as easy, and infinitely better, than the old way of muddling through."

**MINERALS IN WORLD INDUSTRY.** By Walter H. Voskuil, '21, Chief Mineral Economist, Illinois State Geological Survey and Professor of Mineral Economics, University of Illinois. McGraw-Hill Book Co., Inc. (Price: \$5.75.)

This is a logical, interesting treatment by a leading authority on this subject. The book is concerned with the part played by minerals in economic productivity, and in the establishment and maintenance of a high standard of living.

Dr. Schindler lives happily.

—Capital Times Photo



## Your lucky mascot, Bucky Badger



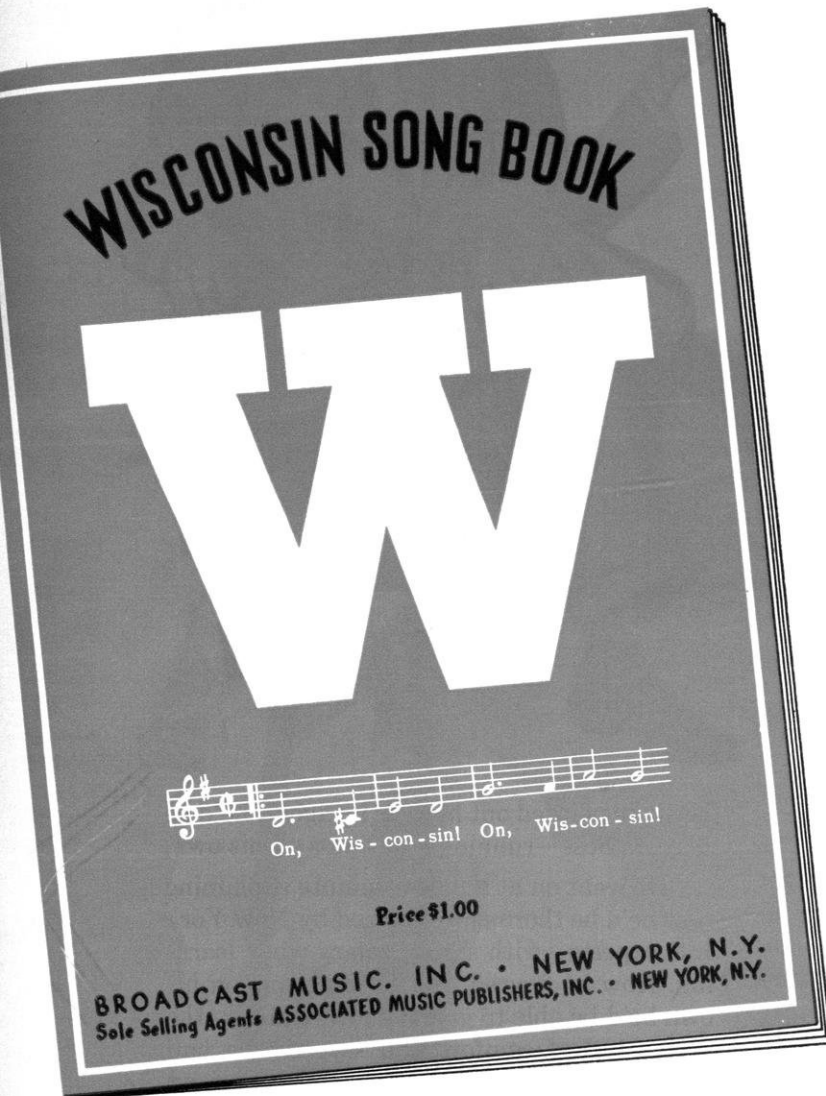
Bucky Badger is five inches tall, with a cardinal sweater and white trousers—and a wicked gleam in his eye. Made of hard rubber and as hard to crack as Ivy Williamson's varsity line.

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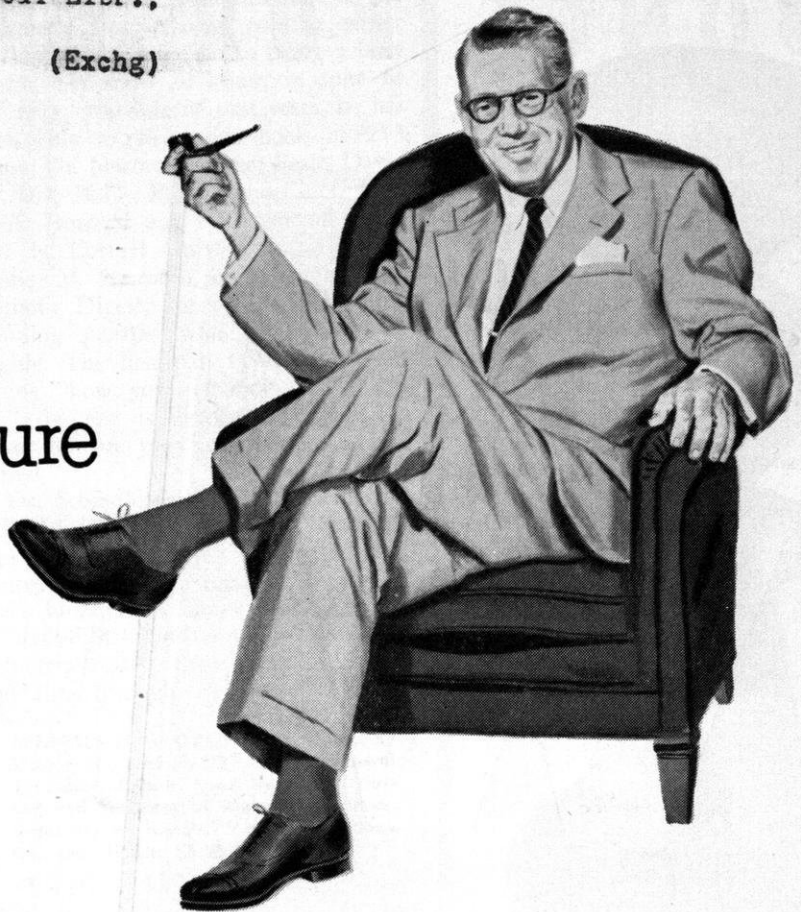
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# "The day my son's future began"



"Ken knocked around quite a bit after college. Tried several jobs and did well. But he was never really satisfied. He'd either get bored with the work or frustrated with routine advancement. I didn't worry though. He's bright, sensible, and I knew he'd establish himself soon enough.

"Then, about a month ago Ken breezed into my study and somewhat breathlessly announced that he'd decided to go into the life insurance business. Before I could even look surprised, he explained that he had always been interested in people and that this would give him an opportunity to work more closely with them. And his eyes brightened

when he pointed out how, as an agent, he'd be his own boss—running a business all his own.

"He went on at a mile-a-minute explaining how he'd be thoroughly trained by New York Life experts—with a good salary while learning. How he figured that once he was on his own he'd be able to give his future family the same kind of comfort and security he had always known at home. And he wound up telling me how, someday, he hoped to retire with a good income—just as I will soon myself.

"Then, quick as he came, Ken up and left without even asking what I thought. But of course he already knew. How could another New York Life agent possibly disagree?"

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