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In this January, 1959, issue:

Keeping Wisconsin in the Top Ten It's Dark on Observatory Hill Now in a single policy

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> Norman Rockwell

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Wisconsin Alumnus, January, 1959

From the files of the American Cancer Society



Yes! I <u>had</u> cancer

"MANY PEOPLE think cancer is incurable. They're wrong and I can prove it! So can 800,000 other Americans like me.

"On a gray morning in November, 1942, a specialist confirmed the diagnosis of cancer made by my family doctor. What he had to say reassured me.

"He explained that, thanks to my habit of having yearly checkups, my doctor had caught the cancer in its early stage. It was localized and it could be completely removed by surgery. So, here I am as hale and hearty as if I'd never had cancer!"

That was 15 years ago, when only 1 out of 4 persons with cancer was being cured. Today, thanks to improved methods of treatment, and earlier diagnosis, 1 person in 3 is being saved.

And with present knowledge, it can be 1 in 2, if everyone observes two simple precautions: Have a health checkup annually. Keep alert for cancer's seven danger signals.

Progress in the American Cancer Society's fight against cancer depends on the dollars donated for its broad, nation-wide program of research, education and service to the stricken.

Help to swell the ranks of peoplesaved from cancer. Fight Cancer with a Checkup and a Check. Send a check *now* to "Cancer," care of your local post office.

> AMERICAN Cancer Society S

keeping in Touch with WISCONSIN

WISCONSIN IN TOP TEN

For the second time in two years Wisconsin has won an enviable spot in the top ten. The United Press International Board of football coaches listed Wisconsin in sixth place in its final poll for 1958:

Tean	1	Point	S
1.]	Louisiana S	(10-0)31	1
2.]	owa	(7-1-1)27	5
3	Army	(8-0-1)25	5
4. 1	Auburn	(9-0-1)22	4
5. (Oklahoma	(9-1-0)174	4
	Wisconsin		
	Dhio State		
8. 4	Air Force	(9-0-1) 7	5
9. 7	Texas Christian .	(8-2-0) 74	4
10. 5	Syracuse	(7-1-0) 64	4

The final AP poll listed Wisconsin in seventh place. This poll put Air Force in sixth place, just ahead of Wisconsin.

Last year an educational survey of American universities listed the top ten universities in the country in the following order:

1.	Harvard	6.	Princeton
2.	Yale	7.	Michigan
3.	California	8.	Cornell
4.	Chicago	9.	Wisconsin
5.	Columbia	10.	Stanford

Both listings speak well for universities in the Great Lakes area, with three representatives in each category. Thirty per cent of the universities in the UPI poll are from this area: Iowa, Wisconsin and Ohio State. The educational survey also lists three mid-western universities: Chicago, Michigan and Wisconsin. Wisconsin is the only university listed in both categories.

It's nice to be in the top ten. It's gratifying to know that Wisconsin is outstanding in many fields—athletics, teaching, research and public service. This helps to insure the balance which President Elvehjem emphasized in his inaugural address last October. In discussing this question of balance President Elvehjem reported that Wisconsin was first in the field of natural sciences, fifth in social sciences and seventh in the arts and humanities.

Now that Wisconsin is in the top ten, our next job is to stay in this select circle. Milt Bruhn and his coaching staff undoubtedly have been grooming some hard-charging tackles and fast halfbacks to keep Wisconsin in the top ten. With both Dave Kocourek and Earl Hill graduating, the staff will be looking for new ends also because balance is important in football too.

President Elvehjem is interested in ball carriers, too—faculty members who can carry the ball in the University's program of teaching, research and public service. His first objective, of course, is to keep the fine faculty members now on the University's staff. At the same time he needs to add new faculty members to take care of Wisconsin's rapidly rising enrollment.

Top-flight faculties are deciding factors in determining which universities belong in the top ten. Accordingly, Wisconsin must raise its salary schedules if we are to stay in the top ten. It's impossible to maintain a great university with "horse and buggy" salaries. Wisconsin has lost too many key men in the last decade because of low salary schedules.

Universities and colleges are combing the country for instructors and professors to take care of their growing enrollments. As enrollments go up, this competition will get tougher and tougher. Wisconsin must face this problem realistically if our University is to hold its enviable position in the top ten.

These facts emphasize the importance of an adequate University budget for the coming biennium. Accordingly, I hope you will take time to read the budget story on pages 19–22. The University needs your active support in securing favorable action on this budget request. —JOHN BERGE, Executive Director

Too early?

Well, perhaps, if you want to be strictly literal.

And yet, when she reaches college age will she be too *late*? Too late to get the kind of higher education so vital to her future and to the future of her country?

It all depends.

There is in the United States today a growing threat to the ability of our colleges to produce thinking, wellinformed graduates. That threat is composed of several elements: an inadequate salary scale that is steadily reducing the number of qualified people who choose college teaching as a career; classrooms and laboratories already overcrowded; and a pressure for enrollment that will *double* by 1967.

The effects of these shortcomings can become extremely serious. Never in our history has the need for educated leadership been so acute. The problems of business, government and science grow relentlessly more complex, the body of knowledge more mountainous. The capacity of our colleges—all colleges to meet these challenges is essential not only to the cultural development of our children but to the intellectual stature of our nation.

In a very real sense, our personal and national progress depends on our colleges. They must have more support in keeping pace with their increasing importance to society.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.





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WISCONSIN ALUMNI ASSN.



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Wisconsin Alumnus, January, 1959





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Between classes in January on Charter Street

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It's dark on Observatory Hill; Come on, let's pretend we're Jack and Jill. We'll stroll to the hilltop where college sweethearts go To look at the lights of the campus down below We'll learn what astronomy is for, We'll learn what the stars can have in store, I know in advance the moon may mean romance When it's dark on Observatory Hill;





And I'd like to recite you a poem that I wrote— It tells why I think you're wonderful. And from afar we can hear a sweet guitar While voices are harmonizing. You don't have to know arithmetic To figure why you and I would click. My heart tells me this: your lips were meant to kiss And it's dark on Observatory Hill. —Copyright Bourne Inc. Used by permission.

R^{EMEMBER} THAT catchy little song? It appeared on the American popular music scene back in the 'thirties, and achieved a considerable amount of popularity.

It helped Ozzie Nelson and Harriet Hilliard on their rise to fame (you know, they're *Ricky's* parents!)

Paul Whiteman played it. He dedicated his rendition to the University of Wisconsin, where Observatory Hill is about as romantic and lovely as any other such height in all the world.

But did the song really mean *our* Observatory Hill?

A letter to the writer of the lyrics provided the answer. The author was Johnny Burke (who, with his collabobator, Harold Spina, also turned out such hits as "Annie Doesn't Live Here Anymore"); he *had* been a student on the University of Wisconsin campus in the late 'twenties.

Johnny answered the question about the song's origin like this:

"I wish I could tell the world in more ways than a song how wonderful the University of Wisconsin is. It has made me very proud to know that 'It's Dark on Observatory Hill' met with approval on the Wisconsin campus.

"I have a secret world to which I move quite often under the pretense of sleep and there I re-enroll at Wisconsin." Like Johnny, many of us Badgers recall that same Observatory Hill as the focus point for *our* secret campus world. It is this identification of Observatory Hill with the University of Wisconsin that has led to one of the most significant projects in University history building on that site of an Alumni House, a home for the far-famed Wisconsin spirit.

Some time ago, your editor was listening to a recent recording of "It's Dark on Observatory Hill" (in an RCA-Victor Album called Flirtation Walk, with the voices of Walter Schumann). Later he tried to write down the lyrics. But, even allowing for his poor memory, it was strange that they came out like this.

Come back to Observatory Hill; Come back, every Badger Jack and Jill. Let's build an Alumni House where we can all come home To recapture memories of the campus that's our own. We'll contemplate old Lake Mendota's view The same way we always used to do I know for a fact you'll be glad that you've come back To Wisconsin's Observatory Hill. I'd like to tip you off to an idea that I've got It tells how you can help To make this dream of ours come true. It's simple, it's fascinating! Just brush up on your arithmetic, Give the button on your fountain pen a click. Write a check today and send it on its way For our house on Observatory Hill.

UW Calendar

January

(Institutes and conferences in Wisconsin Center unless otherwise indicated.)

- 5 Classes resume.
- 5 Farm Short Course-2nd term opens.
- 5 Basketball, Wisconsin vs. Illinois, Field House.
- 7- 9 Engineering Institute, Computers.9 Planetarium, "Orion and the Winter
 - Constellations." 9 Senior Piano Recital, Author Cohrs, Music Hall.
 - 9 Boxing, Contenders Tournament, Field House.
- 9-10 Canadian Players, "The Devils Disciple," (9th) and "As You Like it" (10th), Union Theater.
 - 10 Fencing, Air Force & University of Detroit, Memorial Bldg.
 - 10 Swimming, Wisconsin vs Iowa, Armory.
 - 11 Lecture, "Kierkegaard and Some Criticisms of Contemporary Theology," Professor Paul L. Holmer, Dept. of Philosophy, Univ. of Minnesota, Great Hall.
- 11-13 Midwinter Music Clinic, Memorial Union.
 - 12 Wrestling, Wisconsin vs Ripon College Junior Varsity.
- 12 Basketball, Wisconsin vs Michigan.
- 12-16 Management Institute, Human Relations for Foremen and Supervisors.
- 14-16 Engineering Institute, Structural Engineering.
 - 17 Special Law Course, Federal Jurisdiction.
- 19-23 Engineering Institute, Time Study Appreciation.
- 19-30 Conservation Short Course for Field Personnel of Wisconsin Conservation Dept., Babcock Hall.
- 20-22 Management Institute, Leadership for Middle Management.
- 20-22 Management Institute, Leadership Skills for Insurance Company Supervisors.
- 20-22 Management Institute, Leadership and Personal Growth.
- 20-22 Wisconsin Canners Raw Products Conference.
- 21-23 Engineering Institute, Technical Expression.
 - 24 Special Law Course, Federal Jurisdiction.
- 26-30 Farm and Home Week.
- 27-29 Management Institute.
- 28 Wrestling, Wisconsin vs Iowa.
- 29-30 Engineering Institute, Engineering Refresher.
- 29-30 Engineering Institute, Power System Protection.
 - 31 Gymnastics. Minnesota and Indiana, Armory.
 - 31 Fencing, Wisconsin vs Shorewood F.C., Memorial Bldg.
 - 31 Wrestling, Wisconsin vs. Iowa State Teachers College, Field House.
 - 31 Lotte Goslar, Pantomime Circus, Union Theater.

compendium

Should building be permitted at the west end of Bascom Woods, which slopes down from the top of The Hill to Lake Mendota? The Regents will consider this question on Friday, January 16, in Bascom Hall; Board President Wilbur Renk has invited the public to be on hand if interested. The Regents currently are trying to decide where the sociology building should be built.

The Regents finally approved construction of the \$2 million intercollegiate athletics portion of a new University Gymnasium, but said that their decision on the \$3 million physical education portion would have to await further study. This latter building, located like the other on Elm Drive and Observatory Drive extended, would replace the "Old Red Gym" on Langdon Street (see separate article, this issue). Regents Harold Konnak and Oscar Rennebohm in particular were anxious to study a complete review of student physical education needs and programs.

The proposal to build a shopping center on former Hill farm property, the rental income from which would go to the University of Wisconsin, has received official blessing from the state building commission. A public hearing on the bill was held in mid-December to help decide whether the center should be built by a "friendly" corporation which would turn over its income (from renting the center to private operators) to the University.

That same University Hill farm property, sold mostly as residential lots, will have netted the University a considerable sum by the time the property is entirely disposed of next fall. Commenting on this stroke of good business, which was pushed vigorously by Regents Rennebohm and Wilbur Renk, the *Milwaukee Journal* noted: "By this entry into the real estate business (so well done technically that it won national acclaim) the UW will have realized not just a little over \$1 million but nearly \$3 million at least!" The *Journal* then criticized state building commissioners who were holding up the allied shopping center project.

High praise for the UW Integrated Liberal Studies program came from the North Central Association of Colleges and Universities, the accrediting agency: "The great strength of program is obviously in its staff and particularly in the conviction and persistence of its chairman (Prof. Robert C. Pooley). The quality of the program may in some measure be judged by the fact that it attracts to it a disproportionately higher share of future Phi Beta Kappas and future student leaders."

The students at the University of Wisconsin-Milwaukee have raised \$4,000 in their attempt to outfit the campus band with new uniforms.

The Midwest Universities Research Association (MURA) is moving ahead with its atom smashing models; although the Atomic Energy Commission has not yet authorized building its "colliding-beam" accelerator, MURA spokesmen say that they are "fully confident that a giant atom-smasher based on the MURA proposal can be built, and that MURA will build it." MURA plans to install its latest model on an Association-owned site near Stoughton.

The \$50,000 Enrico Fermi Award was presented last month to Dr. Eugene P. Wigner, a former University faculty member now a mathematical professor at Princeton. One of five physicists responsible for initiation of the atomic bomb development, he received an honorary degree from the UW in 1949.

Wisconsin Alumnus, January, 1959

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T HE COORDINATING Committee for Higher Education has asked the 1959 Wisconsin Legislature to authorize and pay for \$54,231,880 in new buildings, land and remodeling on all University of Wisconsin campuses.

This 1959–61 building request is in addition to approximately nine million dollars worth of buildings which tentatively have been approved during the current biennium.

While it seemed clear that the nine million dollar program will be carried out, there is some doubt on just how future educational buildings in the state will be financed.

This is partly because of the criticism leveled by Wisconsin's new governor, Gaylord Nelson, at various "dummy" building corporations which circumvent the Wisconsin constitution's injunction against the state going into debt. Resort to these subterfuges, said Governor Nelson both in his campaign and since, is not only morally wrong—it results in higher interest charges than would be the case if the state could borrow directly.

Gov. Nelson indicated, however, that he intends to continue the current building program—by the "dummy" corporation method, if necessary. As a senator he voted for this method, after registering a protest against it.

There are two alternatives to use of the building corporation idea: change the constitution to permit direct borrowing by the state in financing of buildings, or stick to direct appropriations for buildings by each legislature.

Controversy over the building corporations isn't altogether new. The state Supreme Court has reviewed them, and has approved their use under certain conditions. The Legislature in 1957 indicated acceptance of the idea by approving a plan whereby academic buildings would be financed by bonds issued by the Wisconsin State Agencies Building Corporation. These bonds would be paid off through biennial legislative appropriations based on a formula involving 20 per cent of student fees.

So far, only the University's new heating plant (now almost completed) has been fully authorized under this arrangement. A \$645,000 Law Library addition has been financed by Building Commission funds pending the floating of a second bond issue. Planning has also been authorized on \$9 million in additional buildings—including the sociology addition to the commerce building, fine arts and science buildings at Milwaukee, an extension building and mathematics building at Madison and heating plant expansion at Milwaukee. These buildings represent the maximum amount which can be financed out of the present student fee base until enrollments rise. Any further use of this system at present would require a change in the law, permitting allowance of more than 20 percent of fees as the base.

All this posed the big problem: where will the money for needed *additional* building come from? Under present legislation, it could only come from direct legislative appropriation. With a constitutional amendment (or a substantial increase in the student fee formula) a much larger amount—perhaps all of it —could be borrowed.

Included in the 1959-61 request are:

Remodeling and Repairs: \$2,110,500 Land Acquisition: \$2,385,00

Utilities and Service: \$1,795,000

Administration Building: \$1,750,000 Radio and TV Transmitters, Towers:

\$235,000

Arboretum Buildings: \$95,000 Engineering: \$7,244,750

Letters and Science: \$11,622,500 (chemistry-pharmacy research: psychology; music hall; Bascom hall additions; chemistry classroom)

Agriculture: \$7,505,000

(agronomy; swine research; greenhouses; entomology-forestry-wildlife management; beef research; veterinary science)

Education: \$6,000,000

(men's gymnasium; high school laboratory school)

Medical School: \$977,250 (rehabilitation center; part of library cost)

Law School completion: \$1,300,000 Milwaukee Buildings: \$8,050,000

(general classroom; physics, mathematics and engineering; science completion; fine arts)

Cooperative Housing Dormitories: \$450,000

Inter-College Buildings: \$2,176,880 (general classroom; computing and data processing lab)

Equipment—Extension Centers: \$495,000

70.00

how will UW building program **Obe financed**?

A REAL PROPERTY OF THE PARTY OF

we about the state



campus chronicle

"good evening, this is studen

By Betty Miller '61

YOU'LL NEVER go wrong if you tune right—to 640 on your dial, WMHA—the voice of the Men's Halls, serving you with the best this semester in sound."

That station break—and others like it—are routine listening for hundreds of Wisconsin students living in the University Residence Halls. This unusual radio station broadcasts daily from its studios in Gilman House basement, employing an unusual technique called "carry-a-current" to reach most University dorms on the west end of the campus.

Here's how it works. Programs from the studios are sent over spare public address lines to a transmitter. From the transmitter, the radio frequency is fed over public address lines into power lines at various points. Then the signals are carried via power lines to the different men's halls and to Slichter Hall. When a radio is plugged into a power line, the signals come right on up around the cord and into the set—assuming, of course, that the radio listener has "tuned in right" to 640 on his dial.

In broadcasting to Elizabeth Waters, WMHA feeds sound from its amplifiers into telephone lines. When it reaches Liz, the sound is transferred to the hall's public address system, which has individual speakers in every room.

The reason for all of these devious stratagems is simple. WMHA must limit its broadcasting because it is not licensed by the Federal Communications Commission. To prove to the FCC that the station meets minimum standards is a long and costly ordeal, and would require a stricter program schedule than the one on which WMHA now operates.

The station is financed by the Men's Halls Association it doesn't accept paid commercials. A staff of students work out the budget, which includes equipment and some records. There's no salary schedule to meet.

WMHA is run by students, and the staff numbers as many as 95. Ten of these work in engineering (they call themselves audio-and-radio-frequency engineers). The rest of the organization, in which coeds are a minority, work with the record turntables spinning discs, maintain a library, announce news and sports, and engage in a number of miscellaneous activities.

With this large staff, there is no strain on any one student, and of course more people are able to gain radio experience.

Students learn about WMHA through station-sponsored tours and posters issued in the fall. The only prerequisites for



station WMHA"

becoming a part of the station staff are desire, willingness and ability to maintain time schedules, and, importantly, an address in the University Residence Halls.

WMHA broadcasts from 1:30 p.m. until 11:00 p.m. Saturday and Sunday, providing campus news and sports and listening music. During the week, WMHA is on the air from 5:30 p.m. until 11:00 p.m. with dinner music, classics, pops, jazz, news and sports. The WMHA repertoire includes 303 classical records, 1,000 pops and about 250 show and jazz tune combinations. These are often presented with commentary on the songs and performers "ad libbed" by WMHA disc jockeys.

Every evening during the week, the program schedule remains pretty much the same. WMHA cheerfully calls this its "constant sound."

Occasionally, the station picks up, off the airwaves, a Wisconsin state network program from WHA-FM and relays this along its own system.

In September of 1959 the broadcasting station will move into new Holt Hall. This will mean perhaps a large studio, a second smaller studio, some offices and a control room. This new arrangement will permit reception of WMHA in the many new residence halls now under construction.

give a cheer

Daily Cardinal editors, by and large, are pretty fine fellows. Usually they're crusaders—sometimes with tongue in cheek, sometimes with tongue protruding—frequently they're sensible, always they're much too busy to play the B.M.O.C. they most certainly are.

Of course, it's inevitable that some *Cardinal* editors will be more outstanding than others, for one reason or another. The campus this year is blessed with just such an individual, in the person of Bud Bauder, a commerce senior. Bauder's earthy approach to problems besetting the campus community, his droll sense of humor, and his determination to make the *Cardinal's* longstanding boast of "Complete Campus Coverage" ring true, have combined with other talents to lend a distinctive character to the *Cardinal* of 1958.

We couldn't and wouldn't if we could, repeat on these pages all the clever things that have appeared in the *Cardinal* in the recent past. But we'd feel awfully guilty if we didn't pass on to you some excerpts from an editorial that appeared on the day of the Minnesota–Wisconsin game, under the headline:

"Pedantic Cheers"

Three weeks ago a group of Badger supporters, somewhat unruly and decidedly vocal sat in the Michigan State stadium and lustily bellowed, "Repel them, repel them, make them relinquish the ball!" The cheer then was introduced at Homecoming, and repeated once again at Illinois.

Perhaps the yelling of these academic cheers is a Wisconsin "first"—at least in the midwest. Be that as it may, there are still many more that have not been utilized, and an assembly of all the diabolical minds on campus might come up with some real dandies. Here are some which might be used:

INSTRUCTING THE TEAM IN SPORTS-MANSHIP

Do unto them thy most scurrilous BAZOOKA, BAZOOKA, BANG! Elbow and poke and be injurious, EQUIVOCATE! EQUIVOCATE! WAHOO!

WHEN THE OPPOSITION SCORES A TOUCHDOWN

Snort, Snort We exhort The Badgers to Avenge this tort!

REPRIMANDING THE REFEREE

Blasphemous fool! FIE, FIE, FIE! Return us our ill-stolen yardage. Scoundrel! Winebibber! Nero! Go melt off all that lardage! POSH, POSH, POSH, Fathead! Many Wisconsin alumni are in the state's political limelight

SERVICE TO THE

SOME YEARS ago former Governor Oscar Rennebohm—who has given his share of service to the state of Wisconsin as chief executive and as a University Regent—described participation in politics as "active citizenship."

Last November a wide variety of Wisconsin alumni proved that they indeed were active citizens. One—Gaylord Nelson—was active enough to become the state's first Democratic governor since the early 'thirties.

Not all Wisconsin alumni won, of course. That would have been impossible . . . because there were a few intra-alumni scrimmages involved. But winners and losers alike are to be congratulated for their "active citizenship."

If you're statistics-minded, forty-four-or

thirty-three percent—of 1959 Wisconsin state legislators have had some University of Wisconsin background. So have three out of five state officers.

Wisconsin's new governor, by the way, followed the lead of his predecessor in office by appointing a University faculty member as his financial secretary. This new appointee is Joe Nusbaum, a political science instructor who previously had some experience wrestling with state financial problems.

This appointment was no mere accident, but a continuation of that phase of the "Wisconsin Idea" which down through the years has seen the University provide expert and special advice to state government administrators.

Wisconsin Alumnus, January, 1959



STATE

Paul R. Alfonsi '36 Minocqua

eorge B. Belting, '32 eloit Raymond C. Bice * La Crosse





David J. Blanchard, '42, Edgerton Allen J. Busby, '22 Milwaukee

Richard L. Cates '51

Madison

William W. Clark, '14 Vesper



Isaac N. Coggs, '48 Milwaukee

14 John S. Crawford, '50 Marshfield



Robert W. Dean '50 Rothschild Davis A. Donnelly, '57 Eau Claire





Allen J. Flannigan * Milwaukee



Warren A. Grady, '50 Port Washington



Hugh A. Harper, '10 Lancaster



Glenn L. Henry '42 Madison



Gilbert J. Hipke '21 New Holstein



Willis J. Hutnik * Tony



Robert D. Haase, '51 Marinette



Kirby Hendee, '46 Milwaukee



Henry A. Hilleman '51 Sheboygan



Harold F. Huibregtse, '28 Sheboygan Falls



Kyle Kenyon, '52 Tomah



LT. GOV. PHILLEO NASH '32



ATTY. GEN. JOHN W. REYNOLDS '47



FINANCIAL ADVISER JOE E. NUSBAUM



John T. Kostuck '26 Stevens Point



Louis L. Merz * Milwaukee



J. Earl Leverich '13 Sparta



Jess Miller '09 Richland Center



Leo P. O'Brien '18 Green Bay



Reino A. Perala '40 Superior



Glenn E. Pommerening '50 Wauwatosa



Henry W. Maier '40 Milwaukee



Frank L. Nikolay '48 Abbotsford



David D. O'Malley '40 Madison



Richard E. Peterson '49 Clintonville



John Pritchard '08 Eau Claire



Fred A. Risser* Madison



Ewald J. Schmeichel * Two Rivers





Carl W. Thompson '36 Stoughton



William F. Trinke '35 Lake Geneva



Jerome F. Quinn, '33 Green Bay



Charles J. Schmidt * Milwaukee



George Sokolowski * Milwaukee



Lawrence W. Timmerman '33, Milwaukee



Horace W. Wilkie '38 Madison

* Indicates attendance at Extension Centers or other University connections











PLAY DIRECTOR SALMON ON LEFT, TV DIRECTOR NATHANSON IN CENTER

Plays in Rehearsal

Wisconsin-produced television series will have nationwide audience

"**I**T'S NOT as surprising that we were able to do 'Great Plays' as quickly, or as well as we did," a WHA-TV staff member said recently, "as that we were able to do it at all."

Last year, when the Educational Television and Radio Center at Ann Arbor decided to produce—for national distribution—a series of ten one-hour kinescope films of "Great Plays in Rehearsal", WHA-TV at the University of Wisconsin appeared the logical station to do the job. At least in some ways.

The idea for this "interrupted rehearsal" technique—a double edged-educational tool which entertains while it enlightens both audience and actors involved in a production—had come from Prof. Ray Stanley, who has been associated with WHA-TV from its beginnings.

In submitting his proposal, Prof. Stanley had specified that the oncamera director of "Great Plays" (the on-camera director is the fellow who interrupts the flow of stage action to initiate direction or discussion on proper interpretation of a role) should be Eric Salmon. Salmon is an Englishman who was original director of the Shrewsbury summer festival and who is county drama adviser for Shropshire; he and Stanley had met while Salmon was a visiting lecturer for the Wisconsin Idea Theater.

These two points were in Wisconsin's favor. So were the availability of both theatrical and television production talent in Madison. In Gary Nathanson, for example, WHA–TV has one of educational television's most accomplished director-producers.

But the question was: would these advantages of WHA-TV be enough to offset what must be one of the most inadequate television studios anywhere?

The main WHA-TV studio in antiquated 600 North Park St.-unnamed because most people don't think it can possibly be around very much longeris a meager 15'x30' in size; it's broken up by a series of posts so that there's hardly room for three cameras and a sound boom, if you add sets and actors. The effective height of a twelve-foot ceiling is reduced because from it hang bright lights which the sensitive camera lens is sometimes hard put to avoid. Studio acoustics are so poor that microphones, attached to the sound booms, must be hung within two or three feet of a speaker's head; this creates further hazards for cameramen. The cameras themselves, not in tip-top shape, are apt to filter their own noise into the sound system unless extraordinary care is taken.

Despite these rather dreary facts, the Educational Television and Radio Center (which is financed largely by the Ford Foundation and by dues from educational stations) decided to entrust "Great Plays in Rehearsal" to Salmon, Stanley, Nathanson, et al.

The first shooting date was August 15, 1958. Fifteen weeks later, key scenes from such great plays as "Oedipus Rex", "Julius Caesar", "The Masterbuilder", "The Misanthrope", "Miss Julie", and the "Merchant of Venice" (see illustrations, these pages) were, in television vocabulary, "in the can" ready for showing this year to appreciative audiences all over the nation.

That the audiences *will* be appreciative seems assured. Critics who have previewed the series are unanimous in the opinion that "Great Plays" are one of the finest offerings yet on educational television.

FROM THE MERCHANT OF VENICE



century of visiting

a

By Hazel McGrath

T HIS YEAR the Board of Visitors, state.

Members will apply themselves in 1949-as their predecessors have so quate faculty salaries from the earliest often in the past-to an investigation of days. By 1891 they were pointing out the quality of University instruction, particularly at the freshman and sopho- to keep its able men it must meet the more level.

Forty years ago, for example, the Visitors reported to the Regents that the University was falling short of its obligation of supplying good teaching to students.

"Teaching is an art and a difficult one, and we reaffirm the opinions heretofore expressed that freshmen ought as far as possible to be taught by men of rank and experience, and that the teaching of new and inexperienced instructors should be supervised," they wrote.

In 1953 they again took pen in hand to emphasize the need for improved teaching. They recommended that good teaching should get as much recognition in professional standing and consideration for promotion as research receives, and that there be "more careful screening of graduate students selected to teach."

Members have been as ready with praise as with advice and criticism over the years. In 1870 they expressed special satisfaction with instruction in mathematics and the natural sciences, and they were to reiterate this approval many times.

In 1876, however, they noted with regret "the very slight evidence of proper valuation by the students of physical culture," and urged more opportunity be given for such training in order "to promote grace, punctuality, self-control, self-reliance, courage, concentration, and teamwork as well as healthy bodies." The Regents ignored this plea, and it was almost 20 years before the armory and gymnasium were opened.

In 1884 they urged that Wisconsin give Arthur J. O'Hara, Chicago; Fred W. John W. Stearns was named to the Milwaukee; Richard C. Smith, Jefferscience and art of teaching.

As early as 1871, members, after that little band of devoted men and carefully studying the matter, spoke up women who work unpaid behind the stoutly in favor of co-education: "Any scenes to examine every facet of the apprehensions of danger or difficulty University's tremendous operation, be- from the coeducation of the sexes, are gins its second century of service to the groundless. The evils feared are imaginary; the benefits, substantial."

> Visitors have been on record for adeforcefully that if the University wished salaries at other universities, for, "in this as in all other enterprises, either directly or indirectly, money is the final factor which determines the result." Over and over they have declared themselves in favor of a national search for the best teaching talent.

> On July 26, 1848, the University was incorporated in the new state and its government vested in a Board of Regents. The by-laws of this body provided for the Board of Visitors to "render such assistance as they may be able in the development of the efficiency of the University, and to that end, they may examine generally the work of the University, the conditions, methods, manner and subjects of instruction in the various schools, colleges, divisions, and departments, the condition of the buildings and grounds, and any other matters relative to the welfare of the University and its faculty and students."

> The 12-member board includes six members appointed by the Alumni Association and three each by the governor and the regents. At least one member in each group must be a woman. Visitors serve a four-year term without compensation except for travel and hotel expenses incurred on their 10 yearly trips to the campus. They submit an annual report to the regents, who are expected to act on their recommendations for the betterment of the University.

The present board is headed by Arthur Cirilli, Superior attorney, president; Mrs. David Jones, Mineral Point, vice president; Mrs. Eldon B. Russell, Madison, secretary; and John S. Hobbins, Madison, treasurer. Other board members include Mrs. Emery Owens, Much of their advice has borne fruit. Dousman; Bidwell Gage, Green Bay; training in education, and as a result Genrich, Jr., Wausau; Mrs. Robert Hall, newly-established professorship in the son; Mrs. Gerald Annear, Blue River; and Mrs. Samuel Pickard, Neenah.



"We have replanted the forests, made our unproductive marshlands a new haven for game. Our rivers and lakes have been developed into recreational meccas for all the midwest. We have limed and fertilized our fields, developed crops and animals suited to our land and thus made Wisconsin a garden spot producing more than our share of the best foods. We have specialized in manufacturing products that require brains, inventiveness, and individual skills rather than minerals and power. We have helped push through a seaway which will open the paths of world commerce to us. We have used our educational institutions not only to bolster our standard of living but also to help us improve our lives. . .

"The people of Wisconsin have literally pulled themselves up by their own bootstraps and the leverage which has made this feat possible has been the educational structure they have built and maintained, with its capstone, the University of Wisconsin. . ."

> -CONRAD A. ELVEHJEM Inaugural Address

A GREAT STATE NEEDS A GREAT UNIVERSITY

AS WITH THE chicken and the egg, there always has been some uncertainty about which came first—a great state or a great University. There never has been doubt that they go together, and there is increasing certainty that to keep a State great, its people must maintain a great University.

To meet the fierce competition of our world and nation, a people must give their children, and those of their neighbors, equal opportunity for the highest quality of instruction. To keep their farms and factories flourishing, their professions at fullest usefulness, their arts and sciences productive, a people must invest in broad research and scholarship, adult education, and those unique services which only a great University can provide.

"The people of Wisconsin," President Elvehjem has pointed out, "have literally pulled themselves up by their own bootstraps and the leverage which has made this feat possible has been the educational structure they have built and maintained, with its capstone, the University of Wisconsin."

The purpose of the University budgets for 1959–60 and 1960–61, he has explained, is to strengthen and improve this capstone to meet three challenges the University faces: increasing enrollments, the explosive expansion of knowledge, and higher prices.

The budget requests presented on this page and the two following have been approved unanimously by the University Board of Regents and the State Coordinating Committee for Higher Education as the minimum support needed to meet these challenges.



The chart above shows, in financial terms, the plan for maintaining the University of Wisconsin as one of the "top ten" in the land in the year ahead. It graphs total support, from all sources, of \$55,046,221 in 1959–60. The financial plan for 1960–61 totals \$57,231,933 with approximately the same ratios as those shown in the graphs.

Of these amounts, the University expects to earn, or to receive in the form of grants or gifts, \$25,749,515 in 1959–60 and \$26,217,662 in 1960–61. The national government is expected to provide \$2,262,554 each year.

The Legislature is being asked to provide from public tax funds \$27,034,152 for 1959–60 and \$28,751,717 for 1960– 61. These requests are higher than the current year appropriation by \$5,693,697 in 1959–60 and \$7,411,262 in 1960–61. What these increases will do to strengthen and improve the University is shown in the table on the next page.

More than half of the increases are intended for improvement of faculty salaries. Another major portion will provide for enrollment increases from the current 24,044 students to 25,025 in 1959–60 and 27,025 in 1960–61. Also included are limited increases to improve instruction, advance research, remedy current deficiencies in supplies, maintenance, and equipment, and meet price rises.

University Hospitals expenditures of \$5,539,869 in 1959– 60 and \$5,626,135 in 1960–61 are budgeted separately and not included in the figures here presented.

Improvements Asked in State Tax Appropriations

IMPROVEMENTS ASKED	1959–60	1960–61
Faculty Salaries To meet competition and help the University maintain and recruit a staff of top scholars and scientists	\$ 3,170,072	\$ 4,355,193
Civil Service Step Increases Normal merit increases provided by law—even these are woefully inadequate to maintain an efficient staff	178,953	338,674
Instruction Provides for increased enrollments, some improvement in instructional quality and range of offerings	1,035,381	1,592,805
Student Services To improve both counselling and health services for the larger numbers of students expected to enroll	107,701	137,748
Extension and Public Service To strengthen agricultural extension, serve public schools, broaden state laboratory services	313,119	387,750
Research To advance research and productive scholarship on every front to keep pace with national and state needs	386,943	459,355
Physical Plant Operation and Maintenance To meet higher prices and to service the new buildings which will come into use during the biennium	390,243	331,564
Administration and General To handle increased enrollments and improve the Uni- versity's scholarship program	101,600	101,364
Auxiliary Enterprises This reflects an allocation from student fees at the Uni- versity of Wisconsin–Milwaukee for Student Union	33,816	33,816
Libraries To bring book-buying funds into line with increased book prices and remedy lack of sufficient books	155,483	164,607
President's Unassigned To provide the necessary flexibility to meet emergencies, match unanticipated grants, cover contingencies	155,483 120,000	164,607 120,000 8,022,876 611,614 7,411,262 21,340,455 28,751,717
TOTAL INCREASES Deduct Increase in Receipts and Balances	5,993,311 299,614	8,022,876 611,614
NET TOTAL INCREASES OVER 1958-59 Appropriation, 1958-59	5,693,697 21,340,455	7,411,262 21,340,455
TOTAL APPROPRIATION ASKED FOR NEXT BIENNIUM	5,693,697 21,340,455 27,034,152	28,751,717

A Wisconsin faculty member who won a Nobel Prize this year is leaving; another who won this year's \$50,000 Enrico Fermi award left some years ago. Faculty members of this calibre build greatness; the salary improvements suggested for the years ahead are aimed at attracting more like them and holding those Wisconsin now has.

The graphs at right compare Wisconsin salary averages this academic year with the current averages at the other Big Ten Universities and California.

A	\$4,565	A	\$7,268	
C	4,825	С	7,555	
w	5,068	UW	7,572	
B	5,069	F	7,594	
F	5,132	1	7,827	
D	5,161	н	7,863	
G	5,209	В	7,879	
E	5,249	D	8,064	
н	5,386	E	8,069	
1	5,398	G	8,304	
		. 8		
	5,459		8,532 ASSOCIATE PROFESSORS	
1	INSTRUCTORS \$5,961		\$9,455	
A C	NSTRUCTORS \$5,961 6,150	4 A I	\$9,455 9,693	
A C IW	\$5,961 6,150 6,166	A I C	\$9,455 9,693 9,818	
A C JW B	\$5,961 6,150 6,166 6,341	A I C F	\$9,455 9,693 9,818 9,965	
A C IW	\$5,961 6,150 6,166 6,341 6,359	A I C F UW	\$9,455 9,693 9,818 9,965 10,052	
A C JW B	\$5,961 6,150 6,166 6,341 6,359 6,414	A I C F	\$9,455 9,693 9,818 9,965 10,052 10,842	
A C JW B F	\$5,961 6,150 6,166 6,341 6,359 6,414 6,460	A I C F UW H D	ASSOCIATE PROFESSOR5 \$9,455 9,693 9,818 9,965 10,052 10,842 10,931	
A C JW B F I	\$5,961 6,150 6,156 6,341 6,359 6,414 6,460 6,515	A I C F UW H D B	\$9,455 9,693 9,818 9,965 10,052 10,842 10,931 10,936	
A C IW F I E	NSTRUCTORS \$5,961 6,150 6,166 6,341 6,359 6,414 6,460 6,515 6,526	A I C F UW H D B E	ASSOCIATE PROFESSORS 9,693 9,818 9,965 10,052 10,842 10,931 10,936 10,945	
A C JW F I E D	\$5,961 6,150 6,156 6,341 6,359 6,414 6,460 6,515	A I C F UW H D B	\$9,455 9,693 9,818 9,965 10,052 10,842 10,931 10,936	

The Key to Educational Greatness is a Strong Faculty

The graph at the right shows the effect salary increases would have on Wisconsin's cost-of-education-per-student. Except for the salary increases, Wisconsin's cost-of-education would actually decline, in 1960–61, below the current level, in spite of other instructional improvements suggested.

But the faculty loss that failure to improve salaries might mean would result not only in cheaper education but could begin at Wisconsin a decline from greatness.



We Can Afford to Keep Wisconsin in the Top Ten

The graph at the right charts the percentage of total state tax revenues expended for state institutions of higher education last year, computed from Bureau of Census reports on Wisconsin and its neighbor-states.

From the same source comes figures which show that each Wisconsin resident spent \$1 per month for state higher education—considerably less than the citizens of Minnesota and Iowa who have a lower per capita personal income than do Wisconsin citizens. Michigan residents spent more than twice the Wisconsin per capita figure.

Wisconsin has long prided itself on the efficient operations of all state-supported activities, and the University has been a leader among educational institutions in self-analysis and studies aimed at economy.

President Elvehjem, in his inaugural, pledged continued efforts to minimize needs for tax funds by improving efficiency and increasing support from non-tax sources.



T HERE WAS ONCE a little bookworm named Natalie. Sick abed with typhoid fever, diphtheria and other tedious illnesses, the young bibliophile settled down to dine on nursery tales and adventure stories, sampled foreign lands, gobbled up history and essays and even nibbled the wonders of outer space with the help of many authors.

When she got well and grew up, her taste for reading ripened into a "storybook" career in the world of the printed word.

Just recently, after more than 35 years as a librarian, Miss Natalie Huhn retired as the head of the Oshkosh Li-



milwaukee journal photo

For Natalie Huhn: a storybook career

brary. In that hushed old sanctum with its bronze lions and ancient golden oak tables she found "one of the most exciting and interesting jobs you can imagine."

Although there are those who think librarians spend their professional lives tiptoeing about with a finger to lips, the job is more like that of the Delphic oracle, according to the lanky, softspoken Miss Huhn. "And to do this is a constant and stimulating expedition into the unknown", opening doors to whole new landscapes of learning, prodding budding interests, boosting fledgling readers, scouting special research projects, sleuthing for obscure works.

"You simply cannot get bored," she remarked recently. "One minute you're talking to someone who's a science fiend. The next minute you're helping a history bug. Some want detective stories. Some love stories, some the Congressional Record.

"The satisfaction that one gets out of helping others find what they want and need is so considerable that it is actually one of the big payments in the field. As a bonus, you're constantly expanding your own knowledge and your own point of view."

A graduate of the University and its library school, Miss Huhn did graduate work at the University of Chicago. She served libraries in Minnesota, Indiana, Washington and as an assistant in education for librarianship for the American Library Association before taking the job as director of her home town library and its branches in 1929.

In her lifetime the book lover has watched libraries grow from musty, dusty public monoliths to crucial resources for every facet of community life.

"You're in the midst of what your city is doing—politically, socially, educationally, economically. You have to be if you're going to be of any use to your readers. But both library and librarians have to be vital if they're going to have any value to the community.

"A good librarian knows how to use a collection so that it will have impact in every field: religion, inspiration, politics, family life, recreation. Or more specifically in 're-creation'. In re-creation you re-establish something that has been taken or drained out.

But in this era of spectator sports, television, radio and other distractions, who reads all these books?

More people than ever, confided Miss Huhn. Oshkosh has 18,000 registered borrowers supporting a circulation of almost a half million.

Americans are reading more, the librarian believes, because they need to. Not only has the realm of knowledge expanded like an atomic blast, "but more than ever we need a little quiet time when we can be ourselves. Life is chaotic. Everyone needs a great deal more privacy. And books are one way to get both solitude and perspective. We have to come to a stability within ourselves to be able to meet our problems." By JANE MARY FARLEY, in the *Milwaukee Journal*.

wisconsin women

alumni house campaign moves ahead

By James Bie

Alumni House Campaign Director

THE TEMPO of activity moved into high gear and all phases of the Alumni House campaign began picking up momentum as we neared the end of 1958. The officers and directors of the Alumni Association met on November 8 and devoted most of the meeting to a thorough discussion of the Alumni House project.

Walter Frautschi, past president of the Association and chairman of the Alumni House Coordinating Committee, reported on progress and plans for construction. He said final drawings would be prepared as soon as the State Engineer approved the architect. Subsequently the Madison firm of Law, Law, Potter, and Nystrom was authorized to start work on the final floor plans.

The architect's plans will be ready for contractors' bids soon. Mr. Frautschi pointed out that the astronomy department still retains some office space and equipment in the observatory building but will vacate the site no later than June. Construction will start at that time and the building should be ready for dedication by Alumni Day of 1960.

On November 8 total contributions to the Alumni House Fund were \$45,049.64. As we go to press the total has climbed past \$80,000. There is still a long way to go before reaching our goal of \$225,000.

Committees in various cities throughout the country are beginning to swing into action. They will need the whole-hearted support of all Association members in order to collect the needed funds.

Of special interest in the campaign is the growing number of members of the unofficial "Thousand Dollar Club." In a letter to a selected list of alumni who had indicated loyal and generous support in the past, Campaign Chairman John A. Keenan challenged them to set their personal goal at \$1,000. So far 30 men and women have responded by contributing \$1,000 or more each.

At its meeting in November, the board of directors authorized the Executive and Campaign Committees to develop plans for memorials in the Alumni House, recognition for the outstanding contributors, and the honor roll of all who participate in the campaign.

As we start the new year, it is stimulating to realize that the Association is on the threshold of a new era. With the continuing support of alumni everywhere, our Alumni House will soon be a reality on campus. It will be a powerful tool in inplementing our ideal of service to the University. It will stand as tangible evidence of the strong bond between alumni—the former students of Wisconsin—and today's students—the alumni of tomorrow. A Partial List

COMMITTEE CHAIRMEN

Alumni House Campaign

These district chairmen will welcome your help and encouragement.

OUTSIDE OF WISCONSIN

PEORIA, ILLINOIS

A. G. Roberts 6041/2 Main St.

DULUTH, MINNESOTA

Larry Garity 408 W. First St.

SAN FRANCISCO, CALIFORNIA Merle L. Haseltine 15674 Hebron Court San Leandro

LOS ANGELES, CALIFORNIA Frank R. Marshall 4840 Shaw St. Long Beach 3

IN WISCONSIN

EAU CLAIRE

Tom H. Barland 131 S. Barstow St.

NORTHWEST WISCONSIN

Edward M. Conley 102¹/₂ N. Main St. Rice Lake

SUPERIOR

John L. Davis 1225 Tower Ave.

CHIPPEWA FALLS

Bert Minahan 123 N. Bridge St.

LINCOLN COUNTY

Irving M. Ausman 923 E. Main St. Merrill

STEVENS POINT

John W. Joanis 200 Strongs Ave.

Wisconsin Alumnus, January, 1959

letters from our readers

I must tell you how delighted I am to be able to contribute a little bit toward the Alumni House project. The choice of Washburn Observatory has special appeal to me because I did statistical work for Prof. Joel Stebbins during six long months (Student Employment Bureau Job) in my spare hours as an undergraduate.

Elizabeth A. Yancey (Mrs. John Hayden)

At a recent meeting of the Wisconsin Alumni Association in Peoria we elected to place \$1,000 as the quota for this group. There was considerable enthusiasm about the new building and a real desire on the part of the members to support it. We have every hope of reaching this goal and thus doing our part.

A. G. Roberts, President Peoria (Ill.) Wis. Alumni Assn.

As an appreciative alumnus, I am happy to be able to contribute to the creation of our Alumni House. Its location—perhaps the most beautiful spot in Madison—will make it a fitting place at which to recall memories of the wonderful years spent on the nation's most beautiful campus. I am looking forward to visiting our campus home frequently.

Roger E. Peterson Rockford, Illinois

My best wishes for your campaign for funds to build an alumni house on the University of Wisconsin campus. Please do not hesitate to call on me if I can provide you with any information.

> Gilbert J. Sullivan Director of Alumni Activities University of Virginia Charlotteville

It was good to learn the news that you are about to launch a drive to build an alumni house at the University of Wisconsin. We certainly wish you the best of luck! We look forward to hearing that the drive is over the top!

Bob Pierce	
Director	
Stanford Alumni	Association
Stanford, Californ	

This new home for the Alumni Association is going to be wonderful and it should make a sincere appeal to the alumni generally. Please accept my best wishes for your success on this project.

Charles L. Byron Chicago 3, Illinois

Enclosed please find my contribution to Alumni House. I am pleased with the idea and could hope that the name Washburn might continue to be associated with the site. One suggestion is that the Alumni House be called Washburn Hall.

> George E. Frazer Chicago, Illinois

with alumni clubs

IOWA COUNTY Founders Day

February 3

Speaker: Edmund Zawacki, Slavic Languages Professor Contact: Paul Morrow, Attorney, Dodgeville Harry Wright, Mineral Point Darwin Schuelke, Cobb

LAKE COUNTY, ILL., FOUNDERS DAY February 3

At Swedish Glee Club, Waukegan Speaker: George H. Lanphear, sports publicity Contact: Preston Helgren (DE-6-1844)

BURLINGTON Founders Day

January 21

Speaker: Pres. C. A. Elvehjem Contact: James R. Hoffman (Rockwell 3-3566)

RACINE Founders Day

February 11

Speaker: Pres. C. A. Elvehjem Contact: Keehn Yeager (Melrose 4-3381)

WAUSAU Founders Day

February 2

Speaker: Prof. John Guy Fowlkes Contact: Marvin Huebner (Ph 2–1960)

WEST BEND Founders Day

February 11

At Smith Bros. restaurant, Port Washington Speaker: Dr. Martin Klotsche, UW-Milwaukee Provost Contact: Fred Holt, superintendent of schools, West Bend

FOX RIVER VALLEY Founders Day February 11

Speaker: Lloyd Larson, Sports Editor, Milwaukee Sentinel Contact: Mrs. Robert W. Johnson, 827 E. College Ave., Appleton (Regent 4-4365)

SACRAMENTO VALLEY Founders Day In February

Speaker: UW Vice-President Fred Harrington

Contact: Mrs. Alex C. Kaempfer, 4128 Bruhn Court, Sacramento 21 (Phone IVanhoe 9-9256

MILWAUKEE Founders Day February 5

Speaker: Lem Boulware, General Electric V. P. Contact: Edward Waterbury (Concord 4-2000, Ext. 602)

WASHINGTON, D. C. Founders Day

Speaker: Pres. C. A. Elvehjem Contact: Thomas F. Engelhardt (Ex. 3-6115, Ext. 2994)

MANITOWOC Founders Day

January 29

February 25

Speaker: Frank Graner, Commerce Contact: Lance Hooper (Murray 4-8877)



PLATTEVILLE PRESIDENT

BJARNE ULLSVIK '33 brings a tremendous faith in American education—and the American way of life—to his new job as president of Platteville State College.

"There are certain basic principles in education," he said. "One is that we must be concerned with the welfare of the individual student. Another is that it is essential that we have local control of schools.

"America needs to have a well enlightened public, with more, rather than less, education for the masses.

"There is no telling from what strata our future leaders will appear, and the advantages of having them come from broadly educated persons is well established.

"One famous college president said: "We need broad men, sharpened to a point," and there is much truth in this. In Europe, there is a tendency to develop leaders. Where they fail is that they do not develop persons sufficiently welleducated to be good followers.

"And this can result in the rise of demagogues and dictators. A Hitler or a Mussolini could not rise and survive in an enlightened public. . .

"Certainly we would not neglect the gifted child. But to work with him, at the expense of the less gifted, does not constitute Americanism as I see it. "After all, a country cannot rise above the common intelligence of its people. History is littered with persons who made the mistake of underestimating the intelligence of the people."

Ullsvik is a native of Madison. His parents came to this country from Norway in 1903. He lived near the Yahara river, on Madison's East Side, and his father started a grocery store at Sixth St. on E. Washington Ave. The store still is operated by his brother, Henry.

He was graduated from East High School in 1929 and the University of Wisconsin in 1933. He hitchhiked to his first job, in Sheboygan. There he met Lucille Dunne, and they were married. Returning to Madison, he taught at Central High School for a year and than at Wisconsin High for $5\frac{1}{2}$ years.

Next, he went to Eau Claire for $3\frac{1}{2}$ years and then to Illinois State Normal as associate professor of mathematics. For the last nine years Ullsvik was administrative assistant to the president there.

He came to Platteville Sept. 1, with his wife and three children, Bjarne Jr., 21, now a student at Northern Illinois University at DeKalb; John Mark, 13; and Ellen Faith, 5.

From a Wisconsin State Journal article by John Newhouse.

Regents Welcome Gifts, Grants

When the Regents in November accepted \$608,193.80 in gifts and grants, it raised the 1958–59 total of such outside support to \$4,126,991.96 during the fiscal year up to that date. At the same point a year earlier, the total of gifts and grants received was about the same: \$4,122,539.46. Gifts and grants included:

The Conservation Foundation, New York \$3,000; Alcoa Foundation, Pittsburgh, Pa., \$125; Wisconsin Association of Insurance Agents, Milwaukee, \$5,000; Anonymous, \$25; Various friends of the University Library Fund, \$35; Sheboygan County Bankers Association, \$200; Clark-Taylor Bankers Association, \$1,200; The Madison Chamber of Commerce, Inc., Madison, \$150;

Borden Co., New York City, \$1,500; Foundry Educational Foundation, Cleveland, Ohio, \$2,445; Mrs. Erma Skoy, Mrs. Elsie Waldenberger and Mrs. Leilah Halverson, Holmen, Wis., \$75; Owens-Illinois Glass Co., Toledo, Ohio, \$1,500; Schoolmasters Club of Wisconsin, \$100; Jefferson County Bankers Association, \$400; Smith, Kline & French Foundation, Philadelphia, Pa., \$6,500; Mrs. John A. Schindler, Monroe, \$1,064; Mrs. Lorelle A. Wolf, Madison, \$5; Mrs. Lorelle A. Wolf, Madison, \$25; Family and Friends of the late Mrs. Elaine Schober, \$785; Various Contributors, \$30; Friends and Neighbors of the late Donald Strehlow, Milwaukee, \$124.50; Mautner, Inc., Madison, two x-ray machines; Lancaster Community Chest, Inc., Lancaster, \$1,000; Mr. Duncan J. Stewart, Rockford, Ill., \$500;

Smith-Douglass Co., Inc., Norfolk, Va., \$1,000; Tri-County Bankers Association, \$600; Mr. and Mrs. Harold Martel, Beaver Dam, \$100; Family and Friends of the late Mrs. Elaine Schober, \$10; Kohler Foundation, Inc., \$2,500; Former Students and Friends of the late Prof. L. R. Ingersoll, \$3,067.13; The First American State Bank, Wausau, \$200; Oscar Mayer and Co., Madison, \$300; Dane County Pharmaceutical Society, Inc., \$100;

Department of Health, Education, and Welfare, Washington, D. C., \$66,920; Upjohn Co., Kalamazoo, Mich., \$4,000; E. M. Bekkedal and Co., Inc., Westby, \$500; Scott Viner Co., Columbus, Ohio, \$100; Merck and Co., Inc., Rahway, New Jersey, \$3,000; S. B. Penick & Co., New York City, \$1,980; McCormick-Mathers Publishing Co., Wichita, Kansas, \$800; Committee for Economic Development, New York City, \$2,500; General Cigar Co., Inc., New York City, \$1,000; Easter Seal Research Foundation, Chicago, \$2,288; Abbott Laboratories, North Chicago, \$2,288; Society for the Investigation of Human Ecology, Inc., Forest Hills, N. Y., \$5,000; Muscular Dystrophy Associations of America, Inc., New York, \$3,243; American Phytopathological Society, Ithaca, N. Y., \$13,000; National Institutes of Health, Bethesda, Md., \$67,050; National Science Foundation, Washington, D. C., \$402,600.

THE OLD RED GYM

By Sandra Lemke '59



"DON'T TELL ME that old thing is still there?" comments an alumnus when he sees the old red gym still standing.

"Isn't that building scheduled to come down?" questions a student as he passes it daily on his way to class.

Indeed, one comment made by President Adams at the armory-gymnasium dedication ceremony, May 25, 1894, almost seems to be coming true. Said he: "The gymnasium was built to endure for all time. Although we are not wont to count the age of buildings by centuries, there is no reason why honest workmanship should not produce those that will last ages."

Back in 1894 the students and faculty were proud of their new gym. And they all turned out to help dedicate it.

The University battalion (there was no ROTC in 1894) and the governor's guard led the procession from the lower campus to the new armory. The president and faculty, the fellows (instructors), the undergraduates, the laws and pharmics—all marched gaily toward the new gym while the University band played.

The speakers of the day tried to outdo each other in praising one of the finest gyms in the country.

One Regent said that the magnificent building just completed was not equalled anywhere. Another said that Wisconsin "now leads the country in gym and armory facilities."

The Governor of the state, Governor Peck, exuberantly told the students; "If you say you want a playhouse and need it, you shall have it. All you need to do when you want a thing is to say you need it and you will get it."

Contrary to this grand oratory, the student's *hadn't* received their playhouse just because they asked for it. In 1889, the state legislature had defeated a bill appropriating money for their new gym.

But then the federal government needed an armory as a headquarters for the University battalion. And there was no room for headquarters in any of the existing buildings.

So the federal government and the State combined forces. In 1891 the State Legislature passed a bill approving the construction of the combination gym and armory. A special property tax of 1



WHAT'S CALLED THE WORST COLLEGIATE POOL IN NATION



ABOVE, THE GYM IS READY FOR A DANCE IN ITS EARLY YEARS



BELOW, PROM WAS ONE OF SOCIAL HIGHLIGHTS AT THE GYM

tenth of 1 mill was to pay for the building.

In 1894 it cost \$130,000 to build the gym. Today the gym is worth at least ten times as much . . . in replacement cost, that is.

For the students and faculty at the university, the red gym built like a Norman castle has had a mighty purpose to accomplish. As Governor Peck said, "the gym is not to train athletes, but to develop boys into energetic men."

An editorial in the Daily Cardinal, December 15, 1894, noted: "Studying tends toward the compression and constriction of students' chests. From faulty positions over their books, rounded shoulders and dropping heads have become a characteristic of the American student. But with Wisconsin's magnificent gym and every appliance to correct physical deficiencies, there is no reason why Wisconsin students should not be "grand, square, and upright" like Emerson's students."

But even in 1894 the gym was criticized as well as praised. Another *Cardinal* editorial complained that the hot and cold water system was defective. One had a choice between cold water and a Turkish bath with vapor filling the room.

The gym has never been criticized on the ground of disuse. From the beginning, everyone used the gym for everything. The university battalion drilled on the second floor. Men played handball on the third.

Prom was held in the armory for a number of years. Most of the Prom budget was spent on decorations for the second floor drill hall. Bunting and floral displays hid the rafters and walls. Fraternities built elaborate booths at the edge of the floor. At midnight couples ate a supper in the armory and then continued dancing until three a.m. Spectators watched the dance from a balcony above the hall floor.

Before World War I, the armory was at the center of campus activity. Ice hockey, military drills, parades, bonfires —all were on the lower campus, now the site of the two libraries. Dean Birge and the president of the University lived near the gym where the Union is now.

One also went to the gym for culture. Orchestra concerts, promenade concerts, baccalaureate exercises, alumni receptions, commencement exercises, and alumni dinners were all in the armory.

Before the fieldhouse was built in 1930, Badger basketball teams played their home games in the second floor drill hall. Some 2,000 spectators could watch from temporary seats.

Once, when the engineers put on an exposition in the gym, they built aquatic displays in the swimming pool—complete with live fish. In those days during and after World War I, the armory served as a barracks. An overflow of men too young for the draft enrolled in the University and in the Student Army Training Corps. They slept on cots in the second floor. Their meals were cooked and served in the annex.

Throughout the years, only one addition was made to the armory. In 1911, a \$15,000 annex was built. (This annex was torn down a few years ago to make room for the Wisconsin Center.) Also in 1911, the bowling alleys were taken out to make room for more lockers. The swimming pool, built in 1894, has been relined with tile several times.

In 1906 some pranksters decorated the gym. They painted "Ping-Pong Hall" in large white letters on the front. For many years one could see traces of these words.

The growing student body soon began to strain the armory facilities. The crowds of men around World War I overflowed the gym. Battalion drills and gym classes took place on the lower campus. Swimming classes were held in Lake Mendota in the spring and the fall.

By World War II some thought the gym was inadequate. During World War II nearly everyone agreed that the gym was obsolete and inadequate. When it had been built in 1894, only 1,018 men drilled or took physical education courses in the gym. But in 1958, more than 8,000 men are using its facilities.

Plans for a new gym at the northwest corner of Elm Drive and Observatory Drive are being discussed. No definite plans for tearing down the old red gym are being discussed.

But eventually it will come down, and another building will be built on the site.

In the future that familiar alumni comment may go like this: "Remember when the old red gym was still there?"

Wisconsin Alumnus, January, 1959

sports roundup

By Mark Grody '60

Wisconsin's basketball squad got off to an inauspicious start in late November and early December.

First the varsity's cagers dropped a contest with this year's freshman team. Then Marquette university, back on the basketball schedule again after a layoff of some years, cha-chaed into Madison on the night of December 2 and waltzed away with an easy 76–47 victory under their belts.

Shooting statistics tell the story of that effort. Wisconsin fired for the basket 52 times, connected on only 16 of these. Marquette connected on 32 of 71 tries. Yet the score was tied at 24-all as late as three minutes before halftime!

But while the varsity's cagers—hardpressed to find consistent outstanding talent at center, guard and forward posts—were having a bad time, Badger basketball fans were finding something else to cheer about.

This was the freshman team—the one that walloped the varsity, then did likewise to varsity sophomores in a preliminary to the Wisconsin–Marquette game. Fans obviously approved of the freshmen . . . there was a large delegation on hand in the Fieldhouse to watch them, fully two hours before the main event.

These freshmen—part of Coach Harold "Bud" Foster's rebuilding program, authorized by the athletic board last year—are led by a Chicago forward who had even the severest critics drooling following the freshman-varsity game. He is a likable Negro named Frank Burks, who was described by many (including the coaches) as "the best" natural basketball player ever to appear in the Fieldhouse. That was taking in a lot of ground, but those who said it knew it. A sellout crowd was on hand at the 1958 Wisconsin football banquet at the Memorial Union, where Elroy Hirsch was the main speaker at this awards dinner.

John Hobbs, backfield, and Dick Teteak, line, were selected as the most valuable players on the 1958 edition of the Wisconsin grid team. Jerry Stalcup, tackle, and Bob Zeman, backfield, were named co-captains of the '59 squad.

A new award initiated at this dinner went to Sidney Williams, senior quarterback. Williams received the Ivan B. Williamson sportsmanship award.

SWIMMING

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- Feb. 7-Minnesota at Minnesota
 - 14-Purdue at Purdue
 - 21-Michigan
 - 28-Michigan State
- Mar. 5—Conference at E. Lansing, Mich. (Also Mar. 6 & 7) 26—N.C.A.A. at Ithaca, N. Y. (Also Mar. 27 & 28)

INDOOR TRACK

- Feb. 7-Michigan State Relays at
 - East Lansing
 - 14-Iowa and Northwestern
 - 21-Northwestern
- 28-Minnesota Mar. 6-7-Conference at Madison

To be scheduled: Milwaukee Journal Games and Chicago Daily News Meet

It's now definite. The Big Ten football schedule will be on a full ninegame round-robin schedule by 1969. Faculty representatives also approved a proposal for playing a 10-game season, which will be permitted in 1965. Each university must pay a minimum of seven conference games in 1965 and 1966; each must play at least eight Big Ten contests in 1967 and 1968.

I have had lots of troubles"

AFTER YEARS OF WORK, the doorway to literary success finally opened. She managed to get her novel, *Moods*, published.

It promptly flopped.

Undaunted, she wrote a second novel, which instantly turned out to be the rage of 1869. Businessmen, lawyers, housewives, everybody read and talked about *Little Women*.

Fortune had finally smiled on Louisa May Alcott. Twenty years had passed between her first writings and *Little Women*—years of privation, struggle, pain. She had worked as a maid, as a paid companion, had nearly lost her life as a Civil War nurse, had once come close to suicide.

Now world-famous, her family secure, she would write many more books. And people would love them. For, as she said, "I have had lots of troubles; so I write jolly tales."

In those words, spoke the kind of unvarnished courage without which this country would be a far poorer place. Poorer not only by Louisa May Alcott's stories, but by the accomplishments of millions. For it is human courage and character that have made America wealthy and strong. And have made America's Savings Bonds one of the world's finest investments.

170 million Americans back U.S. Savings Bonds back them with a guarantee unmatched by any other form of saving. Your principal guaranteed safe to any amount—your interest guaranteed sure—by the greatest nation on earth. If you want *real* security, buy Bonds. Get them at your bank or through the Payroll Savings Plan where you work. And hold on to them.



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alumni news

1901-1910

Clough GATES '02, long-time member of the Board of Visitors and Board of Regents at the University, was married on Oct. 31 in California to Miss Lois Smith of Bakersfield, Calif. They live at Superior, where he is executive editor of the *Superior Evening Telegram* and affiliated newspapers.

F. Ellis JOHNSON, formerly engineering dean, has retired from his professional engineering activities and is occupied as a rancher near Salem, Ore., raising grass seed, sweet cherries, sheep, timber and holly. His wife is the former Elizabeth D. TROUS-DALE '09.

The Wisconsin State Bar and Marathon County Bar Assn. joined to honor E. P. GORMAN '08, former district and city attorney at Wausau, at a testimonial dinner celebrating his 50 years as an attorney.

The familiar (to Wisconsin) story of how UW Prof. Harry STEENBOCK '08 turned down one million dollars for exclusive rights to his discovery that Vitamin D could be synthesized or created in milk and some other products by exposing them to ultra-violet light, then assigned his patents to the Wisconsin Alumni Research Foundation to work for the University—this story recently got wider recognition through an Associated Press article by Alton L. Blakeslee which received much prominence in the nation's press.

George W. ICKE and Theo J. PANKOW of Madison have dissolved their general contracting and engineering partnership. The former will carry on the business and the latter will practice as a consulting engineer.

George W. HEISE '09 has been elected to honorary membership in the Electrochemical Society.

Emeritus Prof. and Mrs. H. A. SCHUETTE '10 (Jean FREDERICKSON '14) of Madison took an island hopping trip in the Caribbean.

1911-1920

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Gerald J. COXE '11 of Whitewater, Wis., was honored at a Phi Kappa Sigma founders day dinner in Milwaukee.

Hubert D. WHITE '11 is president of American Scientific Laboratories of Madison, which is now operating as a wholly-owned subsidiary of Schering Corp.

Walter H. SCHLECK '13 has retired as secretary and treasurer of the Young Radiator Co. of Racine, Wis. He was honored at a testimonial banquet and presented with gardening equipment, golf balls and a white leather lounge chair.

Marshall G. SIMONDS '15 has retired as superintendent of parks at Green Bay and is living in Fennville, Mich.

Mr. and Mrs. Lester C. ROGERS '15 (Lucile PRITCHARD '16) visited Vene-

Wisconsin Alumnus, January, 1959



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Let us send you details of this unique plan of Investment-Philanthropy

The Wisconsin Alumni Research Foundation offers you the opportunity to:

1. Realize important and immediate income and capital gains tax savings. Personal and/or real property may be used as your investment

2. Receive an income for the lives of two beneficiaries (one may be yourself), an income based either on the Foundation portfolio of carefully selected "growth" stocks, or on the segregated returns of your contribution

3. Financially support scientific research in the natural sciences at the University of Wisconsin.

Write for Brochure 58, WISCONSIN ALUMNI RESEARCH FOUNDATION, P. O. Box 2217, Madison 1, Wisconsin Leaders read the Kiplinger Letter every Monday morning

zuela, where he was U.S. delegate to The First Interamerican Congress of the Construction Industry at Caracas. He is president of Bates and Rogers Construction Corp. of Chicago. While enroute to South America he attended a U.S. Chamber of Commerce meeting in Washington, while Mrs. Rogers visited their daughter, Mrs. H. W. Stinson (Barbara E. ROGERS '46) in Warrenton, Va. The Construction Industry Congress was instituted to strengthen and promote a concept of private enterprise in the construction industry in this hemisphere, particularly in the Latin American countries where so much work is done under government control and supervision.

On an around-the-world excursion, Dr. Arnold S. JACKSON '16 of Madison has been writing some interesting travelogs for the Madison *Capital Times*.

Retired from medical practice and living in Florida at Clearwater is Dr. William E. JAHSMAN '17.

E. R. KLASSY '17 is president of the recently-sold James Manufacturing Co. of Ft. Atkinson; the firm will be known as the Atkinson Finance Corp.

A portrait of Arlie MUCKS '17 was presented to the Saddle and Sirloin Club in the Chicago Union Stockyards during the International Livestock Show.

C. M. JANSKY Jr. '17, one of the nation's foremost consulting engineers in the broadcasting field, was main speaker at the WHA "family dinner" in November. He was one of the pioneers of the "oldest station in the nation."

David W. SMITH '17, manager of industrial relations and personnel at the Wichita, Kansas, plant of the Cudahy Packing Co., acted as a representative of the University at the inauguration of Wichita U. President Harry Corbin not long ago.

Dr. Gunnar GUNDERSEN '17 of La Crosse, president of the American Medical Association, recently criticized compulsory retirement policies.

The famous King Ranch in Texas, of which Robert J. Kleberg '18 is president and manager, may expand its properties to Australia.

Dr. J. Vernon STEINLE '20, vice-president of research and development of S. C. Johnson and Son Inc. of Racine, received the first Milwaukee section award of the American Chemical Society for his pioneering research, business leadership and civic activities.

1921-1930

In Milwaukee, Philip D. REED '21 chairman of the finance committee of General Electric, was presented with a five-foot key in honor of his service with the company, including 19 years as board chairman.

Dr. Chester M. KURTZ '21, former UW medical school facultyman, has been named manager of the Veterans Administration hospital at Ft. Bayard, N. M.

Elmer BENSON '21 of the A. W. Lund hardware company in River Falls recently reminisced for the *River Falls Journal* on retail trade changes in the half century he's had experience with it. "It's tougher now," he remarked. "You constantly hear advertisements promising bigger allowances than ever before. The manufacturers are just wonderful about giving away your money." Benson has had a varied background, too, in civic and alumni affairs.

Dr. Glenn JENKINS '21, dean of Purdue U.'s School of Pharmacy, was honored by the University of Wisconsin at a pharmacy institute.

Walter F. RENK '24 of Sun Prairie, president of William F. Renk Co.—the first farm family corporation in the United States —was elected a director of Wisconsin Power and Light Co.

Druwood DuBOIS '24 is an executive vice president of the Ohio Citizens Trust Co. in Toledo.

Harold P. TAYLOR '24, Milwaukee, president of the Wisconsin Public Service Corp., has been elected to the Northland college board of trustees.

Dr. Clarence H. LORIG '24 of Columbus, O., has been elected to the presidency of the American Society for Metals. Named to the 30,000-member national society's board of directors was Merrill SCHEIL '24, director of metallurgical research for the A. O. Smith Corp., Milwaukee.

Otis L. WEISE '26 has resigned as editor and publisher of *McCall's* Magazine. He was followed by a number of other editorial and advertising executives.

I. O. HEMBRE '25, Madison, executive secretary of the Wisconsin Soil Conservation

committee, received one of the first president's citations of the Soil Conservation Society of America.

After 37 years of perfect attendance, Brodhead High school science teacher James LARKINS '26 finally was hospitalized so that he had to miss a class.

Curtis G. WHITE '26 has resigned as editor of the *Barberton*, *O., Herald* to become Barberton city planning director. Burton F. MILLER '26 was recently ap-

Burton F. MILLER '26 was recently appointed vice-president, advanced systems planning, for Thompson Ramo Wooldridge Inc.—a new merger-born firm. He lives at Pacific Palisades, Calif.

Marshall GLASIER '27, a teacher at the Art Students League in New York, recently had an exhibit of 15 years of painting at the Berryman Gallery.

Dean Kurt F. WENDT '27 of UW Engineering has been appointed a member of the National Research Council as a representative of the American Society for Engineering Education.

Helen L. BUNGE '28 will become director of Wisconsin's nursing school on July 1, after joining the faculty Feb. 1 to study the school's program. She will succeed Margery MacLachlan, who will remain in an administrative capacity. Dr. Anthony DONOVAN '28 is chief

Dr. Anthony DONOVAN '28 is chief public health advisor to the I.C.A. operations mission to Pakistan, with headquarters in Karachi.

Re-elected superior court judge in Maricopa County at Phoenix, Arizona, was Henry S. STEVENS '29.

Dr. Harold W. BEAMS '29, a State University of Iowa faculty member, has been working at Argonne National laboratory to study the effects of ultra centrifugation upon the cell organelles as seen with the electron microscope.

Dr. Charles J. MURPHY, a specialist in 17th century literature, heads the English department at the University of Maryland.

Mr. and Mrs. Kenneth S. Kemmerer (Arbutus ANDERSON '30) live in Evansville, Ind. He is a research chemist at Mead Johnson and Co. Their son, Kenneth S. (Jr.) was recently married, to Barbara Ann Butts.

Dr. Donald F. HANSEN, assistant aquatic biologist with the Illinois Natural History Survey, was honored by his associates for a quarter century of service.

1931-1940

Paul J. OLSON '31, secretary of the Dane County Conservation League, received an American Motors conservation award for his work in conservation education for youth.

Harry E. WHITE '32 was appointed Marinette county judge.

Dr. Morris WEE '32, pastor of Madison's Bethel Lutheran Church, spoke admiringly of Israel's attempt to build a nation upon his return from a fact-finding trip to the Middle East.

Percy HARDIMAN '43 of Hartland has been named president of the Wisconsin Farm Bureau Federation.

David S. NOVICK '33 and Donald S. EISENBERG '56 have become law associates in Madison.

Wisconsin Alumnus, January, 1959

Thomas E. HAMILTON '33, after two years in Washington, has been named director of the nation's soil bank program.

Elsie LARSON Alcorn '33, home service director of the Milwaukee Gas Light Co., has won the American Gas Association home service achievement award.

Ellis P. HANSEN '33 is chief engineer of the steam turbine department at Allis-Chalmers Mfg. Co. in Milwaukee.

John F. TOWLE '34 is manager of taxes and internal audit at Pennsalt Chemicals in Philadelphia, Pa. He is a past president of the Wisconsin Club of Philadelphia.

Charles W. D. HANSON '34 is national advertising sales manager of Life Magazine.

Col. Norbert J. HENNEN '35 is commanding officer of the 411th Infantry Div. at Ft. Snelling, Minn.

Robert H. KRONE '35 is principal staff engineer in the general engineering department at Whiting research of Standard Oil Company of Indiana.

The Edward Rhodes Stitt Award for 1958, given annually by the Association for Military Surgeons for outstanding contributions in antibiotic medicine, was awarded Captain George L. CALVY '35, Medical Corps, U.S. Navy, who is chief of the medical service at the St. Albans naval hospital on Long Island.

Owen R. SLAUSON '35 is vice-president for domestic sales of the Ray-O-Vac Co. and will continue to live in Madison.

The Kirk Bryan Memorial Award of the Geological Society of America for outstanding contributions to the science went to Dr. Luna LEOPOLD '35 of the U.S. Geological Survey.

Prof. Harry Dean WOLFE '38 has joined the UW faculty in commerce and journalism.

L. K. FASEL '38, R.M., has opened a physical therapy office in Wisconsin Rapids. Fletcher M. KENSETH '38 and Mrs.

Eleanore Sweitzer were married recently and will live in Cambridge, Wis.

Roth S. SCHLECK '38 is a vice president of the First Wisconsin National Bank of Milwaukee. He is also active in the Wisconsin National Guard.

Ralph A. MEHLOS '38, St. John's (Delafield) instructor and publicist and "Burpin-Jerkin" inventor (this garment is worn by wary baby feeders, bathers and burpers) wrote to tell us about the birth of his third son; Lon Kent.

New Sturgeon Bay superintendent of schools will be Ingvar M. ROHLING '39.

William N. HOLT '39 is with The Texas Company in New York City.

Eugene E. WELCH '39 was awarded the First Oak Leaf Cluster to the Air Force Commendation Ribbon for his special activities and performance of his duties as an air force pilot and staff administrative officer while stationed in the Azores.

William M. LOVELL '40 is in charge of Detroit area news relations for General Motors.

Theodore A. GILL '40, formerly editor of the Christian Century, is president of the San who powered the world's fastest aircraft invite

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Due to expanding activities, career opportunities are now available to qualified engineers at General Electric's famed Jet Engine Department in Cincinnati.

But by "qualified", we mean more than just an Engineering Degree and two or more years' experience in Jet Engine or component design or controls work. By "qualified" we mean a certain state of mind.

If you like to meet and solve new problems... if you like the challenge of the unknown... if you're the kind of man who likes to help write tomorrow's textbooks in today's test labs... you're "qualified" the way we use that word.

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GENERAL

Francisco Theological Seminary at San Anselmo, Calif.

Prof. Leon D. EPSTEIN '40 of the UW has written a revealing exposition on "Politics in Wisconsin", published by the University of Wisconsin Press (\$3.50).

J. Slaten JENNER '40 has been named manager of the Economics Division of the Midwest Research Institutes, Kansas City.

1941-1945

The Loubat prize has been awarded by Columbia university to UW English Prof. Henry A. POCHMANN '41.

An 18-year veteran of the Madison Police Department, Frank E. FORSTER '41 is captain of the police records bureau.

Married in October were Helen ZOGG '41 and William D. Boetticher of Chicago. Both are attorneys.

Rose LAWENT Lewis '41, recent recipient of a masters degree in business education, is employed by the U.S. Armed Forces Institute in Madison.

Bill ERIN '41 wrote an article entrancingly entitled "Advertising Is Writing, Too" which appeared in the December issue of *Writer's Digest.* Bill, by the way, is a TV and radio commercial writer at Needham, Louis & Brorby Inc., Chicago ad agency.

Dr. George SCHAFER '41 is on the music faculty of West Virginia U.; he has had two works recently published by the Concordia house of St. Louis: "A Festive Prelude on Veni" and "Tintinnabulation Carillon", both for the organ.

Donald V. STOPHLET '41, former director of development programs at the University of Pittsburgh, was named as assistant to the president with the same kind of responsibility at Western Reserve U. at Cleveland. Hugh A. ROSS '48 was named office counsel of Western Reserve at the same time.

Merle E. HOWARD '42, dairy superintendent at Mooseheart Farms, Ill., has been named official classification inspector of the Holstein-Friesian Association of America.

N. S. HEFFERNAN '42 has been appointed deputy attorney general of Wisconsin; he has been city attorney at Sheboygan. Harold C. STEINKE '43 is a director of

the Sheboygan County UW Alumni club.

Dr. Gerald A. LePAGE, '43 resigned his UW post to accept a position at Stanford Research Institute, where he will continue his cancer research.

William F. STOWASSER Jr. '43 is a senior research engineer for Jones and Laughlin Steel Corp. in Ptttsburgh.

A daughter: born to Mr. and Mrs. George P. Rarity (Grace R. STAVER '43) who live in Oak Park, Ill. Mrs. Rarity is a former teacher in that community.

Mr. and Mrs. Robert J. King (Mary Jane



DICK '44) now live in Wheaton, Ill.; he is director of sales of American Mat Corp. of Toledo, O. They have four children.

Jack DONIS is vice-president of the First National Bank in Elkhart, Ind.

Helen Margaret KAISER '44 is in the graduate program of education and training in social work at Florida State university, Tallahassee.

Warren H. FRISKE '44 of Reseda, Calif., is now associated with Atomics International.

Richard Kevin is the third son of Major and Mrs. Robert E. MOORE '44 (Elinor EBERLE '44), who live at Redondo Beach, Calif.

Donald D. GALL '45 is general manager of the General Telephone Co. of the Midwest, with headquarters at Grinnell, Ia.

1946-1950

Myra KOEHLER '46 is art coordinator in Wausau elementary public schools; she has a wide background of travel in the U.S., Japan and Germany.

Mary Theresa FORD '45 and James Clark Owen, an electric engineer with the Arabian American Oil Co. in Saudi Arabia, were married in November in Vatican City, Italy.

Virginia M. SCHELAR '47 is an assistant professor of physical sciences at Northern Illinois State Teachers College, DeKalb, Ill.

Bernard LOGAN '47 is assistant to the dean of Pittsburgh U.'s school of general studies, an evening liberal arts degree granting program for adults.

Ralph B. van GUERARD '47 of Bethpage has been named registrar at New York U., where he is an associate professor of education.

Faculty Award Lecturer at Occidental college in Los Angeles was Dr. Kenneth Arthur OLIVER '47, professor of English there.

Sherman SWEET '48 has been elected probate judge of Los Alamos County, N. M.

Keith L. JONES '48 has been named auditor and James F. OPPERMANN '50 assistant comptroller of the Northwestern Mutual Life Insurance Co. in Milwaukee.

Dr. Philip G. WHITE '48 is vice president and director of research of American Scientific Laboratories Inc., of Madison.

Rexford K. ROE '48 is now associated with North American Aviation Corp., Los Angeles.

A fruit ranch in the Yakima Valley is home for Mr. and Mrs. Eldon L. ZICKER '48 (Wilma ALLER '55), who have three sons: William Louis, John Eldon and Steven Curtis.

Alvin J. FRISQUE is a researcher at Whiting labs of Standard Oil Co. of Indiana.

Alvin C. ERICKSON, products manager of the American Dairy Association in Chicago, lives in Barrington, Ill., with his wife and six children.

Lois PLUCKHAN of Madison was elected recording secretary of the American Association of Medical Assistants.

Robert W. SCHUMANN is an associate electrical engineer at Argonne National laboratory.

In the home of Mr. and Mrs. H. Dale PALMATIER '48 (Marilyn HANSON '52) a daughter Jane has come to join older

Wisconsin Alumnus, January, 1959

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Wisconsin Alumnus, January, 1959

next month

a special founders day issue of the wisconsin alumnus

The University and the World

watch for it in February

brother Jimmy. Mrs. Palmatier is vice president of the Minneapolis Alumnae Club.

Dr. John TOUSSAINT '49 is medical director of the yet-unfinished Central Wisconsin Colony; he has prepared for the post by traveling extensively throughout the U.S. gathering information about mental institutions and is now living in Madison with his wife and small son.

Joseph C. FAGAN '49 is manager of the Wisconsin chapter, Associated General Contractors of America.

Ty HOMEWOOD '49 is account executive for the Ford Institutional Account of the Kenyon and Eckhardt ad agency in Detroit and lives in Birmingham, Mich. with his wife and three children.

William C. MOSHER '49, Schofield attorney, has opened a branch office in Edgar.

Roger CLENDENING '49 is associated with attorney Frank HUETTNER in Cadott.

Edward JAMOSKY '49 is on the faculty of Nicolet high school near Milwaukee.

John B. MATHEWS has been appointed administrator of the Wisconsin Neurological Foundation in Madison.

Mr. and Mrs. Howard Cohen (Diane TROMMER '40) of Forest Hills, N.Y., announce the birth of William Mark.

Joseph G. KROFTA '49 is an instructor at Illinois Institute of Technology, Chicago.

Ralph PIPPERT '50 is on the faculty of Lakeland college at Sheboygan.

Richard J. BUCKLEY '50 is superintendent of the Sprague of Wisconsin plant in Cedarburg.

E. F. BUSSIAN '50 and his wife and two daughters are living in Phoenix, where he is agency vice-president of H.B.A. Life Insurance Co.

Dr. and Mrs. Gregory L. GALLO '50 are living in Oconomowoc, where he recently started medical practice. They have a new son: David William.

M. Gene CRUSE '50 heads the Boy Scouts of America program in Bloomington, Ill. He lives in Peoria.

The television drama "The Staring Match" by Jerry McNEELY '50 won top honors from the Writers' Guild in New York.

1951

Dr. Vincent J. PETERS is now with the Upjohn Co. in fermentation research.

Robert J. SHIER has opened his law office in Watertown and has moved there from Loyal with his wife and three children.

Gary B. SCHLOSSTEIN '51 of Cochrane has been named Buffalo county court judge after five successful years as district attorney there.

Edsel VERGIN is superintendent of the Ellsworth (Wis.) area school system.

Jack D. FOUTS is an instructor in physical education at Bowling Green State university, Bowling Green, O.

Edwin W. SMYTH is a staff engineer at the Owego (N.Y.) plant of IBM.

Gerald LARSON, with a new masters degree from Minnesota, is employed by the Minnesota Valley Breeders Assn., at New Prague, Minn.

Donald JOHNSON is a new attorney at Whitehall.

Alfred M. KAUFMAN was elected president of the Shorewood Businessmen's Association of Madison; he's manager of Rennebohm's Drug Store No. 15 in the Shorewood Shopping Center.

Forian HEGGE, a Whitehall attorney, has become associated with a Blair law office as well.

William M. HERRING '51 is a project engineer at Standard Oil Co. of Indiana's Whiting laboratories.

Charles R. DICKOFF, general manager of Beaver Dam's radio WBEV, is now also station relations director for the Walker group in Wisconsin, Illinois, Iowa and Michigan.

Ed GREEN is a full time exhibition designer and publication artist with the Milwaukee Public museum, as well as a parttime UW-M instructor.

1952

Don KINDT worked this past fall on UW grid broadcasts over WTMJ, Milwaukee.

Donald ZOELLNER is teaching art in Waupun elementary schools.

Attorneys Harold W. FAGER '52 and Alvin R. KLOET '58 are associated in a law practice at Luxemburg.

John DAILY is mathematics teacher, guidance director and curriculum coordinator at Salem Central High school.

Mark J. FARNUM was appointed Rock County district attorney.

The new Mrs. William A. Feess (Mary CUNNIEN) and her husband are living at Lakewood, Colo. She is with the U.S. government as a claims representative in the Denver area.

James B. LARKIN is teaching languages at Pacific University, Forest Grove, Ore.

continued on page 38

newly married

1947

Anastasia TOPITZES '55 and George PAPAGEORGE, Milwaukee.

1950

Deana Mendenhall and John W. KOHL, Syracuse, New York.

Eloise Robinson and Lt. Leonard DEVINE, Jacksonville, Ala.

1951

Elizabeth Muenzner and George ASZTA-LOS, Thiensville.

Patricia F. OSCAR and Vern H. HOL-TAN, Minneapolis, Minn. 8

Jacqueline N. Johnson and Capt. Duane LARSON, San Antonio, Texas.

1952

Julianne D. CROWELL '58 and Donald R. SETZKORN, Madison.

Patricia A. HUGHES '55 and James M. COPPS, Eau Claire.

Charlotte WAGENKNECHT and Jack McMinn, San Francisco, Calif.

1953

Diane Panos and Dr. William C. ROU-MAN, Madison.

Gloria Swanson and Richard DOUBLE-DAY, Milwaukee.

Lois Steffenhagen and Joseph L. BEN-TON, Peoria, Ill.

Dorothy S. Brown and Capt. Richard F. ROBERTS, Bunker Hill Air Force Base, Ind. JoAnn C. KRENZIEN and David H.

1954

Birkeness, Chicago, Ill.

Lois C. FRANK and John E. COLE, 57, Madison.

Lola J. STEGNER and Harold G. Stein, Indianapolis, Ind.

Sally SCHEE '58 and David HOEVELER, Madison.

1955

Annette WEBER '58 and Robert FLEIS-CHER, Fond du Lac.

Regina Janda and Michael HANSBERRY, Oak Park, Ill.

Marlene J. Weiss and Robert W. KOHN, Madison

Margaret R. Koerner and Pierre E. SLIGHTAM, Des Moines, Ia.

Betty A. BAKKE and James G. Mc-Sweeney, Eureka, Ill.

Penny J. Haines and Charles L. FINE, Falls Church, Va.

Muriel F. Feldkamp and Wayne J. NEWHOUSE.

Genevieve Mueller and Gary BLAHNIK, Two Rivers.

Donna R. Kelker and George E. SEY-MOUR, Portland, Ore.

Mary S. GOEBEL and Dr. Richard G. McGary, Roswell, N. M. Margie KRIKELAS '57 and Sanford C.

COUCH, Madison.

Sally E. Eichstead and Donald J. HOST-VEDT, Marshfield.

Mary H. NICOLAUS and David R. Brown, Lynchburg, Va.



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Alumni

continued from page 36

William SIME, sales representative of Spencer Chemical Co. in Worthington, O., has received his firm's "Professional Salesmanship" award.

Walter R. SCHWARTZ M.D. is out of the Army and living in Milwaukee.

Joseph H. SILVERBERG is manager of the Madison office of Manpower Inc.

Managing editor of a new literary quarterly magazine in Milwaukee is Sands WIKEN.

Mrs. Eileen HUNZIKER Bohn (Rodney) is the first speech therapist to work in Sauk county, and is working particularly in Baraboo and Reedsburg.

Thomas L. JEATRAN received his certification of pharmacy, then reported for two years of army service. Also receiving his registration as a pharmacist was Kenneth GOING, who is employed by Morton's Drugs, Menasha.

Carol Ann BLOXDORF is home furnishings editor of *Better Homes and Gardens* books in Des Moines.

Kay SCHULTZ is a public relations assistant with the American Bowling Congress in Milwaukee.

Newell LEITZKE is head librarian at the Buckham Memorial Library in Faribault, Minn.

Joanne HEIL is an occupational therapist at Charles D. Miller Hospital in St. Paul.

Lawrence PESCE Jr. is in the Rapauno laboratories of DuPont at Gibbstown, N.J.

Thomas SAETHER is attending the Institute of Mortuary Science in Milwaukee.

David BOYD teaches music in Dorchester's public schools.

Alfred W. LEVER is a Fulbright student at the U. of Munich, Germany.

Joseph Z. MOSKOWITZ is a med student at the UW; he and his wife live in Madison.

Wayne Paul WAHL and his wife are living in Watertown.

Allen M. JOHNSON is an air force lieutenant at Malmstrom AFB, Great Falls, Mont. He is married to Susan L. CORY 58.

Herbert C. GLAETTLI is with United Press International in Chicago.

James E. LARSON is with the Bureau of Personnel of the State of Wisconsin in Madison.

Thomas J. STADLER is an engineer with Douglas Aircraft in El Segundo, Calif.

Robert W. OTTO has been learning to operate a helicopter at Camp Wolters, Tex. He is now stationed at Fort Campbell, Ky.

Milton C. BENNETT is a research engineer with the J. I. Case Co. in Racine.

Mrs. Barbara Kay HEINEMANN Benson (Earl) is a teacher at Skiles Junior High school at Evanston, Ill.

Joan T. BERRY is an attorney with the Department of Justice, Washington, D. C.

John M. WHITMER Jr. has received a fellowship to study public administration at Iowa U. He had been assistant to the Cincinnati city manager.

Nancy LINDGREN is teaching and studying sociology at Hawaii U.

necrology

Frank W. CALKINS '08, former Wood County Judge, Wisconsin Rapids.

Melkon S. CHUCHIAN '09, Bakersfield, Calif.

C. W. WALTER, Sr., '09, secretary-treasurer and general manager of The West Bend Lithia Co., West Bend.

James Francis DESMOND '11, Mukwonago.

Edward F. JOHNS '09, Skokie, Ill.

Mrs. Phoebe BECKET Donaldson '09, (Charles), Evanston, Ill.

Dr. C. R. STEINFELDT '09, in Miami, Fla.

Roland E. STOELTING '09, Milwaukee. George W. CHAMBERLIN '10, civil en-

gineer retired, Crosby, Minn. Agnes Groves STORIE, '10, retired teacher, Lodi, Wis.

Verne EDWARDS '10, attorney, Superior, Wis

Mrs. Edna M. HUGHES Bryant '10 (Harvey), Mason City, Iowa.

Juliet Leta BANE, '11, at Pontiac, Illinois. Walter Baker MILLER '11, Springfield, Va., some years ago.

Mrs. Frances E. SHATTUCK Young '11, Wethersfield, Conn.

Harold H. HOLMES '11, San Jose, Calif. Mrs. Anna K. RIETON Steffen, Jr., '11 (Alfred L.), Sheboygan, Wis.

Neil W. HOFFMAN '11, Chicago, Ill.

Luther Parris BYARS '12, Marion S. C., some years ago.

Mrs. Florence OETTIKER Davis '12 (John T.), Los Angeles, Calif.

Edith May SANFORD '12, at New Haven, Conn.

Mrs. Edna GILLEN Bailey '12, New York City.

Erwin T. MOEN '40 of Black River Falls.



The Alumni Association was saddened in December by news of the death of Howard T. Greene '15, long-time friend of the University and 1939–41 president of the Wisconsin Alumni Association.

Mr. Greene, president of the famous Brook Hill dairy farm of Genesee Depot, had been a member of the Association's board of directors since 1935. He was also active in the fund-raising work of the University of Wisconsin Foundation, having been one of the original incorporators of that organization and a Foundation director since its founding. He was chairman of the projects and proposals committee of the Foundation.

During his term as Association president, Mr. Green was particularly active in encouragin scholarship aid to worthy University students.

In recognition of his contributions to the University, Mr. Greene was awarded a distinguished service citation by the Association in 1949. In 1957 he received a similar award from the Wisconsin Alumni Club of Milwaukee; earlier he received a distinguished service award from his fraternity, Chi Psi.

Mr. Greene was a member of the board of trustees of Milwaukee-Downer college.

badger bookshelf

BIOLOGICAL AND BIOCHEMICAL BASES OF BEHAVIOR. Edited by Harry F. Harlow and Clinton N. Woolsey. University of Wisconsin Press. (Price \$8.00)

This is a composite of reports given at the Symposium on Interdisciplinary Research at the University of Wisconsin in 1955. The purpose of the symposium was to correlate studies in progress in the fields of anatomy, physiology, biochemistry, and behavior, all having involved the research of numerous laboratories. The contributions included in this volume show the significant and rapidly-moving pace at which growth of interdisciplinary research is advancing.

POLITICS IN WISCONSIN. By Leon D. Epstein. University of Wisconsin Press. (Price \$3.50)

Those curious about the open primary in Wisconsin or about Wisconsin's twoparty system will find special interest and the answers to their questions in "Politics in Wisconsin." Tracing through the state's history, this book focuses attention upon the informal aspects of state politics rather than on the formal. The method of study employed for the analysis is one of the newer techniques of political analysis, and is a distinctive contribution to the field.

The author, Professor Leon O. Epstein, a UW alumnus, has been a member of the UW department of political science for 10 years. He received his Ph.D. from the University of Chicago. Besides "Politics in Wisconsin," he has written "Britain: Uneasy Ally," and numerous articles on both British and Wisconsin politics.

SCIENCE IN A TAVERN. By Charles Sumner Slichter. University of Wisconsin Press. (Price \$1.00)

From the lost realm of out-of-print comes "Science in a Tavern," essays and diversions on the subject of science in the making, presented with much gusto, wit and wisdom. With a tangy consideration of things past and present, the

Wisconsin Alumnus, January, 1959

224 pages of essay style reading relates how facts of science were discovered by congenial Englishmen meeting in coffee shops and pubs of England during the 17th and 18th centuries.

The author, the late Charles Sumner Slichter, is one of the greats of the University of Wisconsin faculty. He was a professor of applied mathematics and dean of the Graduate School.

A POLISH CHAPTER IN JACKSON-IAN AMERICA. By Jerzy Jan Lerski. University of Wisconsin Press. (Price \$5.00)

This is the story of the landing in the U.S. of exiled Poles, who, unable to speak the language, lacking an understanding of the U.S. customs, and possessing only a knowledge of the American traditions of personal freedom, attempted to establish a Polish colony. The United States served in this 1831 instance, as well as in the 1956 Hungarian Incident, as a haven for people oppressed by Russia.

The author, a Polish native, is now a professor of American and Russian history at the University of Karachi at Pakistan. During World War II he served as a special paratrooper envoy of Allied Headquarters, London, to the Polish Underground in Warsaw.

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