



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **Wisconsin alumnus. Volume 48, Number 5 Feb. 1947**

[s.l.]: [s.n.], Feb. 1947

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



*Girl with a Magazine*

# *The Wisconsin* ALUMNUS

★ Dear Editor:

Enjoyed December *Alumnus* thoroughly; seemed packed to the edges with interesting news and information. Few comments: proud to know we are tops in "songs written for and about colleges," but as you subtly intimate, that "aint" the thing that's going to get us on top in the educational and research world—which is the reason primarily for the University. . . . Dan Hoan's statement probably went too far, but can't deny that many have been lost who made Wisconsin great; by slipping one could mean from the very top to eighth or tenth spot. "One of 10 leading state universities" is a vague statement.

**JAMES H. M. HENDERSON, PhM '40**  
Tuskegee Institute, Ala.

Yes, it was pleasant to receive the alumni publications during my stay in the service and I am appreciative of the gesture and the actuality. I would like to express my sentiments and a few criticisms just for the record, however.

It would be foolish for me to elaborate on the fact that I will never forget Madison, the UW, or think of it other than fondly. However, I intensely dislike the conventionalities of nostalgia that usually go with reuniting "rah-rah" graduates. My happy years at Wisconsin, while most pleasant to look back upon, are really a kicker to keep looking into the future. I keep in contact with the good friends and interests I developed at the UW, and as for the rest I'm only casually interested—very casually. So, while I realize the advantages and services of the WAA—as far as its records, publications, its service as a medium of information exchange, etc.—I believe I'll wait until I'm more sentimental to submit even the nominal membership fee you have.

My feelings on the subject can best be described by telling you of my annoyance many times on receiving the *Alumnus*. Every college alumni magazine I've ever seen inevitably consists in each issue of startling headlines—followed by "pithy" articles—to the effect that "Alumni Remain Loyal to University," "Joyous Homecoming Planned," "University Commended for War Work," "University Granted \$25," etc. Of course, and I may sound a little jaundiced, this is all very nice to know, but frankly not too interesting. I want to hear of Wisconsin's great achievements. I wish, to be constructive, that alumni bulletins were really more pithy in the articles they presented, instead of being gossip columns invested with the rather dried-up pedantry that too many universities have. I would like, for instance, a rather detailed article (albeit in layman's terms for those only mildly interested in the subject) by an outstanding professor; decent prints of art work put out by the university students—in general, something which continues to be educational instead of merely information. And let's bury war glories!

**A. L. BROOKS, '41**  
Berkeley, Calif.

While I am a life member of the Alumni Association, I have not for some years made any contribution to any of its special services. Hence I wish to do it now. I enclose my check for \$10 which you may apply to whatever service you determine that this small amount might help the most. Please look upon it as an expression of appreciation of your good work and the benefit that comes to one of the alumni as far away as I am.

**J. F. MACHOTKA, '15**  
Peiping, China

I find your magazine most interesting and eagerly await each issue. The material is both interesting and well-organized. Congratulations on a job well done!

**MYRON F. ROSE, '31**  
San Jose, Calif.

The *Wisconsin Alumnus* is looked forward to eagerly and read avidly every month by those of us who seem so remote from Madison and the University, and so I would like to thank you for it.

**LOUISE SCHURI MATZELEVICH, '43**  
Worcester, Mass.

# This Seal Stands Guard

## For Your Youngsters



**W**HEN this seal appears on food and drug products, it guarantees they contain a full quota of Vitamin D—"The Sunshine Vitamin." Every product bearing the seal is rigorously tested in the Foundation laboratories at regular intervals to make certain it has full potency.

For twenty years the Foundation has carried on this program of research and testing. It licenses only products of definite value. That is why the Foundation has won the complete confidence of the Medical profession and the public. Look to it for your added guarantee.

### WISCONSIN ALUMNI *Research* FOUNDATION

MADISON 6, WISCONSIN

## Alumni Association Joins Foundation in Coast-to-Coast Founders' Day Fete

WHEN THE University of Wisconsin celebrates its 98th birthday on Feb. 5, 1947, more alumni and friends will sit around banquet tables simultaneously to observe the event than ever before in history.

The Wisconsin Alumni Association, in cooperation with the University of Wisconsin Foundation, is aiming at a Founders' Day dinner in every one of Wisconsin's 71 counties, as well as in metropolitan areas throughout the country.

Founders' Day this February will not only commemorate the University's 98th anniversary but will also mark the launching of the Foundation's campaign for funds with which to remodel the lower campus.

The master Founders' Day dinner will be held in the Memorial Union on the campus. There Pres. E. B. Fred will look back on the University's progress since the first class met on Feb. 5, 1849, and ahead to the gala Centennial year of 1948-49.

At exactly the same time, Badgers will gather in county seats all over the state and in Chicago, San Francisco, New York, and

other cities. Each dinner will hear a representative of the University and a representative of the Foundation.

Coordinating the Founders' Day plans of alumni clubs all over the country is John Berge, executive secretary of the Wisconsin Alumni Association. The Madison program will be broadcast over a statewide network, he has announced.

National chairman of the Foundation's campaign is Herbert V. Kohler, Kohler, Wis. He has appointed a drive chairman in every Wisconsin county and in every large US city.

### Chicago Alumni Club Backs Wisconsin Coaching Staff

Twelve members of the Wisconsin football squad from the Chicago area and the entire Badger coaching staff were the guests of the University of Wisconsin Club of Chicago at its annual football dinner in the Swedish Club on Dec. 6.

Following the dinner the officers of the club sent a letter to the *Daily Cardinal*, student newspaper at Madison, stating that "the past season's record of four games won and five lost is no sound reason for initiating any change in the direction of the football coaching staff."

### Meet Me in St. Louis

THERE WASN'T much that was Wisconsin about the fall rally of the St. Louis Alumni Club, but everybody had a fine time just the same.

Through the courtesy of B. H. Nissen, '22, of Anheuser-Busch, the St. Louis Badgers gathered Nov. 23 in the reception room of the brewery and drank—of all things—Budweiser beer. They intended to listen to the Wisconsin-Minnesota game, but all they could tune in was the Illinois-Northwestern battle.

"But everybody had an awfully good time, including the ladies," writes Sam A. Marsh, '16, president of the St. Louis club.

### California Alumnae Meet

At the November luncheon of the Wisconsin Alumnae Association of Southern California, held in Hollywood, Mrs. David F. Simpson, '83, Pasadena, spoke on "Essentials in the Making of America." Mrs. J. M. Beach, '08, Los Angeles, paid tribute to Mrs. J. B. Overton, Los Angeles, wife of the late Professor Overton, for her Red Cross work during the war. Mrs. Overton has received a gold medal from the king of Denmark.

Miss Carolyn Gallagher, '08, Pasadena, spoke at the September meeting of the Southern California group on "The Golden Age of American Drama."

### Kenosha Badgers Dance

Kenosha Badgers got together over the Christmas holidays at an informal cabaret dance on Dec. 28 in the Eagles' Ballroom. The dance was sponsored by the Wisconsin Alumni Club of Kenosha.

Assisting Chairman Leo Jeselun, '41, in arranging the affair were Miss Celia Safranski, '40, Kenneth Brown, '37, William Cunningham, '43, James Steinmetz, '38, David Phillips, '33, and Stanley Jeselun, '51.

### Grafton Badgers Meet

Wisconsin alumni in the Grafton area attended a meeting Dec. 19 in the Grafton Hotel to discuss the coming Centennial campaign of the University of Wisconsin Foundation. The meeting was called by Atty. Carl Gerold, '35, Ozaukee County campaign chairman.

### Young Alums Hold Formal

The University of Wisconsin Young Alumni Club of Milwaukee sponsored its annual Christmas formal on Dec. 21 in the Skyroom of the Plankinton Hotel. Chairman of the event was Jack Russell, '41.

### Football Movie at La Crosse

A film of the Ohio State-Wisconsin football game was shown at a meeting of the La Crosse Alumni Club in that city on Dec. 19.

## New Officers Named at Special Oshkosh Dinner

REORGANIZATION of the Oshkosh chapter of the Wisconsin Alumni Association was effected at a dinner meeting held Dec. 9 in the French Room of the Athearn Hotel with the 70 Badgers in attendance being guests of W. J. Campbell, a member of the University Board of Regents.

Named as officers of the Oshkosh club were Simon Horwitz, '27, president; Dr. E. O. Thedinga, '35, vice president; and Mrs. William H. Friedrich, '38, secretary-treasurer. Serving on the board of directors will be Mrs. Robert Murray, '28, George Hotchkiss, '28, Lewis C. Magnussen, '29, William Regner, '42, Mrs. C. J. Combs, Eugene Williams, '24, and Frederick Caudle, '43.

Among those who spoke at the charter meeting were John Berge, Madison, executive secretary of the Wisconsin Alumni Association; Ira Baldwin, Madison, dean of the College of Agriculture; and John D. Jones, Racine, a member of the Board of Regents.

Others introduced included Frank J. Sensenbrenner, Neenah, president of the Regents; E. J. Dempsey, Oshkosh, who recently retired after 33 years on the Board of Normal School Regents, and Mrs. Dempsey; Frank W. Radford, Oshkosh, who succeeded Mr. Dempsey on the Board, and Mrs. Radford; and Forrest R. Polk, president of Oshkosh State Teachers College. Mr. Campbell presided as toastmaster.

In his address Mr. Berge listed the three things which have made the University outstanding as far-sighted Regents, outstanding faculty members, and a strong alumni body.

Dean Baldwin traced the growth of the University from its beginning 98 years ago and emphasized that if it is to continue to serve the state well, additional facilities must be provided.

Regent Jones also paid tribute to the quality of the Wisconsin faculty. He maintained that provisions should be made so that out-of-state students can attend in the ratio that Wisconsin students go elsewhere and urged that the University be strengthened by "opening its doors."

### Herman C. Runge Elected Head of Sheboygan Club

The 703 members of the Sheboygan County chapter of the Wisconsin Alumni Association have just elected the following officers for the coming year:

Herman C. Runge, '22, Sheboygan, president; Mrs. Lester Laun, x'25, Elkhart Lake, vice president; and Jerome C. Zufelt, '26, Sheboygan, secretary-treasurer.

Serving as directors of the Sheboygan County club will be Walter J. Brand, '23, Sheboygan; Philip G. Anderson, '40, Plymouth; and Erwin G. Sachse, '20, Sheboygan.

Plans have been made for a Founders' Day banquet on Feb. 5 at the Heidelberg Club in Sheboygan, with Dean Ira Baldwin of the Wisconsin College of Agriculture as the speaker.



CAMPBELL



BERGE

# ★ Up and Down the Hill

"CAMPUS TRADITIONS Flower and Fade" is the title of a story on pages 6 and 7 of this issue which should make interesting reading for all Badger alumni, inasmuch as it will serve to recall some of the highlights of bygone student days. Each college generation thinks of the going campus traditions of its time as being sacred and inviolate. History does not bear this out. In its 98 years the University has seen many a custom come, flourish, and then disappear. There have been bag rushes, cap nights, St. Patrick's Day parades, and other at one time famous fads which have either died a natural, if lingering, death or been condemned by University authorities.

A modern tradition which seems to have outlived its usefulness is Homecoming. This annual fall event started out before the First World War as a bucolic reunion of old grads. The Athletic Department picked it up in the '20s as a means of exploiting ticket sales to an otherwise unpopular football game. Now Homecoming stands for nothing more nor less than a full-blown Madison riot. Last November, for instance, there was a regular free-for-all up and down State St. and around the Square after the traditional bonfire pep rally on the campus. University students were joined by teen-age Madison youngsters in breaking windows, stealing gastank caps, rocking cars, disrupting traffic, crashing theaters, jeering policemen, and in general acting like semi-civilized hoodlums.

This distorted display of enthusiasm did nothing but give the University a black eye. (As one typical letter to the editor of a Madison newspaper declared, "I am deeply ashamed of the conduct carried on at Homecoming. . . . It is a disgrace to the University and the city of Madison.") It certainly had no effect on the Wisconsin football team, because the favored Badgers promptly lost to Iowa the next afternoon.

Everybody in Wisconsin is now trying to figure out a way to avoid a repetition of the 1946 Homecoming riot next fall. University and city authorities have come up with the suggestion that the pep rally be replaced by a civic parade—a sort of cowslip version of the Tournament of Roses. The Student Board has rightly pointed out that this scheme would only aggravate the problem, recommends instead a giant swing concert in the Fieldhouse.

No half-way measures will be enough, according to the (Madison) *Wisconsin State Journal*:

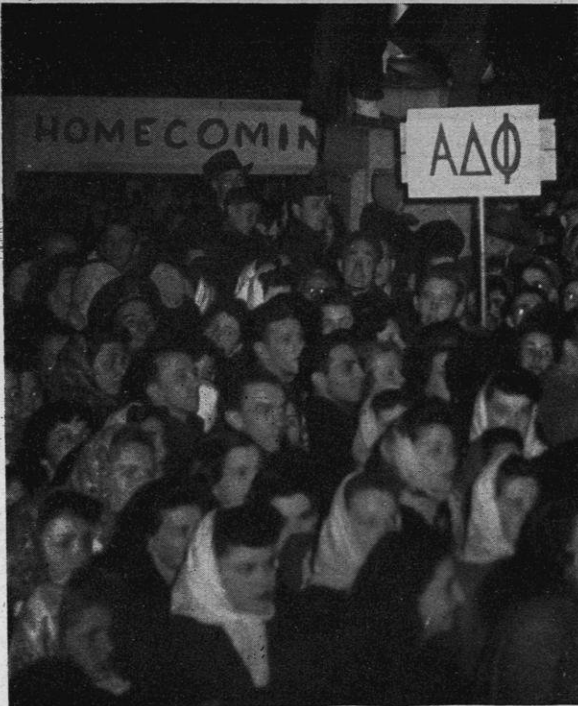
"Wisconsin and Madison shouldn't have to sacrifice tradition to cure the insanity of a mob. But if tradition can live only with accompanying destruction and annual peril to life and property, then tradition must die. Homecoming has been killed by the criminal thoughtlessness of the very people to whom it might some day have meant the most. Homecoming should be abolished."

Down in Beloit, Editor Mason Dobson of the *Daily News* is not even sure that the abolition of Homecoming is the answer. He looks upon the Homecoming riots as the inevitable outcome of modern teaching techniques which only a fundamental right-about-face in our educational approach will cure.

Says he:

"We have been making Grade A physicists and Grade D humans. We have been guilty of believing that what a man knows is chiefly important, while all the time it is what a man does with what he knows that is important."

"Rowdiness in a Homecoming celebration at bottom does not differ from rowdiness anywhere else. We'd better begin at any age, learning how to live. And teaching it."



**HOMECOMING**—a Wisconsin tradition which has degenerated into a free-for-all on the night before the big game.



## The Wisconsin ALUMNUS

Official Publication of  
The Wisconsin Alumni Association  
CLAY SCHOENFELD, '41, Editor

Vol. 48 FEBRUARY, 1947 No. 5

Published monthly, October through July, and entered as second class matter at the post office at Madison, Wis., under the act of March 3, 1879. Subscription price (including in membership dues of the Wisconsin Alumni Association), \$2 a year; subscription to non-members, \$4 a year. Editorial and business offices at 770 Langdon St., Madison 6, Wis.

### WISCONSIN ALUMNI ASSOCIATION Memorial Union, Madison 6, Wis.

Founded in 1861 "to promote by organized effort the best interests of the University of Wisconsin."

#### ★ OFFICERS

JOSEPH A. CUTLER, '09.....President  
W. G. ASCHENBRENER, '21  
.....1st Vice President  
GUY M. SUNDT, '22...2nd Vice President  
FRANK O. HOLT, '07.....Treasurer  
MRS. BERNARD BRAZEAU, '29...Secretary  
JOHN BERGE, '22.....Executive Secretary

#### ★ DIRECTORS AT LARGE

Mrs. L. D. Barney, '27; H. E. Broadfoot, '17; Allen C. Davey, '21; Harold L. Geisse, '05; Dr. H. M. Stang, '16; Arthur E. Timm, '25; Mrs. H. R. Vergeront, '06; Mrs. Marshall B. Wood, '28; George L. Ekern, '28; Richard Ela, '28; Gordon Fox, '08; Dr. Gunnar Gundersen, '17; Mrs. R. E. Krug, '37; John H. Sarles, '23; Harry W. Adams, '00; Walter Alexander, '97; Laurie Carlson, '43; William J. Hagenah, '03; Mrs. Lucy Rogers Hawkins, '18; J. W. Jackson, '00; Lloyd Larson, '27; Mrs. Stanton Mead, '24; Mrs. V. W. Meloche, '18; Irving J. Rice, '23.

#### ★ EX-PRESIDENTS

Mrs. C. R. Carpenter, '87; Charles B. Rogers, '93; John S. Lord, '04; George I. Haight, '99; Charles L. Byron, '08; Judge Evan A. Evans, '97; Earl O. Vits, '14; Myron T. Harshaw, '12; Harry A. Bullis, '17; Howard I. Potter, '16; Howard T. Green, '15; Albert J. Goedjen, '07; C. F. Van Pelt, '22; Philip H. Falk, '21; W. D. Hoard Jr., '21.

#### ★ CLUB DIRECTORS

Carl Hayden, '18; Sam Ogle, '20; Walter Frautschi, '24.

#### ★ CLASS DIRECTORS

Emily Jane Graham, '44; Mrs. Haze Staufacher, '45; Arvid Anderson, '46.

### ★ On the Cover

"GIRL WITH A MAGAZINE" was the oil painting which won a \$100 prize and the judges' endorsement as the best work in the 13th annual Wisconsin Salon of Art, held in the Memorial Union last December. Shown on the cover with his wife and his prize painting is the talented young artist, Robert Grilley, '42, of the University art faculty. Mrs. Grilley was the model. Another Grilley painting, "On the Edge of Town," took second place in a popularity poll among guests at the opening night of the Salon. There were 382 entries in the show.

# Founders' Day, 1947

FOUNDERS' DAY is the time of the year when all members of the University of Wisconsin family look at the campus through both ends of the telescope. They peer down the long bore of memory and reminisce about the University that was. Then they turn the spyglass around and take a magnified peek into the future.

This issue of the *Wisconsin Alumnus* is typical of Founders' Day. There are pages about "Your University of Wisconsin Yesterday" and "Your University of Wisconsin Tomorrow."

All this remembering and speculating is probably a good thing. Faculty, students, and alumni alike can well take pride on this 98th Founders' Day in their University's near-century of service to the state and should look ahead to a century of even greater achievements.

Like all good things, however, this Founders' Day attitude can be carried too far. In it is a certain neglect of the University of Wisconsin today, a lack of consciousness about what is going on in AD 1947.

Badgers are all too prone to look to the past at the expense of the present. They have a regular litany of phrases and catchwords which they say over and over to themselves, yet sometimes fail to implement them. They have a whole roster of patron saints whose names are never to be taken in vain. They recall that a certain peculiar combination of social climate and great men once made Wiscon-

sin "the greatest state university in America," to quote Pres. Charles William Elliot of Harvard; but they are hesitant to try and recapture the spirit which made that greatness possible or even to admit that it no longer flourishes. Badgers have made "I remember back when" a campus slogan.

The Founders' Day practice of peering into a rose-colored future can be just as enervating. Anybody can see that Wisconsin is going to be a bigger university in the next 10 years. What is needed is the foresight which will make Wisconsin a better university.

The point is this, that Founders' Day is a time for students, faculty, and alumni to examine the present as well as to recall the past and look into the future. The University family needs to conduct a fundamental analysis of what its University really is, what it really does, and what it really should do; and an analysis of what the public thinks it is doing and should do. Then the University family needs to cooperate in an educational program which will do justice to the history and ideals of the institution, the talent available on the campus, the expectations of the citizens of the state, and the current challenge to higher education generally.

So, as its own small gesture toward examining the present, the *Alumnus* includes in the pages that follow a section about "Your University of Wisconsin Today," as well as stories about the past and the years ahead.

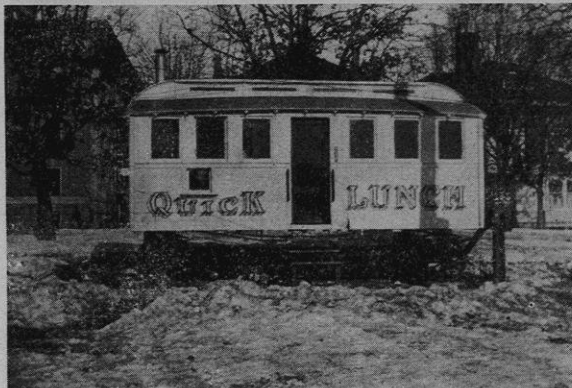


A FEBRUARY SNOW BLANKETS THE HILL AND SOFTENS THE LINES OF THE BIOLOGY BUILDING

# Campus Traditions



**GONE AND FORGOTTEN** is the Pipe-of-Peace Ceremony, once held every Spring on the lakeshore.



**KNOWN TO** generations of Wisconsin students was this lunch stand at the Corner of Park St. and University Ave. The popular hangout is now gone, has been replaced in undergraduates' affections by The Cabin on State St.



**TEA AT THE DYKSTRAS'** was a "must" for students who aspired to be BMOCs in the years just before World War II. Shown here with Mrs. Clarence A. Dykstra at the presidential mansion on Prospect Ave. is Robert Avery, '41, then president of the Student Board. After three years in the marine air corps, Bob is now back on campus in Law School.

TRADITIONS, LIKE IVY, have a way of growing up about educational institutions. The University of Wisconsin has had almost a century to develop a collection of customs and traditions which rival in color those fostered by older colleges.

Some of the traditions, born in the days when students had to provide their own recreation, have been outgrown in the rapid development of the University and the expansion of the entertainment industry. Others have been fostered by successive generations of students.

The poised and self-confident modern freshman at Madison cannot imagine skulking warily about the campus in a green skull cap as did his brethren of an earlier day, when tradition dictated that he was to be subjugated and humiliated. The persecution culminated in the "lake rush," an annual contest in which the freshmen and sophomores fought for possession of a strip of lake shore.

University authorities laid down rules for the fray: no raft, boat, or craft was to be used; no flag, pennant, or other emblem was to be hoisted on any pole, building, or tree to serve as a rallying point; the contest was to begin at 4 p. m. and last no longer than 6 p. m.; 20 upperclassmen were to supervise the doings.

Later, after student exuberance had resulted in several near drownings, the two classes were divided into three sections, each to contest the ownership of the lake shore for 15 minutes. Fifty upperclassmen were appointed to prevent unnecessary roughness and to name the victors.

Hazing was abolished at a meeting of the University of Wisconsin student body on Oct. 19, 1909. Interference with freshmen going to University exercises or student organization activities was forbidden; no student was to be put into the lake. Upperclassmen, particularly "W" men, members of Iron Cross, junior and senior class officers, and a student conference committee, were charged with the special duty of preventing hazing.

In 1909 the bag rush replaced the lake rush. Ten canvas sacks five feet high filled with straw were set up on opposite sides of the lower campus. Freshmen and sophomores lined up on either side of the playing field, tried to capture the enemy sacks, and tore off each other's clothing.

The custom of peanut rolling, designed to rub freshman noses in the dust, has also died out.

The Little Red Wagon and the ceremony of "burning the boat" were symbols associated for many years with the Wisconsin crew. The wagon was first used to carry the shells from lake to lake. Later it was pressed into service to haul the football team to the railroad station when the team left for out of town games.



**BACK IN 1915** the St. Patrick's Day Parade of engineers around Capitol Square was a tame affair with nothing noisier than a bass drum and sputtering Model Ts. Then in the early '30s the annual event degenerated into a rotten-egg free-for-all between law students and the "plumbers." When the University finally decided to cancel parades which had gotten beyond police control, another campus tradition was dropped into the lap of limbo. Like Venetian Night, Varsity Out, and the Bag Rush, this survival of the gay old days outlived the environment which gave it birth. Today a staid engineering exposition is all that remains of the once-colorful St. Pat's Parade.

# YOUR UNIVERSITY OF WISCONSIN YESTERDAY

## Flower and Fade

Before the crew left for the Hudson river meet each year, the ritual of "burning the boat" was solemnly performed. An obsolete shell was set afire on the lake shore to placate the gods of chance and bring luck to the new shell going east.

Each spring new plantings of ivy were added to University buildings while a selected member of the senior class gave the ivy oration. This was followed by the tombstone ceremony when the outgoing class dedicated its contribution to the stone monuments along Muir Knoll. Both ceremonies were abandoned for lack of interest around 1926.

Venetian Night, once a colorful annual celebration on Mother's Day, was an occasion for lighted floats, illuminated piers, and fireworks on Lake Mendota. A water carnival with competitions in swimming, diving, and canoe tilting was part of the event.

Tumas, a junior men's political organization composed of the membership of 13 fraternities on the campus, once contributed its bit to campus life. During initiation proceedings, new members, dressed in tail coats and derby hats and wheeling baby carriages, made the rounds of sororities looking for passengers.

Union Vodvil, forerunner of the Haresfoot Club and Wisconsin Players, was once the high light of the campus year. Sponsored by the Men's Union, it attracted the best talent from the numerous dramatic clubs. Minstrel shows, cowboy bands, and Topsy and Eva acts were presented to enthusiastic audiences.

The annual Haresfoot Club performances, soon to be resumed after a wartime hiatus, grew out of the "willingness of students to be viewed as a sight," and evolved from a series of tours inaugurated in the '80s by glee, banjo, and mandolin clubs.

The early '20s saw the introduction of Varsity Welcome on the upper campus, an impressive ceremony in which the freshmen were made welcome to the University by the president and other officials. The late Carl Russell Fish, resplendent in the red vest he always wore to welcomes and bonfires, was for many years an integral part of the ceremonies.

Senior Swingout is another tradition that has not died. It is still one of the most moving events of Commencement Week, when the senior women in their caps and gowns pass the torch of learning to the white-clad junior women.

Men students developed an equivalent of Swingout, the "pipe of peace" ceremony. Men of the senior class gathered around a council fire on the lake terrace of the Union and passed on to the junior men the historic pipe as a token of the continuing fellowship among Wisconsin graduating classes. The ceremony was identified with the traditions of the University for 35 years. The pipe, decorated with the class colors of many years, is on view in the Historical Museum.



THE LITTLE RED WAGON was associated for many years with Wisconsin sports. The wagon was first used to carry crew shells from lake to lake. Later it was pressed into service to haul the football team to the railroad station when the gridders left for out-of-town games.



STUDENTS OF TODAY who associate Music Hall with the ringing oratory of Prof. "Wild Bill" Kiekhofer's econ lectures will scarcely recognize this view of the same auditorium before 1900 when it served as the main University Library.



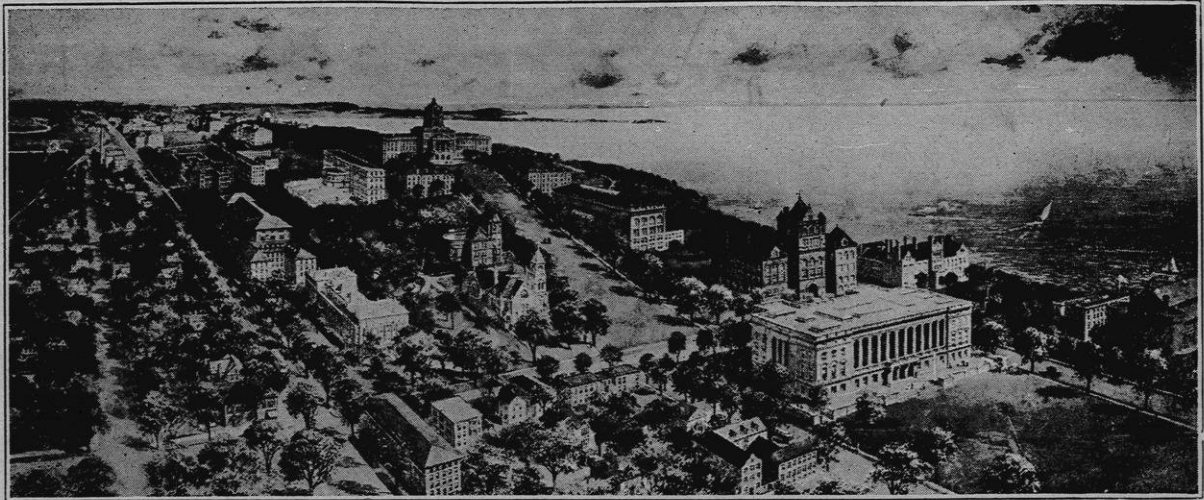
CAMPUS TRADITION in his own right was Scott H. Goodnight, who retired last year after 30 years as dean of men.



THE JUNIOR PROM began before the turn of the century as a jaunt to Middleton in the midst of a hectic week much resembling the "house parties" of eastern colleges. In the 1909 era the Prom was held at the then-new Armory, and the collegians of that day attempted a light fantastic on the bare basketball court to such steps as the Polka and the Schottische. The State Capitol was the next home of the Promenaders and the Proms of the roaring '20s had all the trappings of a royal ball. Then with the opening of the Memorial Union the Prom moved back to the campus in 1928. This year Prom returned to its pre-war class with 2,000 couples jamming Great Hall on Jan. 31, but the days of the long Prom weekend are gone.



# YOUR UNIVERSITY OF WISCONSIN YESTERDAY



THE CAMPUS AS IT LOOKED IN THE EARLY 1900S

## *Extension Division Began 40 Years Ago*

A BOLD EXPERIMENT which helped channel the social ferment of the turn of the century into social legislation that placed Wisconsin in the forefront of progressive states is having an anniversary this school year, as the University of Wisconsin Extension Division marks its 40th year of carrying the knowledge of the University beyond the campus to all the people of the state.

The University Extension Division is now a sedate and respected medium of instruction, to which tens of thousands of persons in Wisconsin and throughout the world look for educational help. But it was not always so. In fact, its origin had a fine flavor of social revolution.

It was in 1904 that Charles R. Van Hise became president of the University. In his inaugural address he said: "I shall never rest content until the beneficent influence of the University of Wisconsin shall be made available to every home in the state."

Dr. Van Hise found support for this extension idea in the state capitol. Frank A. Hutchins, head of the state library commission, and Charles McCarthy, head of the legislative reference library, worked with the president in setting up the Extension Division on paper.

The Division really got under way in July, 1906, with the appointment as secretary of correspondence study of William H. Lighty, a St. Louis social worker.

Professor Lighty went to work at once. He wheedled faculty members about to leave on their vacations into commitments to prepare correspondence courses that would answer the needs of persons without much formal education. After lining up some 170

courses, he made a tour of the state looking for students. In October he signed up No. 1, Dr. Paul H. Nystrom, then of Superior State Teachers College, now professor of marketing at Columbia University.

Meanwhile, other branches of the new Extension Division were starting. The lecture instruction department was sending out speakers to hundreds of localities in Wisconsin, and the debating and public discussion division assisted interested groups in public debate on controversial issues. Another division, the department of general information and welfare, carved out an ambitious program of exhibits, local institutes, and demonstrations to guide and stimulate the growing public interest in tackling social problems of the day.

The UW's Extension Division, in effect, was riding the crest of a giant wave of newly-awakened social consciousness, and people throughout the state turned to it as the only source of information and stimulus in trying to find answers to the old problems of poverty, ill-health, and industrial maladjustments which people suddenly felt they could do something about.

Establishment of the Extension Division had an electrifying effect beyond the confines of the state, too. Visitors from all over the world came to Madison to see at first hand the working of this attempt to inject into the general social order the same sense of intellectual curiosity which prevails on a campus.

Inspired by Wisconsin's leadership, other universities patterned extension divisions on the Badger model, and the first conference of the National University Extension Association was held at Wisconsin in 1915.

The impact of this *Wisconsin idea* in education on the state was summarized once by Professor Lighty in these words:

"The response of a farm woman from Rock County, the county of Dr. Van Hise's birthplace, cheered the president's heart beyond words when she learned the meaning of this new movement and wrote to the president, 'I never before thought the University was anything for me.' This simple, responsive farm woman recognized the fundamental principle in the new movement in university extension; namely, the promotion of individual and social enlightenment in all areas of life, and throughout a lifetime, by social as well as by academic approach."

A hit from its very beginning, the Extension Division grew rapidly. Its biggest job came during World War II, when the US Armed Forces Institute located in Madison and used the Extension Division as a teaching staff for the tens of thousands of GIs who took correspondence courses. Today over 19,000 Wisconsin citizens are enrolled in correspondence courses, besides the 5,200 attending extension centers in 34 cities.

Louis E. Reber had come from Philadelphia in 1907 to become the first dean of the Division. He helped to launch the present system of vocational and adult education in Wisconsin.

Dean Reber was succeeded in 1926 by Chester D. Snell, a former YMCA worker, who left in 1935 after turbulent hearings involving the Milwaukee Extension Center.

Snell was replaced by Frank O. Holt, now director of public service. Present director is Dr. Lorentz H. Adolfson.

Ever responsive to the social weather, the Extension Division is now more occupied with helping young students jump through the hoop of English 1a than with helping to set the world on fire, but Professor Lighty views this change with the detachment of 80 years.

"These things come in waves," he says. "And each wave stirs up the sands a little. Another wave will come."

# YOUR UNIVERSITY OF WISCONSIN YESTERDAY

## The Battle of the Bronze Plaque

AT THE entrance to Bascom Hall, the administrative center of the University of Wisconsin, there is a bronze tablet with the challenging inscription:

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

Since 1915, when the tablet was placed there, many student generations have come and gone, and the tablet and the words on it have become so familiar as to be commonplace. But there is a story behind it—a story of embattled youth and political turmoil—in which famous names figure. After a four year study, Theodore Herfurth, an alumnus of the University ('94) and a member of the State Historical Society, has tried to reconstruct it in a 76-page manuscript dedicated to the memory of his wife, Genevieve Gorst Herfurth, a member of the class of 1910.

\* \* \*

It was the class of 1910 which had the tablet cast, but the memorial was not affixed to the wall of Bascom Hall until 1915, because of friction between the class and the Regents. Mr. Herfurth's manuscript is largely an account of the long campaign of the class to make the tablet and its inscription a conspicuous part of Wisconsin tradition.

The words were taken from a report issued in 1894 by the Board of Regents, in a celebrated case involving academic freedom. The late Oliver E. Wells, state superintendent of public instruction and an ex officio member of the board, accused the late Prof. Richard T. Ely, an economist, of teaching socialism and disregard for law. Dr. Ely was vindicated after a hearing which attracted national attention.

In their report, the Regents declared that "in all lines of academic investigation it is of the utmost importance that the investigator should be absolutely free to follow the indications of the truth wherever they may lead," and then they added the words that appear on the tablet.

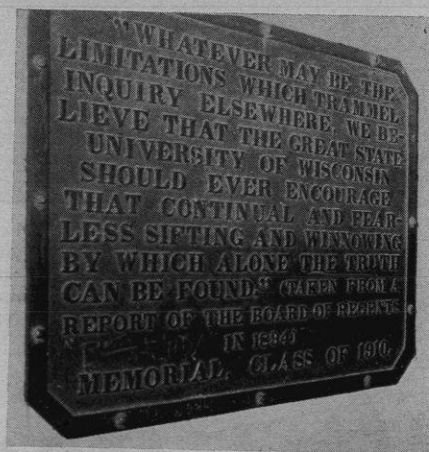
\* \* \*

In the following decade, the state was rent by a struggle between two wings of the Republican party—the progressive faction led by the late Senator Robert M. La Follette and the conservatives or "stalwarts," whom La Follette's disciples called "tories." The fight raged as merrily on the campus as it did in the rest of the state, and the class of 1910, according to Herfurth, had strong La Follette sympathies. All the Regents, on the other hand, had been appointed or reappointed by Gov. James O. Davidson, who was regarded as a stalwart, and most of them were considered stalwarts in their own right.

In 1909 Lincoln Steffens, a crusading journalist who admired La Follette, published a magazine article on the University. He commended President Charles R. Van Hise but reproved "tory Regents," who, Steffens intimated, would not let certain faculty members teach the truth as they knew it. The ardent young La Follette men of the class of 1910 took notice, and soon heard other stories to disquiet them.

Prof. E. A. Gilmore, later vice-governor of the Philippines and president of the University of Iowa, figured in one of them. At the request of a Legislative committee, Gilmore had written a brief supporting the state's right to control its water powers. Students heard that the Board of Regents—two of whose members were interested in privately owned water power—had let Dr. Gilmore know that it was displeased with his conduct.

In January of 1910 E. A. Ross, now emeritus professor of sociology, saw a woman tear down posters advertising a lecture by Emma Goldman, the anar-



THE FAMOUS TABLET on the facade of Bascom Hall—a Wisconsin tradition which is as worthwhile today as it was in 1894.

chist. Resenting what he regarded as an attempt to interfere with free speech, Professor Ross announced in class the time and place of the lecture. Miss Goldman visited him at his office, and he escorted her about the campus.

About the same time, Parker Sercombe of Chicago, who was criticized as an advocate of free love, came to Madison and lectured before one of Ross' classes. Ross said later that he had not known of Sercombe's unorthodox opinions on marriage; these, however, were not a part of the classroom lecture.

On Mar. 2, 1910, the Regents censured Ross in a resolution expressing "unanimous disapproval of his indiscretions." The leaders of the class of 1910 began to chafe at what they considered bigotry; they thought of that incident in 1894 when Ely had been under fire.

For its parting gift to the University, the class decided upon the tablet with its now famous words. Herfurth believes that the idea was Lincoln Steffens' and that it was communicated to the class officers through Fred MacKenzie, managing editor of La Follette's magazine. Offered at Commencement, the memorial was accepted by Prof. William A. Scott of the School of Commerce, but without official authorization. The Regents, who considered the presentation a hostile gesture, rejected the tablet on the following day.

The members of the class, Herfurth says, were dismayed and incredulous. Ten days after the rejection, from his home at Fond du Lac, the class president fired an angry shaft at the Regents. He was F. Ryan Duffy, now Federal Judge Duffy of Milwaukee, and in an interview he was quoted as having said:

*This incident should serve to make the people of this state think over the proposition of how the University can retain its place as "the leading state university" and as a "University of the people" if the Regents will not allow members of the faculty to express their honest convictions on problems that are of interest to all the people, or at least object to their doing so.*

In September, the Progressives, having won control of the Republican state convention, wrote into their platform a pledge of academic freedom, using the words of the Regents of 1894 only three months after the Regents of 1910 rejected them in bronze.

In 1912 the Regents reversed themselves and voted to accept the tablet, but it continued to gather dust in the basement of the Administration Building, for no provision was made for its erection.

\* \* \*

Slowly the political complexion of the board changed, with Progressives in the ascendency. The class of 1910 arranged for a reunion at the 1915 Commencement, and it was the task of William J. Meuer, general chairman of the reunion and now a Madison businessman, to negotiate with the Board for the final erection of the memorial in a conspicuous place on the campus. Letters, editorial criticism, even street-car advertising, were brought to bear on the Regents.

Meuer was asked whether the class had had an ulterior motive when it offered the tablet in 1910. He said he knew of none, and fellow classmen supported his statement. The Regents demanded a letter, written by them, which would absolve their body of any charges of interference with academic freedom. Class leaders bristled, but a "peace treaty" statement signed by Duffy and Meuer was finally agreed upon.

The "war" over, the tablet was erected and dedicated on June 15 at an unusually joyous reunion of the class of 1910.



• FOUR SORORITY GIRLS play a hand of bridge by a fraternity hearth while two of their dates kibitz. Knitting on the sofa is the fraternity's new resident housemother. After a wartime hiatus, Wisconsin's fraternities have come back vigorously. As a pleasant way of campus life they still are without competition, and even the dorms no longer undersell them. Thanks to moral and financial guidance from the University and the mature attitude of veteran actives, Badger Greeks can well sing, "Happy Days Are Here Again." But fortunately, Langdon St.'s roaring '20s are gone beyond revival.

## Fraternities Come Back

A NEW RENAISSANCE is taking place on the campus this year. Social fraternities are being re-born. But they aren't the good old hell-raising outfits of the '20s. They still have their fun and frolic, but this time they are a blend of the old and the new, with regulations to guide them and more mature men to lead them toward building a sturdy foundation for campus social life.

Back in 1928 frats reached an all-time high in dominating Wisconsin life. There were 62 active chapters operating here and 40 per cent of the male students were members. This figure fell off to 37 active chapters in 1941, and during the war the fraternity pulse was kept feebly beating by only six chapters that managed to survive. The

By PETER H. MURPHY, '49

start of 1947 finds 24 chapters installed in their houses and five others shopping around for houses to move into.

During the war years, with the draft calling most of the men in school and nearly all of those who were about to come to college, fraternities could not find men to keep the chapter strength up. Bills mounted and income dwindled. Some of the houses could not stand the grind and left the Wisconsin scene forever. Others were forced to become inactive and rent their properties to women's groups or the ASTP.

The six chapters that carried on operations through the war were Alpha Chi Sigma, Alpha Delta Phi, Sigma Phi, Theta Delta Chi, Triangle, and Theta Chi.

With the return of the men from the services and the surge back to fraternity life, the 24 chapters that have

either taken over their old houses or bought new ones are Phi Delta Theta, Sigma Nu, Phi Gamma Rho, Chi Phi, Beta Theta Pi, Delta Tau Delta, Delta Theta Sigma, Delta Kappa Epsilon, Kappa Sigma, Phi Sigma Delta, Pi Lambda Phi, Sigma Alpha Epsilon, Chi Psi, Delta Sigma Pi, Delta Upsilon, Psi Epsilon, and Sigma Chi.

Today a considerable number of one-time frat houses are now rooming houses and women's dorms. Many newly reactivated fraternities are hard pressed to find property. Phi Kappa, Sigma Phi Epsilon, Phi Epsilon Pi, Sigma Delta Phi, and Phi Kappa Sigma are activated but do not as yet have their own houses.

While fraternities still epitomize the glamor and romance of college life, they have come to realize that they also have very concrete academic responsibilities. They must lead the way toward better scholarship, better student gov-

# YOUR UNIVERSITY OF WISCONSIN TODAY

ernment, and better student-faculty cooperation, and set an example of good living. In the hey-day of fraternities, back in 1926-28, many of them were nearly financially bankrupt. Nearly all of them had reputations only for the parties they held and the devilry they brewed. They had no codified system of operation or guidance from the University.

Anxious to get the Greeks off on the right foot this time, University officials led by Paul L. Trump, dean of men and advisor to the fraternities, fought for and succeeded in establishing regulations governing their management.

These new rules, though greeted by many as an attempt on the part of the University to throttle the Greeks, are actually an overall attempt to place them in good moral and financial standing with the University and the community. The most important set of these new rules pertains to finance. In addition to the already present undergraduate Interfraternity Council, a new group has been formed. It is the Interfraternity Alumni Conference composed of representatives from each of the house-owning corporations or alumni associations. This group is recognized by the University and meets regularly with both University officials and the undergraduate Council.

The object of this move is to bring about a separate alumni-controlled house-owning corporation for each fraternity. This corporation is to have charge of physical property, furniture, decorations, taxes, interest, and mortgage reductions.

Perhaps the most controversial point of all the new regulations comes with the University's plan to install house-mothers in each of the chapter houses. Many fraternity men point out the high average age of the men in the chapters. Others point to the added costs of having additions built to accommodate the mother.

"We can't afford it and we are too old to be looked after like children," they chorus.

University officials, however, have their eyes cocked on the future when

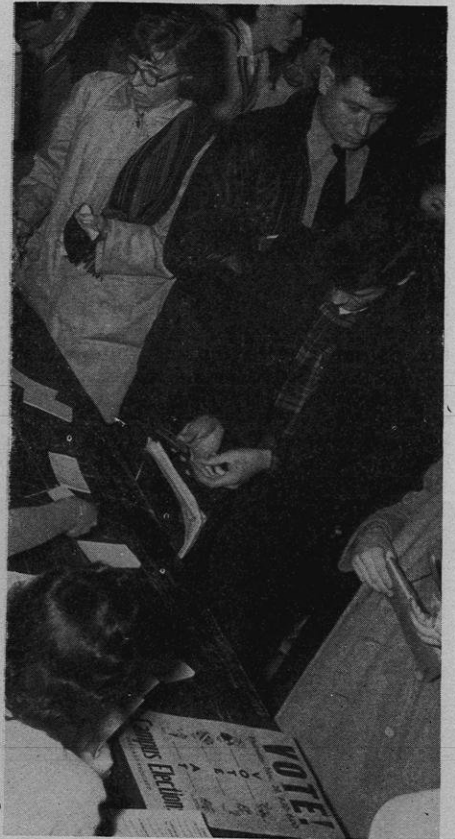
the war classes will be gone from the campus and the average age of male students returns to the pre-war 17-21 age bracket. University regulations state that the installation shall have been made by Jan., 1947, but due to the shortages of building materials, lack of space, and a desire to make this innovation welcome rather than a forced one, the officials have set up a board of appeals for chapters that could not see their way clear to meet the deadline.

This new plan states that the house-mother shall be recognized as head of the house with whom chapter officers and members are to cooperate fully in matters of social practice, quiet hours, study conditions, conduct in the house, and house cleanliness. She may also have charge of buying provisions and regulating meals.

One point in the new set-up that is very pleasing to pledges and prospective pledges is the new regulation concerning hazing and hell-week. The University already had a ban on hazing, but it was usually circumvented with little trouble. Now with the new regulation and the fact that many of the pledges are veterans who look upon these college antics as childish, hazing will have harder going to stay alive.

At one time belonging to a fraternity more often than not meant that you were at least moderately wealthy, because fraternity life was far above the average living-cost budgets of most students. Recent surveys reveal that at the present time living costs in a frat house are almost on a par with living costs at the University-owned dormitories. The current average cost of living in a fraternity house, including room, board and dues, comes out at \$61.44. This is slightly higher than the average monthly cost for living in a dorm, which is \$57.33. However, these are average figures and surveys show that some fraternity living costs are as low as \$50 monthly while others range as high as \$70.

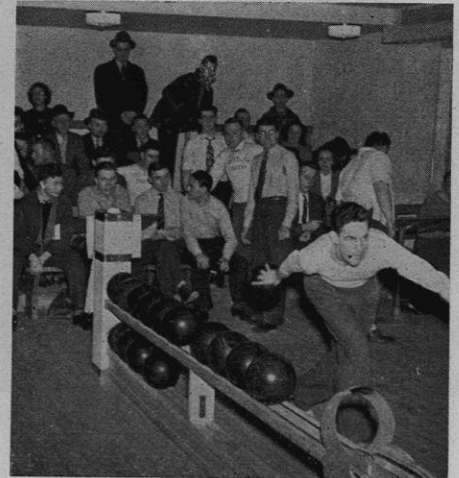
Yes, fraternities are coming back. The 1,440 actives and 625 pledges now on the campus will attest to that.



**WISCONSIN FRATERNITIES** may be bouncing back strong, but they no longer dominate campus elections as they did in the days of the Jorgensons, Flemings, Cliffords, Brazeaus, and Pryors. For the second time in history an independent reigned over the 1947 Junior Prom last month. He was Wade R. Crane, a dorm resident from Ojibwa, who defeated Andrew Allen, Phi Delt from Stoughton, in the November elections, 2,779 to 2,730.



**ALTHOUGH THEY HAVE TAMED DOWN** from their heyday in the '20s, fraternities are still synonymous with campus high society. The dorms try hard to be sophisticated, but Langdon St. still holds an edge when it comes to smooth parties. This is a scene at the Phi Delta Theta Christmas formal in the Park Hotel on Dec. 14. Left to right around the table are George Willi, sophomore from New York City, and Janell Goldgruber, Madison sophomore; Pete Murphy, the author of the accompanying article, a sophomore from Milwaukee, and his date, Margaret Anderson, Milwaukee junior; and Jane Grim, Milwaukee freshman, and her escort, Ed Fischer, senior from Milwaukee.



**ONE STRENGTH** lies in the Wisconsin fraternity movement lies in its intramural athletic program. Greek teams vie all year long for football, basketball, and baseball honors. Fraternity-sorority bowling matches on the Memorial Union alleys are becoming popular, too.

YOUR UNIVERSITY OF WISCONSIN TODAY

# *It's Winter Carnival Time!*

COME THE FIRST WEEK in February, 1947, and the University of Wisconsin campus will resemble a miniature Sun Valley, what with the annual Winter Carnival in full swing with its traditional ski meet, snow ball, ice sculpturing, skating follies, boating, and plaid shirts.

Feb. 1 through 8 are the dates this year. In charge of the Carnival is the Hoofers Club of the Wisconsin Union.

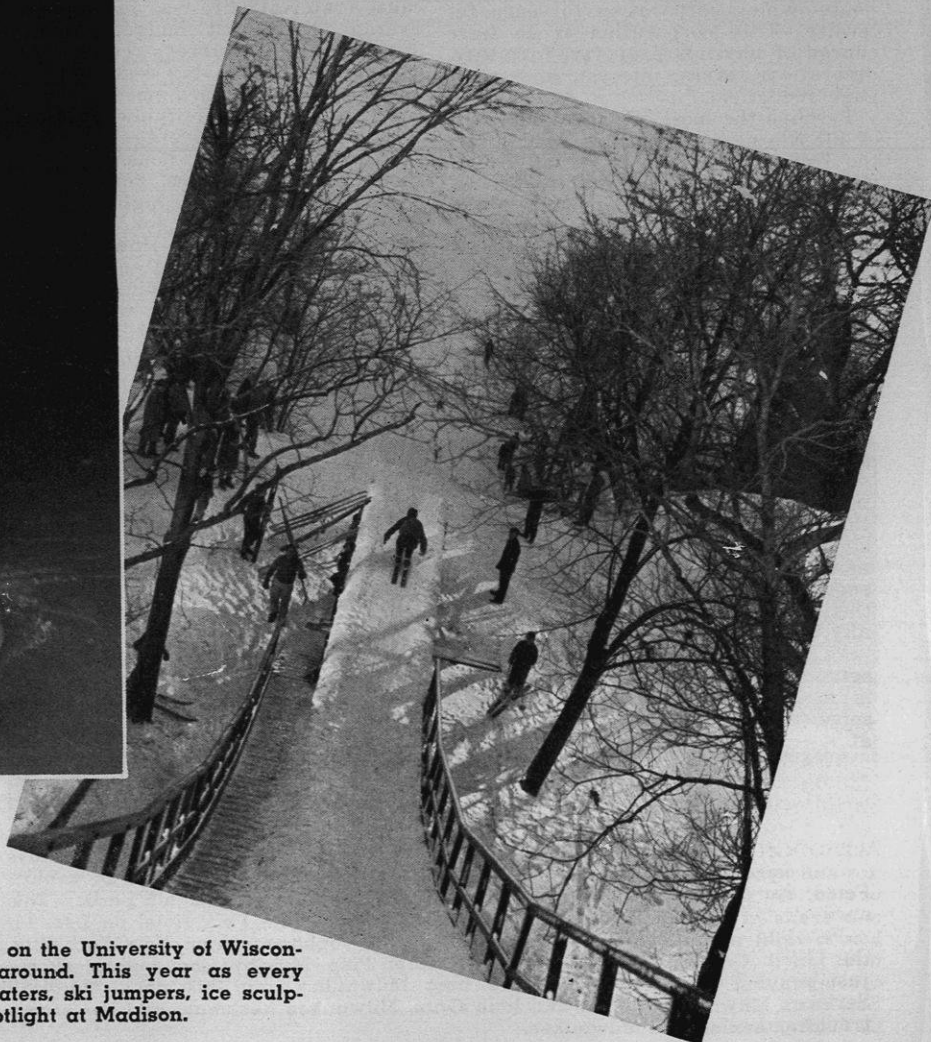
Crack skiers from seven states will converge on Madison Feb. 1 and 2 for the Hoofers' 15th annual ski meet, which will open the Winter Carnival calendar. The event is an official Central Ski Association meet and is expected to draw the most competitors since prewar days.

The meet opens at 2 o'clock Saturday afternoon with a cross-country race over an eight-mile course from the Memorial Union to Shorewood and back. Sunday morning at 10:30 is the time set for the slalom contest on the flag-marked Hooper course on a long hill near Cross Plains. Then Sunday afternoon at 2 comes the headline meet, the ski jump at Muir Knoll on the campus. Between 80 and 100 jumpers will attempt to break the 112-foot Muir Knoll record set in 1940. Snow or no snow, the jump will be held.

The week following the ski meet will be full of Carnival events on the campus. Plaid shirts will be the official garb of the season, and organized houses will decorate their lawns with ice and snow statues. Come Friday, Feb. 7, and the student body will assemble on the intramural athletic fields to watch a demonstration of ski-joring and figure skating at the annual ice carbaret. Saturday night the Carnival winds up at a big Snow Ball in Great Hall of the Union.

Wisconsin's Winter Carnival, modeled after the traditional event at Dartmouth College, got its start back in 1931 as a part of Prom Weekend. By 1933 it had grown into a bigtime campus event in its own right. That year the 56-foot-high ski slide on Muir Knoll was dedicated.

In 1934 the ski meet had to be postponed from Feb. 18 to Mar. 4 because of melting snow. The next year the meet featured a demonstration jump by Wun Long Hop, billed as "the only Chinese ski jumper in existence," who was Charles "Chuck" Bradley, '35, Hooper president, in disguise.



HERSHEY, PA.'S ICE FOLLIES have nothing on the University of Wisconsin campus when Winter Carnival rolls around. This year as every February for the past 14 will see figure skaters, ski jumpers, ice sculptors, and plaid shirt wearers taking the spotlight at Madison.



PROF. NATHAN P. FEINSINGER

## Peacemaker

THE NEXT TWO MONTHS will tell the story of whether this country is to enjoy industrial peace and prosperity or suffer a prolonged period of industrial war and economic turmoil, says Prof. Nathan P. Feinsinger of the University of Wisconsin Law School, who is noted as a peacemaker in labor-management disputes.

Latest of Professor Feinsinger's many achievements in the field of industrial relations was the settlement of strikes which had tied up West Coast shipping for 50 days and the Hawaiian sugar industry for 80 days. It took him just one week to settle each dispute.

Professor Feinsinger was chairman of a three-man fact-finding board appointed by Secretary of Labor Schwel-lenbach to try to bring accord both in shipping and sugar. The other members were John E. Roe, '28, Madison attorney, and Dr. Clark Kerr of the University of California.

"It was merely a matter of influencing the parties in the disputes to solve their own problems," Professor Feinsinger says. "Nobody wants strikes, neither workers nor employers. They're engaged in psychological warfare. Keep them both off dead center and eventually they will get together.

"The only purpose the outsider can serve is to convince both sides that it is a problem which they alone can solve, and try to keep them working at it.

"We try to persuade them to think for themselves, to give and take—which is the true spirit of collective bargaining. There is some right and some wrong always on both sides."

Collective bargaining, Professor Feinsinger believes, is the only insurance of stability in industrial relations.

Feinsinger and Prof. E. E. Witte of the UW department of economics have just been named to the US Conciliation Service's new 26-man panel of labor troubleshooters.

## It's Boxing Time, Too!

WISCONSIN MAY NOT have had a nationally recognized football team this year, but when it comes to boxing—well, that's quite another story. The Badgers open their 1947 ring campaign this month and prospects are good that the boys in Cardinal will be the hottest boxers in the country.

"One of the greatest in Badger ring history" is Coach Johnny Walsh's flat prediction for the '47 Wisconsin boxing team.

His formidable array of talent is headed by Cliff Lutz, Appleton, who won the National Collegiate Athletic Association 155-pound championship in 1942 and the NCAA 145-pound title in 1943. Along with Lutz is Dick Miyagawa, who wore Wisconsin's colors in 1944 and before that the emblem of San Jose State, for whom he won the NCAA 127-pound crown in 1943. Still another former NCAA titlist is Myron "Mick" Miller of Racine, who fought for Wisconsin in 1943 and won the 165-pound honors. Miller will fight in the heavyweight division this season.

Badger ring veterans now working out in the Armory include:

Akio Konoshima, Madison, captain and 127-pounder for Wisconsin in 1944 and 1946; Lyle Warzeka, Madison, Paul Kotrodimas, Milwaukee, and Jim Swenson, Cameron, all 135-pounders; Richard "Hoot" Gibson, Madison, brother of last year's scrappy Jackie Gibson, who will fight at 120 pounds as he did in 1944; Robert Humphrey, St. Joseph, Mo., who won all but one of his bouts in the 145-pound class last season; Don Dickinson, Tomah, a knockout specialist at 155 pounds last season; Dave Reiels, Madison, letter winner at 155 pounds in 1946.

Charles Kidd, Braunion, Mo., a 155-pounder for Wisconsin in 1943; Norm Anderson, Madison, Johnny Lendensky, Natrona, Pa., and Ted Kozuszek, Peshtigo, all 165-pounders who won letters in past seasons; and Stan Kozuszek, brother of Ted, who alternated between the light-heavyweight and heavyweight divisions last winter.

The complete 1947 boxing schedule is as follows:

- |  |  |
|--|--|
| Feb. 5—All-University Tournament Semi-Finals | Mar. 14—Wisconsin Reserves at Michigan State |
| Feb. 7—All-University Tournament Finals      | Mar. 17—Catholic University at Madison       |
| Feb. 14—Virginia at Madison                  | Mar. 21—Washington State at Madison          |
| Feb. 22—Penn State at College Station, Pa.   | Mar. 27-28-29—NCAA Tournament at Madison     |
| Mar. 1—Syracuse at Syracuse, N. Y.           | Apr. 11—Miami at Miami, Florida              |
| Mar. 7—Minnesota at Madison                  |  |



WHEN THE LIGHTS GO OUT IN THE FIELDHOUSE

## Coeds Are in the Swim of Things

A DIVING EXHIBITION, rhythmic swimming, a comedy act, and a water ballet, performed to recorded music make up the program for the University of Wisconsin Dolphin Club's annual pageant, which will be given March 27, 28, and 29 in Lathrop Hall pool.

The "Four Seasons" will be the theme of the 1947 pageant. Mary Broeksmit, Lake Forest, Ill., and Catherine Helgeby, Flint, Mich., are co-chairmen. Each season will be divided into three acts with the students in charge of each individual act doing their own organizing, directing, lighting, and costume planning.

The Dolphin Club is one of the oldest girls' athletic organizations on the campus. It was organized in 1920 by a group of girls interested in swimming. Membership is decided by tryouts, held annually, and the club's main contribution to the campus is the annual demonstration of water stunts and novelties.

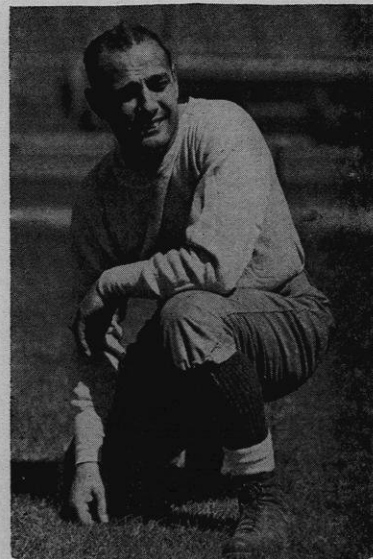
The Dolphins are sponsored by the Women's Athletic Association, which works closely with the department of physical education of the University in stimulating interest and participation in physical education activities among coeds. Other activities sponsored by the WAA include hockey, badminton, basketball, bowling, dance, tennis, hiking, and skiing clubs, tournaments, play days, sports days, and a physical education club, which is a professional organization.

All Wisconsin women students are required to take two years of physical education. Every coed is required to participate in an individual sport, a team sport, an aquatic sport, and in some form of dancing, besides being enrolled in a fundamentals class for at least one season.

Now that Prof. Blanche M. Trilling, '17, has retired from her long-standing position as head of the division of physical education for women, she has been succeeded by Dr. Marie L. Carns, '15. Eight other Wisconsin alumnae are on the department staff. They include:

Prof. Margaret N. H'Doubler, '10; Associate Professors Gladys Bassett, MA'30, Katherine Cronin, '14, Ruth Glassow, '16, and Margaret Meyer, PhD'43; and Instructors Frances Cumbee, MS'41, Mrs. Cecelia Maas, '40, and Mrs. Lydia Shafer, '26.

Subchairmen of the Dolphin Club pageant next month are Constance Fuller, Lexington, Mass.; Joan Chalmers, Carmel, N. Y.; Elizabeth Overby, Menasha, Wis.; Joan Carlson, Duluth, Minn.; Ruth Abrahamson, Green Bay, Wis.; Viola Whiffen, Sheboygan, Wis.; Ruth Marie Buck, Forest Hills, N. Y.; Ina Hill, Washington, D. C.; Mary Broeksmit, Lake Forest, Ill.; Ada Whiting, Kirkwood, Mo.; Beatrice Brandon, West Allis, Wis.; Margery Turner, Chicago, Ill.; Beverly Bullen, Chicago, Ill.; Jean Gebhardt, Racine, Wis.; Barbara Byrne, Omaha, Neb.; Susan Hackes, Pelham Manor, N. Y.; Holly Clarke, Two Rivers, Wis.; Beryl Randall, Stoughton, Mass.; Helen Bryngelson, Galesburg, Ill.; Mary Draper, Detroit, Mich.; Patricia Patterson, Madison, Wis.; and Catherine Helgeby, Flint, Mich.



HARRY STUHLDTREHER

## He's Still Here

The "WHAT'S-THE-MATTER-WITH-HARRY" blizzard that swirled around Coach Harry Stuhldreher's head at the close of the 1946 football season has died away as quickly as it blew up.

When the Badger gridders finished eighth in the Big Nine, some anti-Stuhldreher sentiment cropped up. It found a focus on the campus where students daubed "Goodbye Harry" signs on building walls and the editor of the *Daily Cardinal* propounded five questions for Harry to answer.

He replied like this:

1. Was there any friction between members of the football team and coaching staff which affected the efficiency of the squad this season? Absolutely not.

2. Are race and color considered in choosing players for the Wisconsin football team? No. We give everyone a fair chance.

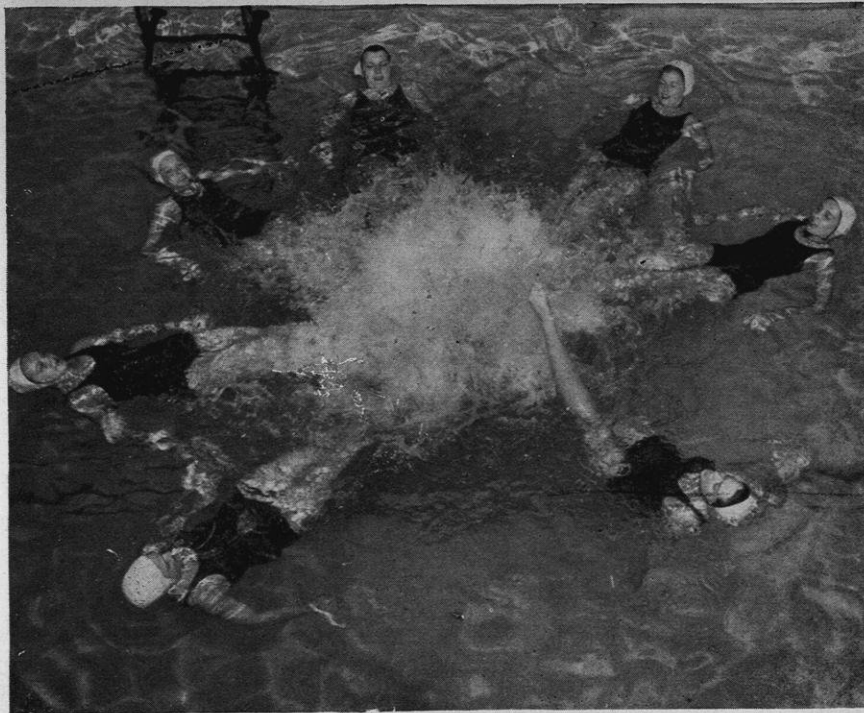
3. Why is the play of Wisconsin teams marked by poor demonstrations of fundamental blocking, pass defense, and tackling? Since other teams were better, Wisconsin played too hard and consequently made errors.

4. Why is it that Wisconsin football has not kept up with the changing style of play to employ more deception and greater variety of plays? Over a 13-year period Wisconsin has played interesting and deceptive football.

5. Do other universities in the Western Conference offer greater inducements to attract football players than it is possible to offer at Wisconsin? I do not know if other schools are subsidizing, but here at Wisconsin we make the best of what we have.

Harry Halloway, senior law student from Madison, put a damper on the whole controversy when he announced that the "Goodbye Harry" signs weren't intended for Coach Stuhldreher at all.

"I'm graduating in January and those signs were put up by my friends in the Law School," Harry explained. "I'm sorry that the coach got mixed up in all this."



THE DOLPHIN CLUB PERFORMS IN THE LATHROP HALL POOL

# New Bureau Aids Badger Communities

By R. J. COLBERT, PhD '31

Director, UW Bureau of Community Development

IT HAS OFTEN been said that no matter where a citizen of Wisconsin lives he is on the campus of his State University. Not only do citizens benefit *indirectly* from the extensive researches and teaching of the many colleges and departments of the University; there have long been many *planned out-reaches* that bring *direct* services to every community throughout the state. A mere catalog of these direct services would fill many pages. To an ever increasing extent the citizens turn to their University for needed information, counsel, and help.

With the return to peace there has come a vast number of new developments and problems of adjustment that affect both individuals and communities. In attempting to assist in meeting these developments and adjustments, the University has expanded its direct services in a number of important directions, one of the more important being the services which it now offers to business, industry, and the economic developments of Wisconsin communities.

A start in this direction was made during the war when the University, in cooperation with the Committee for Economic Development, carried on a program aimed at stimulating postwar planning for the reconversion period—to further postwar employment opportunities.

The CED was organized nationally in Aug., 1942, by a group of business and industrial men who remembered all too well the aftermath of unemployment that awaited returning Yanks of World War I. The CED program was "double-barrelled"—a program of research, and a program of field development and community organization. The CED took root in Wisconsin in the Spring of 1943. The late Fred Clausen, '97, was appointed state chairman and took the CED helm. He selected three able and dynamic district chairmen: Walter Geist, president of Allis-Chalmers, Milwaukee; Glen V. Rork, president of Northern States Power Co., Eau Claire; and L. D. Harkrider, president of General Malleable Corp., Waukesha. Frank O. Holt, director of the UW department of public service, served as state CED vice chairman and chairman of the advisory committee.

The industries in Wisconsin did an outstanding job of this practical planning. Though employment opportunities are now abundant, there are many other problems—housing, city planning, business development, price

and market controls, industrial production and expansion, personnel training, educational developments, and construction of necessary public improvements. These are but a few of the postwar problems to be thought through by the business and civic leaders in every community.

In order to provide them with the best information for thinking through these problems, the University, through the Extension Division, has inaugurated a program of institutes, forums, seminars, and roundtables for these communities. This program is developed in cooperation with the School of Commerce, the College of Engineering, the department of economics, and the several departments of state government that are especially concerned with economic matters.

While we cannot avoid being affected by the ups and downs of economic forces resulting from national and international situations, much of the shock and ill effects of these economic fluctuations can be cushioned through well-considered plans and programs in the local community. The experience during the past few years provides a good foundation for such plans and programs.

The Bureau of Community Development offers here in brief outline some programs which experience has already demonstrated to be of vital importance for our communities. Already many communities have made a good start on some of these programs and have profited from them. Suggestive of these opportunities are the following activities:

Seminar for merchants and store managers.

Program of business promotion, with local manufacturers, trade associations and agriculture.

Seminar on problems of industrial management, locally sponsored.

City planning program in cooperation with the State Planning Board and other agencies.

Home planners' institute, sponsored by local building and construction committees.

Seminar on building and construction, to plan for the stabilization of the building business.

Institute on small business.

The services—their part in community advancement.

Educational needs and resources affecting youth and adults.

Recreation and community welfare—community surveys pointing to discovery of needs and resources.

A program of forums and public discussion, to appraise local, state, regional, national and world issues—economic and political.

Citizenship Day (third Sunday in May), an educational enterprise reviving the New Voter program, presenting local forums, climaxed by the induction program of the 21-year-olds in every county, in



THE AUTHOR of the accompanying article, Dr. R. J. Colbert, has just published a *Guide to Community Action* in which he asserts that long-range planning is necessary to effect an orderly, stable housing development and industrial, commercial, and public construction growth in Wisconsin.

"If a boom is to be prevented and the future of the community protected against the blight of shabby shantytown, it is necessary to begin at once to educate the public to support a sound community program for building and construction," he says.

Dr. Colbert suggests two courses of action: (1) creation of local committees on building and construction aimed at achieving maximum stability in construction, and (2) home planners' institutes to help educate the public in intelligent home construction and modernization.

compliance with Wisconsin's Citizenship Day law of 1939.

All of these enterprises may not be put into action at once, but all might well be considered in developing plans for better living in our Wisconsin communities. They may well enlist the thoughtful interest of all community groups and leaders.

The University's bureau of community development is Wisconsin's newest expression of a long-standing motto that the boundaries of the campus are the boundaries of the state.



# How Our New Extension

FOR APPROXIMATELY 40 years the Extension Division has been providing a large variety of University services to tens of thousands of Wisconsin citizens. This year, in addition to its numerous other activities, it is providing regular college freshman work, and in some cases sophomore work as well, in 34 Wisconsin cities. This current program is not new, however, for it is basically an expansion of the freshman center program conducted by the Division since 1934.

Since the end of the war the demand for college work, particularly by veterans, has been rising constantly. This demand has become so great that regular campus institutions could not expand sufficiently to meet it, however great their efforts. Consequently, if many of these potential students were actually to have an opportunity to begin college work, some device for reaching them in or near their home communities, so that they could live at home, had to be found.

The Extension center program of the University was set up, quite frankly, to provide as completely as possible a college opportunity within commuting distance, say 50 miles, of every home in the state of Wisconsin. Actually, the Extension centers were so spotted in terms of needs over the state that they would fill in the geographic gaps be-

By **L. H. ADOLFSON, PhD'42**  
Director, UW Extension  
Division

tween the University itself, the State Teachers' Colleges, and the private colleges. In brief, the Extension center program is a supplement to the other college institutions of the State intended to provide widespread opportunity for college freshman work.

At present there are 34 such Extension centers over the state. The largest is in Milwaukee to which have been tied four suburban centers in Milwaukee County, with a total enrollment of over 2600 students. Twenty-nine other centers are distributed over the state, with a total enrollment just under 2600. The total enrollment in this off-campus program is about 5200, of whom 3271 are veterans.

\* \* \*

One of the unique aspects of this program is the manner in which it is geared to the instructional program of the campus at Madison. All classes and teaching personnel are approved and supervised by their respective residence departments in Madison. Residence departments and their chairmen, on top of heavy campus responsibilities, have cooperated eagerly and generously in helping to work out the numerous academic problems involved in this Extension program. The actual supervision is effected through Extension subject matter department heads who hold status in both the Extension Division and

their corresponding residence departments. Through this device it is possible to assure instruction out in the state of the same quality and standards as at Madison, and also to guarantee credits earned by students in Extension centers as fully equivalent to similar credits earned at Madison.

In order to handle this expanded state-wide program the Extension Division has recruited over 200 additional instructors for its staff. Most of these instructors are on a full-time basis. They are mature and in most cases experienced teachers, who come prepared for this teaching with sound academic training. They have been recruited from the four corners of the United States, and in a few instances from outside the United States. Many have returned to teaching from the armed forces; others from various types of war service. The staff is of first-rate quality.

The organization of instruction also presents interesting aspects. In the large centers the instruction is supplied by full-time staff, resident at the center. In the smaller centers the instruction is on a circuit basis with instructors teaching classes in two or more cities. In this way it is possible to serve a relatively small center with top-flight instructional personnel in specialized subjects, because the instructor is able to teach his specialty in a number of places. In most cases, however, instructors do not teach in more than two places.

\* \* \*

Classes are held locally in various types of rooms—in grade schools, high schools, vocational schools, a county normal, and, in one case, the council chamber of a City Hall. Some equipment for laboratories and special classes is provided locally; other equipment is provided by the University. Library facilities are provided in local libraries and schools, with the University supplying supplementary reading materials for special classes. Local school boards and administrators, local boards and directors of vocational education, and local librarians have cooperated with us superbly in making available the best possible facilities locally for these centers. Without their unstinting help this educational program would have been impossible.

The courses offered vary somewhat from center to center, depending upon the size of the center. Where there is a large student enrollment, it is possible to offer a considerable range of courses. Where the enrollment is at a minimum, 30 to 40 students, it is possible only to offer the basic freshman courses in English, a science, a social science, a language, and in some places mathematics and engineering drawing for the freshman engineers in the program. Some course flexibility is attained, however, by permitting students who have special needs to take one course by correspondence study as a part of their



THE HOME ECONOMICS-EXTENSION BUILDING on the Madison campus is the hub of Extension Division activities. Now vastly over-crowded, the building is slated for a new wing if and when the University's "must" building program materializes.

YOUR UNIVERSITY OF WISCONSIN TODAY

# Center System Operates

regular program. Inasmuch as the Extension Division offers an extremely wide range of college level courses through correspondence study, this practice is of immense value to many students.

\* \* \*

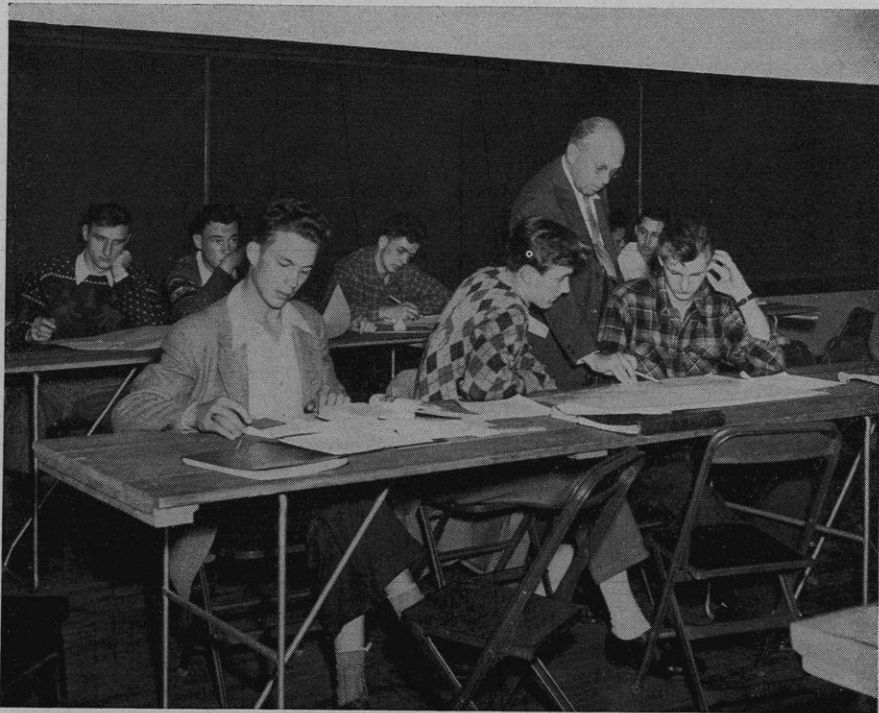
There are, frankly, a number of practical difficulties in operating a statewide program such as this. One of the immediate and most pressing problems is the provision of textbooks for all students in all courses. The University assumed the responsibility for procuring the textbooks for this entire program by placing orders for texts as early as last March. However, the deliveries on texts have been extremely spotty so that all textbook needs have not yet been filled. The only consolation in this situation from the point of view of the Extension Division is that the situation is general over the country, including the campus at Madison.

One serious obstacle to a good University freshman program is the lack of adequate chemistry laboratory facilities in most local communities. Chemistry fits best the science needs of most freshman students, and the lack of chemistry in the freshman year works a very real hardship on large numbers of students. We are providing science alternatives in either biology or physical geography in every center we are operating, and are making a strenuous effort to secure chemistry laboratory facilities in at least the larger centers by next year.

Obviously, the University cannot offer a full equivalent to its campus in the Extension centers over the state. The course offerings must necessarily be limited in relation to the much wider range of choice available at Madison. Moreover, many extra-curricular activities of high importance to college life cannot be handled out in the state, though in a few places an active intramural athletic program is already in operation. There is, of course, no substitute for the enriching potentialities to the individual student flowing from the total environment of a great University. The University does not pretend to supply these advantages in its Extension centers.

However, there are a number of things which the University can offer in its Extension centers that carry high values for the individual student. In most cases classes are relatively small, and it is possible to develop a close personal contact between instructors and their students. Moreover, because most students at the centers live at home, they escape many of the extremely difficult conditions of sheer living now present in most college communities.

Finally, the peculiar stresses and strains of a large and overcrowded university campus are not present in the centers. This means that students may concentrate on their academic work much more completely than is possible elsewhere.



DR. J. SULLIVAN GIBSON, PhM'29, conducts a class in freshman geography at the Racine Extension Center, which is located in the former McMynn School Building there. The Racine center offers a complete two-year curriculum. There are 588 students now enrolled under the directorship of Charles Wedemeyer, '33.



THIS IS A SCENE at the UW's Extension Center in Green Bay, where 176 students are receiving regular University instruction without leaving home. There are now 34 such centers scattered over the state. Green Bay classes are held in a local school building at present, but the center has been allotted 10,000 feet of surplus army barracks for use as emergency classroom space.

# YOUR UNIVERSITY OF WISCONSIN TOMORROW

## A \$5,000,000 Birthday Present

ALL OVER WISCONSIN—in fact, all over America—friends and alumni are launching the University of Wisconsin Foundation's Centennial campaign this month. Their goal: a \$5,000,000 "birthday present" for the University's 100th birthday in 1948.

Under the general chairmanship of Herbert V. Kohler, the organization will include men and women in each of Wisconsin's 71 counties, as well as in population centers from New York to Los Angeles.

Actually, this Centennial campaign lays greater emphasis on the University's second century of service than on its first. Every member of the Foundation and the Centennial organization is urging that the University proceed into its second century "not only not less, but greater, better, and more beautiful than ever before."

The University has never concentrated on its students to the exclusion of other needs of the state which nurtures it. Practically every farm, every factory, every community and government organization has a definite debt to the great institution which centers in Madison.

The Centennial campaign offers an opportunity to repay a part of those debts.

In general, the needs of the University follow its functions. That is, the University's *academic and research* work produces certain needs, for which appropriations by the State Legislature largely provide.

But there are other functions of the University, which President Fred describes as *public service and cultural* opportunities. These functions produce still other needs which cannot be met by the Legislature until the accumulated academic requirements have been satisfied. Thus the University of Wisconsin Foundation and its Centennial Campaign were organized to help provide funds for the public service and cultural programs.

As a matter of fact, the Foundation will supply no funds. The Foundation is simply a channel through which friends of the University can make the gifts they wish to give. The Centennial campaign is a means of coordinating and expediting those gifts.

Naturally, the Foundation workers will make direct approaches to many potential givers. They will explain the Foundation's plans and ideals. They will explain what the University needs, and why. They will help donors choose the form of giving which will most effectively carry out the wishes of the givers. Among the givers will be:

Individuals who make contributions with the assurance that such action promotes the welfare of state and nation.

By WALLACE MEYER, '16  
Chairman, General Information  
Committee, Centennial Campaign,  
University of Wisconsin Foundation

Families who establish memorials, the usefulness of which will increase and be more highly appreciated with the passing years.

Business, industrial, and other organizations, which give with either of these purposes in mind. In addition, such organizations may turn to the University with practical problems leading to research or studies in any field of business, science, or human behavior.

Contributions made to the University of Wisconsin Foundation can be considered in the nature of investments. The University will endeavor to make the return from these investments satisfactory and laudable.

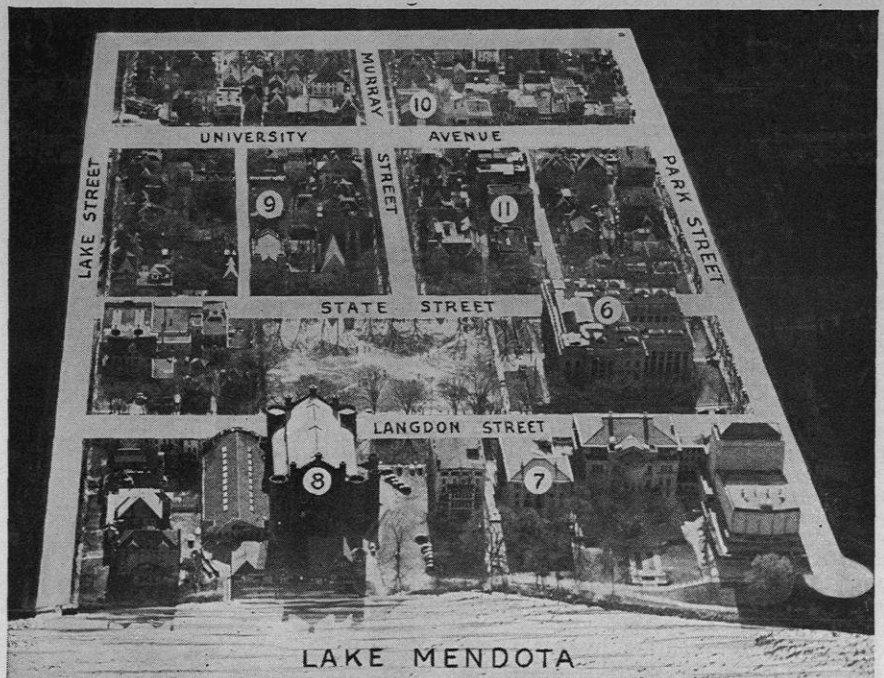
Friends of the University are urged to offer their help to the Foundation, either by writing to the general chairman, Mr. Kohler, or by calling upon their nearest district or county chairman. The Centennial Campaign organization cannot possibly visit every potential giver. It is hoped that voluntary donors will offer their help as early as possible in the campaign.

The following methods are suggested for the making of contributions to the Foundation:

**Outright immediate gifts.** This is the simplest and most direct method of giving, whether the contribution is large or small. Such gifts may be made in a single year or over a period of years. Gifts of this character will presently be applied by the Foundation for any designated purpose or to the cost of the three special-purpose buildings here described and the sites therefor, and in assisting in the development of the lower campus mall.

**Life insurance.** The Foundation has issued a booklet setting forth the advantages of making gifts to the Foundation in the form of life insurance, in which the policies are made payable directly to the Foundation, or assigned to them as the sole and irrevocable beneficiary. Where for any reason new policies cannot be obtained, or such are deemed inadvisable by the donor, an existing policy may be assigned.

**Bequests.** Both state and federal revenue laws are favorable to the making of bequests to educational foundations, and a bequest may take a variety of forms, such as provision for a cash payment, transfer of securities, real estate, private libraries, works of art, etc. Securities which have increased in value may be given directly to the



THIS IS THE WAY the University's lower campus looks today, full of many old and outmoded buildings. The Armory (8) is picturesque but outdated. Areas (9), (10), and (11) contain frame rooming houses and small stores. Under the new lower campus plan now being sponsored by the University of Wisconsin Foundation, these eyesores will be replaced by a mall, running down what is now Murray St. to the lake, flanked by special-purpose buildings. The Memorial Union (7) and the Historical Library (8) fit into the pattern of the proposal.

# YOUR UNIVERSITY OF WISCONSIN TOMORROW

## for Your University

Foundation without converting and paying tax on increase.

**Gifts in trust.** Wherever desired, counsel for the Foundation will be available for conferences with any donor and his or her attorney in drafting the form of trust desired and the terms and conditions to be observed for each such gift.

\* \* \*

Much of the public information on the Foundation's activity centers around the proposed lower campus development.

Basic units of the area already exist. The present Historical Library and the Memorial Union are both physically and functionally logical parts of this development. To them four other buildings will be added in the first phase of the program:

**New University Library.** Facing the present Historical Library across the lower campus, the new Library will provide important facilities which have been lacking throughout the last 20 years. The growth of the University has made the present Historical Library inadequate for the University's uses, and has prevented proper expansion of the library and museum facilities of the Wisconsin Historical Society.

The Legislature has already appropriated funds for the first unit of the new Library. Since this is essentially an academic building, it does not come within the province of the Foundation. However, it will be an important unit in the expanded lower campus.

**Center for Applied Research.** Separate facilities—classrooms, living quarters, laboratories, and space of all kinds—are needed for the proper development of the University's program of clinics and short courses. This program now offers a wide variety of training to laboring people, business men, professional men, farmers, and people in all walks of life. But the program is hampered by lack of just such a building as the proposed Center for Applied Research.

When this building is completed, groups with widely-varied interests would come to the campus for a day, a week, two weeks, or other periods of time. They would live in the campus environment, and benefit greatly from the continuous educational program of the University.

The proposed site for this building is at the corner of Lake and Langdon Sts., close to the University Library and the Memorial Union. Estimated cost: approximately \$2,000,000.

**Auditorium.** General University exercises, concerts and operas, and events such as the coming Centennial exercises in 1948-49 emphasize the need for a University Auditorium. To hold such activities in the Stock Pavilion is embarrassing. The old red gymnasium is too small. Likewise, the Union Theater is too small, since it was not intended for convocations and large assemblies.

An auditorium, seating perhaps 4,500 persons, will satisfy the needs and will also contribute to the educational and cultural aspects of University life. It will be located at the south end of the mall, and will be architecturally designed to become one of the most beautiful structures of its kind on any university campus. The State of Wisconsin and the University will rightfully be proud of this Foundation project. Its estimated cost, including the cost of the site, is more than \$2,000,000.

This Auditorium might be dedicated in its entirety to an individual donor or part by part to several donors.

**Art Institute and Museum of Science and History.** Leading historians have called the University's collection of historical treasures one of the most significant to be found in the country. Yet it remains practically unnoticed in the files and vaults of the State Library and Bascom Hall, because there is no room available to display the exhibits. This is also true of valuable paintings, tapestries, Indian treasures, and many other museum objects.

The erection of an Art Institute and Museum of Science and History in the southwest section of the new lower campus is in the Foundation's plans. Its total cost will be more than \$1,000,000. It is the hope of the Foundation that an individual or family group will contribute the necessary funds to erect this structure.

\* \* \*

The 18 district chairmen in charge of the Foundation's Centennial campaign in Wisconsin are:

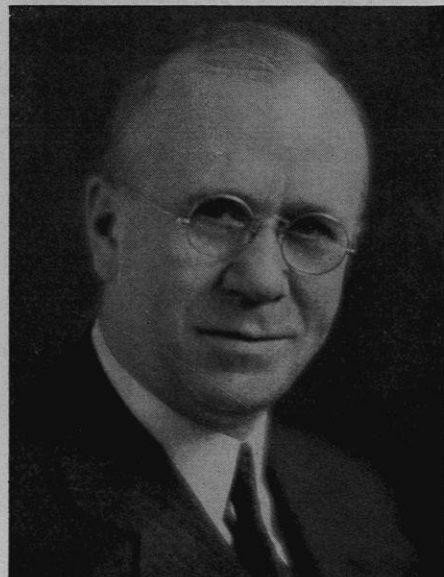
1. Clough Gates, '02, editor, *Evening Telegram*, Superior.
2. Ernest Heden, State Senator, Ogema.
3. Harvey V. Higley, '15, pres., Ansul Chemical Co., Marinette.
4. Othmar J. Falge, '12, Security State Bank, Ladysmith.
5. Glen V. Rork, pres., Northern States Power Co., Eau Claire.
6. D. Clark Everest, pres., Marathon Corp., Wausau.
7. Max Stieg, Dairyman's State Bank, Clintonville.
8. Eli S. Jedney, '07, atty., Black River Falls.
9. Theodore W. Brazeau, '97, atty., Wisconsin Rapids.
10. Clayton F. Van Pelt, '22, pres., Fred Rueping Leather Co., Fond du Lac.
11. A. J. Goedjen, '07, vice pres., Wisconsin Public Service Corp., Green Bay.
12. Richard W. Bardwell, x'32, supt. of schools, La Crosse.
13. Ray Stroud, '08, atty., Madison.
14. Howard T. Greene, '15, Brook Hill Farm, Genesee Depot.
15. Julius P. Heil, pres., the Heil Co., Milwaukee.
16. Marshall Peterson, '30, atty., Monroe.
17. Harry W. Adams, '00, atty., Beloit.
18. W. G. Aschenbrenner, '21, American Bank & Trust Co., Racine.



HOWARD I. POTTER, '16, President, University of Wisconsin Foundation.



GEORGE I. HAIGHT, '99, Chairman of the Board, University of Wisconsin Foundation.



WILLIAM J. HAGENAH, '03, Executive Director, University of Wisconsin Foundation.

# YOUR UNIVERSITY OF WISCONSIN TOMORROW



## *The Proposed New Mall*

HERE IS THE WAY the University's lower campus will look tomorrow. The University of Wisconsin Foundation plan calls for an orderly arrangement of the expanded lower campus, bounded by Lake Mendota (right), Park St. (upper diagonal), Johnson St. (rear of building 8), and Lake St. (lower diagonal). To read this plan, start with Music Hall (1) upper center. Cross the Hill, preserved untouched, to Science Hall (2), the Memorial Union (3), and the Historical Library (4). These are all now standing. Then note these new buildings:

(5) Center for Applied Research, to be financed by the Foundation.

(6) University Library, funds for the first unit having already been appropriated by the State Legislature.

(7) Art Institute and Museum of Science and History, to be financed by the Foundation.

(8) Auditorium, to be financed by the Foundation.

Other buildings shown in the plan are for possible future construction.

# YOUR UNIVERSITY OF WISCONSIN TOMORROW

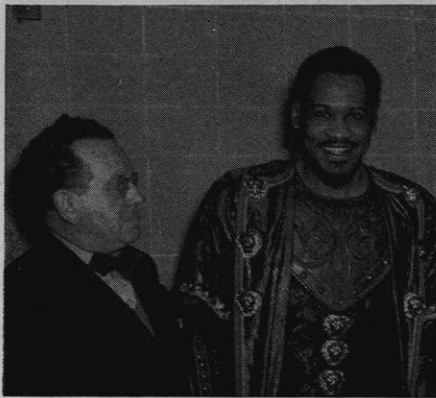


# YOUR UNIVERSITY OF WISCONSIN TOMORROW

## Centennial Plans Announced



**1. ACADEMIC SYMPOSIA.** The picture shows Charles L. Byron, '08, Mrs. Hugo Kuechenmeister, '13, Dean Emeritus H. L. Russell, '88, and Mrs. George Lines, '98, at an Alumni Day Institute in 1943.



**2. FINE ARTS FESTIVALS.** A Centennial drama festival, during which leading stars of the theater will perform in Madison, is planned for the fall of 1948. The picture shows Prof. Oskar Hagen with Paul Robeson in the Wisconsin Union Theater.



**3. CAVALCADE OF SPORTS.** Badger cheerleaders will really have something to cheer about if Athletic Director Harry Stuhldreher comes through with his promise of "a winning team in every major sport."

WHEN 1948-49 ROLLS around, the University of Wisconsin will be able to look back on an even 100 years of service to the state. Tentative plans on how the University will mark its Centennial were announced recently by Prof. William H. Kiekhofer, chairman of the UW Centennial committee.

Six main projects running continuously from Sept., 1948, to June, 1949, will give the University a year-long birthday celebration, Professor Kiekhofer says, although the University's exact birthday is Feb. 5, 1949. The six projects are academic symposia, fine arts festivals, a cavalcade of sports, expositions and radio programs, memorial events, and special celebrations.



### KIEKHOFFER

Each phase of the Centennial will afford the University a chance to look both backward at the highlights of its 100-year history and forward to a new century of progress. Many of the events will be held in conjunction with the state, which also celebrates its 100th birthday in 1948.

Professor Kiekhofer will himself be celebrating an anniversary in 1948. That year will mark his 35th on the University faculty. It was in 1913 that he took his PhD at Wisconsin and became an instructor in economics. From 1920 to 1934 he served as head of that department. Now "Wild Bill" and his "econ. la" lectures in Music Hall are a campus tradition.



**6. CELEBRATIONS.** Also on the Centennial calendar is a gala Commencement and Alumni Reunion in the Spring of 1949.



**5. MEMORIAL PROJECTS.** In 1948 the Memorial Union will celebrate its own 20th birthday. The picture shows Porter Butts, '24, Lowell Frautschi, '27, and Prof. H. C. Bradley, x'10, looking on as the first stone of the Union was laid on Feb. 23, 1927.



**4. EXPOSITIONS.** A week-long exposition of the century-old University at work, a movie about the University, and a series of radio programs are tentative Centennial projects. The picture is a platform view of the nation-wide Founders' Day broadcast in 1942.

# Two Important Years

TWO YEARS FROM NOW the University of Wisconsin will start its second century of service to the state and the nation. All Badgers hope that this second century will be even greater than the first.

The quality of Wisconsin's educational service in this second century will be determined largely by what happens in the next two years. In other words, the next two years will be very important in determining Wisconsin's future position in the field of higher education. As loyal alumni, all of us should take stock and see what we can do to help our Alma Mater to maintain her leadership among American universities. Here are some of the ways in which we can help:

## 1. Help the University get sufficient funds to meet its post-war needs.

Your University is struggling valiantly to handle the largest enrollment in its history—24,000 students. Thousands more are ready to enroll as soon as they can find living quarters. This enrollment is twice as large as the highest pre-war attendance and educational authorities tell us that the peak is still to come.

To meet the educational demands of this record enrollment, the University is asking that the Legislature appropriate \$18,300,000 for operating expenses. This is the largest operating budget ever proposed by the University, but this money must be made available if our University is to do a good job for its 24,000 students. Unless this money is provided, the University must curtail activities that are important to its students and the citizens of Wisconsin. Such retrenchment in the next two years is bound to be harmful to our University's future development.

## 2. Help President Fred keep the key men of his faculty.

During the next two years, all universities will have trouble in keeping their key men. In the first place, universities will be competing with each other for capable men and women. All universities must expand their staffs to take care of increased enrollments. Just this week, for example, I saw a letter from a neighboring university to a member of our faculty which asked him to "write his own ticket" on the question of salary. That's tough competition. President Fred has to meet this competition if he is to keep his key men. Secondly, business and industry are already making attractive offers to our faculty members. Universities cannot compete with business on the basis of salary, but Wisconsin must be able to pay salaries that offer some inducement to remain on our faculty. This, of course, means a budget adequate for this purpose.

## 3. Help the University get the new buildings so urgently needed.

Fourteen campus buildings are more than 50 years old. Two campus landmarks, North Hall and South Hall, are more than 90 years old. The center section of Bascom Hall is 87 years old. Chadbourne Hall is 75 years old. Science Hall, the Chemical Engineering Building, and the Electrical Engineering Building are 59 years old. The 55 year old dairy building has long outlived its usefulness. Wisconsin makes two-thirds of all the Swiss cheese produced in the United States, but Swiss cheese cannot be made in the Dairy Building on our campus. This building is inadequate and obsolete—a disgrace to the greatest dairy state in the Union. All these buildings must be replaced.

## 4. Back up the University of Wisconsin Foundation.

The Foundation is now raising \$5,000,000 in connection with the University's Centennial. This campaign deserves the support of all loyal Badgers. You can help in two ways: (a) you can make your own contribution to this worthy cause; (b) you can encourage non-alumni to make gifts and bequests to the University. These funds will not supplant appropriations made by the Legislature. Instead, they will *supplement* legislative funds so that the University may expand its cultural and public service functions.

## 5. Protect the University from "snipers".

Increased budget needs make our University a natural target for snipers. Groups and individuals unfamiliar with the University's post-war problems will talk glibly about educational inefficiency and the dangers of building a university that is too large. As alumni, we must do our part to protect the University from unfair sniping. In so doing, we must differentiate between constructive criticism and sniping. The University must welcome constructive criticism. But unfair sniping is dangerous in these critical post-war days.

## 6. Encourage your fellow alumni to cooperate with the Association in promoting the best interests of the University of Wisconsin.

Scattered alumni working alone are not nearly so effective as thousands working together for our Alma Mater. Today Association membership is the highest in its history—nearly 11,000. A thousand new members would make us increasingly effective in getting things done for the University. Five thousand more members would make us still more effective. Ten chances to one you know some alumnus who would welcome the opportunity to share in this important work. A word from you as a member is often all that is necessary to turn this part-time Badger into a full-time Badger like yourself.—JOHN BERGE.



1901 . . . . . W

Philip A. KOLB, retired principal of the Oklahoma Avenue School, Milwaukee, died Nov. 22 following an illness of six months. Mr. Kolb had retired in 1941 after serving as principal since 1924. He had been superintendent of schools in Wauwatosa for 14 years previous to his appointment as principal.

1902 . . . . . W

Dr. Anna Yeomans REED, emeritus professor, School of Education, New York University, died July 29 of a heart attack. Since her retirement from New York University she was writing and lecturing at Cornell University and since 1944 she has been making her home with a sister in Boston. . . . Dr. Arthur D. S. GILLETT, superintendent of schools at Eveleth, Minn., died Dec. 11 in an Eveleth hospital. He had formerly been president of Superior State Teachers College. Dr. Gillett had also served as chairman of the University of Wisconsin Board of Visitors.

1903 . . . . . W

Homer C. HOCKETT, professor emeritus of History at Ohio State University, is now a resident of Santa Barbara, Calif. . . . Fannie BRAYTON is retired and living in Seattle, Wash. She had been head of the English department in the high school at Anaconda, Mont.

1904 . . . . . W

William E. SCHRIEBER, Missoula, Mont., who won his "W" in football while at the University and who played with the Madison High School team in 1897, has written that he just retired as professor of physical education at Montana State University. He had served on the M. S. U. faculty for 28 years and expects to spend the time operating his orchard at Flathead Lake, Mont. . . . Joseph G. FOGG, prominent attorney of Cleveland, O., died Dec. 2 of a cerebral hemorrhage. Mr. Fogg had been star quarterback on Wisconsin's football team while he was in school. At the beginning of his law career he had practiced law part time and coached the East High football team. In 1907 he was coach at Case School of Applied Science, remaining through the 1910 season. He continued his football interest as president of the Cleveland Touchdown Club and part owner of the former Cleveland Rams. . . . Michael G. EBERLEIN, prominent Shawano attorney, held his first court in Appleton, in December, as judge of the Tenth Judicial circuit. He had been appointed Dec. 2 to the circuit judgeship formerly held by U. S. Senator Joseph McCarthy. After graduation from the University, he joined his brother in the practice of law, then he joined A. S. Larson and continued this partnership until Mr. Larson died in 1931. He has practiced since with Joseph McCarthy and later with his sons, Michael G. Eberlein, Jr. and Frederic C. Eberlein. . . . Fred W. LUENING, Milwaukee, is editorial writer for the *Milwaukee Journal*.

1905 . . . . . W

Charles E. McLEES, Muskogee, Okla., attorney, died Feb. 26 from the effects of a major operation. Mr. McLees, who had been a "W" man while on the campus, had returned many times for class reunions.

1906 . . . . . W

Walter M. ATWOOD, Madison druggist, died Dec. 6 after an illness of several days. He had owned and operated the Atwood Pharmacy for 35 years and had retired Nov. 1, 1945. . . . Carey C. FISHER is a salesman in Cicero, Ill. He is living at 5106—21st St., Apt. 3.

1908 . . . . . W

Lawrence G. JOHNSON, county clerk of Jefferson County, died Dec. 9 in Phoenix, Ariz. He had been elected county clerk in 1944 and was reelected in the fall election. He is survived by his wife, the former Maude Terry, '08, Whitewater.

1909 . . . . . W

Theodore H. SCHOENWETTER, Mineral Springs, Topanga, Calif., is employed by the US Treasury Internal Revenue Service. He is a deputy collector with headquarters in Santa Monica. . . . Lois OWENS, Wauwatosa, died Feb. 18, 1946.

# ★ Trailing the Badgers

1910 . . . . . W

Dr. Harold C. BRADLEY, professor of physiological chemistry at the University, has been granted a leave of absence for the second semester beginning Feb. 1. . . . Leo E. GIBSON, a former Ft. Atkinson resident, died Nov. 8 at his home in Detroit, Mich. He had been an employee of the Detroit Co. . . . George E. WORTHINGTON, Washington, D. C., is in Tokyo on a mission relating to the external assets of Japan.

1911 . . . . . W

Dr. William E. BUTT, Viroqua, retired physician, died Nov. 19 at his home. He is survived by his son, Cyrus, '34, and a sister Jane, '10. . . . City Attorney Peter J. MURPHY, Chippewa Falls, died Dec. 8 of a heart attack. He had practiced law in Chippewa Falls for 35 years. Mr. Murphy had served overseas in World War I. . . . Ray S. HULCE, Whitewater, died Dec. 18 of a heart ailment. Mr. Hulce had been on the College of Agriculture faculty here from 1920 to 1925. He had also been associated with the dairy husbandry department of the University of Illinois.

1912 . . . . . W

Carl NEPRUD, Coon Valley, has retired as inspector general of customs in China. His last post was in charge of the Port of Shanghai. He expects to make Coon Valley his home. . . . Herman F. KOLLOGE, Milwaukee, died Nov. 6 after a heart attack. Mr. Kolloge was manager of the N. 3rd St. store of the Badger Paint Co. . . . Andrew H. MELVILLE, professor of economics at Columbia University and Penn State College, died Nov. 20 at the age of 74. Mr. Melville had been with the extension division of the University of Wisconsin from 1915 to 1918.

1913 . . . . . W

Myron A. TACK, Shaker Heights, O., formerly of Chicago, died Nov. 24 of a heart attack. He was chief engineer of the Interlake Iron Co. and had only recently moved to Shaker Heights. . . . Dr. Allen SIVYER, Milwaukee, retired assistant medical director for the Northwestern Mutual Life Insurance Co., died Dec.

## Badger Night in Seattle

"DEC. 5 must have been 'Wisconsin night' in Seattle, Washington," writes Willard Scholz, '41, "what with Bricken and Johansen at the Moore Theater and Tom Reynolds, '37, and me at the Metropolitan Theater with *State of the Union*." Willy will be remembered as a leading Haresfoot and Wisconsin Players star just before the war. Carl Bricken, now conductor of the Seattle Symphony, is a former director of the Wisconsin School of Music. Prof. Gunnar Johansen is now on the Wisconsin faculty.



SCHOLZ

10. He had been with the company for 22 years. . . . Jessica B. ANDERSON, Columbia, S. C. artist, died Dec. 11. Miss Anderson had been assistant secretary of the Milwaukee Club. She left Milwaukee in 1928 to make her home with her brother in Montgomery, Ala. and then in Columbia. She spent much time painting and exhibited her water colors and sketches in Montgomery.

1914 . . . . . W

Clark M. OSTERHELD, Stoughton, has been elected vice president of the McGraw Electric Co., Chicago. In addition Mr. Osterheld will continue to serve as general manager of the Clark water heater division. . . . Robert K. HENRY, Jefferson, newly reelected congressman from Wisconsin, died Nov. 20 in a Madison hospital. Mr. Henry was former state treasurer and in 1944 had been elected congressman from the second Wisconsin district and reelected in the recent election. . . . George S. BULKLEY, Oconomowoc, is general superintendent of the Carnation Co. there.

1915 . . . . . W

Herman V. GAERTNER, formerly of Madison, has been elected controller of the E. F. Goodrich Co., Akron, O. Mr. Gaertner joined the Goodrich Co. in 1916. . . . Wilfred H. WILLIAMS, Minneapolis, Minn., died Sept. 18. He had been general salesmanager and secretary-treasurer of the Super Six Sales Co., and Super Six Manufacturing, Inc., of Minneapolis. . . . Edward A. SIPP, Chicago, has been appointed manager, railway division, Reynolds Metals Co. Mr. Sipp was associated with the Pyle-National Co., an expansion of the Burgess Battery Co., for 31 years as manager, research department. He joined the Reynolds Co. in July, 1946.

1916 . . . . . W

Max E. DAVIDSON, Minneapolis, died Nov. 6 of a heart attack. At the time of his death he had been manager of the Minneapolis office of the US Employment Service. Mr. Davidson had served in World War I. . . . Dr. Arnold S. JACKSON, Madison, of the Jackson Clinic and Methodist Hospital staff, was guest editor of the December issue of the *American Journal of Surgery*. . . . Justice John D. WICKHEM of the Wisconsin Supreme Court has rejected an assignment as one of the judges in the German war crimes trials. Justice Wickhem has served on the Wisconsin Supreme Court for 15 years and was most recently reelected in 1943.

1917 . . . . . W

Claire B. BIRD, Wausau, was married to Claude R. Jerdin, Madison, on Dec. 16 at Western Springs, Ill.

1918 . . . . . W

Mrs. Holland L. ROBB (Marion SANFORD), formerly of La Crosse, is with her husband Col. Robb, at Seoul, Korea. . . . Waldo R. ARNOLD, managing editor of the *Milwaukee Journal*, died Nov. 7 of a heart attack. He began working for the *Journal* as a copy reader in 1917. He is survived by his wife, the former Mildred HUSSA '20. . . . Arthur C. SPRINKMANN, Milwaukee, died Nov. 12 at the Deaconess Hospital. Mr. Sprinkmann was vice president of the Sprinkmann Sons Corp., industrial insulating contracting firm. He is survived by two brothers, Ernest S., '15, Milwaukee, and Roland C., '20, Daytona Beach, Fla. . . . Mrs. Allen G. WALLER (Ingrid NELSON) News Brunswick, N. J., was elected "First Lady of the Year" by a group of 10 Beta Sigma Phi electors. She was honored by a group of three (N. J.) chapters of the organization. . . . Mrs. Charles M. MERRELL (Marion CALKINS), McLean, Va., is author of *State Occasion*, a play which was produced in the campus theater of the Catholic University, Washington, D. C. . . . The "advertising brains" for Gimbels, Berenice FITZGIBBON (Mrs. Herman Block), was ex-

pounded in a leading article in the *Saturday Evening Post* of Nov. 30. A former Wisconsinite, Berenice Fitz-Gibbon, "thrives on conflict, drives her aides wacky, gives rival Macy's many a bad moment", according to this article.

## 1919 . . . . . W

Alexander P. RICHARDSON, Evansville, died Oct. 25 in Blue Island, Ill. A native of Evansville, Wis., Mr. Richardson had served with the medical division in World War I. He had been a newspaper man and an insurance salesman . . . Joseph R. FARRINGTON was re-elected as delegate to Congress from Hawaii for the third time at the Nov. 5 election. Mr. Farrington, one of the strongest supporters for the plan to admit the island into statehood, is president and general manager of the *Honolulu Star-Bulletin* . . . Robert L. JACOBSON, Janesville, has retired from his duties as internal revenue agent. Mr. Jacobson has spent 30 years as internal revenue agent. He had been in the Madison office before moving to Janesville . . . Dr. John S. HICKMAN, eye, ear, throat and nose specialist of Jamestown, N. Y., died Nov. 11 of a heart attack. He had served in World War I . . . Gene BROSSARD, Jr., Madison, has accepted an executive position with the Atlantic Refining Co. in Nicaragua and will leave for the Central American country in a few weeks. He was employed for six years as a geologist in the emerald mines in Colombia and later as assistant superintendent for the Gulf Oil Co. in Venezuela.

## 1920 . . . . . W

Verna CARLEY, formerly of Appleton, is on her way to Tokyo to fill the newly created position on the Allied commanders staff for teacher training for Japan and Korea. Miss Carley was released from the WAVES in the summer of '46. She had served as lieutenant commander at Pensacola . . . Leatha HARTUNG is teaching Spanish at Two Rivers, Wis. She is living at RR 1 there.

## 1921 . . . . . W

Beauford H. BARNETT, formerly of Richland Center, was married Nov. 2 to Dorothy JOHNSON, Madison. Mr. Barnett is a representative of the Chicago Pharmacal Co. They are making their home at 29 E. Wilson St., Madison . . . Arthur N. LOWE, Madison, will be a candidate for the second Congressional seat left vacant by the death of Representative Robert K. Henry. Mr. Lowe was a Republican nominee for the assembly from the city of Madison in 1940. For the past three years he has been an auditor for the state department of agriculture.

## 1922 . . . . . W

Dr. Ralph W. CLARK has been appointed to a full professorship in the School of Pharmacy at the University of Kansas. Dr. Clark had been manager of the prescription department of Macy's in New York and director of pharmacy for all stores in the Macy chain . . . At the annual meeting of the Society of American Archivists, held in Washington, D. C. in October, Lester J. CAPPON, architect of Colonial Williamsburg, was re-elected secretary of the Society . . . Edward J. PASHKA, Madison, is division manager, electric department, of Sears Roebuck & Co.

## 1923 . . . . . W

Herbert H. BROCKHAUSEN, Madison, died Oct. 29 of a heart attack. He was founder and president of the Brock Engraving Co. and had served in World War I with the 32nd Division. He is survived by his wife, the former Freda RUMMEL, '21 . . . George A. KRONCKE, Madison, has been in the army for 18 months and now has resumed his law practice with Sauthoff, Hansen & Kroncke . . . Eleanor E. SANFORD, La Crosse, who has been with the WAVES for almost four years and was recently discharged with rank of Lieutenant Commander, is back at her position with the Manufacturers Trust Co., New York . . . Mr. and Mrs. Whitford L. HUFF, (Ida BECHTOLD, '41), Madison, are the parents of a daughter, born Nov. 19 . . . The Rev. Henry S. RUBEL, pastor of Grace Episcopal Church, Glendora, Calif., died Dec. 4. In 1922 Dr. Rubel had been author of the Haresfoot club musical

comedy *Kikmi*. He had also been editor of the *Octopus*, University humor magazine. He had been ordained into the ministry in 1924 and served as assistant rector of the Milwaukee, Highland, N. J., Berwyn, Ill., and other churches before taking over the pastorate of Grace Church at Glendora.

## 1924 . . . . . W

Prof. H. W. RISTEEN, Chippewa Falls, is resident director and head of more than 25 administrative officers and faculty members at the Sault Ste. Marie Residence Center of the Michigan College of Mining and Technology. Prof. Risteen had been on leave from the college from July, 1941, until February, 1946, during which time he served with the Seabees . . . Josephine W. BYINGTON, Madison, retired teacher, died Nov. 28. A resident of Madison for 23 years, Miss Byington had been an active worker in the Daughters of the American Revolution and the WCTU . . . Mrs. Kurt E. BRUECKNER, (Hildegard SCHLICHER) is now living at 208 N. Allen St., Madison . . . Frances CAMPBELL, a former Madisonian, is author of a new novel *Men of the Enchantress*, which is receiving excellent reviews over the country . . . The *Winfield Daily Courier* has the only special air delivery service of any newspaper in Kansas. Its subscribers in Eastern Cowley, Western Chautauqua and Elk counties receive their copies as soon as it is delivered to the Winfield residents. Carl A. ROTT is editor-manager of the *Courier*.

## 1926 . . . . . W

Forrest C. FAIL is a salesman for milking machines and is living at 117 Clearbrook Dr., Hynes, Calif.

## South of the Border

HARLAN ALTHEN, '36, is doing quadruple duty down in Mexico City as (1) a grad student at Mexico City College, (2) public relations man for the same school, (3) organizer of Mexico City's AVC chapter, and (4) editor of Mexico City's newest magazine, *Weekend*.

## 1928 . . . . . W

John B. STOKELY, executive vice-president of the Stokely Foods, Inc., died at his home in Indianapolis Nov. 25 following a heart attack . . . Harold S. SILVER, Milwaukee, has been named general patent attorney in charge of the patent department, legal division, of the Allis-Chalmers Mfg. Co. He was associated with the U. S. Patent Office before joining Allis-Chalmers in 1933.

## 1929 . . . . . W

Ethel WOLF and Robert L. JACOBSON, both of Milwaukee, were married Dec. 7. They will reside in Milwaukee . . . Dr. Haridas T. MUZUMDAR is professor of sociology at New Mexico Highlands University, Las Vegas, New Mexico . . . Donald B. HARTER, formerly manager of Lux promotions of Lever Brothers Co., is now director of department store sales and promotion with the Propylactic Brush Co., Florence, Mass.

## 1930 . . . . . W

George E. BAKER, Parma Heights, Cleveland, O., is tax accountant with Ernst & Ernst . . . Charles M. HULTEN, Athens, has been named deputy assistant secretary of state, Washington, D. C. . . Robert W. FAIRWEATHER is physician at the New York Navy Yard, Brooklyn.

## 1931 . . . . . W

Mrs. Robert YAEGER (Martha Adams), Marinette, was killed instantly when the car in which she was riding was involved in an accident Dec. 1. She taught at the Antigo High School before her marriage in 1935 . . . Mr. and Mrs. W. Arthur McNOWN, Manitowoc, announce the birth of twin daughters on Dec. 2. They also have a son . . . Rolland KUCKKUK, Shawano, is practicing law in offices over the Kuckuk Jewelry Store in

Shawano. Mr. Kuckuk entered military service in April, 1942 and was placed on terminal leave on July 15, 1945 . . . Mrs. Gary WERGIN, Madison, has been appointed to the catalogue division staff of the state historical library . . . Mrs. Renald G. MOORCRAFT (Mary Ellen MCKINLEY), Dodgeville, died Dec. 18 of a heart attack. Mrs. Moorcraft was employed in Chicago with the United Education Inc.

## 1932 . . . . . W

Louise MEAD, formerly of Madison, was married Nov. 8 in Hilo, Hawaii, to Philip S. Wulff. Mrs. Wulff is a laboratory technician at Hilo Memorial Hospital. They are making their home at 1816 Kinooole St., Hilo . . . Edna MAXIM, formerly of Ashland, was married Nov. 28 to John S. Brouty, Ft. Atkinson. They will make their home in Ft. Atkinson . . . George C. BURNHAM, Whitefish Bay, Milwaukee, is an electrical engineer with the Allen-Bradley Co., Milwaukee . . . Dora DREWS, Madison, has been appointed to the staff of the Wisconsin State Historical Society in charge of public relations. She had been advertising manager of Lucien Lelong, Inc., Chicago and during the war served as chief instructor in the Brazilian air ministry's aviation school at San Paulo, Brazil.

## 1933 . . . . . W

Dr. Stephen W. BROUWER has opened an office in the Pierce Building, 404 E. Wisconsin Ave., Milwaukee . . . Mrs. Arthur HAISSIG (Helen DOWNER), formerly of Milwaukee, is now living at 2420 Roosevelt Rd., Kenosha . . . Kenneth D. BROWN is an art instructor employed by the Kenosha Board of Education . . . Mr. and Mrs. John T. DALE (Dorothy SCHREI), Evanston, Ill., are the parents of a son, John Therrien, Jr., born Dec. 7. They will be moving to New York City soon, as Mr. Dale has been made assistant sales manager of the Consolidated Dougherty Card Co. with offices in New York City.

## 1934 . . . . . W

David M. BULLOWA, New York City, is now in business for himself as D. M. Bullowa, numismatist, 37 S. 18th St., Philadelphia, Pa. . . Vivian WESSEL and Harold B. Stubkjaer, both of Madison, were married Dec. 7 in Dubuque, Ia. Mrs. Stubkjaer is employed in the Bureau of Personnel, Madison . . . Charles H. WILEMAN, superintendent of schools and high school principal at Brillion, Wis., has been named president of the Wisconsin Association of Secondary School Principals for 1946-47 . . . Mrs. Melvin JOHNSTON (Eleanor RYDBERG), Lime Ridge, died Nov. 26 at Rochester, Minn. Mrs. Johnston taught at Belmont, Wis. and then organized the home demonstration work in Green County . . . Mrs. Noel FOX (Dorothy MCCORMICK), Muskegon, Mich., is now living at 1500 Clinton St. there . . . Dr. Asher N. LEBENSOHN, formerly of Kenosha, died Dec. 17 at the home of his brother, Dr. Zigmund M. LEBENSOHN, '32, Washington, D. C. Dr. Lebensohn had served in the medical corps of the army from 1942 to 1946 . . . Robert S. HUBBARD, Jr. is a grocer at 1008 S. Float Ave., Freeport, Ill. . . Clifford E. HUMPHREY of 2709 Major Ave., Madison, is doing display advertising for Hinkson Adv. Co. . . Lester W. LINDOW, Rochester, N. Y., was married Dec. 7 to Andree de Verdor, New York City. They are at home at 1650 East Ave., Rochester . . . Prof. Donald W. KERST of the University of Illinois staff received an award of \$1,000 established in 1816 by John Scott of Edinburgh. It was presented by Walter W. Russell, secretary of the Board of Directors of City Trusts, Philadelphia, in appreciation of Prof. Kerst's invention of the betatron. The award states that the betatron fulfills the terms of the award in being a "definitely accomplished" invention of "proven value" to the advance of basic physical knowledge and to the practical problems of radiographing thick metal sections.

## 1935 . . . . . W

Harriette WELTON, Madison, a Red Cross worker who served 28 months in New Guinea, the Philippines, and Japan, has returned to Madison on holiday leave . . . Dr. John D. GERMAN has opened his office at 527½ Ninth St., Huntington,

(Continued on page 26)

(Continued from page 25)

W. Va., for the practice of surgery and gynecology . . . Mr. and Mrs. William MARSH (Louise DOLLISON, '35), Madison, announce the birth of their third son, Roger Gillette, on Nov. 26. Mr. Marsh is assistant principal of Central Senior High School . . . Robert W. DUDLEY, Washington, D. C. is associated with the law firm of Goodwin, Rosenbaum and Meacham at 824 Connecticut Ave. N. W.

1936 . . . . . W

Charles B. McGIVERN, Two Rivers, was married Nov. 23 to Barbara Johnson, Wilmette, Ill. Mr. McGivern is teaching history at the Washington High School, Two Rivers . . . Howard H. KUSTERMANN, formerly of Topeka, Kans., is now on the staff of the North Central Area YMCA. His address is 1904 E. Beverly Rd., Milwaukee . . . Robert F. FRIES is an assistant in History at the University of Chicago.

1937 . . . . . W

Francis DAVIS, Richland Center, has bought the feed mill in Muscoda. He will operate the mill under the name of Davis Feed Mill . . . Dudley C. RUTTENBERG is now practicing law at 134 S. La Salle St., Chicago . . . Mrs. Wm. R. FULLER (Joyce PALMER), Cedar Rapids, Ia., is now living at 4 Gould Circle, E. Hartford, Conn. . . I. Douglass BROWN is director of guidance at Columbus High School, Columbus, Ind. . . Wallace T. DREW and Dr. Frank AUSTIN are co-workers at the Norwich Pharmacal Co. in Norwich, N. Y. Mr. Drew is assistant advertising manager and Mr. Austin is head of the organic chemistry research section . . . Meinhardt RAABE, Escanaba, Mich., was married to Marie Hartline, Akron, O. in December.

1938 . . . . . W

Col. Robert M. CALDWELL, Madison, has been assigned as a student in the air command and staff school at Maxwell Field, Ala., a department of the army air force's new air university . . . William

T. CHADWICK, Monroe, and his wife, the former Louise MURDOCK, '39, are now living in Billings, Mont., where Mr. Chadwick is with the Rilco Laminated Products Co. They have a son, William Murdock, born June 14 . . . Robert C. SWANSEN, Milwaukee, was married Dec. 7 to Elise Scott, also of Milwaukee. They will reside at 8080 N. Green Bay Rd., Milwaukee . . . Robert H. HUGHES is assistant treasurer for the Loyal Protective Life Ins. Co. of Boston. He is living at 12 Hartford St., Natick, Mass. . . Wendell O. WOODS, Sharon, was married in Chicago on Dec. 21 to Ethel Hill. They will live near Darien. Mr. Woods is practicing law in Darien and Sharon.

1939 . . . . . W

Dr. George C. HANK, Madison, has been discharged from the army with rank of captain. He is completing his residency at Multnomah Hospital, Portland, Ore. . . Mr. and Mrs. Harvey BURR, 4449 N. Wolcott Ave., Chicago, announce the arrival of Nancy on Nov. 13. That makes two girls—Bonnie and Nancy. Harvey is now with the General Outdoor Advertising Co. in the lease department . . . Edmund C. "Bud" DOLLARD, formerly of Madison, was upped to assistant account executive for General Mills at Dancer-Fitzgerald-Sample, according to a note in *Variety* of Nov. 20. Bud was with the Dancer-Fitzgerald-Sample advertising agency before he spent four years in the navy, and he has returned to them since his military discharge . . . Allen S. PHELPS is bacteriologist at the Ribo plant at Pearl River, N. Y.

1940 . . . . . W

Kenneth C. SUMNIGHT, Shawano, was married Nov. 28 to Dorothy Gantz, Green Bay. They will make their home at 601 Eagle St., Shawano, where Mr. Sumnight is a salesman for the International Harvester Company . . . Helen CARTER, Monroe, and George R. WEPFER, '39, Milwaukee, were married Nov. 28. They will make their home in Milwaukee, where Mr. Wepfer is a research engineer at the A. O. Smith Corp. . . Gerald O. ERDAHL, Madison, is beginning work with Don the Beachcomber, who oper-

ates entertainment enterprises in Chicago and California . . . Helen GUN- THER, Sheboygan, is assuming her new duties as superintendent of nurses at Sheboygan Memorial hospital. Miss Gunther had served for two years with the army nurses corps . . . County Judge Gerald JOLIN, Appleton, has announced that he will be a candidate for the tenth judicial circuit bench, vacated by Sen. Joseph R. McCarthy . . . Donald E. WIL- LARD, Monroe, has been named Columbia County agricultural agent. He has served as assistant county agent for Green County for the past year . . . Betty Clare TAYLOR, Orfordville, was married Dec. 14 to 1st Lt. R. Kenneth Thompson, Flint, Mich. They will reside in Battle Creek, Mich., where Lt. Thomp- son is stationed. Mrs. Thompson had been a physical therapist in the army and served overseas for 22 months.

1941 . . . . . W

Dale G. BUZZELL, formerly of Winter, Wis., is now teaching band and instru- mental music at Buffalo, Wyo. . . Mr. and Mrs. G. Eugene SOLDATOS (Karen WILLIAMS), Madison, are now living at 428 Racine St., Delavan. Mrs. Soldatos is advertising manager for the Sta-Rite Products Co. . . Rolland E. BROWN, Reedsburg, is a pharmacist and owner of the Brown Drug Store, Reedsburg . . . Mrs. Richard H. BROWNLEY (Eunice BROWNSON), is a nurse and student at Virginia Polytechnic Institute at Blacks- burg, Va. . . Lloyd STOKSTAD, Stough- ton, has been appointed head basketball coach at Southwestern University at Memphis, Tenn. . . Harry C. SKEWIS, Shullsburg, is ground school instructor with the Hanifan Flying Service, Shulls- burg . . . Louise BRUGGER, Lake Geneva, who has been in government work in Tokyo, Japan, for over a year, recently has been appointed as commod- ity analyst of all textiles. Miss Brugger, who heads her department, has as her responsibility the distribution of all Japanese textiles, apportioning them on a percentage basis to the various world governments.

1942 . . . . . W

Mr. and Mrs. Joseph A. VAN SUSTERN (Virginia McCARTHY, '39), Madison, announce the birth of a daughter, Susan Virginia, on Nov. 17 . . . Philip F. GAFF- NEY, Madison, was awarded the British Empire Medal recently for unusually superior service as chief clerk in the supply division, office of the chief sur- geon, during military operations in Europe . . . Jerome L. RIEDY, formerly of Casco, is now assistant county agent in Richland County. After 3½ years in the armed forces, he served as an assist- ant county agent in Kewaunee County . . . Bernice SYNON, Verona, was mar- ried Nov. 23 to Andrew D. Hughes, Brod- head. They will reside in Brodhead . . . Joseph J. BRANKEY, formerly of Elburn, Ill., is now a student at the Uni- versity of Illinois . . . Steve J. BRIG- HAM, Madison, is aeronautical engineer, at the Naval Air Experimental Station, Philadelphia Naval Base . . . Warren A. BURR is employed as agricultural in- spector for San Bernardino County, Calif. He is married to a California girl, Pearl Ebert, and they live at 3096 Sierra Way, San Bernardino . . . Dr. Ann BAR- DEEN, Madison, is working at the in- firmiry of Cornell University, Ithaca, N. Y. . . Eunice RECHSTIENER, Monticello, married Capt. Anthony Kubelius, Camp McCoy, on Nov. 30. Mrs. Kubelius was a lieutenant in the army nurse corps and served overseas.

1943 . . . . . W

Doris CURTIS, Boston, Mass., has writ- ten of her marriage on May 19 to Her- bert Lasky. Her husband is now attend- ing Harvard University . . . Rolland W. BRITT and Patricia Hyland, both of Madison, were married Nov. 30. They will live in Milwaukee, where Mr. Britt is associated with Arthur Andersen & Co. . . Mr. and Mrs. Howard L. HIG- GINS, Lorain, O., announce the birth of twin sons, Richard and Robert on Nov. 19. Mr. Higgins is chief foundry and pipe mill metallurgist at the Lorain Works plant of the National Tube Co. . . Dr. David J. SIEVERS, Merrill, was married Dec. 27 to Naomi Koch, Oshkosh. Dr. Sievers is a first lieutenant in the med- ical corps of the army stationed at Ft. Sam Houston, Tex. . . Lt. (jg) and Mrs. Thomas B. McNAMARA (Sarah Day

# ★ Madison Memories

**ONE YEAR AGO, Feb., 1946:** Madison's critical housing shortage has forced the University to shut its doors to all new students, veterans as well as non-veterans, who are not residents of Wisconsin.

**FIVE YEARS AGO, Feb., 1942:** Among the registrants for the University's winter short course is Mrs. C. A. Dykstra, wife of the president, who has purchased a farm near Ft. Atkinson and wants to learn how to be "a real Wisconsin farmer."

**TEN YEARS AGO, Feb., 1937:** Prom King Roger Pryor has picked as his queen Miss Jean Ryan, an Alpha Chi Omega from Madison, the first queen from outside the Big Six sororities in years and the first Madison queen since the very first prom in 1896.

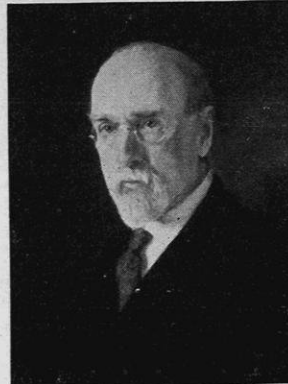
**TWENTY YEARS AGO, Feb., 1927:** Asked by the press to give his attitude toward the controversy between former governor John J. Blaine and Prof. Ford H. MacGregor over the bulletin, *A Taxation Catechism*, issued by Professor MacGregor as secretary of the League of Wisconsin Municipalities, President Frank has issued a statement which says in part:

"As long as I am president of the University of Wisconsin, complete and unqualified academic freedom will not only be accorded to the members of its faculties, but will be vigorously defended regardless of the pressure, the power, or the prestige that may accompany any challenge of this inalienable right of scholarship. The University of Wisconsin cannot permit political interests, economic interests, or religious interests to censor the opinions of its teachers without sacrific- ing its self-support and destroying its value to the state that supports it."

**THIRTY YEARS AGO, Feb., 1917:** Pres. Charles R. Van Hise has been elected president of the American Academy for the Advancement of Science.

**FORTY YEARS AGO, Feb., 1907:** On the 16th the junior class presented *The Budlong Case*, a comedy by Lucian Cary, x'07, and George B. Hill, '08.

(From the files of the *Wisconsin Alumnus*)



CHARLES R. VAN HISE

JONES), Annapolis, Md., announce the birth of a son, Michael Day, born August 25.

**1944 . . . . . W**

1st Lt. Harold A. KISSINGER, Elkhart Lake, has joined the W. S. C. military staff, Pullman, Wash., as assistant professor of military science and tactics. Lt. Kissinger had served in the South Pacific theater of operations and is now a member of the regular army . . . James E. HAWLEY, Appleton, and Mary Ann Maney, Menasha, were married Nov. 28. They will reside at 620 S. Story St., Appleton. Mr. Hawley is employed by the Fox River Paper Company . . . Robert E. VANDERPOEL, Lodi, and Rita Greiber, Milwaukee, were married Nov. 28. They will reside in Madison, where Mr. Vanderpool is a senior in the University . . . Louise A. BRADLEY, Lexington, Va., is on the staff of the English department, University of Maryland . . . Gyneth WENDT, Milton, arrived in Germany early in November to become a librarian with the European Air Transport Service.

**1945 . . . . . W**

Mr. and Mrs. Earl W. NELSON (Carol BURNSON), are living at 10 Belton St., Arlington, Mass. Mr. Nelson is attending Harvard University . . . Gwendolyn SCHAD, E. Chicago, Ind., was married Dec. 7 to Charles E. PENDOCK, Wauwatosa. They will make their home in Toledo, O. . . . Anthony AFFHOLDER, Madison, was married to Olivette Kennedy, Mendota, on Dec. 5. Mr. Affholder is associated with the Havey Electric Co. . . . Ralph E. BADE, Plymouth, who enrolled in September in the Fond du Lac Commercial College, has been assigned to the staff of its paper, *College News*, as associate editor . . . Marion ELLEFSON, Madison, is a stewardess with the United Air Lines, eastern division . . . Robert F. JENSEN and John H. WALLACE, Jr., both of Oshkosh, have formed the law

firm of Jensen and Wallace, at 83 Monument Sq., Oshkosh, Wis. . . . Joan GRAY, Milton, was married Dec. 16 to Donald L. David, Granville, Ill. They will make their home in California.

**1946 . . . . . W**

Doria CLOUTIER, Madison, and Simon OTTENBERG, '45, formerly of New York City, were married Nov. 27 in Madison. They are residing at 1320 St. James Ct., while both are attending the University . . . Beverly BRICKSON, Madison, was married Dec. 7 to Robert M. Humphrey, Wausau . . . Robert W. BENZINGER has been accepted as an American student at the University of Stockholm, Sweden . . . William G. BERG, Phillips, received his certificate to practice pharmacy in Wisconsin and has started to work for Edwin M. Schwaeger in his prescription pharmacies in Green Bay . . . W. Edward DONNELLY, Augusta, has been appointed speech instructor with the University Extension Division centers at New London and Menasha . . . Mr. and Mrs. Mark HOSKINS, Madison, are the parents of a son born Nov. 30. Mark was halfback star of the 1940-41-42 Badger football teams and is now completing law school at the University since his return from military service . . . Edward G. BABCOCK, Madison, will have charge of veteran affairs in the Washington office of Sen. Joseph R. McCarthy.

**Crime and Punishment**

BADGERS who listen to "Mr. District Attorney" on the radio will be interested to know that the show's author is Robert Shaw, '39, once famous as a *Daily Cardinal* "Trouble-shooter."

**GOOD NEIGHBORS**

**A PLAN FOR WORLD PEACE**

**GOOD NEIGHBORS** is a **BOOK** destined to be read by everyone who sincerely desires **WORLD PEACE**. No **BOOK** ever had such an ever-lasting appeal to the thinking mind. It is a plan to promote **WORLD PEACE** through **EDUCATION** by the establishment of a **GOOD NEIGHBOR SCHOOL** in each **UNITED NATION**.

You will find inside this book a **WORLD PEACE PLAN** illustrated in complete detail. Furthermore, the machinery is **NOW** in operation that will make it work. It is the road you and your children and the future generations will take to a lasting World Peace.

If you are interested in us having **WORLD PEACE**, if you want to work with your neighbor for **WORLD PEACE**—then you want your copy of **GOOD NEIGHBORS**. You will find that this is your Bible for **WORLD PEACE**.

**GOOD NEIGHBORS** will be mailed to you for \$2.00, postpaid. Any day thereafter you feel that you would rather have your money than **GOOD NEIGHBORS** in your home, return it to us and your money will be refunded.

Kindly use the coupon:  
**THE GOOD NEIGHBOR PUBLISHING CO., Inc.**

Box 678, Lewistown, Montana

Enclosed find \$2.00; please send me my copy of **GOOD NEIGHBORS**.

Name -----

Street -----

City -----

State -----

*The Measure of Quality*



AT YOUR

**FRIENDLY LUICK SEALTEST DEALER**

**FOR RENT: \$14 a Month**

This space in the next 10 issues of the *Wisconsin Alumnus*. Tell your advertising story to more than 30,000 friends of Wisconsin and Wisconsin products.



*The Wisconsin* **ALUMNUS**

**MADISON 6**

**WISCONSIN**



# Time for You to Carry the Ball!

Thousands of Badgers cheered as Ben Bendrick (33) roared through the Marquette line in Wisconsin's 34-0 spectacular victory over the Hilltoppers last September.

It was up to 11 men to do the job for Wisconsin that day at Camp Randall. It's up to all of us to carry the ball for Wisconsin as our Alma Mater struggles valiantly to meet the educational needs of 24,000 students.

The best way for you to carry the ball is through membership in the Wisconsin Alumni Association—the organization that gets things done for the University. Former students as well as graduates are eligible for membership.

Membership also gives you the BADGER QUARTERLY, the WISCONSIN ALUMNUS, and Stuhldreher's FOOTBALL LETTERS—22 publications annually for complete news coverage of University activities. Wisconsin needs your active support, so mail your application TODAY.

## Mail This Blank Today

-----, 194---

Wisconsin Alumni Association,  
770 Langdon Street, Madison

Here is my check for membership in the classification indicated:

<input type="checkbox"/> Intermediate membership ----- \$ 2 (Classes of '42 to '46 inclusive)	<input type="checkbox"/> Regular membership ----- \$ 4
<input type="checkbox"/> Sustaining membership ----- \$10*	<input type="checkbox"/> Life membership ----- \$75

Name ----- Class -----

Address -----

City ----- Zone ----- State -----

\* The extra \$6 paid by sustaining members provides essential cash for telling Wisconsin people about our University's urgent post-war needs.

(If you are a member of the WAA, please pass this information on to a fellow Badger who is not.)

## Wisconsin Leads Basketball Race at Quarter Mark

### BIG NINE STANDINGS

	W.	L.	Pct.	TP	OP
WISCONSIN	3	0	1.000	186	158
Michigan	3	1	.750	191	163
Indiana	3	1	.750	223	203
Iowa	2	2	.500	248	212
Minnesota	2	2	.500	187	188
Illinois	2	2	.500	194	169
Ohio State	2	3	.400	219	274
Purdue	0	2	.000	89	128
Northwestern	0	4	.000	161	203

**MADISON, Jan. 20**—Wisconsin's red-hot basketball team has wound up the first quarter of the 1947 Western Conference race in undisputed first place. Rated No. 8 in the Big Nine in pre-season dope, the Foster-coached men confounded the experts by bowling over highly favored Illinois, Iowa, and Indiana quintets in the first three conference games of the season.

The starting Badger five has Ed Mills, Milwaukee, at center; Walt Lautenbach, Plymouth, and Glen Selbo, La Crosse, at the guards; and Exner Menzel, Stevens Point, and Bob Cook, Harvard, Ill., at the forwards. Although each Wisconsin win has been distinctly a smooth team victory, Cook has been the sparkplug with an average of 22 points per league game.

In non-conference games, Wisconsin has a record of 5 won and 2 lost. There are nine Big Nine matches left on the schedule, four at home and five on the road.

The Badger record to date is as follows:

- Wisconsin 61, Lawrence 43
- Wisconsin 65, Marquette 51
- Wisconsin 60, Butler 52
- Wisconsin 53, Notre Dame 49
- Wisconsin 40, Oklahoma 56
- Wisconsin 47, Marquette 55
- Wisconsin 61, Southern California 56
- Wisconsin 53, Illinois 47
- Wisconsin 63, Iowa 62
- Wisconsin 70, Indiana 49

Games remaining include:

- Jan. 25—Illinois at Champaign
- Jan. 27—Northwestern at Madison
- Feb. 3—Iowa at Madison
- Feb. 8—Minnesota at Madison
- Feb. 10—Michigan at Ann Arbor
- Feb. 15—Northwestern at Evanston
- Feb. 22—Ohio State at Madison
- Feb. 24—Purdue at La Fayette
- Mar. 1—Minnesota at Minneapolis

## Prominent Alumnae Die

Two prominent University of Wisconsin alumnae died during the month of January. They were Mrs. Walter J. Hodgkins, '98, age 70, on Jan. 8 in Madison, and Mrs. Harry A. Bullis, '15, age 58, on Jan. 15 in Minneapolis.



**NOT JUST SIX, BUT EIGHT** Badger Beauties were feted at the 1947 Junior Prom in the Memorial Union on Jan. 31. Hollywoodite Earl Carroll was so hard-pressed to pick the six most comely Wisconsin coeds out of 30 candidates that he named eight instead. Prom King Wade Crane, Ojibwa, Wis., is shown here with seven of them. The eighth, Alberta Baxter, Springfield, Ill., was in the infirmary with the measles when the Beauties posed for this picture. From top to bottom the girls are Beverly Ann Sidie, Viroqua, Wis.; Pamela Parsons, West Orange, N. J.; Helen Faville, Lake Mills, Wis.; Virginia Freund, McFarland, Wis.; Bette Lami, Beloit, Wis.; Ruth Schmitt, Milwaukee, Wis.; and Marilyn Moevs, La Crosse, Wis. Miss Moevs also reigned as queen of the Prom.

Mrs. Hodgkins' father, George F. Merrill, '73, Ashland, was a member of the Board of Regents from 1900 to 1909, and her husband (x'16) has been a member of the Board since 1940 and served as its president from 1943 to 1945.

Mrs. Bullis' husband ('17) is a director of the Wisconsin Alumni Association and the University of Wisconsin Foundation.

## Bill Provides for Single State Board of Education

A bill providing for consolidation of the state's entire system of higher learning by creation of a state board of higher education to replace the University Board of Regents, the Board of Normal School Regents, the Wisconsin Institute of Technology Regents, and the Trustees of Stout Institute has been introduced in the Wisconsin Assembly by Assemblyman Vernon Thomson, '27, Richland Center, the Republican floorleader.

## Enrollment Drops

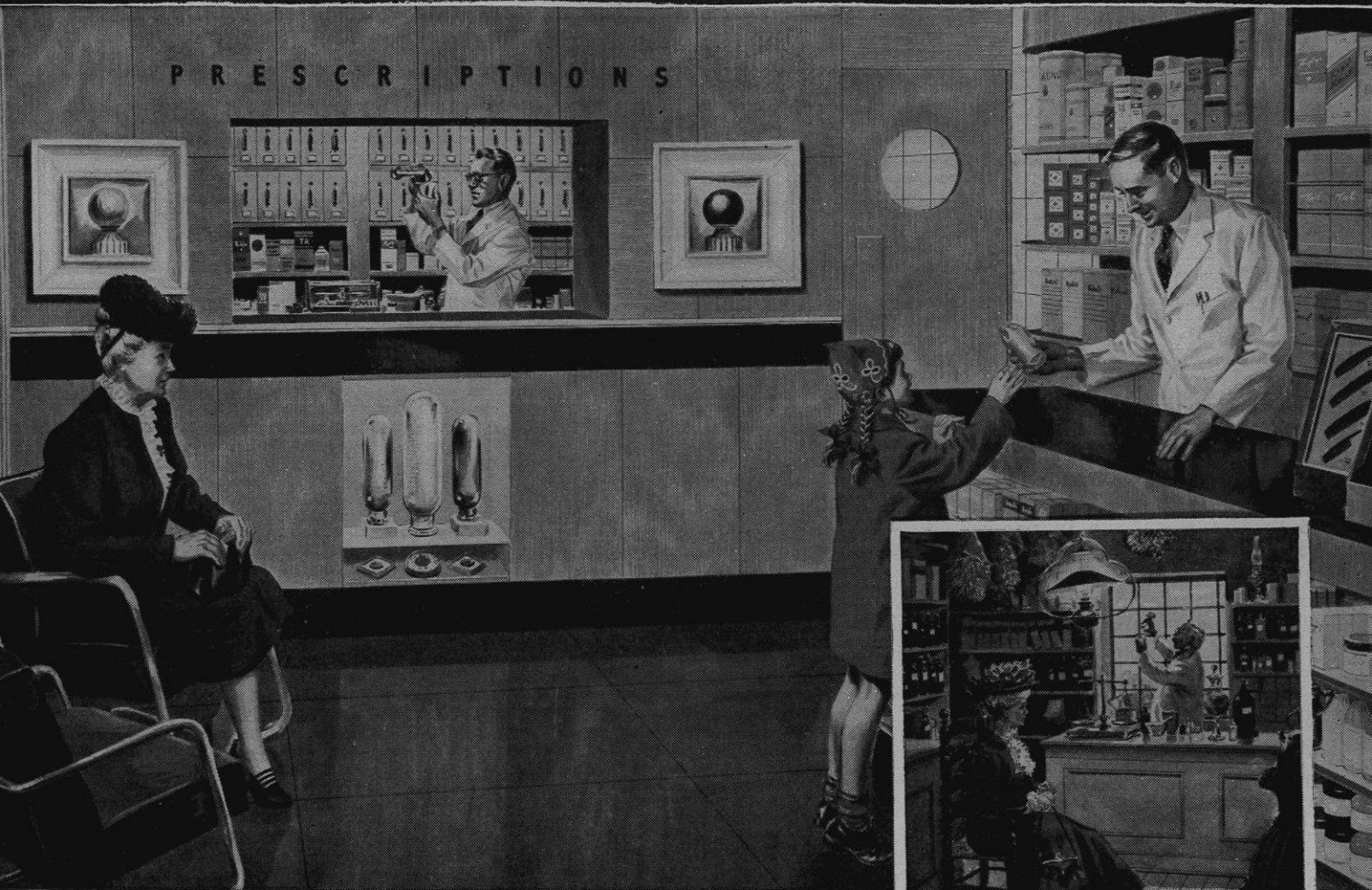
Enrollment figures released at the start of the second semester show that 17,500 students now are in attendance on the Madison campus, a drop of 1,100 from the all-time peak of 18,600 reached last September. Of those students on the campus during the first semester, 700 have graduated, 1,100 have dropped out, and 400 will not continue in residence. Some 1,100 new and re-entered students registered for the current semester.

## He's Out



**HOWARD J. McMURRAY, '36**, has been denied an appointment as associate professor of political science by the UW Board of Regents. Mr. McMurray was the unsuccessful Democratic candidate for US Senator last November.

*"Without laboratories men of science are soldiers without arms"*—LOUIS PASTEUR



## *Why some things get better all the time*

THE SPAN OF LIFE is increasing. Within the last half century the average length of life of a new born infant has increased over 30%. And many more people over 40 can now expect to live well into their seventies.

Among the reasons for this progress, along with notable advancements made by the medical profession, are the improvements in medicinals and medical equipment that help guard life.

Synthetic organic chemicals now are used in the production of a host of pharmaceuticals, including penicillin and the sulfa drugs, which have accomplished wonders in the fight against germs. They also are used in repellents to defeat disease-carrying insects. Out of research with gases has come oxygen therapy, an aid to recovery in numerous illnesses. Research with metals and alloys has produced the gleaming, easy-to-clean stainless steel used in modern hospital and medical equipment.

In safeguarding life—just as in transportation and communications—much of man's progress is traceable to *better materials*.

*Producing better materials for the use of industry and the benefit of mankind is the work of UNION CARBIDE.*

Basic knowledge and persistent research are required, particularly in the fields of science and engineering. Working with extremes of heat and cold—frequently as high as 6000° or as low as 300° below zero, Fahrenheit—and with vacuums and great pressures, Units of UCC now separate or combine nearly one-half of the many elements of the earth.

## UNION CARBIDE AND CARBON CORPORATION

30 EAST 42ND STREET  NEW YORK 17, N. Y.

*Products of Divisions and Units include*

LINDE OXYGEN • PREST-O-LITE ACETYLENE • PYROFAX GAS • BAKELITE, KRENE, AND VINYLITE PLASTICS  
ACHESON ELECTRODES • EVEREADY FLASHLIGHTS AND BATTERIES • NATIONAL CARBONS  
PRESTONE AND TREK ANTI-FREEZES • ELECTROMET ALLOYS AND METALS • HAYNES STELLITE ALLOYS • SYNTHETIC ORGANIC CHEMICALS