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WISCONSIN
Alumnus

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In This November, 1958, Issue:

- Presidential Inaugural Highlights
- Floor Plan for Your Alumni House

Wisconsin's First Homecoming

By Sandra Lemke '59

*Festivities surrounding the Minnesota game of 1911
gave rise to many long-lived traditions*



EVERYONE OUT for the first annual Homecoming. Bring back your old Wisconsin spirit. We have a team that can win, provided we all stand back of it. There are no quitters at Wisconsin!" So read the November, 1911, *Wisconsin Alumni Magazine*.

And 3000 alumni did come back for the first Homecoming on November 18 of that year, just as in succeeding years alumni have come back to renew old acquaintances, discover the needs of the university, and rekindle a common bond between the student body and themselves.

It was C. C. Chambers, '12, editor of the first Athletic Bulletin, who first proposed plans for a gigantic student-

faculty-alumni reunion. Most of today's Homecoming events date back to his letter in the September, 1911, bulletin.

"How great it would be if enough old and new men would come back to fill the entire bleachers," he wrote. "It is even possible that Senator LaFollette might address a mass meeting before the game. Reunions and banquets for all old Wisconsin men would be a pleasant feature and provision has been made for them near the side lines. Different organizations could hold reunions and class headquarters established. The Wisconsin band could head a monster parade out to the camp and undergraduate classes could vie with each other in introducing novel stunts

in cheering sections. There is sufficient dramatic talent in the university to provide splendid entertainment."

The athletic department approved these plans and appropriated money to promote the game between Wisconsin and Minnesota as Homecoming. This game between the traditional rivals would determine the championship of the Western Conference.

The first Homecoming was presumably to be planned mainly by alumni and for the alumni. It was considered too big and too complex to be handled by students. Students were only to "work out the local details, reserve rooms, aid publicity campaigns, meet trains, provide appropriate meetings, mixers,

smokers, and mass meetings," according to *The Daily Cardinal*.

Alumni and students in magazines, papers and club activities proceeded to publicize and promote the new event. Letters were written by students to thousands of alumni. Fraternities and other campus groups planned get-togethers and reunions.

It was decided that alumni would all wear a recognition badge while back for Homecoming so that students would know them as guests who would be entertained royally. The badge was shaped like a large W with the words "I Came Home" across its center.

An article in the *Wisconsin Alumni Magazine* urged: "If you are requested to serve on an alum sub-committee, your duty as a Wisconsin man is to act,

"Wallop Minnesota" were put on sale on Tuesday, it marked the beginning of the Homecoming button tradition. 2300 buttons had been sold by Wednesday at 10¢ a button. (Inflation note: they'll be .25 this year.)

Friday night before the big game a "monster mass meeting" was held in the gym. (This was the forerunner of the big Field House shows of the past few years.) Alumni, coaches, and the football team sat on the stage in the glare of a huge electric Wisconsin sign hanging above them. Coach John Richard told the group that football was "emerging from the middle ages into the Renaissance light."

On Saturday, the temperature was 22 degrees. A cold wind was blowing. Snow and ice covered the football field.

of the seven other members of the conference.

And 1958 Badger Block participants can claim as their ancestors the white cloaked spectators of 1911 who formed a block W in the bleachers.

After the game, 12 wagon loads of timber from Camp Randall provided the fuel for the largest bonfire ever burned on the lower campus.

Then the male alumni and students gathered in the gym for the smoker. While they ate apples, doughnuts, and drank cider, they heard Dean E. A. Birge, J. F. Trotman, president of the Board of Regents, and others praise Wisconsin spirit. Haresfoot presented a skit complete with a kick chorus.

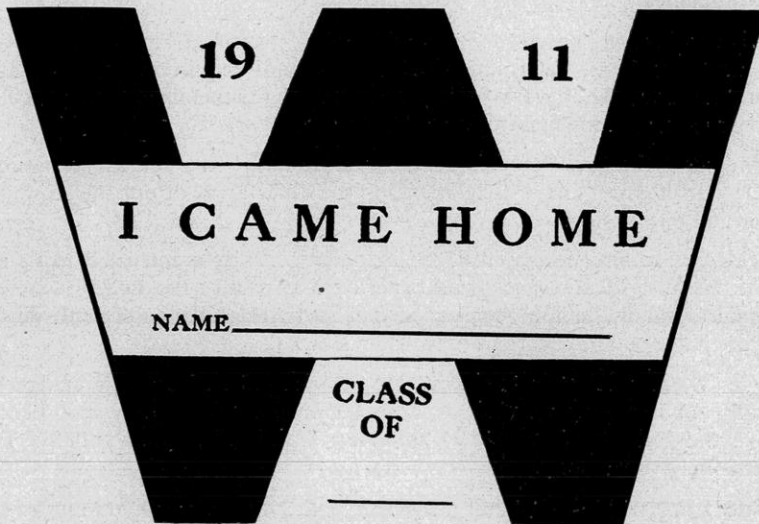
While men and women will celebrate Homecoming 1958 together, by party hopping and dancing, in 1911 the sexes were segregated. The co-eds sat alone in the gallery while the men sat with their respective classes on the main floor during the Tuesday night songfest. While the men were smoking in the gym on Saturday night, the women were holding a tea at Lathrop Hall, then progressing to a sedate dinner, a reception and a grand rally of their own.

Madison merchants cooperated in the first Homecoming by closing their stores Saturday afternoon. They also made decorations and displayed in their windows Wisconsin pennants, bunting, and red electric lights. One display depicted Camp Randall with the teams lined up for a kick off. Another showed a copy of the famous November 18, 1894 *Cardinal*—printed on red newsprint—containing the story of a previous Badger victory over Minnesota.

And, in spite of the many opportunities for the demonstration of college spirit, Madison police said they were "dumfounded at the unexpected and highly commendable standard of the students to have a safe and sane Homecoming."

The general chairman of the first Homecoming was K. F. Burgess. In an article in the December, 1911, alumni magazine he summarized the results of Homecoming: a greater university cohesion in which the three elements—alumni, faculty and students—blended together into a single entity.

Homecoming 1958 will again unite these three elements into a single entity for the benefit of the University.



HOW THE ALUMNI RECOGNIZED EACH OTHER AT THE HOMECOMING

for he who has once been associated with our college on the hill is always a Wisconsin man and his efforts should always be directed toward a greater and better university."

In the meantime, the alumni and students gathered in Madison, Milwaukee, and Chicago to sing Wisconsin songs, cheer, and have a good time. The alumni club of Chicago sent letters to their members explaining the necessity of their presence at a pre-Homecoming smoker in no uncertain terms. "Orpheus and Bacchus will be worshipped," it was proclaimed. Back in Madison, a drum corps parade advertised a songfest in the gym on Tuesday night.

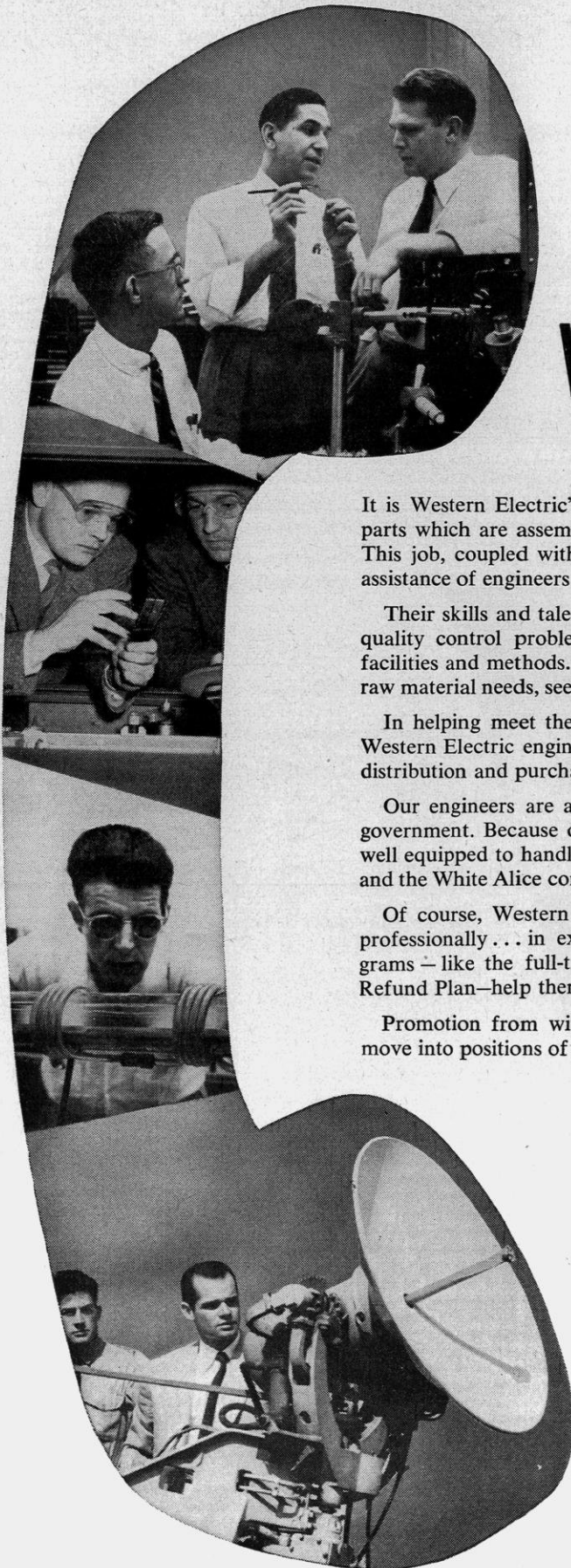
When 4000 buttons with the slogan

Most of the 15,000 shivering fans, a new attendance record, worried about the icy field hindering the Wisconsin team's new, tricky plays.

These fears were not unfounded. All the Homecoming spirit and enthusiasm didn't bring a victory. The score ended in a 7 to 7 tie. The Wisconsin team did "rally in wonderful fashion and came from behind with a rush in the last quarter."

Two other innovations today accepted as routine features of a football game were introduced in 1911. The crowd was entertained between halves by a group of freshmen who staged a burlesque football game with the Badgers fighting against the combined strength

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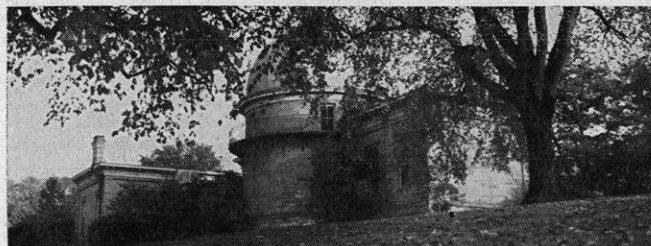
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WISCONSIN Alumnus

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 Wisconsin Alumni Association

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COVER

For this beautiful photograph of Washburn Observatory—Wisconsin's Alumni House to be—we are indebted to Gary Schulz

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THE WISCONSIN ALUMNUS, published once monthly in December, January, February, March, April, May, June, July and September, and three times monthly in October and November. (These extra issues are Football Bulletins.) Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) \$2.50 a year; subscription to non-members, \$5.00 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis. If any subscriber wishes his magazine discontinued at the expiration of his subscription, notice to that effect should be sent with the subscription, or at its expiration. Otherwise it is understood that a continuance is desired.

BALANCE—PROGRESS—TEAMWORK

These three words played an important part in the inauguration ceremonies for Wisconsin's thirteenth president, Dr. Conrad A. Elvehjem.

Some seven thousand students, faculty members and alumni attended the convocation in the Field House on Thursday, October 9, which started the three-day inauguration ceremonies. Excerpts from President Elvehjem's inaugural address are included in this issue.

Immediately following this convocation, more than 500 jammed Great Hall for the Inaugural Luncheon with Dr. Grayson Kirk, president of Columbia University, as the main speaker. Special guests included presidents of Wisconsin institutions of higher education and presidents of neighbor-state universities. Following this program, luncheon guests toured the campus and attended a tea at the residence of President and Mrs. Elvehjem at 130 N. Prospect Avenue.

Friday evening, October 10, another over-flow crowd

(800) attended the faculty-alumni dinner in the Wisconsin Union. This was supposed to be the climax of the inauguration activities, but the half-time show at the Wisconsin-Purdue game provided additional thrills.

Nine tubas in Ray Dvorak's band led the downfield march with "WISCONSIN" spelled out on the bells. As the band faced the west stand, the letters of "WISCONSIN" were removed to reveal "ELVEHJEM." The band then formed the letters LVM to show how the president's name should be pronounced. Then the band spelled out "CONNIE"—the name his friends use in talking with him.

As the band played "Let Me Call You Sweetheart," Mrs. Elvehjem was presented with a bouquet of white chrysanthemums decorated with red "W's." In expressing his thanks for this half-time tribute, Connie gave the best speech of the three-day program of activities. It was just one sentence long.

"I hope that we in the administration can keep our signals as straight as the boys have so far this afternoon."

President Elvehjem and other inaugural speakers stressed balance, progress and teamwork in the University's program of teaching, research and public service. On the question of balance, President Elvehjem reported that among the 1,300 degree-granting institutions in the country, Wisconsin was fourth in natural sciences, fifth in the social sciences and eighth in the arts and humanities.

President Elvehjem repeatedly emphasized the importance of University progress in meeting the growing needs of higher education. He stressed the need for teamwork to meet these needs. Evidences of this teamwork were seen again and again during the inaugural ceremonies. I'm sure that I speak for all loyal Badgers when I say that Connie can count on this teamwork during his administration. Like all universities, Wisconsin needs the organized support of its alumni.—JOHN BERGE, *Executive Director*.



Faculty-alumni dinner speakers included Don Anderson '25, President, Conrad A. Elvehjem '23 and Catherine Cleary '43.



L. to R., William H. Harrison, President of T. P. Taylor & Co.; Harry W. Castleman, C.L.U., General Agent of New England Life.

Princeton ('35) and Yale ('34) see eye-to-eye on retirement plan for Taylor Drug Stores

"Bill Harrison was graduated from Princeton the year after I got my degree from Yale," explained Harry Castleman, General Agent of New England Life in Louisville, Kentucky.

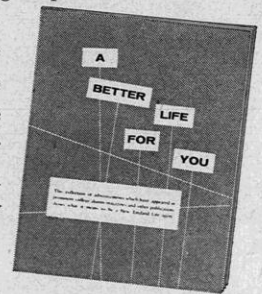
"While we haven't always agreed on the comparative merits of our colleges, we found ourselves in *complete* agreement on the Taylor Employees' Security Plan I helped develop for Bill's company."

Harry Castleman worked closely with Mr. Harrison, president of T. P. Taylor & Co., in installing a New England Life plan for that well-known 79-year-old southern drug store chain. The result was a top-notch program that was enthusiastically received by company management and employees alike.

In much the same way, many executives from coast to coast turn to our representatives for consultation on the business uses of life insurance. New England Life writes

more individual policy pension plans than any other company and is prominent in the group field.

If you are interested in a challenging and rewarding career like Harry Castleman's, we'll be glad to mail you a booklet—"A Better Life For You"—of other brief career reports of the job satisfaction with New England Life. Write Back Bay P. O. Box 333, Boston 17.



NEW ENGLAND

Mutual **LIFE** Insurance Company
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THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835

These University of Wisconsin men are New England Life representatives:

Henry E. Shiels, '04, Chicago
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Hugo C. Bachhuber, '26, Mayville

Godfrey L. Morton, '29, Milwaukee
Martin B. Lehman, CLU, '35, Kansas City
John C. Zimdars, '39, Madison

Kenneth N. Wedin, '46, Minneapolis
Calbert L. Dings, '48, Charlotte
David H. Massey, '57, Chicago

Ask one of these competent men to tell you about the advantages of insuring in the New England Life.

★ Compendium

In his first address to the faculty, President Elvehjem praised **UW instruction**, but noted it could be improved. He further asked each faculty member to spend an extra hour every week in special contacts with students.

*

Prof. J. Kenneth Little will direct a study sponsored by the U. S. Office of Education. Object: to study **factors influencing young people** to continue education beyond high school.

*

Co-enzyme Q—discovered by UW Enzyme Institute researchers through isolation of the material from components of living cells—performs a key function in basic chemical reactions by which the living body gets energy from food.

*

A poll of 1,300 students in the school of education revealed that only 17 per cent planned to make **teaching a lifelong career**. Seventeen per cent didn't plan to teach at all.

*

"Academic growth and development in both fields" was responsible for division of the **sociology and anthropology** department into separate departments. Prof. David Baerreis is anthropology department head; Prof. William H. Sewell heads sociology.

*

To direct the soon-to-be-established Center for the Study of Mass Communications the Regents appointed Percy Hyman Tannenbaum, effective next January 15.

*

Replacement of inadequate **Extension Center** facilities at Kenosha and in the Fox River Valley moved a step nearer completion in September, when Regents gave their approval for \$750,000 and \$500,000-\$600,000 buildings, respectively, to be built by the communities.

*

Wisconsin is one of 37 universities sponsoring an extensive campaign to recruit outstanding young men and women for **college and university teaching**. The program, launched by the National Woodrow Wilson Fellowship Program, calls upon 200 teachers to canvass nearly 700 North American campuses, offering near-graduates of promise a year of graduate training in any of the social sciences or humanities.

*

A rare and costly first edition of "Tom Sawyer"—once owned by actor Jean Hersholt—has been added to the sizeable UW collection of writings by and about Mark Twain. It was presented to the Library by Madison businessman Norman Bassett through the Friends of the University Libraries Fund, and is the latest of many Twain items donated by Bassett to his alma mater.

*

Among top purchase award winners in the *Milwaukee Journal's* anniversary competition for Wisconsin painters were Profs. Alfred Sessler, Dean Meeker, Robert Grilley, Joseph Freibert, Instructor John N. Colt, and alumni Fred Berman and Arthur Thrall.

*

A striking 1959 **Wisconsin Picture Calendar**, with six color and 54 black and white photographs, is available for one dollar from the Wisconsin State Historical Society in Madison.

UW Calendar

November, 1958

- 7 *Homecoming Show* (Li'l Abner), Field House
- 8 *Cross-Country Track Meet*, Wisconsin-Marquette, Intramural Fields, 10:30 a.m.
- 8 *Football*, Wisconsin-Northwestern (Homecoming), Camp Randall Stadium
- 9 *Concert*, Gunnar Johansen, pianist, Music Hall
- 11 *Dearholt Day Lectures*, SMI Aud., 3 p.m.
- 11-12 *Engineering Institute*, Value Engineering
- 11-13 *Workshop*, Production Planning and Control
- 12 *Management Institute*, Financial Control of the Sales Operation
- 13-14 *Engineering Institute*, Air Conditioning
- 14 *Lecture*, "New Instrumental and Electronic Music," Karlheinz Stockhausen, Music Hall, 4:30 p.m.
- 14-15 *Concert*, Adele Addison, soprano, Wisconsin Union Theater
- 16 *Lecture*, "Hidden Persuaders," Vance Packard, Memorial Union
- 16 *Concert*, Pro Arte Quartet, Music Hall
- 17 *Farm Short Course* opens
- 17-21 *Management Institute*, Human Relations for Foremen and Supervisors
- 18 *Old Vic Theater*, "Twelfth Night," Wisconsin Union Theater
- 18-19 *Engineering Institute*, Steam Plant Engineering
- 18-20 *Management Institute*, Executive Secretaries
- 19 *Old Vic Theater*, "Hamlet," Wisconsin Union Theater
- 19 *Management Institute*, Training for More Effective Operations
- 20-21 *Engineering Institute*, Civil Engineering Refresher
- 20-21 *Institute on Development of Aggression in Children*
- 21 *Management Institute*, Getting Line Supervision to Accept Responsibility for Personnel Functions
- 21 *Concert*, Leo Steffens, pianist, Music Hall
- 21-22 *Medical School Preceptors* meeting, Rm. 426, Hospital
- 22 *Football*, Wisconsin-Minnesota (Dad's Day)
- 23 *24th Salon of Art*, opening reception, Main Lounge and Library, Memorial Union, 4-6 p.m.
- 23 *Concert*, University Symphony Orchestra, Memorial Union, 3 p.m.
- 25 *Management Institute*, The Impact of Legislation and Court Decisions on Labor Relations
- 27-29 Thanksgiving Recess



If you want to know what the college crisis means to you, send for the free booklet, "The Closing College Door," to: Box 36, Times Square Station, New York 36, New York.

Perhaps it's later than you think!

Your son. His eager young mind is on football now. But soon, in high school, he'll be grappling with Science, and English and History. Then, almost before you know it, you and he will be trying to decide on where he'll go to college.

Will you be too late?

At this very moment our colleges and universities are facing a crisis. Despite all their efforts to meet the challenge of growing pressure for applications, they are hampered by lack of funds. That pressure will continue and increase. The number of boys and girls who want to go to college—and will be qualified to go to college—is expected to *double* in 10 years.

Meanwhile the needed expansion is far more than a matter of adding classrooms, laboratories and dormitory space. There must be a corresponding increase in faculty strength. The profession of college teaching must attract and hold more first-rate minds.

This problem vitally affects not only students and their parents but business and industry as well. There is a pressing need for scientists—for teachers and civic leaders—for business administrators and home-makers—who have learned to think well and choose wisely. They are and will continue to be the backbone of our strength as a nation.

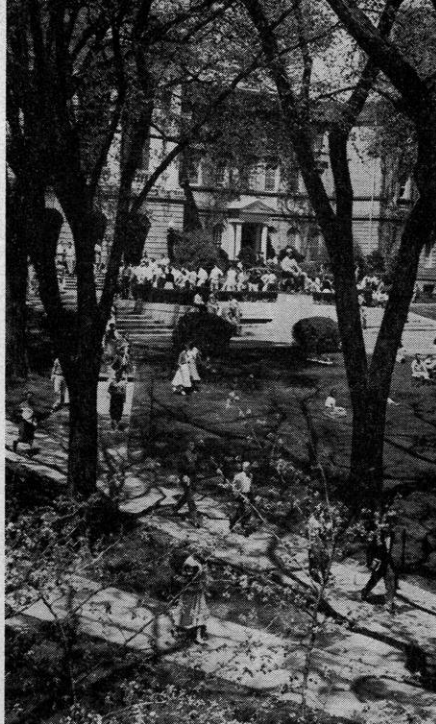
Freedom needs educated people. In this country, those who *lead* are those who *know*. Help the colleges or universities of your choice—now!

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education, by



WISCONSIN ALUMNI ASS'N.





"I don't tolerate the inference that size must mean mediocrity . . ."

*In this portion
of his inaugural address,
President Conrad A. Elvehjem
charted a path of progress*

“GIVE US

University of Wisconsin President Conrad A. Elvehjem delivered his widely hailed inaugural address at an All-University Convocation on October 9 in the Fieldhouse. Part of this address is reproduced in the accompanying article. In the introductory portion of the address, President Elvehjem:

- Paid tribute to the basic essential of the University's greatness; the spirit of Wisconsin, encompassing freedom and democracy, teamwork and dedication to progress.

- Noted the important role played through the years by the University's fine faculty.

- Praised the understanding of the University's lay leaders and their concern for its well being.

- Emphasized the importance of continued diversity and balance among and within its three major functions—instruction, research and public service—among and within the fields of natural sciences, humanities and social sciences, and within its student body.

However, President Elvehjem maintained that, over the years:

"It is from all the people of Wisconsin from the farms and factories, businesses and professions, from the churches and the governments that the University of Wisconsin has drawn its basic strength."

HIGHER EDUCATION today is ready to move into the most exciting, the most demanding, and the most promising future the world has ever known.

Knowledge is snowballing. Public appreciation for the values of education has hit a new high. Our supply of youngsters at college age and with training preliminary to college work is increasing rapidly.

In the business world, such increasing availability of raw material and rapidly expanding markets for the finished product would be a cause for rejoicing. The educational world is inclined today to look at the same situation as a problem.

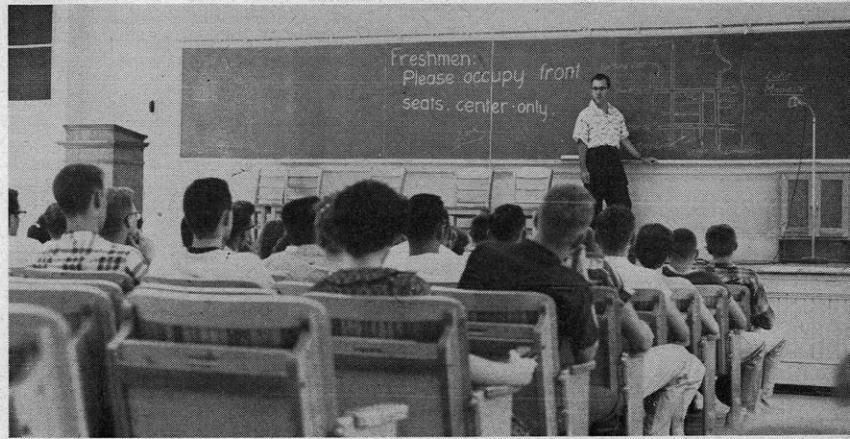
A challenge it is—certainly, but a challenge which, if met with vigor and determination, will give higher education a strength and usefulness it could not have dreamed of achieving just a few short years ago.

It is my conviction that here in Wisconsin, at least, we are well on our way toward meeting this challenge, that the higher educational institutions—both public and private—are gearing themselves for the test.

New challenges require new solutions and Wisconsin's flexibility will stand it in good stead in the years of the future. But rather than trying to prophesy what those solutions might be, I would like to draw again on the essentials of our past greatness to see how these, forged in past fires, sustain us in the future.

Again the spirit of Wisconsin—its freedom and democracy, its tradition of teamwork, its dedication to progress—will undergird all other essentials.

I propose that we maintain and strengthen freedom to learn, freedom to teach, and freedom to serve, in the face of all challenges. I thus propose that we become the evangelists of freedom throughout the chained world. Freedom is both the source of our nation's strength and our most exportable commodity. For freedom quickly breeds freedom,



THE HILLS TO CLIMB"

and once established behind the enemy lines, can reproduce and grow to strength sufficient to throw off tyranny. But in this struggle there will be attempts at undermining our own liberty. Guard freedom, use freedom, and the world can yet be saved.

Educational democracy can also expect attacks—it already has encountered sniping. In the face of prospects for greater enrollments there are some among us who would build a dike of some description to hold our enrollments at a level they have pictured as ideal. But name today the great educational institutions of America—those whose degrees are most respected—and with few exceptions you have also named the large universities, those whose enrollments have been allowed to grow as the need increased for education of the type they offer. I do not here advocate largeness as a standard of excellence. But I also do not tolerate the inference that size must mean mediocrity. Nor do I suggest that the individuality of our various institutions should be sacrificed to place them in some mold that I or anyone else would deem best. I firmly believe in diversity of educational opportunity. I urge only that this institution and all others seek to excel only themselves in attaining excellence.

I believe that people are individuals with diverse needs and capabilities. Neither this institution nor any other can be all things to all men and I feel that it is perversion of the democratic ideal to try to achieve such a goal. We, at the University of Wisconsin, have the capabilities for offering the highest quality of education to those who are capable of benefiting by it. I urge that we continue to maintain such standards—singling out those students who can benefit by extra challenge as well as those who need extra counselling.

I propose that we continue to expand the University to meet the needs of democratic education while maintaining and improving, wherever possible, our concern for each individual student.

The flexibilities of our Extension Centers and the expansion capabilities of the University of Wisconsin-Milwaukee will serve us well in this regard. We must be sure that the quality of instruction is similar throughout the University system, for these are all integral parts of the University of Wisconsin—important, necessary and permanent parts!

I am not here proposing that we attempt to locate in communities throughout the state duplicates of the Madison programs. What I am proposing, and with considerable determination, is that our programs be allowed to expand as the need increases, and at its most useful location, and always at the highest quality level. Whatever we do and wherever we do it—it must be done well.

This is the democratic education for which we should continually strive.

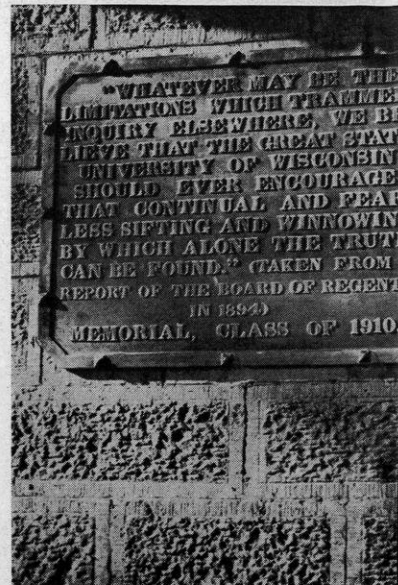
In our tradition of teamwork I see many new applications developing in the future. We already have moved beyond internal teamwork to a broader plane with such agencies as the Midwest Inter-Library Association, the Midwest Universities Research Association, the Association of Universities for Research in Astronomy, the Associated Midwest Universities, and the most recent nationwide Atmospheric Research and Education Association under the National Institute for Atmospheric Research. We have gone abroad in our cooperative program with the Universities in India, Indonesia, and in many other student and faculty exchange programs.

Teamwork with educational institutions throughout the nation and the world must be increased, if we are to do our part for society. And within our own realm, teamwork within Wisconsin should reach a new plane. With the help of the Coordinating Committee for Higher Education, great strides have been taken in joint work with the State Colleges. I look for further teamwork with the private institutions of Wisconsin. The strength of our Graduate School will aid them all in the staffing challenges which lie ahead.

“. . . the spirit of Wisconsin will undergird all other essentials.”



“I propose that we strengthen and maintain freedom.”



And perhaps more important than all else, I hope for closer cooperation with the high schools of the state. It is on them we must depend for the preparation of our students. This teamwork, in the past, has been an important influence on improving the whole scope of education in Wisconsin.

Within our own University, I see the need for more cross-boundary teamwork as knowledge grows in complexity. Perhaps the future will see further development of such interdepartmental organizations as the new Humanities Research Institute or the long-standing Lakes Research committee. Maybe joint seminars on a faculty level will provide some help. But whatever the mechanism—whether informal over lunch at the University Club, or through some formal organization—I hope that we can increase the availability of combined brainpower here at Wisconsin and extend this teamwork to Milwaukee and our Extension Centers.

All this is very much in keeping with our traditional dedication to progress in all lines of endeavor. For team research is essential in modern pioneering. Discoveries most often are the product of a single mind, working in the loneliness of deep thought. But the proof and the application most often require concerted efforts from many directions.

Progress was the keynote of the inaugural address of President Van Hise 54 years ago. “If the University of Wisconsin is to do for the state what it has a right to expect,” he said, “it must develop, expand, strengthen creative work at whatever cost.” This philosophy stressed particularly the value of progress in research. I now propose that while continuing the forward thrust in that area, we increase our dedication to progress in the instruction and counselling of students. Through the Experimental College and more recently the Integrated Liberal Studies program, Wisconsin has made important contributions to the advancement of instruction. But our progress in instruction must match our movement forward in research.

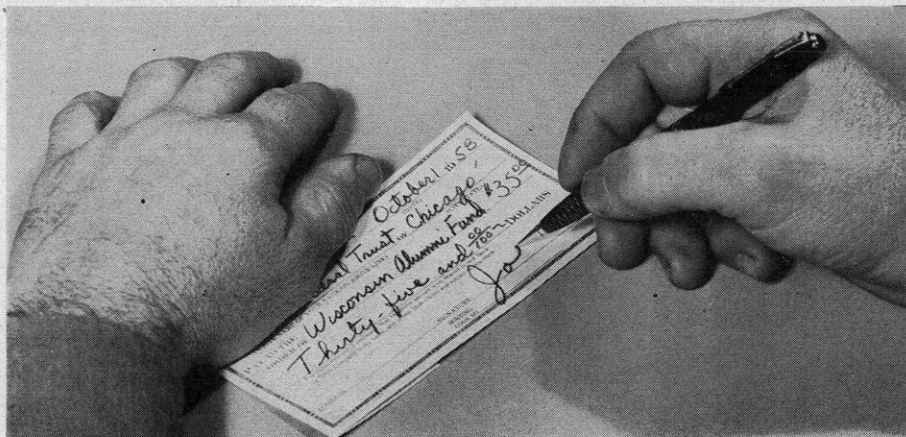
I am aware that experiments with educational procedures must be carried on with foresight and care, since they affect so vitally the lives of those who are subject to the experiment; yet in the face of the educational challenges ahead, we must strike out in new directions. What was good instructional procedure yesterday may well not be the best instructional procedure for tomorrow.

In the field of counselling we are taking some preliminary steps which I believe may lead to more effective early identification of outstanding talent. These I want to encourage. For the progress of this University must be in the form of providing increasingly useful educational services for our students and for all others in the state who can benefit from the resources of this institution.

The key to progress lies in another essential of our greatness earlier mentioned—the quality of our faculty and students. I propose that we continue, at least until some fool-proof test or system can be devised, our present procedure for admitting Wisconsin students, our current policies for admitting out-of-state and foreign students, and for encouraging international exchange of students. I would not want to preside over an insular institution. Educational greatness does not lie in that direction.

I propose that we continue our attempts to make this institution one which attracts the highest quality of students—regardless of residence or any such limiting factor. And to guarantee this quality of student body, I stress the necessity for constantly improving the quality of our faculty.

Our methods of faculty selection and promotion, and our faculty’s place in determining educational policies will serve us well in this effort. But beyond that, we must continue to improve the attractiveness of Wisconsin for great scholars. The improvement should come particularly in the areas of adequate compensation, suitable working quarters, unrestricted research support, and—to mention only one of



"We alumni owe a little more than anyone else . . ."

the current small annoyances that contribute to faculty unhappiness—more adequate stenographic help.

My years as a faculty member have left me with the conviction that there is room for improving the use of our faculty time by reducing the administrative details the faculty has been carrying. I believe that such a reduction of administrative details would actually strengthen the faculty voice in University policy decisions. I hope that we can also develop a better mechanism for amplifying the student voice in our decision-making.

A matter to which I expect to give personal attention during my tenure is maintaining balance in this institution. In this effort I will need the full cooperation of the faculty, our alumni, the Legislature, and the many other friends of the University.

First, I believe, we must reach the general understanding that there is a significant and beneficial relationship among our instruction, research, and public service functions; that there is a community of interests among the natural sciences, social sciences, and humanities; that training for the professional and liberal education are strongly linked; that the interrelationship of undergraduate and graduate teaching facilitate and strengthen both.

Among all these things there must be balance. None stands well by itself.

The complementary nature of each could be illustrated, but for brevity's sake, I will give you but a single example.

In the field of international relations there are bright spots which illuminate the general gloom. Cultural exchange with the Soviet—the humanities field—is improving. But by far the most striking recent example of inter-nation cooperation has been the joint effort centered around the International Geophysical Year—integrated projects in natural science fields. And both these efforts—in the humanities and natural sciences—are aimed at helping to solve a problem which is

basically in the social sciences—world peace and international well-being.

No one can now say how the goal of world peace ultimately will be reached, but it is safe to predict that it will not be the result of efforts in any single field—rather the combined activities in all fields by men of good will seeking good solutions.

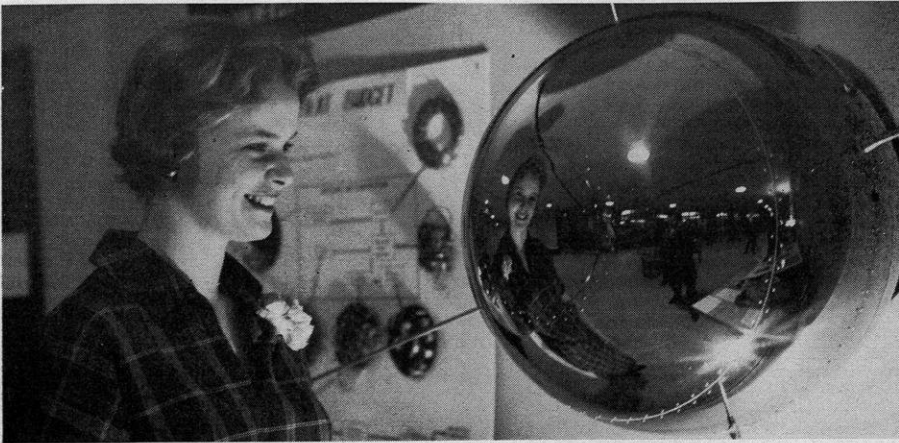
But to return to the University and to balance among its functions, a prime requisite is balanced support. There can be no doubt that the availability of funds from the Wisconsin Alumni Research Foundation has played an important part in advancing the research of this institution. Not only has it strengthened the natural science fields, where most of its support was concentrated, but it also enabled the University to use a larger portion of its unrestricted research funds for support of social studies and for productive scholarship in the humanities.

Recently, we have undertaken several efforts aimed at increasing research support in the social sciences and humanities. Most striking examples are the Johnson professorship in the humanities and the Brittingham professorship in economics. This is a move in the direction we should be going. I call upon other friends and the alumni of Wisconsin for like aid.

As a result of similar support in the adult education area, provided through the University of Wisconsin Foundation by numerous donors, Wisconsin now is equipped to move ahead in this phase of our endeavor, thanks to the completion of the Wisconsin Center building.

I wish that I could report similar help in the instructional area. But an examination of our record in the past quarter century indicates that the percentage of our instructional budget met by gifts has varied little over the years. It was 1.9 per cent of that budget in 1930-31, 2 per cent last year. Meanwhile, the percentage of the instructional cost paid by

"Knowledge is snowballing."



the student has advanced from 33 per cent to better than 36 per cent—an unfortunate trend in a school dedicated to democratic educational opportunities.

I realize that the correction of this situation, and the movement forward that I have advocated for the University this morning, will ultimately be measured in dollars and cents and, because this institution is an agency of the state, some in tax dollars.

I hope that we can minimize our requirements for additional appropriations by increasing our support from private donors and the foundations. Every alumnus of this institution has received what is, in effect, a scholarship. Roughly one-half of the cost of his education was paid for by others through the appropriation of tax funds to meet the cost of his instruction. I realize that the alumnus in turn pays, through taxes, for the education of others, but so does the Wisconsin citizen who never went to college. Thus I believe we alumni owe a little more than anyone else to the support of our University. With the help of the Alumni Association, I hope that we can increase such support.

I call particularly for consideration of gifts that would help the University be and do something out of the ordinary. For example, when I spoke a moment ago of gifts to aid the instructional program, I did not have in mind the alumni taking over the financing of the freshman English course. The sort of support we most need would enable us to undertake experimental programs, devote extra attention to those students of highest potential, or perhaps support some student cultural or educational activity outside the normal curriculum. An example of the latter is the gift funds which this year will enable us to bring to the campus Britain's famous "Old Vic" Company for two Shakespearian performances, and another gift which will help our students revive their literary magazine. More funds of this sort

would aid immeasurably our Memorial Union and other student activities.

Scholarship gifts might well include a matching, unrestricted fund since, as I noted a moment ago, the fees, whether paid by the student or the scholarship donor, cover only about half the cost of the student's education.

But in the matter of normal operating expenses, I believe we should minimize our needs for tax funds by improving the efficiency of our operation wherever possible. I have heard some schemes for fund-saving suggested that would do great harm to the quality of education, and these I abhor . . . But any move that will improve our functions or will permit us to provide educational services of highest quality while cutting costs will find a cordial welcome in my office.

But regardless of our savings and any foreseeable increase in gifts or grants it is inevitable that the future will bring need for larger appropriations.

The University of Wisconsin, I am convinced, will receive public funds only to the extent that it merits public support. In the face of increased needs for funds occasioned by the growth of knowledge, the increases in enrollment and the inflationary spiral of all costs, the University must redouble its efforts to serve the people of the state who will determine the extent of its support.

Our goals must be linked closely with the welfare of Wisconsin people; our methods must be above reproach; our service must be total, dedicated, and selfless.

These things I pledge to work for with all the strength at my command.

For with broad-ranging support we can turn the educational challenges of tomorrow into advantages for all society.

Give us, then, the hills to climb and the strength to climb them.

BIENNIAL BUDGET REQUEST SEEKS SALARY INCREASES

Regents figure it'll cost

\$56.1 million a year to run UW

TO DO AN adequate job of running the University during the years 1959-61, the Board of Regents has decided it will need a total of \$112.3 million from various sources, including \$55.8 million from state appropriations.

This proposed University biennial budget must undergo scrutiny and possible revision by the Coordinating Committee for Higher Education, the Governor, and the Legislature before it will become effective next July.

Here's how it compares with the previous biennial budget request. It's \$9.6 million more than the University asked for two years ago when seeking state tax funds—and \$13.7 million more than the University actually was assured when the Governor signed the budget bill.

The \$55.8 million sought from tax funds during the next biennium is just a little under one-half of estimated total receipts from all sources. The University expects to earn or to receive in the forms of grants and gifts about \$52 million. Federal receipts will account for another \$4.5 million.

More than half of the increased state funds requested would be used for bringing the University's faculty salaries into better balance with those being paid

by other top universities, by the national government, and by industry.

Each Regent agreed that faculty salary increases are imperative if "Wisconsin is to maintain the quality that the state's citizens want and expect". Most concurred in Regent Bassett's doubt that the increases proposed are even adequate.

But several Regents indicated their uncertainty about public reaction to the record budget—which possibly might help bring Wisconsin people to "the crossroads of decision" on the subject of tax increases.

Regent Laird proposed that the University make every effort to prepare the public mind for what seem to be inevitably greater expenditures for education.

Said Regent Jensen: "The six-dollar-per-year-per-person for the University expenditure adds up to the biggest bargain in Wisconsin."

In dollars, the faculty salary increases requested would be just over \$7.5 million. Of this, somewhat more than a third would be used for merit increases of five per cent each year and about \$4.5 million would be used for upgrading faculty levels to reach the following academic year averages in the 1959-60 year: professor—\$11,300; associate professor—\$8,500; assistant professor—\$7,100; instructor—\$5,700, and teaching assistant—\$4,100.

The budget also includes \$.5 million for the civil service increase provided by law but points out "that civil service salaries should also be upgraded" and that "these requests demanded by law are woefully inadequate."

Reflected in \$2.9 million instructional increases requested are the first "birth bulge" enrollments, which are expected to bring 2,981 more students to the University by 1960-61.

Also included are funds to improve supervision of practice teaching; expand special work for gifted students; add upper division specialization and reduce class sizes in Commerce; revise the program of nursing education; relieve the faculty of some clerical work, and in other ways strengthen the University's instructional programs.

The request also includes an increase of \$.8 million for research. Among the specific projects proposed are programs to improve the ability to identify unusually gifted students at an early age; to study public school problems; to expand research activities in forestry, canning crops, poultry products, biochemistry, nuclear engineering, spray drying of milk, space satellites, low grade ore, and atmospheric pollution; to expand business research; to broaden inquiries into cancer, genetics and congenital abnormalities; and to expand research in the social studies and productive scholarship in the humanities.

A \$320,000 increase would improve library facilities, both in Madison and Milwaukee. Also sought is \$50,000 to increase resident scholarships offered annually from 350 to 650.

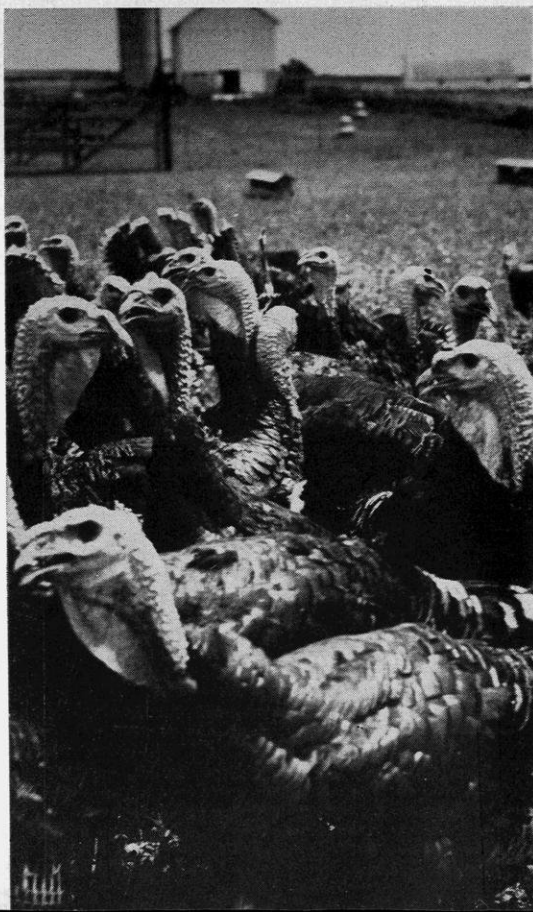
Down to the Dollar

Total 1959-61 Budget	..	\$112,278,154
State fund request	-----	55,785,869
State appropriation		
(1957-59)	-----	42,002,366
State fund request		
(1957-59)	-----	46,056,633
Anticipated income in gifts, earnings (1959-61)	--	51,967,177
Anticipated federal receipts (1959-61)	----	4,525,108
Faculty salary increase		
sought (1959-61)	----	7,525,265
Civil service increase	----	517,627
Instructional increase	---	2,893,186
Research increase	-----	846,298

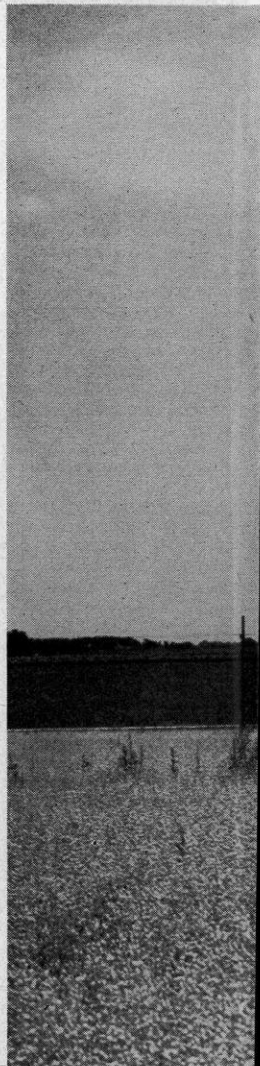
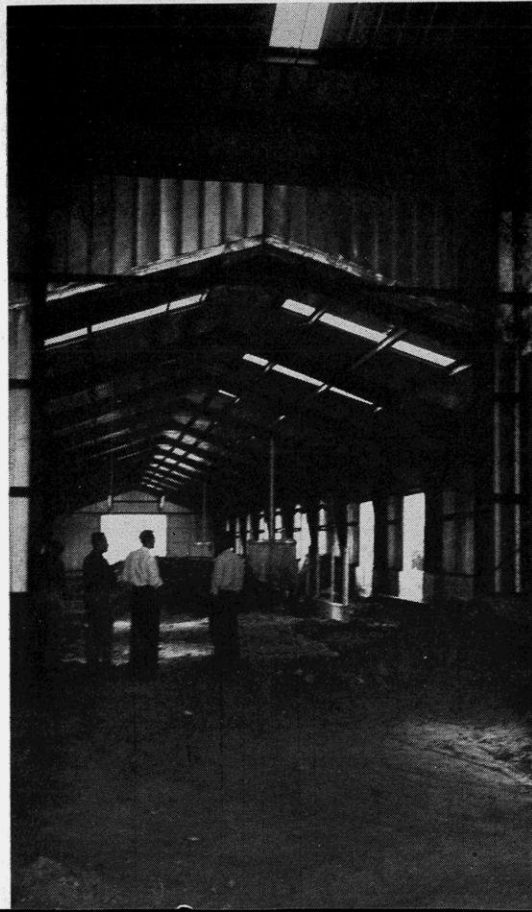
prairie farm

*UW College of Agriculture moves its main experimental
farm operation to Arlington area, about 20 miles
north of the Madison Campus*

TURKEY HEADQUARTERS



LOOSE HOUSING BARN





LOOKING EASTWARD, MAIN STEEL BARN IN DISTANCE

ON THE PRAIRIE that lies between the watersheds of the Rock and Wisconsin rivers, the University's College of Agriculture is beginning to write a new chapter in the state's farm research annals.

On this black loam soil which first felt the bite of the plow a little more than a century ago, scientists are digging into problems whose solutions will be highly significant to future generations of farmers and non-farmers alike.

Appropriately—although coincidentally—this movement of the University's agricultural research proving grounds from the hemmed-in Hill Farm in West Madison coincides with the 75th anniversary of the Wisconsin Agricultural Experiment Station.

And on this new farm land—about 20 miles north of the campus—University specialists will continue to conduct experiments on plant breeding, pest control, crop management and plant diseases. Here, too, on this rolling prairie, will be maintained herds and flocks for use in research projects and campus courses dealing with livestock.

The University's Arlington Farm—so described because it's near a Columbia county village of that name—will also draw thousands of Wisconsin farmers and rural youths for tours of demonstration areas and to annual field days where latest developments will be on view.

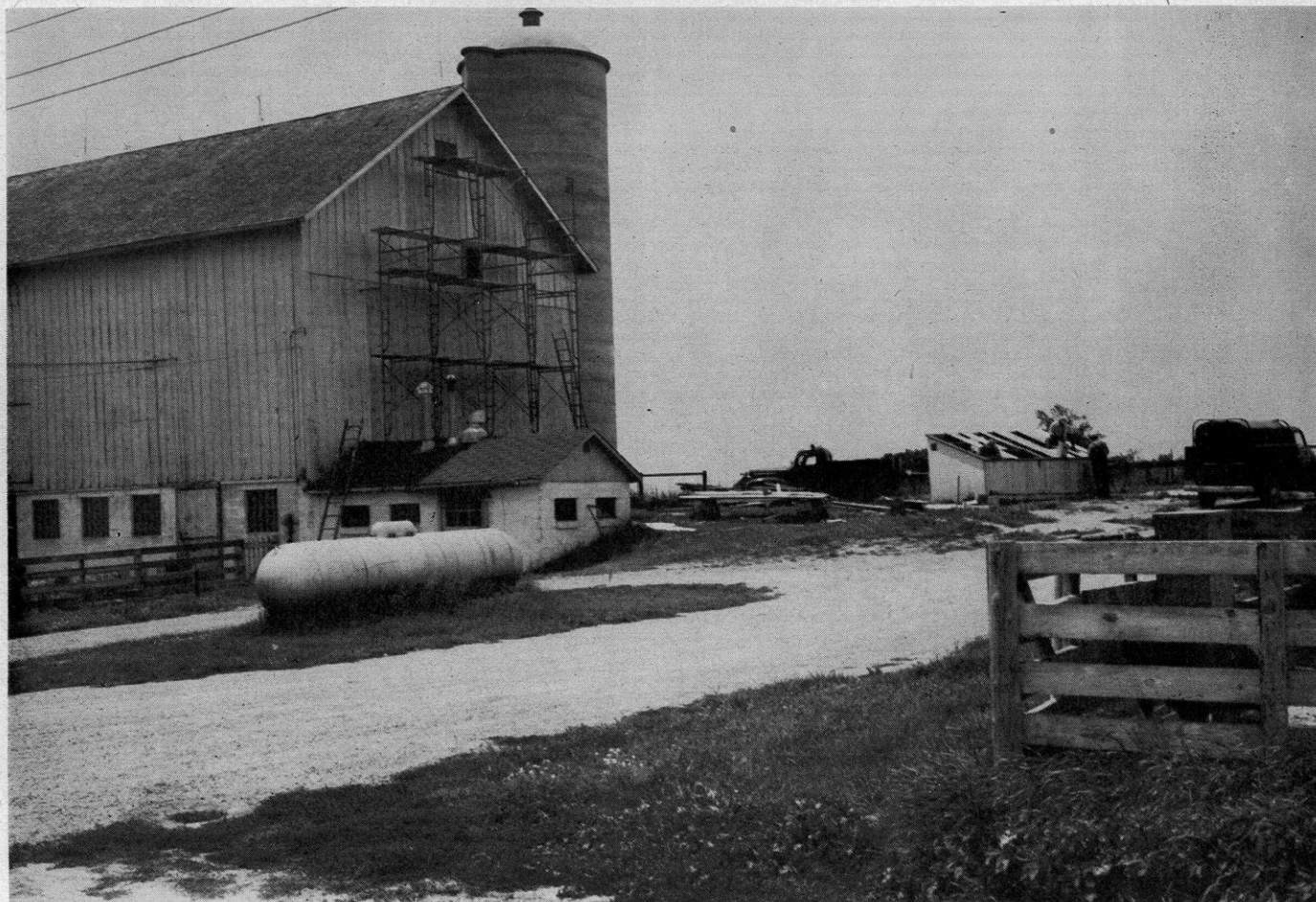
The farm will also grow the feed needed for animals used in research on livestock diseases, herd management, and meat and milk production. These animals are located not only at Arlington but on the campus, where farm land has shrunk to about 130 marsh acres, and at the near-campus Rieder and Charmany farms, where animal disease research requires frequent contact with livestock.

Presently, the Arlington holdings total 1,830 acres; eventually this figure may rise to 2,500 acres.

"The amount of land required for the central station was very carefully determined," according to R. K. Froker, Dean of the College of Agriculture. "Each department was asked for a statement of their specific needs. These were carefully reviewed and scaled down wherever possible. The final figure

★ prairie farm *(continued)*

REMODELING EXISTING FARM BUILDINGS, PURCHASED FROM PREVIOUS OWNERS

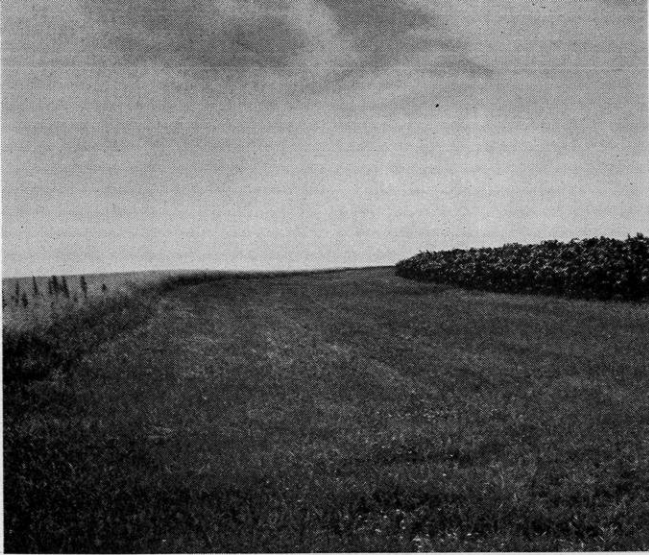


of 2,500 acres was further checked against the acreage in central stations of other states in the region. These were found to range from 2,500 to 6,000 or more acres per college. And that, of course, doesn't include the outlying lands such as branch experiment stations."

"Actually," Dean Froker explains, "the new farms do not represent the expansion that appears at first glance. The college has been buying tens of thousands of dollars of feed and bedding each year. A considerable portion of this can be grown to advantage on the new farms with better control of quality and much more uniformity than is possible through purchase."

The Arlington acquisitions and development are being financed by the sale of 600 acres in the Hill Farm property as residential homesites, an operation expected to result finally in an income of about \$2 million. The Arlington land has cost an average of about \$315 per acre.

All told, the College of Agriculture uses more than 4,500



RUN-OFF CONTROL, NEW STYLE



EROSION CONTROL, OLD STYLE

acres of farm land, including branch experiment stations and special farms in other parts of the state. That's a lot of land. Why is it needed?

Right now, there are underway hundreds of agricultural research projects requiring experimental plots. Some of these requirements are substantial: you can't work on a full-size commercial-type apple orchard without having one available, for example. Moreover, experiments have to be repeated and tested for accuracy; this multiplies minimum land needs by three or four times.

Livestock feeding alone at Arlington will require many acres. From these herds there will come replacements for camp and other herds, where animals number in the hundreds. It takes two or more acres to support a cow or a steer.

Why not rent land for these large scale experimental projects? The consensus of College of Agriculture officials is that the rental system is not usually practical because projects must be under strict experimental control and because

many of them are of a long-term nature. Cooperative experiments and demonstrations with farmers will continue to be used for projects in which cooperation has proved to be successful in the past. Again, however, these techniques are not well-enough controlled in many cases.

With the many demands on research land, it is not surprising that the College of Agriculture settled on the Arlington area as the site of its main outdoor laboratory.

The soil is fairly uniform in depth and structure. The slopes are even and gentle. It's quite close to Madison, but doesn't seem likely to be encroached upon by urban development. Negotiations for purchase of the rather large farms in the area were less complicated than if smaller farms had been the rule. Arlington is a little over one-half hour drive from Madison over good roads.

While residents of the area are proud to become closely identified and associated with the world-renowned University College of Agriculture, some of them have been concerned about possible increases of taxes as a result of tax exemption for the state-purchased lands.

"The tax situation is of course a problem," Dean Froker acknowledges. "But the payment of school taxes by the state has taken care of roughly two-thirds of the total property tax load. Our agricultural economists made a very careful study of the tax problem in the Arlington-Leeds area. The study shows that land purchases were made during a period when taxes were rising for a number of reasons. But our farm purchases as of March 1, 1958, were responsible for adding only 0.7 to 1.73 percent on the property tax bill of farmers in the area."

University officials are sure, of course, that the long-term benefits to Wisconsin farmers—including those in the Arlington area—will more than compensate for any immediate tax losses.

And they can cite one significant statistic to point out how the entire nation has benefited from the past 75 years of agricultural research:

In America, the average family spends about 25 percent of its income for food; in most other countries, families spend 40 to 80 percent of their incomes—yet they don't eat nearly as well.

And their farmers, paradoxically, are not nearly as well off!



Dr. John Keenan is pushing plans for UW Alumni House, which will be Washburn Observatory remodeled. The astronomy department will be ready to move into new Sterling Hall addition by the end of the academic year, making way for conversion of historic Washburn into a home for alumni.

Construction Plans Are Laid As Alumni House Campaign Progresses

MORE THAN 100,000 Badger alumni all over the world are getting details on the Alumni House Fund Raising Campaign through a booklet and letter sent out by the University of Wisconsin Foundation in October.

Even before the impact of this mailing could make itself felt, early responses from alumni clubs and individuals was most encouraging. Letters—accompanied by checks—praised the action by the Board of Regents approving the Observatory Hill site and extended wishes for a speedy and successful campaign.

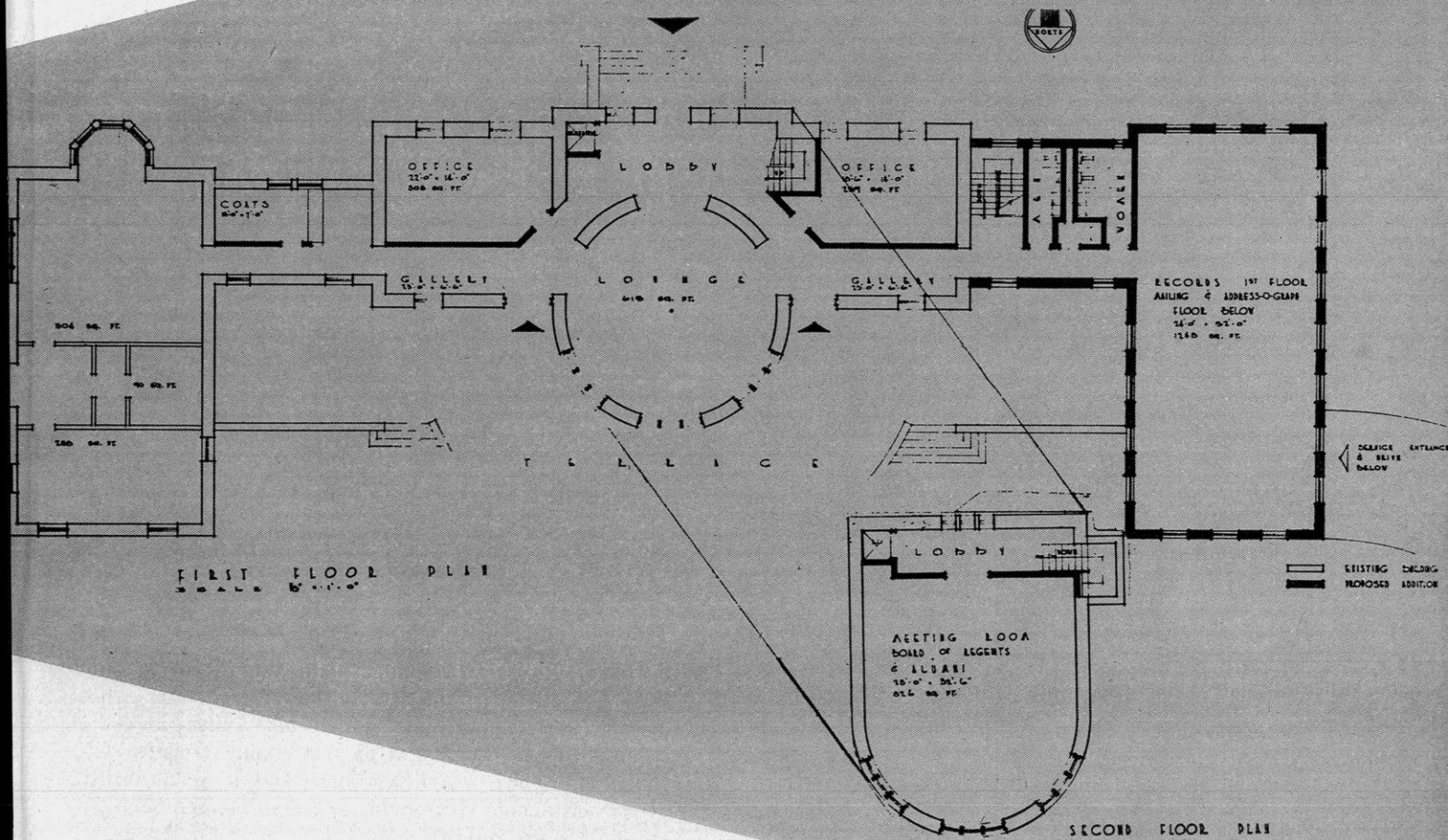
Construction on the Alumni House is expected to begin in the spring of 1959. It is hoped that the work will be completed by the end of 1959. All those who contribute to the project will be invited to the dedication program to see their names on the Honor Roll which will be permanently placed in Wisconsin's Alumni House.

Dr. John A. Keenan, Chairman of the Board of the Wis-

consin Alumni Association and Chairman of the Alumni House Campaign, flew from New York to Chicago recently for a final planning session with Charles Byron, Honorary Chairman of the 1958 Annual Alumni Fund; Bob Rennebohm, Executive Director of the University of Wisconsin Foundation; John Berge, Executive Director of the Alumni Association; and Jim Bie, Director of the Alumni House Campaign. Afterward, Dr. Keenan said:

"The success of our campaign will hinge upon the efforts and leadership of our chairmen. Loyal and energetic alumni in every major city in the United States are being selected to head the committee organization. A careful follow-up with all Wisconsin graduates will be essential to the achievement of our goal."

The Alumni House Fund goal is \$225,000. This will finance a complementary wing to the Observatory, renovation of the existing building, and furnishing the offices and



meeting rooms. Early responses and gifts received from various graduating classes have already accounted for \$34,000. The entire \$225,000 is expected to be collected by the end of June.

The booklet sent out in late October included messages from the University Administration, the University of Wisconsin Foundation and the student body. This spirit of cooperation from all elements emphasizes the need for the Alumni House and is a true indicator of its value to the University.

Dr. Keenan predicted that the loyal response of alumni everywhere would soon make this vital, new building a prominent reality on the Wisconsin campus. He praised the Wisconsin spirit which has "so often in the past endowed our Alma Mater with buildings, funds and other gifts to enable her to better pursue the paths of knowledge and truth."

Floor Plan (tentative)

This floor plan explains the Alumni House and its uses. Office space for the Alumni Association and the magazine are of prime importance. Another important function of the Alumni House will be providing space for the files of the University's alumni records office. Mailing and addressograph equipment will also occupy considerable space. For the first time, it will be possible to maintain all of these functions efficiently under one roof. The inadequate and poorly located Records Office and Mailing Room have handicapped the Association in the past in the services it provides to the University, the University of Wisconsin Foundation and various reunion classes. The Alumni House will also serve as an ideal hospitality center. Thousands of former students return to Madison for football and basketball games and dozens visit the campus nearly every day of the year. The Alumni House will be one place on campus that every alumnus can call "home"—a centrally located spot to meet friends—terraced on the shores of Lake Mendota where Badgers can relax in the nostalgic atmosphere of Wisconsin memories.

FROM THE TEXT OF STUDENT PETITION
TO OFFICERS, REGENTS AND FACULTY
OF THE UNIVERSITY OF WISCONSIN

We undersigned students at the University of Wisconsin are sincerely concerned with the problems faced by the University. It is our belief that students and faculty should work together to find solutions to the problems which are shared alike by all members of the academic community. It is this interest in the community which prompts us to seek your understanding as we strive to make the University of Wisconsin a great academic leader of the nation.

We believe that no mirror of a university is so adequate as its students, especially its upperclassmen and those who have risen to responsible positions in the student community . . . In a way, we are the yardstick by which you can measure the success of your educational program.

The primary responsibility of any university is to create an academic atmosphere and to engender in its students the desire for knowledge. On the basis of our observations, however, we feel that the University does not hold the position of eminence that it could enjoy in the world of education and that it must step beyond itself into new realms of educational creativity.

Although the University is constantly making attempts to improve its standards, we believe that it has failed to challenge its students sufficiently. In many senses, it is too easy for thousands of students to "get by" and never learn to become critical, analytical thinkers or to achieve an understanding of the world around them . . . Students on all levels of attainment feel that they have not worked to the limits of their ability and time.

The University must raise its standards. In some cases this means simply requiring more work; in many more it means emphasizing an improved quality of work and an intelligent, analytical approach to the subject matter.

Students must extend themselves to achieve a deep and meaningful understanding of material. But this is possible only if the faculty seeks to help us by challenging us more fully.

Whenever possible, we think that more courses and examinations should be aimed at challenging students to go beyond mere memorizing and to spend much more time working with and understanding the ideas that are basic to their fields of knowledge. In more courses definite facilities should be established to enable those students with intensive interest in a subject to probe beyond the attainment requirements of the course, which are in most cases aimed at providing only a general survey of the subject matter. Facilities should be provided for the students who wish to delve more deeply into the entire subject matter of their particular field, as well as for students who wish to pursue a specific aspect of the course material. We would like to see more students learn to handle the independent asking and answering of questions which is the only way to a critical understanding of any subject.

We realize that many of us have failed to accept the academic challenge offered by the University. We must accept a good share of the responsibility for our failure to reach the limits of our potential. But the University must assume its measure of responsibility as well. Many standards throughout the university program seriously need a regeneration in excellence.

We hope that secondary schools of the state would be encouraged to follow the lead of the University in raising academic standards.

We are proud of our university for its outstanding record in the graduate field; for its progress in technological fields; and for its defense of intellectual freedom. We are enthusiastic about the steps which the University is taking to correct some of Wisconsin's serious faults . . .

We ask that this progress be looked at as only a beginning in the creation of a challenging, creative and scholarly atmosphere of academic excellence at the University.

toward a

By

Gar

Alperowitz '58



ANYONE WHO has bothered to think about education knows that it is in a very bad way. The high school has taken to feeding children intellectual pabulum instead of letting them cut their teeth on meaty subject matter. Colleges seem to have lost their vitality. And, if we are realists, we see ever more comfortable but ever more meaningless schools for our children.

A sense of comfort and lack of purpose also seems to pervade the atmosphere of the University of Wisconsin today. Students are contented. They are well treated by teacher, house fellow and fraternity brother. But many do not really care about their studies. Of course, this doesn't matter if the college is honestly accepted as a place to find a wife (or husband) and to get a certificate for four years' attendance which is worth a few hundred dollars more in the first few years of work after college.

There was a time, however, when the college was more important than a supermarket for spouses. A college was a place where scholars studied and young men and women were stimulated to think. It is still argued that a university must provide a sound liberal training for the voters and leaders of American democracy. Many colleges and universities, however, seem to approach the job of teaching citizens to think seriously about their society's problems with very little urgency.

Too many professors stand on today's lecture platforms spouting long and dull lists of facts which the student takes down to memorize. Most professors forget that the same

“regeneration in excellence”

A student leader (WAA's "outstanding junior" in 1957) who's now an alumnus, offers some critical suggestions for improving teaching quality

facts they pour out for the student's notebook appear in his text. I know of only a handful of college teachers who think it their responsibility to teach concepts and try to inspire their students to see the problems that they themselves find so exciting. The lecture of today, when it is not a carbon copy of the text, is too often a stream of anecdotes and waste. We are often confronted with the spectacle of either boredom or entertainment passing for education.

Not long ago the American public momentarily stirred itself to think about education. Sputnik jarred and scared Americans. They cried out that teachers weren't teaching and that something was wrong. Reports appeared, congressmen became indignant, bills were written—and then it was all over. A mountain of unhappy words melted into a molehill of a measly federal loan bill. Even the disappointed groans of the educators were disappointingly weak.

Is it possible to teach more people to do serious thinking at the University? I don't know. Of course, there will always be the scholars who turn out more scholars. Many of these will be thinking, intelligent men. But can the University inspire its students to an honest concern with the problems their country faces? We all say that democracy depends upon intelligent and informed voters. Do University graduates of today fit this description? If not, what of the future of America? If not, where will tomorrow's citizens—the people who will have to struggle with the terribly complex problems of the mid-twentieth century—learn to think and to understand?

The University provides the only hope. It is the one place which can gather the strings that lead to secondary schools throughout the state and pull them to prod a thousand different and unconnected high school principals. It can build a new seriousness into education from the top down.

Look at it this way. The University sometimes complains that its students are ill prepared for college work. Supposedly this excuses the freshman lecturer for the boring and easy courses he teaches. Then the rest of the college professors can pass the buck back to freshman teachers, saying that students don't have sufficient preparation for upper level courses. All of a sudden graduation day comes and a few teachers and still fewer students realize that it is all too late.

Students are very apt to float through their college education as if they were gaily riding a slow whirlpool to painless suffocation of all ideas. The University must pull its students out of their contented drift. It must plan its curriculum and organize its faculty to inject vigor into education. The University should not accept half-hearted work. An "A" really should mean excellent instead of the best of a mediocre lot. Students should be required to do more work, and the work required should be concerned with basic problems and issues. A good research paper, for instance, should be impossible to write by simply consulting and rephrasing magazine articles.

A ready-made atmosphere awaits students coming to the

(continued on page 36)



WRESTLING (Varsity)

- Dec. 13—Wisconsin State Collegiates
 19—Illinois Normal University at Normal
 20—Wheaton College at Wheaton
 20—Northern Illinois University at DeKalb
 Jan. 10—Quadrangular at Columbus, O.
 30—Iowa State Teachers College
 31—Colorado School of Mines
 Feb. 7—Minnesota at Minneapolis
 13—Northwestern at Evanston
 14—Indiana at Bloomington
 20—Illinois at Champaign
 21—Purdue at Lafayette
 28—Air Force Academy
 Mar. 6—Conference Championships at Iowa City (Also Mar. 7)
 26—N.C.A.A. at Iowa City (Also Mar. 26 & 27)

WRESTLING (Junior Varsity)

- Dec. 6—Stevens Point College Invitational at Stevens Point
 Jan. 12—Ripon College
 Feb. 11—Beloit College at Beloit
 17—U. W. Milwaukee at Milwaukee
 17—Marquette at Milwaukee
 25—Central State College at Stevens Point
 Mar. 20—Wisconsin A.A.U. at Milwaukee (Also Mar. 21)

FENCING

- Dec. 13—Shorewood F.C. at Shorewood
 Jan. 10—Air Force and University of Detroit
 31—Shorewood F.C.
 Feb. 6—Cincinnati
 7—Ohio State University and Wayne State University at Columbus, Ohio
 14—Iowa and Michigan State University at Iowa
 21—Indiana and Chicago at Indiana
 28—Illinois and Notre Dame
 Mar. 7—Big Ten at Ohio State University
 20—N.C.A.A. Meet (To be announced) (Also Mar. 21)

GYMNASTICS

- Dec. 13—La Crosse State
 Jan. 10—At Michigan State
 31—Minnesota and Indiana
 Feb. 6—At Chicago
 7—At Illinois
 14—Michigan
 21—At Iowa
 28—Navy Pier at Ohio
 Mar. 6—Conference Championships at Indiana (Also Mar. 7)
 20—N.C.A.A. Meet (To be announced) (Also Mar. 21)

Gym Location Finally Approved

MENTION OF intercollegiate athletics brings to most folks' minds a football image. This is likely true of University Regents, too, and the onset of autumn recently got them to thinking about this very subject.

Yet, paradoxically, football itself got but briefest of mention when Prof. Marvin B. Schaars, athletic board chairman, and Ivan Williamson, athletic director, appeared before the Regents to make a report on the Division of Intercollegiate Athletics.

It was noted that direct receipts from football accounted for \$680,544.16 (not including athletic coupon books bought by students, faculty and employees) out of an all-sports income total of \$874,761 in 1957-58.

But much of the discussion by the Regents centered around proposed gymnasium facilities. A day earlier they had finally agreed on the proper location for the first section of a gymnasium plant. This two million dollar building would be particularly designed to augment intercollegiate-sport facilities but would be available for use by the general student body, too. It will be located at the northwest corner of Elm Drive and Observatory Drive, extended south of the residence halls now under construction.

This first unit would include a swimming pool to replace that in the Old Red Gym on Langdon street—which is generally acknowledged to be one of the poorest, if not the downright worst, collegiate pool in the nation.

Williamson extended a similar description to the over-all athletic plant, terming Wisconsin facilities as probably the "worst in the Big Ten." The improvement of this plant, he said, would go a long way toward improving the Badger sports record—which has been "respectable", but not outstanding.

The Athletic Department has agreed to finance the gymnasium's first unit out of its own income. The \$3 million needed to complete the building is in the University's 1959-61 building request. The second unit will have to be completed before the Old Red Gym is abandoned, say U.W. officials.

The final placement of the gymnasium came after intensive study of a myriad of factors, according to Engineering Dean Kurt Wendt. A number of locations were considered . . . although these did not include, as President Elvehjem remarked with a grin, building a gym on wheels.

During the gymnasium discussion it was evident that Regents Harold Konnak and Oscar Rennebohm have some reservations about the value of physical education for all students. Said the former, harking back to his own days in the locker room of the Old Red Gym: "I am wondering if the student's expensive time is well-spent?"

The result of this sally was scheduling of a special report on physical education to the Regents' educational committee.

In his report Williamson had further word on future building plans:

Preliminary work has taken place on a new track to replace that destroyed by the lowering of Camp Randall's gridiron, but a little over \$100,000 will be needed to complete it.

The Camp Randall press box should be rebuilt or remodelled. A new crew house, tennis courts, and permanent spectator stands for baseball and track are also on top. So is a golf course.

Probably the easiest of these for the Regents will be the spectator stands. They'll *have* to be put near Guy Lowman field and the track across the street. Somewhere near, anyway.

Wisconsin Women

with Grace Chatterton

Deborah (Debbie) Sherman Graham, '51, probably had no idea when she was on campus that one day she'd be working in advertising—and love it. English and psychology were her meat then—and music. Fate in the form of marriage, a new home in Chicago and the desire for an interesting job led Debbie to Young and Rubicam, Inc., one of America's largest advertising firms. Now she writes press and radio releases for several accounts persuading editors with her clever statements and pictures to include mention of these products on women's pages or on women's radio programs. TV scripts for homemaker programs plugging her items are also part of the job. Certainly the study of psychology is perfect for this assignment.

It was appropriate, too, for her to become the agency contact on mid-west activities for the Hammond Organ Company. Many Wisconsin alumni will recall Debbie's mother, Deborah Olds Sherman (Mrs. George, '23) who is a talented pianist and organist. Debbie's life has been filled with music from infancy.

* * * *

Many American teachers owe a debt of gratitude to Adah Bass Maurer, BS '27, herself a physical education teacher at Hyde Park High school, Chicago, who decided to write a letter to her Congressman some time ago. It was published nationwide by U.P. Result: the ruling by the Internal Revenue Department which permits teachers to deduct the cost

of tuition, when working for degrees, from their income for tax purposes.

* * * *

The Fond du Lac branch of the American Association of University Women honored Frances Gay Perkins, BL '98, this year by placing \$500 in her name in the national AAUW scholarship program. Miss Perkins is a former teacher and editor and served as a Regent of the University of Wisconsin from 1915 to 1921. She was instrumental in organizing the Wisconsin AAUW and served as its first president.

* * * *

Six talented Wisconsin alumni have been delighting club audiences these days with a capsule version of THE KING AND I. This production came into existence after numerous requests were received to repeat their skilful portrayals of the leading roles which they played in a full length production given earlier by the Madison Theater Guild. The cast includes alumnae Jo Bomgardner Fischer, '48, (Mrs. John); Lois Spies Dick, '44, (Mrs. Robert); Ruth Zerler Horrall, '54; and Rose Mary Pedersen Williams, '57, who is their accompanist. The latter is the wife of another cast member, Raleigh Williams, '57. Marvin Foster, '47, the King, won the Madison Theater Guild trophy as the best actor of the year for his interpretation of this role.

* * * *

Water ballet, or synchronized swimming, soon to be admitted to the Olympics as a sport, is the brainchild and product of the efforts of Katherine Whitney Curtis, a popular member of the Class of '17. "Kay" was always interested in athletics, swimming in particular. She won her first acclaim when she swam across Lake Mendota at the age of 14. Interest in ballroom and rhythmic dancing led eventually to "dancing in the water." In 1933 she brought thirty of her pupils to the Century of Progress, and there the first water ballet was born. Kay has written a book, *Rhythmic Swimming*, and helped to induce the National Amateur Union to adopt rhythmic swimming as a competitive sport.

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★ With Wisconsin Alumni Clubs



Pre-View leaders (below, from left) Sue Hazekamp, Karl Marquardt, Bob Pike and Lynne Nolte; (top) Co-chairmen John Schreiner and Nancy Hooper, Ginny Den Dooven and Chuck Krueger—the central committee.

Pre-Viewers Go Forth

Wisconsin Previews—now six years old—are off to a fine start this fall, with 24 previews scheduled in cities all over the state by the first of October.

Once again student-faculty preview teams are serving as a link between the University and high school students and as an immediate source of information for interested and outstanding high school seniors.

The Wisconsin Preview program is under the auspices of the office of the president with Dean LeRoy Luberg, his assistants, George Murphy and George Field, and WAA Field Secretary Ed Gibson acting in advisory capacities. Preview trips to alumni homes within Wisconsin (and out of state during vacations) are arranged with the cooperation of Emily Peterson, the dean's secretary, Wisconsin Alumni Clubs and local high schools.

The 80 students participating in the preview program are under the direction of a student central committee. Serving as Co-Chairman of this year's Central Committee are Nancy Hooper and John Schreiner. The other members are Ginny DenDooven, Bob Pike, Chuck Krueger, Lynne Nolte, Karl Marquardt and Sue Hazekamp.

"Previews is looking forward to the most active and useful year in its history," said Schreiner and Miss Hooper in a joint statement.

Sponsoring clubs and hosts or hostesses included, up to October 1: Antigo, Mr. and Mrs. James Whiting; Beloit, Larry J. Eggers; Burlington, James Hoffman; Door County, William Wagener, Sturgeon Bay, Carl Scholz, Sevastopol; Fox River Valley, Mrs. Robert W. Johnson, Appleton; Green

Bay, Milton Schwarting; Iowa County, Dr. and Mrs. I. T. White, Dodgeville; Janesville, Mrs. Walter Craig; Jefferson, Forrest G. Fellows; Kewaunee County, Mr. and Mrs. Gordon Thoreson, Kewaunee; La Crosse, Mrs. Carroll Weigel; Manitowoc, Charles Brady; Marinette, Maurice J. Rhude; Marshfield, Dr. R. W. Mason, Monroe, Mrs. Robert G. Rote; Oneida County, Mr. and Mrs. Cedric Vig, Rhinelander; Oshkosh, Clarence Westfahl; Sheboygan, John DeMaster; Stevens Point, Mr. and Mrs. Robert Williams; St. Croix Valley, Mrs. Virginia Bertleson, Hudson; Tomah, Katherine McCaul; Vernon County, Mannie Frey, Viroqua; Walworth County, Mrs. Robert Lehman, Elkhorn; Waukesha County, James Kraemer, Waukesha; Rockford, Ill., Mr. and Mrs. Ray Paul. and Mr. and Mrs. Herbert Stone.

BULLETIN BOARD

- WASHINGTON, D. C.** November 5
Cocktails-Supper-Movies of Wisconsin-Ohio State Game
Atlantic Coast Conference Club 6 p.m., 7 p.m., 8 p.m.
Contact: Bill Gibb, 6908 Strathmore St., Chevy Chase
(Oliver 6-3461)
- WASHINGTON, D. C.** December 6
Holiday Cocktail Party
Ballroom, Roger Smith Hotel 6 p.m.-8 p.m.
Contact: Roy Voegeli, 6208 E. Halbert Rd., Bethesda
(Oliver 4-0299)
- JANESVILLE** December 20
Christmas Dance . . . Students and Alumni
Annual Fund raising project.
Monterey Hotel

1958 Alumni Fund Indicates Widening Interest In Helping Alma Mater

THE 1958 WISCONSIN Alumni Fund is entering its closing—and normally most highly productive—stage, Honorary Chairman Charles L. Byron, '08 reported last month.

A general mailing has just been sent to one hundred thousand alumni and many contributions are being received at the University of Wisconsin Foundation's headquarters in the New Wisconsin Center.

"We are well on our way to the Foundation goal: surpassing the fine record of \$103,037 from 3,500 donors last year and making Wisconsin a leader in this area, as it is academically," Mr. Byron said.

"More than a million American alumni contributed over \$100 million to their colleges and universities last year. There is every hope and expectation that these figures will be doubled by 1960. And it is my personal conviction that Badger alumni will do their proportional share—or better.

"Wisconsin men and women are characteristically generous and extremely loyal. More and more of them realize that gifts to their Alma Mater are true reflections of their loyalty and their appreciation for a fine education.

The total amount of gifts received is important, naturally. But of greatest importance is the number of former students willing to do their part. Inter-

estingly, corporation and foundation support flows most freely to the universities where alumni do exhibit strong interest."

The 1958 Alumni Fund closes December 31 of this year and the Honor Roll of contributors will be published and distributed early in 1959. Many 1958 fund contributors are earmarking their gift toward the proposed Alumni House.

The UW Foundation's annual alumni giving program began in the fall of 1955 and over a quarter of a million dollars has been credited to it. In addition, annual support is sought from business and industry. In either case gifts may be made for any educational or related purpose at the University.

Such support is not intended to take the place of legislative grants, which presently constitute about one-half of the University's overall budget; rather it provides the University with the extras that help make a fine University great. These extras include special purpose building, e.g., Alumni House Wisconsin Center, scholarships and fellowships, professorships and other projects of cultural and educational value.

Emeritus Commerce Dean Fayette H. Elwell, '08 is chairman of the Foundation's Annual Alumni Fund Committee and Stanley Allyn, '13 was honorary chairman of last year's successful drive.

1900-1920

Ole A. STOLEN, '01, well known Madison attorney, former Superior Court judge, and raconteur extraordinary, moved with his wife to Covina, Calif., to live in retirement.

Attorney Charles VOIGT '02 of Sheboygan also announced his retirement.

W. E. WAGENER '06 is a director of the Door County UW Alumni club.

Another retirement: Dr. O. F. GUENTHER '14 has closed his practice in Campbellsport and moved to Oshkosh.

Capt. Joseph W. BOLLENBECK '15, acting class president, has been re-elected to the national general staff of the Military Order of the World Wars, a national group of commissioned officers who served in U. S. armed forces during a war period.

Waukesha attorney James K. LOWRY '15 is still practicing energetically at 88.

Byron BIRD '15, chief engineer of the United States Army Engineer District, Washington, D. C., retired from government service in late August, after spending 47 years in the teaching and engineering professions. He is widely known among civil engineers and member of many engineering societies.

Dr. Ernest G. WELKE '17 has retired after 39 years as a physician, most of it in Madison.

William G. HUBER '20 is chief engineer for development of Resources Corp. of New York and is on a comprehensive program of projects in the Khuzistan part of Iran, including a 500,000 kilowatt hydroelectric development.

1920-1930

The long established Guernsey herd of Archie Jenkins ('22) and Son of Waukesha took high honors at the Wisconsin State Fair.

A La Crosse law firm merger resulted in the new firm of Fred W. STEELE '22, Robert D. SMYTH '45, Jerome KLOS '48, George THOMPSON Jr. '41, and John E. FLYNN '49.

D. W. REYNOLDS '21 is a director of the Door County UW Alumni club.

Pictured in *Life* and elsewhere lately was Willis FANNING '23, member of the race committee for the America's Cup yacht competition.

John SLEZAK '23 received an honor award from the University of Missouri for distinguished service in engineering. He is chairman of the board of the Kable Printing Co., Mount Morris, Ill., and has interests in many other companies.

Dr. Elda E. ANDERSON '24 has been named to the publication committee for the International Commission on Radiological Protection, and is president-elect of the Health Physics Society of Oak Ridge, Tenn.

R. P. A. JOHNSON '25 has retired from the Forest Products Laboratory in Madison.

Don ANDERSON '25, publisher of Madison's *Wisconsin State Journal*, is on the federal laws committee of the American Newspaper Publishers Assn.

Mr. and Mrs. Fred BRUNNER '26 of

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Belleville, Wis., recently had an interesting vacation going to, being in and coming from Alaska where they were welcomed by his classmate, "Glacier Pilot" Robert REEVE.

A new division of Hunt Foods and Industries Inc. of Fullerton, Calif., is under the management of J. A. SKOGSTROM '26. It's the procurement and research division.

After 30 busy and interesting years in the Navy, Dr. Everett B. KECK '27 retired as a rear admiral and returned to Madison to live. He has received several decorations including the Silver Star for performing "numerous operations for the care and relief of those wounded in battle." He says he plans a life of leisure.

Mike KRESKY '28 is a director of the Washington, D. C., alumni club.

Grace BOGART '29 is secretary of the UW Alumni club of Washington, D. C.

1930-1940

Dr. Harold POMAINVILLE '30 is Wisconsin Rapids health officer.

William F. STEUBER Jr. '30 is now assistant state highway engineer of Wisconsin.

FRED WITTNER has been selected by the U. S. Department of Commerce to join a U. S. trade mission to Yugoslavia. He is chairman of the business publications committee of the American Association of Advertising Agencies, and his appointment as a U. S. representative recognizes the important role of industrial marketing in international trade relations.

Madison Judge George KRONCKE Jr. '32, resigned from the bench to become vice-president and trust officer of the First National Bank.

Frederic G. HAEUSER and Joseph R. BINA Jr. '32 are two of the four members of the new Milwaukee public relations firm of Werner-Shinners-Bina-Haeuser.

Alicia FRUSHER '31 is vice-president of the Washington, D. C., alumni club.

Mrs. Dorothy FEHLANDT Henrich (Norman) is secretary of the Wausau Construction Co., featured recently in the *Milwaukee Journal* women's pages. Her mother is operator of the company.

Officers recently named to Wisconsin alumni clubs are: Louis LAEMLE '36, director, Marshfield; Frank J. MISSINNE '37, director, Superior; Jarl W. AHO '38, director, Superior; John L. RITZINGER '38, director, Chippewa Falls; and Mrs. Arthur A. Cirilli (Mary WHEALDON '40), secretary, Superior.

Dr. Harold G. VATTER is associate professor of Economics at Carleton College, Northfield, Minn.

The University has received a bequest of valuable children's books bequeathed by the late Roy W. OPPEGARD, Eau Claire school teacher.

James W. WIEBE '38 of Madison is a stewardship counselor for the Evangelical Lutheran Church and will assist new home mission congregations.

Capt. and Mrs. Gale G. CLARK (Marion ALTON) '38 have been transferred to the U. S. Naval Hospital at Chelsea, Mass. He's a specialist in brain surgery.

"The Girls in 509" by Howard TEICHMANN '38, opened on Oct. 15 at the Belasco, starring Dorothy Gish and Imogene Coca.

Fred A. LOEBEL '38 is now president and general manager of Cleaver-Brooks Special Products Inc., packaged boiler manufacturer of Milwaukee. He was former Cleaver-Brooks vice president in charge of engineering.

Otto R. VASAK '39 is manger of the South Plainfield, N. J., plant of California Spray-Chemical corporation.

1940-1950

Mrs. Benjamin Saunders (Kathryn COUNSELL '40) is conducting homemaking classes in Racine. She has had 28 years experience teaching in Madison schools.

Dr. George M. BRIGGS '40 of the National Institute of Arthritis and Metabolic Disease, Bethesda, Md., was awarded the 1958 Borden Award in poultry science for his outstanding contributions during the past seven years. The award, for \$1,000 and a gold medal, particularly cited his work with vitamin B12.

Mrs. Charlotte POTTER Sandberg '41 of Fond du Lac is recording secretary of the Wisconsin division of the American Association of University Women.

John M. LAMB '41 was honored by being named to the presidency of the Minneapolis Advertising Club—one of the largest in the nation. The club will host the Advertising Federation of America in early June, 1959. Lamb is married and has four children.

Alfred C. INGERSOLL is an associate professor of civil engineering at the California Institute of Technology, Pasadena.

Mr. and Mrs. Kenneth C. ECKMAN '42 (Muriel GRIFFITH '43) are living in Wenona, N. J. He is instruments superintendent at the Repauno works of the Du Pont Company.

Donald LEARNER '43 of Highland Park is president of the D-L Steel Co., Chicago.

Earle L. REYNOLDS '44 has appealed conviction for deliberately sailing his ketch *Phoenix* into a mid-Pacific H-bomb testing zone as a protest gesture.

Robert M. HOMME '47, WHA-TV's "Friendly Giant", is on leave to serve as a free lance Canadian broadcasting consultant in program development for children's television. He and his family are living in Toronto.

Charles W. NEUMANN '47 is with the Goodyear Tire and Rubber Company of the Philippines Ltd. in Manila.

John E. REINHARDT's '47 new address is American Cultural Center, Kyoto, Japan. He's with the U. S. Information Service.

J. E. GEMLO is a district manager in Minneapolis with the Square D company.

Mr. and Mrs. Paul George SPINK '49 (Devona WEITTENHILLER '48) are living in Arnold, Md. He is an electrical engineer with Westinghouse.

Hervey J. HAUSER '48 of Egg Harbor is vocational agriculture instructor at Sturgeon Bay High school.

David E. LUND of Des Plaines, Ill., is assistant professor of transportation at Northwestern U.

Stuart A. ANDERSON '48 is assistant superintendent of Niles Township High school, Skokie, Ill.

Walter J. HANNA '49, after receiving an MBA from Harvard, is working as a contract administrator for the Aerojet-General Corp. in Los Angeles.

Mr. and Mrs. Donald R. PATOKA '49 (Jean Carol SIGWALT '49) are living in San Mateo, Calif. He is assistant sales manager of Smith-Dorsey Pharmaceuticals.

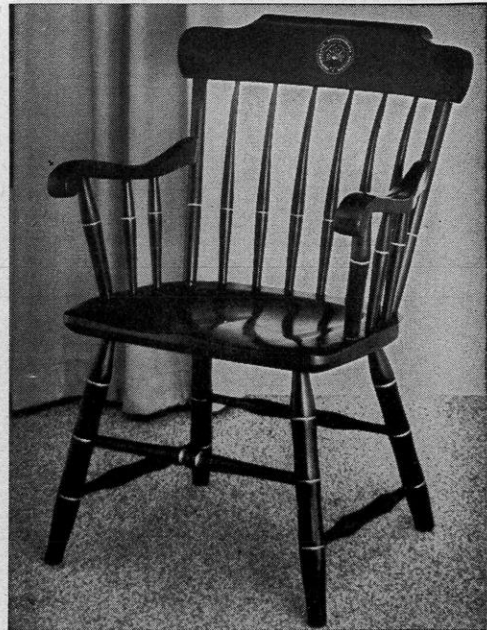
Mr. and Mrs. John A. SOKOLL '49 (Marilyn WILSEY '49) of Whitefish Bay announce the birth of their first child, a daughter.

Phyllis WHERLEY '49 is assistant man-

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aging editor of the *Appraisal Journal* in Chicago.

Walter E. TOLK '49, western regional manager for the Cline Electric Mfg. Co., who resides with his wife and two sons in La Mirada, Calif., was named outstanding president, 1957-58, by the California Junior Chamber of Commerce.

Robert O. BRIGHAM '49 is an aerodynamicist for Bell Aircraft in Buffalo, N.Y.

Richard B. COREY '49 of Wisconsin Rapids is assistant professor in soils at the UW.

Chester W. LARSEN '49 is a vice-president of Mandrel Industries, Inc. and general manager of an operating division: Greenleaf Mfg. Div. in St. Louis, makers of precision electro-mechanical equipment.

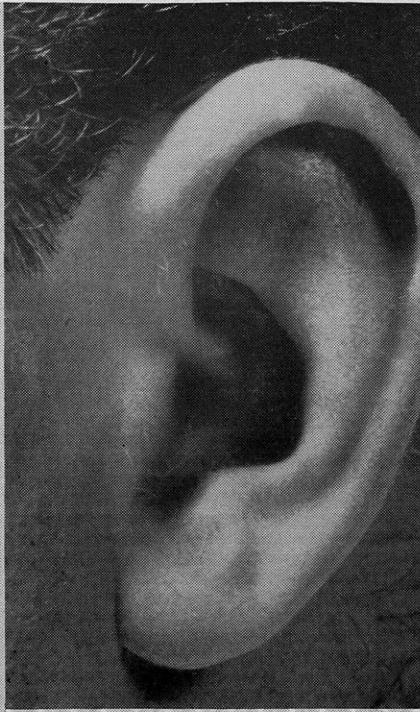
Walter Dodd '49 and Robert R. WILLIAMS '49 were named directors of the Washington D. C. and Stevens Point UW alumni clubs, respectively.

1950

Maj. Ralph M. GIBSON returned to Madison in August after a six-year tour of duty with the U. S. Air Force. He has been director of military training and personnel services in the Far East.

George I. PETERSON is an official of the Creole Petroleum Corp. of Caracas, Venezuela.

Alumni club officers: Tom ENGELHARDT, president at Washington, D. C.; Roy Voegeli, Washington, D. C., director,



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and William O. KLETZIEN, Door county director.

Dr. John H. TURGESON has begun thoracic and general surgery practice in Madison.

Warren ENTERS is directing a road-show "The Warm Peninsula", starring Julie Harris.

Mr. and Mrs. Rodney LANCASTER (Margaret MENDUM) have two daughters, live in Harrisburg, where he is market research manager for AMP Inc.

1951

Mr. and Mrs. John W. BERGE, he having recently completed work for his Ph.D. in physical chemistry and before joining the duPont Corp. in Wilmington, Del., enplaned in September for a two-and-a-half-month European tour. Mrs. Berge is the former Lila GREENFIELD '55.

James H. U. HUGHES is a student in the school of veterinary medicine at the U. of Pennsylvania in Philadelphia. Mrs. HUGHES is the former Margaret Ann THOMPSON '53.

Two alumni club directors: Carl A. SCHOLZ at Door County, Arnold WEISS at Washington, D. C.

1952

First Lt. William D. NELSON is with the U. S. Army garrison at Nürnberg, Germany.

William GIBB is a Washington, D.C., alumni club director.

1953

Walter Brandeis RAUSHENBUSH has joined the UW Law School faculty.

Elmer A. GOETSCH, Army Signal Corps 1st lieutenant, is studying at the U. of Illinois for a master's degree in communications engineering; after duty with Army security agency headquarters at Arlington,

Counseling Pays, UW Study Finds

School counseling provides measurable help to students in their post-high school adjustments, according to a monumental nine-year study by Dr. John W. M. Rothney, UW professor of education.

Dr. Rothney began the Wisconsin Counseling Study in 1948, using as subjects all of the 840 sophomores in two small towns and two large city high schools in Wisconsin.

Students were randomly divided into two groups, an experimental

group given counseling and an uncounseled control group. Three follow-up studies produced 100 per cent response on questionnaires concerning post-high school experiences and attitudes of the graduates toward school and counseling.

The most important difference between the two groups, Rothney found, was in the greater percentage of counseled subjects who entered and completed post-high school training in college or other institutions.

Other conclusions: the specially counseled subjects were more satisfied than the control students with the counseling they received; the counseled students more consistently carried through with vocational choices made in high school; and counseled subjects made greater progress in post-high school employment and indicated greater job satisfaction.

This is the beginning, Rothney stated, of "justification for counseling that is based on evidence rather than upon hope."

Va., that involved frequent trips at home and abroad.

Mr. and Mrs. Avery W. DENKERT have a relatively new son, William Arthur. The Denkerts live in that perpetual honeymoon place of Niagara Falls, N.Y.

Milton O. ENGEL, newly married to Jacquelyn Aaron, is working for the Army Corps of Engineers, Chicago Dist., as is his bride.

1954

Anna May DOUDLAH is associate professor of occupational therapy with the Richmond Professional Institute of William and Mary College, Richmond, Va.

Arlie SCHARDT JR. is athletic publicity director at Bucknell university.

Robett M. RENNICK is currently completing his dissertation for Ph.D. in sociology at the University of North Carolina in Chapel Hill.

1955

Lloyd LINDEN has left his welfare post at Lancaster to continue social service study at the University.

Earl LePlant Jr. is new treasurer of the Door County alumni club.

John DIXON is assistant football coach at Carroll College, Waukesha.

Jerome G. MURKVE is now living in Coleraine, Minn.

1st Lt. Eugene T. PLITT is at Forbes Air Field in Topeka.

1956

Arthur R. KISER is now associated with the law firm of Roberts, Boardman, Suhr, Bjork and Curry of Madison.

Ensign and Mrs. John R. GADOW (Mary Ann CAVANAUGH '57) are parents of Steven John. The ensign is on a three-year Pentagon duty tour; they live in Arlington.

Rudolph W. TIMMEL is district financial manager for Graybar Electric Co. at Chicago and lives in Oak Park.

David H. HOSTVEDT, married in 1957, is an air force lieutenant now located in Seville, Spain.

Mr. and Mrs. John Albert MEAD '57 (Lida REBER) are living in Milwaukee where he is an engineer with the Louis Allis Mfg. Co.

Mr. and Mrs. Erick J. LAINE (Nancy HERRICK '56) have new twin boys, Erick John and Peter Herrick, to go with two-year-old Kristen. They live in New Kensington, Pa., where Erick is with the Aluminum Company of America.

It was a single son for Mr. and Mrs. Gary R. MESSNER (Sally SMITH '55) of Madison.

1957

William R. HOERNEL is with the Eighth Army in Korea in Military Intelligence work.

Robert Jay SCHOONOVER is football coach at Lake Mills High school.

James C. CHRISTENSEN joins two other alumni on the West Point music staff. He is arranger and trombonist with the U. S. Military Academy band.

Allyn AMUNDSON of Madison won top Wisconsin State Fair art prize with his painting "Ladies in the Library."

Patricia DOLL is on the Madison city health department nursing staff.

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Carol Anne BAUER is a designer and works in the advertising department of Coats and Clark Inc., New York.

Willard E. CLARK is an industrial engineer with the West Bend Aluminum Co., Hartford.

Mrs. Nancy Lee McCLELLAN Sherden (Dewey T.) is assistant editor of the *Des Plaines (Ill.) Suburban Times*

Mrs. Louise HERRMAN Trost (Frederick R.) is a teacher in New Haven, Conn.

1958

Tom DEAN is attending Harvard Divinity School.

Werner M. GRUHL's outstanding work in ROTC gained him a regular army commission at Fort Bliss, Tex.

Lee MEVIS has been named an assistant national bank examiner with the seventh federal reserve district.

John W. COOPER is a missionary at Mulungwiski, Belgian Congo, Africa.

TIP FOR CLUB OFFICERS

One of the seeming paradoxes of a good leader is that if he is really good he will eventually work himself out of a job. By that I mean that it is the responsibility of effective leadership to constantly delegate responsibility and to train others so that they can assume positions of leadership. One of the most frequent gripes I hear from leaders in voluntary groups is that no one can be found to do certain jobs, which results in the same people doing the same jobs over and over again. This usually means one of two things—first, the leadership has neglected training its members, or, second, those in positions of power are hesitant to relinquish it.

Group leadership carries with it the responsibility for training members so that they can take on increasing responsibility. This should not mean, as it often does, the appointing of inexperienced people to important jobs where they will flounder around and become discouraged. It means bringing people along, gradually, by first giving them tasks which they can do easily, and later working them into the more difficult roles.

RODERICK McPHEE, '50
formerly with Bureau of
Information and Program Services

Regents Welcome Gifts, Grants

Gifts

Yahr-Lange, Inc., Milwaukee, through University of Wisconsin Foundation \$600; Herman W. Falk Memorial Foundation, Inc., Milwaukee, \$150; Charles Pfizer & Co., Inc., Brooklyn, N. Y., \$1,000; First American State Bank, Wausau, (UWF) \$300; The Dairyman's State Bank, Clintonville, (UWF) \$300; Trustees of Dr. Martha L. Edwards Memorial Scholarship Fund, \$100; Faculty of the School of Home Economics, \$119.66; Continental Oil Co., Ponca City, Okla., \$2,500; Friends of the late Zillah Bagley Evjue, \$50; Minnesota Mining and Manufacturing Co., St. Paul, \$2,000; Union Carbide Chemicals Co., South Charleston, W. Va., \$3,650; Wisconsin Society for Jewish Learning, Inc., Milwaukee, \$400; Dr. R. P. Welbourne, Watertown, \$25; West Side Garden Club, Madison, \$150; Duncan J. Stewart, Rockford, Ill., \$1,000; Seymourettes Homemakers Club, Seymour, \$5; Wisconsin Electric Cooperative, Madison, \$250; Edward Wray, Chicago, \$500; Anonymous, \$35; George W. Mead, Wisconsin Rapids, (UWF) \$600; Kennecott Copper Corp., New York, \$2,000; A. J. Sweet of Madison, Inc., \$200; Visking Co., Chicago, \$2,500-\$3,100, plus tuition and fees; Wisconsin Pharmaceutical Association, 12 portable typewriters, 5 air conditioner units and equip-

ment and supplies (valued at \$4,267.83); The graduating class of 1949, School of Pharmacy, a blender (valued at \$30); The graduating class of 1955, School of Pharmacy, six chairs (valued at \$139.65); Anonymous, an electric typewriter (valued at \$275); Graduating classes of January 1949, and June, 1950, 2 portable typewriters (valued at \$100); Miss Eunice Ethier, Milwaukee, \$5; Polygon Board, \$25; Family of Bernard Mielke, \$11.50; Monsanto Chemical Co., St. Louis, Mo., \$3,150; Madison Alumnae Group of Sigma Alpha Iota, \$100; Dr. and Mrs. Harland W. Mossman, Madison, \$5; Mrs. Cecil Burleigh, Madison, \$50; The Ohio Oil Co., Littleton, Colo., \$2,500-\$3,000 plus tuition and fees; Faculty of the chemistry department, \$37; Sunray Mid-Continent Oil Co., Tulsa, Okla., \$3,000; DePere Health Association, \$25; University of Wisconsin Class of 1913, loan fund, \$1,633.32; Borden Co. Foundation, Inc., New York, \$1,500; Dr. Edwin B. Fred, Madison, \$100; Chicago Farmers, \$200; Family and friends of Clifford G. Mathys, \$1,000; Family and friends of the late Mrs. L. P. Rosenheimer, Kewaskum, \$268; University of Wisconsin Scholarship Trust of Chicago, \$1,015; Mrs. Oskar F. L. Hagen, Madison, a collection of outstanding art history volumes (valued at \$1,200); Research Products Corp., Madison, \$25; Sigma Delta Pi, Madison, \$10; Mrs. Joseph Gale, Madison, \$5; International Business Machines, Inc., New York, \$2,800-\$3,500 plus tuition and fees; Cutler-Hammer Foundation, Milwaukee, \$1,000; Socony Mobil Oil Co., Inc., New York, \$1,000; Campbell Soup Co., Camden, N. J., \$3,275; American Council of Learned Societies, New York, \$1,000; Esso Research and Engineering Co., Linden, N. J., \$2,800-\$3,400 plus tuition and fees; Phi Upsilon Omicron, \$150; Chemstrand Corp., Decatur, Ala., \$500; Anonymous, \$1,600; Eau Claire Book and Stationery Co., \$1,000 (first of three annual payments); Maytag Co. Foundation, Inc., Newton, Ia., \$200; Dr. Charles M. Frey, Scarsdale, N. Y., \$50; R. L. Marken, Kenosha, a collection of six horticulture books (valued at \$250); Family and friends of the late Clinton Karstaedt of Beloit, \$123; Caterpillar Tractor Co., Peoria, Ill., one AiResearch T-15 Turbocharger (valued at \$1,100); Arthur J. Altmeyer, Madison, \$2,000; Henry W. Brosin, Pittsburgh, Pa., \$5; Norman Bassett, Madison, books and drawings by and about Mark Twain (valued at \$2,500).

Gifts

U. S. Rubber Co. Foundation, New York, \$1,500; Laurence A. Weinstein and Dr. Arvin Weinstein, Madison, \$400; Madison Lions' Club, \$250; Ray-O-Vac Foundation, Madison, \$300; LaSertoma of Madison, \$150; Wisconsin Extension Workers Assn., \$50; The Milwaukee Journal, equipment (valued at \$350); Wisconsin Chapter of the American Public Works Assn., \$100; Page Milk Co., Merrill, a can-cooling unit (valued at \$500); University of Wisconsin Dames Club, Madison, \$25; Maxwell F. Rather, New York, \$25; Mr. and Mrs. William G. Talbott, Rockford, Ill., \$500; Friends of the late Clinton Karstaedt of Beloit, \$15; County of Wood, Wisconsin Rapids, \$6,500; Western Electric Co., Chicago, \$400-\$800.

Grants

Bowey's Inc., Chicago, \$19,370; American Cyanamid Co., New York, \$3,000; National Science Foundation, Washington, D. C., \$49,550; American Heart Assn., Inc., New York, \$5,500; Wisconsin Society for Jewish Learning, Inc., \$700; National Foundation for Infantile Paralysis, Inc., New York, \$56,175; The Ford Foundation, New York, \$9,000; General Electric Co., Evendale, Ohio, up to \$3,000; John Deere Van Brunt Co., Horicon, \$9,000; Exchange Club of Milwaukee, \$125; Delavan Mfg. Co., West Des Moines, Ia., \$3,000; Institute of International Education, Inc., New York, \$35,000; American Council of Learned Societies, New York, \$4,100; U.S. Atomic Energy Commission, Lemont, Ill., \$767.39; American Trudeau Society, New York, \$2,645; Esso Research and Engineering Co., Linden, N. J., \$2,400; Badger Breeders Cooperative, Shawano; East Central Breeders Cooperative, Wau-pun; Consolidated Breeders Cooperative, Anoka, Minn.; Southern Wis. Breeders Cooperative, Madison; and Tri-State Breeders Cooperative, Westby, \$4,016; Rahr Foundation, Manitowoc, \$2,000; Nutrition Foundation, Inc., New York, \$3,300; American Cancer Society, Inc., Wisconsin Division, Madison, \$34,000; American Cancer Society, Inc., \$24,253; WARF, Madison, \$1,348,340.

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Necrology

Recently reported deaths:

Dr. F. X. POMAINVILLE '93, who practiced medicine for 55 years in Wisconsin Rapids.

Dr. Rupert Merrill PARKER '93, former Chicago physician and surgeon, in Moline, Ill.

Jonathan Bailey BROWDER '97, at Bowling Green, Ky.

Charles F. DINEEN '02, executive secretary and treasurer of Milwaukee Co-operative Milk Producers and farm leader.

John Ritchie KIMBALL '02, in Williamstown, Mass.

William Burt ROBERTSON '03 of Oshkosh.

Adam MILLAR, retired assistant UW engineering dean, of Orlando, Fla.

Allen C. ABBOT '04, former UW star athlete and high school coach, at Seattle.

Capt. Ben BEECHER '10, at his Arlington, Va., home.

Laurinda A. ALBERS '11, retired school teacher, at Manitowoc.

Carl J. KOPPLIN '11, former hotelman and public officeholder, in Eau Claire.

Roger K. BALLARD '12 of Winnetka, Ill.

Mrs. Frances TREWYN Kuechenmeister (Hugo), '13, formerly of Milwaukee, in a northern Wisconsin automobile accident.

Roy L. REPLINGER '14, Lombard, Ill.

James A. CUMMINS '14 of Des Moines, Iowa, some years ago.

John Calvert SCOLES '14 of Murphys, Calif.

W. J. HAY '19, Oshkosh motor truck officer.

Dr. Emil SCHMIDT '31, head of biochemistry department at the University of Maryland's school of medicine.

Roy A. GANNON '22, retired Madison real estate executive, in Tucson.

Omar Handley SAMPLE '24, of Rockford, Ill.

Patrick KIRLEY '24, dairy bacteriologist in Beloit.

Le Roy RIESELBACH '25, Milwaukee attorney.

Wells F. ANDERSON '36, National Gypsum Co. senior vice-president, in Buffalo.

John O'LEARY '37, well-known lawyer and former city attorney of Neenah.

Gordon L. KAY '29, Madison businessman.

Walter B. SCHINI '30 of La Crosse, Wis.

Mrs. Marion BRANDT Warner (William H) '33 of Milwaukee.

Herman C. HAAS '35, state highway commission accountant, of Spring Green, Wis.

Vernon V. ISHAM '35 of Barberton, Ohio.

Charles M. GUST '40, Milwaukee Vocational School instructor.

Henry G. ROGERS '43, Greenfield, Mass., artist.

Mrs. Harold N. (Lois WUERCH) Hildendorf '48, La Grange, Ill.

Mrs. Gordon C. (Phyllis HARLE) Bufington '48, Beaver Falls, Pa.

Borge OLSEN '49, Ettrick machine shop owner.

Lt. Col. Olena M. COLE '50, army physiotherapist, at El Paso, Tex.

Joseph J. CROSS '53, at Berlin.

John R. POLGLAZE '57, San Francisco, Calif.

Zalmond D. FRANKLIN '36, Brooklyn, N. Y., biology teacher.

Mrs. Frederick H. (Elizabeth PETERS) BLAKE '37, at Seattle, Wash.

DeWayne L. MILLER '39, formerly with the U. S. Geology Dept., in Medford, Ore.



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1948

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1949

Cynthia L. Davis and Joseph B. WEIX, Jr., Oconomowoc.

1950

Charlotte M. KRATZ and John W. Antonuk, Jr., Steelville, Ill.

1951

Shirley H. Kleist and Gerald M. SMITH, Waukesha.

Jane E. Gregg and Jack D. EDSON, Madison.

1952

Beatrice Paulson and Lawrence MARTIN, Elburn, Ill.

Lois C. HUSMAN and Morse W. Anderson, Evanston, Ill.

Lura A. HARDEN '58 and Karl G. STOEDFALKE, Champaign, Ill.

Delores E. Hendrickson and Kenneth S. BAKKE, Seattle, Wash.

Mary T. CUNNIEN and William A. Feess, Lakewood, Colo.

Alvia D. MCLEOD '57 and Robert A. FORSBERG, Madison.

Arvone A. TURNER and Brant P. Loper, Evanston, Ill.

Norma J. Tolivaisa and Richard C. FIX, Medford, Mass.

1953

Mary CONLIN and Harold J. RIES '57, Appleton.

Mary F. Dempsey and Robert C. COTTER, Madison.

Margarete A. ANTOINE '56 and William VANDEN NOVEN, Waukesha.

Marian E. Moe and Allan R. SERSTAD, Chicago, Ill.

Leona J. LINDOW '57 and Carl A. STAPEL, Oshkosh.

1954

Leor M. Schwenn and Arthur S. GAFFNEY, Milwaukee

Jean A. Lotter and Allen M. BURNS, Billings, Mont.

Joan Wieland and Kenneth CORS, Sauk City.

Ina I. Boetzelen and Lyle HAFEMAN, Madison.

Mary J. Domek and Glen E. HOLT, Cincinnati, Ohio.

Carol J. Brinkman and John L. SCHARF, Cincinnati, Ohio.

Patricia A. CLANCY and William A. Fluck, Allentown, Pa.

1955

Barbara K. Miller and Hampton L. AUST, Jr., Nashville, Tenn.

Sandra L. BACH and Martin L. Glass, Beverly Hills, Calif.

Donna J. Christenson and Charles G. CORSON, Elkhorn.

June C. Licht and John R. ANDERSON, Madison.

Mary I. CONNOR and Dudley W. PIERCE '60, Madison.

1956

Virginia C. KINDEL and William T. MURPHY, Racine.

Ann GREGORY and Peter A. Bennett, Milwaukee.

Patricia A. Zuelzke and John F. HILGENBERG, Anchorage, Alaska.

Shirley M. SPLETTER and Darle L. BLADE, El Paso, Texas.

Ann S. GERRETSON and Frederick W. SEYBOLD '57, Ft. Leonard Wood, Mo.

Nancy C. JUEDES and Richard J. Gall, San Francisco, Calif.

Janet N. PAXSON and David Reue, Pottstown, Pa.

Arden R. Bavetta and Richard C. SORENSON, Oak Park, Ill.

Rhea R. Fitzgerald and Lt. Dan A. BOELTER, San Diego, Calif.

1957

Mary C. Kersten and Robert MCWILLIAM, Milwaukee.

Darlene A. PETERSEN and Leonard A. ANDERSON '59, Madison.

Francine A. Tarnaski and John F. ADAMS, Milwaukee.

Margaret M. MILLER and Arthur R. BLOEDERN '58, Madison.

Leah M. KUPFERSCHMID and C. F. Mathy, Onalaska.

Elinor BORIAN and Suran J. CHALEKIAN '58, Madison.

Carol J. EVENSON and Ens. Lynn P. BLASCH, Newport, R. I.

Judith A. Jacobson and Donald P. KERR, Poyntette.

Marlene F. STAVIK and Neil J. MIZEN '61, Madison.

Nancy NICKLES and Stanley W. BUSS '58, Madison.

Betty M. SPERLING and Peter R. BOTTS '58, Madison.

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Jane A. THORNTON and James L. Wert, Jr., Pittsburgh, Pa.

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Barbara L. HASE and Daniel F. ECKOLDT, Minneapolis, Minn.

Joyce A. Clay and Allan N. BRINGE, Madison.

Julie M. BASSLER '58 and John L. HILGERS, Racine.

Mary A. Kroll and Clifford EHLERS, Egg Harbor.

Joan R. SCHMEIG and Roger L. GROSSEL '58, Crystal Lake, Ill.

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Nancy J. WALTERS '58 and Claus V. JENSEN, Copenhagen, Denmark.

Barbara A. BUCK and Richard SCHNEIDERHAN, Sheboygan.

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Virginia GAUSEWITZ and Bruce D. WEST, Madison.

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Ellen C. CARMICHAEL '58 and James B. DONKLE, Madison.

Mary H. GIBERT and Chris WOELFEL, Orona, Me.

Donna M. Ross and Robert C. KLEIN-SCHMIDT, Madison.

Mary J. Hickey and Roger S. ADKINS, Washington, D. C.

Marilyn J. BRYAN '58 and Thomas K. SOULEN, Madison.

Patti A. DAWSON and Daniel P. Murray, Janesville.

Jean STILLMAN '59 and Lewis N. WOLFF, Richmond Hts., Mo.

Carole M. ROWE and Thomas J. PHILLIPS, San Antonio, Texas.

Katherine CALDWELL and Peter C. HAENSEL, Chicago.

Shirley HANDMAKER and Richard M. JAFFEE, Chicago.

Lois A. HENZE and Dean S. CADY, Milwaukee.

Ann T. RATCLIFF and John V. BERGEN '58, Madison.

Lois A. EUGESTER '59 and Robert L. ELTON, Norway.

Sue J. OSTROW '60 and Michael J. BAUMBLATT, Madison.

Jane M. HARTIG and David J. LINSKY '58, Green Bay.

Donna OLSTAD and Donald E. Nelson, Wauwatosa.

Jane A. THORNTON and James L. Wert, Jr., Pittsburgh, Pa.

Patricia M. PSCHIEDT and William A. HEINS, Eau Claire.

Judith A. PHILLIPSON and Kurt O. REGENBERG '58, Minneapolis, Minn.

Lucy G. WILLIAMS and John H. BURTON II, Pomfret, Conn.

Rhoda K. SMITH and Earle G. BROOKS, Batavia, Ill.

Marian A. KRAUSE '58 and 2nd Lt. John A. SMITH, Quantico, Va.

1958

Jane A. JACKSON and Richard G. NEUHEISEL, Madison.

Beverly Berg and James A. COMBS, Madison.

Nancy A. JAMESON '59 and Lt. Richard A. PIEHL.

Julie E. FALLER and Richard Provancher, Madison.

Carol ZACHOW and Herbert Reitz, Jr., Naperville, Ill.

Marion A. TURAN and John H. ZWICKY, Madison.

Marguerite J. SIEPMANN and Lt. Dexter D. Bodenbach, Frankfurt, Germany.

Gloria PECK and Donald Overdier, St. Paul, Minn.

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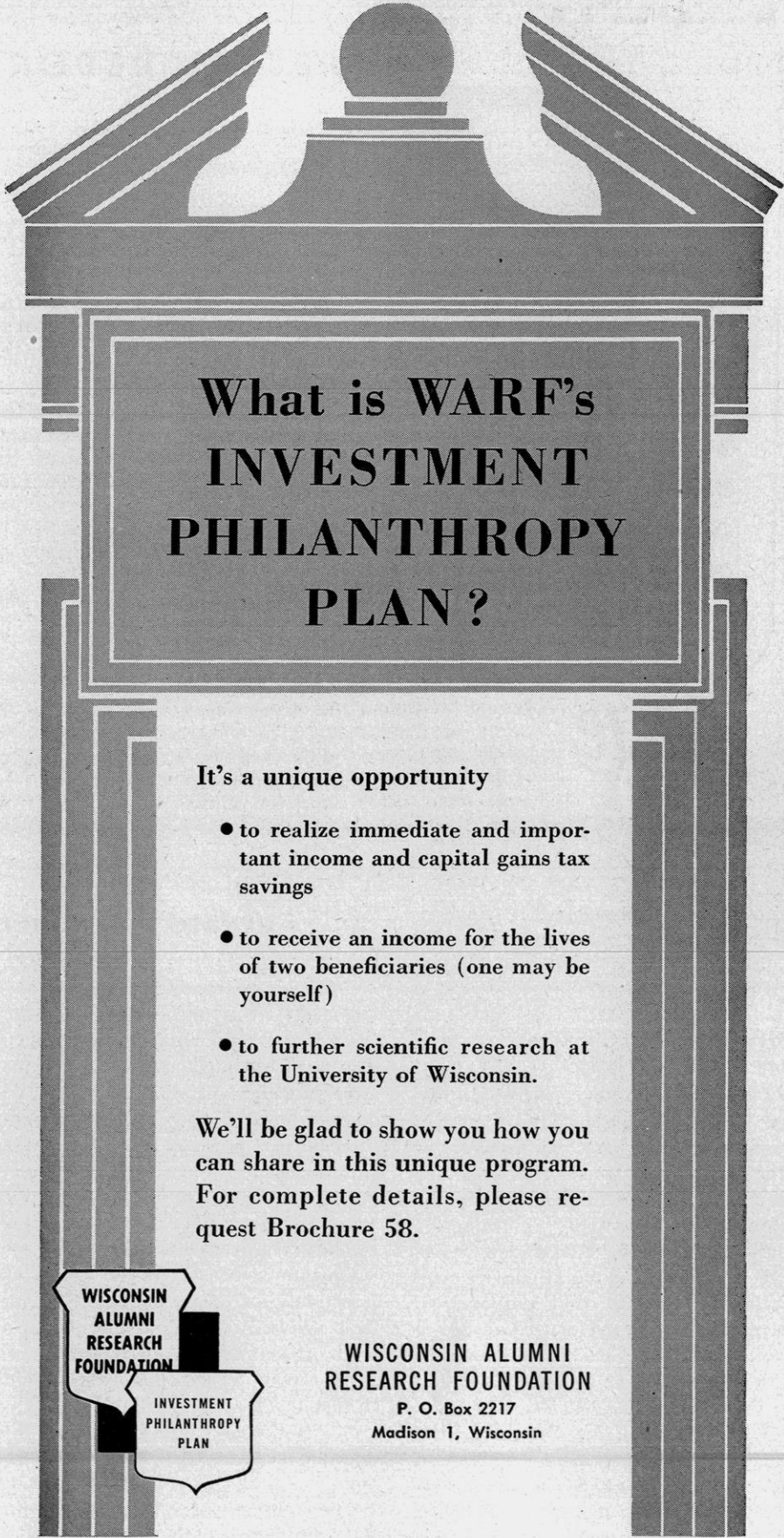
The following books have recently been issued by the University of Wisconsin Press. The General Catalog of the University of Wisconsin Press may be obtained by writing to 430 Sterling Court, Madison 6, Wisconsin.

FRANZ KAFKA TODAY. Edited by Angel Flores and Homer Swander. (\$5.00)

Angel Flores, former visiting professor on the Madison campus, and Homer Swander, formerly an assistant professor of English at Wisconsin, have joined efforts to provide a volume aimed toward a greater understanding of Franz Kafka, the German mystical novelist. *Franz Kafka Today* combines not only essays and novels, but diaries and letters of the author as well, thereby letting art speak for itself while providing numerous insights into Kafka's art as it grows out of his life or affects the development of his personality. This volume also contains a complete bibliography of secondary sources, in all languages, providing the student of Kafka with a valuable reference collection not available in any other single source.

The First International: Minutes of the Hague Congress of 1872, with Related Documents. Edited and translated by Hans H. Gerth. (\$6.00)

Socialism in a very significant stage is brought to the public eye by this fascinating story of the proceedings of the Hague Congress. Hans H. Gerth combines the Congress' Minutes, a Report by Sorge, General Secretary of the General Council of the International in New York, and articles by Maltmann Barry, a delegate and reporter for the *English Standard*, to give some insight to Marx as he is seen manipulating the events of the Congress. Both the Minutes and Sorge's Report in their original long-



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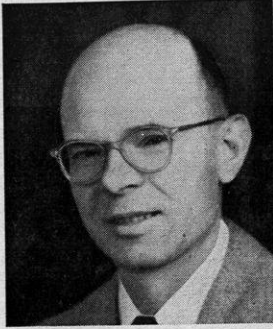
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SPECIAL REPORT



Mr. HAROLD W. McKNIGHT NEW YORK LIFE AGENT
at DAVENPORT, IOWA

BORN: May 4, 1909.

EDUCATION: Iowa State Teachers' College, B.S., 1934; M.S., 1948.

PREVIOUS EMPLOYMENT: Principal, High School—September, 1935—June, 1941. Industrial Arts Teacher and Audio Visual Coordinator, September, 1941—June, 1954.

REMARKS: It was on June 16, 1954, that former High School Principal, Harold McKnight, became a New York Life representative. And ever since then he has applied the same enthusiasm toward helping people plan lifetime financial security as he did toward helping teen-agers chart lifetime careers. His sincere interest in and constant attention to his clients' insurance needs have given Mr. McKnight a successful head start on his own lifetime career. In his first year, after joining New York Life, he qualified for the Company's Star Club—an organization composed of sales leaders from among New York Life's more than 7,000 representatives. With such a beginning, it seems certain that Harold McKnight can expect to add many similar honors to his record as a New York Life representative.

Note

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THE KENSINGTON STONE: A Mystery Solved. Erik Wahlgren. (\$5.00)

Ghosts and phantoms may be lacking, but all the elements of a good mystery story have gone into the make-up of *The Kensington Stone*. This book, by Professor Erik Wahlgren, settles the fifty-year-old controversy concerning the authenticity of the Kensington Stone, which, named after the Minnesota town near which it was found, purported to be a record of an exploration voyage to this country in 1362 by a group of Norse seamen, who, leaving their ship in Hudson Bay, had traveled to what is now central Minnesota. For those interested in early America, in Scandinavian settlement, and especially for those who enjoy a good detective story, *The Kensington Stone* is a "must."

"toward a regeneration in excellence"

(continued from page 23)

University. It is unfortunate that very few know exactly what they want when they begin their college work. For the most part they do what is "done" by others who made the same kind of adjustment in a previous year. Usually the adjustment turns into a routine of studying just enough to get by, and filling the rest of the week's hours with all of the goodies of a gay social feast.

Unfortunately, too many professors accept this routine as normal. They set their standards by it and very quickly a level of acceptable work is arrived at. It is a poor level. Those who would change the level and remold the University atmosphere are faced with the difficult question of "What is to be done?"

The University of Wisconsin thoughtfully responded to the student petition

of last spring by appointing a committee of leading faculty members to study the problem. In fact two committees have been formed. Student and faculty committees are working together to consider how the University can elevate its standards. The committees will study ways to insure that students work more, that their assignments contain a maximum of enlightenment and a minimum of tedium, and that their professors weave nets of ideas into their lectures to catch the student and stimulate him to new and exciting thought. Probably the whip of stiff grading will vie with the carrot of exciting work as the student is urged back to serious thinking.

A friend of mine who talked optimistically of raising standards was chided by a skeptic:

"Do you think it's ever possible to

make a five minute miler run a four minute mile?"

My friend quipped back:

"I'm sure that the last man in a slow field will run a much faster race in a fast field."

His point is well taken. Both the slow and fast milers at Wisconsin are running in a slow field. If the pace is quickened, all will improve. Very few lack ability; most simply do not run to potential.

It is not enough to quicken the general pace of the race. Although the University's effort to raise standards for all students will be a difficult one, even more is necessary. I have seen too many bright men and women fritter away their education because it is no effort to pass courses, and because they are never expected to do the exciting and original work which can hold their interest. For the interested and the gifted, methods like honors programs, research seminars and independent reading courses which require a maximum of independent work ought to be provided and encouraged. The bright student pushes himself to a brilliant performance only when he is carrying the education ball alone. Our society cannot afford to waste talent by accepting mediocrity from the gifted.

Most people who begin to think about the failures of education suggest that the student himself is to blame for not taking full advantage of the teachers, libraries, and courses he is offered.

"After all," runs the charge, "no one prevents you from studying on your own, does he?"

The attack strikes at a critical issue in education. Simply "blaming" the student however, really evades this issue. Blame him if you like, but when you've finished you still are faced with the problem of how a democratic society can obtain intelligent leaders, for it is unfortunate, but obvious that once we have preached the sermon about lack of initiative, the student simply does not change his ways. The piers near Langdon are still crowded at exam time.

If truly we could depend upon individuals to take the responsibility for their education, all we would have to do is provide libraries and a few consulting experts, open the doors for four years, and (if we were not quite confident of our educational methods) test

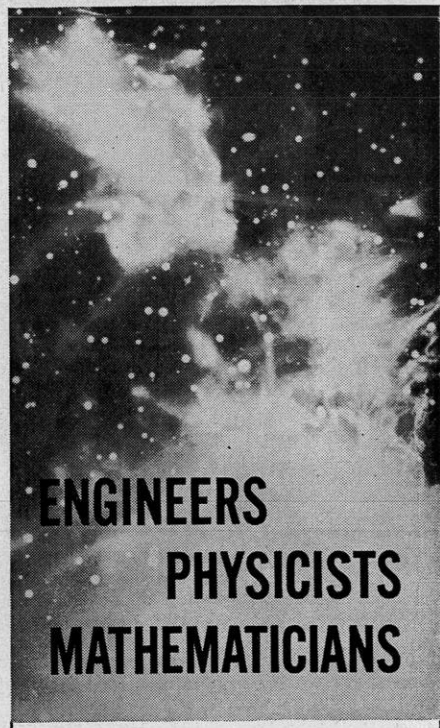
the students at the end of the time to see if they had lived up to expectations. Of course, if it were true that individuals take the initiative, compulsory education itself would be absurd.

But it is not true that more than a handful of students will learn to study and think without guidance and a form of coercion like grades. I believe that the University alone must take most of the responsibility for guiding its students into habits of serious study and critical thinking. I am convinced that if students are allowed to play away their time at the University, not only is the taxpayer's money wasted, but the future of his society is undermined as tomorrow's citizens are not trained to think in today's schools.

Students and faculty have begun to reshape the amorphous mass we call the "academic atmosphere". As they pull and tug at the sticky questions, many things will happen which will disturb people in all corners of the state. The cry for badly needed funds will issue forth from the struggle. Moreover, as standards rise, some students will fall. A few will lack ability; the rest, I think, will lack only the desire to work hard under the heavier load. Education will simply not be important enough to them.

High schools will reflect the increased pressure too. Recently for instance, the University of Illinois warned high schools that in four years it planned to teach a higher level of freshman English. Principals were notified that students could expect no leniency and that adequate high school preparation was a necessity. I expect that Wisconsin's high schools will soon hear similar warnings. And I expect that many parents will hear the groans of complaining high school students as more is required of them.

Repercussions of all kinds will reverberate to the boundaries of the state as the University hammers its new program into shape. Attack and counter-attack will be made as interest groups throughout Wisconsin are affected by the methods needed to raise standards. When this happens, citizens—and especially alumni—must support the University in its efforts to initiate what the student petition called a "regeneration in excellence." The task will be difficult but the need is urgent."



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Jerry Bartell, his wife, Joyce, and secretary go over proofs for this article in basement recreation room-office, from which he controls nationwide radio enterprises.

Gerald Bartell '37 Digs

Gold in the Air

By
Seymour Freedgood

Radio's astonishing comeback since the turn of the decade has been spearheaded by a small group of operators, like Gerald Bartell, whose aggressive spirit has transformed the once-moribund medium into a wildly lucrative industry—an industry whose product, as one outraged listener puts it, is "music for the meatheads." . . .

Every year since 1954 total radio billings and the number of sets in use have increased. However, with this resurgence has come a shift in dominance from the networks to the once lowly independent stations. A basic change has taken place in the national radio audience, and it was a change that the networks were slow to adjust to. Daytime network radio's base of appeal had been mild soporifics like *John's*

Other Wife, and housewives could now get better drama on TV. Soap operas meant little to the teenagers, the auto drivers, and the users of portable radios, who were beginning to provide the bulk of the shifting daytime radio audience. In effect, a new radio market had been created, and a growing number of independents began to service it with fare that neither TV nor the networks provided—the by now ubiquitous formula of music-and-news round the clock . . .

Typically, the young men who run these chains of hometown stations—the Bartells, Todd Storz of Omaha, Texas' Gordon McLendon, the Plough Group of Memphis, Westinghouse's Don McGannon, who pulled his chain out of NBC in 1956—are new to radio. Most of them came to it within the last decade, usually starting out in small markets. Unattached to the old network practices, they had nothing to unlearn. To a man, they are devotees of what has been called the "statistical approach to

culture," from which each hopes to derive a "scientific" programming technique that will ensure him the greatest share of the listening audience all the time. The Bartells are among the most ardent—and possibly the most successful—in this pursuit.

When Bartell started his first station in 1947, a picayune 1,000-watt daytimer in Milwaukee, his previous experience with commercial radio consisted of a year as an actor in soap opera over Chicago network stations—among other things, as a dog bark on the Red Heart program. But he had spent almost a decade in educational radio at the University of Wisconsin, he had a talented family behind him, and as he explained recently, "We had the wit to be objective—some people call it 'scientific'—about our programming: we were able to work out a pretty good formula—maybe you should call it a feeling—for giving the public what it wants."

The top independents have no illusions about the audience they are wooing. The fact is simple, well known, and a massive deterrent to those independent broadcasters who would like to elevate the popular taste and still stay in business: of the 49 million household heads who control consumer buying in the U.S., as a *Life* magazine consumer report pointed out recently, 58 percent have not completed high school. This group accounts for 51 percent of all radio-set purchases, and its members, say the industry's psychologists, tend to hang on to entertainment tastes formed when they were about fourteen years old.

Hence the preoccupation with "objectivity." The big peril in the business, the top competitors agree, is the temptation for station operators to develop their formats around their own tastes or the tastes of their associates instead of those of the known audience. This is a peril of which Bartell is acutely aware. "There's nothing I'd like better," he said recently, "than to run a commercial station producing top jazz, classical music, and good features—but outside of New York and Los Angeles there's simply no market for such a product. I'm not knocking my programming: I think it's wholesome, fast moving, well produced. But it's not a question of what I like to hear, or what my wife likes to hear; it's what I think most of the people like to hear." . . .

Just recently, Bartell recalls, one of his key management men was offered \$5,000 by a rival station owner for a look at the Group's "blue book", a volume that, it is believed in the trade, contains a moment-by-moment breakdown of the Bartell "sound hour." Even if the rival had been successful, Bartell observes, "the book wouldn't have done him much good. Of course, we've got a formula. But it's not mechanical. To use it effectively, you've got to have the right 'feel'—I call it the 'perceptive ear.' The sound has got to pop. You either have this 'feel' or you don't."

The Bartell formula aims to provide "a continuous program of broad acceptance for the whole family." The Group's disk jockeys, accordingly, are under orders to use the following five ingredients in every half-hour unit of programming:

1. A record culled from one of the week's list of the "top forty" hits, based on a poll of the local record retail stores.

2. A Golden Record, i.e., one that has sold at least a million copies. Preferably this should be sweet and nostalgic, reminding housewives of the songs of their own adolescence.

3. A record spanning the generations and presumably known to everyone: *Three Little Fishes*, *Coming In on a Wing and A Prayer*, etc.

4. A current favorite, not quite in the magic circle of the "top forty" but bound to make it soon.

5. A premier, or newly introduced, record "heard on this station for the first time this week."

These musical elements, Bartell says, are the bricks upon which the Bartell "sound hour" is built. The mortar that binds them together is made up of commercials, station jingles, time signals, public-service announcements, and Bartell's device for getting "audience participation" — a constantly changing stream of "family features" and "Weekly Games for Family Fun." In addition, there is a four-and-a-half-minute news broadcast on the hour, and again on the half, twenty-four hours a day.

To make sure that the sound "pops," the brothers Bartell and their top aides hold a quarterly management session at one or another of the stations to analyze

what the Group is doing and should be doing in the next three months. . . .

Ten years ago, when Bartell put the Group's first station, WEXT, a Milwaukee daytimer, on the air, his major assets were: a B.A. and an M.A. (in speech) from the University of Wisconsin, during the course of which he spent a year acting in Chicago soap opera; a stint teaching radio production in the Department of Speech; ten years as production manager of WHA, the University of Wisconsin's famous educational radio station; a summer in New York studying sales, merchandising, and production at N.B.C. on a Rockefeller grant; and a talented wife, Joyce Jaeger Bartell, Wisconsin '38 and a Phi Beta Kappa, who, like her husband, had been associated with WHA.

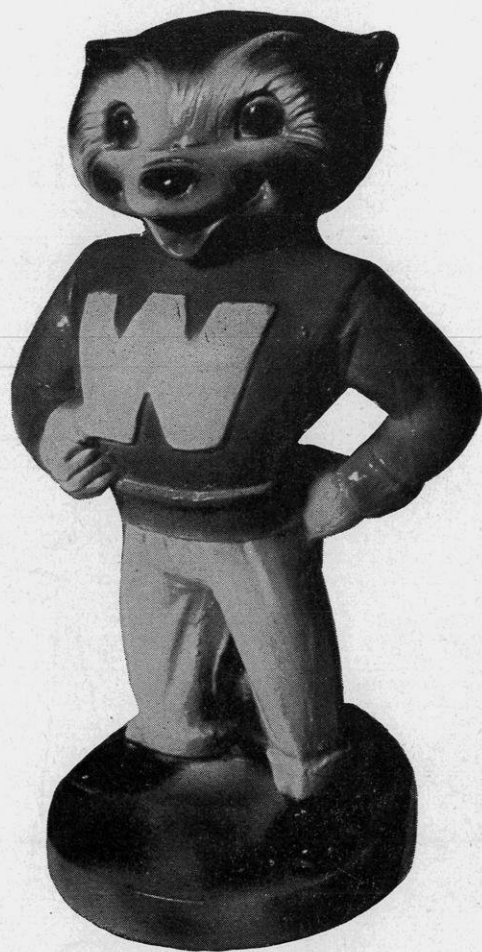
He had other family assets as well. Among them were two older brothers, Lee and David, who were lawyers in Milwaukee. A sister, Rosa, was another WHA alumna; her husband, Ralph Evans, had a Wisconsin B.S. in electrical engineering. Another brother, Mel, was a Wisconsin and Eastman School of Music graduate who was then building a reputation as a singer with Royal Covent Garden Opera in London. Everybody helped to build and equip WEXT.

By 1950, working entirely with earnings from the small but lucrative WEXT, the Group applied for and got FCC permission to set up or buy a minority interest in four other daytimers. None of these ventures, Bartell says now, were particularly profitable, except in "experience," but between them they provided the "mother money we needed when the big moment struck."

The big moment was the opportunity to build what the family now calls its "golden property," 1,000-watt, twenty-four-hour WOKY. Unloading all his major holdings except WEXT, Bartell applied in 1950 to the FCC for this new station, put the Group's \$80,000 bankroll on the line, and was on his way to building a \$5-million chain. . . .

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