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Wisconsin

Alumnus

Volume 85, Number 3
March/April 1984

Inside—
The UW's
Economic Impact
on the State



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Fanatics™* are not pants for the timid, the shy, the uncertain or the uncommitted. They're pants for dyed-in-the-wool Badger fans who aren't afraid to flaunt it. Designed to let you show your colors in style!

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Fanatics Pants are available in regular rise, inseam and unfinished cuffs. **Satisfaction is guaranteed or your money back.**

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NOTE: Allow 4 weeks for delivery

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	Quantity	Waist Size	Inseam	Price Each	Subtotal
Men				\$65.00	
Women				\$65.00	

5% Sales Tax (Wis. residents only) _____

Postage/Handling \$1.50 _____

Total _____

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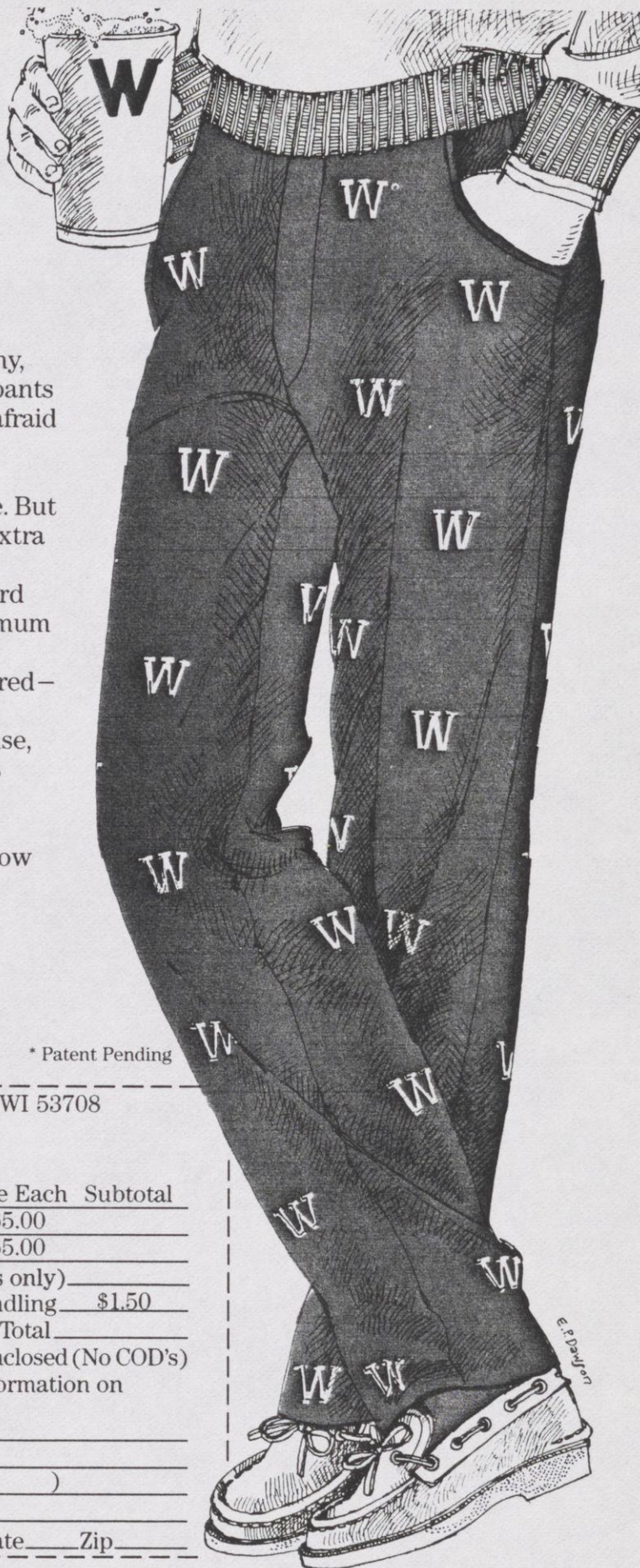
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Wisconsin Alumnus

Volume 85, Number 3
March/April 1984

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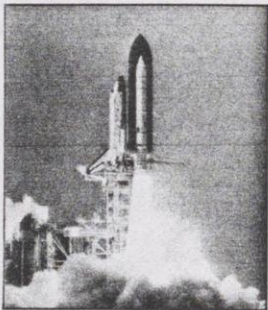
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8 A Pocketful Of Dividends

The state and the nation are reaping the rewards of UW-Madison excellence.

12 Going Out Of This World With Parker And Shaw

Not one, but two Badgers helped crew the ninth flight of the Space Shuttle *Columbia*.

15 1984 Distinguished Service Award Winners

Joyce Erdman, James McManus, Clare Rice and Frederick Stender are this year's DSA winners. They will be honored at the Alumni Weekend Dinner on May 12.

18 The Case For The Courtroom Camera

Visual coverage of trials was banned for years. But now evidence indicates a camera can mean a better trial.

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Cover art by Vincent River

THE WISCONSIN ALUMNUS is published six times a year: January, March, May, July, September and November. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$25 a year.

Here's a first at

Day on Campus

Tuesday, April 3

For the first time, a field of six faculty experts from which to choose your two morning sessions, and three fascinating places to pick from for your afternoon postconcert visit.



Schulenburg



Bitzer



Falkner



Sparks



Laxova



O'Neil



Fountain

Wisconsin Center—
Registration and coffee:
8:15-9 A.M.

Morning sessions at 9:15 and
10:30.

Luncheon: Great Hall at noon.
Afternoon program: Union
Theater at 1:15.

A. The Arts: "Masterworks in Thread and Needle"

Assoc. Prof. Jane T. Schulenburg
History, Extension and Women's
Studies

One of the richest eras for the
creation of embroideries and
tapestries was the Middle Ages.
Professor Schulenburg offers a
slideshow to bring you some of
its splendor. She includes the
famed Bayeux Tapestries and the
series, The Lady and the Uni-
corn.

B. Citizenship: "If George Were Only Here"

Prof. Lloyd F. Bitzer, Chmn.
Communication Arts

On this election day, Professor
Bitzer reviews George Orwell's
1984 in the light of today's politi-
cal messages, institutions and
communications. Then, he
remarks on 1984 as a guide to the
character and quality of the
current presidential campaign,
on the rhetoric of the candidates
and of the press.

C. Technology: "How Smart Can Machinery Be??"

Prof. Charles H. Falkner
Industrial Engineering

Robots aren't really as all-
knowing as R2D2, but robotic
technology is already common in
the nation's manufacturing
plants and it will continue to
grow. Professor Falkner talks
about the several we're using on

campus to teach undergraduate
engineering; he'll demonstrate
one of them and describe the
robots in your future.

D. Living: "People Who Need People"

Assoc. Prof. James A. Sparks
Health & Human Services,
Extension

Friends are not a luxury, they're
a necessity; in time of stress they
can actually reduce our tensions
that might otherwise lead to
illness. And, trite because it's so
true, we have to be a friend to
have a friend. Here's how, from a
minister and author.

E. Medicine: "Ethical Issues In Genetic Counseling"

Assoc. Prof. Renata Laxova MD
Pediatrics and Medical Genetics

Counseling is vital when an
infant is born with genetic abnor-
malities, vital to the whole fam-
ily. Professor Laxova discusses
current issues in medical genetics

as they relate to the geneticist,
who is frequently confronted
with ethical dilemmas, and the
family, who must deal with
anguish and anxiety.

F. The Law: "Why The First Amendment Is First."

Prof. Robert M. O'Neil
Law School

We take for granted the freedoms
of press and speech until we
encounter something we think
should be prohibited. Our courts
are kept busy with the constitu-
tionalality of new issues ranging
from pornography on cable TV to
sleep-ins in national parks.
Robert O'Neil, who teaches on
the First Amendment, is also
president of the UW System.

Afternoon concert: The 63-voice
concert choir, under the direction
of Prof. Robert Fountain, will
present a half-hour of the artistry
that has earned such reviews as
"fresh, precise, disciplined as
only the best of vocal conductors
can command."

Tours:

2:15. Choose *one* from:

a. Gymnastics in the Red Gym.
It's newly refurbished to house
the gym teams. Women and men
will demonstrate ten Olympic
events with Women's Coach
Jenny Hoffman Conviser com-
mentating. (Seating available.)

**b. We have a pioneering opera-
tion in our Cooperative Chil-
dren's Book Center in Helen
White Hall and a collection that
could not be duplicated. Director
Ginny Moore Kruse will explain
it. (Seating limited to 60.)**

**c. C'mon, now. You have to use a
computer eventually. Here's
your chance for some fun by
doing graphics on a microcompu-
ter with Engineering TA Patricia
Leonard as your capable guide.
(Seating limited to 24.)**

*Gen. Chmn.: Heidi Ladwig Bollinger
Prgrm. Chmn.: Carol Smith Palmer*

\$15 includes lunch.

Day On Campus, Wisconsin Center, 702 Langdon Street, Madison 53706

I will be there for Day On Campus on Tuesday, April 3 with _____ guest(s). Here is my check, payable to the Wisconsin Alumni Association, for \$_____ for _____ reservations at \$15 each.

Name _____ Soc. Sec. # _____

Address _____

City _____ State _____ Zip _____

Guest _____ S.S. # _____

Address _____

My morning selections
in order of preference:

9:15 10:30

A. _____ D. _____

B. _____ E. _____

C. _____ F. _____

Afternoon
preference:

a. _____

b. _____

c. _____

Guest's
morning selections:

9:15 10:30

A. _____ D. _____

B. _____ E. _____

C. _____ F. _____

Guest's
afternoon preference:

a. _____

b. _____

c. _____

Letters



Kade Institute Ceremonies

I commend James Rhem's interesting and well-written article on the Max Kade Institute in the January/February issue. For all of us who were involved, it brought back the opening of the institute quite well. However, there were some minor factual and interpretational fallacies that I would like to clear up.

The rally and vigil which occurred in conjunction with Dr. Carstens's visit was, in fact, co-sponsored by the Ad Hoc Committee on German-American Friendship and the New Jewish Agenda and had the full support of the German Department Graduate Student Association as well as of many members of the faculty. It is not true that "speakers fumbled with a microphone they weren't used to handling," since there was no microphone at the rally. University rules prohibit the use of such amplifying devices after 2 P.M., and we cooperated with those rules to the fullest. Moreover, Felix Pollak's poem, "Speaking: The Hero," is not about a conscientious objector.

It is true that those of us who organized the rally were embarrassed by the vituperation of those few who chose to concentrate on Dr. Carstens's past membership in the Nazi party, but it is not true that we were "willing to forget the recent past." On the contrary, we were trying to draw attention to the recent past and underline the fact that the silence and apathy that plunged Germany into a holocaust in 1933 could do the same to America now. The German immigrants whose arrival in this country we were celebrating last year were, after all,

pacifist Mennonites, and to use their memory to boost a trans-Atlantic cooperation which in this context means the installation of Pershing II and cruise missiles in a country that already knows better than any other the horrors of modern war is, we believe, hypocritical.

Finally, the author implies that when Dr. Carstens finished his speech our "vigil" was over, which is not true. We were there to greet him on both his entrance and exit from the Memorial Union with our message of opposition to his and our government's nuclear policies. If in concluding Mr. Rhem chooses to associate the absence of demonstrators with the feeling of "a good autumn in Wisconsin" that is his privilege, but for those of us who have made the study of German literature and history our life's work such an absence is a very ominous sign indeed. It was because of our respect for the integrity and perseverance of those Germans and Americans now and in the past who have dedicated themselves to the establishment of peace and our belief in the principle of democratic opposition that we considered our activities to be an important part of the celebration of the opening of the Max Kade Institute.

STEPHEN BROCKMANN
WARF Fellow
German Department



Faculty Salaries

The recent legislative action on faculty salaries constitutes a serious threat to the quality of instruction, research and service that has made the University of Wisconsin a major contributor to the intellectual and economic strength of the state and the nation. At Wisconsin the issue is faculty salaries. Similar problems are found in almost every institution of higher learning across the country. The difficulties are not limited to

any one area or level of education. A variety of studies and reports point to the inadequacies of elementary and secondary education in relation to individual and social needs. The conventional responses tend to focus on the difficulties of making do with inadequate resources. Almost no one addresses the question, why does the public fail to recognize the problem and provide the support? My frustrations and minor successes as chair for seven years of the Faculty Senate Budget Committee at another large state university, prompt me to offer some modest observations.

1. The contributions of quality education are not clearly and immediately apparent to the average taxpayer. The dividends are often deferred. The investment of a current tax dollar will be weighed in relation to opportunities for attractive discretionary purchases. The question will be asked, "Who needs this most?"

2. Education and the teacher do not command the high public regard they once enjoyed. For many, education and training tend to merge. Completion may become a substitute for achievement. We have yet to relate effectively the liberal and the professional areas. The value of the integrated total is not a public concept.

3. A reexamination of internal resource allocation in relation to values, roles and goals may be necessary. What is the nature and the contributions of a variety of ancillary activities that have become a part of almost every school, college and university? Many institutions have accepted responsibilities which they are not equipped to discharge, and have allowed to develop activities that adversely impact the basic goals. Are we willing to ask what impact each has on student attitudes and public perceptions? That may be painful, but it will become imperative.

4. A more appropriate measure of faculty compensation must be established. As measured by their contributions, most faculties at all levels are inadequately compensated and supported in their work. Many young professionals are better paid than the teachers who helped prepare them. The taxpaying public does not understand this. It does not functionally relate such compensation levels to the quality of individuals attracted to teaching or the ability of the existing teacher to continue in his/her profession. Until the role and contributions

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The News

Minority Scholarship Program Launched

The University has announced the new privately funded Chancellor's Achievement Scholarship Program, aimed at boosting enrollment of minority and disadvantaged students. Its purpose is "to recognize the outstanding academic achievements of such students, who have historically been underrepresented at most colleges and universities," said Marion Brown, the program's development officer.

It is open to Hispanic, Native American, Afro-American or disadvantaged incoming freshmen who wish to enroll in any UW-Madison school or college. "We're looking for top students, based on grades and class ranking," Brown said. In addition, the selection committee may consider an applicant's participation in extra-curricular activities and ACT or SAT examination scores.

Each scholarship will provide \$1250 for residents and \$3000 for nonresidents, about one-quarter of the total cost of attending the University. Scholarships will be renewable for up to four years or until completion of the degree program.

Brown said the UW hopes the program

will counteract local and national trends adversely affecting minority enrollments. State and federal, as well as university resources, are in short supply. As a result, many financial aid programs, traditionally a major source of financial support for minority and disadvantaged students, may be cut.

The scholarships are funded through private donations to the UW Foundation. The program was launched by a gift of \$25,000 from the Evjue Foundation of Madison; by nearly \$82,000 from the estate of a black alumnus, Forrest Oran Wiggins of Merritt Island, Fla.; and by gifts from faculty and staff. Additional sources include alumni and friends, private and corporate foundations, and a special endowment fund.

Brown said plans call for offering about five scholarships next fall but increasing the number in subsequent years. Applications and information are available from Marion Brown, 358 Bascom Hall, Madison 53706 or by telephoning (608) 262-8004. Anyone wishing to apply for next fall would do well to phone, because applications close on March 23.

Barb Kucera

Shain Announces Changes In Athletic Department

Chancellor Irving Shain and the Athletic Board announced Jan. 20, several actions being taken in response to recent reviews of the athletic department in the wake of NCAA sanctions against the University for infractions of football recruiting rules.

Last November, the conference announced a ban on any live TV appearance by the team "during the 1984 regular season" (WA/Jan-Feb).

Ralph Neale '56, in the department since June, is its new deputy director, responsible for day-to-day operations including all personnel and fiscal administration.

Otto Breitenbach and Kit Saunders continue as associate directors, overseeing income and nonincome sports respectively.

Head coach David McClain was to be sent a letter of reprimand for inadequately supervising his assistant coaches' activities. At the same time, his contract, which runs until January 1987 and which would normally have been extended for another year, will not be extended at this time.

Finally, assistant coach Jerry Fishbain, who was implicated in the NCAA recruiting violation, was to be reassigned by Mc-

The Way We Were—16



SUNDAY SING, 1947. Here in the Union's main lounge we have a downright dressy crowd this week. (Some of them may have just come down from the weekly candlelight dinner in the Georgian Grill.) Union staffers recall the Sunday Sings as having begun in the war years and continuing into the early '50s. The Union's social director is on hand; she's Ann Boegholt '45, standing, rear center in the dark suit and light blouse and talking to (we think) Jim Cleary '50, '52. Elaine Seiff '48 is directing the rather intense singers. The folding screens display the spillover from the art show in the gallery next door.

Clain to other duties that do not involve off-campus recruiting. Fishbain, too, was to receive a letter of reprimand and will receive no salary increase this year or next.

"The Athletic Board, the director and I hope these actions indicate that this University will not accept behavior which either deliberately or inadvertently results in violation of NCAA rules," said Shain. He added the hope that "the revised administrative structure will establish lines of responsibility in a way that accountability can be assured."

Asked at a press conference, following the board meeting, what this would mean for Elroy Hirsch, Shain said that Hirsch is and will remain the director of the athletic department but that this action would clarify the department's line of authority.

When asked for his reaction to the board's and chancellor's action, Hirsch said, "We're obviously very upset over the NCAA violation, and we hope this restructuring of the department will improve its functioning."

Shain said he felt his job with respect to the evaluation of the department's role in the NCAA violations was "completed at this point," and that the Athletic Board would oversee the University's continued compliance with NCAA rules.

History Class to Focus on Vietnam War

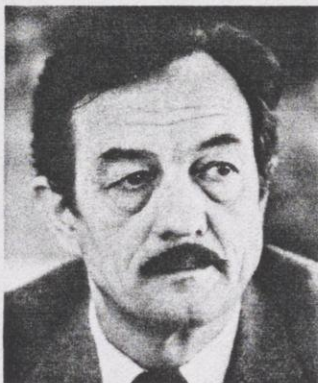
Renewed interest in the Vietnam War has helped make a class on its history finally possible, according to history Prof. John R. Smail. An expert on Southeast Asia, he is offering the course this semester. "I wish I could have given it as far back as the late 1960s," he said. "But the trouble with teaching the subject then was the massive division between hawk and dove. The mood of the times polarized people. Objectivity and scholarly insight would have been lost."

The UW is one of a small number of universities in the nation offering such a course. Smail said he expects many more in the near future. "I'm riding on a tide that seems to be spreading fairly widely throughout the country. Renewed interest in the war is a positive thing; I think it's time for Americans to begin thinking seriously about the conflict. From an intellectual standpoint, with good scholarly writing on the subject available, discussion is now easier."

Cohen, Kearl Appointed To New Positions

Bernard C. Cohen, fifty-seven, of the political science department is the new vice-chancellor for academic affairs. He came to the UW in 1959 and has served as assoc. dean of the Graduate School. Since 1973 he has been the Quincy Wright Professor of Political Science.

Cohen replaces Bryant E. Kearl, sixty-two, who became the new dean of University Outreach. The position was recently created to oversee the integration of the University and the Madison-based UW Extension programs. Kearl is a professor of agricultural journalism and has been on the faculty since 1941.



Laszlo Fulop

Upgraded Facilities a Need, New Director Says

The building boom on campus is largely over for the time being, according to the new director of Planning and Construction. The big job now "is going to be in upgrading the quality of the facilities to live up to the 'cutting edge' research needs of the University," said Laszlo Fulop. An example, Fulop said, was the addition of "clean rooms" in engineering laboratories, using filters that are "99.999 percent effective" in keeping out contaminants that could jeopardize experiments.

Merely maintaining the older structures is time-consuming and expensive. At any one time there are about 200 remodeling projects—small and large—going on around campus.

Fulop came here in August from the University of Minnesota, where he had

been director of physical planning since 1975 and from which he received his degree in architecture in 1963.

He said UW-Madison has a mix of some exceptional facilities and of others in what he called "deplorable" condition. However, the method of planning is among the best he's encountered. A Campus Planning Committee decides which departmental proposals deserve scrutiny, and two committee members and an architect from Planning and Construction examine each proposal and draw up preliminary reports. (Twenty-five such reports are being prepared this year.) The committee then assigns priorities to the projects, and passes its recommendations on to the chancellor's office. The recommendations then go to the UW System, the Board of Regents, the State Building Commission, the State Legislature and the governor.

"The process involves hard work, but we do find out if there is justification for the project," Fulop said. "The system is relatively dispassionate, and faculty members have input into each other's projects."

New Engineering Dean

The College of Engineering has created a new position, a dean for industrial relations. Prof. Wm. W. Wuerger '57, '61 has been appointed to the post, and he will "help handle dealings with industry, government agencies and consulting engineers." In addition, says a college news release, Wuerger will coordinate its outreach programs for businesses, including continuing-education and degree-credit programs for working engineers and cooperative research efforts.

Wuerger has been on the faculty since 1961, primarily in Extension engineering.

Treatment For Chemotherapy Stress Under Development Here

The physical and emotional stress of chemical cancer treatment is often so great that 25 to 35 percent of these patients suffer from nausea in anticipation of treatment, according to David Nerenz, coordinator of health services at the Veterans Administration Hospital here. "Some people coming in for treatment become sick when they see the hospital door, some get sick when they see a doctor on the street or in a hospital scene on television."

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A Pocketful of Dividends

The state and the nation
reap the rewards of UW-Madison excellence.

As the University observes its 135th year, here are excerpts from a recently produced report on its tremendous impact on the economy of the state. The report, compiled by a committee chaired by genetics Professor Millard Susman, has also been abridged into a brochure, "The University, The Future, And You." You'll see it at the Founders Day event you attend, or you can obtain copies by writing to our office.

- The operation of the UW-Madison alone cost \$625 million in 1983-84! And because this is a public institution, one might assume that the greater share of that cost comes from state taxes. But that is far from true. The fact is that, not untypically, less than 35 percent of last year's budget was taken from state taxes.

Instead, federal dollars—thanks primarily to international respect for our campus research accomplishments—accounted for 17 percent of that cost. Another 28 percent came from such auxiliaries as University Hospitals, dormitories, the two student unions, and intercollegiate athletics. It surprises many to learn that student fees and tuition provide only 10 percent.

- The campus brings another "city" to the state. Again last semester, enrollment set a record at 43,000. Of this number, 80 percent were Wisconsinites, representing every county in the state. Of the remainder, there were students here from every state and 100 foreign countries. The campus is nearly 1000-acres large, with 200 academic buildings.

There are 13,600 faculty and staff providing 4000 courses in thirteen major schools or colleges and 133 academic departments.

- In the past decade, researchers on this campus have attracted more than \$850 million in federal funds to the state. Economists, taking into account the economic-multiplier effect resulting from the respending of this money within the Wisconsin economy, calculate that those federal funds have been worth nearly \$2 billion to the state.

In addition, about 60 percent of each year's campus budget stays in Wisconsin, going as it does to the expenses of education—instruction costs, libraries, farms, laboratories and other such facilities—and more than half the remaining 40 percent is put into "organized research." Thus those research dollars—which came not from state taxpayers but from the federal government or the private sector in the form of gifts and grants—are plowed back into endeavors which benefit the taxpayers of the state and the nation. So the taxpayer investment in the UW-Madison is generously repaid in direct economic benefits, in contributions to the public good, and in improvements in the quality of life.



Photographic Media Center

- The University has a threefold mission: to educate, to research and to serve the public. These are closely interrelated missions, each supporting the other two. For example, one way in which the public good continues to be served through the education process is found in the statistic that more than 100,000 alumni live here in Wisconsin, making important contributions to its way of life.
- We can be immensely proud of the fact that we are graduates of a university which has ranked among the top educational institutions in the nation, *according to every major survey published since 1910!* Last year, *Change* magazine reported a national survey of graduate-level programs which put us in eighth place nationally, tied with UCLA and Michigan State. (The others in the top ten, according to that authoritative study, are the University of California-Berkeley, Stanford, Harvard, Yale, MIT, Princeton and the University of Chicago.)

Last November, *US News and World Report* surveyed 662 presidents of teaching institutions. These prominent educators place the undergrad programs of the UW-Madison fourth among the public colleges and universities in the nation, and thirteenth among public and private combined.

- There is no single way to measure the quality of alumni, but there is visible evidence; there are patterns. • The 1982* Standard and Poor's Executive/

College Survey includes data on 50,000 leading executives in 38,000 public and private businesses. Of 499 schools from which they received their undergraduate degrees and perhaps advanced degrees, the UW-Madison graduated the eighth-largest number, whether with one or more degrees. • The national exam for CPAs has an average pass rate of 17.2 percent for those taking it for the first time. But in 1982*, of our graduates taking it, 54.2% passed it on their first attempt. • In 1974* a study showed UW-Madison graduates earning \$2500 a year more than did the "average" college graduate. • Sixty-five of the 1377 members of the National Academy of Sciences, the nation's most prestigious such organization, hold our degrees. So do 30 percent of our state legislators and four of our nine congressmen. • The Nobel Prize has gone to three people while they were on our faculty and to at least seven who had been on campus earlier as students or faculty. • We have produced at least twelve Pulitzer Prize winners.

- This University is one of the major research centers in the United States. The work done here is underwritten largely by the federal government but also by the private sector. Our programs differ from commercial research in three distinguishing ways: first, ours are generally more diverse and adventurous; second, they are intimately associated with the training of young researchers;

and, finally, the results are available for all who want to use them—they are not industrial secrets held for competitive advantages.

Further, since the goal is knowledge rather than profit, the University researcher can work in areas that seem esoteric or impractical. Discovery may be slow in coming, but it is often enormous when it does, as witness the magnificent achievements of such campus greats as Steenbock, De Luca, Temin, Bardeen.

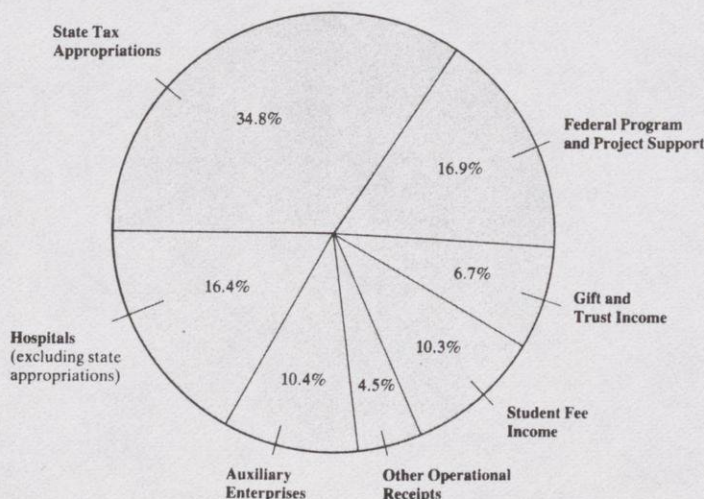
- In 1981* we ranked third among the nation's universities in total research and development expenditures. Wisconsin taxpayers, by investing \$26.8 million in the research enterprise of the UW-Madison, helped attract an *additional* \$120.7 million to the economy of the state that year.
- What amazes many is the fact that here at one of the great universities of the world, education is among the least expensive. Consider the ten leading institutions we mentioned above. Six of them are private, and in 1983-84 their average undergraduate tuition-and-fees is at least \$8200. Of course we expect a private school to be more expensive than one that is tax supported, but UW-Madison compares most favorably to the latter, too. The tuition-and-fee figures in the remaining four schools for 1983-84 are: Berkeley, \$1384; UCLA, \$1350; U

continued on page 11

* Latest figure(s) available.

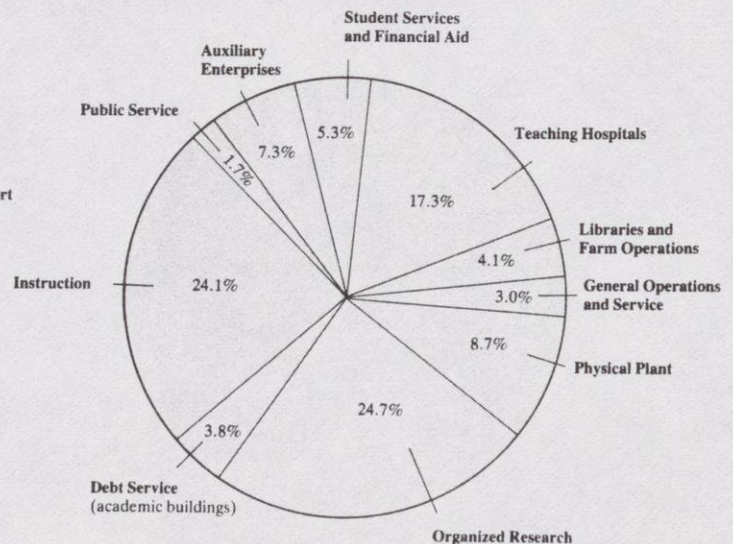
Where The Money Comes From— UW-Madison

*Less than 35 percent
comes from Wisconsin tax revenues*



Where The Money Goes— By Program

*60 percent of the total budget is
used for Academic Service*



From The Campus to The World

A few people and programs that have changed untold lives.

- Ours was the first dairy school in the nation, opened in 1890.

- Our Waisman Center on Mental Retardation is one of only twelve in the country established to foster multifaceted programs in research on mental retardation and developmental disabilities. Faculty and staff from more than twenty departments and schools carry out work there.

- Vitamin A was discovered here in 1913 and the vitamin B complex in 1916, both by biochemist Elmer V. McCollum.

- The Extension Conference Centers on campus are nationally respected for the quality of their programs which utilize faculty experts as teachers. Last year alone, the centers hosted more than 2400 events in continuing education for nearly 81,500 business people from around the state and nation.

- It was here that the late Conrad Elvehjem isolated nicotinic acid in a process that led to a cure for human pellagra.

- For the past several years we have led the nation in PhD's awarded in meteorology.

- The Social Security Act was authored here by economist Edwin E. Witte.

- The first program of limnological research in North America was offered here, and ours is one of the few universities in the nation which trains students specifically in water chemistry.

- One year's milk production in the state is now worth almost \$2 billion. This is largely due to research efforts here which led to selective breeding of cows and bulls.

- In 1974—the last year such a study was made—UW-Madison alumni were found to earn about \$2500 a year more than did those of “average” universities. This reflects the high calibre of students accepted here: nearly one third of our freshmen in 1983 came from the top 10 percent of their high school class, and 98 percent were in the top half.

- About 3500 financial executives from banks and credit unions come here each summer for continuing education programs offered by our School of Business.

- Biochemist Harry Steenbock pro-

duced vitamin D by irradiation of food. He founded the Wisconsin Alumni Research Foundation so that the University could benefit from royalties from this and future discoveries by faculty researchers. . . .

. . . And over the years, WARF has returned more than \$132 million to the University to underwrite research.

- Station WHA really is “the oldest station in the nation” in continuous broadcasting. It has been serving state listeners since 1917.

- Our School of Journalism was one of the first to offer a PhD in mass communications, and by 1973 was graduating more with that degree than any other school in the world.

- Sixty-one of the state's major industries have UW-Madison graduates as president, chairman or CEO.

- UW Hospitals and Clinics perform more than 100 kidney transplants each year, making it the nation's third-largest transplant center.

- Engineers throughout the state can now earn credit toward a master's degree via video tapes provided by the College of Engineering.

- Howard M. Temin, on the faculty of McArdle Cancer Research Laboratories, won the Nobel Prize in 1975 for his research on the relation of viruses to cancer.

- For the past forty years we have been the leading producer of doctorates in bacteriology. As a young man, E.B. Fred, who would become a beloved president of the University in the 1940s, did work on nitrogen formation that proved a key to world supplies of proteins.

- Ours was the first collegiate nursing program in the state and one of the earliest in the nation.

- Research here on application of municipal sewage sludge as farmland fertilizer has saved seven southeastern Wisconsin counties at least \$10 million annually, money they'd have had to spend disposing of the sludge in landfills.

- The nation's first PhD program in speech was established here in 1922, as was the first credit course in radio broadcasting eight years later.

- With 24,000 square feet, our Elvehjem Museum of Art is one of the largest on any American campus.

- The School of Pharmacy pio-

neered bachelor's and advanced research degrees in that discipline.

- The Wisconsin Crop Improvement Association's official Seed Certification Lab is located here. (That's fitting, since the University operated the first grain breeding nursery in the state.) The lab develops foundation seed to be tested at certified farms around the state and, if proven successful, it is then sold generally.

- When famed painter John Steuart Curry arrived on campus in 1930, he made ours the first university in the nation to have an artist-in-residence.

- The vitamin niacin was isolated and identified here by Conrad Elvehjem and F.M. Strong, and iodized salt was invented here by Edwin Hart in his successful researches to combat anemia and goiter.

- Warfarin rat killer—one of the most powerful and safest chemicals ever found—was developed here by Karl Paul Link and marketed through WARF. That was thirty-five years ago and now, as Warfarin-resistant rats have been developing, a new and completely different UW chemical can step in. Both compounds, ironically, were spin-offs from discoveries that have saved millions of human lives as blood thinners.

- Poplar trees make up nearly half the raw material of the state's billion-dollar paper industry, and the source will now be available faster, since campus researchers have developed a poplar that can grow as much as ten feet per year.

- Our first Nobel Prize winner was Joshua Lederberg, a member of the genetics department when he won in 1958. And the world's most famous mathematical geneticist was faculty member Sewall Wright. Two of the best-known achievements in plant genetics were R.A. Brink's development of winter-resistant alfalfa and Oliver Nelson's production of nutritionally rich high-lysine corn. And among recent triumphs are Masayasu Nomura's demonstrations of ribosomes—protein synthesizing intercellular particles.

- Hector DeLuca may well be our next Nobel laureate for his many accomplishments, among the most recent of which was the isolation, identification and synthesization of hormones derived from vitamin D to treat metabolic bone diseases.

of Mich., \$2346. And the UW-Madison, \$1190. (Outside that "top ten" but within the Big Ten, the student's bill at such quality institutions as the U of Illinois and U of Minnesota are, this year, \$1637 and \$1693 respectively.

This is particularly interesting when we consider the costs from the standpoint of "consumer surplus." That phrase is defined as value-minus-price. "This is taking liberties with the economists' definitions," says the statistician who researched these figures, "but our

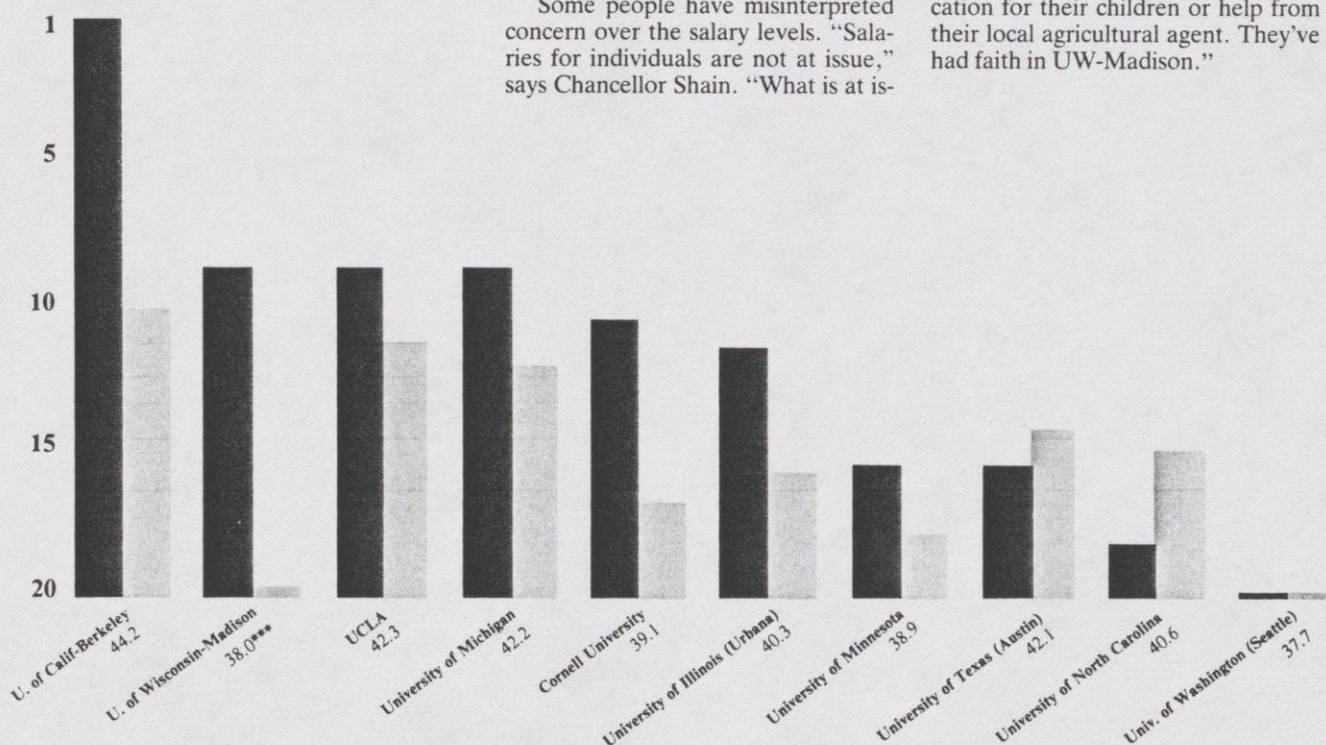
definition is straightforward. The phrase as we have used it can be considered the value delivered to state residents in excess of the price they would have to pay for a comparable program at another school." And, as we can see, the difference is in UW-Madison's favor, ranging from \$150 at the two California schools to \$7000 at the private schools. Thus, the resident students here at the University are currently receiving an education that is worth \$190 million more than they are paying.

For 135 years, the people of Wisconsin have had an unshakable faith in their University, a faith proven well-placed, an investment proven far-sighted. The University has paid handsome dividends by bringing outside funding to the state, educating new generations of residents and contributing to the special quality of life here. As the University looks ahead, it is vital that we continue the partnership of state, University and citizen that has made ours one of the great teaching and research institutions. □

A Threatened Resource

Top Ten US Public Universities

Comparison of quality rankings and rank by average salaries in (\$1000s) for full professors.



*In chart above, quality rankings compiled by David Webster in *Change Magazine* (May/June 1983). Ratings are based on academic quality as reported in the 1982 *Assessment of Research Doctorate Programs in the United States*. Salaries compiled from HEGIS (Higher Education General Information System) Faculty Salary and Fringe Benefit Report.

**Quality ranking indicated ranking among all U.S. universities—public and private. Only public universities are listed in this chart; private universities not shown include Stanford, Harvard, Princeton and MIT.

***Average salaries have been frozen at this level for 1983-84, and will increase by 3.84% in 1984-85.

sue is the quality of our institution and our ability to be competitive in the marketplace for university professors. Recent budget actions threaten our ability to hire and retain quality faculty and academic staff members."

Shain says the University has always enjoyed strong backing: "The people and legislators of this state have always supported higher education because it has had a direct impact on their lives, whether it be a quality education for their children or help from their local agricultural agent. They've had faith in UW-Madison."

Some people have misinterpreted concern over the salary levels. "Salaries for individuals are not at issue," says Chancellor Shain. "What is at is-

Quality Ranking**
82-83
Salary Rank

Going Out of This World With Parker and Shaw

Not one, but two Badgers helped crew the Columbia

By Mark Bello
UW News Service

Photos/NASA



The UW-Madison's former astronomy professor Robert A.R. Parker and engineering alumnus Brewster Shaw '68, '69, an Air Force major, proved they had the right stuff during their debuts as astronauts on the ninth Space Shuttle mission. Despite some tense moments—including failure of two of the spacecraft *Columbia's* five computers and a small fire that broke out shortly before landing—the ten-day mission, from Nov. 28 to Dec. 8, has drawn rave reviews from around the world. Parker, Shaw and their four fellow crew members achieved several space-program firsts: the largest crew, the longest mission and the largest payload—a \$1-billion, 32,000-pound laboratory belonging to the European Space Agency.

Around the clock and around the world the six conducted space experiments. They split into two teams, "red" and "blue,"

and worked twelve-hour shifts, the equivalent of an eighty-four-hour week. While the craft orbited 155 miles above the earth, Parker tended to scientific chores with a fellow red-team member, a scientist from West Germany who was the first European on a US space mission. During the blue team's stint, Shaw was the pilot.

By the time the craft completed its 4-million-mile trek and touched down at Edwards Air Force Base in California, the crew had carried out more than seventy experiments at the request of hundreds of scientists in fourteen nations. There had been investigations in astronomy and space physics, seeking, among other things, clues to understanding how solar phenomena affect conditions on earth; in life sciences, including how the human body and plants respond to microgravity; in atmospheric physics to measure features of the earth's atmosphere; and in material science, including tests of a vari-

ety of low-gravity techniques for processing materials. Because of equipment failures and some unforeseen problems, a few investigations were not completed, but even while *Spacelab* was still in orbit, European and American scientists were hailing the mission as an unqualified success. So much so, in fact, that NASA extended it by another day.

Shaw's adept handling of *Columbia* was a key to the success of the in-flight experiments. To accommodate the packed scientific agenda, the pilots had to guide it through a virtually continuous series of precise maneuvers, pointing it at the earth, then at the sun, then at the stars and then back at the earth. To complicate matters, several experiments required that the vehicle's power consumption be cut, lest there not be enough available to the forty instruments. "Brewster drew the tougher assignment," said the other pilot, five-

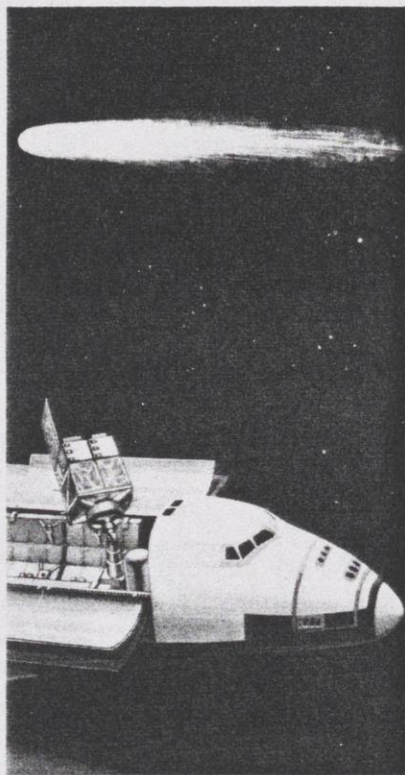
continued

Making WUPPE And

The ties between the campus and the nation's space program don't end with astronauts Shaw and Parker. Three sophisticated light-sensing devices, all bearing a "Made in Wisconsin" stamp, will be flown into space on separate missions to begin in March of 1986. And on one of those flights—the one carrying the Wisconsin Ultraviolet Photo-Polarimeter Experiment (WUPPE)—a UW researcher may be aboard as a payload specialist. Astronomy Professors Kenneth Nordsieck and Christopher Anderson, and grad student Roy Myers are among the eight finalists vying for three positions. Each one chosen will fly on two of the three missions.

WUPPE is one of three specialized telescopes that will make up the "Astro" observatory, its sensitive instruments detecting both the intensity of ultraviolet light and the direction in which that light is vibrating. Said Prof. Nordsieck, "The ability to detect both is excitement squared, because we can then look at a variety of strange objects and exotic phenomena." Those will include such celestial oddballs as quasars and other hot, active stars; black holes; and violent explosions within the interstellar medium. The target of the first mission will be the clouds of dust comprising Halley's Comet.

Perhaps the most celebrated of the space-borne hardware designed and built at the University—this under the direction of Professor Robert Bless—is the High-Speed Photometer (HSP) that will be part of the orbiting Space Telescope. It will permit astronomers to see objects that are fifty times fainter, seven times farther away than anything heretofore visible through the most powerful telescopes on earth. Already well along in its testing program at Greenbelt, Maryland's, Goddard Space Center, HSP will measure light intensity and changes in brightness. How accurate is it? Well, if a star were twinkling at the highly unlikely rate of 100,000 times per second, the 600-



WUPPE will focus on Halley's comet.

pound photometer could record each fluctuation.

Other of our astronomers are readying other parts of the Space Telescope. Blair Savage, department chairman, is part of a team working on the High-Resolution Spectrograph which will study interstellar gases, and Arthur Code assisted in the development of the telescope's wide-view camera. He also served as acting director of the Space Telescope Science Institute at Johns Hopkins University in Baltimore.

Separate and distinct from the Space Telescope are the two Bragg Spectrometers. They will be towed into space in April, 1986 after a long wait by a patient group of our astrophysicists—they were approved by NASA in 1978 but delayed by its budget problems. Bragg Spectrometers measure diffuse X rays given off by the hot gases inhabiting various regions of the galaxy. It is in these scattered pockets, researchers believe, that stars are born. "The radiation comes out at particular wavelengths," explained physics Professor William Kraushaar, the project's principal investigator. "Wavelength is a good diagnostic. It tells about the temperature, composition and spatial structure of the gas." And with the \$2.1-million instrument, scientists hope to uncover vital clues about the violent phenomena that heat the gases.

Growing Potatoes

Thanks in part to the new opportunities created by the shuttle program, such seemingly down-to-earth pursuits as materials-processing and potato growing are part of the nation's space research efforts. For example, John Perepezko, a metallurgical and mineral engineering professor here, is on a NASA advisory committee concerned with learning more about processing materials in the shuttle's microgravity environment. The position stems from his campus research into "containerless processing"—the making of metal alloys, for example, without placing the ingredients in a crucible. The reason is that any impurities in the container may induce non-uniform solidification of a molten mixture, resulting in structural defects. Instead, in containerless processing, a molten mixture can be brought to well below the freezing point, and then its solidification controlled uniformly. Some of the techniques being tested in space, Perepezko said, may be applicable to earth-based material-processing operations. In fact, with a specialized instrument called a "drop tube," he can simulate microgravity conditions in his laboratory.

If the research of horticulture Professor Theodore Tibbitts is successful, astronauts on extended missions—or those aboard a space station—may spend some of their time tending a potato garden. "During long flights it's very expensive to take along enough oxygen, water and food, or to replenish them periodically from earth," Tibbitts said. "NASA would like to build a closed system in which these three essentials are continuously regenerated within the space craft." Potatoes—which have an extremely high yield rate per square meter—as well as wheat and soybeans meet NASA's criteria for efficient growth and a good diet. Potatoes would supply astronauts with needed calories and quite a bit of protein. In one phase of his project, Tibbitts is trying to develop a variety that will produce under continuous light. □

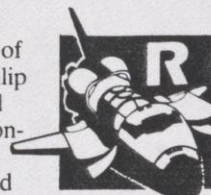
M.B.

mission veteran John Young, before the flight. "If he drops his pencil, he's going to be in trouble, and if the ground is trying to talk to him while he's trying to maneuver, something may get lost in the shuffle."

Those aerial acrobatics were far more complicated than the ones Shaw used to perform in an old Tri-Pacer he and a friend, Dave Kennison, bought while still in school here. "But from then on, flying was it for him," said Kennison, now a computer specialist in Madison who was on hand at Kennedy Space Center for the *Columbia*'s launch. "That and playing in our band." Shaw was lead singer and guitar player with "The Gentlemen," a rock band that put on colonial costumes for their gigs around town.

These interests didn't get in the way of Shaw's studying, though. Said Prof. Philip G. Kessel, now chairman of mechanical engineering, "Brewster was an exceptionally good student. In fact, one of the best I ever had. And he always said he'd be an astronaut."

While he was completing his master's degree, Shaw married Kathleen Anne Mueller '70, a Madison native. After graduation he enlisted in the Air Force and served two tours in Vietnam, earning two Distinguished Flying Crosses. Then, while he was instructing at Edwards Air Force Base, he applied to become an astronaut, and in 1978 was one of thirty-four chosen from more than 9,000 candidates.



Robert Parker, who still holds the rank of honorary fellow in our astronomy department, followed a different route into space.

He completed his doctorate at the California Institute of Technology in 1962 and was lured here by the space research then underway at our observatory at Pine Bluff. There, under the direction of Prof. Arthur Code, our astronomers and technicians were building telescopes, spectrometers and electronic sensing devices for what would become the nation's first orbiting observatory. Parker was made an assistant professor a year after his arrival, and the next year became supervisor at Pine Bluff. His primary research interest was the interstellar medium—the soup of gases and particles lying between the stars.

When NASA announced in 1966 that it was expanding its astronaut corps to include scientists with or without aviation experience, Parker applied "just to see if I could make it." A year later, he and his wife Judy and their two children were headed for Houston, where he would begin a year and a half of flight training. He was one of eleven scientists admitted, "the ultimate end—or maybe the beginning—of a determined desire I've had since the fourth grade, that of becoming an astronomer up there in space," Parker said. While he remained earthbound for the most part, his duties over the years included serving as "capsule communicator" for two Apollo moon missions as the link between ground control and the craft.

Both men carried UW mementos with them on *Columbia*'s voyage. Shaw brought a replica of the sifting-and-winning plaque; Parker, a filmstrip that records how far the nation's space program has come in two decades. It contains the first photographs of stars ever taken during a manned space mission, accomplished with cameras mounted on an X-15 rocket flown in 1965. That experiment was directed by UW astronomers utilizing equipment designed here. □



Engineering alumnus Shaw was one of two pilots; Parker (inset), formerly of our astronomy department, helped conduct a battery of experiments.

DISTINGUISHED SERVICE AWARDS

'84

*For
outstanding
professional
achievement
and continuing
dedication
and service
to the
University
of Wisconsin
through
alumni
citizenship.*



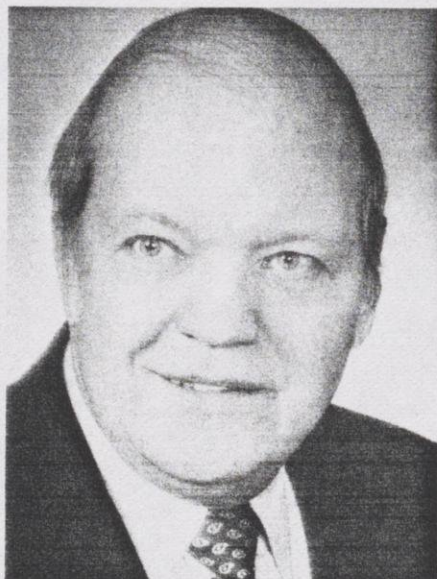
James McManus '55



Joyce Mickey Erdman '46, '47



Clare Rice '43



Frederick Stender '49, '51

*The
awards
will be
presented
on Saturday,
May 12,
at the Alumni Dinner
on Alumni Weekend.*

Forbes, Fortune, the New York Times and Inc. are writing about James McManus '55. They say he is innovative, adventurous, creative, a down-to-earth businessman possessed of a remarkable ability to analyze consumer behavior. He is the chairman and president of Marketing Corporation of America, a Westport, Conn., firm he founded in 1971 with a staff of four. Today it's the country's largest distributor of cents-off coupons, an operation which, when combined with its ten Baker's Garden and Tanglewood restaurants, is expected to approach \$300 million in sales by 1985.

McManus was born in Milwaukee and grew up in Whitefish Bay. As a boy he spent his summers on his grandparents' farm in Ozaukee. He came to the University chiefly because he wanted to go to college and couldn't afford to go elsewhere. "It wasn't until late in my freshman year that I began to feel really excited about learning. It was the freedom to explore. I remember going one afternoon to a ROTC meeting and on the same day stopping in at a Labor Youth League rally. The diversity of choice here, in and out of the classroom, was amazing.

"I decided on a business major simply to survive. I did not come from a family that had much; there was no discretionary income at home when I was growing up. I focused on economics early because money seemed to offer the ability to control my own destiny and the power to be generous." He was initially unsure whether to become a CPA or a lawyer or to enter advertising. In the end he opted for a degree in marketing. He put himself through school selling shoes for Spoo and Sons; holding down a meal job at his fraternity, Kappa Sigma; working construction in the summers; and sorting mail for the post office during Christmas vacations. "I discovered that the more jobs I held, the better my grades became."

He remembers a barrage of stimulating courses. "I recall for the first time not being afraid to stick my neck out and make mistakes; the atmosphere encouraged that." Although his schedule was demanding, McManus says it was an easier time on campus. "We weren't the distracted generation. Social values were simpler. Eisenhower was in the White House. TV had just come in. We were more focused and had fewer options than the generation that came after us." He belonged to the Intra-Fraternity Council and the Student Senate, played intramural sports, served as president of Kappa Sigma and met his future wife, Nancy Nicolet '55. (They now have four children.) He chose to meet with only one job interviewer his senior year, Procter and Gamble. "I decided to go big or go home. I got the job, and they held it for me while I earned an MBA at Northwestern." He worked for P&G until '64, then joined the Glendinning Companies, serving as group vice-president and director before leaving to launch MCA.

McManus preaches participation at his firm and practices it in his community. He belongs to numerous clubs and is active in Republican national politics. On the local level, he pledges 5 percent of MCA's profits to Westport. These contributions have built a playground, purchased an ambulance, and helped fund a new public library. He is equally active in his support of the UW. He has endowed a chair in the School of Business and is a member of the UW Foundation, the Bascom Hill Society and WAA. "I suppose the reason I give to the University is because someone else did so before me. I appreciate that. I know of few schools where the commitment to an open academic voice remains so important. It must be that 'sifting and winnowing' strategy they plaster on our foreheads."

Joyce Mickey Erdman has a lot of firsts to her name: first woman president of the Wisconsin Student Association, first woman elected to lead the Village of Shorewood Hills and first to be named president of the UW-System Board of Regents. That list implies she's a doer, and she is, even when others might not think to become involved. A case in point: in the '60s, dutch elm disease decimated the beautiful arch of elms along Langdon Street. "No one in the city or at the University was doing anything to replace them, so I recruited my neighbor and we went door-to-door, collecting money. The next spring a bunch of us went up and down Langdon planting trees." Erdman has been called strong-minded, enthusiastic, opinionated and articulate. "I don't see things simply in black and white, but there are times when one has to come down on one side or the other, and I will do that."

She was born and grew up in Washington, D.C., among a family intensely interested in the social problems of the day and actively involved in politics. She remembers it as an exciting time to be young: "It was the era of the New Deal, a period of tremendous social change and of great hopes for profound social revolution." During World War II, she left school at Middlebury College to work for the National Bureau of Labor Statistics. The job gave her a lifelong interest in economics. As the war drew to a close, she came to the University, drawn by its excellence in that field.

She took her BA degree in '46 and her MA in '47. "It meant a lot to me to come from a small school to a major university where some of the leading scholars in the world were teaching. People like Max Otto, the great humanist philosopher, were a major influence here. They had a way of looking at the world and transforming it into a better place." Of her election as the first woman president of WSA she says, "There was a lot of ferment on campus then. I won chiefly because the timing was right." She was a member of Delta Delta Delta and married Marshall Erdman '48 during her senior year. They raised four children, three of whom are graduates of the UW. It wasn't until they were grown that she became active again in public life. She served as president of the Village of Shorewood Hills from 1973 to 1977.

In 1975 the governor appointed her to the Board of Regents. "For the next seven years I spent an enormous amount of time reading and talking and traveling around the state in connection with the University. The most rewarding aspect of those days was helping to make the new merger of the UW System work smoothly." After retirement as president of the board, she helped to establish the Regents Professorship, a systemwide chair bestowed on faculty from a wide range of disciplines.

During her long years of community service, she has been chairperson of the University Hospitals Council of Trustees and a member of the Wisconsin Board of Vocational, Technical and Adult Education. Currently she is on the Governor's School Finance Task Force and on the Board of Visitors of the School of Business. She is secretary of the Rustic Roads Board of the State Department of Transportation, president of the Madison Alliance for Children and Youth, and president-elect of the Wisconsin Academy of Sciences, Arts and Letters. She also sits on the board of directors of her husband's architectural firm, Marshall Erdman & Associates.

She is a life member of the Wisconsin Alumni Association as well as a member of the UW Foundation and the Bascom Hill Society. "Madison is unique in its eclectic atmosphere. A sense of freedom pervades the campus, an openness to diversity. That was new to me in the '40s and it's still special today."

Clare Rice believes that he would have had an entirely different career had he not come to the UW. He once thought of studying architecture at the University of Minnesota, but instead has spent nearly four decades in aviation electronics, working on sophisticated aircraft communication and navigation control systems. "I was pulled to the UW by its reputation and the academic challenge." He grew up in Eau Claire where he first became intrigued with airplanes when a neighbor built a biplane, and with electronics from a high school radio club.

He worked for several years after graduation from high school, and continued to do so once he arrived here at the University. He put in over thirty hours a week as a studio engineer at WHA. He also held a job with the Memorial Union's catering staff and remembers serving many a meal in Tripp Commons.

He majored in electrical engineering because he liked the "precision and the neatness of it. It combined my interest in radio with a field that I believed had a good future." He belonged to Kappa Eta Kappa, an engineering fraternity, and to the American Institute of Electrical Engineers, of which he is a life member. He recalls enjoying the integrated, autonomous environment of the Madison community and remembers his UW professors as brilliant men, "outstanding in their fields. They were so much older than we and yet still interested in us as individuals. Professors like 'Wild Bill' Kiekhofer were especially gifted at communicating with undergraduates."

Rice earned his BS in 1943 and immediately entered the Naval Air Force. He flew until 1946, and is today a retired lieutenant commander in the Naval Air Reserve. He has been a licensed pilot for thirty years.

Following the war's end, he received a degree from the St. Paul College of Law, then began his career in aviation electronics, holding engineering, marketing and general management positions with Northwest Airlines, Aeronautical Radio, Inc., and the Bendix Corporation. He joined Collins Radio Company in Cedar Rapids in 1968, serving as vice-president of aviation marketing. In 1972 he was named vice-president and general manager of its avionics division. Following the company's merger with Rockwell International, he was appointed president of the Collins Avionics Group, in 1977. The same year he became president of the avionics and missiles group of Rockwell, from which he retired last year. During Rice's tenure with the company, it was involved in a variety of major aerospace projects, including the *Mercury*, *Gemini* and *Apollo* programs and the *Columbia* shuttle missions (For another UW connection with *Columbia*, see page 12).

He is on the board of directors of the General Aviation Manufacturers Association, was its chairman in 1979, and has won its distinguished service award. He served as director of St. Luke's Methodist Hospital, the Cedar Rapids Chamber of Commerce and the Cedar Rapids Symphony Orchestra. He is currently chairman of the Cedar Rapids Municipal Airport Commission and serves as a director of Merchants National Bank and as a trustee of Coe College. He is a charter member of the Aviation Hall of Fame and a member of the Wings Club of New York. He is listed in *Who's Who in Aviation* and *Who's Who in America*. In 1979 the UW School of Engineering awarded him its Distinguished Service Citation, and he holds an honorary Doctor of Engineering degree from the Rose-Hulman Institute of Technology. He is a registered professional engineer in Minnesota and in the District of Columbia.

Rice has been an involved supporter of the UW, having served as co-founder and president of the Alumni Club of Eastern Iowa and as president of WAA. He is a member of the UW Foundation and the Bascom Hill Society. He and his wife Elaine have three children, one of whom is a former Badger. Since retirement he divides his time between Cedar Rapids and San Diego and has remained active in a number of consulting and business ventures.

When he was a senior in high school in 1943, Fred Stender traveled down from Green Bay to visit friends at the University. He spent the weekend in the dorms, took in a Wisconsin-Notre Dame football game, and went home hooked on Madison. "To my mind, the UW was *exactly* what a college should be." It was a while before he made it back, however. With the war on, Stender enlisted in the Navy. He served aboard a supply ship in the Yellow Sea, and returned to enroll with other veterans in 1946.

He involved himself in a variety of campus activities, working on WSA committees and becoming regional president of the National Student Association. "NSA had a far-out reputation. I wasn't very conservative, but I wasn't radically liberal either. I participated because I wanted to balance out the extremes." He served on the Summer Student Board and, as a Sigma Chi, on the Intra-Fraternity Council. He helped win state legislative approval to stage the centennial prom of 1948 at the Capitol, as it had been in the early days. "We built a raised platform in the rotunda, invited Lawrence Welk's band to play, and danced all around the first floor and the balcony."

He majored in business, specializing in accounting. "Fay Elwell was dean of the School of Commerce, as it was called then. He expected seniors to look like young businessmen. So during our fourth year, we all wore felt fedoras—Dean Elwell's hat—to class to show that we were ready for the real world."

After graduation in 1949, Stender went on to earn a law degree here. "I had Prof. Herbie Page for contracts; he was phenomenal, a brilliant man who was close to eighty and still teaching! Nathan Feinsinger, a prominent arbitrator in the '40s and '50s, taught labor law, and he was another one who made a profound impression on me." Stender returned to Green Bay and practiced law for a year, then married Ann Risdon '50, and moved into industry. He became president of Bingham and Risdon, General Packaging Corp., and Bromann Manufacturing Company, all food-equipment firms. In '71 they were sold to Hercules, Inc., and the Stenders moved to Minneapolis, where he was national sales manager for one of its subsidiaries. In 1973 he returned to Madison as president and chairman of Madison National Life Insurance, a company he helped found ten years earlier. "To see that firm grow from one of the smallest in the state to a strong financial institution has given me a tremendous sense of accomplishment," Stender said. Earnings increased thirtyfold under his leadership, and the company was recently bought by the Independence Holding Company of Stamford, Conn. Stender still serves as president and director. He is also president of the Madison Company; a director of the Independence Holding Company of Stamford and the M&I Bank of Middleton; and president and partner in Cherrywood Farms, which is a Madison stable of seventy hunter/jumper horses, one of the largest in the area.

No matter where he's lived, Stender has stayed active in community service. He's taken a special interest in the Madison Civic Music Association, serving as its treasurer and president. "I've always loved all kinds of music—dixieland, big band, classical. So it seemed natural to become involved with the CMA. While I was president, we took the giant step of becoming tenants of the Madison Civic Center, putting our symphony into a first-class setting." He is a director of the Methodist Retirement Center, the Methodist Health Services, and the Methodist Foundation.

He has also been a strong supporter of the University. He was president of both the Green Bay and the Twin Cities Alumni Clubs and of WAA. In the '60s he served on the University Board of Visitors. "We talked with and assessed the needs of hundreds of students and got the SOAR (Summer Orientation and Advising for Registration) program off the ground." His three oldest children are graduates and his youngest plans to attend in another year. He is a life member of WAA and belongs to the Bascom Hill Society, the UW Foundation, and the Friends of the Elvehjem Museum of Art. □

—CH

The Case For The Courtroom Camera

Visual coverage of trials was banned for years.
But now the evidence indicates
a camera can mean a better trial.

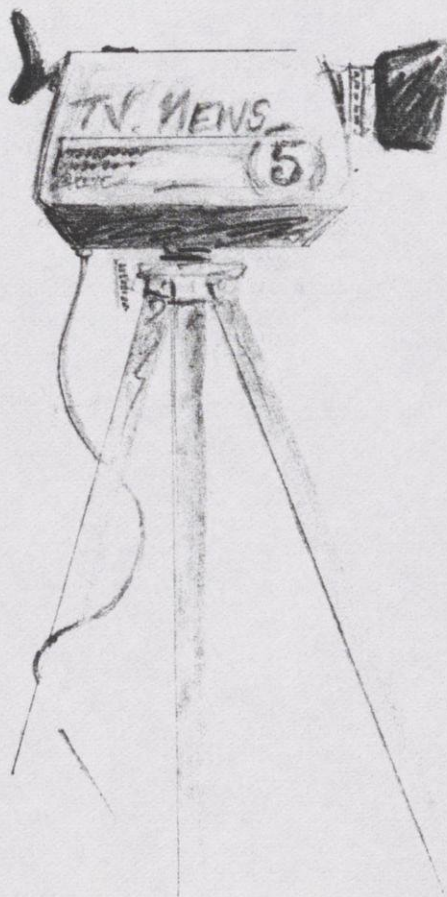
By James L. Hoyt '65, '67, '70

Dir., School of Journalism
and Mass Communication

The average American household watches more than six hours of television a day, and with the constant parade of law enforcement themes in our entertainment programs, one might expect us to be familiar with the intricacies of our court system. Yet a study just released provides some surprises as to how little we really know about our most basic principles of criminal justice. The research, funded by The Hearst Corporation, reports that half of all Americans incorrectly believe that the person accused of a crime must prove his or her innocence. Even we with college educations are not experts; 31% of us hold this same misconception! And 45% of all Americans believe a district attorney's job is to *defend* an accused who cannot afford a lawyer.

This lack of public understanding has been the cause of substantial discussion by lawyers and judges as well as others. And important among those others are the mass media. As the source of most of the public's information, television and newspaper people are concerned. (The study found that 54% of Americans say they "frequently" get their news about the courts from television, 51% "frequently" from newspapers.)

Of the various institutions affected by this lack of public understanding of criminal justice, the mass media are best equipped to actually do something to combat the problem. Journalists have



Illustrations/Bill Feeny

joined a call for better, more thorough, more accurate, and more comprehensive reporting of our justice system. The courts have traditionally held that the public and the press have a right to attend trials, reaffirmed by the US Supreme Court as recently as 1980 in *Richmond Newspapers vs. Virginia*, when it termed this a right "implicit in the guarantees of the First Amendment." But over the past ten years this argument has taken on a slightly different focus. The question has become: should journalists be permitted to use modern tools of their trade—video and still cameras—when covering those public courtrooms?

The press argues that these are now as essential to their reporting as pens and paper were 200 years ago. Nevertheless, camera coverage of courtrooms had been barred in most states since the 1930s. The controversy has centered on the apparent conflict between the First Amendment guaranteeing a free press and the Sixth Amendment guaranteeing a fair trial. What if you can't have both? Which amendment takes priority?

The debate has typically found journalists on one side, lawyers and judges on the other. Over the years the legal profession has had the upper hand, but this has not prevented media organizations from lobbying supreme courts and state legislators.

In Wisconsin and Florida, they worked determinedly for the use, at least experi-

mentally and under rigid control, of cameras in the courtroom. Here in Wisconsin, the leadership was taken largely by members of the Milwaukee chapter of the Society of Professional Journalists, most of whom were employees of The Journal Company. In Florida, it was spearheaded by representatives of the Post-Newsweek Company, which owns major television stations in both Miami and Jacksonville.

Efforts began to succeed by 1977, and when a few states opened their courtroom doors—ever so slightly—to cameras, Wisconsin and Florida were among them.

Today forty states have adopted some type of policy permitting camera coverage of state courts. Some are still experimental. Others have converted to permanent rules which, in most cases, limit such things as the number, the movement, and the obtrusiveness of the cameras, and typically prohibit the use of additional lights, microphones, or other potentially distracting equipment.

One issue on which the states vary considerably, however, is that of whether or not trial participants can refuse to be televised. In most states, witnesses and others are permitted to veto camera coverage of their courtroom appearance. A few states—again notably Florida and Wisconsin—stop short of this option. In both states judges *can* order cameras turned off, but they may make that decision based on the details of the case. In Florida a participant who desires to not be photographed has a substantial burden of proof to convince the judge of this. Wisconsin's rules require a participant to ask the judge to order cameras turned off, but Wisconsin judges do not have a carefully specified criterion to follow as do Florida judges.

Overall, the national experience has been without major problems. To be sure, judges, lawyers, and prosecuting attorneys have expressed their concerns, but in state after state those concerns have turned out to be unjustified. Prosecutors were afraid cameras would make already reluctant witnesses even more reticent to testify, but the fact that they can veto camera coverage of their testimony has made this a non-issue in those states. And in Wisconsin, Florida, and the few others which permit judges to make the determination, compelling reasons have been recognized; witnesses such as rape victims have typically not been photographed.

Judges were concerned that prosecutors, up for re-election, would play to the cameras, and attorneys have worried that judges would do the same. As it turned out, neither worry was well founded. It appears that the public, looking through the lens of the camera, has effectively constrained legal behavior in such a way that trials have run as smoothly with cameras present.

And just as groundless have been fears



The controversy has centered on the conflict between the First Amendment guarantee of a free press and the Sixth Amendment guarantee to a fair trial.

that trial participants would be distracted by the cameras. Compared to the newspaper reporter taking notes during vital testimony or the flamboyant sketch artist who performs from the first row of seats behind the bar, a silent, almost hidden video camera in the back corner of a courtroom can hardly be considered distracting.

These conclusions are supported by research on the impact of courtroom cameras in states such as Florida, Wisconsin, California, and Arizona. An Arizona study in 1983 found that 91% of its judges said that cameras have *not* affected the dignity of the proceedings; 88% of the witnesses and jurors said photo equipment did not make them nervous, and 93% said the equipment did not distract them.

In 1981 the US Supreme Court received its opportunity to decide the constitutionality of courtroom photography over the objection of a participant. The case involved two off-duty Miami police officers convicted of burglary who appealed their case on the grounds that they failed to receive a fair trial because, over their objections, it had been televised. In *Chandler and Granger vs. the State of Florida*, the Supreme Court unanimously ruled that the televising of trials, even over the objection of the defendant, is within the bounds of the Constitution. This landmark ruling neither endorsed nor opposed television in the courtroom; it simply said that it was constitutional. This decision spurred a number of additional states which had not yet committed on the issue to implement courtroom camera policies without the fear that cases would be overturned on appeal.

Opponents have included other issues as well. They frequently question the public value of televising trials. They point out that media coverage typically concen-

trates on bizarre, sensational crimes, crimes that could give the viewing public a distorted impression of criminal justice. Journalists rebut with the claim that newsworthiness is a legitimate criterion for their decision on whether or not to cover a trial; that the presence of cameras doesn't alter the news. Generally, they agree among themselves that it's better for the public to get a first-hand look at the courts than to be relegated to hearing or reading a second-hand account.

Concern that witnesses would become flustered, would forget, or would distort their testimony under pressure from the camera was tested a few years ago in research I conducted here at the University. The results surprised even the strongest advocates of courtroom television. Not only did witnesses not forget or distort their testimony when they were televised, they gave longer, more complete, and more thorough answers to questions. More important, the additional content of their answers was correct, to the point, and appropriate to the topic of their testimony. If these results were duplicated in an actual courtroom one could argue that televising could lead to *fairer* trials because the witnesses would give more complete and accurate testimony.

In Wisconsin, the Supreme Court's Committee to Monitor Courtroom Cameras, chaired by UW political science Professor Emeritus David Fellman, surveyed judges during the one-year experiment (1977-78) and found that 80% supported cameras in their courtrooms while only 14% opposed them. One key judge admitted, "Television in my courtroom has had a significant effect on one thing only: the length of time it takes me to select my tie each morning." With judicial support, with a lack of evidence to substantiate many of the lawyers' fears, and with strong endorsements from the media, in most states courtroom cameras appear to be here to stay.

Ever since Perry Mason began in prime time in 1957, television viewers have seen a constant parade of lawyers, police officers, judges, district attorneys, private detectives, and criminals in their entertainment programming. Interestingly, this trend is up in the 1983-84 television season. Thirteen prime time series on ABC, NBC, and CBS center around some aspect of law enforcement.

But for the past several years courtrooms have been as likely to show up in newscasts as they are in dramas. Thus, with this better balance, American media consumers will likely obtain a more realistic glimpse into the actual workings of their criminal justice system. The evidence continues to accumulate; cameras, when used responsibly in our courtrooms, do not hinder fair trials; they provide the public with an effective first-hand view of our criminal justice system in action. □

The News

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This list serves as a reminder only. Clubs have sent early mailings to their members. For the most part, these are Founders Day observances; the faculty person named is the guest speaker.

This anticipatory nausea, one of the side effects of chemotherapy, is being analyzed by campus researchers. They hope to combat the side effects with minimal use of drugs said Howard Leventhal, a psychology professor.

Nerenz, Leventhal and staff at the University's Clinical Cancer Center have been working with 240 chemotherapy patients for three years under a National Cancer Institute grant. It is the first such study in the nation.

The patients, who suffer from breast cancer and lymphoma, kept diaries and were interviewed by researchers five times over six-month periods. In analyzing the results, they have found that nausea in anticipation of cancer treatment most often strikes younger patients; that it is more frequent in patients taking metallic-tasting medications; and that it is more likely to hit those being treated for cancer than those being treated to prevent its recurrence after surgery.

The NCI recently awarded the researchers another three-year grant to develop effective and economical measures for fighting the effects. Possible treatments might include taste blocking candies or simple, inexpensive relaxation treatments.

Leventhal said the researchers are now developing and testing three separate stress treatments aimed at improving patient tolerance for chemotherapy. The test programs will include specific tactics for coping with the stress caused by side effects.

Joel McNair

Curriculum And Instruction Receives High Ranking

The graduate program in the department of curriculum and instruction has been ranked one of the five best in the US and Canada by a Michigan State University study.

The top five, (in alphabetical order because the list was otherwise unranked), were Columbia University's Teachers College, Ohio State University, Ontario Institute for Studies in Education, Stanford University and the University of Wisconsin-Madison.

The department chairpersons contacted were asked to choose schools they felt rated highly in terms of quality of students graduated, quality and output of faculty, and the program content itself.

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AKRON/CLEVELAND: April 12, Dean of Students Paul Ginsberg. Info: Mark Fresh, 666-8763....ALBUQUERQUE: May 4, Robert H. Bock, dean, School of Business. Info: Phil Schlichting, 888-7666....ASHLAND: April 25, Bernard Easterday, dean, Veterinary Medicine. Info: Lynn Lang, 682-6790....ATLANTA: March 17, Wisconsin Singers. Info: John Jeffreys, 255-5502....AURORA: April 7, John Ross, dir., Ag. Journalism. Info: Loren Pless, 369-1964....BOSTON: April 1, Robert Samp MD, Human Oncology. Info: Don Bade, 465-7859....BURLINGTON, WIS.: March 15, John Ross, dir., Ag. Journalism. Info: Greg Nelson, 763-8236....CEDAR RAPIDS: March 29, William Birkemeier, chmn., Elec. and Computer Engineering. Info: Joe Trecek, 364-3381....CHARLESTON: April 14, Dean of Students Paul Ginsberg. Info: Diane Heinecke, 727-8498....CHICAGO: April 11, Robert O'Neil, president, UW System. Info: Steve Sills, 251-8698....DALLAS: March 23, L&S Dean David Cronon, Info: Bill Komlo, 867-6018....DENVER: April 13, Basketball Coach Steve Yoder. Info: John Gable, 755-7676....DETROIT: April 8, Chancellor Irving Shain. Info: Ed Adams, 337-8823....DULUTH/SUPERIOR: April 26, Bernard Easterday, dean, Veterinary Medicine. Info: Tom King, 394-7129....EAU CLAIRE: May 3, Dean of Students, Paul Ginsberg. Info: Steve Weld, 839-7786....FOND DU LAC: April 25, Robert O'Neil, president, UW System. Info: Mike Mentzer, 923-1273....FORT ATKINSON: April 29, Robert Samp MD, Human Oncology. Info: Catherine Crowley Lorenz, 674-4748....JANESVILLE: March 30, Wisconsin Singers. Info: John Wickhem, 752-5124....JEFFERSON: April 24, James Hoyt, dir., School of Journalism. Info: Peter Thomson Jr., 674-3528....KANSAS CITY: March 15, Robert Schilling MD, Nutritional Science. Info: Jon Braatz, 932-7149....KENOSHA: April 12, Chancellor Irving Shain. Info: Dan Ruffalo, 658-2582....KOKOMO: April 6, UW Foundation President Robert Rennebohm. Info: Tom Endres, 459-2593....LA CROSSE: April 10, Mike Leckrone, dir., UW Bands. Info: Sharon Imes, 784-8071....LOUISVILLE: March 29, Elroy Hirsch, A.D., Info: Bill Swanson, 895-4054....MANITOWOC: April 10, Basketball Coach Steve Yoder. Info: Greg Scherer, 684-0179....MARINETTE: May 4, Jack Kellesvig, dir., New Student Services. Info: Sarah Thomas, 735-3371....MARSHFIELD: April 4, State Supreme Court Justice Shirley Abrahamson. Info: Andrea Harkins, 384-4845....MERRILL: April 3, Dean of Students Paul Ginsberg. Info: Ron Henrichs, 536-7070....MONROE: April 30, Mike Leckrone, dir., UW Bands. Info: Martha Etter, 325-4442....NEW YORK: April 27, Verner Suomi, dir., Meteorology. Info: Peter Leidel, 832-3619....PHILADELPHIA: April 2, Robert Samp MD, Human Oncology. Info: Joan Kuhinka, 527-2186....PITTSBURGH: April 9, Jonathan Pellegrin, WAA president. Info: Paul Vekasy, 221-2879....PLATTEVILLE: March 25, Leo Walsh, dean, Ag and Life Sciences. Info: Bernard Keller, 943-8451....QUAD CITIES: March 30, William Birkemeier, chmn., Elec. and Computer Engineering. Info: Rod Gasch, 752-4624....RACINE: April 10, Music School Ensemble. Info: Robert Palm MD, 632-7525....RHINELANDER: May 3, Robert O'Neil, president, UW System. Info: Karl Runge, 369-2892....SALT LAKE CITY: April 14, Basketball Coach Steve Yoder. Info: Robert McQuarrie, 974-8251....SAN ANTONIO: March 22, L&S Dean David Cronon. Info: Dick Lathrop, 225-4419....SHEBOYGAN: April 12, Max Carbon, chmn., Nuclear Engineering. Info: Tom Manning, 458-2184....ST. LOUIS: March 14, Robert Schilling MD, Nutritional Science. Info: Chuck Schrader, 781-8505....STEVENS POINT: March 13, Wisconsin Singers. Info: John Norton, 341-8142....STURGEON BAY: April 28, Robert Ragotzkie, dir., Sea Grant Institute. Info: Gary Chaudoir, 854-5245....TAMPA: March 18, Wisconsin Singers. Info: Brian Burek, 229-7201....TITUSVILLE, FLA.: March 20, Wisconsin Singers. Info: Jay Donnelly, 269-5670....TOMAH: April 23, Mike Leckrone, dir., UW Bands. Info: Jean Eggleston, 372-5576....TWIN CITIES: Date changed to April 13, Hockey Coach Jeff Sauer. Info: Russ Nelson, 920-5996....VIROQUA: March 20, Bernard Easterday, dean, Veterinary Medicine; April 8, Wisconsin Singers. Info: Reggie Destree, 634-4912....WASHINGTON, DC: April 26, Verner Suomi, dir., Meteorology. Info: Richard Winch, 299-3530....WATERTOWN: March 28, Crew Coach Randy Jablonic. Info: Gary Palmer, 261-6767....WAUSAU: March 29, Hockey Coach Jeff Sauer. Info: Jeff Evans, 842-9842....WEST BEND: March 20, Basketball Coach Steve Yoder. Info: Art Falk, 677-3609....WICHITA: April 28, Eunice Meske, dir., School of Music. Info: John Pearson, 263-8400....WISCONSIN RAPIDS: April 29, Wisconsin Singers. Info: Peter Smart, 423-2000.



SEEMS LIKE OLD TIMES

ALUMNI WEEKEND '84

MAY 10-13

ALUMNI HOUSE
WISCONSIN CENTER
WISCONSIN UNION

A great weekend for all alumni,
with special reunions for the classes of
1900-1933, 1934, 1939, 1944, 1949 & 1954.

Thursday, May 10

- Registration for class of 1934.
- Seminars (2:30-3:30 PM).
- Class of 1934 reception and dinner.

Friday, May 11

- Registration & open house for all classes.
- Seminars (10:00-12:00 NOON).
- Half Century Club Luncheon.
- Seminar (2:30 PM): "The Social Security System—Is it Secure?" by Wilbur Cohen, '34, former Secretary of Health, Education and Welfare.
- Class receptions and dinners.

Saturday, May 12

- Open house for all classes.
- Class luncheons.
- Alumni Dinner in Great Hall, Memorial Union, highlighted by presentation of our Distinguished Service Awards and our Excellence in Teaching Award, recognition of outstanding students, and a concert by the Wisconsin Singers. Dinner preceded by a no-host cocktail party in Tripp Commons.

Sunday, May 13

- Morning open-house for all returning alumni at the Chancellor's residence, 130 N. Prospect Avenue.

-----Detach and mail-----

Wisconsin Alumni Association
650 N. Lake St., Madison 53706

Send me _____ tickets for 1984 Alumni Dinner, May 12 at 6:30 PM, \$15 per person.

Name _____

Address _____

City _____ State _____ Zip _____ Class _____

The News

continued from page 20

Women's Law Review To Be Published Here

The first issue of the Wisconsin Women's Law Review is scheduled for publication next fall. Its law student organizers are short on funding but long on topics they would like to see examined in the publication. "There are lots of issues that have received little attention in the law school curriculum and in traditional law reviews," said an editorial committee member, Debbie Katz, a third-year student.

The journal will provide an outlet for research on problems that are of particular concern to women. Among possible topics are marital property reform, equal pay for comparable worth, employment discrimination, surrogate motherhood, marital sexual assault and equal protection for lesbians in the military.

Information about contributions or subscriptions to the new publication is available from the Women's Law Review, University of Wisconsin Law School, 975 Bascom Hall, Madison 53706.



Environment & Design student in the School of Family Resources & Consumer Sciences

Home Ec Program Ranks 7th In Nation

The home economics undergraduate program ranked seventh among 551 institutions granting a degree in the field, according to Dean Elizabeth Simpson of the School of Family Resources and Consumer Sciences. The Grouman Report, a ranking of undergraduate programs in American and international universities, is published by National Education Standards. It rated the Madison FRCS program 4.58 on a five-point scale. Cornell ranked first, followed by Penn State, Purdue, Iowa State, Minnesota, Michigan State and Wisconsin.

Specialist Helps Students Overcome Learning Disabilities

Learning disabilities are the second most common handicap, yet they often go unrecognized. Such disabilities are a fact of life, however, for a number of UW students. To help them cope with coursework, the University recently hired its first LD specialist,

Loring Brinkerhoff. He is on the staff of the McBurney Resource Center, a support service for students with disabilities, and is completing doctoral work in the department of behavioral disabilities.

Brinkerhoff said the condition can take many forms, including difficulty comprehending language, expressing oneself, un-

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7500 Miles On A Bike

Kenneth Schroeder '80 is biking his way from Cairo to Cape Town in a 7500-mile trip that will take him the entire length of Africa. The twenty-seven-year-old social studies teacher from Kenosha left Wisconsin on February 2. His seventeen-week trek will wind through Kartoum in the Sudan; Nairobi, Kenya; Tanzania; Zambia; Zimbabwe and Botswana. About 3000 miles will be over dirt or sand roads. Aside from the chance for adventure and the opportunity to test himself to the limit, Schroeder is making the tour to benefit the Milwaukee Children's Hospital, whose staff is seeking pledges for each mile he covers.

Schroeder is an old hand at long distance cycling. In 1980 he undertook a 7000-mile tour through the US and a year later biked around Australia, a journey of more than 9500 miles. In an interview with the *Milwaukee Journal* in January, he called this kind of marathon biking a "unique experience. Physically it's a challenge. And you learn how others live when you see every inch of their country. You add a new dimension to yourself."

He spent the months before departure exercising to build cardiovascular endurance and strength. He is carrying high carbohydrate foods with him for quick energy and eating generous amounts of proteins at rest stops. "I'll probably consume about 7000 calories a day," he said in the interview. "On the last trip when I did that, I lost weight." In addition to food, he is bringing along spare spokes, four spare tires, a sleeping bag, a tent, tools and a Canadian T-shirt, just in case he runs into any anti-American feeling.

He expects to return to Kenosha in mid-May. Those interested in making pledges should contact Brian Stephen at Milwaukee Children's Hospital, 414-931-4093 or write to Milwaukee Children's Hospital/ Bicycle Africa, Box 1997, c/o Mail Station 958, Milwaukee 53201.



Badger Gifts For Badger Fans

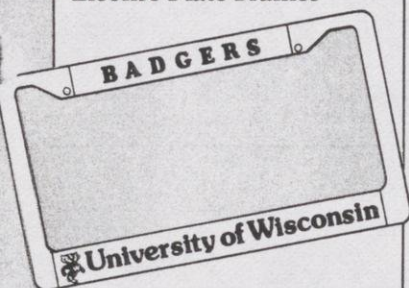
from the Wisconsin Alumni
Association Services Corporation

Our Bucky Tie for men and women



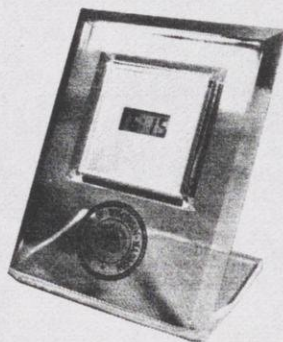
In deep red polyester. Men's is 3 1/2" wide, fully lined; women's 2" wide, squared ends to tie in bow or ascot. Bucky is woven in black-and-grey silk, 3/4" tall. \$16 to members, \$18 to non-members. Add \$1 for postage.

License Plate Frames



Be a licensed Badger fan! Frames are chromeplate on nickel-and-copper; letters red on white. \$10 to members; \$12 to non-members. Add \$1.75 for postage.

UW Clock



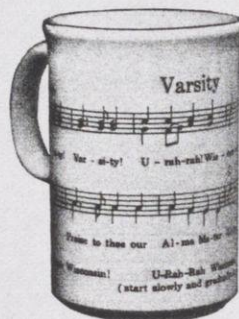
Solid state, digital. Shows month and date, too, and features the UW seal on its clean-lined lucite face. Four inches tall. \$7.50 to members; \$10 to non-members. Add 85¢ for postage.

University Crystal



Tastefully styled and etched with the UW seal. Wine carafe and four 11-oz. stemmed glasses, \$35 to members; \$40 to non-members. Four 14-oz. Old Fashioned glasses, \$25 to members, \$30 to non-members. Include \$5 UPS charge for each set ordered.

Our Varsity Mug



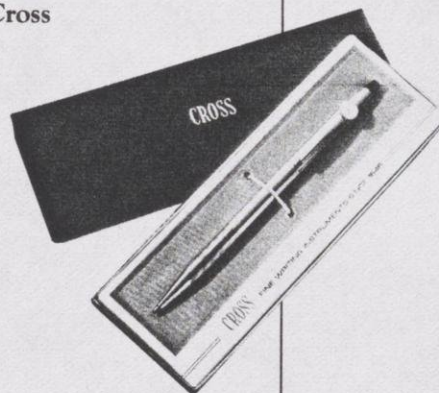
A collectible to use and treasure. It's white English ironstone, 12 ounces big, with the words and music to *Varsity* printed in red—of course! \$5.75 to members; \$7.50 to non-members. Add \$1.75 for postage.

University Chairs



Fine hardwoods with black satin-lacquer finish, hand-trimmed in muted gold and bearing the UW seal. On captain's chair, choice of black or cherry arms. Rocker \$110. Captain's chair with black arms \$120; cherry arms \$125. Shipping charges are not included; we will bill you after delivery. Please allow 10 weeks for delivery.

Pen and Pencil by Cross



Elegance and quality in choice of finishes, 10/kt. gold-filled or satin black. Lifetime guarantee. UW seal affixed to clip. The set in gold: \$50 to members, \$53 to non-members; in black: \$40 to mem-

bers; \$43 to non-members. Pen only in gold: \$30 to members, \$33 to non-members; in black: \$25 to members, \$28 to non-members. Add \$1.75 for postage.

WAA Services Corp., 650 N. Lake Street, Madison 53706

Please send the items listed below.

Here is my check for \$_____.

Name _____

Address _____

City _____ State _____ Zip _____

Phone number if ordering chairs: Home () _____; Business () _____

Items	Quantity	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTAL		_____



Mastercharge, Visa customers. To contact the athletic ticket office, use the University's toll-free line. In Wisconsin dial 1-800-362-3020; out of state, 1-800-262-6243. Ask for **Badger Sales.** **Others.** Complete and mail the coupon below, and the ticket office will send you the appropriate order blank. *Send no money with this coupon.*

The '84 Schedule

New this year: all home games at 1 p.m.

- Sept. 8—Northern Ill.
Band Day
- Sept. 15—at Missouri
- Sept. 22—at Michigan
- Sept. 29—Northwestern
Parents' Day/W Club's
and WAA's Badger Blast
- Oct. 6—at Illinois
- Oct. 13—Minnesota
Homecoming/Class of '59*
Reunion
- Oct. 20—at Indiana
- Oct. 27—Ohio State
Club Leadership Conference*
- Nov. 3—at Iowa
- Nov. 10—Purdue
W Club Day
- Nov. 17—at Michigan State

* Participants at these WAA functions will be offered opportunity to buy tickets in our special seating bloc.

Mail to:
UW Athletic Ticket Office
1440 Monroe Street
Madison 53711

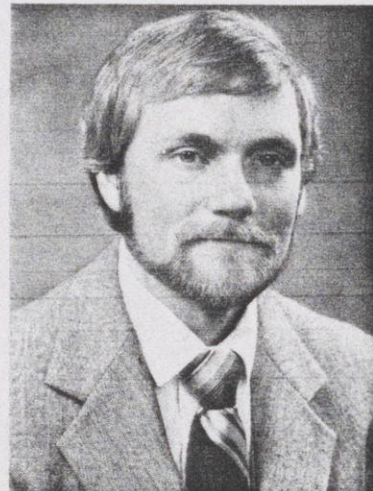
- ☐ Please send order forms for season tickets (5 @ \$12 each.)
- ☐ Please send order forms for individual games: ☐ "home," @ \$12 each.
- ☐ "Away" as soon as those schools announce prices.
- ☐ I am a life member of WAA; ☐ I am an annual member.

And whenever you're here for a game, come to WAA's open house at the Union South, 10:30 a.m. to gametime. Free coffee, juice and Wisconsin cheese; cash bar.

Member News



Schmid '52



La Fond '76, '77

30s&40s

When the US Geological Survey gave out its recent awards, one of them went to RAY E. WILCOX '33, '37, '41 for his development of a method of decreasing the time and cost of identifying the mineral constituents of rocks. The Wilcoxes live in Wheat Ridge, Colo.

JOHN L. MCGEHEE '38 of Indianapolis has retired after nearly thirty years as director of public relations for Kiwanis International.

JAMES S. VAUGHAN '38, retired as vice-president of manufacturing and a director of Milwaukee's Square D Company, has joined Lubar & Co., Inc. as a vice-president. It is a private investment company.

EDDIE KOBLITZ '35 celebrated the thirty-fifth anniversary in February of his Koblitz Communications Corporation out in Santa Monica. The firm specializes in financial and general PR, with emphasis on production of annual reports.

JEANNE SMITH '40, an MD in pediatrics and psychoanalysis in New York City, has been elected to a two-year term as president of the New York State Women's Medical Society.

CLAY SCHOENFELD '41, '49 will retire this June as director of the Office of Inter-College Programs here on the campus. The office administers summer school, among other things, an assignment Schoenfeld has held for nearly twenty years. He will remain on the journalism faculty.

SEYMOUR I. SCHWARTZ '47, an MD and professor of surgery at the University of Rochester (N.Y.) Medical Center heads briefly to the other Rochester this winter to be honored by the Mayo Medical School as a visiting professor.

One of the recipients of the prestigious German science Humboldt Award, is LAWRENCE

WILETS '48, a professor of physics at the University of Washington, Seattle. It is granted in the form of a fellowship to travel and study for a year at host universities in the Federal Republic of Germany.

50s&60s

In November, C.W. HESSELTINE PhD '50 of Peoria became the first foreigner to receive the Third Class Order of the Rising Sun of Japan. It recognizes his "distinguished services to development of Japan's soy sauce fermentation industry, improvement of its research on fermented soybean foods, and promotion and active participation in technical cooperation between the United States and Japan."

The American Institute of Chemical Engineers has among its new directors JAMES F. MATHIS MS'51, PhD'53, of Summit, N.J. He is vice-president for science and technology with Exxon, and holds, among other honors, a Distinguished Alumnus award from our College of Engineering.

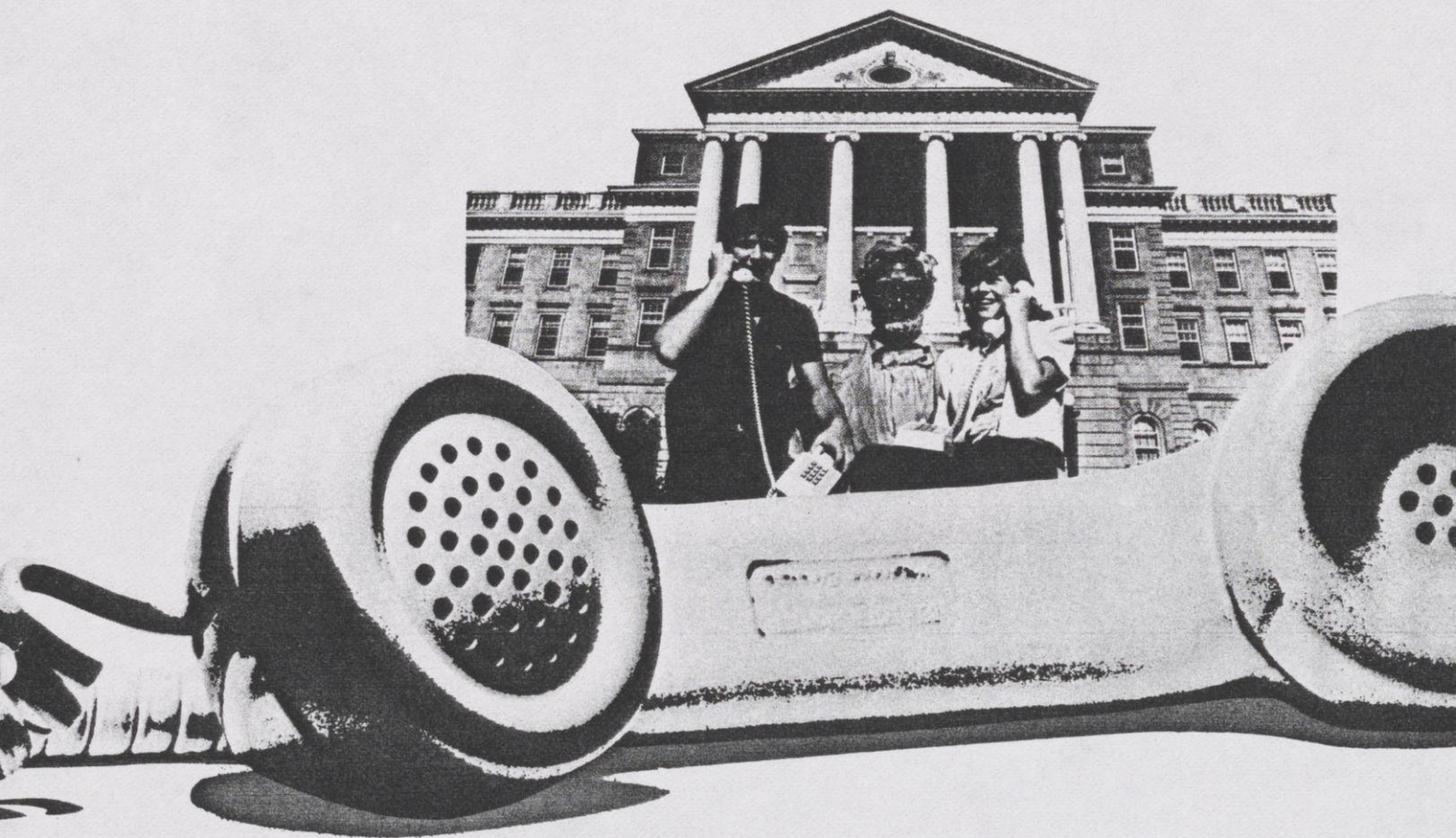
ROBERT SCHMID '52, retired as N.Y. district manager of Allen-Bradley after thirty-one years with the firm, is back in the Milwaukee area and has been appointed sales manager at Advanced Micro Systems.

ROBERT G. LINDSAY '53, '54, professor of mass communications at the University of Minnesota, was invited to Ft. Leavenworth, Kansas in November to deliver the Omar N. Bradley Lecture to the US Army Command and General Staff College.

CARLETON A. HOLSTROM '57, a partner in Bear, Stearns & Co., New York investment

continued on page 26

"Wisconsin Calling..."



When your telephone rings one evening this spring, it very well could be "Wisconsin Calling."

Telephone lines winding their way from the University Club will soon link students on campus with alumni across the country, giving them the opportunity to share their excitement and concern for the University of Wisconsin-Madison.

The strength and quality of our University depends on much more than the people and programs on campus

today; it also depends on the interest and loyal support of alumni.

"Wisconsin Calling . . ." It's a great opportunity to share your interest and questions about the University with students in the mainstream of campus life, and to respond generously to their appeal for your support.

University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608 263-4545



University of Wisconsin Foundation

Member News

continued from page 24

bankers, has been elected a trustee of Rutgers (N.J.) University.

San Francisco's Homestake Mining Company announces that RICHARD W. STUMBO '58 has joined as a vice-president of finance and chief financial officer. He has been a senior vice-president with the Western Pacific Railroad.

Air Force Col. DONALD B. BEIDLER '62 writes that he graduated from its advanced clinical dentistry residency last summer. He is now the assistant hospital commander and base dental surgeon at Grand Forks AFB.

The Rockwood Company insurance brokerage in Chicago has promoted STEPHEN H. SILLS '66 to a vice-presidency and firm membership. Steve is also president of the UW Alumni Club of Chicago.

JAMES A. KRZEMINSKI '67, '69 has been promoted to first vice-president and treasurer at Great American Federal Savings Bank in San Diego. He's been on its staff since 1974.

In Cleveland, the Central National Bank has made MICHAEL H. DESBLES '69 an assistant vice-president of its branch banking division.

70s&80s JERRY JERABEK '70 has been appointed a senior electrical project engineer at Sargent & Lundy, a Chicago engineering firm.

ELLEN M. PICK-Jacobs '72 is the new director of development at Milwaukee's Mt. Mary College. She joins the staff after three years as PR director for Manpower, Inc.

JAY J. SHAPIRO '72, treasurer of the UW Alumni Club of Los Angeles, has been elected to a partnership in the CPA firm with which he's affiliated, Lavenhol & Horwath.

E. S. Merriman & Sons, mortgage bankers in San Francisco, has as its new loan investment officer PAUL A. SCHROEDER '73.

GLENN H. PORCELAIN '75 has been ordained a rabbi by Yeshiva University and appointed to Young Israel of North Woodmere, New York.

PAUL S. BERG '76, '82 has joined the US Foreign Service and is serving in Bombay.

The Trane Company is moving JOHN M. LAFOND '76, '77 and his family from Onalaska to Montgomery, Alabama as it promotes him to controller of its transport division.

The Army news release doesn't say how he earned it, but its Achievement Medal has been presented to Sgt. ROBERT W. HAMLIN '77 at Ft. Bragg, N.C. The medal goes to soldiers for "accomplishment, meritorious service or acts of courage," the release says.

DOUGLAS J. BREDBERG '77 writes that he has joined the staff of Paine, Webber, Jackson & Curtis in Grand Rapids, Michigan.

Sargent & Lundy announces a second Badger promotion in its Chicago office. WARREN BUCHANAN MS'78 now directs the air sciences section of its environmental division.

In Madison, at Oscar Mayer's, THOMAS M. BUSH '78, '79 has been promoted to senior financial analyst. He joined the firm in 1980.

Capt. GREGORY A. FEEST '78 has graduated

from USAF pilot training and is now at Holloman AFB, New Mexico, with the 49th Tactical Fighter Wing.

A sharer in the 1984 annual awards of the American Meteorological Society is JIMMY D. WARD MS'78 of San Antonio. He's meteorologist-in-charge of the National Weather Service office there and a recognized authority on quantitative precipitation forecasting.

One news release from the Air Force says that First Lt. STEPHEN J. HAHN '79, an audiovisual officer with the 437th Military Airlift Wing at Charleston N.C. AFB, "provided support for the military personnel who were sent to Grenada to rescue American citizens." A second release says he has won the USAF Commendation Medal for "outstanding achievement or meritorious service."

CHRISTOPHER E. HARRIS '82, a first-year med student here, received an Outstanding Alumni Award from the Mid-America Association of Educational Opportunity Program Personnel. While earning his BS in pharmacy, he was affiliated with the Minority Affairs Program, made the dean's list, was president of the pharmacy fraternity and earned the Merck, Sharpe and Dohme Award for service to pharmacy. Afterwards he completed his internship and passed the state boards in time to enter med school last fall. Chris is a native of Whitefish Bay.

PAULA J. WAGNER '83 has become an account exec with Thompson Recruitment Advertising in Milwaukee. The firm is a subsidiary of J. Walter Thompson. □

Come Back!

**Alumni Weekend
May 11-13**



Frautschis Honored

On January 31st the Madison Chamber of Commerce saluted the Frautschi family with its Appreciation Award. It was the first time it has done so for a single family. The citation went to Walter, president of the Class of '24; Lowell '27, '29; and Walter's sons, Jerry '56 and John.

A slidefilm at the Chamber's annual dinner showed how the family has been a part of the Madison community since Christian Frautschi—the grandfather of Lowell and Walter—began a cabinet-making business in 1869. Lowell, who helped raise funds and laid the cornerstone for the Memorial Union as a student, went into business with his grandfather and ran the Frautschi Furniture store until it closed in 1978. Walter joined the Democrat Printing Company, now Webcrafters, Inc. where he is chairman of the board. John and Jerry, both of whom are active in civic and charitable activities, operate the printing firm.

Three of the men are married to alumnae: Walter to Dorothy Jones '24; Lowell to Grace Clark '28; and John to Mary Weston '56.

Letters

continued from page 5

of quality faculties are made clear and relevant, it is doubtful that the public will reexamine priorities and believe that additional support is justified.

THORREL B. FEST, MPH '38, PhD '53
University of Colorado
Boulder



Glee Club Record

Does anyone have the Brunswick record made in 1926 by the UW Mens Glee Club?

I was a member that year; we were in New York City to participate in the national contest held in Carnegie Hall. On Sunday morning, March 7, we made the record in the Brunswick Co. studio and next day went to Washington where we gave a concert for Pres. and Mrs. Coolidge.

One side of the record consisted of college songs, but all I recall of what was on the other side is "The Bells of St. Marys."

I would like to get that record and have it recorded in a modern studio. I'm willing to buy it (if the price is right) or simply borrow it for as long as it takes to have a copy made.

GERALD M. VAN POOL '27, '37
3801 Saul Road
Kensington, Md. 20795

Foul Tip

"Keeping Them Inbounds" (January/February) reported the progress Ron and Don Heitzinger have made with their drug and alcohol program throughout athletics. This type of aid is very important to all professions. However, you stated Heitzingers and Associates have the Milwaukee Brewers under contract. Our employee assistance program has been and is now under contract with Gary Crites and Associates of Shorewood, Wisconsin.

SAL BANDO, Administrator
Employee Assistance Program
The Milwaukee Brewers □

The News

continued from page 22

derstanding and retaining abstract concepts, or organizing material.

Many students who have a learning disability don't know it and are sometimes wrongly accused of being stupid, careless or lazy, Brinckerhoff said. "Typically, they are people who have average or above-average intelligence, or are even gifted.

Approximately 2 percent of the population has the problem. "That would mean there are several hundred students here who may warrant special services," Brinckerhoff said. He has received more than 125 inquiries and referrals from students, faculty and staff since he began work last semester.

Those suspected of having a learning disability undergo an initial two-hour assessment. "One of the hardest parts of my job is telling them the results. Some cry and may take weeks or even months to accept the fact. Others are relieved, because they had always assumed they were 'dumb.' Sometimes those who find they don't have a problem are upset because they had hoped it would explain their difficulties in school."

The type of help offered varies with the disability. Certain students require extra tutoring, others may need their lectures restructured. Books and exams may be taped for reading disabled students. The McBurney Center staff works out the arrangements with instructors.

Although modifications may be made, educational standards are not lowered. These students must meet the same requirements as anyone else. Those with serious disabilities have sometimes been encouraged to attend universities or colleges with curriculum and coursework developed specially for them. UW-Whitewater is one of about 150 schools in the nation with such a program.

One of Brinckerhoff's goals is to increase awareness of the condition, and to that end he is assembling a slide program for interested people in the University and the community. "People here are relatively naive about the possibility of an LD person turning up in their classroom. I think particularly at Madison we assume that there wouldn't be someone with this kind of problem." He also plans to present the slide show to high school students with learning disabilities. "Some of them are college material, but don't think they are or have been told they're not. I want them to know there's a place for them at the UW."

Barb Kucera

Deaths

Names in capital letters are of the individuals as students. Women's married names appear in parentheses.

The Early Years

SIEVERS, ARTHUR FREDERIC '05, '07, Silver Spring, Md., in January, 1983.

JENNINGS, RUTH LELAND (Wilson), '08, San Diego, in September.

AUSTIN, ERIC WALTON '09, Orlando, in December.

BARR, FLORENCE EDITH (Nelson) '09, Kenosha, in December.

DEBOOS, ESTHER E. '11, Madison, in November.

STIMES, HARRIET LENORE (Hagen) '14, Capron, Ill., in December.

SKINNER, MERRILL EDMUND '14, '15, Boca Raton, in December.

MORRISSEY, AGNES (Casey) '15, Foster City, Calif., in December.

SCHNEIDER, ELSIE ELIZABETH (Plaenert) '16, Madison, in November.

GARBER, FRANK WEBSTER '17, N. Muskegon, Mich., in December.

JOY, JOSEPHINE FREMONT (Graef) '17, Akron, in September.

MCMILLAN, CAROL (Reid) '17, Madison, in December.

SCHAFER, RAYMOND WALTER MS'17, Ft. Collins, Colo., in November.

DILLMAN, MARY CECELIA (Sims), '17, Sarasota, in December.

SMITH, WM. LESTER '17, Akron, in June.

BELKNAP, MARGARET KNOWLTON (Allen) '19, Berea, Ky., in July.

BRINKERHOFF, CHARLES JAMES '19, Palos Verdes Estates, Cal., in August.

MARLING, ROBERT NEWCOMB x'19, Madison, in November.

MARTIN, JENNIE M. (Jones) '20, Corvallis, Ore., in September.

HATHAWAY, GRACE ESTHER (McIlroy) '20, Rives Junction, Mich., in October.

RIEGEL, ROBERT E. MA'20, PhD'22, West Lebanon, N.H. *

* Informant did not give date of death.

PRICHETT, MARY JOSEPHINE (Ruhsam) '20, Albert Lea, Minn., in November.

CHASE, RULUF ARTHUR '21, San Diego, in 1981.

JERG, VERA LUELLA '21, Waukegan, in December.

MEYER, HARVEY GUSTAV '21, '25, Captiva, Fla., in November.

FOX, RAYMOND W. '22, Waterloo, Wis., in December.

WILLIAMS, LENORE MARGARET (Lawtence) '22, Madison/Beaver Dam, in December.

STEIN, MARY (Shovers) x'22, Racine. *

LEWIS, PAULINE (Sitar) '22, in July.

BRANCH, PHILIP C. '23, Denver, in January.

HOLCOMBE, RAYMOND EDWARD '23, PhD '40, Sun City. *

HAZARD, WILLIAMETT SYLVA (McDonald) '23, Des Moines, in January, 1983.

MILLS, DUDLEY JOHN '23, West Des Moines, in October.

NEUMANN, ADELBERT GEORGE '23, Milwaukee, in August.

ZUELOW, FELIX WM. '23, Centerville, Mass., in December.

BURCHARD, MARY JANE (Burlingame) '24, Wausau, in December.

DYE, EMMETT CHARLES MS '24, Salisbury, Md., in November.

HAUGEN, EDMOND H. '24, Coronada, Calif., in February, 1983.

OWENS, MILDRED DOROTHY (Hughes) '24, Herkimer, N.Y., in July.

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Job Mart

BS'62, MS'68 in history. Fulbright study grant to Germany '72. Experienced public and private school teacher wishes to relocate in Wisconsin. Certified to teach Latin, German, and English as second language. Especially interested in Latin or German position. Member #8154.

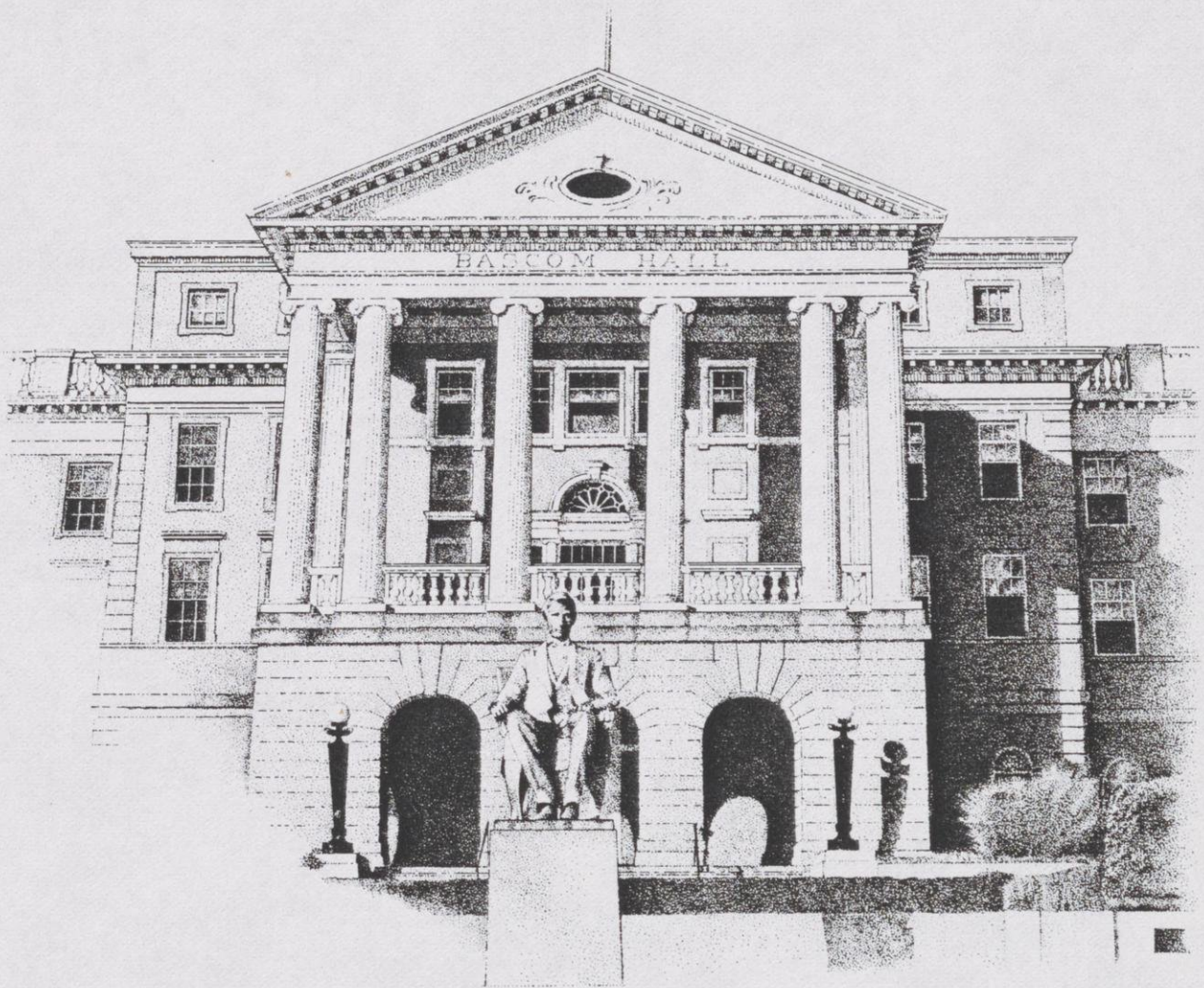
Bright and eager '78 grad in direct marketing division of major Chicago retailer seeks sales/marketing to utilize technical and people skills. Has computer software background, management experience, excellent oral and written communication skills, drive. Open to relocation and/or travel. Member #8155.

BBA'58, MBA'72, CPA, CMA. Financial executive experienced with FORBES 300 firm desires a CFO position in either a family investment company or small to medium sized company. Prefer southeast location. Member #8156.

BS'79, applied mathematics, engineering and physics. Engineer with international experience in geophysics, field operations, customer relations, technical sales and support, line management. Seeks position in management or technical sales and support; prefers international assignment. Spanish, strong technical background, skilled in problem solving and trouble shooting. Member #8157.

BS'74, MS'75, '78, PhD'82. Degrees in educational administration and counseling, seeks position in college counseling, administration, or teaching, or in private industry and K-12 schools. Experience includes five years school counseling, two years college administration, and one year college teaching. Member #8158.

Wisconsin Alumni Association members are invited to submit, for a one-time publication at no charge, their availability notices in fifty words or less. PROSPECTIVE EMPLOYERS are requested to respond to the member number assigned to each. Your correspondence will be forwarded unopened to the proper individual. Address all correspondence to: Job Mart, Wisconsin Alumnus Magazine, 650 North Lake Street, Madison 53706.



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Deaths

continued from page 17

MAAS, WM. GEORGE '24, Rancho Santa Fe, Calif., last June.
RALPH, L. PAUL '24, MD, Sun City, in March, 1983.
PIPER, GEORGE ADAM '25, Sharon, Wis., in November.
STEPHENS, DWIGHT SHELDON '25, Largo, Fla., in 1979.
STONE, GEORGE W. '25, Sun City, in July.
TOMPKINS, C. MILTON PhD'25, Berkeley, in November.
WILBERT, LEONARD JOHN '25, Washington, D. C., in October.
GEVAART, THEODORE CLAUDE '26, Palo Alto, in November.
GIESSEL, ELMER CHARLES '26, Madison, in December.
KLER, JOSEPH H. '26, New Brunswick, N.J., in November.
FRANCIS, MARGARET ANN (Modick) '26, Holmes Beach, Fla., in December.
MORRISON, GARNET IRENE (Sears) '26, Appleton, in November.
FEISTL, ISABEL (Gram) '27, Milwaukee, in December.
HARRIS, WARREN HAROLD '27, '29, Madison, in December.
BACKUS, CHARLOTTE CAROLYN (Jordan) MA'27, Stroudsburg, Pa., in October.
NICHOLS, GEORGE WILLIAM '27, '33, Madison, in December.
SHER, ROBERT EDWARD '27, '28, Scarsdale, N.Y., in 1981.
HUTCHINSON, VELRA (Shufelt) '27, Gig Harbor, Wash.*
BEEBE, DEWITT C. '28, MD, Sparta, in December.
DE HAVEN, JAMES WHITINGER '28, Marcell, Minn., in November.
GUENTHER, WINFRIED V. '28, Madison, in November.
JONES, RUSSELL HEBER B. PhD'28, Burlingame, Calif., in October.
STEELE, ELEANOR (Koch) '28, '29, MD, Denver, in September.
LAIN, KATHRYN FLORA (Marsh) '28, Northbrook, Ill., in December.
RINGE, Rev. FREDRIC WM. '28, Milwaukee, in October.
WEBB, EVELYN '28, Alexandria, Va., in December.
DOSSEY, WESLEY WM. MPh'29, Nacogdoches, Texas, in 1982.
FISCHER, LeROY ROBERT '29, Boynton Beach, Fla., in September.
HENRICH, ROYAL LORRAINE (Leland) '29, Pontiac, Mich., in 1982.
MORRISON, RUSSELL CALDWELL '29, MD'31, San Antonio, in November.
SCHUGT, ARTHUR JOHN '29, Wausau.*

30s

BLACKWELL, MARY ANNA (Eva) '30, Arlington, Va., in March, 1983.
LIESE, ROBERT WRIGHT '30, Saugus, Calif., in August.

SLIGHTAM, RICHARD CANFIELD '30, Madison, in December.
DUENO, MARIE WILHELMINA (Stiehm) x'30, Madison, in December.
BACK, GUNNAR '31, '35, career radio and TV newsman, in Philadelphia, in November. After working for various radio stations he joined CBS in the mid-'30s and was assigned to Washington for ten years, where he covered FDR's "Fireside Chats." He joined ABC and moderated such programs as "America's Town Meeting" and "Crossfire." In 1956 he went into local TV newscasting in Philadelphia and retired in 1971.
GILES, IONA '31, Shullsburg, in November.
HAZEL, J. FRED PhD'31, Mt. Lakes, N.J., in March, 1983.
STEINGOETTER, MARIAN DEW (Jentz) '31, San Antonio.*
WOHLGEMUTH, JOHN FRANCIS '31, Milwaukee, in 1982.
EBERIEL, HERMAN JAMES '32, Atlanta, in 1982.
KLINGAMAN, WILLIAM DAVID '32, Kenosha, in November.
MINNIE, ARTHUR ALEXANDER '32, '33, '34, Laguna Niguel, Calif., last May.
MOSS, ROBERT SHERIFFS '32, Alexandria, Va., in September.
O'CONNELL, JOSEPH DEAN '32, Waukesha, in November.
DAVIDSON, MILTON S. '33, Green Bay, in January, 1983.
FRYXELL, BURTON LYMAN '33, PhD'37, Madison, in December.
YOUNGERMAN, HENRY C. '33, '36, '40, Fredonia, N.Y., in December.
ALBRECHT, WALTER JOHN '34, Ettrick, Wis., in August.
MATTERS, ROBERT GEORGE '34, Escondido, Calif., in 1980.
CRANE, LOYD DELBERT MS'35, Seattle/Cheyenne, in 1981.
LEWIS, CLIFFORD MERLE MA'35, Wheeling, W.Va., in March, 1983.
NORTON, HORACE W. '35, Urbana, in November.
ANDREWS, MILDRED F. '36, Poynette, in December.
KESTER, WILLIAM HUDSON '36, Hendersonville, N.C., in November.
LOUND, ROY HAROLD '36, Madison, in September.
BARTSCH, HARVEY LEONARD '37, Sun City, in December.
LANGE, FLOYD LOUIS '37, Jefferson, in January.
PECK, ROY THOMAS '37, MD'39, Merced, Calif.*
BODDEN, ELEANOR ROSE (Scully) '37, Houston, last April.
FAUST, EDWARD PETER '38, Avondale Estates, Ga., in October.
KELLY, GENEVIEVE CLAIRE MPh'38, Kenosha, in December.
ZETTEL, JOHN '39, Oceanside, Calif., in October.

40s

SCHRANK, LEONARD WALTER '40, MD'43, Waupun, in November.
WEBER, WAYNE WALTER '40, '44, '51, Mobile, in November.
DUVENECK, CHARLES WILLIAM '41, Green Bay, in December.
ROSENTHAL, MARJORIE (Gillman) '41, Scarsdale, N.Y.*
HUESSELMANN, BERNICE (Tyner) MD'41, Colorado Springs, in October.

NELSON, PEGGY MARIE (Steele) x'42, Brookfield, Conn., in 1982.
CASE, ELLEN MARIE MPh'45, Lone Rock, in December.
SHANE, EARL EDWARD '46, Green Bay, in March, 1983.
MANZER, WILLIAM OWEN '47, Scottsdale.*
MILLS, HAROLD RAYMOND MS'47, Abbotsford, in November.
POTTER, LOUISE FRANCES PhD'47, Elmira, N.Y., in October.
RINKE, HENRY ROBERT O. '47, Madison, in January.
BERGER, HARRIET LOUISE MA'48, West Newton, Mass., in August.
KEPLER, CHARLES J. MS'48, Metairie, La., in November.
GLANDER, GLORIA JOAN (Mahler) '48, Milwaukee, in 1981.
OTTESON, LLOYD LEROY '48, Poynette, in November.
BEEN, PAUL GREGOR '49, '53, Milwaukee, in November.
MACDONALD, JAMES B. '49, '51, '56, Greensboro, N.C., in November.
MERCHANT, GORDON ROUMAINE '49, Amarillo, last May.

50s & 60s

HANSON, FREDERICK THOMAS '50, Two Rivers, last May.
STACHOWIAK, LAWRENCE JOHN '50, Milwaukee, in October.
ERICSON, JERRY DUANE '51, Brookfield, Wis., in December.
MARTIN, ROBERT WILLIAM '51, Edmonds, Wash., in November.
WILKINS, VIVIAN LEE '51, Wautoma, in September.
FAILEY, CARL ROBERT '52, St. Petersburg, in 1981.
KASTE, ORRIN C. '52, '53, Baltimore, in January.
REINECK, ROBERT HERBERT '53, New Holstein, in November.
STEGE, WILLIAM AUGUST '53, Albuquerque.*
SENN, RALPH EARL '55, '56, Amery, in October.
HILLIER, MARCIA AMELIA MS'57, Madison, in 1981.
JONES, JOHN EDWARD '57, Appleton, in November.
KOTTKE, DAVID MILTON '57, Madison, in December.

continued on page 31

Go For It

The 1984 Crazylegs Run benefits the athletic department and race participants. **Saturday, April 28, 10 a.m.** Starts at Capitol Square, ends at Camp Randall in time to announce your victory to the crowd at the Spring Football Game and Butch Strickler's Bologna Bash! Team and individual competition. For information and entry forms contact the athletic department, 1440 Monroe Street, Madison 53711.

UNIVERSITY OF WISCONSIN-MADISON



THE EXECUTIVE PROGRAM



The University of Wisconsin-Madison Graduate School of Business is now accepting applications for The Executive Program. This demanding, four-week live-in program is designed for senior management, especially as they move from a functional specialty to an increasing concern with general management issues and problems. A highly qualified graduate faculty provides refresher courses and new perspectives both within and outside a participant's area of specialization. The program is divided into a pair of two-week sessions with advance assignments before each session.

September 16-28, 1984 • Accounting and Financial Analysis
• Organizational Behavior • Quantitative Methods

January 20-February 1, 1985 • Financial Planning and
Management • Marketing Management • Strategic Perspectives

Participants will be housed in the University's Conference Center. In addition to instructional sessions, the program will include off-the-cuff sessions with leaders from business and government, small group activities, and close association with a cross section of executives from a variety of organizations and departmental affiliations.

For a brochure and further information, write or call:

B *The
School
of Business*

George Strother
Director, The Executive Program
University of Wisconsin-Madison
1155 Observatory Drive, Room 301A
Madison, Wisconsin 53706
608/262-8188

Deadline for applications for the 1984-85 session: June 1, 1984

University of Wisconsin-Madison is an equal opportunity institution.

Deaths

continued from page 29

TOMAN, NEIL JOSEPH '59, '62, Green Lake, in a fire in December.

WESTPHAL, FRED THEODORE '59, Janesville, an NCAA and Big Ten swimming champ as a student; from injuries received in a fall, in December.

NOLAN, JAMES FRANCIS MS'61, West DePere, in December.

LANDE, CAROL ANN (Swiggum) '64, Madison, in November.

DUNLAVY, TERRY PETER MA'65, New York City, in December.

ROBERTS, BRIAN R. MBA'66, Pleasanton, Calif., in an auto accident in November.

SCHUMACHER, MARY E. '69, Alexandria, Va., in December.

70s & 80s KOONCE, HAROLD WINSTON '70, Montrose, Colo., in an auto accident in December.

HINERMAN, CHARLES OVALEE PhD'71, Warrensburg, Mo., in 1982.

GIMLA, JANET LYNN (Worden) '71, Glenwood Springs, Colo., from injuries in an auto accident in December.

GREEN, LELAND S. MS'73, Milton, in 1979.

TAMES, GILDA NEVA '73, Chicago, in October.

SOUTER, REXINE ALLAN (Langen) PhD '74, Madison, in December.

PITTNER, JOSEPH GERARD '78, Sheboygan, in an auto accident in October.

DOLL, SHIRLEY KATHLEEN (Melvin) '81, Beloit, in February, 1983.

Faculty

Emer. Prof. ALBERT G. RAMSPERGER, 84, Madison, in January. He joined our philosophy faculty in 1929 and retired in 1967. Memorials to Friends of the Arboretum, 1207 Seminole Highway, Madison 53711.

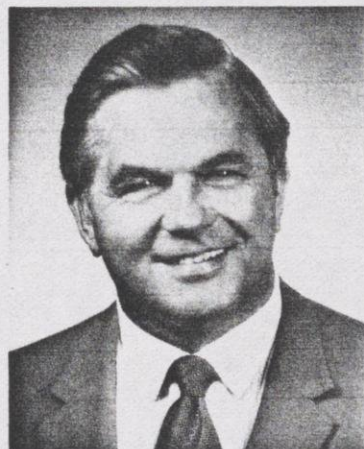
Emer. Prof. JOHN FREDERICK STAUFFER Ph.D. '33, in November, while traveling in Texas from his home in Middleton. He was on our botany faculty from 1930 till 1973, chairing it from 1949-1965. In 1946 he and a co-researcher developed a substance which lowered the cost of penicillin.

MORTENSON, Emer. Prof. WILLIAM P., and his wife LOUELLA, both of Madison, he on January 29 at age 89; she on February 4, age 86. William was on the faculty of agricultural economics from 1928 to 1964 except for a post with the War Production Board during World War II. Louella, a home economist, was director of home economics with the Extension and, for twenty years beginning in 1949, Women's Program director for WKOW radio and television. Memorials for scholarships in the two fields to the College of Agriculture and Life Sciences, 116 Agriculture Hall, Madison 53706. □

Correction: We are happy to recant our erroneous report, in January, that GEORGE BUSSEY '73, '78 died last June. He is well, good-humored about our editorial error, and a resident of Stamford, Conn.

On Wisconsin

The Preservation Of The Wisconsin Idea



By Arlie M. Mucks, Jr. '43
Executive Director

The University of Wisconsin-Madison, celebrating its 135th anniversary this past month, is a reflection of public faith in higher education of the highest quality. In 1904, President Charles Van Hise developed the Wisconsin Idea—that the resources of a university should be fully utilized to solve the problems of all the people. An article depicting how the people of Wisconsin have benefited is on page 8.

The excellence of a university, especially a public one, is defined not only by success in its teaching and research functions but by its service to the state. The excellence of UW-Madison, then, depends primarily on the continued presence of an outstanding faculty and staff.

How does a great university attract and retain its faculty? An adequate salary base is essential—one which will compete with the prominent universities in the nation.

In 1972, UW-Madison ranked sixth in salaries in the Big Ten. However, with the mandated zero salary increase for the current fiscal year and a projected 3.84 percent increase next year, we have now slipped to last on that chart—11 percent below the Big Ten average.

Last fall, the governor appointed a Task Force on Faculty Compensation. Their findings will be reported to the governor, the state legislature and the UW Board of Regents by March 31. We are confident that this Task Force study will assist our state and its elected leaders in assessing and setting priorities for higher education in the future. As soon as our publication schedule permits, this important information will be shared with you.

Preserving UW-Madison's national reputation as a top-notch university affects you and the value of your diploma. For this reason, we know you share our concern. We ask you to help in one of two ways. First, share the results of the compensation study with as many individuals as possible. There are nearly 100,000 alumni in the state of Wisconsin alone. But there are others to reach as well; parents of prospective students, business leaders and farmers who depend on the future resources of our University.

Secondly, we can provide additional support through contributions to the University of Wisconsin Foundation, specifically earmarked for professorships. Bascom Professorships, established in 1973 to honor outstanding teaching and research, help to keep distinguished professors on our campus. Bascom Professorship funds are not used to pay the salaries of their holders. Instead, the recipient receives annual allocations from gift funds for books, computer time, research assistants, travel and other enhancements to their teaching and scholarship activities. "Professorships of this type give our faculty the signal that alumni and friends of the University recognize the major contributions to scholarship that our faculty are making," says Chancellor Irving Shain.

Alumni continue to be the guardians of our University and its future. The Madison campus faculty study on educational priorities concludes its report with this statement: excellence is hard to achieve, easy to lose, and very hard to regain. The decline of a great university is not simply a loss to the people of the state, it is a loss to the entire nation. □

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The luxurious *MS North Star* is your floating hotel for an exciting new 10-day cruise on the Baltic Sea. Start by sampling the historic beauty of Stockholm, "Venice of the North," where you'll enjoy three nights at the deluxe Sheraton Stockholm Hotel. Then explore a wealth of diverse landscapes and cultures as you sail to Helsinki, Finland; Leningrad, USSR; Gdynia, Poland; Visby (Gotland), Sweden; Copenhagen, Denmark; and Gothenburg, Sweden. Your trip includes American breakfasts in Stockholm and all meals daily aboard ship. A special party and dinner on your arrival in Stockholm and a "bon voyage" party and dinner in Gothenburg are featured. Prices start at \$2880 from Chicago.

Passage Of The Czars

September 6-22

Board the sparkling new Soviet liner, *MS Akademik Viktor Glushkov*, for an exhilarating 11-day voyage down the Blue Danube, the Black Sea and the Dnieper River. Your 16-day adventure begins with two nights in the Romanian capital of Bucharest, the "Paris of the Balkans," where you'll stay at the deluxe Intercontinental Hotel. Then you'll set sail for Giurgiu, Romania; Ruse, Bulgaria; and the colorful Ukrainian ports of Odessa, Kherson, Novaya Kakhovka, Zaporozhye, Kamensky Island, Cherkassy, Kanev and Kiev. From Kiev, you'll travel by air to Moscow for three nights at the exclusive Cosmos Hotel. Prices start at \$2745 from Chicago and include all meals aboard ship and in Moscow. American breakfasts and a welcoming party and dinner in Bucharest and a farewell party in Moscow are featured. Distinguished specialist in Russian affairs, Dr. Ann Dickason Rassweiler, will accompany the tour.

East German Saxon Passage

September 15-26

This unique 12-day journey begins in West Berlin where you'll delight in three nights at the Hotel Kempinski, followed by a full day of sightseeing in East Berlin and Potsdam. Then travel to Wittenberg and board the spectacular *MV Erich Weinert* for a cruise of the Elbe River that includes stops at Torgau, Leipzig, Erfurt, Eisenach, Meissen, Dresden, Moritzburg, and Pirna, amid the beautiful "Saxon Alps." You'll ride overland to Decin, Czechoslovakia and then Prague, where you'll enjoy three nights at the fabulous Hotel Intercontinental. The trip features three meals a day in East Germany and Czechoslovakia; two nights at the historic Hotel Merkur in Leipzig, and two at the lovely Hotel Newa in Dresden; American breakfasts and a welcoming party in West Berlin; and a farewell dinner in Prague. The cost from Chicago is \$2195.

