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in this Issue

Wisconsin Pre-Views

1953-1954



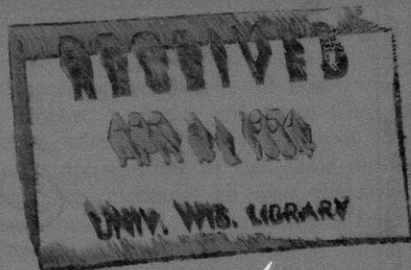
Association
Election Ballot



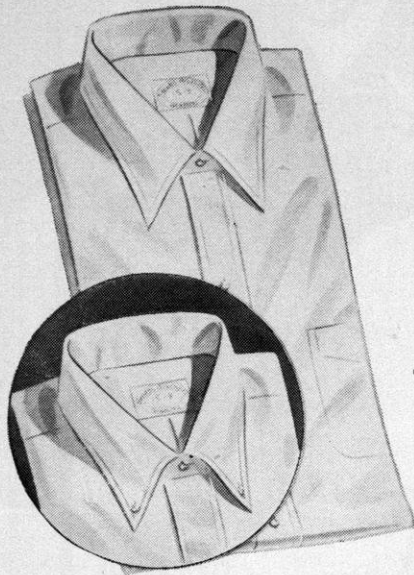
April 15, 1954



Pre-View at La Crosse



WISCONSIN Alumnus



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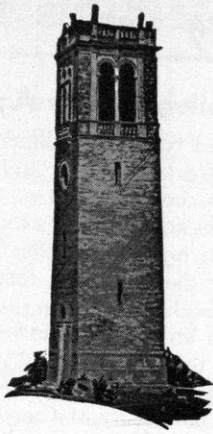
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WISCONSIN Alumnus

Official Publication of the Wisconsin Alumni Association

APRIL 15, 1954

VOL. 55, NO. 12

Articles in This Issue

Married Students at Wisconsin	8
Social Studies Building Started	13
Your Nominating Committee Reports	18
You're Invited to "Reune"	20
The Promise Van Hise Didn't Mean	21
Wisconsin Pre-Views, 1953-1954	22
Research Developments at UW	26
Social Scholarships	28
New Brand of Businessman	30

Departments

What They Say	4
Dear Editor	5
Keeping in Touch with Wisconsin	7
The University	11
Campus Chronicle	15
With the Clubs	16
Wisconsin Women	25
With the Classes	31
Sports	32
Badger Bookshelf	39

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★ Sidelines

COVER: More than a thousand high school boys and girls, high in their classes and prospective Wisconsin students have learned about campus life in Wisconsin Pre-View sessions (see page 22). At La Crosse UW students Mary Waters and Ervin Zube talked with Karen Kinzie, Dennis Hemingway, Jeanne Johnson and Arthur Cook, some of the 40 students on hand. (La Crosse Tribune photo.)



NOT BAD AT ALL! Farm and Home week brought together the associate director of agriculture extension, Henry Ahlgren, an alumni-appointed member of the Board of Visitors, Mrs. Marcus Hobart, and the girl from Chippewa Falls, Mary Ellen Jenks, who is this year's "Alice in Dairyland." Above they're sampling some of that same nuworld cheese that Founders Day celebrants all over the country have been finding near their plates, thanks to the Wisconsin Alumni Research Foundation.

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★ What They Say:

Load of Colleges Rises Again

American university and college enrollments boomed tremendously right after World War II and then dropped sharply. Now they are on the rise again.

The federal office of education reports a total of 2,250,701 students in "institutions of higher education" this year. That is still a long way below the 2,616,262 total for 1947-48, but is nearly 5 per cent higher than last year's.

The total enrolment in accredited four year colleges and universities is 1,727,025 this year, 1,296,331 for full time students, according to the annual survey made by President Raymond Walters of the University of Cincinnati. Full time student enrolment is up 2.2 per cent in these institutions.

Colleges and universities, which have been having more than their share of troubles recently, financially and otherwise, see even more trouble ahead in coping with a swelling demand for college education. President Nathan M. Pusey of Harvard university touched on one or two of the problems just the other day.

"Today it must cost more than twice as much to operate any college as it did 10 years ago," he said. Then, "soon there will be at least half again as many young people applying for admission to college as there have been in recent years." (From another source comes confident prediction that the number will double within 20 years.)

There are ways that the flood could be kept in check. Using tuition rate boosts to do it would also relieve some of the colleges' financial distress. But Americans want to see financial barriers to higher education for the worthy and promising students lowered rather than raised.

Dr. Pusey mentioned another way. The colleges could raise standards for admission, become more selective in students they accept. Dr. Pusey sees a big weakness in that approach. With the best of present methods, it is still impossible to tell very surely what students are going to make good on the campus or serve society well with what they learn.

We shall want to assure the widest opportunities for the worthy students. We cannot afford to dilute the quality of training for the sake of quantity. The costs will be high. It will take bold thinking, planning and action if our American universities and colleges are to be ready and adequate to the task just ahead.

—Milwaukee Journal

New World of Cheese, Milk

Prof. Stanley Knight, who put in his own spare time nights and weekends in his laboratory working with cheese starters, can take a bow for his work which has resulted in a new cheese.

The dairy farmers of the state owe him a vote of thanks for developing nuworld, which will increase consumption of milk. And so do the city folk with whom the farmers spend their money.

There's been some concern because the cheese, made from the starter developed here, was perfected at the University of Minnesota.

The answer is simple. Old Hiram Smith Hall had no room for the work at that time. Minnesota did. Since then, new Babcock hall has been completed. In the future, such development can be carried on here, thanks to the \$2,400,000 building provided by the legislature.

—Wisconsin State Journal

★ Dear Editor:

Spring Fever: 1866

Student life ninety years ago was conditioned by War and Weather, even as today, and present behavior patterns may perhaps be traced back to some of the happenings described in the diary kept by my father, DeWitt C. Salisbury, '66. I quote from entries in the last week of January 1864:

"The city is swarming with the Military, for not only are raw recruits here at Camp Randall, but old regiments are here on furlough before returning for another three years. One of the most attractive objects to be seen on the streets is an Army wagon of ponderous structure and drawn by six white mules. It belongs to the 14th Reg., which has re-enlisted.

"These are most beautiful days—to beautiful for study, with the evenings even lovelier. The snow is rapidly vanishing and many spots of earth are already bare . . . Those beautiful days of last week are over. Night before last a storm of rain and hail commenced and continued most of yesterday, investing the trees with a coat of silver and crystal. This morning a crust had formed of sufficient strength to support a man, and oh, what rare sport we had coasting down the long hill in front of the buildings! Hand sleds were very scarce but Yankee genius did not require them. Snow shoes were quickly made from old barrel staves; staves were also placed under the seats of legless chairs, with back remaining, to make a right royal sledge; or we even sat directly on the barrel staves. And then what shouts went up! How shook one's sides with laughter as almost every ride terminated in a gymnastic display rarely witnessed. . . . Huge sport for College students!"

Winifred Salisbury, '01
Silo Acres, Brooklyn, Wis.

Pre-Views

I attended the (Wisconsin Pre-View) meeting in Skokie yesterday. It was beautifully handled in every way. This is certainly a fine piece of work, both in planning and in execution and great publicity for the University. I would like to have one of them at my house next fall. . . .

Marc A. Law, '14
Chicago, Ill.

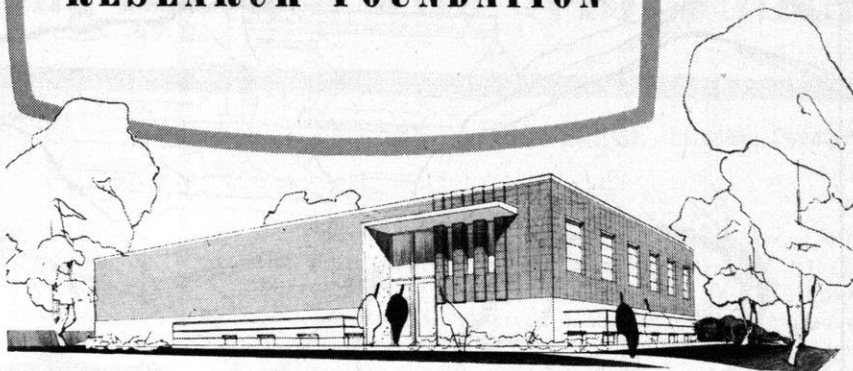
(For more word on the successful Wisconsin Pre-View season, see page 22.—Editor.)

Impressed

I was so impressed with all those filing cabinets (in the University's Alumni Records Office, which I visited recently) and think it is such a fine idea to keep in closer touch with the activities and subsequent history of those who have been privileged to at least become "inoculated" with the ideals of the great University of Wisconsin. Both on and off the campus it is making such a tremendous contribution to the betterment of the world, that when I hear or read of those contributions in so many different departments of life, I am proud that my name is tucked away, though inconspicuously, in one of those files.

Mrs. William Rolfe Marsh, '11
Paynesville, Minnesota

WISCONSIN ALUMNI RESEARCH FOUNDATION



new insecticide and animal laboratory

The completion of the Wisconsin Alumni Research Foundation's new insecticide and animal laboratory will greatly broaden its already extensive facilities for product control, development, and research.

The new building, to be completed this spring, will house the Foundation's insecticide testing laboratory on the lower floor and all of the Foundation's laboratory animals on the main floor, except for rats used in Vitamin D assay. They will remain in their special quarters in the main building. Vacated space in the old building will be used primarily for laboratory work.

The Foundation laboratory was organized in 1930 primarily to test products produced under Foundation patent licenses. Frequent requests for other work promoted a gradual expansion of laboratory activities, and when the new Foundation building was erected in 1948 greatly enlarged laboratory space was provided.

Continual expansion has necessitated construction of the new laboratory building. The present laboratory staff, including six PH. D's, and 25 scientists with a B.S. or M.S. degree, carries on testing work and sponsored research in many phases of chemistry, biochemistry, entomology, pharmacology, bacteriology, and food technology. In addition, development work is carried out on patents assigned to the Foundation.

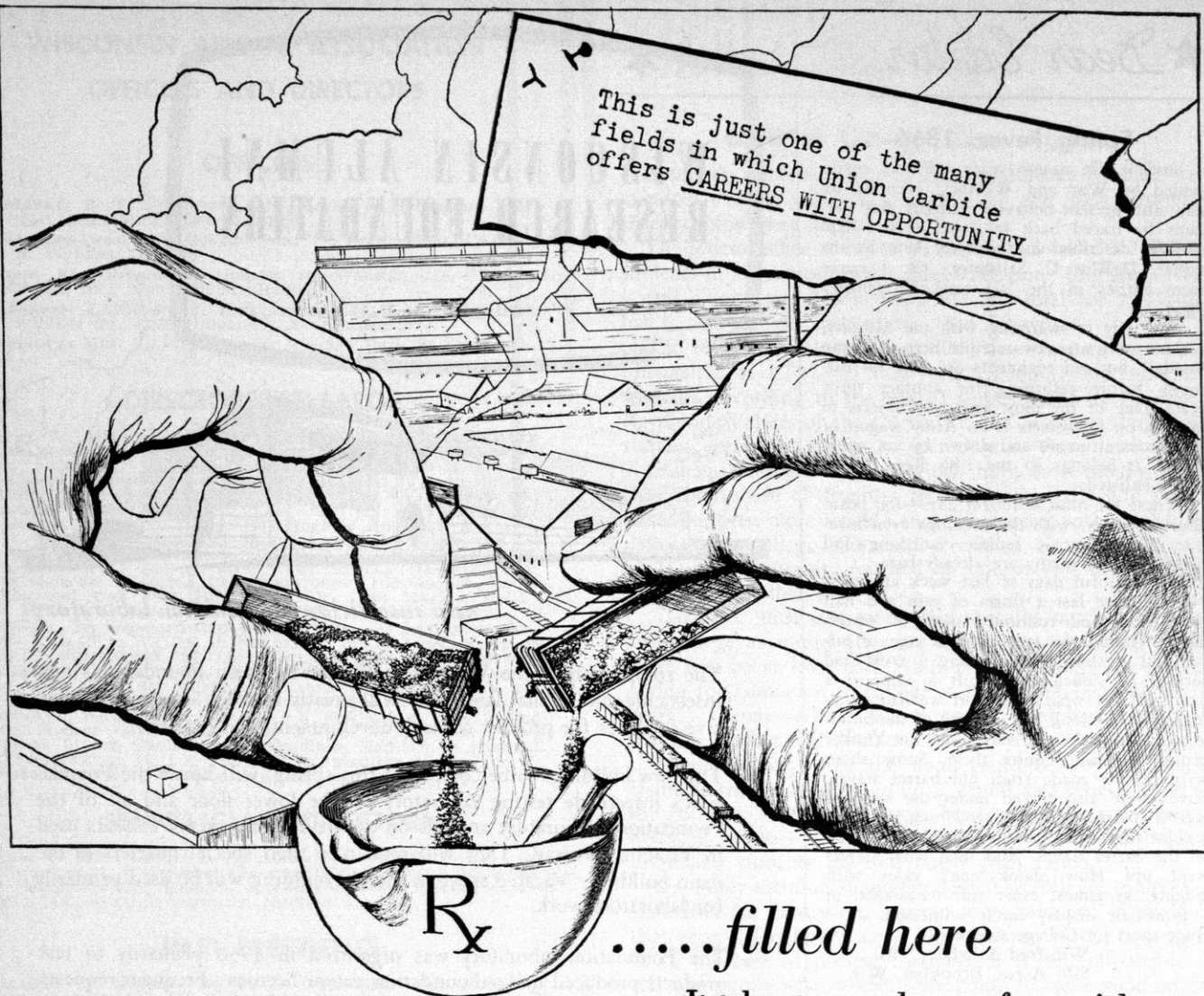
Federal income taxes are paid on profits resulting from the laboratory operations and net profits are added to the general fund from which substantial yearly grants are made to the University for the support of research.



Additional information on the Foundation's activities will be supplied on request.

*Always look for the Foundation seal
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... keeping in touch with **WISCONSIN**

JOHN BERGE, Executive Secretary

SOME MONTHS ago the Wisconsin Alumnus cooperated with other midwest alumni magazines in a reader survey requested by our New York advertising representatives, American Alumni Magazines. The survey's results were to be used in convincing potential advertisers that alumni magazine readers make up a wonderful market for many products and services.

Now the results are in—and it seems to us that American Alumni Magazines has some pretty potent ammunition!

Wisconsin and five other midwest alumni associations each sent out 500 questionnaires to as many members selected at random. Returned questionnaires totaled better than 60 per cent—an excellent response. Here's what we found out:

- The average age is 45 years.
- The average income is \$14,131.
- The average number of cars owned is 1.1.
- Average insurance carried is \$27,966.
- 91 per cent read one-half or more of the magazine.

Fifteen per cent of the group said they read the Alumnus only occasionally, and three per cent confessed their readership was "seldom." Only six-tenths of one per cent declared they never read the magazine.

There were other pieces of information, too. The average number of business trips taken annually is nine—the average number of vacation trips four. Two of the replying group have incomes of more than \$100,000 and eleven of them more than \$50,000.

For business travel, a little more than half expressed a preference for air, about one-fourth for automobile, and the rest for train. Foreign business travelers prefer the air by a score of 82 to 19. On the other hand, for vacations 65 per cent of the group prefer the automobile, 22 per cent air, and the rest train travel.

Buicks, Chevrolets, Fords, Oldsmobiles, Plymouths, Pontiacs, Dodges, Mercurys, Cadillacs, Studebakers, Packards, Chryslers, DeSotos, Nash's, and Lincolns were automobile preferences, in that order. Four antique cars were listed—including a Pierce-Arrow, Stratus D., and Hapendale.

Here's how that random selection was made. We took a vertical row of 18 drawers of Addressograph plates, then addressed the first 25 names in each of these file drawers. This gave a distribution about in the same proportion as the actual mailing of the magazine.

Returns were most numerous, of course, from Wisconsin, where most Alumni Association membership is located; but postmarks were noticed from every section of the country. (There was no other identification, since questioned alumni

were not requested to give their names, and no record was kept of them when forms were sent out.)

Noteworthy, perhaps, is the similarity of the Wisconsin survey results to those observed in the other Midwest alumni magazine surveys. The income average for all six groups (\$14,692) was close to the Wisconsin average. Magazine readership figures were quite similar, and so were those on business and vacation travel—identical, in fact. Automobile preferences started out Ford, Chevrolet, Buick, then went on in roughly the same order as in the Wisconsin survey. The average age in all the midwest groups was 42.

A check with a University statistician indicates that the Wisconsin sample of 500, roughly two and a half per cent of our total membership, should provide statistically reliable figures. So it looks as if this survey provides us with a pretty good look at the financial picture of the Alumni Association member.

WE WERE PLEASED with the indication of high readership of the *Alumnus*, of course. It makes us feel as if the job we're trying to do in informing Wisconsin alumni is appreciated. Too, it makes us take special pleasure in planning a series of news-articles like the ones coming up on the Legislature's study of University of Wisconsin policies.

This long-range study of the University by the Legislative Council's University Policies committee was scheduled to go deeply into one major function of the University at its second meeting on April 2-3. This study, you'll remember, grew out of a resolution by former Sen. Gordon Bubolz, who wanted "a better understanding between each end of State Street."

The hearing early this month dealt with "The Students and Their Instruction," and subsequent hearings will cover adult education, research, physical facilities, and budget and financial needs. The Wisconsin *Alumnus* will provide intensive coverage of all of these hearings, so that WAA members will be informed of developments as the University approaches another Legislative session.

In its first presentation, the University—represented by President Fred, Vice Presidents Little and Baldwin, Deans Elvehjem, Ingraham, and Zillman, Placement Director Goehring, and your executive secretary, discussing alumni location and activities—planned to offer a five-part agenda on 1. The Student Population, 2. The Instructional Program and Staff; 3. Extracurricular Student Life, 4. Student Services and Welfare; 5. The University Graduates.

It appears that these hearings will provide an excellent opportunity for the University to provide a clear picture of its operations and needs to the Legislature.



"Temporary housing" wasn't glamorous five years ago; today it isn't any better. But married students say they're glad to put up with "almost anything"—if the cost isn't too much.

married students at Wisconsin

*The combination of matrimony and higher education
is evidently here to stay; the University is looking
for ways to ease the big housing shortage on this front*

A WISCONSIN ALUMNA whose college days date back to the turn of the century was visiting President Fred in his Bascom Hall office. She glanced out a window overlooking Lincoln Terrace and the Hill.

"Look at that, Dr. Fred," she remarked. "There's something we'd never have seen when I was in school."

The president looked out to see a pretty young mother carrying a bundled-up baby into the building.

"Just a minute," he counseled, "and you'll see something else."

Moments later the baby reappeared, this time in the arms of another student, quite obviously the father. Operation Little Switch had been successfully completed, hubby was taking over his baby-sitting chore, and his co-ed wife was inside taking lecture notes.

Dr. Fred's visitor was correct in her recollection. Marital customs have changed since 1901, when the case of Mr.

and Mrs. John Berg, coming to Madison from Pierre, S. D., to enroll in the University, was considered to be most exceptional.

Last semester, more than 17 per cent, or 2,227, of the 13,346 students on the Madison campus were married. There is reason to believe that—given the prevailing economic climate, and the general tendency toward earlier marriage evident in this country today—this ratio will persist for some time to come. The University recently estimated there would be at least 3,100 married students on the campus by 1973.

A few years ago it was assumed that the great increase in married students (in 1948-49 there were 4,127, or 22.2 per cent of the student population) was a temporary condition that would radically change as the veteran population disappeared. That's why University-acquired housing for these students at places like Truax Field, Badger Village and the Randall-Monroe trailer camp was looked upon as only

temporary. Too, the physical condition of many of these—"dwelling units" is a polite name—made them obviously temporary.

However, any assumption of temporary emergency has proved to be faulty. While married veterans have left the campus in great numbers, married non-veteran enrollment has increased from 639 in 1948-49 to 937 last year, or about 75 a year.

Some of these new-type married students are like one former Milwaukeean who lives with his wife and child in his own trailer at a University-owned site.

He took the first two years toward his B.S. degree at Milwaukee Extension. Then he brought his family to Madison, and rented a cottage in a new private housing development at \$95 a month, plus utilities. To pay for this he got a full-time job as a milkman in Madison, took half a dozen or so credits on the side. But he still couldn't make ends meet. So he decided to buy a trailer, exist as cheaply as possible, and get it all over as quickly as he could. He's got a part-time job in the University (at less than milkman wages) and says: "Now we're just going into debt a minimum amount each month."

He'll get his bachelor's degree this June, and wants then to go on to graduate study. He figures his best bet is to do it where he can find part-time and summer jobs that will pay him enough to get by on, and it won't be at Madison. His trailer is up for sale now—possession July 1—and chances are it will find a ready buyer, if the University maintains its present sites.

What accounts for the comparatively high marriage ratio in universities nowadays? Just 14 years ago, only five per cent of all UW students were married.

Recently, one group of students who call themselves the Committee on Married Student Housing, Voluntary, advanced some reasons:

"Marriage statistics are greatly dependent upon the health of national economy," the report noted, but added: "With two years of military service required of each youth and with the increased necessity of graduate study, the average age of the student body is increased. This circumstance tends to cause the period of study and period of marriage to overlap.

American youth no longer seems to believe that marriage precludes higher education. The presence of the married student on the American university campus can no longer be attributed to a 'cycle' or to some temporary circumstance."

Others have suggested that a contributing factor may be the example set by so many veterans, and some note that acquiring a family was, until last year, one way to insure no draft calls.

As might be expected, by far the greater number of married students are in graduate or professional school ranks. For the past six years, the percentage of graduate students married has remained constant at around 45 per cent. Married undergraduates comprise eight per cent of the undergrad population.

In February, President Fred expressed to the Board of Regents the concern of the University administration with the problems of the married student.

An important reason for this concern is this: There has been an increasing demand for graduate students in colleges and universities throughout the nation.

Private industry has been looking more and more to students with advanced degrees for filling key spots in industry—and it's willing to pay for its talent. A brand-new Ph.D. going into the business world with a starting salary greater than that of his professors is not extremely rare.

At the same time, there has been a demand from within the University for graduate students to carry on teaching and research. Funds for research in universities have been greatly increased in recent years; the graduate student is an invaluable aid in carrying out this research.

And, to repeat, 45 per cent of the graduate students are married.

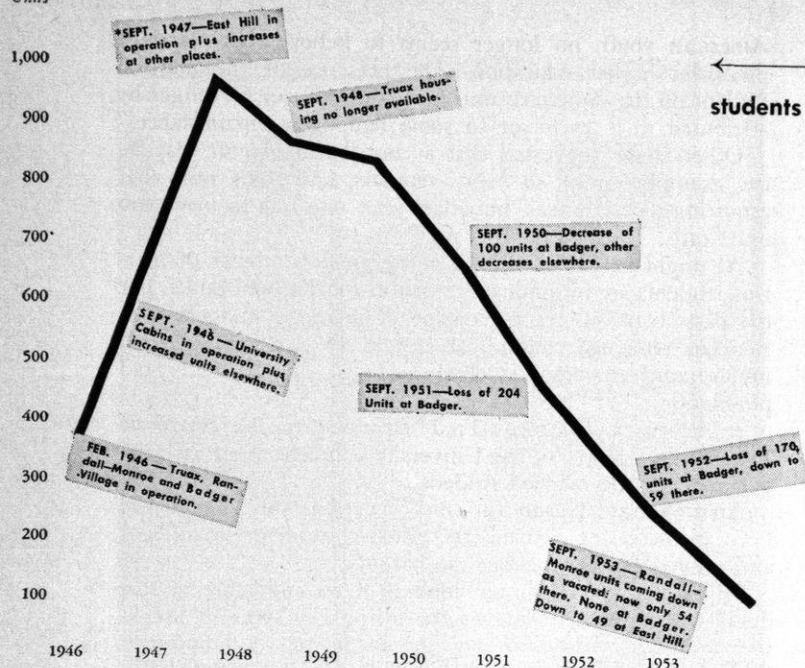
Vice President of Academic Affairs Ira Baldwin and Graduate School Dean Conrad Elvehjem have emphasized that these students should not be discouraged from attending the University.

Yet, a glance at the housing available in Madison to the married student of meager means is not apt to be very encouraging.

We recently visited, for purposes of this article, a couple living in one of the dozen or so 13x14 foot structures owned

East Hill Camp trailers have been dwindling in number. Trailers belong to the students.





* At peak in September, 1947, there were 104 units or sites at Truax, 191 at Randall-Monroe, 46 at the Cabins, 107 at East Hill, and 551 at Badger.

by the University at the Cabin Camp on University Avenue. Exchanging a few words with the lady of the "house," who worked by day as a laboratory technician to help her grad student husband with running expenses, we asked her how long they had been living in the one-room cabin.

"Three years," she answered, "although I can't remember the exact date we came."

A few minutes later the same question was put to her husband. How long had they been living in the cabin?

"Two years," was his version, the correct one.

It was easy to see how two years might seem like a half-dozen under the conditions with which many couples—and their children—seem willing to put up. The cabin mentioned earlier had no running water. That's hauled from a central building for cooking purposes. Sanitation—including most dish and clothes washing—is managed in that central structure, too. The cabins are heated by small space heaters, and the fuel cost is low, despite the fact that the one-room cabins are as uninsulated as can be.

There aren't many of these cabins—just a handful. But lacking in convenience as they are, students wish there were more. Maybe a little better ones, but many more.

For out on the open market in Madison, housing is no less expensive than elsewhere in crowded U.S. cities. As a recent form letter from the UW Housing Bureau stated:

"There will be a fair availability of furnished and heated light housekeeping units for couples without children in a price range of \$60 to \$75 per month. . . Apartments with one or two rooms, kitchen, and private bath rent for \$75 to \$100 per month. . . Some new developments offer apartments . . . at \$105 to \$110 per month (plus utilities) . . ."

That's pretty high for the married student with an income of below \$160 per month. Nearly half of the married students are in that category, according to the Committee on Married Student Housing poll.

In fact, the committee figured the average "problem" married student has one child, and an income ranging from \$100 to \$140 per month.

Thus, the committee feels, "the maximum rent he could afford to pay would be \$50 a month, including utilities and heat."

Recently, in response to requests from some married students, a previous order to close East Hill Trailer Camp in June was cancelled by the Regents. This, however, adds nothing new to housing presently available. And, of course, the balance of the Randall-Monroe trailers will have to go soon to make way for the new athletic practice building.

The East Hill camp, by the way, contains only trailer sites, which rent for \$11 a month, plus heat and utilities. The trailers are owned by the student families. The only buildings actually owned by the University for married student housing, other than those at Randall-Monroe camp, are the few cabins at Cabin Court on University avenue and the central structures there and at the East Hill camp.

Members of the voluntary housing committee would like to see the construction of low-cost, one-story apartment buildings to relieve some of the problem. They feel that such apartments, with no "frills" or furnishings, might rent for under that maximum \$50 a month, without state subsidy other than the land on which they might be built. In view of their experience and studies on "low-cost" single-student housing, University housing specialists are not too hopeful that subsidies could be eliminated—but they're giving serious attention to the problem.

There's another interesting thing about married students—despite the fact that nearly all are forced to work hard and long at income-producing jobs, their academic records are good.

The grade point averages of married undergraduate students last year wasn't as spectacular as that achieved a few years ago by the married veterans—whose economic problems were eased by monthly G. I. Bill checks. Those married vets, armed with maturity and responsibility, did remarkably well on the academic front.

In the first semester of 1952-53, here's how the married students did by classes (GPA indicates grade point average):

	FR		SOPH		JR		SR	
	No.	GPA	No.	GPA	No.	GPA	No.	GPA
Married --	59	1.16	99	1.54	213	1.68	433	1.93
Single ----	2847	1.21	2135	1.59	2006	1.74	2086	1.87

The picture wasn't a great deal different back in 1948-49, when the married sophomores and seniors exceeded the single students' grade point averages.

Equivalent information on the academic records of married graduate students isn't so detailed—but the fact that those concerned with graduate study are urging action on housing speaks for itself.

Serious as the married student housing problem is, it's only one part of an overall student housing situation already described as "alarming" by the University and one that does not seem to be getting better fast enough.

In addition to the married students needs, the University believes that spaces for approximately 2,500 students should be constructed during the next six or eight years.

University Assigns Expert To Help Prepare Budget

THE UNIVERSITY is planning its presentation of its next budget to the Legislature as seldom before. Last month there was further evidence of this preparation.

Prof. William H. Young, who served as director of the State Division of Departmental Research from 1949 to 1951, was relieved of some of his teaching duties by the Regents and he will assist Pres. E. B. Fred in the budget studies.

One-third of his time during the current semester, one-half of his time next year, and all of his time this summer will be devoted to work on the preparation of University budgets.

A nationally known specialist in the fields of state and local government and public administration, Young served as budget officer in the Adjutant General's Department in Washington during World War II, and now heads the University's political science department.

Prof. Young has been chairman of a University committee which last summer began one of the most detailed studies of work loads, costs, and other basic budget planning data in the University's history.

Pres. Fred indicated that Prof. Young will work on an analysis of University operations which should facilitate building a budget based upon a complete examination of every position and function.

"It is our aim to construct a budget which will provide an accurate and easily understood financial mirror of our actual operations," Pres. Fred said when he explained the new budget studies to the faculty.

The University, he said, wants to be able to present "a functional budget which clearly separates from direct educational costs such items as room and board of our students in dormitories

and the Union, the service aspects of our hospitals, athletics, farm sales, and similar functions.

"We are striving for meaningful figures which clearly indicate the costs of teaching, research, public service, plant maintenance, administration, and other functions. It is our hope that our financial situation can be shown with such clarity and accuracy that there can be no misunderstandings of our budget requests."

Pres. Fred said the University "attempted in the past to provide detailed and accurate statements of our expenditures and our needs. We are now redoubling our efforts to make future statements more meaningful, more understandable."

Prof. Young, who is assisting the president in these undertakings, came to the University as a graduate assistant in 1939 and was awarded the Wisconsin doctorate degree in 1941. After two years on the University of Pennsylvania faculty, and three in military service, he returned to the University of Wisconsin as assistant professor of political science in 1947.

In 1949 he was given leave to direct the State Division of Departmental Research which has been credited with improving administrative efficiency of many state agencies.

ON AIR MAY 3

THE UNIVERSITY of Wisconsin's WHA-TV, first educational television station in the state, will go on the air on May 3. Promised equipment, which was far behind schedule in reaching the campus, has now arrived.

Regular telecasting from studios in 600 North Park Street, the old Chemical Engineering building, will follow several weeks of test programming. Beginning April 5, the station's personnel started to observe a tentative "on-the-air" schedule designed to make operations as efficient as possible by "ironing out bugs" before pictures are presented to the public.

That "public" which will observe WHA-TV on ultra high frequency channel 21 will generally be located within about 15 miles of the station's antenna, which shares the tower behind Radio Hall with the WHA-FM antenna. The television transmitter will operate with an effective radiated power of about 12,000 watts.

WHA-TV engineers began sending out a test pattern in March, soon after a four-man crew from La Crosse raised

WHA-TV Ready to Go

the 26-foot, 1,500 pound antenna in an operation that had much of the campus gazing skyward for several days.

It is expected that some films and live programs will actually go out on the air during the program testing period now underway.

When programming officially begins next month, the station expects to be on the air from two to two and a half hours daily. The tentative schedule calls for telecasting from 7:30 p.m. to 9:30 p.m. daily, with a one-hour period at 2 p.m. Friday.

A children's program, "The Friendly Giant," will open the evening's bill of fare. Many of the other programs, too, will be directed to specific audiences, although more of adult nature. Among them will be beginning German lessons,

a musical appreciation course, discussion programs, and farm and homemakers' programs. The University's Extension Division has been active in building up educational series in various fields, and divisions of the state government outside the University have been preparing programs for the medium.

Films from such sources as the Educational Television and Radio Center, a Ford Foundation agency, will supplement the live and kinescoped programs originating on the University campus.

News and news-background programming is being worked out in conjunction with the School of Journalism and the Extension Division—a cooperative effort which is indicative of the University's interdepartmental support of the entire television project.

Compendium

Ninety-six farm youths received diplomas at the eighty-sixth annual Farm Short Course Graduation at the University on March 13. The Agriculture Hall ceremony marked the end of three five-week sessions last winter which helped the youths, from Wisconsin and neighboring states, gain practical know-how for their farm operations. Prof. J. A. James was featured speaker at the Graduation.

*

Invention of a new machine, named the Fitzgerald transducer, by two UW researchers in chemistry, will be of importance in plastics and colloid research as an aid in the study of the properties of polymers—the major constituents of natural fibers, gelatinous substances, and plastics. It was devised by Prof. John Ferry and Dr. Edwin R. Fitzgerald, who is now on the faculty at Penn State. The invention has been assigned to WARF.

*

The Kumelein Club, a group of Madison naturalist-hobbyists, has purchased a 40-acre wooded tract near Baraboo as a living memorial to the late Aldo Leopold, famed professor of wildlife management at the UW. It will be untouched as a wild and natural place. Also last month, the national Wildlife Society named outdoor writer Harold Titus as the 1953-54 recipient of the Leopold Memorial Medal for his service to wildlife conservation.

*

The UW Student Employment Bureau reports more students seeking part-time jobs this semester—without a corresponding increase in working opportunities.

*

A bequest from a man who graduated from the University College of Engineering half a century ago in 1904 but never forgot his student engineering days on the Wisconsin campus, was accepted by the Regents last month. The bequest of \$1,400 came from the late John H. Neef of Salem, Oregon, who bequeathed the funds in memory of his wife, for rehabilitation and education of UW students who are World War II veterans.

*

Regents last month found that their hope to build a free-standing building for the Extension Division out of current building funds is dim. The attorney general indicated that \$350,000

provided by the Legislature for Extension must be used for Extension quarters in Camp Randall Stadium, and neither the division nor the Regents believe that to be the proper location for the Extension Division, which is now in a variety of buildings on and around the campus.

*

The Regents in February voted to make an exception to UW rules governing the use of University facilities by non-UW organizations and approved a request from the Midwest Shrine Association for the use of the Fieldhouse

and Stadium for its annual convention in 1956.

*

Faculty committees are beginning the search for new deans of the Schools of Commerce and Medicine. Dean Fay H. Elwell of Commerce plans to retire in 1955, and Dean William S. Middleton of Medicine has indicated that he would like to return to teaching. The faculty committees will first study the general characteristics they deem important in the selection of a dean, before discussing possible candidates for the two positions.

Regents Welcome Gifts, Grants

Research projects on heart-muscle chemistry, on physiological stress, and in the fields of enzyme chemistry, vitamins, amino acids, and antibiotics were among recipients of gifts and grants accepted by UW Regents in March. The gifts accepted amounted to \$38,072, and the grants amounted to \$62,795, a total of \$100,867. This brought to a total of \$391,973.82 the gifts received this fiscal year and to \$1,497,962 the total of grants.

Gifts

Allied Chemical and Dye Corp., New York	\$1500-\$2000
Square D Company, Detroit, Michigan	450.00
von Schleinitz Foundation, Milwaukee	500.00
Anonymous	2,000.00
Wisconsin Society of Certified Public Accountants	125.00
Radio Corporation of America, New York	400.00
Mr. Harold J. Thompson, Racine	30.00
Dr. Harwin J. Brown, Winfield, Kansas	25.00
Dr. L. J. Webster, Abilene, Texas	100.00
In memory of Isaac C. Evans, Spring Green	60.00
In memory of Dr. Wellwood Nesbit	10.00
American Book Company, New York	6,000.00
Abbott Laboratories (Research Division) North Chicago	1,500.00
Mrs. Fred Pabst, Oconomowoc, Wisconsin	250.00
Carbide & Carbon Chemicals Co., S. Charleston, Va.	1,400.00-3,300.00
Madison Home Economics Club	50.00
In memory of Mrs. Ellen Jackson Moore, Milwaukee	100.00
Mr. Herman L. Ekern, Madison	250.00
American Cyanamid Co., New York	1,800.00
National Guardian Life Insurance Co., Madison	125.00
Monsanto Chemical Co., St. Louis	2,500.00
Union Carbide and Carbon Research Laboratories, Inc.	3,300.00
In memory of Miss Georgia Martin	500.00
Milwaukee Society of Internal Medicine	300.00
Albert and Mary Lasker Foundation, Inc.	1,000.00

Gulf Oil Corporation, Pittsburgh	\$ 1,280.00
Procter and Gamble Company, Cincinnati, Ohio	1,400-3,300
Eastman Kodak Company, Rochester, N. Y.	2,400.00
Kimberly-Clark Corp., Neenah, Wisconsin	1,500.00
Mrs. Helen Waite Adam, Los Angeles	5.00
Marine National Exchange Bank, Milwaukee	500.00
Allis-Chalmers Manufacturing Co., Milwaukee	1,000.00
A. O. Smith Corporation, Milwaukee	1,000.00
International Harvester Co., Chicago, Ill.	500.00
In memory of Isaac C. Evans, Spring Green	12.00
Wisconsin Pharmacists	1,700.00

Grants

Wisconsin Alumni Research Foundation	\$ 2,500.00
The City of Madison	3,000.00
Research Products Corp., Madison	1,400.00
Wesley Hansche, Everett Horner, & Albert Scheckler, Racine	3,000.00
Hoffmann-La Roche, Inc., Nutley, New Jersey	1,000.00
National Institutes of Health, U. S. Public Health Service	2,246.00
Wisconsin Alumni Research Foundation (Cosmotron)	10,000.00
Life Insurance Medical Research Fund, N. Y.	13,200.00
Kremers-Urban Company, Milwaukee	100.00
National Institutes of Health	15,913.00
E. I. duPont de Nemours and Co., Wilmington, Delaware	4,800.00
Eli Lilly and Company, Indianapolis, Ind.	2,000.00
Parke, Davis and Company, Detroit, Michigan	3,600.00



Architect's drawing of the Commerce Unit of the Social Studies building behind Bascom Hall.

Commerce Unit Okayed

Social Studies Building Started

Classrooms, halls, and offices

PLANS FOR THE commerce unit of a Social Studies Building for the University were approved by the UW regents in February. Construction will probably be started this month.

The new building will be the most modern structure on the Wisconsin campus devoted exclusively to classrooms, lecture halls, and faculty offices. It will house some 40 classrooms, including a large auditorium, statistics and accounting rooms, seminar and conference rooms. One of the most important functions of the new building will be to balance with classrooms the laboratory space which has been erected on the campus in recent years.

Funds for the building were allocated by the State Building Commission in August of 1952. The appropriation for construction, architect fees, and furnishings was \$1,750,000.

The building will be three stories high plus a basement and partial sub-basement. It will be situated on the slope just west of Bascom Hall. The slope made it possible to design both the basement and a sub-basement for use in part for academic rooms.

These lower floors will house classrooms, lecture halls, conference rooms, and a student study and workroom. The first floor will house classrooms and

Commerce School administration offices. The second floor will contain statistics and accounting rooms, and the third floor will be devoted to faculty offices.

The statistics and accounting rooms in which two and three hour classes will be held will be located on the upper floor to localize traffic congestion between classes to the ground floors as much as possible.

Grouping of faculty offices on one upper floor is a unique departure in academic building design. In the past, interspersing of offices with classrooms has resulted in either one or the other being too long and narrow. In science buildings it is convenient to have offices near laboratories but in structures devoted to classrooms it is possible to design both classrooms and offices more efficiently if they are separated, University officials point out.

The auditorium will seat some 500 persons and will undoubtedly become the most useful room on the campus for major afternoon and evening lectures and other events, officials say. It will be accessible from two sides, and is designed for operation as a self-contained unit. Dual control wiring will permit the operation of projectors from either front or back, and the use of the room for TV broadcasting is possible.

Sloping floors have been included in all rooms seating more than 200 to improve visibility, and the larger rooms have individually controlled mechanical ventilation. Lecture room seats will have large collapsible writing panels for convenient use by either right or left-handed students. Some classrooms will have chalkboards on three sides to enable members of mathematics or language classes to work at the boards.

A periodical room for files of trade journals and other periodicals devoted to business activities will be located adjacent to the first floor student study hall and workroom.

In exterior design, brick and stone will harmonize both with the stonework of Bascom Hall and the brick of nearby Sterling Hall.

University officials have pointed out that the School of Commerce, with one of the largest enrollments on the Wisconsin campus, has been located for the past four decades on the fourth floor of Sterling Hall, with students attending classes in 29 separate buildings at the peak of postwar enrollment and in 20 buildings at the present time.

"The new building will provide abundant classroom and workroom space for the School of Commerce and will relieve much of the unnecessary pressure that has been put on other buildings by commerce classes, in addition to providing some space for classes in other fields," University officials said.

Campus Atom Smasher Site?

The Faculty

The University of Wisconsin is, at present, the favored location for a proposed cosmotron which might cost up to 30 million dollars, Vice Pres. A. W. Peterson reported to University regents at an informal meeting in March.

The Regents received a grant of \$10,000 from the Wisconsin Alumni Research Foundation that will be Wisconsin's contribution to the organization of Midwest universities planning the atom-smasher, which was reported in the November, 1953, *Alumnus*.

Neither the location nor the availability of funds for the cosmotron has yet been determined, but the group hopes to approach foundations or the Atomic Energy Commission for support.

The other schools involved in preliminary planning for the project are the universities of Illinois, Chicago, Iowa, Michigan, Minnesota, Indiana, and Iowa State College.

The plan would bring these institutions together on the basis of an agreement similar to that between the Eastern schools which established the Brookhaven Laboratory for atomic research.

It is estimated that construction of the 15-30 billion volt cosmotron would cost between 15 and 30 million dollars. The Picnic Point area is one talked-of Wisconsin site.

Physicists say that the cosmotron would permit a deeper exploration of the nature of the atom than is possible with the one-to-five billion volt machines now in existence.

The scientists emphasize that the research would be directed toward basic studies. They believe atomic work would be enormously facilitated by having a cosmotron located at a Midwestern university where security restrictions and other limitations would be unnecessary because of the exclusively basic nature of the research.

Pharmacy Addition

Contracts for a \$390,000 wing to the Chemistry Building to house the School of Pharmacy have been approved by the Regents, subject to approval of Governor Walter Kohler. The addition will extend a wing of the Chemistry Building north along Charter St.

Necrology

Benjamin F. Rusy, UW District Agricultural Extension Leader and executive secretary of the state soil conservation committee, on Dec. 24. He was well-known as a speaker before alumni and other groups.

Ralph Linton, noted Yale anthropologist who once taught at the UW, also on Dec. 24.

Miles L. Hanley, professor of English, and an internationally known linguistic scholar, on Feb. 4.

Frank W. Shockley, a former UW Extension administrator and more recently Pittsburgh U. extension director, on Jan. 12.

Honored and Appointed

Prof. *William H. Sewell*, rural sociology, has been named president of the Sociological Research Association, and also is president-elect of the Rural Sociological Society.

August G. Eckhardt has been appointed associate professor of law.

Prof. *George Briggs*, agronomy, was awarded honorary membership by the North Central Weed Control Conference and cited for his contributions in the field.

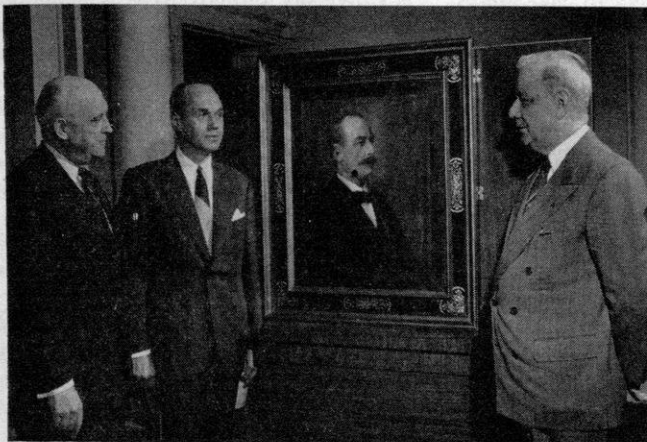
Prof. *Laura B. Johnson*, education, was awarded the Palmes Academiques by the French government for her services to the cause of French culture in the U.S. She has been an outstanding exponent of modern methods of French language instruction.

Prof. *Merle Curti*, history, has been elected president of the American Historical Society.

Alumni Invited to Parents' Weekend

SPECIAL INVITATIONS will be sent out to parents of all University students to attend Parents' Weekend May 22-23—and the student committee planning the annual event has also extended an invitation to all alumni (parents or not) to revisit the campus and renew acquaintance with the students, the faculty, and the University.

The weekend coincides with the WAA Club Presidents Conference (see page 16). Activities will include open houses, Senior Swingout, exhibits, special church services, the President's reception, Tournament of Song, the Wisconsin-Harvard crew meeting, the annual intra-squad football game, and a tennis match against Notre Dame.



An informal session of the Regents last month was highlighted by the presentation by Governor Walter Kohler of a picture of the late John R. Riess of Sheboygan who served as UW regent from 1896 to 1902. Riess was the father of Mrs. Minnie R. Detling, who recently provided the University one of its largest bequests. Regent President A. Matt Werner, Sheboygan, accepted the portrait for the Regents as "another lasting link between a great Wisconsin family and the University." President Fred, at the left, looked on.

Campus Chronicle

By Manning Bookstaff '54

A FEW STUDENTS ELECT A FEW OFFICERS

Last month's student elections seemed to be limited to only a select group of voters. Or at least so it seemed. With contests only for Senior Class officers and Associated Women Student posts in dispute, quite a number of students found that there was no contest for the offices they could vote for.

Newly elected officers for the Class of '55 are Lenni Kangas, president; Erick Laine, vice-president; Geri Cohen, secretary; and Robert Ozburn, treasurer. The new AWS president is Jo Drager.

Buzz Rice, president of the Wisconsin Student Association, claimed that poor publicity, not apathy, was at fault for the smallest turnout for a student election in some years. He also stated that many student leaders are active in other organizations and have responsibilities which preclude their taking posts in student government.

WE GREEKS GOTTA STICK TOGETHER!

Or so thought Bob Carpenter of Kappa Sigma while campaigning for the title of UW Greek God. Bob cabled the King of Greece, Athens, Greece, as follows: "Would it please Your Majesty to sponsor me as one of the candidates for the fraternity Greek God here at the University of Wisconsin? With best regards to His Majesty and his country. Bob Carpenter, Kappa Sigma, University of Wisconsin." Shortly before the election, no answer had yet been received, but best wishes were sent to Bob by the mayor of East Troy (Wisconsin).

STUDENTS TO CENSOR OCTY—FACULTY FREED

Faculty censorship of material before it is published in the *Octopus* was eliminated last month by the Student Life and Interests Committee (SLIC). Up to now, the contents of the issue had to be okayed by Dean of Men Theodore Zillman. Now a three man editorial board, named by the *Octy* board of control, will be held responsible for the contents of the magazine.

SLIC members felt that the censorship had become a game between the staff and Zillman to see "how much could be slipped through the censor."

Publications Financial Advisor Lester Hawkes told the same SLIC meeting that the Cardinal, Badger, and *Octy* are all in the black and in good condition financially. That's really good news, particularly after all the trouble the Cardinal has had this year.

ON AGAIN—OFF AGAIN—ON

Military Ball was held after all. Last month's financial problems almost cancelled the traditional dance, but it was held the 10th after a good deal of work by committee members.

Six girls were named Badger Beauties and served as the Court of Honor at the Dance. Selected on the basis of beauty, appearance, and personality from a field of 116 were Mary

E. Baker, Delavan; Lois Burke, Milwaukee; JoAnne Doctor, Racine; Emmajane Herreid, Racine; Jone L. Johnson, Black River Falls; and Sue Kohl, De Pere.

BE-BOPS TAKE HUMOROLOGY FIRST

First place in Humorology '54 went to Gamma Phi Beta and Phi Delta Theta with a "jazz tops long-hair" theme entitled "Hinkley's the Most."

Pi Lambda Phi and Delta Delta Delta placed one point behind the winners with a skit entitled "Prom-Prom Pullaway." "Oliver Twist," a comic opera, took third place for Delta Tau Delta and Alpha Phi. A crowd of 3500 saw the three performances of the production, the proceeds of which will go Madison's Kiddie Camp Fund.

MORE REST? HA! MORE STUDY TIME

UW students will get an extra day and a half of rest (or work, as the case may be this spring) as a result of the Regents lengthening spring vacation. In the past, the break had always come the third week in April. Starting this year the vacation will start on Good Friday and run through Easter Week. Maybe we'll get those term papers finished yet!

BRIEFLY NOTED . . .

For the second year in a row, the traditional idea of Prom losing money has been reversed. With boss-lady Ann Vanderwall at the helm, Prom '54 sailed ahead to make a profit of \$498 . . . Modern jewelry, modern painting, and modern sculpture were all among the exhibits viewed by about 1,000 students, faculty members, and Madisonians as the art education department held an open house . . . A pen-pal program is being arranged between UW students and students at the University of Bonn, Germany. The two schools are also planning to exchange information, students, and faculty members in the future . . . Elizabeth Jackson, one of five female engineers at the University tried—but lost to Donald



No prizes to co-eds in this contest.

Ulrick in the "puniest beard" division of the St. Patrick's day beard growing contest . . . Sigma Delta Chi journalism fraternity's annual Gridiron Banquet started out with plenty of 'red hot' publicity and ended up with a full house in Great Hall of the Union to hear Tom Stokes, Pulitzer Prize winning reporter . . .

Club Presidents Meet May 21-22 In Annual Campus Conference

WISCONSIN Alumni Club presidents will get together again in Madison on May 21-22 for the third annual Club President's Conference, where they'll get a plentiful supply of suggestions for leading successful clubs.

The club presidents—all other officers and directors are invited, too—will also get a chance to observe a full round of campus activities scheduled that weekend, including what is expected to be a very interesting spring football game.

There'll also be a crew race—Wisconsin against Harvard, in the Crimson's first Midwest appearance in that sport—and tennis (vs. Notre Dame) on the sports scene; and in other extracurricular directions, the presidents can take in the Tournament of Song, and Senior Swing-out. On top of all this, it's Parents Weekend, and President Fred will be having a reception.

Two sessions are scheduled for this year's conference:

1. A dinner meeting on Friday night, May 21; and
2. A Discussion session on Saturday forenoon, May 22.

Citations Due

Winners of the new service citations for alumni club presidents announced last year will be selected by the Alumni Awards Committee of the Alumni Association for the first time this spring. They'll be announced on Alumni Day, June 19, and will be in the following fields:

1. Best program of activities for UW scholarships;
2. Best public relations program for the University;
3. Best supporting campaign for the University of Wisconsin Foundation;
4. Best Founders Day program;
5. Best membership campaign for the Wisconsin Alumni Association.

Presentation of the awards will be made at testimonial dinners in the home cities of the respective presidential winners.

The awards are presented for two main reasons: first, a desire to honor club presidents who do outstanding work in these various fields; and second, as recognition of the growing import-

Lots of Cheese!

By the end of March, Wisconsin Alumni Clubs through the country had ordered no less than 5,000 pieces of nuworld cheese. No orders, though, from Monroe—"world's swiss cheese capital!"

ance of alumni club work in the overall program of activities to promote the best interests of the University.

Founders Day Roundup

Founders Day reports from all over the world have kept coming in all during March, and some are scheduled for late April. Without exception, the news has been good:

At Atlanta, Ga., on Feb. 12, television personality Helen Welch Parris who was recently featured in the *Alumnus*—was guest speaker.

From Lima, Peru, Dr. Luis C. Infante reported: "We are pleased to inform you that on the 13th of February our first Alumni Club banquet was held in commemoration of Founders Day. Thanks to the list of alumni in Peru that so kindly you sent we were able to contact more people, and in the group of fifteen that were present, spent a very enjoyable evening. Among the alumni . . . with us was a senator of the republic, senior Sergio Arturo Huaco, a son of one of our former president, senior Jose Leguia . . . and a member of the North American educational mission, Stuart Anderson. Drs. Juan Figueroa and Juan Maldonado also attended with their respective wives who are both from Wisconsin. We were also pleased to have Luis Alperito Lopez and Tom Fox with us. . . . We did not proceed to elect a board of directors as we are still hoping to reunite a larger group of Badgers. Our next meeting will be a pot-luck supper at the home of the Andersons on March 20, at which time we hope to carry out the elections." Dr. Infante is ex-president of the Men's National Normal Institute.

A report from President Charles Hawks of the Saginaw Valley UW

Alumni Club indicated that club immensely enjoyed the visit of Leroy Luberg, assistant to Pres. Fred, at its Founders Day celebration on Feb. 28.

A special Founders Day luncheon of the Minneapolis Alumnae Club featured slides of campus scenes and a discussion of contemporary campus problems and activities. The date was Feb. 20.

*

Within Wisconsin, too, the celebration of the University's 105th birthday has been observed by many clubs. Here are some additions to the list in last month's *Alumnus*:

At La Crosse, the guest speaker, Prof. Howard Becker of the UW sociology department, was introduced by Regent Charles D. Gelatt. The banquet was held at The Fireside.

Carl E. Steiger, another Regent, was one of the featured speakers at the Mar. 9 Founders Day celebration of the Oshkosh UW Club. He shared speaking honors with Fred Wegner, assistant Badger basketball coach and a former Oshkosh athletic star.

Members of the Board of Regents were in special demand this year at Founders Day dinners as speakers, and Regent Wilbur Renk also made several appearances. Renk spoke before the Ozaukee Alumni Club at the Cedarburg Legion clubhouse on March 13, and the next week visited Watertown to discuss some administrative problems that face the University in conducting a multi-million dollar operation.

"Watching United States Foreign Policy at Work in the Middle East" was what journalism Prof. Henry Ladd Smith discussed in his Founders Day address at Appleton on Feb. 25.

Medical School Dean William S. Middleton discussed miracle drugs and the medical contributions of the University to the nation in his address to the UW Alumni Club of Eau Claire on Feb. 24.

Richard E. Sullivan, director of the Industrial Management Institute, was guest speaker at the Walworth County Founders Day celebration on Feb. 27. At the meeting, Lloyd Henry of East Troy was elected president. All Walworth county industries were especially invited to attend the meeting.

Associate dean of the College of Agriculture Vincent E. Kivlin was featured speaker March 2 at the Sturgeon Bay Founders Day meeting.

At **Darlington** on Feb. 25, Prof. Glenn S. Pound of plan pathology spoke on "Science and Agriculture."

Dr. Marc J. Musser, associate professor of internal medicine, spoke on "Emotional Problems in the Practice of Medicine," on Feb. 25 before the Berlin Club.

New Fort Worth Club Elects Officers

Joseph J. Ballard, '31, has the honor of being the first president of the new Fort Worth, Texas, University of Wisconsin Alumni Club. Vice-President is John MacLaren, the secretary is Mrs. James Stouffer, and the treasurer is Mrs. Edwin C. Thompson.

The club now plans at least two meetings each year—Founders Day and

a spring picnic, and its directors will meet three times annually. Committees on membership and telephone, social, ways and means, and publicity have been set up and Mrs. Stouffer reports "our directors are most enthusiastic and fairly representative of the entire group."

Brevities

About twenty alumni of Atlanta, Ga., got together for a special luncheon and greeted UW Law School John Ritchie when he recently visited that southern city on business.

Lester C. Ulberg of Starkville, Miss., reported that a "little informal meeting" to celebrate Founders Day in February turned out well, with 21 in attendance.

Talk was of making the celebration an annual affair.

Secretary Betty Coppennoll reports that the new president of the New Orleans Alumni Club is Mrs. Gordon Fuller. Mrs. Warren Dodd is the treasurer and Fred Kessenich gives the male element some representation among the "high brass" as vice-president.

The Fort Atkinson Alumni Club recently adopted a resolution calling for an annual \$50 scholarship fund for graduates of the high school there.

The up-and-coming Saginaw Valley (Mich.) Club has issued an attractive printed directory of the alumni in the area, including addresses and phone numbers.

Fort Atkinson Honors Alumni Leaders

The following article is condensed from the Daily Jefferson County Union of Fort Atkinson.

GEORGE I. HAIGHT, native son of Fort Atkinson, past president of the University of Wisconsin Alumni Association and acclaimed the University's greatest alumnus, took a slap at modern education in a talk before the Fort Atkinson chapter of Badger Alumni at a Founders Day dinner.

Two other Fort Atkinson residents along with Haight were honored by the local alumni organization. They were W. D. Hoard, Jr., president of W. D. Hoard and Sons Co., and Charles B. Rogers, former judge and prominent attorney. All three are past presidents of the WAA, and Rogers is the oldest living past president.

In his talk, Haight said that education today is becoming too specialized. "Education should not be an obelisk,

straight up and down," he said, "It should be a pyramid, with the specialty at the top."

"The duty of the university is to develop enough generalists to keep the specialists straight," he claimed.

Haight deplored the lessening of reading by all people except those directly connected with books in teaching and libraries. Even architects have

(continued on page 36)



Alumni leaders aplenty were present at the Founders Day dinner in Fort Atkinson that honored three "Fort" Badgers who have served as president of the Wisconsin Alumni Association. In the picture at left, WAA Executive Secretary John Berge presents gold W pin gifts to former WAA Presidents George Haight, left, Charles B. Rogers, seated, and William Hoard Jr. In the picture at right, Assoc. Dean of Agriculture V. E. Kivlin, Richard



Strommen, president of the Fort Atkinson UW Alumni club, Walter Frautschi, another past president of the Alumni Association, and Ed Rosten, operations director of the Wisconsin Alumni Research Foundation (WARF), discuss the merits of nuworld cheese, which is being promoted by WARF and has been served at many Founders Day banquets all over the country. (Daily Jefferson County Union photos.)

Your Nominating Committee Reports

March 1, 1954

THE NOMINATING COMMITTEE met at Madison on February 18 for the purpose of selecting candidates to fill ten vacancies for three-year terms as directors at large. In selecting the nominees, consideration was given by the Committee to three factors deemed important for the welfare of the Association:

1. To maintain continuity, six of the directors now serving were renominated. They are Martin Below, Howard Weiss, Conrad Elvehjem, Russell Teckemeyer, Mrs. Walter Craig, and Miss Maxine Plate.
2. As far as possible attention was given to geographical representation. In this connection, existing representation on the board by past presidents, incumbent directors at large, class directors, and alumni club directors was considered.
3. Ten new candidates have been nominated to afford a representative selection for the existing vacancies. In choosing this group, a special effort was made to nominate men and women who had been active in their local alumni clubs. The new candidates nominated are Harris Allen, Rex Capwell, Larry Fitzpatrick, Henry Furlong, Mrs. Walter Haight, Robert Hall, Mrs. Robert Johns, George Robbins, Mrs. Marvin Steen, and Herbert Wisch.

Your nominating Committee believes that all of the candidates represented are especially well qualified for the honor and privilege of serving as directors of the Wisconsin Alumni Association. The Nominating Committee wishes to express its appreciation to the Board of Directors and the officers of their Association for their past services and looks forward to another year of progress.

Respectfully submitted,

The Nominating Committee

Leo Roethel, Fort Atkinson
Leslie Klevay, Chicago
John Jamieson, Madison
Ralph J. Gooding, Eau Claire
William Lathrop, Jr., Janesville

Mrs. Henrik Hartmann, Monroe
Mrs. Marvin Steen, Oshkosh
Mrs. Robert T. Howell, Racine
Miss Thorborg Swenson, Rockford
Harvey E. Leiser, *Chm.*, Milwaukee

THE NOMINEES

HARRIS G. ALLEN, '22, Milton Junction. President of the NorthWest Telephone Co.; Milton College trustee; president Lincoln Fellowship of Wisconsin; Chi Phi; investment counselor in Madison.

MARTIN BELOW, '24, Chicago. Vice-president, Robt. F. White Co.; former assistant UW football coach; member Kappa Sigma, Iron Cross, White Spades.

REX CAPWELL, '45, Racine. Former president of Wisconsin Alumni Club of Racine. National W Club member, and Wisconsin basketball game analyst for WTMJ, Milwaukee. Practicing attorney.

MRS. WALTER CRAIG, '20, Janesville. Former president of Wisconsin Alumni Club of Janesville; Wisconsin PreView chairman in Janesville; an

active civic and church leader; three children all UW graduates. She is the former Isabel McLay.

CONRAD E. ELVEHJEM, '23, Madison. Dean of the UW Graduate School and chairman of the biochemistry department; Herter, Sigma Chi; recipient, Mead Johnson award for research, William Gibbs medal; member, National Academy of Arts and Sciences, National Research Council, American Medical Assn., Infantile Paralysis Foundation.

LAWRENCE J. FITZPATRICK, '38, Madison. Former president of Wisconsin Alumni Club of Madison and present Alumni Association treasurer; president of the J. J. Fitzpatrick Lumber Co.; founding member of Young Presidents Organ-

ization of America; Lt. Cdr. (USNR); Haresfoot, varsity basketball, Phi Delta Phi legal fraternity; Deke.

HENRY FURLONG, '31, Oconomowoc. Vice president and chairman of the board of the First National Bank in Wauwatosa; past president Milwaukee Bond Club; member several civic groups including Kiwanis, Milwaukee Association of Commerce; director Braves Booster Club; air force veteran; Psi Upsilon; has three sons.

MRS. WALTER L. HAIGHT, '07, Racine. Former board member of the UW Alumni Club of Racine; past president Woman's Club, American Legion Auxiliary; charter member AAUW and State Historical Auxiliary. Her father (class of '69) and son and six other members of immediate family have been alumni. She is the former Geraldine Foley.

ROBERT L. HALL, '34, Milwaukee. Former president, UW Alumni Club of Milwaukee; majored in finance; Alpha Tau Omega; Married Jessie Lou Davis, '35; father of three boys; vice-president, Hall Chevrolet Co. of Milwaukee.

MRS. ROBERT D. JOHNS, '41, La Crosse. Member board of League of Women Voters and the American Association of University Women in La Crosse; Kappa Alpha Theta; daughter of former Regent Arthur Holmes, and is the former Patricia Holmes.

MAXINE F. PLATE, '35, Milwaukee. Director of Advertising and public relations, Ambrosia Chocolate Co.; former president Women's Advertising

Club, public relations committee, 1954 Cancer Campaign; Zonta, College Club, Alpha Chi Omega.

GEORGE S. ROBBINS, '40, Marinette. Past president Minneapolis UW Alumni club; director Marinette UW alumni club; president senior class, Sigma Delta Chi, and Cardinal Board; Member Iron Cross, IF Board, Haresfoot, Badger, Prom committee; now executive secretary Marinette (Wis.) Chamber of Commerce.

MRS. MARVIN STEEN, '35, Oshkosh. Director of Oshkosh UW Alumni club, Wisconsin PreView sponsor; husband, '36, is surgeon; mother of one daughter; Gamma Phi Beta; she is the former Eleanor Glascoff.

RUSSELL A. TECKEMEYER, '18, Madison. Former Alumni Association treasurer; various executive jobs with Madison Community Union, Red Cross, Rotary Club; Past commodore, present director, Mendota Yacht club; former IF council member; resident manager Thomson & McKinnon, members New York Stock Exchange.

HOWARD W. WEISS, '39, Wauwatosa. President class of 1939 and former president Milwaukee W Club; Cardinal Key, Tumas, White Spades, Iron Cross; USNR; insurance underwriter with Roberts Co. of Milwaukee.

HERBERT F. WISCH, '30, Fort Atkinson. Former Fort Atkinson Alumni Club president; self-described "avid supporter of UW athletics;" served in Air Corps in WW 2; in promotional work with Wisconsin Electric Power Co.

Ballot For Directors-at-Large

—Vote for Ten—

Family memberships may vote as follows. One member may vote with an "x" in the spaces provided on the ballot. The second member may vote by underlining the names of the candidates of his or her choice.

- | | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | HARRIS G. ALLEN, '22
<i>Milton Junction</i> | <input type="checkbox"/> | ROBERT L. HALL, '34
<i>Milwaukee</i> |
| <input type="checkbox"/> | MARTIN BELOW, '24
<i>Chicago</i> | <input type="checkbox"/> | MRS. ROBERT D. JOHNS, '41
<i>La Crosse</i> |
| <input type="checkbox"/> | REX CAPWELL, '45
<i>Racine</i> | <input type="checkbox"/> | MAXINE F. PLATE, '35
<i>Milwaukee</i> |
| <input type="checkbox"/> | MRS. WALTER CRAIG, '20
<i>Janesville</i> | <input type="checkbox"/> | GEORGE S. ROBBINS, '40
<i>Marinette</i> |
| <input type="checkbox"/> | CONRAD E. ELVEHJEM, '23
<i>Madison</i> | <input type="checkbox"/> | MRS. MARVIN STEEN, '35
<i>Oshkosh</i> |
| <input type="checkbox"/> | LAWRENCE J. FITZPATRICK, '38
<i>Madison</i> | <input type="checkbox"/> | RUSSELL A. TECKEMEYER, '18
<i>Madison</i> |
| <input type="checkbox"/> | HENRY FURLONG, '31
<i>Delafield</i> | <input type="checkbox"/> | HOWARD A. WEISS, '39
<i>Milwaukee</i> |
| <input type="checkbox"/> | MRS. WALTER L. HAIGHT, '07
<i>Racine</i> | <input type="checkbox"/> | HERBERT F. WISCH, '30
<i>Fort Atkinson</i> |

Official Ballot

Clip ballot and mail to Wisconsin Alumni Association, 770 Langdon Street, Madison 6, Wisconsin in an envelope showing name and address of voter. Ballots must be received at Association headquarters in Madison by June 4, 1954.



YOU'RE Invited to

Program

Grammarians may object
it means a good time
Commencement-Reunion

Thursday, June 17

- 7:00 p.m. ----- Twilight Concert, Terrace
 - 8:00 p.m. ----- President's Reception, Great Hall
 - 9:00 p.m. ----- Senior Ball, Great Hall
- (Thursday times tentative)

Friday, June 18, Commencement Day

- All Day ----- Alumni Registration, Union
- 10:00 a.m. ----- Honors Convocation, Theater
- 1:00 p.m. ----- Half-Century Club Luncheon, Union
- 4:30 p.m. ----- 101st Commencement, Fieldhouse
- 6:00 p.m. ----- Class Dinners
- 7:00 p.m. ----- All-Alumni Party, Union Terrace

Saturday, June 19, Alumni Day

- All Day ----- Alumni Registration, Union
- 9:30 a.m. ----- Alumni Association Meeting, Theater
- 11:00 a.m. ----- Campus Sightseeing tours, including open house at various campus buildings
- 11:00 a.m. ----- Alumni Association Directors Meeting
- 12:30 p.m. ----- Class Luncheons
 - Class of 1899, Class of 1914
 - Class of 1909, Class of 1924
 - Class of 1919, Class of 1934
 - Class of 1929, Class of 1944
 - Class of 1939, Class of 1949
- All Afternoon ----- Sightseeing, boat rides, etc., arranged by various reunion committees
- 6:00 p.m. ----- All-Alumni Banquet, Great Hall
- 8:00 p.m. ----- Alumni Program, Theater, including awarding of Distinguished Service Citations

Sunday, June 20

- 8:00-11:00 a.m. ----- Union Terrace Breakfasts for all alumni

AN OUTDOOR COMMENCEMENT—the first since 1930—is being planned by the University for this year on June 18, it was announced on May 7. A new time of day, too, is being planned for the Commencement ceremony, which in the event of rain, would be in the Field House. New graduates will begin the march to get their degrees at 4:30 p.m.

Honors Convocation is scheduled for 10 a.m. Friday, June 18, this year. The President's Reception will be on Thursday night preceding, as will be the annual Twilight Band Concert.



A SPECIAL invitation to the war-year classes to attend this year's reunion of the Class of 1944 is a highlight of preliminary planning for Commencement-Reunion Weekend on June 18-20.

The '44 Reunion Committee especially has in mind those men and women called away from the campus for World War II service in various capacities whose "official" year of graduation might range from 1942 to the fifties. Although their class is reckoned by the year in which they receive their degrees, many graduates unofficially consider themselves members of the class with which they started.

(In the fall of 1940, there were 1463 new freshman males and 838 women; when the class of 1944 was graduated in May of 1944, there were 89 men who received bachelors degrees and 419 women.)

1954 Commencement Reunion

Reune”

at verb. But

returning Badgers

end June 18-20

“So,” declared the Class of 44’s alumni director and reunion committee chairman, Emily Graham Kiekhofer, who now lives in Madison, “we’ve decided to welcome back all those ‘lost souls’ whose classes were graduated in the war years, especially those who would have been in the Class of 1944.” (See Class Notes of 1944 for more information.)

There are a number of other classes which have begun planning for this 100th anniversary of the first University of Wisconsin Commencement back in 1854. (Last year’s was celebrated as the University’s 100th Commencement—this June will be the 101st.)

Especially expectant are members of the Class of 1904—who remember their “Jubilee Commencement” that year as another milestone in University history. The Golden Anniversary Class will be initiated into the exclusive Half Century Club on June 18.

Marking personal milestones, too, will be members of the Class of 1929, celebrating their Silver Anniversary.

Alumni Association directories of both the Golden and Silver Anniversary Classes are now being produced. The Alumni Association is publishing the Class of 1949’s *Reunion Badger* which will help the forty-niners to conduct their reunion by mail.

Full information on housing arrangements and other details will be found in next month’s *Alumnus*. The schedule of events as now proposed may be found in the program at the left.

Members of reunion committees have asked the *Alumnus* to urge prompt response to class communications.

the promise that Van Hise didn’t really mean

By E. W. Hamilton, ’04

YOUR NOTICE of Reunion Week-End, June 18, 19, 20, 1954 brings back memories of 50 years ago, among them the Pre-Jubilee Banquet which was held in the University Gymnasium on the night of April 23, 1904.

The Banquet was staged as a student get-together because of the Semi-Centennial of the University of Wisconsin which took place in that year.

The idea of the Banquet originated with the Commercial Club of the School of Commerce, the first full class of which graduated in 1904. The Commercial Club believed that what was needed was some kind of Pre-Jubilee event which would bring the students together in as large a body as possible in order that enthusiasm and a feeling of personal responsibility might be engendered.

The idea of a Pre-Jubilee Banquet was suggested because students are more likely to be in a receptive mood for speeches when their appetites have been satisfied, than otherwise.

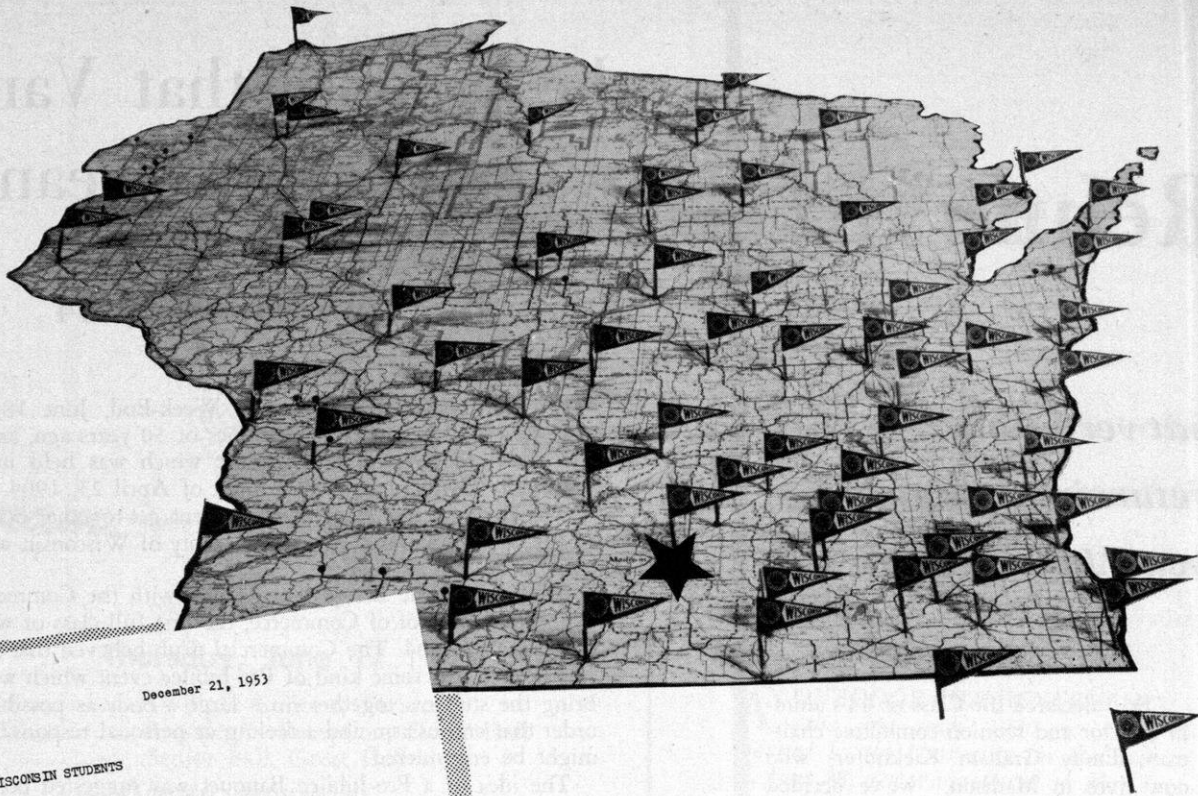
The idea met with the hearty approval of those present and the Pre-Jubilee Banquet Committee was organized into existence with the writer, a senior in the School of Commerce, as general chairman, and Florence M. Moffatt, a senior in Letters and Science, as Secretary.

It was decided that the price of banquet tickets would be seventy-five cents per person and that no free tickets were to be given to anyone, faculty, students, speakers, entertainers, or even to members of the Committee.

The time was short in which the work of arranging the Banquet must be completed but every part of the University entered into the spirit of the occasion from President Van Hise down through the University management, faculty members, fraternities, sororities, alumni, music and glee clubs, debating societies, agricultural clubs, etc., etc. Even John Hickey, who as janitor of the Gym had become an institution all his own and who realized more than anyone else what such a crowd would mean to him in extra work and trouble, was one of the most enthusiastic supporters of the Pre-Jubilee Banquet idea.

(continued on page 33)

**Jubilee Commencement
half a century ago created excitement—
and, in this case, some confusion**



December 21, 1953

AN INVITATION
TO PROSPECTIVE WISCONSIN STUDENTS

Dear Jack or Sally:

We know you're doing a lot of thinking these days about going on to college. . .

And, of course, the members of the University of Wisconsin Alumni Association would like to see you select our alma mater as the school of your choice. We've had our eye on you and about 25 other local high school and extension center students whom we consider hot prospects for the Madison campus.

Now we know that you have a lot of unanswered questions about life on the shores of Lake Mendota. . . practical, everyday things like what to wear, where to live, how much it'll cost, dating, courses, etc. To give you the answers to some of these questions we have arranged a Wisconsin PreView Meeting. . .

and this is your invitation!

Our little, informal gathering will be held on Tuesday, December 29, 7:30 p.m., at the home of Mrs. Robert C. Hood, 112 Houston Street, Marinette. There will be an absolute minimum of stuffy old grads like myself on hand. . . and the inside story on the University will be presented by two young people who are probably much better qualified to tell you what you want to know. They are Ann O'Leary, who is now a sophomore at the UW, and Bob Aagaard, a senior.

We certainly hope you can be on hand--if not we'd greatly appreciate it if you would let Mrs. Hood know! As we said, it will be informal, non-academic (if you wish), and guaranteed to be informative. We'll be looking for you on the 29th!

UNIVERSITY OF WISCONSIN ALUMNI CLUB

Brad Sebatad, President
Marinette-Menominee Chapter

BS/ejh

Pre-Views of campus life spread this year into more than 60 communities, as the map above illustrates.

Wisconsin Pre-Views

1953-1954

HUNDREDS OF OUTSTANDING high school seniors in Wisconsin and northern Illinois have been getting letters like the one above during the past few months.

And these prospective University of Wisconsin students have been flocking to participate in that growing venture aimed at selling top-notch students on the Badger campus, the Wisconsin PreView, an idea pioneered by the Wisconsin Alumni Association in cooperation with the University.

The home of the William Comstocks near Portage was the site of one successful PreView meeting. Students gathered in the pleasant living room overlooking Silver Lake.

Since last fall, it has become almost a daily occurrence to find a mixed group of University students, together with a faculty member, and often with an Alumni Association staff member, setting out from Madison for some near or distant city or town. There, at the invitation of a cooperating alumnus, the stage is set for them to visit at length with high school pupils who have expressed interest in the University.

Mostly these meetings are held in the homes of alumni. Sometimes they spill over into club rooms; occasionally they have been held in high schools. But, as one enthusiastic faculty traveler—Lee Burns, residence halls director—remarked after a trip to Viroqua:

“Meeting high school students in the home of an interested alumnus certainly makes a grand setting. . . . It’s a pleasure to see loyal alumni who are willing to go out of their way for their University and for the young people in their communities.”

HOW ARE PREVIEW meetings run? Well, generally they aren’t. They just sort of run themselves.

Once the students have met one another, the non-students involved fade into the background—usually after seeing there are cokes and cookies to help break the ice. Not that alumni wouldn’t enjoy listening in on present-day students talking about the campus, especially social life 1954 style. But things work better if Brad Sebstad’s advice is followed.

After a few minutes of general discussion about University courses and other affairs academic, the students break up into groups of fellows and girls. At this point the questions begin to fly more quickly, and they get more personal.

How much will it cost me? Should I live in a dormitory or would it be cheaper to live in a room outside?

What are the chances of getting part-time work? Are there scholarships I might get?

Is the University too big? How about social life? What kind of clothes will I need? Will I have time for extracurricular activities?

Can you change roommates if you wish? How do you get dates? What’s the average amount spent on dates? And on into the night. . .

The University students making the Wisconsin Pre-View trips have all volunteered to do the job—and what a job they’ve done. Some are young people who are proud to return to their home communities to tell other hometown “kids” about their UW experiences. Many are members of Crucible, Iron Cross, Student Senate, Associated Women Students and other leading campus groups.

They are all eager to tell others about their University. In the words of one student: “I guess I’ve taken the University offerings somewhat for granted up to now. But since I’ve been making these trips and telling people about them, I really realize the greatness of what we have.”

There’s no doubt that the Pre-Views are making them better alumni.

Many, many high school students and their parents have expressed personal thanks for the information acquired at



the PreView meetings, and during the course of campus tours that have developed from them. Sponsoring alumni, too, get a big kick out of their part in the PreViews. Here’s what La Crosse club President N. E. Schulze reported:

“The faculty advisors from all of the schools have called me and told me the high school seniors had nothing but praise the next morning for the meeting. It certainly looks like we should try to continue this as an annual affair.”

Enthusied alumnus Rufus Dimmick of Black River Falls:

“It seems a very small thing to do for all that the University has done for our family in the years past and at present. It was very refreshing to us, as well as the local high school students to have this opportunity to talk over school affairs at Madison, both social and academic.”

Faculty “accompanists,” too, have been enthusiastic. Although sometimes they have gone out with a show-me attitude, they have without exception come back sold on Pre-Views.

While Wisconsin Pre-Views are designed as guidance sessions for high school students hungry for information to help them plan their educational careers, in a way they’re recruiting meetings, too. For Wisconsin alumni hope that they are convincing the most talented young people in their communities of the fine opportunities available at the University of Wisconsin.

And as former Governor Oscar Rennebohm, now Vice Pres. of the Board of Regents, said on Founders Day:

“I am not talking of the problem of great numbers of students coming to our campus as I am talking about our need for numbers of great students. Here is a job for every alumnus, to help build and to help interpret a University that will attract and hold the ablest young minds in Wisconsin. . . .”

“We need a great diversity of talents and skills to man our complex productive system and to strengthen our state and national community life. Certainly it is true that without a student-body of high quality, a university campus is a hollow shell.”

The Campus Side of the Pre-Views

A central planning committee of a dozen students divides the hundred or more volunteers into teams and assigns them to various counties of the state. When alumni send in an invitation, the appropriate team is altered to the day and hour to be ready for its ambassadorial job.

The students call themselves Badger ambassadors, you see—and rightfully so!

While the Pre-View trips frequently mean returning to the campus at midnight or later, the students don't complain. This speaks highly for the program, since most campus leaders appear to adhere to tight and systematic schedules of study, classes, work and activities that permit them to be high grade point students as well as extracurricular leaders.

Leaving the Hill for a Pre-View (above) are Larry McCormick, WAA Alumnae Secretary Grace Chatterton, and Gretchen Hardt. Below are some members of the Student Central Planning Committee: Kirstin Rozan, Anne Mathews, and Patricia Krebs in front, and Jack McCrory, Henry Kerns, and Charles Bentzin in the rear.

By the end of this month, Wisconsin Pre-Views will have been held in each of the cities and towns below. In a number of cases, students from neighboring high schools attended the meetings. In every instance, the Pre-Views were sponsored by University of Wisconsin alumni.

Antigo
Adams-Friendship
Berlin
Beloit
Burlington
Black River Falls
Cedarburg
Chippewa Falls
Columbus
Darlington
Dodgeville
Duluth-Superior
East Troy

Eau Claire
Elkhorn
Eagle River
Fond du Lac
Fort Atkinson
Green Bay
Janesville
Jefferson
Kenosha
Kewaunee
Laona
La Crosse
Ladysmith

Manitowoc
Marshfield
Mauston
Milwaukee
Marinette
Monroe
Merrill
Mayville
Madison
New Richmond
New Holstein
Oconto
Oshkosh

Prairie du Sac
Prairie du Chien
Portage
Phillips
Racine
Reedsburg
Rhineland
River Falls
Skokie, Ill.
Spooner
Spooner Agr. Expt. Sta.
Stevens Point

Sheboygan
Shawano
Sturgeon Bay
Sun Prairie
Tomah
Viroqua
Waukesha
Watertown
Waupaca
Wautoma
Wausau
Woodstock, Ill.



Spooner High School students gathered around a table to hear the facts of UW life from campus representatives Pat Krebs, Patricia Kamm, Tom Anderson and Frank Fraysur.

Wisconsin Women . . . with Grace Chatterton

BERNICE FITZ-GIBBON Block '18, noted for her realistic thinking and high-voltage slogans in the field of advertising, recently resigned as advertising director of Gimbel's New York store to open her own agency. Heading up advertising at Macy's and Wanamakers previously, she is reported to have received a salary of \$60,000 a year when she started at Gimbel's in 1940.

Miss Fitz-Gibbon, by the way, had some remarks on career girls' training that are worth passing on, if you haven't seen them.

Speaking before deans of women and placement office chiefs from more than a hundred colleges as part of *Made-moiselle* magazine's workshop on employment problems for women's liberal arts college graduates, she urged colleges to package and promote their products so that their graduates can get the "lush, plush" jobs. Stop sending them into "fusty-dusty publishing houses" and "musty museums". Instead, she said, they should be steered into better paying retail advertising and merchandising.

"I think the reason you people steer your graduates into publishing houses and museums—and one college places a full third of its graduates in that type of work—is because of our American puritanical background," she said.

"If it was hard and dull and didn't pay much, it was good for you; and the harder and duller and littler it paid, the more respectable it must be. I don't agree. There's nothing immoral about getting into the big money. Sophie Tucker said 'I've been rich and I've been poor. And believe me, rich is best.'"

Come back and visit the Wisconsin campus soon, Bernice! We've got some neat little packages on the shores of Lake Mendota these days—highly admired and encouraged, too!

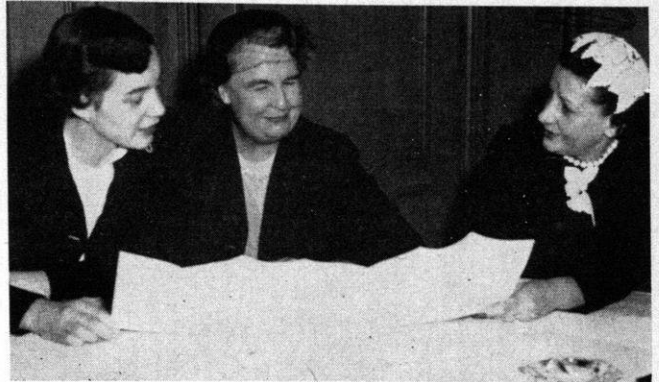
* * *

Another Living Memorial. "You all know from personal contact the great interest Miss Gardner had in each of you and the high hopes she had for your future. For these reasons and because she was an outstanding teacher the Waukesha Teachers Association created this scholarship." This communication to the 1954 senior class of Waukesha High School explained a scholarship memorial to the late Hope Gardner, '34. The fund of more than \$500 will provide at least two scholarships to members of the senior class. Hope had been advisor to this class for three years until her sudden death last fall. It seems to me that this is a fine and commendable way to remember a woman who did so much for young people in her lifetime.

* * *

Jobs for Women. Isabel Bacon La Follette '21, (Mrs. Philip F.) has come up with a practical plan to help older women find part or full time work. The Madison Women's Service Exchange now established with a counselor and office in the Vocational school is the result of Isabel La Follette's idea. The *Ladies Home Journal* featured this program in its January issue.

The idea came during the war years when her husband and son were in the Army. Although busy taking care of her two daughters, she realized that there are many women with



Are the women taking over in Oshkosh? We came across the above picture recently in the Oshkosh Daily Northwestern. It shows Mrs. Ruth Storm Steiger, '21, (center), wife of the UW Regent, Mrs. Virginia Collins, David H. Awe, '48, (left), new director of the Oshkosh Alumni Club who replaced retiring director Mrs. Eleanor Glascoff Steen, '35, (right). They were discussing recent improvements on the campus when the alert photographer—who obviously recognizes good subject matter when he sees it—spotted these attractive alumnae and snapped his shutter.

grown children like herself who have time on their hands. They want to do something constructive with it and, in many cases, need to add to the family income. She found that older women hesitate to go to a regular employment agency. This is especially so when women have been housewives for many years. They often lack confidence in themselves, and any skills acquired earlier in life for work outside the home seem out of date as answers to the questions on present day application forms. An employment exchange of their own, with an understanding counselor might, Isabel La Follette thought, draw them out and direct them into fields they know something about.

Deborah Olds Sherman, '23, (Mrs. George) a friend, was asked to help develop this idea. They investigated the job market for older women and found a need for them. A committee called by Isabel La Follette talked the plan over with Governor Walter J. Kohler, Jr., who called in the director of the state's vocational schools who in turn arranged to set up a "pilot" project in Madison. If it succeeded it might be expanded into the other 58 schools of this kind in Wisconsin. Deborah Sherman, who had enrolled in business school at the age of 42, then taken a secretarial job and later taught at a business school, drafted an application blank and a pamphlet giving hints to prospective employees. She has lately been at work on a pamphlet giving suggestions to help women starting on the job.

In its first year of operation, the Exchange interviewed more than 200 women and placed better than half of them in jobs.

This practical plan worked out by two Wisconsin women has started a program which is spreading over the country, and is proving of benefit to employers and employes alike.

R E S E

ALGAE (*pre-Cambrian type*)

IN THE LAYERS upon layers of rock, once sediments, which form the earth's great crust, the Pre-Cambrian formations are the oldest, were laid down first. They represent roughly the first two-thirds of the earth's history as it is written in "the rock timetable."

Fossils of any kind located in Pre-Cambrian rocks have been extremely rare and have only shown a gross structure, never identifiable.

Last summer, a Wisconsin geologist, Prof. Stanley A. Tyler, was doing routine exploration of economic possibilities in Gunflint iron ores near Schreiber, Ontario. He was working in an exposed area on the northern shore of Lake Superior, when some fine-grained quartz caught his eye.

The quartz's gross structure resembled a great mass of algae, so on a hunch, he took samples back to the Madison campus with him. From them he cut very thin .03 mm. sections, which he observed under a microscope.

Organic material came into view.

He quickly dispatched his find to the Harvard Biological Laboratory for the expert opinion of Prof. Elsi S. Barghoorn, a noted paleobotanist. Prof. Barghoorn identified them as five distinct species of ancient plant life—two algal, two fungal, and one of a unicellular type—closely resembling modern water-dwelling plants.

The fossils, it was estimated in February, are the oldest thus far known to man.

They are conservatively figured to be one-half to one billion years old—but radio-active age determination made by Prof. Patrick Hurley of the Massachusetts Institute of Technology may set the years around two billion.

The fossils in the Tyler "strike" are the first from Pre-Cambrian formations to display the preserved tissues and cells. Their importance lies in their support of information on the evolution of life.

"Lack of fossils has prevented us from working out the geologic timetable in more detail," Prof. Tyler explained.

The presence of both algal and fungal plants indicates that the biological systems for the capturing of energy and its return to the natural cycle were in existence at a very remote time in the evolution of life.

Tyler pointed out that these fossils are not replacements of organic material, bit by bit with inorganic, as some fossils are. They are, he said, the remains of the plants themselves, changed into a carbon residue. To date the scientists have not determined whether the plants lived in ocean or lake.

The Wisconsin geologist gave as rea-

(continued on page 31)

RAINBOW

FOR THE SPORTING angler who delights in the wild leaps of a gaudy rainbow trout as it feels the barb of a hook, University of Wisconsin biologists had good news last month.

Three years of tests show that hundreds of bog lakes dotting the northern landscape of Wisconsin (and quite pos-



ARCH

ROUT

CANCER

sibly in other states) can readily be turned into another recreational resource through a chemical treatment developed at the University.

In 1951 three Wisconsin lake scientists, Prof. Arthur D. Hasler, Oscar

(continued on page 37)

Wisconsin Conservation Department



WISCONSIN CANCER researchers have announced discovery of a group of nine new building blocks for body cells.

The discovery, reported in the January issue of the scientific journal, *Cancer Research*, throws open new doors to the understanding of cell growth, and, perhaps, to the secret of cancer development and its control.

The substances were unearthed after years of research at the McArdle Memorial Laboratory, University of Wisconsin Medical School, by a team working under Dr. Van R. Potter, professor of oncology. The present advances were made by Dr. Hanns Schmitz, on leave from the Cancer Research Institute of Heidelberg University, Germany, and Dr. R. B. Hulbert, who is now on leave to study at the Karolinska Institute, Stockholm, Sweden.

The building blocks are: guanosine monophosphate, abbreviated as GMP; guanosine diphosphate, GDP; guanosine triphosphate, GTP; cytidine monophosphate, CMP; cytidine diphosphate, CDP; cytidine triphosphate, CTP; uridine monophosphate, UMP; uridine diphosphate, UDP; and uridine triphosphate, UTP.

Discovery of these nine building blocks in animal tissues brings to 12 the number of materials of this type known

to be used by the body in growth processes. The previously uncovered substances are adenosine monophosphate, AMP; adenosine diphosphate, ADP; and adenosine triphosphate, ATP, which have been known since 1929, as well as more recently discovered derivatives of uridine diphosphate (UDP). These UDP derivatives were identified two years ago by Dr. Luis Leloir, in Argentina, and in subsequent work by other scientists in Wisconsin and elsewhere.

Dr. Potter said these 12 building blocks "represent material in transit from sub assembly lines for nucleic acids to final assembly of these acids. Nucleic acids are considered by many scientists to be the basis for cell reproduction."

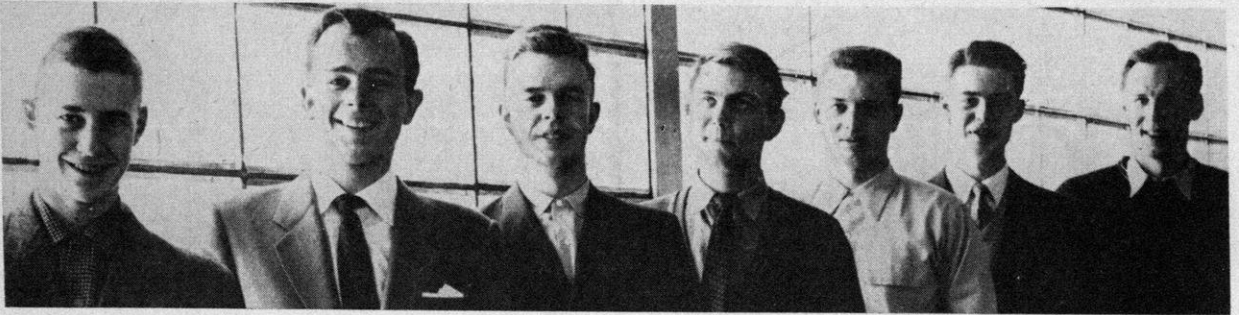
Grouped together these "materials" are known as nucleotides.

The discovery is the outcome of studies begun at the McArdle Laboratory in 1942 involving a general theory of growth expounded by Dr. Potter 10 years ago:

"Growth in a specialized tissue represents a response to need, while self-limitation of growth is brought about by the removal of certain essential building blocks."

And the phenomenon of cancer growth is considered to be the result

(continued on page 35)



Scandinavian students Lars Middelboe, Cato Vik, Paul Grostad, Lars Semb, Jorgen Bladt, Johan Nordenfalk, and Gösta Westring

SOCIAL SCHOLARSHIPS

Tom Brittingham's new approach meets approval of Scandinavian recipients

By Hazel McGrath

TWO GENERATIONS of Brittinghams have expressed their devotion to the University in ways ranging from personal service on boards and foundations to contributions of money for land, statues, music and machines.

Latest manifestation of the half century-long friendship is the unusual experiment in international education launched last fall by Thomas E. Brittingham of Wilmington, Del., investment economist-president of Lumber Industries, Inc., and former Alumni Association president. So far, it's a resounding success.

After carefully studying the conventional government-financed scholarships for foreign students, Brittingham decided that, while most foreign students get a good formal education in the U.S., they lack funds for participation in the real "American way" of fraternities, formals, and fun.

So when Mr. and Mrs. Brittingham travelled to Scandinavia a winter ago, they selected seven students to study at the University for a year on what they call "social scholarships" because they emphasized personality and leadership

potential, as well as intelligence, in choosing their scholars.

Scores of candidates had been assembled for them by the American-Scandinavian Foundation in cooperation with the schools, and the Brittinghams selected their seven by personal interview, not only with the young men, but with their parents and teachers as well. They then made arrangements for their passage to the U.S. and for ample funds to enable them to lead a full college life.

The group landed in New York September 8 and traveled directly to the Brittingham home in Wilmington for a short visit. They then drove to the Midwest to live in the Brittingham's Madison home before pledging fraternities.

Cato Vik of Oslo is now living with the Chi Psis, Paul Grostad, Oslo, and Jorgen Bladt, Aalborg, Denmark, with the Delta Tau Deltas, Lars Semb, Oslo, with the Beta Theta Pis, Gösta Westring, Stockholm, with the Phi Gamma Deltas, Johan Nordenfalk, Stockholm, with the Sigma Alpha Epsilons, and Lars Middelboe, Copenhagen, with the Psi Upsilon.

All agree that the concentration of students in fraternity and sorority houses and in men's and women's halls, a feature of American campus life unknown in their own countries, is one of the most agreeable aspects of college life in the U.S. and one guaranteed to make friends fast.

"Our relationship with the Brittinghams is a close personal one," explains Westring, who is at 22 the senior member of the party. "They are as interested in our welfare as if they had adopted seven Scandinavian sons. They are most determined that we do not miss anything in this great land of America, and they fly out from Wilmington often to see how we are getting on."

Grostad, who plans to enter the Norwegian diplomatic service, has enrolled heavily in political science courses to study the foundations and problems of international relations and organizations and the administration of U.S. foreign affairs. He is also enrolled in a public speaking course and in the freshman English course for intensive training in grammar and composition. His conversational English, like that of his six

colleagues, is excellent in accent and vocabulary, for all have studied English for five or six years in their gymnasium.

"I hope through my government to win a scholarship to study at the UN in New York next year," Grostad continues. "When I return to Norway I may study law also, to give myself the best possible background for my future career.

"What is most remarkable to all of us about the University curriculum is the immense variety of specialized courses offered," he says. "We have also noticed that here there is much more play mixed in with study, and much more dating than there is among our contemporaries at home. The American institution of the 'blind date' was also a surprise to me. In Norway we must be formally introduced to a young lady before we can ask her to go anywhere."

"It is not unknown in Sweden, though," Westring chimes in. "Often when our country cousins come to visit us we arrange to have escorts for them in the same way. After all, if the 'blind date' is arranged by persons known to each of the pair, where is the risk?"

"What amazes me," Westring continues, "is to see my University classmates writing down everything the lecturers say. Perhaps I am wrong, but should there not be a mental sorting process so that one notes down the most significant facts and stores the rest in the memory?"

Westring, whose father is a major general in the Swedish Air Force and who is himself a second lieutenant in the reserves, is planning a career in business law. Besides beginning the study of Spanish, he is learning in classes about American government and politics, recent American history, the evolution of industrial society, and monopolies and cartels.

"Prof. Selig Perlman, who teaches the class in industrial society, is the most stimulating lecturer I have ever heard," he declares.

"The opportunity to study the American way of life is as important to me as the chance to study in an American university," Nordenfalk, who plans to study law and then enter Swedish business, says. "Since I am here I can understand why, in a young country like this which has developed so high a standard of living, the people are afraid of Communism, for they fear to lose all they have gained. I think the

American dread of forest fires is an example of the same fear, and to me it is a symptom of the strong material base of American civilization."

Nordenfalk is enrolled in beginning economics, in industrial management, in American government and politics, English composition, and public speaking. He, as well as his six mates, has joined the campus sports group, the Hoofers, especially to take part in the sailing and skiing activities.

Vik is an all-around athlete who was five times junior tennis champion of Norway. He started ski-jumping at the age of four and has won prizes for jumping as well as for cross-country racing.

He gained considerable recognition in the Midwest last winter as a jumper—but mild weather made skiing a hit and miss affair. He won't be eligible for varsity tennis this spring—to the regret of Coach Carl Sanger.

Vik's father runs an electrical appliance business in Oslo and he is training to take over. Toward that end he is studying marketing methods, practical English, public speaking, and American history.

"I noticed immediately how happy and friendly the people are here, not only the college students, but everyone we meet," Vik says. "It is a good thing for a foreigner to see, this gaiety. In

our part of the world we take life much more seriously.

"I was told before I left home that American girls are 'stuck up' and will date only men with cars and much money. This I found to be completely untrue. I myself have met at least half a dozen pretty, friendly, and intelligent girls who are most interesting to be with."

Semb's father is a leading surgeon in Oslo, and with a view to entering that profession himself he is taking three courses in chemistry and courses in basic drawing and English. Middelboe is studying English composition, philosophy, American history, the theory of investment, and public speaking.

Bladt, whose father heads a Danish milling company, is going in for chemistry for engineers, calculus and analytic geometry, and English.

"At the end of our stay on the campus we are invited to spend some time on a Texas ranch with friends of the Brittinghams," the young men reveal. "In the meantime we plan to travel during the vacations as much as we can—by bus, by car with our campus friends, by hitch-hiking if necessary—to see as much of this country as we can. There is so much to see."

Although the group ranges in age from 19 to 22, in height from five and

(continued on page 38)

Several of the Thomas E. Brittingham Jr.'s Scandinavian social scholarship students were guests of the Brittinghams at their Greenville, Delaware, home at Christmas time. Below, Johan Nordenfalk of Stockholm, right, raises a Christmas morning orange juice with Mr. and Mrs. Brittingham and Thomas III.



Editor's Note: Under the title "Harry A. Bullis: Portrait of the 'New Businessman'" the Saturday Review recently presented a personality sketch of Harry Bullis, '17, chairman of the board of General Mills, Inc., a former president of the Wisconsin Alumni Association, and one of the UW's staunchest friends. The author is Leo Cherne, executive director of the Research Institute of America. Here are some excerpts from the Saturday Review article that should be of special interest to Wisconsin alumni—many of whom are already acquainted with Harry Bullis or the work he has done for his alma mater.

New Brand of Businessman



A FEW DAYS after President Eisenhower's election, Harry Bullis, a six-foot-two businessman from the midwest, addressed a meeting of the board of directors of the United States Chamber of Commerce.

For the great majority of businessmen the hour was one of rejoicing. To Harry Bullis it was a time for sober assessment and responsibility.

As he told his fellow members: "Let's not sell ourselves down the river by getting too self-interested. We are not the main economic factors of the country.

"Our factories, our laboratories, our companies—vital as they are to national economic strength—are not the deciding factors. The American working man and the working man's family, and the white-collar worker and his family, constitute the dynamic economic units of this country. . .

"As for us, we must make the moral climate of the business world better than it has ever been."

The man who spoke these words is one of the giants in the new American industry in which the people who make

the decisions are the managers, not the owners.

In 34 years his drive towards success has taken him from obscurity as a flour mill hand to prominence as chairman of the board of General Mills, a company which annually does a half-billion-dollar business.

There is yesterday and tomorrow in the conflicts that move him, though he is hardly aware of it. Government in business worries him, but he sits as treasurer of the National Planning association, one of whose functions is to pioneer the orderly intervention of government in business.

"Government? You can't give all the economic control back to the states. There are things the federal government must do. Planning is essential in our complex economy.

"Complaints about government frequently depend upon whose ox is being gored. You have to be larger than the personal interest of your own company or your own pocketbook.

"The great phenomenon of our time is the tremendous rise in earnings of the

large body of American wage earners. The worker is not only a member of the productive team, but also the great American customer.

"Some of the old war horses in industry haven't learned this, but the intelligent businessman has known it for some time" . . .

Harry Bullis considers himself an average American. Every two or three weeks he writes a letter pouring out his concern about the country and its problems, the world and its aching unrest, to another "average" American, his good friend Ike Eisenhower. And the President writes back. An intimate correspondence that tells of the burdens and frustrations of the White House, of leadership in a nation and a party must necessarily be privileged.

But Harry Bullis is an American businessman. He holds no office and has no hesitation about quarreling publicly with men in congress.

"Take Senator McCarthy (R., Wis.). He apparently wants, above all else, publicity. And in order to obtain it he does make at times some unreasoned outbursts of demagoguery. I don't like what he did to people like Gen. Marshall, who I know are not Communists.

"Any effort to eliminate real Communists from government is not debatable. But I don't like a United States senator to act as though he were president of the United States.

"As a lawyer he doesn't always stick to the facts. We're trying in the United States to accomplish what Great Britain has done, to make public service a career. McCarthy is frightening them off. The best men don't want to go down to Washington.

"Instead of smoking out Communists in the Truman administration, we'd better do something positive ourselves" . . .

The common plaint of businessmen, "haven't got time," falls frequently from Harry Bullis' lips.

Yet hardly a day passes without a contribution of his energy to a meeting of the Association for the United Nations, or the board of the Wisconsin Alumni Research Foundation, or the committee for economic development, or the fund for adult education, or the council for financial aid to education, or the Salvation Army advisory board, or the American Korean foundation, or the Chamber of Commerce of the United States. Without "much time" he devoted three months to a vital study of the work of the mutual security program on Formosa.

Sixty-three years old, Bullis neither smokes nor drinks. He prays to his God

daily for guidance and follows the motto that hangs in his office today, by which he makes his most important corporate decisions.

He says, "God is my senior partner."

Harry Bullis's unsophisticated faith has given him sense of responsibility to his fellow man. Deeds, in addition to devotion, are at the heart of his creed. For Bullis the world is peopled with individual human beings, brother to each other and sons of one father.

Bullis worked his way from the bottom, but throughout he was employe not owner. He still is. As a hired manager he attains his objectives by harnessing the fullest satisfactions of the thousands who work within his enterprise and the millions who buy from it.

We know what Bullis is. We guess why he is.

"I am a businessman, not a philosopher," he has said. "My democracy is not a casual mixture of Red ideologies and assorted daydreams. It has a tough lineage. Its mother is personal freedom under law. Its father is free enterprise.

"To me world peace means the green light to a future of human decency, scientific and economic progress, and the gradual banishment of poverty and ignorance. It means an end to the paralyzing threat of a third world war, with all its human and economic destruction. It means the fulfillment of our finest hopes and greatest destinies.

"I don't think I have made much of a contribution yet. I'll strive 'til I go to my grave to repay my obligation to my country, my alma mater, my company, and, if I can, to the world."

Pre-Cambrian Algae

(continued from page 26)

sons for the preservation of the rarities, lack of the effects of high temperatures and pressures which would usually tend to destroy soft organic materials.

The particular layer of rock which contained the fossils is called Huronian and is among the topmost layers in the great pile of Pre-Cambrian formations. Other samples of Huronian origin have been examined by Tyler and Baghoorn, some taken from places as much as 100 to 150 miles distant from the original Gunflint area, and they also show the same forms of fossil plants.

The Wisconsin-Harvard team will probably make 500 to 1,000 sectional slides from samples while the search goes on for new evidence of Pre-Cambrian life.

★ With the Classes

1886 W

Franklin G. HOBART, a retired engineer and former Beloit city official, was honored at a dinner recently in celebration of his 90th birthday.

1888 W

Dean emeritus of the UW College of Agriculture and a former director of WARF, Dr. Harry L. RUSSELL, celebrated his 88th birthday last month.

1889 W

The Frank Lloyd WRIGHT training school for architects has been approved by the Justice Department as a school for foreign students.

1890 W

We recently heard from the secretary of the class of '90, Orithia HOLT Steenis. Washington, D. C. who sent news of several of her classmates.

She recently heard from Fred and Daisy ('93) BOLENDER of Monroe; Mrs. Charles Z. Giddings, Madison; Mrs. Grant SHOW-ERMAN, now of Louisville, Ky.; Arthur Silleman, Hibbing, Minn.; and Eugenia WINSTON Miller, who is in Florida.

1893 W

John J. TSCHUDY was the oldest UW grad to attend the banquet sponsored by the Monroe Alumni Association in February.

The Rotary Club in Edgerton recently honored Lawrence C. WHITTET as an outstanding citizen of the community.

1894 W

The dean of Madison lawyers, W. L. WOODWARD, recently celebrated his 82nd birthday at work. He has been practicing in Madison for 58 years.

1896 W

The Edward IVERSONS are living in Orlando, Fla., where they are keeping up their interest in UW activities.

1901 W

Secretary of the Ripon Knitting Works, Harry A. CODY, has retired after 52 years of service with the firm.

1903 W

Madison attorney Gustav B. HUSTING has been appointed a Dane County Court Commissioner.

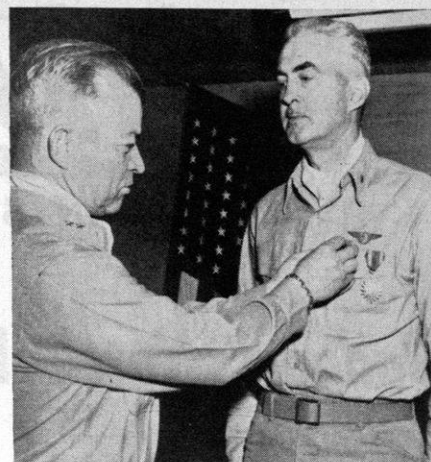
1905 W

The "Father of Wisconsin Basketball"—Chris STEINMETZ—was honored by Milwaukee's South Side Old Timers Club and the Milwaukee "W" Club at a recent dinner.

Cornelia COOPER, Madison, has been in California spending a two to three month vacation. Among her planned stops were visits with Leta WILSON and Harriet KUHNS.

1906 W

Memories of the life and activities of Fred L. HOLMES, Madison attorney and newspaperman who died in 1946, were revived in Milwaukee last month in ceremonies dedicating a Lincoln collection in Holmes' name at the new Marquette university library.



Cdr. Calvin T. Doudna, '35, in his recent assignment with the First Marine Air Wing in Korea, was awarded the Legion of Merit and the Air Medal. Presentation was made by Maj. Genl. V. E. Megee. Dr. Doudna is presently serving as executive officer of the U. S. Naval School of Aviation Medicine at Pensacola, Florida.

An article about Dr. Karl and Holly JOLIVETTE Sax and their activities in Massachusetts, where he is director of the Arnold Arboretum, appeared in a recent issue of the *La Crosse Tribune*.

1907 W

Ben H. RODERICK, Brodhead, is president of the Wisconsin Retail Lumbermen's Association.

1908 W

A California ranch is now home to David C. DECKER.

Robert I. SCHELDROP is now retired and is living in Winter Park, Fla.

1910 W

Mrs. Florence STELLA TWO Kelley was the eldest graduate of the University of California to be awarded a bachelors degree last June.

Clark C. BOARDMAN has retired after 32 years with the Thermatonic Carbon Co. of Sterlington, La.

The retirement of Edward P. GLEASON as manager of outside power of the Nekoosa-Edwards Paper Co., Fort Edwards, has been announced.

1911 W

An article about the University appeared in a recent issue of the Lima, Peru, magazine "Ipna." The article, entitled "La Universidad de Wisconsin y su alta tarea cultural," was written by Luis C. INFANTE.

1913 W

The Newport Harbor, Calif., Chamber of Commerce has notified Converse WURDEMANN that he has been named the individual who has contributed most to the development of Junior Yachting during the last year.

1914 W

The owner of Calaveras Concrete Products of Murphys, Calif., is John C. SCOLAS.

(continued on page 34)

On **Wisconsin**
 IN SPORTS By Art Lentz



Badgers Notch Winning Record

WISCONSIN'S well-rounded intercollegiate athletic program is doing all right in the matter of competitive success, judging from what resulted from the dual meet efforts of seven winter sports varsity teams.

Badger athletes won 41 dual meets, lost 28, and tied in one for one of the best records in many years. Add to that the record of eight wins, two losses, and one tie during the fall sports season and you have the Badgers hitting the victory trail at better than a 60% pace.

Only gymnastics failed to at least break even in dual meet competition but Coach Dean Mory's boys won four meets and lost five to fall just short of the .500 mark.

Here's the tally for Wisconsin varsity sports in dual meet competition to date, with baseball, crew, tennis, outdoor track, and golf still awaiting their spring openers.

Sport in Fall	Won	Lost	Tied
Football	6	2	1
Cross Country	2	0	0
	8	2	1

Sport in Winter	Won	Lost	Tied
Basketball	12	10	0
Boxing	5	1	0
Fencing	9	4	0
Gymnastics	4	5	0
Swimming	3	3	0
Track (indoor)	2	1	0
Wrestling	6	4	1
	41	28	1
Grand Total	49	30	2

Now for a quick wrap-up on the winter sports whose respective seasons either have concluded or are in the NCAA tournament stage.

BASKETBALL: Coach Bud Foster's Badgers wound up with 12 wins in 22 regular season games, compiling a 6-8 record in the Big Ten which left them tied with Northwestern for fifth place. At least six of the 10 losses could have gone the other way with a friendly nod

of Dame Fortune. Three of the losses were in overtime games. Wisconsin cagers broke or tied 16 team school records while nine more individual varsity marks were broken. The Badgers also set a Big Ten free throwing mark for a single game, meshing 29 of 31 against Michigan State, and wound up as the best free throwing team in the Big Ten for the season. Paul Morrow, senior center, was voted most valuable player while Bob Weber, senior guard, was elected honorary captain for the year.

BOXING: Coach John Walsh's boxers sailed along toward a third straight unbeaten season with four straight wins but ran afoul of a tough Louisiana State team at Baton Rouge on March 19, losing 5-3, to end a 23-match unbeaten streak. The Badgers forfeited in the 132 lb. class and had another setback in the 147 lb. division when Co-Captain Bob Morgan was ill and could not make the trip. Wisconsin closed its dual match season at home against Michigan State, winning 5½ to 2½. Only the NCAA tournament, at Penn State, April 8-9-10, remained for Wisconsin, whose duo of unbeaten boxers, Co-captain Bob Meath (156) and Bob

BASEBALL

April	9—At Washington U.
	10—At Washington U. (2)
	16—At Bradley U.
	17—At Bradley U. (2)
	19—At Great Lakes NTS
	20—At Glenview NAS
	21—At Glenview NAS
	23—Michigan
	24—Michigan State (2)
	30—At Indiana
May	1—At Ohio State (2)
	7—Northwestern
	8—Northwestern (2)
	14—Purdue
	15—Illinois (2)
	17—Bradley (night)
	21—At Iowa
	22—At Minnesota (2)
	24—Notre Dame (night)
	25—Notre Dame
	28—At Western Michigan
	29—At Western Michigan

CREW

May	1—Navy, Cornell and Syracuse at Syracuse
	8—At Purdue
	15—Eastern Sprint Regatta at Washington, D. C.
	22—Harvard
June	12—California
	19—IRA Regatta at Syracuse

TENNIS

April	21—At Iowa
	24—At Illinois
	27—At Lawrence
	30—At Marquette

May	8—Purdue
	10—At Minnesota
	14—At Michigan
	15—At Michigan State
	17—Indiana
	21—Northwestern
	22—Notre Dame
	27-29—Big Ten meet at Illinois
June	21-26—NCAA meet at Seattle, Wash.

GOLF

April	26—At Marquette
	30—Marquette
May	3—Illinois
	7—Michigan State
	10—Notre Dame
	14—All-U.W. meet
	17—At Northwestern
	22—Iowa and Minnesota at Minneapolis
	27—Northwestern and Minnesota at Minneapolis

May	28-29—Big Ten meet at Minneapolis
June	21-26—NCAA meet at Houston, Tex.

TRACK

April	17—Ohio Relays
	23-24—Drake Relays
May	1—Iowa
	8—Big Ten Relays
	15—Illinois and Purdue
	22—At Minnesota
	28-29—Big Ten meet at Lafayette, Ind.
June	5—Central Collegiates
	11-12—NCAA championships

Hinds, heavyweight, may help bring the Badgers a possible NCAA team crown.

FENCING: Coach Archie Simonson's fencers won nine of 13 dual meets this season, including wins over Wayne, Notre Dame, and Detroit, highly rated teams in the nation. The Badgers also challenged for the Big Ten title but were beaten out after a close battle with the defending champion Illinois team. Co-captain Charles Kortier had a record of 40 wins against 10 losses in sabre bouts going into the NCAA tournament at Chicago. Co-Captain Jack Heiden led the foils men with 34 wins against 16 defeats, while the epee representative leader was Eric Kindwall with a 26-16 record.

GYMNASTICS: Coach Dean Mory's gymnasts compiled their best record since the sport was resumed in 1948, winning four of nine dual meets and placed eighth in the Big Ten meet. The Madison Turners were scheduled to be hosts to the lettermen on March 31, when the annual banquet is held.

SWIMMING: Coach John Hick-

man's swimmers lost the first meets of the season, then won the last three to break even for the year. Jack Hoaglund, backstroke and free style, set several new school records to win honor as "fastest swimmer in Wisconsin history." He placed third in both backstroke events at the Big Ten meet and lost only one race during the dual meet season. He was elected captain for next year and competed in the NCAA championships at Syracuse. Meanwhile Captain Rollie Bestor, diver, won five of six dual meets in his event and also represented Wisconsin in the Nationals. Wisconsin placed fifth in the Big Ten meet team standings.

TRACK (INDOOR): Coach Riley Best's indoor track team won two of three dual contests, defeating Minnesota and Ohio State, while losing to Iowa. The relay team came from behind to nip Ohio State in a dual meet held at Champaign, Ill. in conjunction with the Illinois-Michigan meet, the win providing the biggest thrill of the season. At the Big Ten meet, Wisconsin was ninth while Captain Tom Monfore,

placing second in the 880, was the point leader for the Badgers. Wisconsin also competed in the Milwaukee *Journal* and Chicago *Daily News* relays before taking a short recess, preparatory to outdoor schedules which open midway in April.

WRESTLING: Coach George Martin's wrestlers won six of 10 meets and tied another for a fine season mark, considering the tough caliber of competition and a Badger weakness in the lower weights. Wisconsin was fifth in the Big Ten meet while Sophomore Heavyweight Bob Konovsky won the individual crown to remain unbeaten in 14 matches for the season. Konovsky reached the finals in the NCAA meet at Norman, Okla.

Still hungry for football?

The Sports Film Library at the Athletic Department has two fine sound films available for rental. The "1953 Wisconsin Football Highlights," a film running 45 minutes, and "The Big Ten Highlights of 1953," a 30-minute film, both are available for rental.

The Promise Van Hise Didn't Mean

(continued from page 21)

Hundreds of Japanese lanterns, bolts of red, white and blue bunting, quantities of miscellaneous decorative gadgets, flowers of every description available at that season of the year, in fact almost everything that would fit into the decorative scheme worked out by Julia M. Cole and her Committee were contributed by Madison and Milwaukee merchants and greenhouses.

Permission was granted by the University to use oil stoves in the building so that warm food could be served at the Banquet. Even the Madison Fire and Police Departments detailed men to guard against fire hazards and maintain order should the occasion require.

Ticket sales were rapid and it soon became apparent that a limit of 1200 had to be placed on the attendance as the Gym could not accommodate any more. When the Banquet was over it was found that 1256 persons had been served with 27 more taking a handout along the sides of the Banquet floor.

A fan with the words, "PRE-JUBILEE BANQUET, April 23, 1904" printed on the handle and a metal medallion containing the insignia of the University of Wisconsin on one side and the words, "PRE-JUBILEE BANQUET, April 23, 1904" on the reverse side was given to each one who attended. The latter was donated by a Milwaukee jewelry manufacturing firm with its compliments.

The banquet committee chairman had been a very busy man. It was quite evident that the job was too large to be handled by any Madison caterer at that time which made it necessary to call for outside bids. The successful bidder was

George Nedtwig of Milwaukee. Nedtwig agreed to supply all food, serving help, as well as help to prepare the plates of hot foods, tables, chairs, dishes, silverware and a guarantee that he would clear the floor for dancing after the banquet in fifteen minutes time. A stop watch revealed that this was accomplished in fourteen minutes and twelve seconds—a really remarkable feat of careful organization and supervision.

When the Banquet was over and the floor cleared, 224 couples danced until midnight to the music of the University Band.

The following menu was served:

Soup, escalloped oysters, mashed potatoes, peas, cold meats, sandwiches, pickles, rolls, ice cream, assorted cakes and coffee.

In the light of present-day prices, it is interesting to note the size and variety of menu, particularly when the fact that the overall figure for both dinner and dancing privilege was only seventy-five cents per person.

The waitresses, who were all dressed in cardinal uniforms with white aprons and caps, stepped to march time supplied by the University Band of fifteen pieces and very few of the diners missed any of the different courses.

As the dinner progressed and between speeches, the girls' and men's glee clubs, as well as the orchestra, regaled the audience at intervals with some excellent vocal and instrumental musical selections.

President C. R. Van Hise was master of ceremonies making the introductory speech. He was followed by Prof. G. C. Comstock, Prof. Burr W. Jones, Prof. Howard L. Smith and Chauncey Blake. Joseph E. Davies and Eben R. Minahan responded for the students. Ex-Governor George W. Peck of "Peck's Bad Boy" fame was the speaker of the

evening, doing a marvelous job in his characteristic humorous way. He began by relating several reminiscences associated with past University of Wisconsin campus history and then launched forth into the prophetic. He visioned the future growth of the University by saying, "It will grow and expand eastward and westward around the shore of Lake Mendota until the expansions meet on the north shore of the Lake and the Professors will all live at the Asylum."

President Van Hise was a rather serious speaker but the good feeling and hilarity engendered by those present got into his blood with the result that the President, in the course of his remarks, made a statement, which he intended as a pure joke, that, because, it was Jubilee Year at the University of Wisconsin, all conditions and failures would be passed over! He was cheered to the galleries. It required the best efforts of the Band to quiet the noise.

The following Monday the campus buzzed with what the President had said regarding remitting 'cons' and failures. To add fuel to the fire, no professor or instructor could be found who would either affirm or deny the truth of the President's statement.

By the middle of the week the matter had assumed rather serious proportions. Entire classes would cut a lecture or a quiz period and lounge on the upper campus while professors looked out of classroom windows, helpless to proceed with their work.

Accordingly, President Van Hise, who realized that his joke had backfired, felt it necessary to call a special Convocation in the Chapel assembly room for Friday noon at which time he proceeded to tell a packed student audience that the 'con' and failure remarks he had made at the Pre-Jubilee Banquet were all a mistake and that he had meant them for nothing more than a bit of humor in keeping with

the spirit which ruled the Banquet attendance. Consequently, 'cons' and failures would have to be handled as always.

Pandemonium broke loose as soon as the students realized that this time the President was serious and meant what he said. He was greeted with boos, hisses, howls, and catcalls. He attempted to resume his talk but found it impossible to speak above the uproar. It was a situation long to be remembered. Silence had left the room entirely. Order was out of the question. The President, after a short period of embarrassment, turned and walked from the rostrum out the back door of the Chapel.

The student audience congregated in groups, both in the assembly room and on the campus outside in angry conversations. They felt that, somehow, the President had let them down, that he had raised their hopes and then deliberately threw them to the winds. Gradually, the crowd melted away into their various eating places as it was already well past the luncheon hour.

That night, with a dark moon acting as cover, the wooden sidewalks leading up the hill from Park Street to Main Hall (as it was known in those days) disappeared and the morning sunrise revealed an effigy of President Van Hise hanging from the limb of one of the trees on the upper campus.

That, however, was not the end of student resentment toward the President. At frequent intervals there would be new outbreaks which continued for two weeks or more. Gradually, those faded away and midnight oil began to burn again in preparation for the usual final exams.

The spirit engendered by the Pre-Jubilee Banquet nevertheless remained. It was acknowledged by the faculty and the University authorities that it contributed much toward the later success of the Jubilee Commencement.

(continued from page 31)

1915 W

Harry and Rhoda EDMONDS WEINGARTNER are now living in Winter Park, Fla., since he retired as principal of Milwaukee Custer High School after 30 years with the Milwaukee schools.

1916 W

After 63 years in business in Madison, J. H. Findorff & Sons, Madison contractors, lumber and millwork dealers, held a recognition dinner to honor their employees. President of the firm is the founder's son, Milton B. FINDORFF.

1917 W

Ethel BARNEBEY is now living in Berkeley, Calif., since she has retired as a teacher.

The new president and director of the Badger Pipe Line Co. is Milo L. MARGENAU.

Northwestern University professor of anatomy Barry J. ANSON was recently in Madison to deliver the William Snow Miller Memorial Lecture. Anson is also co-author of a newly published book entitled *The Anatomy and Surgery of Hernia*.

1918 W

Harold P. MUELLER, president of the Mueller Furnace Co. in Milwaukee, has announced the sale of the firm to a New Jersey corporation.

1919 W

The Zenith Television Award for 1953 went to Breta LUTHER Griem and her "What's New in the Kitchen" show over Milwaukee's WTMJ-TV.

Eva M. THORNTON has resigned her Indianapolis teaching position and is now living in Reedsburg.

A general agent for Wisconsin Life Insurance Co. since 1938, Harold R. NOER has discontinued his agency activities to devote full time to counselling, programming, and estate analysis.

1920 W

The Ripon Knitting Works has purchased the Frank Russell Glove Co., Berlin, and has named Edwin W. SCHENCK the new president.

Dr. K. K. CHEN, director of pharmacologic research at Eli Lilly and Co. was awarded the Julius W. Sturmer Award from Alpha Tau chapter of Rho Chi honorary pharmaceutical fraternity.

1921 W

The new vice-president and general manager of the Thermoatonic Carbon Co. is Robert W. CRETNEY, who has been with the company since its founding in 1923.

The *Alumnus* has located Bertha POLLOCK Palmer in McAllen, Texas, where she owns Palmer Paint and Paper company.

1922 W

UW Athletic Director Guy SUNDT was on the games committee for the Big Ten In-

door Track Meet held in Champaign, Ill., last month.

A new process to make good fertilizer from sewage has been developed by Dr. Carl LINDOW, Battle Creek, Mich.

1927 W

Married in Syosset, N. Y., were Marie M. Flegal and Murray G. CROSBY. He is president and research director of Crosby Labs in Hicksville, N. Y.

Starting July 1, Dr. Jane GASTON-MAHLER will hold the rank of associate professor of fine arts at Barnard College.

1928 W

Pittsburgh Plate Glass Co. has named Elmer H. KOLL as technical director of the Milwaukee paint factory.

Prof. and Mrs. Chester V. EASUM have sailed to Europe where he will serve with the U. S. State Department in Bonn, Germany, as chief cultural affairs officer in the High Commissioners' Office.

Recently married were Martha THOMPSON Hanson and Walter J. Van Roy, Wausau.

1934 W

Marquette University professor of English John PICK spoke to the Catholic Daughters of America in Menasha on "Catholic Culture in America."

A book about college students, "Why Am

(continued on page 36)

Cancer Research

(continued from page 27)

of an upset in the delicate mechanism which governs the growth process in normal tissue.

The research at McArdle Laboratory was directed at tracing the route of the assembly lines which end with the nucleic acids of the cells. Dr. Potter explained it this way:

When glucose—a sugar molecule with six carbon atoms—undergoes chemical change in the body, it yields, among other substances, two sugar molecules containing only five carbon atoms. One of these sugars is called ribose.

The ribose, as it moves along the body's assembly line, joins with one of four substances, two of which are known as purines, the other two, pyrimidines. The purines are adenine and guanine; the pyrimidines, cytosine, and uracil.

As the sugar and the purine or pyrimidine join they yield a new substance. The name of this material depends on the purine or pyrimidine taking its place on the sub assembly line. Therefore four new substances are formed, substances known as nucleosides. These are adenosine, guanosine, cytidine, and uridine.

The assembly belt moves along until a new chemical joins. This is a substance known as phosphate. Each of the nucleosides may pick up one, two, or three parts of this chemical. The resulting combination produces still other substances called nucleotides. The names of these nucleotides are determined by the amount of phosphate they contain. Therefore the nucleoside, adenosine, when joined by one part of phosphate, becomes adenosine monophosphate; joined by two phosphates, it becomes adenosine diphosphate; and when joined by three phosphates, it is adenosine triphosphate. So with other nucleosides.

Progressing still further along the assembly lines, the nucleotides (nucleosides with phosphate) unite in certain ways to form the nucleic acids, substances believed to control cell reproduction.

These nucleic acids go by names equally as ferocious as the substances that form them. Desoxyribonucleic acid, or DNA, is the substance found in the core, or nucleus, of the cell. Ribonucleic acid, RNA, is found mainly in the large part of the cell surrounding the nucleus—the cytoplasm.

This union—conversion of nucleotides into nucleic acids—in intimately tied in with growth and offers exciting fields for investigation.

Somewhere along the way on this assembly line something can go wrong—perhaps at the point where glucose is changed into other sugar products—to throw off balance the delicate building process. It is believed that when the system is permanently thrown off balance, unchecked cell growth—cancer—results, Dr. Potter explained.

This research is one phase of an overall attack on nucleic acid assembly lines that is being carried on at McArdle Laboratory by five teams headed by Drs. Potter, G. A. LePage, Charles Heidelberger, Gerald Mueller, and Harold Rusch, director of the McArdle Laboratory.

The overall attack on the intimate nature of the assembly lines is part of the McArdle approach to the search for chemotherapy (chemical treatment) of cancer tissue, Dr. Potter said.

The discovery of these nine additional building blocks for nucleic acids opens the door on many new possibilities for testing possible blocking agents in the field of chemotherapy—chemical agents that might arrest the assembly line formation of nucleic acids and therefore check cell reproduction and the growth of cancer tissue.

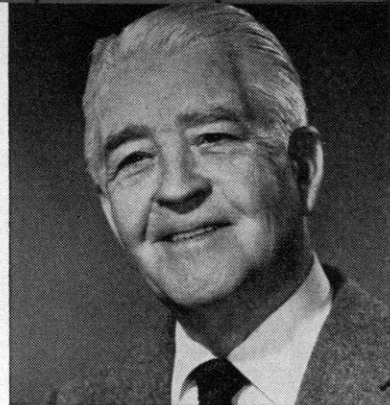
In addition, the discovery of these new compounds provides new direction for investigations in the whole field of body chemistry. The original studies of Louis Pasteur in 1860 began the march of progress in man's knowledge of how glucose is utilized by body cells, Dr. Potter said.

The role of the three adenosine phosphates in this process was not appreciated until their discovery in 1929 made possible a vast number of researches on the place of these compounds in the body chemistry.

Research since 1929 has shown that ATP—adenosine triphosphate—plays a key role in the function of muscle, kidney, nerve, and other body tissues as well as in the manufacture and use of fats, proteins, carbohydrates, vitamins, and hormones. Thus ATP is vitally wrapped up with energy production and utilization.

"Today it is clear that further development will occur following the discovery of new compounds so closely related to the adenosine series," Dr. Potter commented.

Science now has a new problem to investigate: How the function of ATP is modified by the absence or presence of the newly discovered nucleotides.



33 years ago they told me:

"YOU HAVE LESS THAN A YEAR TO LIVE!"

"MUST HAVE BEEN back in 1919 or '20. Hopeless case of diabetes. No known cure . . .

"BUT HERE I AM. They found a treatment—insulin—in time. Today, *nobody* has to die of diabetes.

"CANCER, I know, is a tougher problem. But the laboratories can lick that one, too—with our support. Already, they're curing people who would have been done for a few years ago. Last year—thanks to \$5,000,000 allocated by the American Cancer Society from our contributions—they found out a lot more . . . though there's still a long way to go.

"THEY NEED MONEY, though. \$5,000,000 is still less than 4 cents per American *per year*. Not enough. Not enough to find the answer *fast enough*—230,000 Americans are going to die of cancer *this year*, they say.

"I'M NOT RICH, but I gave 'em \$50 last year—hope to do better this time. After all, where would I be if the laboratories working on diabetes, that time, hadn't been given enough support—?"

Cancer

MAN'S CRUELEST ENEMY

Strike back—Give

AMERICAN CANCER SOCIETY

GENTLEMEN:

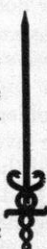
- Please send me free information on cancer.
- Enclosed is my contribution of \$..... to the cancer crusade.

Name.....

Address.....

City.....State.....

Simply address the envelope: CANCER
c/o Postmaster, Name of Your Town



(continued from page 34)

I So Beat," has been written by Nolan MILLER.

William W. SCHUMANN has accepted a position as general agent for Mutal Indemnity Co. in Madison.

Du Pont has announced the promotion of Dr. Paul R. JOHNSON from Jackson Laboratory research supervisor to division head. He lives in Wilmington, Del.

1935 W

The new provost at Iowa State University is James H. JENSEN.

His congregation honored Dr. Edward F. MANTHEI when he was awarded his Doctor of Divinity by the Chicago Theological Seminary.

Newly named chairman of the University of Minnesota department of speech and theater arts is William S. HOWELL.

The Bowman Dairy in Madison has promoted August RICCA to be treasurer.

Alumni Leaders Honored

(continued from page 17)

almost forgotten books in planning homes, he said. "The first thing they design is the cocktail room—they leave perhaps one shelf for books. What has happened, why do we no longer read?" he asked.

"In my lifetime these things have been invented and come into common use—phonograph, telephone, radio, camera, television, movies. But I can go to a movie and not be able to tell you one thing I saw the next day. You can't tell me that's education.

"You can't throw a kid in a bathtub with a ground up encyclopedia and say he's educated," Haight quipped.

"What is education?" he asked. "I say it is the ability to use whatever you may have in a novel situation."

Haight deplored the specialized education today. "I have met only three engineers who could talk English," he said. "The rest talked engineering."

"If you have an idea that you have an idea that you can't express in English, dismiss the idea because you have no idea," he paraphrased.

Haight also rapped the Legislature for not providing enough funds for the University. He said that small colleges always had financial difficulty, but now the big universities are faced with the problem, too, because they must handle the overflow of students that can't get into the smaller schools.

And he predicted a great flood of students knocking on university doors by 1960 as a result of the high post-war birth rate. "Even today we can't

1944 W

MEMBERS OF THE CLASS OF 1944 AND OTHER WAR YEAR CLASSES:

If you wish to get in on the Class of 1944 Reunion this June 19 (Alumni Day) in Madison, please drop a line to either the reunion chairman, Mrs. Emily Graham Kiekhofer, or Dr. Karl Sonnemann, the class president, right away! Both can be reached in care of the Wisconsin Alumnus, Memorial Union, Madison 6, Wisconsin. (See page 20, this issue, for details on what the Reunion Committee has in mind.) The actual program will be announced later, after it is determined how many alumni are interested in getting together with the class of '44 as a nucleus.

Dr. Harry SPECTOR is chief of the Nutrition Division of the Quartermaster Food and Container Institute for the Armed Forces in Chicago.

J. Ernest Wilkins recently became the first Negro appointed to a U. S. sub-cabinet post. Two of his three sons are members of the

class of '44. John R. WILKINS is now a lawyer in the U. S. Justice Department. Julian B. WILKINS is now his father's law partner.

The director of educational publications at the American College of Life Underwriters is Dr. William HOWARD. He and his wife, Helen HORN, live in Philadelphia.

Richard S. SMITH is now district sales engineer in charge of the Sola Electric Co. branch office covering California, Arizona, and Nevada.

A program on Americanism entitled "The Greatest Story Never Told" was developed by Dr. R. R. SPITZER and recently presented in Menomonee Falls.

1945 W

J. B. TIEDEMANN is now an assistant professor of aeronautical engineering at the University of Kansas.

Oconto Falls school superintendent Eldor MOEDE has resigned to accept a similar position in Sevastopol in Door County.

Virginia Liddell was married to David B. CUNNINGHAM, Janesville.

John BRIGGS, III, is row with the Delaware State Training School for Boys in Wilmington.

1946 W

A Milwaukee *Journal* picture story recently told the story of Miriam JEREBEK, Shelstad and the modern dance she is studying.

Dorothy C. BAIRD and Dr. Ben F. Bridges were recently married in Dallas.

1947 W

Mr. and Mrs. Dale PHILLIPS (Velvalea RODGERS, '51) are both practicing law in Milwaukee.

Temporarily teaching at Central State College in Stevens Point is Gerald KAHAN.

Benjamin C. HANSEN has been promoted to personnel department assistant at the Marinette Paper Co.

Now teaching at Madison East High is Carl BERG.

1951 W

Now studying Aerial photograph interpretation at Fort Riley, Kans., is James A. POMERENING.

A new Badger, Craig Lewis, has arrived in the home of Lt.(jg) and Mrs. Leslie R. Axelrod (Leah JOY MANDELKER) on Feb. 24. They are in Quincy, Mass.

Joseph B. CARDIFF is now assistant general manager of the Green Bay Association of Commerce.

First Lt. Steven T. CLARK has been appointed aide-de-camp to Brig. Gen. Howard, commanding officer of the Provost Marshall General Center, Camp Gordon, Ga.

Newly married are:
Janet Ruth SCHMIDT and John Lester, Jr., Madison.

Norene ANDERSON and Robert Hedmark, Chicago.

Clara Jean HOEFT and Robert H. BARTH, Madison.

Kay Louise RIEDER and W. H. Tetzlaff, Madison.

Dolores Anr. McNamara and John A. FREDERICK, Jr., Madison.

Phyllis Ochocki and Marvin ENGLISH, Washington, D. C.

Lucretia Caruso and Raymond E. KRYO, Madison.

Eunice MESMER and Kenneth C. Howard, Chicago.

Rainbow Research

(continued from page 27)

Brynildson, and W. T. Helm, reported that the water of bog lakes could be cleared by a simple chemical treatment and that once treated these lakes would support rainbow trout. Now, Prof. Hasler and Waldo E. Johnson declare that acre-for-acre, these lakes can produce as many pounds of rainbow as some well-known Western mountain lakes can produce in Kamloops trout.

Recent experiments have been concerned with getting the right number of trout per acre for optimum growth.

"The suitability of these lakes for growing trout is obvious from the excellent rates of growth shown by the rainbow trout as long as they are not too crowded by excessively heavy stocking," the scientists say.

They point out that rainbow trout do not reproduce in bog lakes, but that most of the rainbow trout fishing in the north-central states is supported by stocking anyway, and the success of the program is judged by the percentage of stocked fish that return to the fisherman's creel.

On one of the lakes used in the experiment, where 50 to 70 per cent of the spring-stocked trout was caught by fishermen during the summer, it was necessary to close the lake to fishing to have enough trout left for weight measurements at the end of the season.

The biologists point out this is good evidence that trout-stocked public lakes could stand heavy fishing pressure and fully justify the expense of treatment and stocking.

"In fact," they said, "this would augment stocking of rainbow trout in streams—where the return is usually low. Fishing on these lakes is almost exclusively with flies. Trout are readily caught throughout the summer, another advantage because catchability of stream trout is usually low in summer."

The two biologists reported their findings in a recent issue of the *Journal of Wildlife Management*.

The trout-carrying capacity of the experimental bog lakes, they report, seems to be about 50 pounds per acre. Some fish are lost to natural causes, but this standing crop can yield 25 pounds per acre to fishermen without trout becoming too scarce for good fishing. This still leaves a few to grow and make fishing really exciting another year. Young trout are restocked each year to maintain the optimum population. By the end of sum-

mer, spring-stocked six-inch trout have more than doubled their length.

The northern bog lakes compare very favorably with many of the lakes used for the Kamloops trout.

"Stocking of 200 fry per acre maintains the Kamloops trout population in Paul Lake, British Columbia, which yields about 10 pounds of trout per acre to sport fishermen," they point out. "Stocking of 100 six-inchers and 40 somewhat larger trout in one of the experimental bog lakes brought a return of 18.4 pounds of rainbow trout for fishermen."

Trout growth is so successful in the treated northern bog lakes that the scientists say "it should be possible to justify late fall trout fishing seasons."

The biologists explain that the treatment consists of the addition of lime to the bog water lakes, but caution that indiscriminate use of the chemical by untrained persons would very likely have disastrous results. A careful study of lake conditions is necessary before treatment is made. They also explain that unauthorized additions of chemicals to Wisconsin lakes is illegal—a measure taken by the State Legislature for another purpose but which also applies to addition of lime.

The experimental lakes vary in size from three to 18 acres. Five are located on the Wisconsin-Upper Michigan border, and are owned by Guido Rahr of Manitowoc. A sixth is located in Chipewewa County, and is on the property of Ben McGiveran of Milwaukee.

Three years ago the biologists expressed the belief that the lime treatment would prevent winter kill. Some of the work reported today was conducted on twin lakes—one treated, one not—and all of the trout died of winter kill in the untreated lake. Those in the treated lake survived.

"The suitability of these lakes for rainbow trout offers a solution to an economic problem, (the scientists note.) If there is a demand for more trout water, and if the percentage return of stocked rainbow trout is low in streams, then there are hundreds of lakes throughout northern Wisconsin and Upper Michigan highly suitable for rainbow trout, where the percentage return to the fisherman can be extremely high.

"Many of these lakes are of little value for sport fishing at the present time and could offer excellent angling for rainbow trout. Any added value to sport fishing is extremely important to this area where the tourist industry is the backbone of the economy."



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... Yes, all the money I'm now paying for life insurance will be returned in full ... plus dividends!"

Under the new family security "insurance or money-back" plan offered by one of North America's leading life companies, the **SUN LIFE ASSURANCE COMPANY OF CANADA**, you can buy a policy which provides life insurance protection for your family until you are 65 and guarantees that, if you live to 65, all the money you paid will be returned to you in full ... plus accumulated dividends.

OR ... these proceeds at age 65 can be

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8th Floor, 607 Shelby St., Detroit 26, Mich.

Without obligation, I would like more details of the new Sun Life "money-back" plan.

Name

Address

Age

Social Scholarships

(continued from page 29)

a half feet to well over six, in coloring from Nordic blond to dark, and argue freely among themselves about the politics, manners, and customs of their native lands, they are united in their deep gratitude to the Brittinghams and in their desire to make the most of their unusual opportunities here.

All are already deep in college life, with fraternity bull sessions and listening parties, basketball games and dances relieving the tension of long hours of study. They are to a man eager to prove to Mr. and Mrs. "Britt" that they chose wisely and that their scholarships rank among the most valuable contributions already made by the family to the University.

Brittingham launched a pilot study in social scholarships earlier when he brought to the campus Danish student Henrik Gad. Gad joined Brittingham's own fraternity, Chi Psi, and plunged into American college life with such success as to win for him scholarships which permit him to stay throughout this year—and to amply justify the larger experiment.

Brittingham is so enthusiastic about his experiment that he intends to continue it each year for 10 years.

Union Carbide Establishes Scholarship Program

Establishment of a Union Carbide senior-year technical scholarship program at 41 engineering colleges and universities, including Wisconsin, has been announced by Morse G. Dial, president of the Union Carbide and Carbon Corporation.

The scholarships, individually sponsored by various divisions of the corporation, will cover the full tuition for a student's senior year, and \$200 for his necessary books and fees. A specific purpose of the scholarships is to increase the number of technical graduates trained in various scientific fields such as chemical engineering, mechanical engineering, and metallurgical engineering.

The selection of scholarship recipients will be made by the universities themselves in accordance with their normal procedures.

"I expect the real results of this program to show 15 or 20 years from now, when these boys will have assumed important positions in government, the professions, and business," he says. "They will know Americans inside out from their year of living, studying, and playing with the cross-section of young people you find in a state university. They will be able to interpret our ways of living and thinking to their countrymen."

The senior Brittingham, born in Hannibal, Mo., came to Wisconsin in 1885 to engage in the lumber business. By 1907 he was active in University affairs as chairman of the Board of Visitors. In 1909 he gave to the University the bronze replica of Weinman's statue of Lincoln which stands on the terrace before Bascom Hall, the hub of the campus.

From 1911 to 1913 he was chairman of the executive committee of the Board of Regents. When he died in May of 1924 he left a fund of over \$190,000 to finance new projects at the University. His wife later added \$50,000 to the fund.

The green thumb for investment possessed by his son has increased this amount to more than \$1,000,000. Even more spectacular than its phenomenal growth has been the variety of wise causes which Brittingham has financed through the fund.

Early gifts included \$25,000 toward construction of the student infirmary, \$5,000 to the Memorial Union fund, and \$5,000 to endow a bed for needy students in Madison General hospital. Grants were made to Prof. Alexander Meiklejohn for work in the Experimental College and to Dr. Fred Mohs for the development of his now famous treatment of external cancers by chemotherapy.

The fund brought to the campus John Steuart Curry as the University's first artist-in-residence, and after his death made it possible for Aaron Bohrod to continue in the same capacity. It originally financed the musical work of Pianist Gunnar Johansen and helped to establish the Pro Arte Quartet as artists-in-residence on the campus.

The fund has purchased a Warburg manometer and related equipment for medical research, and the \$14,000 mass spectrometer, which has saved count-

less man-hours of laboratory work. It has added the 28-acre Eagle Heights area to University holdings. It has financed the work in limnology of Emeritus Pres. E. A. Birge and Prof. Chancey Juday, as well as work in the fields of biology, medicine, biochemistry, and enzymes.

In June of 1950, \$30,000 of the fund was set aside for support of three years of instruction and service in the Industrial Management project, \$20,000 to continue support for two years of the Lake Research program, and \$2,500 each for a University parking survey and graduate research in biochemistry.

All of the Brittingham grants have been based on the plan of carrying a new project during the experimental stage and then allowing the University to take over support when it has proved successful. University officials credit Brittingham with the same high batting average in selecting successful projects as he has built up in his investment program.

Brittingham was born in the Madison area and was graduated from the University in 1921 with a bachelor of arts degree. He was one of the organizers of the Wisconsin Alumni Research Foundation, and for a quarter of a century he has served on the WARF board. He was also an original director of the University of Wisconsin Foundation. In June of 1952 his long service to his alma mater was recognized when he was awarded the honorary doctor of laws degree.

Although Brittingham may have to wait a few years to see his latest benefactions bear fruit, he has the satisfaction of knowing that the convictions which launched his "social scholarships" have been expressed in recent days by other distinguished Americans.

Speaking to the American Council on Education, President Eisenhower has said he believes "programs of interchange of students and professors . . . one of the principal ways" by which peoples of one country come to understand the institutions, history, and traditions of another.

And Dr. James Conant in Bonn recently declared that any nation's "propaganda" efforts abroad will be less persuasive than the testimony of foreign nationals who live and study in the United States . . . and who return to their own lands with friendly attitudes and impressions.

NECROLOGY

Rudolph MUELLER, '90, Mazanola, Colo.
 Benjamin G. Dyer, '92, Lafayette, Ind.
 Albert H. BLATCHLEY, '95.
 David D. THOMAS, '95, Barneveld farmer.

Alma SIDELL, '96, Madison.
 Charles A. LIBBEY, '97, Oshkosh.
 Roy R. WILEY, '98, Buffalo, N. Y.
 Mary McFADDEN, '00, former dean of Women at Stout Institute.
 Mena SWENSON, '01, Madison.
 Frank WENNER, '02, Garrison, Iowa.
 Clarence J. SHEEN, '02.
 Dr. Samuel G. HIGGINS, '02, Milwaukee eye, ear, and nose specialist.
 Harry R. HEWITT, '02, St. Petersburg, Fla.
 Arthur W. COWLEY, '03, Spokane architect.

Henry J. WERNER, '03.
 Louis F. RAHR, '03, Kenosha.
 Matthew F. CONLIN, '03, former UW athletic coach.
 William T. LENNON, '04, former mayor of Hurley.

Emily UPHAM Dittmar, '05, Baraboo.
 Adelbert J. HEDDING, '06, former Milwaukee civil judge.
 Otto A. BASSUENER, '06, Sheboygan attorney.

Rudolph BIRSACH, '06, Milwaukee businessman.

Joseph D. HAYES, '06, Janesville.
 M. R. MUNSON, '07, Prairie du Chien.
 Lena M. SHIELS, '10, Madison.
 George J. MILLER, '10, Madison.
 Grace LOHMAIER Porter, '10, Madison.
 Vera L. McCARTHY, '10, Helena, Mont.
 John W. GAY, '11, Madison.
 Quincy J. JONES, '11, Madison.
 John A. TAYLOR, '13, New Lisbon.
 Alice MERRIMAN Bercetche, '13.
 Clara BRINKOFF Boutwell, '13, Beloit.
 James D. BOUCHER, '14, Rochester, N. Y.
 Otto F. CASTENDYCK, '15, Uniontown, Pa.

Marion TOMPKINS, '16, a Columbia School of Library Science professor.
 Carl HAYSSSEN, '16, Milwaukee, banker.
 Charles J. DOWNING, '16, Denver investment man.

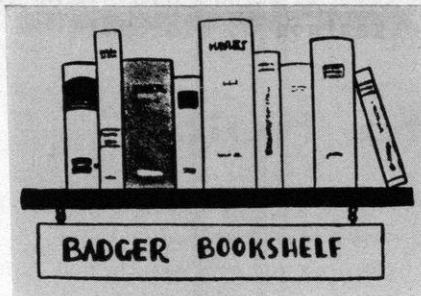
Homer HEMENWAY, '18, Seattle.
 J. Rexford VERNON, '18, Waukesha.
 Benjamin WISHNER, '19, Milwaukee businessman.

Bertram A. RUSKAUFF, '22, Saukville.
 Frederick A. ZIELSKY, '23, State law examiner.

Howard W. POTTS, '24, La Belle, Fla.
 Julius A. KOPPLIN, '24, Los Angeles.
 Pauline FARRELL Baer, '24, Madison.
 Wilfred S. ROBERTS, '28, TV director and producer, New York.

Eleanor REYNOLDS Westphal, '29, Riverside, Calif.
 Silas M. THOMPSON, '29, Milwaukee.
 William J. GARDNER, '30, Mishawaka, Ind.
 William GERNON, '30, Milwaukee.
 Viola BERLIN Giessel, '32, Freeport, Ill.
 Marion R. ISAACSON, '32, Albuquerque, N. M.
 Prof. Paula KITTEL, '32, emeritus UW German professor.

Edward V. DAVEY, '37, Hartford, Conn.
 Thelma KAPLAN Sweet, '38, Madison.
 Woodrow J. LETENDRE, '47, Madison and San Bernardino, Calif.
 John B. GILSDORF, Bangor, Wis.
 Neal F. POPAHL, '52, La Crosse.



FREEDOM FROM INSECURITY. By Hugo E. Czerwonky. Public Affairs Press, Washington, D. C. (Price: \$3.50.)

The author, an engineer with extensive practical experience in business and government, was born in Milwaukee and graduated from the University in 1924. In this book, he offers a new national labor policy, which he declares would guard the well-being of all our workers and assure the preservation of our free enterprise system. He also suggests steps to prevent business declines in the future, as well as an analysis of the economic requirements for obtaining peace between nations.

THE PONDER HEART. By Eudora Welty. Harcourt Brace and Co. (Price: \$3.00.)

Miss Welty, '29, who is a frequent contributor to the *New Yorker* and literary magazines, writes a "different" kind of novel this time, and it is both refreshing and humorous. It is the story of a real southern gentleman—handsome, rich, but a problem to the rest of the family.

LAND PROBLEMS AND POLICIES. By V. Webster Johnson, '25, and Raleigh Barlowe, '46. **FORMULAS FOR STRESS AND STRAIN**, 3rd edition. By Prof. Raymond J. Roark, '14. McGraw-Hill Book Co., Inc. (Prices: \$6.50 and \$7.50, respectively.)

Two new textbooks, the first for upperclassmen and graduate students (or professional economists and administrators), the second a working handbook for engineers. Roark is a UW professor.

APPLIED DESCRIPTIVE GEOMETRY. By Frank M. Warner, '07. McGraw-Hill. (Price: \$4.00.)

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