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FRED, \$10,150, and THORKELSON, '98

The Wisconsin ALUMNUS

Here Comes the Centennial—see pages 15-17

★ Dear Editor:

HIGH PRICE

Let me remark here and now that the March issue of the *Alumnus*, to my way of thinking and reading, is the outstanding number among the many that have come to me in all the past. It establishes a pretty high standard by which subsequent issues will be judged as "up" or "down". That's the price an editor has to pay for excellence.

A. F. KRIPPNER, '04.
Denver, Colo.

THE REAL PROMISE

In the mail recently arrived President Fred's letter addressed to the alumni concerning Commencement-Reunion weekend. It was more than welcome. Also was received an announcement about the Aug. 23-28 National Congress of the National Student Association. It was more than welcome.

I am glad to be the object of interest of those who sent these communications to me. They are quite welcome to keep me in their mailing lists. I hope they will.

Yet, the letter from NSA stimulates me, gives me hope. The letter from the alumni course seems much less hopeful.

The point of this letter is to explain that alumni associations, generally, of high schools and colleges in America seem to be missing the boat. Why shouldn't they? They have their eyes fixed on too few objectives.

Why is it that the epochal decision of the US Supreme Court concerning the place of religious education in public schools had to have its origin in a local community family situation? If current practice was unconstitutional in 1948 it was unconstitutional in 1928. Where are the alumni of a state university in that or any other local community that allow unconstitutional or potentially unconstitutional situations in education to exist unquestioned.

University alumni are not on the ball nor are alumni associations. Alumni associations should be social, etc., but, on the community levels, the Wisconsin alumni, the University of Michigan alumni, etc., should, as the trained reflective minds of the community, meet, think their way into community problems, etc., and furnish the local leadership to solve these community problems, the lack of solution of which has and is destroying the confidence of the American people in the American form of government.

Have a good time on Commencement-Reunion Weekend. But, don't kid your yourself. The real promise on the Wisconsin campus lies not on that weekend. It will be on Aug. 23-28.

CLARENCE C. CASE, '27
Grand Rapids, Mich.

MEMORIES

The February *Wisconsin Alumnus* contained much valuable as well as interesting material. The article by John Gabriel about the Bascom Era interested me especially, as my father was a member of the class of 1888.

There is one incident that my father told and re-told many a time which I have never seen written up in detail. It has been referred to as the "pepper prom". There was quite a feud on between the non-fraternity men and the fraternity men. So some of the fellows contrived to sift finely ground red pepper (and snuff perhaps) through the ceiling of the building where the prom was in full swing. The coughing and sneezing which ensued was terrific. It really broke up the prom. Some of the faculty and fraternity students tried to round up the culprits. Several of them made their getaway, but the last man there looked like he was trapped. He had to jump out of a second floor window to make his escape. A large crowd was gathered below the window. When he landed on the ground, the crowd surged toward him to grab him. However, he must have had some compatriots in the crowd. For several men dashed up between him and the crowd and said, "Stand back, the man has probably broken a leg." As the crowd gave way he was on his feet quick as lightning and made his getaway.

I regret that I did not have my father write up some of these events. My recollection of them may not be entirely accurate. Perhaps President Emeritus Birge can tell you more about it, because I remember my father said Mr. Birge was one of the men that tried to pursue the villain after he got away from the crowd, but was not successful in overtaking him.

Last week I sent a copy of the *Trochos*, the annual published by the class of 1888, to the University Library. After that year the annual was named the *Badger*. The *Trochos* of the class of '88 (published in 1887) is the second annual to be published at the University.

Mr. Gilbert Doane, Director of the Library writes:

"The University Library is very grateful for this volume for we do not have copies of either the 1886 or 1887 issues of the *Trochos*, so you see this is an addition to our collection and one which we shall treasure for its association with two of our alumni.

We were interested to find the likeness of Pat Walsh in this issue. Ever since I came to Wisconsin in 1937 I have heard tales and legends about this man until he has become almost a mythical figure.

The sketch of the libraries also gave some information, in addition to what we already had."

My father, John S. Roeseler, was one of the Board of Editors of the *Trochos* published in 1887, and made quite a number of drawings for that issue.

OSCAR E. ROESELER, '15
Superior, Wis.

NEXT MONTH

THE WISCONSIN STORY. A brief but complete history of the University on the occasion of its 100th birthday.

VOLUME 50, NO. 1. The chronicle of the 50 years of campus service of the *Wisconsin Alumnus*.

SCHOOLING VS. EDUCATION

Three years of World War II experience on Navy recruiting duty in North Dakota, Minnesota, New York City, and New Jersey served to point out to me the vast difference existing today between schooling and education. There is more of the former than ever before and much less of the latter. One realizes now the quality job that the University of Wisconsin has done for so long and its position of importance as an institution of higher learning.

If there is to be peace in our world in our times it will be because the majority of the people want peace more than they want war and are ready to fight as hard to stay out of a fight as they have to once they are hopelessly committed. Unless our colleges can train leaders who are sufficiently in touch with the mental processes of the average person to really lead them, we will still be ruled by the rabble rousing dictators who know that it is far easier to destroy than it is to create.

The *Alumnus* is read with interest each month and it is not pleasant to see notices of the deaths of so many contemporaries each month. That, more than anything else, forces one to admit that time has passed faster than one cares to admit.

DONALD A. CALDWELL, '18
Sioux Falls, S. D.

TOPS

Enclosed please find personal check for \$4.00 to cover membership dues for current year.

It has been quite a period of time since I left the campus, but I still look forward to getting monthly news about Wisconsin. I have seen many other alumni magazines but Wisconsin's tops them all by many kilometers—possibly because Wisconsin does many more things in a better way. When Wisconsin ceases to be a vital cog in world events, you can cancel my membership.

GEORGE W. CAMPBELL, '12
Chicago, Ill.

RED SQUIRRELS

Just to thank you for a copy of the May issue, containing the story about myself. It is very kind of you to speak in such a friendly way, although where you got the information about my birth is more than I can figure out.

Mr. Davis, of the *Milwaukee Journal*, who was quoted, in part, did not quite get what I told him about the red squirrel, as a planter of pine trees, for instance. This little fellow actually buries the cones, usually under the edge of an old down tree trunk or log, or at the base of a tree, and, while he possibly buries more than he ever resurrects, for winter feed, a hawk is apt to get him, especially after he has slowed up a little with age, so that the buried cones are pretty apt to contain a seed or two that germinates, and ultimately grows up and survives as a tree. I have, more than once, seen hawks, flying over the forest, swoop down to get one of these little rascals, about their more or less noisy business, but the younger squirrel is usually quick enough to dodge around behind the tree trunk, and beat it up to the top, to hide. When things quiet down, he usually goes back to his original station, and begins to swear, in a very human way.

ASA K. OWEN, '01
Philips, Wis.

RE MR. PRITZERT

Every mother likes to believe that her child is just a little bit better than any other.

The usual college alumnus feels that his alma mater is the best in the land and could not possibly be surpassed.

To a 1947 graduate who thinks that Wisconsin is the University that most happily provides for its students a chance to receive a stimulating, inspiring education and to capture the "joie de vivre," Sidney Pritzert's article in a recent *Wisconsin Alumnus* was quite the surprise.

As a Badger coed of the war through the green years, my opinions differ widely from Mr. Pritzert's.

To my way of thinking a Wisconsin seemingly infested with education-hungry students is a wonderful phenomenon. I like to think that Wisconsin opens its doors to as many students as it can, many of whom could never before afford educational opportunities.

I relish the idea of Wisconsin's open-heartedness, its inherent friendliness. An analogy to Princeton is ridiculous because Wisconsin will never be a school bounded by intellectual snobbery, limited to the very few.

Wisconsin's over-populated student body is similar to a big, happy family, each struggling for individuality, each trying to be recognized. If that isn't good for the student and character-building, I can't imagine what is!

Wisconsin doesn't soft-cushion its students, coddling them for four years. If the student has to surmount great odds, then he'll be better for it, because when out on the job there is no "intimate contact" between employer and employee.

Being a "J School" graduate I cannot speak for the other colleges on the Wisconsin campus but I felt always that if I had any great scholastic problem I could count on Miss Patterson, my advisor, for helpful, understandingly mature advice. All my professors seemed approachable, ever willing to help.

And what is wrong with preparing a lecture like a radio address? Radio talks can include an audience of thousands and do not put "exclusive rights" on any portion of its listening audience. Why can't 600 as well as 60 students hear what a professor has to say?

Within reason, who is to say by what scholastic limitations a student should be granted admittance? Generally education is considered an open commodity, which anyone capable and willing enough to devote earnest effort should be able to secure.

I like to think that Wisconsin admits "marginal students" and is able to inspire them to lead a better life in every way, instead of adhering to a superior race policy, scholastically or otherwise.

A dash of sociology, a jigger of English, a touch of economics never hurt anybody's intellectual capacity. Even a little taste is better than none at all!

The University of Wisconsin could not possibly cheat the poor soul of his "great expectations" because as everybody knows: "God helps those who . . ."

EDYTHE R. PRENS, '47
Rochester, N. Y.

WHAT THEY'RE SAYING ABOUT YOUR UNIVERSITY

Our University

ONE OF THE important elements contributing to Wisconsin's record of greatness during its first hundred years of statehood has been our State University at Madison. The history of the University, which this year is celebrating its 99th anniversary, is inseparably linked with the history of the state, now in its centennial year.

The people of Wisconsin have just cause for pride in their University as the symbol of a progressive and enlightened citizenry. It ranks among the leading educational institutions in the nation; its graduates hold positions of prominence in many fields of endeavor; its faculty includes men and women of wide renown for their intellectual achievements and able leadership; its laboratories have been the scene of research leading to discoveries of vast benefit to mankind.

When, in the observance of Centennial year, we pay tribute to those hardy pioneers who brought Wisconsin into being as a state, we ought likewise to honor them for the wisdom and foresight which led to the establishment of the University within a year from the time that statehood was achieved. It was no mere accident that the educational needs of the young and struggling commonwealth received such prompt consideration. For it was recognized, even then, that to assure the steady progress and development of Wisconsin there would be a never-ending need for intelligent leadership; for minds that were trained to cope with the problems of the times; for enlightenment of the citizenry in whose hands rested the future welfare of the state.

And so Wisconsin and its University have moved forward together down through the years. Ninety-nine years of educational service is a record of distinction. And though that span of time seems long, there is none of the stuffiness of age enshrouding the University of Wisconsin. It has retained through able administration and alertness to changing educational needs, a youthfulness of character, assimilating from each new generation of students the interests and enthusiasms which spurred them in their quest for knowledge.

Our State University has risen to its present position of prominence and high standard of excellence by virtue of consistently wholehearted support and vigilant attention accorded it by the people of Wisconsin. And if the institution is to continue to maintain its high ranking and excellent quality of educational service, it must continue to receive that same public support and interest. It cannot rest on its past laurels, praiseworthy though they may be.

The rapidly expanding enrollment at the University of Wisconsin has put a severe strain on its physical plant, and has posed a problem which urgently needs attention. It is up to the people of the state to determine how that problem shall be met. The citizenry will not be content, we are sure, to allow the university to retrogress because of lack of proper facilities, nor to simply coast along into its second century of existence without adequate provisions for meeting its growing responsibilities.

If our University is to continue contributing its full part toward Wisconsin's advancement, through educating our people for better and more useful living, with opportunities for all who would avail themselves of the services it has to offer, there must be no slackening in public concern for its welfare.—*Wisconsin Rapids Tribune*.

"Of Public Service"

IN HIS shining lifetime, Frank O. Holt was a man of many titles.

But the one he bore in his last days seemed best to fit him and to epitomize his entire career. It was "director of public service" for the University of Wisconsin.

It was a service to which he was always dedicated and devoted—with or without title—as a school master, as an administrator, as a citizen and as a key figure in the planning and building of the great institution on the Hill.

His office was on the Hill . . . but it saw less of him than the people of Wisconsin miles from it, the people for whom Frank Holt always toiled. For in his later days, he became the finest voice for the University it had ever known, the strongest bond-builder between the campus and the citizens it serves.—(*Madison*) *Wisconsin State Journal*.

Our University's Future

IT WAS ON Feb. 5, 1849, less than a year after Wisconsin had been admitted to the Union, that the first classes were held at the University of Wisconsin. So it is that the University will celebrate its centennial throughout the coming school year, overlapping in some degree the centennial celebration of the state itself.

But the University's centennial plans are so distinctive, and so appropriate to an outstanding institution of higher education, that they will stand well alone and will deserve very special attention.

The University is putting strong emphasis on the cultural and the academic, as was to be expected. There will be such events as a symposium steroid hormones and another on combustion and flame and explosion phenomena. There will be concerts by the New York Philharmonic and a score of other top flight artists. There will be classic drama and exhibits of art. There will be meetings of all sorts of learned societies.

But there will be no neglect of the popular and the practical. There will be reunions and pageantry and sports. And attention will be directed to ways and means of making the University serve Wisconsin's citizens better. This has been specifically pledged by President Fred. It is the promise carried by these words of President Emeritus E. A. Birge, now adopted by the university as its centennial slogan: "*Rooted in the past, serving the present, forming the future.*"

Each of the special centennial activities and projects will have value. Several will deserve individual discussion and commendation, when the time comes. Right now it is more important for Wisconsin to realize that the University centennial program will give all citizens of the state a unique opportunity to become better acquainted with what our State University has been, what it actually is and does now, and what it can be for the century to come.

There is the important thing—the century to come. Fifty years ago, we might have been more inclined to dwell on the University's glorious past and the great work it was then doing. But we have seen how a state can neglect a great school and leave it, despite the good intentions of its administration and its faculty, in an inadequate position to do its job.

The demands of the future are insistent. There is the place to put the spotlight.—*Milwaukee Journal*.

Your University

THE UNIVERSITY of Wisconsin's current observance of 99 years of educational service to the state is a period of self-congratulation for citizens of past and present generations as well as for the educators who helped build the great plant.

The people of Wisconsin can take great pride in their university as the symbol of a progressive citizenry. Without the wholehearted support and the critical vigilance of the people at large, the University of Wisconsin of today would rank as just another center of higher learning. It would suffer the same handicaps as state supported universities in other parts of the country where interest and attention is diverted among so many schools that none emerges as outstanding.

Present administration of the university rests with the Board of Regents and President E. B. Fred. Their policies and planning have the benefit of a rich background of able leadership of past administrations. They also function with the advantage of knowing the University of Wisconsin has for many years past stayed well in advance in education practices. Dr. Fred in a recent address said that never before in the University's history has its "breadth of knowledge been so profound or its productivity greater."

Announced goal of the university is to make sure that every child, youth and adult has full opportunity to make a better living and to live a better life. In a democracy there can be no finer, no more purposeful aim for all the people. The university appears to be achieving a high degree of success in meeting that ideal. It must not begin coasting on its momentum on the eve of its centennial nor can the citizens afford to presume that the university can maintain high position without their continued close interest and full support.—*Monroe Times*.

★ Up and Down the Hill

THE YEAR 1848 was significant (although no one realized it at the time) for two diverse documents which it produced in two cities two continents apart.

In February, 1848, Karl Marx and Friedrich Engels wrote their *Communist Manifesto*, called upon "workers of the world" to destroy capitalism and establish state socialism.

In July, 1848, the legislators of the fledging state of Wisconsin provided for "the establishment of a state university at or near the seat of state government, and for connecting with the same from time to time such colleges in different parts of the state as the interests of education may require."

The one document was based on the inevitability of class warfare; the other, on the faith of a free people in popular education. Today, 100 years hence, it is fitting that we examine the efficacy of these two declarations and their respective philosophies in the light of history.

In their remarkable little green pamphlet, Marx and Engel predicted the imminent collapse of capitalism. Yet the intervening 100 years has seen the invention of the airplane and the automobile; the application of electric power and the discovery of oil; the rise of radio, radar, television, the chemical industry; and atomic fission. And in all these developments, capitalism, buttressed by free education as developed typically in Wisconsin, has led the way.

The *Manifesto* premised the rise of the proletariat on the half-baked notion that wages under capitalism must always drop to a subsistence level. In Communist Russia today, real wages are indeed at subsistence levels; but in the United States real wages are 11 times as high as in 1848 and 32 per cent higher than their prewar averages—thanks to a great extent to technological discoveries in University of Wisconsin and other laboratories and classrooms.

Marx and Engel stated, "In your existing society, private property is already done away with for nine-tenths of the population." But the modern American achievement rests squarely on the existence of over 3,700,000 private business firms, and over six million privately owned farms—all serviced by extension programs such as the U.W. has pioneered in developing.

The Marxian solution for human ills is ownership of the means of production by the state. But in countries true to Marx, control of production by the state, in place of ownership by private people, has turned out to need bolstering up. It has meant control of speech, thought, and personal life. It is not the freed worker who has replaced the capitalist in Russia; it is the cop, the spy, the bureaucrat. The American ideal, as typified by the *Wisconsin Idea*, on the other hand, has come to mean a chance for everybody to develop his capacities within the framework of free enterprise and the elective system, and a continual sifting and winnowing after truth.

It is this contrast, more than any other, which will sooner or later spell out the inevitable clear-cut victory of the American idea over Marxism.

In 1948 as in 1848 Marxism is a dialectic. It is a rigid religion, complete with creed, church, directions for salvation, answers to every question, saints, doctors, and devils.

The American idea is an experiment. We have a few basic rules of the game, but we are constantly trying out new plays. To the degree that Americans are clear about the experimental nature of their system, to the degree that they are sold on the fundamentals and yet not wedded to any particular formulas, they will remain strong at home and able to discharge their immense responsibilities abroad. And it is safe to say that there never has been a time when success of the American idea meant more to free men everywhere.

★ ★ ★

Further recognition has been accorded the *Wisconsin Alumnus'* December-issue story of Mildred Fish Harnack, '25, only American woman to be executed by the Gestapo. On April 28 it won the Sigma Delta Chi "Best News Story of the Year" Award for its author, Charles Branch, '49, assistant editor of the *Alumnus*.

★ On the Cover

WHEN THE CLASS OF 1898 presented itself for induction into the Half-Century Club of the University of Wisconsin last month, it came back not only with nostalgic memories and words of praise about its favorite campus but also with a cash gift. The cover picture shows Halston J. Thorkelson, president of the class and former business manager of the University, presenting the class check of \$10,150 to Pres. E. B. Fred at the Half-Century Club luncheon in Tripp Commons of the Memorial Union on Friday, June 18. The check was made payable to the Centennial Fund Campaign of the University of Wisconsin Foundation.

Said Mr. Thorkelson: "We hope that this gift may suggest to successive classes a cash gift at reunion time."

Replied President Fred: "Your University accepts your contribution with heartfelt thanks for your generosity and deep gratitude for your expression of faith."



The Wisconsin ALUMNUS

Official Publication of
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CLAY SCHOENFELD, '41, Editor
JOHN BERGE, '22,
Editorial Chairman
CHARLES BRANCH, '49,
Assistant Editor

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★

WISCONSIN ALUMNI ASSOCIATION

Memorial Union, Madison 6, Wis.

Founded in 1861 "to promote and organized effort the best interest of the University of Wisconsin."

★

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★

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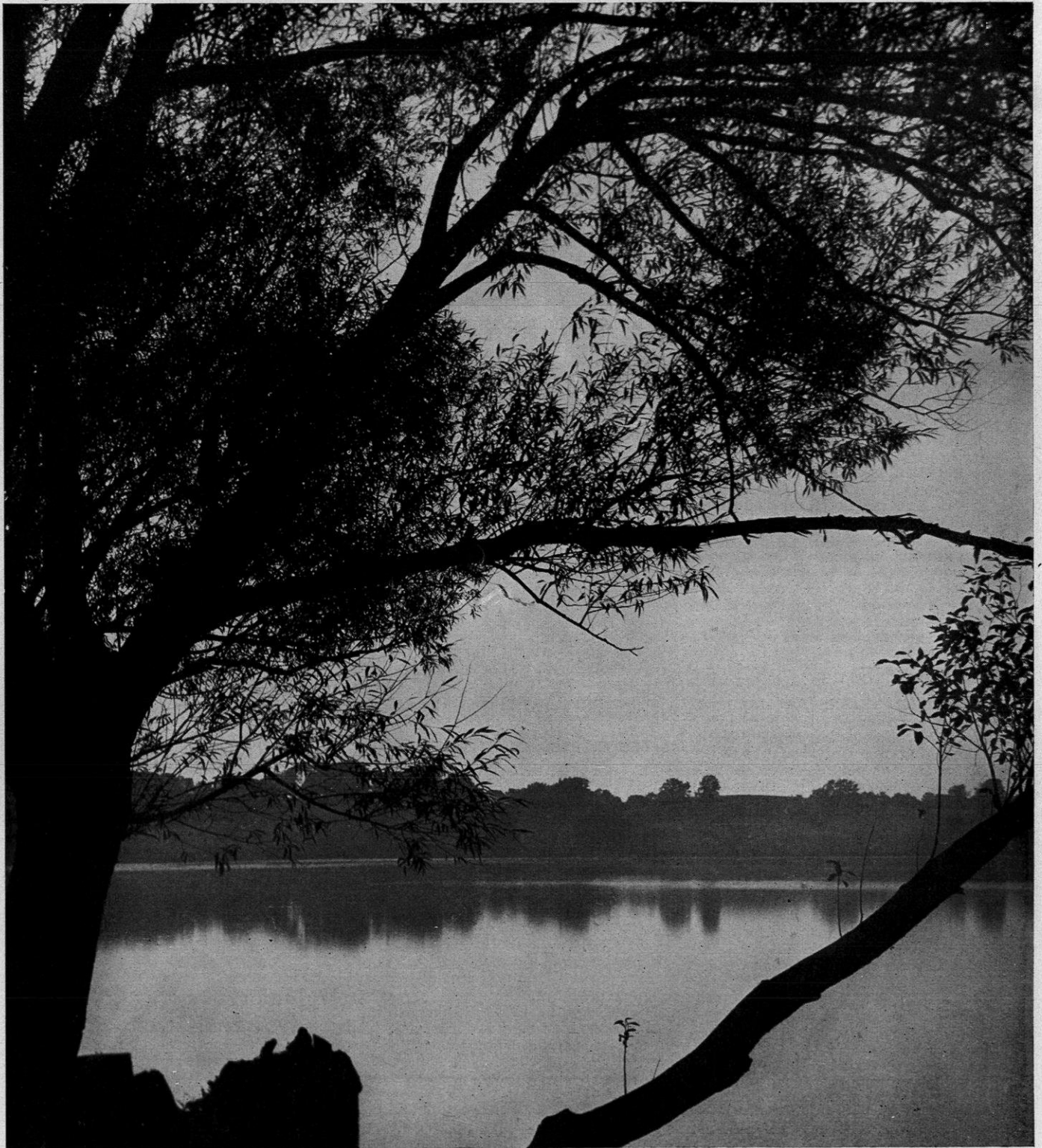
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★

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THE STATE OF THE UNIVERSITY



LAKE IN SUMMER: The lull before the Centennial storm.

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ADMINISTRATION

New Brass

IT WAS ABOUT time. General Fred had been running a University of 23,500 students with about the same general staff that Colonel Sterling had in the days of a UW enrollment of 235. Last month the Commandant got two top-notch and much-needed assistants.

They are:

Vice President Ira L. Baldwin, PhD '26, former dean of the College of Agriculture.

Vice President Alfred W. Peterson, '24, former director of business and finance.

Dean Baldwin will be in charge of academic affairs. He will continue as Ag dean until a successor is named.

Mr. Peterson will remain in charge of business and finance. The directorship in that name is abolished.

Dean Baldwin, a graduate of Purdue University, has been a member of the Wisconsin faculty since 1927. A bacteriologist like the president, he followed E. B. Fred as dean of the Graduate School and later as dean of the Ag College.

Mr. Peterson has been employed by the University since his graduation. He has been successively an accountant, assistant to the business manager, controller, and director.

The twin appointments filled a need which was pointed up by the *Wisconsin Alumnus* so early as December, 1944. Said the *Alumnus*, "The job is too big for any one man to handle."

Now the general has a G3 and a G4.

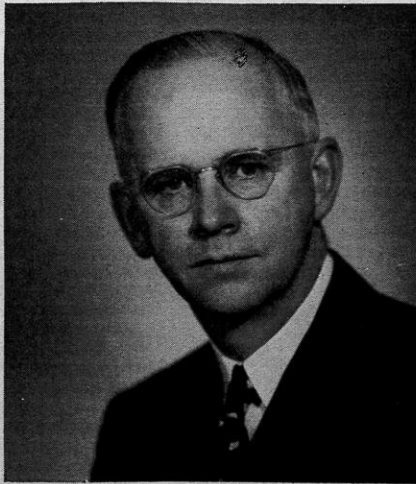
Dollars and Sense

INCREASED COSTS for staff and supplies more than offset expected decreases in enrollment for 1948-49 with the result that the University of Wisconsin budget for next year totals approximately \$369,000 more than last year's total budget.

The grand total of the University's 1948-49 budget is \$26,303,109 as compared with this year's grand total of \$25,934,378. The new budget was formally adopted by the Board of Regents last month.

The 1948-49 budget is based on an estimated 17,000 students on the campus next fall and approximately 3,700 students in Extension Center and freshman class programs, making an estimated total of 20,700 students for next year. This represents a decrease of approximately 3,000 from last fall's enrollment. This decrease is largely explained by the fact that, as of Commencement last month, the University had granted the record-breaking total of 4,838 degrees in the 1947-48 academic year—more than double the number granted any year before the post-war GI bulge.

Of this year's total budget, only \$10,291,891 or 39.1 per cent comes from State appropriations. The balance will come from Federal funds, student fees, extension division fees and services, sales and services of educational departments, self-supporting auxiliary enterprises, such as the dormitories, and gifts and miscellaneous sources. In the current year 34.4 per cent of the total budget came from State tax



IRA L. BALDWIN, PhD '26: Vice president.



ALFRED W. PETERSON, '24: Vice president.

monies. This increase for 1948-49 was voted by the 1947 Legislature to provide faculty salary increases.

The amount budgeted for instruction reflects the estimated decrease in enrollment from 18,500 students on the campus last fall to the estimated campus enrollment of 17,000 for this fall. There is a reduction of \$524,000 in the budget for instructional staff this year.

However, due to increased costs of equipment and supplies, the heavy enrollment in the junior and senior years, and increases in faculty salaries, the total budget allotment for instructional services is \$21,000 higher for '48-'49 than for the year ending June 30, A. W. Peterson, '24, UW vice president explained.

The direct costs of instruction include the salaries of the teaching staff, laboratory and office supplies, repairs of classroom and laboratory equipment and the purchase of scientific apparatus and instructional equipment, he explained.

The 1947 Legislature made a special appropriation of \$500,000 for faculty salary increases to become effective July 1, 1948. This sum has been distributed on a selective or merit basis to approximately 82 per cent of the faculty. This salary increase represents an over-all 7 per cent increase over

this year's salary budget, Mr. Peterson explained.

The new budget includes funds for the payment of civil service salaries in accordance with the new compensation and classification plan adopted by the State Bureau of Personnel and the Emergency Board. The cost of the new plan for University civil service employees is estimated at \$502,069 for the year. In addition, it is estimated that the selective step increase for University civil service employees effective July 1, 1948, will cost an additional \$153,238.

Distribution of the \$26,303,109 in the budget is summarized as follows:

Education, including resident instruction, research, libraries and plant, \$13,925,516, or 52.9%; extension and public service, \$2,876,170, or 10.9%; hospitals, dairy plant and theater, \$3,044,014, or 11.6%; auxiliary enterprises, including the dormitories and Memorial Union, \$5,580,675, or 21.2%; legislative cost of living bonus, \$458,101, or 1.8%, and unassigned funds, \$418,633, or 1.6%.

The budget provides \$8,454,729 for direct costs of instruction of students. This includes \$6,654,684 for instruction of 17,000 students on the Madison campus during the regular school year; \$425,892 for instruction of 5,800 students at Madison during the summer session; and \$1,374,153 for instruction of 3,700 day students in extension centers and freshman class programs.

UW HCL

IT'LL COST MORE to live in a University dormitory or to be a patient in the State of Wisconsin General Hospital as a result of recent Board of Regents action.

Dorm rates were boosted from \$30 to \$35 a year, effective next fall. That will make board and room rates range from \$495 to \$600.

The minimum daily hospital rate for private and special rate patients will rise from \$10.50 to \$12.50. Rates for public patients will go from \$9 to \$11.

Increased wages are the chief cause of the rate boosts, the Regent said.

The Regents also approved a \$1 a month increase in rents charged families in the East Hill Trailer Camp and in the Cabin Court Camp at 2929 University Ave. The new charges range from \$10 a month for a trailer site to \$29 a month for a two-room cabin.

17 Junior UWs

SEVENTEEN Extension Centers will be operated by the University next fall the Regents decided last month.

The University will reopen freshman centers at Janesville, Marshfield, and Ladysmith. Centers had been operated in these cities during the 1946-47 school year, but they were dropped because of poor attendance. If attendance doesn't meet anticipations, they'll be dropped again.

Freshman centers at Antigo, Rhineland, Rice Lake, and Spooner, now in operation, will be continued.

Two-year centers will be maintained at Racine, Kenosha, Sheboygan, Manitowoc, Fond du Lac, Menasha, Marinette, Green Bay, and Wausau.

No Regent action was taken with regard to the Milwaukee Extension Cen-

ter, because this two-year school is established by state law.

The Regents made it clear that the approval of the centers outside of Milwaukee for next fall is for one year only in view of the present examination of the organization of higher education in Wisconsin being made by the State Commission on the Improvement of Education.

In all cases the Regents stipulate that the local community provide and operate the facilities used locally by the University. The University furnishes the instruction and administration of its program.

New Visitor

A. J. GOEDJEN, '07, Green Bay, has been appointed by the Board of Regents to the University Board of Regents for an unexpired term ending in 1952. He succeeds the late Marcus A. Jacobson '99, Waukesha. Mr. Goedjen is president of the Wisconsin Public Service Corp. and a former president of the Wisconsin Alumni Assn.

* * *

Otto A. Oestreich, '00, Janesville, was elected president of the Visitors at a recent meeting of the Board.

Registration Loophole

THERE'S a crack in the University's matriculation door today that wasn't there last year. Gradually the emergency restrictions against out-of-state students are being lifted.

Wisconsin residents will continue to have top priority for enrollment this fall under a new Board of Regents policy, but if natives have not used up all available accommodations by July 5, non-resident students of good standing will be admitted in the order of their filing of applications.

"The total number of non-Wisconsin applicants finally to be selected will be adjusted to the total enrollment and housing situation, with full protection to the interests of applicants from the state of Wisconsin," the Regents say.

Those out-of-state applicants who have good scholastic records and "strong connections" with the University—children of Badger alumni, for example—will be given preference for admission.

Registrar J. Kenneth Little makes this recommendation to out-of-state alumni:

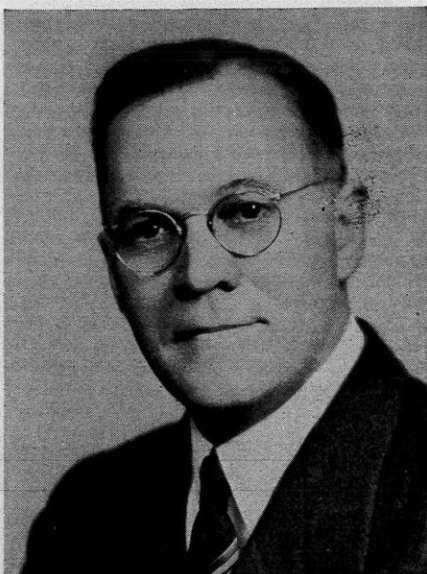
"Send credentials of your sons and daughters directly to me, with letters calling our attention to your former connection with the University."

The University since the war has admitted only a handful of new non-resident freshman and sophomore students. Housing limitations and an acute shortage of classroom and lab space on the campus led to the restriction, the first in the long history of the school.

Wisconsin high school graduates are being urged, through letters to principals and through press and radio publicity, to "file your applications and make your rooming arrangements before July 15."

* * *

The relaxed registration rules were good news for out-of-staters, but the dormitory situation isn't.



A. J. GOEDJEN: He'll visit.

Only 15 percent of Wisconsin's student population can be housed in University dorms: 1800 men and 900 women. Wisconsin statutes give students from the state preference in the allotment of rooms.

As of this week, UW dorm quotas are filled except for freshman veterans.

"It's clearly another case of too much demand and too little supply," says Lee Burns, '26, director of residence halls.

* * *

How many students would there be on the University's roster next fall? It's anybody's guess, but it's a good bet that the total will be down somewhat from this year, because the veteran bulge is leveling off. Enrollment during 1948 has been 21,791—17,687 at Madison and 4,104 at 14 centers around the state.

Policy Pro and Con

FOR THREE NEW policies set down last month, the UW Board of Regents was both praised and damned.

In a ruling on the use of University buildings, the Regents decreed that during a political campaign, UW auditoria may be available for only one public meeting for each recognized candidate.

A faculty committee which recommended the policy declared that "facilities which have been provided by the state solely for University purposes and related departmental programs should not be given over to unrestricted use by non-University groups."

But Editor William T. Evjue, x'06, of the (Madison) *Capital Times* said that the net effect of the ruling was to "put a damper" on political expression on the campus.

In a ruling on the price of football tickets, the Regents raised the rates from \$3 to \$3.60 a seat, passing the federal amusement tax on to the fans.

The Athletic Department pointed out that the increase merely made Wisconsin rates uniform with those of other Big Nine schools, but Regent L. J. Kleczka, Milwaukee, himself complained that "I don't like to see our prices move up to compare with professional ball."

In a ruling on buying a building near the campus to house the new State Crime Laboratory, the Regents agreed to pay \$76,000. The majority of the Board felt the deal was a bargain, but Regent Dan Grady, Portage, strenuously objected. He was later seconded by City Assessor Leonard B. Krueger, who declared that the property was assessed by the city at only \$31,275.

RESEARCH

Cancer, Law, Nutrition

A \$100,000 GRANT for the University of Wisconsin's new Enzyme Institute—to be a world center of training and research in a field that may hold the key to cancer—was accepted recently by the Board of Regents.

The gift is from the Rockefeller Foundation, will provide \$20,000 annually for five years to buy costly instruments for the project.

Contracts for the construction of the Institute building have been let. It will be built on University Ave. across from the First Congregational Church with a \$350,000 grant from the Wisconsin Alumni Research Foundation.

* * *

A new grant of \$30,000 from the Carnegie Corp. will finance an investigation of the relationship of the law and the life of the community. The project is entitled "The Study of the Law in Action."

A second Law School study will be called "Study of the Relations Between the Law and Lumber Industry in Wisconsin" and will be financed with a \$32,700 grant from the Rockefeller Foundation.

* * *

Three grants-in-aid totalling \$19,500 have recently been made to the UW biochemistry department by the Nutrition Foundation.

CURRICULUM

Summer Session

AMONG THE 29 institutes, workshops, and clinics in the 1948 summer program at the University of Wisconsin are five institutes which will be offered for the first time on the campus.

The 29 special institutes being held on the State University campus during this summer is the largest number ever sponsored by the University during the summer session.

The five new institutes include the special three-week session for agricultural extension workers, June 28 through July 17; the institute on Far Eastern affairs, July 5 through July 16; the school of communications July 12 through 16; the library institute, July 15 through 17; and the institute for mathematics teachers, July 20 through 22.

The eight-week summer session, June 28 to August 20, offers graduate and undergraduate students the opportunity to earn as many as eight credits in most fields. Law students are able to earn credits equivalent to two-thirds of a full semester in the ten-weeks law school session, June 18-Aug. 28.

National and world problems will receive attention in such eight-week classes as introduction to atomic structure, geography of post-war Europe, Far Eastern politics, industrial psychology, social disorganization, agricultural policy, American foreign relations, and many others.

Summer session enrollment this year is 8,200.

* * *

More than 60 men and women from colleges and universities throughout the country, from federal bureaus, and from the state government, have joined the University of Wisconsin staff for the eight-weeks summer session.

The list includes nationally known educators who have made such a hit at Wisconsin that they are invited back summer after summer, and others with whom the university has not yet had an opportunity to become acquainted.

Among the well-known educators returning for summer school are Mari Sandoz, novelist and short story writer, New York City, who will teach in the writers' institute; Dean Dixon, conductor of the American Youth orchestra, New York City, who will lead the orchestra in the music clinic; Dr. Philip C. Potts of the American Foundation for the Blind, who has for many years come to the campus for the Child Development institute; and Mary Latimer of the department of speech, Madison College, Harrisonburg, Va.; who has been active in summer speech classes and Wisconsin Players.

* * *

Students on the 1948 summer campus are having the privilege of hearing an outstanding group of experts discuss current Far Eastern problems in the State University's first Far Eastern Institute, July 5-16.

Teachers of the social studies, University students, and others interested in current Far Eastern affairs are enrolled in the institute, sponsored by the University School of Education and the departments of geography, history, and political science, in cooperation with the American Institute of Pacific Relations. Several of the evening lectures are opened to the public.

FACULTY

Honors for Badgers

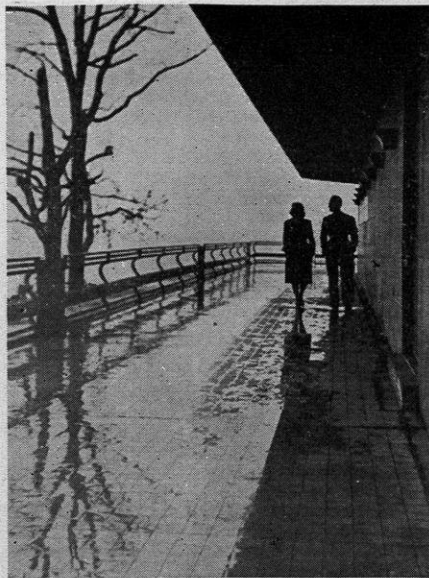
UW PROFS continued to pile up awards last month.

MERLE CURTI, Frederick Jackson Turner Professor of History, was elected to the American Philosophical Society. Membership is limited to "scholars of distinction."

HOMER ADKINS, professor of chemistry, was awarded the Medal of Merit by Defense Secretary Forrestal for his wartime contributions as a member of the Office of Scientific Research and Development.

Among the 400 contributors to the new Britannica Junior Encyclopaedia are Wisconsin Profs. **J. HOMER HERRIOTT**, PhD '29, **JOSEPH ROSS**, PhD '34, **S. A. WITZEL**, MS '30, and **BRYANT E. KEARL**, MS '42.

Three faculty members participated in the National Conference on Family Life in Washington recently: **COLEMAN WOODBURY**, professor of com-



NO-CREDIT COURSE: Summer promenade.

merce; **SVEND RIEMER**, associate professor of home-economics. *Sociology*

Two members of the art education instruction staff—**JOHN H. WILDE**, '42, and **DONALD M. ANDERSON**—each won \$500 cash awards for their entries in the Wisconsin Centennial Show of Living Art at the Milwaukee Art Institute.

More Appointments

ADDED TO THE 19 new faculty appointments listed in the *Wisconsin Alumnus* last month are seven more:

HENRY B. HILL, MA '31, professor of history, and chairman of the University Extension Division's department of history. Dr. Hill is a graduate of the University of New Hampshire and earned his MA and PHD at Wisconsin. He comes from the chairmanship of the history department at Kansas City University. During the war he was chief of the western European section of the research and analysis branch of OSS.

JOHN BAIRD, associate professor of electrical engineering. He is now assistant professor at the University of Rochester. He is a graduate of the University of Colorado and has served with the US Bureau of Reclamation.

GERHARD B. NAESETH, associate director of the general library. Professor Naeseth comes from Oklahoma A. and M. He holds degrees from Luther College and the University of Michigan.

MAX DEHN, visiting professor of mathematics. Dr. Dehn is a member of the faculty of Black Mountain College, North Carolina. Born in Hamburg, Germany, and educated there, he has taught in a number of universities in Europe.

GEORGE P. WOLLARD, associate professor of geology. He is an expert in geophysics and a graduate of the Georgia School of Technology and Princeton.

MURRAY FOWLER, associate professor of comparative philology. He holds degrees from Minnesota, Oregon, and Harvard.

GORDON WORLEY, PhD '39, associate professor of clinical pathology. He will serve on the staff of the State Laboratory of Hygiene.

* * *

Besides making new appointments, the Regents made three major staff shuffles last month:

FERD P. HINTZ, '38, was named acting director of Residence Halls during the six-month leave of absence granted **S. LEE BURNS**, '26. Mr. Burns asked for the leave because of ill health. Mr. Hintz has been a member of the Halls staff since his graduation.

FLOYD ANDRE, who has been a Wisconsin professor of economic entomology and assistant director of the Agricultural Experiment Station, was appointed to the post of assistant dean and director of the College of Agriculture, the Experiment Station, and the Agricultural Extension Service.

ROBERT TAYLOR, '38, was named director of the University News Service, replacing **ROBERT FOSS**, '30, who will be in charge of special publications. Mr. Taylor has been a Madison radio news man since his graduation.

UNDERGRADUATES

Busy Union

THE MEMORIAL UNION, community center on the University of Wisconsin campus, will be entered 5,046,300 times this year, a traffic count on an average day in March showed. The tally for one day reached 14,418, almost exactly the same as last year despite a 3.7% decrease in enrollment and a shift of many former Union building patrons to the Union branch cafeteria on Breese terrace.

Of the 14,418, 12,520 came to the Union for casual, office, dining, and lounging purposes; 1,898 for organized group meetings and special events.

Tom-Foolery AD 1948

OLD GRADS who love to hark back to the pranks performed "in the good old campus days" will be considerably heartened to hear that tom-foolery is still a UW art in good standing.

Robert "Rabbit" Roemer, '49, Ft. Atkinson, did things up brown last month in his (unsuccessful) campaign for the title of Dorm Duke. He dressed up like a rabbit and he faked a dive into Lake Mendota. Two of his supporters threw a dummy from a light plane flying over the lake, while Roemer stayed concealed in a near-by rowboat. The plans were that Roemer was to swim underwater to the point where the dummy had disappeared, then come to the surface and swim ashore triumphantly.

But the gag misfired. The dummy floated.

Not to be outdone by a single dormite, the entire staff of *Octopus*, campus humor magazine, joined the Burlington (Wis.) Liars' Club enmasse. Only qualification for membership in the nationally famous organization is that the candidate tell a tall tale. This gag didn't misfire. Every *Octy* staffer qualified with room to spare.

"Finest Men We Knew"

FOUR FORMER students who were killed in World War II were honored Sunday, May 2, when the four houses of Charles Sumner Slichter Hall, the University's newest men's dormitory, were dedicated to their memory.

The gold star veterans were Marvin Bierman, '40, Green Lake; Robert Gavin, '40, Fond du Lac; Ira Goldberg, '43, Yonkers, N. Y.; and Orville Luedke, '41, Milwaukee.

They were described by Lee Burns, '26, director of Residence Halls, as "the finest men we knew."

The dormitory itself is named in honor of the late Dean Charles Sumner Slichter.

Education for What?

WHEN THE UNIVERSITY graduated its largest class last June, it was merely keeping step with the national trend in record-breaking Commencements. But no university in the country had a more pungent spokesman for its seniors than did Wisconsin.

He was Bob Sollen, '48. *Daily Cardinal* columnist, who last fall had instigated an investigation and reform in the School of Journalism. Bob bowed out of the University scene with a journalistic flourish, a final *Cardinal* column that was a typically blunt, hard-hitting Sollendorsement of campus liberalism:

"This year more than 2,500 seniors will be stamped, 'Educated: UW: 1948.'"

"Maybe a half dozen in the group are educated. At best, I believe, a few are now QUALIFIED to become educated, if we define education as something worth-while. I say worth-while education, because I would distinguish it from other forms of knowledge.

"Many 'educated' graduates leaving here in a few days will use their acquired knowledge toward ends which have made the world the mess it is.

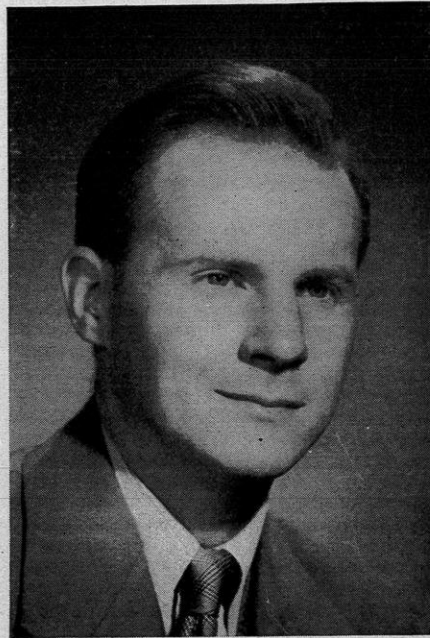
"Measuring all values in terms of dollars and cents is perhaps the greatest single cause of strife and failure in society. It has caused us to put the 'success' stamp on such persons as high-priced Hollywood prostitutes to whom we contribute millions of dollars annually. We also heartily support the 'educated' Hollywood press agents and columnists who are generally regarded as 'successful,' while in fact they are among America's most useless citizens.

"Because we measure values solely on a material basis, many 'educated' graduates will become industrialists and businessmen who will exploit labor and defraud the public in a never-ending attempt to become 'successful.'"

"Many commerce and advertising majors will lend support to continuing today's insane, infantile, immoral, and fraudulent advertising at public expense. But they will become 'successful.'"

"Too many journalism graduates will hop into the current rut of printing anything they are told to print by editors who have become 'successful' as result of stringing along with the big money.

"Social science majors in untold numbers will join the ranks of the double-talking, double-dealing politicians and public officials who will say or do anything regardless of public



ROBERT SOLLEN, '48: Sharp swansong.

welfare, as long as they can get on the gravy train. The field is overcrowded yet it offers unlimited opportunities for 'success.'

"Those who will be underpaid as result of entering the teaching field will lack the courage to take a stand against the elements which have prevented substantial progress in education for decades. Security (what little there is) before progress, their motto.

"The attitude is 'Get me where the money is; not where I can do the most good.'"

"We seek social prestige through any methods, seldom through constructive public efforts. It carries us to such lengths that we place a large portrait of ourselves in the Co-op window as reward for the tremendous responsibility of buying the hot-dogs for a fraternity picnic.

"The graduate is perverted to believe that his training gives him the right to receive greater service from the less fortunate. Until he understands that his training gives a greater responsibility to serve, and not the right to be served, the same degenerate mess will be handed down from generation to generation.

* * *

"Is the fault all that of the students? It would take more than a student body to make that big a mess of things. The University must also accept its responsibility in bringing about the conditions as they are.

"It turns out thousands each year who are highly inarticulate. Our fundamental tool in bringing about better conditions is language. Yet more than half the members of the graduating class, I should guess, cannot construct a logical and reasonable thought in speech or in writing.

"It turns out thousands annually who can recite the football roster and team performance for the past three years, but cannot tell you who their congressmen are, much less how they are voting. The latter, of course, is not very interesting, we say. But it becomes a matter

of interest when as a result of congressional action we have war, peace, depression, prosperity, education, a house to live in. It had better become a topic of interest in our classrooms soon.

"Less than 10 percent of the students at this University know who would succeed President Truman if he failed to finish his term. And we have a tremendous enrollment in one of the greatest social science schools in the nation. Less than 40 percent were recently aware that Madison's Julius Krug is Secretary of the Interior. However, 99 percent know the competing teams in last year's world series.

"Realizing something must be done in the light of such revelations, Pres. E. B. Fred last fall appointed a faculty-administration 'self-analysis' committee. Dr. Fred is eager to get something done. He has always been ready for constructive action, but he's usually had to go it alone.

"A few others, such as Prof. Walter A. Agard, have not been content to stand idly by collecting their salaries while the world falls down around their ears. Prof. Agard is responsible for the new 'integrated liberal studies' experiment to be launched this fall. In the specialized fields, Dr. Henry Ladd Smith of the Journalism School is doing his best to revise the curriculum to meet modern needs. There are a few other notable examples which cannot be mentioned here.

"Such educators need support. Until they get it; until the whole concept changes; until universities become more than vocational schools, we can't expect—the change necessary for a better world.

"This is not aimed at the University of Wisconsin alone. The challenge faces all universities. A lot will have to be done before we can put much stock in the automatic stamp: 'Educated: UW: 1949.'"

Iron Cross Again

THE REACTIVATION of Iron Cross, 45-year-old senior men's honorary society at the University, was completed this Spring with the initiation of a dozen undergraduate members.

Iron Cross was founded in 1902. Election to the society has traditionally been the highest honor attainable by a Wisconsin man. Its roster of members includes the names of many of the University's most prominent alumni.

The society had been dormant since 1943 because of the war. Reactivation was affected by a group of Iron Cross men back on the campus for graduate study and headed by Gunther W. Heller, '41, former member of the Student Board.

"The object of the society is to bring together in their senior year those men who, by their ability and character as developed and manifested in their early years at the University, have demonstrated their right to honorable recognition, and to reward earnest endeavor to bring honor to their University," the constitution of Iron Cross reads.

A group of Madison alumni attended the initiation ceremonies. The new members of Iron Cross have already been called into conference with Pres. E. B. Fred.



HARRY STUHLREHER: Is he Rose Bowl bound?

FOOTBALL

Great Day Coming?

THE BEST FOOTBALL team Wisconsin has had since 1942 may well be in the offing.

Harry Stuhldreher, starting on his 13th Wisconsin eleven, doesn't put it quite as boldly as this. No coach ever does. He still sees so many "ifs." In a hedging way, though, and after much repetition of his misgivings he does come around—if Wisconsin can get a fair share of breaks, if certain positions can be strengthened by shifting men around, if some of the new men on whom so much depends come through. Yes, reluctantly yes, if these things happen, Wisconsin could have its best team since 1942.

What this might mean in victories, of course, is something else. It could well be the best team since 1942 yet finish nowhere near as well as last year's which went through its Big nine season without defeat until its last two games. The league is "loaded." The ball takes funny hops. Wherever it finishes, though, it could be a solid team, and that is the encouraging thing.

33 Veterans Back

The hope for a winner, or at least as solid a team as Wisconsin has had since 1942, stems from three good sources: first, the 26 major letter men and four minor letter men off last

year's team, including all but one or two of the best ones; second, the freshmen, undoubtedly the best to come Wisconsin's way since 1942; and third, the several good veterans of earlier years including Hal Faverty and Hal Haberman, who have returned to school after a hitch in the service.

Not many schools will have a better nucleus of veterans. Eleven letter men won't be back, and they include some good ones—Bob Rennebohm, Hank Olshanski and Jim Thompson, ends; Dick Loepfe and Dave Donnellan, tackles; Jerry Frei, Wray George and Ken Currier, guards; Jack Wink, quarterback; Jug Girard, halfback and Earl Maves, fullback.

So much else remains, though, that it is hard to cry—and regard especially the strength returning down the middle.

Here are the letter men, major or minor, who will be back:

Ends—Tom Bennett, Bob Hanley, Charles Zoelle, Jim Toepfer, Elroy Hintz and Dale Bowers.

Tackles—Bob Freund, Armand Hoehn, Hal Otterbach, Bob Shea and Bud Elliott.

Guards—Don Knauff, Bill Price, Nick Collias, Ed O'Neill and Gordie Surber.

Centers—Red Wilson, Joe Kelly, Bob Weiske, Tom Kittel and Bob Downing.

Left Half—Wally Dreyer, Gene Evans and Cal Vernon.

Right Half—Clarence Self, Clarence Embach and Gwinn Christensen.

Fullback—Ben Bendrick, Bob Teague and T. A. Cox.

Quarterback—Lisle Blackburne and John Pinnow.

26 Fast Freshmen

The nucleus is only the starting point, however, for on the squad are some of the best freshmen Wisconsin has had since before the war—freshmen who in a few spots may well be in the starting lineup come fall.

Outstanding in the new class so far have been the following:

Ends—Ken Sachtjen of Madison, Tilden Meyers of Geneva, Ill., and Bob Wartinbee of La Crosse.

Tackles—Bill Albright of Racine, Ken Huxhold of Kenosha, Dean Beyer of Madison and Don Kinas of Green Lake.

Guards—Charles Yderstad of Ashland, Bill Gable of Massilon, Ohio, Harry Gilbert of Madison, Merrill Farr of Eau Claire and John Simcic of Waukegan.

Center—Don Haberman of Milwaukee.

Left Halfback—Bob Petruska of Lake Mills, Frosty Parish of Marinette, Bob Mansfield of Madison and Pierre Pelouquin of Oak Park.

Right Half—Larry Coles and Bob Lessl of Milwaukee.

Fullback—Bob Radcliffe of West Allis, Tim McCormick of Madison, Jerry Schaefer of Boscobel and Bob Bensed of Whitehall.

Quarterbacks—Larry Hanzel of Waukegan, Cary Bachman of East Lansing and Ken Petersen of Manitowoc.

A year ago Wisconsin was weakest, perhaps, at the ends, tackles, quarterback and, in depth at least, at right half. Some of the best of the freshmen, it so happens, now fall into these positions—Sachtjen at end, Albright and Huxhold at tackles, Hanzel at quarterback and Coles at right half.

And where the losses off last year's have been heaviest, freshmen also look promising. Nobody will take Girard's place, of course, but Petruska, Mansfield, Parish and Pelouquin combine talents that could easily acquire a high polish. Mansfield is a former state quarter mile champion. Petruska is not so fast but he has a distinct knack in carrying the ball, and in addition has an extraordinary putting foot. Parish is fast. Nobody will immediately fill Maves' shoes, either, but the freshmen could do a job—Radcliffe and McCormick.

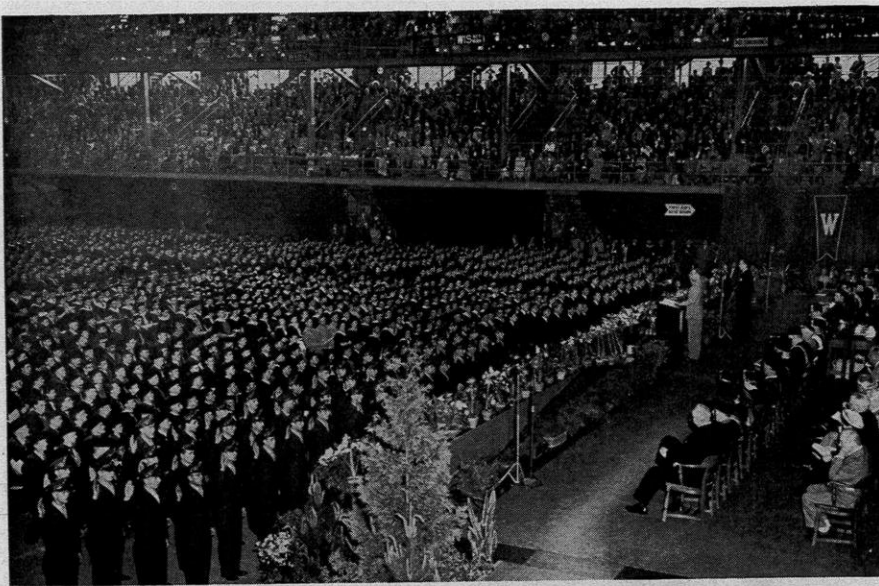
And that leaves the returning veterans of other years—Haberman and Faverty in particular. Haberman, one of the better ends in 1945, returned 15 pounds heavier and no slower. Faverty, who shared the job at center with Fred Negus in 1945, has been shifted to an end where his defensive talents can be of tremendous help.

There are still soft spots—left half where the freshmen on whom so much depends must still prove themselves under fire, right half where even more depth is needed, and the ends where Faverty must still acquire polish.

But the outlook is encouraging. This could be the best team since 1942.

The 1948 Wisconsin football schedule is as follows:

Sept. 25	-----	Indiana at Madison
Oct. 2	-----	Illinois at Madison
Oct. 9	-----	California at Berkeley
Oct. 16	-----	Yale at Madison
Oct. 23	-----	Ohio State at Columbus
Oct. 30	-----	Iowa at Iowa City
Nov. 6	-----	Northwestern at Madison
Nov. 13	-----	Marquette at Madison
Nov. 20	-----	Minnesota at Madison



COMMENCEMENT, 1948: To soldiers and civilians alike, a challenge.

THE BIG WEEKEND

THE 1948 COMMENCEMENT-Reunion Weekend on June 18, 19, and 20 broke several standing records as well as a handful of traditions. A few of the Weekend highlights were:

1. Graduation of 2,953 students, the largest class in the University's history.

2. Presentation of a check for \$10,150 to the University of Wisconsin Foundation's Centennial Fund by the Class of '98 at the Half-Century Club luncheon.

3. Organization of a Wisconsin Journalism Alumni Association at the journalists' reunion in South Hall.

4. Presentation of \$1000 worth of awards by the Wisconsin Alumni Assn. to the University's four seniors "who have contributed most to the welfare of the University" and to six "outstanding juniors."

Taken consecutively, the Weekend activities built up to a dramatic climax at the Alumni Program in the Union Theater Saturday night.

HALF-CENTURY CLUB: The class of 1898 was initiated into the Club and came to the ceremonies "bearing gifts"—a check for \$10,150 for the UW Foundation's Centennial Fund. The money had been collected by Class President H. J. Thorkelson, Madison, in the hope that future 50-year classes would make the gesture traditional. He reminded the Club members that the honor of joining the 50-year group could be gained "only by getting one year older for each of 50 consecutive years—which takes time, but no particular display of ability." Subsequent speakers went on to honor the group for their half-century of loyalty to the University.

The coveted gold-headed cane, awarded yearly to the oldest Badger present at the Club luncheon, went to the 85-year-old state revisor of statutes, Eugene E. Brossard, '88. Walter Frautschi, '24, outgoing president of the Wisconsin Alumni Association, presented Golden Jubilee certificates to the members of the Club's "baby" class of 1898 (most of them "youngsters" barely in their 70s). Walter Alexander, '97, president of the Club, presided at the meeting.

New club officers elected were Herman Ekern, '94, Madison, president; Herbert Ferguson, '97, Madison, vice-president; and Mrs. L. A. Anderson, '96, Madison, secretary.

Prominent among the 102 surviving members of the class of '98 is Dr. Max Mason, one-time president of the University of Chicago and now chairman of the Mt. Palomar Observatory Council, in charge of the new 200-inch telescope. He attended the reunion.

COMMENCEMENT: The record class of 2,953 students who received degrees was the feature attraction of the 1948 commencement program, keynoted by Army Chief of Staff General Omar N. Bradley, who warned that the danger of war must be met with "faith in the eventual triumph of the United Nations."

Receiving an honorary degree of doctor of laws, Bradley told the students and 10,000 parents, friends, and alumni gathered in the fern-decked Field House:

"There is the danger that war may come before the abundance of our nation can fill the vacuum that makes a temptress of Western Europe. There is the danger that it may come before we can assemble power against power in sufficient strength to make any aggressive adventure a dangerous and prohibitive risk."

Other honorary degree winners were Warren Weaver, '16, New York, direc-

tor of the division of natural sciences of the Rockefeller Foundation; Harold S. Falk, '06, Milwaukee, president of the Falk Corporation; and Alice Evans, MA '10, Chevy Chase, Md., internationally-famed bacteriologist. Miss Evans received a degree of doctor of science; the others were made honorary doctors of law.

Edward Mills, president of the class of '48, presented a gift of \$1000 to the UW Foundation as the class memorial. The gift was received by Herbert V. Kohler, chairman of the Foundation's Centennial Fund drive. Music was provided by the University Band under the direction of Robert M. Fleury, assistant director.

WAA MEETING: Members of the Wisconsin Alumni Association met Saturday morning in the Memorial Union to elect new officers for the coming year:

Stanley C. Allyn, '13, Dayton, Ohio, president; John Sarles, '23, Minneapolis, first vice-president; Mrs. R. E. Krug, '37, Milwaukee, second vice-president; Mrs. Lucy Rogers Hawkins, '18, Evanston, Ill., secretary; and Dean Conrad A. Elvehjem, '23, Madison, treasurer. President Allyn is also president of the National Cash Register Co. of Dayton, gave the keynoting address at the Founder's Day dinner in Madison last February.

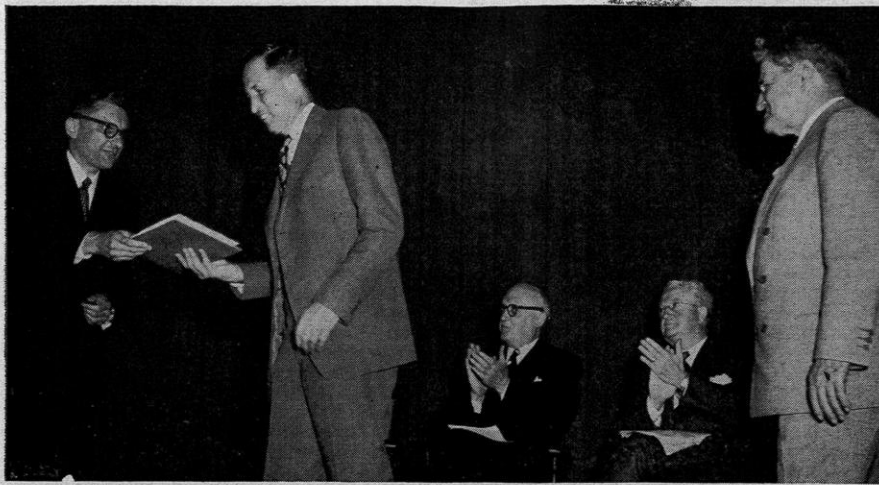
Announcement was made of the election of five new directors and the reelection of five others as result of a mail ballot sent to all Association members. The new directors are Russell A. Teckemeyer, '18, Madison; Howard Weiss, '39, Milwaukee; Martin Below, '24, Chicago; Conrad A. Elvehjem, '23, Madison; and Warren P. Knowles, '33, New Richmond. Re-elected directors are John H. Sarles, '23, Minneapolis; Willard G. Aschenbrenner, '21, Racine; Gordon Fox, '08, Chicago; Gunnar Gundersen, '17, La Crosse; and Mrs. R. E. Krug, '37, Milwaukee.

In the course of the business meeting, Helen Zepp, '27, Chicago, and Ben Reynolds, '09, Madison, were named to the University Board of Visitors. Nominated to succeed himself on the University Athletic Board was W. D. Hoard, Jr., '21, Ft. Atkinson.

John Berge, '22, executive secretary of the Association, reported to the WAA Board of Directors that 1,600 alumni have joined the Association during the past year, bringing the total membership to a new record of 15,000 and making the Association one of the largest organizations of its kind in the country.

William Guelzow, new representative on the Board from the class of '48, was introduced to the group. Chosen by the Senior Council, Guelzow is an outstanding member of the graduating class, a major in accounting and treasurer of Beta Alpha Psi. He represents the married veterans on campus, has two children, Connie and Carol, aged 3 and 4. He will serve for a three-year term.

The Association in open meeting voted resolutions expressing the organization's appreciation for the contributions and sympathy for the deaths of Frank O. Holt, '07, Ben Faast, x'09, and Mrs. Charles R. Carpenter, '87.



ALUMNI PROGRAM: Tom Brittingham, Jr., '21, gets a citation.



COMMENCEMENT: Headliners Rennebohm, Weaver, Falk, Evans, Bradley, Fred.



ALUMNI PROGRAM: Badgers of many vintages join in chorus.



REUNIONS: The class of '23 pow-wows in Great Hall.

J-SCHOOL REUNION: Graduates of the School of Journalism gathered at South Hall and (finding themselves hemmed in by grey weather) held a picnic around the old copy desk in the third floor lab. Spirits were high, however, and group ambition culminated in the formation of an alumni association for journalists. Ralph Timmons, Madison, was named president of the newly-formed organization and chairman of the planning committee. Other new officers are William Comstock, Portage, vice-president; Louis Bridgman, '06, Madison, treasurer; and Mrs. Howard Radder, Madison, secretary.

CLASS DOINGS: Celebrating the anniversaries of their graduation this year were 10 keynoting classes: 1898, 1903, 1908, 1913, 1918, 1923, 1928, 1933, 1938, and 1943. Following its entrance into the Half-Century Club, the class of 1898 held a luncheon the following noon in the Georgian Grill, played host to other Badgers from the Half-Century Club. The Badgers of '03 vintage were entertained Friday night at the home of Classmate Beulah Post and held a luncheon Saturday at the Nakoma Country Club.

The Maple Bluff Golf Club was pressed into service for the class of '08, which later convened at the home of Mr. and Mrs. Ray Stroud. Graduates of 1913 enjoyed similar festivities at the Nakoma Country Club on Friday and the Memorial Union Saturday, where the class of 1917 also met.

Badgers of the war year 1918 held a class dinner at the Blackhawk, were rained out of Hoyt Park, where a picnic had been planned for Saturday, and adjourned to the Union where other class celebrations were going full tilt.

Highpoint in festivities was the giant Smorgasbord of the Class of 1923, celebrating its 25th anniversary in Great Hall. WHA's roving reporter was present, mike in hand, to interview celebrities, and a group picture of the class was taken. Saturday night the class held its Silver Jubilee Ball in the same room.

The classes of 1928, 1933, and 1938 met respectively in the Hoffman House, the Heidelberg Hofbrau, and Kennedy Manor for luncheons and a cocktail party. The class of 1943 had reserved a portion of the Cuba Club for its fifth anniversary celebration.

ALUMNI PROGRAM: The biggest alumni program of all time was staged for reuniting Badgers in the Memorial Union Theater Saturday night. The show opened with a half-hour of singing by the University Men's Chorus under the direction of Bjornar Bergethon. At his invitation, alumni in the audience who had formerly been in the University Glee Club mounted to the stage and sang several selections with the chorus. The Class of '23 quartet, led by Whit Huff, Madison, almost stole the show with its intermission selections given in full voice.

In his annual state-of-the-University address, President E. B. Fred said that the University of Wisconsin "has emerged from the post-war educational crisis a stronger, wiser, and greater institution."

Gov. Oscar Rennebohm addressed the group and challenged the University to "assume a role of leadership in the state's entire educational program."

New officers of the Alumni Association were introduced in the course of the program and two Badgers, Herbert V. Kohler and Thomas E. Brittingham, Jr., '21, were given certificates of appreciation for their contributions to the welfare of the University and their support of the Association. Kohler was praised especially for his work in heading the UW Foundation's Centennial drive and, although not a Wisconsin graduate, he was made an honorary life member of the Alumni Association. Brittingham was cited for his judicious handling of the Brittingham trust fund which has financed numerous living memorials to his parents on the University campus.

Dean Fay H. Elwell of the School of Commerce spoke to the assembled Badgers on behalf of the UW Foundation's drive for funds to erect a Wisconsin Idea Building.

"It is truly an example of teamwork at its best," he said.

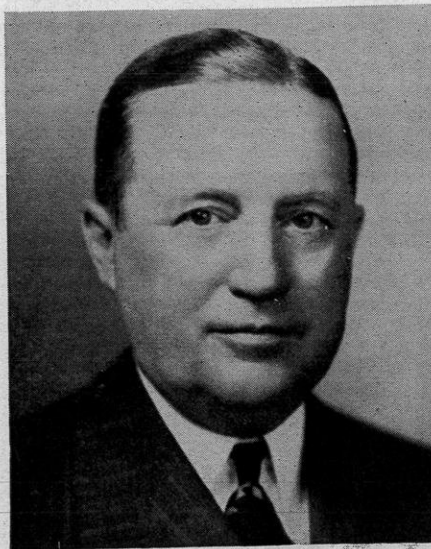
Reporting to the group on the Association's past year, outgoing president Walter Frautschi challenged all alumni to continue their support of the University. "There is a job of interpretation, praise, explanation, defense, promotion, and even constructive criticism which must be done," he said. "The most effective way I know of to galvanize our loyalty into positive action is through membership in the Wisconsin Alumni Association. Here the University has an important friend at court."

Ten outstanding students were honored this year by the Association. Four seniors were given life memberships in the Alumni Association, ordinarily costing \$100. Six juniors were each given checks for \$100. Altogether it made a total of \$1000 worth of awards—\$700 more than any previous year.

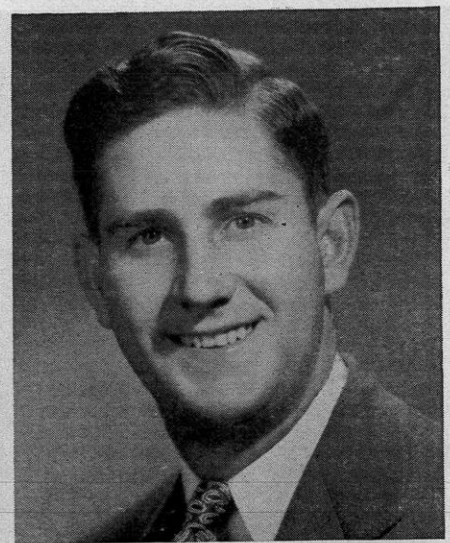
OTHER EVENTS: The weekend also marked a meeting of the University of Wisconsin Foundation, sparked by the gifts from the classes of 1898 and 1948. The Friends of the University of Wisconsin Library held an organizational meeting to support and promote the Library's work throughout the state.

At the President's reception Friday night more than 2000 people lined up on Park Street, paraded through Great Hall to shake hands with University officials, and consumed more than 400 dozen cookies from the Memorial Union kitchen.

The Honors Convocation featured more than 700 seniors with outstanding scholarship records—another all-time high. The Home Economics Alumnae Assn. held a dinner meeting Friday night in Tripp Commons and heard Dr. Hazel K. Stiebeling, Chief of the US Bureau of Human Nutrition and Home Economics. More than 150 engineering students packed into the Park Hotel Sunday noon at a testimonial dinner for retiring chemical engineering Prof. Otto L. Kowalke. Much time was consumed going through a sizeable stack of congratulatory telegrams from all over the country.



STANLEY C. ALLYN, '13: New WAA president.



WILLIAM R. GUELZOW, '48: New WAA director.



HALF-CENTURY CLUB: E. E. Brossard, '88, wins the cane.



OUTSTANDING STUDENTS: Kanable, Ausbourne, Berge, Kielisch, (Charles Branch, assistant editor of the *Alumnus*), Adams, Cichowski, Lewis, Bloland, Zeldes, (not shown, Glenn Miller).



ROBERT MAGIDOFF, '32: From Moscow to the Memorial Union.

COLD WAR

THE SHADOWY threads that tie the University of Wisconsin to the headlines of the current "cold war" have leaped into focus in the last few months, as that chilly conflict approached the freezing point.

Few persons realized that the tragic suicide of Jan Masaryk in Prague would have any ripples in Madison. Yet the death of Czechoslovakia's foreign minister hit close to home, for he is related by marriage to the H. C. Bradley family and three of his nephews are campus figures at the University: Charles Bradley, '35, geology teacher; Joseph Bradley, '41, art history instructor; and William Bradley, '49, student.

Masaryk, son of the first president of Czechoslovakia, was a former husband of Mrs. Frances Crane, sister of Mary Crane (Mrs. H. C.) Bradley, x'08. He had visited them in Madison some nine years before, had spoken at the Memorial Union, predicted the eventual defeat of the Nazis, the inevitability of the then-impending war, and the futility of the then-current isolationist tendencies in the U.S. Masaryk's death was just a prelude, however.

Wilhelm T. Morgenstjerne, Norway's longtime ambassador to the United States, visited the Wisconsin campus March 31 and spoke in connection with the International Club's celebration of Norway Week. His speech hit an all-time interest high in the history of such functions. He made his Memorial Union appearance the occasion to warn Russia that the Norwegians "will die on our feet rather than live on our knees."

"We shall stand up against any aggressor," he declared. "We shall fight with everything we have, against any attempt by foreign or domestic enemies to destroy our freedom."

April 15 saw two more threads emerge when the French cultural attache from Washington used the campus for a sounding board in favor of "a strong Western federation" as a bloc against Communism, and when a graduate of the University was expelled from Moscow on a trumped-up espionage charge.

Rene Escande de Messieres was visiting Madison to attend a dinner celebrating the 30th birthday of the French House on campus. Victim of the spy charge was Robert Magidoff, '32, former Zona Gale scholar at the UW, an American citizen, native of Russia, and Moscow correspondent for NBC, the McGraw-Hill Publishing Co., and the British Exchange Telegraph Agency. The nuances of the story had all the earmarks of a pulp-magazine mystery.

It seems that Magidoff's Moscow secretary accused him in a letter to *Izvestia*, the government newspaper, of being a spy. The Soviet government ordered Magidoff to leave within three days, which he made haste to do. May 20 he visited Madison and told the University students all about it:

Letters from McGraw-Hill asking for information on military science for publication in one of the company's science magazines were responsible for the uproar. In her letter, his secretary (who quit the day she wrote it) said: "The capitalists are preparing a new war, and espionage data collected by Magidoff about the USSR undoubtedly constitutes part of the dirty work."

Magidoff said he was sorry for the girl, was convinced that she didn't actually write the letter—but was used as a front for it. US Ambassador Walter Bedell Smith branded the Soviet charges as "false"; NBC and McGraw-Hill did likewise.

"These charges," said the editor of the McGraw-Hill World News Agency, "are based on a normal routine news assignment sent to Mr. Magidoff in

June, 1947. The same assignment—part of a world-wide survey of advances in military science—was sent to our correspondents in England, France, Sweden, Czechoslovakia, Italy, Germany, Austria, and Japan. Our correspondents were able to produce reports from all countries except Russia."

Said Magidoff:

"It was all propaganda. Because I'm Russian-born and my wife is Russian, they figured that if they could brand me as a spy, they could then say to the people, 'Well, if he's that bad, you can imagine how much worse those other foreigners are.'"

Editorialized the *Racine Journal-Times*:

"The story is so preposterous that only a public brought up on hermetically-sealed education would ever go for it . . . it would probably never occur to a Russian reader that the McGraw-Hill queries were legitimate news. American correspondents write stories about British military aviation and that isn't spving."

* * *

The Magidoff story was then shoved to the back pages of the newspapers by follow-up stories of the Bogota riots, which had taken place the week before. From two Badger alumni came eyewitness accounts of the rioting in the Columbian capital city.

Mrs. Jose Rubio (the former Priscilla Bolger, '49), whose husband works for the Texas Oil Co. in Bogota wrote:

"It happened so fast. Alicita came home from school in the middle of the day saying Gaitan had been assassinated. He was shot at 12:30 and by early afternoon all the government buildings were afire . . . Jose was still downtown at the oil company and there were no taxis, street cars, or anything. Only trucks lumbering by full of men with guns and machetes. There were others swarming down the street, wearing red ribbons and whirling long knives above their heads. All were armed and looking tough and angry.

"Jose went to the printing plant to get his father without getting hurt because he waved his arms and yelled 'Long live Communism' and 'Viva Gaitan' and the mob let him through. Everyone is saying 'Communist plot' and it is true that everything was terrifyingly well organized. Fifteen minutes after Gaitan was shot everything in the capital building was destroyed."

Mrs. Edna Miller Almen, '27, was in Bogota with her husband, a foreign correspondent covering the Inter-American conference, when the rioting broke out. She wrote:

"Outside the doors of the Granada three or four soldiers in steel helmets stood guard and prevented the rioters from entering, but nothing was done to curb their looting. Countless times hoodlums would come up to the doors of the hotel and be turned away by our guards, but several times they came in such numbers that our soldiers rushed inside and lay at the top of the stairs to the entrance, their guns ready. Every time that happened the crowd inside surged, trying to find shelter away from the windows. I cannot remember how many times that day I ran up and down the stairs to get away from the firing."

CENTENNIAL

DETAILED PLANS for a year-long University of Wisconsin Centennial celebration have been presented to Pres. E. B. Fred by Prof. William H. Kiekhofer, chairman of the University Centennial Committee.

The plans call for commemorative events running through September, 1949.

"There will be four main projects," Professor Kiekhofer told President Fred. "They are:

- "1. Special celebrations.
- "2. Memorials.
- "3. Academic conferences.
- "4. Fine arts performances.

"We hope to make the whole Centennial year one of distinguished academic achievement at the University," he points out.

The special celebrations as outlined by Chairman Kiekhofer include a world-wide network of Founders' Day dinners on February 5, 1949, and an Anniversary Commencement Week in June, 1949.

Memorial projects include publication of a two-volume University history and the Centennial Fund Campaign of the University of Wisconsin Foundation.

Invitations to over 25 Centennial-year academic conferences will go out to distinguished American educational leaders.

Fine arts features will include the New York Philharmonic Orchestra, at least two Broadway stage productions, and a \$1,000,000 loan exhibit of "old masterpieces" from the New York Metropolitan Museum of Art.

* * *

Centennial events actually began to get under way last April, with the meeting of learned society No. 1—the American Association of Anatomists.

Symposium No. 1 fell on June 4 at Milwaukee. Sec. of Interior Julius Krug, himself an alumnus of the University, addressed the gathering, which was dedicated to pulverized coal burning and high pressure steam generation and utilization.

Two more Centennial learned society meetings came later in the month on the Madison campus—the cornbelt section of the American Society of Agronomy and the American Physical Society.

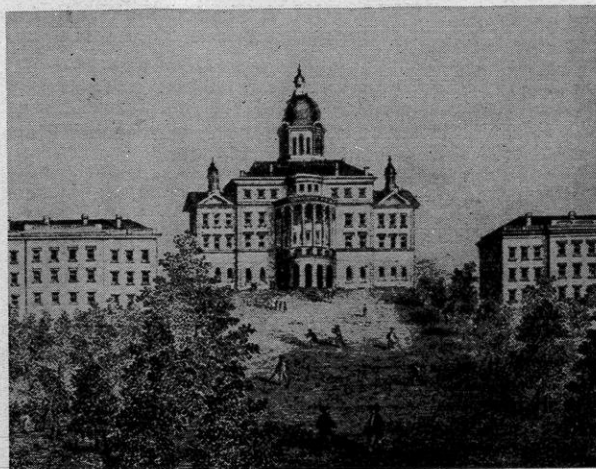
Here is the calendar of University Centennial events from August 1, 1948, to September 30, 1949:

August, 1948

- 7-29 Exhibit at State of Wisconsin Centennial Exposition, Milwaukee.
- 29-Sept. 4 MEETING OF LEARNED SOCIETY IV, Chemical Engineering Division of American Society for Engineering Education.

September, 1948

- 2-4 SYMPOSIUM II, Frontiers of Housing Research; sponsored by the University Regional Planning Course Committee and Housing Research Committee of the National Social Science Research Council.
- 5-10 MEETING OF LEARNED SOCIETIES V, American Mathematical Society, Mathematical Association of America, Institute of Mathematical Statistics, and Econometric Society.



THE CAMPUS IN 1866: They reared a temple on the height.

Here where, 'mid stately retinue
Of arching elms, the sacred dome
Of learning from its sylvan home
Is mirrored in Mendota's blue,

Here our forefathers, 'mid the uncouth
Beginnings of the infant state,
This fairest spot did consecrate
And lighted here the torch of Truth.

They reared her temple on a height
And bade it face the rising sun,
And spoke, as once God's self had done,
The solemn words: Let there be light!

Theirs was the fervent faith that bends
The smallest things to largest scope,
Outreaching in prophetic hope
Through narrow means to noble ends.

—From the *Jubilee Ode*, by Wisconsin's late Professor of Romance Languages, WILLIAM FREDERIC GIESE.

September, 1948

- 6-8 SYMPOSIUM III, Steroid Hormones; sponsored by the University of Wisconsin and the Committee on Growth of National Research Council acting for American Cancer Society.
- 7-11 SYMPOSIUM IV, Third National Symposium on Combustion and Flame and Explosion Phenomena; sponsored by the University of Wisconsin.
- 15-Oct. 11 Art Exhibit, "A Survey of Art Techniques;" Memorial Union.
- 25 Concert, New York Philharmonic Orchestra (Leopold Stokowski conducting); Pavilion. Broadcasts of special centennial programs and events over WHA and WHA-FM (continued throughout year). Production of University Movie (continued throughout year).
- ## October, 1948
- 8-10 NATIONAL EDUCATIONAL CONFERENCE, "HIGHER EDUCATION FOR AMERICAN SOCIETY," MEMORIAL UNION (FORMAL OPENING OF CENTENNIAL COMMEMORATION).
- 9 Centennial Ball, Memorial Union.

October, 1948

- 11-13 SYMPOSIUM V, The Humanities in American Society; sponsored by the Humanities Division.
- 14-Nov. 14 Art Exhibit; Memorial Union.
- 25-30 Drama Performance, Wisconsin Players; Wisconsin Union Theater.
Visiting Drama Performance; Wisconsin Union Theater.

November, 1948

- 2-Dec. 6 SYMPOSIUM VI, Significant History: 1848-1949; sponsored by History Department (a series of six weekly Tuesday night lectures).
- 5-6 Concert, Fritz Kreisler, violinist; Wisconsin Union Theater.
- 7-31 Art Exhibit; Historical Library.
- 10 SYMPOSIUM VII, Looking Ahead in Labor-Management Relations; sponsored by University Industrial Relations Center.
- 17-Dec. 18 Art Exhibit, "State Centennial Exhibition of Contemporary Wisconsin Art;" Memorial Union.
- 18-19 Visiting Drama Performance, Margaret Webster's Production of *Hamlet* and *Macbeth*; Wisconsin Union Theater.

December, 1948

- 1-Jan. 31 Exhibit, "University Student Life and Activities;" Historical Library.
- 6-11 Drama Performance, Wisconsin Players; Wisconsin Union Theater.
- 14-15 Concert, Florence Quartararo, soprano; Wisconsin Union Theater.
- 28-31 MEETING OF LEARNED SOCIETIES VI, Association of American Geographers and American Society for Professional Geographers.

January, 1949

- 3-23 Art Exhibit, "Decorative Art in Wisconsin;" Memorial Union.
- 7-8 Concert, Todd Duncan, baritone; Wisconsin Union Theater.
- 12 Ballet Theater Performance; Wisconsin Union Theater.
- 13-14 SYMPOSIUM VIII, Science and Civilization; sponsored by the Department of History of Science.
- 25-Feb. 6 Art Exhibit, "Growth of a Building;" Memorial Union.
- 27-Feb. 14 Exhibit, "University Photographic Salon;" Memorial Union.

February, 1949

- 1-Mar. 31 Exhibit, "Growth of the University;" Historical Library.
- 1-12 Visiting Drama Performance; Wisconsin Union Theater.
- 5 FOUNDERS' DAY DINNERS AT ALUMNI CENTERS THROUGHOUT THE WORLD WITH NATIONAL RADIO HOOKUP FROM MADISON (ONE-HUNDREDTH ANNIVERSARY OF THE BEGINNING OF INSTRUCTION AT THE UNIVERSITY OF WISCONSIN).

February, 1949

- 5 Publication of "The History of the University of Wisconsin," by Professors Curti and Carstensen.
- 10-Mar. 30 Art Exhibit, "Loan of 'Old Masterpieces' from the New York Metropolitan Museum of Art;" Memorial Union.
- 12-13 Concert, Gregor Piatigorsky, cellist; Wisconsin Union Theater.
- 17-Mar. 31 Art Exhibit, "African Sculpture;" Memorial Union.
Concert, University Centennial Composition by Professor Gunnar Johansen.

March, 1949

- 3-5 Concert, Vladimir Horowitz, pianist; Wisconsin Union Theater.
- 7-12 Drama Performance, Wisconsin Players; Wisconsin Union Theater.
- 24-26 SYMPOSIUM IX, Beyond the Ivory Tower—Co-Curricular Activities on the College Campus; sponsored by Office of Student Personnel Services and Student Centennial Committee.
- 25 Concert, Burl Ives, ballad singer; Wisconsin Union Theater.
Campus Folk Music Festival.
Visiting Drama Performance; Wisconsin Union Theater.



VAN HISE, CHAMBERLIN, RUSSELL, HENRY, BABCOCK:
They live in a thousand bettered lives.

They die—but not to pass away;
Their spirit in their works survives,
It lives in thousand bettered lives,
It walks among us here today;

It sees the bounteous years fulfill
The visions of their utmost dream,
It sees Truth's shining temples gleam
In serried ranks along the Hill;

It lives in lasting stone enwrought,
In granite columns, marble walls,
It speaks through all our echoing halls,
And finds us children of its thought.



LINCOLN TERRACE: Let us have faith that right makes might.

Yet 'mid these memories of an earlier day,
 These tributes unto Wisdom's ancient
 power,
 Shall we not seek some message for this
 hour,
 Some light to guide us on our onward way?

The world is changing and we change with it,
 The ancient poet sang; and, as revolve
 its rapid æons, none may hope to solve
 its modern problems with an antique wit.

Not in our day the scholar's task is done
 Where calm Ilyssus winds through flowery
 banks;
 He is a soldier fighting in the ranks
 And in the hot glare of the noon-day sun:

Or else, through uncheered vigils, silently,
 Year after year his patient work is wrought,
 Seeking on the lone frontier-lands of thought
 The larger knowledge that shall make men free.

April, 1949

22-24

MEETING OF LEARNED SOCIETY XII,
 Midwestern Conference of Political Scien-
 tists.

May, 1949

6-24

Art Exhibit, "The Work of Aaron Bohrod;"
 Memorial Union.

7-8

SYMPOSIUM XI, Inter-Relation of Law
 and American Economy; sponsored by the
 Law School.

7

Visiting Drama Performance, *Man and
 Superman*, starring Maurice Evans; Wis-
 consin Union Theater.

9-14

Drama Performance, Wisconsin Players;
 Wisconsin Union Theater.

15

Music Festival Concert, Artists of the Fu-
 ture; Wisconsin Union Theater.

18

Music Festival Concert, Pro Arte Quartet;
 Music Hall.

20

Music Festival Concert, Massed Perform-
 ance of University Choruses, Orchestras,
 and Bands; Pavilion.

27-June 14

Art Exhibit, "Annual Rural Art Show;"
 Memorial Union.

30

Requiem for Wisconsin war dead.

SYMPOSIUM XII, The John B. Andrews
 Memorial Symposium on Protective Labor
 Legislation and Social Security; sponsored
 by the Department of Economics and Uni-
 versity Industrial Relations Center.

June, 1949

1-July 15

Exhibit, "A Century of University Serv-
 ice;" Historical Library.

16

President's Reception.

16, 17, 18

Alumni Reunion.

16-July 10

Art Exhibit, "University of Wisconsin Art
 Collection;" Memorial Union.

17

Centennial Commencement.

18

Presentation of Centennial Memorials con-
 tributed through the University of Wiscon-
 sin Foundation.

18

CENTENNIAL DINNER, "THE UNI-
 VERSITY OF WISCONSIN IN THE CEN-
 TURY AHEAD;" FIELD HOUSE.

19-22

SYMPOSIUM XIII, Eleventh National
 Symposium on Organic Chemistry; spon-
 sored by Wisconsin Section of American
 Chemistry Society and American Chemistry
 Society (Organic Division).

27-28

SYMPOSIUM XIV, Conservation of Wis-
 consin's Natural Resources; sponsored by
 Centennial Sub-Committee on Symposia.

July, 1949

August, 1949

SYMPOSIUM XV, General Education;
 sponsored by Department of Integrated
 Liberal Studies.

September, 1949

5-7

MEETING OF LEARNED SOCIETY XIII,
 Council of National Society of Phi Beta
 Kappa.

8-10

SYMPOSIUM XVI, Plant Growth Sub-
 stances; sponsored by University Committee
 on Plant Growth Substances Research.

April, 1949

1-May 30

Exhibit, "University Contributions to the
 Life of the State;" Historical Library.

4-9

Drama Performance, Wisconsin Players;
 Wisconsin Union Theater.

7-May 3

Art Exhibit, "Twenty-First Annual Student
 Art Show;" Memorial Union.

14-16

MEETING OF LEARNED SOCIETY VII,
 Mississippi Valley Historical Society.

14-15

SYMPOSIUM X, American Regionalism;
 sponsored by University Committee on the
 Study of American Civilization.

18-20

MEETING OF LEARNED SOCIETY VIII,
 Wisconsin Academy of Sciences, Arts, and
 Letters.

21-23

MEETING OF LEARNED SOCIETY IX,
 American Association of Collegiate Schools
 of Business.

21-23

MEETING OF LEARNED SOCIETY X,
 Midwest Economic Association.

21-24

MEETING OF LEARNED SOCIETY XI,
 Wilson Ornithological Society and Wiscon-
 sin Society of Ornithology.



RAY DVORAK: "I'm a southpaw."

DVORAK

SUNDAY AFTERNOON, May 16, without forewarning or fanfare, Ray Dvorak came home to Madison. It was almost a month to the day since the railroad accident at Kremlin, Oklahoma, had come so near to taking his life.

They lifted his stretcher through a window of the Milwaukee Road *Varsity* coach and Ray Dvorak poked his head from beneath the covers and waved at a small gathering of friends on the platform. He waved with his left arm, for the wreck had taken his right one. His left leg was still in a cast, waiting for the compound fracture to heal.

The station platform was damp with the day's drizzles, but just as the train pulled in the sun found its way between the clouds and brightened the scene. The Madison newspapers had refrained from reporting the bandmaster's impending arrival. Well they knew that otherwise UW students would flood the station en masse and create an excitement that might delay Ray's recovery.

For the first time since the accident Ray saw his three children, Katherine, Robert, and Theresa. They rushed forward to greet him; friends and reporters hung back self-consciously until it was accomplished. Then a reporter stepped up and asked him how it felt to be back in Madison. Said Ray Dvorak: "Wonderful!"

Quickly then, the stretcher was trundled to a waiting ambulance and whisked to the Wisconsin General Hospital, on the fringe of a campus still stunned by the tragedy. He would stay there until his leg healed.

The Rock Island Road's Texas Rocket was speeding at 78 m.p.h. toward Enid, Oklahoma, trying to make up lost time; and Ray Dvorak was looking thoughtfully out the window and planning what he would say after judging his 10th annual tri-state music festival

there when it happened. A huge, heavily laden dump truck lumbered onto the crossing and the train struck it crushingly, fatally. ("I didn't see the train until it was bearing down on me," said the truck driver later. "You can hardly see one of those streamliners—they're so near the color of the horizon, sort of blue-like. There's only a red stripe on the engine.")

The impact of the crash threw the train from its tracks and hurled it into a parked line of oil-filled tankcars near by. Two of the coaches burst at once into flame. Dvorak was in the death coach, where two of his fellow passengers were killed. The toll of injured was 41. Thrown to the floor of the car, the bandmaster never lost consciousness. Desperately he tried to break a window and crawl from the wreckage, but, as he later reported, "everything I touched seared my flesh." Finally he was able to crawl to safety through a hole torn in the floor. "If I could have escaped sooner I could have saved my arm," he said. Burned and cut and trailing a useless arm and leg, he crawled under one of the tankcars and lay there in a bleeding nightmare until rescuers found him. His first words to them were a plea to tell his wife that "I'm all right and don't worry."

News of the accident brought Mrs. Dvorak by plane to the Enid, Oklahoma, hospital, where she remained to return with her husband a month later. News of the accident also drew 5-column front-page headlines in Madison and cast a pall over the town.

At the hospital, Dvorak's right arm was amputated, his cuts and burns treated. Doctors debated the necessity of removing his left leg, decided at length against it. Blood transfusions were administered, the usual treatment for shock, but the amazed doctors and nurses discovered that there was no shock. By long distance they checked with the Wisconsin General Hospital and from Dr. L. R. Cole get a medical history of Dvorak and assurances that a doctor would be sent from Madison if necessary. Next day Ray Dvorak's wife arrived and to her he said, "I'm lucky to be alive."

Mrs. Dvorak explained to reporters that her husband was "a natural southpaw" and that this aptitude would enable him to continue his career as bandleader. Ray went on to explain that he had always conducted mainly with his left hand and arm. One of his nurses solemnly told a reporter that Dvorak was "the most courageous patient" she had ever treated. As her first official act, Mrs. Dvorak wrote Madison post haste, asking that a new pair of glasses be secured and forwarded to her husband immediately, so he could catch up on his reading.

Meanwhile in Madison, students and faculty were in a dither deciding how best they could show their sympathy, love, and concern. The Regents sent best wishes; dozens of individual students and faculty members wired their sympathy; many sent flowers which overflowed the room and finally, at Dvorak's suggestion, were sloughed off into other wards.

The band convened in his absence and recorded a greeting to their leader, sandwiched it between playings of his favorite songs. The Enid Rotary Club

rushed over with a record player and stood by waiting to receive the disc, whose arrival had been adequately forecast by the press.

"I am deeply touched," said Ray Dvorak, upon hearing it. "It's a good quality recording, too," he added, as an afterthought. And a nurse observed that it was the "fanciest get-well-soon" message she'd ever heard.

The University saw fit to release at an earlier-than-planned date Dvorak's new song written (just one week before his injury) for the state centennial: *Forward One and All*, the theme song for the Century of Progress cavalcade.

Next week the UW band on a state-wide hookup broadcast a program of Dvorak's original compositions. Meanwhile in Detroit assembled musicians at the national conference of Music Educators and affiliated College Band Directors (of which Ray is president) sent a sum of money expressing their sympathy. Dvorak was to have had a leading part in the conference program. In return he sent a wire-recorded greeting to the group.

Some newspapermen and a few callow students speculated as to the probability of the University's keeping Dvorak on as band leader—but on the Hill there was no speculation. Ray Dvorak is much more to Wisconsin than two arms waving over an assemblage of horns and kettle drums. In a way, he personifies that elusive thing known as the *Wisconsin Spirit*—even as the late Frank Holt personified the *Wisconsin Idea*.

The 48-year-old bandmaster has been at Wisconsin for 14 years and has become an institution and tradition in himself. Because he is known personally all over the state for his many appearances and his radio personality, his injury was considered a sort of family tragedy in borders of friendship far beyond his own family or even his University "family".

Unknown to most Madisonians was a second rail mishap that served to complicate Dvorak's physical misery. On the return trip from Oklahoma to Madison by way of Chicago, a platform mail truck in a Chicago station fell in front of the engine causing the train to stop with a jerk that threw Ray forcibly against the foot of his berth, further injuring his left leg. It had to be reset shortly after his homecoming.

Also unknown to most local lights, Dvorak had a special preview of the State Centennial Day festivities. The night before, his players serenaded him from the hospital grounds, playing the same pieces they were later to regale the massed citizenry with.

Dvorak once said, "Music isn't interpreted with the hands. It is interpreted with the heart and mind, and expression comes out no matter how it's portrayed physically."

With that in mind, Wisconsin's sons and daughters wait eagerly for that crisp fall day when the stadium is packed and hushed and the band assembled; when the one-armed bandmaster climbs again on the podium to lead the massed thousands in *Varsity* and is greeted by a standing, long-drawn-out cheer straight from the hearts of his assembled friends—40,000 strong.



WISCONSIN'S COMBINED UNIVERSITY LIBRARY AND HISTORICAL MUSEUM:
For the former, a Union of Good Samaritans.

LIBRARY FRIENDS

Who Are They?

THERE IS IN process of organization, under the leadership of the Library Committee of the University faculty, a group to be known as The Friends of the University of Wisconsin Library. Nearly 150 members of the faculty and staff of the University have already signified their interest by contributing to the Friends Fund.

The great British physician, Sir William Osler, more than 25 years ago conceived of the idea of organizing those who had at heart the interests of the Bodleian Library at Oxford University into a group known as the Friends of the Bodleian Library, thinking that through its Friends, the Library might acquire treasures which were beyond its resources and thus fill lacunae in its collections. The idea took hold, and since that time many libraries, museums, art galleries, historic buildings, churches, schools and hospitals have profited greatly by the interest of their organized Friends groups.

In the United States, Harvard College was the first to organize such a group (1925). Three years later the Yale Library Associates began their activities—last year, the Yale Associates contributed nearly \$40,000 to

that library's book funds. By 1938, there were at least 50 such associations in the country, and many others have been established since then.

In each of these organizations it has been the avowed purpose to supplement the library's book budget rather than take over any of the regular charges in the budget.

This then, is the purpose of the Friends: to aid the University Library in acquiring unusual material, special collections, and individual books which enrich its value for the future generations of students and research workers.

There is a second purpose, equally important, and that is to stimulate interest in the University Library and its cultural value to the state.

What Will They Do?

The Library of the University of Wisconsin owes its origin to friends. During the first year of the University's existence, there was only one professor and no money for books. Henry Dodge, then governor of the state, was instrumental in obtaining a gift of several shelves of books; and H. A. Tenny, a keen young man of Madison, intellectually alert and inquisitive, secured more books and was

named "librarian" for his interest. In the course of a century other friends, too numerous to mention, have made gifts and bequests which have enriched the library and increased its value to scholars and to the people of Wisconsin. Professors, after a lifetime of devotion to education, have bequeathed their libraries. Now seems to be the time, in this the Centennial Year, to gather together more friends and give them formal recognition.

For two generations, 40 years, the University has needed more library space. A brief respite came in 1914 when the north stack wing was added to the Historical Building for the University's use, but by the 1920s that too was crowded. Now it looks as though a new building might become a reality. If so, there will be room for expansion, and for the proper housing of special collections. The architect's plans call for a Rare Book Room where precious volumes, such as those acquired in the Chester H. Thordarson Library, can be properly shelved, used under proper supervision, and properly exhibited. It is to be hoped that the Friends will be able to contribute more and more rare and unusual books and even special collections some of which will find their home in this Room.

At least once a year, and, as soon as circumstances permit, oftener, the Friends hope to have a meeting of interest to book-lovers. Business will be kept at a minimum at such meetings, and the great portion of the time devoted to talk about books. A news bulletin of some sort is contemplated, in order that the Friends may be kept informed of unusual acquisitions or special needs at the Library, and their interest stimulated by descriptions of unusual books. Occasionally desiderata may be listed, "just in case" spring housecleaning in someone's attic may disclose a copy of a desirable item, and a Friend can secure it for the Library.

Alumni as individuals can help the organization greatly by contributing to it—an annual contribution of one dollar makes anybody a member—and by directing the attention of their friends and acquaintances to the University Library. The alumni as Friends of the Library can tell people in their communities about the Library and about libraries in general. They can explain how handicapped the University Library has been because of lack of space and indicate how much it needs relief—more adequate quarters, better reading rooms, more books, a larger staff. The alumni can act as intelligence agents for the Librarian, calling his attention to unusual collections, to people who could be interested in giving the Library support.

Any interested person may become a member of the Friends of the University of Wisconsin Library by contributing a dollar or more to the Friends Fund annually. There are no restrictions as to sex, age, residence, color, creed, or race. Memberships may be given in the name of relatives, living or deceased. Thus far contributions have ranged from 1 to 25 dollars apiece, but the Friends would not be averse to receiving larger contributions. However, no distinction is made between those who give a little and those whose means permit larger donations.



JOE MATTHEWS: "Go when you're in the mind of it."

RECOGNITION DAY

130 Employees Retire

RETIRED NON-ACADEMIC employees of the University, whose work records total almost three thousand years of service, were honored recently. On June 3, the first Employee Recognition Day was held in the Memorial Union Theatre so that the University and the state might pay tribute to the magnificent contribution of employees who had retired under the state retirement laws.

Recent changes in the state statutes made it possible for over 130 employees with long service records to enjoy the rest of their lives on an annuity as honorary inactive members of the staff. Among those retiring was John Bauhs (accounting office) who worked for more than 52 years on campus. Three other employees, John P. Forest (physics), Octave J. Delwiche (Agriculture), and Joseph Matthews (Agriculture), worked more than 40 years. There were 24 employees in the 30-year club.

At this first Annual Employee Recognition Day, Gov. Oscar Rennebohm, '11, Pres. E. B. Fred, and A. J. Opsedal, director of the state bureau of personnel, paid special tribute to the efforts of these employees. Professor Nathan Feinsinger, of the Law School faculty and chairman of the University's employee-management board, was the main speaker of the evening. A. W. Peterson, '24, director of business and finance, presented each retiring worker with a plaque commemorating his service.

Teamster Extraordinary

Typical of the group was Mr. Matthews.

If it hadn't been for the trip a University carpenter took to the little town

of Marathon, Iowa, back in 1901, the chipper little Englishman who so many College of Agriculture students knew so well, might have been retiring from another job this year.

Joseph Matthews, teamster extraordinary, tied his favorite team of Belgian mares in the Stock Pavilion for the last time on the 28th of February, and thus completed his job for the University. A job that lasted for an eventful 47 years.

His last public appearance was made just a week before his retirement, when he drove the stately carriage with the queen and her court at the evening performance of the Little International Horse Show. He handled his team with the same exuberance and finesse he held as University coachman.

Joe's love for horses stems from his home country, near Land's End in Cornwall County, England. He was working for a gentleman farmer named Hodge, and in the routine of farm work found time to do a bit of fox chasing over the hedged-in English countryside.

"We even tried fox chasing with donkeys," he recalls, "but had a time pulling them over the blooming hedges."

You might say that it was the threat of the sea in his mother's heart that kept young Matthews from becoming a sailor. His father had been a sailor in the British Navy all his life, and the lure of his experiences around the world attracted Joe when he was 17.

It might have been the lure of the sea that prompted Joe to seek his destiny in America.

"It was on a Sunday that I sat down talking with a lad named Tommy Hall," Joe relates in his individual English accent, "and Tommy asks me, 'How about going to America?'"

"All right, Tommy, I'll go with you," Joe announced without hesitation.

"When?" Tommy asked.

"We'll go when we're in the mind of it."

"All right," said Tommy, "I'll see you Wednesday."

But Wednesday never came for Tommy. In the meantime Joe had written to Liverpool for his passage and was set to sail on Saturday of the same week.

So in 1899 one Joe Matthews set out for America, a decision that he has never regretted. He went directly to Marathon, Iowa, where his uncle was living. Yes, it was in the cards, his uncle ran a livery stable.

In the spring of 1901 Alfred Lawrence, the University carpenter, told Joe that they needed some teamsters at the University of Wisconsin, and Joe, "being in the mind of it," set out for Madison. When he was 23 years old, Joe started his last job.

The position as university coachman was the ideal job for Joe. He had handled carriage teams ever since he had arrived in America and mastered the art while taking salesmen over the rutted roads and wagon trails throughout northern Iowa and southern Minnesota.

As coachman he drove an elegant surrey with a fringe on top for the University president, dean of the College of Agriculture, and the University's distinguished guests. When he started driving, President Adams was at the helm, and shortly after, his No. 1 passenger was President Van Hise. President of the United States, Teddy Roosevelt, was a guest at the University.

"I took him on the usual trip around the campus and over the roads and trails circling Lake Mendota," Joe reminisces.

Shortly after the turn of the century, the University purchased the rolling Eagle Heights farm and Joe made his home there for 28 years. It was here that he experienced his heyday with horseflesh. The College of Agriculture had only 18 horses when the farm started operating, but through the years in developing fine breeds, the number was raised to 80.

Campus Cop, Too

Joe takes time to say that today's agricultural students are not as interested in farming as were his predecessors. "These young fellows today are taking to the tractors. You have to be behind a horse to appreciate farming.

"In fact," Joe says, "I'd be surprised if half of them could harness a horse."

His close association with students was not restricted to Eagle Heights, however. For 25 years he was sheriff, or a yester-year version of the campus cop, out at the farm-Picnic point sector.

In that quarter century, Sheriff Matthews never arrested any students, but just kept them in line.

"They would do what they were told, so there was no need to arrest them. They would do anything for me."

Joe's biggest task was keeping an eye on the farm orchard, because the apples were a great temptation to all students.



WISCONSIN STUDENTS ON THE HILL: For them, culture in a capsule.

CURRICULUM B

What Is It?

IN CAMPUS colloquialism it's "Curriculum B." In official UW parlance it's "The Program of Integrated Liberal Studies." In essence it's a new alternative sequence of courses in the College of Letters and Science to cover the first two years of University work.

Designed over a period of three years by a special faculty committee, the new program begins this fall. It can trace its lineage back to the Experimental College of 1928-32 and owes some allegiance to Harvard's core curriculum, Minnesota's General College, Princeton's "significant issues" course, Northwestern's experimental curriculum, and the St. Johns "great books" scheme; not to mention what the committee called "the heavy hand of the Wisconsin past."

In brief, in place of a number of elective courses, PILS offers a single program of "liberal" studies in which the materials of many subjects are brought together and "integrated" into a pattern revealing the heritage of western civilization. Its avowed purpose is "to lay a broad foundation of general education in advance of specialized studies. (See article on next page).

Who's It For?

Enrollment in PILS is open to freshmen who are admitted to the College of Letters and Science. For practical reasons the size of the first class this fall will be limited to 300 students. The program is offered to students who plan to graduate from the College of Letters and Science with BA or BS degrees, and to students who plan to transfer in the junior year to the Schools of Commerce, Education, Journalism, or Law. It is specifically recommended to students going into library work.

Since the entering group in 1948 is limited to 300 students, priority in consideration will be given to the first 300 applicants. Prospective students may obtain entry blanks from the Department of Integrated Liberal Studies, Bascom Hall, Madison 6.

What Courses Are Taken?

Here's a brief outline of PILS:

FRESHMAN YEAR

First Semester

Science: "The Physical Universe."
 Humanities: "Greek and Roman Culture."
 Social Studies: "Early Man and His Society."

Composition: "The Practice of Writing."

Electives: 3-4 credits.

Second Semester

Science: "Earth Science."

Humanities: "Medieval and Renaissance Culture."

Social Studies: "Transition to Industrial Culture."

Composition: "The Practice of Writing."

Electives: 3-5 credits.

SOPHOMORE YEAR

First Semester

Science: "Biology."

Humanities: "European Culture 1750-1850."

Social Studies: "Modern Industrial Society."

Electives: 4-6 credits.

Second Semester

Science: "Biology."

Humanities: "American Culture."

Electives: 4-6 credits.

What Happens at the End?

Students who complete the two-year program of the Department of Integrated Liberal Studies may choose one of the following options:

1. *Continuation in the College of Letters and Science.* Students may choose a major field in one of the departments of the College and in two additional years satisfy the requirements for the degree of Bachelor of Arts or Bachelor of Science.
2. *Transfer to another College of the University.* Students may transfer in the junior year to the School of Commerce, the School of Education, or the School of Journalism.
3. *Termination of College Course.* Students may elect to leave the University at the completion of the two-year program of Integrated Studies.

Who Does the Teaching?

Head of the new PILS department is Robert C. Pooley, PhD '32 (see *Faculty Profile on next page*). He will teach composition and European Culture, 1750-1850.

Other PILS faculty members and their subjects will be:

Walter Agard, professor of classics, *classical culture*; James S. Earley, MA '34, professor of economics, *modern industrial society*; Arch Gerlach, associate professor of geography, *earth science*; Richard Hartshorne, professor of geography, *international scene*; W. W. Howells, associate professor of anthropology, *early man and his society*; C. Leonard Huskins, professor of botany, *biology*; Aaron Ihle, '31, assistant professor of chemistry, *physical universe*; Paul MacKendrick, associate professor of classics, *classical culture*; Llewellyn Pfrankuchen, professor of political science, *international scene*; Gaines Post, professor of history, *medieval and renaissance culture*; Robert L. Reynolds, '23, professor of history, *transition to industrial society*.



ROBERT C. POOLEY, PhD '32: Chief of PILS.

COINCIDENTALLY with the beginning of the Centennial Year 1948-49 the University launches a cultural experiment in broader education known laconically as Curriculum B. To head this movement (the Department of Integrated Liberal Studies in the College of Letters and Science) the administrative heads of the University went into a huddle and came up with an ex-kettle drummer, playwright, and book reviewer who has achieved national fame as an authority on education in general and the English language in particular: Prof. Robert C. Pooley, PhD '32.

The choice could hardly have been better. Professor Pooley has been on the Wisconsin faculty since 1931, has headed the gigantic Freshman English course since 1946, and has compiled and edited English textbooks that are now in use all over the country. It will be his job to organize the department, after which the faculty will nominate its own chairman in accordance with University policy.

Pooley says: It will be possible for students in this new program of integrated liberal studies (PILS) to spend the greater part of the academic day together, sharing the same lectures, discussions, laboratories, and assemblies. This will give them a feeling of unity of purpose which underlies a liberal education."

"Unity of purpose" is an applicable phrase coming from Bob Pooley, who as a youth bucked parental wishes by rejecting the ministry in favor of the teaching profession. He was born in Brooklyn 50 years ago, and as both a Brooklynite and an English authority he represents the unfounded Hollywood version of Brooklynese talk. In 1916 Bob Pooley entered Cornell, distin-

guished himself as drum major in the band and kettle-drummer on the side, and left before getting his degree in order to take officer training at Camp Lee, Virginia.

Prompted by his family's theological background, Pooley entered the General Theological Seminary in 1923, changed his mind two years later and left for Colorado College of Education, where he finally settled down to pursue his occupational goal. It was here that he met his wife.

In 1929 Pooley came to the University of Wisconsin as a fellow in English. Two years later he was appointed assistant professor of the teaching of English. He earned his PhD in 1932, became associate professor in 1936 and was elected that year to the presidency of the National Conference of Research in English. He was promoted to full professor in 1940.

Professor Pooley's reputation stems mainly from his radical revisions of English textbooks, emphasizing timeliness in the choice of literature. The following series of texts are now used all over the country: *Growth in Reading*, junior high school; *Literature and Life*, senior high school; *Handbook of English for Boys and Girls*, grade school. In addition he has turned out for college students a series of books called *Introducing Essays*, and during the war authored a book of pre-induction training in English for use by high school seniors awaiting the call of the draft.

It was this open-minded approach to the English language that won for Pooley in 1946 the general chairmanship of the Freshman English courses. Known alphabetically to students as English 1A and 1B, these are the only courses taken by everybody on campus (excepting a few exemptions for outstanding students).

Because of that, the scope—both in material covered and enrollees' interests—is wide. Ditto for the scope of Pooley's activities. He has worked with Basil Rathbone and Norman Corwin in preparing for Columbia Recording Studios a series of record albums of English readings. He is chairman (in the absence of Professor Ewbank) of the WHA Radio Committee, has worked with Professor Wiley in reviewing "Books of Today". He was instrumental in building up WHA's nationally famed School of the Air. He is a past president and is now director of publications for the National Council of Teachers of English.

It was during his presidency of that group that he acquired fame as an extemporaneous speaker. At a much-touted convention meeting in Atlanta, Ga., which had been planned to the second and was to be broadcast over a nationwide hook-up, the master of ceremonies fell into a dead faint five minutes before time to go on the air. With that brief time for preparation, and very few notes to prepare from, Professor Pooley stepped in and carried off the show.

Curriculum B is his inheritance, and it's based on just that ability to carry things off with alacrity, dignity, and judgment.

What This

IN THE FALL semester of 1948, the University of Wisconsin is offering, in the College of Letters and Science, a new sequence of studies to be called a Program of Integrated Liberal Studies. It is a two-year course to be offered at first to 300 freshmen who will be expected to take the program in its entirety. It is a voluntary alternate list of studies, the completion of which will satisfy the general, non-departmental requirements of the College of Letters and Science. While it will be open to any freshman who wishes to apply, it is designed particularly for those intending to take the BA or BS degrees in the College of Letters and Science and those designing to enter, at a later date, the School of Education, the School of Journalism, the School of Law, the School of Commerce, and the Library School.

To understand the genesis of this program, some background history may be of interest. In 1945 the faculty of the College of Letters and Science authorized the dean to appoint a committee to study the curriculum of the College and to offer recommendations for its revision. The committee gave particular attention to the program of the first two years, which might be called the general education portion of the curriculum. In January of 1946, the Committee presented its report to the Faculty.

This report consisted essentially of two parts which were labeled respectively "Curriculum A" and "Curriculum B." Curriculum A consisted of several patterns or programs of study formed by the arrangement and allocation of specific courses of the departments of the College to meet the needs of students preparing for liberal and vocational degrees. This portion of the curriculum was largely a revision of existing patterns of studies with the recommendation of several leading to the PhD degree. With minor alterations, Curriculum A was accepted by the faculty of the College and became the official curriculum leading to the BA and BS degrees.

Curriculum B was a minority report offered to provide "a program of studies at once more general and more integrated than that embraced in Curriculum A." After considerable discussion and some opposition, the faculty authorized the Dean to appoint a new committee to study the proposal of an integrated program and to bring a report to the faculty. This new committee, known as Curriculum Committee B, was formed in March of 1946 and presented its report to the faculty in April of 1947. The report was accepted by the faculty of the College and the program was authorized to go into effect in the fall of 1948.

New "Curriculum B" Is All About

A number of reasons lie behind the growing request for an integrated pattern of studies. Interest in such programs has been nation-wide for at least a decade. Perhaps the best known of the new programs are those of St. John's College in Annapolis, the General College of the University of Chicago, and the proposed program of Harvard University as announced in the publication *General Education In A Free Society*. Columbia University has had a partial program in effect for a number of years. More recently, one type or another of integrated courses has been introduced at the University of Minnesota, the University of Iowa, Northwestern University, Boston University, and Michigan State College, to name only a few. Thus the new course offered at the University of Wisconsin is not so much an innovation without parallels elsewhere as it is an adaptation of ideas rather generally held to the particular needs of the University of Wisconsin.

Integrated programs may be said to attempt to re-create under modern conditions some of the most desirable values of the traditional, small liberal arts college. At least three of these values are:

1. The sharing of similar educational experiences with a relatively small group who are pursuing the same course.
2. The opportunity, through a prescribed pattern of courses, to find meaning and significance in the purposes of general education rather than to be trained in specific facts and techniques in unrelated fields of study.
3. The chance to recognize essential values in the principal fields of study in relationship to each other so as to form an intelligent background for the continued assimilation of facts and ideas in the sciences, the social studies, and the humanities.

Programs of study which provide for the election of specific courses from a wide choice offer a student many advantages. He can, with proper guidance and with some assurance of his goal in his own mind, make a program of studies which will meet his particular needs better than any definitely prescribed for him. The conditions existing in the modern university, however, with its great numbers of entering students, make the problem of designing a course for each student excessively difficult. A large number of students have no particular goal in mind when they enter the university and are therefore hardly ready to select an intelligent program of studies. Moreover, the faculty with the best will in the world find it impossible to devote the time necessary to each student to devise a sound and useful program of studies.

Because of these difficulties, many students under the elective system find themselves taking courses for which they have no particular desire and which add up to no particular goal. The result has been that the courses provided for general education prior to special training have often seemed to

the students as lacking significance or even as standing in the way of what they consider their real education.

The integrated program, with its prescribed pattern of studies, gives the student a common body of experiences which he shares with a number of other students and presents these experiences in a planned sequence of related ideas which should have meaning for him. Furthermore, since the program calls upon the materials of a large number of different departments, the student has the opportunity of becoming acquainted with many fields of intellectual activity and is thereby given the opportunity to find some area or

By **R. C. POOLEY, PhD '32**
Chairman, Department of Integrated Liberal Studies

★ **John Henry Cardinal Newman once wrote: "That only is true enlargement of mind which is the power of viewing many things at once as one whole." Chairman Pooley sees Wisconsin's new integrated liberal studies as providing a setting in which many students may develop this "enlargement of the mind" to a greater degree than they might in a pot-luck sequence of courses.**

field of study which appeals to him more than any other for later specialization.

* * *

Two important principles underlie this program of integrated studies. The first is that since the goal of general education is preparation for life, the courses can be broad rather than concentrated, and can be concerned chiefly with values rather than with techniques. The second principle is that through the exchange of ideas with other students who are studying the same courses at the same time, the average student can profit more from a prescribed course of study for his general education than from elective choices. He is still free to choose an area of specialization for the latter years of his college life, and to select and prepare for a vocation.

The studies of general education are recognized as falling into three large fields or areas. The *humanities* embrace such subjects as languages, literature, philosophy, religion, history, music, and the arts. The *sciences* are biology, chemistry, mathematics, physics, as-

tronomy, geology, geography and their many subdivisions. The *social studies* include anthropology, economics, political science, and sociology. The integrated program provides a sequence of four courses in each of these three areas. These are new courses, planned to meet the particular need of drawing together the contributions of many subjects, and of relating them to each other to form a meaningful pattern.

Students completing the Integrated Program will have earned 47 credits in general education, plus some 10-13 additional in a language, in mathematics, or in any combination of elective courses. They will have satisfied the non-departmental requirements of the College of Letters and Science and are qualified to continue in the College with a major in a specific department, or to transfer as Juniors into the School of Commerce, the School of Education, or the School of Journalism. After an additional year in the College of Letters and Science they may transfer to the School of Law.

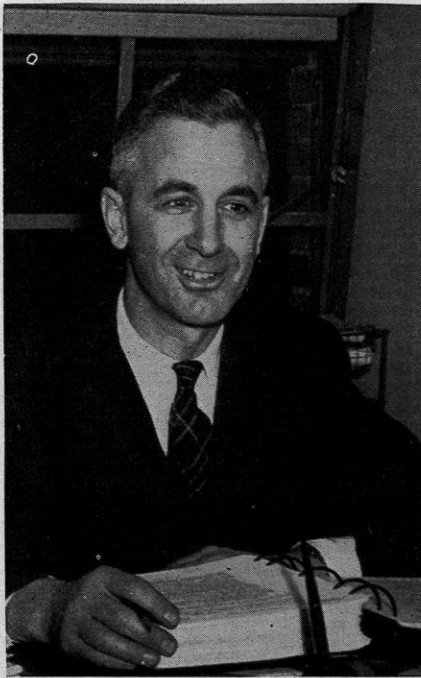
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It seemed desirable to keep the Integrated Program as closely geared to the College of Letters and Science as possible. To this end a department was created with the title Department of Integrated Liberal Studies. Its function is to plan and administer the courses, recruit the faculty, and attend to the administrative duties common to departments of the College. The faculty of the program will be drawn as largely as possible from the current departments of the College, retaining rank and title in the department from which they are drawn, and lending a portion of their time to integrated studies. The chairman of the department will be nominated annually by the members of the department, in accordance with University policy.

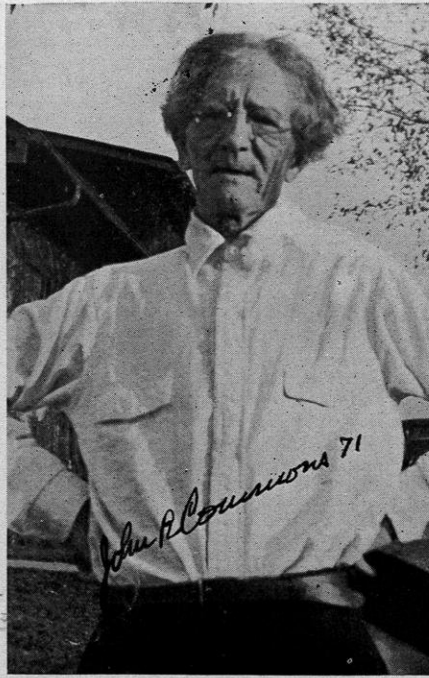
The instruction will of necessity be conducted in large lecture groups, supplemented by discussion sections of 25 students each. Composition will be taught in section groups of 25 students. Four credit courses will usually consist of three lectures weekly with one discussion period; three credit courses will have two lectures and one discussion period.

Three administrative devices will be employed to secure the maximum of integration in the development of the program. So far as it is possible, each section of 25 students will be kept together as one unit in the program; that is, one section will meet as a group in English, and will attend together the discussions in the humanities, in the social studies, and in the sciences. Thus some of the values of common experiences commonly shared can be developed.

Second, a weekly assembly is planned to which will be brought speakers, lecturers on relevant subjects, and motion pictures. Several periods in each semester will be reserved for open forums in which the students will be encouraged to discuss and appraise the program they are taking.



E. A. GAUMITZ: Management.



JOHN R. COMMONS: The pioneer.



E. E. WITTE: Social security.

Industrial Relations Center

WITH NATIONAL strikes and threats of strikes, government intervention in industries "essential to the public welfare", and political bickerings over the Taft-Hartley law, students of labor management relations in the US agree that the pendulum is swinging. But few of them agree on just where it stands now.

A few decades ago, it hovered in favor of business, with labor and the public taking the squeeze. The concensus seems to be that it swung in favor of labor in the early and mid-30s and is now, with the passing of the Taft-Hartley law, swinging back again. Almost all observers are agreed that in the present seesaw battle between the titans, the public is getting the center mauling.

One of the few bright spots in the national Big Business-Big Labor picture is an educational and public service innovation at the University of Wisconsin known as an Industrial Relations Center. To direct it, the UW Regents have picked a young man whose breadth of experience belies his age: Robben W. Fleming, '41.

Fleming has been most recently a labor specialist in the office of housing expeditor, National Housing Agency, Washington, D. C. After securing his law degree at Wisconsin, he became an attorney with the reorganization division of the Securities Exchange Commission, 1941-42, then took on the tough job of mediation officer for the War Labor Board. Shortly thereafter he joined the army, was discharged in 1946 after serving (with the rank of captain) as labor officer in the military governments of Germany, Italy, and North Africa.

Fleming, in his new University job, expects to have the assistance of a Labor-Management Advisory Council, made up of the big guns in the state's industries and labor movements. He serves as agent for a faculty advisory group, whose steering committee makes

★ Without fanfare, elaborate facilities, or extra cost to the taxpayers, the University of Wisconsin, through its spanking-new Industrial Relations Center, is taking a lead investigating America's No. 1 domestic problem: Big Business vs. Big Labor.

By CHARLES BRANCH, '49
Assistant Editor

up a coterie of faculty talent unrivalled in the national education picture: Professors E. E. Witte, Nathan P. Feinsinger, Edwin A. Gaumnitz, George W. Hill, Kenneth Little, James W. McNaul, and Selig Perlman—experts respectively in the fields of economics, labor and social security, collective bargaining, mediation and arbitration, rural sociology, personnel, mechanical engineering, and labor history.

Ultimate, far-flung goal of the Regents' action and the Center's work is to halt that pendulum at dead center, without approaching the extremes of favoritism toward either business or labor. Or better still, to help build an industrial clock without a pendulum, ticking steadily on with justice and fairness for all concerned.

The goal is high and distant. Some think it is unattainable. No one expects a magic potion that will halt all bickering, smooth all troubled waters, and make everyone forever satisfied with the status quo. But Wisconsin's nationally known economic and labor authorities do foresee a time when business and labor can work out their differences without subjecting the public to economic tyranny from any source.

* * *

It is fitting and natural that the University of Wisconsin should pioneer in this field. The state of Wisconsin has established a record for bold experimentation in the field of labor and industrial legislation; has often been eyed by the other states as "radical", only to have them eventually imitate many of its successful legislative moves.

Wisconsin shares with Johns Hopkins University the pioneering title in this field. When Prof. Richard T. Ely, author of the first book on labor relations published in this country (1886), came to Wisconsin from Johns Hopkins in the early 1890s, he brought along his keen interests in labor's problems and transplanted them in the more favorable Midwest soil. Ely's grasp of the matter was broad and comprehensive. He viewed the American labor problem as changing with the evolution of the nation.

In 1904 he made a dramatic three-move gambit that was to affect America's labor relations for the next 50 years: (1) he secured from the UW a fund to undertake for the first time a study of the American industrial society; (2) he brought to Wisconsin his former pupil, John R. Commons, who later achieved international stature in the field; and (3) he recruited a large body of enthusiastic graduate assistants who worked for six years on a monumental history of American industrial society.

* * *

The newly-established center is a device of coordination and sponsorship. It is by no means the first of its kind to enter the American campus scene; but undoubtedly it becomes a clearing center for the largest curriculum of related courses offered anywhere in the USA. It can best be understood by a factual application of its name: a center: a wheel hub whose rim is made up of the many courses in the field. In its various schools and colleges the University teaches more than 70 courses relating to industrial problems. The Industrial Relations Center provides a central point where these courses can find their own interrelations. The center will suggest possible new courses and will also encourage additional research in industrial relations.

A breakdown of the University's overall approach to industrial relations reveals a broad and multitudinous schedule with its greatest strength concentrated in the resident program. Courses in the field are taught in such widely-separated entities as the School of Journalism and the department of philosophy, the departments of economics and social work, political science and psychology, the Colleges of Engineering and Agriculture, the Schools of Education and Commerce and Law. Course titles pointing up these approach-angles include Labor Problems, Labor Legislation, Wages and Prices, Capitalism and Socialism, Labor History, Social Security, Trade Journals and House Organs, Philosophy of Social Planning, Industrial Psychology, Personnel Psychology, Industrial Inspection Methods, Personnel Management, Motion and Time Studies, Rural Standards of Living, and Farmer Movements. Many of these are duplicated in extension and correspondence courses.

Two interdepartmental seminars (Social Security and Collective Bargaining) are given for graduate students. In the latter, about half the sessions are given over to distinguished guest speakers from the ranks of government, industry, and labor. Last year they included a former US Secretary of Labor, the chairman of the National Labor Relations Board, the chairman of the Wisconsin Employment Relations Board, vice-presidents of Good-year Rubber Co., International Harvester Co., Allis-Chalmers Mfg. Co., the president of an international union, and the acting general-counsel of the American Federation of Labor. No higher tribute could be paid the University than their willingness to come to Madison and speak without compensation.

Research has also been an integral part of the resident program—and a

part that has brought much fame to the University. Projects now underway include an occupational survey of Madison and Dane County; a study of compulsory arbitration in public utilities; a study of the replacement of pre-war migratory farm labor by Mexican workers; a study of employment opportunities for Wisconsin's farm youth; studies of incentive wage plans in the state, merit rating in Civil Service applications, job evaluation and executive understudies; an analysis of the components defining attitude formation; a history of labor in the US since 1933; a history of social security in the US, and a study of the operation of the War Labor Disputes Act.

* * *

In addition to the resident program, there are certain well-established service facilities. Oldest of these is the School for Workers, established in 1925 and headed since 1937 by Dr. Ernest E. Schwarztrauber. It has been administratively attached to the Extension Division since 1945. Activities of the school have been confined, for the most part, to a ten-week period in the summer—at which time many one-to-six-week, overlapping institutes have been held. Enrollment rocketed to a high of 649 last year.

Last year the school extended its facilities out into the various communities in the state. Local Vocational and Adult Education Schools cooperated and the program has spread to include Kenosha, Racine, Beloit, Janesville, Milwaukee, Fort Atkinson, Eau Claire, Marshfield, and Wisconsin Rapids. Plans are underway to similarly serve Waukesha, Stoughton, Manitowoc, and Two Rivers.

Outstanding in the public service line are the Industrial Management Institutes, organized in 1944 under the direction of Dr. Russell Moberly. The School of Commerce and Extension Division sponsor it jointly and receive full cooperation and (non-financial) support from the Wisconsin Manufacturers' Assn. The Institutes' program is comprehensive, touches on almost every phase of industrial and business activity, and is entirely self-supporting from fees. In the last three years, 1,486 representatives from 246 companies in 70 communities have enrolled. A total of 40 institutes was offered on campus during the school year 1947-48.

Most recently organized (1945) of all the services is the Bureau of Industrial Psychology under the direction of Dr. Carl Wedell. The Bureau concerns itself primarily with the problems of human adjustment and human relations in work. The department of psychology on campus and the department of business administration in the Extension Division co-sponsor the bureau—which in turn sponsors two types of institutes: (1) those covering general subjects in industrial psychology and held at monthly intervals in different cities of the state which request the service, and (2) those covering specific applied problems faced by particular industries, organized according to requirements of particular communities and groups.

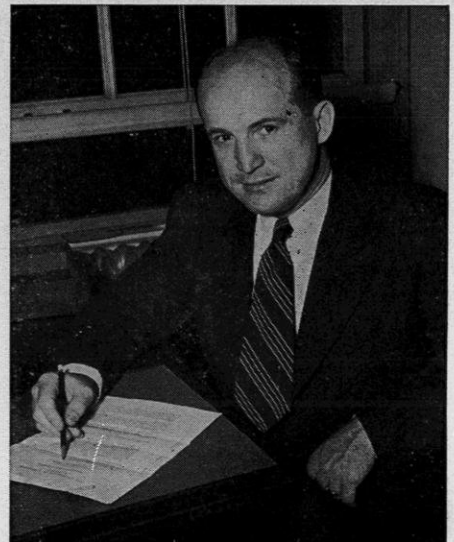
Which all adds up to a big challenge and a bigger opportunity for the University to serve the people.



SELIG PERLMAN: Labor movements.



ROBBEN W. FLEMING: Director.



J. KENNETH LITTLE: Personnel.



WISCONSIN'S MAGNIFICENT STATE CAPITOL: At one end of State Street, soil; at the other, seminar.

★ *Badger Bookshelf*

What's the "Wisconsin Idea?"

WISCONSIN HAS A reputation among the states as being "a bit queer" both politically and governmentally. The reputation was acquired because of the movement that culminated in the election of Robert M. La Follette as governor in 1900 and the coming to political power of the progressive Republican faction. Those reformers sponsored and passed legislation of enormous social and economic importance. In Wisconsin, government was reshaped to respond better to the needs and hopes of the citizens.

Wisconsin pointed the way for other states to follow in their groping after ways and means of meeting and solving the difficult problems of the period. The effects of the work initiated in the state were eventually felt even in the national administration which accepted and put into law the "experiments" of the progressive Wisconsin administration.

Efforts to explain Wisconsin's pre-eminence among the states generally boiled down to use of the phrase "*the Wisconsin Idea*." It was used to explain a new technique in public administration. It was used to smear anything new that might upset the status quo. The term has come to mean so many things to so many people that it

By EDWARD DOAN, MA '28

seems pertinent to examine its true meaning at this point.

Wisconsin was fortunate in that it not only had among its citizens the men of vision who saw and recognized the needs, but counted among its population the men of disciplined mind who were willing and eager to put to the test the results of their study and experimentation. The University of Wisconsin had on its faculty a number of men who not only taught but disre-

garded the academic amenities by actually going to see what the world of reality was like. Chamberlain in geology, Adams and Van Hise, all of whom served the University as president, Richard T. Ely and John R. Commons in economics, Paul Reinsch in political science, who later served as American minister to China, were among those who contributed to the development of the Wisconsin Idea.

These teachers and their students were acutely aware of the world they could view from their ivory towers on top of Bascom Hill. In 1894 Professor Ely, seeking the economic facts of the labor war, shocked the community. Charged with economic radicalism, a regent's investigation exonerated Ely and President Adams issued the report that carried the now famous declaration for academic freedom:

"Whatever may be the limitations which trammel inquiry elsewhere we believe the great State University of Wisconsin should

ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

University faculty members accepted the challenge of that statement. They continued their probing researches into the social and economic problems of the day. They gave freely of their talent and time to the state and its citizens. After he became governor, La Follette never hesitated to get advice from the experts who were members of the University faculty. It was a matter of pride to him that he appointed, whenever possible, faculty men to the various state boards and commissions. He recounts in his *Autobiography* how an informal group of state officials, legislators, and faculty members met regularly for lunch on Saturdays to discuss the problems of the state. La Follette and the progressives anticipated the "brain trust" by 30 years!

An acute observer and keen student of Wisconsin affairs has suggested that this interplay between the University and the state capitol was the heart of the *Wisconsin Idea*. It was a joining of the soil and the seminar. The seminar provided the background of fact and theory while the men of the soil provided the opportunity to test pragmatically those findings.

The *Wisconsin Idea* was "that continual sifting and winnowing" carried on not only in the classroom and laboratory but jointly in the classroom and government administration office. It was the joint effort of the politician and the professor to serve the common interest of all the people rather than the special interest of particular groups.

It was the application of intelligence, knowledge, and an open mind to the circumstances of each situation as it arose. The method produced enduring results for, although nearly every bit of the legislation listed in the Republican state platform of 1914 had been challenged in the courts, not one was ever pronounced unconstitutional.

In the larger sense the *Wisconsin Idea* is the practical embodiment of the theory that it is the duty of the state to promote the general welfare—to serve the common interest of all rather than the special interest of particular groups. It is democratic liberalism in practice.

* * *

The vitality of the *Wisconsin Idea*, attested to by the record of legislation about which the 1914 Republican platform boasted, stemmed from the vigor of its leading exponent, Robert M. La Follette. It was not born full-blown as Minerva from the head of Jupiter. It was the product of years of struggle by La Follette and a group of men devoted to the public service.

Robert Marion La Follette was born June 14, 1855, on a farm in Primrose Township, Dane county, Wisconsin. He was the youngest of the four children of Josiah and Mary La Follette. Robert La Follette's grandfather had been a neighbor of Thomas Lincoln in the Knob Creek country of Kentucky. The La Follette family migrated to Indiana and in 1849 Josiah and his wife settled on a farm in Primrose Township. In Robert M. La Follette was the blood of pioneering Scotch, Irish and Hugue-

★ In his recent book, *The La Follettes and the Wisconsin Idea*, the author keenly analyzes the great traditions of a great state and its great University. He attributes to early faculty members and the senior La Follette the knack of putting democratic liberalism into practice. Mr. Doan is a former Wisconsin journalism teacher and governor's secretary.

not forebears who had made the long trek from Europe to the American frontier.

Six months after his birth, Robert's father, Josiah, died. The La Follette family continued on the farm for some time, but when Mrs. La Follette remarried they moved to the nearby village of Argyle where young Robert attended the public schools. In 1873 the family moved to Madison, where Robert entered the University of Wisconsin.

Besides teaching a country school near Madison, to help family finances, Robert La Follette was proprietor of the *University Press*, the bimonthly college paper. He not only did editorial work but sold the advertising space and subscriptions.

During his University days the germ of insurgency began to develop. He had seen, and reported in his college newspaper, how class elections had been managed to elect Greek-letter fraternity men to the high offices. La Follette



ROBERT M. La FOLLETTE, Sr., '79: "For 30 years he was a dominant force in American politics. . . . He stood courageously without compromise for practically every one of the great political and economic changes that have remade America." —William Allen White.

decided to do something about the situation and succeeded finally in organizing the so-called "independents" into a machine that ousted the Greek-letter men.

Interested in dramatics and oratory, he represented the University at the Northern Oratorical League contest in Iowa City in his senior year. La Follette won the contest with an analysis of Shakespeare's character Iago. On his return with the coveted prize, he was greeted at the station by a large delegation of enthusiastic students who placed him in a surrey and, manning the shafts, pulled him to Bascom Hill where a royal reception awaited him. That evening a formal reception was given him in the state capitol at which outstanding citizens, faculty members, and others spoke.

Following his graduation from the University in 1879, young LaFollette studied law and was admitted to the Wisconsin bar the next year. He also entered politics. With complete and disarming candor La Follette declared in his *Autobiography* that his only motivation in seeking the office of district attorney of Dane County was the salary and expense money attached to the position. The \$800-a-year salary plus \$50 for expenses "seemed like a golden opportunity."

With the help of friends La Follette was elected by the narrow margin of 93 votes. In January, 1881, he was sworn in as district attorney.

On December 31, 1881, La Follette was married to his University classmate, Belle Case, of Baraboo. Mrs. La Follette was part of every political success or failure in which her husband participated. Herself a graduate of the Law School of the University, the first woman to receive a law degree from the State University, she never actively practiced but was a source of constant inspiration to Robert La Follette. Her political sagacity was recognized by the whole group of which La Follette was the leader. Her advice was sought on every point of each campaign.

"If this gets by Belle, we're all right," La Follette is reported to have said to his associates one time as they were gathered in his law office to make plans for one of their campaigns during the 1880's. La Follette served two terms as Dane County district attorney and was elected to Congress in 1884.

* * *

La Follette's own experiences and observations as a member of Congress had given him some understanding of the forces at work. The inspiration and philosophical basis for the struggle against the Sawyer-Spooner-Payne triumvirate that ruled the Wisconsin Republican machine he found in the address to the 1879 graduating class of the University of Wisconsin delivered by the chief justice of the state supreme court, Edward G. Ryan. Ryan admonished the class:

"Money as a political influence is essentially corrupt; is one of the most dangerous to free institutions; by far the most dangerous to the free and just administration of the law. An aristocracy of money is essentially the coarsest and rudest, the most ignoble and demoralizing, of all aristocracies. Here it comes, a competitor for

social ascendancy. It is entitled to fear, if not respect. The question will arise, and arise in your day, though perhaps not fully in mine, which shall rule—wealth or man; which shall lead—money or intellect; who shall fill public stations—educated and patriotic freeman or the feudal serfs of corporate capital.”

As the struggle developed La Follette used this idea until it became the refrain of the battle cry of the Wisconsin insurgents against the machine.

On January 7, 1901, Robert M. La Follette, the first native-born citizen of the state to be so elected, became governor of Wisconsin. Just 10 years earlier he had been retired to private life from Congress. He had been read out of the Republican party for his revelations concerning the activities of Senator Philetus Sawyer in the treasury cases.

When he resigned as governor in 1906, Wisconsin had a state civil service law, a corrupt practices act, an antilobby provision, a railroad commission with full power to regulate not only railroads but other public utilities as well, a forest conservation program, advance legislation in the field of social services, a workmen's compensation law, and the groundwork was laid for future legislation in such fields as insurance regulation.

The *Wisconsin Idea* had come to full flower. It was a recognition by men and women of ideals that democracy must be more than a word. It was their search for the tools and techniques to make of democracy “a life” that was the fundamental basis of what happened in Wisconsin under the inspiration of Robert M. La Follette.

He, together with a co-operating electorate, revitalized the state government and made all people “equal under the law” in fact. It required patience. It required idealism of a high order and an unshakable faith in humanity to stand up under the discouragement of defeat. It required careful study and research to be sure that the solutions to the evils they were fighting were sound. These qualities the insurgent Republicans of Wisconsin under the leadership of Robert M. La Follette possessed to an extraordinary degree. It was social engineering on a scale that had not before been successful in the United States.

THE CHALLENGE OF INDUSTRIAL RELATIONS. By Sumner H. Slichter, '13. Cornell University Press, Ithaca, New York. \$2.50.

Professor Slichter of Harvard University has been teaching and writing on American economic problems for nearly 30 years and is a recognized authority on labor-management relations. This book addresses itself squarely to the most fundamental questions of labor policy:

What's the present state of the union movement in the US? How does the rise of unions affect business? How do unions conduct their affairs? Are they democratic? How is collective bargaining supposed to work? How does it work? Should the right to strike be made illegal in certain occupations and situations? How can unions do a better job of advancing the general welfare?

A MANUAL OF RADIO NEWS WRITING. By Burton L. Hotaling, MA '39. The Milwaukee Journal, Milwaukee. \$1.10.

From his experience on the Milwaukee Journal radio station, WTMJ, on the staffs of various Massachusetts newspapers, and on the faculty of the UW and the Rutgers University journalism schools Burton Hotaling has derived this handbook of radio news writing.

Main merit of the book is its brevity, the author's refusal to pad a specialized subject. Here is explained why radio news must be especially written, how it differs and must differ from newspaper copy, why accuracy is of greater concern than in any other field.

The case problems involving good taste are of great help. Grammar and pronunciation are covered, as well as tricks for quick recoveries from slips of the tongue. The book is well organized, Part One covering the above, Part Two discussing the influences of human interest and station policy, and Part Three giving practical advice on building newscast programs. It is the first book of its kind and meets a dire need in its field.



HAROLD GROVES: Tax problems.

TROUBLE SPOTS IN TAXATION. By Harold M. Groves, '19, Professor of Economics, University of Wisconsin. Princeton University Press, Princeton, N. J. \$2.

Out of the confusing maze of theory and practice in taxation, a tax expert who is a 100% Wisconsin product points the way for the general reader to a better understanding of the why and how and where of his government's monetary demands upon him.

In this series of informal essays, Professor Groves projects the specific problems of national, state, and local taxation. Certain phases are covered in detail: exemptions, personal versus corporate taxation, averaging, and tax administration. The income tax is singled out for special consideration, as a boon to thwart March 15th hangers.

COME PLAY WITH US. By Bess Howell Carlile, PhD '26. Rand McNally & Co., Chicago. \$2.

Graduate of the Kindergarten Training School of Kansas State Teachers' College and former teacher with eight years of experience in the primary grades, Bess Carlile presents here for the first time in book form her recreational program for instructing and entertaining youngsters between the ages of three and seven.

Come Play With Us is a beautifully illustrated compilation of stories, games, and songs which in magazine form have delighted thousands of children. The book has been endorsed by Dr. Edna Dean Baker, president of the National College of Education.

VICTORIAN PROSE. Edited by Frederick William Roe, Emeritus Professor of English, University of Wisconsin. The Ronald Press Co., New York. \$4.50.

Companion volume of *Victorian Poetry*, this book is an anthology of the great prose writings of the Victorian era. A simple listing of its authors bespeaks the volume's quality: Thomas Carlyle, Thomas Macaulay, John Henry Newman, Charles Darwin, John Ruskin, John Stuart Mill, James Froude, Matthew Arnold, Thomas Huxley, William Morris, Walter Pater, Robert Louis Stevenson.

In a time of great English writers, these were the leaders, the most eminent of them all. Designed primarily as a textbook, it is nonetheless written for the people and arranged for the entertainment of the layman. Its bibliographies alone provide a fine index to the cross-section of Victorian life and history.

THE ANGRY DECADE. By Leo Gurko, MA '32. Dodd, Mead & Co., New York. \$3.

The author is professor of English at Hunter College with one of the least-professional backgrounds of any in the business. He is a former advertising writer, book reviewer, and French translator.

The Angry Decade is a chronicle of the 1930s, with their booms and busts, political experiments, and interim crises between depression and war. It is the winner of the Dodd, Mead Faculty Book Fellowship for 1946; and readers will second the choice of the judges. Primarily the book is a lively analysis of the decade's literature as an indication of the temper of the times.

WISCONSIN IS MY DOORSTEP. By Robert E. Gard, Assistant Professor of Speech and Rural Sociology; Director Wisconsin Idea Theater, University of Wisconsin. Longmans Inc., Toronto, Canada. \$3.50.

Dramatist, folklorist, and nationally known author, Robert Gard presents in this book some of the refined raw material from which his WHA programs have been distilled. The legends are fascinating insights into Wisconsin's historic past, told with humor and warm understanding. The book is a substantial contribution to the realm of Americana.

ORCHIDS

. . . To President Fred and the Board of Regents for strengthening the University's administration by the appointment of two vice-presidents.

This plan for helping the president was advocated by the Association nearly four years ago. In an editorial in the December, 1944, issue of the *Wisconsin Alumnus* we said:

"Since education is the primary purpose of our University, it seems reasonable that its president should be first of all an educator. . . . Having selected this president, the next step is to see that he gets the assistants needed to do his job effectively. These assistants should be vice-presidents, each with specific duties and responsibilities."

Later on in this editorial we pointed out that these vice-presidents would enable the president of our University to do three things that are all-important to every executive:

1. "Give the president more time to concentrate on the big objectives of our University; to make big plans for attaining these objectives.
2. "Give the president more time for informal mixing with faculty, students, alumni, business and professional leaders, labor leaders and others interested in the University's welfare. Such exchange of ideas is good for all concerned, including the president." With President Fred's gracious personality, this feature is a "natural".
3. "Give the president greater opportunities for providing the leadership that rightfully should come from the president's office."

. . . To you and your fellow members for raising Association membership to a new high.

As this issue goes to press, the Wisconsin Alumni Association has 15,637 members—the highest in Association history. Included, of course, are the members of the Class of '48 who have received one year's free membership by the Association.

Membership income for this year has also set a new high. The June 1 financial statement shows a membership income of \$31,253.00 for the first nine months of the current fiscal year which started on September 1, 1947. The membership income for the same period last year was \$26,901.20. With three months left in this current fiscal year, the Association is all set for a new record in membership income—thanks to you and your fellow members.

Your fine support has made it possible to publish a bigger and better *Wisconsin Alumnus*, in spite of sky-rocketing printing costs. Last year, for example, the *Alumnus* averaged 30.4 pages per issue;

this year, 39.2 pages. This means that you got 29% more alumni and University news through the *Alumnus* this year than last year.

In other words, here's one case where you got more for your money this year than a year ago. I hope Association membership will continue to climb because the more members we have the more we can do for our University. Furthermore, you'll get more for your membership dollar because more members means more services and better publications.

. . . To Professor William H. Kiekhofer for outstanding work as chairman of the University Centennial Committee.

As chairman of the Centennial Committee, "Wild Bill" Kiekhofer has planned and developed a year of distinguished academic achievement—a great year in our University's history. These Centennial activities will start shortly and continue throughout the academic year of 1948-49.

Sixteen academic symposia have been scheduled for the University's Centennial year. Thirteen American learned societies will meet in Madison during the coming year. A concert by the New York Philharmonic Orchestra on September 25 inaugurates a year of 14 top-ranking musical attractions. On October 8, 9, 10, University leaders from coast to coast will convene in Madison for an educational conference on "Higher Education in American Society".

These projects, plus many others that have been scheduled, will make next year a red-letter year for Wisconsin. While scores of faculty members helped wholeheartedly to develop this Centennial program of activities, the man who supplied the leadership was Bill Kiekhofer.

. . . To Halsten J. Thorkelson and his classmates for their \$10,150 gift to the University of Wisconsin Foundation.

With only 100 members in your class, you set an enviable record for all other classes to shoot at during the University's Centennial year. You demonstrated your loyalty in the most convincing manner—cash on the barrel-head.

If all the other classes had contributed on the same generous basis as yours, the University of Wisconsin Foundation Campaign for \$5,000,000 would be over the top—with a big margin.

Your class campaign also demonstrates the significance of a good class organization. For years your class has set the pace for other classes in well-organized class activities. Your class activities are comparable to those of Cornell, Princeton, Yale, and other Eastern universities nationally known for their smoothly functioning classes. Wisconsin needs more classes like yours.—JOHN BERGE.

Three New Clubs Are Organized to Meet Centennial Challenge

AS COMMENCEMENT—Reunion Weekend slid by, three new alumni clubs were organized in Wisconsin (Vernon County, Waupaca County, Richland County), and 14 other clubs around the state and country reported on activities for past and future that ranged from elections and directory-publication moves to a meeting in the Library of Congress, Washington, D. C.

In a move that other clubs might well imitate, the New York alumni group bought a sizeable piece of space in one of the *Daily Cardinal's* final editions to invite graduating seniors from New York to register with the club and participate in its activities upon their return to home base. June 16 saw the club's annual spring dinner at the Columbia University Club, featuring as speaker, Merlin Aylesworth, '07, first president of NBC, publisher, and national magazine writer, on "Celebrities—Wisconsin and the USA."

Some 350 Badgers in the Washington, D. C. area gathered in the Coolidge Auditorium of the Library of Congress last May 29 to celebrate Wisconsin's Centennial Statehood Day and hear Senator Alexander Wiley, '07. The Library featured a special exhibit relating to Wisconsin's early history.

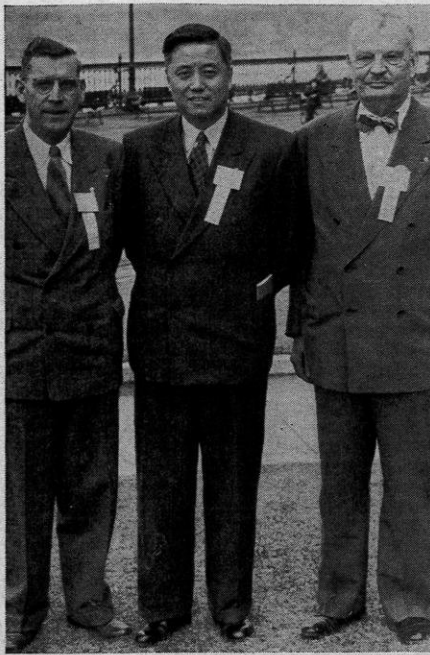
Two recent meetings of the Wisconsin Alumnae Club of Minneapolis have been reported, one on April 24 in the Coffman Memorial Union on the University of Minnesota campus and the other on May 22 at the home of Mrs. Edward T. Evans, 5308 Blake Road. The first featured a luncheon with Dr. Anna Phelan, assistant professor of English at Minnesota U., as speaker on "Creative Writing in my Experience." The second luncheon featured an election of officers: Mrs. William S. Hooper, '28, president; Irene Taylor, '33, vice-president; Mrs. C. C. Olsen, '12, secretary; and Mrs. Clifford Johnson, '35, treasurer. Members of the Board of Directors of the club are Mrs. L. R. Boies, '21, Mrs. Richard Furber, '27, Mrs. W. R. Marsh, '11, Alice Oiseth, '29, and Mrs. H. R. Frohbach '21. The club also voted to appropriate \$100 to the Henrietta Wood Kessenich Scholarship and Loan Fund and to devote the next year to raising money for the University of Wisconsin Foundation.

Prof. L. W. Paul of the UW Medical School spoke to assembled Badgers in Baltimore, Md. last May 20.

The Cincinnati club is making arrangements for a special train from Cincinnati, Louisville, and Indianapolis to Madison for Badger fans who wish to be on hand for the Wisconsin-Illinois football game October 2.

Organized Badgers in Morgantown, W. Va., elected officers at their annual spring picnic last May 22 at the Marilla Recreation Center: Graec M. Griffin, '10, president; Dr. W. W. Armentrout, '25, vice-president, and Dr. Frank Schaller, '37, secretary-treasurer.

Badgers in Quebec



THREE PROMINENT BADGERS staged an impromptu reunion in Quebec last May at meeting of the International Assembly of Rotary governors. Left to right are Joseph C. Payne, '24, Danville, Ill., governor of the 148th district; Keats S. Chu, '19, Tientsin, China, governor of the 98th district; and Frederick S. Brandenburg, '09, Madison, Wis., governor of the 144th district.

Elections of officers and new directors were also reported by the Milwaukee Alumni Club. The voting was held at a meeting last May 18. New officials are Sam E. Ogle, '20, president; Allen Jorgensen, '38, first vice-president; Lloyd Larson, '27, second vice-president; Mary C. McGeever, '43, re-elected secretary; Melvin Marshall, '26, re-elected treasurer. New directors are Howard Weiss, '39, Courtland Conlee, '25, Harold Peterson, '24, Fred Winding, '26, and Mrs. Willard Huppert, '42.

Thirty alumni of the Wausau club met May 25 in the Wausau Country Club to enjoy a ham dinner and talks by Prof. John Guy Fowlkes of the University and Lou Chase, '23, president

On Wisconsin in Tokyo

JOSEPH B. SCHEIER, '24, is in the process of organizing a Wisconsin Alumni Club in Tokyo, Japan. He is stationed there as a member of the War Department special staff in the legal section of the general headquarters of SCAP (Supreme Commander for the Allied Powers). Mr. Scheier writes:

"We have a daily sports broadcast on WUTR (Radio Tokyo) from 5:15 to 5:25 p.m. The musical opening and closing of this program is *On Wisconsin*. It's a touch from home to hear it, or as the Japanese would say—'Steky ne?'—meaning 'Wonderful, isn't it?'"

of the Sheboygan club, on the UW Foundation. Officers were elected as follows: Robert V. Jones, '39, president; George Stueber, '18, vice-president; Mrs. William Urban, '32, secretary. New directors elected were Dr. Richard Shannon, '37, and Herbert S. Terwilliger, '36.

The month of June saw a meeting of Badgers in the Viroqua area for the purpose of re-establishing the Alumni Club of Vernon County. Prime mover behind the plans was County Judge Lincoln Neprud, '21.

A spaghetti dinner was the drawing card at a meeting of the Kenosha club last May 5 in the demonstration hall of the Wisconsin Gas and Electric Co. The atom bomb film "One World or None" was shown and followed by a panel discussion. Two new directors were elected: Judge W. W. Davis, and Mrs. Patricia Krueger, '43.

Early last May Dr. W. C. Edwards, and Vernon Thompson, met with 9 other alumni and the WAA Field Secretary, Ed Gibson, '31, to consider re-activating the Richland County Club as a center for the 250 alumni in that territory. The occasion was a talk by Prof. William Sarles, '26, about the University and the UW Foundation at the Richland Center Kiwanis Club.

Directors of the Sheboygan County Club met last May 6 in the Grand Hotel and elected the following club officers: Lucius P. Chase, '23, president; Mrs. Walter J. Vollrath, '06, vice-president; and Walter J. Brand, '23, secretary. The club is conducting a drive for new members on a one-dollar-a-year basis, with joint memberships for married couples and free memberships for this year's University graduates from the area—up to next Founder's Day, Feb. 5, 1949.

Eighty-six alumni met last May 20 in Weyauwega to organize the Waupaca County Club, whose members will be drawn from New London, Waupaca, Weyauwega, and Clintonville. Future meetings will be rotated among the four towns. UW Registrar J. Kenneth Little was the main speaker at the meeting and Clarence Zachow, '15, Clintonville, was named president.

Members of the Oshkosh Club heard Nathan P. Feinsinger last April 26 at a dinner meeting attended by 100 Badgers. Lucius Chase also spoke on behalf of the UW Foundation; Walter Mehl represented the Wisconsin Alumni Association; E. J. Dempsey served as toastmaster. Simon Horwitz, '27, is president of the club.

The Hotel Walgert in Whitehall was the scene of a dinner meeting last May 7 at which more than 100 Trempealeau County Badgers heard LeRoy E. Lumberg, assistant to UW president E. B. Fred, and the late Supreme Court Justice Elmer E. Barlow, '09.

Meeting in Chicago's Cordon Club last June 9, the Chicago Alumnae Club elected the following officers: Mrs. George S. Connolly, '15, president; Margaret E. Mudgett, '30, vice-president; Esther Strebel, '44, treasurer. The club's surplus funds were distributed as follows: \$656 to the Bess Burns Memorial fund; \$515 to the University of Wisconsin Foundation; \$10 to the Wisconsin Alumni Association; \$25 to the Wisconsin Idea Theater; \$20 to the University Press Book Club; \$10 to Friends of the UW Library; and \$315 to the club's scholarship fund.

Wisconsin Idea on a Religious Plane Was Pioneered by Gleason

★ With the Alumni



JOSEPH B. GLEASON, '23

A UNIQUE experiment in student religious activity that began on the UW campus 27 years ago was brought to light recently in the columns of *Young People*, a publication of the Judson Press. The Rev. Joseph B. Gleason, '23, former Baptist student pastor and now preacher at Glasgow, Montana, was headlined as the originator of the movement, the man who first got the idea of sending student deputations around the state in a new-type manifestation of the *Wisconsin Idea* of public service—from the religious standpoint. That idea, which originated on the UW campus, has since spread to university student groups all over the country.

Best-suited to explain the origins and results of the deputation idea are those who participated in it. J. Merle Rider, LLB '37, first team chairman and now a Chicago attorney, says:

"Dad Gleason seemed convinced that our Baptist student group could do something more than conduct meetings. He called a group of us together in his home one evening in the fall of 1921 and outlined a plan for a series of services in Wisconsin towns. This was to include young people's meetings, prayer meetings, and meetings of entire congregations. A great deal of time and care was taken for preparation and our first series was held at Delavan. We were well received. As I look back at it now, I'm sure that there were very definite benefits which couldn't be fully measured at the time. The movement helped dispel the idea that the State University was a godless institution.

1869 W

At the age of 99, Mrs. JOANNA C. KELLY, the UW's oldest alumna, lifetime resident of Dane County who had lived through four wars, died last May 2. She was a member of the first class of co-eds admitted to the campus, taught school for six years after graduation, and held the distinction of having once met President Abraham Lincoln.

1877 W

Mrs. D. A. Mitchell (Gertrude DUBOIS) passed away last Feb. 22 at the age of 90.

1879 W

The University's long-dead patron Kemper K. KNAPP was again in the headlines recently when the state of Illinois moved to levy inheritance taxes on his bequests to the University. George HAIGHT, '99, Chicago attorney for the University, is handling the case.

1883 W

Katharine A. ROOD of Stevens Point passed away last Jan. 27 one week before her 87th birthday.

1885 W

Mrs. John H. GABRIEL (Mina STONE) passed away last April 16.

1886 W

O. J. SCHUSTER has turned out another volume of poetry called *The Evolution of a Life and Other Poems*, which has won endorsements from many notable persons, including Robert M. Hutchins, President of the University of Chicago, New York Clergyman Harry Emerson Fosdick, and C. G. Dykstra, former president of the University of Wisconsin.

1887 W

Edward M. PLATT died at his home in Manitowoc last April 4 at the age of 82. He founded and for many operated the Platt and Brahm Coal Co. and the Paragon Electric Co. in Chicago, was the first president of the Wholesale Jobbers Assn.

1889 W

Justice Chester A. FOWLER of the Wisconsin Supreme Court died at his home in Madison last April 8 at the age of 85. He was the state's oldest major official, had been in failing health since suffering a heart attack in his Capitol office last September 11. A jurist of national prominence, he had served on the court since 1929.

1890 W

Mrs. Wallace W. WILLARD of Rochester died last May 14th at a Madison hospital after a brief illness. She is survived by her brother, Emerson Ela, Madison attorney; her husband, the Rev. Wallace W. Willard; a son, Prof. John E. Willard of the UW chemistry department; another brother, George Ela, and four grandchildren.

1891 W

Mrs. O. J. OYEN was welcomed recently into the American Association of University Women's 50-year group at the annual picnic of the La Crosse branch. Mrs. J. A. L. BRADFIELD, '93, received the new half-century members. The group has a membership of 200—largest in its history. . . . Frederick H. SMITH passed away Nov. 17, 1941 in Florida, according to word just received by the Alumni Records Office. He was a graduate of the engineering department . . . Leverett C. WHEELER, widely known patent attorney, died last May 15 at his Wauwatosa home after a long illness. He was 82 years old, had practiced law for 54 years prior to his retirement last year. He was a member of the State Committee on Crime Prevention in 1925.

1893 W

James G. WRAY died last April 14 at his home in Highland Park, Ill., at the

age of 75. A native of Janesville, he was an executive and engineer in the telephone industry for many years.

1894 W

George W. MEAD of Wisconsin Rapids recently went in with his son, Stanton, and a business associate, Bernard C. BRAZEAU, '29, to buy controlling interest in the First National Bank of Wisconsin Rapids. Mead is president of the Consolidated Water Power and Paper Co. He is now co-owner of the oldest banking institution in North Central Wisconsin, which was begun in 1872 when \$5,000 was carried from Chicago to Portage by train and picked up by the bank's founder, J. D. Witter . . . Madison columnist, Betty Cass, recently reminded her readers of one of the most embarrassing moments in the life of William L. WOODWARD, Madison attorney. It seems he drastically mixed two stories while working as an undergrad for the *Daily Cardinal*, and the result, much to the embarrassment of the Board of Regents, Woodward, and all concerned, read: "Miss Mary Jones of Spring Green is spending a few days with Miss Sally Smith at the University Boathouse, turned up, having her bottom scraped and painted." It seems that Woodward spent many months living that down.

A CORRECTION

THE ARTICLE entitled "Four Badgers Run a Unique Supply Firm to Serve Agriculture" which appeared on page 40 of the June issue stated that the National Agricultural Supply Co. publishes a paper called the *Poultry Tribune*. That company has never published the *Poultry Tribune*; rather the important agricultural magazine by that name is published by Watt Publishing Co., Mount Morris, Ill. O. A. Hanke, '26, is editorial director of *Poultry Tribune* and four other Watt publications. The four Badgers mentioned in the lead have the following connections with NASCO: Leo W. Roethe, '37, became a full-time employee in December, 1947. He is part owner and was elected secretary and assistant treasurer in July, 1946. Ormal E. Kiesling, x'33, joined the company in January, 1946, and is now assistant general manager. Harold Bergman, x'18, became the company book-keeper in January, 1948. William Rust, '41, was employed in the printing department during January, February, and March, 1948, and is no longer with the company. Hugh Highsmith, an Indiana University graduate, has headed the company since 1945. He became president in July, 1946; was previously general manager. The company reached its present scale of operations in the summer of 1947.

1895 W

Anna C. GRIFFITHS passed away in a Madison hospital last April 23 at the age of 75 . . . Alfred T. ROGERS, widely-known Madison attorney and associate of the late Senator Robert M. La Follette, died at his Madison home last March 27 at the age of 74. One of the founders of the Progressive party, Mr. Rogers was an original stockholder and vice-president of the Capital Times Co.

1896 W

Charles J. BURKHOLDER passed away last March 13, according to word received from his wife and from Judge W. B. OVERSON of the Fifth Judicial District of North Dakota. Mr. Burkholder was a director of Duke University.

1897 W

The Rev. Elmer Willis SERL, interim pastor of the Congregational church of Delavan, passed away last April 1.

1898 W

Dr. Max MASON has been making the headlines recently. The former UW professor of mathematical physics appeared

(Continued on page 32)

Martin and Broadfoot Move Up in Wisconsin



ATTORNEY GENERAL John E. Martin, '16, was sworn in recently (left) as Wisconsin State Supreme Court Justice by Chief Justice Marvin B. Rosenberry. He was appointed by Governor Oscar Rennebohm, '11, to fill the vacancy created by the death of Justice Chester A. Fowler, '89. Assemblyman Grover Broadfoot, '18, was sworn in (right) by the late Supreme Court Justice Elmer E. Barlow, '09, as attorney general to succeed Mr. Martin.

(Continued from page 31)

as guest on the Edgar Bergen-Charlie McCarthy radio show—but due to a statewide power failure in California, the only listeners were in the studio audience. Soon afterward Dr. Mason was named professor of science at Claremont Men's College in Claremont, Calif. This followed on the heels of his appointment as chairman of the Observatory Council of the California Institute of Technology in Pasadena, the supervising committee for the 200-inch telescope on Mt. Palomar. Dr. Mason is a former president of the University of Chicago and the Rockefeller Foundation.

1899 W

Charles G. STANGEL was honored recently by the Board of Education of Manitowoc upon his retirement as Lincoln High School principal and student counselor after 60 years in the teaching profession, 37 of which were spent in that city. He taught for years before studying at the University, then on campus made a name as a star football player.

1900 W

Dr. Albert Joseph McCARTNEY was cited recently in a *Newsweek* for his outstanding work as director of the Chicago Sunday Evening Club, which sponsors a weekly worship service in Orchestra Hall, attended by more than 2000 each Sunday and led by a choir of 100 voices.

1901 W

E. J. B. SCHUBRING returned recently from a 3½-month pleasure trip to Africa, where one of the dubious "pleasures" he enjoyed was having his party charged by a herd of 150 elephants. It was a 28,500-mile jaunt: 18,500 by air, 7,500 by auto, 2,000 by rail, and 500 by Nile River steamer. Upon his return, Schubring was re-elected president of the board of directors of the Madison General Hospital at their annual reorganization meeting.

1902 W

Arthur L. LARSON, one of Waupaca County's outstanding farmers and businessmen, recently announced his candidacy for the Assembly on the Republican ticket. He lives on his farm on highway 10 near Sheridan, has been for 40 years a director of the Northwestern Co-Operative and for 10 years its president . . . Nicholas KIRCH, lifelong resident of Mazomanie, died at his home there last May 19 at the age of 70. He was a former president of the Mazomanie bank.

1903 W

George B. SWAN and Ernest P. STRUB, '31, recently formed a partnership for the general practice of law under the firm name Swan and Strub, with offices at 120 N. Spring St., Beaver Dam . . . B. Cornell BERG died last June 3 in a Madison hospital at the age of 71. He was a former president of the Hazel Green bank . . .

Lyman A. Libby, orchardist at Parker Heights, Wash., for 25 years, died recently at the age of 69.

1904 W

Jean M. Allen was featured recently in a California newspaper as "the only independent man in the US who specializes in the designing of dredges and doing dredging work." The "independent" refers to his official retirement seven years ago which heralded a new career as a free lance consultant in the field. He has had a hand in building harbors all over the world and during the war much of his patented equipment was granted to the army for use overseas.

1905 W

Roy C. MUIR, whose retirement was announced at the end of last year, has returned to the job and the headlines with his appointment as general manager of the General Electric Co.'s newly-formed Nucleonics Department and vice-president of the company . . . Philip S. BIEGLER, dean of the School of Engineering at the University of Southern California for the past 12 years, died last January at his Los Angeles home.

1906 W

Walter DISTELHORST represented the University of Wisconsin at the two-day sesquicentennial celebration of the University of Louisville (Kentucky) recently . . . Prof. Otto L. KOWALKE of the UW was recently elected president of the Wisconsin Academy of Sciences, Arts and Letters at its annual meeting at Stevens Point Teachers College. For other news of Professor Kowalke, see the story of the Commencement-Reunion Weekend in the front of this issue . . . Hiram C. HOUGHTON, Jr. is now president of the Houghton State Bank at Red Oak, Iowa . . . Conrad HOFFMANN, former instructor in the UW College of Agriculture, secretary of the University of Kansas YMCA, and active participant in the YMCA Prisoners of War Aid in Germany 1915-1918 wrote recently to say: "I'm just back from six months in Europe. There I visited Budapest, Prague, the American and British zones of Germany, Switzerland, France, Holland, and Great Britain. The situation in Europe is most critical." . . . Mrs. George Jacob DAVIS died last April 16 in Tuscaloosa, Alabama, at the age of 66. She had been ill for a month. Her husband, retired dean of the University of Alabama School of Engineering, survives her . . . Mrs. Ray Henika (Goldie GRANT) died at Wauwatosa last May 10. Her husband is secretary of the Nackie Paper Co. She was a member of Phi Beta Kappa, the Wauwatosa Women's Club, the Women's Court and Civic Conference, and the League of Women Voters. . . Earl D. RICHMOND passed away last May 27 in Wausau. He ran the Richmond Drug Store in Eagle River for 37 years up to the time of his death . . . Edward STEIDTMAN, former UW faculty member, died last May 25 at Lexington, Va. He had worked with the geological surveys in Wis-

consin, Michigan, Idaho, Georgia, and Alaska; had taught recently at the Virginia Military Institute.

1907 W

The town of Waupaca turned out recently to honor Mrs. E. W. Gurley (Tilda THOMPSON) upon her retirement after 24 years of high school teaching . . . Speaking recently at a meeting of the Milwaukee Board of Realtors, Paul N. REYNOLDS urged his hearers to participate in government "to the fullest extent" in order to insure good government. Reynolds is executive director of the Wisconsin Taxpayers Alliance . . . Warren A. GELBACH, structural steel engineer, died in Chicago recently at the age of 65. He was nationally famous for his designing of railroad bridges and subways; on campus won fame when he captained the football team . . . Valentine E. SCHRANCK of Milwaukee passed away last Jan. 22 . . . Joseph H. CURTIN died last April 2. He was related to UW Prof. L. F. Graber.

1908 W

Lee HUNTLEY, former UW football star, is now superintendent of construction of a plant for the Revere Copper and Brass Co in East Los Angeles. His wife died recently and he took her for burial to her former home in Elmira, N. Y. In the 40 years since graduation, Huntley has spent 2 years in Mexico, 9 in South America, and 2 in Europe. His wife, the former Josephine M. Prescott, who accompanied him on most of his travels, passed away March 22 in Glendale, Calif.

1909 W

Kate TRAINOR Curtin passed away last Feb. 28. She was related to UW Prof. L. F. Graber . . . Anna E. DODGE died last April 29 in a Milwaukee hospital. She was a former secretary to the Rev. Theodore Faville, retired superintendent of the Wisconsin Congregational Conference . . . Claude F. PRICE, San Mateo's first city manager and a civil engineer in the State Department of Public Works for 25 years, died last May 13 in a Berkeley (Calif.) hospital . . . Emil TRUOG, L. F. GRABER, '10, and L. G. Monthey—all of the UW College of Agriculture faculty—have organized the American Society of Agronomy for the purpose of increasing and disseminating information concerning crops and soil in order to improve general, human welfare . . . Mr. and Mrs. Martin E. TITUS (Mary Irene MERGER) are now living at 4660 Montview Blvd., Denver. Their daughter, Mary TITUS Smedberg, '38, is a radio singer in New York City.

1910 W

Homer TALBOT was recently reelected president of the Montclair Association, a neighborhood improvement organization in Denver that is made up of 1100 families . . . Leonard F. BOON retired from the University of Minnesota faculty last June . . . Walter B. SCHULTE returned recently to his home in Freeport, Ill., after undergoing a successful operation in a Madison hospital . . . Dr. Rush C. GODFREY, who died April 14, 1947, has had a medical scholarship established in his honor and memory by his wife . . . Mrs. Harold Stafford (Hazel STRAIGHT) appeared recently in Ft. Atkinson to give a dramatic presentation of the book *Waubun*, a historical portrait of Wisconsin. Her appearance was sponsored by the World Fellowship Council.

1911 W

Stanley K. HORNBECK was honored recently when the University of Utrecht in Holland gave him an honorary degree. This is his fifth honorary degree in a long career of public service . . . Walther BUCHEN of the Buchen Co. in Chicago was recently elected to the board of directors of Farm Publication Reports, Inc., a new organization that measures advertising carried in 46 farm publications . . . Harvey EDMOND retired recently as vice-president of Coast Counties Gas and Electric Co. due to ill health. He served as president of the Pacific Coast Gas Assn. in 1946. During World War I he served as a pilot in the Army Air Corps. His present address is PO Box 758, Santa Cruz, Calif.

1912 W

The town of Bloomington turned out en masse last May to honor Mrs. Frances ELLSWORTH Austin, who retired after 27

years of teaching . . . Dr. Robert L. BOWEN was honored recently when his portrait was hung in the staff room of the General Hospital at Hibbing, Minn. Dr. Bowen was given credit in the attendant ceremonies for making the hospital "the A-1 institution it is." . . . Raymond J. HEILMAN, Infantry Major in the US Army (0-138161), can be reached at the following address: Judge Advocate Division, Hq. European Command, APO 757, % Postmaster, New York City . . . Last May 30 Russell Sage College in Troy, N. Y. conferred the honorary degree of Doctor of Humane Letters on Katharine LENROOT, Chief of the US Children's Bureau, for her outstanding national social work . . . Clarence C. NISS passed away last May 21 at Milwaukee Hospital. He was vice-president of the furniture firm of C. Niss & Sons, Inc., Milwaukee, and a former president of the National Furniture Dealers Assn. . . . Brutus A. MCGEE passed away July 6, 1946, according to word just received by the Alumni Records Office.

1913 W

Dr. Virgil JORDAN, president of the National Industrial Conference Board in New York, spoke last May 13 at the 37th annual meeting of the Wisconsin Manufacturers' Assn. in Milwaukee . . . Dr. Edwin R. SCHMIDT of Madison was installed as president of the Wisconsin Surgical Society at its annual meeting in Marshfield last May 15 . . . Dr. Earl McGRUER, Madison dentist since 1920, died last May 30 at his office in the Insurance Bldg. He is survived by his wife, the former Marguerite PALMSTROM, '16.

1914 W

Dr. Harry A. CURTIS was named recently by President Truman to serve on the TVA Board of Directors. Curtis is dean of the College of Engineering at the University of Missouri. It is a nine-year appointment . . . Marshall C. GRAFF of the UW Extension Division was the commencement speaker for the De Pere High School graduating class last June 8.

1915 W

Dr. E. Merton COULTER, professor of history at the University of Georgia, was awarded the honorary degree of doctor of literature by Marietta College, Marietta, Ohio, recently. He is the author of nine volumes of history and biography and the managing editor of the *Georgia Historical Quarterly* . . . Harold Ward PFIFFNER passed away last Feb. 25, according to word just received from his wife . . . G. R. STARK is now with the B. F. Nelson Co. in Minneapolis.

1916 W

Mrs. Olga DANA of Kewaunee was recently featured in the *Milwaukee Journal* for her pioneering work in modernizing the rural schools in Kewaunee County . . . Dr. Arnold S. JACKSON, Madison physician, was recently installed as president of the American Association for the Study of Goiter.

1917 W

Kenneth D. CARTER recently announced his association with Marc J. Grossman and M. R. Schlesinger for the general practice

Panama Canal Governor

BRIGADIER GENERAL Francis K. Newcomer, x'10, has been appointed governor of the Panama Canal by President Truman. General Newcomer has been engineer of maintenance for the canal for several years. He will serve as governor for a term of four years.

of law under the firm name of Grossman, Schlesinger and Carter, with offices in the NBC Building, Cleveland, Ohio . . . Douglas HUNT, Wautoma druggist, was recently appointed to the Wisconsin State Conservation Commission to complete the unexpired term of the late Aldo Leopold. It expires July 29, 1949 . . . Harry CAREY passed away last May 13 at his home in Evansville, where he owned a bowling alley. He operated a dairy farm near Argyle for 15 years.

1918 W

Steve W. BRUNNER, former mayor of Clintonville, recently joined the Clintonville Sales Corporation . . . Donald A. CALDWELL was recently elected commander of the South Dakota department of Disabled American Veterans. Since 1945 he has been field director of the American Red Cross Claims Service at the regional office of the Veterans Administration, Sioux Falls, S. D. He lives there at 1614 S. Prairie Ave. . . Vincent E. KIVLIN, associate dean of the UW College of Agriculture, replaced the late Dean Frank O. Holt as representative of President Fred on the State Centennial Committee . . . Coach Bill CHANDLER of Marquette spoke recently at an Athletic Banquet in Waupaca. He has been head basketball coach at Marquette since 1930.

1919 W

Philip F. LaFOLLETTE, Gordon SINYKIN, 31, and James E. DOYLE, '37, recently moved their Madison law offices to larger quarters in the Tenney Building . . . Irving SCHWERTKE, nationally-known musician and lecturer, is now touring the country, making speaking appearances, and reaping wide acclaim . . . William BALDERSTON was recently elected president of the Philco Corp. of which he had been executive vice-president since May, 1946. During the war he was cited for his work in speeding the production of radar equipment necessary to victory.

1920 W

Mrs. R. Everett SIDWELL is living at 812 Clement Drive, N. E., Atlanta 6, Georgia. She writes that she will be in Madison next year to attend the graduation of her daughter, Frances, '49. Another daughter, Virginia, x'48, (Mrs. Paul Douglas Shockly, Jr.) announces the birth of a son . . . Myron E. SCHARWITZ, well-known Two Rivers and Milwaukee industrialist, died last June 3 after an illness of several months. He was a manufacturer of dairy equipment.

1921 W

Herbert V. PROCHNOW was recently elected secretary of the federal advisory council of the Federal Reserve System. He is vice-president of the First National Bank of Chicago . . . Otto A. RETZ resigned recently as superintendent of the Shawano Public Schools after 19 years of service.

1922 W

Dr. Karl Paul LINK of the UW biochemistry department spoke recently before the Niagara County Medical Society and the Niagara duPont Professional Assn. at Niagara Falls, N. Y. . . . Allen WHELAN, director for many years of the Fond du Lac County Public Welfare office, was recently elected first vice-president of the Wisconsin Public Welfare Assn. at the organization's annual convention at Superior.

1923 W

Arnold S. ZANDER of Madison was recently re-elected president of the (AFL) American Federation of State, County, and Municipal Employees at the close of the union's national convention in Boston . . . The former Helen K. STILLWILL is now Mrs. Edward M. Lewis. Address: 2222 Jackson, Sioux City, Iowa . . . US Senator Wayne MORSE recently went to bat in Congress for increased appropriations for the Forest Products Laboratory at Madison. He stated that the lab was instrumental in helping the Northwest lumber industries expand facilities and services . . . Everett W. JONES, vice-president and technical adviser of the Modern Hospital Publishing Co., recently gave the main address at the annual graduating exercises of the nursing school of Blessing Hospital in Quincy, Ill. . . . Leslie HILL and A. J. (Carl) LUTHER, both of Minneapolis, are planning an impromptu reunion, inviting all Badgers, class of '23, to attend the summer aquatennial held in Minneapolis every July . . . Roman W. BOLLENBECK was recently appointed city attorney at Sheboygan Falls. He is a veteran of both World Wars . . . Nellis Harry FULTON of Franklin, Pa., passed away on March 23, 1944 according to word just received from his wife, the former Helen BELL . . . The former Ruth POINTER is now Mrs. Gotthold Essig. Address: 602 Exton Ave., Inglewood, Calif.

1924 W

Lee A. DuBRIDGE, president of the California Institute of Technology, was recently given an honorary degree of doctor of science by Washington University, St. Louis, Mo. DuBridge was professor of physics there from 1928 to 1933 and from then until 1941 was professor of physics and dean of the faculty of arts and sciences at the University of Rochester . . . Kenneth FEARING's two latest novels have been made into successful movies by the same name: *The Big Clock* and *Dead Reckoning* . . . Nell K. GLEASON, who won an MA in journalism at Columbia University after leaving the Wisconsin campus, has been an invalid for the past 12 years. Before her illness she taught in the UW Extension Division in Milwaukee. She is now a patient at St. Mary's Hospital in Duluth, Minn. . . . Harriette L. GREENE is now Mrs. E. E. Williams, 43 Dana St., Cambridge 38.

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Founders of Kappa Sigma Celebrate Their Semi-Centennial Anniversary



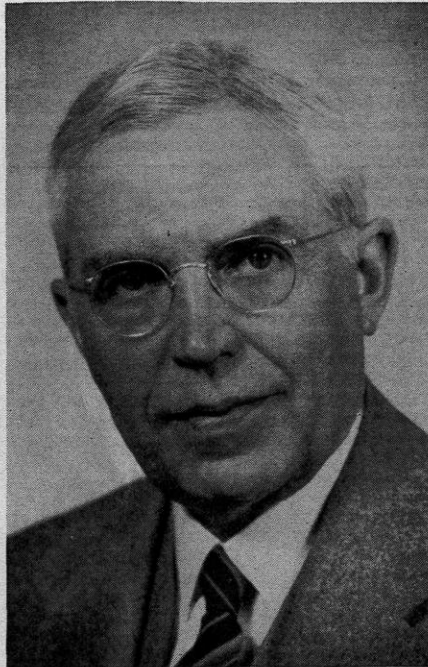
BETA EPSILON OF KAPPA SIGMA's founders and fans gathered last May 22 in the Blue Room of the Park Hotel, Madison, to celebrate their semi-centennial anniversary, dine in style, and hear Harold P. Huls. The 50-year-old fraternity was founded in 1898 and proceeded to initiate first, Thomas Nee, and second, William Ford. At their first gathering in 50 years, celebrities banked the speakers' table (left to right): Mrs. Scott Goodnight, '06; Scott Goodnight, '05; Harold P. "Heinie" Huls, national president of Kappa Sigma; John Hickman, '35, alumnus advisor and UW swimming coach; Burt Hurd, district Kappa Sigma president; Herbert Megram; Mrs. Burt Hurd; William S. Kies, '99, original founder; A. J. Beberstein, financial advisor; and Original Founders William Ford, '98; Justin Ford, x'33; Thomas G. Nee, '99; and C. G. Austin, '02.

★Badgers You Should Know

EDGAR E. ROBINSON, '08, Professor of American History, Stanford University, Palo Alto, California.

THEY USUALLY WAIT until a professor is dead, buried, and half forgotten before they honor him as Edgar E. Robinson was honored recently. The occasion was the establishment, at Stanford University, of the Edgar E. Robinson Chair of United States History. And it will be filled by "an outstanding scholar and a wise teacher, thoroughly devoted to teaching the responsibilities of American citizenship, and the intrinsic merits of the American system of government"—or in other words, such a man as Edgar E. Robinson is himself.

Dr. Robinson's career in history has been an impressive one: head of the Stanford University department of history for 20 years; director since 1943 of the Stanford Institute of American History; faculty member at Stanford since 1911; chairman of a nationwide survey of history teaching and research in American colleges and universities; president of the San Francisco Commonwealth Club; president of the Pacific Coast branch of the American Historical Assn.; author of *Scholarship and Cataclysm, The Evolution of American Political Parties, American Democracy in Time of Crisis, The New United States, They Voted For Roose-*



"AN OUTSTANDING scholar and a wise teacher."

velt, The Foreign Policy of Woodrow Wilson, and The Presidential Vote.

Today, at the age of 60, this vigorous man who is dedicated to the cause of emphasizing interest in teaching, faces many more years of service. In 1942 he was honored by the UW with the award of an LLD degree.

(Continued from page 33)

Mass. She is a librarian there . . . Mrs. Charles P. Mattingly (Alethea SMITH), associate professor of speech at the University of Arizona, has been traveling widely over the country giving dramatic readings. She is now teaching at the University of Colorado, will sail in September for Honolulu where she is to be exchange professor of speech at the University of Hawaii. Her classes at Arizona will be taught by Ruth P. KENTZLER, '17 . . . Barbara H. MCKEE appeared recently in a piano recital in Tucson, Ariz. She's a graduate of the UW School of Music and has studied at the Kansas City Conservatory of Music . . . Chester NEWLIN, president of the Platteville State Teachers' College delivered the main address at commencement exercises of Livingston High School recently . . . Dr. Helen C. WHITE, UW professor of English and United Nations official, received the honorary degree of doctor of humane letters at Miami University at commencement ceremonies this year . . . Beulah J. SOLBRAA is now Mrs. S. O. HAUGEN, 633 N. Wilson Ave, Rice Lake, Wis . . . Earl E. YAHN moved recently from Bridgeport, Conn., to 1407 National Bank Building, Jackson, Michigan. With the transfer went a promotion; he is now assistant product manager, Castings Division, Aluminum Co. of America.

1925 W

Elliott W. GUILD has moved from San Francisco to 2366 Teviot St., Los Angeles, 26. He is now on the faculty of the School of Public Administration, University of Southern California . . . Mr. and Mrs. Irving W. YORK (Dorothy SMITH, '30) of Portage announce the birth of a second son, Richard Irving, last April 10 . . . Bert HILBERTS of Philadelphia passed away suddenly last April 24 in Chicago while in

the middle of a business trip. He was associated for many years with the McGraw Hill Publishing Co.

1926 W

Dr. Stewart SCRIMSHAW of Wauwatosa, professor of economics and industrial relations at Marquette University, was recently awarded the honorary degree of doctor of laws by Ohio Wesleyan University at Delaware, Ohio . . . Dr. and Mrs. Ralph M. CROWLEY of New York City announce the birth of a son, Michael Anderson, on March 28, 1947. Dr. Crowley also sends the following news item: Dr. and Mrs. John W. POWELL (Harriet MORGAN, '30) are living at 3738 Benton St., Washington 7, D. C. with their two children, Janet, 9, and John, 6. Dr. Powell is director of adult education with the Washington Public Library . . . Harland MYRA of Chicago died in that city last May 7 after a long illness. For many years he was a pharmacist in Soldiers Grove.

1927 W

Prof. Richard C. CHURCH, conductor of the UW Symphony Orchestra, recently guest-conducted the Beaver Dam High School Concert Band in a special appearance . . . Mrs. Mary BYARD Davis died at a Madison hospital last May 12. She was executive assistant for the State Medical Society here. She was on the UW president's staff until 1940 . . . Prof. Paul JONES of the UW School of Music was recently elected president of the Wisconsin Music Teachers Assn. at its convention in Milwaukee . . . The Wisconsin Co., a Madison investment house, recently became the Robert W. Baird Co. and a member of the New York Exchange. Badger representatives in the firm are Daniel A. KERTH and Freeman F. KEMMERER, '41 . . . Arnold H. MOELLER was recently elected vice-presi-

dent of B. C. Ziegler and Co. at West Bend. He was formerly assistant secretary of the company . . . Ellsworth A. MORGAN is spending the summer in Germany as leader in a work camp sponsored by the World Council of Churches which is rebuilding many hospitals, churches, and Youth Centers. He is professor of German and education at Northern Montana College . . . Dr. W. Warren MUTCH, head of the physics department at Knox College, Galesburg, Ill., recently became head of the Wabash College physics department at Crawfordsville, Ind. . . . Hayes C. SCHLUNDT and Verna MIELKE, '36, were married last July 25. They are now living at 1733 Raymond Hill Rd., South Pasadena, Calif.

1928 W

John BARDEEN was recently designated by the Society of Fellows at Harvard University as one of the nation's outstanding scholars. He was invited to participate in a fellowship plan permitting three years of free study and research on the Harvard campus . . . Charles DOLLARD, former assistant director of the Memorial Union and UW summer session dean of men, was recently elected president of the Carnegie Corp. He became vice-president last year . . . At the annual meeting of the Philadelphia Laryngological Society last May 4 in Philadelphia Dr. Thomas Furlong, Jr. was elected president of the group . . . Wilmer O. HELD was recently selected as superintendent of school buildings and grounds at Whitefish Bay. He has served previously on the Milwaukee Park Commission and as a city engineer for South Milwaukee . . . E. Adamson HOEBEL, professor of anthropology at New York University resigned his position there recently to join the faculty at the University of Utah where he has been invited to organize and head that school's new department of anthropology . . . Major Robert P. PIKE was recently accorded honorary admission to the bar of the supreme court of Korea. This gesture has met with widespread approval among Korean attorneys . . . Mr. and Mrs. Stanley RECTOR moved recently from Madison to Chevy Chase, Md., where he has become legislative director of the Unemployment Benefit Advisors, national social security lobby.

1929 W

Mrs. Alex D. Cowan (Bessie WIDDES) reports that she is spending her spare time doing social work—working with DPs resettling in Duluth. She says: "Having the time of my life. They are wonderful and truly an asset in the community" . . . Capt. Rodney S. DEXTER reports a change of address to: Hq. United States Army, Alaska, Office of the Engineer, APO 942, % PM, Seattle, Wash. . . . Julius A. KRUG, US Secretary of the Interior, visited Madison last May 29 to participate in state centennial celebrations. Local journalists trailed him all over town, came up with at least one interesting human interest story: three foreign students from the University entered a cafe and asked a portly man at the bar if he would please move down one seat so they could sit together. He smilingly complied, but the waitress rushed up and whispered with horror, "That man you made move over is the Secretary of the Interior." Thus another lesson in democracy . . . Mr. and Mrs. Archibald Naysmith (Elizabeth ROBINSON) of Kenosha are now entertaining relatives who flew over from Scotland for a visit . . . Bryan L. WADE, director of the US Regional Vegetable Breeding Laboratory at Charleston, S. C., was recently named head of the horticulture department in the University of Illinois . . . William D. SWETLAND of Oberlin, Ohio, died last May 12 after a brief illness at the age of 74. He taught for more than 30 years before studying at the University of Wisconsin.

1930 W

Agnes M. ASPNES, assistant professor of home economics at Berea College, Berea, Ky., is spending the summer in Norway where she is studying at the University of Oslo . . . Harold W. GERLACH, vice-president of the Martin Tractor Co. in Topeka, Kans., headed the Red Cross campaign in Shawnee County this year . . . LeRoy PETERSON, chairman of the Dane County School Committee and assistant professor of education at the UW, recently wrote a guest editorial for the (Madison) *Wisconsin State Journal* and was profiled in an adjoining column. He was cited for his pioneering activities in education . . . Mr. and Mrs. John H. WILSON (Elfrieda

KASTNER) of Mukwonago now have three sons, Wylie, Kemp, and Trelen, and a daughter, Welody.

1931 W

Paul W. BAUHS was recently advanced from vice-principal to principal of the Junior-Senior High School of South Milwaukee. He has served the school for 13 years . . . H. D. BRUHN of the UW faculty returned recently from Washington, D. C. where he spoke before a manufacturers conference sponsored by the US Department of Agriculture . . . Prof. Wayne L. CLAXTON spoke recently to the Madison Art Assn. at the Memorial Union. Professor Claxton is head of the art department at Wayne University in Detroit, Mich., and was formerly on the UW faculty . . . Mr. and Mrs. Willis B. Foote (Anne Kendall TRESSLER) of Madison announce the birth of a son, David Kendall, last April 24 . . . The Holley J. SMITHS write to say that they have "a miniature farm 25 miles from Cleveland, where the only crops so far have been plenty of kittens." They have one daughter, Stephanie Anne, 13, and one son, Huntington, 5.

1932 W

The former Nadine ROBERTS is now Nadine Stanfeld, 6639 Collville, Dallas 9, Texas . . . Judge and Mrs. Douglas Andras NELSON of Madison announce the birth of a son, Richard Douglas, last May 28. Judge Nelson is Dane County judge at the small claims court . . . Herman BECK is now stationed with the AMG for the Ryukyus on Okinawa, where he is agricultural advisor to the economics department. He left for the Far East last January . . . Erwin E. HINTZ was recently promoted to the post of resident manager of the Fisher Body Plant at Tarrytown, N. Y. . . Mr. and Mrs. Milton KRAMER (Charlotte SPECK, '34) are now living in Washington, D. C. He is a partner in the law firm of Schoene, Freehill, and Kramer in the Commonwealth Building. The Kramers have three children, Kenneth Stephen, Richard Frederick, and Carol Elizabeth . . . Richard W. BARDWELL, former superintendent of schools in La Crosse, recently became director of the Madison Vocational School. He and his wife live at 512 Wisconsin Ave. . . Donald J. LARSON, associate professor of music at Luther College, Decorah, Ia., died last May 23. He was organist at the Lutheran Memorial Church in Madison for 11 years and also served on the faculty of the UW School of Music.

1933 W

Mr. and Mrs. Dean F. FRASCHE (Shirley HOBBS, '31) of Washington, D. C. announce the birth of a third son last April 24 . . . Tom EWELL, Chicago and Broadway actor, and Marjorie Sanborn, New York advertising woman, were married last April at Crown Point, Ind. Honeymoon was deferred while the groom continued to perform the leading role in *John Loves Mary* . . . Mr. and Mrs. George R. GILKEY of Merrill announce the birth last July 25 of twins, a boy and a girl. They have two other daughters, aged 7 and 11. Mr. Gilkey is assistant secretary, treasurer, and purchasing agent for the Anson and Gilkey Co. of Merrill . . . Margaret GLEASON, reference and loan librarian at Beloit College, recently joined the staff of the Wisconsin Historical Society Library in Madison as head of the Reference Section . . . Alfred KLABER has now been with Wallach's, 323 E. 44th St., New York 17, for five years—the last two as treasurer. He is married and has two children, the second one born last May 10 . . . James P. McCULLY, teacher of physics and assistant principal at Lodi High School, was recently accepted from a large number of applicants for the General Electric Science fellowships at Case Institute of Technology, Cleveland, Ohio . . . Ethyl E. MORGAN, Vernon County home agent at Viroqua, recently escorted a group of 4H Club members on a trip to Washington, D. C. that was sponsored by the La Crosse *Tribune*. She is a former officer in the WAVES . . . Lt. Cmdr. Raymond V. WOLKENTEN, USN, reports a change of address to Headquarters, NATTC, Memphis, Tenn. . . Dr. and Mrs. Weston Cole TORMEY (Marion DOUGLASS) of Madison announce the birth of a daughter, Patricia, last May 2. The baby has a brother, Douglas, and a sister, Marilyn . . . Dr. Elmer W. ZIEBARTH was recently appointed chairman of the department of speech of the University of Minnesota. He

will continue his work as CBS consultant and news broadcaster. He was a Badger pioneer on the WHA School of the Air.

1934 W

J. F. HAVARD has moved from Midland, Calif., to 416 W. Willow St., Arlington Heights, Ill. He is now chief engineer of Mines, US Gypsum Co., Chicago . . . Fred HOLT was recently selected new superintendent of West Bend Schools. He is a son of the late Frank O. Holt, director of public service at the UW. The Holts (Harriet OLDENBURG, '36) have two sons, Jim, 5, and Bobby, 3 . . . Rolf SUNDBY and Mercedes Martin were married last April 3 in Waupaca by the groom's father. They will live in Waupaca at 360 S. Washington St. He is office manager and bookkeeper at the Northwestern Cooperative . . . Dr. Christine THELEN was recently elected president of the Madison Business and Professional Women's Club. Dr. Thelen is now with the Jackson Clinic in Madison, specializing in obstetrics and gynecology . . . Edward G. COLE passed away last May 25 at a Mankato, Minn., hospital as result of a brain injury received in a fall at his home. Mr. Cole was the son of the late UW Prof. Leon J. Cole.

1935 W

Mr. and Mrs. Charles FRIDELMAN of Sheboygan now have a family of three: Judith Ann, 7, Bruce Philip, 5, and Nancy Ellen, 1 . . . Zeno A. GORDER was recently appointed to head the merged Monroe city offices of the superintendent of public works and superintendent of the water department . . . Harry L. HAMILTON, former chemist at the Forest Products Laboratory, recently accepted a position as head of the chemistry department at Talladega College, Alabama . . . Dr. James H. JENSEN, head of the plant pathology section of North Carolina College, Raleigh, was recently appointed chief of the Atomic Energy Commission's biology section . . . Green Bay Attorney Clarence R. JIRTLE recently announced his

candidacy for district attorney . . . Judge Byron L. KIMBALL of the First Municipal Court of Washburn County, Wis., resigned recently and purchased the Delavan Hotel at Waupaca . . . Mr. and Mrs. Kenneth M. ORCHARD (Lorraine HUBBARD, '38) of Madison announce the birth last May 19 of a son, Robert Bruce . . . Walter L. MEYER, student at Teacher's College of Columbia University, is spending the summer at the University College of Nottingham, England. He is working toward a doctoral degree in adult education . . . On May 29, Wisconsin's Statehood Centennial Day, the Milwaukee *Journal* ran a front-page color photo showing Mrs. Hugh OLDENBURG (Betty WITHEY) and her daughters, Janet, 7, and Nancy, 3, in a costumed re-enactment of the raising of the 30-starred Old Glory at the Old State Capitol in Belmont. Shown with them is Mrs. James Geisler, former assistant curator of the museum of the Wisconsin Historical Society. Mr. Oldenburg, '33, is president of his class, which reunited last June . . . Hugh A. BONE has left Queens College in Flushing, N. Y. to accept a professorship at the University of Washington in Seattle . . . Mr. and Mrs. Alton L. CARDINAL of Green Bay announce the birth of a daughter, Phyllis Ruth, last January 23.

1936 W

Representative John W. BYRNES of Green Bay announced recently that he will seek re-election to a third term in Congress as Wisconsin's Eighth district representative . . . Mr. and Mrs. Lewis HENDERSON of Bay St. Louis, Miss., write that they went to the Gulf Coast to do some writing, arriving in time for last September's hurricane, which half demolished the town but did only minor damage to the Hendersons personally. They have three children, Alan, 8, Judith, 6, and Linda, 4 . . . Mr. and Mrs. Robert T. Langemo (Gertrude HEINZ) are now living at 677 Highland Ave., San Bernardino, Calif., where they moved in January, 1947 . . . Lee SCALZO, public

(Continued on page 36)

★ Madison Memories

ONE YEAR AGO, July, 1947: After cutting University budget requests by some three million dollars, the Legislature this month OKed a measure granting an additional \$1,000,000—bringing the total of the appropriation to \$18,236,100.

FIVE YEARS AGO, July, 1943: President C. A. Dykstra of the University left this month for England where he will lecture for the US Office of War Information during the summer.

TEN YEARS AGO, July, 1938: Three widely-known faculty members retired this month and were named emeritus professors by the Board of Regents: Alexander Vasiliev, professor of history; A. G. Laird, professor of Greek; and Alexander Meiklejohn, professor of philosophy.

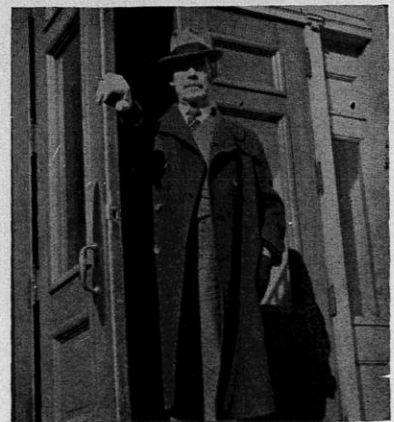
TWENTY YEARS AGO, July, 1928: Beginning this month, final grades turned in to the registrar will be in the forms of letters rather than numbers. According to the new plan, rankings will be A, B, C, D, E, and F, corresponding to excellent, good, fair, poor, condition, and failure.

THIRTY YEARS AGO, July, 1918: *Russia in Upheaval* was published this month by Professor E. A. Ross. It is an account of his recent visit to Russia and his study of the revolution. This month also saw the publication of Prof. W. G. Bleyer's *The Profession of Journalism*, a compilation of recent articles in the *Atlantic Monthly*.

FORTY YEARS AGO, July, 1908: President Charles Van Hise cited this month the recent growth of the University, from 2,870 students to 4,013.

NOTE. Chris L. Christensen, former Dean of the UW College of Agriculture, was designated in this column last month as president of the Celotex Corp. in Chicago. This was an error; he is chairman of the executive committee.

(From the files of the Wisconsin Alumnus)



EDWARD A. ROSS's account of the Russian revolution was published 30 years ago this month under the title: *Russia in Upheaval*.

(Continued from page 35)

THIS little snake ornament is an Egyptian insignia that can be worn only by a public official who has been proved dependable. He wears it proudly in his helmet cap for all to see — for here is evidence of his worthiness.



MARKS OF DEPENDABILITY

JUST as the Egyptian official displays his snake ornament, so do many manufacturers use the seal or mention the name of the Wisconsin Alumni Research Foundation to attest to the dependability of their products. This seal warrants the Vitamin D content. It guarantees that the product is regularly subject to the Foundation laboratory tests to make certain it meets the high standards and rigid requirements. For more than 15 years the medical profession has advised its patients to "look to the Foundation Seal" with full confidence.



WISCONSIN ALUMNI Research FOUNDATION
MADISON 6, WISCONSIN

health nurse, was featured recently in the *Richland Villager* for her work in teaching classes of prospective fathers the intricacies of baby-bathing.

1937 W

The former Janet BEUKERT (Mrs. Homer BAKER, '35) recently joined her husband in Japan where they expect to live for two years. He is a member of the US Reparations and Restitution Delegation. Address: USRRD, Foreign Liaison Branch, CPC, GHQ, SCAP, APO 500, % PM, San Francisco, Calif. . . . Henry K. LEONARD announces his association with Charles O. Marshall and Charles O. Marshall, Jr. for the practice of patent and trade mark law under the firm name of Marshall, Marshall & Leonard, with offices in the Toledo Trust Building, Toledo, Ohio.

1938 W

Norman E. AHLWEDE is now associated with the consulting engineering firm of Harvey S. Pardee and Associates of Chicago. . . . Patrick W. COTTER was recently elected president of the Junior Association of the Milwaukee Bar by the Board of Directors. During the war he served as Judge Advocate of the 82nd Airborne Division. . . . Attorney Gordon K. JARSTAD announced recently that he is a candidate on the Republican ticket for Brown County district attorney.

1939 W

Dr. Howard J. FIELDING, associate professor of English at Illinois State Normal University, was recently appointed to a similar post at Arizona State College. . . . Major David IUNGHUHN, 023488, reports a change of address to US Army Group, 8 Kominion St., Kavolla, Greece. . . . Mr. and Mrs. Harold A. JOHNSON of Milwaukee announce the birth of a second son, Craig Thurlow, last April 5. Older son is Michael Alan, 2. Mr. Johnson is a registration officer with the Veterans Administration. . . . Mr. and Mrs. Roger W. LeGRAND of Milwaukee announce the birth of their second child, a daughter, Kathryn Rose, last April 24. First child is Billy, 2.

1940 W

Mr. and Mrs. Valbur BORGER (Harriet CLELAND, '41) and their daughters, Candice, 3, and Valerie, 5 months, visited in the United States this summer. They are making their home in Santiago, Chile, where Mr. Borger is with the foreign sales division of the Universal Pictures Corp. . . . Mr. and Mrs. Henry C. GRONKIEWICZ of Milwaukee announce the birth of a son, Earl Stanley. Other son is Dean Henry, 6. Mr. Gronkiewicz is assistant business manager of the Milwaukee *Sentinel*.

1941 W

Margery J. ACKEMANN is now Mrs. Harper F. King, 0-201 Victory Apts., Fort Worth 8, Texas. . . . Mr. and Mrs. Robert H. BERKLEY (Barbara GLASGALL) are now living at 746 Fourteenth Ave., Paterson, N. J. They have two children, Alison Beth, 4, and Roger Lawrence, 2. . . . Dr. and Mrs. Stanley H. MACHT (Naomi NEWMAN) of Baltimore announce the birth of a son, Harold Victor, last April 22. Other son is Jay Newman, 6. . . . Lt. Comdr. Arthur Norman MELHUSE reports: "The Melhuse's have fared well in Virginia, producing two healthy boys, Thomas and Peder. Both measure up favorably with the Wisconsin product, David. Change of duty station is imminent, probably to Pacific Fleet in July or August."

1942 W

Alex G. BODENSTEIN received his forestry degree in March from Utah State at Logan and now has a position with the US Soil Conservation Commission in Nevada. He and his wife and year old son are living there in a government housing project. . . . Mr. and Mrs. Neil Clark, Jr. (Patricia BUERSCHINGER) of Washington, D. C. announce the birth of Margaret Irene last April 30. Mr. Clark is an electronic engineer at the Naval Research Laboratory in Washington. . . . Mr. and Mrs. Ken EKMANN (Muriel GRIFFITH, '43) announce the birth of John Griffith last Sept. 21. They have a daughter, Joanne, 3. . . . Hugh C. FAVILLE reports a change of address from Hartford, Conn. to 168 Bartlett Ave., Providence 5, Rhode Island. He recently joined the staff of the Providence City Plan Commission as associate engineer.

Alice E. ZELL was recently profiled in the Sheboygan Falls News. Said the News: "For the past four years the Girls' Physical Education Department of the Sheboygan Falls High School has been under the direction of Miss Alice E. Zell. Miss Zell is a graduate of the University of Wisconsin and has her Bachelor of Science degree from that institution. While a student at the University she was an active member of the Women's Athletic Assn. and played on the women's varsity hockey team. At the UW Spring Song Festival in 1942 the Elizabeth Waters Hall choir sang under her direction and Miss Zell also sang with the University Chorus while a student there . . . as co-adviser of the Freshman class, she assists with all of their class activities."

. . . Mr. and Mrs. John TOWLE (Jean VARKER) moved recently to their newly purchased home at 4329 N 53rd St., Milwaukee 9, Wis. They announce the birth of their second child, John Scott, last Dec. 30. His sister, Janis, is 2½ years old . . . Edward CARLSON and Jean Peterson were married last April 3 in Ashland. Following a wedding trip through Michigan, Illinois, and Wisconsin, they made their home at 1718 S. Ninth Ave., Sioux Falls, South Dakota. He is employed by the Penn Mutual Life Insurance Co. . . Elaine Phyllis KOEPP is living at 105 W. Wilson St., Madison . . . Dr. Arthur W. HOESSEL, Mosinee physician, and Marie C. Heffelfinger were married last April 25. She is a graduate of Capital University at Columbus, Ohio . . . Mr. and Mrs. Thomas A. LINTON, Jr. (Jean Connell GUTHRIE) are now living temporarily at Apt. 36-D, Badger, Wis. He is an administrative assistant in the University Extension Division in Madison . . . Beginning July 1 Creighton A. HARDIN will be a resident in plastic surgery at the University of Kansas hospital. His mailing address is Fox Apts., Chilton, Wis. . . Mr. and Mrs. Stanley O. BOCKELMANN (Dorothy THOMPSON) are living at 1227 Regent St., Madison. She is a speech therapist in the Madison Public Schools . . . Edwin A. VAUGHAN is a junior engineer with the Celon Co. in Madison, lives at 336 Norris Court . . . John Leslie DAVIS is living at 801 N. 12th St., Superior. He's an attorney with the firm of Hugh and Anderson . . . Mr. and Mrs. Robert Allen BUCKLEY are living at 3014 Atwood Ave., Madison. He's an instructor in the University's chemical engineering department . . . Mr. and Mrs. O. Alfred GRANUM (Arline SCHROEDER) of Amery announce the birth of Sherry Lee last April 15. Her sister, Gail Lynn, is two years old. Mr. Granum is a special agent for Northwestern Mutual Life Insurance Co. . . Mr. and Mrs. Louis D. GAGE, Jr. (June CUNNINGHAM) are living at 326 S. Wisconsin St., Janesville. He is a lawyer with the firm of Jeffris, Mouat, Oestreich, Wood, and Cunningham . . . Helen E. WU is an industrial nurse at Fairbanks, Morse and Co. at Beloit. Her residence address there is 215 Maple Ave. . . Mr. and Mrs. Robert J. KRIWANEK (Nancy COYNE) of Denmark, Wis., announce the birth of a son, Patrick Joseph, last March 17. Mr. Kriwanek is a justice of the peace in Denmark.

Mr. and Mrs. Roger Biddick (Elinor BRADLEY) announce the birth of a son, Bradley Dean, last Sept. 15. The Biddicks live in Livingston . . . Phyllis DOTY and Stuart H. Mong were married last April 25 at the bride's home in Pekin, Ill. They have resumed their teaching duties at Bowling Green Ohio State University . . . Dr. Richard M. ELOFSON is now living at 2429 Victor St., Easton, Pa. . . Joyce Ruth FITZ and William E. Schwartzburg were married last May 1 in Milwaukee, where they are now living at 2250 N. 29th St. . . Sylvia GERLAND of Lansdowne, Pa., is now Mrs. Ralph C. Martin, PO Box 341, Norman, Okla. The marriage took place March 27 at Rice Lake . . . Jane HANSON has been employed for the past year and a half on the city side of the Erie Daily Times as reporter, theatrical editor, drama critic, music, art, and book editor. She has also acted at the Erie Playhouse, a professional community theater with a resident company.



Watch for it!

WISCONSIN Alumnus

Golden Anniversary Issue

OCTOBER, 1948

NEXT AUTUMN marks the opening of the University of Wisconsin Centennial and the 50th birthday of the *Wisconsin Alumnus*. To commemorate this double anniversary, the October number of your *Alumnus* will be something special in the way of a Golden Anniversary Issue.

Bigger . .

Brighter . .

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. . Than ever before

DON'T MISS THESE JUBILEE FEATURES:

- ★ 30 more pages
- ★ Sparkling new format
- ★ Special University Centennial section
- ★ Exclusive University history
- ★ A 50-year chronicle of the *Alumnus*
- ★ The campus yesterday and today in pictures
- ★ Guest articles by world-famous Badgers
- ★ A message from the president of the United States
- ★ Up-to-the-minute campus feature articles
- ★ Alumni Association headlines
- ★ Factual reports on the state of the University

The Golden Anniversary Issue of the

WISCONSIN ALUMNUS

Delivered to all paid-up members of the WISCONSIN ALUMNI ASSOCIATION, Madison 6, Wis.

Don Gehrman Wins Olympic Berth in 1500-Meter Run

EVANSTON, Ill., July 10—Don Gehrman, UW track star, breezed into an Olympic berth here today before a crowd of 25,000 in Dyche Stadium who had come to witness the final Olympic trials. The Badgers' Mr. Mile ran well ahead of the field in winning the 1500 meter event; will leave for London July 14 to compete in the Olympics.

Gehrman's victory was the one bright spot in an otherwise humdrum and below-par Wisconsin spring athletic showing, both for Olympic competition and Big Nine standing. Both crew and boxing contenders for the Olympic crown got lost in the running. Coach Al Hildebrandt's fast-improving tennis team placed third in the conference, winning nine out of 13 dual matches. The UW baseball team, dropping its two final conference games, was relegated to a tie for fifth place. Overall season record for the Badger nine shows 14 wins against 14 losses. Cinder men of retiring Coach Tom Jones placed sixth in the Western Conference, to which they played host, but found a boost of morale in the Gehrman victory. He had copped the NCAA 1500 meter crown in Minneapolis to qualify for the finals in Evanston.

The golf team placed seventh in the conference, winning seven of 11 dual meets. Crew suffered a bleak season, winning one race at Syracuse and losing at Poughkeepsie to Washington. The crew was also topped by California and Cornell.

In summary, the sports year 1947-48 looked like this:

Sport	Won	Lost	Tied	Ranking
Baseball	14	14	0	5th (tie)
Basketball	12	8	0	3rd (tie)
Boxing	6	0	0	1st
Crew	1	2	0	8th
Cross-country	4	1	0	2nd
Fencing	1	7	0	4th
Football	5	3	1	2nd
Golf	7	4	0	7th
Gymnastics	0	2	0	4th
Swimming	5	4	0	7th
Tennis	9	4	0	3rd
Track (indoor)	3	0	0	6th
Track (outdoor)	2	2	0	6th
Wrestling	3	4	0	7th
TOTALS	72	55	1	

Director of Athletics Stuhldreher reminds Badger alumni that with the increasing number of demands on football tickets, the alumni preference section will continue to be Sections U, V, W, and X on the East side of the stadium. Tickets are in demand every year

by students, townspeople, faculty members, University employees, and visiting teams—as well as by alumni. Therefore, although preference in location is granted, that preference continues to fall within the sections allotted—is not a preference of seats throughout the stadium.

Deadline for preference applications in the alumni sections is August 1; after that date tickets are issued to alumni for individual games in whatever sections are available—depending on the number of tickets requested by visiting schools and other factors.

Judges Evans, Barlow Die in Wisconsin

WITHIN TWO WEEKS two of the country's most noted jurists—both Wisconsin alumni—passed away. They were Elmer E. Barlow, '09, Wisconsin State Supreme Court justice, who died June 26 at the age of 61, and Evan A. Evans, '97, judge of the Seventh US Circuit Court of Appeals, who passed away July 7 at the age of 72.

Justice Barlow collapsed and died of a heart attack while playing golf at Baileys Harbor, on the tip of Door County. He had apparently been in excellent health, had just attended the annual convention of the Wisconsin State Bar Assn. Barlow had worked his way from an Arcadia farm boy to his high legal position; had served as secretary to a Wisconsin governor and as state tax commissioner. At the University, he was a member of the UW baseball team that went to Japan in 1909. He never forgot his University, was serving at the time of his death on the University of Wisconsin Foundation and aiding in the Centennial campaign to raise \$5,000,000.

As a justice of the Supreme Court of the state, Barlow never forgot the human side of the law, the problems of plain people like those he had served as a trial lawyer in Arcadia.

Judge Evans of Chicago passed away at his home in Spring Green, Wis., after an illness of some weeks. On May 17 he had observed his 32nd year as judge of the Court of Appeals. He was active in behalf of his alma mater, had served as president of the Wisconsin Alumni Association and was a trustee of the Wisconsin Alumni Research Foundation. In 1933 the UW conferred on him the honorary degree of Doctor of Laws.

From 1900 to 1916 Judge Evans practiced law at Baraboo, coming to the circuit court in 1916. In 1945 he sat for a month on the US Circuit Court of Appeals in New York, at the appointment of the late Supreme Court Chief Justice Harlan Stone.

As a hobby, the Welsh jurist preferred farming, and with his four brothers and sisters owned considerable farm property near Spring Green. On the anniversary of his 25th year on the Circuit Court bench he was honored at a dinner given by the Chicago Bar Assn., at which many of the country's best known attorneys paid him tribute.

LOOK Magazine Takes a Look at the Campus

A NINE-PAGE PICTURE story of The University of Wisconsin will appear in *Look Magazine's* August 17th issue. It will go on sale August 3. The article is written by Don Wharton, noted free-lance writer; the pictures are by Phil Harrington; and the piece was planned and edited by de Benneville Wickersham, *Look* departmental editor—all of whom spent several weeks on the Badger campus this spring gathering the material for the article. *Look Magazine* has more than 15 million readers and will carry the University story the length and breadth of the nation.

NSA Returns to UW For Second Congress

CLIMAXING A YEAR of robust babyhood, the National Congress of the National Student Association reconvenes on the University campus August 23 to 28 on the anniversary of their organizational convention last year. Student leaders from all over the country will converge on Madison and again fill the Memorial Union Theater and adjacent halls and rooms with debate and discussion, keyed to a high pitch of interest.

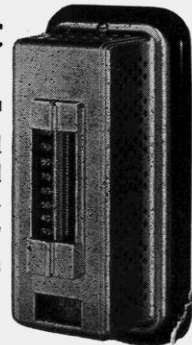
Weighing the challenges and achievements of the past year will constitute one of the more pleasant activities. These achievements have been many; to begin with the requisite number of schools finally ratified the NSA constitution which was welded on the Wisconsin campus in the heat of last year's summer. This ratification gave official birth to the organization.

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—The volume of nature is the book of knowledge— OLIVER GOLDSMITH



Why water gets better all the time

Most people take purified water for granted today. But water now gets other scientific "treatments" as well . . . to do highly specialized jobs.

New chemicals, for example, make hard water soft . . . for a quicker, cleaner job of washing and laundering. And, important to industry, are other chemicals that war on corrosion . . . and lower the freezing point of water.

There is *wetter-water*, too . . . water chemically treated so that it penetrates more quickly, spreads more evenly. It helps do a better dyeing job on the clothes we wear. In fire-fighting, *wetter-water* soaks in faster, quenches stubborn blazes swiftly . . . and cuts fire and water damage.

To get the full benefits of water, we need today's engineering advances and *better materials*. New plastics now used in our tough, long-lasting, lightweight garden hose. Also, improved alloy steels in today's pumps, pipelines,

tanks . . . that bring water from reservoir to your home or factory, where it's always on tap.

The people of Union Carbide produce these and many other materials essential to the handling and treatment of water. They also produce hundreds of other materials for the use of science and industry, thus helping maintain American leadership in meeting the needs of mankind.

FREE: You are invited to send for the new illustrated booklet, "Products and Processes," which shows how science and industry use UCC's Alloys, Chemicals, Carbons, Gases and Plastics.



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A LOVELY BATHROOM

Kohler fixtures can add a highlight of interest and beauty in your bathroom because of their friendly, sunny quality.

Whether in color or white, Kohler fixtures are distinguished for their beauty or line and proportion, which can be yours at no extra cost. And their unsurpassed quality makes them a sound investment in health protection.

The Cosmopolitan bench bath, illustrated with the efficient Triton shower mixer, is of non-flexing iron, cast for rugged strength and permanent rigidity, and coated with the famous Kohler enamel. The Jamestown lavatory is of vitreous china. Intense firing makes the surface of bath and lavatory glass hard, lustrous, and easy to clean. The chromium plated brass fittings are durable, convenient to use.

Visit your Kohler dealer for advise on fixtures for bathroom, washroom, kitchen, and laundry, Kohler quality is a 75 year old tradition. Kohler Co., Kohler, Wis.

Below—Convenient kitchen arrangement with Kohler Delafield sink, easy to clean, acid resisting throughout. Made of non-flexing cast iron and coated with the famous Kohler pure white enamel.



K O H L E R
OF
K O H L E R

“—In life, as in chess, forethought wins”—SIR THOMAS F. BUXTON



Why surfaces now last longer

SMALL BOY'S BIKE or great ocean liner... there are finishes for each so improved today that a one or two coat job holds up longer than did dozens before.

Heat and cold, acids and gases, water or salt air just don't crack and peel today's surface coatings as they once did. For our homes and cars, our great bridges, our machinery for farms and industry are now protected as never before.

Better materials—aided by research—bring us this better protection. New plastics and chemicals, for example, that go into quick-drying varnishes, lacquers, paints that keep a like-new finish.

Industrial gases help us, too. In flame-cleaning structural steel, the oxy-acetylene flame provides a clean, dry and warm surface into which paint "bites" instantly and dries quickly.

There's also stainless steel, the lustrous metal that needs no surface protection... that withstands wear and corrosion

on equipment used outdoors or in... and keeps gleamingly clean year after year.

The people of Union Carbide produce many materials essential to today's superior surfaces and surface coatings. They also produce hundreds of other materials for the use of science and industry, to help maintain American leadership in meeting the needs of mankind.

FREE: You are invited to send for the new illustrated booklet, "Products and Processes," which shows how science and industry use UCC's Alloys, Chemicals, Carbons, Gases and Plastics.



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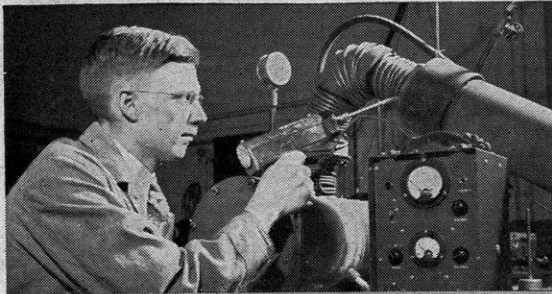


"I chose my wife, as she did her wedding gown, not for a fine glossy surface, but such qualities as would wear well..."

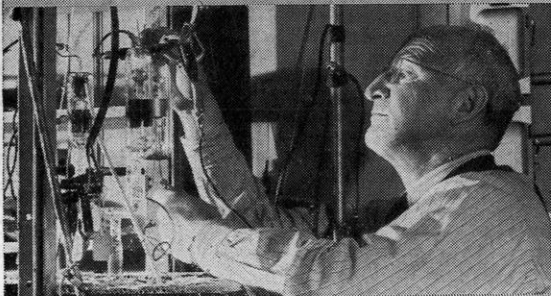
—THE VICAR OF WAKEFIELD



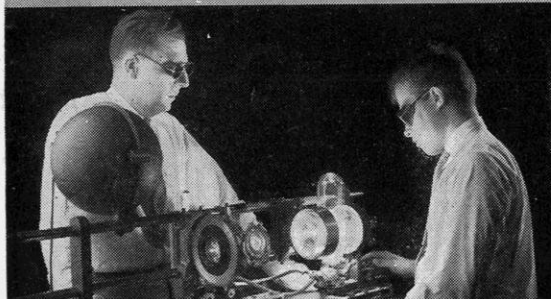
... for "such qualities as would wear well"



This electronic "sniffer" makes sure that every G-E refrigerator part is leak-proof.



High vacuums in G-E electronic tubes assure longer life and more efficient operation.



It takes 480 tests to determine whether a lamp meets General Electric standards.

THE dressmaker who pleased the vicar's wife, even as she herself pleased the vicar, did so, we submit, by a time-tested procedure: painstaking attention to the details that add up to excellence; assiduous care with the parts upon which is founded the quality of the whole.

The exacting requirements of customers like the vicar and his wife are those which General Electric products are built to meet. We feel that we could turn our wares beneath the vicar's appraising eye with equanimity.

Before the customer has a chance to examine a General Electric refrigerator, for example, specially developed electronic "sniffers" have made sure there is not the slightest leak in its refrigerating unit...

G-E radio tubes must pass tests that duplicate the impacts of naval broadsides and the vibrations of plane engines...

The General Electric lamps you see for sale have passed as many as 480 quality tests and inspections.

Every General Electric product is designed for high standards of performance... is tested to see that it will meet those standards... is built to serve you faithfully.

You can put your confidence in

GENERAL  ELECTRIC