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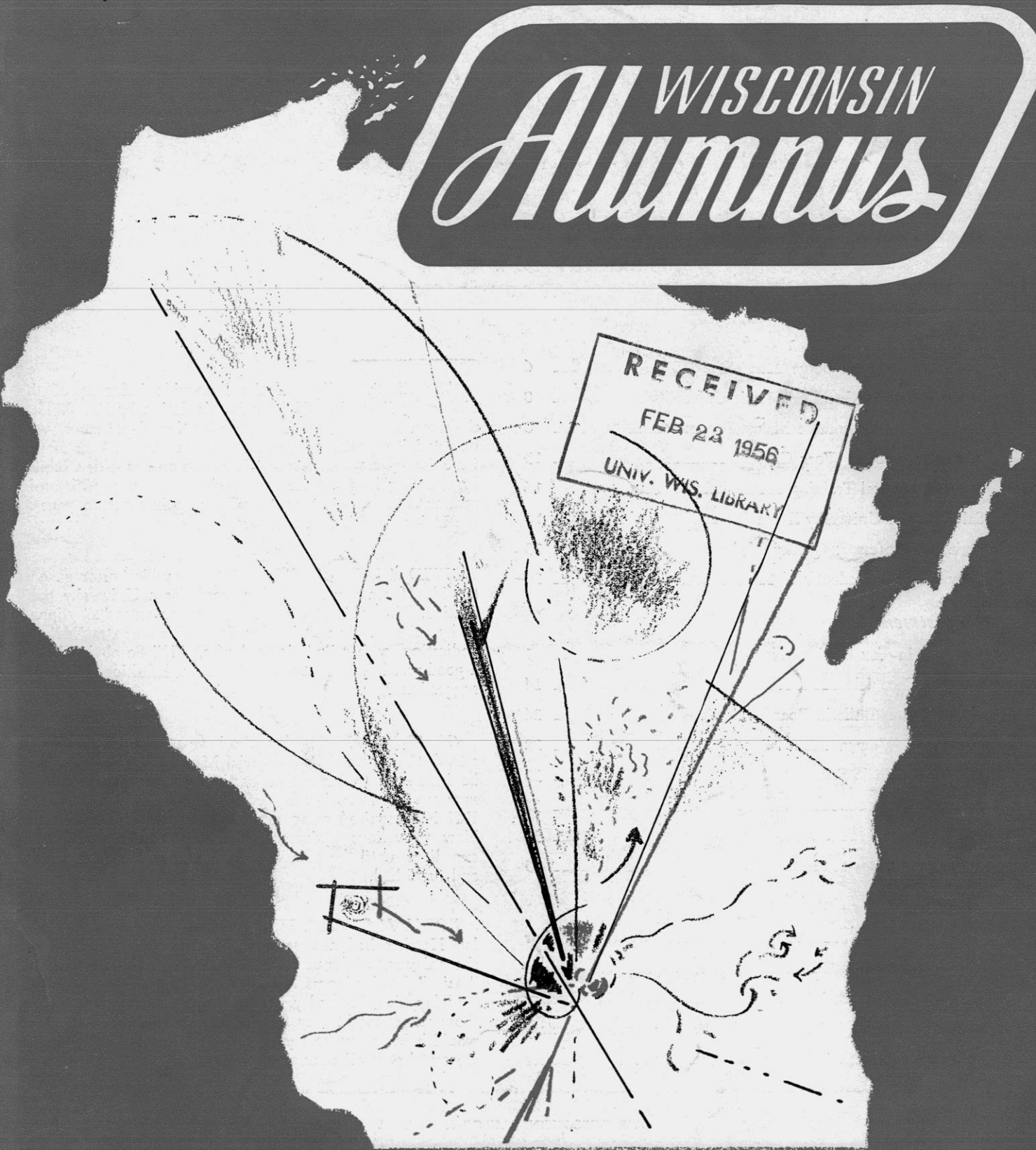
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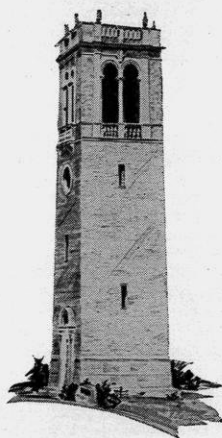
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February 15, 1956

WISCONSIN *Alumnus*



University Extension . . . to the boundaries of the state



WISCONSIN *Alumnus*

Official Publication of the Wisconsin Alumni Association

FEBRUARY 15, 1956

VOL. 57, NO. 10

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★Sidelines

COVER. Symbolical of the state-wide influence of the University Extension Division is this design by Don White, chairman of the Extension art education department, who executed it especially for our cover. On pages 18-22 of this issue the *Alumnus* salutes the Extension on its Golden Jubilee by showing how its services reach into several Wisconsin communities. Actually, as John Berge points out on page 5, the University's influence is world-wide.

NEED A DEDUCATION? A typographical error gave us the idea for a wonderful new word for a University publication. The word was deduction, and an extra "a" slipped in by mistake. Or was it education, with an extra "d"? Or dedication, with a "u" instead of an "i"? So obviously it's a good word. We're now working on a definition. Have any suggestions?

COMFORT NOTE. You who have attended, or who will attend, the University's Industrial Management Institute will be interested to learn that participants in smaller courses now can rest in rubber-foam comfort on padded chairs. The IMI has acquired some removable cushions to soften the blow to various University chairs—probably a temporary expedient, until the new Wisconsin Center Building is built and furnished.

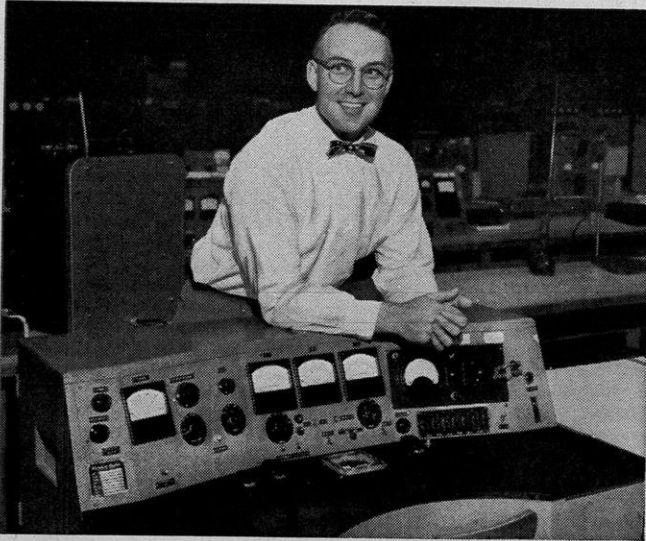
BOWL MADNESS. Michigan University President Harlan Hatcher had a suggestion to carry the football bowl shenanigans to "the ultimate conclusion:" first matching the "major" bowl winners against each other on Washington's birthday, then "someday, say at Mardi Gras, the winners of those games might play for the 'world' championship. That would bring us up to spring practice, then fall practice and we could start all over again."

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.) Entered as second class matter at the post office 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.

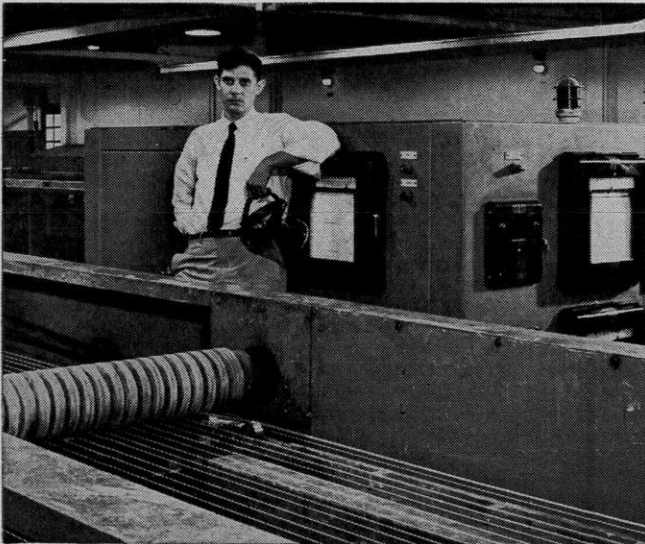
Young engineers making news

at

Western Electric

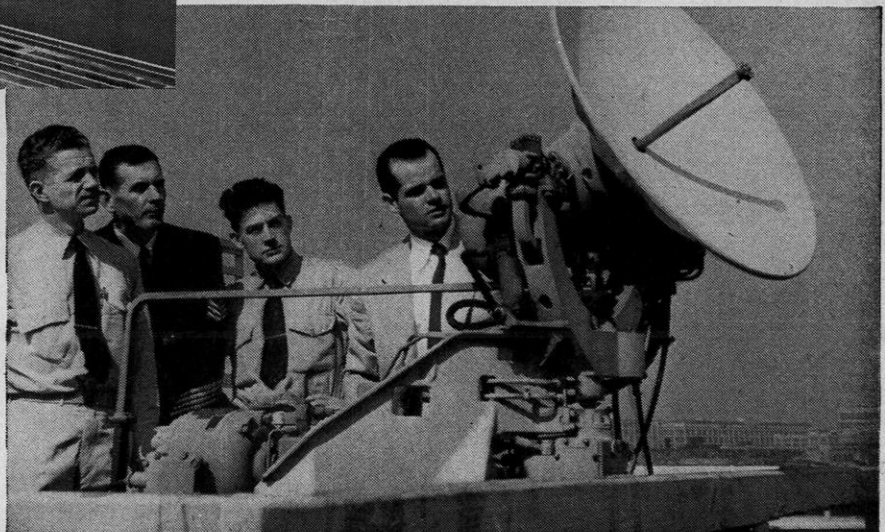


Richard C. Shafer, B.S. in mechanical engineering at Lehigh, was one of 16 engineers assigned to one of Western Electric's toughest post-war projects — developing manufacturing techniques for mass-producing (with great precision!) the tiny but amazing transistors which are already causing a revolution in electronics.



Paul J. Gebhard, B.S. M.E. at the University of Maryland, was one of a team that helped develop Western's new electroforming process for coating steel telephone wire with copper, lead and brass in one continuous operation. His job: to develop conductor resistance-annealing equipment and electrolyte filtration and circulating systems.

Bobby L. Pettit (at right), an E.E. from Texas A. & M., is one of several hundred members of Western Electric's Field Engineering Force. These F.E.F. men can be found all over the world — working most closely with the Army, Navy and Air Force — advising on the installation, operation and maintenance of complex electronic equipment made by W.E.

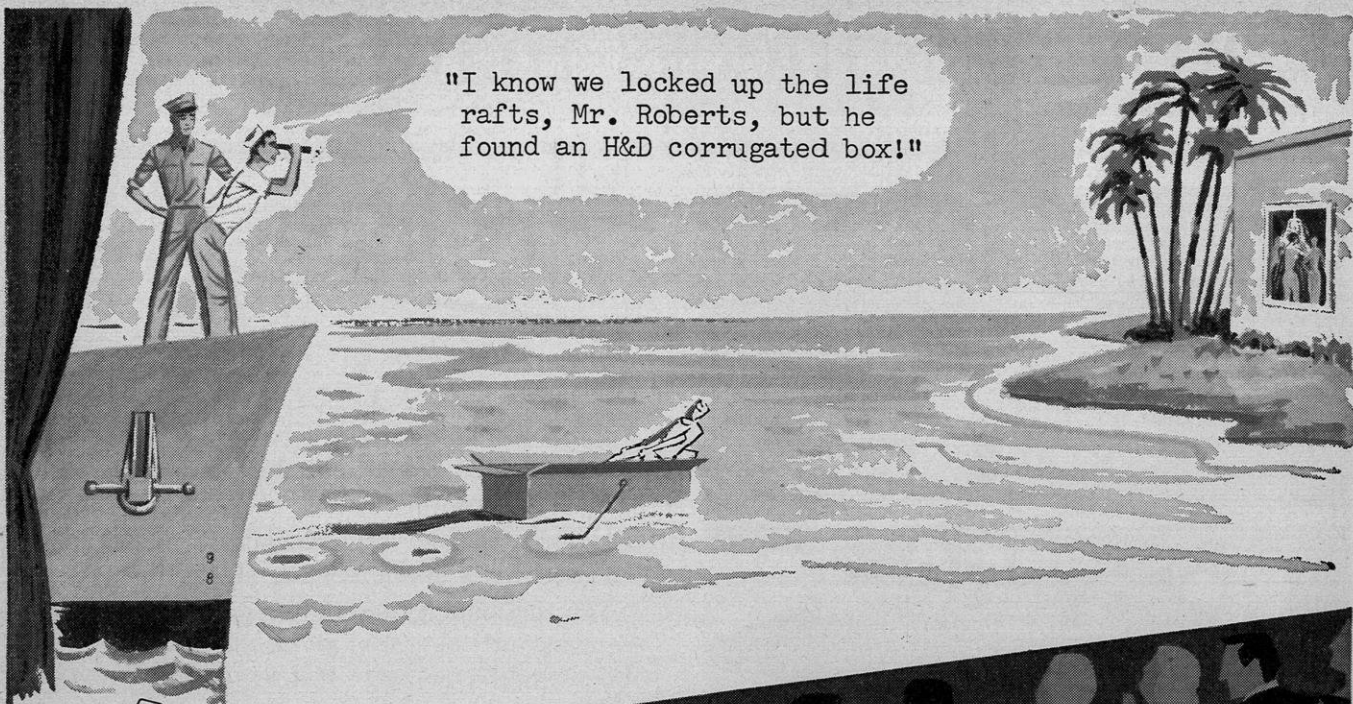


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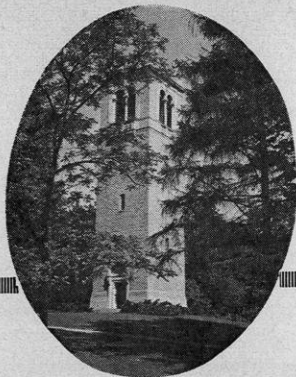
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keeping in touch with **WISCONSIN**

JOHN BERGE, Executive Director

What \$64,000 Question Did You Miss?

THIS QUESTION greeted Emeritus Dean Elwell as he toured Texas and Oklahoma last month for the opening series of 1956 Founders Day meetings. Fay does not have one of those Cadillac convertibles that Hal March gives away on his TV show, but he was driving the deluxe air-conditioned Nash Ambassador his friends gave him at a testimonial dinner last April. He addressed alumni in Tulsa, Oklahoma City, Dallas and San Antonio. Later he will speak in Atlanta.

Each year these Founders Day meetings are becoming more and more important in our information program to keep alumni posted on the University's aims, achievements and needs. Elmer Dahlgren, president of the Wisconsin Alumni Club of Oklahoma City, expressed this fact in these words:

"I never really understood the Wisconsin idea until Dean Elwell explained it at our meeting. In my twenty years residence in Oklahoma City I never heard a better speaker from the University."

As a result of Elwell's speech, Oklahoma City Badgers approved plans for informal luncheon meetings to "discuss Wisconsin affairs." Such meetings are very important to the University of Wisconsin because *informed* support is the strongest support.

Faculty members are traveling far and wide to tell the University's story, as shown by the following list, obviously incomplete. New Founders Day dates are coming in daily as this issue goes to the printer.

President E. B. Fred—Madison, and Washington
Leroy Luberg—Buffalo, Cleveland, Wausau, Berlin
Art Lentz—Beloit and Fond du Lac
William S. Stokes—Sheboygan
L. H. Adolfson—River Falls, Marinette
Ray Dvorak—Pittsburgh, Janesville, Minneapolis,
Monroe
Kenneth Little—Akron
Farrington Daniels—Mineral Point and Waukesha
Glen Eye—Ft. Wayne, Indiana
Frank Graner—Green Bay
Anthony Curreri—Jefferson
Charles Wedemeyer—Oconto
Ira Beldwin—Oshkosh, Watertown
Harold Rusch—Shawano

Even though this list is incomplete, it shows clearly how splendidly faculty members are cooperating to make these Founders Day meetings increasingly important and valuable. Sincere thanks to all these faculty members for their loyal and helpful cooperation.

WAA officers also are doing their share, especially President Gordon R. Walker. He participated in Founders Day programs scheduled in Madison, Racine, and New York. He was the main speaker in Schenectady and Saginaw, Michigan. Gordon Fox, Chairman of the Board, gave the Founders Day address in Memphis. Lt. Gov. Warren Knowles, past president of our Association, headlined meetings in New York and Racine.

Far-flung traveler number one, however, is our vice-president, Larry Fitzpatrick. By the time this issue reaches you, Larry will have given the Founders Day speech in Honolulu and will be on his way for a similar assignment in Manila. On the way, he had a luncheon meeting with Wisconsin alumni in Seattle. In number of meetings attended, our field-man, Eddie Gibson, heads the list. He will attend at least twenty this year. While President Walker is meeting with eastern clubs, I'm heading westward for meetings in Denver, Sacramento, San Francisco, Los Angeles, and San Diego.

Philip D. Reed, chairman of the board of General Electric, gave Madison Badgers one of the finest messages ever heard on our campus. Earl Johnson, vice-president of General Dynamics Corporation, was Milwaukee's Founders Day speaker.

These Founders Day meetings show that Wisconsin's campus is becoming world wide. This year the Extension Division of the University—the first organization of its kind in the country—is celebrating its Golden Jubilee. Through its correspondence study courses, off-campus classes, lectures, institutes and special services, the Extension Division has given reality to Wisconsin's famous slogan: "The boundaries of the Wisconsin campus are the boundaries of the state."

Alumni interest extends far beyond the boundaries of our state. Last week an alumnus from Puerto Rico asked for information on organizing an alumni club in that country. One of these days, Tom Brittingham's Vikings will ask for similar information for an alumni club in Norway and Sweden. When that happens, I hope Tom Brittingham will give the first Founders Day speech in Stockholm.



20 years for John Berge

This article by Mrs. Knowles—who in 1952 celebrated her 25th year in the alumni association office—is one which our executive director didn't see before it appeared in print. In fact, at press time he was visiting Badger alumni clubs on the West Coast.

By Edith Knowles

THE FEBRUARY OF 1936 was one of the coldest months in Madison's weather history. In the offices of the Wisconsin Alumni Association the financial temperature was equally low, for the organization had fallen on bad times. The depression years had taken their toll and membership had dropped from a robust 8,000 to a meager 2,491. The former secretary had resigned in June, 1935, and for months there had been no strong, guiding hand at the helm. Many alumni felt they could no longer point with pride at their University for the institution had been subjected to public airings of several unsavory episodes, the latest of which was the Spears-Meanwell fracas. For years the students had carried on a running battle with the Association.

But help was on the way, and into the Association office on February 8, 1936 there strode the man who was to take a moribund organization and build it up into one of the leading alumni organizations in the country. The temperature that day was twenty-five below zero and there were three feet of snow on the ground; but John Berge's friendliness and energy generated a warmth which was soon felt beyond the narrow confines of the office.

One of Mr. Berge's first accomplishments was to steep himself in Association history and tradition. He learned, first of all, that the Association was organized on June 26, 1861, and that its purpose was "to promote, by organized effort, the best interests of the University." Twenty years later he is still devoting his whole being to that purpose.

Mr. Berge realized immediately that the Association's first and greatest need was more members. He discovered that the Association was celebrating its Diamond Jubilee in 1936 and that was the spark he used to ignite a most successful membership drive. He persuaded alumni groups all over the country to hold meetings on the same day (April 13) celebrating this Diamond Jubilee. One of the most successful of these meetings was the one in Madison. Nearly five hundred alumni gathered in Great Hall to listen to a program which was broadcast over a coast-to-coast hook-up and which included such stars (and all live, too!) as President Glenn Frank, Zona Gale Breese, and Myron T. Harshaw (then president of the Association) from Madison, Merlyn Aylesworth, vice-chairman of the board of NBC, from New York, and actor Fredric March from Hollywood.

By July of 1936 the Mr. Berge's efforts were beginning to bear fruit. Membership had increased from 2,491 to 3,500 (today there are 20,000 members on our rolls). The num-

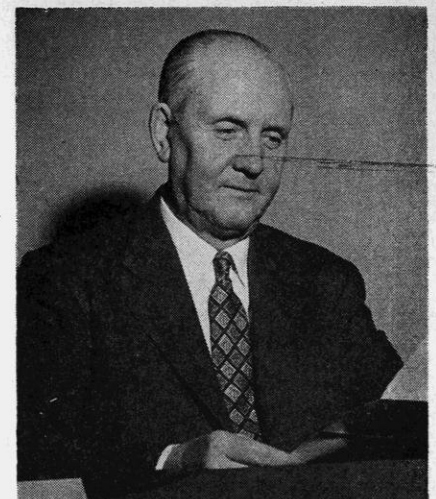
ber of alumni clubs had increased from four to twenty-five (today we have more than a hundred clubs). Most important, the Association was viewed with new respect and admiration by everyone—students, faculty, alumni and the general public.

I have had the privilege and pleasure of working with Mr. Berge during these past twenty years and I never cease to marvel at his unflagging zeal. True, some of his pet ideas have died premature deaths; but there has been no period of mourning and he has come up with new and better ideas.

When Harry Stuhldreher was appointed head football coach and athletic director in April, 1936, Mr. Berge discovered that here indeed was a rare individual—a literate football coach! Not only could the man read, he could write—as witness his novel which was then running in the *Saturday Evening Post*. Accordingly, he persuaded Harry to write a weekly Football Letter which has continued to be one of the most popular publications ever issued by WAA. Schools from coast to coast have borrowed the idea and each week during the football season our mail is filled with football bulletins of varying shapes and quality but ours was the first and—naturally—we still think the best.

Mr. Berge learned that the great body of alumni who were not WAA members never received any word from the Uni-

John Berge



WISCONSIN ALUMNUS

versity except the President's Invitation to Commencement which went out in May of each year. In 1938 he convinced the Board of Regents that it was good business to send a regular periodical to all alumni. So the *Badger Quarterly* was born and mailed four times a year. Later the size was changed, the name was changed to the *Badger Report* and it was sent out six times a year. Three years ago, when the University budget was slashed, the *Badger Report* was discontinued. Some day soon we hope it may be revived.

World War II gave Mr. Berge the opportunity to keep our service alumni closely in touch with their University and fellow Badgers. He established the policy of sending all Association publications, free of charge, to every service man or woman who wanted them—no matter where he or she was stationed. While they were in this country they received the *Badger Quarterly*, the *Wisconsin Alumnus* and the Football Letters. When they went overseas, we sent them the *Cardinal Communique* as well as "pony editions of the magazine and the Football Letters all by air mail. Many a grateful Badger wrote us: "I don't know how you do it. Mail from home never seems to catch up with me, but no matter where I land, there's always mail from the Alumni Association waiting for me." They wrote him hundreds of letters and Mr. Berge had a weekly radio program which he called "Letters from Fighting Badgers." They sent him souvenirs from all over the world and when they were home on leave, they trooped in to express their thanks.

REUNION TIME should be a happy time but too often it was a sad and lonely time for the older alumni who came back on off-years when their classes were not scheduled to reunite. To take care of these groups and to do honor to the class which celebrated its fiftieth anniversary, Mr. Berge organized the HALF CENTURY CLUB, whose membership includes all alumni who have been graduated fifty years or more. Each year the newest class is inducted into membership with appropriate ceremonies; and each year more than two hundred alumni ranging in age from seventy to well over ninety gather for what has become one of the most popular and pleasant events of Commencement-Reunion week-end.

The list of his accomplishments seemingly is endless. Under his guidance the magazine has grown more sparkling and newsworthy. Each year it continues to receive awards in competition with the finest alumni magazines in the country. The Big Ten alumni associations rank among the best in the nation, and Mr. Berge is listened to with respect by his fellow alumni directors (and his ideas copied shamelessly.)

Oh, yes, and he has instituted a series of citations which go to alumni who have served their University and their Association with diligence and distinction, and a program of cash awards for outstanding students.

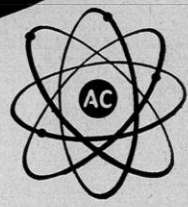
To me, Mr. Berge's greatest attribute is his friendliness. The lowly and the great find his office door open; and in that office a sympathetic ear and understanding heart.

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if the founders could

Honors for research, 800 new alumni; and criticism from the Legion

THIS IS the period when the University of Wisconsin celebrates Founders Day. And February 5 marked the "official" birthday of the University. However, there was a time when the "f" in the word *founders* was a small letter . . . when the actual founding of a state university in Wisconsin was a battle fought against great odds.

The names Root, Turner, Hobart, Collins, Sutherland, Clark, Rountree,

Mills (Simeon Mills probably did more than any other one man in passing the University charter, and was a member of the first Board of Regents in 1848), Woodman, Smith, King, Barber, Bannister, Bryan—all these were early legislators and Regents who made it possible for the first class to meet in rent-free space in the Madison Female Academy on that February day.

(Eleazar Root was almost a founder with a capital "F." He not only was

elected Wisconsin's first superintendent of public instruction, but he had had a hand in establishing three other educational institutions: one in Virginia, and two in Wisconsin—Prairieville academy and Carrol college. A contemporary referred to him as a "regular Warwick" at starting colleges.)

These were the men who hired John H. Lathrop as chancellor at \$2,000 a year, and who decided to require applicants for admission to "possess a knowledge of the elements of Arithmetic, Grammar and Geography." Today, if the founders could observe the academic scene they would likely be especially interested in current conflicts over

Coordinating Committee Makes

THE FIRST MEETING of perhaps one of the most important new state agencies of modern times was held in the State Capitol on January 5. This was the Co-ordinating Committee on Higher Education, established by the 1955 Legislature to guide Wisconsin's higher education system through the critical years ahead.

As could be expected of any newly-formed group meeting for the first time, the coordinating committee felt its way along cautiously, yet went about the business of getting organized with evidence of sincerity. Obviously, the committee members were anxious to achieve the harmony and progress envisaged by Governor Walter Kohler, who played such a major role in the emergence of the law providing for coordination.

The governor himself, in addressing the group, called the meeting an historic occasion and remarked: "The grant of authority made by the Legislature in

Chapter 619, Laws of 1955, is extremely broad. You know, of course, of your responsibilities with respect to educational planning, physical plant, budget, recommendations to the Legislature, personnel, and the injunction that is on you to merge the two institutions in Milwaukee, and I don't think that the Legislature could have made a broader grant of authority than it did to this committee."

As a matter of fact, the minutes of that meeting, as they looked in late January, did give evidence that the coordinating committee's time had been well spent. All committees need secretaries, for example, and now the CCHE has one in Arthur Wegner. Also indis-

pensable are by-laws, and a committee was instructed to draw up a set. Too, it was decided to establish the current non-presiding board of regent president as vice chairman of the coordinating committee. But these details weren't all. Not by any means.

The committee kept rolling the plans for merger of Milwaukee Extension and Wisconsin State College at Milwaukee, first by voting for the consolidation to take place next September 1, then by directing the separate University and State College boards of regents to cooperate in staff studies of merger procedures. The committee indicated it will keep close watch on these merger plans as they progress.

Constitutionality Test Of Merger Debated

see their university today

the proficiency of present day matriculants in the former two subjects. There's a pretty good chance, too, that the founders would be less surprised at the number of college age young people who *can't* read well than at the number who *can* read at all. Perhaps not too surprised, at that, because their interest indicated a faith in the great part to be played by education at all levels in making America the best nation in the world in which to live.

But even so it's dubious that the founders ever considered that in 1953 about one-fifth of the total state population of college age would be in private or state-supported institutions of

higher learning, and that the University would have an enrollment almost one-third of that total.

The total number of boys from Madison and the surrounding country enrolled on the first day of classes at the University in 1849 was only 17. Is it possible that the founders—even if they discounted Malthusian theories—could have suspected that in January, 1956, there would be 800 degrees granted from the University of Wisconsin—in mid-year, at that? (And 2,134 last June!)

These 800 degrees brought the total awarded by the University in its first

107 years to almost 109,000—a mighty step from such humble beginnings.

These newest Wisconsin alumni were honored on January 14 at a convocation in the Wisconsin Union Theater, and at a reception later in Great Hall. The convocation included an address by a University faculty member who is an expert in two vast energy fields—solar and atomic, only one of which the founders were aware. He was Prof. Farrington Daniels who spoke on "The Challenge of Abundant Energy."

Senior Class President Robert Anderson (as a resident of Ontario, Canada, he is but one of many students on campus who hail from far beyond Mad-

Progress

Another accomplishment was the setting up of temporary subcommittees that are charged with recommending future committee procedure in relation to the four main long-range responsibilities mentioned by Gov. Kohler. This action was taken after considerable discussion of an earlier proposal, by Wilbur Renk, to set up staff committees in these four fields, drawn from state college and University ranks.

This first committee meeting was not without its conflicts, and regents of both boards were obviously on guard. Most of the sparring took place, perhaps, in a discussion on the constitutionality of the merger at Milwaukee with the merged institutions becoming part of the University.

This question of constitutionality during the last legislative session had given rise to an attorney general's ruling that was not perfectly clear in its implica-

tions. It was brought up before the committee by Lewis Magnusen, who indicated his belief that the committee could avoid wasting its energies by seeing to it that an action be instituted in the Supreme Court.

Since merger in Milwaukee under the University was one of the understandings in the "compromise" coordination measure accepted by both boards of regents in 1955, the University regents didn't react favorably to this suggestion. As it developed in later

discussion, the citizen members of the CCHE also believed that any constitutionality challenge should come from an outside source, if at all. Finally the committee, by a 10-5 vote, decided to let matters stand as far as any testing is concerned.

The committee indicated that it is ready to go out and see the problems over which it will have control. The next meeting was set for March 8, in Milwaukee—the scene of the committee's most immediate action.



The Coordinating Committee for Higher Education was charged with high responsibility by Governor Kohler, as it met for the first time in the Capitol on January 5.

ison's "surrounding country") presented President Fred, who gave the charge to the graduating class. Other speakers were Wisconsin's secretary of state, Mrs. Glenn Wise; Regent Wilbur N. Renk, and Stanley F. Stitgen, commerce

University Meets Criticism of Legion Executive Committee

Although the Communist Manifesto had been issued a year or so before the doors of the University opened back in 1849, the founders probably little suspected the effects it might have on the University through the next century. They were probably much more concerned with another social, and moral, issue—the use of alcoholic beverages—that remains in evidence on the current scene.

The question of alcoholic beverages in many respects has not changed basically since it was being discussed so loudly and fervently in mid-Nineteenth Century America, a couple of Constitutional amendments notwithstanding.

One of the latest episodes directly involving the University regarded a proposed Madison city ordinance raising the age minimum for buying beer to 21 (see January Campus Chronicle). In mid-January the committee which had been studying the proposal recommended against its adoption, and shortly afterward the council rejected it by a rather decisive vote.

The question of communism and other "isms" has come up with regularity at Wisconsin, as it has at other excellent universities, and in January of 1956 it came up again. The executive committee of the American Legion on January 15 adopted a resolution asking the University to reply to three questions:

- Is the University prepared to ban the Labor Youth League as an accredited organization and deny it the use of tax-supported facilities?
- Is the University prepared to deny the use of tax-supported facilities to any speaker with a public record of Communist or subversive movements of any kind?
- Is the University prepared to co-operate with the United States customs service in forwarding lists of foreign periodicals in University libraries to ascertain whether any appear on the lists

senior and band drum major. Father Alvin R. Kutchera and the Rev. George H. Booth gave invocation and benediction. The music was provided by the University Symphony Orchestra and the A Capella Choir.

of publications officially denied entry to the United States?

The Legion committee received some of its information on the Wisconsin campus from Wayne Murphy of Indianapolis, the research director of the Legion's national Americanism commission. He reported that "no less than three speakers identified as card-carrying Communists or associated with the Communist party have appeared at Wisconsin this semester." He also declared that University libraries "contain one of the best selections of foreign Communist literature and propaganda" that he had ever seen, and evidently did not consider this a compliment.

State Legion Commander G. E. Sipple told the group that it was a "breach of courtesy," in regard to published reports of a private meeting on Dec. 17 involving Legion and University officials, that led to the decision "to take an official and public stand on the matter."

This latest episode was reminiscent of many others in the past, the last notable one being in 1953, when an argument over the political ideologies of

campus visitors resulted in appointment of a citizen-legislator group to study the over-all policy of the University, with special attention to subversion. After months of intensive study, this committee, under the chairmanship of Lt. Gov. Warren P. Knowles, former Alumni Association president, made this recommendation, among others:

"In general, the University should continue its present policy of placing no restrictions on freedom of speech or assembly beyond those established by State or Federal laws. We are trying to develop self-directing mature citizens capable of making their own evaluation of truth and falsehood. A more dogmatic policy might shield the individual student so much that he would be deprived of the essential educational experience. We believe in freedom of discussion and that continued emphasis on the privileges and benefits of our government and our system of free enterprise will make the youth of Wisconsin better citizens."

On January 31, the University made direct reply to the questions raised by the state Legion executive committee.

After noting his assurance that the University and American Legion share the same concern and objective in meeting the potential threat to American democracy from totalitarian movements, President Fred called attention to the findings of the Legislative Committee on University Policy, as noted above. He also traced the historical position of students, faculty and Regents on these matters, from the famous declaration of the Board of Regents in 1894 calling for a "continual and fearless

Professors retire

The two University professors pictured at right have a combined total of more than a half century of service on the home economics faculty. They are Profs. Margaret Piper McCordic, '12, and Gladys Meloche, '16. Mrs. McCordic started work as home management specialist in September, 1927, while Miss Meloche, a clothing specialist who has worked widely with rural homemakers and 4-H club leaders in a statewide classroom, joined the faculty 36 years ago. They were voted emeritus status.

Prof. McCordic



Prof. Meloche

sifting and winnowing by which alone the truth may be found." He also mentioned the direct and indirect means through which instruction in the principles of American democracy is continuously carried on at the University, pointing out that a prerequisite of graduation is a year's course in American history.

The reply included specific replies to the three questions of the Legion, prepared by the appropriate faculty committees. The first two questions were answered by the Committee on Student Life and Interests, the third by the Faculty Library Committee:

• The first two questions in the letter from the American Legion Committee involve matters which are the direct responsibility of this Committee. The questions are so worded, in our judgment, that they sug-

gest erroneous conceptions of (A) policy and practice at the University, and (B) federal security policy.

With respect to Question 1:

A. We do not use the phrase "accredited organization" which to many connotes the false implication of "approval" or "endorsement." Students wishing to operate as an organized group on our campus "register" as a student organization. They submit a constitution providing for democratic procedures, state any affiliation with outside organizations, supply a list of responsible student officers and name a faculty adviser chosen by them. The Student Handbook explicitly states that "registration of a student organization does not constitute an endorsement of its objectives, either by the University or by the adviser of the organization" (p. 74).

B. Registration would not be granted a student organization affiliated with an outside organization that is forbidden by law from operating in the state of Wisconsin.

(continued on page 39)

To improve science teachers

The academic backgrounds of most of the University's first twenty students were rather rudimentary, and the early day curricula had many aspects apropos of a preparatory academy. Since it was pretty hard to find qualified students for the university *then*, the founders probably would not be surprised to find the same sort of concern in evidence 107 years later.

The question of satisfactory grounding in English has been brought up on *Alumnus* pages several times recently. Now comes a \$249,700 grant from the National Science Foundation which implies that there is room for improvement in the teaching of science and mathematics. (We emphatically refrain from making any comparisons with past eras in mentioning these facts; see *Quiz the Professor* on page 10 of this issue, in which Vice-President Kenneth Little points out that the University continues to get high-caliber students.)

The National Science Foundation program is first being tried at Wisconsin and at Oklahoma Agricultural and Mechanical college, and may be expanded in coming years. It will begin next fall with 50 midwest high school science and mathematics teachers, each of whom will receive \$3,000 with an additional allowance of \$300 for each dependent, plus tuition fees and travel allowances. Chemistry Prof. Harvey Sorum will head the program.

The teachers, selected by a faculty committee (application deadline: March

1), will pursue studies designed to increase individual effectiveness and each will be able to take refresher courses in the fundamentals of biology, chemistry, mathematics or physics, seminars in teaching methods, regular University science courses, and courses devoted to the influence of science upon modern life.

To be eligible for selection a teacher must have a bachelor's degree, have taught for three or more years, be teaching science or mathematics, show scholastic and teaching ability, and be under 46 years of age.

The program is part of a national effort to recruit more science and mathematics teachers and to increase the effectiveness of teachers now in service.

Streamlined registration

The complex of present-day registration procedures at the University would probably give to the founders the same sort of bewildered feeling experienced by more recent generations of students. Last month the University—prodded by students and the Board of Visitors—decided to try a new plan to improve student advising and registration procedures. It went into operation after Christmas recess.

The main idea: to give students more time with their advisors and to permit

Compendium

Wisconsin Alumni officers in January discussed with the Regents the possibility of using Observatory Hill as site for the projected Alumni House.

*

The faculty in January voted to reduce the minimum credit load for Summer Session underclassmen from six to five—in spite of a warning that the action might turn the Summer Session into a "summer resort." There will be no minimum load for juniors and seniors.

*

A petition calling for vigorous and immediate action by the University against discrimination in approved student rooming houses was signed by 4,858 of the University's 15,134 students at Madison. About 80 per cent of the students who were approached signed the document, its sponsors said.

*

A pocket-size Microcard reader for momentary consultation purposes has been perfected and is now available (\$25) from the Microcard Foundation, which was recently established on the Wisconsin campus in affiliation with the UW Press. The instrument is also well-suited for enlargement viewing of such things as stamps, fabrics, color registration in printing and layout in tool and die making. More information about it may be obtained from the Foundation, Box 2145, Madison.

*

A grant of \$3,960 accepted from the Educational Television and Radio Center, Ann Arbor, Mich., will finance a series of 13 half-hour radio broadcasts to be produced by Station WHA for distribution to other educational stations throughout the country. The series, entitled "America Onstage," will present a picture of American life and attitudes as reflected in significant American plays dating from the first native comedy in 1787.

*

Thirty-one students in the UW School of Nursing were awarded certificates at a program for their parents and friends on January 15 in Agriculture hall; the certificates signified that the young women had completed their pre-clinical academic work and 27 months of resident professional training.

detailed, leisurely counselling. That's the reason the College of Letters and Science has separated advising from registration. Course-listing time tables for the second semester were available in early January, enabling students to give more thought to the course offerings

and spreading visits to their advisors over a two-week period.

Said Associate L&S Dean Chester H. Ruedisili: "It should allow students to select courses more wisely in terms of both degree requirements and opportunities for elective studies."

A large medical trust fund

Certainly the founders would have blinked their eyes in amazement at the \$1,170,000 trust fund set up last month by a Rhinelander paper manufacturing executive, Joseph S. Daniels, on behalf of the University School of Medicine.

In its early days, the University's almost sole source of income was the "University Fund." In 1848, the *Wisconsin Argus* remarked that this fund "is at present valued at \$200,000 and if judiciously managed, is adequate to all purposes for which it was intended. It is believed that \$50,000 will complete all necessary buildings leaving the balance to be applied to the support of the faculty, the purchase of a library, cab-

inet, scientific apparatus, etc., etc." Well, obviously, this sum wouldn't buy many etc.'s on today's scene, where the total annual University budget stands at around \$40 million.

The Daniels trust fund, administered by a Milwaukee trust company, consists of 30,000 shares of common stock and the income from it will finance a chair of medicine at the University. It was estimated that income from the arrangement would bring the school of medicine approximately \$100,000 during the next two years.

Daniels is not an alumnus of the University, but his daughter, Mary, is a senior this year.

Tops in research

One thing's sure: when the founders set out to do a job, it was with the idea of doing it well. The same is true of the University today, whether it is in the field of instruction, public service or research. And surely the founders would be gratified to learn that four scientific discoveries made at the University in 1955 have been named by Science Service as among the year's top achievements in science.

They were:

- Synthesis of the male sex hormone testosterone directly from simple coal tar chemicals, by Prof. W. S. Johnson and a colleague, Dr. Raphael Pappo of the Weizmann Institute, Israel.

- Research leading to the theory that the chemicals which cause cancer may do it "by attaching their molecules to protein molecules of the animal and human cells that then become cancerous." This was done by Drs. James and Elizabeth Miller.

- Obtaining pure crystals of the chemical kinetin which makes cells divide and "which, theoretically, could be changed to stop cancer," by Carlos Miller, Malcolm von Salza, and Profs. Folke Skoog and Frank Strong.

- An enzyme chemical called uricase, involved in gout, was isolated, and an old idea of how it works was exploded by Prof. Mahler and Harold Baum, Georg Huebscher and Germille Colmano of the Enzyme Institute.

Lessons by mail

The founders might have shook their heads in wonder over the 400 separate courses offered in the new Correspondence Study Courses bulletin issued by the Extension Division.

Thousands of people are taking these courses for university or high school credit—or just for personal satisfaction. And this new bulletin has been streamlined to make it easy and convenient to use.

One section of the bulletin includes information on counselling, enrollment procedures, time limits, costs and similar details. A copy of the bulletin may be obtained by writing to the Correspondence Study Office, University of Wisconsin Extension Division, Madison 6, Wisconsin.

Idea Theater idea

There are still founders spelled with small "f's," in the University Community today, many of them, trying to foster new concepts, new ideas, new programs. Such a man is Robert Gard, director of the Wisconsin Idea Theater, whose book "Grassroots Theater" offered *Alumnus* readers some enjoyment last year.

One of Gard's goals is to develop the regional playwrighting movement into a real force in the cultural life of Wisconsin. Achievement of this goal, however, requires production of the plays written by those interested in the movement.

Gard recently reported that the first fruits of the Idea Theater's program will be realized in March when the drama department of Lawrence College, Appleton, presents an original play by Julius Landau, former playwright-in-residence at the University and currently a member of the Idea Theatre staff.



These Farm Leaders Won Recognition



Citations for public service at Farm Home Week Feb. 1 went to John Stauber (upper left), Marshfield banker and long-interested in practices helping farmers; Mrs. Milton Koegel (upper right), 4-H and homemaker educational program leader—and mother of two Wisconsin graduates; Gerhart Schuette (lower left), leader in cooperative and other agricultural improvement activities in Sauk county, and Charles F. Clafin, state cooperative marketing leader—and father of two University graduates and a co-ed currently on the campus.

*The director of the University's
social work department offers*

A Reply to Some Critics

By Arthur P. Miles

Editor's Note

LAST FALL, a Milwaukee *Journal* article written by Ellen Gibson '41, brought into the open criticisms of the University of Wisconsin graduate school of social work by a segment of Milwaukee's professional agency workers. These critics were primarily associated with some, but by no means all, of Milwaukee private case work agencies. These agencies comprise five to ten per cent of total social work activity.

The Milwaukee critics raised some question as to staff qualifications, but the nub of the controversy appeared to be educational philosophy itself. There were objections to a "debatable" textbook (not currently in use for reasons other than its debatableness) and, peculiarly, to the lack of a single philosophy in the teaching of the department. That is, the students get too many points of view. (Broadly speaking, there is a philosophy cleavage between social workers who favor a psychological and those who favor a sociological approach).

Some Milwaukee case work agencies have emphasized their stand by refusing to take field work placements from the University. Nor does the University department of social work particularly want its students in these agencies. Currently there are 50 graduate students in Milwaukee and 24 in Madison.

Subsequent to Miss Gibson's fine job of public service reporting, a committee of case work agency representatives met, and prepared a report. This has not been officially released, but it evidently contains little of the criticism brought out in the Milwaukee *Journal* article.

The *Alumnus* has received the permission of the director of the school of social work to publish the accompanying statement, which discusses the basic problem involved in the Milwaukee criticism. In regard to the school's staff, he told the *Alumnus*: "Our staff is qualified, even if it is insufficient in number. We do need more full-time staff members."

THE ANCIENT university was defined as "a community of scholars." Modern industrial society has changed this conception, but not in any fundamental sense. This state university, for example, was recently described as "a community of scholars made as useful as possible." Despite practical ends it is still a community of scholars dedicated to the relentless quest for truth in many fields of learning.

The faculty and students of the School of Social Work have as great a responsibility to contribute to this community as do other groups in the University. Indeed, it can be argued that the relative immaturity of our profession and the complexity of the social problems with which we deal give us an even greater responsibility for objective scholarship. At any rate teachers and students of social work should be guided by the intellectual give-and-take that characterizes the social sciences. We should perform research in our field—not merely on a descriptive and anecdotal level, but in such a way that it may be considered as a real contribution to knowledge. We should encourage critical evaluation, even if this disturbs some complacent persons in our midst. We should teach on the basis of the eternal verities and not stoop to dispensing nothing but the "tricks of the trade."

Unfortunately many schools of social work are in the universities, but not of the universities. This is due in large measure to the apprenticeship tradition that still characterizes a large part of education for social work.

The following account given by a distinguished social work educator, Edith Abbott, regarding the curricula of schools is as true today as when it was written in 1931.

The academic curriculum of most of the professional schools is now poor and slight and covers in many schools only the various aspects of a single field—case work. None of us will deny the importance of case work. It is as necessary to the social worker as, for example, the study of contracts is to the law student. But case work is very far from being the whole story. There are great reaches of territory, some of them as yet unexplored and stretching out to a kind of no man's land—the great fields of public charitable organizations, of law and government in relation to social work, and modern social politics—all of which are required if the social worker is to be an efficient servant of the state . . . It is in the university where there is well-organized graduate work not merely in one, but in all, of the social sciences and where there are co-operative relations with the law and medical schools that the great schools of social welfare will ultimately be developed . . . At the present time . . . the student too

often becomes a routine technician—sometimes a clever technician—but still a technician and not a scientific person “with the love of knowledge and the use of the tools of learning.”

In many respects the problem is more aggravated today than it was in 1931. Since then case work has adopted a psychoanalytic orientation resulting in a turning inward rather than an intellectual approachment with the social sciences. Instruction in case work and related field work training—the dominant aspect of any school’s curriculum—has been defined as “the re-education of the self,” a process whereby the student is gradually transformed from a disbelieving lay person into a professional person accepting a “unified philosophy.” It should be added that this system often dulls the intellectual curiosity of the student. Field work instruction in social work was recently described by a psychiatrist, writing in an anthropological journal, as an example of “brain-washing.” A number of our students have told me that they agree with this diagnosis.

Freudian psychology is, to say the least, a controversial subject among sociologists, anthropologists, and psychologists. The following statement made by a distinguished British psychologist, H. J. Eysenck, is representative of alert social scientific thinking on the subject.

I would not like to be understood as condemning psychoanalysis hook, line, and sinker. Like most psychologists, I appreciate the breath of fresh air which Freud introduced into the musty dry-as-dust atmosphere of nineteenth-century academic psychology. The brilliance of his mind had opened doors which no one would wish to close again, and his keen insight has given us a storehouse of theories and hy-



Prof. Miles

potheses which will keep researchers busy for many years to come. All this one can appreciate without accepting the totality of his views as revelations from a higher authority, and without losing one’s critical sense. There is much that is supremely important in Freud’s contribution to psychology, but there is also much that is bad. To eliminate the latter, without losing the former, must be the task of scientifically-oriented psychology. The answer to the question—What is wrong with psychoanalysis?—is simple: Psychoanalysis is unscientific. It is only by bringing to bear the traditional methods of scientific inference and experimentation that we can hope to reap all the benefit of its founder’s genius.

The intellectual monotheism of psycholoanalysis together with survivals of apprenticeship and vocationalism have tended to depreciate academic freedom in our field. This can be seen quite clearly in the criticisms that have been directed toward our school by some well meaning but misinformed social workers.

You have probably read the account of these attacks in the *Milwaukee Journal*. November 20, 1955. Some Milwaukee social workers have criticized us for a number of things. The basic criticisms, however, are that we lack a “uni-

Co-ed's'



Planning for Co-ed's' Week began months in advance, and Jo Marie Moerschel, Dorothy Hartwig and Sue Dyer—the latter was general chairman of the event—put in many hours of preparation.

fied” (i.e., an orthodox Freudian philosophy) and that we have used a “debatable” textbook. One Milwaukee social agency executive said that “students do not have enough experience in the field to sort out the viewpoints and select one.” Another executive declared that the agencies “have a right to propose that the school adopt a unified philosophy without being accused of violating academic freedom.”

Father Gutman, an Episcopalian Priest who is director of Neighborhood House in Milwaukee, gave an excellent answer to these critics. He said that “to present a single viewpoint would approximate the teaching in countries with totalitarian philosophies. Students must be acquainted with legitimate differences of opinion. Uniformity, dictated by whomsoever, is a violation of academic freedom.”

Our educational philosophy is that teachers are free to present any point of view they believe to be correct. Professor Willard E. Downing, chairman of our Milwaukee department, expressed our position when he stated that “the

(continued on page 31)

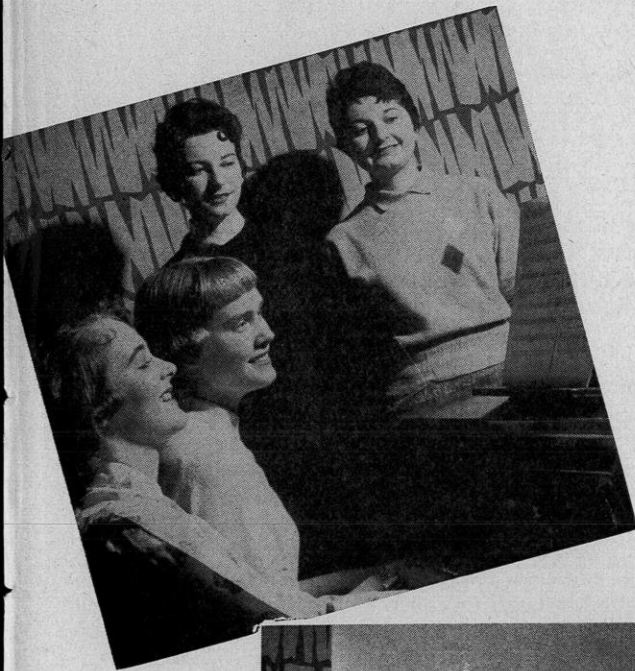
Week

Campus Chronicle

*... in which the gals plan their future—and
decide what they're going to wear in it*

BETTY CO-ED reigned supreme on the campus early this month when Wisconsin's co-eds, 4,356 strong, celebrated their annual Co-eds' Week. Sponsored by the Associated Women Students (AWS) and the dean of women's staff, the program covered a wide variety of problems faced by women in the modern world—ranging from the art of earning a living to learning the art of living, and from seeking a more rounded life to that "ever-ever land" of women's fashions. There were exhibits of furnishings for home and apartment living, all designed for a modest budget. And, of course, there were the latest tips on social etiquette and marriage that "every young woman should know."

The publicity crew for Co-ed's Week never did satisfactorily explain what this picture of co-eds Nancy Slott, Virginia DenDoven, Elizabeth Stephens and Geraldine Taitelman singing at a piano had to do with planning the program. However, these were some of the Week's planners, as were the co-eds shown below, who more obviously were practicing up for the style show. They are Judith Manton, Gayla Ogle and Sandra Sternberg.



modern medical training emphasizes the human approach

By Dr. John Bowers

Dean, University of Wisconsin Medical School

IN 1910, Dr. Abraham Flexner submitted a report on medical education in the United States and Canada to the Carnegie Foundation for the Advancement of Teaching. That report is really the keystone of medical school programs in our county today and it emphasized these facts:

- There was an enormous over-production of uneducated and ill-trained medical practitioners.
- The over-production and ill training were due to the existence of a very large number of commercial schools often sustained by advertising methods.
- There was a lack of understanding between medical schools and universities.
- High grade teaching of medical students is a wholesome and beneficial influence on the care of patients in a teaching hospital.
- A hospital under complete educational control is as essential to the program of a medical school as is a laboratory in chemistry.

In the course of his study, Dr. Flexner visited Madison and found a two year medical school, "admirably equipped with respect to both teaching and research." He set forth, in the most vigorous terms, the desirability of developing a four year school on the campus at Madison.

Now that Dr. Flexner's recommendations for the United States, in Canada and Madison have come to fruition, it is interesting to reconsider national and local trends in the health sciences.

The mission of a medical school today is threefold:—the education of good doctors, the search for new knowledge, and the care of the sick. The three are inseparable and emphasize the complexity and the cost of a first-rate medical school.

The education of good doctors is an ever-changing problem, for educational programs must be revised as health problems recede and develop. One need only consider the changing pattern of disease as evidenced by the marked

reduction in the infectious diseases through the application of sulfonamides and antibiotics and the increasing concern with cancer, heart disease, and mental illness. These emphasize the need for a constant ferment in medical education. To a considerable degree the education of physicians has moved out of the lecture hall and into the teaching laboratory or the hospital ward. More and more students are acquiring knowledge by guided self-education rather than by being taught, for good habits of self-education will serve the physician daily for the remainder of his professional life. Thus, in many schools, the student has a maximum of two hours of lecture a day, and the remainder of the time he is with patients in the out-patient department or ward.

Medical educators today are aware of the health progress accomplished through the scientific approach to disease, but are anxious to see a great recognition of the human approach to disease. Particularly, such problems as heart disease, mental disease, and peptic ulcer require a large measure of human relationship between the physician and the patient. Today our medical schools are placing increasing emphasis on this aspect of medical education by heeding the contribution of the psychiatrist and by affording students a greater chance to "know people."

This emphasis on "patients are people" is one reason for the emphasis on behavioral sciences, such as sociology, psychology, history and language in the liberal arts phase of medical education. A further change in the liberal arts phase concerns the desirability of affording the student an opportunity for choice in developing his program. Too frequently pre-medical requirements have been laid down so rigidly by medical school faculties that students have had little opportunity for selection.

The preceptorial program at Wisconsin represents a unique and challenging approach to medical education. The opportunity for medical students to establish close personal contact with ambulatory patients, the experience with a practicing physician and the appreciation of his routine and the



Dr. Bowers and Wisconsin General Hospital superintendent Dr. H. M. Coon. The University medical center is in the background.

*a discussion of new trends in medical education
by a new dean, especially for Wisconsin Alumnus readers*

possibilities for obstetrical experience are inherent in the program. The students spend three months with a physician or a group of physicians—called preceptors—during their Senior year.

MEDICAL RESEARCH has flowered in the past 25 years to a point where practically every family in the country has had the life of a loved one saved or a serious illness averted because of the progress in medical research. Good research must go forward in every department of a medical school for medical students should have an opportunity to become familiar with the opportunities, the methods and the rewards of research. Probably the greatest need for research lies in the field of mental disease, and it appears that there is an ever increasing interest in this area.

A medical center also has a particular responsibility to assure that the more complex methods of diagnosis and treatment are readily available to the people of the State. Facilities should not be restricted to hospital beds, for with the changing pattern of disease it is important that programs for the diagnosis and treatment of the ambulatory patient, be available. This is not only valuable from the standpoint of a service but is also a very important educational requirement. There is an urgent need for the further development of facilities for ambulatory patients on the Madison campus for service, for education and for research.

The role of the nurse has changed during recent years and educational programs in this field are changing to meet the needs. The practical nurse and the nurses aide carry a large share of the bedside care for the sick while the graduate nurse has developed specialized skills which include public health nursing, ward administration, psychiatric nursing, and comparable fields. There is a need for the continued development of graduate programs by which nurses gain specialized training to fit them more adequately for the needs of the community.

The training of para-medical personnel is an important responsibility of the University in the health sciences. The development of specialized techniques for the diagnosis and treatment of disease has placed heavy demands on the supply of these technical personnel in a variety of fields. At the University of Wisconsin health science training programs are conducted in medical technology, occupational therapy, physical therapy and x-ray technology. These assure a steady supply of personnel in these fields for service in the State. The need has become particularly great in medical technology because of the growing importance of laboratory procedures in the diagnosis and treatment of disease.

In many areas, health problems today are met by a team which includes a physician, a nurse, and other specialized personnel in the health field, and it is increasingly apparent

(continued on page 29)

a salute to the University Extension Division



on its

golden anniversary

NOTHING in this whole half century stands out more strikingly than the expansion of higher education. More and more intellectual leadership came from a new source—the universities. From the West came the Wisconsin Idea.” So wrote historian Allan Nevins.

This great Wisconsin Idea of partnership between people and university has helped directly in lifting the life of Wisconsin to higher planes. Moreover, it has made the University famous all over the world as the pioneer in making university resources available, not just to students within college walls, but to youth and adults wherever they might be.

The year 1906 marks the formal birth of the Wisconsin idea, since in that year professors and legislators laid the foundations for the Extension Division—the vehicle the University has used in carrying its beneficent influences to every home in the state. The next year the Legislature granted \$20,000 to establish the Division, and by 1908 it was operating in every corner of the state. The first Extension student was Paul H. Nystrom, a Wisconsin farm boy who went on from his correspondence courses to become professor of marketing at Columbia university. Over the years he has been joined by nearly a million Wisconsin citizens who have responded to the idea: “If you can’t come to the University, the University will come to you.”

In a typical year nowadays the Extension division can report 90,000 correspondence-study students, 13,000 special class students, 30,000 institute participants 2,400 freshman-sophomore extension center students, and no fewer than 700 Wisconsin communities reached by special services.

Through these services, and many others, the Extension Division has lent, with its agriculture counterpart, reality to the slogan: “The boundaries of the campus are the boundaries of the state.”

Extension services are statewide

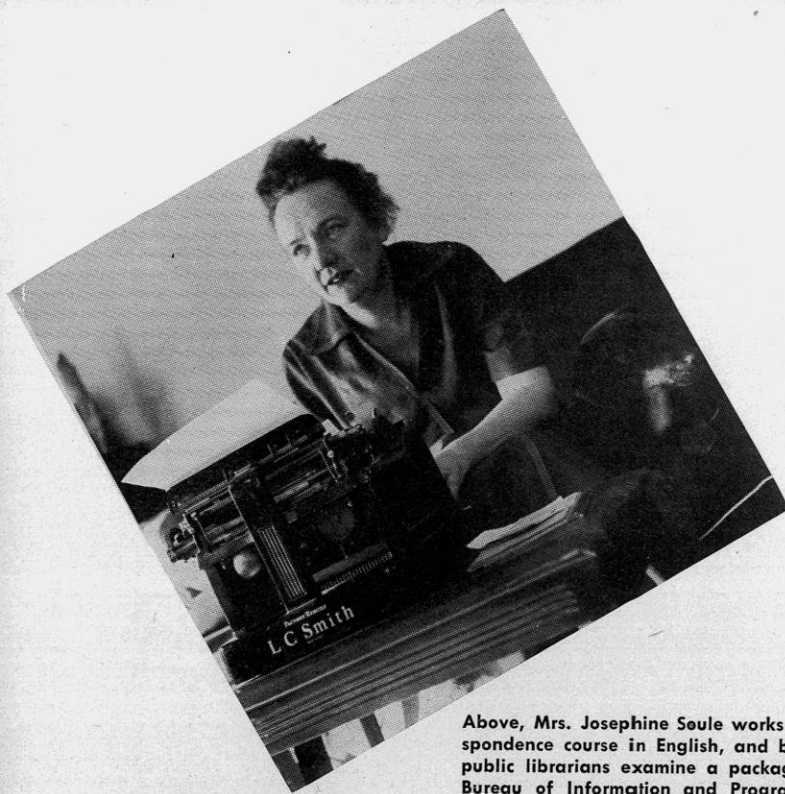
More than this, Extension services extend far beyond the borders of the state, particularly in the correspondence study program. On these pages, however, the *Alumnus* very briefly highlights the roles played by Extension in two rather different Wisconsin cities, Rhinelander (population 8,774) and Racine (71,193). Also noted are some—but, we emphasize, by no means all—activities of Extension in Madison, and in all four corners of the state. On this page you see, top, an audience of Rhinelander grade school pupils watching "Hansel and Gretel," a Wisconsin Idea Theater presentation, whose showing was arranged through the Bureau of Lectures and Concerts. Below, a group of students entering the Racine vocational school for a special School for Workers bargaining course. Both pictures were taken last month.

RHINELANDER



RACINE





Above, Mrs. Josephine Soule works on a correspondence course in English, and below, three public librarians examine a package from the Bureau of Information and Program Services.



Above, an Industrial Management Institute course, held on the Northland college campus at Ashland, attracted these Rhinelander industrial employees.



"Headquarters" for Extension is a dozen or so locations on the University campus; plans for a new Extension building have been dogged by misfortune.



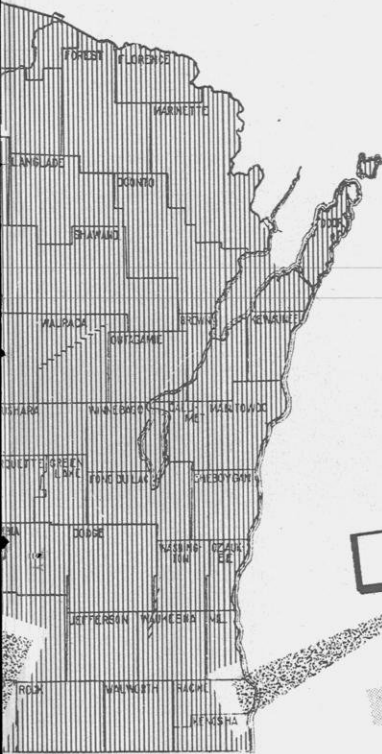
**AN ECONOMIC BASE STUDY
RACINE, WISCONSIN**

By Richard L. Brown
Wisconsin Commerce Studies
Community Development Service



EDITED AND PUBLISHED BY
BUREAU OF COMMUNITY DEVELOPMENT
UNIVERSITY EXTENSION DIVISION
AND
BUREAU OF BUSINESS RESEARCH & SERVICE
SCHOOL OF COMMERCE
UNIVERSITY OF WISCONSIN • MADISON • WISCONSIN • 1954

Racine, and several other state communities, have been economically dissected by the Bureau of Community Development.

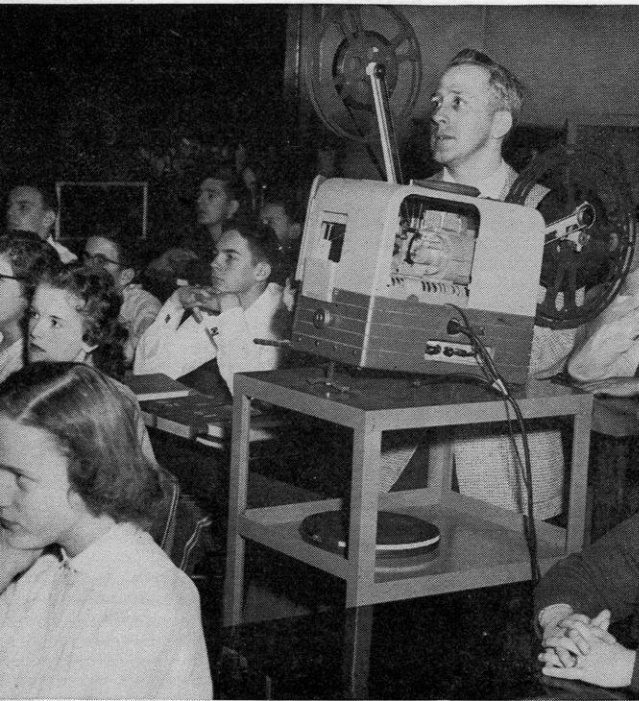


Seven other heavily populated areas outside Milwaukee, like Racine, are serviced by freshman-sophomore Extension Centers, which have become sort of community colleges.



The Photographic Laboratory makes more than football films—one of its productions, "The Cleft Palate Story," won international acclaim last year. "Girls' State" planned by the Bureau of Government and the American Legion auxiliary, brings hundreds of high school students to the campus every year, as do such popular activities as the music clinics, coordinated by the Extension Music department.





The public school system uses films from the Bureau of Audio-Visual Instruction.

SUPERIOR



A special class meets for an Extension course in public utility management.

GREEN BAY



MINERAL POINT

A Shakespearean play by a local historical society, encouraged by the Idea Theater.



MILWAUKEE

The chance to learn at night enriches life for many in this great urban area.

In 1954-55, the residents of Wisconsin's largest population center, had the opportunity to attend 347 different University courses, non-credit and credit, in the evening. This broad range enabled thousands of these residents to increase their professional competence, prepare themselves for new positions, or to enrich their cultural and intellectual backgrounds. Enrollment was 3,362 the first semester, 2,700 the second, and 59 in the summer.

There are certificate programs providing specialized training in specific business areas, there are courses in engineering from smoke control to mechanical vibrations, and there are letters and science courses from botany to zoology. Graduate work in commerce and engineering is also available at night. All these figures are exclusive of the regular day classes at the Extension Center, which this year will merge with Milwaukee State College.

Does the University continue to attract high-caliber students?

The answer to this month's question comes from Kenneth Little, vice-president of student affairs

FRESHMAN STUDENTS entering the University of Wisconsin last fall were a highly superior group. More than one-half of them (54%) had scholastic records in high school which placed them in the top quarter of their high school graduating classes.

This proportion of beginning freshmen with superior records is considerably larger than the proportion of students with like records who entered four year colleges in the nation as a whole. The chart on this page shows the percentage of the freshman entrants who came from each quarter of the high school graduates (1) in four year colleges in the United States, and (2) in the University of Wisconsin.

These facts suggest that the University continues to attract the great majority of its students from the most able of the high school graduates. This selection results more from the choice of the students than from a restrictive admission policy. Graduates of Wisconsin high schools who have prepared themselves in the required subjects and are recommended by their schools are granted admission. Applicants who have finished in the lower one-third of their graduating classes are advised that they may have serious difficulty with studies at the University level, but are admitted, if admission is recommended by the high school. Entrance examinations are sometimes required for some students whose high school records are weak.

The facts suggest that most students who have not shown aptitude for book learning in the high schools do not ask for more of this kind of experience.

The assumption that increasing enrollments in colleges and universities mean a decreasing quality of students is questionable.

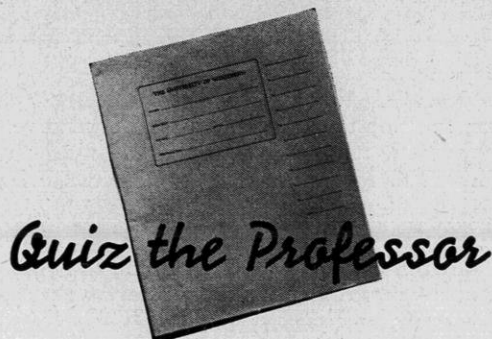
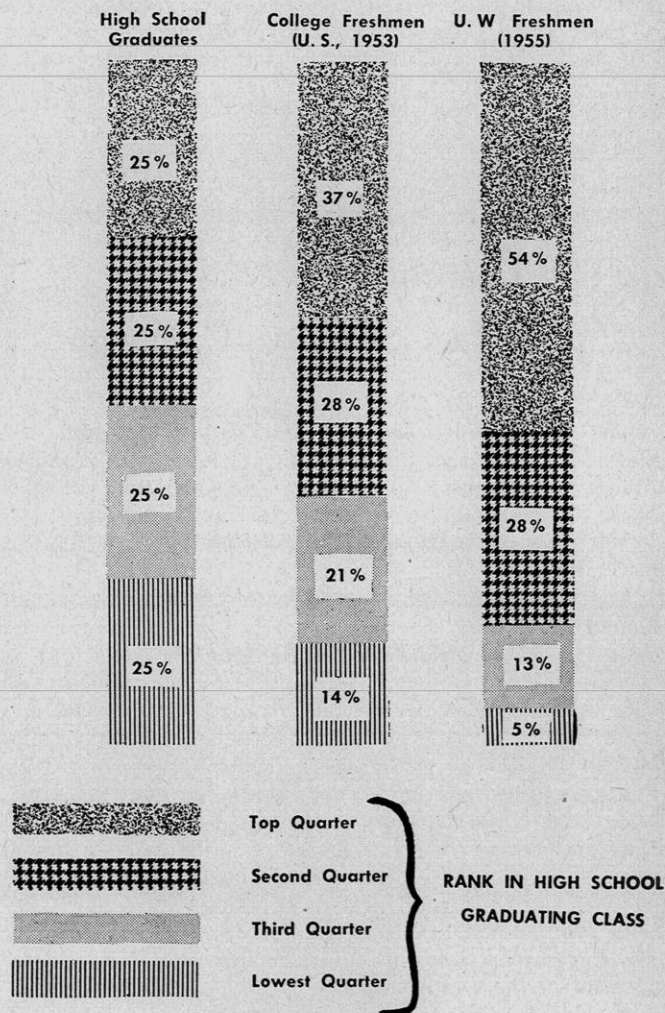
Studies of the quality of the entering freshmen in the University of Wisconsin, as measured by tests of scholastic aptitude, show two things.

- University of Wisconsin students score significantly higher, on the average, than the norm for students entering four year colleges in the nation.

- Over the past 25 years there has been, on the average, no significant change in the scholastic aptitude of the entering students.

National studies of college attendance have shown consistently that approximately 40% of high school graduates

WHO GOES TO COLLEGE



who rank in the top quarter of their classes have not continued their schooling beyond high school.

How to attract more of these very able young people toward preparing themselves for needed positions in the engineering, scientific, and professional fields, including teaching at all levels, is a problem of national concern—to meet the needs of national security and defense, and to match the growing demands of our expanding technology and economy.

In summary, the University of Wisconsin student body is highly selected in comparison with the high school population—both on scholastic aptitude and in scholastic achievement. The quality of the student body is not decreasing on these measures. Increased enrollments at the University can result in a student body of increased scholastic aptitude and achievement, without restrictive admission requirements, if ways are found to encourage a *larger* number of the *outstanding* high school graduates to prepare themselves to enter work which requires higher levels of education and competence.

The Case of Los Senores Camargo

The request didn't seem unusual. Fabian McIntosh, '13, wrote from Pittsburgh, inquiring about three Brazilian friends on campus days 45 years ago. Or rather, two, because he couldn't quite remember the third one's name. McIntosh planned to make a trip to South America "one of these days," he said.

The request, of course, came to the desk of Mrs. Edith Knowles, who has been alumni office manager for more than 25 years now. She checked the files, but could find no current addresses for Jacy de Souza or Roman Martins. As she was looking, however, she recalled a handsome and charming Brazilian who had visited the alumni office in November, 1949.

A search through the visitors' register revealed his name: Nelson de Barros Camargo. He had been touring the United States inspecting coffee machinery. And he made a special stop at the University of Wisconsin, because his father had attended the University for a short period. The senior Camargo was enrolled in electrical engineering in 1910-11, but was forced to give up his education here to take over management of the family business.

Trajano de B. Camargo always regretted that he was unable to return to the campus. He died in April, 1930, after having many times told his son about the University of Wisconsin.

"This developed for me a great interest in the University of Wisconsin," he told Mrs. Knowles. "And that is why I am stopping here now. This is why also I would like to act as my father's representative in connections with the University in Brazil. If you ever need anything in Brazil, I hope you will call on me."

Mrs. Knowles sent to Mr. McIntosh the Sao Paulo address of Nelson de Barros Camargo. And now we're waiting to learn how it all came out.

spotlight

on

Founders Day

AKRON

February 9

Contact: John L. Tormey, 162 Marvin, (UN 4-0777)

BEAVER DAM

February 11

Edmund I. Zawacki

Contact: Charles R. Dickoff, 125 Burchard, (4845)

BERLIN

February 23

LeRoy Luberg

Contact: Robert Swan, 199 E. Park Ave.

CHIPPEWA FALLS

February 8

Robert J. Francis

Contact: Donald R. Williams, 210 E. Columbia St., (PARK 3-4457)

DALLAS

January 22

Fayette Elwell

Contact: John E. Anderson, 11203 Lanewood Circle

DENVER

February 14

John Berge

University Club

Contact: Clifford W. Mills, 1360 Bellaire St.

DETROIT

February 25

Contact: Irwin R. Zernon, 220 West Congress, (WO 2-8774)

DOOR COUNTY

February 29

Contact: William G. Berg, Bassett's Drug Store, Sturgeon Bay, (830-J)

FORT WAYNE

February 9

Glen Eye

Contact: James Langdon, 170 Travers Place (Eastbrook 5451)

GOGEBIC RANGE

February 16

Ed Gibson

Contact: Toivo Saari, 304 Fifth Avenue, Hurley, Wis.

GREEN BAY

March 2

Frank Graner

Contact: C. William Pech, 830 Hubbard Street

INDIANAPOLIS

March 16

Dr. Herman B. Wells

Contact: Frank A. Steldt, 800 E. 84th St., (BR 7110)

IOWA COUNTY

February 23 Farrington Daniels
 Contact: Jack Daacon, Daacon Music Co., Dodgeville.

JANESVILLE

March 12 Raymond Dvorak
 Contact: William G. Lathrop, Jr., 213 N. Main St., (PL 4-5559)

JEFFERSON

March 29 Dr. Anthony Curreri
 Contact: Jerry M. Slechta, 801 Main Street (182)

MARINETTE-MENOMINEE-PESHTIGO

February 21 Lorentz H. Adolfsen
 Contact: George Robbins, Chamber of Commerce, 1805 Riverside Ave., Marinette, Wis. (2-6681)

MEMPHIS

February 6 Gordon Fox
 Contact: Otis Ostby, 4028 Faxon Rd.

MONROE

February 8 Ray Dvorak
 Contact: Archie Myers, Jr., Highway 69 N., The Swiss Cheese Shop (493)

OCONTO

February 18 Charles Wedemeyer
 Contact: Anthony Finger, R. # 1, (926 F 22)

OSHKOSH

February 27 Ira Baldwin
 Contact: Clifford W. Bunks, Wisconsin Nat'l. Life Ins. Co.

RACINE

February 25 Warren P. Knowles
 Racine Country Club \$3.00 per person
 Contact: Mrs. Albert May, 224-12th St. (2-3512)

ROCHESTER, N. Y.

February 28 Buffet supper and Memorial Union film
 Contact: Bill Miller, 647 Latta Rd., (CHAR 2684-M)

SACRAMENTO

February 16 John Berge
 Contact: Ralph E. Williams, 2321 Lloyd Lane (Vanhoe 7-5767)

SAGINAW VALLEY

February 5 Gordon Walker
 Contact: Fred W. Koerker, 4103 Dyckman Road, Midland, Mich. (5-6885)

SCHENECTADY

February 13 Gordon Walker
 Contact: James D. Urquhart, Adv. & Sales Promotion, General Electric Co., 1 River Rd.

SEATTLE

March 1 Alfred J. Schweppe
 Contact: Mrs. Donald Stanton, 144 W. Florentiag, (Alder 7624)

SHAWANO

February 23 Dr. Harold Rusch
 Contact: Lyle R. Nelson, Box 211

SOUTHERN CALIFORNIA

February 21 John Berge
 Contact: Leslie P. Schultz, 1129 Paloma Dr., Arcadia Calif. (DO 7-4664)

SUPERIOR

February 14 Ed Gibson
 Contact: Mrs. Paul McCabe, 1022 Tower Avenue (EX 2-8553)

SYRACUSE

February 18
 Contact: Arthur G. Manke, Electronics Park, (76-4411)

WASHINGTON, D. C.

March 12 President Fred
 Contact: Bernard Meyer, 4522 Q Place, N. W., (FE 3-1733)

WATERTOWN

February 7 Ira Baldwin
 Contact: Dr. R. P. Welbourne, 113 N. 3rd St., (2474-W)

WAUKEGAN

March 6 Dynie Mansfield

* * *

MINNEAPOLIS ALUMNAE CLUB

"Arranging Flowers", Demonstrator: Marcia Davis
 Home of Wilma O'Connell, 5237 Stevens Ave. So.
 March 8 at 8:00 P.M.
 Contact: Florence Drake, 4531 Arden Ave. (WA 2-6646)

SOUTHERN CALIFORNIA ALUMNAE

March 14, 7:45 p.m. at home of Mrs. Irma Townsend,
 14322 Valley Vista, Sherman Oaks
 Mrs. Velma Steiner on art embroidery. Contact: Mrs. Townsend (State 4-0969) or Betty Porth (DU 4-2171)

CLUB OFFICERS NOTE: Please send your meeting notices as soon as possible. Our closing date for each issue is three weeks prior to the date of issue—although during this Founders Day season we have extended this deadline by as much as two weeks. Even so, we're missing some meetings, as is obvious above, because we have not been advised of them . . . even at the last moment.



Badger friendship across the seas was a feature of the Founders Day celebration in Madison. The Wisconsin Alumni Club of Hawaii air-expressed a number of floral leis, which were appropriately fitted to each speaker on the Madison Alumni Club program—accompanied with a traditional kiss—by Rachel Fujinaka and May Oye, Hawaiian co-eds.

A New Plan for Student Aid

No Strings Attached

MARJORIE S. HAD pretty nearly an A average in high school. She had edited the annual, placed high in extemporaneous speaking contests, played a lead in the senior class play.

Marjorie's family was quite well-to-do, by the standards of any small Wisconsin city, and when she arrived on the Wisconsin campus she didn't have to count every penny. In training to be a teacher, she carried over her academic aptitude and was showing great promise. Then, right in the middle of her freshman year, this ideal situation collapsed. A family emergency used up most of the family's savings and Marjorie's father's earning power came close to becoming a negative quantity.

Marjorie needed help to stay in school . . . and it was evident that society would gain an excellent teacher if she did. A scholarship was the obvious solution—but she had never given a serious thought to scholarship aid; she hadn't needed it, and there were plenty of her friends who did. Now, of course, it was different—and now it was too late to obtain help through normal scholarship channels, at least until the next school year . . .

A few months ago there was born at Wisconsin—through a Living Memorial bequest by an alumna who was on the campus in the Gay '90s—a new scholarship fund which will have special significance for students like our fictitious, but not too unusual, Marjorie.

The alumna was Ruth Marshall, '92, and her bequest of \$1,000 was the first receipt of the Student Financial Aid fund.

The existence of this fund is the result of a combination of several independent ideas and events.

For some time scholarship administrators had hoped for a fund which could be tapped for helping worthy and needy students like Marjorie, who, for one reason or another, could not be aided by regular scholarship programs. Particularly has the problem been acute throughout the year after

the majority of scholarships were awarded. This was one factor leading to the new fund.

Secondly, more and more individuals and organizations are taking increasing interest in providing scholarships. A number of letters from alumni indicate their desire to "re-pay" their own scholarships or otherwise assist the University and its students in some way. Sometimes these correspondents have been reluctant to add their gifts to previously established funds which limited the recipients in various ways, or have felt that their gifts are not of sufficient size to make practical the setting up of an additional separate fund, with its attendant administrative costs. For them, the Student Financial Aid fund is ideal.

The final link in the chain leading to the new fund is the increasing tendency of scholarship-granting business organizations to also grant supplementary stipends to those institutions which the scholarship recipients attend. This is done in the realization that a scholarship paying for tuition and fees falls far short of covering the actual cost to the institution of educating the student. More and more industrial firms, too, are granting unrestricted contributions to colleges and universities in the manner of the General Electric Corporate Alumnus matching fund program. In some instances, money from these sources may find best use in scholarship funds.

The Financial Aid Fund was created to meet these three developments, and Miss Marshall's bequest started it off. In succeeding months other donors to the new fund were Mrs. Myrtle Huffman DeVoe, '31, and the Nekoosa-Edwards Paper Company. At the end of January it totalled \$1,860. The University Committee on Loans and Undergraduate Scholarships expects to keep this fund in a fairly rapid state of turnover, from its experience in the past. However, if it should grow very big very fast it may become wise to invest the money available, and by using only income from the fund, insure its continuance.

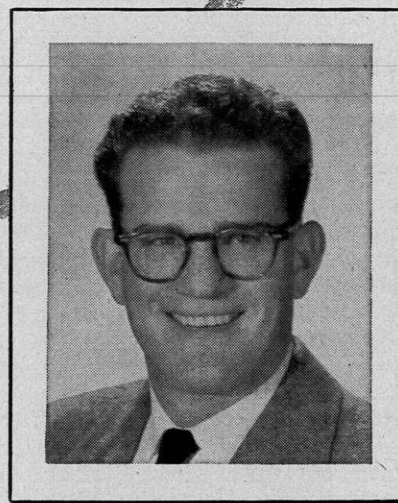
Scholarships Available to Students

Scholarship (Donor)	Who Is Eligible	Terms	Where and When to Apply
Class of 1902	Needy and deserving undergraduates.	Approximately 15 @ \$50-\$100	Committee on Loans and Undergraduate Scholarships—166 Bascom.
Class of 1936	Undergraduates.	1 @ \$50	Committee on Loans and Undergraduate Scholarships—166 Bascom.
Emil Blatz Milwaukee Foundation	Undergraduates who are residents of Wisconsin.	5 @ \$300	Committee on Loans and Undergraduate Scholarships—166 Bascom.
Amelia E. H. Doyon	Needy and worthy women undergraduates after one year residence at the University.	2 @ \$85	Committee on Loans and Undergraduate Scholarships—166 Bascom.

Why I earnestly recommend a career in life insurance

*(Some questions answered by
a New England Life Agent)*

BILL GRISWOLD, college graduate in '48, was New England Life's 1954 *Rookie of the Year*, and had an even bigger year in '55. Read why he calls his work, "as satisfying a livelihood and vocation as could ever be desired."



What do you like best about the life insurance business?

"The fact that I'm a professional man, I'm my own boss, and there's no limit on my income. I'd had good jobs, from the laundry business to managing a theater, but none of them offered me half the opportunities I've found in life insurance."

How did you learn to sell life insurance?

"New England Life gives a new agent comprehensive training in his general agency and at the home office. In addition, he gets skillful field supervision. And he is urged

to continue his insurance education through advanced courses and special seminars."

How about earnings?

"New England Life gives each new agent a generous training allowance. With some good breaks, I earned a five figure income in my first year. I'm now in my third year. My income has steadily increased, and I take a lot of satisfaction in serving a fine clientele."

Let us tell you more about the advantages of a career with New England Life. Write Vice President L. M. Huppeler, 501 Boylston Street, Boston 17, Massachusetts.

A BETTER LIFE FOR YOU

NEW ENGLAND
Mutual **LIFE** Insurance Company
BOSTON, MASSACHUSETTS

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
George E. F. Mayer, '12, Milwaukee
Alfred C. Goessling, '23, Milwaukee
Hugo C. Bachhuber, '26, Milwaukee

Godfrey L. Morton, '29, Milwaukee
Thayer C. Snavelly, '30, Milwaukee
Martin B. Lehman, CLU, '35, Kansas City
John C. Zimdars, '39, Madison

Edward M. LeVine, '47, Milwaukee
Calbert L. Dings, '48, Charlotte
Clifford H. Chaffee, '49, Milwaukee

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

Diary of an Alumnae Secretary

... with Grace Chatterton

Sturgeon Bay. January 10. Grayce Daley Randall, '36, invited Wisconsin women now living in Door county to get together this evening at her stunning modern home, nestled among the white birch and pines of North Bay Road. Esther Wiese Reynolds, '32, Margaret Williams Taylor, '28, Eunice Koehn Schlintz, '32, Genevieve Wiest Jolin, '32, Kathryn Pleck Johnson, '32, Dorothy Wagener Bingham, '32, Margaret Kuhnhehn Howe, '43, Joan Pikna Buehrens, '42, Joyce Otis Pinney, '28, Alice Reynolds '09, Maxine Mellen Wilson, '53, Mary DeBardeleben Berg, '41, Margaret Stedman Gordon, '28, and Mercedes Schmidt Pinney, '36, were among those who came. George Stanek, '33, vice-president of the Sturgeon Bay Alumni Club, and his wife joined us, too. Time passed quickly as we talked about the University today (and yesterday, too, when we were on campus), Wisconsin Alumni Association activities, and then reminisced about old friends.

When everyone had gone, Grayce urged me to ride with her when she took Mrs. Gerhard C. F. Miller, her close friend, home. Husband Gerhard, '28, now a well known artist, had sent his wife to represent the family at this Wisconsin gathering. How glad I am that I accepted, close as it was to mid-night. The Miller's have worked together and built one of the most beautiful homes of Norwegian design

Typical Town



Katharine McCaul

The February issue of "Living for Young Homemakers" features Tomah, Wisconsin, as a fine midwestern American town. This story is probably the result of the year-long and highly successful centennial celebration spearheaded by Katherine McCaul, '25. Her sister Alice McCaul Hayward, '30 compiled a "Story of Tomah" for the occasion. We thought you would enjoy this picture of "Katie" taken last summer during one of the events. It's highly apropos, too, since she is wearing a costume worn by actress Grace Kelley in the movie, High Noon.

University alumnae living in Wisconsin are getting together these days at a series of meetings arranged by a state committee of alumnae field chairmen. This is an attempt to create more interest in the University's aims, achievements and needs among alumnae and also acquaint them with Wisconsin Alumni Association activities.

in the country. The stone and brown wood exterior is enhanced by hand-carved, beautifully designed doors, serviced with hand-wrought hinges and locks all made by Gerhard. I couldn't resist, then, the invitation to go inside. The long entrance hall, with its muted blue-gray rosemaaling, leads to other just as delightful rooms with Norwegian fireplaces and handsome furnishings. A number of watercolors by Gerhard hang on the walls of the living room. I am not surprised that many of them are purchased eagerly by other home-owners wishing to add beauty to the walls of their homes. Gerhard is a member of the American Watercolor Society, as well as the Audubon Artists. He and his wife are world travelers, so there are in addition to scenes of Door County, many of far away places. Visitors, especially Wisconsin alumni, are welcome to visit the Miller gallery any weekday afternoon, either winter or summer.

*

Berlin. January 11. The home of Virginia Shaver Walker, '30, with its fine old fence, and semi-circular, red-brick walk promised an exciting interior. And it was! This afternoon, thirty-five Wisconsin alumnae from Ripon, Markesan, Princeton, and Green Lake, as well as Berlin, enjoyed the more than a century-old atmosphere of her home and the opportunity to get together and talk "Wisconsin". Enthusiastic alumnae Lulubelle Chapman Gillett, '34, Arlisle Mead Wiesender, '07, member of a distinguished University family and her daughter, Carolyn, dean of women at Ripon College, Kunda Luzenska Swan, '32, a former teacher of French at the University, and Margaret Williams, '25, one of those wonderful public school teachers and supervisors to whom we are all so deeply indebted, were part of this group. Virginia Walker has always been an active supporter of her University and Alumni Association. She demonstrates this by accepting positions which will serve both. At the present time she is serving as a director at large, a state alumnae field chairman, and member of the Student Awards Committee of the Association.

*

Jefferson. January 17. One of the most enthusiastic Badger boosters is Margaret Slechta, wife of Jerry M. Slechta, '32, attorney and president of the Jefferson Alumni Club, so I was not surprised to meet a fine group of Wisconsin women at her home this afternoon. Etta Wittchow Barfknecht, '31, of Lake Mills talked of developing more interest in alumni activities in her city. (She has since arranged a Wisconsin Pre-View for the high school seniors there.) It was fun visiting with Marjorie Forsyth Seifert, '52, and Ruth Tensfeldt Bauch, '39, too. Margaret Slechta

mentioned as I left that invitations to her party had resulted in several new members for the Wisconsin Alumni Association, one from as far away as New York. It would be remiss not to mention, especially at this time of year, the outstanding Lincolniana collection of Jerry Slechta. In fact, the former dining room of his home is now a Lincoln study filled with rare books, busts and pictures of our Civil War President. Both Jerry and Margaret share interest in this, the Wisconsin Alumni Association and their two lively sons.

*

Sheboygan. January 18. Bernice Scott, '24, a popular, highly respected member of the faculty of North High school and a prominent figure in state education groups, with Anita Lindow Bond, '26, wife of the Sheboygan Alumni Club president, served as co-chairmen for this meeting. Many Wisconsin alumnae from the area gathered at the Bond home this evening. There was Florence Rietow Vollrath, '06, always a delight to meet and an alumna who has been most generous in extending the hospitality of her home to Sheboygan high school seniors, University students and faculty members for several outstanding Wisconsin Pre-View meetings. And it was good to meet Mrs. Willard A. Witzeling, who with her husband carried the ball for this project in 1955 and rang up another fine record. Marjorie Simpson Chase, '23, of Kohler, wife of Lucius, '23, both of whom have long been strong supporters of the University, Charlotte Anderson Testwuide, '28, who holds many important positions in Wisconsin organizations, Eda Heller Roenitz, '15, Anne Armstrong Buchen, '42, daughter-in-law of the late State Senator Buchen, and Viona Foster Josephson, '30, were others who added much to the lively discussion. Petit fours (the nicest I've ever seen or eaten) and rich, flaky twisted bits of sweets, found only, I'm certain, in Sheboygan, were a wonderful climax for this affair. In spite of a definitely thickening waistline, this alumnae secretary loved it.

*

Monroe. January 20. And so to Green County and the home of Virginia Van de Sand Irvin, '45, wife of Dr. John, '43. The Irvin's have three adorable children, the oldest about seven. In spite of heavy family responsibilities, Virginia, a state alumnae field chairman, willingly arranged a meeting of Monroe alumnae in her home. Most of those attending were young, really young in my eyes. Two were members of the 1954 and 1955 University classes establishing first homes with their husbands in this community. It was good to see again attractive Margaret Gunderson Stiles, '45, always ready with good ideas and questions which add so much to any meeting, and Dorothea Rickaby Schindler, '28, secretary of the Wisconsin Alumni Association, also co-chairman of the Membership Committee, and a member of University Dean of Women Louise Troxell's Advisory Committee. She was driving son John to Apple Canyon Boy Scout Camp later in the afternoon.

*

Mineral Point. January 27. Ora Campbell Jones, '29, wife of Judge David Jones, '31, welcomed a sizable number of Iowa county Wisconsin alumnae to her delightful white clapboard home in this picturesque and historic community today. Betty Kyle Obma, '32, Helen Sullivan Arthur, '41, Beverly Watson Bilkey, '48, and Sally Strong Kahlenberg, '44, were some who came over from Dodgeville. Mineral Point graduates of the University attending included Lillian Rohr Greenwood, '36 (with 2 daughters at the University and 2 sons preparing for entrance) and Virginia White Crawford, '44, wife of Stuart, '47.

the Superintendent of Schools, and the daughter of Dr. Cyrus L. White, '15, actively engaged in medical practice here.

Carol Richardson McNeill, '50, a former music major at the University, drove over from nearly Hollandale, as did Ruby Alten Grunow, '27, of Mifflin.

In fact, five different communities were represented. There was much about the University to catch up on as we visited. The cardinal and white tea table, perfect, even to the musical score of "On Wisconsin" on the tea cloth, was the handiwork of Ora and young daughter Mary. Everyone stayed late, enjoying the opportunity to get together with Wisconsin friends.

Next on the agenda for the Iowa County alumni is a Wisconsin Pre-View meeting on February 9, when local high school seniors will meet with University students at the historic and charming home of the Arthur Strong's, '06, in Dodgeville.

people are praising

... Dr. Jane Cope, '14, who is head of the home economics department of Queen Aliyah college in Baghdad. Jane Cope holds 3 degrees from Wisconsin, and is an emeritus professor at Antioch college where she taught for 28 years. Theoretically retired, she went to Iraq as a Fulbright lecturer in 1952-53 after which that government persuaded her to stay on at the college.

... the article which appeared in the Milwaukee State Journal recently by Dorothy K. Billings, '55, describing the customs, food, climate and styles of New Zealand. Dorothy is studying anthropology at Auckland University on a Fulbright Scholarship.

Medical Education

(continued from page 17)

that this understanding is best achieved by close contact during the educational and training periods. Thus, the modern health center serves a diversity of educational, research and service functions which bring a great contribution to the health and welfare of the community, the state and country.

In 1955, the programs at the Wisconsin Medical Center produced the following graduates in these fields:

Doctors of Medicine	75
Nurses	28
Resident Training for the Medical Specialties	42
Interns	17
Basic Scientists for Academic Careers	13
Occupational Therapists	31
Physical Therapists	26
Medical Technologists	23
X-ray Technicians	12
Dietitians	11

With the opening of the new wing of the Service Memorial Institutes, incoming freshman classes will be increased to ninety students. There remains a continuing and increasing need for further facilities for a library and for research.



The New Football Staff

WHEN UNIVERSITY of Wisconsin varsity candidates report for the opening of spring drills at Camp Randall on April 9, it will be immediately apparent to all concerned that Badger football, under newly appointed Head Coach Milt Bruhn, will hold that gentleman's distinctive and personal trademark.

And that's as it should be.

Twenty-first coach to head up varsity football at Wisconsin since the sport first was inaugurated at Madison in 1889, the likeable and earnest Bruhn is embarking on his first year of head coaching responsibilities and it is char-

acteristic of him that he answers that challenge with his own resourcefulness.

As one sportswriter put it recently "Bruhn's heritage as head coach is such that it would be understandable enough if he were to proceed exactly as before. Ivy Williamson gave the school its greatest seven years of football since the turn of the century. Bruhn was Williamson's line coach. But Bruhn also has ideas of his own and these now he will use".

His staff of six full-time assistants now complete, Milt Bruhn has wasted no time in entering the first planning stage for the 1956 season. From staff

meetings held daily in football headquarters in Camp Randall stadium, these are the most recent developments and indications:

ONE—The multiple offense of last fall will be dropped and the straight T-formation, with variations, all off a balanced line, will be substituted.

Unquestionably, the multiple offense has certain advantages—variety, defensive pressure, a quick and integrated way to learn how to defend against different formations while learning them, and a better way to use the multiple skills of backs if they happen to have them.

"But", says Bruhn, "defenses have also begun to learn to meet the change from one formation to another pretty well. Defense always finally does, and there's no question better polish and precision can be had with concentration on one basic formation than by spreading the efforts over three or four."

Actually, the straight T, with variations (and these variations will go much

The new staff, now planning for spring practice: (left to right) Robert O'Dell, Thomas Hearden, LaVerne Van Dyke, Milton Bruhn, Paul Shaw, George Lanphear and Fred Marsh.



deeper now than before) will only be the starting point when spring practice begins.

"It looks now as though that's what we'll use", Bruhn said. "However, if the material doesn't fit it as we think it ought to, or if something else looks as though it might be better for the material as it finally pans out, we'll certainly change to something else."

TWO—the individual coaching assignments have been altered somewhat by Bruhn. Now, Fred Marsh, originally junior varsity coach and head scout, will handle the responsibilities of the line. LaVern Van Dyke, since 1949 employed as an assistant to Marsh on a seasonal basis, now is employed full time as junior varsity coach and scout. Paul Shaw and Bob Odell will continue to coach the ends and the backs respectively while George Lanphear continues as head of the freshman staff. A sixth assistant, however, has been added in Tom Hearden, formerly an aide with the Green Bay Packers. Hearden will be termed a "defense specialist." Specifically he'll handle the linebackers and the deep defensive secondary but also will be charged with the responsibility of co-ordinating all phases of defense in the planning against opponents.

THREE—The scouting system will be completely revised. Now, the entire staff will participate, with one or two teams on the schedule assigned to each coach for the season. Each then will concentrate on scouting these opponents exclusively and, on the day of the game with that opponent, the scouting coach will be up in the observation both to do the spotting for the bench.

FOUR—There will be a change in system of signals in order to simplify them and to improve the possibilities for "checks" once the quarterback has taken his position under center. Says Bruhn, "we want to make it even more simple than it was. We also want to try to reduce conversation in the huddle to the absolute minimum—maybe use colors instead of numbers in lots of cases."

In this, Bruhn will use an open huddle, with the quarterback facing the team, his back turned to the opponents. By this, it's possible for faster return to the line of scrimmage which in turn speeds up the play.

FIVE—A spread formation on punts may be adopted. Says Bruhn: "We had trouble getting centers who could pass the ball back the necessary 13 or 15 yards to use the spread in the past. All of us always liked it, but we had to use

a tight formation. Now, we think we have the centers who can pass longer and accurately, so the spread is more feasible. We should get down on kicks and cover better".

*

All of which indicates that this will be a Bruhn team, the approach to every problem being with an open mind . . . and, above all . . . with Ivy Williamson, as athletic director, completely in accord with Milt's desire to "do it himself".

The public will get a chance to see what is cooking, incidentally, at the spring intra-squad contest on May 12.

Now for a quick review of winter sports activity:

BASKETBALL—Wisconsin's varsity cagers may have only three wins against 10 losses on the record to date but only once have the Badgers failed to make a real fight of it. Returning from a rapid tour of the West coast in which they lost on successive nights to Washington, California, and Stanford, the Badgers got only one night of rest before opening the Big Ten season at home against Purdue and the weary five could not cope with the Boilemakers, who currently are the surprise of the Big Ten.

Since that time, Wisconsin extended Indiana to the limit before bowing in a nationally televised game, hit Illinois, the Big Ten leader, in the latter's self-admitted best game of the year, and then went two overtime periods before being nosed out at Ohio State by stratospheric 100-98 count, the figures rewriting the respective school's varsity scoring marks. As the semester closed, the Badgers upset second place Michigan, and looked good in so doing.

In the season thus far, the top individual note has been set by Dick Miller, the team's leading scorer. Counting in the last four free throws by Miller in the 1955 closing game at Minnesota, and his first 25 straight tosses of the current conference campaign, he set a new Big Ten standard of 29 straight.

*

FENCING—the fencers, who are heavily manned with last year's Big Ten championship material, are unbeaten to date in four dual meets.

*

GYMNASTICS—the gymnasts have lost three meets to date but Capt. Jim Murphy has served notice that he will be a contender for individual honors in the conference.

SWIMMING—the swimmers have lost two meets to date but their All-American swimmer, Dave Middleton, has set a new varsity free style mark and set the pace in point tallying.

*

WRESTLING—the wrestlers won the first three matches on the schedule, then bowed to the usually strong Iowa and Iowa Teachers teams as the semester closed. Most significant was the first defeat dealt Wisconsin's heavyweight and twice Big Ten champion, Bob Kovovsky. Bob lost the Iowa heavy by a 3-2 margin to sustain his first dual match loss in his collegiate career.

Social Work

(continued from page 14)

University is the place where controversial points of view not only should be, but must be discussed." We want to encourage independent and critical thinking on the part of our students, irrespective of how schismatic or heretical it may sound to some social work executives. As a protection to the reputation of a great state university and a guarantee to the intellectual integrity of our students we do not wish to place students in any agency that has a rigid, anti-intellectual, "unified philosophy."

We know that we are not perfect and that there is much to criticize in our program. But we also know that many of the charges leveled against us are false and that many of them are smoke screens for basic attacks on our academic freedom.

The Dean of the College of Letters and Science, of which our School is a part, appointed a Committee at the beginning of this academic year to study our program and make recommendations for improvement in the School. We have great confidence in this Committee, the faculty of the University, and the administration of the University. This institution does not believe in presenting a "unified philosophy," in censoring textbooks, or in "brain-washing." The stand of this University was made crystal-clear in an 1894 Report of the Board of Regents.

Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found.

The School of Social Work intends to live by that historic statement.

FACULTY

HE HAS WORKED with Progressive Republicans, Stalwart Republicans, Democrats and Progressives, but Edwin Emil Witte, professor and chairman of the economics department at the University of Wisconsin, makes it plain that he is an Independent with a capital "I".

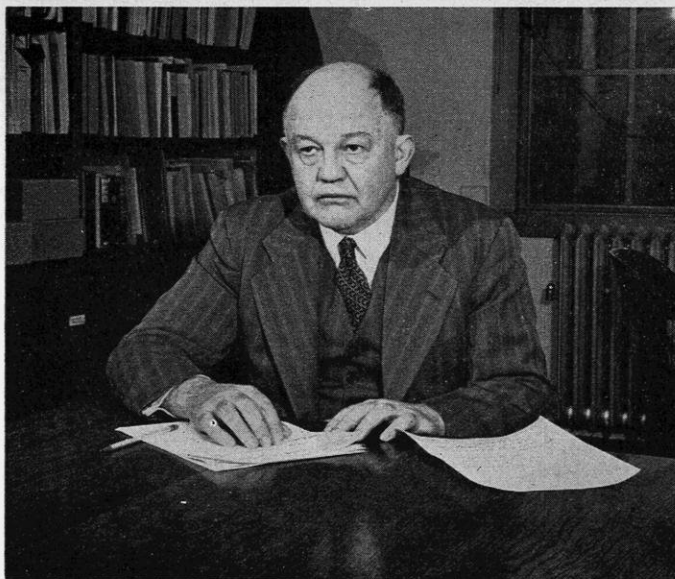
In December Prof. Witte, running of course on a non-partisan ticket, was elected president of the American Economic Association, largest of the professional organizations in the social science field. The office is a coveted one among economists and only two other University of Wisconsin professors have won the distinction: Richard Theodore Ely (in 1899-1901) and John Rogers Commons (in 1917). Curiously enough, Commons was an Ely student (at John Hopkins). He became, in turn, the mentor of Witte.

E. E. Witte, '09

Institutional Economist

By Alan E. Kent, '48

Prof. Witte: Independent with a capital "I"



Now 68, Prof. Witte, a retiring, kindly gentleman with a cherubic grin, looks back on a 40-year career that has made immense contributions to the fields of economics, education, legislation and plain everyday living. It has been as a participant in the rough-and-tough of governmental action, rather than as a theoretician in the ivory tower of scholarship, that he has influenced the course of events.

As secretary of Wisconsin's Industrial Commission, as chief of the Legislative Reference Library, as consultant, commissioner and agent to state and national governments and as "Father of Social Security," E. E. Witte actively contributed to the history of our time.

He was born on a farm at Ebenezer, Wis., midway between Watertown and Johnson Creek, in 1887, and attended Watertown High school before coming to the University in 1905.

"As an undergraduate," he recalls, "and in the first two years of graduate work, I majored in history. I shifted to economics because my major professor, Frederick Jackson Turner, who first stressed the importance of the frontier

in American history, left Wisconsin and told me that the best historian, among many good historians, on our campus was John R. Commons, although he was attached to the economics department."

The young man turned to Prof. Commons and learned about the latter's philosophy of "economics in action" or institutional economics. Witte asserts that "institutional economists are not as much concerned with the explanation of all economic phenomena as with the solution of particular problems of immediate significance . . . In seeking solutions of practical problems, they try to give consideration to all aspects of these problems: economic (in the orthodox use of that term) social, psychological, historical, legal, political, administrative, and even technical. Although they cannot be expert in all of these, they find it necessary to try to understand all of the aspects which enter into a particular situation or problem with which they are concerned."

In 1914 Pres. Wilson appointed John Commons to the Industrial Relations Commission and Witte went along as a research assistant. He spent the next couple of years as Commons' assistant at the University and in 1917 was named executive secretary of Wisconsin's Industrial Commission. In 1922 he seemed the logical choice to succeed the energetic promoter of "The Wisconsin Idea," Charles McCarthy, as chief of the Legislative Reference Service, a post he held until 1933.

That year Witte transferred his full-time activities to the University, where he had been a part-time lecturer since 1920. For 13 of the last 22 years, he has served as chairman of his department.

Of all the countless governmental boards, commissions, councils, committees, institutes and administrations on which Witte had served, the most dramatic chapters revolve around his work as director of the President's Committee on Economic Security, 1934-35. It was here that he did the spade-work for our social security legislation and here that he laid claim to the title "Father of Social Security."

As the man with the facts, the scissors and paste pot and the technical know-how, Edwin Witte played a significant part in creating what we are inclined to take so much for granted today—a comprehensive social security program. When the bill became law it was turned over to another son of Wisconsin, Arthur Altmeyer, "Mr. Social Security," to administer.

In the years since 1935, Ed Witte has

descended from the ivory tower of learning on numerous occasions—with Wisconsin's State Planning Board and Labor Relations Board, with the Defense Mediation Board, the National Relations Panel, etc. In the course of these activities he has become a credit to himself, the University, the city of Madison, the state of Wisconsin, to the nation and to his fellow economists, who now have made known their appreciation of a job well done, a life fruitfully spent.

Honored and Appointed

Emeritus German Prof. Alexander R. Hohlfeld received the Knight's Cross of the Order of Merit, a high honor, from Germany on his 90th birthday—for his great contributions to German-American understanding.

Prof. Merritt Y. Hughes, English, has been named "outstanding Milton scholar of the year" by the Milton Society, particularly for work in editing the "Milton Variorum" for the Modern Language Association.

Gilbert H. Doane, director of libraries, was ordained into the priesthood of the Episcopal Church in Madison. He will continue his position with the University, and assist in Sunday church services.

Prof. Chester W. Harris, education, has been named editor of the third edition of the Encyclopedia of Educational Research, to be published in 1960.

Prof. William R. Marshall, Jr., engineering, is a director of the American Institute of Chemical Engineers.

Dr. Harold P. Rusch, McArdle Memorial Laboratory director, was one of two U. S. representatives at an international cancer meeting in Paris in December.

Prof. Gunnar Johansen, music, gave a world premiere performance of two recently discovered Schubert works on Jan. 18 in Hamburg, Germany.

Men of Letters and Notes

A critical edition of "El Mayor Monstro los Celos," under preparation for 16 years by Spanish Prof. Everett W. Hesse, has been published by the University of Wisconsin Press.

Prof. S. Watson Dunn is author of a new book, "Advertising Copy and Communication," published by McGraw-Hill (\$7).

"Five Baroque Choralpreludes" for organ, written by Prof. Robert Crane, music, is being published by the Concordia Publishing House, St. Louis.

Receive

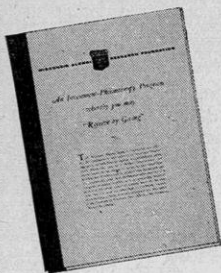
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NECROLOGY

Arthur T. LEITH, '89, retired employe of the U. S. Government Printing Office, at St. Petersburg, Fla.

Isabel LOOMIS, '91, Portage, Wis.

Francis M. DYER, '93, Lawton, Okla., some years ago.

Guido H. STEMPEL Sr., '94, professor-emeritus of comparative philology at Indiana University, Bloomington, Ind.

Atty. F. Henry KISER, '99, Whitewater, Wis.

Peter O. FOX, '03, president of the Wisconsin Optometric association, Oshkosh.

Daniel DRISCOLL, '03, retired employe and officer of the Northern Pacific railway, Antigo, Wis.

John F. HAUSSMANN, '03, University of Wisconsin professor of German and retired Circuit Court clerk, Madison.

George J. JONES, '06, at Washington, D. C.

Rodney O. LAMPHERE, '07, Madison.

Jack Morgan SMITH, '07, retired head of Georgia Tech's department of civil engineering, at Atlanta, Ga.

Charles SMEATON, '07, Milwaukee investment adviser.

Frank L. FAWCETT, '08, Milwaukee attorney.

Mrs. Charlotte STOUGH Young, '09, Anaheim, Calif.

Paul F. PFEIL, '21, founder of Pfeil Products Co., Fond du Lac, Wis.

Charles W. BIDWELL, '11, Green Bay, Wis.

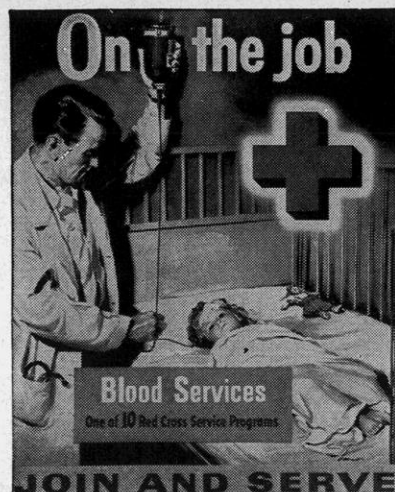
Jane E. HOBBS, '11, Akron, Ohio.

Dr. Heman L. IBSEN, '12, professor emeritus of genetics in the animal husbandry department of Kansas State College, at Manhattan, Kans.

Margaret A. SMEATON, '13, retired Milwaukee schoolteacher.

Douglas C. CORNER, '13, mining and construction engineer, at Westwood, Calif.

William C. EPSTEIN Sr., '14, general manager of the Miami Foundry Co., at Dayton, Ohio.



Paul M. BROWN, '15, treasurer of the town of Madison and retired comptroller of Madison General Hospital.

Merle Mary BALDWIN, '15, retired Madison schoolteacher.

William E. PERRY, '16, head of the Algoma Plywood and Veneer co., Algoma, Wis.

Willie KAUL Sr., '16, editor and publisher of the Hustisford, Wis. News.

This kind of correction we're always happy to make. The report of the demise of Mary G. COUGHLIN, '17, in our November 15 issue was not only exaggerated—it was downright wrong. She informed us of this fact in a letter from Milwaukee . . . and that is certainly better authority than a post office notation on a piece of mail that was addressed to her. Well, *now* we *do* know her address!

John M. WOOD, '17, head of the Albany, Wis., Hardware Specialty Manufacturing co.

Carl R. OESTREICH, '17, assistant professor of engineering at the University of Wisconsin in Milwaukee.

Raymond W. Wirka, '18, at Washington, D. C.

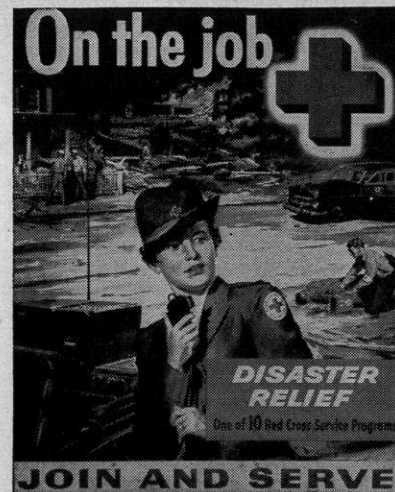
Arthur E. FLANAGAN, '19, Randolph, Wis., attorney.

Mrs. Lucille LUETSCHER Sanderson, '20, Madison.

Charles W. FELKER, '21, New York Life Insurance salesman, at Milwaukee.

Dr. Ruth KOTINSKY, '23, director of research for the Family Service Association of America, in an Englewood, N. J. auto accident.

Urban G. BUSSAN, '24, Lancaster, Wis., attorney.



Herbert F. BIRSACH, '22, Green Bay plumbing and heating sales engineer, at Milwaukee.

William E. PAYNE, '30, Wausau Record-Herald advertising manager, in an auto accident.

Hazen L. RAETTIG, '31, Platteville, Wis.

Dr. Raymond L. MITCHELL, '33, Madison.

Herbert C. WITTE, '34, Milwaukee.

Rt. Rev. Msgr. Thomas F. HAYDEN, '37, rector of Holy Cross Seminary at La Crosse since 1950, at Dorchester, Wis.

Chris J. MOHR, '51, Madison, in an auto accident.

A Tribute

I was prompted to pay a brief tribute to my former classmate and abiding friend, George Haight . . . I beg you to have it appear anonymous . . .

GEORGE IVES HAIGHT

Though more than sixty years have passed
Since we as classmates met
The memories which they amassed
Nostalgia beget.

Those who knew you within years when
Debate bloomed on the Hill
Your competence discovered then
And your forensic skill.

They felt that eminent success
By honors would be crowned
For talent and ingeniousness
Pretentiousness confound.

Conviction and sincerity
Mistrust and doubt dispelled
And predicated victory
For causes you upheld.

The time and effort which you spent
Inquiry to sustain
Assured a prized emolument
More insight to obtain.

The stipends from this agency—
Our Alma Mater's pride—
Have helped our University
To speed its "Forward" stride.

Support of those who search for truth
Helps to uncover it
And in the course of time, forsooth,
All men will benefit.

Those who neglect to seek more light
Than they to-day possess
Their own humanity indict
And presently regress.

Alert men laud prevision which
Nerves those who knowledge seek
To help the poor as well as rich
And waken those who sleep.

What you have guarded faithfully
Needs not rely on chance
For all who value liberty
Its prospects will enhance.

I bow to you, lamented friend
And will not hide a tear,
The cause you furthered to the end
Will stay without compeer.

★ With the Classes

1923

Dr. Conrad A. ELVEHJEM, dean of the university graduate school, is on the T. Duckett Jones committee to aid young scientists seeking research careers in rheumatic fever.



The Town Toppers column of the Minneapolis Star recently gave us a look at Arleigh J. (Carl) LUTHER, who has had the vocation and avocation of selling and traveling since his early life in Grantsburg, Wis. He is director of sales training for the Archer Daniels Midland Co. in Minneapolis, where the newspaper says his business activities "are reflected in his civic accomplishments."

Dr. N. J. VOLK, associate director of the Purdue University agricultural experiment station, has been appointed by the national research council as a member of the agricultural board for the National Academy of Sciences.

Dr. N. J. VOLK, associate director of the Purdue University agricultural experiment station, has been appointed by the national research council as a member of the agricultural board for the National Academy of Sciences.

1924

A highlight of a recent initiation banquet of Phi Delta Kappa education fraternity at the university was the presentation of an award of emeritus membership to Oswald H. (Mike) PLENZKE, Wauwatosa, past

Report from Los Alamos

A recent article which appeared in the University of California Faculty Bulletin was taken from records in my office. I thought you might be interested in a similar summary as it relates to graduates of the University of Wisconsin.

As of September 30, 1955, the Los Alamos Scientific Laboratory employs 35 University of Wisconsin-trained people. A breakdown shows that of these, 17 have Ph.D.s., 4 M.S.s., 11 B.S.s., 2 B.A.s., and 1 LL.B. Of the total, 28 are employed in the scientific divisions, 4 in engineering and technical shops and 3 in administrative departments.

Marion and I were back in Madison last October and noticed a lot of changes around Nakoma and on the campus since we left in 1948.

We feel quite like natives out here in New Mexico now and have a surprising number of visitors from back home. Bob and Kathryn Aurner spent last weekend with us on their way back to their home in Carmel, California.

Marion is a technical editor for the laboratory and I am still "Accounting Officer" for the University of California in its operation of the Los Alamos Scientific Laboratory.

David Richardson, '29
Los Alamos, New Mexico

FEBRUARY, 1956

executive secretary of the Wisconsin Education association.

The address of William E. BREITENBACH has been changed to the care of Alaska Pine and Cellulose, Ltd., in Vancouver 5, B.C. He is executive vice-president of the Canadian firm.

1925

Don W. ANDERSON, publisher of the Wisconsin State Journal in Madison, won first place in the 18th annual aviation writing picture competition sponsored by Trans World Airlines. The award was for a series of articles on a round-the-world trip by air in 1954 by Anderson which were printed in the *Journal*, and later compiled into a book, entitled "It's Really Round."

In sending in his dues, Michael L. STIVER gave us a rundown on what he's been up to since leaving Madison. He has worked mostly abroad, teaching at the American University of Beirut, Syria 1926-27; Advertising, U.S.A. 1927-29; connected with J. Walter Thompson Company in New Zealand, Australia, London, Buenos Aires, and now with the advertising firm in Montreal, Canada. He expects to retire in May to a home he has built in none of those exotic places but in the country near Bristol, Indiana, ten miles from Goshen, his birthplace. "I have lost track of many of my classmates and Wisconsin friends who might be interested to know where I am. There are many that I would like to hear from," he writes. The address is J. Walter Thompson Company, Ltd., Dominion Square Building, Montreal, Canada.

1926

A photograph of a dead elephant and its captor, Dr. Otis M. WILSON, was in the *Miswaukee Journal*. The Wausau eye, ear and nose specialist brought down two other elephants on a recent safari in British East Africa. On a previous trip he hunted lions.

Waldemar NAUJOKS is director of statistical and technical activities at the Drop Forging Association, 419 S. Walnut Street, Lansing 33, Michigan. He can be reached now at this new address.

1927-1930

John P. McCAIN, '27, opened a new pharmacy at 199 Main Street, Oshkosh.

Harold JEPSON, '25, is assistant county agent at Alma, Wis.

Thomas F. FURLONG, Jr., '28, is attending otolaryngologist and chief of service at the Bryn Mawr hospital. For the past twenty

In the January *Alumnus* article *Economics in Action*—reprinted from *Finance Magazine*—we overlooked making one editorial addition to the fine *Finance* article. William A. Jahn, president of the Inland Steel Products company, is not only a firm supporter of the *Economics in Action* program, but is an alumnus of the University, Class of 1927.

years he has been the head of the same department at the Pennsylvania School for the Deaf, Philadelphia.

Bob DeHAVEN, '29, who started in radio 25 years ago as a member of the singing group called "Three Flying Filberts," is now an announcer for station WCCO, Minneapolis, doing 19 shows a week.

Margaret I. RUFVOLD, '29, is assisting



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Westinghouse

Wisconsin Employment Service Widens Scope of Professional Activity

UNIVERSITY OF WISCONSIN alumni have been specifically invited to use the new professional placement division of the Wisconsin State Employment Service. In issuing this invitation, the WSES director, A. T. Rose, explained that the agency in the future would be in a position to render better service to Wisconsin employers and job seekers in professional, technical, executive and managerial fields.

So far, the professional placement division has been endorsed by all concerned, including the University's placement office, which cooperates with the WSES. In the first seven months of operation more than 650 placements of professional and managerial applicants were accomplished in cooperation with the 26 district offices.

Employers desiring to use the service establish contact with the professional placement division through their nearest district WSES office, as do those looking for new positions.

The WSES administrative office, which is located at 105 South Blair St., Madison, also maintains a centralized job placement bureau for out-of-state people who would like to come to, or return to, Wisconsin. That, incidentally, works both ways, and Badgers thinking about leaving the state may be able to find job help through the WSES.

Alumni wanting more information on these services may get it from the district offices, or from Madison administrative offices.

the Thailand government in developing libraries. Her address is in care of the American Embassy, Bangkok, Thailand.

Marian E. O'BRIEN, '30, and Shullsburg attorney Clifford E. CROWLEY, '38, were married last July.

1945-1946

A second son, Robert Brian, blessed the household of Morris H. APRISON, '45, in Galesburg, Ill., April 26, 1955.

Dr. Kenneth L. ZUCHER, '45, practices medicine and surgery at Green Bay. The doctor recently married Joyce Traxler, and they live at 213 Summit st., Allouez.

Another doctor, George R. KENNEDY, '45, is practicing surgery at Bartlesville, Okla., where his address is 212 South Creek Avenue.

Earl C. JORDAN, '46, Chicago insurance executive, spoke before a meeting of Madison insurance men recently.

Franklin MOORE, '46, Oshkosh, is district attorney of Winnebago county.

Margaret L. HAYES, '46, 4955 South Whitaker Lane, Englewood, Col., is a Denver librarian.

Russell J. CHRISTESEN, '46, construction superintendent for Ebasco Services, New York, has been assigned to Jesup, Ga., as project manager for construction of a 100,000-ton cellulose pulp mill.

Harvey A. TASCHEMAN, '46, is undertaking a job as psychiatric consultant in Burlington, N. C.

Albert B. ROBBINS, '47, and Jean KARTACK Robbins, '46, announce the birth of a son, Scott Lyon, on November 25, 1955. Besides the new arrival, a new address, 1697 Deerfield Road, Highland Park, Ill.

Judith STILLMAN, '46, married Robert G. Zirkle, 802½ Nashville Avenue, New Orleans, La.

1946

Three former Wisconsin Players, Sybil TRUBIN, Robert MERRIMAN, '49, and Warren ENTERTERS, '50, brought Proscenium Productions, an off-broadway theatrical group, to the University Union before returning to production in New York in November.

Back in this country after a stay of two years in Johannesburg, South Africa, are Mrs. and Mrs. Robert Alan BELL (Patricia MERRITT). Mr. Bell is a geologist for the Union Carbide and Carbon Co.

Dr. Lloyd P. JORGENSEN has been named acting dean of the University of Oklahoma college of education.

Wedding bells have rung for:

Frances Van Eperen and Robert RICHTER, Kenosha.

Irma A. LINSE and Harry B. Sletten, Peoria, Ill.

Neira Chandler HANLEY, '56, and John Eller EMA, Milwaukee.

Philip M. WEBSTER is an economist with the Federal Reserve Board in Washington, D. C.

Associate professor in Princeton's department of politics, Dr. H. H. WILSON gave the keynote address at the International Weekend held at Douglass College, Rutgers University.

Now with the Milk Products Cooperative at Fond du Lac, Arthur H. MILLER is an economist and marketing specialist.

1948

Promotion of Harold N. TORKELOSON

UNFORGETTABLE!

HOLIDAY'S BIG 10th ANNIVERSARY ISSUE ON LEISURE

For an entire decade, this magazine has been the voice of the biggest single change in our time — our new *leisure!* The leisure in which you live longer, better, more enjoyably.

This month, Holiday's 10th birthday issue presents a significant portrait of this new and ever-increasing free personal time and opportunity. Testifying on this wonderful topic are a whole galaxy of noted writers! Don't miss their challenging views in such articles as:

JAMES A. MICHENER'S report on the rewards of understanding your own — and other — lands!

BERNARD DE VOTO'S "Heavy, Heavy, What Hangs Over?" — how our search for relaxation often turns into a race against time!

BRUCE CATTON'S analysis of the joys of *collecting* — stamps, dolls, or battlefields!

PLUS a host of other adventures in leisure activities by E. B. White, Edward Steichen, Joseph Wechsberg, Silas Spitzer, Roger Angell, Clifton Fadiman, Aubrey Menen . . . and *more!*

ON YOUR NEWSSTAND FEBRUARY 16!

March HOLIDAY Magazine

A CURTIS MAGAZINE

to sales training manager at Schering Corp. was announced a short time ago.

Dr. David L. DEAN has become associated with the Dean Clinic, Madison where he will specialize in general surgery.

Calvin A. WOOD is a bacteriologist with the Golden Guernsey Dairy of Milwaukee.

Former Madison, television sports announcer Louis M. LANDMAN has joined an apparel firm in Jackson, Mich.

David A. PEARSON has opened a law office in Middleton.

Interested in barbershop music since his college days, William SPENGLER carried his enthusiasm to Oslo, Norway, and organized a chorus of 20 Norsemen who enjoyed singing American barbershop songs.

James E. JENSEN is now an assistant professor of economics at Drake University.

N. F. KELLY is entering an extended study for the Roman Catholic Priesthood.

Recently married were:

Phyllis Ann Easley and Robert D. RAABE, Berkeley, Calif.

Barbara Lie SWIFT, '53, and John L. FORREST, Milwaukee.

1st Lt. Richard L. SCHULTZ is now with the technical service unit at Fitzsimons Army Hospital.

Recently selected as recreation supervisor in Germany and France was Earl F. MEEKER.

1949

A "Studio One" play, "Shakedown Cruise," was written by Loring D. MANDEL.

Mr. and Mrs. Irwin C. KRAUSS (Selma HONIGFELD) have announced the birth of their child, Patricia Lynn, in Fort Worth, Texas.

The University of Pittsburgh has announced the appointment of John R. CAMERON, assistant professor of physics.

Dr. Clement E. VOSE has been appointed associate professor of government and director of the government research bureau at Bowdoin College, Brunswick, Me.

James KRUEGER is now working for the Dow Chemical Co., Midland, Mich.

Ralph F. WEIDNER is now a quality control chemist for the Peter Fox Brewing Co.



This picture of Fort Wayne (Ind.) Alumni club president James Langdon, '52, his wife, and club director R. Paul Seifert, '49, appeared in the Fort Wayne *News-Sentinel* prior to the Founders Day meeting they, and other club members, were planning for Feb. 9.

FEBRUARY, 1956

PROCTER & GAMBLE

Marketing Management

While the openings discussed below are all within the framework of Advertising and Sales Promotion, the nature of the work is Marketing Management rather than "handling advertising" as most people understand it. For this reason, we are not looking for advertising "specialists", such as layout men or copy-writers, but rather for men with potentially good general business administrative ability.

OPENINGS EXIST IN THE FOLLOWING GROUPS:

Brand Management—The marketing problems of each of our brands are handled by a separate staff of marketing management men. Men employed for this work are trained to manage and be responsible for the effectiveness of the over-all Advertising and Promotion effort on an important nationally advertised brand. These positions involve working with many Company departments, including the Manufacturing Department on product development, the Sales Department on the development of promotions, and with the Advertising Agency on all phases of planning for the brand.

Copy Supervision—Copy Supervisors manage advertising copy operations on our brands principally by (1) representing the Company in a close working relationship with our agencies on all phases of the development of advertising copy and (2) evaluating agency copy proposals in the light of product facts; marketing objectives, and background knowledge of effective selling techniques. These men do not write copy; this is a function of our advertising agencies. However, within our Advertising Department, they are responsible for the over-all effectiveness of advertising copy operations in radio, television, magazines and other media.

Merchandising—Merchandising men develop store promotions involving groups of Company brands, select and develop premium articles, manage the country-wide sampling and couponing operations, assist the Sales Department in the conduct of trade conventions, and operate contests, mail-ins and other forms of promotion.

Media—Media men guide the Company in the investment of advertising appropriations. Working with the advertising agencies, they develop media plans on each brand using radio, television, magazines, newspapers, etc.

THE QUALIFICATIONS WE LOOK FOR

For all of these positions we search for men with good educational backgrounds, who have shown an interest in business and who we feel can quickly develop to positions of real responsibility. A knowledge of advertising is not necessary. Men chosen must have the ability to work closely with many types of people, since they are in constant contact with the advertising agencies, other sections of the Advertising Department, and other departments of the Company. They must have a high degree of imagination and aggressiveness and more than their share of sound judgment.

Working in our Advertising Department should have exceptionally strong appeal to men who can embrace the concept of spending money to make money, who can orient a product in its field, and who can grow quickly to a position where they are performing functions usually handled by the president of an average size company.

TRAINING AND PROMOTION

We necessarily employ on a very selective basis for these positions. However, the right man, once he is employed, will receive good training and can look forward to excellent progress with regard to job satisfaction and financial reward.

New men are assigned to the types of work outlined above according to the needs of the Department and the abilities and inclinations of the individual. The new man begins learning by actually handling a responsible job in the group to which he is assigned—working alongside experienced people whose responsibility it is to see that he is trained as quickly as possible.

We believe that the best interests of the man as well as the Company are secured by his "getting to work" as quickly as possible in a job that will draw heavily upon his training and ability right from the start. These jobs develop good all-around businessmen capable of shouldering broad management responsibilities. There are many opportunities for advancement both within and outside of the Advertising Department.

LOCATION

All of the positions described above are located in our Cincinnati General Offices.

If interested, and are between the ages of 21 and 28, please write, giving full information about yourself, to:

Mr. W. L. Franz
Department WA3
Gwynne Bldg., Cincinnati, Ohio.

Gridiron Reminiscences

Two Badger football stars of yesteryear seized the opportunity to get together during a visit last fall of Walter Powell, '14, Atlanta, Ga., to the West Coast. The other half of the reminiscing tandem in the accompanying picture is Wisconsin's legendary kicker and current alumni sparkplug in the San Francisco area, Pat O'Dea, '00. Pat's activities have been frequently chronicled on these pages. Walt was on that famous championship grid team of 1912, and later coached at Western Reserve (where his team won the Ohio championship in his second year), in the Navy, at Montana State, and at Stanford. At both of the latter schools he was also athletic director. He was elected to the Football Rules Committee in 1921, the youngest member to serve on that body. Walt kept in the football picture, strenuously, up until 1942, in the capacity of an official. His experience included one Sugar Bowl and two Rose Bowl assignments. Now an



insurance agent, he was instrumental in organizing the Atlanta Wisconsin Alumni club.

New superintendent of the Cornbelt Experiment Field of the Kansas Agricultural Experiment Station is Leonard B. HERTZ.

Fond du Lac county home agent, Mrs. Margaret STENE Hollander has resigned and will reside in Markesan.

Lt. Donald T. MIESBAUER, '49, is on active duty with the Navy at the Naval Air Station, Norfolk, Va. Mrs. Miesbauer is the former Janice WILCOX, '49.

Just married:

Nancy Louise GREGG and George K. Stein, Jr., San Francisco, Calif.

Joyce A. FLUGUM and Glen A. GAUPER, '51, Chicago.

Gloria N. SKULDT, '52, and Prof. Donald R. PETERSON, Madison.

Mrs. Lois Johnson Higgins and Alan Stanley ROTH, '49, Minneapolis.

Kathleen A. OSTRANDER, '49, and William E. JAKEL, Jr., '52, Madison.

Helen Elizabeth FREY, '49, and Robert E. Bill, Madison.

Rosemary LEAHY, '49, and David D. Varney, Chicago.

1950

William F. RUMPEL has joined the staff of the Whiting Research Laboratories of the Standard Oil Company (Indiana).

Atty. Donald D. MILLER is now associated with a Green Bay law firm.

1st Lt. Mary F. ALLEN is assigned at Alexandria, Ia., as WAC enlistment officer and 1st Lt. Catherine HOLTZ is assigned at Fort McClellan, Ala., as a WAC administrative officer.

Dr. Carlos Manuel CASTILLO, who directed a survey of agricultural production in

Mexico, has returned to Madison for further study.

A baby girl, Elizabeth, was born to Mr. and Mrs. John Mahaffey (Fredna BARTON) in Springfield, Mo.

Dr. John A. RENNEBOHM has become associated with the Monona-Grove Clinic, Madison.

Mr. and Mrs. David LAIRD (Ann LAURITZEN) are living in Oberlin, O. where he is in the English department of Oberlin College.

President and general manager of the Green Belt Chemical Co. plant in St. Paris, O. is Merlin K. MILLER.

Married:

Jane Barbara RAMSAY, '55, and Paul George BIRD, Ypsilanti, Mich.

Patricia Ann Cunningham and Thomas Joseph McCORMISH, Shullsburg.

Audrey J. Holzmann and John L. MURRAY, Milwaukee.

Pandora G. Newhouse and Thomas E. GREEN, Detroit.

Jeanette Heber and Leonard D. LUNDER, Madison.

JoAnn Marie Schroeder and Gustav H. HOLTZ, Milwaukee.

Audrey Helen Loomis and Dr. Thomas Sherman SARGEANT, Lake Amy Belle, Wis.

Betty Lou Nabbefeld and Ned Richard BRADLEY, Appleton, Wis.

Maxine Gaddis and James J. CRISTY, New London, Wis.

Barbara MIESBAUER and Henry H. ZINKANN, Jr., '52, Milwaukee.

Louise Gwendolyn Covington and Capt. Harry B. RANDALL, III, Washburn, Wis.



1951

Shirley A. ALBRECHT and John Franklin MUNSON, Milwaukee.

Roslyn Diane WEIN and Neil Gorchow, Sioux City, Ia.

Wanda Mary Gibbons and Charles Richard NILES, Manitowoc, Wis.

Darlene Ainslie Pope and Donald Herman POLZIN, Waterloo, Ia.

1952

Lois Carol LUEDTKE, '55, and Avery Bassett KESSLER, Madison.

Donna Mae LARSEN and James W. Abels, Santa Monica, Calif.

Noel-Ann Marion KRUEGER and John Farese, Jr., Middletown, Conn.

Mary Joan RYAN and Robert John Kampf, Haddonfield, N. J.

Shirley Anne SCHEERER, '53, and Kenneth Barteau MORLEY, Madison.

1953

Elizabeth J. Kaepfel and Norman K. HARRIS, Milwaukee.

Joan Judith PAGEL, '54, and William A. HENDERSON, Milwaukee.

Janet Nancy BUTLER, '55, and Glen FREBER, Wisconsin Rapids.

Anna Jeanne Espenes and Richard ZIMMERMAN, Hawthorne, Calif.

1954

Ruby Dinkle and Lyle BLOCK, Tomah, Wis.

Barbara Jean ZABROCKI and Lt. Dale Erwin Cutler, Tokyo, Japan.

Janet WALKER '57, and Lt. Robert W. MEYER, Baumholder, Germany.

Marion Ardis HARTENBERG and James A. SCHAFF, '55, Madison.

Ethel ZEINEMANN, '56, and William COLVILLE, Madison.

Mary Lou STEVENS and Duane Frank KASTEN, '55, Lafayette, Ind.

Elizabeth Ann LAFFIN and Eugene HODSON, '56, Madison.

Marian Janice NELSON and George P. Halsted, Kenmore, N. Y.

Joan Mary Schweers and Rudolph Joseph EGNER, Milwaukee.

Nina Esther KRAUSE and Richard Wellington DOUGHERTY, Frankfurt, Germany.

Mary Ann Meffert and Patrick G. BOYLE, Madison.

Patricia Claire Motl and 2nd Lt. Dwight G. NORMAN, Chevy Chase, Md.

Joann Dorothy O'Connor and Ensign Ronald Arthur HASSE, San Diego, Calif.

1955

Marjorie Ann Barnaske and James A. LEINWANDER, Terre Hante, Ind.

Mary Louise LEARNED, '57, and Eldon Hubert THIES, Madison.

Reply to Legion Questions

(continued from page 11)

The fact that the Labor Youth League has been officially listed as "subversive" by the Attorney-General of the United States (or by the Subversive Activities Control Board) does not impair its right, under federal and state law, to organize and hold meetings in the state of Wisconsin, nor the legal right of any citizens to join the organization if they so choose. Our Student Handbook states that the Labor Youth League is officially designated as subversive by the Attorney-General and lists specific and important consequences which must be anticipated by citizens who become members in an organization so designated (pp. 45-46).

In respect to Question 2:

A. It is not to outside speakers that permission is granted to use University facilities. A registered student organization, desiring to present a guest speaker to students and faculty members who care to attend, files an application to hold its meeting. The application is considered not in terms of buildings but of students. If it is appropriate to the stated purpose of the student organization and to the overall purpose of extracurricular activities organized for students by students, permission is granted to the student organization. As an item in extracurricular education through discussion, place is provided for the meeting in a university room open to students and faculty members and the meeting is conducted under the direction of the responsible student officers of the organization.

B. Registered student organizations are not permitted to present as guest speakers, whether in University buildings or off campus, individuals known to be engaged in subversive activities in violation of law. Under state and federal law, persons who are known to be active in movements that have been officially designated as subversive but who are not violating law are under no restriction in addressing groups of citizens in the state of Wisconsin. Indeed the federal security act of 1950, the Subversive Activities Act, specifically provides:

"Nothing in this Chapter shall be construed to authorize . . . censorship or in any way infringe upon the freedom of press or of speech as guaranteed by the Constitution of the United States" (#798).

In respect to the matters involved in both questions, therefore, this Committee maintained in its unanimous report of March 31, 1953, that the present University policy is consistent, in word and spirit, with the security policy of the United States and with the fundamental ideals of American government. Likewise that report found the policy consistent not only with the principles of free education but also with sound educational practice as determined by experience. In administering this policy during the past three years, we have found no need for change.

• The third question in the letter from the American Legion Committee concerns the Library. The reply by the Director of Libraries, which has the full support of the Faculty Library Committee, is as follows:

The officials of the American Legion are correct when they state that the collection of communist literature and propaganda in the University of Wisconsin Library is one of the best they have seen. That is true, because it is part of a truly great collection which reflects social change. It is a collection second to none in the United States, and it ranks with the great Seligman Collection at Columbia University, and Herbert Hoover's great library at Stanford University which includes Lyman Wilbur's Collection on Social problems and the Bollothen collection on the Spanish Civil War. (A pamphlet describing the Hoover Library states that "Mr. Hoover foresaw the importance for American scholars of a well-balanced research collection on Russia, tsarist, revolutionary, and bolshevik alike.")

The University of Wisconsin Collection was begun about sixty-five years ago, and it has been generously supported by many friends of the University who have augmented and enriched it by notable gifts. We are confident that both the Regents and the friends of the University will continue that support, for it has attracted to Wisconsin many great scholars and it has been the source of studies which have influenced and made the State of Wisconsin noteworthy for its forward-looking provisions for the protection of both the laborer and the employer.

Because of the University's reputation in this field the late Raymond Robins, Lt. Colonel in World War I, commanding officer of the Red Cross unit in Russia, 1917-18, Christian social evangelist, economist and lecturer, gave his private papers to the University and deposited them in the State Historical Society a few months before his death two years ago. The widow of Dewitt Clinton Poole, who was in the United States diplomatic service from 1910 to 1930 and then became director of the School of Public Affairs at Princeton University, has deposited the bulk of his papers at Wisconsin.

The United States government is well aware of the importance of this collection and officials have been sent from Washington to use it, for many of the items in it are unique and unobtainable elsewhere. For example, the file of the BULLETIN COMMUNISTE (Paris) is the only known file in the United States, and is of such importance for study that the State Department sent to Madison to have it reproduced on microfilm about three years ago.

Moreover, in accordance with its policy toward research libraries, the United States Post Office Department on October 18, 1955, authorized the University to import scientific and literary material, including propaganda, from countries "behind the Iron Curtain" and has directed its employees to allow such materials to pass unmolested through the mails when addressed to the University of Wisconsin Library.

In view of these facts, the Library's responsibility as a repository of knowledge in all fields, and our firm belief that knowledge of tyranny in all its forms is necessary for the protection of our freedoms, we see no reason to change the Library's policy.

Your lucky mascot, Bucky Badger



Bucky Badger is five inches tall, with a cardinal sweater and white trousers—and a wicked gleam in his eye. Made of hard rubber and as hard to crack as Ivy Williamson's varsity line. Just what the doctor ordered for your desk, mantel or recreation room. Get one for that son or daughter dreaming about following in your footsteps someday on your favorite campus. Everybody likes Bucky Badger, so order yours today.

\$2

Wisconsin Alumni Association
770 Langdon St., Madison 6

Please send me _____ Bucky Badgers at \$2 each. (Check enclosed)

Name _____

Address _____

City _____ Zone _____ State _____

Serials Dept.

% Memorial Libr., Univ. of Wis.,
Madison 6, Wis.

"I was pickin' pansies in Belleau Wood"



THEY WERE only a handful of dirty, haggard Marines. Paralyzed, they hugged the earth outside Lucy le Bocage as murderous German fire poured at them. And then they heard their little, middle-aged sergeant:

*"Come on, you ---- - - - - -!
Do you want to live forever?"*

That yell, and the charge that followed, made Sergeant Dan Daly famous. But he wanted no glory. He already had *two* Medals of Honor, one earned in Peking, the other in the jungles of Haiti.

And when reporters asked about his World War I decorations, he said: "I was out in Belleau Wood pickin' pansies for my girl one day. And the officers said: 'Let's give the poor guy a medal.' Well, sir, they give me the DSC . . ."

No hero to himself, Dan Daly was a fearless and expert professional soldier—one of a breed some folks don't expect of a wealthy, peaceful land like America. Yet America's ability to produce men like Daly is a more important clue to her strength than all the gold at Fort Knox.

For it is Americans by the millions that make our nation great. And it is their priceless strength that backs our country's Savings Bonds.

That's why there's no finer investment in the world than these Bonds. Invest in them regularly, and hold on to them.



It's actually easy to save money—when you buy Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done *for* you. The Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, when held to maturity. And *after* maturity they go on earning 10 years *more*. Join the Plan today. Or invest in Savings Bonds regularly where you bank.

Safe as America - U.S. Savings Bonds

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