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## **Wisconsin alumnus. Volume 61, Number 8 Dec. 1959**

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# WISCONSIN *Alumnus*

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DECEMBER 1959



about the cover, see page 2





## UW Couple Returns to Norway

by Paul Karberg '36

About the time our Wisconsin Badgers were winning a 25-16 football victory over Iowa's Hawkeyes, Per-Erik and Aud Pedersen were enjoying a happy homecoming at Tonsberg, Norway. This, after three cheerful and busy years in America, most of which time they were on or near the University of Wisconsin campus.

Only last June, pixy haired Aud had sat high in the stands of Camp Randall while her husband, Per-Erik, had walked across the Commencement Day platform to receive his much coveted degree in mechanical engineering! That was a joyful and proud moment in the lives of the 24 year old Pedersens, for whom it marked realization of youthful dreams in Norway.

Prior to their marriage in 1956, and their voyage to America several months later, charming Aud had worked as a

dental-assistant, while Per-Erik toiled as "able-bodied seaman" with a 19 ship whaling expedition in the Antarctic.

"From my earnings aboard a whale-catcher, I saved about \$1,500 toward our trip to the university which had been recommended to us by many," explained Mr. Pedersen.

Once in America, Aud did housework at a Madison residence, thereby solving the immediate living-quarters problem for her student-husband and herself. Later, they moved into a neat little apartment just off State Street. When Per-Erik went to classes in the morning, Aud went to work as a research-assistant at University Hospitals, where she did studies in "electron-microscopics," as she helped Professor Harland W. Mossman.

Mr. Pedersen whizzed through the usual four year course at Wisconsin in

three regular terms plus one summer session. (He had come to Madison with several credits in engineering merited in Norway.) He worked one summer in New York City, and, following graduation, was employed three months as a draftsman by the Gisholt Machine Company. While enrolled at Wisconsin, Per-Erik's favorite instructor was "Ed" Mikol, who taught thermo-dynamics, the subject Erik will specialize in for Standard Oil Company back in Europe.

Interested in meeting people, and learning more about the midwestern ways of life, the Pedersens spent many weekends driving around Wisconsin in a used car. Frequently, they drove to the Rice Lake area, for fishing and sun-bathing; they "took in" the State Fair at West Allis; and they visited the Stoughton vicinity because of the Norwegian population there.

Per-Erik, fond of speed-skating, is anticipating better racing ice in Norway than he could locate here. Aud looks forward to cross-country ski-jaunts, and picnic-bicycle trips.

A popular couple on the Badger campus, they regretted leave-taking on October 9. They had made so many friends, had such a good time!

Among their cherished souvenirs, with them when they left Madison, went: one neatly framed Wisconsin diploma, a degree in mechanical engineering; one orange tassel, from Per-Erik's graduation cap; and one 45 RPM phonograph record of "On Wisconsin," as played by Ray Dvorak's university band.

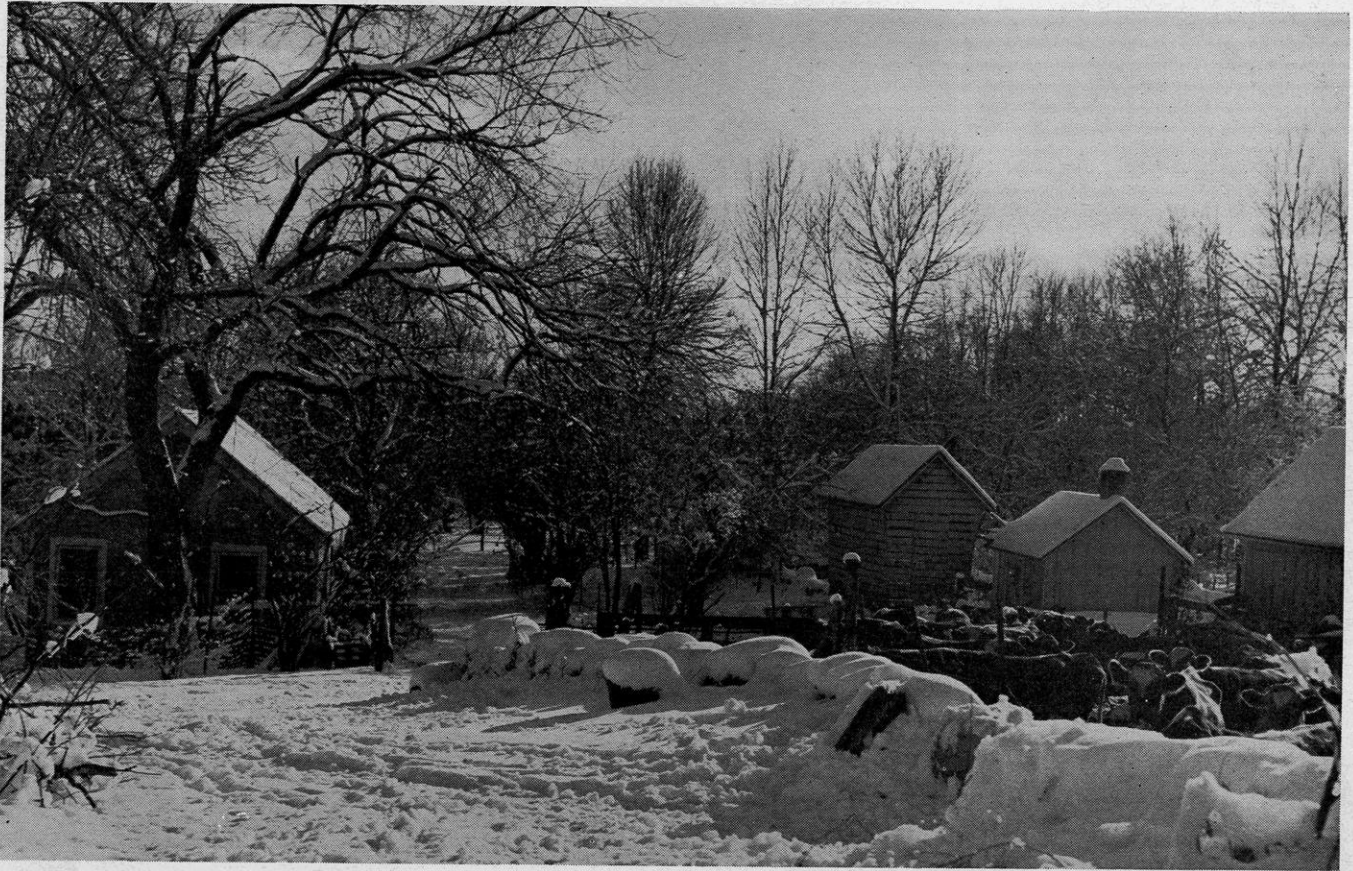
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### About the Cover

One of the honored guests at the Wisconsin-Ohio State football game was Carl Beck, co-author of "On Wisconsin". Because of the dismal weather that marred the weekend, and the poor condition of the playing field, the half-time ceremonies which paid tribute to Beck had to be conducted on the sidelines. At that time, the University of Wisconsin Band appropriately saluted him by spelling out the name of the famous song while Martin Below, Wisconsin Alumni Association president, presented him with a "W" blanket as band director Prof. Raymond F. Dvorak looked on.

—photo by Carl Stapel

# SIGN OF THE GOOD LIFE IN WISCONSIN




one of a series

The snow begins quietly one winter evening, random flakes drifting their way into cracks and crannies of the barnyard. By morning, the lowliest shed will be white-roofed as if with Italian marble, and elm tree twigs will be edged in pearl. Out into this winter wonderland step Wisconsin folk to savor the beauty and vigor of the good life in wintertime Wisconsin.

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# Budget Under Close Scrutiny as Legislature Resumes

*University officials champion cause of faculty in appeal for higher salaries*

Speaking before a joint session of the Wisconsin Legislature on November 4, Governor Gaylord A. Nelson urged the lawmakers to take effective stopgap measures to bring about an early balancing of his budget. In order to do this, the legislature will have to close a \$29 million gap between the recommended budget and the estimate of current revenues.

Nelson terms his budget for the second half of the biennium as a "frugal" one. He says that "We eliminated spending wherever we could, but we did not go at this budget with a meat-axe." And, in answer to those who favor cut-backs in the budget, Gov. Nelson maintained, "I do not believe that indiscriminate chopping of the budget is in the best interests of the people, nor that it would save money in the long run."

Last summer the Legislature approved a budget of \$216 million—since that time various state departments and agencies have requested additional appropriations totalling \$12 million—the Governor has since recommended an approval of four million. This figure is of great importance to the University because, as Gov. Nelson points out, "Of the four million increase over the budget you (the legislature) have approved, the largest item is \$1,788,000 for salary increases at the University of Wisconsin, the University of Wisconsin-Milwaukee and the state colleges. I have advocated faculty salary increases totalling 20% in this biennium. The first year budget carried an increase of 8%; the second year budget approved earlier carried a provision for a 4% merit increase; this addition of 8% will reach the goal of 20%—the goal recommended by President Eisenhower's conference on education. Nothing is more important to a university or college than the quality of its teachers, and this means paying adequate, competi-

tive salaries. Nothing is more important to the young people of Wisconsin than the opportunity to obtain a good education. This is a responsibility we cannot evade."

In addition to the amounts now provided in the Budget Act for 1960-61, (see the October issue of the *Alumnus*) the Governor proposes the following additional appropriations to effect improvements at the University: \$80,000 is recommended for the University of Wisconsin-Milwaukee to continue the expansion and improvement of class offerings including the extension of the summer session from six to eight weeks; a salary increase of 20% for the 1959-61 biennium over 1958-59 levels for all permanent staff; \$50,000 increase in the fluid research fund; \$65,000 increase for libraries (\$20,000 being earmarked for library expansion necessary to service a broadening program at the UW-M); \$25,000 to add two district leader positions in the agricultural extension service; \$40,000 to meet increased wages for skilled labor and an expanded physical plant, plus deterioration of old buildings; and this budget proposes 395 fee remission scholarships to resident undergraduates.

In a meeting of the joint finance committee on the same day, the legislators were reserved in their support of the Governor's recommendations. Assemblyman Fred Risser (D-Madison) pointed out that, if the committee went along with Gov. Nelson, a subsequent raise in tuition would be in the offing because, "traditionally, the state has required university and state college students to pay about 20% of their education." The faculty increase would then result in a student fee increase if the tradition were adhered to.

Objections to the faculty pay raise were voiced by legislators who felt that the University already was receiving

enough tax support and that an increase in taxes to provide funds for the University would create hardships among their constituents who are in areas where earnings are characteristically low.

Speaking for the University, President C. A. Elvehjem defended the cause of higher education in Wisconsin by stressing the benefits to the state that result from university and college training. Dr. Elvehjem noted that the influence of higher education is felt outside the confines of the institution itself—a university is, in fact, a benefit "to all of civilization."

Carl Steiger, president of the Board of Regents, warned the solons of the coming "population explosion" and its effect on higher education. Steiger underlined the point that colleges are not producing sufficient numbers of doctor of philosophy graduates to adequately staff the nation's colleges and universities. The areas where shortages are most critical are in the fields of physics, chemistry, engineering and mathematics.

On behalf of the president and the University, Prof. William Young, budgetary assistant to the president, and Leroy Luberg, dean of students, explained how the University was making the most use of its non-tax sources of revenue. Prof. Young noted that, as a result of these increasing sources of revenue, the request for funds from the Legislature is as low as possible. Dean Luberg cited the use being made by the University of the student loan programs which help students finance their own education.

After the conclusion of the public hearing, the joint finance committee went into private hearings to decide on what recommendations they would make to the Legislature. Governor Nelson was in hopes that the legislative session could be completed within five weeks.



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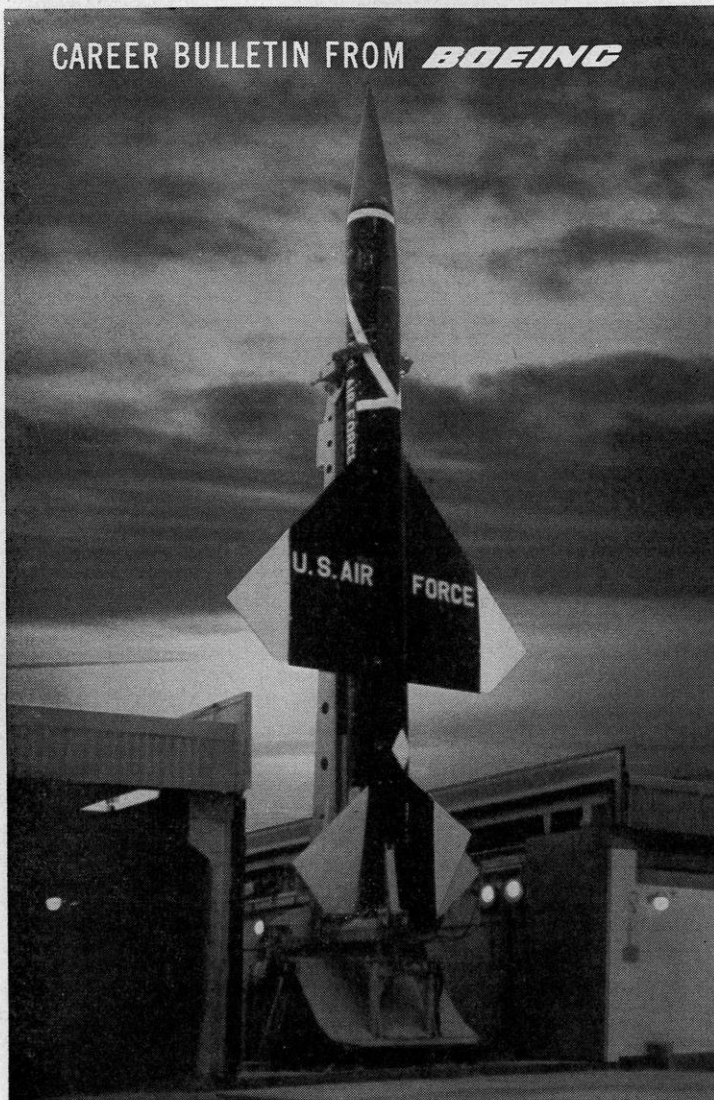
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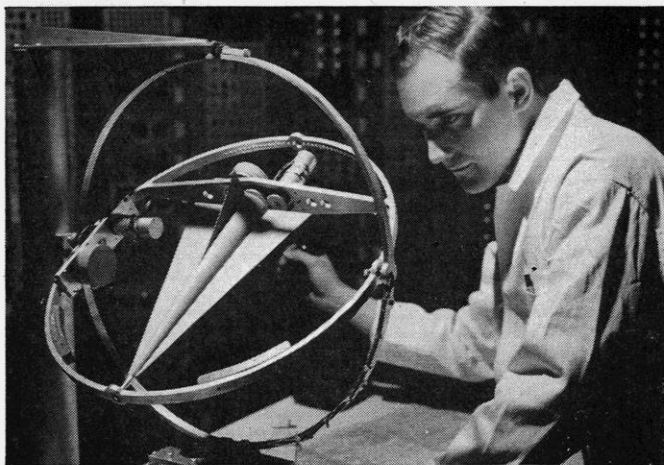
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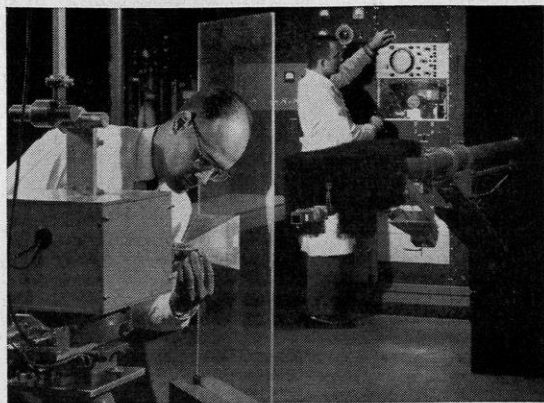
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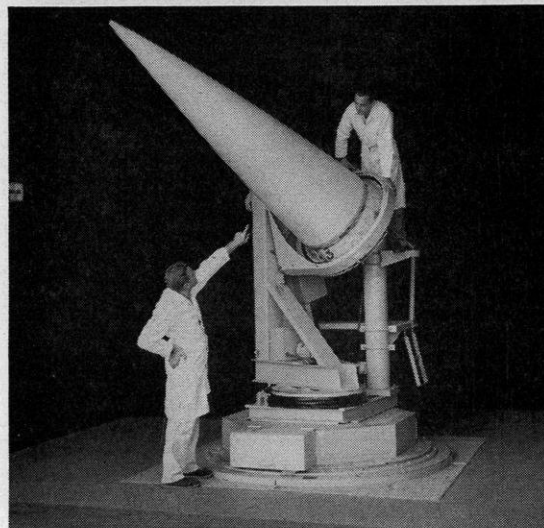
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# Keeping in Touch with Wisconsin

*"Nothing is more important to a university or college than the quality of its teachers, and this means paying adequate, competitive salaries. Nothing is more important to the young people of Wisconsin than the opportunity to obtain a good education. This is a responsibility we cannot evade."*

Gaylord A. Nelson, '42  
Governor of Wisconsin

These three sentences from Governor Nelson's budget message to the legislature on November 4 clearly indicate his interest in maintaining Wisconsin's leadership in the field of higher education. Governor Nelson believes in higher salaries for teachers. In addressing the annual convention of the Wisconsin Education Association in Milwaukee last month, he closed his speech with this significant statement: "I think the dollars we spend in education are the most important dollars we spend in the nation."

The governor's budget message emphasizes the importance of an adequate University budget for 1960-61. It is impossible to maintain a great university on "horse-and-buggy" salaries.

The importance of faculty quality has been stressed again and again by President Elvehjem. In his inaugural address he said: "Through the years Wisconsin has been blessed with a succession of great faculties. As we page through its history, we find constantly recurring groupings of brilliant and dedicated men in each era."

This faculty excellence is one of the main reasons why Wisconsin is one of the top ten universities in America. To keep Wisconsin in the top ten we must make sure that our University retains its top-flight members. We cannot afford to lose the men and women who have helped to put Wisconsin in the top ten. At the same time qualified new faculty members must be added to take care of Wisconsin's rapidly rising enrollment.

From coast to coast universities and colleges are combing the country for instructors and professors to take care of this growing enrollment. As enrollments go up, this competition will get tougher and tougher. Wisconsin must

face this competition realistically if our University is to hold its present enviable position in the top ten. In the face of this growing competition Wisconsin cannot afford to go on a "reducing diet." Wisconsin's salary schedule must be raised so that it compares favorably with other universities—especially our neighbors in the Middle West.

The University also faces competition from business and industry. Both need brain power and many firms are coming to university campuses to get it. Fortunately, most faculty members prefer to continue as teachers. But low salaries are forcing some of these people to leave the teaching profession just when their services are needed most.

This budget question is highly important to the University of Wisconsin. It is also important to you and to me as Wisconsin alumni. You and I had the opportunity to attend a fine university because somebody provided the money for building and maintaining the University of Wisconsin—for hiring the fine faculty that put Wisconsin in the top ten. Outstanding universities like our Alma Mater don't "just happen." They are the product of educational leadership, thoughtful planning and wise expenditure of money. You and I are proud to be Wisconsin alumni and grateful to the men and women who saw to it that the University of Wisconsin was ready for us when we needed it.

Now it's our job to see that similar opportunities will be available to the young men and women who shortly will complete their high school careers. It's one way of showing our gratitude to those who made it possible for us to attend Wisconsin.—John Berge, Executive Director



to the

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# DAYS IN OUR YEAR

## the day winter comes

by John Martinson

Winter arrived on an evening in early December as the library was closing. Those who had gone in at seven were surprised at the snow in their faces at nine. They were even more surprised by the snow on the sidewalks. It wasn't the first snowfall of the year; it was only the first winter snowfall. Autumn snow falls and then goes away. This snow fell on the sidewalks and didn't melt, it stuck. But there was nothing sticky about it for the people walking back to the dorms and houses. A bundling of girls screamed and laughed, clinging to each other as they lost their footing. A group of well dressed grad students from Calcutta emerged from the Rathskellar. Their shiny black hair and shiny black shoes sparkled with snow flakes while, for the first time in their entire lives, they joyously pelted each other with snow balls. Some tried running a few careful strides on the sidewalk to see how far they could glide.

Winter was sliding in — — Yow Whee—eeee—ee

This was winter — crowded, noisy, gregarious. For northlanders it has probably been that way since cave dwellers first huddled together to ward off the cold. Winter was also a time of sharp contrasts and clean lines.

Soon Lake Mendota's surface would be smooth and hard. Newly sharpened skates would engrave a mass of swirling lines in it, and the Hooper ice boat would skim across it at 30 or 40 miles an hour. Afterwards the steaming cocoa would seem hotter than ever. While indoors there would be the durable waxy floor of the basketball court, the sharp resounding of leather on wood, and the clean swish of the ball through the strings. Always in the background of the games, the dances, the ski trips, the firesides, would be the fresh whiteness of the snow.

All this came in the wake of a cold front moving in from the Northwest.

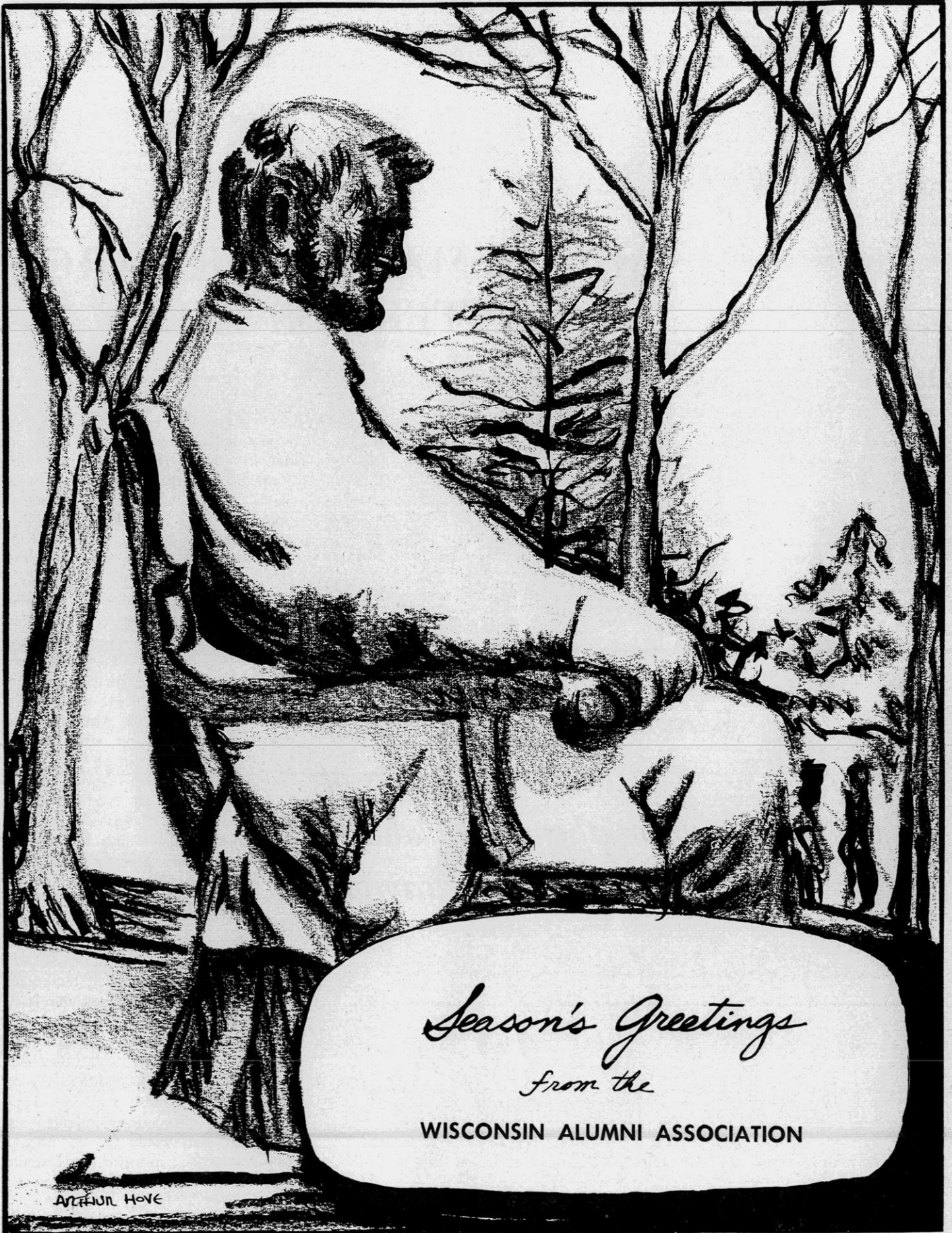
Winter's opening wedge is a mass of cold dry air assembled on the plains of Saskatchewan and swept across the flat Dakotas into the upper Mississippi Valley. Like a giant plow it slides across Wisconsin slipping under the lighter, moister, warmer air and forcing it up into the cooler reaches of the sky. The moisture wrung from it falls as snow. Then the chilling prong of the cold front passes, the sub-Arctic air settles around thermometers forcing the mercury down and the skies clear.

"Snow today and tomorrow, clearing on Friday with expected lows of ten to fifteen below on the weekend." This was the pattern of the weatherman's song. He would sing theme or variations from December till March.

February was a month of fantastic clarity. In the stillness of morning the winter sunrise seemed impossibly brilliant refracted through a million snow crust prisms. Or in the calm blue chill of midnight the light of each star was pure and direct, its image seemingly undistorted by passage through the sea of air over us. Midnight in July is an ideal time for swimming in Lake Mendota. The night air gives the sensuous illusion that the water is warm. But movement through the water is too easy; the sounds of the summer night seduce and distract. Not so, February. Cold air stings lungs and stiffens nostrils. The comfortable intoxication of a summer breeze is stripped away in the winter night and the universe lies revealed in rigorous and unrelenting honesty.

Far from distracting, a February night draws our every perception to piano-wire tautness till we are resonant with each new revelation. Winter is the ideal time for study. Winter is a time for truth. Were the words, "Be still and know that I am God" penned on a wintry night? Perhaps the clearness of February lies within rather than without.

*Wisconsin Alumnus, December, 1959*



*Season's Greetings*

*from the*

WISCONSIN ALUMNI ASSOCIATION

ARTHUR HOVE



# MATHEMATICS RESEARCH CENTER: US ARMY

*this new  
Wisconsin research facility  
attracts scholars of  
world renown mathematical ability  
to the UW campus*

On April 22 of this year, the University dedicated a new building on the campus—this is the new home of the Mathematics Research Center: United States Army. Among the dignitaries present at the ceremony were Conrad A. Elvehjem, president of the University; Wilbur N. Renk, the then president of the Board of Regents; Thomas E. Brittingham, president of the Wisconsin Alumni Research Foundation; Rudolph E. Langer, director of the Mathematics Research Center; Lt. Gen. Arthur G. Trudeau, chief of research and development, US Army; and Dr. William H. Martin, the Army's civilian director of research and development.

The dedication marked the official transfer of the Mathematics Research Center from its temporary location at 1118-1120 West Johnson Street in Madison to its new campus home in the building abutting Sterling Hall. The MRC, which has been in tangible existence since early 1957, is an institute oriented toward the more applied fields of mathematics. It was established and is maintained by the United States Army which, as a Federal Agency, recognized early that many of the best minds of the country can usually be found at a university. For that reason the Army insisted that the MRC is located on a university campus where conditions for research would be most ideal. The Army asked many universities to submit plans as to how they would run an institute whose objectives, in broad terms, would be to assist the Army with mathematical advice, to testify to the Army's



concern with, and stake in, mathematics; to foster among research mathematicians a community of interests with the Army; and to support basic research in the fields of mathematics upon which the maintenance of the country's primacy in science and technology will, or conceivably may, depend.

The University of Wisconsin was chosen by the Army to implement this project. In this new Mathematics Research Center: US Army there are comfortable offices for the members of the center, conference rooms, a lounge for receptions, readily accessible libraries, and space arrangements for a substantial secretarial staff. Provisions have also been made for the future installation of a large-scale electronic computer.

The United States Army had before it several objectives in the creation of the MRC. They have been set forth in the MRC Charter which states that the purpose of the Center is to "carry on mathematical research which has relevance to problems that exist or are inherent in Army operations"; to "provide for the Army a source of advice and assistance with respect to the solution of mathematical problems"; to "provide a facility for stimulating scientific contacts between Army scientific personnel and other scientists"; to advise, when requested, upon the use of mathematics by the Army and in the Army; to "cooperate with other Army activities in their recruitment of scientific personnel"; to give training in the fields of applied mathematics, both to student candidates for higher academic degrees and to personnel from Army activities that may from time to time be referred to it; and to spread a realization of the Army's problems among civilian mathematicians to the end of increasing their capabilities for assisting the Government in the event of a national emergency.



The mathematical fields in which the Center is specifically commissioned to be active include the methods and practices of numerical analysis; statistics probability; analysis and applied mathematics; and operations research.

The scientific staff of the MRC consists at present of about 25 members. When full stature has been reached it will come to as many as 40. There is also a supporting staff of technicians and assistants and one of secretaries. The staff of scientists in large part consists, and will continue to consist, of those professors whose residencies are for specific time periods while they are

either on leave of absence from other institutions, or on partial leave from related departments at the University of Wisconsin. The MRC is designed to depend in considerable part upon such tenures to insure a continued influx of mathematicians with fresh ideas into the stream of interchange. Currently the Center includes such distinguished members as Prof. Alexander Ostrowski, a mathematical analyst from the University of Basel, Switzerland; Prof. Gaetano Fichera, from Rome; Prof. Haim Hanani, of Haifa, Israel; and Prof. Cornelius Lanczos, a numerical analyst from the Institute for Advanced Studies, Dublin, Ireland.

Every member of the MRC is expected to engage himself willingly, and at least partially as to his time, in the study of any problem within his field of competency upon which the United States Army may seek help or advice during his residency. This does not mean that he needs to apply himself to routine or standardized problems. The Center is rather a place where mathematical matters of exceptional sorts and of long-range significance are to be given attention.

A member's main obligation is to devote himself to the extent of his capacity in research. His endeavor can be on problems he prefers, and with ways and means of his choice. The manner in which a member conducts his research is left to his own discretion. Because the MRC is free of security classification restrictions, the results of its researches are (with rare exceptions) freely publishable in the customary scientific journals.

Money for the Mathematic Research Center comes from an Army contract, and all property of the MRC belongs to the US Army. The Wisconsin Alumni Research Foundation assists the University in the administration of the contract.

Dr. Rudolph Langer, director of the MRC and member of the UW Math Department, points out that the Center has three main functions. These are: to lend its talents to the strengthening of the country's defense effort; to give facility for researches directed toward the future; to stimulate among mathematicians over the country an interest in, and consciousness of the importance of work in the applied math-



Dr. Rudolph Langer

ematical fields. At quite frequent intervals the Center conducts symposiums in areas where mathematical problems are currently of high interest.

The October symposium recently conducted by the MRC was entitled: "Frontier of Numerical Mathematics." It was of a rather unusual type in that its objective was "to survey the future with an eye to the identification of needs, rather than to announce the results of accomplished research." Among

the fields in which the problems were set forth were, plasticity, nuclear reactors, celestial mechanics (dealing with the orbits of space satellites), thermodynamics, magnetohydrodynamics, and meteorology. The proceedings of two previous symposiums have been published by the UW Press.

The Mathematics Research Center is in many respects unique. With the distinguished staff it has, the University of Wisconsin is proud to harbor it.



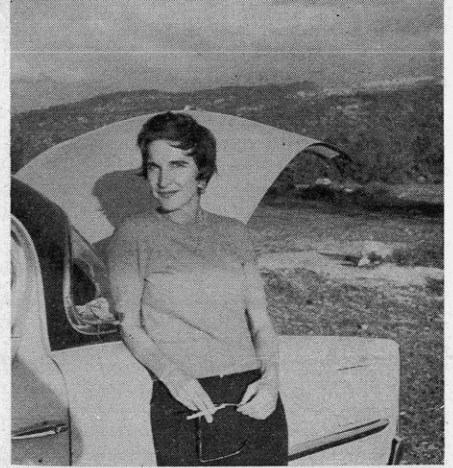
# RUTH SCHROEDER PRENGEL

## Ancient Egyptian Paintings are Artfully Recreated by this Wisconsin Alumna

**R**UTH Schroeder Prengel '39 has spent the largest part of her married life traveling throughout the world with her husband, Alex Prengel '42, who is currently assigned as regional security officer with the American Embassy in Beirut, Lebanon. From 1954 to 1956, the Prengels were in Egypt—it was here that Ruth first "discovered" the art treasures of Ancient Egypt, namely the pharoanic paintings that decorate the tombs of the Egyptian kings.

To recreate the spirit and textures of

these paintings, Mrs. Prengel engaged in many long hours of research on the sites of the original paintings. On these occasions, she often had to rely on the aid provided by such tools as a magnifying glass, sketches, notes and color slides to make a record of what she saw. In several instances, plaster had flaked off the walls of the tombs and it became necessary to literally "pick up the pieces" and make a fairly faithful approximation of the original artist's intention. For that reason, Mrs. Prengel considers her work to be "for the most



part an entirely subjective interpretation of the artist rather than a precise mechanical and scholarly reproduction of the subjects as they exist on the walls today."

The medium to be used in interpreting the pharoanic works presented a definite problem. The Thebans had used a water-base paint. After several experiments, Mrs. Prengel happened to find a new, washable textile paint that could be applied to an unbleached linen, in common use throughout the Beirut area. The union of the textile paint with the linen produced the most effective results and the artist has been quite prolific in her efforts. Colors come from the three basic hues which are common to the paintings of Egypt. They include the various intensities and modulations of red ochre, yellow ochre, and blue-green.

The subjects for the paintings revolve around the activities of everyday life in Thebes. Besides the Egyptians themselves, animals compose a large amount of the subject matter. The ancient artists have captured these animals in the wild, moving naturally rather than caught in an artificial pose.

Mrs. Prengel's paintings have been exhibited recently in Beirut, where they were favorably received by the press and public alike (a Lebanese publisher has decided to silk-screen them onto special parchment-like paper and to make them available to a discriminating public in limited editions).

On these pages are examples of Mrs. Prengel's talent. Through her efforts, she has brought a lost art out of the obscuring darkness of past centuries and into the light of a contemporary interpretation, giving us an opportunity to see how the progress of civilization is infinitely fascinating.







*Theban Lady*

*Ruth & Prongel*



*Theban Trio*

*Ruth & Prongel*





# A Haven for Humanistic Research



Marshall Clagett, director of the Institute for Research in the Humanities.

**T**HERE'S a hill on the University of Wisconsin campus that offers one of the most stunning views of Lake Mendota and its surrounding area. On that hill stands historic, 81 year-old Washburn Observatory, long-time home of the University astronomy department; once the proposed location for the Alumni House; and now the headquarters for a group of scholars who comprise the staff of the newly created Institute for Research in the Humanities.

The Institute came into being when a faculty committee presented a plan for its organization to the Board of Regents in the spring of 1958. The Regents approved the plan and arranged for it to be implemented in September of 1959. This authorization has resulted in the generation of a program which, in time, will make Wisconsin a haven for the leading minds in the various areas of the humanities. Although there are a few similarly oriented institutes in the country, Wisconsin's Institute for Research in the Humanities is the only one that is fully integrated with the University and devoted exclusively to the humanities.

The purpose of the Institute is to provide a research center for scholars in the three basic areas of the humanities; categorically, they are: (1) history (cultural, institutional, and intellectual, including the history of art, the history of music, and the history of science); (2) philosophy (including the history of philosophy, and systematic philosophy); and (3) language and literature. Wherever possible, scholars from these various areas of concentration will be selected on a basis of common interest. Ideally, residents will be concentrating on the same periods

*Wisconsin Alumnus, December, 1959*



(e.g. Renaissance, Age of Reason, etc.) of intellectual development even though their specialties within that range may be different. It is felt that this common ground of interest will result in a greater opportunity for growth and exchange on the part of the individual scholars.

Director of the Institute is Marshall Clagett, UW history of science professor who has made notable contributions to his field. Clagett is a permanent member of the Institute and divides his time between personal research and the general administrative matters of the Institute. The principal duties of the director are to prepare an annual budget of the Institute, to serve as chairman of the board of selection, to formulate a broad policy for the Institute, and to oversee the routine administration of the Institute.

Besides the director, the Institute will include another permanent professor selected from outside of the University faculty. The two permanent members of the Institute will hold professorships in the University and, except for their responsibilities in determining the policy and visiting personnel in the institute, will be expected to devote their full time to research and the direction of research. Another UW faculty member will be appointed as a visiting professor on an annual or biennial basis on the recommendation of the board of selection.

It is planned to have four visiting professorships in the Institute which will be filled by distinguished scholars from outside the Wisconsin community. These men will have proven themselves capable of eminent research in the humanities and should have much to give the campus during their stay. Upon arrival, the professors will be assigned to a specific department in the University—this being done with the assumption that it will stimulate both social and intellectual interchange between the regular faculty and the visitors. When practicable, the visiting professors will be asked to give lectures and participate in advanced seminars within their fields of specialty. The lectures will be under the joint sponsorship of the Institute and the individual University departments to which the scholars have been assigned.

To complement the four visiting professors, there will be four postdoctoral fellows engaged in research on the Madison campus. These fellows will be younger scholars who are doing work in areas of concentration similar to that of the professors.

The governing body for the Institute for Research in the Humanities is its board of selection. It is composed of the

two permanent professors of the Institute, the chairman of the executive committee of the Division of Humanities, three appointees at large from the departments of humanities at the University (these appointments made by the President), and the deans of the College of Letters and Science and the Graduate School as ex-officio members.

The board of selection recommends to the President all academic appointments to the Institute, decides on topics of concentration, and reviews and approves the policies as established by the permanent members of the Institute.

Funds for the permanent members of the Institute come from gifts to the University. The Johnson's Wax Company of Racine through its Foundation has provided a grant to support one of the outside visiting professors for five years—this has been designated as the Herbert F. Johnson Professorship. The visiting faculty professor is supported by State funds, and the American Council of Learned Societies has provided funds for a temporary fellowship. There are many possibilities remaining with respect to additional support of the Institute—as contributions to foster research in the humanities grow, so do the contributions to the field of knowledge.

Although the Institute is still in its infancy, it already boasts a roster of noteworthy scholars. There is Professor Clagett who is currently engaged in writing *Archimedes in the Middle Ages*, his fifth volume in a series on medieval science. Also in residence is Dr. Emmett L. Bennett, Jr., from the University of Texas. Dr. Bennett is an authority on Mycenaean culture and has done considerable study in the decipherment of Linear B, the complicated script of the Mycenaeans.

Recent arrivals at the Institute include: Professor Rafael Lapesa (University of Madrid) who is one of the foremost scholars in the development of the Spanish language; Prof. Donald Weinstein (Roosevelt University of Chicago), a Renaissance scholar who is working on a book about Fra Girolamo Savonarola, a famous prelate and reformer of Florence; and Prof. Merritt Y. Hughes, UW professor of English who has contributed immeasurably to the study of John Milton.

At present, Washburn Observatory is known for its historic significance and the view afforded from its location but, as the Institute for Research in the Humanities begins to make firm its reputation, it may be more renowned as a citadel of humanistic scholarship.





## *A Badger in the South Seas*

by Henry Blanco, MA '26

a much-travelled  
Wisconsin graduate  
expounds on some of the popular  
misconceptions commonly  
associated with  
the romantic South Sea Islands

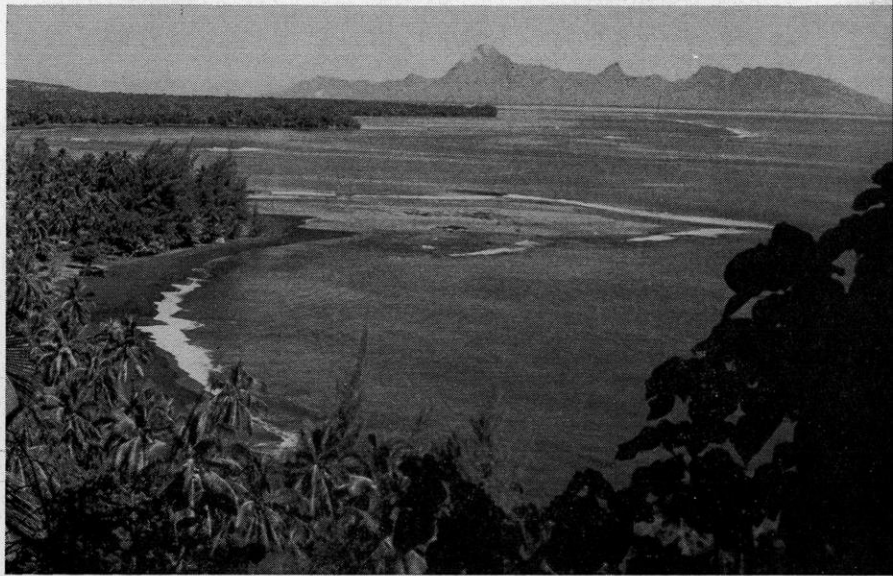
**I** BELIEVE I am the only Wisconsin graduate in the South Sea Islands. The Hawaiian Islands don't count because they are all North of the Equator; they are not in the South Seas.

The editor of the magazine has asked me for some information about this "most romantic place." What is it like? Why did I come? Do I ever get homesick for America? Here are some answers.

As far as natural beauty is concerned Tahiti is one of the most beautiful places in the world. I have done a lot of traveling but have never seen any place where Nature is more beautiful. The climate also is practically ideal; it never gets too hot and it is never cold. I have felt the heat much more in those muggy Wisconsin summers.

After living for 20 years in America (I was born and raised in Spain) I felt that I had enough of it. I had enough of that hectic rushing, that everlasting struggle to get ahead, to keep at least on a level with the other fellow. I was a teacher (for 4 years I was instructor at Wisconsin). I was teaching full time; I was trying to get a Ph.D.; I was writing articles on Spanish literature; I was drinking coffee so as to keep awake at night so I could work when I should have been asleep; I was burning the candle at both ends like so many Americans are

*Wisconsin Alumnus, December, 1959*



doing. And I had a nervous breakdown. For awhile I could not teach my classes, I could not work, I had to take drugs to make me sleep. During my last year in America I was Associate in Spanish at the University of Iowa.

Then I decided to quit and to get away from it all, as far away as possible. So in the summer of 1930 I went to Boston and bought a little sailing yacht 35 feet long, without a motor, and sailed across the Atlantic to Spain (I had had experience in sailing and could navigate.) After six months in the Mediterranean we again sailed across the Atlantic—my little daughter, seven years old, and myself alone—to the West Indies, South America, Panama. We crossed the Pacific Ocean to the Marquesas Islands, the Austral Islands, the Tuamotu Islands and Tahiti. Here I sold the little boat and have been here ever since.

Do I regret having left America? Not at all. I love America and deeply admire and like the American people but nothing could persuade me to go back to that rat race. "Sufficient unto the day is the evil thereof."

How does a white man live in the South Seas? The average American has two distinct pictures of the white man in the tropics. One is of a handsome fellow, properly roasted by the sun, living in luxury, surrounded by soft-footed Orientals who are continuously dispensing rum punches and mint juleps, and entertaining glamorous young females who float in clouds of lace and perfume. Such a fellow strolls nonchalantly through his huge plantation, gives a few sharp orders, and all the natives bow and call him Master.

Let me assure you that this is all pure malarkey. The other picture is of a beachcomber, a drunken sot ragged and stinky, who lives with a filthy native woman, and spends his life in a drunken stupor. This is also pure baloney. The truth is that the white planter in these islands is a hard working fellow who has problems and troubles galore, lives very simply, has a wife and children, and the only glamor in his life comes from what he sees in the movies. As for the other type, the beachcomber, he simply does not exist. Beachcombers are barred from all these islands. A person coming here has to deposit a sum of money sufficient to pay for his fare home, and when he becomes a nuisance or a charge on the community he is simply told to pack up and go. That takes care of the two extremes. There are other people neither planters nor beachcombers, such as myself, who come in between.

Life in Tahiti is very expensive. We import many of the things we consume and prices are high, but there are compensations. A sensible white man here lives quietly, simply; I have not worn a necktie for 25 years. One doesn't try to keep up with the Smiths. If I were in America today I would probably be fairly well off and have a TV set, a Frigidaire, a good car. Here I have none of those things and I don't want them. I am poor and glad of it.

I seem to hear someone asking: "But how do you make a living?" Having an income is the best answer. An income

of about 180 dollars a month should be sufficient for a couple living the simple life. I don't have that income, so I simply work at my profession. I give private lessons in English, Spanish and French (plus some translations) and manage to make enough to live. And I have plenty of spare time to read. I have read more and better books since I have been in Tahiti than I read in all the previous years; and my choice is large since I read English, Spanish and French equally well. I had to come to the South Seas to be a well-read and educated man.

I have some pleasant memories of the four years I spent at Wisconsin. I remember many of my students there such as Marjorie Covert, Mildred Rogers, Barbara Harrington, Ellen Knight; and that enterprising young fellow Otis Wiese who later went to New York and became editor of a great magazine. To all of them a cordial salute from the South Seas.

And so, my brethren, here I am, your sole representative in the South Sea Islands. Our Alma Mater is very dear to me, all the dearer because I am so far away from her. I never expect to see the Campus again, but I have a clear picture of Bascom Hall, the Lincoln statue, the Observatory and Lake Mendota. We are getting old, I am in my sixties, and one of these days Death will catch up with me. Let her come, I have lived a full life, albeit not always happy. Now I am anxious to know what's on the other side.





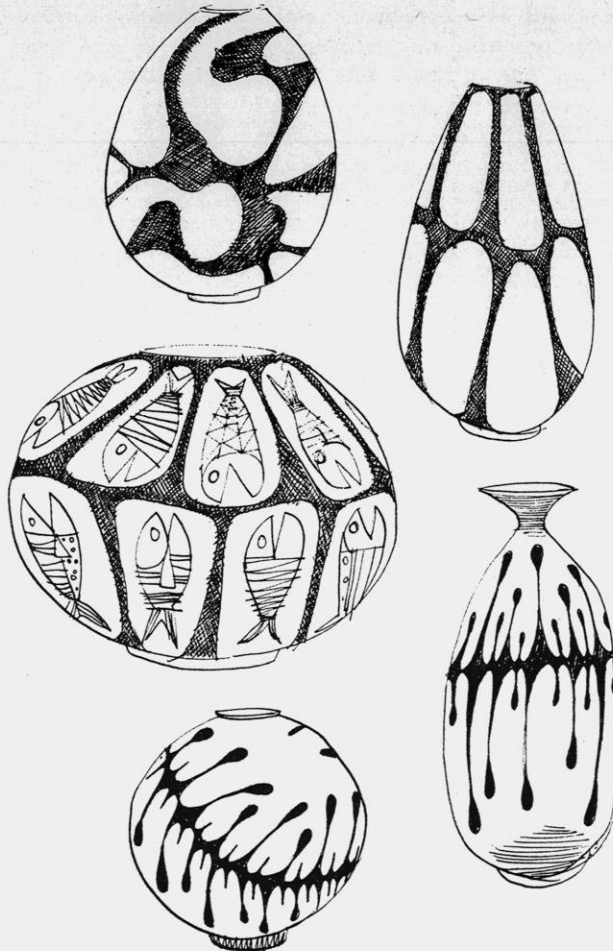
# Aaron Bohrod

Artist-in-Residence at the University of Wisconsin, is the author of a beautiful new book published recently by The University of Wisconsin Press. *A Pottery Sketchbook* is a fascinating collection of pottery sketches, which play on the fantasies, abstract devices, and diverting variations of nature. The book is the lifeblood of a pottery collaboration between F. Carlton Ball, the ceramic artist, and Mr. Bohrod who extends Ball's pottery decoratively.

Because he is involved with a demanding, incisive way of still-life painting, Bohrod finds his pottery sketchbooks a form of relaxation. Both the free-flowing pen lines and the invented materials contrast sharply with the slowly nurtured technique and the detailed delineation of concrete things employed as symbols in his oil paintings. To the many admirers of Mr. Bohrod's still-life paintings, this sampling of his pottery sketchbooks will give a new and fascinating insight into the artist.

Alternating pairs of pages in this book are reproduced in brown and green, suggestive of the variations in shading and colors in the finished pottery itself. Photographs of a few of the more than 500 vases and pots which Mr. Bohrod has produced in collaboration with Carlton Ball are interspersed with the sketches. Supplementing the few pages of introductory matter at the beginning of the book are photographs of the artist and the potter at work and samples of Mr. Bohrod's oil paintings in which the influence of his pottery is felt.

Aaron Bohrod, Artist-in-Residence at the University of Wisconsin since 1948, studied at Chicago's Art Institute and the New York Art Students' League. His works have won at least one national art award each year since 1933 and hang in permanent collections of the major art galleries in the United



## OTHER BOOKS PUBLISHED BY THE UNIVERSITY OF WISCONSIN PRESS

**HORIZONTE HUMANO** *Vida de Jose Eustasio Rivera by Eduardo Neale-Silva (Paper \$2.25, Cloth \$7.50).*

Written in Spanish, this first detailed biography of the noted Colombian poet and novelist presents a distinctive portrait of Rivera's multi-faceted personality in light of the generation to which he belonged, as well as the environment in which his life unfolded. Here too, is the dramatic story of an entire epoch and an insight into many levels of Colombian study.

**RESEARCH MATERIALS IN THE SOCIAL SCIENCES** *compiled by Jack Alden Clarke (\$0.75).*

An annotated guide to bibliographies, newspapers and periodicals, manuscripts and other source materials, dissertations, book reviews, statistics, and general reference works, with instructions for obtaining interlibrary loans. This is a complete revision of the 1949 edition by Louis Kaplan.

**CRITICAL PROBLEMS IN THE HISTORY OF SCIENCE** *edited by Marshall Clagett (\$5.00).*

This permanent record of the stimulating and productive Institute of the History of Science held at Madison, Wisconsin in September 1957, contains sixteen major papers delivered by some of the foremost authorities from the United States, England, and The Netherlands. Here also, are nineteen thoughtfully conceived commentaries which build upon the main work with new and relevant material.

**SIXTEENTH-CENTURY GERMANY** *Its Topographers and Topography by Gerald Strauss (\$5.00).*

A thorough examination of the work of a group of sixteenth-century German humanists who collaborated in producing a large number of illuminating topographical-historical descriptions of Germany. Includes numerous quotations from the originals translated from Latin and German by the author.

**GHANA** *A Historical Interpretation by J. D. Fage (\$3.00).*

A stimulating history that places in clear perspective the influences, both European and African, which have molded Ghana from its earliest times to the present. Discussed, in detail, is the last decade of transition in modern Ghana, the problems Ghana faces today as well as her role in world affairs.

**MEANING AND EXISTENCE** *by Gustav Bergmann (Paper \$1.75, Cloth \$6.50).*

In this contribution to ontology and epistemology, Professor Bergmann proposes a new use of the methods of logical positivism whereby mental acts can be recognized as having a status in existence distinct from that of material events. In exhibiting his conception of metaphysics he discusses such topics as nominalism vs. realism, logical atomism, individuals, continuants, analyticity, substances, and time.

## BOOKS BY WISCONSIN AUTHORS

**EMANUEL L. PHILIPP, WISCONSIN STALWART** *by Robert S. Maxwell, State Historical Society of Wisconsin (\$6.50).*

The biography of Emanuel Philipp, governor of Wisconsin from 1914 to 1929, is an American success story in the Horatio Alger tradition. Born on a back-country farm in Sauk County in 1861, Philipp was president of his own railroad refrigerator car company when he was 41 years old, and in ten years had built it from a \$50,000 paper capitalization to a debt-free corporation worth a million and a half dollars. Governor Philipp's handling of the University of Wisconsin in the days when conservative Republicans were fighting "socialist" influence among the faculty, should make the book particularly interesting to alumni.

**LAW AND LOCOMOTIVES:** *The Impact of the Railroad on Wisconsin Law in the Nineteenth Century by Robert S. Hunt, State Historical Society of Wisconsin.*

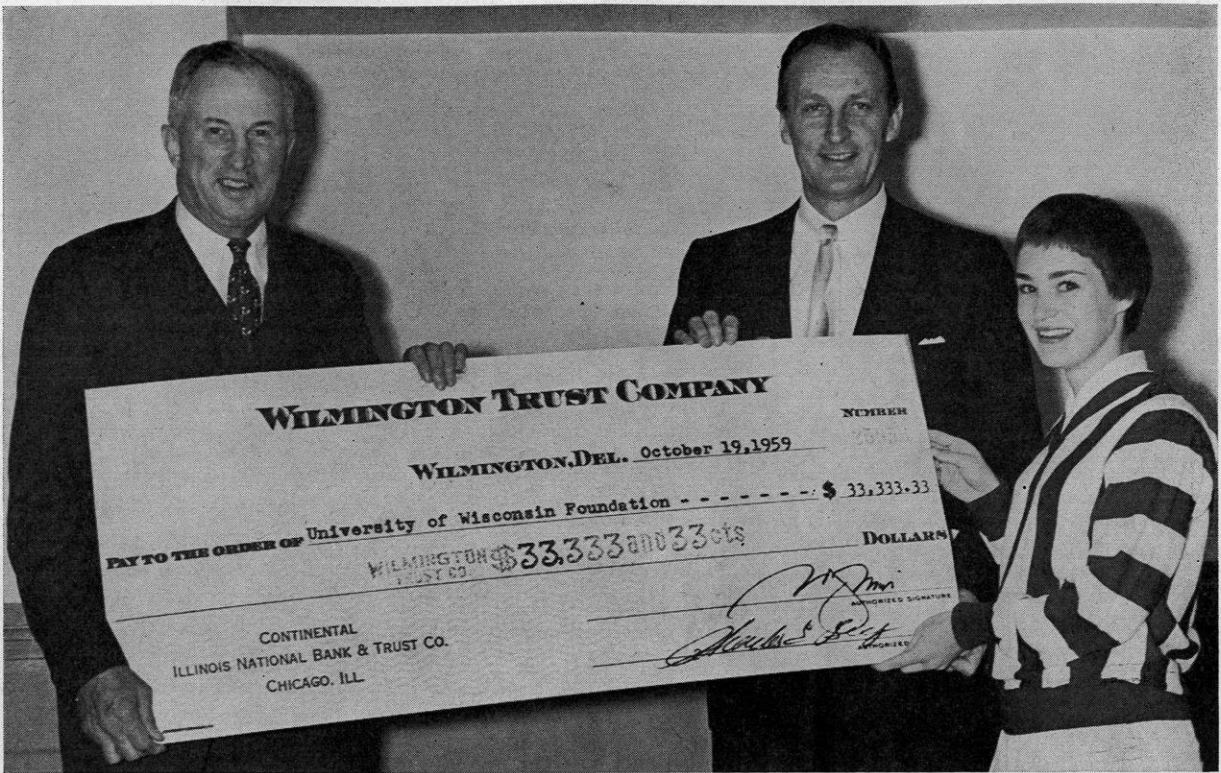
States, including the Chicago Art Institute, the Metropolitan Museum and the Whitney Museum of American Art, New York City, the Brooklyn and Boston Museums, the Corcoran Galleries, Washington, D. C., and many others. A holder of two Guggenheim Fellowships in Creative Art, Mr. Bohrod has created a series of covers for *Time* magazine and his work has been reproduced in the pages of *Life*, *Fortune*, *Coronet*, *Look*, *Esquire*, and the major art magazines.

Another new book from the University of Wisconsin Press is *The Vegetation of Wisconsin: An Ordination of Plant Communities* by John T. Curtis, Professor of Botany at the University of Wisconsin.

This study which includes 270 maps, charts, tables, and original photographs, has established the geographical limits, species compositions, and as much as possible of the environmental relations of the communities composing Wisconsin's vegetation. The major plant communities are treated in detail as to their floristic composition, their environmental relations, their history, and their current status. Separate chapters deal with the post-glacial history of the entire vegetation and with the effect of man on the vegetation. A concluding chapter shows the interrelations of all communities by means of new techniques of ordination which give a more comprehensive analysis than that available for any other similar region.

Written with a minimum of technical terms, and using an entirely new method of study, *The Vegetation of Wisconsin* will help conservationists, farmers, weed control experts, foresters, recreationists, and wildlife managers toward their goals by providing them with a precise statement as to the nature of the undamaged communities. It is directed also to the taxonomist, ecologist, and amateur botanist, as well as to all others interested in the lands and its products, whether for reasons aesthetic or practical.





The largest single contribution (\$33,333.33) to the Alumni House Fund was donated by Thomas E. Brittingham. Here Mr. Brittingham and Dr. John A. Keenan take a look at a copy of the Brittingham check displayed by cheerleader Betty Miller.

## Alumni House Goal Reached . . . and then Surpassed

"This is a proud day for Badgers everywhere!"

With those words Dr. John A. Keenan '30, president of Standard Packaging Corporation in New York, announced the victorious conclusion of the Alumni House Fund campaign. The ambitious goal of \$235,000 had been reached and exceeded before the Homecoming deadline, November 14.

Officers and directors of the Wisconsin Alumni Association, attending their annual Homecoming meeting on campus, heard Dr. Keenan proclaim the success of the campaign. "We are all deeply indebted to the thousands of former students who contributed so generously to this project," Dr. Keenan said, "and especially to the dozens of men and women who worked on the various solicitation and planning committees from coast to coast.

"This is a victory," Dr. Keenan added, "not only for every alumnus of Wisconsin, but for the University itself. The new and expanded facilities available in our Alumni House will provide many vital services to the University and to former students wherever they may be."

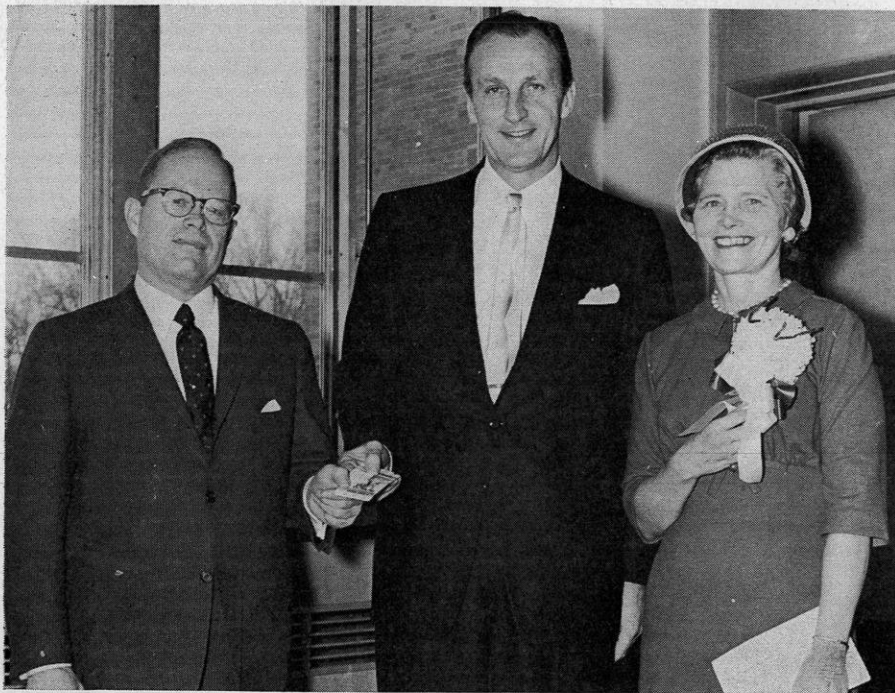
Thomas E. Brittingham Jr. '21 of Wilmington, Delaware, a former president of the Alumni Association, presented Dr. Keenan with the largest single contribution of the campaign. Mr. Brittingham had agreed to put up one-third of

the last \$100,000 if the goal was attained on schedule. The offer was a stimulating challenge to other alumni who realized that their gifts would be worth an additional 50% as a result of Mr. Brittingham's generosity. Campaign Director James E. Bie said that contributions climbed quickly as a result of Mr. Brittingham's matching proposal and many alumni who had never before participated in a University campaign added their names to the Honor Roll of Alumni House Builders.

One of the most inspiring aspects of the campaign was the number of men and women who contributed to the maximum of their ability. Some of the smallest gifts were accompanied by letters revealing the real sacrifice the donor was making in order to help his Alma Mater.

Everyone connected with the campaign was extremely pleased, also, by the popularity of the Alumni House "Thousand Dollar Club." Early in the campaign John Berge, executive director of the Alumni Association, discussed this special designation for those Badgers who had the desire and potential to contribute \$1,000 or more to the Alumni House Fund. It was hoped that perhaps 40 or 50 individuals might be inspired to make a gift of that size.

By the end of the campaign the membership list of the "Thousand Dollar Club" contained the names of 73 men and women (including one who is not even an alumnus of



A \$20 contribution by Walter H. Brummund of Appleton marked the realization and surpassing of the Alumni House Fund goal of \$235,000. Dr. John A. Keenan is shown with Mr. and Mrs. Brummund who were the Homecoming guests of the Wisconsin Alumni Association. In recognition of the significance of the donation, Mr. Brummund was given two complimentary tickets to the Wisconsin-Illinois football game and Mrs. Brummund was presented with a beautiful flower. Both Mr. and Mrs. Brummund are graduates of the University and WAA members.

—Wisconsin State Journal Photos

Wisconsin) from 13 different states and the District of Columbia, plus gifts of \$1,000 or more from eight classes. Mr. Berge pointed out, "People who are quite familiar with fund raising of this kind say that we have had quicker progress and success in our Alumni House Fund than we had any right to hope for. This is indeed a fitting tribute to the loyalty of Wisconsin alumni and to the dynamic leadership provided throughout the campaign by Dr. Keenan and the others who worked so diligently with him."

In thanking the thousands of contributors who pushed the Alumni House Fund over the top, Dr. Keenan explained that the rest of the job was up to the committees and staff. "Although the University has approved the building of our headquarters on the shore of Lake Mendota in the vicinity of the Wisconsin Center and the Memorial Union, the exact location has not been specified. We expect that decision to be made by the end of the year and then we will start work on floor plans and drawings necessary for the construction of our home on campus."

Dr. Keenan concluded his Homecoming message with the promise that the Alumni House would be "a place where every Badger will be proud to visit when he returns to campus. And those who see their names on the Honor Roll which will be permanently placed in the Alumni House will have reason to be especially proud."

*Wisconsin Alumnus*, December, 1959

## *A Chronology of Your Alumni House Progress:*

**NEED FOR ALUMNI HOUSE** realized by alumni leaders in early 1950s as expanding University enrollments place ever-increasing burden on Alumni Association and Alumni Records Office.

**BOARD OF REGENTS** approved Washburn Observatory as site of Alumni House on September 8, 1956. Building will not be available for two years, however.

**DR. JOHN A. KEENAN**, completing term as president of Alumni Association, becomes chairman of Alumni House Fund in June of 1958.

**JAMES E. BIE**, former Milwaukee Chamber of Commerce executive and public relations consultant, named director of fund raising campaign in September.

**OCTOBER 1958**—General mailing to all former students of University brings flood of contributions. More than \$94,000 recorded by end-of year as chairmen in 50 centers of alumni concentration begin personal solicitation.

**MAY 1959**—Dr. Keenan sends special Alumni Day appeal to members of Wisconsin Alumni Association. Overwhelming response produces more than \$1,000 a day for entire month.

**JUNE 6, 1959**—Detail studies reveal Washburn Observatory unsuitable for proposed remodeling and expansion. WAA board votes unanimously to change Alumni House site to lower-campus, lake-front location.

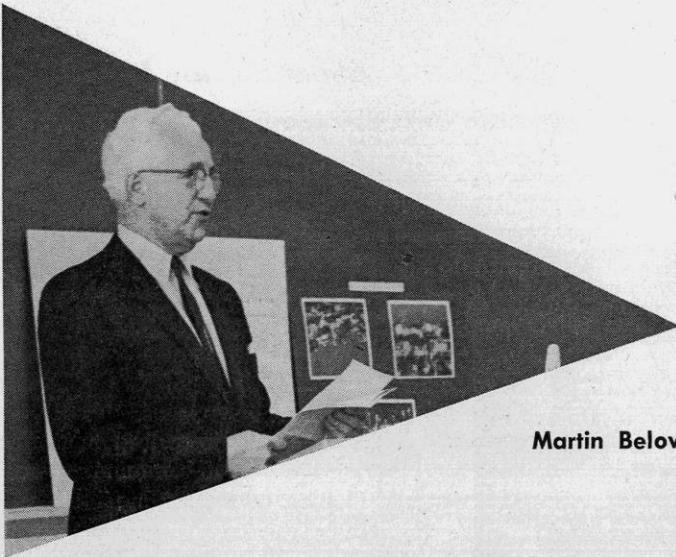
**JULY 1959**—*Wisconsin Alumnus* announces Tom Brittingham's offer to contribute \$1 for every \$2 raised in remaining \$100,000. Challenge spurs workers and contributors to new determination.

**THOUSAND DOLLAR CLUB** membership list continues to climb as 73 men and women join distinguished group.

**VICTORY IS WON** and announcement of topping \$235,000 goal is made at Homecoming, November 14.

**BUILDING PLANS** and other developments will be reported in future issues of *Wisconsin Alumnus*.





Martin Below

## A Banner Day for Alumni Clubs



John Berge



J. Martin Klotsche

*photos by Del Desens*

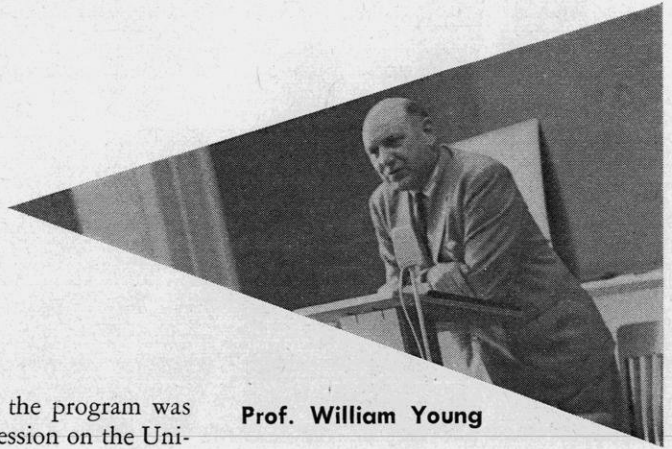
**A**FTER three successive Saturdays of gloomy weather, the morning of the Iowa-Wisconsin football game was clear and crisp. In keeping with the sudden resurgence of brightness, a substantial number of people turned out for the Alumni Club Officers' Conference which was held on the campus in the electrical engineering building.

On hand for the meeting were representatives of the University administration, the Regents, the Alumni Association and the student body. The program opened with an informal welcome by WAA president, Martin Below who, in turn, introduced Chuck Kreuger and Sue Hazekamp, student co-chairmen of the Preview program. Chuck and Sue gave a brief talk on what the Preview trips mean to students and how alumni clubs can improve their programs by making arrangements for a Preview group to visit their area.

The next speaker, James Bie, director of the Alumni House Campaign, reported on the status of the contributions for the Alumni House. A detailed accounting of the results of the Alumni House Campaign appears on page 22 of this issue.

John Berge, executive director of WAA, followed with a discussion of "what makes a good alumni club." In his speech, Berge stressed the importance of an organized program to pro-

*Wisconsin Alumnus, December, 1959*



Prof. William Young

mote enthusiasm for the club. He gave suggestions as to how this enthusiasm can be stimulated by publishing a newsletter which will keep members informed on the University and the activities of the local club. Another effective way to encourage interest and participation is to have a regular schedule of alumni club events.

The keynote for the day was set by Dr. J. Martin Klotsche, provost of the University of Wisconsin-Milwaukee, when he spoke on the role of local alumni clubs. Dr. Klotsche explained this role as "promoting the cause of the University." In that respect the function of the clubs is two-fold.

Local alumni clubs serve as "outposts of understanding" in interpreting the University to the public. Their purpose should be to aid in explaining the programs of teaching, research, and public service being carried on by the University.

The second function of an alumni club, according to Dr. Klotsche, is to act as a "center of initiative" and generate a program of activities which are specifically designed to further the cause of the University. In accomplishing this, local clubs can help "identify superior talent"—that is, superior high school students who can be expected to do well in college. As there is a growing tendency on the part of many institutions to pursue numbers rather than excellence, Dr. Klotsche thought this function of an alumni club to be especially important. Another way in which a club can help its university is to assist in a legislative program which will result in the passing of appropriate legislation designed to further the cause of the university. The final way in which a local alumni club can be of service is to assist in fund raising to support the institution it represents.

The second half of the program was devoted to a briefing session on the University budget for the second half of the biennium, 1960-61. Participating in this forum were President Conrad A. Elvehjem, Regent Charles D. Gelatt, and Prof. William H. Young, a specialist on budgetary matters.

President Elvehjem began with a brief explanation of the University budget and made clear the problems that are likely to be encountered in future legislative sessions when more money will be needed to compensate for the rising enrollment. Regent Gelatt spoke on the importance of adjusting salaries so that it would be possible to secure and maintain a faculty which is worthy of Wisconsin. Prof. Young outlined some of the areas where improvement in budgetary planning would be needed to maintain an adequate balance between the University's many departments. Specific increases are being planned for the library, research funds, and additional building projects. In his remarks, Prof. Young said that people shouldn't necessarily be proud of running a "cheap" institution because over-emphasis on economy of operation often leads to a decline of quality.

The meeting was closed with some final remarks by Marty Below who encouraged all club officers to put forth an extra effort to make the Wisconsin Alumni Association the largest and best in the country.

The meeting adjourned just a few minutes before noon, in time for those attending to take advantage of a box-lunch served with the compliments of the Wisconsin Alumni Association. Refreshed and aware of the needs of the University and its alumni, the participants in this annual club conference then joined the streams of people moving towards the stadium.

*more pictures of the  
Alumni Club Conference  
on the next page*





Attentively watching the proceedings was this lineup of Wisconsin Alumni Association members: Ed Gibson, WAA Field Secretary; Sam Ogle, chairman of the board; J. Martin Klotsche, provost of UW-M; and Lloyd Larson, director at large of the Association.



Among the audience at the Alumni Club Officers Conference were Charles D. Gelatt, member of the Board of Regents; Thomas E. Brittingham, president of WARF; Ivan Williamson, UW Athletic Director; President Conrad A. Elvehjem; James E. Bie, director of the Alumni House Campaign; and Martin Below, WAA president.

Speaking as president of the Milwaukee school board, Lloyd Larson explained how the problems encountered by those administering to the needs of elementary and secondary schools were really quite similar to those faced by officials responsible for higher education.



## with alumni clubs

FOX RIVER VALLEY Dec. 28  
 Christmas Dance—music by Jimmie  
 James  
 Elks Club, Appleton  
 Contact: Don Herrling, 512 E. Parkway  
 Blvd., Appleton



When the Superior Alumni Club sponsored a Wisconsin Preview meeting in the home of Mr. and Mrs. Maynard Berglund, this group took part in an interesting and informative discussion of university life. From left to right, the gathering included Patricia Wickert; UW faculty member Paul Ginsberg; Rick Harding; University students Tom Eckerle and Sally Wagner; Michael VanLandschoot, and Bette McLean.

—Superior Evening Telegram Photo

# GRASSROOTS RESEARCH

## *UW-M sponsored project aims at curriculum study by school people involved*

Research is an important word in the United States today. Industry spends millions to develop newer and better products and services. The federal government and, increasingly, state governments are investing heavily in research. So are private foundations. A university professor's activities in research are a main criterion in the measurement of his professional success.

Yet an embarrassingly small amount of research has been carried on within the American public school system—research that might show the way to better curriculum patterns, to improved teaching methods and to more strongly motivated students. And almost none of these studies have been carried on by local school systems.

Now the University of Wisconsin-Milwaukee and a group of public school educators in southeastern Wisconsin are coming directly to grips with this problem.

After several years of preliminary discussion, the UW-Milwaukee School of Education and more than 15 school systems have organized the unique Lake-

shore Curriculum Study Council, designed to foster cooperative research that will be shared by all—in cost, conduct, and results. The council's chairman is Douglas Brown, Shorewood superintendent of schools.

Gerald Gleason, an associate professor of elementary education at the UW-M and the executive secretary of the new council, explains its aims like this:

1. The strengthening and improvement of instructional practices in member school systems through cooperative study and research;
2. Necessary guidance, assistance and leadership for this research;
3. Provision for direct involvement of member school systems in this research through their personnel, facilities and finances.

Other school study councils have been formed in other areas of the country and their findings have been helpful in improving educational offerings. However, none has attempted to involve local school personnel in research to the extent proposed by the Lakeshore group.

In actual fact, membership in the LCSC will be available to any public school system in the state—although it is expected that the key role being played by the UW-M as sponsor will tend to concentrate membership in southeastern Wisconsin. Present membership includes Fort Atkinson, Sheboygan, Waukesha and Oconomowoc, as well as a number of Milwaukee county systems.

Every LCSC member has assumed some definite responsibilities:

One representative of each school system will serve on the board of directors.

Each school system must actively participate in at least one research project a year.

Each system must provide for "released time" of its personnel associated with research projects so that projects may be planned and executed and their results evaluated and communicated to other member groups.

Each system must agree to provide experimental and control groups when called upon to do so.

It will cost school systems from \$200 to \$300 for membership, depending upon their size, plus up to \$500 per year for special joint research projects.

The UW-M holds membership in the LCSC on the same basis as the other members, and also will furnish consultative staff and material resources to conduct various research projects. These latter include not only the campus elementary school, but an excellent curriculum library as well as the resources of other campus libraries.

The State Department of Public Instruction also will serve the LCSC, largely in a consultative capacity.

Dean George Denemark of the UW-Milwaukee School of Education is enthusiastic about the possibilities of the study council project.

"Not only can we utilize the practical knowledge of educators right on the firing line," he remarks, "but the council's program has a distinctive advantage in producing research findings which may be adapted for everyday use. Psychologically speaking, a person is most likely to modify his behavior as a result of research if he himself has had a hand in gathering the information."



# Up and Down the Hill

**RECEIVE FACULTY APPOINTMENT**—Sixteen staff members of the United States Armed Forces Institute have been given faculty status with the University of Wisconsin. All 16 USAFI members have extensive backgrounds in education—many of them hold Ph. D. degrees.

L. H. Adolfson, dean of the UW Extension Division, on announcement of the appointment said, "USAFI's professional staff and our academic staff are colleagues in the USAFI enterprise. For this reason, it has seemed to us appropriate to appoint those members of USAFI's staff who meet University teaching and/or research qualifications to the staff of the University as 'lecturers.'"

Those named to the faculty were USAFI director Darrell Inabit; Wilbur L. Brothers, deputy director; Hiram F. Cromer, assistant director for education; Charles LaDuke, examiner; John Murati, testing specialist; Russell E. Planck, assistant for special projects; R. S. Sims, head of instructional division, and the following education specialists: Josephine Bauer, Marcella Finegan, Paul Berge, Mabel Boardman, Harry T. Charly, Sophie Merrit, Donald N. Niederkorn, Russell S. Spindler, and Lucile Williams.

**LIBRARIANS MEET**—Librarians of the State were greeted by State, University and Madison officials when they met on the University campus for a joint convention of the Wisconsin Library Association and the Wisconsin Library Trustees Association. The group met in a three day session and spent most of their time reviewing the importance of books in the contemporary world.

**STUDENT DROP-OUTS**—Students who graduated from small high schools are no more likely to drop out of college than are their colleagues who graduated from large high schools, U. W. Prof. J. K. Little reported to the recent meeting of the Coordinating Committee for Higher

Education. Prof. Little indicated that some of his findings showed that:

1. Students who drop out of college show a surprising lack of interest as well as having difficulty with college work. The marriage and financial factors also cause many drop outs, but they do not loom as overriding causes.

2. Parents of discontinuing students differed significantly from parents of continuing students in occupation and level of occupation. Children whose fathers were in professional, executive, or managerial positions were more likely to graduate from college than students whose parents were in lower-income occupations.

3. Children of parents who have gone to college are more likely to enter and graduate from advanced institutions.

4. Of high school students in the upper 10 per cent of their classes, one-third failed to make a B average or better in college, and one-fifth dropped out of school entirely. Some 15 per cent of the top-ranking students failed even to complete two years of college study.

5. Among top-ranking students who dropped out, the low grades were found in fields in which they had special training in high school.

6. Less than half of the top-ranking students in high school were able to achieve a B average on the college level.

**ROTC HASLE**—The University of Wisconsin faculty has voted to defer a decision on whether ROTC should be made voluntary until a special faculty committee studies possible strengthening of the "academic aspects" of military training, including the offering of academic credit for the work. The delay was suggested by Col. Josef A. Prall, commandant of the University Army ROTC program, moved by Prof. Chester V. Easum of the history department, and supported by a narrow margin in a count of faculty hands.

Named to the committee which will study the strengthening of ROTC programs academically were Asst. Dean Carlisle P. Runge of the Law School, chairman, Profs. T. J. McLaughlin of the UW-M, Gerard Rohlich, and William L. Sachse of the Madison faculty. The committee will attempt to find answers to the questions: How can the administration and faculty play a more active part in the guidance of ROTC programs? What could be done to improve the intellectual content of ROTC courses? To what extent could civilian faculty members be used to teach special courses? Could present academic offerings be substituted for units in the ROTC curricula? Could the non-academic parts of ROTC training be transferred to summer camps?

**HIGH SCHOOL EXTENSION**—More high school credit registrations were received in September by the High School Correspondence Bureau of the University of Wisconsin Extension Division than in any month since the service was established 20 years ago. A total of 702 courses were requested as compared to 628 in September of 1958 according to William H. Liesch, director of the bureau. A record 1,052 registrations have been received since July, compared to 960 for the same period last year.

**RELIGIOUS DRAMA**—The fourth statewide interdenominational Conference on Religious Drama was held recently in the Wisconsin Center Building. The conference had as its theme an examination of man's relationship to God and to his fellow man as expressed in drama. The workshop was sponsored by the Wisconsin Idea Theater, of the UW Extension Division. A feature of the session was the Man and Mime Society's production of Samuel Beckett's *Waiting for Godot*—a contemporary drama with mystical undertones of religious experience.

*Wisconsin Alumnus, December, 1959*

**LONGER VISITING HOURS**—Visiting hours at the University of Wisconsin hospitals have been lengthened to accommodate out of town visitors who found the previous schedule difficult to meet.

**JOURNALISTS ASSESS MR. K.**—Correspondents from Britain, India and Switzerland joined a Washington newspaperman in a panel discussion on "Mr. Khrushchev's Challenge to the West." Those joining Karl E. Meyer, former editor of the *Daily Cardinal* and now an editorial board member of the *Washington Post*, were Brian Beedham, Washington correspondent for the *London Economist*; H. R. Vohra, correspondent for the *Times* of India; and Werner Imhoof, correspondent of the *Neue Zuercher Zeitung* of Zurich, Switzerland. The journalists felt that the visit had resulted in a definite change in East-West relations.

**COMMITTEES REDUCED**—The University of Wisconsin School of Education has heeded a suggestion of President Conrad Elvehjem and cut its number of committees in half. "The number of committees for the School of Education has been reduced from twelve to six," Dean Lindley J. Stiles announced at a recent faculty meeting, "and our professors can now spend more time with students and less on committee matters."

**LUSO-BRAZILIAN STUDIES**—The University of Wisconsin's new Center for Luso-Brazilian Studies, opened this fall, is aiding the U. S. Government to leap a language barrier in the quest for world peace by providing graduate work for prospective college teachers in one of the "critical languages," Portuguese. Under the National Defense Education Act, a study was made last winter on languages deemed critical for the defense of America and world peace through understanding. The act, together with contributions by the University, support the UW graduate research and teaching program in Portuguese.

**UW RECORD AVAILABLE**—The voices of the 72-member A Cappella Choir of the University of Wisconsin

are now available for the nation's turntables on a long-play Soma-label record produced by Regal Recorders of Minneapolis. The selections include "Vision of Peace," a 13-minute work by Jean Berger. According to S. M. Regal, head of Regal Recorders, this is the first professional and commercial record release of the complete five-movement version of "Vision of Peace." Hailed as one of the finest contributions to the library of choral music ever written, the work is based on the text from the book of Isaiah, with each phrase of its commandments and prophecies woven into a pattern of contemporary harmony.

**ENGINEERING GRANT**—The UW College of Engineering will receive a grant of \$200,000 from the Ford Foundation to inaugurate a three-point program aimed at the advancement of engineering education in the United States. Under the foundation grant, it is planned that engineering education will be advanced along these three fronts:

1. A pre-doctoral fellowship-loan fund designed to attract highly qualified personnel into engineering teaching careers;
2. An intramural engineering faculty development fund to further the continuing improvement of engineering education at UW through faculty development; and
3. An extramural engineering faculty development fund to help UW better meet its accepted responsibilities in the improvements of engineering education through faculty development at sister institutions of higher learning.

**MORE ENGINEERING FACULTY**—Twenty-seven new teachers and researchers, including six visiting professors, have been added to the staff of the UW College of Engineering for the 1959-60 school year to strengthen its faculty in the face of large engineering student enrollments, Dean Kurt F. Wendt reported. Of the 27 new engineering staff members, one is an associate professor, one an assistant professor, 19 are instructors, and six are visiting professors. Student enrollment remains at the high levels of the past few years

—over 3,200 students are enrolled in engineering studies this year.

**FLYING HIGH**—Senior students in the Air Force ROTC unit at the University of Wisconsin can now get flight instruction which could bring them a civilian private pilot's license before their graduation. Col. John J. Stark, commandant of the Air Force ROTC unit, announced that the program offers 36½ hours of flying training to cadets in their final year of air science who have signed up for pilot training upon graduation from Air Force ROTC. The flying will be accomplished at the Morey Aviation Co., Middleton, under licensed civilian instructors. Upon successful completion of the course, each cadet may be eligible for a civilian private pilot's license. The cost of the program is borne entirely by the Air Force.

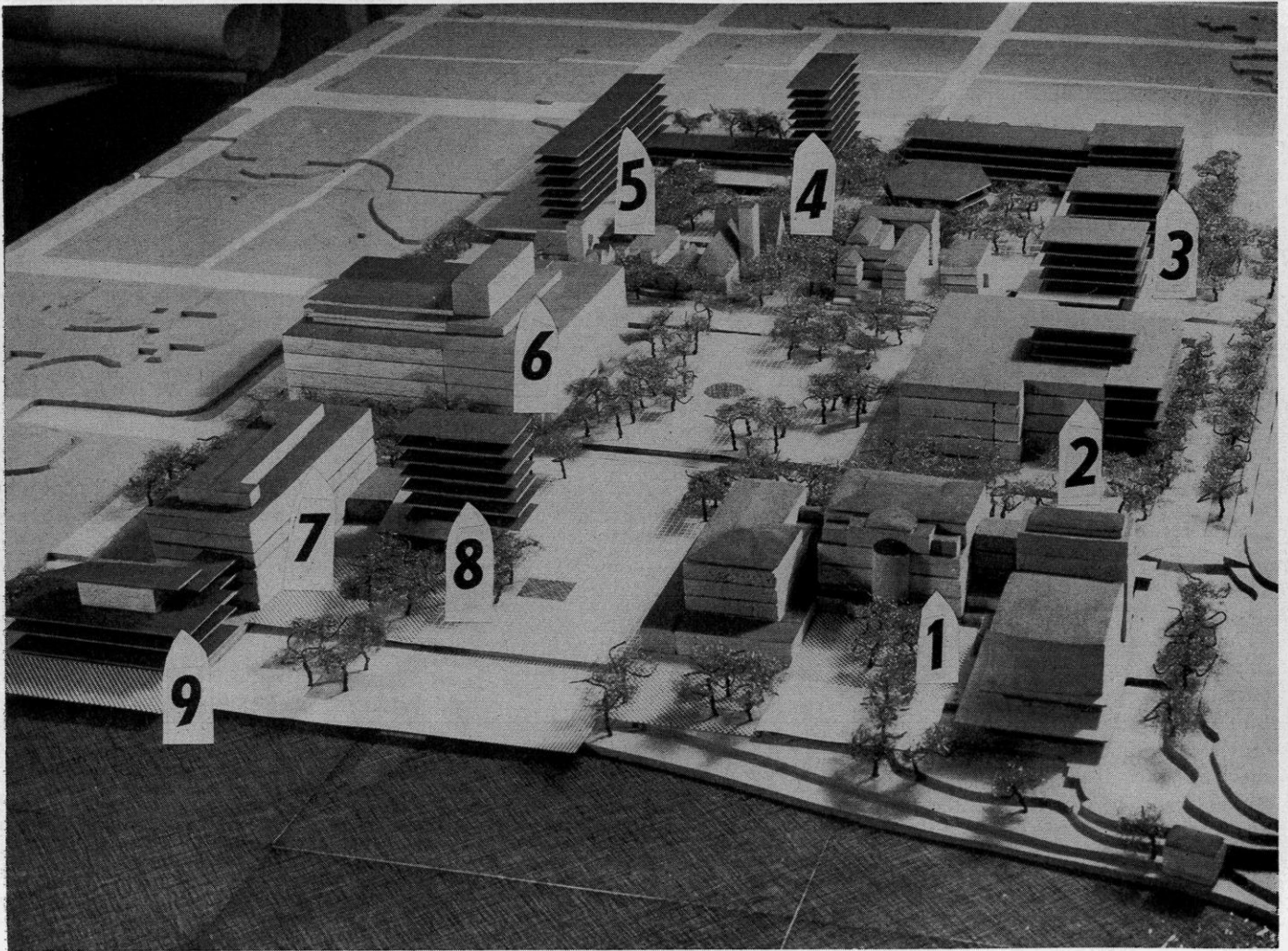
**ALL-TIME HIGH**—Enrollment in Wisconsin public and private colleges has soared to an all-time high of 63,045 day students of all classifications. This is an increase of 4.7 per cent over a year ago. The 1959-60 enrollment in Wisconsin colleges is 22.5 per cent higher than the post-World War II total.

**CANCER AND HEART STUDY**—The National Science Foundation has awarded the University of Wisconsin \$37,500 for a year's study of chemically related substances connected with cancer and heart disease. UW chemistry Prof. William S. Johnson will direct the basic research in "Synthesis of Steroids and Terpenoid Types and Related Studies." The complete study is expected to take five years.

**MONKEYS ON TV**—The Columbia Broadcasting System's premiere of its new show "Conquest" featured a half-hour program called "Mother Love" which was based on the research of UW psychologist Dr. Harry F. Harlow. Filmed at the University, the program covers the work of Dr. Harlow and his associates at the UW Primate Laboratory. CBS newsmen Charles Collingwood narrated the program which was seen on November 1st.



# Reveal Plan for Lower Campus Development



**A** SWEEPING plan for the lower campus area has been revealed by the University of Wisconsin Department of University Planning and Construction. The plan, designed to be put into effect over the next twenty years, would considerably alter the appearance of the area from Lake Mendota to University Avenue and from Park Street to Lake Street.

The photograph above shows the working model used to explain the lower campus development. The dark area in the foreground of the picture represents Lake Mendota and all buildings are oriented so that the viewer is looking southward from the lake. By number, the buildings are: (1) the Memorial

Union; (2) the State Historical Society with proposed additions indicated on the model; (3) an "L" shaped group of classroom buildings and administrative facilities; (4) an 11-story proposed administration building; (5) future headquarters of the Extension Division; (6) the Memorial Library with proposed addition; (7) the Wisconsin Center Building; (8) a new guest house to be constructed on the site of the old Red Gym; and (9) the new Alumni House to be built on the site of the Sigma Chi House.

The development of the plan was under the supervision of Prof. Kurt Wendt, dean of the College of Engineering and chairman of the planning

group. The construction of the model and detailed plan studies were completed by Prof. Leo Jakobson, institutional planner for the Department of University Planning and Construction, and senior planner Thomas Dyckman.

The large majority of the construction indicated in the model is still very much in the talking stage, contingent on further approval of the Board of Regents, and the faculty. At present, funds are not available for construction and would have to be appropriated from the State Legislature. The present forecast for the cost of the project is in the neighborhood of \$20 million but this is an arbitrary estimate as future building costs are expected to change.

## *Wisconsin Weather Satellite in Successful Orbit*

A recent CBS television Special Report entitled "The Biography of a Missile", followed the development of a US Army missile from the planning stage until it became an operational satellite circling the globe. That story is also the story of a group of University of Wisconsin scientists who contributed an important weather experiment to the instrument package of the satellite.

The Army Ballistic Missile Agency (ABMA), under the direction of German-born Werner von Braun, planned the shot as a follow-up to the International Geophysical Year experiments carried on under Project Vanguard. After an abortive attempt to orbit the satellite on July 16, the Army subsequently made a successful shot on October 13. The 91½ pound payload was borne aloft by a Juno rocket originally assembled at the Army's Redstone Arsenal in Huntsville, Ala., then transported to the Cape Canaveral firing grounds.

Wisconsin's contribution to the research to be gathered by the Juno satellite is a heat budget experiment devised by UW meteorology Prof. Verner E. Suomi and his staff. The satellite has a set of instruments built at the University which are sensitive to the differences in the earth's thermal radiation balance. Three kinds of thermal radiation are being measured by the instruments—(1) the intensity of direct sunlight; (2) sunlight reflected from earth, particularly from cloud cover and snow; and (3) terrestrial radiation—heat rays of longer wave-length which are sent into space by earth and the atmosphere.

After a mathematical calculation by electronic computer, processed measurements of the three radiations will yield a series of quantities which meteorology scientists call the earth's heat budget. A heat budget, like any budget, is an accounting of what comes in and what goes out; in this case, heat from space reaching and leaving the earth.

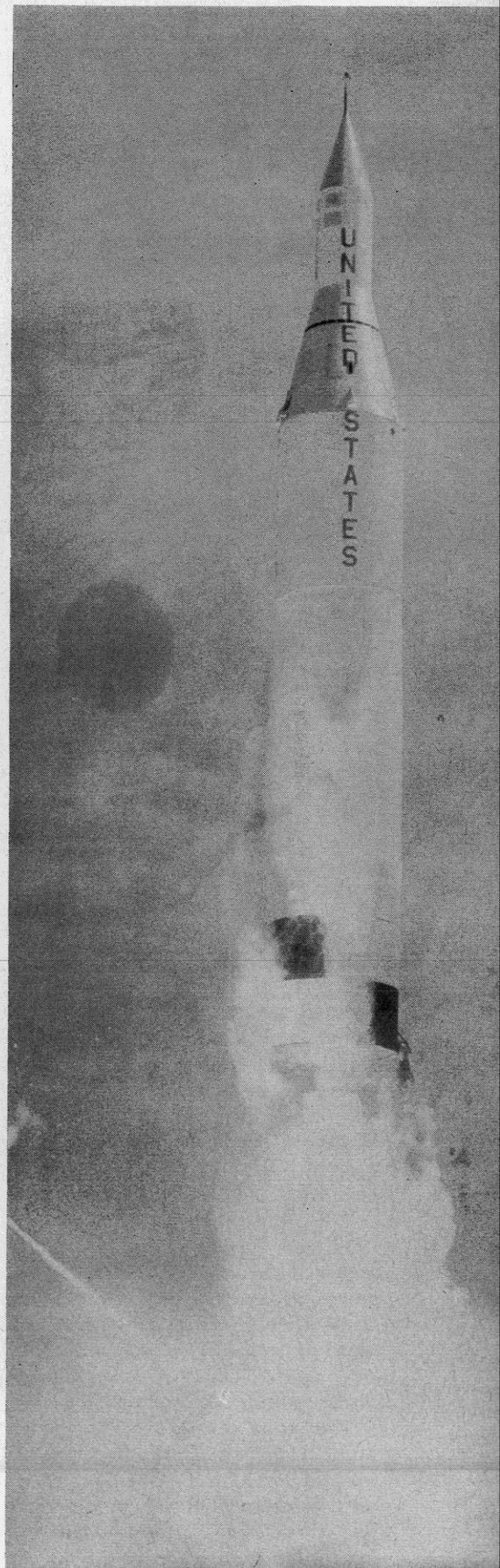
Direct sunlight, the earth's source of heat, is balanced over a period by the amount of reflected sunlight and heat radiated from the earth and the atmosphere. If this did not take place, the earth would get hotter and hotter. Similar phenomenon explain the elementary nature of the atmosphere's system of circulation. Studies have proven that the atmosphere transfers heat from the tropic areas to the polar areas and that these polar areas radiate much more heat into space than they receive from the sun. This transfer of heat is our weather. The inertia which causes the transfer is whatever imbalance that exists in the heat budget—a surplus coming in or going out at some point in the cycle of atmospheric circulation.

### **REGENTS ACKNOWLEDGE CONTRIBUTION OF UW SCIENTIFIC TEAM**

**Whereas**, the work of this University's satellite team of scientists, who persisted to success despite earlier disappointments, has brought distinction to this University through this investigation of the fringes of space,

**Therefore, be it resolved that:** the Board of Regents of the University of Wisconsin extend its congratulations and sincerest wishes for further success to the scientists who made this experiment possible:

Meteorology Prof. Verner E. Suomi; Prof. Robert J. Parent, director of the Electrical Standards and Instrumentation Laboratories; Prof. Wayne B. Swift, electrical engineering; project associates Harry Miller and Peter Schoffer; instrument makers Andrew Grondahl, Ernfred J. Romare and William A. Hauser; Meteorology graduate students Charles R. Stearns and Stig A. Rossby, former mechanic Eugene H. Schraut, and graduate student Carroll Frenzel.





## Sunday Music Hour Features Lute and Guitar Music by Talented Englishman

THE Sunday Music Hour at the University of Wisconsin is a tradition which has long been popular with campus and Madison audiences. During the 1930's, Sunday Music Hours were held in the Union's Great Hall and featured the University Symphony Orchestra, bands, and choruses along with such distinguished artists as Alec Templeton and Rosalyn Tureck.

When the Union Theater opened in 1939, the Sunday Music Hours were presented there. Since that time, such groups as the Pro Arte Quartet, and many School of Music artists have been heard in recital. The programs are always free to Union members and are enthusiastically received.

The artist for the 285th Sunday Music Hour was Julian Bream, a 25-year-old Englishman. The Theater was filled some minutes before Mr. Bream was scheduled to perform—while waiting for the artist to appear, the audience

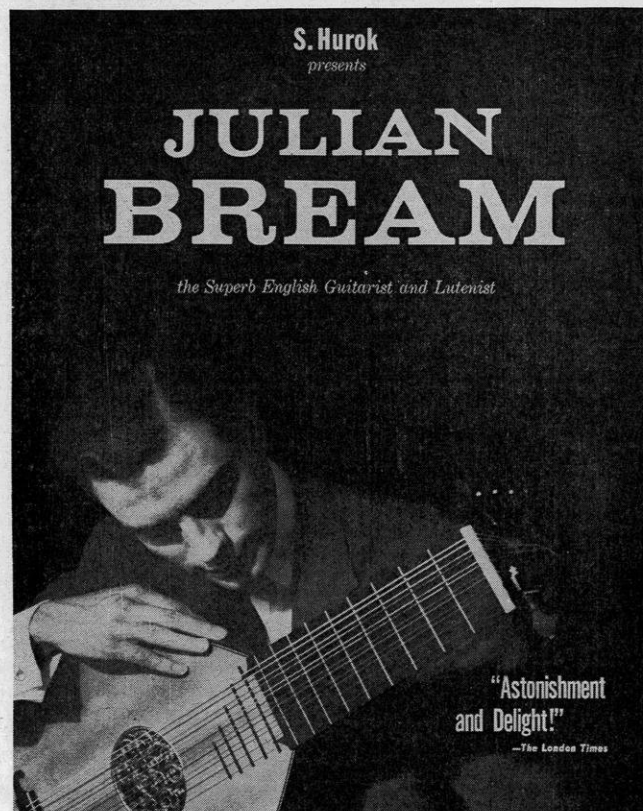
had to content itself with the usual pastimes of gazing into space, staring at other members of the audience, or at the stage which was, in this case, bare except for a chair and a small, anonymous box which was placed in front of the chair. Other than these two items of decoration, the stage was uncomfortably vacant.

Eventually, Mr. Bream strode onto the stage, carrying what seemed to be a mandolin with a distended stomach. The instrument, in reality, was a 14 string Renaissance lute whose antecedents date back to the Arabian cultures of almost 2,000 years ago. The lute gained its prominence in the Western World during the 16th Century after having traveled from the Middle East, through Spain and France, to England. As it is so seldom seen or heard, the lute is still very much of a curiosity, even for music devotees.

Upon entering, Mr. Bream appro-

priately seated himself on the chair in the center of the stage and rested his left foot on the enigmatic little box, thereby dispelling the perplexity as to the reason for its presence at the performance. After nervously acclimating himself to the feel of the chair, he began the afternoon with a discussion of the geneology of the lute and, in his apparently Cockney accent, related some background on the music that has been expressly composed for the instrument. All the while the artist fidgeted, displaying mannerisms similar to those of a baseball pitcher who takes a great deal of time between deliveries.

When Mr. Bream did get around to playing, there were none of these uncertainties in his manner. He leaned thoughtfully over his instrument and brought forth music that was clear, precise and infinitely subtle in its suggestion. The lute selections featured works by such composers as Jean Baptiste



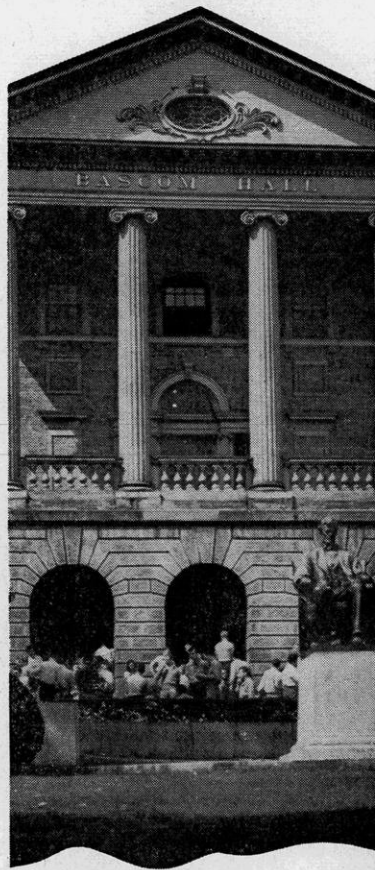
Besard, Robert Johnson, Philip Rosseter, Daniel Batcheler, and John Dowland, the most noted composer of music for the lute. Bream's interpretation of the pieces was scholarly and his playing was free from the annoying technical flourishes that characterize lesser artists.

One often hears the term "dulcet" applied to music but, in this era of cacophony, such a sound seems only something to be longed for rather than actually forming any conscious part of our contemporary reality. It was then, a definite pleasure to listen to the delicate shadings of Mr. Bream's lute, to hear the charmingly simple, yet infinitely complex, statements of the "popular" 16th Century composers.

For the second portion of the program, Bream switched from the lute to the guitar. (Since he was 13, he has been a pupil of Andres Segovia.) Here the idiom and the tone became more familiar to contemporary ears—a fact which must be explained in the tremendous revival of the classical guitar currently in vogue. Recently, the instrument is being handled by everyone from Hugh Downs to Mundel Lowe, but it is being played with virtuosity by only a very small group of artists—Julian Bream gives evidence that he belongs to this small group.

The guitar selections were taken from the works of Luis Milan, Handel, Bach (his "Suite in E minor", originally composed for the 24 string Baroque lute but transcribed by Bream), Cimarosa, Ravel, and the modern Brazilian composer, Villa-Lobos. It was only in the Ravel "Pavane pour une Infante Defunte" that the artist showed any inconsistency. His technique in interpreting the sonoral colors of the piece was brilliant but his concentration on that effect resulted in a neglect of its rhythmical essence. This neglect resulted in an uncomfortable pulsing of tones that was reminiscent of the remedial tickings of a metronome.

When Bream, who records for Westminster and RCA Victor, had completed his scheduled performance, he was called back to the stage by the receptive audience. His encore was a Spanish piece, full of the conventions customarily ascribed to the guitar. It was a splendid climax to another in the series of Sunday Music Hours.—A.H.



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# Athletics

## Badger Basketball in Process of Rebuilding

By Ron Corwin

WISCONSIN's basketball profile is undergoing plastic surgery and the surgeon is youthful, vibrant, and impressive John Erickson. Heading the youngest basketball coaching staff in the Big Ten, Erickson is being assisted by Ron Nord and John Orr. All three were named last spring when Wisconsin coach "Bud" Foster stepped down after a string of disappointing seasons failed to bring the victory spoils to Madison.

Optimism is one of the key words in the Erickson vocabulary and the mentor has passed on this enthusiasm to his charges who are young and small, but fast. "There is a lot of chance to improve. We're forgetting the past because our chances are good for moving up the ladder. The team has a wonderful attitude and this is a new year. We've got good sophomores and freshmen," observed the effervescent coach in anticipation of a bright future.

There are seven lettermen returning from the squad that landed in the cellar in the Big Ten last season. Included in the veteran department are two front line men, Jim Briggs and Fred Clow—Erickson expects improved performances from both of them. Biggs, a junior, is 6-3 and Clow, a senior, is 6-4. The loss of John Stack, the tallest man on the squad at 6-8, due to a chronic knee injury, will hurt the hustling Badgers since it leaves only one letterman in the strategic center position. Filling the gap left by Stack is Bob Rossin, a 6-7 junior from Mauston.

This year's Badger captain, Bob Barneson, is from Eau Claire. The 6-3 forward was second high scorer last year with a 12.3 per game average for the season. Erickson feels that Barneson's leadership will be of aid to the young Badgers. Rick Murry, at 6-1, is the smallest of the returning lettermen in the front line. Two guards are back from last year's squad in the persons of 6-4 Dick Dutrisac and 6-1 Bob Serbiak.

Keynoting practices prior to the season competition was work on the fast break. There is no doubt that Erickson has instilled his team with the idea that they are going to have to out hustle and out-position their taller opponents in order to win games. A lot of the time has been spent scrimmaging because the coach is looking for the right combination. "There is a change in styles and it takes time for the units to begin functioning properly. We've got a fine team at Wisconsin and we're loaded with boys who want to learn," were Erickson's words concerning the pre-season workouts.

Badger basketball psychology doesn't stop with the end of practice. The mental picture in Erickson's camp is not one of past reflections but one that throws a piercing glance into the future. In Erickson's own words, "We're not afraid of anyone or of the season." Maybe the Badgers will play the role of spoiler this year but each successive season should see Wisconsin higher in the Big Ten hierarchy.

There is no twenty-year plan in action in the Badgerland basketball picture. According to the head coach, "This is 1959 and we're not going to save anything. Anyone scouting the Badgers in their opener with Butler will see everything we have." Every game on the schedule is an important one and Erickson feels that playing the first two games at home will help. "If we can get away with a couple of quick victories, it may be the impetus that we want."

"There's no question that success breeds success," he went on. "Once we have a winner, then we'll start producing winners. This is not to say that we don't have top-flight material now. We're short, but we have some good 'eyes' and no one is going to push us over. Run we will, and shoot, too. There's no substitute for getting the ball through the hoop."

Five out of the last seven games that Wisconsin plays are out-of-town and this looms to be the roughest part of the Badger schedule. Erickson has a long road ahead of him but he has taken some of the most difficult steps already. "Now that the season is here, we're eager to win all of them. We start our pre-conference schedule December 1st and every game is vital to our cause. We have a Christmas tournament at Buffalo, N. Y. and those games have a high priority. Everybody's even. We have a fine team at Wisconsin and, although we can't promise victories, we can try our best. We want to start winning and winning now!"

So says John Erickson who already has brightened the Badger hoop scene. The operation is not an easy one but it lies in the hands of a most capable surgeon who has a strong will and hopes to find the way to regain prestige for Wisconsin on the basketball courts.

### Wisconsin 1959-60 Basketball Schedule

- Dec. 1—Butler  
5—Iowa State  
7—At Notre Dame  
12—Loyola of Chicago  
14—At Missouri  
19—At Marquette (Milwaukee Arena)  
21—Stanford  
26—Queen City Tournament (Buffalo, N. Y.)  
28—Queen City Tournament (Buffalo, N. Y.)
- Jan. 2—Michigan State  
4—Iowa  
9—At Purdue  
11—Northwestern  
27—North Dakota  
30—At Minnesota
- Feb. 6—Indiana  
8—Ohio State  
13—At Indiana  
15—At Iowa  
20—Illinois  
22—At Michigan  
27—At Ohio State  
29—At Northwestern
- Mar. 5—Purdue

## alumni news

### 1901-1910

Charles L. DEAN '01, retired associate professor of mechanical engineering in the UW Extension Division, has spent most of the 11 years since he retired from teaching, correcting over 19,000 correspondence test papers. The correspondence courses are on diesel engines and are conducted by the United States Armed Forces Institute (USAFI). With the steady enrollment in the courses, Prof. Dean is sure to have plenty of work to keep him busy for many more years.

Lina JOHNS '01 recently observed her 89th birthday at the Dodgeville General Hospital where she resides. In her 46 years of teaching, she has had such distinguished pupils as William T. Evjue, editor and publisher of The Capital Times, and internationally known news analyst H. V. Kaltenborn.

University Prof. Edwin WITTE '09 has been reappointed to the review board of the United Auto Workers.

### 1911-1920

Edwin C. AUSTIN '12 partner in the Chicago law firm of Sidley, Austin, Burgess, and Smith, has been elected to the board of trustees of Northwestern University.

Arthur J. ALTMAYER '14, who retired some years ago as head of the Federal Social Security system, was one of several Wisconsin men honored with special citations at the Wisconsin Council of Agriculture's annual convention in October. He was cited as "the architect of the Federal Social Security system."

Donald F. MATTSON '15 has retired as a Federal-State Market News reporter in Madison.

Dr. Charles N. FREY '15, lecturer at the Massachusetts Institute of Technology, returned recently from Europe where he attended the 17th International Congress of Pure and Applied Chemistry at Munich, Germany. He served as a titular member of Commission B, Fermentation Industries Division.

Mrs. Frank Dugan (Sarah VANCE '17) has retired after nearly 40 years service as director of the State of Kentucky Health Department's Food and Drugs Division.

Deane G. DAVIS '18 is general agent for the Ohio National Life Insurance Co. in Sioux Falls, So. Dak.

Erwin C. BRENNER '19 and Ernest F. SEMRAD '19 have been named senior vice president and vice president of gas supply and distribution respectively for the Milwaukee Gas Light Co.

### 1921-1930

Mabel D. VERNON '21 is the principal of Swanson Ranch School, a private institution at Van Nuys, Calif.

William R. KELLETT '22 has been elected president of the Kimberly-Clark Corp. He has spent his entire career with the corporation, both before and after his graduation from the University.

Dr. L. S. ELLIS '23 has relinquished his duties as dean and director of the University of Arkansas College of Agriculture and Agricultural Experiment Station and has accepted an assignment with ICA as agricultural economics advisor in Ankara, Turkey.

John P. GERHAUSER '23, delivered a technical paper entitled "Corrosion of Four-drainer Wires" at the 14th annual Engineering Conference of the Technical Association of the Pulp & Paper Industry (TAPPI).

Rep. Lester R. JOHNSON '24 (D-Black River Falls) was named by the House Agriculture Committee as chairman of the subcommittee on dairy and poultry.

Laura M. GRAPER '24 is secretary of the Fort Atkinson Alumni Club.

Orin S. WERNECKE '26, branch manager of the Curtis Publishing Co., was in Madison recently to address the Madison Advertising Club.

Dr. Paul R. AUSTIN '27 has been appointed manager of the patent and licensing section in the development division of the Du Pont Company's International Department.

Mrs. Kenneth R. LeCount (Irma THOMPSON '28) is secretary-treasurer of the Beaver Dam Alumni Club.

Beatrice ARONSON Schapper '28 is conducting a magazine workshop at New York University. She is a founder-member of the Society of Magazine Writers.

Donald B. ABERT '28, a vice president and business manager of The Journal Company in Milwaukee, was promoted to the newly created position of general manager.

Prof. Asher E. TREAT '29, of the faculty of the City College of New York, is the author of several recent publications in entomology printed by the Smithsonian Institu-

tion and by the magazine *Ecology*. He was listed as special research fellow of the National Institute of Allergy and Infectious Diseases.

Mark SCHORER '29, is the author of the introduction to the Grove Press' edition of the controversial D. H. Lawrence novel, *Lady Chatterley's Lover*.

"Tail of the Dog," a short story by August DERLETH '30 has been awarded the \$1,000 first prize in the Scholastic Magazines' Story contest for 1958.

Franklin L. ORTH '30, former deputy assistant Secretary of the Army, has been elected executive vice president of the National Rifle Association.

### 1931-1940

Dr. G. James FLEMING '31 is director of the Institute for Political Education at Morgan State College, Baltimore, Md.

Prof. James WATROUS '31 has been elected president of the Midwest College Art conference.

Judge David A. JONES '31 recently spoke out in favor of the power of publicity as a deterrent to crime, both juvenile and adult. The Iowa County Judge feels that disciplinary problems are a result of the public's increasing lack of willingness to accept responsibility.

Dr. Theodore L. HARTRIDGE '31 has joined the Jackson Clinic in Madison as a specialist in the ear, nose, and throat department.

Dr. Doris JOHNSON '31 has been named president of the American Dietetic Assn. She is director of the department of dietetics at Grace-New Haven Community hospital in New Haven, Conn.

George E. WATSON '32, state superintendent of public instruction, said recently that he would exert pressure in his last 18 months in office to get Wisconsin schools to improve their academic programs.

Robert H. McMICKEN '32 is president of Fort Atkinson Alumni Club.

Emma C. TURNER '32 was married in Beloit to Norton E. Masterson, a trustee of Lawrence College and a member of the Coordinating Committee for Higher Education.

Dr. Robert Dean WRIGHT '33 has been appointed assistant director of health and medical activities of the Office of Vocational Rehabilitation in Washington, D. C.

Alfred B. UEKER '33 has been appointed superintendent of plant at the University of Michigan.

Eric BROTHERSON '33 is in the national company of *My Fair Lady*.

Army Col. Joseph J. PEOT '34 is attending the Army War College at Carlisle Barracks, Pa.

A. E. FRIEDE '37, owner of the Town Campus Motel in Madison, announces that his motel will be increased in size from 23 rooms to 46.

Philip S. DAVY '37 has been elected chairman of the Wisconsin Section of the American Water Works Assn.



J. Curtis BURKHOLDER '37 has been appointed manager of the resin division of Archer-Daniels-Midland Co.

Leo W. ROETHE '37, president of the National Agricultural Supply Co., Ft. Atkinson, has been named Wisconsin chairman of the national Agricultural Hall of Fame committee.

Army Lt. Col. Henry J. OLK Jr. '38 was recently assigned as judge advocate of the 4th Infantry Division at Fort Lewis, Wash.

Reuben O. SCHLEGELMILCH '38 is technical director, defense products, Westinghouse Electric Corp.

Charles D. GELATT '39, member of the Board of Regents, has been elected to Northwestern Mutual Life Insurance Co.'s 1959-60 examining committee of policy owners.

Ilah M. OSTRUM '39 recently returned from a National Education Assn. tour which included stops in many points throughout the world.

Christ T. SERAPHIM '39 has announced that he will step down as Milwaukee County Democratic chairman at the end of his current term.

Dr. Ben M. PECKHAM '39 was honored as one of Northwestern University Medical School's distinguished alumni.

Donald A. JACOBSON '40 is president of the Louisville, Ky. chapter of the National Office Management Association.

Dr. Raymond C. BICE Jr. '40, assistant dean of the college of arts and sciences at the University of Virginia, represented the University of Wisconsin at the inauguration of Edgar Finley Shannon, new president of the University of Virginia.

George ROBBINS '40 was elected president of the Wisconsin Chamber of Commerce Executives. He has completed seven years of service as manager of the Marinette, Wis. Chamber of Commerce.

#### 1941-1945

Mrs. Robert Hemlock (Carolyn MEARS '41) has moved with her husband and six children to McAllen, Texas.

Karl R. JOHANSSON '42 has taken a position as an executive secretary of a study section in the division of research grants at the National Institutes of Health in Bethesda, Maryland.

Mr. and Mrs. Gale A. FROEMMING '46 (Elisabeth WILSON '43) are in Turkey where he is in charge of construction of the Atomic Research Reactor for the Government of Turkey.

Clifford QUANDT '43 is president of the Beaver Dam Alumni Club.

Priscilla DAMRON Hargraves '44 received the National Distinguished Service award for 11 years work as Walworth county home agent.

#### 1946-1950

Carlisle P. RUNGE '46, assistant dean of the University Law School, has been promoted to the rank of full colonel in the Wisconsin National Guard.

Dr. Thomas J. BENO '46 has been promoted to consultant in general surgery at the Veterans Administration Hospital in Iron Mountain, Mich.

Irving LEVY '47 was recently promoted to general plant manager of the Elco Corp. in Philadelphia, Pa.

Robert T. HOLTZ '47 is with the B. F. Goodrich Co. in Cleveland, Ohio where he handles sales development for new products.

Marshall ERDMAN '48 owns a Madison firm which specializes in the production of prefabricated doctor's office buildings.

Earl W. UECKE '48 has been elected vice president of the First American State Bank in Wausau.

Wayne I. THISELL '50 is teaching at the University of Cincinnati Evening College. He is a specialist engineer at Allstates Design and Development Co.

Robert FUCHIECK '50, one of Link Aviation's top experts in stimulation of radar and fire control procedures, recently was named manager of advanced engineering for the firm.

Mr. and Mrs. William A. SELIGMAN '50 (Joyce CARMICHAEL '50) live in Signal Mountain, Tennessee. He is vice president of the Purse Advertising Co., Chattanooga, Tenn. They have a son, William Robert, aged 3.

Irwin R. ZEMON '50 has formed a comprehensive insurance service—I. R. Zemon & Associates in Detroit, Mich.

#### 1951

Howard FLEMMING has accepted a position as pharmacist with the Dow Pharmacy in Rice Lake.

#### 1952

Lorraine J. MARQUARDT has been appointed to head the home economics department of Morningside College in Sioux City, Iowa.

Donald W. SCHNEIDER has been appointed a chemistry instructor in Marquette University's department of dental hygiene.

Mr. and Mrs. Joe SILVERBERG have a new addition to their family—Cindy Min; she joins the team of David, Steven and Taffy Silverberg.

Mr. and Mrs. William A. Feess (Mary CUNNIEN) announce the birth of their first child, Therese Louise, in Denver, Colo.

#### 1953

Mr. and Mrs. Delmar D. DESENS and Denise recently returned to Madison. He is central office foreman with the Wisconsin Telephone Co.

Jack F. RHODE is on an "educational leave of absence" from the General Electric Co. to complete work for his Ph.D. in industrial relations at the University of Minnesota where he is currently teaching courses in manpower management and labor marketing in the School of Business Administration.

Dr. Benney L. BECK is the author of "Automatic Scanning Instrument for X-ray

Low Angle Scatter" which appeared in a current issue of *Review of Scientific Instrument*.

Mildred B. MUNDAY is associate professor of English at Evansville College in Indiana.

Mr. and Mrs. Carl STAPEL (Leona LINDOW '57) are the proud parents of a baby boy, James Arthur.

#### 1954

Bob WEBER now owns the Weber Bakery in Lodi. He and his wife have a son, David, aged 2.

Mr. and Mrs. Richard A. SCHWARTZ-BECK (Virginia PILE) live with their two sons in Minneapolis. He was recently granted his Ph.D. degree from the University of Minnesota.

#### 1955

Everett R. MOORE is the new guidance director and English teacher at Watertown High School.

Mr. and Mrs. Edmund A. "Ned" KURTZ (Susan LARSEN) live in Milwaukee where he is associated with Kurtz Realty. They have a second son, David William.

Mrs. C. Gordon Bell (Gwendolyn DRU'YOR) recently took over the assistant-editorship of EKISTICS. She is also connected with the Boston City Planning Board and is teaching at Harvard University.

E. Lester LEVINE is an instructor in political science at Occidental College in Los Angeles, Calif. --

Beverly R. SINNIGER is editor of *The Minnesotan*, a University of Minnesota staff magazine.

Franklin R. KUHLMAN is student pastor at the Paris Corners, Wis. Methodist Church. He is also attending Garret Bible Institute and Northwestern University.

Kenneth LERDAHL is a doctor with the US Air Force.

1/Lt. and Mrs. George B. COLLEHON (Mary COLVIN) and their two children are in Rome where he will spend a three year tour of duty with the US Air Force.

#### 1956

Mr. and Mrs. William H. McNAMARA (Sue MELLENCAMP '57) are living in Rockford, Ill. with their two children, Robert and John. He is Northern Illinois and Wisconsin sales manager for the Blue Star Foods Inc.

Richard E. DOWNING has joined the corporate finance division of Percy Wilson Mortgage & Finance Corp. in Chicago.

Lyle SAMPSON is the new pharmacist at the Kalk Drug Store in Columbus, Wis.

#### 1957

Mr. and Mrs. John HOBBS (Florence FORSBERG) have bought a home in Madison. He is associated with the Forsberg Paper Box Co.

Ronald R. BUKOWSKI has been assigned to Allis-Chalmers' nuclear power department as an assistant engineer.

*Wisconsin Alumnus, December, 1959*

Daniel N. TOUSMAN is a market research analyst in the Management Research department of the Schering Corp., Bloomfield, N. J.

Mr. and Mrs. Peter S. Gamble (Virginia BOCK) have a son, Peter. They live in Seattle, Wash.

## 1958

Neil F. HANSON is enrolled in the graduate program of education and training in social work in the School of Social Welfare at The Florida State University in Tallahassee, Fla.

William F. STOKES has joined the staff of the Wisconsin State Journal.

Army 2/Lt. Keith F. MARTIN is the assistant supply officer of the Special Services Section of the Brooke Army Medical Center.

Thomas L. DIVINE is with the armed services in Germany.

James B. STRACHE was graduated from the Navy's Officer Candidate School in Newport, R. I. and received his commission as an ensign.

Army 2/Lt. Charles R. PETERSON completed the 17-week field artillery officer basic course at The Artillery and Missile School, Fort Sill, Okla.

Robert A. GREEN has been assigned to Fort Bragg, N. C. where he is with the Army Broadcasting and Leaflet Battalion.

Army 2/Lt. Gene H. ZASKE has completed the officer basic course at the Finance School, Fort Benjamin Harrison, Ind.

Donald A. HOFFMAN was elected president of the National Student Association. He is a University of Wisconsin Law School student and will serve as NSA president in the association's headquarters in Philadelphia, Pa.

Dr. Thomas H. PETERSON is engaged in general practice with the Freeman Medical Group in Wausau.

Jan STOCKMAN is teaching dance at Barnard College in New York City.

Robert H. DIBB was named advertising supervisor for the A. E. Staley Manufacturing Co. in Decatur, Ill.

## 1959

Howard OERTEL, Jr. has just completed a 15,000 mile trip by car to Brazil. The purpose of the jaunt was to acquaint him with a practical way of studying agricultural methods of the numerous countries between his home in New London and Brazil.

Mary MUCKERHEIDE is employed in the department of research of hemmatology at the University of Wisconsin Medical Center.

Army 2/Lt. William STRANG recently completed the ten-week officer basic course at the Transportation School, Fort Eustis, Va.

Brian KULAS is a new member of the Medford High School physical education department. He will coach freshman football, varsity basketball, and track and field.

Robert C. CZERWINSKI has an Andrew Mellon Fellowship for graduate study in sociology at the University of Pittsburgh.

Bonnie ALLEN is teaching mathematics at Watertown High School.

J. Edward CANTWELL has joined the engineering staff of the Port Arthur Works of Texaco Inc. Following completion of a comprehensive program designed to acquaint him with the Company's organization and facilities, he will take over an engineering assignment in the standardization department.

Douglas C. McNEEL has been appointed community club work director of the Madison YMCA.

Jack PORTER has accepted a position in the industrial and personnel management department of the Marathon Corp., Menasha.

Betty BAIRD has accepted a fellowship to study English at the University of Colorado.

Clarence H. BUTENHOFF has been assigned to the engineering department at the Groton, Conn. plant of Chas. Pfizer & Co., Inc.

From New York Life's yearbook of successful insurance career men!

## HOWARD J. RICHARD— dialed his way to a million-dollar career!

It is Howard Richard's theory that contacting prospects by telephone is the most productive, least wasteful selling technique. A look at his annual multimillion-dollar sales record as a New York Life representative does much to prove his theory. In addition to being well known in his chosen profession, his spectacular success had already provided him with a very substantial lifetime income under New York Life's rewarding compensation plan when he was only forty-one years of age.

Howard Richard, like many other college alumni, is well established in a career as a New York Life representative. In business for himself, his own talents and ambitions are the only limitations on his potential income. In addition, he has the deep satisfaction of helping others. If you or someone you know would like more information on such a career with one of the world's leading life insurance companies, write:



**HOWARD J.  
RICHARD, C.L.U.**  
New York Life  
Representative at  
the Boston, Mass.,  
General Office

**Education:** Harvard A.B. '35;  
American College of Life  
Underwriters, '39.

**Military:** U.S. Army Air Force,  
Captain, '42-'45.

**Employment Record:** Joined New  
York Life July '35. Qualifying  
and Life Member of Million  
Dollar Round Table. Life  
Member of Company's Presi-  
dent's Council.

**New York Life**  
Insurance *nylic* Company

College Relations, Dept. S5

51 Madison Avenue, New York 10, N. Y.



## badger bookshelf

continued from page 21

The book deals with the interaction of law and the social order in Wisconsin during the years of the nineteenth century when legal history was marked with "melodrama and routine." It deals primarily with the way in which Wisconsin's legal system met the challenge of an aggressive new industry and the railroad's impact on the state's economic system and social order.

**CROSIER ON THE FRONTIER, *A Life of John Martin Henni*** by Rt. Rev. Msgr. Peter Leo Johnson, *State Historical Society of Wisconsin* (\$3.95).

The story of a man who helped Wisconsin pioneers "keep the faith" in the face of great hardship. Henni's activities caused him to become widely known as a specialist in problems of German-American Catholicism, and he became the first Bishop of the Milwaukee diocese when it was created in 1843.

**IS DEATH THE END?** by the Rev. Carroll E. Simcox, *Seabury Press*.

This clear, frank, and uplifting little book is a simple statement of the doctrine of eternal life.

**RETURN OF THE STRANGER** by Dorothy James Roberts, *Appleton Century Crofts* (\$4.50).

This new novel is a magical recreation of one of Ireland's most beautiful and poignant legends—the legend of Etain, bride of two kings. Miss Roberts is also the author of **THE ENCHANTED CUP**.

**THE CHILD'S WORLD: *His Social Perception*** by Frank J. and Elizabeth W. Estvan, *Putnam* (\$4.95).

This book is about the way children view their social world: what they see when looking at a farm or factory, rich people or poor, a church or a capitol building. It is meant for all those who are concerned with children of elementary school age.

**TRIOLET PRIMER** by John Culnan, a limited edition published by the author (\$1.00).

A collection of triolets by one of the leading poets of Nevada.

**COMMUNITY THEATRE *Idea and Achievement*** by Robert E. Gard and Gertrude S. Burley, *Duell, Sloan and Pearce* (\$3.75).

The hope of theatre in America today lies in the thousands of active community groups, and it is ever more

apparent that the standards of theatre art are being established at local levels. A record of accomplishment and of dynamic ideas in action, **COMMUNITY THEATRE** reaffirms the conviction of Community Theatre pioneers that in local theatre lies the great future of the American theatre.

**ENJOY YOUR CHILDREN** by Lucille E. Hein, *Abingdon Press* (\$3.50).

Written in a warm-hearted, down to earth, and exceedingly practical style, this book is designed for parents, those who work with children, and for all who are interested in understanding them and their needs.

**DISPLAY TYPEFACES** by Kenneth B. Butler and George C. Likeness, *The Butler Type-Design Research Center (Library Edition \$7.50, Utility Edition \$5.00)*.

Handbook No. 6 in the series of books published by the Butler firm designed to assist those who work with the graphic arts.

**SOTILEZA** by Jose Maria de Pereda, translated by Glenn Barr, *Exposition Press, Inc.* (\$4.50).

One of the best-known novels of de Pereda, translated by a Wisconsin alumnus.

# CAREER WITH A FUTURE

The Sun Life of Canada, one of the world's great life insurance companies, offers men of ambition and integrity an outstanding professional career in its expanding field forces. If you are interested in a career with unlimited opportunities, then Sun Life has the answer.

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## newly married

### 1950

Irma L. Falck and Arthur GENNRICH, Hales Corners.  
Carol J. Crocker and Melvin C. REIMANN, Verona.

### 1951

Ann K. ERICKSON '52 and David F. HEALY, Middleton.  
E'Laine C. Simonds and Robert C. ERNST, Milwaukee.

### 1952

Marlene A. Schimke and Lawrence R. MANDERFIELD, New London.  
Carol W. SUTHERLAND and Dr. Herbert M. Awender, Barberton, Ohio.  
Joan M. Mande and Richard H. VANDELEEST, Appleton.

### 1954

Vernell Skulan and Paul MOORS, Madison.  
Donna M. Lang and John McCULLY, Shawano.

### 1955

Marlyn Theiler and Clarence G. REIDER, Milwaukee.

### 1956

Lydia Ficcadenti and William J. FERVOY, Kenosha.  
Michelle POPKIN and Morton B. Solomon, Denver, Colo.  
Frances L. Hall and Darrell T. NELSON, Clarkston, Wash.  
Jo Anne Radloff and David C. JANZ, Milwaukee.  
Connie L. ABRAHAMSON and Frederick E. DETTLOFF, '58, Janesville.  
Elizabeth Tomsha and George HOFFMANN, Milwaukee.

### 1957

Carol M. Luepke and David L. GREENFIELD, St. Louis, Mo.

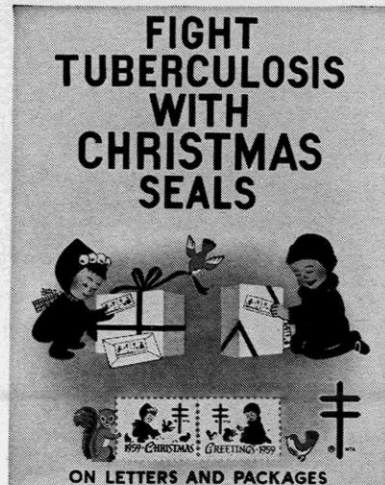
Gayle A. WITTENBERG '58 and Donald SCHMIDT, Madison.  
Susan E. Hanson and Theodore H. WITZEL, San Diego, Calif.

### 1958

Barbara J. MOILLEN '59 and Paul A. GRUENDEMANN, Cincinnati, Ohio.  
Janet D. RABE, '59 and William G. KUEPPER, Garden City, L.I., N.Y.  
Nancy J. MUNSCHAU and Vernon W. STEPHAN '62, Williams Bay.  
Elizabeth Schlingens and Jerry D. VEDVIK, Ft. Leonard Wood, Mo.  
Vivian M. Jones and James L. AUTERMAN, Boulder, Colo.  
Nancy SAEVRE and Nicholas G. Bennett, San Francisco, Calif.  
Mary M. WITTIG '60 and Perry D. ZIEGLER, Whitefish Bay.

### 1959

Mary McCAFFREY '60 and James H. WALBRANDT, Hudson.



## necrology

Louis D. SUMNER '93, a retired prominent Madison pharmacist.

William Thomas HARVEY, '97, Racine, retired manufacturer.

John F. WOODMANSEE '99, Milwaukee.

Fred W. WERNER '01, retired principal of Milwaukee North Division High School.

Harry A. CODY, Sr. '01, a Ripon industrialist.

Benjamin C. ADAMS '03, board chairman of the Gas Service Co., Kansas City, Mo.

John L. GRINDE '04, Madison.

Mrs. Minnie DODD Hill '06, (Mrs. Ralph E.), Petoskey, Mich.

Amy WHITSON '08, Beloit.

Benedict F. DAY '08, Hazel Green.

Mrs. Emy MUELLER Hagen '08, (Mrs. N. I.), Milwaukee.

Prof. Selig PERLMAN '10, internationally known labor economist and historian, in Philadelphia, after suffering a stroke. He had retired in June after serving 43 years on the Wisconsin faculty.

Chester D. BAIRD '11, former president of the C. D. Baird & Co., Milwaukee.

Beulah E. BETTINGER '12, Milwaukee.

Mrs. Ann HINN Morrison '12, (Mrs. E. J.), Portage.

George E. GILL '12, Milwaukee.

Mrs. Florence SAYLE Pollock '12, (Mrs. Charles), Fargo, N. Dak.

Leon E. KAHN '14, attorney, Milwaukee.

Benno W. MEYER '15, La Crosse.

John F. CLANCY '15, East Troy.

Arthur J. VEITH '16, Sun Prairie.

Mrs. Lucy WOERFEL Brandenburg '17, (Mrs. John), Independence, Kans.

Mrs. Glayds JOHNSON Bragdon '19, (Mrs. Kenneth), Waterloo, Ia.

Dr. Carl F. SCHLOTTHAUER '20, Rochester, Minn.

Frank E. WILDER '20, Chicago, Ill.

Delbert R. FRENCH '20, Portland, Ore.

Robert E. CURRAN '21, county judge, Superior.

Clifford J. CROWLEY '26, Laguna Beach, Calif.

Brooke TIBBS '27, Milwaukee attorney.

Anna TRUEMPLER '27, Alma.

Dr. Eugene C. HOLST '28, Beltsville, Md.

Gordon E. DERBER '29, Appleton attorney.

Roy FAIRBROTHER '31, Madison.

Leo T. MULLEN '33, La Crosse.

Eugene O. STROUSE '35, Muscoda.

Paul S. GODFREY, Jr. '38, Wauwatosa.

James R. REED '39, a former Milwaukeean, at Centralia, Mo.

Edwin O. OLSON '40, Superior.

Mrs. Edna OLSEN Pearson '44, (Mrs. Victor D.), Arlee, Mont.

Lt. John NOBLE '54, Richland Center, in France.

Winslow WISE '55, Hayward.



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## Bell System Teamwork Is a Vital Factor in Efficient, Economical Telephone Service

*Direct Distance Dialing is an example of the  
value of unified research, manufacture and operations*

There are great advantages to the public and the nation in the way the Bell System is set up to provide telephone service. It is a very simple form of organization, with four essential parts.

Bell Telephone Laboratories does the research.

The Western Electric Company is the Bell System unit which does manufacturing, handles supply, and installs central office equipment.

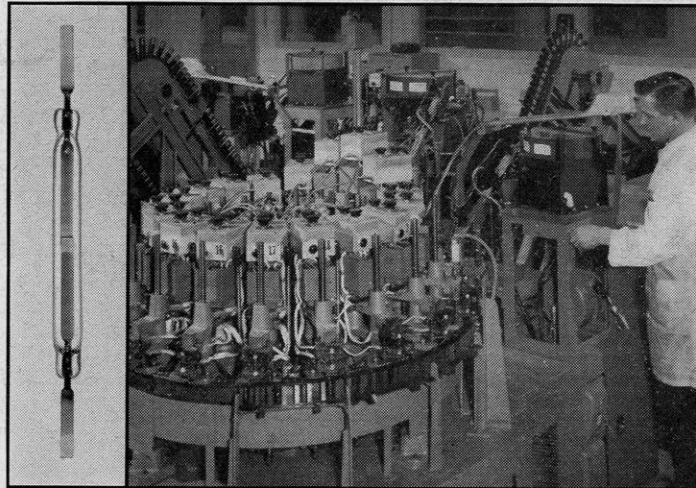
Twenty-one Bell Telephone operating companies provide service within their respective territories.

The American Telephone and Telegraph Company coordinates the whole enterprise and furnishes nationwide service over Long Distance lines.

Each is experienced and efficient in its own field. But the particular value of each is greatly extended because all four parts are in one organization and work together as a team.

Direct Distance Dialing—one of the greatest advances in the speed and convenience of telephone service—is an example of the value of this unified setup.

Already more than 8,000,000 telephone customers in more than 700 localities can dial di-



**EXAMPLE OF TEAMWORK.** At left is new fast-moving switch (about  $\frac{2}{3}$  actual size) used in Direct Distance Dialing. Many of them go into action automatically every time you dial. Enclosed in gas-filled glass tubes to assure perfect contacts. Made to last 40 years. The result of Bell Telephone Laboratories and Western Electric working together to get best and most economical design. At right is remarkable new machine, designed by Western Electric, which automatically assembles 360 switches an hour at very small cost.

rect to as many as 46,000,000 telephones throughout the country. Each month there are more. Millions of others can dial direct over shorter out-of-town distances. Calls as far as 3000 miles away go through in seconds.

All of this didn't just happen. It called for years of intensive planning, the invention of wholly new machines and equipment, and the development of new operating and accounting techniques.

Research alone couldn't have

done it. Neither manufacturing nor operations separately could have done it. And just money couldn't have done it, although it takes money and a lot of it for telephone improvement.

The simple truth is that it could never have been done so quickly and so economically without the unified setup of the Bell System.

For many a year it has given dynamic drive and direction to the business and provided the most and the best telephone service in the world.

Bell Telephone System

