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The WISCONSIN ALUMNI MAGAZINE

Volume XXVI

March, 1925

Number 5

A CRISIS CONFRONTS THIS UNIVERSITY

(Lack of appropriations will cripple it beyond recognition)

If the financial measures now before the Legislature are enacted into law, they will not only prevent the development of the University, but they will also cripple it beyond recognition.

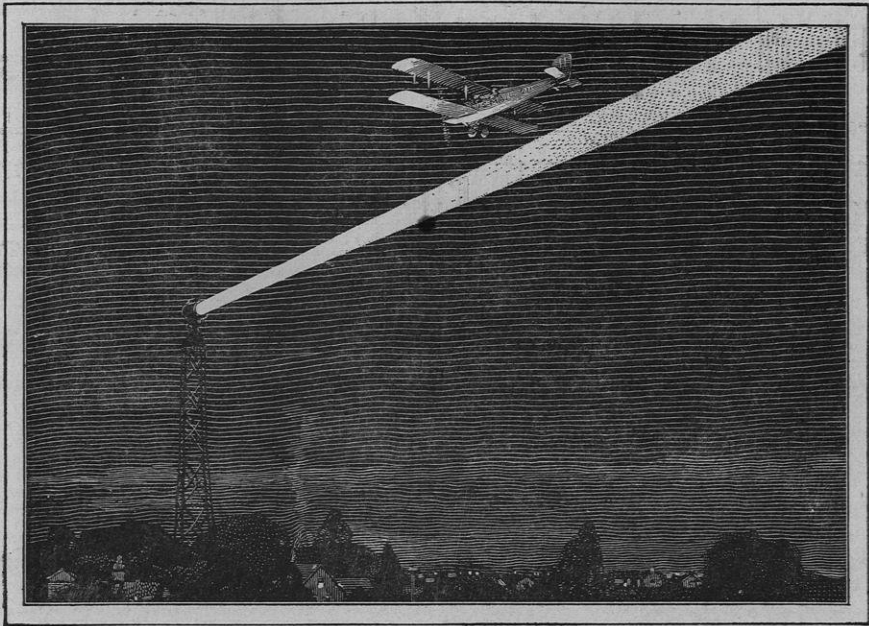
No such recommendations have ever been made to any Wisconsin Legislature during the past sixty years, nor, so far as I know, to any legislature in the group of states to which Wisconsin belongs.

E. A. Birge

President of University of Wisconsin

Published by GENERAL ALUMNI ASSOCIATION of University of Wisconsin

Special Alumni Handbook Edition.—Price \$1.00



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26-5 FBI

GENERAL ELECTRIC

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To the man out of college ten years

TWO MEN stood on the steps of a fraternity house on the Sunday evening before Commencement. Said one of them:

"A college man ought to earn as many thousand dollars a year as the number of years he has been out of college."

Said the other: "That sounds fair enough. Let's keep in touch with each other and see how it works out."

At the end of the second year one of them was earning \$40 a week, while the other was earning \$35.

At the end of their fifth year one was earning \$6,000 a year, the other \$4,000.

At the end of their tenth year one was earning \$12,500, the other \$5,000.

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The same thing which happens to many thousands. The \$5,000 man got into a department of a business (it happened to be the engineering department; but it might as easily have been sales, or accounting, or advertising, factory or office management, traffic, or any of the others). He became proficient in the work of that depart-

ment—so proficient that he built a wall around himself. He knows too much about that one department, and too little about the others, ever to get out.

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This case is not exceptional. Take the statistics of a typical class of a great university.

What the Princeton men of 1913 are earning

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Earning \$10,000 or more.....	24
Earning \$5,000 to \$10,000.....	47
Earning between \$2,000 and \$5,000.....	116
Less than \$2,000.....	186

You who read this page—do you wonder why the Alexander Hamilton Institute should pass by hundreds of readers of this magazine and address itself to you?

The answer is simple: *You are the typical Institute man.* You are in your thirties; the average age at which men enrol with the Institute is 37.

You are married. A majority of the men who enrol with the Institute are married.

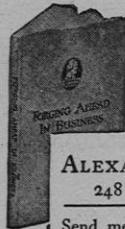
You are a college man. Forty per cent of the men who enrol with the Institute are college men.

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For Haresfoot will be abroad in the land, with a special train—five carloads—of comedy and castles originally suggested by Mr. Scott's w. k. masterpiece, but greatly improved as to comedy by Messrs. Butts and Dollard, and as to castles by

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As to music, you'll catch yourself whistling it, with a grin, for months after the show. You'll scarce believe boys who wear such funny pants could write music like that!

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Itinerary

Sheboygan April 3—Opera House		Appleton April 4—Appleton Theater
Minneapolis April 6—Metropolitan Theater	Davenport April 7—Masonic Auditorium	Peoria April 8—Majestic Theater
Indianapolis April 9—Murat Theater	Detroit April 10—Orchestra Hall	Cleveland April 11—Masonic Auditorium
Chicago April 13—Eighth Street Theater	Racine April 14—Orpheum Theater	Milwaukee April 15—Pabst Theater
	Madison April 17, 18, 24, 25—Parkway Theater	

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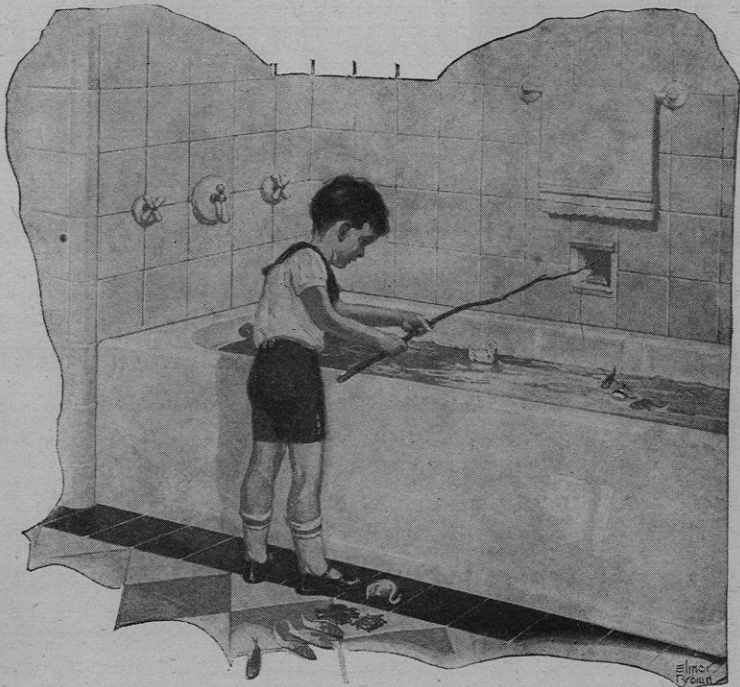
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The Wisconsin Alumni Magazine

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**"A Magazine Aiming to Preserve and Strengthen the Bond of Interest
and Reverence of the Wisconsin Graduate for His Alma Mater."**

THE WISCONSIN ALUMNI MAGAZINE is published monthly during the School Year (November to August, inclusive) by the General Alumni Association and entered at the P. O. Madison, Wisconsin, as second class matter. ALUMNI DUES—Incl. \$1.25 subscription to The Alumni Magazine—\$2.00 a year, "payable on or before July 1 of each year for the fiscal year beginning May 1 next preceding." SUBSCRIPTION TO The Wisconsin Alumni Magazine alone, without the privileges of membership, \$2.50 a year; foreign postage 50 cents extra. CHANGE OF ADDRESS should be reported before the 21st of the month. REMITTANCES should be made payable to the Wisconsin Alumni Association and may be by check, draft, express or postal money order. All mail should be addressed to
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A Reliable Guide to and for Wisconsin Graduates

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9,000
Annual
Members**



**Over
300
Life
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N. B. Read Message from President Birge and appeal from President Haight pages 180-181.

For your convenience an investment form is enclosed.

Cut Along This Line

Alumni Loyalty Supplement

I cheerfully mail check for.....dollars as an investment in the ALUMNI LOYALTY FUND, authorizing the officers of our Alumni Association to use and administer this money as the needs of the present crisis demand, with the understanding that all unexpended balances shall be placed in a permanent Loyalty Trust Fund.

N. B. The payer of over \$50.00 is to receive Life Membership in the GENERAL ALUMNI ASSOCIATION. All contributors will receive succeeding issues of Volume 26, ALUMNI MAGAZINE.

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The Facts

By THEODORE KRONSHAGE JR., '91, *President of Board of Regents.*

THE REGENTS of the University presented financial requests to the Board of Public Affairs which were designed to meet the necessities of the University for operation during the coming biennium and to take care of part of the building needs which have accumulated in the decade or more during which there have been substantially no appropriations for buildings at Madison.

In operation the main requests of the regents were for (1) the small additions needed to maintain present operations; (2) increase for the operation of the medical school and hospital made necessary by the occupation in October of the Wisconsin General Hospital; (3) the restoration of the appropriations for books, apparatus, etc., to about the same amount as was granted for 1921-23; (4) an addition to the appropriation for University Extension made necessary by increased work.

For buildings and lands the regents presented various projects aggregating nearly \$3,000,000. All of these, except that for the school of education, represent delayed projects, long overdue, and of a type which has been already met in every neighboring state. No appropriation for a major educational building has been made in Wisconsin since 1915 and this (the Physics Building) was a re-enactment of an appropriation of 1913. Meanwhile our students have doubled in number.

The regents did not expect to secure the full sum during the coming biennium, but they hoped to receive an appropriation extending over a number of years so that a reasonable building program might be adopted and carried out.

The Legislature in 1920 appropriated \$1,350,000 for a hospital and nurses' home. The hospital is now completed and occupied and the contract for the nurses' home has been let. This is a great institution for public service and a notable addition to our facilities for medical education. But it does not relieve in any way the difficulties regarding class rooms, offices, and laboratories for the thousands of additional students in courses other than medicine. The appropriation was made out of excess funds already raised for the soldiers' bonus, not from funds raised by taxation for University buildings. In neighboring states, during the same years, similar hospitals of equal or greater cost have been built in addition to millions of dollars appropriated for educational buildings.

Such was the situation last December, when the regents placed their requests before the Board of Public Affairs.

This Board recommended to the Legislature appropriations which result as follows:

A. *As to buildings.* In 1923 the University bill recommended by the finance committee to the Legislature carried \$815,000 for land and buildings, including a conditional appropriation of \$200,000. This recommendation passed both houses but was lost on a question of taxation, so that not a cent of the money came to the University.

The Board of Public Affairs recommends to the Legislature of 1925 an appropriation of \$591,000 for buildings and nothing for land during the biennium. The needs

accumulated during more than ten years are entirely ignored, and the appropriation reduced far below even that which the Legislature of 1923 was ready to give us.

B. *As to operation.* All requests for increase are refused. On the contrary the requests for the item of "general operation" are reduced by over \$471,000 for 1925-26 and over \$608,000 for 1926-27. During the current year the University will spend under this head about \$2,800,000, of which some \$600,000 comes from students, etc., and \$2,200,000 from the State. Under the appropriation recommended the sum allowed under this head is about \$2,659,000 for each year of the coming biennium, of which over \$600,000 comes from other sources than the State. This is about \$200,000 less than the University is expending this year for these purposes, if we include the staff and other expenses of the partially occupied hospital. It is less than has been budgetted in any of the last three years.

Large reductions are also recommended in requests for maintenance, books, and apparatus, and University Extension. If these recommendations are adopted by the Legislature, the only recourse of the University will be to dismiss students and close schools or departments so as to reduce expenses within income.

Altogether, the regents had asked for all kinds of purposes connected with operating the University, about \$271,000 for 1925-26 more than the budget for 1924-25. This includes the large increase for hospital and medical school. The recommendation of the Board of Public Affairs reduces this by more than \$600,000 or to a level more than \$300,000 below the budget of this year.

These reductions are recommended in the face of the known fact that certain large increases must be made at once. For instance, the hospital must be provided with a staff and operated, and the full salaries of the surgical and medical staff come under the law from University funds.

The long delay in building appropriations—a delay without parallel in any other state about Wisconsin—has been slowly but surely discouraging and cramping the work of the University. This policy of gradual extinguishment of educational efficiency it is proposed to continue for two years more, and perhaps indefinitely.

The proposed reduction in funds for operation strikes directly and immediately at the life of the University. If carried out, the result will be—in the words of President Birge—"to cripple the University beyond recognition."

In this emergency—the like of which has not confronted the University since the far-off days of the Civil War—the University addresses its alumni, its former students, and its hosts of friends.

The situation will be fully presented to you in the near future through the press, through printed matter, and by speakers. There is no need to ask your attention or to enlist your sympathies. The issue concerns not only the life and work of the University; it even more deeply concerns the good name of Wisconsin.

THEODORE KRONSHAGE JR.,
President of the Board of Regents.

The Wisconsin Alumni Magazine

"The schools of this country need decent publicity for the decent things taken up within their walls."

Volume XXVI

Madison, Wis., March, 1925

Number 5

WE Wisconsin alumni have an opportunity such as has never arisen before and such as may never occur again to invest in Alumni Loyalty for the advancement of our University. May we arise to the occasion prompted by real affection for our Alma Mater, for real affection is a force greater in power than duty and more valiant in service than obligation.

Why the Handbook? Because of the critical situation your University faces, you will welcome this handbook of information (gotten out really for Founders' Day speakers) as a substitute for the regular material we had prepared for this issue of the ALUMNI MAGAZINE.

The refusal of Dean Pound (Harvard) of the offer of the presidency, the acceptance of George Little (Michigan) of the directorship of athletics, the resignations of

Current News

Jack Ryan as football coach, and of Paul Hunter as director of ticket sales, the real facts regarding the high standards of student life and morals at this University as shown from clinic statistics of 28,000 students during the past fifteen years, class reunion propaganda, accounts of many successful local club meetings held to observe the 76th anniversary of the opening of the University, services rendered by the University to the great canning industry of the state, a tribute to and also an appreciation of President Birge, who is completing his half century of industrious, scholarly service here, class news, campus notes, and faculty news, are among the many articles of interest we had ready for the printer.

But we knew that you preferred to wait a month for these articles in order to have this handbook of information immediately.

Immediate Cooperation Needed

While this handbook is neither final, finished, nor perfect, it is a creditable piece of work made possible through the generosity of one loyal alumnus who guaranteed the expense, and through the further generosity of time, labor, and love of all who did the work so expeditiously and so well. It contains information which will enable every one of our 10,000 members to cooperate more intelli-

gently in behalf of their great University. This cooperation is desperately needed.

Will We All Pay The Bill?

As has been mentioned, one alumnus said "get this handbook out, get it out well, and get it out quickly, and I will take care of the cost." Are the rest of us going to permit him to pay the bill alone? Certainly not.

What time could be more opportune to start a permanent Alumni Loyalty Fund, so

A Permanent Loyalty Fund Needed

that the Alumni Association may be able to aid the University at all times in the future as well as now? Alumni that will start such a fund with contributions of \$10,000 or more each will justly write their names in the history of the University along with those of Vilas, Tripp, Brittingham, Olin, Knapp, Johnson, Doyon, Lewis, Adams, Gund, Hollister, Kuppenheim, Thompson, Evans, and many other benefactors. Are there not a number who can make an investment of \$1,000 and many of \$100? Is there any member who cannot send at least \$1.00?

As duty cannot force us to do this, and as obligation cannot compel us to, may affection, which is

Real Affection—Stronger Than Duty, More Powerful Than Obligation

stronger than duty and more powerful than obligation lead us all to give willingly, generously, and above all things promptly.

Let's regard what we give not as a mere gift, nor as an ordinary contribution, but as a real investment in

An Investment Alumni Loyalty for a most profitable cause in a time when it is needed as never before.

We Wisconsin alumni have an opportunity such as has never arisen before and such as may never occur again to invest in Alumni Loyalty for the advancement of our University. May we arise to the occasion prompted by real affection for our Alma Mater, for real affection is a force greater in power than duty and more valiant in service than obligation.

"No stronger following can be rallied to the support of an institution than that of a loyal alumni."

I.—“EYES THAT SEE”

THE MATERIAL gathered here is intended only as a forerunner for a more complete publication later to be made. Its object is to disclose a few of the University's accomplishments and to make known some of its present and future needs.

Our University is primarily an educational institution. Its principal work is to fit students to meet life's problems cheerfully, ably, confidently, and unselfishly. It has, however, extended its campus farther. It has reached out to serve the state directly as well as indirectly. A spirit of service is probably its most outstanding characteristic. It brings to that service many agencies. Among them are its faculty and its plant, comprising buildings, laboratories, and equipment. The plant is inadequate and the faculty is underpaid.

Notwithstanding, the faculty members bring to their work an intellectual curiosity and an enthusiasm that more and more, for all of us, is making light the places that are dark and obscure. Among men carrying

candles, lanterns, and arc-lights, they are search-light bearers. Something of the meaning of this will be found in the pages following. Though in a considerable measure aloof from the regular activities in the state's agricultural and industrial life, through scientific investigation and thought, they have brought, and are bringing, to the manifold undertakings of our citizens, eyes that see.

By an unhurried and unprejudicial vision, the “why” that makes the problem is often observed; the “why” being revealed, they quickly discover the “how.” Even a slight acquaintance with their work, such as this publication is designed to suggest, should increase the reliance of our citizens upon the University of Wisconsin, give a wider appreciation of its endeavors, enlist for it an unwavering support, and make clear that by performance it is entitled to be called, as it is often called,—Wisconsin's greatest institution.

By GEO. I. HAIGHT, '99,
President, WISCONSIN ALUMNI ASSOCIATION.

II.—THE PURPOSE OF A UNIVERSITY

Why should one have to say to an alumnus of this University, or to a citizen of this state, what it is that the University is doing, and what the distinguishing elements of its service are?

Because, perhaps, the simplicity of the idea in which it is conceived and grounded may be lost in trying to view so vast an organism; because few of us are close enough to see it, being busy with our own concerns; because the real thing is often lost in a haze of side-issues. And so the organized alumni want first to remind themselves and alumni generally, and through them to bring the clear light of understanding about the University to all citizens of the state.

The answer is simple enough in itself. The people of Wisconsin hoped through the organization of a University to bring to bear on the lives of a part of its youth, and on the general problems of the state, a certain attitude of mind. It has been called the scientific attitude—using that word in its broadest sense of seeing things as they are and reacting to them intelligently. It means that our boys and girls are to be trained, not merely by the injection of information, but in a definite way of looking at their problems and the problems of their communities, and that an investment in a University is one in personal clear-thinking and in community-common sense.

President Birge has well said that the University is concerned with the advancement of the entire community, and that the University is such a central agency for civilization as the church is for morals. He refers, perhaps, to the change in the temper of a small community in the state to which have returned twenty or thirty graduates of the University, and of their influence over a life-time on the thinking and the activity of that community. He refers also to the effect of University science on the methods of doing business in that community—upon its agriculture, upon the lives of those who cannot come to Madison to study, and upon those who take extension courses at home.

The University is in effect a place set aside for the study of the state's problems; to it come the youth of the state in search of information and a method of thinking; to it, also, come the timeworn problems of agriculture and economics for the best solutions which the application to them of scientific thinking can give.

To a state which established its University concurrently with its statehood, and which has abundant reasons to realize the wisdom of its action, it is not necessary to justify education. And that is not our purpose. It is our hope that the experiment in education which has begun so well, and from which we have realized so much, shall

be worked out to its vigorous conclusion, and that no lack of money or encouragement shall hamper it.

As alumni we have a natural pride in the University—pride in the beauty of its campus, in the fame of its educators, in the skill of its scientists. We want that beauty to be heightened by new buildings, that fame to be spread by more educators, that skill to be advanced by greater opportunity for research. We want others to know an even better Wisconsin than we did.

It is true that the basic contribution of the University to the state has been the sending out of some thirty thousand graduates and former students into its life. Their service has been one of leadership, on the farm, in the factory, in government; it has expressed itself "not only in the better job for the individual but in the higher temper of the community of which he is a part."

President Birge has said in a statement to alumni,

"Behind all this multiform activity there is one purpose which dominates the life of a state university—that of bettering the life of the people of its state by the advancement and diffusion of knowledge. Fundamental to the execution of this purpose is the habitual recognition by the people of the intimate relation between knowledge and prosperity, between knowledge and happiness. I do not mean a mere half-hearted or perfunctory assent to this doctrine, but its acceptance with such clearness and vigor that people are willing not only to support higher education but to make sacrifices for its support.

Thus the former students and graduates of the University have a most important part in its work. They have shared the life of the University; they know what that life means for themselves and for others—most of all they know what it means for the state.

"How can their knowledge and their interest be made effective in promoting the well-being of the community through the aid of education—of the University? Certainly not by mere assertion or by preaching. Our former students must be centers of university life, still vitally connected with the University. If they have received either guidance or inspiration from the University, that must be manifested in their lives. They must be not merely individual centers of influence, but they must strengthen themselves and their fellows by uniting so that their influence may be multiplied by union and made permanent by organization.

"Here, then, we find the work of the University which is most necessary to the state. It must teach and send out into all the communities of the state—large and small—those who share its life and are inspired by its purposes. It must train, not mere specialists, but also hosts of citizens who are not specialists, but who, going out from the University into all walks of life, into all parts of the state, carry with them the vision of a state bettered and ennobled as it advances in knowledge, and who work out in action the purpose to make that vision a reality in the community and the state which is their home."

This then is the real contribution: a method of thinking—an approach to real problems—information, that is, something to think about, and some solutions to

problems already thought through. What is all this but a training for the most effective citizenship, for the greatest service? What better thing can a state ask from its citizen, or a citizen give to his state, than the ability for clear and earnest thinking about real problems, and the will and courage to apply such thinking for the common good?

That is the University, any university. But it is more than that—at least at Wisconsin.

The University of Wisconsin has been peculiarly fortunate in the effectiveness with which it has combined knowledge and the application of it, pure and applied research; and it is in the field of application that dramatic examples of the University's service come ready to hand. It is difficult to measure the effect of an intelligent, courageous man on his community. It is less difficult to point out that the work of a scientist in the department of botany has enabled Wisconsin farmers to get more and better alfalfa from two cuttings of a field every year than they got from three cuttings before. Practical things have a direct and measurable value—spiritual things a no less direct, but less ascertainable one. And who shall say that the consequences on a specific farmer of showing him how he can increase his yield of hay may not have indirect spiritual consequences? The Salvation army wisely has realized that "soup precedes salvation."

There follow some instances of the University's direct service to the people of this state and other states. Many of them are drawn from the work of scientists who have labored toward immediate practical ends, others from the work of scientists interested in general problems where the application of their work to the immediate life of the state is incidental. Such instances illustrate in a way "what the University is doing."

It must be realized that all science and its effectiveness is not measured in such terms of particular usefulness as the examples that follow. The progress of science is in some sense the same as that of an entrenched army. Thousands of highly skilled workers are digging steadily along the continuous front of our ignorance, each on his particular sector, each playing his part in the great game. Occasionally some man, on the basis of his own work combined with the labors of others, makes a discovery which enables the whole front to move forward in a great surge. The workers intrench themselves and the driving continues, every man at his post. The individual worker is not always

able to show more than the digging that he has done in what may seem to be an unimportant sector, but without him the army could not move. More and more the botanist needs the chemist, and the physicist needs the mathematician, if the problems in botany and in physics are to be solved.

The instances of service here given are important to us, but often trivial to the man who has brought them to pass, for behind every one of them lies an interesting group of basic facts and causes which had to be seen and analysed before the result could have been produced. To make two stalks of alfalfa grow where one grew before is interesting to us; to the scientist the thing of interest is to determine the energy sources

which produce alfalfa, to learn to control them, and, once controlled for alfalfa, to apply the same principle to apples and pumpkins—and to have it work.

Here, then, are a few samples of what trained men at the University have done in applying their intelligence to the problems of the state; that intelligence applied to agriculture has produced the experiment stations and the county agent; applied to education it has produced the Extension Division; applied to scientific problems it has been of the greatest value to the state and nation in time of need. These applications in reality are practical demonstrations of what Wisconsin attempts to teach the student in his four University years.

III.—RESEARCH IN THE COLLEGE OF LETTERS AND SCIENCE

Important, interesting, and standing as a fine example of earnest scientific endeavor to the student and faculty bodies of the

President Birge's Lake Studies

University are the research studies conducted by President Birge himself. For 33 years the President has concerned himself with the careful study of lakes, notably Lake Mendota, and he is continuing his work even in these busy days, going to his laboratory every morning at seven o'clock, when administrative duties are not so pressing. He plans to give his whole attention to lake research when he retires next June.

The lakes of Wisconsin constitute one of the great economic resources of the state, and they are equally one of the great sources of pleasure and happiness to the people. They have a net economic value to the state at least comparable to that of a similar area of land. While the nation and the state spend hundreds of thousands of dollars annually in the study of the problems of agriculture, the problems of lakes have been left unattended by scientific study except for that given by or at the direction of Dr. Birge. His work has made Wisconsin pre-eminent among communities which have taken any active part in the study of their lakes.

Dr. Birge's studies have related chiefly to the nature and amount of the fundamental food present in lakes, the food which determines the quantity of fish which the lake can support. He has examined all the chemical, physical, and biological conditions of life in the lakes—sources of energy, temperatures, oxygen, and life cycles. His experiments have been carried on almost wholly with methods and apparatus devised in Wisconsin. They have been in every

sense of the words pioneer scientific studies in a field most important from practical and theoretical standpoints. Other states and other countries have undertaken studies modeled after Dr. Birge's work.

And so it is that the lakes of Wisconsin are recognized all over the world by biological stations and by fish commissions as among those from which is coming knowledge that is fundamental to the solution of their practical problems.

* * *

The important problem of whether or not changes in the body of an individual can be so passed on to the germ as to become inheritable, has never been conclusively solved.

A Population Immune to Disease?

In a new line of attack, however, using the methods and ideas developed mainly by medical investigators in their studies of inoculation, immunity, and internal secretions, Prof. M. F. Guyer of the zoology department is concentrating his researches in this field.

By means of a technique somewhat similar to that by which the immunologist builds up antitoxin against the poisonous effects of certain disease germs, he has succeeded in building up in the blood of rabbits so-called anti-bodies against the crystalline lens of the eye, and in some cases he has found that such substances pass from the mother to her unborn young and produce marked defects in their eyes.

The anomalies thus established become permanently hereditary and may be transmitted without further experimental treatment to subsequent generations. Dr. Guyer is trying at present to determine the exact nature of the underlying mechanism and the possibility of controlling it more definitely.

In another series of experiments with the germs of typhoid fever, Dr. Guyer is trying to determine whether or not by directly immunizing several successive generations of rabbits a hereditary immunity to such diseases can be induced. He has found that individuals in strains of rabbits which have been under immunization for three or four generations can be made to develop much higher degrees of immunity as measured by the usual agglutination test than can first generation animals. It is not yet clear whether this is truly hereditary or due merely to a placental transmission, but in any event, it may be of practical importance, since it shows that by such means a general population might in time be made more or less immune to a disease.

* * *

What is likely to be a most important contribution to industrial chemistry in America is the discovery by Prof. Victor Lenher of the chemistry department of the solvent known as selenium oxychloride.

The unusual properties of this solvent, which is a compound of the rare element selenium, have prompted newspaper men throughout the country to compare it with the universal solvent sought by alchemists of old. It will dissolve easily many substances which have heretofore been considered indissoluble except by fire: redmanol, bakelite, and certain forms of hydrocarbons. It will remove paint, varnish, or shellac from the body of a coach or automobile without injuring the wood or metal. It will prevent knocking in an automobile engine if added in small quantities to a heavy gasoline. It has so far attained a commercial use chiefly in the manufacture of certain kinds of glass, and is for that purpose being produced extensively.

The solvent is a heavy, colorless liquid, which can be transported by ordinary means. Its eventual importance cannot yet be estimated since its industrial uses have not been fully explored, but it is sure that Professor Lenher has made a valuable and distinctly Wisconsin contribution to his science of chemistry.

Professor Lenher has been asked to speak on his discovery before a number of scientific societies and universities, an evidence of the importance attached by others to his discovery.

* * *

Mention land economics, and the name of Dr. Richard T. Ely, University of Wisconsin, will come booming back as the echo.

It is probably no exaggeration to say that land economics as a separate field of economics had its beginning at the University of Wisconsin under Dr.

Under All—The Land Ely. In 1920 he organized the Institute for Research in Land Economics. In four years that institute has made amazing progress. Under Dr. Ely's direction it has developed a course of land economics instruction of twelve subjects given by a staff of nine instructors; has conducted research in seven basic land fields; has actively promoted land, public utility, and real estate education in extension schools and universities; has projected a series of 50 books covering the field of land economics and public utilities (four of which have been published, the first of their kind); and has issued the first number of a new and excellent *Journal of Land and Public Utility Economics*. The University, through this Institute, has had a most significant part in the transformation and improvement which the real estate business of the whole country is undergoing, as well as in the field of theoretical economics.

The importance of the work of Dr. Ely and his staff cannot be overestimated when it is remembered that our entire commercial and agricultural structures rest on land values. Or, as the Institute's motto succinctly puts it, "Under All—The Land."

* * *

Wisconsin has had her share of trouble and dispute over the question, "Whom shall we tax, and how much shall we tax them?"

Believing that a knowledge of actual facts on the basis of first-hand, concrete data and a comprehensive review of the development of tax policies in other states and of steps taken to secure greater equality of burden in those states

ought to be of some assistance to Wisconsin in working toward an equalization of its tax burdens, members of the economics department have undertaken an intensive study of the taxation of public service industries throughout the United States.

The entire study covers historical, theoretical, statistical, legal, and other aspects of the subject, but it is expected to have a helpful bearing on the Wisconsin problem in three ways:

First, by providing a knowledge of the present facts, computed over the four year period since 1920. The study includes a careful investigation of the relative burdens of taxes, as measured in terms of earnings and net income, paid by farmers, public

service concerns, manufacturing businesses, and mercantile, miscellaneous, and unincorporated businesses. The facts are being derived from reports made to the Railroad Commission, Tax Commission, and State Treasurer's office, and from the income tax returns of individuals and corporations. A study of this scope and with the kind of data made available by the Wisconsin income tax returns has never been made before in the United States.

Second, by providing a review of all legislation in the field of public service taxation in the 48 states in the past four years and a comparative survey of methods of assessment, administration, and tax commission practice.

Third, by providing a survey of any definite steps taken in other states for the purpose of securing a greater degree of equality in tax burdens among different industries and different groups of taxpayers.

* * *

Professor Paxson of the history department has just contributed to American history literature a most important work, "History of the American Frontier."

Excerpts from recent reviews of his book will give a small appreciation of the excellence of Professor Paxson's research and of the importance of the point of view he presents in the understanding of our development as a nation.

From the *New York Sun*: "Whereas Osgood, founding one school of historians, rightly stressed the European origin and relations of our institutions, Turner (formerly

of the University of Wisconsin), no less rightly stressed the American modifying influences. We cannot understand one half of our history unless we accept Osgood and his European roots, and we cannot understand the other unless we accept Turner and the frontier . . . These are the two most significant ideas contributed to the writing of American history in the last 30 years . . . In Professor Paxson's volume we now have what is the most important contribution to what we may call the "frontier school," with the exception of Professor Turner's, '84, own work . . . He has told his tale with the fullness of knowledge and an understanding with which it has never been told before."

From the *Chicago Evening Post*: "It is a new survey of American history, an authoritative and final application of the frontier formula, and the most brilliant work of historical synthesis of this quarter century. . . . Professor Paxson, because he has done so much, makes us demand still more. He is master of his field, knows it better and more sympathetically than anyone else in the world."

From the *Boston Transcript*: "He has written a masterly treatise on the opening up of the whole country—the pushing back of the seaboard frontier from sea to shining sea—which includes political, social, and economic reactions, and is human and readable as well as amazingly scholarly . . . We only hope that Professor Paxson will be able to write for us also of these changes in the world frontiers."

IV.—MEDICAL SERVICE, IN PRACTICE AND THROUGH RESEARCH

The Wisconsin General Hospital, built by the state, operated by the University medical staff, and opened in October, 1924,

A Hospital Where Lives Are Made Over already has 200 of its 300 beds occupied, and the number of daily admissions is increasing so rapidly that it is proving difficult to build up an organization fast enough to care for those applying. It unquestionably is meeting a real need; for many it will furnish that stitch in time which restores to usefulness.

Entering the beautiful lobby, one may meet a happy mother leaving with her baby, now quite good looking, but which a few weeks before was brought in with a repulsive defect in upper lip and palate. Or in the X-ray department to the left one may see several of the staff consulting with a physician who has brought a patient from the

northern part of the state because of a nervous condition in which it is possible the spine is involved; numerous X-ray plates are on display and are carefully studied. In the special examining rooms are patients sent in by physicians who feel that more can be done for them if certain special studies by experts using special equipment are made. That is the business of this hospital: offering special facilities in helping the doctor care for his patients, facilities which were never available before.

On the second floor one sees patients who have come to the hospital with nervous conditions which might develop into insanity if the right treatment were not given, but who now appear quite cheerful. On the floor above there are mothers with infants who will have a fine start in life, which they might have missed had their mothers, with-

out the proper facilities at home, not had the opportunity for special care.

On the next floor, the fourth, are patients with various and unusual maladies, this one with an obscure heart lesion, that one with some chemical disturbances of the blood. Here, too, are the laboratories where special studies go on, which are of great value in diagnosing and treating these conditions.

On still another floor are crippled children in all stages of repair, all apparently happy whether flat on their backs bound up in strange braces or walking for the first time without a crutch. Some of the rooms contain all sorts of equipment for treating defects of the eyes, ears, nose, and throat, equipment which, used by skilled hands, already has restored the defective vision of many children and adults.

A patient with an advanced lung lesion that not many years ago would have been quite hopeless is found in his room on the top floor,—now to be saved by the advances made in recent years in the surgery of the chest. Here, also, is the modest surgeon who has taken a leading part in this advance. Numerous patients are waiting their turn for various kinds of electric or light treatment; others are resting, preparatory to brain or spinal cord operations. On the roof patients will be given sunshine and air when the season becomes milder.

Going down again, through the service wing, one may see the quarters for resident physicians and interns, more laboratories, the dining room for nurses and resident staff, and the main kitchen. In the basement are the intricate system of big tanks, pipes, and refrigerator machinery and a hydrotherapeutic department with equipment for bath treatment, hot and cold.

This hospital, costing \$1,000,000, is "more particularly designed for care of persons afflicted with a malady, deformity, or ailment of a nature which can probably be remedied by hospital service and treatment who would be unable otherwise to secure such care." Patients who are unable to pay for medical care, and patients who can pay for hospital care but cannot afford in addition fees for specialists, are amply provided for by the state and county, which pay the costs jointly.

Standing as a memorial to those who served in the World War, this hospital calls for unselfish service in the warfare that must always be fought, that against disease for the sake of health. Not all the battles can be won, but many of the lives may be saved by keeping up the fight.

* * *

The discovery of insulin by Banting and his associates at Toronto has led to numerous studies elsewhere of the use of this important substance in the treatment of diabetes. Dr. *Spreading the Good Word to the State's* Sevringhaus, '16, who *Doctors* has been active in this field at Wisconsin, not only has made contributions to the medical staff's knowledge of the subject but also gave last year a special course to physicians of the state so that they might become acquainted with the technique of making use of this most important therapeutic agent.

There are in the faculty of the medical school men who have achieved wide distinction for the advances they have made in the diagnosis and treatment of tuberculosis.

* * *

Dr. W. S. Miller, emeritus professor of anatomy, is the world's leading authority on the lymphatic or absorbent vessels of the lung and the mode whereby the infection of tuberculosis is spread in the lungs once it enters there. His scientific work is so important that the National Tuberculosis Association for several years has been contributing several thousand dollars a year toward its support. He is repeatedly invited to address national medical organizations on the advances he is making. In recognition of his scientific standing the University of Cincinnati has conferred upon him an honorary L. C. D. degree.

Dr. Carl A. Hedblom, professor of surgery, has made important contributions to the surgical treatment of tuberculosis of the lungs and similar conditions. As a result of the advances made by Dr. Hedblom and others, many lives may now be saved where conditions have developed which previously were thought to be beyond treatment. Dr. Hedblom is frequently invited to address medical societies on the advances he is making. In recognition of these advances he was made president of the American Association of Thoracic Surgeons and has been given an honorary D. S. degree by Colorado College. Before coming to Wisconsin he was head of the division of thoracic surgery at the Mayo Clinic.

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Dr. Medlar, associate professor of pathology, is studying the mode of entrance of the tubercle bacillus into the body, especially the entrance through the intestinal wall from the food, and has shown, contrary to views previously widely held, that in

passing through the intestinal wall the bacillus always does some local damage.

The Milwaukee Surgical Society recently held its annual meeting in Madison instead of in Milwaukee in order to listen to papers read by Dr. Miller and Dr. Hedblom and to visit the Wisconsin General Hospital.

* * *

During the war Dr. Loevenhart, now head of the department of pharmacology and toxicology, found in his work with the scientific division of the chemical warfare service a chance to study intensively the action on the body of substances used in chemical warfare, particularly arsenicals. Certain arsenical drugs had previously been found useful in the treatment of syphilis, but not in syphilis of the central nervous system. And so after the war, Dr. Loevenhart, in the light of his experience, conceived the purpose of searching for the arsenical form, or some other drug, that might prove more effective as a syphilis treatment.

The idea of searching for such a drug appealed especially to Dr. W. F. Lorenz, head of the State Psychopathic Institute, and so the two together assisted, by members of the medical school faculty and of the psychopathic laboratory staff, undertook the work, Dr. Loevenhart dealing primarily with the chemical and experimental aspects and Dr. Lorenz with the clinical. Financial help to further the work came from the federal government and public health institutes. New drugs were made and others hitherto not used for the purpose were studied and carefully tested on animals, especially rabbits, until their action was sufficiently known to make it safe to try them on human beings. Finally it was discovered that a drug developed at the Rockefeller Institute, New York, for the treatment of an infection of the blood common in South Africa, gave more effective results in the treatment of neurosyphilis than any hitherto tried. It was used, and used successfully.

Thus Dr. Loevenhart and Dr. Lorenz are responsible for a notable contribution. Men are now at work, happy and well, who otherwise would either be dead or dragging out a sad existence in an insane asylum. One hundred patients already have been restored to active life who, left alone, would have been charges of the state for life at a

cost of \$5,000 each. The state, then, has been saved approximately \$500,000. There is more saving, in life and in money, to come.

* * *

On the top floor of South Hall, little noticed by the throngs that pass below hourly, the State Laboratory of Hygiene is busily working for the physicians, public health nurses, health officers, and school and town board officials in the state to aid them in protecting their communities from the spread of communicable diseases. Its principal service is assisting doctors in the diagnosis of diseases in which the diagnosis is aided by laboratory examinations: tuberculosis, typhoid fever, diphtheria, septic sore throat, cerebro spinal meningitis, and so on through the list of bacterial diseases.

The laboratory is a University laboratory and by law is also the laboratory of the State Board of Health. It was authorized by the legislature of 1902 with Dean H. L. Russell, '88, as the first director. Dr. W. D. Stovall, M. D., the present director, has been in charge since 1914.

In 1923-24 this laboratory received from 2,000 doctors, representing every county in the state, 51,168 specimens for examination: 35,430 for diphtheria, 5,307 for tubercle bacilli, 1,774 for typhoid and paratyphoid, 35 for rabies, 2,586 for gonorrhoea, 4,248 samples of water, and 1,518 miscellaneous specimens. The results of the examinations were reported to the doctors and were used in pointing out the treatment and care of the patient and for the protection of the rest of the community from the disease from which the patient was suffering.

Recently a doctor in Neenah reported to the laboratory that he believed one of his patients, who had cut his face while shaving and was suffering from anthrax, had contracted the disease from a new shaving brush. The brush was sent to the laboratory and in a few days the laboratory was able to report that anthrax bacilli had been isolated from the brush. The type of brush, the lot number, and the manufacturer's name were immediately reported by the laboratory to the federal government with the result that the federal authorities asked the manufacturer to remove all brushes of that lot number from the market.



IV. THE UNIVERSITY'S WORK IN AGRICULTURE

More than 3,000 farmers have received from the soils department of the College of Agriculture reports on the chemical contents of the soil on their farm in which recommendations with regard to the condition of the soil are made, and a crop management program outlined. This service is supplied to farmers at a nominal fee on request.

Suppose every business man in the State of Wisconsin could secure a similar analysis of his fundamental sources of revenue and have outlined for him by scientists a desirable program to follow. Would he take it, and value it? He would. And so do the farmers.

This service of the soils department is probably one of the most directly helpful of the entire category of service-giving agencies in the state.

When a farmer uses fertilizers or lime, he wants to know what kind to use, how much, which fields need it most, how to apply it, and what it will cost. All this information he can get by sending in to the soils department samples of his soil and a history of the way it has been used in the past. With this information, the department makes chemical analyses of the soil and recommends a program.

The College of Agriculture is, however, going farther than individual reports to farmers. Under a cooperative arrangement with the U. S. Bureau of Soils, a complete survey is being made of the soil resources of every county in the state. Already detailed surveys have been made of 23 counties and maps and reports issued for each county.

The report issued is in effect an inventory of the entire soil resources of the county. The facts are gathered by an actual pacing of at least two sides of each forty acre tract, borings through three feet of soil, and a chemical analysis of the samples thus collected. The reports of the survey are of great value to the farmer, the homeseeker, the immigration agent, the banker, and the real estate dealer. They are used also in schools for the teaching of local geography.

* * *

Time—1922.

Place—Ozaukee County. Two fields of corn.

Event—One field withered and frozen. The other vigorous and growing.

The difference between these two fields represents ten years work on the part of Prof.

B. D. Leith, '11, of the agronomy department, and it tells very effectively the story of his success.

Corn Joins the Winter Sports Club

His development of a strain of cold-resistant corn has been a god-send to farmers all over the Middle West.

Leith's experiments started in 1915 with the attempt to develop a hardy corn with high silage production for central and upper Wisconsin. A selection of seed was made from the common Golden Glow stock; the seed was placed in an icebox and permitted to grow from four to six weeks to show the difference in capacity to germinate in the cold; the strongest ears were selected and planted again. And this process was repeated year after year. Result—a type of cold-resistant Golden Glow corn which matures from one to three weeks earlier than the common or garden variety.

The work did not stop there. Cooperative tests were started among farmers with very encouraging results. The use of the corn has spread well over the northern part of the state. The Marinette County School of Agriculture bought up the entire crop of one farmer in the northern part of that county and sent the seed out to their boys and girls in the corn club work. Results were so gratifying that a large acreage was established in that county.

On test work at the station farm at Madison, the yield of silage was from 20 to 30 per cent above that obtained from two other varieties of corn grown at the same time and under the same conditions.

During the last few years the Dakotas and Canada have been heavy purchasers of this corn, corn which was grown, of course, on Wisconsin fields.

* * *

So far the farmer is the gainer. Next it will may be the citizen and the state by new developments in the cure of tuberculosis.

Of interest to every farmer is the recent discovery by Prof. Harry Steenbock of the department of agricultural chemistry that sunlight, either actual or condensed, is necessary to the normal growth and functioning of every animal. Rickets, a very common disease on Wisconsin farms, can be cured in animals, as in children, by the effects of sunlight.

The secret has been found to lie in the ultra violet rays of sunlight, which make an actual physiological change in the bones of an animal which they touch. If, however,

the light is passed through glass it is not effective because glass is impermeable to the ultra violet rays which work the wonders.

The sunlight does not have to be actual light; it may be "condensed" in certain kinds of growing foods such as fresh green grass which grows in the sun. The determining factor was found to be the so-called "antirachetic" vitamine, which becomes active in certain foods when they are exposed to sunlight and the ultra violet ray. It was found possible by exposure to sunlight to make such common ricket-producing foods as wheat flour, rolled oats, and cream of wheat decidedly antirachetic.

By making sure that antirachetic vitamins are present in the ration that he feeds his hogs, any farmer can prevent rickets. Prof. Steenbock's, '08, discovery is therefore a valuable contribution to the science of husbandry in Wisconsin.

It follows also as a result of these experiments that there is now available a new process for the induction of special physiological properties in foods and drugs. It is entirely possible that these foods and drugs which already have proved to be of value in ricket cases may likewise have an application in the treatment of other diseases, such as tuberculosis and certain anemias which are well known as yielding often to direct light treatment.

* * *

In 1910—18,000 acres of alfalfa in Wisconsin.

In 1924—267,000 acres of alfalfa in Wisconsin!

This surprising increase in the alfalfa acreage of the state has been quietly accomplished through a campaign conducted by the College of Agriculture to have the farmers of the state raise the protein crops which make the milk and the meat that make Wisconsin famous—and wealthy.

The feed bill for maintaining livestock has been, and still is, a weak link in the chain of Wisconsin's agricultural progress. Farmers have paid high prices for high protein feeds—bran, cottonseed meal, oil meal, middling, etc.—because they have had to import such feeds at high transportation costs. But a few years ago discoveries were made by the agronomists at the University which showed that with home-grown alfalfa the necessary protein could be supplied at about one-fourth to one-fifth the cost of imported feeds. The College of Agriculture spread the information. The farmers began to grow alfalfa, cutting down the enormous

bill of \$28,000,000 they were paying for "underproduction" of protein crops. And the weak link in the chain was strengthened.

It all came about through the observations of a Wisconsin farmer on his own field of alfalfa. It was his custom to take three cuttings per year from his field, believing that in this way he would secure the greatest amount of hay. One rainy summer, however, he was compelled to abandon his first cutting of the field when it was half done, and to let one half of the field stand uncut for two weeks. When the time came later to make his second cutting, he observed that in one part of his field the hay was rich and abundant, and that in the other it was thin and small. Strangely enough, the best crop was in that part of the field which had been cut two weeks late in the first reaping.

When the phenomenon was studied by University agronomists, it was found to be very simple. They established the general principle that by taking two cuttings per year instead of three, and delaying the first cutting by two weeks or so, the total yield for the year could be increased both in quantity and in quality. By studying the exact nature of the nutritive elements of the alfalfa stalk, they determined how rich the plant had to be in "growing energy" when it was cut so that it would produce, on the second cutting, a crop as rich and abundant as the first. (The first crop by being cut too early had reduced its power to reproduce itself effectively). These facts determined and understood, it was possible to say exactly how long the hay should stand before cutting, and to tell farmers that two cuttings a year instead of three would produce better and more alfalfa.

As the first figures show, these methods are changing the nature of basic agriculture in Wisconsin, and already have added greatly to the bank accounts of Wisconsin farmers.

Almost any day in the last 10 years there might have been seen on a typical Wisconsin farm a small knot of farmers gathered to examine the effects of the use of lime on run-down soil, demonstrated by an agricultural extension agent. The demonstration was usually convincing. Farmers saw before them the helpful effects of lime used on their soil, and so they agreed to try the new "lime idea."

The results have been striking. Twenty years ago virtually no lime was used on Wisconsin farms. Today it is used in thousands of tons each year. The use of lime on Wis-

consin soils is based on the discovery, made 10 years ago by Prof. Emil Truog, '09, of a method of testing soils for acidity. The analysis of thousands of samples of soil from all parts of Wisconsin has convinced thousands of farmers of the need for it on their fields. The perfection and manufacture of a portable lime grinder, at the suggestion of Prof. W. W. Weir, '08, of the soils department, has helped to make the desired lime available at a small cost to farmers.

* * *

Plant diseases take a toll of ten per cent of all crops planted in the United States, and cause a tremendous economic loss to farmers everywhere. The "*Cabbages—and Kings*" control and elimination of plant diseases is thus a matter of first importance to every citizen. Wisconsin agricultural stations in cooperation with the United States Department of Agriculture have done some marvellously effective work in this field.

Take, for instance, one of the richest tracts of alluvial truck land in the state, located in Racine county. As far as the eye can reach, looking northward, the favorite crop for a generation has been cabbage. A dozen years ago this soil had become "cabbage sick" because of the invasion of an insidious fungus parasite. Seed disinfectant, soil treatment, and spraying were alike ineffective. Must this highly profitable crop be abandoned?

The agricultural experiment station took up the problem. Careful search discovered a few plants immune to the disease in even the worst fields. By selecting and breeding with these, strains of "disease-resisting" cabbage have been developed which produce

a sound crop every year on even the "sickest" soil. Seeds of these resistant "Wisconsin" strains are now being grown and distributed by the ton from the cabbage seed-growing districts, not only of the United States but of Denmark as well, to meet the nation-wide need.

Standing at the same spot in Racine county and looking southward, one might have seen the highest priced crop produced in Wisconsin—a one hundred acre onion patch. Onions have been grown continuously on this same field for a generation, and on many smaller neighboring fields. A decade ago the smut disease appeared in one corner of this field and began to spread ruinously over all of it. Once introduced, this parasite persists forever, meaning ruin for the onion farmer as well as for his crop. Plant disease experts from the University took hold of the situation, and within three years they had perfected and taught the practical use of seed and soil disinfectants by which, at a trifling cost, the disease can be fully controlled. One grower, a renter of part of the above field, calculated that this treatment netted him over \$3,000 profits in the first year he used it. No further argument was needed to induce him and his neighbors to use it annually thereafter. So far as this disease is concerned, these same fields may continue to yield onions for Wisconsin soups and salads for all time to come.

The type of service rendered by these "kings" of science to the humble cabbage and onion is typical of the broader service given to the plant problems of farmers over the entire state.

* * *

VI.—ENGINEERING AND INDUSTRY

The work of Prof. R. S. McCaffrey on blast furnace slags has given national prominence to our College of Engineering. The particular knot in the problem for

*Arousing World Interest
with Blast Furnace
Slags*

American foundries has been the difficulty of treatment of high sulphur ores; it is on this phase of the question that Professor McCaffrey has been working. Very encouraging progress has been made toward a more economical process of reducing these ores, and the mining interests of Wisconsin and Michigan have been following it closely.

This particular piece of research has attracted wide attention not only in this country, but in European iron centers as

well; direct requests for copies of results have been received from France, Germany, Belgium, and Luxembourg. Two Wisconsin industries, in further recognition of its importance, are supporting research fellowships in this department.

* * *

One answer comes from a group of 10 graduates in engineering now in Milwaukee, all of them holding responsible technical or administrative positions in Milwaukee industries. These graduates have organized a class and are conducting under the direction of the College of Engineering research projects in their own industries. They are projects of general interest. Helpful results will be broadcast

(Continued on page 182)

Faith of President Birge

I WAS at first inclined to regret that this legislative dinner—probably the last at which I shall speak—was not held, like its predecessors, in a University building. Yet, as matters have turned out, I am glad that I am relieved of the obligations which come to one who is even in small part one of the hosts; and that I can speak of University affairs with full freedom of the citizen. I have also tonight another advantage. I hope that I shall be able to retire next June from active administrative service, and so I can have no direct official relation in the University after that date. I can speak, therefore, of matters which concern the future as one who represents only the interest of the citizen in his University and State.

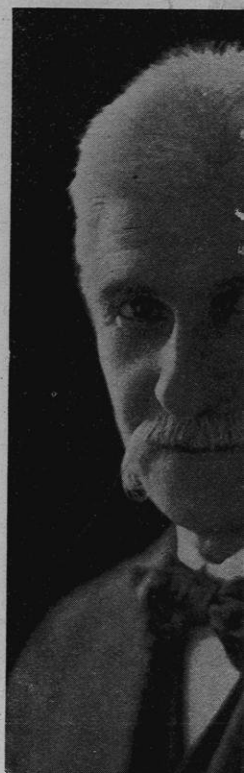
But I speak for a University which through the constant fostering care of the State, as represented in successive administrations and legislatures for nearly sixty years, has developed out of unconsidered weakness into one of the foremost universities of this country and of the world. Within the period of my own life here the State has passed from an attitude of apology for its University into one of civic pride in an institution which represents not only the best of learning but also the best of Wisconsin.

The University today is confronted by a situation more serious than any it has met during the years that have passed since Governor Fairchild signed the reorganization bill of 1866. This is primarily a financial crisis, due to proposals now before the legislature. By result it is also a crisis in its organization and administration.

All the State knows well that the University has received substantially no funds for educational buildings at Madison for more than ten years, during which time our attendance has doubled. This results in a slow but sure reduction in the efficiency of teaching which is already plainly seen in many directions. The action proposed to the present legislature, so far from recognizing this situation and meeting it, will continue it for at least two years more and perhaps indefinitely. This policy is directly opposed to that of every state about us. Minnesota, Iowa, Illinois, Michigan—all have exactly the same problem to face, and long ago every one of them met it courageously in spirit and adequately in means. Wisconsin alone lags far in the rear—so far behind indeed that the state is not even up to the rear rank. The continuance of such a policy is certain to put the University of Wisconsin down from a first place among state universities into the third or fourth class.

Let me not omit to note that in one item of buildings Wisconsin's record since the war compares not discredibly with that of sister states. Our hospital, though not so large or costly as those which some of our neighbors have built since the war, is sufficient for the present needs of the State. Its erection was made possible by the fortunate accident of a large surplus in the soldiers' bonus fund. It is a great institution for public service and also in a single field of teaching, but it does not in the least relieve our pressing educational necessities.

The weakening of an institution by inadequate buildings is a relatively slow process, especially if there is a sufficient operating income. But the measures now before the legislature reduce the annual income of the University far below even that of the present year. The legislature knows well and has always recognized the fact that some annual increase of income is needed if a strong faculty,



One Thing Y

(An Appeal to You f

The University is in danger. Your ALUMNI ASSOCIATION is conducting a vigorous campaign. *THE ALUMNI MAGAZINE* is part of it.

To meet the expenses of this campaign, we need funds—from you. Please send your contribution to the University of Wisconsin, 480 Walnut Street, Madison, Wisconsin. Let its amount be generous,—in thousands, in hundreds, or in tens of dollars.

The cause is plain; the need is great; let no former student overlook this opportunity.

GEORGE I. HAIGHT, '99,

in Legislature and State

chiefly composed of young men, is to be maintained. Such an increase has always been provided during the past forty years or more. It is also certain that considerable increase of expenditure must come next year, especially with the new hospital—increases of costs alike in physical plant, administration, and faculty. Yet it seems that we are to be compelled to meet all of these expenses out of an income not increased [but reduced even from its present size by hundreds of thousands of dollars.

If this measure passes there is only one way to meet the situation—to close schools or departments of the University for which the state is too poor to provide. If, for instance, we should shut up the hospital and discharge the staff, and if we should close the college of engineering, we should perhaps meet the proposed cut in income.

I mention these possibilities not because I expect them to become realities but to show that the proposals before the legislature are not such as can be met by ordinary means or by that economy which we ought to practice and which we have always practiced. If enacted into law they will demand immediate action which will definitely remove the University out of the class of universities in which it has been placed and kept by the care of successive legislatures and state administrations.

With such proposals before the legislature do you wonder that the regents have not found a president for the University? What man of ability will leave his present position and come to Wisconsin in order to close departments, discharge teachers, reduce salaries,—in a word, to take an active administrative part in degrading an institution to which the legislature refuses adequate and ordinary support?

But I do not expect this result. My knowledge of Wisconsin goes so far back and my faith in her is so firmly grounded that I can not look for it. I recall that in the hardest of the hard times following the panic of 1873, the legislature of 1875 built Science Hall—then the finest science building in the West—and that the next legislature in 1876 passed the first mill tax for the University. I recall that the legislatures of 1891 and 1893, in the distress and confusion that led up to the panic of 1893, far more than doubled the income of the University. I might describe many other such events, but I will name only one. Almost exactly forty years ago to a day I sat in the gallery of the Assembly Chamber and heard Colonel Vilas—then assemblyman from Madison—address the legislature on the bill appropriating funds to replace Science

Hall, which had been burned in the preceding December. The University was asking for \$190,000 to replace a building for which \$80,000 had been appropriated ten years earlier. Colonel Vilas did not base his plea for enlarged building on increased attendance at the University, for the number of students was slightly smaller than it was when the first Science Hall was occupied. He appealed to the pride of the legislature in its state, to their faith in education; and his appeal was not in vain. Today he could urge a far greater necessity, but he could not find greater or more effective arguments.

When, therefore, I recall these and other similar events, I am confident that in this year also the legislature and the administration will maintain the strength of the University and the good fame of Wisconsin.—EDWARD A. BIRGE, *President of University.* (*Address at legislative dinner.*—2-18-25.)

You Can Do

(from George I. Haight)

ous campaign to bring the facts to the people of Wisconsin. This issue of the

your check to F. H. Elwell, Treasurer of the ALUMNI ASSOCIATION, 821 State
reds, or in ones,—as your purse, loyalty, and affection dictate.

y to invest at least one dollar in his University at this critical time.

President of THE GENERAL ALUMNI ASSOCIATION of the University of Wisconsin

(Continued from page 179)

to a large group of industrial concerns. These trained workers, carrying on the spirit and practice of the College of Engineering, are a prime example of the influence of the University in the industry of the state.

* * *

Much of the pioneer work in the field of the design and strength of reinforced concrete has been done by F. E. Turneaure, dean of the College of Engineering. A lack of proper understanding of the correct design of this form of construction for many years has been an obstacle in the path of the builders of American bridges and buildings. Through the work of the University of Wisconsin in cooperation with the University of Illinois, the basis of understanding of this important field was laid.

A representative of the University was a member of the first joint committee to formulate rules and specifications; and many present-day contractors and engineers in this state have learned the fundamentals of reinforced concrete usage in the University laboratories.

In cooperation with the Wisconsin Highway Commission a study has been made of the local sands and gravel deposits, which has led to the discovery of many local pits and made possible considerable financial savings to Wisconsin builders. A number of studies also have been made in cooperation with national engineering societies on the best proportions for the ingredients of concrete, and the effects of freezing on concrete and on clay tile.

VII.—EXTENDING THE CAMPUS TO THE BOUNDARIES OF THE STATE

The Extension Division

"The University is the institution and it is indeed the only institution whose campus can be coextensive with the state. It is the only institution whose clientele can be coextensive with the community at large. It is a central force for education, a unifying power in the larger social organization. In this work of unifying a democratic state, in maintaining democracy for our civilization, the University finds the University Extension department one of its most important, and, indeed, its indispensable instrument. University Extension was not established merely to rescue from the mass of ignorance in the community those souls who can be reached by correspondence-study, or by class study. But it is trying through these persons and through all whom it influences to effect that continual readjustment of society to environment which is necessary for the continuance of our institutions."

PRESIDENT E. A. BIRGE.

A Bird's-Eye View of the University's Extension Service

100,803 enrollments in Correspondence-Study courses were received up to July, 1924.

Experiments have been conducted to discover the effect of moving trains on railway bridges; so important have they been that the results have formed the rules of practice for many railroads.

Dean Turneaure's book on "Water Supply, Steel Structures, and Reinforced Concrete" is authoritative in its field.

* * *

The College of Engineering has a distinguished record of service to state commissions. The first chief engineer of the Railroad Commission was Prof. W. D. Taylor of the department of railway engineering; in his regime the first valuation of steam roads in Wisconsin was made. He was succeeded in this capacity by Prof. W. D. Pense also of the railway engineering department. The first valuation of public utilities was made under Professor Pense before he left this work to take charge of the Interstate Commerce Commission's work of evaluating the railroads in the central district of the United States. L. F. Van Hagan, '04, now professor of railway engineering, has served on the state engineering staff in several investigations, supervising the valuation of the roadbed and tract of the Milwaukee Electric Railway and Light Co. The late Prof. J. G. D. Mack and Prof. R. McKeown of the department of machine design have assisted in the valuation work of the Railroad Commission. Professor Mack later was chosen as the first state chief engineer.

* * *

- 20,935 new enrollments were received during the biennium 1922-1924.
- 987 different communities used the package library service in the biennium; 695 of these had no libraries of their own.
- 18,179 package libraries were sent out in the past biennium—an increase of 1,065 over the number sent out in 1920-1922.
- 368 different towns and cities were assisted in the biennium in securing educational lecture programs and better music.
- 2,060 lectures and entertainments were given.
- 44 postgraduate medical lectures and clinics, demonstrating the newer methods of diagnosing and treating diseases, were given in fourteen

- different localities in the state.
- 493 cities and villages were reached by the municipal reference service.
- 7,391 times service was rendered to municipalities.
- 430 communities were given special service by the Bureau of Community Development, and 85 conferences were held during the biennium 1922-1924.
- 15 Community Leadership Training Courses were conducted.
- 1,400 organizations received educational motion picture and lantern slide service in the last year of the biennium.
- 615,000 slides were lent.
- 33,300 reels of film were lent.
- * * *

A little red-headed man at Waupun prison takes one of the heaviest courses offered by the Extension Division. When he has finished the prison curriculum for the day, *The Prisoner and the Professor* he undertakes the extension curriculum at night, and in four years of such night work he has completed with credit to himself nine correspondence courses, most of them in higher mathematics and electricity. His ambition is to be head of an electric power plant in South America when he finishes his term in two more years.

At an educational conference in Chicago recently, Professor Roman, then head of the economics department of Syracuse University, chanced to meet a Wisconsin extension representative and exclaimed with pleasure to him and to others present that he had been able to take three Wisconsin extension courses in economics, courses which had enabled him to follow in the most effective way the developments in labor movements in which he was interested.

These instances probably represent extremes in the character of the extension enrollments, but they cannot over-emphasize the diversity of important interests the University is able to serve through extension. Last year 26,505 people took courses offered by the Extension Division. Seventy-four per cent, or 19,613, were citizens of the State of Wisconsin. To them the University is constantly making available its best resources of information and trained minds.

* * *

Wisconsin is essentially a rural state, but its citizens have learned to regard a well-rounded social and community life quite as highly as pedigreed dairy herds. They

have found the University a ready helper in developing both.

Assistance in social self-expression has been given regularly by the Bureau of Community Development of the Extension

Division through all kinds of community programs

Teaching the State to Play—singing, choruses, plays pageants, and celebrations—and through correspondence, conferences, and the distribution of informational material. Those most interested in the better organization of social life—rural teachers and other group leaders—have been given by the Bureau the opportunity to take short courses in social leadership. Six thousand people in 20 counties have shared in the training, many of them often walking miles through snow and cold to attend the institute meetings.

This newly acquired leadership in community recreation—social games, sports, music, and folk dancing—has transformed the whole social life of many neighborhoods. Interest in folk dancing has spread to such proportions that a county-wide folk dance society is now being organized to conduct a large competitive folk dance festival next summer. The Community Development Bureau ventures the assertion that work of this character is better calculated to affect permanently morals, manners, and general attitude toward life than any other form of service available to the people of the state through the University.

* * *

To most people the community farthest north in Wisconsin is Superior, but to some of the University faculty Port Wing, on the shores of Lake Superior, 20 miles from a railroad, almost inaccessible, is well known as holding that distinction. The Port Wing High School each commencement time calls on the Bureau of Lectures of the Extension Division for commencement speakers from the University; it has never been disappointed.

\$90,000 to the Good— and then Some The Bureau of Lectures furnished lectures, concerts, and lyceum courses to 368 communities of the state during the last biennium. Of this number 231 had a population of less than 1,000. In all 2,060 individual engagements were filled, 340 of them by faculty commencement speakers and the rest by faculty lecturers, concert artists, and entertainers. In 1923-24 alone the Extension Division saved state communities \$90,000, the amount it would have cost them had they secured the same lyceum

programs through other sources. And yet the fees covered the University's cost.

* * *

The city of Fort Atkinson had four wards and four representatives on the county board. Under the law it was entitled on a population basis to eight representatives, but to secure them the number of wards had to be increased to eight and the city redistricted accordingly. It was a hard problem. The wards had to be compact, contiguous territories bounded by lines as nearly straight as possible, but drawn so as not to legislate any of the existing aldermen out of office or to make more than one of them resident in the same new ward.

The mayor called on the Municipal Information Bureau of the Extension Division, and the chief worked out a plan involving a population survey. In accordance with his plan and suggestions the entire city was redistricted, the eight new wards created, and all the aldermen kept properly in office. The work was unanimously approved by the city council and a resolution of thanks sent to the bureau chief.

Through this Bureau the University seeks to improve local government and to reduce its cost to taxpayers. Local government costs more than all other branches of government put together; any increase in its efficiency, any saving in its cost, means considerable and direct saving to the taxpayers of the community.

A few years ago the federal government imposed a tax on transportation, a tax which could not be collected legally from the state or its municipalities. Most city officials and local railroad agents, however, did not know it, and so at first hundreds of dollars were paid in taxes on coal brought in for schools and municipal plants and on the materials imported for street improvements. The Municipal Information Bureau promptly issued a report explaining that municipal-

ities were exempt from the tax and that they could secure refunds for payments already made. As a result all cities of the state were saved further taxation and many of them received hundreds of dollars in refunds for taxes that had already been paid.

Information, some of it quite as helpful as the above, was furnished 7,591 times to 493 cities and villages during the last biennium.

* * *

Lantern slides, educational films, anatomical models, welfare exhibits, and the best feature films that appeared in Milwaukee and Madison not so

Movies Where Movies Were Never Seen Before long ago are being sent daily by the Extension Division to all parts of the state.

When the Extension student is told, he also is shown. Wisconsin is not lagging in the important movement toward education through visual instruction. During the last biennium more than 33,000 reels of film and 8,000 sets of slides were lent to 1,400 organizations.

A Janesville newspaper has equipped an automobile with a motion picture machine and a lighting outfit and for the past two years has been sending it into the more remote communities of Rock County with educational films from the Extension Division. The woman in charge of the work reports that she has shown the films in many places where there were as many as 25 in the audience who had never seen a motion picture before.

Most of the charitable and penal institutions of the state receive films weekly and use them for the instruction and edification of their wards. From these institutions have come reports of ever-increasing interest in the film programs and a noticeable improvement in the well-being of the groups who see them.

* * *

VIII.—SUMMER'S NEW PLACE IN THE EDUCATIONAL SCHEME

Two sisters, for 30 years school teachers at Web City, Mo., and now well over 60 years of age, have made a summer pilgrimage to Madison to attend the Wisconsin

The Parable of the Two Teachers summer session eight times. Each year they have brought a dozen other Web City teachers with them, rented a house, and often stayed long after the close of the session, browsing in the library, writing papers,

and studying educational methods to take back to their high school. In 1923 both were granted B. A. degrees on the basis of their summer work, the first degrees they have ever held. Next summer they are coming back again, this time to begin their work for master's degrees.

Two thousand, six hundred and seven other teachers, attracted by much the same things that have brought these two elderly sisters back for eight years—the scholastic

prominence of the University, its able summer staff, the attention given to courses helpful to teachers, the good programs of public lectures, excursions, recitals, and plays, and the lakes and hills—enrolled in the session last summer. Of that number 1,095 came from Wisconsin schools. They find at the University opportunities for a profitable and pleasant summer, and by means of their summer study they are able to qualify for promotion. More important, they take back to their communities new information and new methods to help them in their vastly important occupation of training the younger generation. Through these summer session teacher-students the University is able to contribute helpfully to the state's whole primary and secondary school system, and by so doing to the welfare of the state at large.

Although the summer session was originally designed to meet the needs of teachers and has advertised its advantages particularly among teachers (60,000 bulletins and posters are being mailed to schools and libraries this year), it has a wider significance educationally and to the state. Besides the 2,607 teachers enrolled last summer, there were 2,165 undergraduate and graduate students, raising Wisconsin's total summer enrollment to fourth place among all the summer schools of the country. This number 4,772, is only 3,000 less than the regular session enrollment. It includes students from 45 states and from 14 foreign countries, the overwhelming majority, of course, coming from Wisconsin. For these students 425 courses under the direction of 321 faculty

members were offered. At the end of the session 203 higher degrees were conferred, one-sixth of the number conferred at the regular June commencement.

These facts mean simply this: the University is serving as an educational plant virtually for the whole year instead of for nine months. Every building, every department, and every service agency has a share in the summer session, all operating at almost their full capacities. They would be idle if it were not for the summer session. At the same time, the session costs the state little. Cash receipts meet cash expenditures, so that there is no cash cost whatever. The only real cost is that of leave-of-absence salaries for instructors who serve during the session without pay and get a leave of absence later with pay; the totals for the salaries have ranged from \$9,000 to \$17,000 per year. For this price, then, Wisconsin has the fourth largest session in the United States and a leave-of-absence system for its faculty. Schools on a cash basis find it much more expensive; Michigan incurs a cash deficit of \$90,000 per year on a summer session of eight weeks enrolling only 3,000 students

The classes of the Wisconsin summer session from its beginning in 1898 have been held only in the mornings of six summer weeks, but the present enrollment is so overtaxing the University's physical equipment that Dean S. H. Goodnight, director of the session, is making plans to conduct classes in the afternoons next summer as well as in the mornings and possibly to extend some courses over a period of eight or ten weeks.

IX.—THE NEEDS OF THE UNIVERSITY, 1925-1927

There are some needs which the University has always, if she is to fulfill her great function. They are not concerned with money alone. Only a well-informed public and closely-knit body of alumni can supply them. If the University is to succeed to the utmost she needs loyalty from her sons and friends and servants, faith and support from the people of the state, intelligent and far-sighted direction from the public officers who have her in charge.

The immediate physical need of the University, if she is to meet the demands which the people of the state have put upon her in the increasing number of students who have come to her doors, is money to carry on her building program. This need is inescapable and must be met. There are now 8,000 students in the University; they recite in classrooms which were provided for a maxi-

imum of 5,000 students. The number of students who can sit in a given classroom and recite under a given instructor is not a matter for argument. It is as definite as any other material fact. In the College of Letters and Science and in the College of Engineering especially there has been difficulty due to the fact that the great increases in enrollment since the war have come almost entirely in those colleges. The appropriations for operation and maintenance have been generally adequate, although with the added burden of the operation of the Wisconsin General Hospital and the new buildings which may be forthcoming, some increase should be made even in the new operating budget.

For 10 years the University officers have faced this building shortage and made the best of it, participating, voluntarily, in the

economy program of the state administration during the war years and after. This they have done in spite of their knowledge of the growing acuteness of the institution's own space problem, because it was felt that the University as a state institution should participate in the state's attempt to meet financial difficulties.

Now, however, the situation has changed. The state is in a better condition financially, and the University is faced more definitely than ever with an increased enrollment without the facilities to handle it. The Alumni Association of this University feels that it would be remiss in a duty if it did not bring to the whole alumni body and to the people of the state knowledge of this situation.

The officers of the University will lay this situation before the present legislature, feeling sure that the facts will speak for themselves. The question is no longer one of economy, for in the last 10 years the University has been economical to the point of penury. It is not economy to have a University undermanned and overcrowded. It is not economy to have a number of the best of our teachers drawn away by other institutions because we cannot afford to hold them. No dollar is really saved which could better be invested in the future leadership of the state.

It is a simple question of how thoroughly the people of Wisconsin still believe in the fact that an investment in their University is an investment in the future of the state, paying large dividends in happiness and prosperity for all of its citizens. If this is so and if the University has proved again and again that it is so, then it would be folly to do less than meet the ordinary needs of that University.

It might be put in this way: the University is a living organism; buildings and land are the bones of that organism; the instructional staff and service-giving agencies are its flesh. No organism can thrive without good solid bones and healthy vigorous flesh. It may survive a period of financial malnutrition and still *look* healthy, but even that cannot go on for long. Our institution has been fairly, well nourished as to the "flesh," but it has been lacking in its growth of the solid bony tissue which underlies the "flesh." The immediate future must provide financial increases which will make possible the all-around growth of both.

There are a number of interesting facts with regard to University finances which are not well known. One of them is that every

Where the University Dollar Comes From, and Where it Goes

dollar which is received by the University as income goes straight into the state treasury and is then

appropriated back to the University either in the biennial bill, or automatically through continuing appropriations. Football receipts, income from dormitories and commons, and student fees, all become a part of the state fund and then are voted back to the University. CHART I shows that more than 46% of all money that the University spends is produced by the various activities of the University itself; only 53% of University funds comes out of the taxpayer's pocket. This means that the state's share of the financial burden of conducting the University is only half of what it seems to be in the biennial appropriation bill.

CHART II shows where the University dollar goes, and it is well that alumni and the people of the state should know. One-third of every dollar which is appropriated to the University—it must be remembered that only one-half of every such dollar comes from the taxpayer in the last analysis—goes directly to public service, that is, to direct service for the people of the state,—service which is in no way connected with instructional work on the campus. As examples of this service may be given University extension, agricultural extension, and assigned research on specific problems connected with the welfare of the state. The other two-thirds of every University dollar is spent on campus service, connected directly or indirectly with the instructional work of the institution.

As will be seen from a comparison of CHARTS I and II, the direct burden which the people of the state bear for the support of public instruction at Madison is a comparatively small part of the total University budget. It is significant also that the demand on the University for "Public Service" has been a steadily growing one, and that the services thus rendered to the farmer and the citizen have added immeasurably to the wealth and happiness of the state. The University of Wisconsin stands head and shoulders above any other in this field of the close application of her science and her knowledge to the problems of the state.

* * *

The great growth in enrollment at Wisconsin,—and growth has been the experience of

Where the University Dollar Comes From

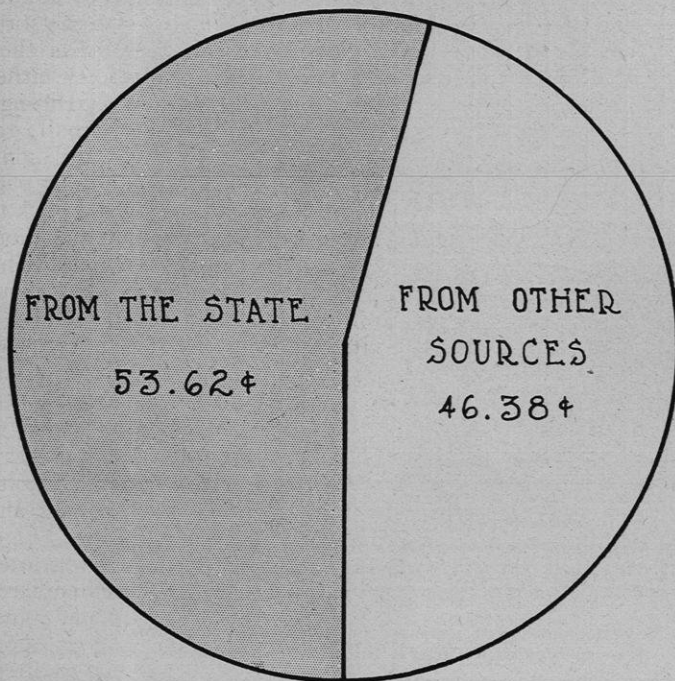


CHART I.

As this chart shows, only a little more than 53 cents of the university dollar comes out of the taxpayer's pocket. The balance, approximately 46 cents, is university income from various sources, including fees, gifts, athletic receipts, agricultural sales, dormitories and commons.

It is significant that all money received from any source by the university goes into the state treasury and is then appropriated back by the legislature to the university. The biennial university appropriations, therefore, include a large amount of money which is in reality university income from her own activities.

Where the University Dollar Goes

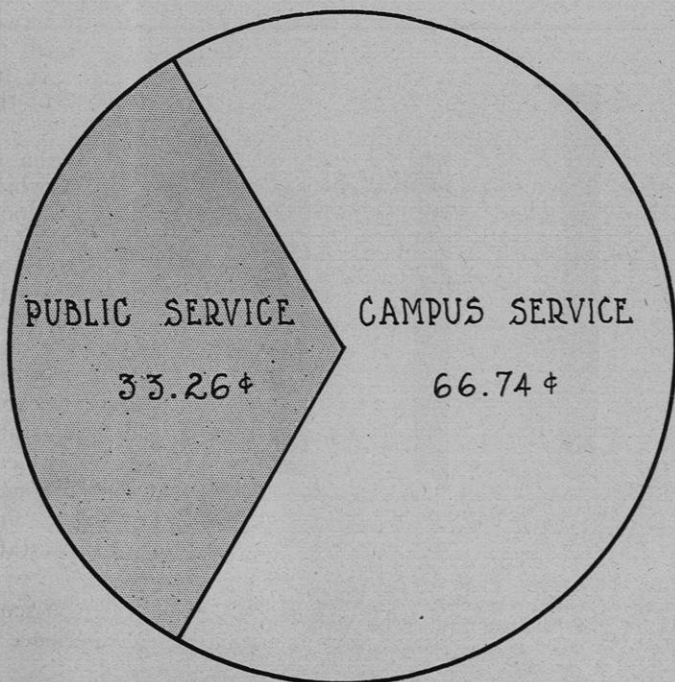


CHART II.

One-third of the university dollar is spent in direct public service, notably agricultural extension, university extension, and assigned research. All of this expenditure is made without reference to instructional work on the campus.

The remaining two-thirds is spent in Madison. In this expenditure, instruction, maintenance, and student welfare are the largest items. The expenditure of one-third of the university dollar in direct service to the state is characteristic of the University of Wisconsin above any other.

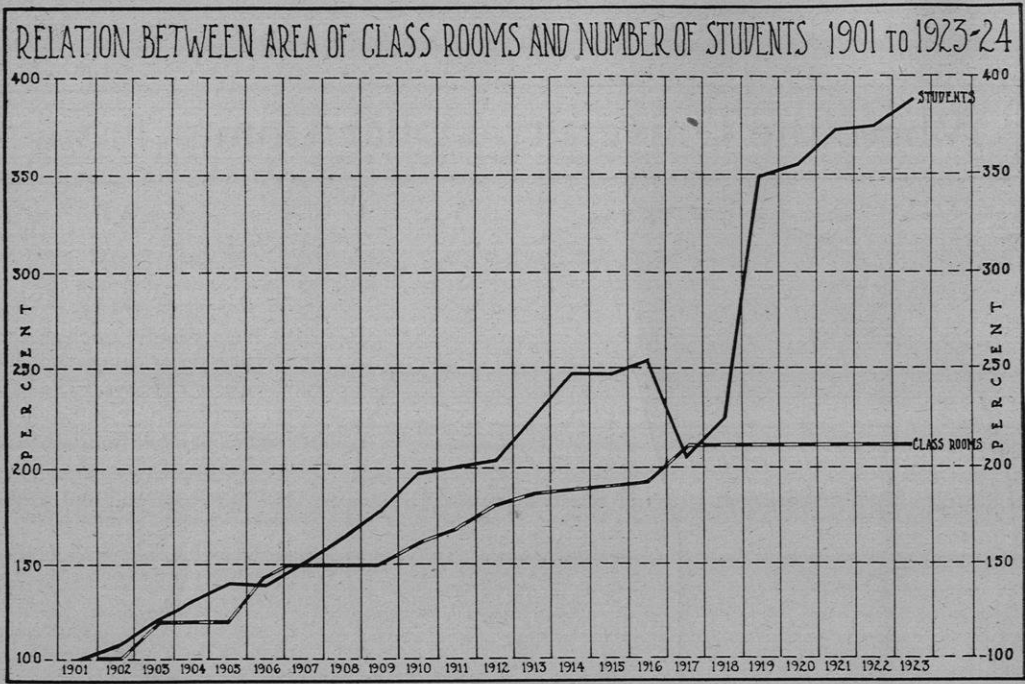


CHART III.

This chart reveals very pointedly the necessity for more classroom space at the University of Wisconsin. Up to 1923-24 student enrollment has increased 300% (as compared to the 1900 enrollment) while the floor area of classrooms has been increased only slightly more than 100%. These percentages have not changed noticeably in the last year.

It will be noted further that there have been no additions whatever to classroom space since 1916 and that during the same period the university has experienced its largest and most rapid increase in attendance.

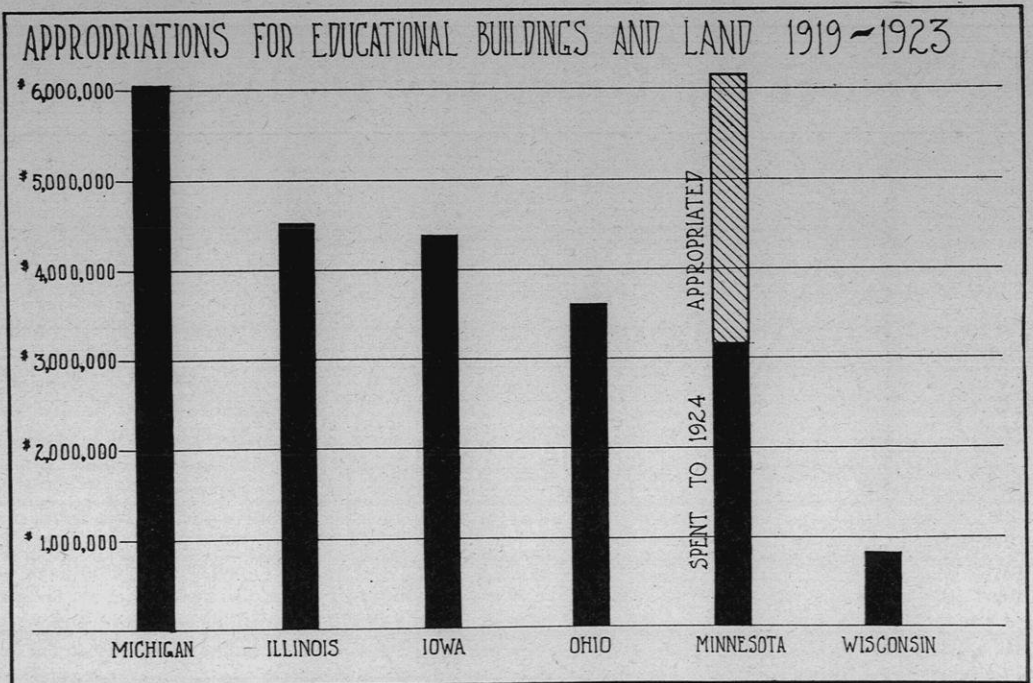


CHART IV.

Increased enrollment has been a characteristic experience for universities since the war, but failure to provide for those increases has been the exception rather than the rule. This chart shows what the leading state universities of the Middle West have received in legislative appropriations for buildings and land since the war.

Buildings and land are the bare bones of a university. They are the direct measure of its capacity to grow in a healthy way.

every university in America in the last 20 years,—is interesting. *The Uncared-for Increase in Enrollment* III. The idea of the value of higher education seem to have taken firm hold on the imaginations of the fathers and mothers, sons and daughters, in our state. CHART III shows a parallel fact which is not so encouraging. Up to 1917 the increase in classroom area kept pace after a fashion with the increase in enrollment. Since that time the divergence is marked and alarming. Over the period since 1900 the enrollment has increased approximately 300%, while the classroom area has been increasing approximately only 100%; since 1917, the enrollment has doubled, while the classroom area has not increased at all. The chart speaks plainly for itself.

It has been said that other universities since the war have faced a growth in enrollment similar to ours. How have they met the situation? CHART IV shows vividly. Wisconsin is lagging behind Michigan, Illinois, Iowa, Ohio, and Minnesota in appropriations for buildings and land. Buildings and land are the bare bones of a University. They are a direct measure of its capacity to grow in a healthy way. Sooner or later the state must face the needs of its University as neighboring states already have faced the needs of theirs. It should be sooner rather than later.

* * *

These Are the Pressing Needs

Specifically, then, what are the needs of the University?

It goes without saying that they are numerous. We shall list here only a few of the more pressing ones.

The original appropriation for an addition to Bascom Hall was made in 1913; the need for it was recognized by the legislature even then. The

Addition to Bascom Hall appropriation has since been repealed, but the need has not been re-

pealed. Instead it has doubled, particularly since the war when every square foot of space has had to do an inefficient double duty to care for the great increases that have come to the rapidly growing College of Letters and Science, a large part of which Bascom Hall must house.

The present library was built in 1900 when the enrollment of the University was 1,848.

Addition to the Library The present enrollment of the University is 7,600. Wisconsin has 350 chairs in her library, one

for every 21 students; Minnesota has one for every eight students. It needs no argument to point the moral. A glance into the library of an ordinary evening tells the story: students studying in the corridors and on the stairs, or waiting watchfully for another student to give up his seat. Even more significant is the fact that the professors are unable to assign outside reading to the desired extent because of the known over-crowding of library facilities. A new addition with 600 more seats is needed immediately.

A very strong plea for this building has come from the City Superintendents' Association of the state, which urges that an education building *An Education Building* at the University would be a great asset to the teaching profession in this state. It is not possible to establish a proper professional atmosphere among prospective teachers and to provide adequately for our growing and efficient department of education without a separate building to house it and its work.

The Wisconsin High School is a laboratory for the development of practical education in the state. There is no more important experimental work

Completion of the Wisconsin High School which can be conducted than that in education, and no

more important progress can be made than advances in our fundamental methods of instruction in the elementary and secondary schools. The organization of the Wisconsin High School is as yet incomplete; space is needed to include the lower grades, in order to make possible the training of superintendents, principals, and supervisors for elementary schools

The enrollment in the chemistry courses has increased greatly in recent years, and present facilities are utterly inadequate.

Addition to the Chemistry Building A large increase in space is needed to take care of these

increases and to carry on the important experimental work in the department.

* * *

And so on.

These needs are of paramount importance, but there are others, many others, of almost equal significance. There is need also of money to buy the land on which the Y. M. C. A. is now located to add to the site of the Memorial Union Building, the construction of which is imminent. All of the needs here listed are immediate and pressing and

should be met at the present meeting of the legislature.

With regard to the needs for operation, the situation is but slightly less serious. The requests of the University for the next biennium, however, exceed by only a small percentage similar items in the last University budget. The requests of this nature for 1925-1926 are but 4.9% over the budget of 1924-1925; and for 1926-1927, 4.3% over 1925-1926. These funds pay such expenses as salaries, supplies, heat, light, insurance, and printing. The largest and most important item in this group is, of course, salaries of the teaching staff of the University; and if adequate funds are not available for this purpose, it means that the quality of its faculty will be impaired through the inability to retain the services of leading professors or to replace them with others of equal standing in their respective fields. The loss of good professors is a most serious one when it is remembered that it may take 30 years to build a reputable faculty.

The University of Wisconsin hopes to avoid the necessity of checking the numbers of students who come to her doors for instruction. But she must be honest enough to accept no more than she can take care of adequately. That number has been exceeded already. The answer is that she must have from the state generous sums to meet the needs which already have become acute and to provide for those which are developing rapidly.

In this program of the University's development, Wisconsin alumni have a part. It is for them to insist that no matter how this money is raised, that it shall be raised, and devoted to a far-sighted program for the University's growth and development. This is their right, both as sons and daughters of the University and as citizens of the state. And the state administration, familiar with the University's needs and recognizing the necessity of its development, probably will be glad to receive the support of every alumnus for such a program.

* * *

X.—THE CAMPUS—CHANGING AND UNCHANGING

(A Personal Glimpse at Student Life, the Union, the Dormitories, and Athletics)

The campus is quiet this week, quiet while students are steadily at their desks studying for examinations, or out on the lake with skates or iceboats getting the sporting thrill that means recreation. And in its quietness the campus looks as it looked a year ago, and as it looked ten years ago. The alumnus of '15 or '16, returning this week to visit the Hill and to see a junior prom in the state capitol, would find the same buildings, the same laboratories, and the same walks that he knew when he was in school, and no more. The only newcomer to him would be the Wisconsin General Hospital, an imposing million dollar state building on University avenue which opened its doors last fall. If he left the campus, however, he would not feel so much at home. Strange changes have taken place: on State street, where the University Club now shows a new broad front to the world, and where a dozen new stores have grouped themselves near Lake street; on the lake shore and Langdon street where the older fraternities and sororities are building fine new homes and where 26 younger ones, organized since 1920, are pressing in for locations; on the square where two new hotels, the Loraine and the Belmont, give promise of a way at last to accommodate homecoming and reunion crowds. Every part of the University section seems

to be growing up except the University itself.

The students haven't changed much, but there are more of them. In 1900 there were 1,800; now, that many take freshman English, requiring 71 classes for instruction where a half dozen was ample before. In 1910 there were 3,600; now, that figure scarcely measures the enrollment in economic courses. This year's registration shows a falling off in the Colleges of Agriculture and Engineering and an increase in the College of Letters and Science. There are 99 more girls and 8 more men than last year, 7,643 enrolled altogether. Student idiosyncracies persist; their trousers are a little wider, their neckties a little brighter, their furs a little flashier, but the students themselves are fundamentally the same. They read newspaper "bear" stories about cake-eating and immorality, and the story is as much "news" to them as it is to anybody else. Sometimes, when the charges are serious, they react, righteously indignant, and concertedly make public denials; at other times they say quietly to the gossipers, "Don't believe everything you hear."

Next month, when blue books and prom dates are matters only for enthusiastic, or sad recollection, the campus will lose its quietness and its similarity to the campus of

1915 and become again a lively, crowded city of 8,000. Students will climb the hill in never-ending streams, engineers will shout their taunts across to the "shysters," the Music Hall gong will sound, and the wheels of instruction will move on slowly, bearing their load as best they can. Classes over, activity will shift to the vicinity of the little old red Union building. There 200 staff workers are publishing a larger, more complete *Daily Cardinal* than ever before, working hard to earn the money for their own press,—which may come next fall. There 200 more workers are compiling a new *Badger*, one aiming to represent Wisconsin "truly," so they say, and one devoting much space to the Memorial Union and to alumni. There the *Octopus* is making more money than it ever has before, and there the *Lit* is making less. There, on the top floor, Haresfoot is widening its activities to include more men and more territory, looking forward to using its earnings to further dramatics with a theatrical workshop and to establish even wider contacts with the alumni body, feeling that it is the one agent that can bring much of the University into the home town of the alumnus. It plans this year to take its play, "Ivan Ho!" into the new cities of Minneapolis, Davenport, Indianapolis, Detroit, and Cleveland; the eastern alumni may persuade the club to play in New York next Christmas.

Next to the Union building, in the old clinic where the Athletic Ticket Office and the University Records Office now hold forth, there has been a buzz of activity since early last October, a healthy commotion made by the chairmen of the University's quadrennial exposition who are preparing to expose the University to the state, and to the world, on April 16, 17, and 18, so that all may see what the University is doing and why, and have a helpful educational experience in the bargain. Before it is over, the exposition will command the services of 750 students, cost \$10,000, and show from 75 University departments 80 exhibits costing more than \$1,000,000 and covering the 65,000 square feet of floor space in the gymnasium and gym annex. The whole work is under the auspices of the Union Board, representing the men's Union, that is, all the men of the University. The Union is becoming increasingly important, taking a signal part in organizing and directing undergraduate life, in developing a keen, wholesome interest in University affairs, and in giving a quiet but strong voice to an organized student opinion. The Union had much to do with the University's first Fathers' Day last

fall when more than 1,000 fathers came for a week-end to see the University at work and at play, to meet its faculty, and to understand its problems. The memory of a wonderful new contact lingers,—and plans go forward for next year.

This new life and new organized work of the student body means, fortunately, that Wisconsin is to have a Union to put in the Memorial Union building when it comes. The building, after all, is only a shell,—a shell which would mean nothing without a vital life functioning within it. Nevertheless it is a necessary shell, and one which everyone anxiously awaits. The story of the building project at this time is a story of careful work on plans, a story of an investment in forethought and sureness. The program committee has been intensely active for more than a year in determining the real student needs, in investigating student programs in other universities, and in developing a Union plan that will be a permanent satisfaction and source of strength to Wisconsin. The end of that labor is in sight and the day almost at hand when action may be expected on all fronts. At present \$921,000 is under pledge to the Memorial Union fund, \$440,000 of which have been collected. Several hundred thousand dollars more are needed before the building can be completed; campaign operations have slowed up temporarily, but they will be begun again as soon as building starts. It is hoped then to wind up with one short campaign. But in the meantime things are happening.

Coincident with the development of the Union program, another—that for men's dormitories—has been coming to a head. Early last fall President Birge appointed a faculty committee on undergraduate social needs with Prof. Max Mason, '98, as chairman. Its first principal business, prompted by the long interest of the regents in dormitories for men, and the immediate pressing need for them, has been to study minutely and at first hand the dormitories of the principal universities of the country, to analyze Wisconsin's needs, and to make recommendations to the regents. On January 21 the regents approved the architect's sketches based on the committee's recommendations, sketches which show a series of quadrangles, each housing 230 men and made up of smaller units, eight in number, which will serve as individual homes for 30 men. Each of these small units is separated from the next by only a side wall, so that all the men are actually under the same roof. The architects have achieved a varied

and interesting type of building in which there will be color and relief, and with their unparalleled lake shore site, on the shore drive behind Agricultural hall, the completed quads should be among the most beautiful in America. The building of two quads, to cost \$900,000, was authorized by the regents when they approved the sketches. The money is to be raised, not by the state, but by the University itself. The last legislature by statute provided that the dormitories could be built and owned by the University with funds raised from the sale of bonds to a non-profit corporation, which bonds are to be redeemed through income from the dormitories and through profits from revolving funds. More dormitories will be built as the money is secured. A program for the future has been marked out, and, in its general outlines, can be safely followed.

In concentrating on the dormitory program the regents happily have not overlooked the athletic program; the two are being closely coordinated,—with advantage to both. Near the dormitories a large level tract has been secured which will be developed as an intramural playing field, with baseball diamonds, soccer fields, basketball courts, football fields, and tennis courts enough to care for all the outdoor athletic interests of students in the future. Located across the campus and near the football stadium is projected the complement to the outdoor field, a hall that will accommodate adequately the indoor sports. The first impetus to the plans for this building came January 29 when Harry Sauthoff, '02, introduced a bill in the legislature which, if passed, will make it possible for the regents to build an athletic hall as they are building dormitories—with the profits of the building's own operation. One who has visited recently our rickety red gymnasium of 30 winters will be heartened by the news that an athletic hall may come soon. The students who wait hours to play handball, who can play basketball only at supper time, and who stand in line for a shower and a chance to plunge in the swimming tank welcome the news even more joyfully. The new athletic hall, or field house, contemplates facilities for all sorts of indoor games, including baseball and football, and a basketball auditorium that will seat 8,000. After all, the intercollegiate teams of the University are but an offshoot of the central athletic development scheme. They furnish spice in one's sporting menu and interesting newspaper headlines, but the solid, important test of an institution's athletic success is in the quality of the physical

development of the whole student body and in the interest which the student takes in his personal participation in games. Wisconsin can give a good account of herself under such a test. George Berg, director of intramural athletics, reports that there were 3,533 participants in the intramural sports under his direction last year. This month there are 300 students taking part in the organized skating and skiing activities conducted by the University, besides the hundreds that daily throng the skating rink on the lower campus, the lakes, and the toboggan slide. These healthy sport interests, aided tremendously by the University's natural advantages, haven't slackened, and they won't.

The University isn't persuaded that it has fallen in an athletic slough because its football team didn't win games. Instead it points to its championship cross country team, to its winning hockey, swimming, wrestling, gym, water basketball, and track teams, to its good record in all sports over a period of years, and to its success with intramural development. But it is not satisfied to be a loser in anything. And one of the factors that is going to throw sunlight in the dull places is George Little, a hearty young man from the University of Michigan, who comes here as director of athletics in March. Everyone believes that things have taken a turn for the better. That sentiment is officially voiced by "Sunny" Pyre, chairman of the Athletic Council, in his following message to alumni:

THE OUTLOOK IN ATHLETICS

"I feel justified in saying that there is a rainbow in the sky for Wisconsin athletics. The Athletic Council, contrary to an impression which has existed in some quarters, is united and whole-hearted in its support of intercollegiate athletics. It is, of course, our policy to hew to the line in all matters involving the letter or the spirit of Conference regulations and to uphold Conference ideals in all our intercollegiate relations. But, likewise, it is our steady desire to improve and extend as rapidly as possible our material facilities, and to promote by every legitimate means our athletic strength and success. And, though charged primarily with the promotion and control of intercollegiate athletics, it is our desire and it is our policy—just as rapidly and generously as means will permit—to encourage, and provide for, a wider and fuller participation in physical activity on the part of the male population of the University. We believe this to be a sound policy, both from the standpoint of the general good of the student body and from the standpoint of success in intercollegiate competition.

"It has been felt for some time that things were not going as well as they should go in Wisconsin athletics, and, during the past year especially, the Council has been studying the situation closely and planning means to improve it. In this work they have been greatly stimulated and assisted by wide agitation and alert interest among the alumni, and by surprisingly sane, as well as enthusiastic, cooperation of student leaders.

During the year, steps have been taken, under favorable auspices of the Board of Regents and especially of President Kronshage and the physical education committee, to secure through an arrangement with the College of Agriculture, a large accession of level ground—near the lake and near the site of the projected dormitories—for playing fields. We are also bending up our energies to secure a great athletic hall for basketball and winter games.

“Lastly, there is a hopeful breeze of alacrity and newborn confidence about the campus which has seemed to spring up, almost over night, to welcome the new director of athletics. It is not the least of the recommendations of George Little that he comes to us from the University of Michigan and that their unbounded good wishes come with him. The new director is young, robust, well-trained, with a wonderful optimism and geniality of temper; shrewd and fearless in addressing himself to the responsibilities of his position; generous toward his associates, and unsparing of himself. He is a keen lover of sport, with a healthy, hearty delight in competition, has a contagious sympathy for young men, and best of all, perhaps, has a broad and high and inspiring conception of athletics as a part of life and a means of education.

“The new director is invested with all necessary authority and apparently with every quality to lead us long and well. For thousands of Wisconsin hearts there is new depth and meaning in ‘On Wisconsin.’”—Professor J. F. A. PYRE, '92.

And so, it seems that good things are happening. There will be more. An alert faculty and an interested and helpful student body are contributing to the improvement of the University in every way they can with what they have. Little more can be done to move the whole University forward without the necessary money. Business Manager Phillips can be found almost day and night in the Administration building worrying over the University's budget and its needs, trying to make the widely separated ends meet. At the other end of State Street the legislature is in session. All eyes and hopes are centered there. With it lies the future of the University.

XI.—The Needs

By GEORGE HAIGHT, '99, *President of Alumni Association*

THE UNIVERSITY, through its governing authorities, has presented its request to the Legislature for the biennium 1925-27. These requests, in view of the University's needs, and in comparison with what surrounding states are doing for their universities, are extremely modest—modest to a fault. In understanding them, please bear in mind that the State receives and disburses the University's income—income which is derived from dormitories and commons, interest, gifts, students' fees, funds from the Federal Government and from other various sources. That income, when given back by the State to the University, constitutes 46.38% of what the University spends. The other 53.62% comes from the taxpayers. Therefore, in making requests of the Legislature, partly the University is asking for moneys which it contributes to the State Treasury. Also bear in mind that of the total moneys which the University receives, 66.74% is spent on the campus. The other 33.26% is spent in direct public service to the State. With these considerations before you, read the University's requests for new constructions:

1925-26 NEW CONSTRUCTION SPECIAL	
Addition to Bascom Hall and Equip.	\$477,000
Addition to Library and Equipment	550,000
Addition to Chem. Bldg. and Equip.	300,000
Addition to Eng. Shops and Equip.	85,000
Service:	
Loop Tunnel and Conduit Con. \$82,150	
Safety Measures	14,500
Boilers	47,000
Dormitory Conduit	14,616
Minor Service Projects	14,350
	\$172,616
Total	\$1,584,616

LAND	
Waushara County	\$3,150
1926-27 NEW CONSTRUCTION SPECIAL	
Education Building (two-thirds and Equipment)	\$345,000
Completion of Wisconsin High School and Equipment	172,500
Administration and Law Bldg. and Equip.	350,000
Addition to Extension Bldg. and Equip.	115,000
Auxiliary Hospital Buildings and connecting passages	63,000
Agricultural Buildings and Equipment -- Service:	49,400
Safety Measures	\$14,500
Lake Pump	12,000
Agricultural Barns Heat	18,000
Laundry	74,000
Memorial Union Tunnel	43,400
Pipe Shop	20,000
Minor Service Projects	14,350
	\$196,250
Total	\$1,291,150
LAND	\$200,350

The University, of course, needs appropriations for operation, caring for such running expenses as instructional ones, administrative and other salaries, supplies, electric power, a large part of heating costs, printing, etc., etc. The University's requests for this purpose for the coming biennium are \$6,400,000, in round numbers. This is the minimum requirement.

These requests were presented to the State Board of Public Affairs and explained by the University in November. In January, the recommendations of that Board appeared in the State Budget prepared for the Legislature. The said Board has recommended, on operating cost, an appropriation of about \$1,000,000 less, or a cut, roughly,

of \$500,000 per year. In connection with the appropriation for operation, the amount recommended by the State Board of Public



Affairs is about \$200,000 per year less than the estimated disbursements for operation during the present year. Upon the request for buildings, \$2,800,000 in round numbers, and \$200,000 for land, the Board of Public Affairs has recommended an appropriation of \$591,000 for the biennium—this to be used for an addition to Bascom Hall and for minor service projects, such as heating, tunnels, etc.

This matter will next come up before the Joint Finance Committee of the Legislature. When, we do not know—but probably soon. Will the members of the Legislature follow the recommendations of the State Board of Public Affairs? If they do, research at our institution stops. Read in this issue of the MAGAZINE the few mere suggestions as to what research means to the State of Wisconsin, and ask if the University or the State should in this age destroy its searchlights and revert to candles. If the recommendations of the State Board of Public Affairs are followed, any probability that our University can remain a real humanizing institution ends and the day of quantity production only will be upon us. If the recommendations of the State Board of Public Affairs are followed, what will become of the medical undertakings? How useful will be the library, with an increasing attendance, when, with the present attend-

ance we have one chair for every twenty-one students? What becomes of the projected education building? What about the completion of the Wisconsin high school and the addition to the chemistry building—all necessary. How can these things go on? What is probably even more serious (if a matter could be more serious) how are we to proceed with the diminished operating expenses?

These and many other undertakings must stop and the University of our pride and of our affection will no longer be a University, but an advanced high school. If the Legislature follows the recommendations of the State Board of Public Affairs, our faculty, now too small, now underpaid, must be constricted in number and in quality. Is anyone so demented as to think that faculty men of vision can remain? Can they not read the Carthaginian future if this is to be the University's treatment? Is any one so simple-minded as to believe that anything but puny leadership for that faculty can be secured under such conditions as these? Shall our Alma Mater be permitted by those who know its worth, by those who love it, to "turn the other cheek" and in her weakness smile? Shall the University of Wisconsin withdraw from its proud place at the front of the line among state institutions? Must it no longer hold aloft its brilliant torch? Must it become a mere follower, gathering in the field of education only the crumbs that its sister institutions in the middle West may drop in her groping way? We hear the boast that Wisconsin is a forward-looking state, that there is meaning in its motto. Is this University nevertheless to become an intellectual parasite? Is it to be a lichen on the tree of knowledge? We look about us. We see the advancing universities of Michigan, of Illinois, of Minnesota, of Iowa, and all the others. They are not being subjected to any penny wise and pound foolish policies, and they, wonderful institutions that they are, can not one of them show a record of service to the state that can the University of Wisconsin. If the recommendations of the State Board of Public Affairs are followed, never again will European commissions come to the United States and say, as they have said, that of all American universities, Wisconsin is the best.

What can the alumni do? Appeal to the legislature? Yes, of course, we *will* appeal. But let us do more. Let us open the heart of the University to those who for over three-quarters of a century have supported the University—the people of the State of Wisconsin. Let us tell her story in every

city, village, and town. Let us take it to the farm, the shop, and the factory, and everywhere that Wisconsin men and women are striving. Then let the principals speak. Does any one suppose that they will sit quietly if the University's program is to be found in the recommendations of the State Board of Public Affairs? They still have pride in this pioneer institution. They know its worth. They know how faithfully and brilliantly it has served.

In Wisconsin, the people spent in 1924 over twice the amount for candy and gum that was given by the State to the University. They spent for soft drinks nearly five times the amount that was spent for the University. They spent for tobacco nearly ten times the amount that was spent for the University. Can anyone think that they are so poor in pocket or in spirit that they will for one moment tolerate the carrying out of the program suggested by the State Board of Public Affairs? We believe that they will not, that they cannot, if they know the facts.

To be sure that they learn the facts, the Alumni Association is sending out speakers provided with charts, with facts and figures. The whole state will be canvassed. No thinking citizen can fail to be aroused over the proposal of the State Board of Public

Affairs. However that Board's proposal may be characterized—whatever the excuse that may be offered for it—certain it is that that proposal is in its effect a blow that Wisconsin, of all state universities, least deserves.

We ask every ex-student of the University to help to carry on. We have increased the staff at the Alumni Headquarters. Able men are in charge of the speaking campaign. If you can speak,—offer your services at once. If you can write,—express your opinions to the members of the Legislature. If you care anything for the continued success of the University of Wisconsin—if you wish to see a new president as worthy as those who have gone before—if you wish to retain a strong faculty—yes, if you wish it to remain a University, now is the time to make it known,—now is the time to prove it by deeds. Let us shake off our lethargy. If Wisconsin has taught us anything, it has taught us to serve; it has taught us to welcome problems, not to fear them; it has taught us that our old gym motto is true: "There are no quitters in Wisconsin."—Now to the proof.

Yours for the University,—GEORGE I. HAIGHT, '99, *President* of the Alumni Association.

XII.—SUPPLEMENT

1. A UNIVERSITY is a trinity consisting of teachers, students, and alumni. It is, in truth, rather a three-legged stool with faculty, students, and former students forming the three legs than as Garfield in his desire to compliment Mark Hopkins described it: "A log with Mark Hopkins at one end and a student at the other."

2. A GENERAL ALUMNI ASSOCIATION is a voluntary, co-operative enterprise animated with a desire to serve Alma Mater. Through this organization former students are the better enabled to keep in touch with the institution and with each other, and are enabled through co-operative endeavor to assist the University to render constantly wider service and wield broader influence for good, and to improve upon the high standards and great accomplishments of the past. Not only does this form of co-operative endeavor give greater opportunity to all of us no matter how small or unimportant some of us may be when left alone, but it is significant to note that almost without exception every great outstanding individual alumnus that has rendered great service to Alma Mater or made great contributions of any sort to her has been or is (if still alive) a member of the General Alumni organization.

3. A LOCAL ALUMNI CLUB is a sort of power-station of energy,

- a. To serve as an outpost of the University;
- b. To be representative of her interests in every way;
- c. To hold her name high by alliance with the best educational movements in the community;
- d. To seek out the best type of local students;
- e. To make such contacts with the local press that the most advantageous publicity to the University will result;

f. And last but not least, to serve as a social rallying point for former students.

Incidentally, these clubs are the source of authority and power for the policy of the General Alumni Association because of the representation they have on the Alumni Council which is the directing, legislative, governing body of the General Alumni Association.

Indeed, the surest way of making a vigorous centralized Alumni Association is through strong local clubs that help to crystallize alumni opinion, keep alive alumni loyalty, by occasionally meeting in social gatherings and celebrations, and that can function in a business- or executive-way on short notice.

4. WHO IS AN ALUMNUS? It is interesting to note that while Webster with more of a spirit of faith than of reason has jumped to the conclusion that this word which means "foster-child" means a graduate of a University, the Spanish dictionary-makers reached the conclusion that this word which means "foster-child" means a student *in* a University. Probably the definition by President Alderman of the University of Virginia is a more acceptable one. He says: "The best definition that I can frame is that an alumnus is a devoted child of a good mother." (While most of the 9,500 members of the General Alumni Association of the University of Wisconsin are graduates, the fact remains that the few hundred who are not graduates are loyal and active in Alma Mater's service.)

The framers of the constitution of the General Alumni Association purposely left membership in the General Alumni Association open to former students of the University.

The constitution of the General Alumni Association presumes that membership in the local clubs will be open to all members of the General Alumni Association.

LOCAL CLUB OFFICERS. Local clubs have of course the usual officers with the usual duties. Among these officers none is more important than the secretary. In addition to the usual duties the secretary should be charged with the duty of sending to the central alumni headquarters complete reports of all meetings, elections, and a list of attendants, and also notify the central executive secretary of changes of address, of deaths and marriages among former students of the University in the vicinity of the local club, and of public honors bestowed upon them and of such other information as should be a matter of alumni record.

5. **BY-LAWS:** In the by-laws of every local alumni club should appear this one:

1. *The Wisconsin Alumni Magazine* shall be the official organ of this club.
and this one:

2. It shall be the duty of the local secretary to keep a record of the proceedings of all the meetings of the club and he shall correspond with the General Alumni Secretary as provided by the constitution, and he shall be charged with the duty of sending reports of all dinners, meetings, and similar gatherings held by this club to the General Alumni Secretary for publication in the *Wisconsin Alumni Magazine*.

If we think of the University as Wisconsin Spirit then surely the University is wherever that spirit is shown by former students. We have always thought of the University as the campus. During recent years we have spoken of the campus of the University as the state. May we not go a step further and say that the University is really to be found not only at Madison and within Wisconsin but wherever Wisconsin alumni meet together?

SPEED THE DAY

"Speed the day when every man and woman who ever attended the University is enrolled as a member of the General Alumni Association. It is one very practical way of showing your faith in the University and your desire to stand behind it."

XII.—SUGGESTIONS FOR LOCAL U. OF W. CLUBS

The Organized Alumni of The University of Wisconsin



The University of Wisconsin Clubs in co-operation with the Alumni Council

The organized alumni body of our University is rapidly growing in numbers and effectiveness. The Alumni Council, to which the various Alumni Clubs send representatives, and which is the central directing organization, is ambitious to bring about a closer fellowship among the alumni, former students, and friends of the University. It believes that one of the most effective means to this end is the formation throughout the country of University of Wisconsin Clubs. There are numerous communities in which the number of available members is such as to make the formation of these clubs entirely feasible and desirable. Clubs have already been established in a number of cities, in several counties, and in a few states.

Organization of Clubs

It is suggested:

1. That the clubs be simple in organization.
2. That the clubs shall be representative, and all students of the different departments and schools of the University shall be cordially welcomed and shall take part.
3. That meetings be held regularly, whether they be weekly, monthly, quarterly, or semi-annually, that no club hold less than two meetings each year—one in Feb-

ruary (Founders' Day is the first Monday of February) and one when students enrolled in the University are at their homes.

Suggested Activities

1. To bring about closer fellowship, broader acquaintanceship, and better understanding among the former students, present students, faculty, regents, and friends of the University.
2. To seek out the best type of prospective students.

3. To make such contacts with the local press that the most advantageous publicity to the University will result.

4. To provide occasional lectures by prominent faculty members and other eminent men.

5. To hold not less than one meeting at which affairs of the University may be discussed with some one from the University each year.

6. To promote literary, cultural, and scientific pursuits of kindred interest to members.

7. To uphold, support, and advance the best interests of the University in the localities throughout the state.

8. To aid alumni in securing positions in their chosen field of activity.

The Alumni Council Will Help

The Clubs Committee of the Alumni Council has arranged with the University so that members of the faculty will from time to time attend meetings of local clubs for the purpose of talking over University affairs.

Would you like to have a representative of your General Alumni Association visit your city and confer with you on University problems as considered, spoken about, or acted upon by U. of W. clubs at other places? If you would, form a University of Wisconsin Club, make it representative of the University in your community, and write the Alumni Office, telling what sort of a meeting you can arrange and approximately when you would like to have it. If possible the Executive Secretary will come or send some well-qualified representative.

If you desire names and addresses of graduates in and around your center or additional information to assist you, it will be sent upon application to the Alumni Office, 821 State St., Madison, Wis.

PROPOSED CONSTITUTION AND BY-LAWS

Article I.—Name

The name of this organization shall be the University of Wisconsin Club of -----

Article II.—Purposes

This club is formed to co-operate with the Alumni Council in advancing locally the welfare and best interests of the University. (As to details on methods see *Suggested Activities.*)

Article III.—Membership

All members of the General Alumni Association of the University of Wisconsin residing in ----- (name of city, county, or state) shall be eligible to membership in this club, together with such other former students as the board of directors may decide.

Article IV.—Officers

The officers of this club shall consist of a president, vice-president, and secretary-treasurer, who, together with two additional members appointed by them or elected by the club shall constitute the general executive committee of the club.

The duties of president, vice-president, and treasurer shall be those generally exercised by such officers.

The duties of the local secretary shall be those which generally pertain to that office, and in addition the secretary shall be charged with the duty of sending to the Executive Secretary at the central alumni office, 821 State St., Madison, Wisconsin, notice of meetings to be held, and complete reports of all meetings, elections, and a list of attendants, also notify the Executive Secretary of changes of address, deaths, and marriages among the former students of the University in their vicinity, of public honors bestowed upon them, and such other information as should be a matter of alumni record.

Furthermore, the secretary shall be the official representative of the club at the semi-annual meetings of the Alumni Council at Madison.

The executive committee shall exercise the powers and authority of the club subject to such direction as the club may prescribe.

Article V.—Meetings.

There shall be held at least two meetings of this club annually, one about Founders' Day and the other during the summer or Christmas holidays, and such other meetings as may be scheduled by the club, or called by its executive committee.

Article VI.—Dues

The dues shall be \$-----payable annually in advance. Arrears in dues shall prevent holding of office, privilege of voting, and all active participation in club activities until such arrears are paid.

Article VII.—By-Laws

Such by-laws may be adopted as from time to time shall be deemed advisable by the club.

A duplicate of these articles of association shall be filed with the Alumni Council in its offices at Madison. Annually, also, a list of names and addresses of members of the club shall be filed at the office of the Council.

By-Laws

1. It shall be the duty of the *president* to preside at all meetings of the club, and to perform all other duties usually imposed upon that officer. The *vice-president* shall perform the president's duties in case of the latter's absence or disability. In case of the absence of both the president and vice-president, then the duties shall be performed by any member chosen by the executive committee for that purpose during the absence or disability of both the president and vice-president.

2. It shall be the duty of the *secretary* to keep a record of the proceedings of all the meetings of the club; and to correspond with the Alumni Council Executive Secretary as provided by the constitution, and he is especially charged with the duty of sending reports of all dinners, meetings, and similar gatherings held by this club to the Executive Secretary for publication in the *Alumni Magazine*.

3. The *treasurer* shall receive all money paid into this club, and shall disburse money upon orders signed by the president or by the secretary.

4. The *Wisconsin Alumni Magazine* shall be the official organ of this club.

5. Seven or more shall constitute a quorum sufficient to do business at any regular, special or adjourned meeting of this club.

6. These by-laws may be amended at any meeting of the club.

7. Roberts' Rules of Order shall govern parliamentary questions in the meetings of this club.

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The Original
MALTED MILK
A Delicious Food-Drink for All Ages
Beware of substitutes and imitations.

CONKLIN & SONS COMPANY (Established 1854)
Coal, Wood, Mendota Lake Ice, Cement,
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MAIN OFFICES: 24 E. MIFFLIN ST., MADISON

Directory of Secretaries of Local Alumni Clubs

ALABAMA

Alabama—Mabel Winter, '22, Muscoda, Bessemer.

CALIFORNIA

Los Angeles Alumni—James Brader, '23, 5441 Hampton Ct.

Northern California—F. V. Cornish, '96, 1923 Dwight Way, Berkeley.

San Diego—Vinnie Clark, '10, State Normal.

Southern California Alumnae—Genevieve Church Smith ex'98, 1900 N. Hill Ave., Pasadena.

CHINA

Peking—
Shanghai—

COLORADO

Denver—Clifford Betts, '13, 1731 Araphoe St.

DISTRICT OF COLUMBIA

Washington—Cora Halsey Robertson, '06, 1422 Irving St., N. E.

GEORGIA

Atlanta—E. Greverus, '00, 72 Rosedale Drive.

HAWAII

Honolulu—Etta Radke, '16, c-o University.

IDAHO

Moscow—W. M. Gibbs, '16, Morrill Hall, U. of Idaho.

Pocatello—F. C. McGowan, '01, Hotel Bannock Bldg.

ILLINOIS

Chicago Alumnae—Marie Bodden, '21, 1215 Astor St.

Chicago Alumni—S. S. Hickox, '14, c-o Low's Letter Service, 175 W. Main St.

Moline—A. R. Niemand, '17, 2331 Arlington Ave.

Peoria—George B. Hazen, '23, 711 S. Adams St.

Rock Island—A. R. Niemand, '17, 2331 Arlington Ave.

INDIANA

Indianapolis—Florence Seder, '19, 301 Chamber of Commerce.

Lafayette—Mrs. G. C. Brandenburg, 625 Bussell St., W. Lafayette.

IOWA

Ames—A. R. Lamb, '13, 712 Hodge Ave.

Clinton—D. E. Leslie, ex'07, 221-5th Ave.

Davenport—A. R. Niemand, '17, 2331 Arlington Ave.

Des Moines—Sanford Drake, '19, 2505 Terrace Ave.

Sioux City—Helen Stilwell, '23, 2219 Jackson St.

JAPAN

Tokyo—Aurelia Bolliger, '21, Miyagi Girls' School Sendai, Japan.

KENTUCKY

Bowling Green—P. C. Deemer, '14, 1024 State St.

MASSACHUSETTS

New England—R. C. McKay, '15, 411 Ames Bldg., Boston.

MICHIGAN

Detroit Alumnae—Kathleen Calkins, '14, 642 Glynn Court.

Detroit Alumni—Willard Sanders, ex'21, 912 Ford Bldg.

Menominee—W. C. Isenberg, ex'15, Loren Robeck Co., Marinette.

MINNESOTA

Duluth—Vernon Sell, ex'21, 160 Alworth Bldg.

Minneapolis Alumnae—Lethe Grover Williams, '20, 4323-1st Ave., S.

Minneapolis Alumni—H. O. Frohbach, '21, 3120 Bryant Ave., S.

St. Paul Alumni—Herman Egstad, '17, c/o St. Paul Ass'n.

Twin Cities Alumnae—Hazel Hildebrand Whitmore, '10, 371 Macalester Ave., St. Paul.

MISSOURI

Kansas City—George Baum, Stern & Co.

St. Louis—Paul Ebbs, ex'19, Swope Shoe Co., Olive at 10th St.

MONTANA

Butte—Rev. C. L. Clifford, '08, 315 N. Montana St.

NEBRASKA

Omaha—

NEW JERSEY

New Brunswick—

N. B. Local Club Officers: Please see that the name and address of your secretary is on file at Alumni Headquarters; Madison, Wis.

NEW YORK

Ithaca—

New York City—John Bickel, Curtis Pub. Co., 366 Madison Ave.

Schenectady—David McLenegan, '21, 52 Glenwood Blvd.

Syracuse—Ella Wyman Brewer, '09, 865 Livingston Ave.

NORTH DAKOTA

Fargo—H. L. Walster, '08, 1130 4th St. N.

Grand Forks—Anna McCumber Chandler, '99, University.

Minot—

OHIO

Akron—Alice Edison, '20, c/o Akron Sunday Times.

Cincinnati—

Cleveland—Ray Sanborn, '08, Alcazar Hotel.

Columbus—Gladys Palmer, '18, Ohio State University.

Dayton—Charlotte Baer, ex'20.

Toledo—Mary Hutchison, '20, 341 W. Oakland St.

OREGON

Eugene—

Portland—Loyal McCarthy, '01, 1334 Northwestern Bank Bldg.

PENNSYLVANIA

Philadelphia—Wm. Stericker, '17, 134 Sylvan Ave., Rutledge.

Pittsburg—

SOUTH DAKOTA

Brookings—Dorothy Martin Varney, '20, 719 12th Ave.

TENNESSEE

Knoxville—Neena Myhre Woolrich, '14, Box 17, Fountain City.

UTAH

Salt Lake City—Margaret Caldwell, '22, 124 F. St.

WASHINGTON

Puget Sound—Harold Huston, 902 Hoge Bldg., Seattle, Wash.

Pullman—F. J. Sievers, '10, State College.

Seattle—Harold Huston, 902 Hoge Bldg., Seattle, Wash.

Spokane—Herman Zischke, '17, 300-11 Symons Bldg.

WISCONSIN

Appleton—Miriam Orton Ray, ex'22, 319 Rankin St.

Ashland—Linus Roehm, '21.

Baraboo—H. M. Langer, '17.

Beloit—Ruth Luckey Longenecker, '20, 325 Park Ave.

Chippewa Valley—M. S. Frawley, '73, 326 4th Ave., Eau Claire.

Dodge County—Edith Rettig Schemmel, '10, 211 West St., Beaver Dam.

Door County—Marion Barber Reynolds, '23, Sturgeon Bay.

Fond du Lac—Dorothy Ahern, '22, 114 E. Second St.

Fort Atkinson—C. B. Rogers, '93, 95 N. Main St.

Green Bay—Jean Cady, '91, 721 Emilie St.

Janesville—Robert Cunningham, '16, 758 S. Bluff St.

Kenosha—

La Crosse—Melvin Pierce, '22, 911 Rose St.

Langlade County—Henry Hay, '98, 1006 Clermont St., Antigo.

Marinette—W. C. Isenberg, ex'15, Loren Robeck Co.

Marshfield—Betty Markham, ex'21.

Merrill—Jenos Greverus Heinemann, '08, 315 Center Ave.

Milwaukee—Ralph Hammond, '14, 446 Clinton St.

Neenah—E. C. Kreamer, '15, 1204 28th St., Milwaukee.

Oconomowoc—A. C. Oosterhuis, '13.

Portage—H. E. Andrews, '90, 307 N. Franklin St.

Portage County—Att'y. J. R. Piffner, '09, Stevens Point.

Racine—Carroll Heft, '23, 1325 Thurston Ave.

Rusk County—Leo Schoepf, '15, Ladysmith.

St. Croix Valley—Inez Upgren Knapp, '18, River Falls.

Sheboygan—Gertrude Kowalke Daane, '21, 103 Lake Ct.

Sparta—Violet Stevenson Taylor, '20.

Superior—H. H. Van Vleck, ex'14, U. S. Nat'l. Bank Bldg.

Teachers' Club—Pearl Lichtfeldt, '22, Wauwatosa.

U. W. Law Club—Philip La Follette, '19, 509 Bank of Wis. Bldg. Madison.

Watertown—Gladys Mollart, ex'16; 2nd Club: E. L. Grady, 1031 N. 2nd St.

Wausau—M. C. Graff, '14, 217 3rd St.

West Bend—Frank Bucklin, '02, 118 W. Main Street.

N. B. Local Club officers: Please see that the name and address of your secretary is on file at Alumni Headquarters Madison, Wis.

Support Student Activities