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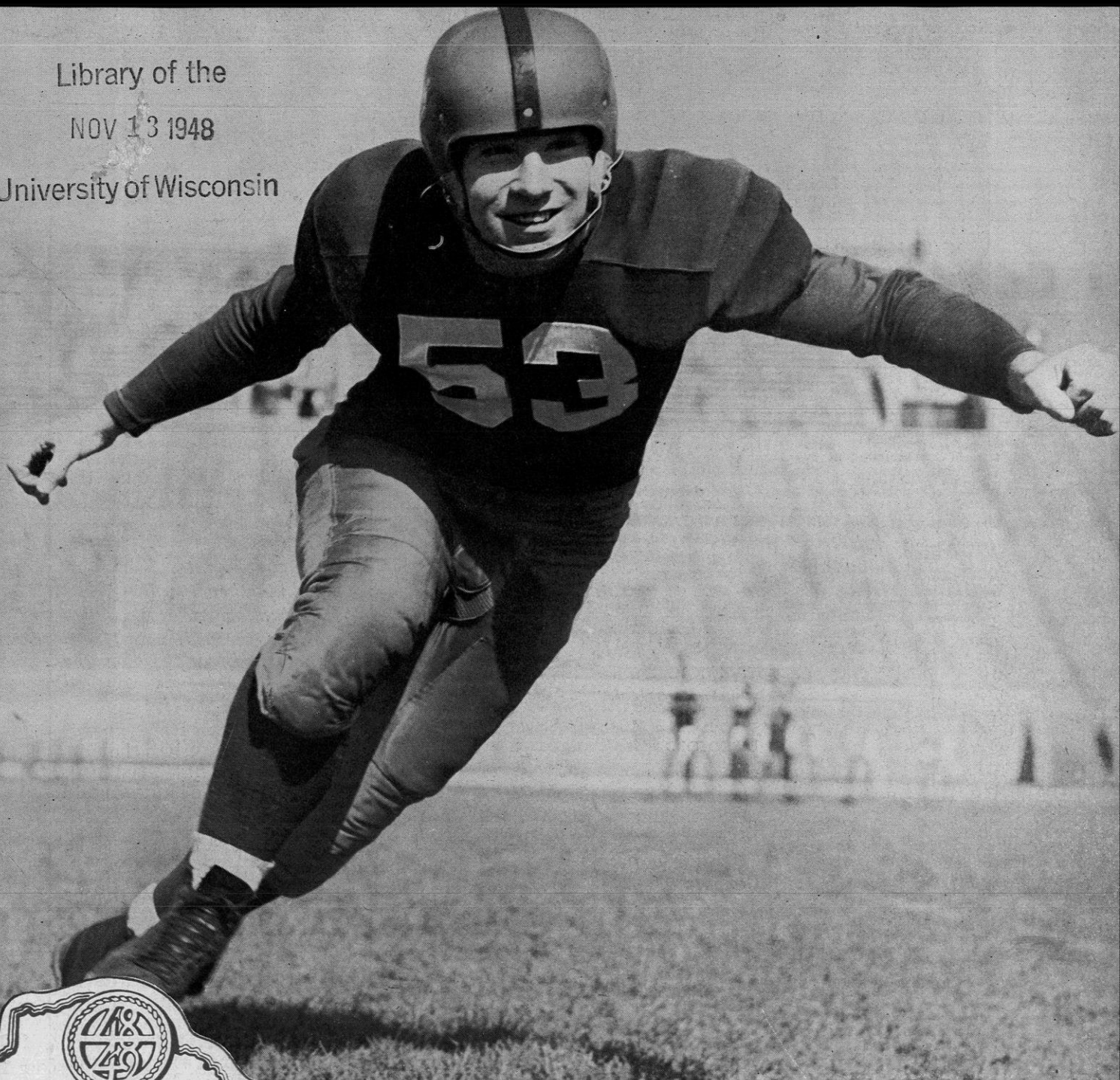
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University of Wisconsin



ROBERT "RED" WILSON, '50

# WISCONSIN *Alumnus*

*"Memorial: World War 2"—see pages 10, 11*

NOVEMBER, 1948





# WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

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

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## ★ Sidelines

WHO OWNS the *Wisconsin Alumnus*? You do, because as members of the Wisconsin Alumni Association, you are the stockholders. Last month some drastic things were done to your magazine. In the Golden Anniversary issue, we made a somewhat radical departure from the old-style format.

We introduced some new features designed to make the book more attractive, more pleasing to the eye:

*Wider margins.*  
*New cover plate.*  
*New masthead style.*  
*Running heads.*

*No more "Campus Headlines" or "Up and Down the Hill."*

*This column itself.*

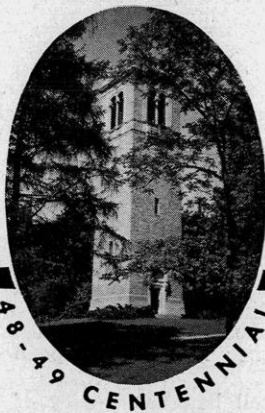
But maybe we were wrong. Perhaps you don't like the new cover plate, the new masthead. We have no way of knowing. If 10 of our 15,000 subscribers write to us in one month—it's an unusual month. So we have to assume that you're happy with the magazine, that silence means approval. If we're wrong, let us know.

Remember though, that one lone letter seldom sways a hard-boiled editor from his avowed purpose. We'll have to have at least a dozen before making a crucial change. If the magazine policy were dictated by isolated letters, your monthly publication would now, simultaneously:

1. Be devoted entirely to sports and neglect them completely.
2. Have 10 pages of club news and none at all.
3. Emulate *The Journal of Philosophical Semanticism*, *Boys and Girls Comrade*, and *Crack Detective Stories*.

How about it, stockholders? How do you vote?

—THE ASSISTANT EDITOR.



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

by **S. C. ALLYN, '13**  
President, Wisconsin Alumni Association

**W**HEN I talked with John Berge shortly after my election as President of the Alumni Association he asked me whether I would write a page for each issue of the *Alumnus*. I told him that I would be glad to do so if he thought that it would serve a useful purpose. He explained that this procedure had been followed for some time and the idea rather appealed to me, for one reason because I have been following this practice in our own business for several years.

It seems to me that in any type of organization nothing is more important than keeping open adequate channels of communication. In a business those channels operate between management and employees. In an organization such as the Alumni Association they are the connecting link between the University and many thousands of individuals all over the world. Frankly, I do not know just what type of comment may find its way into this column as the year progresses, but I shall certainly try to keep it interesting, timely and newsworthy.

A few months ago I was in Australia. That is just about as far from the campus at Madison as you can go, but I found the long arm of University associations reaching out even there, at least in memory. This is the country, I thought, that gave us Pat O'Dea, one of the greatest Wisconsin athletes of them all. I was in the early years of grade school and faintly remember him, but Pat O'Dea made a great name for himself and for the University with his feats on the gridiron. He enrolled in 1897, coming to Madison from Australia.

Here are just a few of the spectacular feats for which Pat O'Dea is remembered. In 1898 against Northwestern he drop-kicked 62 yards. In 1899 against Yale he punted 99 yards. In that same year, facing Minnesota, he planned to kick, was blocked by the opposition, broke loose for a run of 45 yards and while still on the run kicked the ball with the side of his foot for 55 yards to a perfect field goal. Little wonder that he is one of the legendary figures of Wisconsin. A very active legend, however, for he is now the President of the North California Alumni Club and is in business in San Francisco.

The effort of the University of Wisconsin Foundation to raise \$5,000,000 as a "100th Birthday Gift" to the University has met with substantial support, but participation is going to have to increase con-

siderably if the goal is to be met. If we compare our total endowment with that of state universities elsewhere we cannot be very happy about our standing. Two states with considerably less in population and resources than Wisconsin outrank us on endowment and those which are comparable on these two points have three and four times our own.

Foundation funds are badly needed for scholarships and fellowships, to finance special professorships, to help provide special equipment and meet other special needs. Above all it is desired to erect a special building, planned essentially as a service center for the thousands of men and women who come to the campus every year for specialized instruction and associated activities.

This is an opportunity for all of us who have profited from all that Wisconsin had to give to "put something back into the business." The credit for no small part of whatever success we as alumni have achieved goes back to the lessons, academic and otherwise, which we learned in our college days. The tuition fees which we paid then can hardly be considered the real measure of what the University has meant to any one of us.

It seems to me that congratulations are in order for the staff of the *Wisconsin Alumnus* for the fine work that was done in preparation of the Golden Anniversary Issue. I doubt if so much of the story of Wisconsin has ever been condensed into so few pages or told through pictures and text in a more interesting way. As one of the initial steps in celebrating Wisconsin's Centennial, this issue more than measures up to the high standards set by its editors.

Wisconsin's Centennial year will be further distinguished by the fact that the largest student body in the history of the institution will be on the Madison campus during that period. As a measure of its expanding service both within and without the state the enrollment at Madison of 18,530 and of 3,635 in sixteen extension centers is a high tribute. It represents, however, a continuation of the problem of housing and classroom space and focuses attention again upon the fact that Wisconsin has far outgrown its physical plant.

One way that the Alumni Association can help to meet this situation is to put itself solidly back of the new building program which the Board of Regents recently authorized President Fred to file with the Wisconsin Legislative Council.



# THE STATE OF THE UNIVERSITY

## FACULTY

### New Ag Dean

THE REGENTS finally got around to naming a new dean of the College of Agriculture, to succeed Ira L. Baldwin, now vice president of the University. He is Rudolph K. Froker, widely and favorably known agricultural economist. He becomes the sixth to serve as chief executive of the College since it was established more than 60 years ago.

A son of Danish parents, Froker was born in 1901 on an Iowa farm. When the family moved to Minnesota he attended schools in that state and was graduated from its School and College of Agriculture. In the meantime the Frokers moved to a farm in Polk county, Wisconsin, where the family still lives.

In November, 1927, Froker joined the staff of the University. Except for short leaves of absence, he has been for more than 20 years a member of the Wisconsin agricultural economics faculty. In that time he has helped Wisconsin dairy farmers form and develop their marketing organizations.

The Frokers have four children: Lowell, 15; Nancy, 12; and the twins, Kathleen and Constance, 6, all students in Madison schools. Mrs. Froker is a UW graduate in home economics.

In announcing the appointment of Froker to the deanship of the College of Agriculture and the directorships of the Agricultural Experiment Station and the Agricultural Extension Service, President E. B. Fred complimented the Regents on their choice.

"Rudolph Froker is splendidly fitted for the position," said the President. "He is widely known and respected in every section of the state. He has worked closely with the dairy marketing organizations throughout Wisconsin. His help has been much appreciated in this field which is so important.

"I am sure that under his leadership the College of Agriculture of our University will continue to contribute generously to the development and improvement of the farming industry and to the general welfare of the state."

The University of Wisconsin's new dean of agriculture joins a small group of men who have guided the College through the 68 years of its growth from only an idea into one of the leading institutions of its kind in the country.

First of these was William Arnon Henry, widely known as the dean of deans. Graduating from Cornell University as a botanist, he went directly to the University of Wisconsin and won recognition as a live-



AG DEANS PAST AND PRESENT: Fred welcomes Froker, sixth in a distinguished line.

stock man and as an educator and administrator.

But Dean Henry wasn't always famous. He was named head of the department of agriculture when there were no students, no research—nothing (not even an office). Criticism and antagonism faced him from many sources.

It was his job to meet these, and he did. He worked with legislators and plead with farmers, and seldom did he meet a hostile group that did not become friendly to the new and budding idea.

He was a research man, doing most of his investigation in livestock nutrition. He helped to develop the silo which is today widely used all over the country. He wrote a book on animal nutrition, *Feeds and Feeding*, which has been the feeders' handbook in this and other livestock producing countries.

A body of knowledge, as seen later, was lacking when Henry began agricultural education. That had to be developed and he had to develop the techniques of research. That his successor was spared.

Henry's third claim to fame was his ability to pick men, and just as important, his ability to keep good men. He knew what made a good man, and he knew how to take counsel from his co-workers and his subordinates. Some of the famous work in the college came as a result of such teamwork. He retired in 1907, after he had won a place, second to none, in the hearts of Wisconsin farmers.

Henry came close to being the ideal pioneer dean. He had wide interests and high enthusiasm. He visioned many things for the college, and many of his most hopeful dreams have since become reality. He died at his home in San Diego in 1932.

Henry's successor, a man he had chosen for his staff, was Harry L. Russell, a man very different from

Henry, but whose contributions were great.

Russell was the son of a Columbia county doctor, a University of Wisconsin graduate, and a fully trained scientist. When he came back to the university in 1893, he had studied under Louis Pasteur, Robert Koch, and other famous European scientists.

Russell had the clarity of vision and purpose that enabled him to continue where Dean Henry left off without a wasted step.

Russell had won a name for himself long before he became dean. Coming to the Wisconsin campus directly from Dr. Koch's laboratory, he brought a small amount of the serum used to test cows for tuberculosis. During a lecture, Russell tested a cow in the university herd and found she had the disease. That led to testing the entire herd and eventually to slaughtering most of it. From then on Russell led in the tuberculosis eradication program that has all but wiped tuberculosis from our dairy herds.

Working with S. M. Babcock, Russell helped to develop the process for the cold-curing of cheese and did other work in milk quality. He found ways to cut down spoilage in canned peas and paved a way for the expansion of the canning industry.

It is seldom that a great scientist has the qualifications that make a good administrator and a liberal educator. But Russell was both. He created the new departments of which Henry had dreamed. And he created them according to plan, venturing into the new fields of rural sociology, agricultural economics, and agricultural journalism.

Russell followed Henry's lead of choosing good men. He coined the phrase, "Men are more important than mortar."

Home economics instruction was begun in 1908, and the head of the department, named by Russell, stayed for 31 years. She was Abby L. Marlatt.

Long tenure has been characteristic of Wisconsin. Henry and Russell each served a long time, and the brilliant staff members they selected stayed here. The agricultural extension service was begun under Russell. He watched the service grow from a part time job of his staff to a program hiring full time men.

Russell was a scientist, an administrator who knew there could be no progress without planning. The college grew rapidly, but its growth was orderly—and it grew just at the time it was needed. Dean Russell had inherited the job of broadening and deepening all three lines of work; teaching, research, and extension. He resigned in 1931 to become director of research of the



Wisconsin Alumni Research Foundation.

Again the gods smiled as Wisconsin chose its third dean of agriculture. He was Chris L. Christensen, and none could surpass him in his devotion to the cause of farmers and farming.

Chris, as everybody called him, came during the depression. The college had outgrown its glamorous days. Research was well on its way. But a new need was developing, and the new dean sensed it. Christensen could see the farmer's place in society, the farmer's need for music, beauty, and art. He revitalized the short course on the philosophy that it should teach rural citizenship first and technical and practical techniques secondly. Courses in sociology, drama, music, public speaking, and other cultural subjects were introduced. Forums, discussions, plays, and concerts filled the evenings.

Going farther, Chris took the lead in bringing the first artist in residence to the campus, John Steuart Curry. Rural art was born in Wisconsin, and it has been doing well ever since.

Christensen felt farmers could only win the opportunity to take their place around the conference table by cooperation and organization. Once they had the chance, they had to have the ability. Training for that was what he had in mind for the college of agriculture. He sensed the importance of marketing and distribution as well as the importance of production.

A Nebraska boy, Chris received his first college degree from the University of Nebraska. He studied for a year as a fellow of the American-Scandinavian Foundation in Denmark. The next year he served the United States Department of Agriculture, studying agricultural marketing in nearly a dozen European countries.

From the Danish system of farm folk schools, Chris got his attitude toward adult education in farm life. In 1943 Christensen left the college of agriculture and joined private industry.

A scientist followed Christensen to the dean's office. He was Edwin Broun Fred, a Wisconsin bacteriologist since 1913. But his tenure as dean was to be short. For in less than 18 months, Fred was called to serve the university as its president.

From February until September 1945, the college was headed by V. E. Kivlin, associate dean, who was acting as dean. Kivlin, a favorite of students, was Christensen's right hand man in the reorganization of the short course.

Another bacteriologist, Ira Lawrence Baldwin, was named to the deanship in 1945. Baldwin, a native of Indiana, was awarded two degrees from Purdue. He won his Ph. D. at the University of Wisconsin and then returned to Purdue for one year to teach. He joined the Wis-

consin staff in 1927. From 1932 he served as assistant dean, working closely with students.

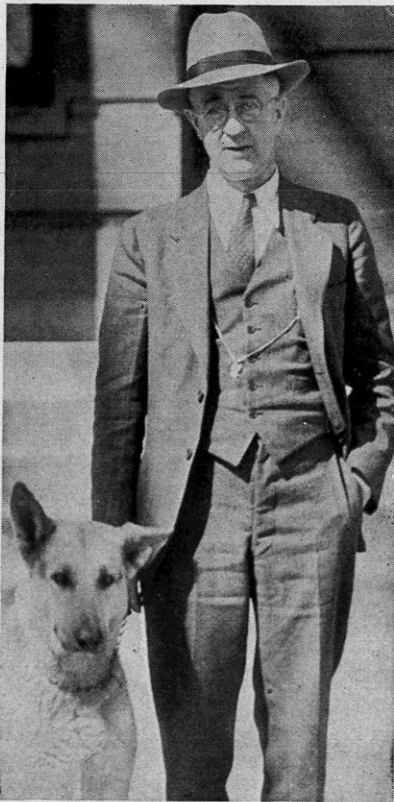
Baldwin guided the college through the critical post war years before being called to assist President Fred as vice-president of the university. Dean Baldwin climbed the ladder to the deanship. He served as chairman of the bacteriology department, as associate dean of the college of agriculture, and as dean of the graduate school.

And now comes a new dean. The dramatic, colorful days may be past. But the challenge to the college of agriculture and to the new dean is probably greater than it has ever been.

## More New Blood

PRESIDENT FRED is still building up the faculty. The Regents have approved the appointments of 17 professors:

HOWARD K. BEALE, since 1935 professor of history at the University of North Carolina; appointed UW professor of history; author of *The Critical Year*, *Andrew Jackson and Reconstruction*; *A History of the Freedom of Teaching in American Schools*; *Are American Teachers Free?*; *The Dairy of Edward Bates*; is currently doing for Teddy Roosevelt what Carl Sandburg did for Lincoln; PhB '21 at the University of Chicago; MA '22 and PhD '27 at



ENGINEER OWEN & FRIEND: Retirement caps notable service.

Harvard; spent 1924-25 studying in Europe on a Harvard Traveling Fellowship; taught at Universities of Chicago and Harvard, at Grinnell and Bowdoin colleges; active in American Civil Liberties Union, Phi Beta Kappa, Delta Upsilon.

ARTHUR PETER BECKER, BA '39, MA '40, PhD '43, assistant professor at Ohio State University, appointed associate professor of economics at the UW Milwaukee Extension; has taught at Universities of Connecticut and Kansas City, Eastern New Mexico College, Morning-side College, and Ohio State; author of *The Challenge of One World*, *Some Philosophical Aspects of Economics*, *Fixed Dividends for all Public Utility Stock*, and *The Theory of Perfect Regulation and Public Utility Valuation*.

GEORGE S. BEERY, MA '36, PhD '38, dean of students at Drake University, Des Moines, appointed coordinator of extension division instructional services in education, to succeed Clifford S. Little (now a fulltime member of the UW School of Education faculty); BA from Manchester College in Indiana; has taught at the UW and Drake, as well as Whitewater State Teachers' College; served variously as registrar, director of personnel, director of admissions, dean of students, state supervisor of WPA educational survey.

New assistant professors are:

VERNER E. SUOMI, biometry, physics, and meteorology; Major RALPH ARNOLD, military science; FRANKLYN BRIGHT, assistant librarian; ABRAHAM CARP, psychology; JAMES CROW, genetics and zoology; WILLIAM EBERLEIN, mathematics; LEON EPSTEIN, political science; CHARLES HEIDELBERGER, oncology; GERTRUDE HOFFMAN, home economics; HENRY KAUFMANN, music; EDWARD KING, chemistry; MAURICE LEON, librarian; RICHARD LEUTWILER, Jr., mechanical engineering; OWEN OWENS, mathematics.

The Regents also approved the appointment of WALTER THOMAS PATTISON as visiting professor for this academic year. Dr. Pattison is professor of Spanish and Portuguese at the University of Minnesota, has studied at Harvard, Minnesota, and the Ecole des Chartes, France, is the author of many works both on Spain and Spanish language, literature, and life.

Significant promotion was that of Prof. A. E. WHITFORD to succeed recently retired Dr. Joel Stebbins as director of the Washburn Observatory, which has been transferred to departmental status in the College of Letters and Science. Dr. Whitford worked at one time at the Mt. Wilson Observatory, with the directorship of Washburn advances from associate to full professor.

## And More Honors

**PROF. EDWIN E. WITTE**, chairman of the UW econ department, has been named by President Truman to the three-member commission studying the labor relations problems of atomic energy workers. To this task he brings a wealth of experience, including service with the Wisconsin Industrial Commission, War Labor Board, and National Defense Mediation Board. Dr. Witte aided in fashioning Wisconsin's state unemployment insurance law (the first in the country) and serves now as chairman of the advisory committee for the UW Industrial Relations Center.

The National Public Health Service has appointed **DR. C. A. ELVEHJEM**, dean of the UW graduate school and treasurer of the Wisconsin Alumni Association, to the National Advisory Heart Council.

## Respite

**LEAVES OF** absence were granted by the Regents to five faculty members:

**GRANT M. HYDE, MA '12**, director of the School of Journalism, will devote the academic year to research.

**ROBERT H. FOSS**, director of publications, former editor of the University News Service, and assistant professor of journalism, will spend nine months resting up for the sake of his health.

**LOUISE LOCKWOOD CARPENTER**, associate professor of music, will be on leave for the academic year.

**Prof. GLENN T. TREWARTHA**, chairman of the geography department, has been called to Japan by General MacArthur to advise Japanese social scientists on the latest wrinkles in post-war research. The Regents have granted him a leave, from Sept. 20 to Dec. 19. Dr. Trewartha expects to return to the Far East at some date in the future to do research in China under the Fulbright Act grant, a study for which he was specifically named in a signal honor by the State Department.

**Prof. RAY S. OWEN**, veteran teacher in the College of Engineering, was granted leave for the academic year, with pay. Latter is to compensate him for his payless Summer Session teaching in the past few years. He reached retirement age October 29, has taught for 44 years on the UW campus and served notably in civic positions: director and vice president of the University Club, director and president of the Kiwanis Club, chairman of the Dane County Red Cross, secretary-treasurer of the Engineering Society of Wisconsin, a Madison alderman and Monona Village trustee.

## Footloose Profs

**FROM AUSTRALIA** and New Zealand, Cuba, Germany, Austria and the Balkans, five of the Uni-

versity's stellar professors returned to the campus this fall to report the state of the world.

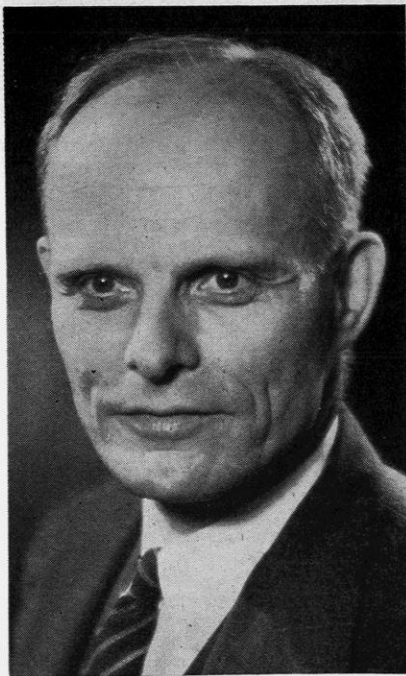
**Prof. Harold Groves**, public finance expert in the School of Commerce, spent six weeks "down under", studying tax problems in that corner of the world and observing a handful of other oddities on the side. Said he: "They have a genius for government there. Elections in New Zealand bring out 95 per cent of the voters; in Australia voting is compulsory, with a \$5 fine the penalty for abstaining. "We have little to learn from their educational system, however," he adds.

Eight weeks in Cuba impressed **Prof. Harold Stokes**, political scientist, with the inflation troubles of our Southern neighbors. Corruption in government, he adds, is widespread.

"Many in governmental positions of influence are using their stations for personal gain," Stokes said. He went on to accuse certain American industrial interests of intervening in Cuban politics at the expense of the Cuban people in order to maintain a tyrannical status quo.

**Prof. William G. Rice** of the UW Law School ran a six weeks seminar in American labor problems in Salzburg, Austria, assisted by another UW man, H. Edwin Young, instructor in the economics department.

"Europeans," reported Rice, "find it hard to believe that the American labor movement is essentially non-political in nature. Over there the labor movement is tied up with politics or the Church." Dr. Rice's seminar was set up by Americans as part of a movement to help Euro-



**TRAVELLER RICE:** Runs an Austrian seminar.

peans understand us. More than 100 students signed up.

Back from the Balkans, **Prof. Robert L. Wolff** (history department) reports that Tito is more popular than ever in Yugoslavia. "Even anti-Communist nationals are proud of Tito for having acted as a 'good Yugoslav' in defying Stalin."

**Dr. Wolff's** three-month visit last summer was the aftermath of OSS service there during the war. Describing the Yugoslav government as a "tyrannical regime", Wolff observed that there "are still lots of people in prison." He thinks the people have shown "tremendous vigor and persistence" in rebuilding their country since the war. He plans to write a book on this country's relations with the Balkans.

Perhaps the biggest story to come from the footloose parade is that of **Prof. Howard Becker**, professor of sociology, who has been on leave of absence for the past two years, working with the AMG in Germany. He has been something of a four-way college president: administering the Universities of Marburg (3,600 students), Frankfurt (5,800), Gies-sen (800), and the Armstad Institute of Technology (2,200). He found the students more optimistic for a democratic Germany than their professors.

"Many professors are playing a cagy game. They ask 'how long will the Americans be in Germany?' and declare that when the Russians come those students now leading democratic organizations will have their heads lopped off—which is true—if the Russians move in."

**Becker** urges support for German students, declares that widespread malnutrition, tuberculosis, and inadequate educational supplies are their lot. Becker also insists that insufficient emphasis has been placed on the importance of higher education in German reconstruction.

"It's good to talk about catching future citizens when they're young—but the fact is that students now in German universities are the ones who will be teaching or holding government positions in five years—and that situation is critical."

Three of the four universities he administered were mere hulks—having been 75 per cent destroyed in the war. The worst feature of the job was his "nasty task" of screening some 900 faculty members for Nazi sympathies. Dr. Becker has been asked to return to Germany as head of the entire program of higher education in that country, but doubts that he will accept. "My youngest daughter lost 20 pounds on German food and home heating conditions," he points out.

On the state side, **Prof. Helen C. White** moved in a company no less distinguished at the Boston meeting of UNESCO, from which she has just returned. Among those present: Senator Margaret Chase Smith of



Maine; George Stoddard, president of the University of Illinois; Congressman Christian A. Herter of Massachusetts; Milton S. Eisenhower, president of Kansas State College (Ike's brother); William Benton, former assistant secretary of state; Luther Evans, librarian of Congress.

## UNDERGRADUATES

### Sorry, All Full Up

Add one more burden to married life: you won't have an easy time finding a place to live at the UW.

Seventy-eight new families—from Hilo, Hawaii, San Juan, Puerto Rico, and almost every state in the US—have moved into Badger Village, and again its 700 apartments are chock full, with the usual waiting list. About the same situation prevails with the trailer camps—plus the additional complication of conflicts between temporary and permanent waiting lists, cancellations, and cancellations of cancellations.

As far as Truax goes, there's no place for married folks. For single men, there is plenty of room, but the single men are well taken care of in town.

### Enrollment Up

LATEST enrollment score is 22,438.

That breaks down to 18,669 on the Madison campus and 3,769 in the University's extension centers—topping by a sizeable margin the late summer estimates that forecast a possible overall registration of 18,000, plus or minus.

All of which lends credence to the administration's guess that big enrollments are here to stay; that the demands for and upon higher education are steadily increasing, quite independent of the veterans' bulge.

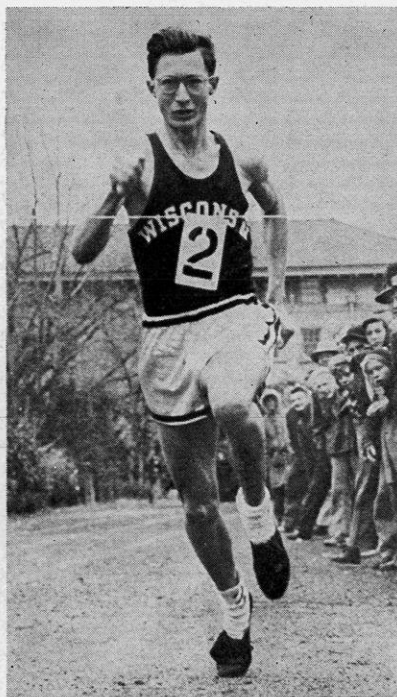
### Political Notes

POLITICS hit the campus like a skyrocket last month.

Nine students were running for the assembly in the primary, and seven won their party nominations. The *Daily Cardinal* went on record hailing this "unprecedented and forceful manifestation of student interest in state politics."

Meanwhile, Harry Truman came to Madison, as well as Earl Warren, Norman Thomas, and Glen Taylor. The two presidential candidates and two vice-presidential hopefuls drew capacity audiences, largely made up of students. Pageantry was the order of the day for Warren's appearance Oct. 7. After dinner at the governor's mansion, he spoke at the UW Stock Pavilion to a capacity audience, then returned to the Badger "white house" for a reception.

Candidates Thomas and Truman got to town the same day—Oct. 14.



DON GEHRMANN, '50: Another big year?

For the latter there was a parade, a throng of 30,000, and a standing room only speech in the Stock Pavilion. Candidate Thomas was in the audience. Candidate Truman then rushed on to Milwaukee for a more formal speech that evening; Thomas addressed Madisonians and students from the platform at Central High School.

Earliest of the candidates to appear, however, was Glen Taylor, who spoke at a noon meeting Sept. 20 to an overflowing group of students in the Education-Engineering building.

None of these events succeeded in diverting the attention of Badgers from the hard-fought race for the governorship of Wisconsin between two headline alumni of the University: Oscar Rennebohm, '11, on the Republican ticket, and Carl Thompson, PhB '36, LLB '39, on the Democratic. Fanning the flames of interest, the *Daily Cardinal* endorsed Thompson, was promptly censured by the Young Republican club on campus, which insisted that the *Cardinal* "maintain its long-standing record of non-partisanship." The Young Republicans were short on memory; the record was not "long-standing"—the campus paper had endorsed Republican Candidate Goodland in 1946. Student Board mullied it over, decided not to censure the *Cardinal* officially for its editorial stand.

### Chord and Discord

LAST YEAR, a *Cardinal* columnist voiced disapproval of the J-School. The administration looked into it and made some changes. Last

summer, the Student Board criticized the management of the boat-house. The new lease, now up for bids, incorporates in its list of requirements most of the student demands.

Last month the School of Music fell heir to undergraduate attack. Instrument rental fees, said the students, were too high, practice hours too limited, music library facilities inadequate. Again, the administration acted: fees on instruments have been abolished and those collected at the opening of the school year have been refunded; practice hours have been extended (for the first time, the practice rooms are open on Sunday); library facilities and library hours have been expanded.

### Jumbo Badger

THE BADGER staff is planning a big book to mark the University's Centennial.

History will be the theme and 1948 the viewpoint, from which *Badger* owners can take a photographic stroll through the past 100 years. A running text will describe the many changes since grandma mounted the Hill in swishing skirt and high-button shoes, since the campus blossomed with racoon-coated undergrads in the '20s, since lower campus played host to pre-game pep rallies instead of Quonset huts.

Herb Haessler, *Badger* editor, is planning the book in five sections. Each will give an historical perspective with which to compare the present. Outstanding accomplishments of each major school (Babcock milk test—Ag School) will be featured. Highlights of 100 years of sports will run with the accounts of the 1948-49 season. Graduating seniors will face their most successful alumni predecessors across the pages, and a view of the 1918 prom as contrasted with this year's will illustrate the strict observance of that year's rule requiring three or four inches between partners at all University dances.

## SPORTS

### Cross-Country Outlook

IT LOOKS LIKE another big year for cross-country. Guy Sundt, '22, who has succeeded Tom Jones as head track coach at Wisconsin, has an imposing array of material for the title quest in the Western Conference competition this fall. Only two lettermen have graduated (John Munson and Robert Reier-son); five have returned to bid for varsity posts; and freshman prospects look good.

Heading the returned lettermen is Don Gehrmann, Milwaukee junior, who captured the individual crown in the Big Nine meet last year and represented the United States in the 1,500 meter run at the Olympics last



summer. Other lettermen are Walter Deike, Freeport, Ill.; Carl W. Metzker, Milwaukee; Glenn R. Weeks, Madison; John Kammer, Madison.

If 1948 joins the ranks of the big track years, it will be the rule, and not the exception. In the 127 track meets held since 1912, the Badgers have walked away with 105, lost only 22. And that's an index to the sparkling story of Wisconsin track.

First evidence of track and field athletics as an intercollegiate sport at the University is found in the report of the formation of the Western Intercollegiate Track and Field Association in 1893 and its first meet held in Chicago, with Michigan, Wisconsin, and Northwestern as participants.

Prior to that time, an annual field day was the sum total of track athletics at Wisconsin, with most of the competition confined to the various classes in school.

Without a coach or a trainer, Wisconsin did very well to finish second to Michigan in the 1893 meet, the Wolverines scoring 52 points to 45 for the Badgers. However, it later was discovered that James Leroy, winner of the broad jump, was not enrolled at Michigan, and that Hall, winner of the shot put and hammer throw, having played professional football, was not eligible. Their disqualification at the meet would have given Wisconsin the title but no one pressed the matter much in those days.

In 1894, more schools entered the meet which again was held in Chicago and was managed by an alumni committee of the Western Inter-Collegiate Athletic Association formed the year before. Rules of eligibility were adopted, but there was no faculty control except locally in each school with a resulting wide variation of standards. Protests, which were numerous, were investigated by a graduate games committee, meeting on the eve of the meet.

Wisconsin, in 1894, engaged as its coach a professional sprinter from Monroe by the name of Booth. The squad trained at the old state fair grounds on the present site of Camp Randall. The clay horse track was a mile-long affair with a weird shape, one straightaway being one-quarter of a mile long with the other three-quarters of the distance winding around through the knolls and groves on the east side of the track.

Up to 1900, Wisconsin track teams trained all season long for just one meet, the Western Intercollegiate. As in all other Badger sports at the time, the athletes purchased all their own equipment and uniforms. Indoor training first became possible with the opening of the old armory and gymnasium on Langdon street during the school year of 1894-95.

Illinois won the 1894 championship with Wisconsin again second, and a year later, when California took the 1895 title, the Badgers were

once more runnerup, leading all mid-west teams. It was in this meet that the first real sprinter of note in Badger history, James H. Maybury, made his bid for fame. Maybury was third in the 100 and second in the 200 yard dashes won by the famed Johnny Crum of Iowa, who, a week earlier, had romped away with the sprints in the ICAAAA meet in New York. Big John Richards, later to coach the Badgers in football, placed high in the hurdle events.

Wisconsin finally crashed the championship circle in 1896 with Maybury winning both sprints in the relatively fast times (in those days) of 10 and 24 seconds respectively on a wretched track. Richards won both the hurdles, Jack Liegler took the high jump, and Henry Cochems won the shot put to give Wisconsin 46 points. This Badger team was coached by Scottie Craigie, an all-around professional athlete on leave of absence from his regular job as

captain of a Minneapolis fire company.

Maybury was elected for a second time in 1897 and again he led the Badgers to a championship. The speedy Badger each year had to win out against a protest on grounds of alleged professionalism, but he came through with flying colors. That year he won the century in 9.8 seconds and the furlong in 21.4 seconds around a one-third mile bicycle track. Richards won the high hurdles while Alvin Kraenzlein, then a Wisconsin freshman, won the low barriers.

Kraenzlein later transferred to Pennsylvania, became a world champion broad jumper and hurdler, winning four firsts in the Olympic games.

When the graduate committee cleared Maybury of another charge of professionalism, just before the 1898 meet, Michigan, Chicago, and Illinois withdrew and held a meet of their own on Stagg Field. Wisconsin easily romped to a Western Intercollegiate title, scoring 61 points but it was a hollow victory.

It took 18 years before Wisconsin again won a track title. Charles Kilpatrick, holder of the world's record in the half-mile run, came to Wisconsin as track coach in 1900 and later was elected graduate manager, a position then corresponding to that of director of athletics.

Kilpatrick was a capable coach but track material was not up to previous standard. At any rate, the best his teams did was a second to Michigan in the 1901 meet but Kilpatrick's dual meet record was more than satisfactory. One of his stars was Bredsteen who won the mile walk in 1900 in 7 minutes flat, excellent time for this now forgotten event. Others were Fred Schule, broad jumper; Granke, discus thrower; George Paoe, 440 yard dashman and low hurdler; and Frank Waller, who later won U. S. and Olympic titles in the 440 and low hurdles in 1904 and 1905. Emil Breitzkreuz, now a famed broad jump official of national repute, set a record of 1:58.8 for the 880 yard run, a mark that stood for some years.

Track history of Wisconsin, from 1913 on actually is the success story of Coach Tom Jones who was automatically retired from the faculty last July when he reached the age of 70 years. Tom, in his 35 years of coaching at Wisconsin, produced 14 of the 15 Badger championship cross country teams, won indoor titles in 1913, 1927, 1930, and outdoor crowns in 1915, 1916, and 1931. He built up a record of 71 wins against 25 losses in outdoor meets placing first seven times in 11 triangular meets and winning three of nine quadrangular meets. Indoors, his dual meet teams won 52 and lost only 22 meets, took first in all triangular meets ever held. In cross country his teams won 70 and lost 18 dual meets.

## ★ On the Cover



**BRIGHT SPOT** on this year's Badger eleven is a big, friendly youngster named **Robert "Red" Wilson, '50**, who is rapidly carving himself a niche in the annals of all-time football greats.

Junior Wilson, only three years out of high school, is already being mentioned in the same breath with other great Badger centers like George Bunge, Jack Murray, and Fred Negus. As a star player at Washington High he was chosen to play on the all-star team in Madison, shortly afterward won the center position on the all-star state team, which he captained.

Wilson's all-around play on last year's eleven led to the accolade "outstanding lineman" by the Associated Press. Today he is the only lineman among the conference's leading pass interceptors. Noted is his uncanny ability to sense and anticipate plays. With another full season of football yet to go, this 205-pound red-haired grid star is expected to write a new page in the book of All-American centers.

# UW FOUNDATION

## The Million Mark

MORE THAN a million dollars has now been raised toward its goal of five million by the Centennial Gift Committee of the UW Foundation, according to Herbert V. Kohler, Chairman.

"If the first million is the hardest we're well on our way," said Mr. Kohler. "From all parts of the state, and from beyond the state boundaries, men and women are beginning to express their appreciation of the University with gifts. Some gifts are large, others small. But size or amount isn't important so long as it reflects the ability to give and expresses the good will of the donor toward a truly great University—one which serves all the people of the state in many ways."

Among the recent gifts which helped pass the million-dollar marker were large contributions by A. J. Horlick of Horlick's Malted Milk Corporation, Racine; George W. Mead, of the Consolidated Water Power and Paper Company, Wisconsin Rapids; and the Kohler Company and Kohler Foundation, both of Kohler.

In making a second substantial contribution to the Centennial Gift Fund, Mr. Horlick arranged to establish and support a fellowship in the history of pharmacy at the University for the next ten years. It is a subject to which he has devoted a great deal of his spare time. In connection with his business, Mr. Horlick has been closely associated with pharmaceutical associations and pharmacists for over half a century and has a strong appreciation of the important part that pharmacists play in the lives of their fellowmen.

According to Mr. Kohler, A. J. Horlick is a loyal friend and supporter of the University of Wisconsin, which he served for fifteen years on the Board of Regents. Shortly after the Foundation was organized in 1945, Mr. Horlick made a liberal

gift. Some of this money has already been allocated toward the support of professorships, fellowships and scholarships endowed by the Foundation. The remainder of it will be applied, said Mr. Kohler, toward the erection of an adult education building at the University.

"Mr. Horlick would rather remain an anonymous donor," said Mr. Kohler. "But his gifts have meant so much in the progress of our campaign to raise \$5,000,000 as a Centennial gift for the University, we asked his permission to make this announcement."

Mr. Horlick said, "As a lifelong citizen of Wisconsin, I believe our state university has done a great deal for all of us, in whatever occupation or walk of life we may find ourselves. That is why I have been glad to contribute toward its continued fulfillment of 'The Wisconsin Idea' of service to all the people."

A widely-known Wisconsin manufacturer and utilities executive, George W. Mead, '94, has authorized substantial gifts to the Foundation personally and from the Consolidated Water Power and Paper Company. The late Mrs. Mead also graduated from Wisconsin.

Mr. Mead was one of the charter members of the Foundation in 1945, according to Mr. Kohler, and he made a personal contribution soon after the Centennial Campaign was launched. "Now Mr. Mead has made another personal gift and in addition he has advised the Foundation that the directors of the Consoli-

dated Company have authorized a gift without any strings. We are happy to acknowledge these gifts," Mr. Kohler continued, "because they show that business men as well as farm people appreciate the help given them by the University in solving knotty problems."

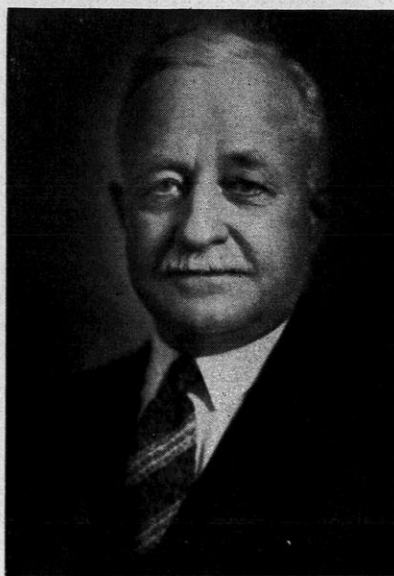
Asked to comment on these gifts, Mr. Mead said he and his associates felt that it was fitting and proper to show their appreciation as citizens of Wisconsin on the 100th birthday of the state university. "People used to think of the University as primarily a school for students," said Mr. Mead. "But today we have a new evaluation for we know that it serves the people in every county and town in many ways. The Wisconsin Idea of service is something fine that should be encouraged. I hope to see a new building on the campus in Madison devoted to adult education. That would be a wonderful way to celebrate the Centennial Anniversary."

Two gifts of \$100,000 and \$50,000 respectively, have been made to the University of Wisconsin by the Kohler Company and the Kohler Foundation, both of Kohler, according to Frank J. Sensenbrenner, President of the University Board of Regents and member of the Executive Committee of the UW Foundation.

"As a citizen of Wisconsin, I applaud what the Kohlers are doing and have done for our state university," said Mr. Sensenbrenner. "With these two gifts the Kohler Company, the Kohler Foundation, and members of the Kohler family have now contributed more than a quarter of a million dollars to the Centennial Gift Campaign."

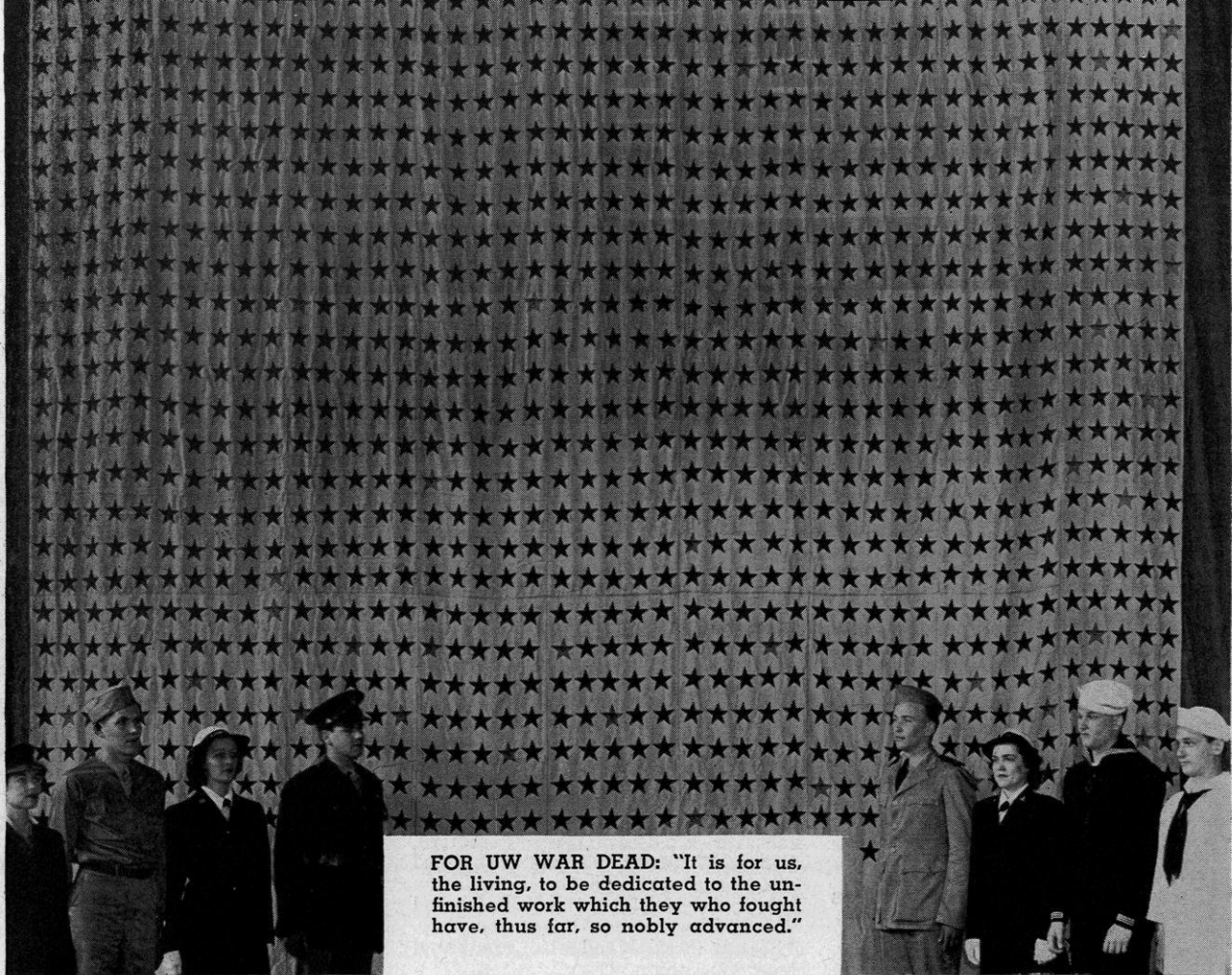
"But this is not all," Mr. Sensenbrenner continued. "Herbert V. Kohler, president of the company, and a busy man, is serving as chairman of the Centennial Gift Committee. He is working hard on that, traveling a great deal, making speeches and helping local organizations. Other members of his organization are giving generously of their time to help the campaign along. Although Herbert Kohler attended Yale, no graduate of Wisconsin could show more loyalty to our State University than he."

The funds raised in the campaign will be used to help finance all the objectives of the Foundation—professorships, fellowships, scholarships, research, special technical equipment and the proposed new Wisconsin Center building on the campus at Madison for adult education.



REGENT SENSENBRENNER: "As a citizen of Wisconsin, I applaud."





FOR UW WAR DEAD: "It is for us, the living, to be dedicated to the unfinished work which they who fought have, thus far, so nobly advanced."

## MEMORIAL: WORLD WAR II

ARMISTICE DAY this month sees the advent of the University's war memorial. The Regents have approved the plans. The University is going to build a set of dormitories, set up a far-flung series of special fellowships, inaugurate a custom-built curriculum and a raft of new courses devoted to the study of American institutions. Thus will be perpetuated on campus the names of those Wisconsin men who died in the greatest conflict that ever rocked the planet.

The idea has been simmering for six years. The plan is partially patterned after similar ones at the University of Maryland, the University of California (Berkeley), and UCLA. It was drawn up by a committee representing the faculty, students, and alumni and chaired by Philip H. Falk, '21, superintendent of the Madison Public Schools. It calls for:

1. Creation of a "memorial division of studies in American institutions whose instruction shall explore the content of basic values in American society and the historical effort to realize those values."

2. Inclusion on its staff, in addition to faculty members, of a group of graduate memorial fellows of the "highest academic, social, and moral standards." They are to receive quarters, subsistence, and an allowance.

3. Construction of a group of residence halls, to be called the Memorial Halls, with the money made available to the project.

The dormitories are to serve men and women in the upper

classes and graduate schools and "the residence of students from foreign lands shall be encouraged." Rent is to be used chiefly for the memorial fellows' salaries. Existing non-departmental instruction (like the Freshman Forum and senior Contemporary Trends courses) will be included in the memorial division.

Presenting the committee recommendation to the Regents, President Fred praised it as "a memorial in the Wisconsin tradition."

"I can think of no more fitting memorial than this plan to build in this University a strong group of courses related to American institutions and American civilization," he said.

In establishing the committee (Falk, chairman and alumni representative; Prof. William Gorham Rice, faculty



representative: Mrs. R. P. Debruin and Carlisle Runge, '48, student representatives) the Regents had asked for a memorial that would "provide means for the analysis and understanding of those causes of conflicts between men and nations which lead to the recurrence of the waste and futility that is war."

In returning the committee report, the members voiced their faith that the plan would achieve just that, and would also "meet in part the physical need for proper student housing, provide additional facilities for guided group living, sponsor a group of superior graduate instructor-scholars, and establish the organization and provide the impetus for a positive effort to send forth as graduates of the UW men and women who are alert, informed and contributing citizens."

Since 1942 campus discussion of a memorial project has been prevalent—ranging widely over a group of proposals all the way from a new wing to the Memorial Union to a group of foreign student scholarships. In a remarkable way, the comprehensive plans of the committee embrace the best features of almost all the suggestions.

To be known as the University of Wisconsin Memorial Division of Studies in American Institutions, the project will be made up of a faculty group, comprising the Senior Academic Staff, and a graduate group of memorial fellows (both men and women) serving as the Junior Academic Staff. Each of the fellows will receive quarters, subsistence, and a monetary allowance "sufficient to compare favorably with the compensation given similar positions in other major institutions of higher learning."

The Memorial Halls will be administered by the Division of Residence Halls, with the Memorial Fellows serving as resident counselors. These halls will be open to upper classmen and grad students, both men and women, and including for-

eign students. The rental which they pay will be used to compensate the Memorial Fellows.

The courses in American institutions will be offered to all students in the University "regardless of school, college, or place of University residence, and special emphasis shall be placed on the orientation of foreign students to the subject matter."

The committee further suggested that the Memorial program be coordinated with other activities of similar nature, like the Kemper Knapp fund. The University will ask the University of Wisconsin Foundation to sponsor the collection of the memorial funds to finance the remainder of the program.

The entire Memorial Halls project, with its associated scholarship functions, is an outgrowth of the discussion begun back in 1942 when *Cardinal* Editor Bob Lewis, suggested that "the time to start planning is NOW."

Perhaps the best spokesman for the war memorial cause was the chief instigator and present director of World War I's dedication project: Porter Butts, '24, head of the UW Memorial Union.

Urging a combined monumental and living memorial, he



CHAIRMAN FALK, '21: "To analyze those causes of conflicts between men and nations which lead to the waste and futility that is war."

pointed out that "the objector to the monument typically thinks of the forlorn civil war statues that dot our courthouse lawns; the doughboy figures, often cut to standard pattern and erected in a wide-spread of a busy city street; the concrete tablets coldly listing names; the monumental shafts or colonnades that are impressive mainly by way of bulk or cost.

"The objector to the utilitarian structure thinks of a wading pool that falls into disuse or disintegrates physically; the memorial highway blighted by billboards; the gymnasiums which the community would have provided anyway and as a passing gesture labelled "memorial;" the auditoriums without any controlling purpose, and often without any awareness on the part of the people that they are even memorials.

"If we think upon it, we will say, I believe, that no monument, no building is good enough. The men of Guadalcanal, Anzio, Aachen, and Iwo Jima have no wish for and no need of flattery. We cannot measure our appreciation of their sacrifice by rows of columns. A new playing field with an inscription cut in stone or a seldom visited place of meditation will not be the thing that keeps us from forgetting.

"What then is an appropriate memorial? I wonder if the answer isn't given to us in Lincoln's simple words? 'We cannot dedicate, we cannot consecrate, we cannot hallow this ground . . . it is for us, the living, to be dedicated . . . to the unfinished work which they who fought . . . have, thus far, so nobly advanced. It is for us to be here dedicated to the great task remaining before us . . . that from these honored dead we take increased devotion to that cause for which they . . . gave the last full measure of devotion—that we . . . highly resolve that these dead shall not have died in vain . . .'"



GEOGRAPHY FIELD TRIP: Criss-crossing the state of Wisconsin; a working ideal of realistic teaching.

## BADGER GEOGRAPHERS

THE STAGE is being set. Next month some of the most learned scholars in the country—members of the Association of American Geographers and the American Society for Professional Geographers—will assemble on campus to trade ideas and compare research notes. Therein lies one of the minor academic mysteries of higher education. The average layman has very little grasp of just what advanced geography is, where it is going and why.

The answer: Geography embraces both the physical and cultural aspects of the earth's surface. The geographer is interested just as much in what man does with the resources of the earth as in what and where those resources are. Thus the field overlaps economics and political science. For instance, iron mines in Sweden supply industries in Great Britain, Germany, and Poland—thus constitute a basic factor in the European Recovery Program. In turn, the success of that program affects the stability of industrial districts in the eastern United States—as well as agricultural areas in the Dakotas, the Pampas of Argentina, the plains of Australia.

The welfare and destiny of the entire world is bound up in its geography—and in that realization you'll find the tap roots of inspiration for America's geographers. This is the geographic key that will be put under the microscope next month on the Wisconsin campus. Going far beyond the layman's conception, it

points up the physical inevitability of "one world"; even as Wendell Willkie indicated its political inevitability.

Because it has long produced with a maximum of endeavor, the Wisconsin geography department is accorded a universal respect within the confines of the profession. Its standing is solidly based on four cornerstones: (1) its pioneering background, (2) its realistic teaching methods, (3) its top-rank faculty, and (4) its ambitious expansion program. These four tenets are attracting students to the UW campus from all over the world, some from as far away as India and New Zealand. They have also been instrumental in placing the department's graduates in high positions of college teaching, government service, and industrial research.

That placement springs from groundwork in a pioneer department. Wisconsin was one of the first

US universities to develop a strong, independent graduate department for the training of PhD's. It early gained and has consistently held a topnotch reputation. In the first decade of the 20th century, N. M. Fenneman and Lawrence Martin (two of America's most famous geographers) were called here to develop courses in physiography, then considered the backbone of geography. Courses in the cultural branch of the field were added in 1909 with the appointment of R. H. Whitbeck, who later provided substantial fellowships for geography students. In 1928, geography was established as an independent department, and since then the number of courses offered has vaulted from 11 to more than 30. The first joint PhD degree in geography and geology was granted in 1917 to Vernor C. Finch, later to become department chairman and even today one of the towers of strength in the departmental set-up. Mrs. Selma L. Schubring earned in 1920 the first PhD to be granted by the department to a woman, and later set up a series of traveling scholarships for future students.

Time has brought additions and improvements. For realistic teaching the geographers are setting an example to other University entities. The state of Wisconsin is geographically unique, in that it contains within its borders examples of many geographical phenomena. The de-



partment has not been slow to capitalize on that. Field trips criss-crossing the state are major activities even for beginning freshmen. And these trips are closely allied with classroom and lab work. Lectures are integrated with movies and slides, which are in turn supplemented by actual first-hand observation.

Map work is another vital aspect of geography courses. Maps are important tools in many other fields (e.g. geology and history), but are the constant and essential tools of geography. The department maintains for the entire University a large and still-growing map library, provides assistance to other departments in the construction of maps—meanwhile training its own enrollees in the art of map-making and the effective use of maps. The 45,000 maps housed in Science Hall—depicting everything from the climatic history of Madison to the topographic peculiarities of the polar regions—are under the direct supervision of Prof. Arthur H. Robinson, the expert whom the joint chiefs of staff took along to the Quebec and Cairo conferences to advise top allied commanders.

Holdings of the map library have been recently augmented by the Army Map Service Depository Program—calling for the permanent loan to the University of 25,000 foreign-area maps prepared during the war. The Corps of Engineers plans to send the University an additional 25,000 maps. Many of the war-drawn maps of the OSS, the Board of Economic Warfare, and the State Department are in the UW's Science Hall. There's a theme of poetic justice in this, for thousands of these very maps were worked on by the faculty of the UW geography department, which was shanghaied almost en masse by Uncle Sam at the outbreak of war.

Of the eight faculty members of professorial rank, six held responsible positions in the highly-publicized, cloak-and-dagger OSS (Office of Strategic Services), four of them serving overseas as well as in Washington. Prof. Richard Hartshorne was first chief of its geography division and later director of OSS research. Professor Robinson, veteran of the Quebec and Cairo conferences, was chief of its map division. With the assistance of Professors Gerlach and Olmstead he built up an organization for intelligence mapping unparalleled in the history of wartime cartography.

Professor Henry S. Sterling, PhD '39, was called to OSS to direct geographic studies on Latin America, but the need for intelligence on Europe was greater, so he was shuttled through England, France, Belgium, and Germany—following on the heels of the invading American army and organizing rapid air-photo and map studies of cities as

they were liberated. Professor Kirk H. Stone served in a variety of highly important capacities—making quick studies of Pacific Islands far prior to naval operations, editing the regional intelligence studies prepared jointly by army, navy, and OSS intelligence, and interpreting air-photos for OSS in Ceylon, base for operation studies of Burma and Thailand.

Professor Glenn T. Trewartha, PhD '21, PhD '24, though remaining at the University with Professor Finch, PhD '16, to supervise the pre-meteorology curriculum for army students, was repeatedly called to Washington to supply first-hand information on the geography of Japan to OSS, army intelligence and the State Department. As the smoke of Pearl Harbor cleared, the government had pounced on his *Reconnaissance Geography of Japan* and issued it in mass production for the education of troops. Besides numerous books and articles, Trewartha has authored many sets of maps in wide use throughout the country. During the war, as an expert geographic consultant, he gravitated between OSS, the War Department, and the State Department. In his spare time he lectured around the country and wrote another book, *Japan, a Physical, Cultural, and Regional Geography*, which last March won first award from the Chicago Geographical Society as "the outstanding geographical publication of the past two years."

The reputation of the geography department however does not rest primarily on its war services, impressive though they are. Professor Finch, a senior member of the department, had built it up to top-notch rating long before Pearl Har-

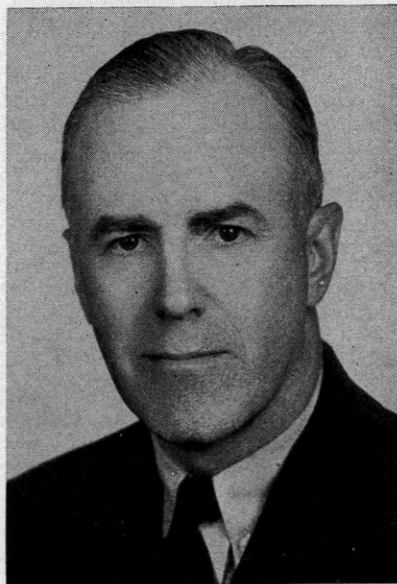
bor, or even Munich. Excepting for service as commodity expert with the US Shipping Board during the first World War, his career has been built almost entirely on the UW campus. He is especially noted for pioneer work on the geography of agriculture. He has been president of the Association of American Geographers, served for several years as editor of its professional journal, and last year was awarded a medal by the Chicago Geographical Society for his outstanding contributions to geographic research.

Professor Trewartha, who has been department chairman since 1945, is best known for his work on the Far East, particularly Japan. He is there even now, at the request of General MacArthur, helping to reorient Japanese social scientists in the geographical field. He is also noted as a pioneer in the study of population settlements in the United States and for his authoritative work on weather and climate. Working together over many years Finch and Trewartha have produced in *Elements of Geography* a college text widely used over the country and universally recognized as the most reliable in America. Trewartha is known to the students as a stimulating lecturer and tough quiz master; to his faculty as the typical "Little Butch", radiating energy and enthusiasm.

Professor Hartshorne came to Wisconsin after 16 years of work at the University of Minnesota, where he had built up an international reputation. His studies in the location of manufacturing are widely used; his work in political geography has placed him among the handful of US leaders in that field. Studying in Europe, he recognized the dangers of German geopolitics years before American readers even heard the word. In 1931-32 he spent a year in Europe, analyzing the problems of the German-Polish borderland as the most critical danger spot in the world. In 1938-39 he was again studying in Central Europe, but since the tense situation precluded field work, he devoted his time to a study of the history of geographic thought, particularly to interpret to American geographers what had been written by Europeans in the field over the past centuries. This volume, *The Nature of Geography*, is now required reading for young geographers at most universities in America, is repeatedly referred to by English and continental writers. Now president of the UW chapter of the American Association of University Professors, he is the department's witty philosopher: "logician of the long cigarette ash."

Professor Sterling, like Finch and Trewartha, is a Wisconsin alumnus. Though he has traveled widely in Europe as well as in Latin America, the latter commands his main inter-

(Continued on page 34)



GLENN T. TREWARTHA, PhD '21, PhD '24: At the request of General MacArthur.





ZOOK, STODDARD, CURTI & FRED: Centennial Kickoff.

## CENTENNIAL

THE INCOMPARABLE Leopold Stokowski gave the University's year-long Centennial program momentum with his appearance in the Stock Pavilion Sept. 25 with the New York Philharmonic Orchestra.

Two weeks later, another musical note was added to the Centennial score with the headline playing of Elliot Lawrence at the Centennial Ball—first all-Union dance of the year, earliest in history, and first official function since the Memorial Union acquired its new look.

Sandwiched between the concert and ball was one of the most significant events in the entire Centennial program—past or contemplated. It was the National Educational Conference on Oct. 8, 9, and 10—a conclave of 400 distinguished educators representing 175 of the major colleges and universities in the nation and including 78 UW alumni. At the three-day session critical problems facing higher education today were up for discussion.

The keynote of the conference was sounded Friday morning by the Pulitzer prize-winning Wisconsin historian, Merle Curti, who linked the history of education in the state of Wisconsin to the educational history of the nation.

"Starting from nothing, the state has witnessed in the hundred years just past, the growth of a remarkable university and of competent teachers colleges, as well as the rise of some twenty private institutions of higher learning," he said. "All of these have developed with little coordination, with slight cooperation, and with some rivalry."

UW Pres. Edwin Broun Fred opened the National Educational Conference and the Centennial program with the hope that the Centennial year at the University will

not be one of glorification of the past, but rather a year of "distinguished academic achievement," a year of examining our educational systems in preparation for the future.

Other speakers on the program of the first general session of the conference were Pres. George Stoddard of the University of Illinois and Pres. George F. Zook of the American Council on Education.

President Stoddard, appraising "Higher Education Today," indicated that the problems of the post-war period have not been fully met by educational institutions but that the institutions have successfully passed the crisis; and President Zook, discussing "The Future of Higher Education," predicted even greater problems for colleges and universities than the ones they face today.

In his linking of Wisconsin's educational history with the history of education in America, Professor Curti, who is one of the authors of a forthcoming history of the University, said that the establishment of the University of Wisconsin was one of the state's most striking efforts to realize the ideal of equality of educational opportunity.

"But," he said, "the people of Wisconsin should squarely face the fact that unless the University is at once far more adequately supported than it has been of late, the standing it has cannot be maintained. Indeed, institutions formerly regarded as inferior have now surpassed us."

The "Wisconsin Idea" was explained by Professor Curti as the idea of the University serving the whole people in their collective life as well as serving individuals. State education thus becomes an instrument of service to the state, he said. That the idea was effective is indicated by the number of professors who served various state commissions in the capacity of experts, he pointed out.

Illinois President Stoddard, in his talk on "Higher Education Today," warned that the failure of higher education to realize that a student soon will be working for a living "has deprived all students, but especially women students, of useful academic experience."

President Stoddard said he believes that the work women do, in the long run, is more in the home than in shop or office, "but such subjects as nutrition, child development, mental hygiene, economics and art—rich storehouses of culture—strangely enough are regarded as irrelevant."

After declaring that general and preparatory offerings in American colleges do not allow adequately for individual differences, and "tend to ignore or belittle principles of teaching that would make them come alive, he asserted that the "dark spots are matched by the bright ones in every university."

According to Stoddard, "the daring is chiefly in the laboratory, studio, or clinic and the plodding chiefly in the classroom." He called upon his audience to encourage "in the quiet classroom the all-in-all participation so often found elsewhere."

President Zook of the American Council on Education, who discussed "The Future of Higher Education," stressed that universities and colleges exist in modern society to preserve, to disseminate, and to discover advanced knowledge.

"One of the major efforts at self-analysis and evaluation in higher education which has occurred in this country in recent years was the report of the President's Commission on Higher Education, published and distributed earlier this year," President Zook said.

Defending the report of this commission of which he was chairman, President Zook said it had envisioned the most effective development of the talents of all our population when it stated that there are enough persons of college age with the native ability to complete college training to double the present enrollment by 1960.

# To Beat the Housing Crisis

FIVE YEARS AGO, with an unprecedented home building boom just around the corner the University of Wisconsin did not offer a single course which dealt directly and exclusively with the methods and materials of house construction. Four years ago not only were several such courses installed, but a four-year curriculum, the Curriculum in the Light Building Industry, was inaugurated for the purpose of training young men for careers in the home building industry. And this coming February the first substantial product of this Curriculum in the Light Building Industry, a graduating class of 25, will be ready to make their contributions to solving the housing problem.

One of the greatest obstacles to progress in the house building business has been a shortage of progressive, trained management. It is significant that business men in the real estate and building industry have recognized the needs of the industry and are looking to the institutions of higher learning to produce generations of trained young men. In fact, the Curriculum in the Light Building Industry at Wisconsin is the direct outgrowth of the efforts of Mr. Arthur A. Hood, formerly of the Johns-Manville Corporation and now editor of the *American Lumberman*. Mr. Hood visited many universities the country over to urge the administrative officers to install educational facilities for the great industry which he represented. The result has been the appearance of similar curricula at a number of institutions, among which Wisconsin was one of the first, and, we believe, one of the best.

The problem of constructing a curriculum adapted to the needs of the light building industry has been

★ Wisconsin's answer to the housing shortage is a new curriculum, custom built to meet the shortage of trained personnel.

a challenging one. Though the University of Wisconsin had no specific home building courses, there were many courses in established divisions which were appropriate. The specifications of a four-year curriculum dealing with light construction, as opposed to heavy engineering construction, were set up in full recognition of the technical and management functions required in the industry. The small contractor or the building materials distributor should have both technical and business training. Thus the curriculum includes basic engineering subjects which deal with the mechanics of materials, the strength of materials and the principles which guide their

By R. U. RATCLIFF, '27



THE AUTHOR, a UW professor of land economics, is one of the country's leading experts in the building field. He has studied the housing problems of both Europe and the United States, and last September conducted on campus the Centennial symposium on "Frontiers of Housing Research." One of these frontiers, the University's new light building curriculum, he outlines and explains in this article written exclusively for the *Alumnus*.

use. This subject calls for a good background of mathematics and physics.

Because wood is a major structural material in small buildings, advantage is taken of the United States Forest Products Laboratory and a course in Properties of Wood is provided by its staff. This course deals with wood identification, timber mechanics, wood preservation, paints and insulating materials. Two drawing courses dealing with architectural problems are followed by a treatment of the principles of house design and a consideration of architectural styles. Another course is aimed at an understanding of alternative structural systems used in house building systems, the uses of various building materials, the problems of mechanical equipment and the principles of cost estimating. The culminating technical course requires the student to design a house, prepare full working drawings and specifications and make a detailed cost estimate.

On the business management end, the curriculum calls for a grounding in basic business subjects—in accounting, marketing and advertising and in business law. In addition, the student takes a basic real estate course followed by work in the field of real estate finance. The student has sufficient leeway in his choice of subjects so that he may delve farther into such special aspects of the light construction as he may wish. Additional engineering or business courses are open to him to permit some degree of specialization.

There are now over 200 students enrolled in the Curriculum of the Light Building Industry. They have joined with the students in the real estate field to form a Real Estate and Building Association with monthly meetings addressed by builders, developers and leaders from the industry. Some 20 graduates of the Curriculum are already at work. They may be found in contracting and home building organizations, in the house prefabrication industry with lumber companies and with building products manufacturers in their plants and sales organizations. Beginning next June the annual graduating class will regularly number from 40 to 50. Perhaps these Wisconsin graduates will not be the full answer to the housing problem, but there is no doubt that with the years, the cumulative effect of trained and progressive management will be reflected in better housing, lower construction costs and increased production.





SOCIETY STAFF:\* After 48 years, dreams solidify into a firm resolve.

## Old Institution, Young Ideas

ON THE FRINGE of Wisconsin's campus, in a building popularly thought to be a part of the state university's physical layout, is housed an organization whose staff, gathered from the far parts of the country but largely educated at Wisconsin, is working toward one purpose—the preservation of Wisconsin history. This organization is the State Historical Society of Wisconsin.

Few other groups anywhere in the country outside the University itself can boast of a staff so many of whose members have attended the University. Of the fifty-three staff members of Wisconsin's State Historical Society over half are University of Wisconsin alumni; thirteen are graduates; and five hold certificates from the University Library school. Apart from these, sixteen University students hold down part-time jobs on the Society staff. Little wonder, with the advantages Wisconsin offers her students, that these people remained here after their undergraduate or graduate studies were completed, to bask in the salutary environment of the campus, Madison and her beauty, and the stimulating atmosphere of her cultural life.

Many Wisconsin alumni of the last forty-eight years will know the big, stone building on the west end of the lower campus between State, Park and Langdon streets, as "the University Library." Others, come to know the State Historical Society

\* Left to right: (seated) the author, Dora M. Drews, x'31, head of public contacts; Irma Hochstein, '09, former head reference librarian; Ruth Davis, head of government publications; Clifford Lord, Society director; Benton H. Wilcox, PhD '33, chief librarian; Ruth Hayward, x'27, head of catalogue division; Mary Ryan, '39, supervisor of school services; (standing) Jess Boell, x'32, chief archivist; Dorothy Park, head of order division; Lillian Krueger, '28, associate editor, *Wisconsin Magazine of History*; Alice Smith, x'33, head of manuscript division; John Jenkins, '39, chief museum curator; Wilbur H. Glover, PhD '31, field supervisor.

By DORA M. DREWS, x'31

### ★ Wisconsin's State Historical Society climaxes 102 years of far-flung service by plugging the UW's Centennial.

and its far-flung enterprises, realize the truth. Actually, the State Historical Society owns the building in which it is housed, but in return for the University's support it has shared its quarters with the University Library for over 48 years. The building was completed in 1900 and for almost half a century the University's graduate students and undergraduates have used the big second-floor reading room, the stacks, and the seminar rooms. Countless Madison and Wisconsin kids have come to prowl through the fourth-floor museum and to gaze, wondering-eyed, at the first floor exhibits. Multitudes of Wisconsin folk and out-of-state visitors have paused at the building to consult the newspaper files, the rare manuscripts and maps, the government publications, and the books in the library. Most

of them have thought they visited the University Library. Few who consulted the card catalogues noted the small type on the cards they used which directed them to the proper one of the two desks in the reading room—the "University Library" desk or the "Historical Library" desk. All, barring a few, have felt that what they were seeing, be it book or map, quilt or bowie knife, was a possession of the University and housed in a University building.

Actually our association with the University has been a welcome, stimulating, amicable and mutually beneficial relationship all these years, but it has tended to obscure the Society's identity as an independent state agency. One of these days there will, of necessity, be two separate library buildings on the university campus where today one answers a common need. Already plans have been drawn up, methods devised, committees appointed and dreams solidified into a firm resolve to build a University Library building, and then today's Historical Society building will house only historical treasures—library, museum and public archives—of the State of Wisconsin.

The State Historical Society, according to its membership brochure, "is a friendly association of people interested in Wisconsin state and local history or in supporting the work of the Society . . . It is defined by law as a trustee of the state . . . It is a busy historical laboratory, preserving our heritage as Badgers, publicizing Wisconsin's history, feeding the fires of interest in our past, assisting in every way possible those who come to it for information."

The State Historical Society has a library of some 700,000 bound

volumes and pamphlets and is the largest historical society library in the country. Its manuscript collection of over 760,000 items is one of the nation's best-known. Its public documents collection is so complete that the Library of Congress has photostated a number of items to fill out its own collections. The newspaper collection owned by the Society has over 40,000 volumes and contains not only a practically complete file of all Wisconsin weeklies and dailies, but also includes numerous files of out-of-state papers. Its collection of American labor publications is one of the most complete in the country, and the Society is now actively collecting labor manuscript records to supplement the published material in this field. Its library annually services some 60,000 citizens of the state and students of the University, as well as numerous scholars from all over the world.

The Society has a membership of 3,360. Two years ago its membership was 1,595. It exchanges its publications with 145 similar institutions. It has an endowment of over \$580,000 and receives an annual appropriation from the state of approximately \$150,000.

State archives are officially deposited only with the State Historical Society. It has sponsored and is now putting into operation the first modern public records program for the state government in the history of the state.

The Society has an active publication program which so far has produced 51 volumes in addition to the popular quarterly *The Wisconsin Magazine of History*, and *Badger History*, published monthly during the school year for school children who are members of the Society's newly-launched junior program. A wide variety of mimeographed publications are also put out regularly by the Society.

An active research and publication program which will cover parts of Wisconsin history so far undeveloped is being planned by the Society. This will produce not one but several books a year. It has launched this past year all through Wisconsin a junior program supporting the state-wide movement for the wider use of local materials which the Department of Public Instruction has been encouraging in the schools of the state for several years. In its first year, 14,480 Wisconsin school children enrolled as junior historians in 751 junior chapters instituted in state schools, with 65 counties represented on the roster. The new year, just begun, promises an even greater response.

The State Society is cooperating with the Highway Commission and the Conservation Commission in the marking of historic sites on state properties and along state highways; it cooperated with the Cen-

tennial Committee in working out the plans for the state's centennial of statehood; and it is supporting the Conservation Commission's plan for a program of state reservations including important historic sites.

The State Historical Society building today is greatly overcrowded. With the moving of the University Library to its own building sometime in the near future the situation will be somewhat relieved, but the library, museum, and archives will even then not have enough space in which to properly house and exhibit its historical collection, or to prepare traveling educational exhibits to benefit people in all corners of the state. As a result, the Society has been actively seeking a new museum building which, if available in the near future, would give solid grounds for anticipating the establishment in Wisconsin of a historical museum of as high a national standing, and of as great use to the University as the Society's noted library. The University Board of Regents has already promised the Society a site on which to build the new museum, and the legislature has established a special interim committee to study this problem. It is hoped that from such a plant an extension service could be operated to carry educational benefits of the modern museum to every nook and corner of the state.

The Society maintains a public contacts program which supplements its regular and frequent newspaper publicity with information about its activities in various periodicals and museum and archives bulletins. It publishes a monthly clip-sheet for the press entitled *The Wisconsin Historical News* which is sent to newspapers, both weeklies and dailies, radio stations, and interested individuals in Wisconsin and elsewhere free of charge. The Society

is frequently on the radio, sends out regular spot announcements on its current activities to radio stations in the state, and for the past year has had its own weekly radio programs on Wisconsin history.

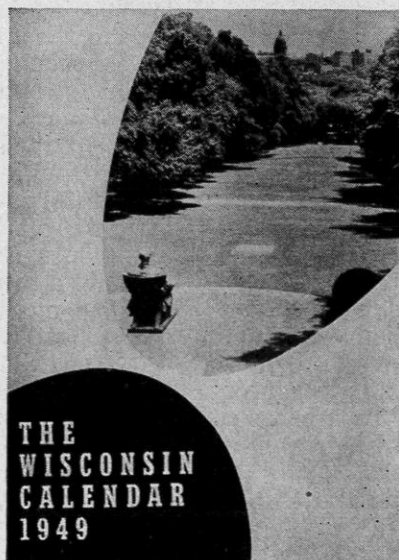
The Society is a non-profit, private membership corporation, open to anyone desiring to join. Annual dues are \$3 and members under this plan receive the *Wisconsin Magazine of History*, a one-third discount on all volumes of the Wisconsin Biography series, and a warm welcome at the annual convention. Life members, whose dues of \$50 are payable only once, receive the *Magazine* and a one-third discount on all books published by the Society, as well as *What's Going On*, and the privilege of participating in the annual convention. Institutional and sustaining memberships are \$100.

The annual convention of the Society is a friendly and informal gathering, held for two or three days each year at a different spot of historic interest in the state. It consists of historical papers and addresses, a pilgrimage to historic spots in the neighborhood, and special entertainment such as a pageant, folk dancing, and folk plays. Other meetings for members are held from time to time, and teas, receptions, and special programs are regular Society functions.

During the past year the Society has been conducting a Centennial Membership Drive with its ultimate object the attainment of the greatest paid membership of any like group in the nation. The result so far has been a double membership, and today the Society stands second in the nation crowding closely Missouri's historical society. It is hoped that by the end of the state's centennial year Wisconsin's historical society will have passed Missouri to become the largest in the country.

The Society's policies are formulated by a board of curators elected by its membership at the annual convention for a three-year period. Thirty-six members are seated on this board which is organized with a president, six vice-presidents, a secretary (Dr. Clifford Lord, the Society's director), and a treasurer. The Society celebrated its centennial in October 1946, having been founded a year and a half before the State itself at the instigation of prominent Wisconsin pioneers who felt that a society for the preservation of Wisconsin history should be organized when the history of the great commonwealth was just beginning.

Wisconsin's State Historical Society is a growing organization of busy people, steeped in the traditions and the knowledge of Wisconsin's great state university, and eager to spread the vital and fascinating story of the state's history to citizen, student, and "outlander" alike.



CENTENNIAL CALENDAR: One of many Society productions.



# A Toast to Badger Spirit

"THE WISCONSIN SPIRIT" is one of those handy old phrases that has been quoted, cited, invoked, intoned and bandied about so often that few stop to think any more just what it might mean—if anything. In fact, no better way could be recommended to elicit blank stares from friends than to put to them the simple question: "Just what is the Wisconsin Spirit?"

Well, what is it? What do we mean when we say that? What are we talking about? Is it that strange tug of identity and pride when we see our Alma Mater featured in some national magazine or spoken of highly somewhere outside the boundaries of campus and state? Is it that unique back-at-home feeling that grips even non-native Badgers when the train suddenly bursts upon a land of lake-bordered fields? Or is it, by chance, the full-throated roar of forty thousand football fans when an under-rated Badger eleven smashes through the winning touchdown in the last three minutes of play? Or Abe Lincoln sitting in bronze through rain and snow, gazing across a panorama of lawn and city toward a Capitol where, perhaps more than any other, his dreams and hopes have best been achieved? Or the turning cycle of Mendota from a grinding ice-white winter to a cool, blue, pier-locked summer?

Yes, we think it is all that, and more—much more. We think this thing called "the Wisconsin Spirit" is the same "spirit" as any other kind—school spirit, national spirit. That is to say, it has a strangely emotional and spiritual quality that is based quite solidly on fact—and if that basis of fact is missing, then the "spirit" is simply a fraud.

## Pride and Dreams

In other words, the spirit of Wisconsin is one of a family with the spirit of Illinois or California or New Jersey, and when boiled down it amounts to just one thing—pride in past achievement and dreams of future achievement. Justifiable pride, that is, in worthy achievement, and solid dreams backed by drawing-board plans. And that's why, if the Wisconsin spirit is simply a synonym for sports ardor or campus beauty, then we would do well to quit talking about it—for the former represents achievement in but a single aspect of University work and the latter represents a gift from nature that man would be presumptuous to credit too much to himself.

This Wisconsin spirit then is all the things we've mentioned before. It's also Dr. Babcock and his milk-tester; Dr. Steenbock and his vitamin process. It's the "sift-

ing and winnowing" plaque on Bascom Hall and the tradition of faculty control and the custom of campus liberalism. It's the far-flung work of the Extension Division and the ambitious hopes of the Industrial Relations Center and other movements that were pioneered on the Hill. It includes the *Wisconsin Idea* of public service.

Was there then no Wisconsin spirit before all this? Was it in absentia or non-existent before Dr. Babcock invented his milk-tester, before the plaque was nailed to Bascom Hall, before the University graduated Muir and Vilas and other all-time greats? Of course not. But the Wisconsin spirit was a baby then. It fed on unrealized dreams rather than fulfilled achievements, and neither of them, standing alone, is sufficient to nourish a growing spirit.

## The "X" Factor

And therein lies the secret, the unknown factor, the quantity "X" in the thing we call "the Wisconsin spirit". It's a point that so many have forgotten and so many more are likely to forget: the Wisconsin spirit is a living thing. It was born more than 100 years ago, when the first idea of founding a University in the Territory of Wisconsin made itself felt. You could trace its birth back even farther—to that first realization by those who were yet to people the "land of lakes" of the importance of education in a democratic state. And the spirit, like all living things, has grown through the years. And in all honesty, it has suffered its minor setbacks; it has survived childhood ailments and barren periods of adolescence when the dreams seemed to wither and fade or the achievements had a false ring. This, too, is peculiar only to living things.

That wonderful and tragic quality of life invokes a law of nature that scientists recognize but laymen are likely to ignore: all living things can die. The Wisconsin spirit can die. If forgotten, if ignored, it can perish in little more than a few decades. If the dreams and hopes and plans fade out, if the spirit becomes a thing that once was, but is no longer, that belongs to the old, romantic, pioneer (and dead) past—then it will surely die.

That's the challenge facing the modern Badger. As a living, dynamic force, the spirit either progresses or retrogresses. Will we be saying that Wisconsin *was* a great school, *had* a great faculty, *accomplished* significant things—or that Wisconsin *is*, *has*, and *accomplishes*? The answer depends to a large extent on the attitudes of Wisconsin's sons and daughters.

By CHARLES BRANCH, '49  
Assistant Editor

# A BADGER EXPERT SPEAKS HIS MIND



THE AUTHOR is Secretary of the Interior in President Truman's cabinet, and by virtue of that office heads up the national government's conservation program and determines largely its conservation policies. In this exclusive article for the *Wisconsin Alumnus*, Secretary Krug outlines what those policies are and where they are expected to lead us. "Cap", as he is remembered on campus, has climaxed a phenomenal career with his appointment to the cabinet. He is, at the age of 40, one of the youngest cabinet officers in the history of the country. His entire life story is a saga of accomplishments at an age younger than most men. He married his childhood sweetheart at the age of 19, became what amounted to a one-man state public utilities commission at the age of 30—and a year later came out ahead in a mammoth utility struggle with the sharpest utility operator then in the business, a fellow named Wendell Willkie. He was the nation's power czar at 33, its war production czar at 37. As technical director of the Kentucky Public Service Commission in 1937, his work caught the eye of TVA Head David E. Lilienthal, who angled for and caught him the next year. As chief power engineer for TVA he entered his multi-cornered fight with Willkie on the one hand and the Crump political machine of Memphis on the other. TVA loaned him to the War Production Board to head its power division during the war, and it was Krug who channeled TVA power to the atomic site at Oak Ridge. His staff consisted of a group of men, all old enough to be his father. Krug took office as head of the Interior Department's 45,000 employees on March 18, 1946.

## *Julius A. Krug, '29, Secretary of the Interior, on "The Challenge of Conservation"*

AMERICA'S PRODUCTIVE CAPACITY is nearly limitless. Given the will, the direction, and the continued support of our people, the production of our industries and farms can meet the ever-increasing demands at home and can take up the slack abroad. However, our capacity to produce must be matched by our devotion to the principles of wise use and conservation of our natural resources. We cannot measure the future by the past. We are a growing Nation with an estimated population of 147,500,000 in 1950, of 155,000,000 in 1960 and possibly 165,000,000 by 1990.

Today, we are not fully meeting the demands of our people for the things they have learned to expect from the great technology this nation has developed with the passing years. Our need for housing, clothing, food products, refrigerators, radios, oil, automobiles, entertainment and recreation mushrooms as employment and national income continue upward. This is the challenge that drives us ever forward.

While efficiency is the immediate consideration in achieving full production and an improved standard of living, the prevention of waste and destruction of natural resources is of even greater importance for the long pull.

Viewed against the future needs and responsibilities of America, the two are the same. Production without waste is urgent. We have drained our natural resources in the past. Our rich agricultural soils have lost immense quantities of life-giving essentials. Their richness has flowed down a thousand muddy rivers. Our forests have been denuded by the policy of "cut out and get out." Minerals have been lost in extraction for greatest immediate

profit—not greatest use. In some areas, our water resources have been taxed beyond capacity and the salt of the sea is claiming the land.

We are far less wasteful than we were 20 years ago. We are slowly learning that full production requires the efficient, wise and full use of all our resources—not just the richest. We are beginning to substitute the inexhaustible for the exhaustible and avoid the use of the rare and precious for the commonplace.

Now, it is imperative that we take an inventory to ascertain the extent and state of our natural resources. We must discover any untouched supplies and fully explore our known reserves. Without this knowledge we cannot intelligently and effectively plan for the sustained production that means improved economic and social health. We can ill afford to build new industries on unknown or limited resources. We cannot risk our long-range economy on the continued use of dwindling supplies of presently essential materials.

It is impossible for industry or government to develop a program of full production based on intelligent resource use without first knowing how much we have and where it is located. Where supplies are limited, imports can assure a continuous, smooth flow of these materials.

Private capital has neither the facilities nor authority to take this over-all inventory. In these important fields of land, water and mineral resources, expenditure of public funds is an investment in the future of the nation. It will preserve and protect our supplies and permit their use with greatest efficiency and consideration for needs in years to come. In the broader fields of national responsibility, government funds should be used for long-range economic resource development.

Conservation assures the continued production which is vital to the sustained economy, human welfare and security of our nation. For the protection of our nation, now and in the future, our natural resources must be appraised, conserved and utilized for the benefit of all our citizens. That is the continuing challenge of conservation.



## ★ *With the Clubs*

### Badgers Plan for Founders' Day

ALUMNI CLUB activities are booming, with Milwaukee leading the way.

After every Saturday football game, Milwaukee Badgers convene at the Electric Co. auditorium to see the movies. Lloyd Larson, '27, is in charge, and Bob Davidson, '38, is co-chairman of the film fests. The club has also scheduled three "rousing" beer parties: at Schlitz Brown Bottle, Nov. 11; Pabst Blue Ribbon Hall, Jan. 13; and Blatz Guest House, sometime during March. Court Conlee, '25, is arranging a series of faculty luncheons, and Harold Falk, '33, is already laying plans for the Centennial Founders' Day dinner in February. His co-chairman is Allen Jorgensen, '38. Plans are also in formation to hear the UW Symphony Orchestra and UW Chorus and to attend the Hares-foot show next spring. The women's branch of the club has scheduled a series of fashion shows, teas, and theater parties. Mrs. Willard Hupert, '42, is in charge of arrangements.

The Cardinal Club of Milwaukee held a golf tournament and dinner at the Chenequa County Club last Aug. 11. Coach Stuhldreher was present to discuss the football outlook.

The Sheboygan County club launched its drive for new members at a meeting of the directors and membership committee last Sept. 23 at the home of Lucius P. Chase, '23, Kohler, club president. The club recently added more than 100 members, has started a series of football movies and completed preliminary plans for its Founders' Day dinner,

Feb. 5. Work has started also on a club directory.

Sixty members of the Green Bay club attended its annual picnic at Pamperin Park last Aug. 11. Following the supper there was a program in the park lodge, with Mrs. A. E. Swanstrom, '32, in charge.

Harvey C. Sargent, '31, was elected president of the Superior club last Sept. 9.

### UW Fete in Hawaii

All of Hawaii looked on when its Congressman, Joseph R. Farrington, '19, and his wife threw a gigantic party at their palatial Pacific Heights home in Honolulu last July 25 for some 75 Wisconsin alumni and 30 midshipmen (also UW alumni, from the *USS Springfield* with Task Force 12, anchored in Pearl Harbor. Guests of honor were Admiral and Mrs. Ramsay, Admiral and Mrs. Ingersoll, Vice President Ira Baldwin of the University, Dean S. C. Hollister, '16, now at Cornell, and Capt. and Mrs. Arnold McKechnie.

Highlights of the gala evening were a buffet supper, appetizers, cocktails, and Hawaiian entertainment. Four men were on hand to park cars. A radiogram of congratulation and thanks was sent to the Farringtons by the Wisconsin Alumni Association in Madison and read to the assembled guests. Mrs. Farrington, '18, supervised the entertainment and played the role of hostess. Her husband had found it necessary to fly to Washington two days before.

Officers of the Honolulu Alumni Club arranged most of the transportation and other details. They are Ruth Kentzler, '17, president; Etta Washburn, '16, vice president; Joseph F. Kunesch, '14, secretary, and Arthur Spitzer, '37, treasurer. The entire affair was front-paged in the Honolulu *Star-Bulletin*.

July 1 had marked a previous dinner meeting of the Honolulu Club at Queen's Surf.

### Chicago Badgers at Annual Picnic



THE YOUNGER GENERATION of Chicago Badgers held an outing near Glenview last Aug. 21 which featured an egg-throwing contest and various other events. In charge was Mike Meyer, '47.

## ★ *Field Notes*

MR. R. L. MacREYNOLDS, '27, president of the Southern California Alumni Club, visited the Association offices just before school began. In talking with him, I learned that his children, who had been summering in Wisconsin, were so impressed with the State that they wanted to stay here—and if my psychology instructor did right by me, I would say that "Mac" had a real touch of nostalgia himself, as he stood at the foot of State Street looking at the upper campus. He had been away from Madison for many years and had a hard time finding his way around the temporary buildings on the campus and in the city proper because both have grown so rapidly. "Mac" is planning a big Founders' Day meeting in February.

To other Club officers, we extend a cordial invitation to drop in and see us when you are in Madison.

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Some folks say "Why don't you establish a club in X city?" Maybe we should, but our long-established policy has been to plant and nourish a few "seeds of the club idea" in a given community, and allow the actual impetus and desire to come from alumni in the area interested in the University to the extent of asking that we help establish a club. Experience has shown that where alumni have this interest at heart, the club fares much better, and lasts longer, than one promoted and organized through the main efforts of an outsider.



GIBSON

There are local areas in the state where the number of alumni in the area seems to indicate that an active alumni club could be effectively operated. "Seeds" of the idea have been planted. Now, it is up to one or more of the alumni in these respective areas to make some sort of a move in the best interests of the University. These areas include Janesville, Walworth County, Vernon County, Richland County, Green County, Grant County, Stevens Point, Door County, Lincoln County, Antigo and Waukesha. And there may be many other areas.—ED H. GIBSON

# CENTENNIAL CHALLENGE

WE ARE ENTERING now what is going to be a big year for your University—the Centennial year, with its climax on the University's 100th birthday, Founders Day, February 5, 1949. It should also be a big year for the Wisconsin Alumni Clubs all over the world. That won't just happen, however. It is pretty much up to you—the members of the UW Alumni Clubs.

Perhaps you are wondering just what your own club can do to insure a year of distinguished club achievement. Perhaps you are even probing for a definition of what we mean by "a big year for the alumni clubs." The answer: we visualize a year that will see an increase in the actual number of clubs; a growth in the strength, influence, membership, activity scope, and interest depth of the already-existing clubs; and an intensification of the overall club program of service to the University.

That first objective, the increase in the number of clubs, is a challenge to be met largely by the Alumni Association through its field secretary, Ed Gibson. The other goals are put squarely up to the clubs now functioning actively. And there are four concrete moves that these clubs can make to launch themselves toward those goals:

## 1. SET OUT TO BUILD UP YOUR CLUB—PHYSICALLY.

Canvass the town and urge those alumni who have never before participated in club activities to join the group. Point out to them that this year is the most appropriate of all times for them to join, point out the fun they will miss and the opportunities for service that they will by-pass if they ignore the local activities of your club.

As an aid to enlisting local support, it has been proven by other clubs that the best thing you can do is publish a directory of all alumni living in your area. To some the project may seem irrelevant to building membership, but strangely enough it has already sparked dozens of clubs to success, has somehow provided a foundation on which outstanding achievements are easily built. The Alumni Association will cooperate in this.

## 2. PLAN YOUR CLUB PROGRAMS CAREFULLY—AND SCHEDULE THEM.

Your Founders Day program on the University's birthday next February 5 should be the best

## By MRS. R. E. KRUG, '37

that the club has ever had; should be a high point in the life of your club. But good programs don't just happen; they require intensive long-range planning. So begin now to set up your committees and lay your plans for that all-important day.

Schedule your programs for the rest of the year. Surprisingly enough, it's not much harder to lay the groundwork for several programs than it is for one. Have your program committee lay out a schedule of outstanding Centennial-year programs at stated intervals. Then, surveying the year as a whole, it will be easy to shift and alternate so as to achieve variety. Keep the time of year well in mind; in that way you can set up at the outset a Christmas or New Year's party, then a Founders Day observance, a dinner meeting for late spring, followed by summer picnics, etc.

Never forget that your programs are the backbone of the club. Many alumni clubs think they labor under a great burden of multiple problems: membership is not what it should be, programs seem rather poor, attendance isn't up to par, people inevitably arrive late for meetings. Actually they're deceiving themselves. That's not "a lot of problems;" it's just one problem: those "rather poor" programs. If you set up a program schedule that is interesting, and if your programs are well-planned and well-carried-out, then you'll find that those other "problems" fade and disappear.

## 3. HAVE PLENTY OF FUN—BUT ALSO SERVE.

Certainly one of the primary surface advantages of belonging to an alumni club consists of the opportunity to get together with fellow Badgers, to reminisce about "the good old days" on campus, to have a good time

★ Here are a few not-so-subtle hints on how to revitalize your alumni club. The author is a vice-president of the Wisconsin Alumni Association, has long been prominent in the work of the Milwaukee club.

dancing or picnicking or just consuming beer. But if that's all you do, if therein lies the totality of your club program—then you'll be surprised when the club begins slipping. Around that core of fun and good times you must build a solid program of service. Otherwise a sense of futility will begin to permeate the membership. If you're not really doing something worthwhile, your best members will slowly drop out.

There are, of course, many ways in which an alumni club can serve its University. One of the most outstanding this year is to aid locally the Centennial drive of the University of Wisconsin Foundation.

You would do well, too, to explore the possibilities of setting up a group of club scholarships for deserving young people in your community who otherwise might not have the financial resources to attend the UW—if, of course, you are not already one of the several clubs that has adopted this far-sighted plan. This type of combined community-University service has an inherent value that can't be matched in any other way.

A third branch of service activity that should challenge every local club is aiding the returned UW graduate in finding a position. Your club is in a unique position to be of great service here. Set up a special committee to compile job availabilities and inform your local graduates of the opportunities in their fields.

## 4. BUILD UP YOUR PUBLIC RELATIONS.

The contacts of your club with the community, with other clubs, with the University have a vital bearing on the welfare of the club itself. For that reason, every club should give one of its outstanding members the job of handling public relations.

It goes beyond mere publicity, but publicity is vital, too. Certainly all club activities should be carefully and regularly reported to the local papers and to the *Wisconsin Alumnus*. In addition your public relations man should be ever alert to see that the standing of the club in the community is as high as possible. He should sit in with the executive committee and have a hand in determining club policies, for he is the one who must eventually explain those policies to outsiders and his work will have a crucial effect on the success or failure of those policies.



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

# The Spice of Life

VARIETY IS NOT only the spice of life, it's the difference between a flourishing alumni club and a slowly dying one—as Milwaukee Badgers are well aware. The Wisconsin Alumni Club of Milwaukee has just issued the most comprehensive list of club activities for 1948-49 yet envisioned.

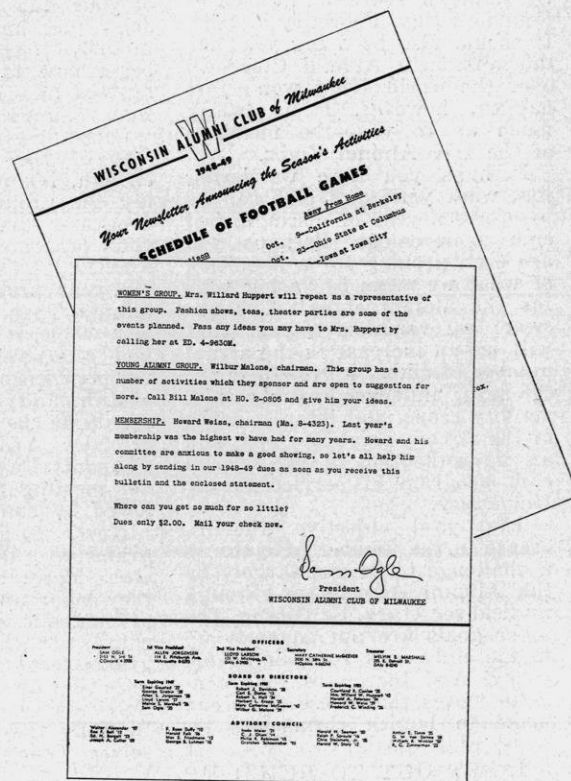
Twenty-six events are listed in the newsletter sent to Wisconsin alumni in the Milwaukee area. So varied are these activities that there is something of interest to every Badger in Milwaukee, as this list indicates:

1. Football movies
2. Faculty luncheons, with faculty members discussing University topics of the day
3. Centennial Founder's Day Dinner
4. Beer parties
5. University of Wisconsin Symphony Orchestra
6. University of Wisconsin Chorus
7. Haresfoot Show
8. Fashion shows and teas
9. Theatre parties
10. Dances and parties for young alumni

This list proves that the Milwaukee Club has found the answer to the old question raised so frequently by skeptical alumni: Why should I join an alumni club? This list also explains why membership in the Milwaukee club is the highest since the club was founded and why this membership is increasing steadily each year. Wisconsin alumni like to be associated with "going concerns".

Not all clubs, of course, can sponsor all the projects sponsored by the Milwaukee organization. For example, it's impossible for the athletic department to furnish football movies to all alumni clubs. Similarly, only a few clubs are large enough to sponsor a concert by the University of Wisconsin Symphony Orchestra. Haresfoot Shows are limited to a spring vacation tour of about a week.

Many of these Milwaukee Club projects, however, can be sponsored successfully by any well-organized club. Founder's Day dinners, faculty luncheons, dinner dances, card parties, golf tournaments, and other fellowship events can be sponsored by small clubs and large clubs alike. If the program "diet" offered by your club isn't as interesting and varied as you think it should be, help your club officers to develop some of the projects listed above. This Centennial year is a logical time for putting more life into all alumni club activities.



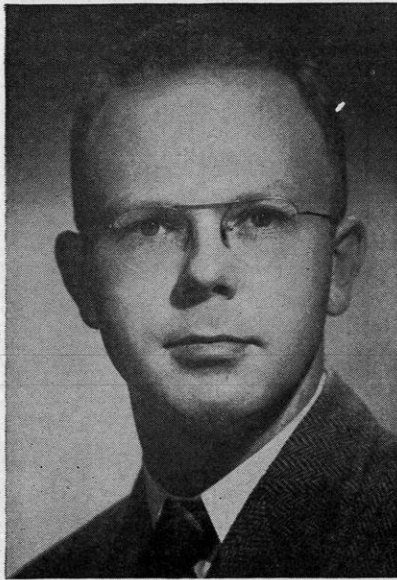
Besides comprehensiveness this Milwaukee Club program has two other features that merit special attention.

Sam Ogle, president of the Milwaukee Club, has simplified his job effectively by delegating jobs to fellow officers and members of his board of directors. Key men and women have been put in charge of each of these projects. Lloyd Larson, sports editor of the Milwaukee *Sentinel*, is handling the football movies. Harold Falk, chairman, and Allen Jorgenson, co-chairman, are responsible for the Centennial Founder's Day Dinner. Court Conlee will handle faculty luncheons, and so on down the list.

Some club presidents make the mistake of trying to do all the work themselves—and then "gripe" about too much work. There is plenty of brains and ability in every alumni club, so it's good business to use this talent in running your alumni club program of activities.

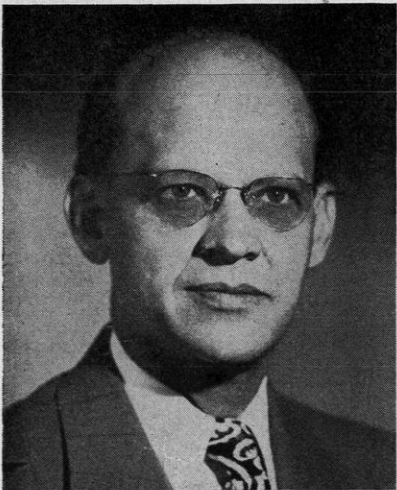
Secondly, Milwaukee has already done a lot of work on its Centennial Founder's Dinner. This advance planning is very much in order because Wisconsin's Hundredth Anniversary deserves special attention.—JOHN BERGE.

## Studies in Zurich



**ROBERT W. RIEKE, MA '48**, of Waseca, Minnesota, is now attending the University of Zurich in Switzerland under a foundation fellowship awarded him by Rotary International. He left for Europe last August aboard the *Queen Mary*—his second trip abroad, having served there during the war. At Zurich, Rieke is studying modern European history, with special attention to German history.

## Insurance Tycoon



**FRANKLIN A. VAN SANT, x'22**, Madison agent for the National Guardian Life Insurance Co., was recently elected a member of the 1948 Million Dollar Roundtable. To qualify for this highest honor in the field of insurance underwriting, he sold more than a million dollars worth of insurance. Van Sant is also noted for his work as secretary-treasurer of the Rennebohm scholarship fund which he and Dean John Guy Fowlkes designed.

NOVEMBER, 1948

# ★ With the Alumni

## 1928 . . . . . W

Roy A. DINGMAN has been named director of industrial relations for Weyerhaeuser Timber Co. in Tacoma, Wash. He was formerly vice president of the Commonwealth Edison Co. in Chicago.

Louis A. KLEVAY died in New York City last June 25th after a long illness. He is survived by his wife and a son, 10 years old.

Aleen Watrous and Dr. LeRoy F. Beveridge were married in Madison last July 15. They are now living at Wichita, Kans., where he is engaged in the practice of dentistry.

Homer H. DAYWITT has been appointed manager of the Greenville, S. C., branch of the Burrough Adding Machine Co.

Dr. Nephi Albert CHRISTENSEN has been appointed director of the School of Civil Engineering at Cornell University. Formerly he was dean of engineering at Colorado State College.

New address for Dimitry P. TIEDEMANN is 546 Chester Ave., Town of Mount Royal, Montreal 16, Quebec, Canada.

## 1929 . . . . . W

Kenneth L. MAHONY died in Mazomanie last July 25 at the age of 41. He was a former instructor in the UW department of biology and the University of Kansas City, served in the Army Medical Corps during the war. He is survived by his wife, the former Elaine MINCH, '31, and two sons.

Roy A. HINDERMAN is now assistant superintendent of the Denver schools.

Dr. William F. DONLIN of Belleville was recently profiled in the *Belleville Recorder* as the town's only doctor.

Bernard C. BRAZEAU is now president of the First National Bank in Wisconsin Rapids.

## 1930 . . . . . W

Alma BUBECK and Fred Goetz were married last July 10 in Milwaukee. They are now living in Cadott, where he is president of the Citizen's State Bank.

Prof. Ralph J. BROOKS of White-water passed away last Aug. 12 at the Methodist Hospital in Madison after a year's illness.

Dr. Leonard R. WILSON of Superior read a paper last summer before the International Congress of Geology in London. He is with the department of geology and mineralogy at the University of Massachusetts.

## 1931 . . . . . W

Clarence G. THEIS has moved from Stevens Point to Madison to become group sales manager in the Madison territory for Hardware Mutuals Co.

Dr. Franklin P. HALL has been appointed professor of economics at the Connecticut College for Women, New London, Conn. He has taught formerly at Clark University, Franklin College, and the Universities of Oregon, Wisconsin, and Miami. He was also probation and parole officer for the Wisconsin Department of Public Welfare at Madison and research associate with the Wisconsin Department of Commerce.

Mrs. Anna TRESSLER Foote, art director for the UW Memorial Union, and Elaine SMEDAL, '43, curator of the Historical Museum, have published a book, *Decorative Art in Wisconsin*, the result of a tour of the state last year under a Rockefeller grant.

Peter PETERSON of Racine died last Aug. 15 after a long illness at the age of 84. He taught for 33 years in the state school system, retired in 1932.

Lewis H. WOOD, state director of vocational education in Iowa, died in Ames last Aug. 20 at the age of 62. He is survived by his wife, the former Hazel APPLEBY, '21. For a time he was on the faculty of the UW engineering college.

Rosamond BLACKBOURNE and John Plichta were married last Aug. 26 in Brodhead. They are now living at 8611 W. Cleveland Ave., West Allis, where both of them teach in Central High School.

## 1932 . . . . . W

Dr. Ralph S. HAWKINS, vice-dean of the agriculture college at the University of Arizona, spent most of last summer in the Honduras and Guatemala doing agricultural research.

Carl Krauch, former I. G. Farben chief tried and convicted in Nuremberg last summer, was arrested three years ago by a Milwaukee attorney, Aaron TILTON, who now practices law there at 259 E. Wells St. Tilton was an OSS operative.

## Studies Paracutin

IN THE REALM of people with unusual occupations is Dr. Ray E. Wilcox, '33, who is now spending most of his time atop a special observatory in full view of Paracutin, Mexico's baby-giant volcano. The US Geological Survey, for which he works, erected the post on ground leased from a Mexican for 99 years. Dr. Wilcox, Signal Corps officer during the war, is known officially as a vulcanologist—or student of volcanoes. The government of Nicaragua requested his services following the eruption of Cerro Negro in July, 1947, and he flew there to make available to them the scanty knowledge that scientists have regarding volcanoes. His wife and two children live in the nearby city of Uruapan. The younger of the two was born in Mexico.

Born to Mr. and Mrs. Jean F. Rose, a daughter, Virginia Jean, on April 20 in Madison.

Dr. John CULVER has accepted the position of associate professor in Latin American history at Western Reserve University, Cleveland. He and his family recently returned from a trip to Brazil.

Clarence BUSSE is now teaching at a boys' academy at Cheshire, Conn.

## 1933 . . . . . W

Mrs. Porter B. Blanchard (Jeanette SOWLE) of Cedarburg was recently featured in the (Pt. Washington) *Ozaukee Press* as something quite near the perfect housewife and mother.

Dr. David Bigelow PARKINSON of the Bell Telephone Laboratories has been awarded the 1948 Potts Medal of the Franklin Institute for his outstanding research work in the electronic field.

Louise MEYER and Dr. E. T. Ackerman were married in Baraboo last July 3. They are now living in Muscoda where he is a practicing physician.

Nello PACETTI, former UW football and baseball star, has been appointed head football coach at DeKalb Township High School.



## Badger Beauties Follow Airways



**TWO BADGER BEAUTIES**, Jean M. Valentine, '48 (left), and Joan Metz, '47 (right), have won stewardess wings with United Air Lines, after completing three weeks' training at the company's school in Cheyenne, Wyoming. Miss Valentine is a native of Springfield, Ill. Miss Metz is both a graduate of the UW and a former student at Western Reserve University. She is a native of Madison.

Mr. and Mrs. David WELTON (Sydney LYMAN, '35) announce the birth of a daughter, Sydney, last June 18. They have three sons, David, 10, Charles, 8, and Lyman, 3.

Vernon W. SCHMIDT is now managing the Rockford office of the Louis Allis Co. of Milwaukee. Home address of the Schmidts is 1207 River Bluff Blvd., Rockford, Ill.

### 1934 . . . . . W

Dave PARSONS is now teaching art at Chapelle House, the Denver Municipal Art Museum school.

Sterling SORENSEN, music and drama editor of the (Madison) *Capital Times* attended the International Music Congress at Vancouver, B. C., Canada last summer, and returning to Madison stopped off at Seattle, San Francisco, and Central City, Colo. At the latter stop he audited performances at the Teller Opera House.

Mr. and Mrs. A. J. NIEBAUER (Coramae SCHEEL), 2106 Kendall Ave., Madison, now have a baby girl, Susan, born last July 31.

Ella KNELLER, English teacher at Milton Union High School for the past two years, is now teaching at Lake Mills.

Dr. Jack LONGLEY and Jean LARKIN, '44, were married last July 10 in Two Rivers. They are now living in Madison, where he is on the staff of the Wisconsin General Hospital.

David R. WARTINBEE received the master of arts degree at the University of Minnesota last June.

### 1936 . . . . . W

Joel O. HOUGEN received his PhD at the University of Minnesota last June.

Forrest L. HARKER and Genevieve A. Roberts were married last July 31 in Arena. They are now living at 22 Lathrop St., Madison, where both are connected with the state industrial commission.

Harold W. MUELLER of Manitowoc is now practicing law in the offices of Dicke and Dicke.

Dr. Rolf Falk POSER and Mary Fortney Groom were married last Sept.

2 in Swampscott, Mass. They are now living in Madison where he is a practicing physician.

Mr. and Mrs. William HAIGHT (Polly COLES, '39) have purchased the *Bronson Journal*, Bronson, Mich.

### 1937 . . . . . W

Leonard L. LOVSHIN was awarded a master of science degree in medicine at the University of Minnesota last June.

Richard S. BRAZEAU of the law firm of Brazeau and Graves was recently president of the Wisconsin Rapids Rotary Club.

Dr. and Mrs. Louis E. FAZEN, Jr. (Helen REICHERT, '39) of Racine announce the birth of a daughter, Lynn, last May 19. They have three other children, Vicki, 5, Louis, 4, and Robert, 2.

James FLEMING, nationally prominent radio showman and war correspondent (*Alumnus*, April, 1948) has been assigned to the Paris headquarters of Averell Harriman, America's roving ambassador for the ECA. He will act as liaison officer for American films, radio, and magazines.

Edward C. CREUTZ is now in charge of one of the nation's biggest projects for nuclear research, the new synchrocyclotron under construction by Carnegie Institute of Technology.

A. Tress LUNDMAN has resigned from the faculty of the Platteville State Teachers College to join the University of Illinois faculty.

Janet Ellen PEARLSTEIN and Dr. Norman Feitelson were married last May 27. They are now living at 135 East Avenue, Norwalk, Conn.

Melvin G. NYDEGGER has been elected president of the Mississippi Modern Language Assn. of the Mississippi Education Assn. He is also director of the Institute of Latin American Studies and assistant professor of modern languages at Mississippi Southern College, Hattiesburg, Miss.

### 1938 . . . . . W

Mrs. Ruth B. DOYLE, wife of James E. Doyle, former assistant US attorney in Madison, is a candidate on the Demo-

cratic ticket for the Wisconsin State assembly.

Dr. Howard R. COTTAM, first secretary of the American embassy in Rome, recently forecast agricultural self sufficiency for France and increased production in Italy. He spoke before a group of students at the University of Utah in Salt Lake City.

Roberta Mae THOMPSON is now Mrs. Mark H. Boyd. Address: 506 E. Eckman, South Bend, 14, Ind.

For the past four years, Ira A. GOULD, Jr. has been professor of dairy products technology at Maryland University, having gone there from a faculty position at Michigan State College.

Horace W. WILKIE, Madison attorney, is a candidate for Congress from the 2nd congressional district on the Democratic ticket. He is a member of both the Wisconsin and District of Columbia bars, head of the Madison Housing Authority, and a former employee of the US Bureau of the Budget.

Vern WOODWARD, UW assistant boxing coach, has just returned from Europe where he assisted John Walsh, trainer for the Olympic squad in London.

### 1939 . . . . . W

Bernard O. GIMMESTAD was awarded his PhD at the University of Minnesota last June.

Mary GLEISS is now Mrs. John McGrath Phalen, 403 W. Mason St., Polo, Ill.

Assemblyman Boyd A. CLARK of Madison has been appointed district attorney of Waushara County by Gov. Oscar RENNEBOHM, '11. Clark served in the African and European theaters during the war.

Mr. and Mrs. Robert M. GILL (Vivian HIKEN, '40) of Whitefish Bay announce the birth of David Ben last Aug. 8. Other children are Julie Wynne, 5, and Sonia Lynne, 3. Mr. Gill is manager and treasurer of the National Laundry and Cleaners of Milwaukee.

Dr. George C. HANK is now practicing medicine in Madison with Dr. M. H. Wirig as a specialist in obstetrics and gynecology. During the war he served in both the European and Pacific theaters. He and his wife and daughter are living at 465 Sidney St., Madison.

Dr. George CARTWRIGHT and Helene Cleare were married last Sept. 1 in Jackson, Wyoming.

### 1940 . . . . . W

John Marshall HARRIS and Winifred Johnston were married last July 26 in Duluth. He is an accountant with Price, Waterhouse, and Co. of Chicago.

Howard I. MILLER and Wilma Freudemann were married last July 10 in Lakewood, Ohio. They are now living in Madison where he is employed in the engineering department of the Gisholt Machine Co.

Winnogene LYCAN and Kenneth P. PALMER, '48, were married last July 9 in Madison. He is now doing sales work with a California company.

Mr. and Mrs. Karl J. KLAPKA (Margaret Carlisle KNOTT, '41) of Detroit announce the birth of Karen Lenoir last March 26. Mrs. Klapka is president of the newly-organized UW Women's Club, Junior Group, of Detroit.

Rex FOSTER, teacher in Cuba City for the past five years, is now mathematics and science teacher and coach at Boscobel High School.

Dr. Albert L. LEHNINGER, former UW instructor and now assistant professor of biochemistry at the University of Chicago, received last summer the \$1,000 Paul-Lewis Laboratories Award in enzyme chemistry at the 114th national meeting of the American Chemical Society in Washington, D. C.

Dr. Glee A. RENICK has opened offices for the practice of medicine at the Atlantic Medical Center, Long Beach, Calif.

Robert G. WEIGANDT has been named athletic director at Shawano High School. A US Navy veteran, Weigandt has coached at Bloomer High School and in Iowa.

Hugo A. RANTA and Mary N. Hayden were married recently in Baltimore, Md. They are now living in Washington, D. C. where he is employed as an attorney in the office of the general counsel of the Treasury Department.

Oscar ULNESS and Dolores Lenz were married last May 29 in Valders, where they are now living. He is a dairy equipment dealer.

Mildred STITGEN and Gerhard LEE, '47, were married last June 16 in Madison, where they are now living. She is employed at the Guardian Life Insurance Co. and he is working for his master's degree at the UW.

**1941 . . . . . W**

Kenneth E. RINDT was awarded his degree of master of arts in public administration at the University of Minnesota last June.

Lois HAGEN and John Aboya were married last July 31 in Milwaukee, where they are now living on N. 15th St. She is home furnishings editor for the Milwaukee Journal and he is bureau manager of the United Press there.

Tolman E. HOLTEN and Gladys Gay were married last July 17 in Portage. They are now living at 1520 Ninth St., Monroe, where he is sports editor of the Monroe Times.

Irene SYLVESTER and Jens SORENSON were married last July 10 in Madison. They are living at 332 Fourth St., Neenah, where she is employed in the research department and he in the industrial relations department of Kimberly-Clark Corp.

Burton E. REESE and Mary Jane Hannon were married last July 16 in Evansville. They are now living in Prairie du Chien, where he is a buyer for Oscar Mayer Co. She is former state editor of the Janesville Gazette.

E. Gordon FOSTER of Wilmington, Del., is now employed as a group leader in the Grasselli Process Laboratory of the E. I. duPont Co. His wife is the former Lois THOMSON, '42.

Banner Bill MORGAN, UW associate professor of veterinary science, motored all over Europe last summer before attending the 13th International Zoological Congress in Paris.

Mary Jane SAMP is now Mrs. Edward A. GREDE ('43), 2015 Forest St., Wauwatosa. He is sales engineer for the Briggs and Stratton Corp. of Milwaukee. They have a son, Richard, 3½.

Mr. and Mrs. Herbert M. HOWE moved recently from Connecticut to Madison, where they are now living at 2011 Chadbourne, Ave.

Dr. William G. HEALY has opened offices at 1910 Monroe St. in Madison for the practice of medicine. He ran an army hospital at Vienna during the war. The Healys (including a four year old daughter) are living at 638 Pickford St.

Bernhard KUMMEL has joined the University of Illinois geology staff as an assistant professor. He was formerly with the Bureau of Economic Geology at the University of Texas.

**1942 . . . . . W**

William O. CASTER won his PhD at the University of Minnesota last June.

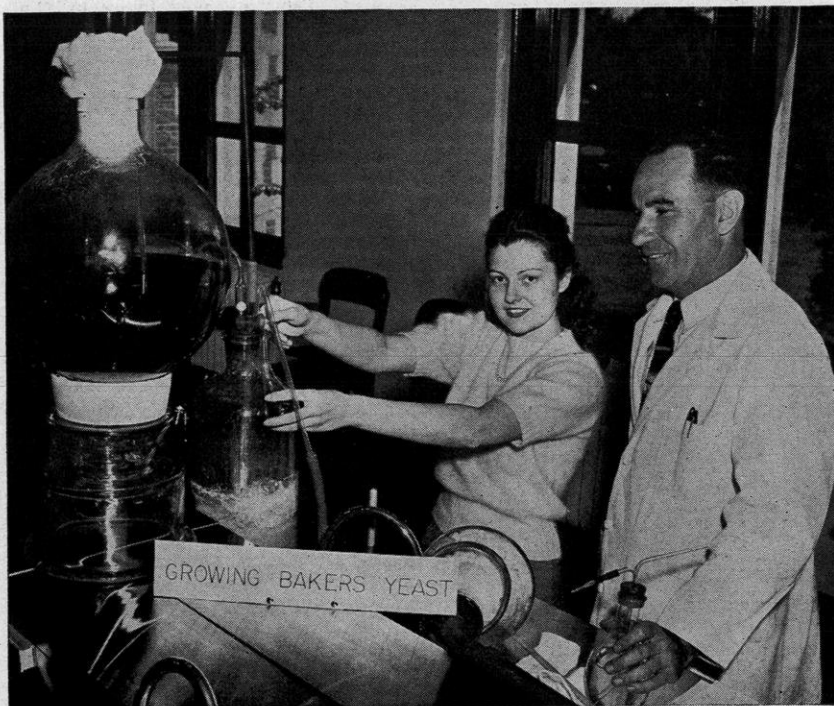
Gaylord A. NELSON, Madison attorney, is a candidate for the state senate from Dane County on the Democratic ticket. The Nelsons live in Madison at 912 Regent St.

Jules LEFEBYRE has joined the Elmer Denessen Co. in Green Bay as office manager and real estate salesman.

Ralph William BAKER and Charlotte Maude Brennenman were married last Aug. 28 in Genoa City. They are now living in Madison at 548 W. Main St. He is doing graduate work in chemical engineering at the UW. She served for six years as a missionary teacher at Inanda Seminary, Phoenix, Natal, South Africa, is now employed by the League of Wisconsin Municipalities.

Mrs. June Marguerite GOWELL and Joseph R. Viele were married last Aug. 14 in Sheboygan. They are now living at 2638A South Shore Drive, Bayview, while he continues his studies at the

**Heads New Lab at Washington University**



**PAUL L. PAVCEK '33, and an assistant demonstrate the process of growing bakers' yeast at Washington University's new microbiology lab, which he heads. He joined its faculty last October, had taught previously at St. Louis University School of Medicine and at the University of Wisconsin from 1941 to 1943. He served as secretary of the food and nutrition board of the National Research Council, Washington, 1943-1946; spent several months in Germany engaged in technical intelligence work for the State Department.**

Marquette University School of Dentistry.

Mary Louise VINZ and Robert R. Cooke were married last July 17 in Dalton. They are now living in Wisconsin Rapids.

Mildred Bette BENSON and Winston Lee KRUEGER, '48, were married last July 17 in Stouttown. They are now living in Watertown, where she is teaching at the local high school. He is associated with the Stoelting Bros. Co. Dairy Equipment Firm in Kiel.

James Post GREEN and Dorothy Cisar were married recently in Wisconsin Rapids, where they are now living at 820 Gardner St. He is employed by the Wisconsin Rapids Tribune.

Mary Jane MULVEY and Joseph A. Ivancic were married last July 10 in Springfield, Ill. They are now living at 28935 Euclid Ave., Wickliffe, Ohio, where he is a chemical engineer for the Lubrizol Corp. Prior to her marriage, Miss Mulvey received her master of arts degree in psychology at Ohio State University last June. She taught previously in Columbus, Ohio, and at the South Milwaukee High School.

Mr. and Mrs. Neil Clark, Jr. (Patricia BUERSCHINGER) of Washington, D. C. announce the birth of Margaret Irene last April 30.

**1943 . . . . . W**

Leonard VELANDER, Jr. won his master of science degree in mechanical engineering at the University of Minnesota last June.

Donald T. TRUAX has accepted a sales position with the newly formed Adams Ice Cream Co. in Madison.

Allen Dale HOFF is now associated with Dr. R. S. Hirsch in the practice of medicine in Viroqua. For the past two years he was on the staff of the veterinarians hospital in St. Cloud, Minn.

Albert CUMMER and Genevieve Heitman were married last Aug. 7 in Madison, where they are now living at 325 W. Main St. He is a fieldman for the Wisconsin Co-operative Farm Supply Co. Stanley CHOLAS and Dorothea Tsopels were married last July 11. They are now living in Madison where he operates a flower shop and restaurant.

James H. LIPPERT and Doris Jean Miller were married last July 3 in Pittsburgh, where they are now living at 821 Ardmore Blvd. He is a structural designer with Rust Engineering Co.

Wayne W. SCHLOSSER and Sally Stephenson were married last June 26 in Chicago. They are now living in Wausau, where he is associated with Employer's Mutuals.

Esther Ann HANSEN is now Mrs. Peer A. Buck. Her husband is stationed in Manila.

Dr. Gilbert D. WAITE is now associated with the Newby Dental Clinic in Platteville.

Alma SILVERNAIL of Janesville took a bicycle trip with several friends last summer from Yellowstone Park to Seattle, Wash., and down to Los Angeles.

Marjorie Ellen EVANS and Wright Ford Massey were married last Aug. 14 in Galesburg. They are now living in Savanna, Ill., where he is athletic director and coach at the high school.

Mary Joan CONNOLLY and William Winchell were married last Aug. 7 in Racine.

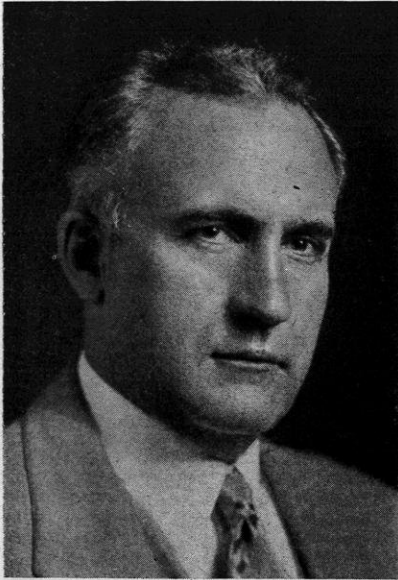
Herbert B. SCHMALZ is a certified public accountant with the Arthur Andersen Co. of Milwaukee. He and his wife have a son, Peter, 2, and live at 3315A W. Scott St.

**1944 . . . . . W**

Betty Arlene JACKLIN and Thomas James Romeis were married last Aug. 28 in Waupaca. She instructs at the



## Runs Panama Railway



EDWIN P. KOHL, '13, Uncle Sam's former revisor of war contracts with the Army Price Adjustment Board in Washington, was elected general counsel and director of the Panama Railroad Co. last June 2. His new headquarters are located in New York City.

## At Manila Embassy



EDWARD W. MILL, '40, has been appointed second secretary of the American Embassy in Manila. He left his home at Mt. Rainier, Md., last April and sailed to the Philippines on the *President Cleveland*.

State Teachers College in Eau Claire. Lois Jean CLARK and Phillip E. Johnson were married last July 24 in Madison. They are now living in Sun Prairie.

Mr. and Mrs. James H. HILL (Joan HARTWELL) have moved from Madison to Rt. 2, Waynesboro, Va. He has taken a job as chemical engineer at the Du Pont Acetate Rayon Division there.

Charles J. GUTHRIE and Mary Elizabeth Britton were married last July 10 in Rochester, N. Y., where they are now living. He is employed there by the Wolensak Optical Co.

Robert EUSTICE and June Speth were married last July 31 in Belmont, where they are now living.

Annette SLIVE is now Mrs. Louis Martin Cooper, 8710 Radford, Detroit 4, Mich.

Helen REDMOND and James Wilburschide were married last July 28 in Racine.

Dr. Jon R. ASHTON has been appointed associate professor of romance languages at Coe college in Cedar Rapids, Ia. He taught formerly at the University of Kansas, spent a year in Mexico in 1944-45 on appointment from the UW doing original research under the Albert Markham Memorial fellowship.

Arne U. ARNESEN of Springfield, Vt., former UW track star, has been appointed assistant track coach at MIT. For his war service Arnesen received the DFC, six Air Medals, and the Croix de Guerre. His wife is the former Marguerite L. MANLEY, '45 and they have one daughter.

John R. STILB is now an insurance counselor and estate planner in Tucson, Ariz. His address there is 68 E. Congress St.

Laura E. CRUMP and William E. CHRITTON, Jr., '41, were married last June 27 in Lake Mills. He is practicing law in Stoughton.

David Donald HEILMAN and Jane Wenstadt Palmer were married last June 5 in Madison, where they are now living at 2560 Kendall Ave. She is employed at the USAFI and he is office manager for the State Farm Mutual Automobile Insurance Co.

## 1945 . . . . . W

Barbara Price SWAN was awarded her master of arts degree at the University of Minnesota last June.

Margery Vaughan COFFIN and Henry Webb Johnstone, Jr. were married last July 17. They are now living in Williamstown, Mass., where he has been appointed to the faculty of Williams College.

Evelyn Ruth McCORMICK and William Jackson Collier were married last July 22 in Tomahawk. They are now living in Sacramento, Calif.

Virginia Catherine LILJA and Kenneth L. HEAD, '48, were married last July 31 in Madison. They are now living in Berkeley, Calif.

Patricia SCHMITZ and William Grady were married last July 10 in Rockford, Ill. They are now living in Belvidere.

Elaine Ruth WICK and Shepard A. MAGIDSON, '43, were married last July 18 in Milwaukee. They are now living in Syracuse, N. Y.

Dr. and Mrs. Frederick D. COOK (Barbara SPIES, '46) have moved from Duluth to 301 Coleman, Chippewa Falls, where he is now practicing medicine.

Elizabeth BROWN has been appointed principal of Washington School in Jacksonville, Ill. Her book, *Guiding Primary Children*, was published by Iowa State Teachers College last January.

Dr. Donald A. JEFFRIES has joined the staff of the Cantwell-Peterson clinic in Shawano. He and his wife are living there at 417 S. Andrews St.

Dr. William B. HOBBS is working in Chicago under the auspices of Dr. Karl Meyer, prominent Chicago surgeon. Dr. Hobbins is connected with the Cook County Hospital and Northwestern University. He and his wife are living in Oak Park.

Harry R. HERTZ has been appointed principal of the Boone-LeRoy school in Capron, Ill. He taught formerly in the Oshkosh High School and was superintendent of three schools at Princeton.

Gertrude SPEAKER is now teaching science in a Navy school on Guam. She has taught formerly at Elkhorn and Wilmot High Schools.

## 1946 . . . . . W

Betty Jane KOSS and Russell Louis KRIWANEK, '50, were married last Aug. 5 in Green Bay. They are now living in Valders.

Dr. John W. BEST has been named associate professor of education at Butler University, Indianapolis.

Lt. and Mrs. Richard W. HEFFNER (Carol ALBRECHT, '47) are now living at 4519 E. Carson St., Apt. C, Long Beach 8, Calif. He is a Navy physician at the Long Beach Naval Hospital and she is a kindergarten teacher assigned to Mark Twain School in Long Beach.

William K. GRINDE is now practicing law with Atty. Ervin W. JOHNSON in Darlington.

Zella Mae GOODELL of Antigo has been appointed Sheboygan County home demonstration agent.

## NEXT MONTH

**WHAT'S NEW IN WISCONSIN LABS.** One of the three great UW 20th century trends is emphasis on research. Our December issue will be dedicated to the test tube and the bibliography.

**ADVENTURES IN CHRISTMAS GIVING.** A touching Yuletide message by Mrs. GLENN FRANK.

Duane STANLEY is now agriculture instructor at the Wonewoc High School. For the past two years he has taught at Edgerton.

Doris STAIDL is now home agent of Calumet County.

Virginia CLEE is now Mrs. Theodore Hagstrom, 4444 E. Babb Dr., Midwest City Branch, Oklahoma City 10.

Mary Joyce GERLACH and John William Paquette were married last Aug. 26 in Shullsburg. They are now living at 524 N. Water St., Platteville.

Harold HULTERSTRUM and Clara Bohn were married last Aug. 14 in Baraboo. They are now living on Winnequah Rd. in Madison. For the past two years she has been teaching kindergarten in the Delavan schools. He is an engineer at the Wisconsin Foundry and Machine Co.

Violet BLANK and Bruce Opsahl were married last Aug. 23 in Lakefield. They are now living in Springfield, Ill., while he completes his studies at Concordia Lutheran Seminary.

Dr. William Vance BAKER and Jane La Mar were married last Sept. in Louisville, Ky.

Lelah Jean AMBROSE and Allen E. Kosnar were married last Aug. 21 in Cornell. They are now living in DePere.

George E. HLAVKA was awarded his masters degree in mechanical engineering at Cal Tech in Pasadena, Calif., last June. He is now working for Northrup-Hendy Co. in Hawthorne, Calif. His address is 8507 Truxton Ave., Los Angeles 45.

## 1947 . . . . . W

Henry JONAS passed away in Janesville last March 30 at the age of 26. He was electrocuted while flying an army air forces type of box kite in

front of his home. He was survived by his wife, a son, his parents, and a sister. Jean E. KRUEGER and Charles W. Hawkins were married last Oct. 11. They are now living at 3419 Roosevelt Rd., Kenosha.

John J. PRUCHA was recently awarded the master of arts degree in geology by Princeton University. He lives at 209 E. Maple, River Falls.

Ava PELLETT and Robert J. DOBSON, '51, were married last April 1 in Viola. They are now living in Madison he is studying civil engineering at the UW. She was formerly on the faculty at Lancaster High School.

Mrs. Geraldine RYAN, graduate assistant in the UW speech department, was recently selected director of the Madison Theater Guild.

Helen D. WURTHMANN and John Read JACKSON, '46, were married last March 28 in Wausau. She is Clark County home agent and he is employed in the county conservation office.

Jack MEAD, former UW football end who played with the New York Giants for two years, recently signed with the Green Bay Packers.

Mr. and Mrs. Robert J. ROSE of Madison announce the birth of Robert Scott last April 25.

Mrs. John Syverson, the former Roberta BRINKLEY, of Madison has set herself up in the business of renting evenings gowns to girls and women. Her imagination has paid off well.

T. J. HERMANN and Stanley Lee Hillis were married last Dec. 21 in Jonesboro, Arkansas. They are now living at 556 Wellington Ave. in Chicago where he is with Arthur Andersen & Co., public accountants.

Mr. and Mrs. Donald J. Hoenshell (Helen MARGER) are now living in Lansing, Mich., where he is completing his studies at Michigan State and she is on the editorial staff of the Lansing State Journal. Their home address is 413 Willow Lane, East Lansing.

Mrs. Catherine O. JONES, art instructor at Janesville High School the past two years, recently accepted a position as art supervisor for the Sheboygan school system.

## 1948 . . . . . W

Joyce Alice DICKSON and Jack Gordon HOLTZ, '49, were married last July 10 in Madison. They are now living at 5152 Thirty-first St., Minneapolis, where he is employed at the Wisconsin Central Airlines, Inc.

Bennie BURISH and Donna Mae Willkom were married last July 8 in Boyd. They are now living in Peshtigo, where he is a chemical engineer at the Badger Paper Co.

Elizabeth BRUNSELL and Dr. Roger S. Gray were married last July 10 in Evansville.

Carol M. BLOOMENTHAL is now Carol B. Nadel, 6111 N. Hayne, Chicago.

Lois BOLENDER and Robert S. FRENCH were married last July 17 in Rockford, Ill. They are now living in Madison.

Betty Jane BARTH and Donald G. BERG were married last July 10 in Milwaukee. They are now living in Menomonie.

Leonard ANDERSEN and Janet Steckling were married last July 7 in Milwaukee, where they are now living at 4352 S. Austin St.

Melva Dolores ACEY and Juan J. MALDONADO were married last June 21 in Madison, where they are now living. He is working for his doctorate in biochemistry at the UW.

Donald E. HELLER and Rose Frances Niesen were married last June 23 in Madison. They are now living in Milwaukee, where he is employed as a sales engineer.

Alan Dale MARKER and Nancy Louise HARDY, '51, were married last July 10 in Madison. They are now living in San Francisco, where he is employed by the Reynard Printing and Publishing Co.

Karl KLINGELHOFER and Georgann HACKER, '49, were married last June 27 in Sparland, Ill. They are now living in Davau, Philippine Islands, where he

is field manager of a hemp plantation for the International Harvester Co.

Dean J. PLZAK and Margaret Faye GEHRAND, '49, were married last July 15 in Madison, where they are now living. He is continuing his medical studies at the UW, served for two years during the war with the hospital corps of the US Navy.

Lloyd William SHAMBUREK and Carol Elizabeth GENIESSE, '49, were married in Milwaukee, where they are now living.

Donald E. CHENEY and Patricia Ann FREDERICK, '47, were married last July 24 in Fall River. They are now living in Madison where he is an engineer with the Commonwealth Telephone Co.

Carol Joyce FILTER and Douglas E. HOLT were married last July 10 in Milwaukee. They are now living in Madison, where he is continuing his studies at the UW.

Joann MOELLER and Anthony Morris Rood, Jr. were married last July 17 in Milwaukee. They are now living in Racine at 1440 Main St.

Harry T. LUGNER and Shirley Mildred Schultdt were married last July 30 in Hartland. They are now living in Stone Bank.

Florence Mae KLINGBEIL and Erving George SMITH, '49, were married last July 10 in Madison, where they are now living.

Marilyn Ann SHORES and Alvie Lee SMITH were married last July 17 in Madison. They are now living at 802 Cherry Lane, East Lansing, Mich., where he is news editor with the department of public relations at Michigan State College.

Georgia Marie REDDICK and Gerardo Sampedro were married last July 17 in Wabeno. They are now living in Havana, Cuba.

Roger G. RAND and Dorothy L. Pfanku were married last July 3 in Madison.

Jean M. MORTER and Willard J. PETERSON, '46, were married last Aug. 7 in Madison, where they are now living at 325 W. Main St. He is a field representative of the plant food division of Swift and Co.

Judith Ann NEWMAN and Stanley James TUCKER were married last July 28 in Milwaukee. They are now living in Madison at 3 W. Gilman St.

Helen Louise NELSON and Lt.

## Now in the Orient



LT. DEAN J. KUTCHERA, '46, was transferred last June from the Office of Naval Intelligence, Washington, D. C., (where he's been for two years) to the US Embassy at Nanking, China, where he is assistant naval attache and assistant naval attache for air. During the war he served as Japanese translator and interpreter, having attended the Naval School of Oriental Languages at the University of Colorado.

Donald W. JOHNSON were married recently in Jacksonville, Fla.

Mary Jean WIMMER and Paul E. ISENBERG, '46, were married last July 24 in Cuba City. They are now living in Baraboo, where he is associated with

## ★ Madison Memories

**ONE YEAR AGO, NOVEMBER, 1947:** The registrar's offices announced this month that this fall's registration of more than 23,000 students marks an all-time high in the University's history.

**FIVE YEARS AGO, NOVEMBER, 1943:** Dr. Edwin B. Fred, dean of the University Graduate School for the past nine years, was appointed this month as dean of the College of Agriculture and director of the agricultural experiment station to succeed Chris L. Christensen.

**TEN YEARS AGO, NOVEMBER, 1938:** A new course called "Friendship and Marriage" made its bow this month with a maximum enrollment of 400 students for the first and second semesters and a long waiting list for the course in summer session.

**TWENTY YEARS AGO, NOVEMBER 1928:** Ten years of dreams and plans came into reality this month when the doors of the \$1,250,000 Memorial Union were thrown open with formal dedication ceremonies. The Wisconsin Alumni Association has moved into spacious offices on the second floor.

**THIRTY YEARS AGO, NOVEMBER, 1918:** Geology Professor C. K. Leith is serving as mineral expert for the War Industries and Shipping Boards in Washington. H. S. Richards, dean of the Law School, and Prof. O. S. Rundell have just returned from special work with the War Trade Board in Washington.

**FORTY YEARS AGO, NOVEMBER, 1908:** With the opening of the school year, the University has added this month: 91 new faculty members, three new buildings, and 316 new courses.

(From the files of the Wisconsin Alumnus)



## ★ Badgers You Should Know

**NANCY OESTREICH, '45,  
Teacher of Anthropology.  
University of Wisconsin Ex-  
tension Division, Milwaukee.**

NA-JI-JAY-WING-GA is her Winnebago name, but she is a pert, fair-haired girl with blue eyes and her name is Nancy Oestreich. She's a teacher of anthropology at the UW extension in Milwaukee, and getting there involved spending two summers with the Winnebagos while studying at the UW for her BA and the University of Chicago for her MA. The field work was entirely her own idea; she joined the Thunderbird clan of the Indian tribe and proceeded to take notes for her thesis.

The jaunt began in 1944, when Miss Oestreich at the age of 20 moved into orchard quarters reserved for Indian cherry pickers near Egg Harbor. She remained six weeks, studying their economy and religions and making friends. In 1945 she visited the Winnebago community at Black River Falls and made arrangements for a return engagement in 1946. Her paper on these visits was the first complete study ever made of modern Winnebago life.

While with the Winnebagos, she lived as they did, ate their food, danced their dances, participated in their ceremonies. Once, at the Indians' suggestion, she donned authentic Winnebago clothes, darkened her skin, covered her wavy blond hair with a wig, and proceeded to deceive the white tourists into thinking she was one of the original Americans. Meanwhile, the bona fide Indian girls were preparing to attend a dance in town, decking themselves out in stylish clothes, nylons, high heels, and permanent waves. The tourists searched eagerly for an Indian that "really looks like an Indian" and lit jubilantly on Miss Oestreich, whom they dubbed "the only real Indian in the bunch."

Occasionally the Indians themselves forgot that she was not one of them. Sometimes, in the course of ordinary conversation, they would begin criticizing "those awful whites" and then suddenly realize that Miss Oestreich was present—and a white. Flustered and embarrassed they would apologize.

"They didn't really have to," muses Miss Oestreich, "They have good reason to criticize. Besides what they said about the whites was true."

Present day Winnebago religion, she discovered, is split into three



**BEHIND THE Indian garb, black wig, and artificial sun tan, she's a blonde, blue-eyed UW teacher of anthropology.**

groups: the fundamentalists, who cling to the beliefs of their ancestors; the native American, whose religion is a sort of hybrid concoction of all Indian religions; and the Protestant Christian. The people don't use tobacco or alcohol, but are quite tolerant of those who do. They are also tolerant of each other's religions, visualize the situation as the poles of a tepee: "they seem far apart at the bottom, but all come together at the top."

The history of the Winnebago tribe might well shame the white man. Theirs is a peaceful tribe, one of the few in the country that never fought the encroaching settlers.

his father in the general contracting firm of George Isenberg and Son.

William SCHULTZ has been named director of the Madison YMCA. At the UW he was captain of the gymnastics team.

Mary WHIFFEN and R. P. Mann were married last July 16 in Milwaukee. They are now living in Madison at 422 W. Gorham St. He is vice president of the Interstate Stores Buying Corp.

Edward L. FALSTAD, Rice Lake, has been engaged to teach history and social studies in the Phillips public schools.

Mr. and Mrs. Howard E. DAY and their son, Mark, have moved from Ottawa to Syracuse, N. Y. where he is associated with Solvay Allied Chemicals.

Earl "Jug" GIRARD, former UW football star, played on the collegiate squad as halfback when it met the Chicago Cardinals in Soldiers Field last Aug. 20 in the 15th annual All Star football game.

Nelson C. NOBLE and Gloria Jeanette TRACEY, '47, were married last July 24 in Janesville. They are now living in Milwaukee at Maryland Court Apt., 2031 W. Wisconsin St. He is employed by General Motors Acceptance Corp.

Gloria Dyonne THORNBLY and Ronald C. KNIGHT, '49, were married last July 18 in Eau Claire. They are now living in Waupaca.

Leila BOERSCHHEL is now teaching domestic science at Chilton High School. Oscar B. CHRISTENSON has been appointed principal of Stoughton High School. He was formerly supervising principal at Green Lake.

Marilyn MACH of Wittenberg has been employed as English teacher at the Wauzeka school.

John Osborne MARSH, Jr. has been appointed instructor in foreign language at the University of Illinois' Chicago undergraduate division.

William HAMMERSLEY has passed his state board of pharmacy examination and is now associated with his father in the operation of Hammersley's Drug Store in Lake Geneva. He represents the fourth generation of the family to continue in the business established in 1864.

Frank NIKOLAY has opened offices for the practice of law in Abbotsford.

Hank OLSHANSKI, former UW football star, is now playing with the Baltimore Colts.

Patricia McKEOUGH is teaching English and Spanish in the New London High School. At the same school, Jack S. WINK is teaching boys' physical education and is head football coach.

Robert E. ORMOND has joined the research and development division of Merck & Co., Inc., manufacturing chemists in Rahway, N. J. The former UW varsity swimmer is married and lives at 2693 W. 33rd St., Brooklyn, N. Y.

John M. POTTER has become associated with the law firm of Brazeau and Graves in Wisconsin Rapids.

Phyllis RASMUSON has accepted a position with the American Honey Institute in Madison, where she is doing promotional work in lecturing and pamphlet writing.

Robert RENNEBOHM, former UW football star, has gone from the Green Bay Packers team to the Detroit Lions as result of a trade.

Warren S. TORGERSON of Hawley, Minn., has been awarded one of the first psychometric fellowships for study at Princeton University.

Warren J. SCHLITZ has moved to 2843 Hampton Rd., Shaker Heights, Cleveland 20.

Samuel SCHRINER has been added to the high school faculty staff of Richard Center as agricultural instructor. The Schriners have a baby son, Michael. Ann SPROESSER is teaching in the English department of Hartford High School. She serves as advisor to the school paper.

Marie SUHR is now home agent at West Bend.

Joseph WALTERS, Jr. is now associated with the Traveler's Insurance Co. of Milwaukee.

Dr. and Mrs. Chester L. WAITS (Nancy LEETER) are now living at 1408½ N. Stiles St., Oklahoma City.

Mildred RISTOW has accepted a position as physical education instructor in the Sheboygan elementary schools.

Jeanette DRAGANCEWITZ and Howard BOESE, '46, were married last Aug. 7 in Milwaukee where they are now living at 2214 N. 48th St. He is football and basketball coach at Milwaukee University school.

Lucille B. GIERACH and James Lyle EVANS, '50, were married last Aug. 28 in Madison, where they are now living at 1810 Vilas Ave.

Margaret Ruth FRITZ and Albert F. Gates were married last Aug. 24 in Clintonville. They are now living in Berea, Ky. where he is on the faculty of Berea College.

Robert E. FREIMUND and Arlene M. Hore were married last Aug. 28 in Lancaster. They are now living in Madison at 445 W. Gilman St. He is with the USAFL.

Helen Pirie GROOM and Kenneth JOHNSTON, '43, were married last Sept. 2 in Swamscott, Mass.

Jean Louise CARPENTER and Francis Paul MOORING, '47, were married last Aug. 28 in Madison, where they are living at 415 Fitch Ct. He is a graduate assistant in the Physics department.

Janet Claire CADDEN and Irving Roger were married last Aug. 29 in South Bend, Ind.

Audrey Jeanne BROWN and John J. Andrea were married last Aug. 7 in Bloomington. They are now living at 2253 Rugby Row.

## Political Note

FOUND in the files of the Alumni Records Office: WARREN W. DEWEY, '43, lives at 2012 N. TAFT St., Arlington Va.

Robert E. BOYLAN and Mildred L. Elliott were married last Aug. 7 in Madison, where they are now living at 13. S. Franklin St. He is employed in the personnel department of the Gisholt Machine Co.

Natalie Jane BEARGSTROM and Capt. Joseph Willets were married last Aug. 14 in Neenah.

Gordon BARRINGTON and Marjorie Stevens were married last Aug. 21 in Manawa.

Rosemary BARE and Marvin C. RAETHER, '49, were married last Aug. 21 in Lake Mills. They are now living in Madison at 636 Howard Pl.

Joan Elizabeth KAASA and Roger B. Thomas were married last Aug. 28 in Columbus. They are now living in Denver, Colo.

Norman B. ANDERSON and Ruth Harriet JONES, '49, were married last Aug. 28 in Madison, where they are now living at 709 W. Dayton St. He is associated with the Cardinal Bottling Co.

Ellen HEIN and William T. DEVINE, '49, were married last Aug. 14 in Chipewau Falls. They are now living in Ft. Atkinson, where she is now teaching.

Joan Byrle HAMPEL and Robert Ellsworth LANE, Jr. were married last Aug. 7 in Elkhorn. They are living at 555 S. Main St., Janesville, where he is a junior partner in the Bension and Lane Baking Co.

Joseph BAER and Mary Rosina Lazar were married last June 19 in Milwaukee. They are now living in Madison while he completes study at the UW for his master's degree.

Kathleen C. ATKINS and Arthur T. BARRIE, Jr., '49, were married last June 5 in Madison.

Gilbert ADOLFSON and Stella Einarson were married last May 22 in Chicago, where they are now living. He is affiliated with an insurance company.

Lorna L. GERTH and John C. SCHMOLLER, Jr., '49, were married last June 20 in Baraboo. They are now living in Madison at 326 W. Wilson St.

## ★Faculty Profile

### 36 Years on Campus Make Joe Steinauer A Legendary Figure

WHEN IT COMES to legendary color, genial Joe Steinauer, who has just rounded out his 36th year on the UW coaching staff, is without a peer. In the course of a long and active career he has been an athlete, lifeguard, boxing referee, and even a circus performer. He is one of the best loved and most versatile men in the University's athletic annals.

Now head varsity swimming and golf coach, Steinauer is also the athletic department's number one troubleshooter and pinch hitter. Crew is the only Wisconsin sport in which he has not served in some capacity.

He was born on a New Year's day in Manitowoc, but no one knows just which year it was. It has been guessed as 1879, 1880, or 1881. Steinauer says that he discovered not long ago that it was 1881, instead of 1880 as he had thought before.

"I heard a lot of that retirement talk," he explains, so I decided to look up the records. I found out I was only 67 instead of 68. I like working with kids as much as I ever did and I don't intend to quit until I'm asked to leave."

Young Joe grew up in Milwaukee, graduated from South Division High School and then attended business college for two years. At the turn of the century, as ever unpredictable, he joined a vaudeville and circus troupe as an acrobat under the name of Joe Ames. For seven years he toured the Midwest, performing on the side as half of the stunt diving team of Feathers and Ames. While in high school he had spent his summers as a lifeguard and later an instructor.

In 1909 he deserted vaudeville and circus life and entered Marquette, played football and baseball, and in 1911 was placed in charge of the athletic training room. He began his long tenure at the UW on May 2, 1912 and it has been interrupted only by a 19-month hitch in the US Navy. There he attained the rank of warrant officer as a physical instructor.

At Madison he started as football and basketball trainer, studying medicine on the side. He then became boxing and wrestling coach in 1915, went off to fight in World War I, returned to head the University's rehabilitation program for veterans. His most remarkable attainment in



JOSEPH C. STEINAUER  
Associate Professor of Physical  
Education

this position was teaching a shell-shocked boy to swim; he had been afraid of water ever since he was found in a water-filled shell hole more dead than alive. In the years that followed Joe held many positions supervising various sports—demonstrating conclusively his outstanding versatility.

His checkered career even included a fling as a radio sports-caster. He amazed his radio audience in 1928 by describing one play in the Wisconsin-Minnesota game in six languages: English, Norwegian, Swedish, German, Hebrew, and Chinese. His announcing career is said to have ended abruptly when he uttered an untoward remark about a dog which had wandered onto the field in the midst of an important game.

Steinauer is something of a biological wonder, for at the age of 67 (or is it 68?) he looks like a man of 45 and acts like a youth in his twenties. He's in fine health, has a full head of hair that is grey only at the temples. His recent exploits, according to campus legend, include smoking a cigar under water, doing a one and a half somersault with a half twist at a Big Nine swimming meet, and walking to the top floor of the University Armory on his hands.

Steinauer usually does a lot of fishing during the summer months, although last year he served as an instructor at the boy's camp operated by Harold Olsen, former Wisconsin basketball star and present coach of the professional Chicago Stags, at Rice Lake, Wis. He also plays a fair game of golf, usually shooting in the high 70s or low 80s.

Wisconsin is sometimes referred to as "the graveyard of coaches", but Steinauer, with 36 years behind him, puts holes in the theory.

"All you have to do to stay here a long time," he says, "is to mind your own business and do a little more than you're paid to do." And Joe Steinauer has done both.



Mary Elizabeth HELFRICH and John James PRUCHA, '45, were married last June 12 in Madison. They are now living in Princeton, N. J.

Beverly Jean HARNER and Armon William SCHROEDER, '50, were married last June 20 in Madison.

Eunice Barbara ENDRES and Herbert F. EBERHARDT, '47, were married last June 5 in Martinsville. They are now living in Waukesha.

Marvin GUTKNECHT and Jane Stauffer were married last June 19 in Oshkosh. They are now living in Madison at 260 Langdon St.

John Robert GUY and Molly May KING were married last June 26 in Wheaton, Ill. They are now living in Madison where he is attending the UW Medical School.

Faith GRIFFITH and Gordon E. Vine were married last June 2 in River Falls. They are now living at their farm on Pleasant Ridge near Granton. He is an instructor in agriculture at Granton High School.

Shirley Mae KAPPELL and Clarence E. FORDHAM, '49, were married last June 19 in Madison.

Alan H. JAECKEL and Claudine M. Mettler were married last June 12 in Two Rivers. They are now living in Kiel at 223 Fremont St. He is employed at Hingiss Inc. there.

Madelyn Reta HILLIS and Doyle Charles UDY, '47, were married last June 20 in Madison, where they are now living at 16 N. Seventh St. He is working at the UW for his PhD in chemistry.

LeDora Jane HUBER and Richard Milton Dick were married last June 5 in Rio. They are now living at 12631 S. Artesian Ave., Blue Island, Ill. He is employed by the International Harvester Co.

Virginia Margaret HELWIG and Leslie J. GOPLEN, '50, were married last June 19 in Superior. They are now living at Lancaster.

Gerhard B. LEE and Mildred E. Stitgen were married last June 16 in Madison, where they are now living at 1530 University Ave. She is employed by the National Guardian Life Insurance Co. and he is doing graduate work at the UW.

Leonard KUSCHEL and Virginia Anderson were married last June 12 in Manitowoc. They are now living at Lena where he is a member of the local high school faculty.

Robert E. GOESSLING and Hope Nadine KRAFT were married last June 20 at Fond du Lac. They are now living in Hartford, Conn., where he is attending the Hartford Theological Seminary.

Marjorie Ann KLOSTERMAN and Albert W. KIRCHOFF, '50, were married last June 16 in Madison. They are now living in Hollandale where he is editor of the *Weekly Review*.

Doris M. LOVDAHL and Frank A. DIGNAN, '49, were married last June 12 in Madison.

Marjorie McELROY and Volney N. Moote were married last May 15 at Grosse Pointe, Mich., where they are now living at 822 Neff Rd.

Lillian E. OLSON and Everett H. JOHNSON, '49, were married last June 20 in Milwaukee. They are now living in Madison.

J. Victor OECHSLIN and Joyce Goodman were married last June 19 in Darlington, where they are now living.

Marie Louise NODLER and Robert Calvin LOVELL, '49, were married last June 19 in Madison. She is employed at the Guardian Life Insurance Co. and he is continuing his medical studies at the UW.

Helen QUADE and Orval G. Kane were married last June 12 in Waterloo. They are now living in Beaver Dam where both of them teach.

John C. ARNST and Mildred Ruth PEDERSEN, '49, were married last June 19 in Madison, where they are now living at 2542 Coolidge St.

Doris Ellen BATKER and Curtis WARREN, '47, were married last June 18 in Madison, where they are now living on Vilas Ave.

Charlotte PERTHEL and John G. SLATER were married last June 16 in

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## WISCONSIN STATE HISTORICAL SOCIETY

MADISON 6, WISCONSIN

October	
16 <i>Sunday</i>	
17 <i>Monday</i>	
18 <i>Tuesday</i>	
19 <i>Wednesday</i>	1900—Dedication of new State Historical Society-University Library building. 1927—Congressman Victor Berger, Milwaukee, chosen national chairman of socialist party.
20 <i>Thursday</i>	
21 <i>Friday</i>	
22 <i>Saturday</i>	1843—Stephen Mackinnon Babcock, inventor of milk-cutter for butterfat, born.

Students gathered between classes on Lincoln Terrace, University of Wisconsin campus.

Madison, where they are now living at 114 W. Gilman St.

Richard MYREN and Patricia Ross HUBIN, '49, were married last June 12.

Gerald W. McELROY and Joanne Mary PREHN, '49, were married last June 18 in Wausau in a double ceremony at which Joanne's sister, Luanne Marie PREHN, '49, married Albert Clyde HUTCHISON, '49. Both couples are living in Madison.

Patricia Carole SCHAEFER and Robert G. RIDER were married last June 19 in Racine. They are now living in Chicago where he is an accountant with the Greyvan Storage Co.

Richard Colby HOLCOMBE and Elaine June Marfilus were married last June 12 in Madison, where they are now living at 907 Williamson St.

Jeanne Frances REMUS and De Alton NEHER, '38, were married last June 1 in Madison, where they are now living.

Beryl A. RANDALL and Rodney E. JOHNSON, '50, were married last June 17 in Madison.

Elizabeth QUILLEN and Victor Lewkovich were married last June 14 in Madison. They are now living in Chicago at 742 E. 105th Pl.

Dorothy Esther WICEN and Albert Raff EBI were married last June 17 in Milwaukee.

Mr. and Mrs. Norman V. WETZEL are now living in Schenectady, N. Y., where he is associated with General Electric. She was senior stenographer in the office of Madison City Attorney Harold E. Hanson.

Maxine TROTTER and Charles Richard CONANT, '47, were married last June 17 in Sheboygan. They are now living in Madison at 237 Langdon St.

Maxine Beatrice THURSTON and George Robert De Young, '49, were married last June 19 in Madison.

John E. GEMLO and Mary SKAIFE, '49, were married last June 14 in Madison. They are now living in Detroit.

Dr. Raymond G. GROGAN has been appointed plant pathologist in the University of California's College of Agriculture at Davis.

Sigrid BAKKE of Evansville is now teaching vocal music at Dodgeville.

Evelyn JENKINS is now county home agent of Green Lake County.

Herbert M. KINNEAR has joined the staff of the Rhinelander News.

Betty KLUSMEYER is now teaching home economics in the Johnson Creek High School.

Robert P. LEHMAN is practicing law in Elkhorn in the office of Thorson, Seymour & Korf.

Mary Ann KALNES is now teaching social science in Springfield, Ill.

Kenyon E. MOYER has been appointed by the American Board of Foreign Missions for a three-year term as teacher of mathematics and science in their American College in Tarsas, Turkey.

Patricia McADAMS is now teaching general science and supervising girls' health at Antigo High School.

G. Dale MONSON is now associated with the Consumers Power Co., of Jackson, Mich.

Robert RIEKE is spending a year studying at the University of Zurich in Switzerland under a scholarship from the International Rotary foundation.

David D. MORRIS has joined the faculty of Whitman College in Walla Walla, Wash. He is periodicals assistant in the college library; was formerly librarian for the Rotarian magazine, taught English and was librarian at Tekoa (Wash.) high school and managed the Whitworth College book store in Spokane.

The Johnson Service Co. of Milwaukee has employed Daniel ORLANDO, James W. BRAAK, Morrison M. GILLET, and Thomas A. TIEFENTHALER. After completing their training programs all will work in the Milwaukee plant, except Braak who will be transferred to the branch office in Denver. Other Johnson employees are John V. RUDY, sales engineer at Milwaukee, Richard F. BRUNING, sales engineer in Peoria, Ill., Russell N. KLEIST, field engineer in Atlanta, and Norman L. JANISSE, engineer in Milwaukee.

Janiece Ann RICHARDSON and Henry Donald FOTH, '47, were married last June 18 in Madison.

William P. NACK, Jr. and Rose Abbie STRUENSEE, '49, were married last June 18 in Oshkosh. They are now living in Madison.

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(W-1)



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**WISCONSIN ALUMNI *Research* FOUNDATION**  
**MADISON 6, WISCONSIN**

Ray WIRSBINSKI and Loraine Day were married last June 25 in Madison. They are now living in Menasha where he is associated with the Marathon Corp.

Attorney Charles WEBSTER has been named assistant professor of law at the University of Buffalo, N. Y.

Barbara BERGE, daughter of the Wisconsin Alumni Association's executive secretary, John Berge, and Robert James JENSEN were married last June 26 in Madison. They are now living in Chicago where he is claims adjuster with the Lumberman's Mutual Casualty Co.

Marilyn Joanne BOWMAN and Donald Wayne Larson were married last July 17 in Rockford, Ill.

Peter Paul DONIS and Mildred Eva Niesen were married last June 23 in Madison. They are now living in Peoria, Ill., where he is in the accounting division of the Caterpillar Tractor Co.

Robert G. PRIDE and Jean DICKERSON were married last June 26 in Edgerton. They are now living in Madison at 525 E. Mifflin St.

Beverly June DAY and Frank Edward HILLERY were married last June 26 in Beloit. They are now living in Hawthorne, Calif. He has a position with the North American Aviation Corp. of Los Angeles.

Dorothy Frances CRAMER and David Wood Pendleton were married last July 3. They are now living in Madison where he is employed by the UW in its radio engineering department.

Sally CONLIN and Lewis Boyer HARNED, '47, were married last June 25 in Madison, where they are now living at 523 N. Pinckney St.

Virginia CODY and Ralph P. BENNETT, '47, were married last June 20 in Elkhorn. They are now living in Madison at 935 Vilas Ave.

Doris Jean BUSSE and William SCHLINKMAN, '47, were married last July 17.

Jason Theodore NICOL and Marjorie May Osborne were married last June 24 in Racine. They are now living at Blue Mounds.

Ruth Eleanor BEETHAM and David Haig FOUNTAIN were married last July 3 in Lancaster. They are now living at 623 N. 51st., Milwaukee, where he is an accountant with the Wisconsin department of taxation.

Larinice Joy BALLAM and Delmar Ray DHEIN were married last June 26 in Madison. They are now living in Wilksburg, Pa., where he is employed by the Westinghouse Electric Co.

Margaret BAILEY and Gilbert Ward ROSS, '49, were married last June 30 in Arlington, Mass.

Robert Keith JOHNSON and Lois Elizabeth Addicks were married last June 25th in Wauwatosa, where they are now living at 8008 W. Bechler St.

Gertrude Marie MUELLER and Vernon Struck were married last June 26 in Mayville. They are now living in Milwaukee where he is attending the Marquette School of Dentistry.

Donald BUCHTA and Phyllis JACOBSON, '50, were married last June 26 in Denmark, Wis. They are now living in Neenah.

Bruce R. HINES and Esther L. Walker were married last June 20 in Hayward. They are now living in Madison at 416 Wisconsin Ave.

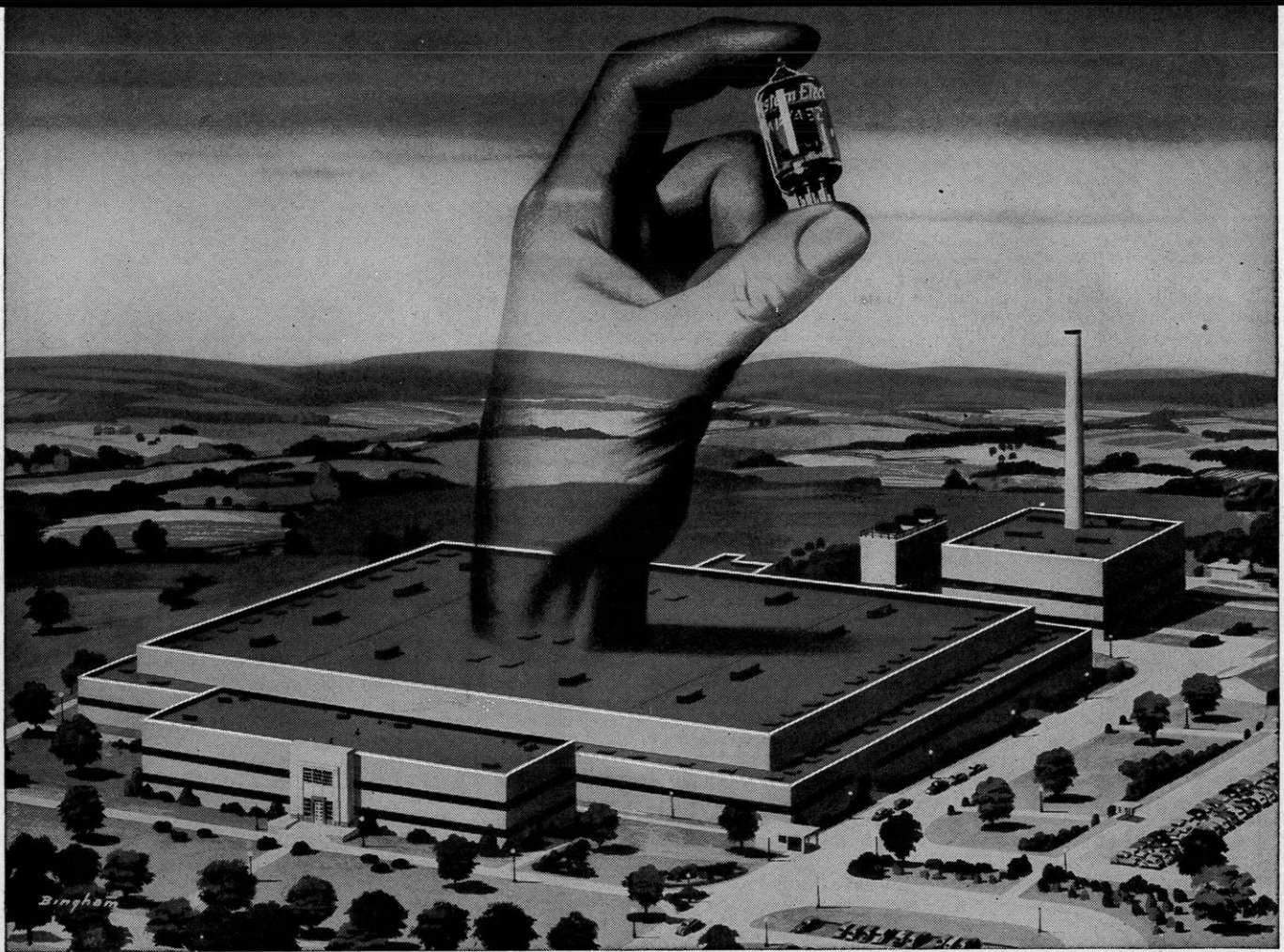
Jerry Paul ANDERSON and Jean Louise HELMES, '49, were married last June 26 in Oshkosh. They are now living at Rockford, Ill., where he is employed by the J. I. Case Co.

Wallace R. GROSSKOPF and Delores Neuman were married last June 26 in Shawano, where they are now living at 712½ Lincoln St.

Nickolas T. GRAPSAS and Nickie Verikios were married last June 20 in Sabraton, W. Va. They are living in Madison at 411 Ingersoll St. He is on the announcing staff of WIBU.

Elinore MEIER and Alvin E. PIERCE were married last June 25 in Merrill. They are now living in Madison at 5 South Mills St.

WISCONSIN ALUMNUS



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## GEOGRAPHERS

(Continued from page 13)

est. To study how the agrarian revolution in Mexico has changed the peon's use of land and way of life he has made four protracted visits to that country, living and working in the countryside. In the course of his research, he has driven his long-suffering car (and wife) over mule trails and stone causeways laid down by the Conquistadors centuries ago.

The other members of the staff have all been added since the war. Close contact with the work of hundreds of geographers in Washington enabled the department to secure some of the heavy cream of the crop:

Prof. Arch C. Gerlach came to the UW from a top flight civil service position in the US State Department. He was cited by General Donovan for his work as a Naval Intelligence officer attached to OSS. A product of San Diego State College,

UCLA, and the University of Washington, he has taught at Los Angeles City College and the two UWs—Washington and Wisconsin. During the past summer he traveled more than 11,000 miles, studying urban centers from coast to coast and investigating regional development plans for the US Departments of Interior, Commerce, and Agriculture. Under a University research grant he is now engaged in a study of the urban geography of Wisconsin.

Professor Robinson, ranking map expert and Legion of Merit winner, has taken on a heavy assignment: making complicated maps make sense to the layman. He spends most of his spare time making painstaking studies of the visual and artistic aspects of cartography. As a reserve officer of the army, Robinson maintains active connection with military intelligence and is in charge of the UW center for army intelligence now being set up in various US uni-

versities. His published works include the usual technical articles, plus a wide range of map production for miscellaneous textbooks, selection of maps for the *American College Dictionary* (Random House, 1947), and cartographer of the American Foreign Policy Library at Harvard.

Professor Stone is that rare person who knows much about Alaska, is enthusiastic for its development, but doesn't particularly care to live there. He has just returned from a third summer in the territory, was sent there to prepare reports for the US Department of the Interior. He ranks also as one of the country's leading experts in air photo interpretation and since coming to the University has added that new and vital element to the study of geography. He has taught at the Universities of Michigan and Toledo, has published many articles on the geography of Alaska.

Prof. Clarence Olmstead is developing a new angle of departmental activity—linking its work with that of the College of Education and with the teachers of geography throughout the state. In work-shop courses with geography teachers and principals, he aids them in planning school curricula that bring the new geography into the elementary and secondary schools, closing the gap that existed between them and the university. His OSS job (as a Navy officer) began behind a desk in Washington, switched to a desk in London, and ended up in Germany. It was his job to collect German maps as fast as they were "liberated."

Increased size of the University and the war-born enthusiasm for geography has called for expansion of the instructional staff. After surveying the field of young men available at other institutions, the department concluded that two graduate assistants already on the campus (both war veterans) ranked at the top, and secured them as instructors.

Though largely engaged in teaching elementary classes, each of these is developing his own field of specialization. John Alexander, who is writing a dissertation on the manufacturing of the Rock River valley, is taking over the work in manufacturing geography. John Borchert will concentrate on the critically important area of the Soviet Union. Emory Wilcox, a Wisconsin state employee, supplements the department's fire-power with guest lectures that reap a bountiful harvest of student enthusiasm and applause.

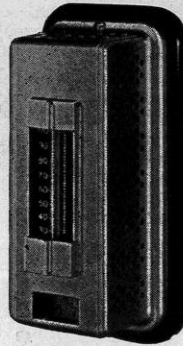
If the geography department is a galaxy of stars, each an authority in his own field, it is at the same time an unusually harmonious working group as a body. The war-time experience of working in organized teams has developed the ability to cooperate while differing in viewpoint and opinion.

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