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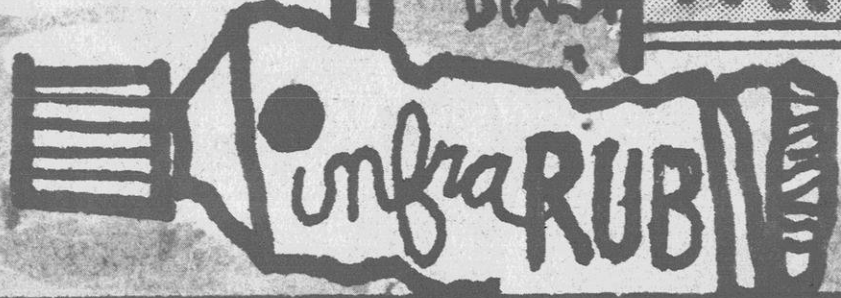
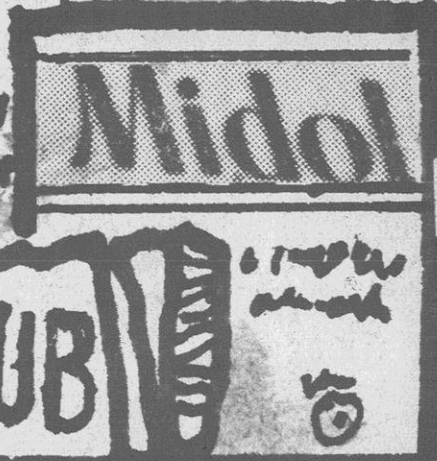
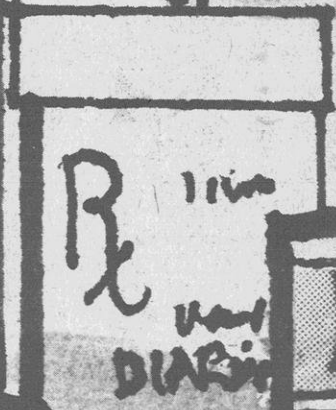
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# ON WISCONSIN



With our annual Alumni Weekend a thing of the past for 1972, and our fall programming not fully under way, we have time to talk about a subject which deserves more attention than we are able to give it on this page as often as we'd like. That subject is the work, time and dedication expended all year around by the directors and officers of Wisconsin Alumni Association. We've always been able to brag about the people who take on these jobs. Every group seems to get better and better, and yet, if that is true, it has to be because each new slate can look back and see the fine example set by the people who served before them.

A position on our board or our executive committee has to be a labor of love. It's a time-consuming job, unpaid, of course, and often involving fairly extensive travel for those who live far from Madison. Our Board of Directors—composed of 30 members at large and 47 chosen by local Alumni Clubs and constituent groups, plus our past presidents and two members of the Senior class—meets twice a year here; our six-member Executive Committee meets in conjunction with the board and whenever else Association business might demand. In addition, we call frequently on these people to appear at local club functions and to serve on the many committees of the Association which meet often to keep everything functioning smoothly.

It is not only these two groups which represent you to your fellow alumni and to the University. Wisconsin Alumni Association also has representation on the UW Board of Visitors, the UW Athletic Board, and the Memorial Union Council.

It is at Alumni Weekend in May that we hold elections for changes in these various groups. So, in this first issue after those elections, I want to introduce to you your new members as of the first of July, to re-introduce those who were re-elected, and to extend our heartfelt thanks to those who go out of office, each of whom has served six years: George Affeldt '43, Milwaukee and Connie Waltz Elvehjem x'28, Madison (both of whom continue to serve on the Board of Visitors); Bidwell Gage x'33, Green Bay and Kenneth Wackman '35, New York City. The immediate past president of the Association serves each year as chairman of the board, and to this spot we will welcome Bob (Red) Wilson '51, Madison, and say good-bye to his predecessor, Bob Draper '37, of Warminster, Pa.

Red Wilson also leaves as our second rep on the Athletic Board, after four years, to be replaced by Francis Hoffman '43, Madison. Two more Madisonians, Larry Fitzpatrick '38 and John Hobbins '57, finish their terms as our members on the Board of Visitors and the Memorial Union Council, respectively.

Elected to three-year terms on our Board of Directors are: Urban Doyle '51, Cincinnati; Joan Oyaas Sanger '46, New York City; John Sohrweide '39, Dallas; Steve Underwood '64, Milwaukee; and Carl Zahn '31, Sturgeon Bay. Re-elected to three-year terms are: Dick Ellison, '42, Kenosha; Marcelle Glas-sow Gill '35, Madison; Earl Jordon '46, Chicago; Harold Scales '49, Madison; and Ralph Voigt '40, Merrill.

Re-elected to the Athletic Board are: Nate Manis '38, Fond du Lac; and Hugh Holmes '42, Chicago. F. Anthony Brewster '50 of Madison, starts a six-year term on the University Board of Visitors; and Betty Schlimgen Geisler '37 becomes your representative on the Memorial Union Council.

Finally, a warm welcome to the officers of your Association for the coming year: Fred Rehm '43, Milwaukee, is president as well as a new member of the Athletic Board; Ralph Voigt, first vice president; Carl Krieger '33, Philadelphia, second vice president; with Marcy Gill and Harold Scales re-elected as secretary and treasurer, respectively.

To new members, departing members and continuing members, I extend our very best wishes from all in Wisconsin Alumni Association.

Arlie M. Mucks, Jr.  
*Executive Director*

## Letters

### Plan Ahead

... Lest any touring Badger matrons head in vain for Milan's Piazza della Repubblica in hope of getting their bottoms pinched (Irvin Aaron's letters in March *Alumnus*), they should be informed that most of the action is now in Piazza San Babila.

**Don R. Beffa '55**  
Milan

### Oh, Those Bums

... All went beautifully for the Class of 1922 on our 50th anniversary weekend, and I thoroughly enjoyed it.

I want to clear up an article that was quoted in the *Wisconsin State Journal* on May 20, in which I was quoted as saying "Back in those days we had the most ragged, dirty bums around. They were really disgusting; they took over the Memorial Union by lying on the floor. They were anti-war and anti-everything." That was what I *did* say, but I said it about the reunion we had in 1957, and not the Class of 1922! The reporter left that out and it created the impression I was talking about our class. I called the *Journal* about the article that day, and they promised a correction, but if it did come, most of the alumni attending the activities that weekend never saw it.

**Laurence P. Warner '22**  
Western Springs, Ill.

### Bon Voyage

... I recently went on your Caribbean cruise with alumni from Wisconsin, Purdue, Iowa and Indiana. Everyone was in the mood for a jolly time, and I'm sure that they all obtained it. The food service and entertainment were superb. Special thanks to Arlie Mucks and the young director of the tour.

**James McCullough MD '40**  
Fond du Lac

# wisconsin alumnus

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# THE OVERMEDICATED SOCIETY

By Joseph R. Robinson Ph.D.  
Associate Professor, School of Pharmacy

If we took a group of 100 people and asked "How many of you abuse drugs?" chances are there would be very few hands raised. This is partially due to our reaction to the word "abuse," which we tend to associate with street corner dealings in narcotics or other illicit drugs. But the small number of hands we'd see has another explanation as well: most of us believe there is little or no abuse in taking drugs which are *legally approved*—compounds which can be purchased on prescription or simply over the counter. That belief is wrong!

It should come as no shock to learn that merely because a drug is approved by the government for human consumption, purchaseable with or without prescription, this does not mean that it is non-addicting, nor safe under all circumstances, nor even that it meets the claims of the manufacturer. It certainly does *not* mean that it can't be abused.

Moreover, health authorities agree that we have a problem in this country of *too many people using too many "legal" drugs and using them in the wrong way*. It's as serious as our much-publicized issues of illegal drug use. And, interestingly, the causes of abuse of both "legal" and "illegal" drugs are intimately related—*very often we contribute to the illegal drug scene by virtue of our philosophy and use of legal drugs!*

At the outset it might be well to dispel the popular misconception that government agencies fully protect the public when it comes to drugs. The thalidomide case of a few years ago brought to our attention the fact that prescription drugs were not investigated to the extent that they should be before they are made available to us. It's true that since that time there have been corrective measures to tighten up agency procedures so the possibility of an unusual reaction is slight. But it is still impossible to protect us on all drug products to be used under a variety of conditions. *At best, government approval of a pharmaceutical product means only that the likelihood of an adverse, unexpected reaction is remote when it is taken under the guidance of a competent physician.* And even that mild assurance applies only to prescription products. Drugs and devices which can be purchased without prescription offer us not even this degree of safety.

One need only browse through a pharmacy or around a cosmetic counter to see that the shelves are stocked with literally thousands of products. Of these, a shocking number are worthless for their stated claims, and in some instances dangerous. A recent evaluation of 400 broadly representative over-the-counter drugs (non-prescription) showed 15 percent to be effective and 27 percent only "probably" effective for their stated claims. This means that almost 60 percent of the drugs tested were either doubtful or ineffective for their stated claims! Clearly, the government is doing a very poor job in this area.

A better example of lack of government control—and one which virtually any adult can become healthily suspicious of—is in the area of the advertisements with which we are bombarded by the media. This lack of control is one of the major contributing factors to our drug abuse problem.

It isn't an easy task to convince the public that it is abusing the "everyday" drugs we take, because we choose to believe what we *want* to believe. However, a few statistics on drug use, coupled with a little reflection on the total drug area, ought to be persuasive. For example, in 1969 there were 202,000,000 prescriptions filled—at a cost of \$5 billion—of which 80,000,000 were new prescriptions, and this figure does not include those prescribed in hospitals or clinics. Several billion dollars more were spent for over-the-counter preparations. Perhaps even more illustrative is the fact that in 1950 the per capita expenditure for prescription items was \$6.74, and by 1969 it had risen to \$19.31. This upsurge is not due to rising prices on individual prescriptions, but rather to the greater number of prescriptions. According to a recent survey, the average American household has 30 internal medications on the bathroom shelf, six of which were purchased on prescription.

In the decade ending in 1967 the number of Americans taking tranquilizers jumped from 7 percent to 27 percent, with continued growth in subsequent years.

Over \$200 million is spent each year on the more than 700 laxatives on the market; some \$50 million on anti-acne preparations; \$500 million for analgesics; and more than \$200 million for vitamins. Add to this the money spent on antacids, cough suppressants, diarrhea remedies, aids for menstrual irregularities, etc., and the cost is equally staggering. Just as startling is the growth in the number of new products placed on the market during a six year period (See Table). *Remember, all of these are for non-prescription items.*

## New Over-The-Counter Products, 1959–1965

Category	Number of New Drugs
Analgesics	112
Antacid and GI Products	137
Cough and Cold Products	343
Laxatives and Evacuants	70
Sleeping Aids and Tranquilizers	79
Tonics	106
Vitamins and Hematinics	529

It takes very little analysis to convince ourselves that when so many Americans spend this kind of money on all these so-called cures or remedies, either we believe we are a nation of invalids (a concept that is encouraged by advertisers), or the products we're buying aren't doing whatever it is hoped they'd do, or we're using drugs unnecessarily, or—the most logical answer—a combination of all these. *continued*

*Every year Americans spend \$5 billion  
on drugs. Not junkies; not hard stuff. Us.  
We believe the ads that promise incredibly  
fast relief from the heartbreak of irregularity.*

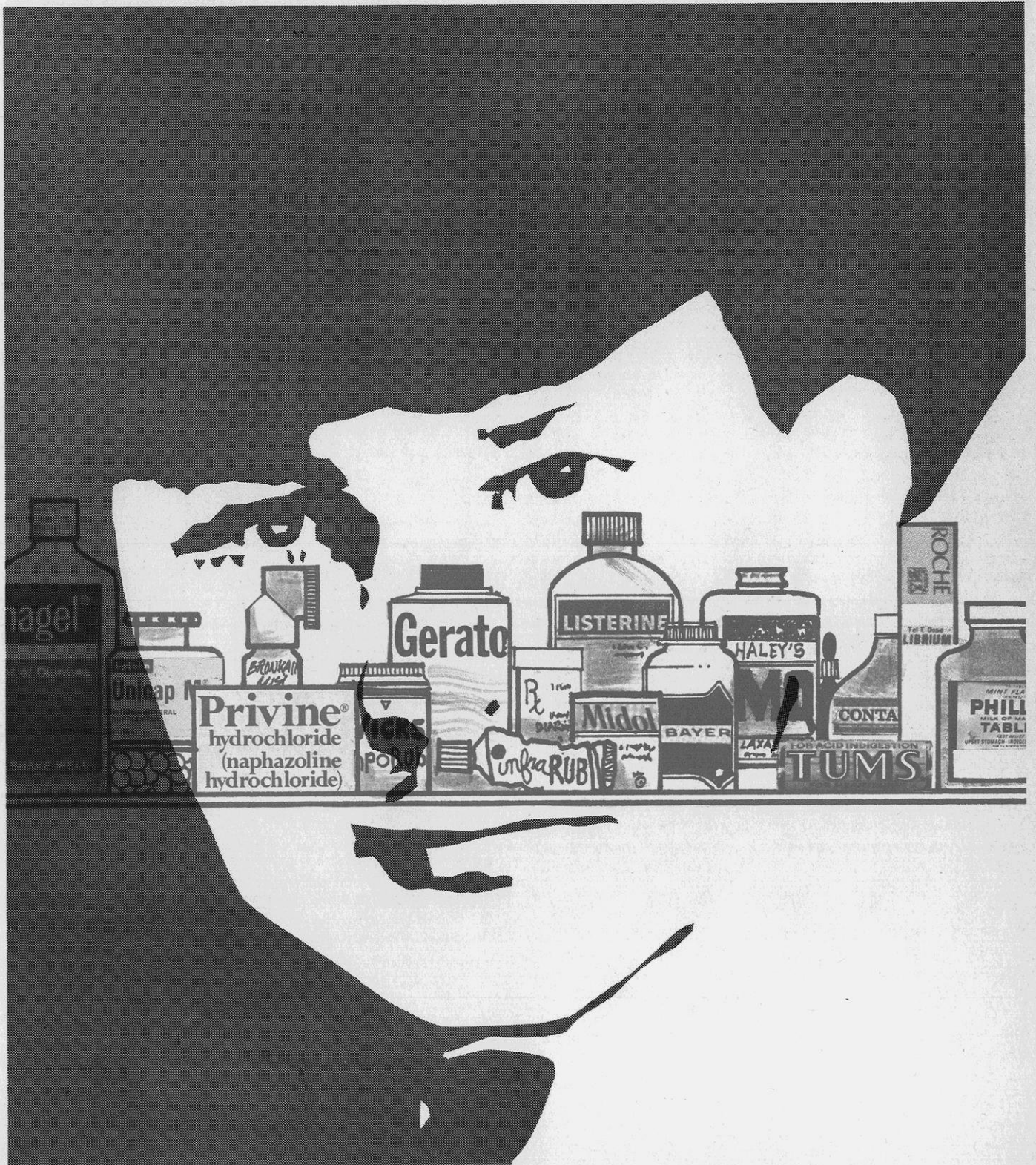


Illustration / Jim Lundie

*"Aside from our gullibility and government  
laxity, responsibility for our great expectations  
falls at the feet of the pharmaceutical  
industry and the medical profession."*

A most telling example of public gullibility combined with government inactivity in the face of misleading ads is found in the recent introduction and overwhelming sales success of vaginal deodorants. Until a few years ago, the Federal Trade Commission, which monitors advertising, refused to permit the media to run ads for such products on the rather strait-laced grounds that they were improper for mass audiences. Then the FTC relented and allowed the ads so long as they were carried out in good taste. Overnight a multi-million-dollar market was created, with every woman in America's TV audience learning for the first time that she is offensive and that normal bathing habits are not enough. But neither the Federal Trade Commission nor any other government agency bothered to tell her what clinical evidence has established: that chronic or daily use of these vaginal deodorants can lead to a yeast overgrowth which is very often difficult to bring under control.

### *How Did We Get This Way?*

Drug abuse has existed throughout history, of course, in this country as everywhere else. Addiction to hard drugs was rampant here during Civil War years, and in 1914 one in every 400 Americans used opium or one of its derivatives. The use of alcohol or addiction to caffeine and nicotine have always been means of mankind's search for pleasure as a necessary component of life.

Quite apart from this, the welcome progress of medicine has been accompanied by a concomitant change in our attitude towards the *purpose* of medication. We can divide this phenomenon into roughly four periods:

(1) The discovery and use of vaccines and immunizing agents to bring major communicable diseases under control (e.g., diphtheria, tuberculosis, measles, etc.);

(2) The World War II-era development of sulfa, penicillin and other broad-spectrum antibiotics for the control of infection;

(3) The introduction of tranquilizing agents in the 1950s;

(4) The development of oral contraceptives in the 1960s.

Note the change in scope: the first two stages brought relief from disease states of the body; the third treated illness of the mind; the fourth is aimed at social questions. So, as science has conquered one category of ill after another, we Americans appear to have come to expect that there is virtually no problem which cannot be "cured" with a drug.

This statement is not put forth in any moral sense, but it is time we reminded ourselves of the cloud of unreality in which we're shrouded. It's time to recognize that we expect unrealistically a series of tableted or capsulated miracles to free us from the slightest physical or psychological unpleasantness and even from temporary lulls in an expected endless chain of joy. Notice that this expectation is one of the reasons for abuse of hard drugs.

Aside from our gullibility and government laxity, the responsibility for our fanciful great expectations falls at the feet of the pharmaceutical industry and the medical profession. Drug manufacturers, in business to make money, of course, push their over-the-counter products at us directly, and their prescription drugs at us through our physicians. The "sell" is just as hard in either case. Next time you're in your doctor's office, leaf through the ads in one of his professional journals. Chances are you'll notice many like the following:

*The illustration shows a bewildered young coed with an armful of text books; "A whole new world . . . of anxiety. To help free her of excessive anxiety . . . prescribe Librium."*

*With the picture of an adolescent girl: "Missing, Kathy Miller . . . \$500 reward for information concerning her whereabouts." Then: "Dear Doctor: For parents, the inability to communicate with their children is a significant loss . . . (which) may be accompanied by feelings of incapacity, inferiority, guilt, and unworthiness. Many may be suffering from symptoms of pathological depression. What can Tofranil do for your depressed patient?" . . .*

*A third advertises an amphetamine-like substance for prescription for children, stating it has "an entity that is virtually without definite limits."*

The first two of these advertisements encourage the physician to prescribe medication to handle *suspected* emotional or social problems; the third suggests that the product has *unlimited use*. What these ads are attempting to do is to expand the utility of the drug so that a broad spectrum of not only biological but also social and emotional problems can be treated with Drug X.

I believe there are two reasons why some physicians overprescribe medication. First, the patient generally has some sort of symptom to be considered, and he expects a "cure" for it beyond mere advice and counsel. The physician responds. If the symptom has a suspected physiological basis, a drug will be prescribed for it. On the other hand, if the doctor can find no real cause, chances are that he'll prescribe something to control the symptom, or a tranquilizer to calm the patient. So, in effect, he legitimizes the patient's symptoms. (And well he might; if he doesn't, most of us will go out and self-medicate with an over-the-counter product.) In addition to pressure from the patient for a prescription to treat his ills there is apparently a second factor causing the physician to overprescribe medication. The act of prescribing

*"We expect a perfect state of biological and psychological well-being; we have an enormous number of drugs . . . and we take them for the wrong reason, use too much or take them too long."*

conforms to the requirements of successful termination strategy according to psychological theory: the prescription signals the end of the encounter between patient and physician, but symbolizes as well a prolongation of the relationship and an expression of concern on the part of the physician.

Overprescribing by the physician is a small part of the legal drug abuse problem as compared to the area of self-medication. It has been estimated that out of 1,000 Americans each month, 750 complain of symptoms. Of these, 250 will consult a physician; the other 500 will purchase something from the pharmacy and self-medicate. Advertisements encourage us to self-diagnose and self-medicate, usually without the aid of a competent health professional such as a physician or pharmacist. Thus, a major factor in our abuse of legal drugs is unfounded confidence in our ability to diagnose and treat problems of the human body and psyche.

A picture of our drug abuse problem is therefore starting to emerge. *We expect a perfect state of biological and psychological well-being; we have an enormous number of prescription and non-prescription drugs available to us which we will obtain through our physicians or, more generally, through our own diagnosis and treatment; and we either take more drugs than are actually needed through this combination or we use the drugs incorrectly, i.e., we use the drugs for the wrong reason, use too much and/or take them too long.*

### *What Constitutes Drug Abuse?*

Exactly how do we know when we are overmedicating? How often should we take an Alka Seltzer to get rid of the "Blahs"—that mysterious malady created by Miles Laboratories? How many aspirin—per day or per week—are too many aspirin for *you*? Should I or shouldn't I use an antacid while I am taking medication for high blood pressure or arthritis?

One rather general answer is that drug abuse occurs (a) when the social, economic or biological cost of the use of the product outweighs its benefits; or (b) when it does the seller more good than it does the user. More often than we care for, it appears that situation (b) prevails. With respect to (a)—the social, economic or biological prices we pay—we have to divide them into short and long-term costs. (Clearly, the social costs will probably be of longer duration than most of the biological or economic costs.)

Perhaps a more personal measure of drug abuse might be the following—with the vital qualification that *no* unusual condition should be allowed to go on too long without competent medical analysis: *if we can get through a given minor upset without the aid of drugs, we are abusing drugs by taking them.* If we can get rid of a nervous headache by sitting

back, breathing deeply and relaxing completely for a few minutes—then we don't need a headache remedy. If we feel fine, even though we haven't had a bowel movement for a day or so, chances are we *don't* need a laxative. If we're a little grouchy, let's finish the job that's making us that way, or get away from it for a few minutes and take a walk around the block, instead of grabbing some ersatz tranquilizer. If we're having trouble getting to sleep, maybe we should realize that the loss of an hour or two won't hurt us, really, and instead of going over our troubles, take a leaf from Scarlett O'Hara and resolve to "worry about *that* tomorrow"—and forget the Nytol.

When reflecting on whether you abuse drugs, be sure to consider not only an individual medication, but *all of them put together.* For example, you might feel that you take aspirin only when you need them and thus are not abusing them or the antacids you take only when necessary. But when you count both of them, plus any others you're taking, you might well find that you're overmedicating.

### *What Drugs Do We Abuse Most?*

The answer could be "all of them," when we consider what Americans spend on them each year. But there are some preparations we seem to lean on more heavily than others. Let's look at them and at how we abuse them, and what can happen when we do.

*Tranquilizers.* Whether obtained on prescription or over the counter as aspirin, Nervine, Compoz, etc., these are some of the most blatantly overused products. In mental institutions tranquilizers are administered to make the patient more manageable (thereby making life easier for those around him), as well as to decrease his unhappiness. What this means, really, is that tranquilizers cover over the real cause of his anxiety or emotional distress. They treat his symptoms, not his disease, essentially. This may be desirable in a clinical situation or in cases under a doctor's care. But isn't it quite something else when you and I ingest a tranquilizing product at home merely to ease life's vicissitudes? Maybe we have *real* troubles—an unhappy marriage; a boss who's destroying our self-confidence; a fear of certain social situations—but the sensible answer under these circumstances lies in attacking and solving to the best of our ability, the problem itself, not blanketing it with temporary numbness!

You've seen the TV ad—"I *won't* scream at my child!"—so the distraught mother swallows a couple of Anacin then smiles happily as her daughter finally gets off the phone. Now, exactly what's wrong with taking something to ease the

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Prof. Robinson has been on the faculty of the School of Pharmacy since earning his Ph.D. here in 1966. He took his earlier degrees at Columbia University. This article is based on his lectures at our Women's Day program in April.



*"Tranquilizing products mask the real us. They  
alter our judgement and perspective. They  
deprive us of the growth that comes with being  
ourselves through all the realities of life."*

tensions of an unpleasant situation? First, as we've just said, we don't *really* solve the problem this way. Secondly, by leaning on a prop we raise our children in the erroneous belief that one should never explode; that life is to be lived in perfect bliss and harmony; that whenever we feel slightly out of sorts the reason must be an unnatural biological condition or disease which must be treated with a drug. (Is it any wonder, then, that when many children hit life head-on they are unable to cope with real world situations and so turn to drugs as a cure or escape?) Finally, to varying degrees, tranquilizing products mask the real us. They alter our judgement and perspective. They deprive us of the growth that comes with being ourselves through all the realities of life—the happy and the painful alike.

*Antibiotics.* The introduction of antibiotics into the medical arsenal allowed for control of bacterial infections, many of which until then had often been fatal. Much too often today, however, antibiotics are prescribed for an array of diseases or conditions against which they are unnecessary or ineffective. Two examples that come to mind are cold symptoms and certain skin conditions. Colds are viral infections, and antibiotics are of no value against these organisms. For skin conditions of viral, fungal or other non-bacterial causes antibiotics will have little or no effect.

Hexachlorophene is an antibacterial chemical which Ralph Nader recently took to task as a potential source of danger when used too much, too often. To appreciate the extent to which this agent was used, consider the fact that some of the products it's found in are mouthwashes, toothpastes, skin creams, underarm and foot deodorants, hair preparations. Most of the time the hexachlorophene was not needed in the product in the first place, so to add it is pure unadulterated abuse. The advertisements would have you believe that all bacteria are harmful and that problems such as vaginal odors, bad breath, dry skin, oily skin, dandruff, etc., are caused only by bacteria. This is *not true*, and in fact, in many cases bacteria have nothing to do with the condition, or are only a small contributing factor. For example, mouth, vaginal, underarm and foot odors are due more to improper bathing habits than to bacteria. Moreover, in products to control these odors the desired effect is often due more to the perfume or flavoring agent than to the antibacterial.

*Antihistamines.* These too, we grab for relief from cold symptoms and skin problems. But in doing so, we are fighting a necessary biological condition. Mankind probably couldn't have survived throughout the centuries were it not for the inflammatory conditions, unpleasant though they may be. When we have a cold, the change in mucous consistency

and dilation of blood vessels, the causes of the runny nose or clogged sinuses, as well as the elevated temperature, are not only a warning of a potentially serious development but are actually part of the healing process. When we mask them with medication we are inhibiting this process. Cough suppressants fall in the same category. They hinder the body's ability to rid itself of mucous or foreign substances in the respiratory tract via what would otherwise be a "productive cough." More important, by masking the symptoms they can allow a potentially serious condition to progress.

*Laxatives.* There is no real standard for what the ads call "regularity." It is perfectly normal for some people to have a bowel movement once every two or three days. Others may do so two or three times each day. More often than not, a break in the individual pattern means absolutely nothing, and the use of a laxative is not only a stress to the system but can create a physical dependence on the laxative. On the other hand, if indeed something *is* wrong, the laxative hides this fact from us. Thus, reliance on laxatives on a routine basis is wrong. Far, far better to heed the advice which appears on the label of so many medications (required by law): "If symptoms persist, see your physician."

*Antacids and Analgesics.* We consume these by the barrelful, often because we merely suspect that a headache or upset stomach is coming on. The use of these classes of drugs can become chronic. If it's necessary to resort constantly to antacids perhaps there is an ulcer or gastrointestinal cancer. Perhaps high blood pressure is causing chronic headaches. Clearly, it is much wiser to get at the cause of the problem rather than to try to mask it.

### *Side Effects*

It isn't simply that we take too many drugs, but that we may be taking them incorrectly, such as for long periods of time. Side effects occur in some individuals with normal occasional usage, and in others with excessive usage. Aspirin tablets, for example, when taken in large doses will produce a ringing in the ears or gastric ulcer. Some other examples of undesired effects from improper use of drugs are:

□ Calcium deposits in the cornea of the eye from ingesting calcium carbonate antacids over long periods of time; silicone-laden kidney stones from ingestion of magnesium trisilicate antacids over extended periods;

□ Electrolyte imbalance and stress on heart patients from ingestion of soluble antacids such as Alka Seltzer, and from the use of certain laxatives.

*"Today's 'legal' drug scene: too many people kidding themselves and misleading our young with a picture of a Utopian world from a pill bottle. The solution is a challenge to us all."*

These are but a few potential dangers from chronic use of a single drug, and we've already pointed out that very often we are taking more than one drug at a time. (For example, a sizeable portion of the female population is presently taking birth control drugs every day, plus any other "casual" medication.) Let's take a longer look at this danger known as "therapeutic interactions."

Whenever we take more than one drug we face the possibility that they can interact in the body to increase, decrease or eliminate the activity of one or both. In addition, an entirely new unexpected response can be obtained from two or more different drugs. Tufts University, in a study at a Boston hospital, found that in 830 patients there were 405 therapeutic interactions or adverse reactions to drugs. About 35 percent of the patients had at least one adverse reaction, 26 percent of which were potentially life-threatening.

How many of these interactions are possible? There are approximately 4,000 over-the-counter drugs and some 3,000 prescription drugs. If we assume that each prescription drug can interact with each over-the-counter drug, there are 12,000,000 possible interactions! If we allow the drugs to interact with more than one other drug the number becomes staggering. Not all drugs are going to interact, of course, but certainly a great many of them will.

There we have today's "legal" drug scene. Too many everyday people wasting their money and possibly endangering their health; kidding themselves and misleading our young with a picture of a Utopian world from a pill bottle. The solution is a challenge to us all and, it seems to me, will demand action by us all. We must rely on the government which represents us to take the necessary first steps. From the Food and Drug Administration and the Federal Trade Commission, I believe we have the right to demand:

□ Severe restrictions on the advertisement of drugs to end their encouragement of self-diagnosis and self-medication; plus the requirement of a statement in all such ads of the hazards associated with the use of these agents;

□ Enforcement of laws on truth in advertising! The picture of a distraught housewife taking Compoz and being transformed into a lovely, desirable creature is terribly misleading;

□ A thorough study of the effectiveness of all prescription and non-prescription drugs, followed by removal from the market of those which are ineffective, and a ranking of the effectiveness of the others. This ranking, as well as potential hazards, should be included on the labels of all prescription and non-prescription drugs;

From the home, through the schools and right on up to the federal government:

□ A serious public-education program on drug respect, emphasizing potential hazards and proper utilization;

□ Upon ourselves we must enforce a return to common sense about the preparations we take. This doesn't mean that it's necessary to throw out everything we have in the medicine chest. But for your own health, be suspicious of drug ads. Sit down with the children and explain that there simply is no cure-all for life's minor troubles; that no one expects perfection of us; that a *real* "Close-Up-smile" comes from way inside us, not from the kind of toothpaste we use. And the next time you reach for a tranquilizer or an aspirin or a laxative, ask yourself: "Do I honestly need this?" Finally if you do require medication, rely on a health professional such as your pharmacist or physician, not on your own medical prowess.

# Ag Man with Portfolio

## MOVING UP

A series on interesting young alumni

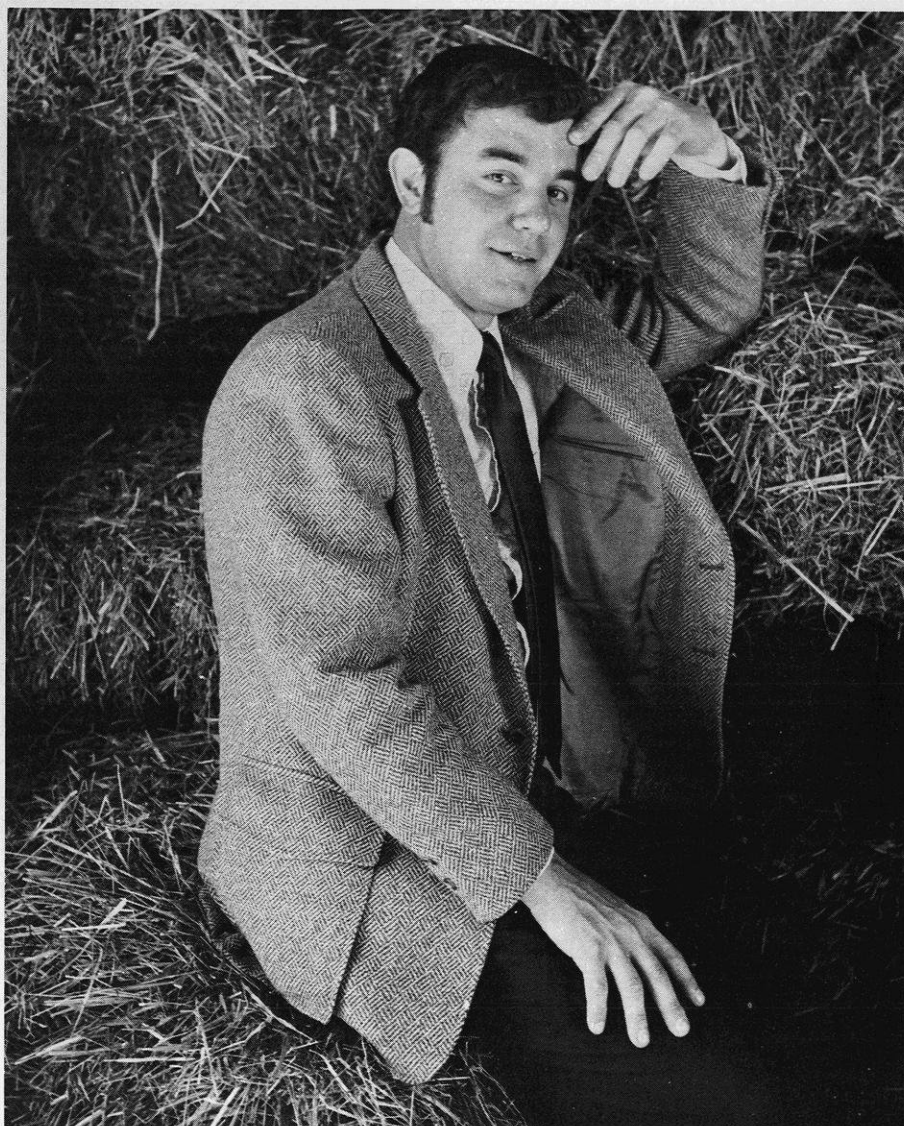


Photo / Del Brown

Arthur Eith '67

Arthur Eith '67 is a farmer with a briefcase. In addition he is an alumnus of the Peace Corps and an avid supporter of same, a scholar, a politician, a tax researcher. But if you ask him his preference, he'll say he'd like to be called "a farmer." Then he will smile and say that his father and brother call him "a one-day-a-week-farmer," at home near Mt. Horeb. And one day out of *his* week represents one-seventh of a meaningful life.

Arthur attended the UW Farm Short Course in 1961-62 (and is now president of its Alumni Association) and the following fall enrolled in Dairy Science at the University. One month after graduation he was in the Peace Corps and ended up an agricultural volunteer in Sabah, Malasia where he worked at the main veterinary station. There he developed the first feed mill on the island, trained the staff (including secretaries and bookkeepers), experimented with local grains and made up over 100 different formulas for feeding poultry and swine. The book he put together from this research is now being used by Peace Corps people in several tropical countries and by many other agricultural organizations. "The Peace Corps was very good for me," he says. "It was a way to share myself with other people." As a member he traveled throughout the middle east, Africa and Europe, visiting 25 countries. "You *do* get a lot of insights under these circumstances," he admits. "In America you tend to take many things about yourself for granted, but when you're a guest in another country, you see yourself objectively, and see how you are coming across to people. It gave me confidence in the knowledge that I *can* operate in a different society."

Upon meeting him, it's hard to believe that this affable 27-year-old would ever lack confidence about anything.

After returning to the U. S. in August, 1969, he spent six months farming. Then off he went to Boston as an agricultural representative on the administrative side of Peace Corps efforts. Back to his home roots again in June of 1970, where he announced his candidacy for the Wisconsin State Assembly. He traveled house-to-house in Western Dane County putting 10,000 miles on his dilapidated car and meeting almost every voter face-to-face. "I learned more that summer than at any other time in my life except for the years in the Peace Corps."

Result: he *almost* won the Democratic primary against a very popular incumbent. "I didn't have much money but I *did* have time. Although my parents had never been involved in politics, my mother went all out and campaigned for me at fairs and other gatherings, handing out literature and talking with people." (Note of warning to all politicians: he intends to try again.)

This spring he received his master's degree from the University of Wisconsin—Platteville in Agriculture and Business, and next fall he's starting on his Ph.D. at the University of Illinois in Agricultural Economics (specifically, international marketing).

Of course, you can't expect him to waste the summer! He has been hired as a research assistant on a rural property tax study for the Illinois Agricultural Economics Department—a job for which he is already prepared since his MS thesis is a property tax study in Dane County.

His current *big* interests outside all this are pure-bred cattle, agricultural development and international trade. He loves to go to cattle sales and fairs. He loves to meet people. He loves most to be on his family's farm. Right now, the new Agricultural School alumni organization, of which he is a founder, vice-president and chairman of the constitutional committee, is consuming much of his time and energies.

And when he talks about international agricultural trade, the problems involved, and "the tremendous potential of under-developed overseas agricultural areas," you know that this young man has a mission.  
—J.A.S.

### **On A Saturday In June Degrees Go To 4,570**

About 4,570 students received academic degrees at the spring commencement on Saturday, June 3.

Bachelor degrees were presented to 3,038 students; masters to 892; Ph.D.'s to 339; doctor of laws to 207; the doctor of juridical science to one; and doctor of medicine to 93.

The new commencement time, on a Saturday instead of a Monday as has been the custom for many years, came this year because of the gradual change in the academic year calendar. Under actions approved by faculty and regents in 1971, the next spring commencement will be held before the end of May.

Honors went to 1,438 seniors.

### **Despite Merger, No Danger To Two-Year Campuses: Weaver**

University Pres. Weaver says that consolidation of the two-year campuses in the merged system will be achieved without making them "fourteen carbon-copy campuses."

In a recent message directed to the faculty, staff and students on the campuses and the citizens and officers of communities served by them, Dr. Weaver pledged that the University is "committed to the concept of two-year University education in this state and will strive to provide educational opportunities to the citizens of the communities" where they are located.

Each of the two-year campuses "is the University of Wisconsin," he said. "It has provided and will continue to provide us a means of serving and relating to the citizens and communities of a particular region."

Pres. Weaver indicated that his message was prompted by "anxiety" about the consolidation of the two-year campuses which was decreed in the merger law.

### **Regents Study, "Strongly Endorse" Faculty Tenure**

A special regent committee to study faculty tenure criteria has reported that it "strongly endorses the tenure system of the University of Wisconsin and it should continue to function effectively based on the careful evaluation of teaching, scholarship, and public service."

The committee, made up of three regents, three faculty members, and three administrators, confined their investigation and comments to the tenure system of the former University of Wisconsin units. These now have been merged with the former Wisconsin State Universities which have a somewhat different tenure system. Merger legislation gives an implementation study committee the responsibility to recommend merging the two tenure systems.

The tenure criteria committee headed by Regent Robert V. Dahlstrom, held a series of hearings, and its report summarizes testimony of administrators, faculty and students in the major units.

The committee recommended that "teaching, as one of the criteria for granting tenure, must be given renewed emphasis, with systematic evaluation by colleagues during the probationary years." This, the committee said, will include classroom visitation, assessment of teaching techniques and effectiveness, and command of subject as well as student evaluations.

The committee affirmed that tenure evidences an expectation of academic citizenship and professional performance of the highest order, and of a deep commitment to the academic community and to the good of the institution. "Public service involves those activities wherein the faculty member puts his professional

competence to work in the public arena," the committee report said. "Professional consulting activities should be given consideration if they increase his knowledge and give evidence of competence. Service within the academic community which goes beyond requirement of departmental, school, or college duties should be considered an important form of public service."

Reporting that it found little evidence to suggest that tenure protects the incompetent, the committee found that, under the UW system, "incompetence is proper cause for dismissal or nonretention," and strongly endorsed annual review of competence and performance of all faculty members.

"The peer judgment system is the most effective means of making the evaluations necessary for the operation of the tenure system and should continue to be monitored by faculty, administrators, and regents.

"If there is any criticism that should be leveled at tenure," the committee commented, "it is not the concept of tenure, nor is it in the criteria of tenure, but it is in the suggested lack of interest in training, the continuous evaluation, the constructive criticism, the encouragement to learn and to change, and if necessary, to redirect the young professor.

The committee explained that the present UW tenure system provides that the probationary faculty member—instructor or assistant professor—without prior service elsewhere in that rank has, in effect, six years to prove himself worthy of tenure. If he cannot, he goes elsewhere.

Only the Board of Regents has the authority to grant tenure.

### **Draft-Eligible Students Use Counseling Center**

Although draft calls are down and the lottery has reduced its uncertainty for many young men, the campus Counseling Center is still advising a lot of students who have questions about the draft.

Gordon J. Hass, who has talked with 8,000 to 10,000 young men since January, 1969, doesn't expect a drop-off in the near future.

"We have an information collection which includes Selective Service regulations, local board memos, state director's advisories, and books and pamphlets on all aspects of the draft and military service which students look at all the time," he said.

Charles Parthom, the other counselor with the service, explained that nine out of 10 students who come to the service come in with severe problems and want help straightening them out.

"Most of the problems surround student deferments, the lottery, conscientious objection, or medical problems," Parthom said.

"The lottery is a problem. Selective Service never notifies a registrant what his lottery number is. Who knows how many men have been inducted because of mistakes in the media in reprinting the lists of numbers?

"We have official copies of the lists here, and it's surprising how many students come in with the wrong number."

Parthom said the lottery has compounded many students' problems because it is more technical than the old system.

"Now when a student comes to us with his case in confusion, he is in much worse shape than he would have been under the old system," he contended.

### Law School Problem: 2,200 Applications, And Openings For Only 290

Enrollment pressures are continuing to increase at the Law School.

The school received over 2,200 applications for the fall semester, and the academic qualifications of the applicants are the highest in the school's history, Prof. Walter Raushenbush, chairman of the school admission committee, noted, and added:

"We had over 800 applications from Wisconsin residents and over 1,300 from non-residents. Some 600 of the residents and over 1,000 of the non-residents are well qualified to pursue legal education. They are competing for 290 openings in the next year's class."

Last year, the school received 1,900 applications and the first year class numbered 345. But the faculty directed the admission committee to cut back the number of new students this year because of overcrowding. Cut-backs were also ordered in the percentage of non-resident students admitted. About 20 percent of the incoming class will be non-residents.

"The faculty did not want to restrict non-resident admissions, but the demand for legal education from residents made it temporarily necessary," Raushenbush said.

The number of women applying to the school also increased this year. Last year women made up 13 percent of the entering class; this year 25 percent of the accepted applicants are women.

The expected academic qualifications of the entering class are a median grade point average of 3.4 and an average score on the Law School Admission Test of 650. Last year's entering class had median grades of 3.3 and test scores of 635.

*News continued on page 15*

*The driver is often the drunkest person in the car; probably 18-25 years old or younger; and the accident happens late at night on a country road.*

### R. H. Laessig: He Studies The Dead-Drunk Dead Drunks

Traffic fatalities are a very special group of people to Ronald H. Laessig Ph.D., of the Department of Preventive Medicine. They are helping him analyze the problems caused by mixing drinking and driving.

Working with the state Division of Health under a Wisconsin statute, Dr. Laessig is running an analysis of blood alcohol content in persons killed on Wisconsin highways. He is comparing blood alcohol data to such factors as driver age and sex, accident location and time, and so on.

Laessig's results show that 10 percent of the traffic fatalities in Wisconsin had some alcohol in their blood, an additional 20 percent were under the influence of alcohol, and another 35 percent were drunk.

Persons with 15 one-hundredths of one percent (.15%) alcohol in their blood are considered legally drunk in Wisconsin. To have a blood alcohol count this high, a 200-pound person must drink eight one-ounce shots of 100-proof whiskey in an hour.

Laessig notes that the body will only burn off about one shot an hour, so nine drinks in two hours or ten in three hours have the same effect. According to Laessig, 12 ounces of beer or four ounces of wine are equivalent to one ounce of 100-proof whiskey.

Since there is a weight relationship, a 100-pound person would only need half as much alcohol to be as drunk as his heavier friends. Laessig admits that some other factors such as the person's emotional state and whether or not he has eaten recently can affect how many drinks will make him drunk.

Nevertheless one must still wonder about the amount of drinking done by that five percent of all traffic fatalities whose blood tests over three tenths of one percent (.3%) alcohol.

"People who are so drunk they can barely see still try to drive," says Laessig. "Blood tests also show that persons with more than twice as much alcohol needed to be legally drunk will still be physically able to drive.

"Alcohol affects the higher order brain activities such as sight and thought first," continues Laessig. "Motion is one of the last activities to be badly impaired.

"Many drunk drivers probably drive very slowly and make it home; one I heard of kept two wheels on the shoulder all the way home. However in any stress situation requiring fast thinking such as a sudden curve, an oncoming car, or whatever, the drunk driver cannot respond accurately and an accident will usually occur."

Some disturbing facts were uncovered by the survey. One was that the driver was often the drunkest person in the car. "For the most part, these are husbands who aren't going to be told by their wives that they are too drunk to drive," says Laessig.

Age comparisons showed the 18-25 year-olds to have the highest fatality rate. "This was expected," says Laessig, "and it might be used as evidence that experienced drivers can hold their booze better."

However, he adds, the age comparisons also showed a high fatality rate for 16- and 17-year-olds who had been drinking. This was expected: it disproves the idea that teen-agers do not contribute significantly to the drinking driver problem.

Sex and age discrimination in insurance rates for young drivers appears to be justified by Laessig's data. Males under 25 suffer 18 times as many alcohol-associated fatalities as do females in the same age bracket. This difference dramatically disappears in the older age groups.

*continued*

While there is no correlation between alcohol and the day of the week an accident could occur, the time of day was an important factor. Almost all alcohol-related accidents occur in the wee hours, right around bar closing time.

The highest number of fatal accidents occur on the little traveled state and county roads. "This probably happens because the driver knows he is drunk and gets off the highways to avoid police," notes Laessig. Back roads have little traffic early in the morning so most drunk driving fatalities are in one-car accidents.

Laessig worries about the validity of his statistics because there is practically no data on the surviving drivers in auto accidents.

"These drivers could have been drinking, and therefore the total number of alcohol-related accidents and fatalities would be much higher than the data indicate," he says.

He also admits that the data could be off a little since records of accidents inside Milwaukee county were not included in the study. Heavily populated Milwaukee county was excluded from the study because it is quite unlike the rest of the predominantly rural counties of Wisconsin, and therefore its data would give an untrue picture of the state as a whole.

A study conducted by the Department of Health, Education and Welfare (HEW) shows that alcohol is the largest drug problem in the United States. It costs \$15 billion a year in lost work, property damage, and health and social welfare costs. It is also involved in over 28,000 traffic fatalities a year.

Laessig notes, however, that other drugs including prescription drugs, diet pills, over-the-counter cold remedies, tranquilizers, and illegal drugs like marijuana or LSD can also affect driving ability.

Some of the most abused drugs, Laessig notes, are barbiturates. Barbs are tranquilizing drugs that affect the brain in a manner similar to alcohol. They are especially dangerous if taken along with alcohol and can have lethal effects.

By way of identifying alcohol explicitly, Laessig is using a sophisticated gas chromatograph to test the blood samples he receives. The machine analyzes the sample and tells exactly how much ethanol (grain alcohol) is present.

Laessig feels that this high degree of accuracy and a positive identification is important. The information is useful to both the prosecution and defense in cases involving drunken driving.

The testing procedures used by the police are the breathalyzer or urine sample. Laessig admits that he had reservations about breathalyzer testing at first but says that it has proven highly accurate.

The breathalyzer test is an important part of Wisconsin's Implied Consent Law. Testing by police officers under the Implied Consent statute is permissible only after the driver has been ticketed for operating a vehicle while under the influence of intoxicants.

Motorists can demand that a doctor-administered blood sample and test be performed to serve as a check on the breathalyzer. This can be done by state facilities or a doctor and laboratory of the driver's choice.

Currently drivers involved in serious accidents do not have to submit to the Implied Consent test unless arrested for "driving while under the influence of alcohol," notes Laessig. He feels that this and other weak-

nesses of the law make it impossible to obtain a true picture of alcohol's effect on all traffic accidents.

"A stronger law, perhaps similar to England's, with mandatory testing and severe penalties is needed," says Laessig. "Otherwise, implied consent will continue to only partially curb the drinking driver problem.

"Things like the \$200,000 advertising campaign HEW is going to sponsor will help the general problem of alcohol abuse. But the force of law is needed to protect innocent people from being in an accident caused by a drinking driver."

This summer the University is holding a three-credit course for professionals in the field. The seminar, called "Theory and Practice of Alcohol Countermeasures Related to Driver and Traffic Safety," examines the social, cultural, and behavioral factors related to alcohol abuse and problems of pedestrians, drivers, and riders. The course began June 12 and runs through August 5, and is combined with studies in on-the-job safety in industry.

—Harry Leslie

## **Union Theater Announces Concert Series Stars**

Alumni within driving distance of Madison can take advantage of an impressive list of concert artists and orchestras which headline the 1972-73 season at the Union Theater. Many of the nation's top musicians, some returning for a second and third time, will appear.

Violinist Yehudi Menuhin will headline the 53rd annual Concert Series. Making his third Madison appearance, he will play two separate concerts Feb. 5 and 6 on both the Red and White series. The Red series will also include the famed "king of cellists," Janos Starker, Oct. 14; the Beaux Arts Trio of New York, Nov. 5; and Austrian pianist Alfred Brendel, March 9. Along with Menuhin on the White series will be master Spanish pianist Alicia de Larrocha, Oct. 15; Finnish baritone Tom Krause, Dec. 2; and the noted chamber ensemble Quartetto Italiano, March 25.

In addition to the concert series, on April 9 the union will present a special solo concert by American opera star Beverly Sills.

The London Symphony, conducted by Andre Previn, will highlight the new season's orchestra series when the European group presents its first Madison concert March 27. Along with the London Symphony, the "A" Orchestra series includes the New York Philharmonic, Aug. 31; Prague Chamber Orchestra, Oct. 28; Minnesota Orchestra, Jan. 26. In the "B" series will be the Philharmonic's Aug. 31 concert; Chicago Symphony Orchestra, Nov. 12; Minnesota Orchestra, Jan. 27; and Mozarteum of Salzburg, March 5.

Along with the orchestra series, the union has scheduled a special concert by the Berlin Concert Choir and Orchestra on their first American tour. For their March 25 concert they will perform Bach's "Mass in B Minor."

Mail orders for all series are now being accepted in the Union Theater Box Office, 800 Langdon, Madison, 53706. Additional information can be obtained by calling (608) 262-2201.

## **Film On UW Hockey Ready For Your Club**

"Good Evening Hockey Fans," a 20-minute sound-and-color film recapping the history of Wisconsin in hockey and the highlights of the 1971-72 season is now available through the Sports News Service at the athletic department.

The film tells the story of the tremendous growth and acceptance of hockey at Wisconsin from the days nine years ago when the Badgers averaged 596 fans a game to the present total of over 157,000 last season as Wisconsin led the nation in attendance for the third consecutive year.

You'll feel the thrill of the game and the excitement of the crowd, you'll see and hear interviews with the fans and the Badger players and you'll visit a typical Wisconsin practice session which could serve as a training film for young hockey players. The film also follows the Badgers through the exciting WCHA playoffs and on to the Boston Garden where they finished third in the NCAA tournament.

The 16mm film is currently available for alumni groups, service clubs, churches, high schools, hockey clubs and other organizations. The only cost is first class postage if the film must be mailed, or bus fare if sent via bus.

To reserve the Wisconsin hockey film for your club or organizations simply call or write the University of Wisconsin Sports News Service, Camp Randall Stadium, Madison, 53706. The phone number is (608) 262-1811.

## **Extension Sweeps Field Of National Awards**

The UW Extension won all three national awards presented by the American College Testing Program and the National University Extension Association.

In an open category, the award went to Extension Prof. Robert E. Gard for the outstanding state creative writing program. Gard founded the Wisconsin Regional Writers' Association and the Rhinelander School for the Arts.

An award for the "outstanding new program with demonstrated impact" went to Extension Engineering Department Chairman John P. Klus for creating a professional development degree for engineers in Wisconsin and surrounding states. The program permits engineers to continue their professional training without leaving their home communities.

The award for the "best program combining instructional techniques" went to WHA-TV for *RFD*. This pilot adult education program in rural family development combines the use of television and other media with counseling and other teaching methods. Boris Frank is the project director.



It's retirement time at the UW and the following is the list of faculty members reaching automatic retirement this year: *Fredrick A. Buerki*, Communication Arts; *Russell W. Fowler*, Engineering Extension; *Alfred M. Galpin*, French; *Sigmund Hammer*, Geology; *Kai Jensen*, Educational Psychology; *Otto A. Mortensen*, Anatomy, and Associate Dean of the Medical School; *William B. Ogden*, Horticulture; *Marvin A. Schaars*, Agricultural Economics; *Arthur Thomsen*, Men's Physical Education; and *Harry D. Wolfe*, Business and Journalism.

In addition to these, the following faculty members have announced their intentions to retire: *Claudine Shannon*, Extension Community Affairs; *L. H. Adolfson*, Chancellor of the Center System; *Bill Aspinwall*, Athletic Department business manager; *William Sarles*, Bacteriology; *Fred Clarenbach*, Urban and Regional Planning; *Grace Chatterton*, Continuing Education; *L. Donovan Clark*, Mining and Metallurgy; *E. Bernice Gibson*, Library School; *Russell T. Gregg*, Educational Administration; *John Workman*, German; *Henry B. Hill*, International Studies and History; *M. Leslie Holt*, Chemistry; *Llewellyn Pfankuchen*, Political Science; *Herman Brockhaus*, Extension Communication Arts; *Roland K. Meyer*, Zoology; *F. Louise Wipf*, Veterinary Science; *Henry C. Ahrnsbrak*, Educational Administration; *Hazel Paschall*, Textiles; *Marvin J. Johnson*, Biochemistry; and *Irwin A. Gaumnitz*, School of Business (see also page 18).

*Edwin M. Foster*, director of the Food Research Institute, is the newest member of the National Advisory Food Committee of the U. S. Food and Drug Administration. . . . Honored by the American Foundrymen's Society for his accomplishments in the technology of cast irons and for encouraging students to become engineers in the cast metals industry is *Carl R. Loper, Jr.*, Metallurgical Engineering.

Elected to the National Academy of Sciences are three UW faculty members: *Henry H. Barschall*, Physics; *Oliver E. Nelson*, Genetics; and *Jerzy E. Rose*, Neurophysiology. This brings to 33 the number of UW members in this prestigious academy.

UW law students named *George Bunn*, Law School faculty member who has taught in the area of disarmament and has served in the U. S. delegation to the Geneva Disarmament Congress, as "Outstanding Teacher of the Year."

The American Council of Learned Societies has selected *Tse-Tsung Chow*, East Asian languages and literature, one of seven scholars awarded grants for advanced research in Chinese civilization. . . . Cited by the American College of Sports Medicine is *Dr. Bruno Balke*, professor of Physical Education and director of the Bio-dynamic Laboratory.

Three faculty members have been elected to the American Academy of Arts and Sciences at the 192nd annual meeting in Boston. They are: *Germaine Bree*, French; *Madelaine Doran*, English; and *Arthur D. Hasler*, Zoology. . . . UW organist and carillonneur, *John Wright Harvey*, is one of the internationally-known musicians invited to play a recital for the 700th birthday of the city of Gouda, The Netherlands.

*Prof. George E. P. Box*, of the statistics department, won the \$1,000 Benjamin Smith Reynolds Award for teaching excellence at Engineers Day last month.

### **Kiekhofer Award To Hinden; Three Others Are Honored**

Four members of the faculty who have displayed superior teaching ability in their diverse fields of English, economics, business, and physics, have been voted \$1,000 teaching awards.

Michael C. Hinden, assistant professor of English, was voted the Kiekhofer award, established to honor the memory of the late Prof. William H. Kiekhofer, fondly known as "Wild Bill" to generations of UW undergraduates.

Prof. Ragnar Rollefson, physics, and assistant Profs. Stephen L. Hawk, business, and J. David Richardson, economics, won Standard Oil awards.

Hinden is rated by his colleagues "one of the exceptionally good teachers on the campus" and by many students "an absolutely magnificent instructor who really makes literature come alive." A graduate summa cum laude of Ohio State University, he holds the Ph.D. of Brown University. He is now in his third year at Wisconsin.

Rollefson earned the B.A., M.A., and Ph.D. degrees at Wisconsin, has been on the UW faculty continuously since 1927 except for leaves spent in government service. He has been director of international scientific affairs for the U. S. State Department and has received special commendations for his work in national defense. Many of his papers on molecular physics, his special field, have been published in scientific journals.

Hawk also holds three degrees from Wisconsin, the B.B.A., the M.B.A., and the Ph.D., and has been on the faculty as teaching assistant, instructor, and assistant professor since 1964. For the past three years he has been voted "best teacher" by graduating seniors in business, who

praise his "thorough preparation, careful organization, and clear and logical presentation."

Richardson, now in his second year on the Madison campus, is a graduate of McGill university and a Ph.D. of the University of Michigan. Students have reported that his are the most exciting courses and he the most exciting teacher they have had at Wisconsin. His colleagues regard him as "a very fine trade economist" who shows promise of becoming "one of the truly first-rate people in the field in this country."

### Engineers Name Ten For Annual Honors

Ten men who have achieved outstanding careers in engineering, education, industry, science, and government service were cited at the 24th annual Wisconsin Engineers Day last month.

Nine are Wisconsin graduates and the other has served for many years on the faculty. The honorees were:

Wesley J. Burmeister '29, retired Wisconsin state highway engineer, Middleton; Farrington Daniels, emeritus professor of chemistry, UW—Madison; Henry P. Ehrlinger '31, associate professor of metallurgical engineering, University of Texas—El Paso; Leon K. Kirchmayerms '47, manager, system planning and control section, General Electric Co., Scotia, N. Y.; James W. Mohr '48, director of research, Outboard Marine Corp., Milwaukee; Ralph E. Purucker '24, chief engineer and administrator, engineering division, Wisconsin Public Service Commission, (ret.), Madison; Melvin J. Sterba '32, assistant to the vice president for engineering research and development, process division, Universal Oil Products Co., Chicago; Robert E. Sutherland '33,

vice-president for engineering and development, process division, Universal Oil Products Co., Chicago; Walter H. Tacke '30, deputy commissioner of public works, Milwaukee; and Ransom Tyler '28, vice president and director of engineering, Oilgear Co., Milwaukee.

### Romnes New Head Of WARF Trustees

H. I. Romnes '28, Chatham, N. J., American Telegraph and Telephone Co. executive has been elected president of the Wisconsin Alumni Research Foundation board of trustees.

Romnes succeeds Walter A. Frautschi '24, Madison, who served during the past four years.

The new WARF president retired as chairman of AT&T in March, but presently is chairman of the firm's executive committee.

Born in Stoughton, March 2, 1907, he was graduated from the University of Wisconsin in electrical engineering. The UW gave him an honorary LL.D. degree in 1960, and he received the Distinguished Service Award of the Wisconsin Alumni Association in 1968.

WARF was founded in the 1920s to hold the patents on Vitamin D, a discovery of the late UW Prof. Harry Steenbock. It was his desire to use the patent income to create an endowment to assist further research in the natural sciences at the University.

This income, small at first, helped UW research efforts through the depression years of the 1930s. It was supplemented strongly by the important Karl Paul Link anticoagulant patents, including Warfarin. Through a skillful investment program, directed by WARF trustees, the endowment has grown to a major portfolio, one of the largest held by any American university foundation.

The UW has been the beneficiary of more than \$60 million since its first grant in 1929. In this academic year, it received research grants in excess of \$3.5 million.

Other new WARF officers are:

Donald Slichter '22, Milwaukee; Kenneth B. Wackman Ph.B '35, New York City; Frautschi; and Stanley L. Rewey Ph.B '35, Milwaukee, vice presidents; and Bernhard M. Mautz '22, Madison, secretary-treasurer.

Romnes was elected president of New York's Western Electric in 1959, chairman of the board and chief executive officer of AT&T in 1967, and president in 1970.

### Drs. Urben, Meyer Are Cited By Medical Alumni

Walter J. Urben MD, who made Wisconsin's Mendota State Hospital one of the most outstanding institutions of its type, was honored by his alma mater May 26.

Dr. Urben received the 15th Alumni Citation at the Medical School Alumni Day.

He was selected for the honor by the Medical Alumni board of directors from a list of alumni who have made outstanding contributions to medicine. The selection also was approved by the school faculty and Madison Chancellor Edwin Young.

Another honor, the Emeritus Faculty Award, went to Ovid O. Meyer MD, Madison, who retired as professor of medicine last year after 40 years on the medical faculty. Dr. Meyer is the 13th recipient of the association's special award.

During his 21 years as superintendent of Mendota, Dr. Urben brought widespread improvements to facilities, patient care, and treatment to the 673-bed hospital. When he took over in 1948, only five physicians were available to treat over 800 patients in the single, large structure.

Today, the 100-year-old facility

has been replaced by modern patient buildings, and a medical staff of 31 treats 670 patients. Under his leadership, the hospital became a training facility for psychiatrists, nurses, social workers, theology students, and other professionals. Mendota was also one of the first mental institutions in the country to open its doors to the community and to participation of volunteers in its program.

A native of Monticello, Dr. Urben was graduated from the UW Medical School in 1930. After serving his internship at Ancker Hospital in St. Paul, he worked in state and private mental hospitals in Ohio for nine years.

Returning to Wisconsin in 1940, he became a staff physician at Mendota. He left in 1943 to become director of the State Division of Mental Hygiene and resigned that position in 1948 to return to Mendota as superintendent. He retired in 1970.

### **Gaumnitz Describes Flaws In Price Control Laws**

Erwin Gaumnitz, who retires as dean of the School of Business after 17 years, says that if inflation is to be controlled, less military hardware and more civilian goods should be produced.

"The job of enforcing something as distasteful as price controls requires at least reluctant acceptance on the part of the general public," Gaumnitz says.

"However, a significant number of the citizens of this country are disillusioned with Vietnam and disgusted with the economic situation—and they are not wholeheartedly accepting wage and price controls. The general public feels that if the government had not become involved in Vietnam, the country would not be experiencing the shortage of supplies leading to the current inflation.

"Present Phase II price controls are ineffective. The strongest kind of price control is to increase the supply of goods—and this will mean rearranging priorities in the market system; producing more civilian goods and making less military expenditures."

During World War II, Gaumnitz helped organize the price planning program for the Office of Price Administration, and during the Korean War he was price executive for the Office of Price Stabilization. He earned his Ph.D. in economics from the University of Minnesota in 1935.

His replacement, Dr. Robert H. Bock of the University of Miami, assumes July 15 the deanship of a school with 1,500 students, 80 faculty members, and an annual budget of approximately \$2 million.

Since Gaumnitz joined the UW faculty in 1938, "the school has shifted from a primary emphasis on accounting to a diversified degree program. We continue to emphasize accounting and economics, but now we also emphasize more technical courses in computers and the behavioral sciences."

Gaumnitz will return to teaching and research this fall. He said:

"I am very much concerned with the persistent and sharp rise in hospital costs. I would like to research the feasibility of prepaid group medical insurance."

He co-authored the widely used college text, *Mathematics of Life Insurance*.

### **MDs Refute 'Unstable' Label On Kidney Donors**

People wishing to donate a kidney to a dying person at the risk of their lives are not necessarily mentally unstable, contrary to some medical opinion, University researchers say.

Many doctors consider the potential living organ donor to be mentally ill and therefore unsuitable for organ donation—especially prospective donors who are unrelated to the organ recipient. Almost all who wish to donate an organ must undergo psychiatric tests.

The medical profession gives several reasons for its bias against live organ donors. Physicians are reluctant to operate on a healthy person. Some feel that such an operation is not even a medical procedure since it makes the healthy donor sick.

They feel the decision to donate an organ is in most cases emotional and impulsive and that such an irrational decision should not be acted upon. They feel that pressure from other family members may have been put on the donor and anticipation of guilt is the sole basis for the donor's decision.

Drs. Carl H. Fellner and Shalom H. Schwartz of the UW Medical School created a questionnaire to test the belief that people who wish to help save lives at risk of their own are not necessarily mentally ill.

The questionnaire was given to 116 adults in a midwestern city. Their sex and socio-economic status were representative of the general population. One part measured how much merit the respondents found in the doctor's arguments against using live organ donors. The second part asked whether the person would actually donate an organ.

The results tended to disprove assumptions of doctors that people wishing to donate organs to others are mentally unstable. Three-quarters of the respondents felt that success with unrelated donors was good enough to expand use of the procedure. Only one in five respondents felt that the reasons given by doctors against living organ donors were justified.

The younger the respondent and the higher his education, the more likely he was to feel positively about live organ donation. Most people said they would donate an organ to a family member. Fifty-four percent said they would even donate a kidney to a stranger.

In previous work the experimenters had found little evidence of family pressure on prospective donors. They also report that strong feelings of self-esteem and worthwhile accomplishment result from donorship. These feelings remain even if the transplant fails.

The experimenters conclude that “. . . intentions to donate appear to result largely from a desire to fulfill one's sense of moral obligation.”

### **New Program Permits Adults To Be “Occasional” Students**

Adults may now take occasional courses at the University “for personal and professional enrichment” without the need to qualify as degree candidates, according to an announcement from the newly formed Office of Special Students.

In fact, rather than occasional courses, they can take a full load if they choose, under certain limitations. First, and most important, none can enroll in any course until all degree candidates have had the opportunity to do so. Another qualification is the traditional “consent of instructor” clause in some courses. A third is based on an official description of who can and cannot be classified as a special student.

The memo describes typical candidates for the program as including: “the adult who comes back to the campus for cultural enrichment; the one with more of a professional orientation, short of seeking a degree; the person requiring a holding-pattern experience, such as one who, having graduated recently, awaits a

*He took the bankrupt and discredited Wisconsin Student Association and put it in the black; started a student pharmacy; soothed inter-association feelings. ‘Managed to stay in school, too!’*

### **The Record of President Higgins**

Tim Higgins, that blue-eyed, sandy-haired, all-American conservative-turned-activist from Appleton, is stepping down from the post of student body president on the campus.

One year ago the 21-year-old economics junior inherited an organization that was on the verge of bankruptcy (\$12,000 in debt and had not paid a phone bill all year), and in the middle of two law-suits (one lost for \$7,000, another against an insurance company pending). It had lost almost all credibility with students, faculty, and administrators.

He leaves an organization that has regained credibility with students, one that is a force to be reckoned with by the august Faculty Senate, and a corporation economically viable.

When he was elected president of the Wisconsin Student Association (WSA), Higgins was candid:

“I never said I was qualified for the job; I just said I would work at it harder than anybody else.” And the 50–80 unpaid hours Higgins put in each week at his job has paid off:

Among major accomplishments the past year Higgins lists:

—Balancing of the books. “This is a corporation, unique among student governments in this country in that it is not subsidized by student fee moneys or state taxpayer money. Not only were there no records and no money, but little prospect that the organization would survive.” This year WSA should come close to restoring its previous \$45,000 per year financial base.

—Establishment of a student-owned and operated community pharmacy after raising \$5,000 in “nickels, dimes, and dollars” in the student community.

—The bringing together of disparate student organizations such as cooperatives and the WSA store (which had threatened to secede from the parent organization last year), and the coordination of anti-war activities which included teach-ins and demonstrations “indicative of the deep discontent and frustration among students of this country's actions in Southeast Asia.”

One of the more significant changes was the reorganization of the annual WSA Symposium.

“Last year it ran for two weeks straight, featured 60 expensive speakers, costing \$38,000,” the WSA president noted.

This year on a \$7,000 budget WSA sponsored four separate symposiums—the first on prison reform, just after the Attica revolt; another on student-tenant-landlord relationships; the third on presidential candidates, just before the Wisconsin primary which brought top presidential contenders and their representatives to the Madison campus; and a recent one on the state of intercollegiate athletics.

“In addition to the savings, I believe we offered the community much more relevant, educational programs than did previous symposiums,” Higgins said.

Intercollegiate athletics is a pet concern of Higgins who participated in varsity sports at Appleton Xavier High School.

“The source of greatest personal frustration this past year was my participation on the UW Athletic Board. I am really shocked and unhappy with members of the board who rubber-stamp what the athletic director says.

“The way we're heading here I would not be surprised if all non-income sports, including crew, fencing, and swimming are dropped shortly in favor of football. More dangerous though is the philosophy behind this thinking

that shunts students to the sidelines, making spectators out of them instead of participants."

He attributes the change from a conservative freshman who favored the Vietnam War to one of the most activist student body presidents in the United States today to "the spiked bed of ideas" he encountered on campus.

"Although many times we don't agree politically, my mother and father brought me up to think," Higgins, oldest of "a good Catholic family of seven brothers and sisters," said.

"They gave me a certain set of values, and I've applied those values to what I've learned at the University. And when I talk to alumni groups, I tell them: 'if you can't send your children to Madison, that means you have little faith in the values you've instilled in them, in their character. If they come out different than you expected, then maybe you'd better re-examine your own values'."

Minoring in extracurricular activities has slowed Higgins down a bit academically, but he would like to enter Law School "if I ever graduate."

—Karl S. Gutknecht

better job market; the high school student who has taken all his school has to offer in a particular academic area and who wishes to begin college courses before graduating from high school; and the student at another institution who plans to be visiting in Madison for a time."

Those who cannot study under the General Special Student category are listed as: "the student who is really seeking admission as a degree candidate . . . and is making up certain course or grade-point deficiencies; the student working toward Teacher Certification; or the student taking a short terminal program leading to transfer to another training institution."

There will be a special transcript of course credits under the program, and whether or not a General Special Student may later be accepted as a regular student is up to the School or College in which he is interested.

Per-credit fees will be assessed according to an annual rate established by the Regents. Beginning with this summer, specials without a bachelor's degree will pay undergraduate fees; those with a bachelor's degree will pay graduate student rates. Specials are held to the same credit loads as regular students: 16-17 undergraduate, 12 graduate in spring and fall semesters; 8-9 undergraduate, 6 graduate in summer school.

The memo suggests that for further information, interested adults contact the Office of Special Students, 602 State Street, Room 221A, Madison 53706. The phone number is (608) 262-2116.

## Grandparents' Role Not Vital, But Nice, Prof. Says

More than 250 Madison-area grandparents participated in a study which indicates a grandparent's role may not be as significant as one thinks. UW social work Prof. Vivian

I. Wood told a meeting that "while grandparents attribute a great deal of significance to the role verbally, the behavior of most grandparents in the role is relatively limited. It is true that most grandparents babysit, take their grandchildren to the zoo, or movies, the circus, and so on; read to and play with them, give their grandchildren gifts and remember their birthdays, but the frequency of these activities for most grandparents is only a few times a year.

"Fewer than half the grandparents report telling their grandchildren about family history and customs or teaching them a special skill such as sewing, cooking, fishing, or a craft."

She also said that most grandparents agree that a "good grandparent" is someone who loves and enjoys his grandchildren and helps them out when he can; that grandmothers feel more strongly than grandfathers that a good grandparent should not interfere with his grandchildren's lives or upbringing; grandmother enjoys more the grandparent's role than she did the parent's role, while the grandfathers prefer the parent's role to the grandfather's role.

When asked to compare the parent and grandparent roles, over three-quarters of both grandfathers and grandmothers said the grandparent role was the easier one, Prof. Wood said, adding that some grandparents consider their grandchildren a good way to keep up with the younger generation.

She quoted one woman as saying that she took pride in seeing her grandchildren "becoming someone before your very eyes . . .

"They are your creations, or at least indirectly they are, and you enjoy showing off fine creations. When grandchildren grow up to be successful, you feel that you are at

least a small part of them, and they are a small part of you."

Recounting another study of grandparents that she conducted, Prof. Wood said:

"Well over half the grandparents in the study thought that young people today feel more comfortable in discussing current issues with their grandparents than with their parents. But only one in five of the young adults in these families agreed with his grandparent's statement."

Grandparents seem to get more happiness out of life through friends their own age than through their grandchildren, Prof. Wood noted, adding:

"The amount of pride they have in their grandchildren may be more closely related to life-satisfaction than the amount of interaction with grandchildren."

Prof. Wood, a former member of the Governor's Task Force on Aging, read from a paper titled "Grandparenthood, a Significant Role to Older Individuals: Fact or Fancy," which she co-authored with a Syracuse university authority.

### **Business Needs Minding, Student Survey Says**

Major changes are ahead for business, according to surveys of business students here.

The students who recently took a course dealing with business in society expressed acceptance of certain principles of the business world, but said they wanted changes, especially in the way corporations are held accountable to society.

In interviews with 21 of the more than 350 students who took the special UW course last semester, the consensus was that:

Corporations should be audited for their social actions, and this audit, similar to financial audits by certified public accountants, should be made available to the public.

The corporate-capitalist system is here to stay.

Corporate charters should be granted by the federal government.

Conglomerates may or may not adequately serve the needs of society.

This country has not reached its economic peak and is not in the process of decline.

That last attitude contradicts a statement made by John B. Miner, chairman of the behavioral science division of the University of Maryland's College of Business and Public Administration, based on opinions of his students.

His research led Miner to conclude that young people today have attitudes which "predispose the individual against authority, bureaucracy, and the Protestant ethic."

Miner, quoted in a recent issue of *Psychology Today*, suggested students' attitudes may indicate that the United States has "reached its economic peak" and that "the process of decline has already set in."

But more than half the UW students surveyed disagreed with Miner's pessimism. One student said:

"There may be an outward rejection of practically everything by young people, but I think most of my peers have a basic reliance on authority, and appreciate having an authority figure to fall back on."

Asked to define the role of business in society, students emphasized the social responsibility of business. One student said:

"It's business's role to meet the needs of society—but that does not mean it should cram something down society's throat. Business should serve society and not try to govern it."

Some of the students think corporations are not adequately controlled by society, but an equal number think they are. Nevertheless, the vast majority want the social actions

of corporations—but particularly relating to the environment—better regulated.

Commenting on the value of published social audits of corporations, one student noted that if a business firm audits its own actions, "it would be just another source of propaganda for them, like TV commercials telling about the company's great social concern. But, if the social audit is independently conducted, objective and truthful, it would be of great use."

Prof. Jon G. Udell, principle coordinator of the UW's required but popular course, noted: "There is a growing interest on the part of young people to re-examine the role of business in society."

"Young people today hope business will be able to make significant changes in our society. So the primary concern of this course is to show how business does relate to society's problems and what solutions are possible."

Udell pointed out that even though this is a basic course for business students, the complexity of the subject warrants using professors as teaching assistants instead of graduate students for the many discussion sections of the large lecture course.

"Even the dean of the school, Prof. Erwin A. Gaumnitz, is a TA for this course," Udell said. "Professors who teach this course already have a full teaching load, but the experience these men bring to the classroom is worth the extra effort."

Overwhelmingly the surveyed students appreciated having professors as teaching assistants. "They talk about their own special areas of interest, and it is more interesting than would be possible with graduate students," one student said.

—Mark P. McElreath

# 'Affirmative Action Report'



Cyrena Pondrom

"A survey of 60,000 faculty members has demonstrated in sophisticated statistical terms what feminists have been attempting to document on a campus-by-campus basis—that women with similar academic credentials often are not recruited, promoted, or paid at rates equal to men's."

That's the lead of a front-page story in the May 15 issue of the *Chronicle of Higher Education*.

The survey was done at 300 U. S. colleges and universities by Helen S. Astin, research director for the University Research Corporation, and Alan E. Bayer, associate director of the research office of the American Council on Education.

So what's being done for faculty women at the University of Wisconsin?

Plenty, according to Prof. Cyrena N. Pondrom, assistant to Chancellor Edwin Young, who was appointed to see to it that members of her sex get a fair shake.

For example:

Last January Chancellor Young requested all departments to establish hiring goals for women faculty and to submit regular reports on their progress.

In March, all department chairmen were advised to use the percentage of women in their graduate programs as a guideline in offering assistantships and other support to graduate women students.

This spring all departments engaged for the second consecutive year in a thorough review of the salaries of all women academic employes. As a result, very substantial salary adjustments were included in the 1972-73 budget presented to the regents in May. These adjustments affected 890

faculty women on all campuses, about one-third the total. The average equity increase was \$644 and the range was from \$28 to \$6,271. The average at Madison was \$965, at Milwaukee \$742, in the Center System \$596, and in Extension \$626.

In early June each department filed in the Madison Chancellor's office a complete hiring report for 1972-73 based on the percentage goal for hiring women faculty. This goal is based on the number of qualified women in each discipline receiving the doctorate from the largest and best U. S. graduate schools between 1967 and 1969.

Also, says Prof. Pondrom, for the next several years "affirmative action reports" will be required twice a year from all departments, and if goals of hiring women are short, evidence must be presented that every means has been tried to reach them. Departments are also required to take a close look at women currently employed and give them a chance at tenure-track positions when these become available.

"To enforce hiring goals, deans have been asked to withhold money for further positions in the departments until every effort has been made to find qualified women," Mrs. Pondrom explains.

"We anticipate that over the next six years the percentages of women in junior staff and associate professor positions in almost every department will come up to match the percentage of qualified women available. We also expect a sharp increase in the number of women hired at full professional rank," she adds.

Asked if there is a supply of qualified women available to meet the goals adopted by the departments, Mrs. Pondrom says, "Yes indeed!"

"For example, in those years 1967-69 at the 'largest and best' graduate institutions, 23 percent of the Ph.D. degrees granted in anatomy went to women, as did 25 percent in anthropology, 22 percent in bacteriology, 7 percent in economics, 28 percent in English, 41 percent in French, 39 percent in social work, 18 percent in sociology, and 20 percent in zoology."

One function of her office is dealing with grievances of faculty, staff, and student women. Since she was appointed, more than 70 women have come in with specific complaints.

"For about 60 we have been able to remove the cause of complaint or provide significant assistance," she says.

There was the case of the graduate student with high grades and experience in teaching, who was passed over for a teaching assistantship. Mrs. Pondrom instigated a careful inquiry into the records of all who had been appointed, as well as into the appointing procedures of the department. The woman was hired.

For years the shadow of the outmoded nepotism rule kept at a very low level the salary of a woman faculty member whose husband is a long-time member of the faculty. She finally complained, Mrs. Pondrom's office took action, and her salary was increased by \$2,000 this year.

Another case involved a group of specialists who were doing professional work in a department but were not receiving professional pay. All received about \$2,000 raises after their duties were analyzed and extensive discussions were held with the department chairmen.

To help in all these efforts, and to extend the services to women on the classified staff, a full-time assistant was added to the office May 1. She is Sue Haskins, a UW graduate in psychology who has spent six years working on the campus as counselor in student financial aids and as personnel and staff service manager at the Computing Center. She will review avenues of promotion, fringe benefits, retirement, health benefits, and similar matters for all women employes.

Although much has been accomplished, there is much to be done, Prof. Pondrom says. In the works is a recruiting brochure to interest women in such fields as medicine, law, and business, where they have not been enrolling in large numbers.

Also in the works are measures to help women students, employes, and faculty by establishing or expanding existing child-care facilities to free them of worry about their young so they can pursue their professional work. A subcommittee of the Committee on the Status of Women is working with Mrs. Pondrom on the feasibility of such alternatives as satellite home care, day-care centers, after-school care, and emergency baby-sitting service.

The most recent move to bring aid to Wisconsin women on the campuses is the appointment of Marian Swoboda, of Madison, to head a new office for women in the UW System. As "assistant to the president for affirmative action for women" she will advise officials of the central administration and chancellors of all campuses on programs, problems, and issues relating to women in the University System.

—Hazel McGrath



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# NEW ORLEANS

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September 28-October 1, 1972

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- Round-trip JET Charter transportation, including tax, via Eastern Airlines Super DC-8. Depart Madison for New Orleans on Thursday morning, September 28th. Return from New Orleans late Sunday afternoon, October 1st. Only 197 passengers fill our plane.
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- An evening of fun at famous PETE FOUNTAIN'S . . . New Orleans' jazz at its best! Cocktails included!
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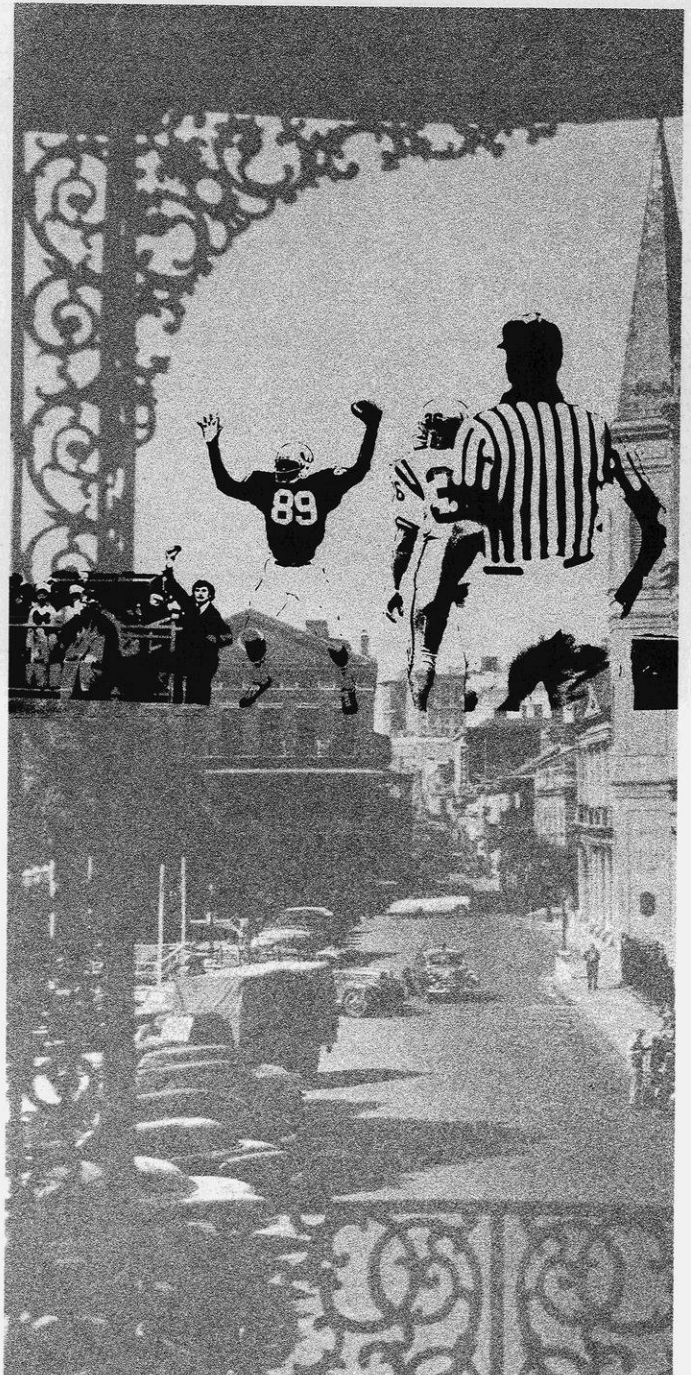
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## Alumni News

### 02/30

*Fred O. Leiser '02* has moved to the St. Louis area where he is living with his son and wife at 10 Lamans Pl., O'Fallon, Missouri.

A card from *Lola M. Graves Pottenger '10* saying she is unable to be at the Half Century Club luncheon informs us that she is "85 years young" and living in Indianapolis, Ind.

Redding, California is the home of *Harry N. Starkey '10*. He recalls in a note that their class call was "We are men, we are men—Varsity, Varsity 1910." He adds that work building railroads called him and he didn't graduate until several years later.

*W. R. Woolrich '11* is the author of a book entitled *Odyssey of a Professional Engineer* published by the Naylor Co., San Antonio.

*Bernice L. Crosby Rice '14* reports that she is living in the Rogue Valley Manor retirement home in Medfort, Oregon. She says that her view of the mountains is beautiful even on poor days.

Honored by the American Society for Testing and Materials is *Eugene F. Besspalow '21*, an engineering consultant on concrete pipe, and retired vice president and chief engineer of Choctaw, Inc., Memphis. He was given the Award of Merit last month and named a fellow in ASTM at meetings in San Antonio.

*Edwin A. Stephenson '22* has retired as vice president of the Bank of California's New York office.

*Ismael V. Mallari '23*, Manila, has written and published a book: *Fruit at the Top of the Tree (Guidepost to Art Appreciation)*, which he dedicates to "My Alma Mater, the University of Wisconsin, which taught me to see 'the world in little'."

### 31/40

*William O. Beers '37*, has been elected chairman and chief executive officer of the Kraftco Corp. Recipient of an honorary doctor of laws degree from the UW in 1970 and a member of the UW Foundation's prestigious Presidents Club, Beers and his wife live in Winnetka, Ill.

*Morris A. Lipton MD '37*, was a visiting professor at the UW Center for Health Science in April. He is professor and chairman of psychiatry at the University of North Carolina, Chapel Hill.

The National Association of College Stores' "Man of the Year" is *John R. Shaw '39*, who has been manager of the UW Book Store (formerly the University Coop) for several decades.

### 41/50

New secretary of the General Agents Association of National Life Insurance Co. of Vermont is *John R. Stilb '44*, Tucson.

Formerly president and general manager of the Koehring Division, Milwaukee, *Kensal R. Chandler '45* has been appointed vice president of operations.

*Edson R. Detjen '46* is superintendent of system protection and communication engineering of Delmarva Power & Light Co., Wilmington, Del. He and his wife and son live in Limestone Acres, Del.

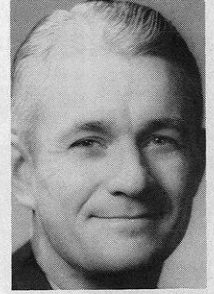
*John E. Reinhardt, '47*, a career foreign service officer with the U. S. Information Agency, is now the U. S. Ambassador to Nigeria and as such is the seventh U. S. black ambassador in the foreign service.

*Donald P. Moen '49*, Houston, senior vice president of the Marathon Manufacturing Co., graduated recently from the Advanced Management Program of the Harvard university graduate school of business administration, a program for experienced executives.

*William C. Simenson '49* and his wife (*Katherine L. Gimmler '53*), after twelve years of the foreign service in Scandinavia (Iceland, Norway, Sweden and Finland), have moved with their five children to Bonn, Germany for a new assignment at the American Embassy there.



CHANDLER '45



DETJEN '46



REINHARDT '47



SIMONSEN '49

This section is limited to news of members of the Wisconsin Alumni Association.

## 51/60

The president of Benefit Trust Life Insurance Co., Chicago, *Ralph J. Eckert '51*, has been elected chairman of the board of directors of his company.

*Marvin W. Neumann '51* is new financial vice president and treasurer of Knight & Miller Oil Corp., Denver. He is president of the Rocky Mountain Chapter of the Financial Executives Institute.

*Jacqueline Morris Wirth '51* is an area home economist with the Cooperative Extension Service, Ohio State university and lives in Miamisburg, Ohio.

The board of directors of the North Dakota Conference of Churches has elected Rev. *Albert E. Erickson '52*, Fargo, N. D., as president. He is clergyman of the Eastern North Dakota district of the American Lutheran Church and executive director of Community Homes, Inc., a non-profit organization developing housing programs in North Dakota for low-moderate income families.

An Eastman Kodak Co. employee for seventeen years, *Donald A. Delwiche '54*, has been promoted to product supervisor in the paper services division, Kodak Park.

*Stanley Krippner '54* recently returned from Moscow where he gave an address at the Institute of Psychology, Academy of Pedagogical Sciences, on the research into altered states of consciousness carried on by the Maimonides Dream Laboratory, Brooklyn, of which he is director.

*Gerald J. Randall '54* has been named to head a new pension division at Connecticut Mutual Life, Hartford, Conn. He and his wife and three children live in Glastonbury, Conn.

Formerly a University of Connecticut law professor, *Donald Weckstein '54*, has been named dean of the University of San Diego School of Law.

*Donald R. Dedow '56*, Warren, Ohio, is executive engineer of product engineering for General Motors Packard Electric division.

New director of product development of the home products division of Black & Decker is *Lalit K. Sarin '59*, Phoenix, Md.

## 61/71

Just elected president and chief executive officer of Revcon Inc., Fountain City, Calif. is *Ted Catora '63*.

U. S. Air Force Capt. *Henry W. Schowalter '63* has been named outstanding junior officer in his unit at Scott AFB, Ill., where he is assigned to a unit of the Military Airlift Command.

*James W. Goetz '64* who was previously with the American Paper Institute, has joined the staff of the Environmental Protection Administration of the City of New York, where he lives with his wife, the former *Diane Benzenberg '68*.

*Jean Gutzler Malone '64* has been elected to the board of directors of the Bank of Burlington, Wis.

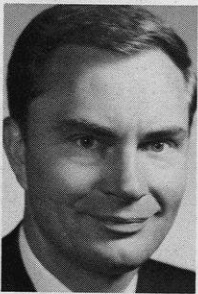
An assistant professor in the Department of Photography and Film at the Philadelphia College of Art, *Tom Porett '64* has been awarded a Guggenheim Memorial Fellowship for 1972. He will use it to produce a literary work in a multimedia form utilizing slide images, sound and film.

Capt. *George T. Kroncke '65* has received a regular commission in the Air Force at the U. S. Air Force Academy, where he is an instructor in astronautics and computer sciences.

"Just For Kids," the show hosted by *Bruce Schwoegler '65* on Boston station WBZ-TV, was featured in the June 3 issue of *TV Guide*.

Major *Russell A. Hankins '67* has been assigned to Wright-Patterson AFB, Ohio after serving at Nakhon Phanom Royal Thai AFB, Thailand.

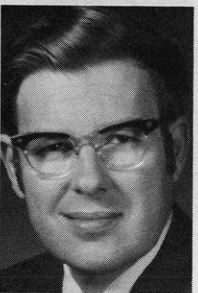
Mr. and Mrs. *Andrew Singer '67* (*Harriet Gaines '67*) have announced the birth of their first child a son named Scott Andrew on April 4. The family lives in Chappaqua, N. Y.



ECKERT '51



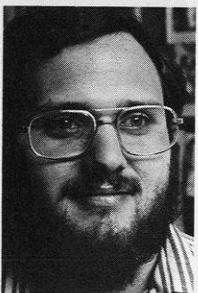
NEUMANN '51



DELWICHE '54



DELOW '56



PORETT '64



COLE '69

Capt. *David C. Van Dyke* '67 is a member of a squadron recently named the best flying unit in the Military Airlift Command. He is stationed at McClellan AFB, Calif.

Mr. and Mrs. *Rolland Grenzow* '68 (*Sally Dickson* '67) announce the birth of their first child, *Christina Lynn* on March 6. They are living in Matawan, N. J., where he is employed by Bell Telephone Laboratories.

First Lieutenant *Russell F. Ajdukovich* '69 has been transferred with his Forbes AFB unit for temporary duty at Rhein-Main AB, Germany.

Air Force Capt. *John R. Livingston* '69 has been honored as an outstanding supply officer of the year. He is stationed at Ent AFB, Colo.

*William H. Cole* '69 has been commissioned a second lieutenant in the Air Force and is assigned to Randolph AFB, Texas for training as a helicopter pilot.

Second Lt. *John M. Biesmann* '70 graduated from Officer Candidate School in Oklahoma and is stationed in Frankfurt, Germany.

*Robert J. Boldt* '70 has been promoted to Army Sergeant while serving with the 66th Maintenance Battalion in Kaiserslautern, Germany.

Private *William E. Lawson* '70 has completed eight weeks of basic training at the Army Training Center, Armor, Ft. Knox, Ky.

*Donald L. Junker* '70 was commissioned an army second lieutenant upon graduation from the Artillery Officer Candidate School at Ft. Sill, Okla.

Army Private first class *Donald P. Fischer* '70 recently completed with honors an eight-week equipment storage specialist course at Army Quartermaster School, Ft. Lee, Va.

Next fall, *Matthew I. Suffness* '70 will be an assistant professor of pharmacognosy at Ohio Northern university.

First Lieutenant *Steven R. Shoemaker* '70 has been awarded silver wings upon graduation from navigator training at Mather AFB, Calif., and is assigned to Ubon Royal Thai AFB, Thailand.

Second Lieutenants *Nickolas J. Wirtz* and *Bruce R. Batson*, both '71 grads, were awarded silver wings at Columbus AFB, Miss. Lt. Wirtz is remaining at Columbus and Lt. Batson is assigned to Norton AFB, Calif.

Army Private *Richard O. Klaas* '71 recently completed the wheeled tractor operator course at Ft. Leonard Wood, Mo.

Army Nurse *Marsha J. Bortz* '71 has completed a five-week Army Health Nursing orientation course at the U. S. Army Medical Field Service School, Brooke Army Medical Center, Ft. Sam Houston, Tex.

Recipient of his basic combat training company's leadership award at Ft. Campbell, Ky. is *Michael P. McCarty* '71.

Army Sergeant *Robert A. Wilke* '71 has graduated from drill sergeant school at Ft. Ord, Calif.

Private first class *David P. Gorski* '71 recently completed a medical corpsman course at Ft. Sam Houston, Texas.

*Stephen G. Greger* '71 has been promoted to airman first class and is an information specialist at McGuire AFB, N. J.

Recently promoted to Army first lieutenant is *John G. Cox* '71. He is serving with the 33rd artillery near Herzogenaurach, Germany.



**JUNKER '70**



**SHOEMAKER '70**

## Newly Married

### 1964

*Jean Kneubuhler Gutzler* and *F. W. Malone* in Burlington, Wisconsin  
*Ellen J. Newman* and *Ronny Rosenberg*

### 1967

*Lynn Christine Garlock* and *Allan R. Graves* in Neenah  
*Mary Susan Thurston* and *Michael Owen Smith* in Dearborn, Michigan

### 1968

*Karen Louise Nielsen* and *Alden McLellan IV* in Racine

### 1969

*Karen Sargent* and *James L. Anderson* in Monona  
*Virginia Kaeser Kelly* and *James Elliott Maraniss* in Amherst, Mass.

Annual Dues

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Your University With A

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Husband—Wife -----	\$120
(\$24 annually for five years)	
WAA + Professional Group*	
Individual -----	\$130
(\$26 annually for five years)	
Husband—Wife -----	\$150
(\$30 annually for five years)	

Classes of '33-'64

Individual -----	\$150
(\$30 annually for five years)	
Husband—Wife -----	\$175
(\$35 annually for five years)	
WAA + Professional Group*	
Individual -----	\$170
(\$34 annually for five years)	
Husband—Wife -----	\$190
(\$38 annually for five years)	

Classes of '23-'32

Individual -----	\$ 75
Husband—Wife -----	\$100
Professional Group* -----	add \$ 20

Classes of '94-'22

Individual -----	\$ 30
Husband—Wife -----	\$ 40
Professional Group* -----	add \$ 10

\* THESE PROFESSIONAL GROUPS are constituents of Wisconsin Alumni Association, providing you with regular mailings about your special interests and classmates, plus information on reunions, etc.: Agriculture, Home Ec, Journalism, Music, Nursing, Pharmacy, Social Work, Women's Phy. Ed.

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NAME ----- YR. -----  
(For husband—wife membership)

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1970

Noel Celeste Czinsky and Russell Arthur Back in West Allis

Geraldine M. Burns and Roger J. Dorsey in Argo, Ill.

Joyce Elizabeth Eder '71 and Bruce Griffiths Feustel in Madison

Karen A. Gruber and Gregory A. Kunz in Milwaukee

Penny Ann Malliet and Charles Franklin Gruetzmacher in Hortonville

Sherida Nanette Blaesing '71 and Alexander William Purdue in Racine

Patricia Ann Meyer and Charles Taliaferro Smith in Lake Mills

1971

Lynn M. Brabec and Robert Grueneberg in Chicago

Susan Marineau and William Hasse in Madison

Wendela Alice Howie and John Harold Christianson in Oconomowoc

Gloria Jean Sampson and Glenn Allen Klinksiek in Lomira, Wisconsin

Joy Anne Olsin and John Lawrence Nelson in Wheaton, Ill.

Kathleen Nolan and Thomas James Quinn in Madison

Diana Lynn Smith and Dallas K. Stenner in Madison

Karen Imhoff and Myron W. Totzke in Edgar, Wisconsin

1972

Barbara Kay Drouillard and Jon Pierce Olson in Whitewater

Julie Ann Johnson and Robert George Gebauer in Sturgeon Bay

Mary Margaret Laur and Michael David Giese in Sigel, Wisconsin

Mary Katherine Lee and Gary Lynn Hamielec in Madison

Gladys S. Niesen and Samuel J. Simon in Middleton

Gail Ann Wendt and Bradley Scott Stewart in Madison

Deaths

William R. Powrie '96, St. Paul, died in April. He is believed to have been the oldest UW alumnus. A graduate of the College of Engineering, Mr. Powrie worked with the Milwaukee Railroad until 1917, when he went into private business.

Mrs. Selden F. Smyser (Katherine O. Peet) '00, Des Moines, Wash.

Dwight Eastman Beebe, '02, Jackson Heights, N. Y.

Mrs. William Atwood Mowry (Guinevieve Mihills) '03, Madison

Walter Scott Lacher '07, Hinsdale, Ill.

Ruth Alice Allen '09, Whitewater

Charles Wesley Lowe '09, Smithtown, N. J.

Mrs. E. T. Erickson (Gretchen Ruedebusch) '10, La Grange Park, Ill.

Herbert E. Jacobs '10, Davenport, Ia.

Max Miltimore '10, Gary, Ind.

Herbert John Plagge '10, Ames, Ia.

Sarah Ellen Thrasher '10, Kewanee, Ill.

Mrs. Robert Hind (Elsa N. Schweppe) '11, Nehalem, Ore.

Mrs. Raymond Y. Sanders (Dorothy Frankenberger) '11, Lakeside, Mich.

Joseph Michel Bischel '12, Chippewa Falls

Lucille Iva Sell '13, Reeseville, Wis.

Alice Adele Foxwell '14, Tucson

Clarence James Rodman '14, Alliance, Ohio

Aaron Arthur Ladon '15, Fayetteville, Ark.

Ritchie David Lewis '15, Madison, in Menomonie

Mrs. George Pelton (Grace Perkins Metcalf) '15, Chicago

Mrs. Harlow Pliny Roberts (Fannie Elizabeth Atwood) '16, Evanston

Erwin Krainik Fanta '17, Manitowoc

Merton LaMont Wright '17, Grand Rapids, Mich.

John Herman Black '18, Phoenix

Harlow Davis Burnside '18, Delray, Fla.

Mrs. Harry J. Harding (Leona Mae Garrow) '18, Minnetonka, Minn.

Herbert Benjamin Dorau '20, Ft. Lauderdale

Archibald Hubert Fee, DDS '21, Arlington, Va.  
 William Benjamin Henry '21, Beloit  
 Norbert W. Markus '21, Haverford, Pa.  
 Allie Lloyd Breyvogel '22, Brodhead  
 Mrs. Julian M. MacMillan (Elizabeth Voorhees) '22, Peoria  
 Donald Bates Murphy '22, Silver Spring, Md.  
 George Russell Schneider '22, Canton, Ohio  
 Albert Herman Splitgerber '22, Mesa, Ariz.  
 Forrest Franklin Varney '22, Sacramento  
 Mrs. Harvey L. Eby (Elizabeth M. Salter) '23, Los Angeles  
 Elmer Raymond Gesteland '23, Madison  
 Walter William Wurth '23, Madison  
 Sherman Chase '24, San Diego  
 Herbert William Hirsh '24, Chicago  
 Frederick William Weidenfeller '24, Sarasota  
 Mary Blanche Tibbitts '25, Galesville, Wis.  
 Mrs. Virginia S. Watson (Ida Virginia Stone) '25, Milwaukee  
 Calvin Barlieb '26, Tobyhanna, Pa.  
 William Valentine O'Connell '26, San Antonio  
 Ellis Percy Chellman '27, Superior  
 John Gromme Denninger '27, Lombard, Ill.  
 Jacob Lincoln Perlman '27, Albany, N. Y.  
 Marshall Rust Beard '28, Cedar Falls, Ia.  
 Mrs. James S. Scully (Dorothy Gale) '29, Seattle  
 Mrs. Kneeland Allen Godfrey (Helen Jean Wilkinson) '30, Elm Grove  
 Mrs. John Falk Murphy (Mary Margaret Harris) '30, Madison  
 Kenneth William Daehler '32, Pompano Beach

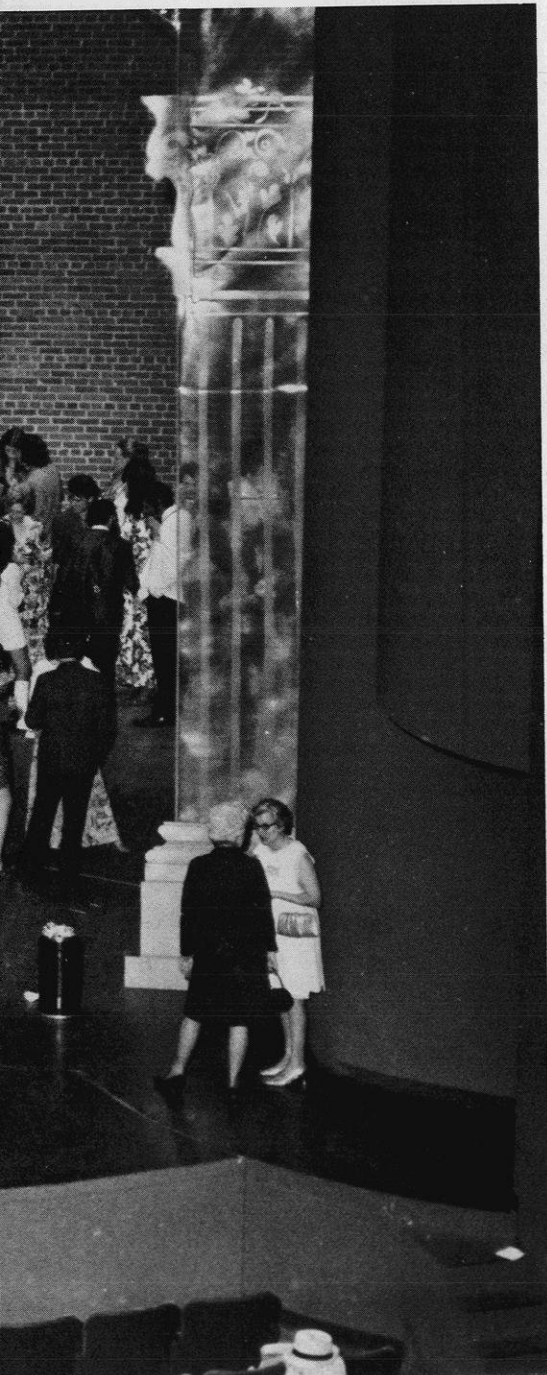
Lynn Edwin Eldridge '32, Washington, D. C.  
 Frank Eugene Granius '32, Wittenberg, Wis.  
 Joseph Frederick Waring '32, Savannah, Ga.  
 Frank Allen Gershaw '33, Brooklyn, N. Y.  
 Edwin Haldon Johnson '34, Augusta, Ga.  
 Lawrence Frank Rhodoe '34, Oconomowoc  
 Francis Albert Roy '34, Tucson  
 Harry R. Brill '36, Peoria  
 Harry Val Koller '36, Appleton  
 Howard Hake Moss '36, Janesville  
 David Cook Phillips '36, Wilmette  
 Mrs. Angelo B. Costa (Evelyn Ann Smith) '37, Philadelphia  
 Paul Joseph Griswold, Jr. '37, Cincinnati  
 William Vincent Reilly '37, Milwaukee  
 Keith King Eggers '39, Washington, D. C.  
 Mrs. Donald Babbitt (Betty Mae Gerhard) '40, Milwaukee  
 Mrs. John E. Hoover (Betty Louise Deerhake) '41, Rushville, Ind.  
 Mrs. James William Millin (Betty Jane Mann) '42, St. Paul  
 Dorothy Mae Robarge '42, Chippewa Falls  
 Myrtle Sylvia Spande '43, Silver Spring, Md.  
 David George Hope '44, Wauwatosa  
 Mildred Angeline Kmetko '47, Chicago  
 Edward Albert Robinson '47, Los Altos, Calif.  
 Mrs. Schuyler Peck (Catherine Mary Helgeby) '48, Cadillac, Mich.  
 Ernest Robert Reichmann '48, Lake Forest, Ill.  
 Robert William Stemmler '48, Gillett, Wis.  
 Woodrow William Wilson '48, Ft. Worth  
 Mrs. Dale H. Halverson (Nancy Jane Becker) '51, Brookfield, Ill.  
 Richard Leo Koser '52, New Berlin  
 Clyde Harold Kopan '54, Mt. Sterling, Wis.  
 Mrs. Malcolm R. Wright (Mary Louise Waters) '54, Easton, Pa.  
 Carl John Kleyensteuber '56, Ashland  
 John Norman Hoefer '59, Davenport, Ia.  
 Orville A. Hoel '59, Madison  
 Ira S. Abney '61, Prairie du Sac  
 Mrs. K. T. Demmons (Carol Ann Kosloski) '61, Oconomowoc  
 Sharon Gwen Monsen '61, Cincinnati  
 Hernani Larisgoitia '62, Buenos Aires

#### NOTE

Returns on a recent mailing indicated that the following alumni are deceased. We have no information on dates of the deaths, but believe that some may have taken place a year or more ago.

Louis W. Allard, MD '10, Billings Mt.  
 Mrs. Lawrence S. Day (Selma V. Matson) '10, Toronto  
 William David Fuller '10, Demorest, Ga.  
 Bernard Martin Conaty '18, North Tonawanda, N. Y.  
 Mrs. Henry A. Leisk (Dorothy Paine) '18, Whitewater  
 Mrs. Lester B. Orr (Gladys Marietta Hook) '18, La Mesa, Calif.  
 Sister Mary Gertrude Quinn '19, River Forest, Ill.  
 William Joseph Farma '23, New York City  
 Tella Frances Griffin '27, Albany, Wis.  
 Col. Adolph Conrad Bartness '30, Stafford, Va.  
 Mrs. Pearl Ziegler Janssen '33, Nashville, Tenn.  
 Casimer Louis Masters '33, Milwaukee  
 William Henry Murray '33, Sheboygan  
 Raymond A. Nehls '33, Monona, Iowa  
 Eleanor Wilhelmine Schmutz '33, Milwaukee  
 Helen Anne Martin '34, Springfield, Ill.  
 Mrs. Earl Flogerzi (Shirley Anne Tollefson) '35, Riverside, Calif.  
 Helen Naomi Johnston '36, Findlay, Ohio  
 Paul Ferdinand Andree, Jr. '37, Dunedin, Fla.  
 I. Douglas Brown '37, Tallahassee  
 Milton Harold Joyce, MD, '38, Inglewood, Calif.  
 William Macy Stanton, Jr. '40, Westtown, Pa.  
 Bernard Edward Polivka '42, Westfield, Wis.  
 Mrs. Frederick Gipson (Kathlyn Doris Purkey) '43, Pinckney, Mich.  
 Mrs. Edward Martin Bevilacqua (Ellen Burtner) '44, Allendale, N. J.  
 Harry Raymond Hertz '45, Princeton, Wis.  
 Ivan LeRoi Carbine '46, Las Cruces, N. M.  
 Herbert Bruce Kendall '48, West Lafayette, Ind.  
 Katherine M. Kennedy '48, Oshkosh  
 Mrs. Gertrude Howard Mason '50, Marshall, Tex.  
 Joseph John Paul '51, Athens, Ga.



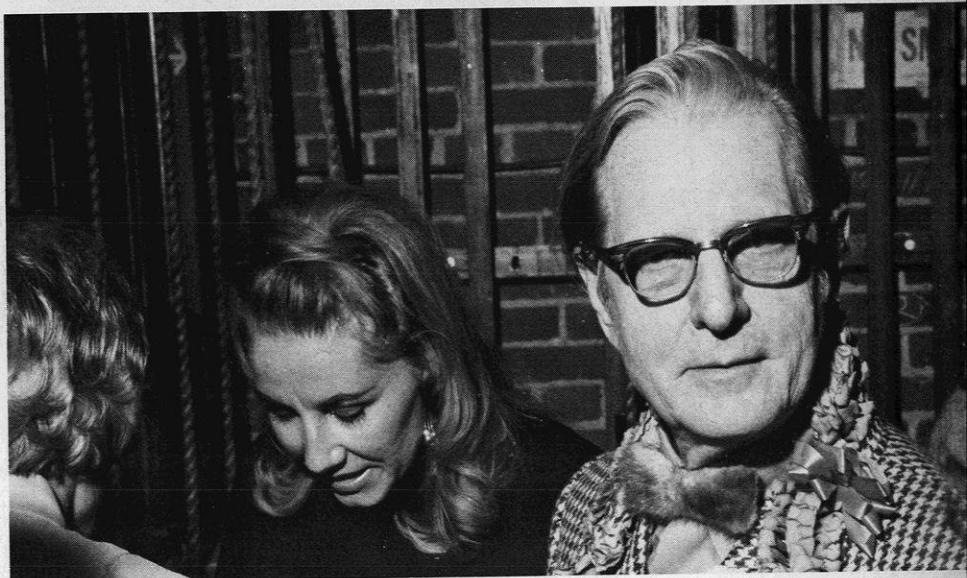


Photos/Del Brown

## Everybody on Stage

### For 'BYE BYE BUERKI'

There are retirement parties and then there are retirement parties. One of the more original was staged last month by show biz people from around the country to honor Professor Fred Buerki, who was also starring in his 70th birthday. The professor has been a part of the UW theater scene since 1931, so the 300 former students could think of no more fitting place for cocktails than on the stage of the Union Theater. The whole thing could set a trend: watch this space for a shot of a party for an astronomy professor held on the lens of the Observatory.



*Prof. Buerki and friends*





## The Bjerkes Do a Little Bit More

Paul Bjerke '41 is chief pharmacist at Eau Claire's Luther hospital. His son, Peter '71, is on his staff. Both men are lifetime members of Wisconsin Alumni Association. Peter took the special single-payment rate of \$100 for new graduates; Paul is buying a Family membership for him and his wife Ruth (Brasure '40), in five annual payments of \$25 each. So right there it's obvious that the Bjerkes remember and appreciate the UW educations that gave them a proud profession. They're passing opportunity on to others who will benefit from that portion of all WAA dues which go to scholarships.

But the Bjerke men have gone a little further. They've become lifetime members of the Pharmacy constituent alumni society as well. Constituent membership adds a focus. Through regular bulletins (in Pharmacy these are quarterly), it keeps

us in touch with those special friends who share our professional interests as they shared our University life. It keeps us aware of changes in our school or college or department, and gives us a voice in its growth in the same way our WAA membership makes us heard by the administrators and supporters of the overall University. And it gives financial support to young people who aspire to the same field we chose. The additional lifetime dues are low: (Peter's were \$30; Paul's are \$15). Today there are eight special constituent societies in Wisconsin Alumni Association: Agriculture, Home Ec, Journalism, Music, Nursing, Pharmacy, Social Work and Women's Phy Ed. Go a little further. Join WAA on a lifetime basis, and get into your special constituent group as well. Dues schedules are shown on page 28. Send this coupon with your check.

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 bership in Wisconsin Alumni Association.  
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 membership in this Professional Group:  
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NAME -----  
 UW DEGREE, YEAR -----  
 WIFE'S MAIDEN  
 NAME ----- YR. -----  
 (For husband-wife membership)  
 ADDRESS -----  
 CITY -----  
 STATE ----- ZIP -----

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