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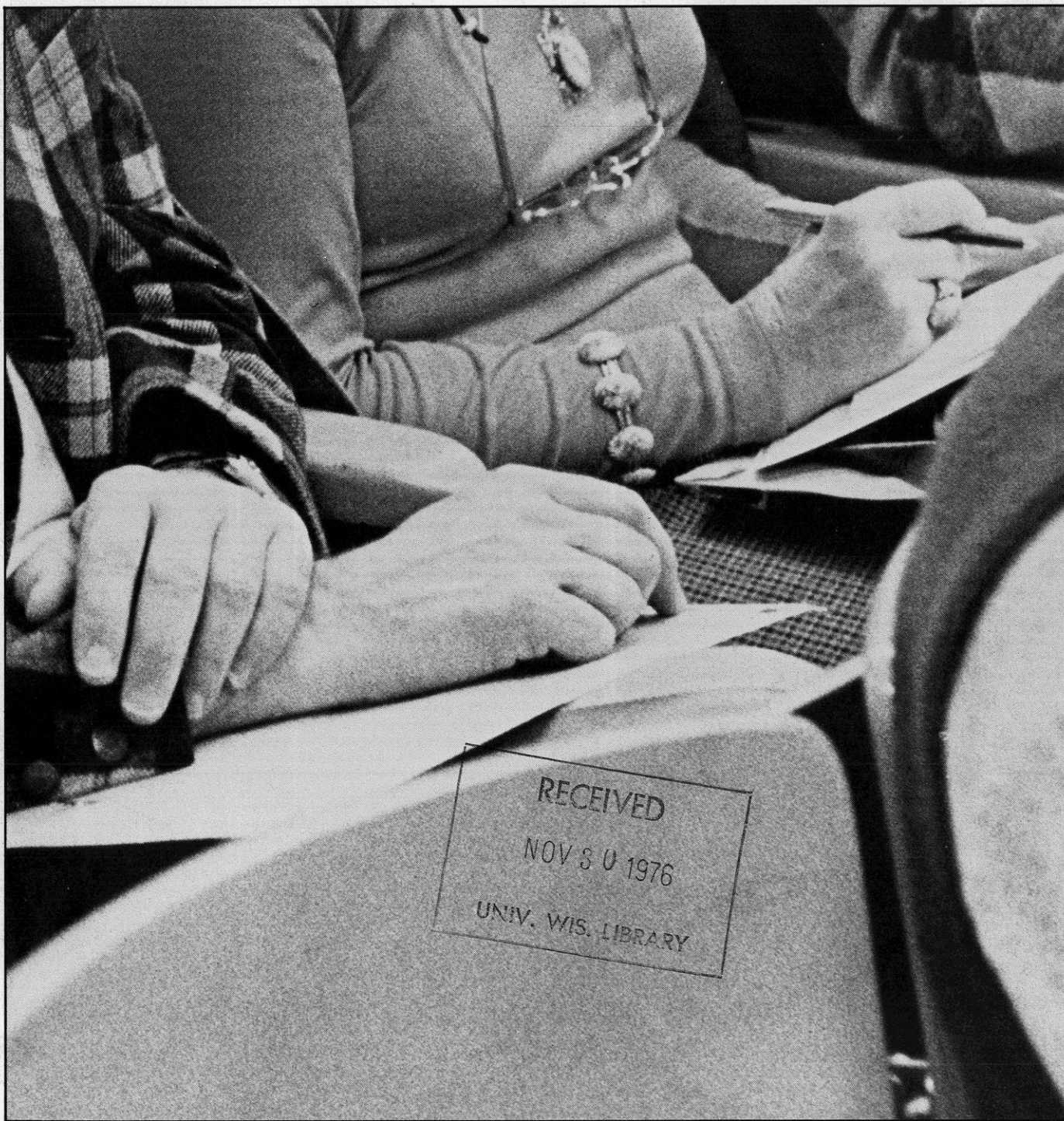
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# Wisconsin Alumnus

Volume 78, Number 1  
November, 1976

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## Students The Second Time Around

# On Wisconsin



Arlie M. Mucks, Jr.  
*Executive Director*

You read your favorite alumni publication to find out what's new. Well, in this issue there is *really* something new; I am pleased that we are able to give all our members this report of activities of the Wisconsin Alumni Association.

For the past ten years, our Board of Directors has received a copy of our Annual Report, but this year, because of the importance of our program and because of your investment in this program, it is dedicated to you, the dues-paying alumnus. *You* are the one we want to not only thank, but we want you to understand what is being done with your investment, and to show you the extent and magnitude of our program of alumni involvement.

As a volunteer organization, we take great pride in the fact that our large and nationally recognized program has earned its plaudits because of the people who give us their time, their interest, and their money. We have been most fortunate in attracting top busy people to head this organization, and I'd like to pay a special tribute to Earl Jordan who served you so well as Association president last year. As we praise him, we are praising you, because he had outstanding assistance from hundreds of alumni throughout the country. Earl, a dynamic insurance executive, only knows one way to do business, and that's to get involved with great enthusiasm. He attended many Founders Day events as a speaker, he attended dozens of committee meetings, and gave us a good year which is reflected in the annual report.

The Annual Report represents a program that was conducted during periods of unusual financial stress. The staff, with the direction of our Board

of Directors, decided to not cut back on the important involvement program, but to work diligently to bring in the needed budgetary dollars. It was a year of high density activity for our small staff and with the fine cooperation of our alumni leaders and with the participation by all of you, it was a year that we present proudly.

You are paying an additional amount of dues money to us now, and with your understanding and with your activity, we are able to provide a stronger program because of a stronger financial base.

One of the highlights of this year's Annual Report is the marvelous recognition by the Council for Advancement and Support of Education citing us for sponsoring the Wisconsin Singers. These wonderful people who represent us so well were selected as the Student Relations Program of the Year for what they do for other students. Truly, an amazing story.

We tip our hats to you, the alumni of the University of Wisconsin, who make this program a reality. We hope you enjoy reading your report of your investment in your alumni activities.

# Wisconsin Alumnus

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# Campus Boom in Adult Education

By Susan Wineke, *Information Coordinator, Continuing Education Programs*

Time was when having easy access to the campus of a college or university might be frustrating for an adult, with or without an undergraduate degree. That carrot of further learning dangled almost within reach, but the only way to go after it was to start over. You enrolled as a regular student, at full tuition, burdened with a lot of required courses you neither wanted nor needed. You could quit your job or move out on the family to go to school, but that was about the only way you could do it.

But things have changed on this campus as throughout the UW System and at many other institutions across the nation. Since a Board of Regents' ruling here in 1973 an adult can sign-in to take one course or several, dipping into the curriculum smorgasbord for whatever appeals. There are roughly three categories for those who are coming back: the non-degree-oriented Special Student, who pays undergraduate tuition and earns academic credit; the Guest Student, who pays a much-reduced rate to audit courses for no credit; and those Guest Students aged sixty-two or over, auditors who pay no fees. The only all-encompassing stipulation is that admission to a course is on a space-available basis after all regular students have been enrolled.

The interest shown by Madison-area adults has been heartening. Last semester there were 190 paying (that is, under sixty-two) Guest Students; 2,282 Special Students studying for credits (many of whom are business people who will gain by learning more about their field and who want something on their record to show they made the effort); and fifty-eight in the older, no-fee group.

*Sharon Crandall, with a 1963 history degree from the University of California, has taken several courses here in the Special Student category since her husband joined our math faculty. This semester it's an advanced painting lab.*

*Photo/Del Brown*

For these auditors, enjoyment is the key attraction. Denis McQuade, an adviser in our Office of Special and Guest Students, says, "They know what they want and they plan to enjoy studying it. They come back to fill-in their knowledge."

One example is Mrs. Dorothy Schmitz of Middleton. At age seventy-four she recalls that when she majored in English in college "there was a terrible gap because so few women authors and poets were ever discussed." She came back to campus last spring for a course called "Women in Literature" and found it "tremendous."

Well-reputed teachers and interesting subjects draw heavily. "These students don't want just information," McQuade says. "They like to take courses about issues and problems, something they can relate to. Modern history and literature, the environment and women's studies are among the most commonly selected."

While the great majority are pleased with the classes they're able to sample, they may face a few obstacles that their degree-oriented classmates don't usually have to bother about. First, Bascom Hill gets bigger every year, and the weather adds to the challenge there and around the sprawling campus. One spry eighty-three-year-old woman comes to campus on a bus three days a week, but others find it too vast to get around easily, and too treacherous when ice or snow cover the ground.

Financial aids are not available for auditors, so some may be hard-pressed to come up with class fees as well as transportation and sometimes babysitting money.

Limited access to some studies holds others off. Frequently, beginning courses requiring lab work or performance skills such as journalism or foreign languages are closed to auditors. Advanced seminars are often filled up.

Socially, older enrollees probably miss a gathering spot just for them. For part of last year they had their own lounge, supported by

a grant from the National Retired Teachers Association and the Andrus Foundation of the American Association of Retired Persons. It was manned by four Guest Students, each working five hours a week. But the grant ran out, depriving the over-sixty-two's of a place to sip coffee, rest and visit with their peers. Now they drop in on other campus lounges which are open to all.

On the other hand there are side benefits "for having gray hair and a walking stick," as Mrs. Schmitz puts it. One student wanted to interview her because "I've never known someone as old as you."

"I'm an endangered species," she told him. "Go ahead."

Another of her younger classmates fondly gave her a volume of poems she had written.

This fall Mrs. Schmitz is filling in another gap in her knowledge by auditing an art history course. "I've been to Europe twice and wish I'd known more about so much of the art I saw."

Prof. Vivian Wood, associate director of our Faye McBeath Institute on Aging and Adult Life, says this Wisconsin pattern is part of a national trend, a stimulating one. "Most professors are really enjoying these older students, and there's a good interchange between them and the younger ones," she has observed.

Prof. Charles Stearns of meteorology agrees. His spring-semester lecture course on "Alternative Sources of Energy" attracted several auditors, and they "contributed much, especially an engineer of sixty-five or so who had lived near windmills during his youth in Holland. Having auditors was very definitely a positive experience."

The prognosis is good for this burgeoning form of adult education. So good, in fact, that the campus is now expanding its selection of classes offered in late afternoon, evening and even weekends, in answer to requests by so many adults whose schedules have deprived them of partaking until now. Further, records show that roughly half of our current Guest Students are here for at least a second time. They seem to know a good thing when they taste it.

*The Office of Special and Guest Students is located at 433 N. Murray Street, Madison 53706. The phone number is (608) 262-2116. Inquiries may be directed there.*

# The Case For Swine Flu Vaccination

*From a member of the national advisory panel that recommended the program.*

By Prof. June Osborn, MD

Influenza is the most important viral disease of man. To the millions of us who have experienced the "flu," that statement may seem extreme, for while the aching, fever, and cough are a miserable nuisance, there are certainly dramatic virus diseases which seem more threatening and severe. Nevertheless, among the viruses that plague mankind, only influenza periodically "changes its spots" or—in more formal terms—changes its *antigenic outer coat*, thus making the antibodies developed during prior infection useless and creating a freshly susceptible population of potential flu sufferers. When there is a *minor* change in antigens, appreciable epidemics can follow. But when a *major* shift occurs, then the whole world becomes a potential prey to the new strain, setting the stage for what is called a *pandemic*—that is, a world-wide epidemic. This kind of major "antigenic shift" occurs at approximately ten-year intervals; and as a consequence, however healthy one may be, immunity to influenza virus lasts only until the virus next changes its antigenic makeup and becomes, for practical purposes, a brand new virus.

Public awareness of influenza is usually fairly high during the colder months; it's a seasonal disease, occurring in winter and early spring and then virtually disappearing until the following year. And despite reams written about it in the press, accidents of language complicate the intelligent layman's understanding of the disease and its pattern of spread. The influenza I am discussing is a *respiratory* disease. It is not what we call "a cold," because it usually lacks such components as a runny nose. Nor is it that mild gastrointestinal disturbance erroneously labeled "twenty-four-hour flu." That has nothing to do with *influenza* virus. Influenza is characteristically associated with much muscle aching, more significant fever and a cough which may be slight or very severe. A full-blown case normally takes a week or two for complete recovery, and it can be a memorable experience. Not all victims have severe symptoms—indeed, some can be infected to the extent

of developing good immunity without ever knowing they had the virus—although those with chronic lung or heart disease can be affected seriously and even fatally. When deaths occur they may be the direct result of the influenza virus infection, but are more often the result of complications such as bacterial pneumonia for which the flu virus has set the stage. Health authorities in this country have long recommended influenza vaccination of those for whom influenza poses a special risk because of their underlying chronic diseases. The vaccine used is derived from the currently circulating antigenic version of influenza virus. Now let's get to the "swine flu" and its vaccination program, which have become the topic of discussion and debate in recent months. I should point out that the complexities of influenza virology and patterns of spread make it impossible to give absolute answers to any questions. On the other hand, a careful weighing of the many components involved in risk/benefit analysis allows us to make rational decisions despite the many variables.

The first fact that demanded attention in the "swine flu story" was the appearance, at Fort Dix, N.J. in February 1976, of an influenza virus strain with very different antigenic makeup. (Military bases, with their crowding and frequent turnover of personnel, have always been good breeding grounds for infectious diseases.) Last February the recruits at Fort Dix were, in fact, already undergoing a flu epidemic caused by the Victoria strain of influenza virus, which had been around for several years and was widespread nationally during the 1975-76 flu season. Since influenza viruses interfere with each other, and since February is usually a time when the worst of influenza epidemics have peaked, it was impressive that a new strain could appear and make its way through about 500 recruits against such odds. Health authorities couldn't be sure how much sickness the new strain was responsible for, since both that virus—officially designated as A/New Jersey/76—and the Victoria

strain were often found to have infected the same person. The new strain had caused a fatal infection in one young man, but even that event was made less readily interpretable by the fact that he had apparently had to undergo a forced march during his recovery.

The next fact that was striking about the new virus was that *antigenically*, it wasn't new at all. It was just like the virus that infects swine and that has been studied for years by veterinary virologists and others who have speculated that animal influenza viruses might be a source of new human pandemic strains. Swine influenza was a particular suspect, in fact, for it was known that the pandemic strain that had caused the deadly 1918-19 world-wide epidemic of influenza was antigenically the same as the swine influenza virus that commonly infects pigs. (Incidentally, much of the fundamental knowledge concerning the infection of pigs has been developed by Dr. Bernard C. Easterday, professor of veterinary science here on the campus.) But there was a major difference between the influenza virus of swine and the new A/New Jersey/76 strain. Although swine influenza occasionally had infected people who had close occupational contact with pigs, it caused very little disease in them, and had never been known to spread

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*Dr. June Osborn received her M.D. from Case Western Reserve University in 1961, did pediatric internship and residency at Harvard for three years and post-doctoral training in virology and infectious disease at Johns Hopkins and at the University of Pittsburgh before joining our Medical School faculty in 1966. She is Professor of Medical Microbiology and Pediatrics, and Associate Dean of the Graduate School for the biological sciences. Her particular familiarity with the details of the influenza immunization program stems from her role as one of seven members of a national advisory Panel on Viral and Rickettsial Vaccines for the Bureau of Biologics of the U. S. Food and Drug Administration, a position she has held since 1973.*

from one of them to others, not even to close contacts. Since the New Jersey strain had spread among 500 troops (after only two importations of virus to the base), authorities believed that it had a new property distinctly different from swine influenza of pigs, an ability (ominously reminiscent of the 1918-19 strain) to spread in a human population. Its disappearance after the Fort Dix episode was a pleasant surprise but was not particularly reassuring, since influenza season was over.

These considerations, then, were faced by several-dozen advisors and consultants of the federal agencies responsible for vaccine policy and production in the United States. Since we had advance warning and could readily mobilize the necessary resources, should we interpret these facts as harbingers of a new epidemic, and attempt a mass immunization program? Both the FDA's Bureau of Biologics—which is the government agency responsible for licensing of vaccines and supervision of vaccine production and quality—and the Center for Disease Control in Atlanta—whose Advisory Committee on Immunization Practices sets the standards for vaccine usage—sought the opinion of pre-existing and *ad hoc* groups of virologists, epidemiologists and physicians. I was one of them. Most of us, through our training in virology, epidemiology and medicine, had long worried about the possibility that a 1918-19 type of influenza virus might reappear, carrying much more lethal potential than the pandemic influenza strains that had occurred since then. (There has been much debate about whether the 1918-19 virus was really a worse killer than its successors, or whether its apparent deadliness reflected the debilitation that followed World War I plus lack of antibiotics to treat its complications. For whatever

mix of reasons, that epidemic killed 500,000 people in the United States and 20,000,000 people world-wide.) We re-examined these questions and uncertainties in the light of the Fort Dix outbreak. It became clear that in 1918 some populations experienced mild disease while similar groups suffered high mortality rates even among previously healthy young adults; the 1918 virus was capricious. This meant that the mildness of the Fort Dix outcome could not be taken as totally reassuring. Certainly it was evident to everyone involved in the decision-making that the two-or-three-day incubation period characteristic of influenza made it important to "fish or cut bait." If we were to take any effective action at all, we had to use every moment's advance time. Even when it is available, influenza vaccine needs a minimum of two weeks before it can be relied upon to be protective, because it takes that long for the body's immune system to make antibodies to the newly inoculated antigens.

It isn't necessary to elaborate on the discussions and arguments that went into the decision to proceed with a national immunization campaign. The major point is that dozens of experts were consulted; that extremely varied considerations were included in the discussions; and that the final decision to proceed with a mass vaccination program represented our nearly unanimous consensus.

We were convinced that although the A/New Jersey/76 strain might never reappear and, if it did, might not be worse than previous new strains, we could not in good conscience afford to gamble and lose the requisite months' gearing-up time for production of sufficient vaccine. The possibility was too real that the brief appearance of this new virus, so like swine influenza and so like the 1918-19 strain, might be a lucky advance warning of the pandemic virologists had feared for so long. So the decision was made in March 1976, and then dramatically publicized by President Ford. Sufficient production should be undertaken by the vaccine manufacturers to assure

ample supplies for everyone in the country who chose to be immunized before the beginning of "influenza season" this winter, if possible.

Why is a long gearing-up time needed? The *method of production* of "swine" influenza vaccine is no different from that manufactured for the needs of previous years. In fact, it differs from earlier flu vaccines *only* by nature of the antigenic outer coat of the new virus. (*In that important sense it is not a new vaccine at all.*) But *viruses* are much more difficult to grow than are *bacteria*. Bacteria can increase to very large numbers in fairly simple solutions of chemical nutrients; viruses must invade living cells before they even begin to multiply. Since flu vaccine is made up of *killed virus* (that is, virus which can no longer multiply even in the presence of living cells), large quantities of the virus must be grown in the membrane cells of embryonated hens' eggs and then extracted, killed and purified. Killed-virus vaccines must deliver enough viral antigen in one "shot" to raise an immune response that will protect the recipient. By contrast, *live virus* vaccines, such as measles and polio, can be effective with much smaller numbers of viruses per shot, since their viruses can and do infect cells of the recipient and amplify themselves to result in good immunity.

Since swine flu vaccine is a killed-virus vaccine, much virus must be grown in eggs to achieve effective antigenic dosage per shot. This means, of course, that to make 200,000,000 doses as planned for a mass immunization campaign takes ten times as many embryonated hens' eggs as would the 20,000,000 doses ordinarily produced by drug companies in a given year to immunize high-risk groups alone. This takes time and considerable reallocation of vaccine production resources sufficiently great that to react *after* the possible reappearance of swine flu in the fall would have been entirely too late.

An interesting sidelight to the decision was our awareness that our nation's health-care delivery system is far too unstructured to readily accommodate



a mass immunization program without advance planning. The only analogous experience was the "Sabin-on-Sunday" effort to immunize everyone with live poliovirus vaccine in the early 1960s. That effort was greatly facilitated by the fact that the poliovirus vaccine could be given by mouth, with sugar cubes, whereas the swine flu vaccine will have to be injected, requiring much more care and preparation as well as more equipment and personnel. A final—and, as it turned out, very important—difference between the era of "Sabin-on-Sunday" and our present circumstances was a striking modern trend to litigiousness on the part of the public in its response to medical care. The vaccine manufacturers do not make much money on vaccines, and stand to make almost no profit on this national program, so they respond to the possibility of suit for untoward reactions after immunization by threatening to withdraw from the market. We have no *national* resources to manufacture vaccines; only the commercial pharmaceutical houses, so we are dependent on good will from an industry which understandably sees a substantial threat in its participation in vaccine manufacture.

With this background, the handwriting on the wall was very clear: if virtually everyone in the country was immunized within a short interval, enough subsequent *spontaneous* disease (unrelated to the vaccine) would occur within two to four weeks so that the volume of lawsuits to follow would be ruinous even if finally settled in the drug companies' favor. Thus their midsummer action to delay the program was understandable, even though the vaccine itself was known not to be dangerous, and the freeze on production was lifted only when Congress was able to devise a means for the government to protect the drug companies from suit except in instances of demonstrable malfeas-

ance on their part. Note that the insurance problem was largely a sociological and legal one. We have had much experience with the influenza vaccines which are constituted exactly the same way swine flu vaccine is being prepared. The side effects, if any, are a sore arm for a few days plus some fever a day or so after the injection. The fever, when it occurs, is of brief duration and mild, nothing like that associated with influenza itself. And in the tests that have gone on all summer in volunteers, only 1%–2% of adults over twenty-five had significant fever in response to the vaccine. In younger age groups there has been a somewhat greater likelihood of brief feverish reaction, but authorities have tried to adapt to this by giving two less-potent preparations. Beyond the sore arm and fever, no adverse effects have occurred with the present vaccine.

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### **In 6,000 volunteers, 90% over age 25 developed antibodies in two weeks.**

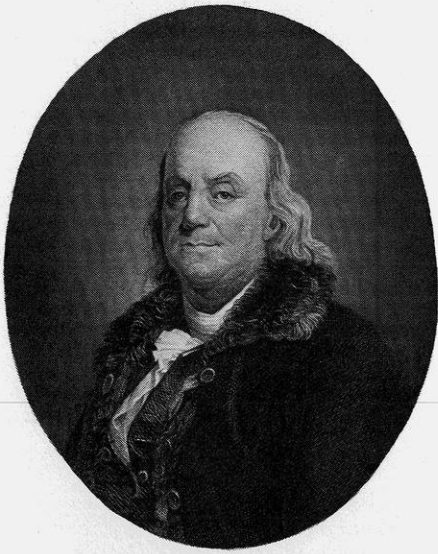
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At this writing most of the extensive, carefully planned clinical trials are complete. Critics of the program have insisted that flu vaccines are no good; that they will protect only 20% of our recipients; that use of flu vaccine never stopped an epidemic before. There *are* valid stances from which one could argue against the government's present program, but those assertions are not among them. In the trials of swine flu vaccine in 6,000 volunteers, 90% of the recipients over age twenty-five developed antibodies to the new influenza virus *within two weeks* of immunization; by varying the dosage to reduce side effects, a "take" rate of over 80% could be achieved in younger adults and older children without undue discomfort. Younger children are still being tested at the time of this writing. The point is that the recommendations for use of the vaccine have been carefully and painstakingly derived from controlled experiments in volunteers; our statements about the

likelihood of its effectiveness are made on the basis of *data*, not speculation. The argument that "flu vaccine never stopped an epidemic before" is a spurious attack on the program: *no one has ever used flu vaccine to try to stop a large scale epidemic in the past.* The vaccine has been available only in limited quantity during past epidemics; what there was of it was reserved for high-risk groups. This left the bulk of the population fully susceptible. We can't, of course, *guarantee* that such an epidemic can be aborted by prior mass immunization because it hasn't been tried before. But there is no scientific reason to *doubt* that it can.

In my opinion two particular events of the past summer have been perhaps worth all the testing, decision-making and efforts toward mass inoculation. First, the delivery system, which was virtually non-existent at the start, has been moved into place, and the lessons learned by local and state health units in the process are durable and valuable. Second, public awareness of immunization in general has been heightened. This is of enormous importance, for our elimination of such diseases as measles and polio from the list of serious plagues of mankind *is entirely dependent on continued use of the vaccines that prevent them.* Two years ago the proportion of children immunized against polio *had dropped to just over half.* This means that nearly half the children in the country were fully susceptible to all three types of poliovirus, should they come in contact with them! Let's hope that an offshoot of the swine flu campaign will be renewed awareness of the fact that the best medical science has to offer lies *not* in the area of wonder drugs, but in the undramatic realm of prevention. If the public achieves a heightened appreciation of that fact, the cost of the present program will have been worthwhile even if swine flu turns out to be a false alarm.



# The Kite

*From a fine new book, the theory that Ben knew enough to come in out of the rain.*

By David Freeman Hawke, MS '50

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Mr. Hawke gained public and critical acclaim with his earlier biography, *Paine*, and *Franklin* promises to be equally successful. *Saturday Review* calls Hawke "a rare combination of scholar and literateur," and terms the book "a deft, delightful narrative." David Freeman Hawke is professor of history at Lehman College of the City University of New York. His other books are *A Transaction of Free Men*, *The Colonial Experience*, and *Benjamin Rush*.

POLITICS IN 1752 still occupied a small part of Franklin's life, taking no more of it than when he served as the legislature's clerk. His routine remained much what it had been. He kept a close eye on the Academy, which now had three hundred students, about evenly divided among the Latin, English, and Charity schools. Francis Alison, a Presbyterian clergyman, ran the Latin school, but refused to serve as rector "or to have anything to do with the government of the other schools," which "obliges the trustees to more frequent visits." The hospital, too, took time. One month, in addition to the duties as a manager, he accompanied the physicians twice a week on their rounds. Friday evenings still went to the Junto, other evenings to meetings of the Masonic lodge, the Library Company's board of directors, the Academy's trustees, the hospital's board of managers, the city council, the Union Fire Company. Gaps in the day were filled with reading and long letters to friends in England and in other colonies. He still found time to take on new projects. In March he and Philip Syng sponsored the first insurance company in America—the Philadelphia Contributionship for the Insurance of Houses from Loss by Fire. (The seal designed by Syng, showing four united hands, led to the less pretentious nickname Hand-in-Hand.) Later in the year when a man named Charles Swain wrote from Maryland that he could find the Northwest Passage, Franklin, who had once collected and exchanged books on the subject with Logan, helped William Allen raise

a thousand pounds to finance the search, and before the year ended could report that a "vessel is actually fitting for him to proceed . . . in the spring." (The *Argo*, under Swain's command, set out in March 1753 and after an abortive trip made a second search in 1754, again without success, yet without diminishing Franklin's certainty that such a passage existed.)

His mother died in May at the age of eighty-five. When confronted with the death of someone close, Franklin reacted with icy calm. Rarely did he say what the lost person had meant to him. Condolence came in a sentence or two of clichés. "She has lived a good life, as well as a long one, and is happy," he wrote of his mother's death, then went on to discuss business matters.

## Two

The month his mother died a Frenchman following a procedure outlined in *Experiments and Observations* tested and found true Franklin's hypothesis that lightning and electricity were one and the same. (It is a tribute to Franklin's grasp of the scientific method that he could design an experiment with such precision and clarity that a stranger three thousand miles away reading

it in translation could carry it out and thereby transform a hypothesis into a theory.) Unaware of this, Franklin in June chose to test his hypothesis by flying a silk kite—silk was “fitter to bear the wet wind of a thunder gust without tearing”—into a thunderstorm.

As Carl Van Doren remarked years ago, “the episode of the kite, so firm and fixed in legend, turns out to be dim and mystifying in fact.” At no time did Franklin say flatly *he* flew the kite. He left behind no firsthand account of the experiment. The *Autobiography* might have been expected to dwell on the event; Franklin mentions it there only in passing, after referring to the success of a French scientist in “drawing lightning from the clouds.” “I will not swell this narrative with an account of that capital experiment,” he writes, “nor of the infinite pleasure I received in the success of a similar one I made soon after with a kite at Philadelphia, as both are to be found in the histories of electricity.”

The only known account of the experiment appeared fifteen years later in Joseph Priestley’s *The History and Present State of Electricity*. Priestley unquestionably received his information from Franklin.

“The Doctor,” Priestley wrote, having published his method of verifying his hypothesis concerning the sameness of electricity with the matter of lightning, was waiting for the erection of a spire [on Christ Church] in Philadelphia to carry his views into execution; not imagining that a pointed rod of a moderate height could answer the purpose; when it occurred to him that by means of a common kite he could have better access to the regions of thunder than by any spire whatever. Preparing, therefore, a large silk handkerchief and two cross-sticks of a proper length on which to extend it, he took the opportunity of the first approaching thunderstorm to take a walk in the fields, in which there was a shed convenient for his purpose. But dreading the ridicule which too commonly attends unsuccessful attempts in science, he communicated his intended experiment to nobody but his son who assisted him in raising the kite.

The kite being raised, a considerable time elapsed before there

was any appearance of its being electrified. One very promising cloud had passed over it without any effect; when, at length, just as he was beginning to despair of his contrivance, he observed some loose threads of the hempen string to stand erect, and to avoid one another, just as if they had been suspended on a common conductor. Struck with this promising appearance, he immediately presented his knuckle to the key, and (let the reader judge of the exquisite pleasure he must have felt at that moment) the discovery was complete. He perceived a very evident electric spark. Others succeeded, even before the string was wet, so as to put the matter past all dispute, and when the rain had wet the string he collected electric fire very copiously. This happened in June 1752, a month after electricians in France had verified the same theory, but before he heard of anything they had done.

Franklin sailed the kite in June. There is no reason to doubt the date. It made no sense to risk the experiment after learning the French had verified his hypothesis. What is puzzling is the silence about an unequivocal triumph, a silence that lasted four months. Franklin generally did not speak of his experiments until months later, after double-checking results. The hasty report to Collinson of erroneous findings had bred caution. But the kite experiment differed from others. The findings were clear-cut and irrefutable—he had drawn electricity from the clouds. So far as he knew, no one else had confirmed his hypothesis, and one would expect him eager to transmit the news instantly to the world. But he said nothing—until October 19 in the *Gazette*—and then only described the experiment, said it had “succeeded in Philadelphia,” but did not say that *he* had carried it out.

Such modesty was not like Franklin. Nor was it like him to keep buried “the exquisite pleasure he must have felt” when the silk threads of the kite string stood erect. When elated, Franklin confided in those he trusted. Some months after flying the kite he discovered that thunderclouds “are electrified negatively and the earth positively,” a finding which, if true, was as momentous as the one about lightning. “This

will seem a surprising position to you and to all mankind,” he wrote to Collinson before he had verified the new hypothesis; “it will, when demonstrated, make a great alteration in our *theory*,” he added, meaning the theory about lightning. “You are the first I communicate this to, not only as a mark of my respect, but that you may consider if it has any relation to your principles. I only request that you would not divulge it at present.”

Perhaps when Franklin learned that the French experiment with lightning antedated his own by a month he decided to withhold his news until he could profit from it. When he spoke of the kite in the *Gazette* in October, *Poor Richard* for 1753 was on the press. The last page carried a paragraph that would boost sales:

*How to Secure Houses, etc.  
from LIGHTNING*

It has pleased God in His goodness to mankind at length to discover to them the means of securing their habitations and other buildings from mischief by thunder and lightning. The method is this: Provide a small iron rod (it may be made of the rod-iron used by nailers) but of such a length that, one end being three or four feet in the moist ground, the other may be six or eight feet above the highest part of the building. To the upper end of the rod fasten about a foot of brass wire the size of a common knitting-needle, sharpened to a fine point; the rod may be secured to the house by a few small staples. If the house or barn be long, there may be a rod and point at each end, and a middling wire along the ridge from one to the other. A house thus furnished will not be damaged by lightning, it being attracted by the points and passing through the metal into the ground without hurting anything.

The puzzle here is: Why did Franklin wait, as he says he did, until September, some three months after flying the kite and just before releasing news of the experiment, to put lightning rods on his own house?

More curious is the manner in which he reported the experiment to Collinson. Normally his letters overflowed with details on how he

*continued on page 26*



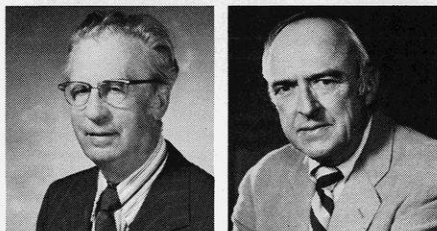
# The News

## Association Honors 1976 "Spark Plugs"

Five leaders of UW Alumni Clubs were presented with our Spark Plug awards at the annual Leadership Conference on campus on Saturday, October 16. The award is given each year to officers, directors and members of local clubs who have a record of outstanding effort on behalf of their club and the University. This year's winners were:

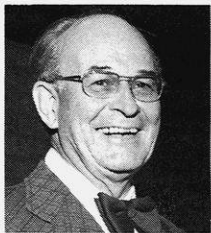
Carl A. Bunde MD, (BS '33, MA 34; Ph.D. '37), Cincinnati, a past president of that club, which he helped organize after many years of service to the club in Indianapolis. He is a director and has served as its scholarship chairman. Bunde is medical director of Cintest, Inc. and president and medical director of Hill Top Research.

Edward U. Dithmar, BS '36; LLB '39, Glenview, Illinois. An attorney in a Chicago law firm, Dithmar is a past president of the Wisconsin Alumni Club of Chicago, and has been

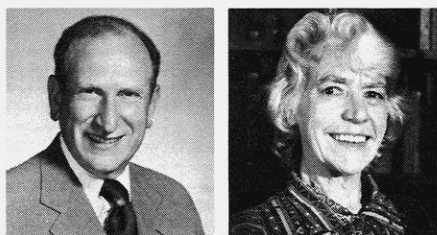


Bunde '33

Dithmar '36



Gauerke '31



Soldatos '41

Zaccone ex '34

its secretary-treasurer since 1972.

Norman Gauerke '31, Houston, a member of the club there, a past president and member of a number of its committees since 1940. He has also represented the club on our Board of Directors. Gauerke is a retired insurance executive.

E. Eugene Soldatos '41, Milwaukee. He's a past president of the Milwaukee club, and has been a member of its board since 1962. Soldatos has chaired the club's scholarship committee and has served on the national board.

Betty Terrell Zaccone, North Highlands, California, was forced to drop out of the University due to illness, yet she's been one of the most loyal of Badgers. She's a founder of the Sacramento Valley club and an enthusiastic member of most of its committees over a twenty-year period. Her husband is Santo L. Zaccone '40.

Scholarship fund-raising is a major project of the seventy-five local UW Alumni Clubs across the nation. Last year they gave more than \$30,000 to young people planning to attend the Madison campus. These scholarships are then matched dollar-for-dollar for each recipient by the UW Foundation.

## Send Your Nominations For System President

The UW-System's Board of Regents has invited alumni to submit nominations or applications for the position of System president, in light of President John Weaver's announced retirement next summer. A special search committee of the board hopes to begin consideration of candidates before the first of the year.

A notice sent out by the committee mentions the qualities it is seeking in Weaver's successor: "Significant academic accomplishment sufficient to command the professional respect of the academic community; an understanding of the multiple purposes and constituencies of the public university with its mission of instruction, research and public service; outstanding abilities in establishing effective communication and sound relationships among

diverse constituencies, including government."

It adds that although "significant and successful experience in an administrative leadership position, preferably in higher education," is desirable, it is not mandatory.

Applications and/or nominations should be sent to the Regents' Presidential Search Committee, P.O. Box 650, Madison 53701.

## Faculty May Invite Student Evaluations

At its September meeting the Faculty Senate debated the value of student evaluation on teaching abilities, then voted to consider them in decisions on faculty promotions, merit pay raises, and retention. They are already a factor in tenure decisions.

One side of the debate was exemplified by Richard Bruck, math professor, who said that "the only student evaluations worth having are to be elicited five years after the student leaves the University, at which time 90 percent will say, 'What course?' The proposal says student evaluations are 'to be considered,' but I'd be happier if it said 'to be considered with great skepticism.'"

Music Professor Orville Shetney gave the opposite view. "We don't do ourselves any good when we put down honest efforts of students to analyze our efforts," he said.

The ruling as passed leaves the method of considering the evaluation to the discretion of the departments. The action came as a response to a directive from the Board of Regents for wider use of student evaluation. This resulted in a reply from the University Committee that the UW System "financially support" evaluation programs now that it requires them.

Many faculty members now voluntarily poll students for suggestions on ways to improve teaching techniques.

## **Weaver Predicts, Reflects**

John Weaver sees two major problems faced by the person chosen as his successor in the presidency of the UW System, he told the Presidents Club last month. One is the possibility of a loss of "collegiality" if faculties become unionized, as has been urged by faculty groups here and nationally. "The design and process of collective bargaining . . . will bring many potentials for extremely fundamental change in our academic family," Weaver said. "Our long-standing ways have been ones in which faculty and closely allied faculty-support personnel have been active in governance, and administrators have been active faculty members."

He said he hopes that this rapport "will not be sacrificed in newly formulated and perhaps more rigid—possibly even adversary—relationships."

The second problem "was already in sight two years ago" when the merger of the UW System was finalized. It is that of "matching the maintenance of teaching quality with the sustaining of full access to learning." His successor, Weaver said, must continue to attempt to provide expanding demands for services in the face of shrinking dollars from federal grants, state budgets and private donations. Nor does he see a partial solution to the problem in the predictions of decreasing enrollment.

"We hear widely quoted predictions that enrollments in colleges and universities will begin to decline in the early 1980s. These forecasts have understandably been welcomed by legislators and governors looking for ways to cut state operating expenses.

"The trouble with such forecasts, however, is that they are based on what most informed educators believe to be a false premise"; the assumption that future enrollment will continue to center on the traditional age group of eighteen-to-twenty-two-year-olds.

"The fact is that in the last few years the collegiate age mix has changed greatly, and there seems little doubt that the change will continue. There are now more and more older adults enrolled as on-campus students, and more and more business and professional people taking refresher types of instruction in order to keep themselves current in their fields.

"Here in Wisconsin, where enrollments rose substantially again this fall, our academic planners do not expect any significant decline in total enrollment in the University System within the next decade. And if the current trend of increase among older adults and special categories of students continues, we can only anticipate an enrollment in 1995 that is, in total, substantially higher than it is today."

Weaver reminded his audience that two years ago he had said the most crucial and sensitive issue in state higher education was the need to insure access to our campuses for all qualified students. "Since then access has, in fact, been eroded by rising costs to students and by state fiscal policies which have made it necessary for the Board of Regents to establish enrollment limits for a number of our campuses, including Madison, in order that, in days of inadequate dollars, we could protect the quality of our educational offerings."

## **New Library Named for Retired Engineering Dean, Kurt Wendt**

The new engineering and physical sciences library, completed last spring, has a new name—the Kurt F. Wendt Library.

UW System regents approved the honor for Emer. Dean Wendt, who retired in 1971. He was with the engineering faculty for forty-four years, including eighteen as dean. Since retirement, he has helped Chancellor Young on campus planning and City-University coordination.

The Wendt Library was dedicated on Engineers' Day, Oct. 8. The four-story structure, next door to Union

South on N. Randall Street, provides space for 240,000 volumes.

A native of Milwaukee, Wendt, 70, received his civil engineering degree here in 1927. His many associations through the years included membership on the National Research Council, University Athletic Board, and the National Highway Research Board. He served as chairman of the Campus Planning Commission and the Wisconsin Registration Board for Architects and Professional Engineers, consultant to the U.S. Forest Products Laboratory in Madison, and president of the American Society for Engineering Education.

## **Get Fall Dorm Applications In Now**

Applications for rooms in University residence halls are being accepted for next September. Ray Wirsbinski, University housing business manager, urges prospective students to file housing applications early to assure accommodations in dormitories.

These are separate from applications for admission, and prospective students may apply for housing before they apply for admission to the University.

Applications may be obtained by writing directly to Assignment Office, Residence Halls, Slichter Hall, Madison 53706.

## **Writing Test Not Very Popular**

The basic-writing-skill test offered to juniors late last month was taken by only about 20 percent of a 6500-student potential, but that may be enough to help faculty determine why so many of today's college students are inarticulate writers. Backgrounds of those who wrote the exam will be put through a computer to determine whether there is enough heterogeneity evident to draw logical conclusions on writing instruction in primary and secondary education at varying social and economic levels. If so, researchers may be better able to explain the decline in writing

# The News

ability that set-in late in the 1950s, improved for a few years, then declined again. The exam will be graded by machine in part as well as by instructors, and grades will be disclosed to the participants early next semester. Grades will not become part of the students' permanent records.

The exam was the first step in a planned program to upgrade effective writing skills here. A faculty-student Special Committee on Improving Student Writing has been appointed by Chancellor Young, and is working to deliver a set of recommendations on specific programs by the first of the year. Faculty throughout the UW System have been working to construct a multiple choice writing exam to test command of standard principles of grammar and language, and the English Placement Test has been administered for two years to all incoming freshmen. Part of it was included in the junior test.

One campus group, the International Committee Against Racism, passed out handbills opposing the junior test, seeing racist implications in it, calling it a "neo-racist trick," and the "front edge of a movement to resegregate the University by only allowing in the so-called upper level students who can pass certain tests."

## No More Sponsorship Of Milwaukee Classic

Athletic Director Elroy Hirsch has announced that Wisconsin will cease to co-host the Milwaukee Basketball Classic with Marquette at the conclusion of the current contract which expires with the playing of this year's tournament December 27-28 in the Milwaukee Arena.

Hirsch, in making the announcement, noted, "We've had many discussions with Marquette Athletic Director and Basketball Coach Al McGuire, and this action is by mutual agreement with Marquette."

Hirsch continued, "The action does not preclude Wisconsin's basketball team from being invited to future Milwaukee Classic's as a



*You will recall your dorm Housefellow as one of the more organized people you knew in your campus days, and nothing has changed. Before the highly successful Housefellow Reunion was held in October, a committee of veterans got together to plan it right down to, as shown here, what size cups to serve beer in. The committee and when and where they fellowed are, back row: George F. Gurda, '41-42, Kronshage; Carolyn Schoenwald Auen, '67-68, Sellery; Joe J. Corry, '57-58, Adams; Margaret Zehren, '76-77, Witte; Sally Porch Hansen, '52-53, Slichter, and Norman Neal, '27-30, Tripp. Seated: S. Lee Burns, res halls director, '45-54; Newell J. Smith, University housing director; and Lawrence E. Halle, res halls director, '66-73.*

participant. This will free Wisconsin to participate in other tournaments, and we are taking steps at this time to organize our own tournament in the newly renovated fieldhouse."

He added, "Wisconsin and Marquette will continue to meet in basketball, playing one game a year, alternating the site each season."

The Milwaukee Classic was first held in 1962 and this year's meet opening games on December 27 will see Wisconsin playing Boston College and Marquette meeting Clemson.

## Assistance Center Honored by WCPA

The Campus Assistance Center, founded six years ago when the campus was a national focus of student discontent, was cited recently by the

Wisconsin College Personnel Association for its outstanding contributions. The Center offers uniquely personalized services for students who need help with almost anything. Twenty students and several professional staff members answer questions, make referrals, and cut red tape for students who need directions through University procedures or personal or academic counseling; or who just want to know what movies are playing (WA, July, '72).

The award citation points out that when the Center was organized in 1970, the University was under fire for being unconcerned and unresponsive about student needs. The originators, who included current director Steve Saffian, Earl Nolting, and F. Chandler Young, all working in

student services, sought to make information available to students and in turn let the University know about the changing problems and needs of students.

Saffian said the idea of a central information and referral service was new to universities at the time the Center opened. "We didn't think it was enough just to have a Crisis Line to deal with really severe problems. We wanted to provide a service for all students to use when they needed help of any kind. When students come to us, they can be sure they won't get a run-around."

Most inquiries to the Campus Assistance Center come by telephone. In 1975-76 the Center received 145,000 telephone calls for information. (The phone number is 263-2400.) Students also walk in to the office at 420 N. Lake St. for help. The Center maintains an extensive list of telephone access tape recordings on subjects ranging from University services and procedures to health care; helps students find housing; and staffs information booths at convenient locations during registration periods.

The Wisconsin College Personnel Association is affiliated with the National College Personnel Association. Its members are deans of students, counselors, and student services staff members at public and private colleges and universities in Wisconsin.

### Cancer Quest Line Serves State Residents

Fear of cancer is often worse than the disease itself. But Wisconsin residents can have their questions answered about it by calling the campus Cancer Quest Line, part of the toll-free nationwide Cancer Information Service. The service—an outgrowth of the Clinical Cancer Center at the University Center for Health Sciences—has been answering people's questions for almost two years.

Quest Line counselor Marjorie Adler says the majority of people who use

the service either have cancer, or are related to somebody who does. "They are calling because they have real problems—somebody is upset—you feel it and you know it. So you talk to them about it."

Callers can also find out about clinics, physicians and cancer-related services located in Wisconsin.

"Cancer patients who call us often feel they don't have enough information. They are so upset while visiting the treatment facility that they don't ask a lot of questions, or they get an answer but it's in a language that makes no sense to them. It isn't until they get home that they realize the words haven't meant anything. Other people call because they are embarrassed by their questions, or their doctor is always busy, and they don't want to bother him. Whatever the reason, they like the anonymity. Nobody can see them, and they can call anytime of the day they want," Adler explains.

The counselors are trained in health education and counseling. For very complex questions, they contact more than 100 medical consultants at the Clinical Cancer Center.

"Some of the cancer research being done at Wisconsin is unique," says Kathy Massoth, another Quest Line counselor. "We often act as a liaison between the experts at the center and physicians in other areas of Wisconsin." But many calls, she adds, are from people who need a little sympathy. "People aren't looking for assurance that they will be cured. Cancer patients want assurance that what they are going through is normal for somebody in their position—and their families want to know that, too."

Wisconsin residents can call Cancer Quest Line by dialing (800) 362-8025. The line is open 24 hours a day, seven days a week. If a counselor is not immediately available, the operator will note the caller's number and have the call returned. The national Cancer Information Service has similar arrangements at toll-free numbers in most other states.

—Bill Broad

"Anyone who is familiar with the history of academic men and women knows that skepticism and pessimism mixed with a morbid disposition to expect the worst are as natural to professors as cheerful optimism and boisterous boosterism is the professional stock in trade of ad-men and promoters. Professors, someone once remarked, are people who always think otherwise."—Prof. Jurgen Herbst, history and educational policy studies.

"Reviewing the span of forty-three years as a teacher leaves me with a painful awareness that the polarity that has developed between management and employes has come to be reflected in the relationships of teacher and student. Administrator and teacher-devotion to the student has eroded as the student's devotion to learning has eroded."—Prof. Lanore A. Netzer, first woman member of our educational administration faculty, who retires at the end of the semester.

Women's Athletic Director Kit Saunders, on the Athletic Board's resolution supporting revision of the Big Ten to put men and women athletes on equal footing: "Sure, we women will have something to say about the conference revision (if it occurs). But for a while we should have a lot to say, and that will be a real hard point to get across, because the conference, as it is now, has been going for quite some time."

"(Since 1971) we have concluded the massive task of comprehensive academic audit for no less than 319 master's degree programs; we have set in motion campus-based reviews of 137 doctoral programs and 643 undergraduate majors. I know of no other state or higher educational system that has undertaken anything like so comprehensive, basic or objective a review of its academic offerings."—UW-System President Weaver, reviewing his term in office for the UW Foundation Presidents Club.



# The News

## Not So Crowded Next Semester

Campus admissions officials expect to admit all new freshmen and transfer students for the spring semester if they meet minimum admission standards and applied by the Nov. 15 deadline. Acting director of admissions David E. Vinson said the University expects about 600 transfer students and about 200 new freshmen to begin studies here in the spring semester.

Vinson said it will not be necessary this spring to use the more rigorous admissions standards set up under the enrollment limitation policy that was in effect for fall registration.

The Nov. 15 deadline did not apply for students who are re-entering this spring. Spring semester registration is Jan. 17-21, and classes start Jan. 24.

## Fewer GI Bill Students On Campus Today

Enrollment of veterans attending college on the GI Bill is down by about 15 percent here. Campus officials expect part of the decline to be offset next semester because Congress has passed a revision of the GI Bill that includes extension of the eligibility period for educational benefits from thirty-six to forty-five months. The bill also ends educational benefits for new recruits into the Armed Forces and replaces them with an educational "pension plan" that draws funds from both military pay and the Veterans Administration.

The decline in veteran enrollment is nationwide. Preliminary figures show a decrease of 34 percent, or 375,000 students, according to a national survey published recently

in the Chronicle of Higher Education. Two-year colleges suffered the biggest losses, averaging declines of about 60 percent.

J. Murray Marks of the registrar's office here says 1,074 veterans are enrolled and receiving benefits this fall. During 1975-76, there were 1,270. The figures include only veterans; other students receiving benefits are 650 service dependents, four who are on active duty, and three spouses of military personnel.

## Prof. Hirschfelder Joins Elite Among Scientists

Prof. Joseph O. Hirschfelder of our chemistry department was one of fifteen American researchers to receive the National Medal of Science from President Ford last month in ceremonies at the White House. The medal is the nation's highest award for distinguished scientific achievement, and went to Hirschfelder "for his fundamental contributions to atomic and molecular quantum mechanics, his theory of the rate of chemical reactions, and his structures of the properties of gases and liquids."

The professor later told reporters that he thinks we may be entering "a golden age of scientific breakthrough. With the present possibilities of all kinds of electronic gadgetries, experiments which, up to just a few years ago, were Nobel Prize calibre are being reduced to standard laboratory techniques."

Hirschfelder joins two other faculty members who have received the National Medal of Science; Prof. Sewall Wright, genetics, earned it in 1966, and Prof. Harry Harlow, psychology, received it in 1967. Both men are now emeriti.

## Law Market Tough, But Not For Badgers

Federal government statistics point to a shortage of jobs for law school graduates, but people graduating from our Law School are finding work, according to Asst. Dean Edward Reisner, who heads law placement.



*Emeritus Music Prof. Paul G. Jones '27 (left) believes it's unusual for three generations of one Badger family to earn membership in Phi Kappa Phi honor society, but it happened in his. In the center is Jones's uncle, Willis R. Woolrich '11, emeritus dean of the College of Engineering at the University of Texas—Austin; and at right is Jones's nephew, Thomas R. Albrecht '76, who graduated in forestry science.*

# Alumni News

Some law schools, Reisner admits, have had trouble placing new lawyers. But he says schools with good national reputation—like Wisconsin's—are more successful.

Last spring, 211 graduated; only seven are still looking for jobs, Reisner says. One reason for that success is the changing nature of many law positions.

"Our students are much more willing to take jobs which are not traditional legal jobs, not private-practice positions. There's a percentage going into government service, legal aid, corporate work, and into 'law-related,' a catch-all category."

Salaries continue to rise substantially. Last spring's included a low of \$8,500, a high of \$26,000, with a median of about \$14,000.

## Regents Honor Two Faculty Members

Two members of the faculty have been named to special esteemed professorships by the regents.

A native of Belgium, Jan M. Vansina, was named Vilas Research Professor of History in the College of Letters and Science.

The winner of the prestigious 1977 American Chemical Society Award in Pure Chemistry, Barry M. Trost, was appointed Evan P. and Marion Helfaer Professor in Chemistry.

Vansina, 47, whose new professorship comes from funds supplied by the William F. Vilas Trust Estate, joined the Madison faculty as a visiting professor in 1960. His research interests include pre-colonial and colonial history, historical method, social anthropology, and linguistics of equatorial Africa.

Trost's studies in synthetic organic and natural products chemistry have resulted in more than 120 published papers and two textbooks. Associate editor of *The Journal of the American Chemical Society*, Trost, 35, joined the UW-Madison faculty in 1965.

Evan P. Helfaer, Milwaukee, served for many years as president of Lakeside Laboratories Inc. He received a degree in chemistry at Wisconsin in 1920.

## '10-'38

Ethel Rose Taylor Horsfall '10, Oakland, Calif., has reached her 1,000-mile goal in swimming since learning to swim thirteen years ago. It's certified by the Red Cross.

Plans are to complete this year the memorial to Peter Muhlenberg in Washington, D.C. The Revolutionary-era clergyman and soldier will have a commemorative statue and plaque erected in his honor at the corner of 36th and Ellicott streets, N.W., across from St. Paul's Lutheran Church, facing Connecticut Avenue. President Coolidge authorized the memorial in 1928, and on its board of directors then as now was Frank W. Kuehl '21.

A. J. (Carl) Luther '23, Minneapolis, recently conducted his forty-third foreign seminar for American and foreign business people, this latest one in Moscow.

Emanuel R. Piore '30, New York City, retired chief scientist with IBM, has been named to the city's restructured and enlarged Board of Higher Education.

Mary O'Connell McCahill x'31, Ft. Lauderdale, has been awarded an Honorary Doctor of Humane Letters by Nova University there for her work with the physically and mentally handicapped and with the Red Cross, and her leadership in the development of the Ft. Lauderdale Museum of the Arts.

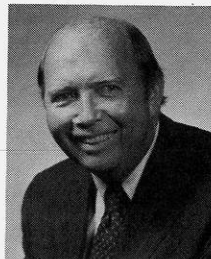
Square D Co., Park Ridge, Ill. has named James S. Vaughan '38, vice president, manufacturing, which will probably mean a move from his present Lexington, Ky. address, Vaughan is chairman of the UW Foundation's Presidents Club.

## '40-'48

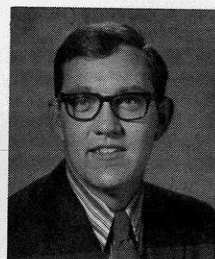
William Alpert '40 writes from Boynton Beach, Florida, where he and his wife Lee (Ellis '40) have lived since he retired in 1974 from the engineering staff of General Motors. He mentions that their son Joel '67 and Joel's wife, Bonnie (Strauss '68) now live in Warrington, Pa., where he is a consulting engineer at American Electronics Lab.

The new president of Lyon Metal Products, Aurora, Illinois, is Alfons W. Walan '40.

Earl F. Aiken '42, business manager of Morrison Knudsen Company, Boise, Idaho, has been elected its corporate treasurer.



Cosgrove '50



Nicholls '60

Grace Winer Krieger '44 writes from Lyndhurst, Ohio that "thirty-two years after I received my BA at Wisconsin I have received my MA in English Literature from John Carroll University, Cleveland. Between degrees, aside from raising a family, I worked for many years on the staff of *Locomotive Engineers Journal* and *Locomotive Engineer*."

Shirley Johnson Smith '46, Los Altos, Calif., who writes under the pen name Ellis Ovesen, earned a plaque last June from the World Congress of Poets. Her most recent book of poems is *Lives Touch*, published by St. Mary's College Press.

Julie Brickley '48, an assistant professor of Modernization Processes at UW-Green Bay, was one of three faculty members honored this fall for excellence in teaching.

Farrell B. Johnson '48, Fargo, retired last summer as a specialist with the National Weather Service there, and plans to spend the coming year in travel.

## '50-'60

Champion International Corporation has named Raymond P. Birdsall '50, Atlanta, as operations manager—southern pine for its U.S. Plywood operations. He has been with the firm since 1952.

R. Dennis Cosgrove '50, Madison, is the new president of Ohio Medical Products here. He joined the firm as a Chicago-area salesman in 1951 when it was known as Ohio Chemical Company.

Doris Cruger Dale '50, an associate professor in the department of instructional materials at Southern Illinois University, Carbondale, is editor of the book *Carl H. Milam and the United Nations Library*, published this year by Scarecrow Press.

*The Classic is Back*



## THE UNIVERSITY CHAIR

We were without it for a few years, but now we've discovered a supplier who can deliver excellent quality at a sensible price and within six weeks of receipt of your order at his factory in Boone, N.C. So the classic is back with us, in fine hardwoods with black satin-lacquer finish, hand-trimmed in muted gold and bearing the University seal.

The Captain's Chair is \$80; the Rocker, \$75 including tax. Each is shipped express collect from Boone to the address you specify. Or, if you prefer, you can have prepaid shipment and we'll bill you later for the charges.

To help you estimate shipping costs: A chair goes from Boone to San Francisco for \$25.81. Charges for deliveries to a business office and on those which are picked up by the customer at a terminal are considerably lower than when shipment goes to a residence. The manufacturer asks the agent to advise all addressees by phone when their chair arrives at the terminal.

**WAA Services Corp.**  
650 N. Lake St.  
Madison 53706

Here is my order for the Wisconsin chair as follows:

---- Captain's Chair(s) @ \$80 = -----  
---- Rocker(s) @ \$75 = -----  
TOTAL -----

Method of payment:

---- Check enclosed  
---- Charge my Master Charge No. ----- Expires -----  
Master Charge Interbank No. -----  
---- Charge my BankAmericard No. ----- Expires -----  
---- Please ship postpaid and bill me later for shipping charges.

NAME -----

ADDRESS -----

CITY ----- STATE ----- ZIP -----

Recipient and address if different from above:

Name -----

Address -----

City ----- State ----- Zip -----

Recipient's phone number (include A/C):

Business ----- Residence -----

## Alumni News

*continued*

**William Huffman '50**, publisher of the Wisconsin Rapids Tribune, is the new president of the State Historical Society of Wisconsin.

**Henry F. Renard '50**, West Bend attorney, is the new secretary of the Family Court Commissioner's Association and a new alternate national executive committeeman of the American Legion.

**William R. Sutherland '51**, a partner with Touche Ross & Co., has transferred from their Dayton, Ohio office to their Chicago office to assume responsibilities of director of its tax operations.

**Robert and Louise (H'Doubler '50) Nagle '51** will move from New Canaan, Conn. to San Francisco, where he becomes president and chief executive officer with the California and Hawaiian (C&H) Sugar Company. He has been a vice president of Amstar Corporation.

**Arthur S. Leon '54**, member of the graduate faculty in exercise physiology and nutrition at the University of Minnesota, took part in a White House Conference in Health, speaking on "The Relationship of Exercise Habits to Health and Quality of Life." Dr. Leon is said to practice what he preaches, having been an active distance runner for over thirty years. He lives with his wife, **Gloria (Rakita '56)** and their three children in Minnetonka.

**Air Force Major Charles F. Gilbert '55** is now stationed at Wright-Patterson AFB, Ohio. A supply management staff officer, he has been stationed in Thailand.

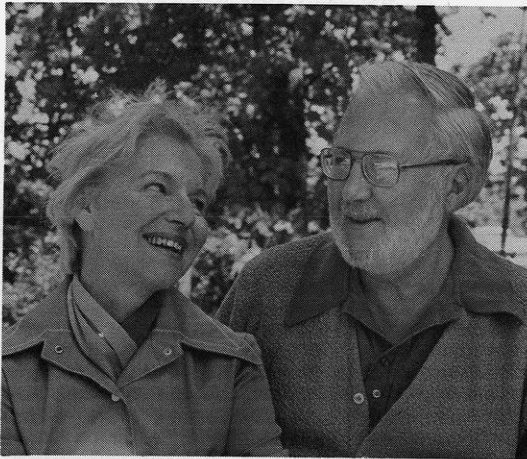
**Barbara Moilien Gruendemann '59, RN**, Denver, was recently elected vice-president of the twenty-five-thousand-member Association of Operating Room Nurses.

**Jack Joyce '59**, a Menomonie, Wis. city and district attorney since 1964, took oath last August as (Dunn) county judge.

**Thomas H. Nicholls '60**, project leader and plant pathologist at the North Central Forest Experiment Station of the U.S. Forest Service, St. Paul, has been given a Superior Service Award by the U.S. Dept. of Agriculture. He was cited "for having attained national and international recognition as a scientist expert on the biology and control of foliage diseases and of conifers" which resulted in the control of several serious Christmas tree plantation diseases.

**David J. Spengler '60** returns to Madison after fourteen years in Chicago to join the Affiliated Bank of Madison as vice president of its commercial banking division.

# For the retirement time of your life... in Madison.



Some things never change. Like the rich life Madison has to offer. Brisk fall Saturdays watching the Badgers battle it out in Camp Randall. Going out to Picnic Point. Leisurely walks through the Arboretum as the leaves color gold and crimson. The placid beauty of the four surrounding lakes and Madison's picturesque parks. The best of your college days had a lot to do with being in Madison.

But Madison has never had anything quite like Oakwood Village. A retirement community designed for active, interesting people age 55 or older.

- Entertain in your comfortable studio, or one or two bedroom apartment.
- Dine out with friends in one of Madison's fine restaurants, or in the excellent Village Inn.
- Attend church services or plays in Oakwood's modern 200-seat chapel-auditorium—the new home of the Madison Civic Repertory Theatre.
- Audit courses or take advantage of the many artistic events prevalent at the University.
- And when you just want some peace of mind, take a stroll around Oakwood's 40 tree-sheltered acres.

The University and two enclosed shopping centers are only minutes away via Oakwood's own minibus or via the Metro bus line, which stops at Oakwood Village to provide you easy access to all of Madison.

Oakwood Village, open Sundays 1:30-4, weekdays 8-5, and Saturdays by appointment. Phone (608) 231-3451, ext. 251.



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wa

# Club Programs

Coming Events as Reported  
to Our Offices By Deadline  
For This Issue.

## CHICAGO

Wed., Dec. 15: Christmas party. Party Room at 100 E. Bellvue. Info.: Don Schroud, 346-9090.

Wed., Feb. 9: Founders Day event. Speaker: UW-System Pres. John Weaver. Place and time to be announced.

## DENVER

Fri., Sat., Jan. 21-22: Hockey, UW vs. Colorado College, at Broadmoor. Info.: Doug Reich, 756-9561.

Fri., Sat., Feb. 25-26: Hockey, UW vs. Denver U, at DU Arena. Info.: Ray Bain, 922-2993.

## INDIANAPOLIS

Sun., Dec. 12: Christmas open house. Info.: Alice Hecker, 846-4439; or Martin Monahan, 253-5868.

## LOUISVILLE

Sat., Jan. 22: Open House. Info.: Norm Johnson, 893-7709.

## MILWAUKEE

Wed., Dec. 8: Badger Sports Night #6. Hotel Pfister. Speakers are Elroy Hirsch, John Jardine, wrestler Pat Christenson. Cocktails at 6, dinner at 7; \$12.50 per person. Res., Carl Silvestri, (home) 241-5915; (office) 276-2026.

Sat., Jan. 15: Trip to UW Field House for Wis.-Indiana afternoon basketball. Info.: Larry Dallia, (office) 765-2529; (home) 774-2757.

## NEW YORK

Early December (date not set): Recent Grads party (Classes of '66-'76). Info.: Kathryn Brown, (office) 212/755-8817; (home) 212/758-7997. January (date not set): Rum-tasting party. Info.: Jim Goetz, (office) 914/359-7730; (home) 212/638-3686.

# Alumni News

continued

## '64-'75

Norbert and Carole (Kuehn '64) Keller '64 and their two children are spending the school year in Los Altos, California, where he has been sent by GM to be a fellow in executive education at Stanford University. They'll head back to the Detroit area in the spring, where Carole was recently selected as one of the five outstanding local presidents of the Michigan Jaycee Auxiliary. She's a former director of the Wisconsin Alumni Club of Detroit.

Elbert Covell College, the Spanish-speaking cluster college of University of the Pacific, Stockton, California, has named Jean Longmire '65 as an assistant professor of English-as-a-second-language. She has been teaching and finishing her Ph.D. at Georgetown University.

Grant Bell '66 has joined Redman Industries, a mobile home manufacturer in Silverton, Oregon, as a production manager. He has been with Marshfield (Wis.) Homes in a similar position.

Louise Sherman Stein '66 is now the director of the Szymanski Gallery in Beverly Hills, Calif. The firm specializes in 17th-19th century European paintings. She lives in Westwood with her husband and two children.

Gary and Barbara (Classen '67) Krutz '67 live in West Lafayette, Indiana, where he has been appointed an assistant professor of agricultural engineering at Purdue. They have two children, Jennifer and Jill.

Air Force First Lt. Paul R. Heil '67, a clinical nurse, is now serving at Clark AB, Philippines.

Employers Insurance of Wausau has appointed Peter Langlois '67 its public relations coordinator. He's been with the firm since 1973.

Captain Kenneth L. Sack '69, has graduated from the Air University's academic instructor course at Maxwell AFB, Alabama, and is now on duty at Manhattan College, Bronx, N.Y. with the Air Force ROTC unit.

Ohio Medical Products, Madison, has moved Neil M. Kosterman '72 in out of the sales territory to become product marketing manager in its respiratory support systems division.

Gordon G. Lindemann '70 has been promoted to the position of trust officer in its personal trust administration by Milwaukee's First Wisconsin Trust Company.

Fred Bach '72 is the arranger-director of the Sea Shantey Singers at West Allis Central High School. Last summer the group won the opportunity to take part in New York's Bicentennial Parade of Tall Ships.

Marianne Buenzli '72, dean of students at Cardinal Stritch College, Milwaukee, is designated one of the Outstanding Young Women of America for 1976 for her ability and service to her profession.

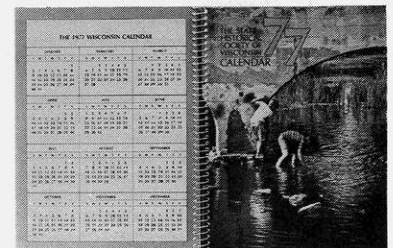
Rod Hanson '73, now a grad student at the University of Oregon, Eugene, took top honors for best feature story writing in the recent Oregon Newspaper Publishers Association Better Newspaper Contest. He wrote the winning feature, "Another Side of Prison," while editor of the Valley Herald, a weekly paper in Milwon-Freewater.

Robert E. Weigend '75 has established a law practice in Milwaukee.

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SOCIETY OF  
WISCONSIN  
CALENDAR

# 77

Retail Price  
\$2.99 each



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12-page section of historical pictures  
53 weekly appointment pages  
Record keeping and personal directory pages  
1976 and 1978 calendars  
An attractive mailing envelope

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# 1975-76 Annual Report Wisconsin Alumni Association



## A MESSAGE FROM PRESIDENT WEAVER



Please accept my sincere and personal thanks for your continuing interest and support which has made the Wisconsin Alumni Association a national leader in programming and financing to keep your University vital and strong.

Your University is enormously grateful for your loyalty, expressed in action and self-sacrifice. Never in the Alumni Association's 115-year history have we needed your participation more than now.

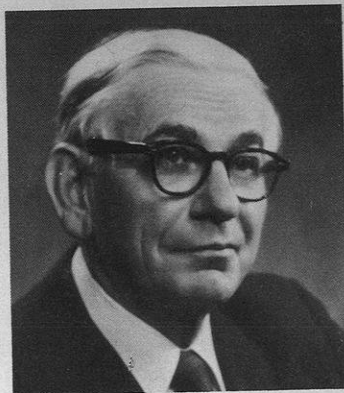
The faith and continued support of alumni and friends is the essential ingredient which has always enabled the University to surmount adversity and press forward to greater and more distinguished accomplishments.

Thank you for sustaining our great University.

A handwritten signature in dark ink, appearing to read "John C. Weaver".

John C. Weaver  
President  
University of Wisconsin System

## A STATEMENT FROM UW- MADISON CHANCELLOR EDWIN YOUNG



I was pleased to learn that this annual report of the Alumni Association is being published in the *Alumnus*. This provides a special opportunity to give you a close look at the nature and extent of the program of your Alumni Association. It demonstrates in a special way how the Association makes every effort to further the best interests of the University.

We are grateful to our alumni for their continuing interest and support. This report is a testament to the many ways in which alumni activity is being directed to benefit the University.

A handwritten signature in dark ink, appearing to read "Edwin Young".

Edwin Young  
Chancellor  
University of Wisconsin-Madison

# 1975-76 Annual Report Wisconsin Alumni Association

## Introduction

This Annual Report, our eleventh, represents programs and activities for the twelve-month period, *July 1, 1975 - June 30, 1976*. This is the first time our report is being mailed to all members of the Wisconsin Alumni Association through the pages of the *Wisconsin Alumnus* for your review. We welcome your comments and suggestions.

During 1975-76, the Association celebrated 115 years of service to the University and its alumni, our prime reason for being. The many programs highlighted in this report reflect that purpose.

You are about to read a unique and interesting story of accomplishment during a period of great financial stress. Our recovery from the recent loss of University financial support coupled with the impact of the depressed stock market on our life-member fund income has been a slow process. This retrenchment of the dollars available to us necessitated a cutback in staff and programs three years ago. With close scrutiny of all expenses and a greater density of performance by our small staff, the Association managed to survive without a membership dues increase until last July. Although the past year has been a transitional one, our new membership rates will provide a stronger financial base for the Association and make it possible to continue our excellent program of alumni involvement.

One of the highlights of the year included national recognition by the Council for Advancement and Support of Education (CASE), citing us for sponsorship of the Wisconsin Singers as the Student Relations Program of the Year. The CASE award marked the fourth national recognition received by the Wisconsin Alumni Association since 1967. Our congratulations to you, our members, for making this possible, and to the thirty outstanding young student members of the Wisconsin Singers who represented their University so well this past year.

We extend special thanks to all volunteers whose determination, dedication and loyalty are vital to our success. We'll count on you during the coming years.

## Organization

### Executive Committee

Association officers met three times during 1975-76: October 25, March 3 and May 22. On October 25, they approved an operational budget for the Association totaling \$296,923, and on March 3 reviewed recommendations from the Membership and Life Membership Investment committees pertaining to new life rates to become effective July 1, 1976.

### Board of Directors

The traditional Homecoming meeting of the board was held on October 24 and 25. The Friday meeting, featuring a look at the University, included a presentation by Kit Saunders '66, director of Women's Intercollegiate Athletics, and Betty Erickson Vaughn '48, alumni representative on the UW Athletic Board. Harvey Breuscher, director of UW Statewide Communications, shared the problems of "Financing Higher Education" with directors. The afternoon program concluded with a special preview of the Wisconsin Singers, followed by a reception for directors and spouses in the Alumni House Lounge.

The Association's business meeting, on Saturday morning at the Union South, included reports from President John Weaver, Chancellor Edwin Young, UW Foundation Director Bob Rennebohm '48, WAA Treasurer Fred Stender '49 and Insurance Advisory Committee Chairman Ralph Voigt '40. Action taken by directors included approval of a special half-price annual membership rate for graduating seniors, effective within twelve months of graduation, and the approval of a resolution commending and congratulating Nobel Prize winner Dr. Howard Temin, member of the UW-Madison faculty. At the conclusion of the meeting, directors and spouses were hosted for lunch by Chancellor and Mrs. Young.

The spring meeting of the board was held on Saturday, May 22, on Alumni Weekend. Agenda items included reports from President Weaver, Chancellor Young and UW Foundation President Charles Newlin '37 and the following Association committee chairpersons: Membership, Mrs. Vaughn; Marketing, John Cattelino; Insurance, Mr. Voigt; and Nominating, George Affeldt '43. Directors approved an increase in the life membership rates, effective July 1, 1976, from \$200/single and \$250/ family to \$250 and \$300, respectively. Special rates of \$200 and \$250 for young grads of the last five years, will remain in effect. Other board action included the approval of a

hospital indemnity insurance program, on a group basis, to be offered to members in the fall of 1976. Minor revisions in the WAA employees retirement plan were approved to comply with recent federal regulations, and a new trustee, the Affiliated Bank of Madison, was appointed to handle the plan as of July 1.

The following alumni were elected to office with terms effective July 1, 1976:

#### Directors-at-Large (three-year-term)

Ann Weiss Beyer '36, Philadelphia  
Harvey Clements '43, Chicago  
Francis Hoffman '43, Madison  
Veldor Kopitzke '49, Menasha  
Marge Beduhn Leiser '45, Houston  
Jonathan Pellegrin '67, Fort Atkinson  
John Poser, M.D. '33, Columbus, Wis.  
Clare Rice '43, Cedar Rapids  
David Spengler '60, Madison  
James Temp '55, Green Bay

#### Director-at-Large (one-year term)

F. Frederick Stender '49, Madison

#### Representative on the UW Athletic Board (four-year term)

Robert Buehner '47, Madison

#### Representative on the Memorial Union Council (two-year term)

Donald Thayer '72, Madison

#### Officers of the Wisconsin Alumni Association (one-year term)

Earl Jordan '39, Chicago—Chairman of the Board  
Harold Scales '49, Madison—President  
George Affeldt '43, Milwaukee—1st VP  
Urban Doyle '51, Cincinnati—2nd VP  
F. Frederick Stender '49—3rd VP  
Jonathan Pellegrin '67, Fort Atkinson—Treasurer

Betty Erickson Vaughn '48, Madison—Secretary  
Pat Strutz Jorgensen '46, Milwaukee—Assistant Secretary

### Staff

At year end, a total of thirteen full-time employees, listed below, and two part-time were involved.

Arlie Mucks, Jr. '43, Executive Director  
Gayle Williams Langer '59, Associate Director  
Tom Murphy '49, Director of Communications and Editor, *Wisconsin Alumnus*  
Elma Keating Haas, Director of Programs  
Judi Leibel, Director of Operations  
Chris Corcoran Purinton '75, Director of Alumni Services  
Judi Weissmiller Salverson, Administrative Assistant  
Carolyn Walker Libby, Tour Coordinator and Administrative Assistant  
Dawn Michel Bosold '72, Student Relations and Club Activities  
Suzanne Johnson, Secretary/ Receptionist  
Jennette Simonson Poulik, Membership Coordinator  
Ida Hustvedt Sivertson, Life Member Secretary  
Mark Janke, Printing and Mailing

Members of the staff were involved in national and campus committee functions during the year; Mr. Mucks, Mrs. Langer and Mrs. Salverson continued in a

### Committees

The following twelve committees served the Association during 1975-76:

Committee	Chairperson	Meetings Held
Alumni House Utilization	Betty Schlingens Geisler '37	July 14
Insurance Advisory	Ralph Voigt '40	August 18
Life Membership Fund	F. Frederick Stender '49	October 14
Marketing	John Cattelino	January 27 September 25 October 21 December 2
Membership	Tony Stracka '56	January 13
Nominating	Betty Erickson Vaughn '48	October 9
Recognition and Awards	George Affeldt '43	January 20
Resolutions	Joyce Jaeger Bartell '38	March 3
State Relations	John Walsh '38	February 12
Student Awards	Byron Ostby '49	Ongoing
Women's Day Steering	John Walsh '38	Ongoing
Young Alumni Advisory	Marshall Browne, Jr. '49	April 27
	Audrey Beatty Walsh '38	
	Mary Goebel McGary '56	Quarterly
	Artha Jean Petrie Towell '53	
	John Etter '72	October 14
	Donald Thayer '72	January 29



leadership role at the District V level of CASE, and in July, 1976, Langer addressed the national CASE assembly on "Financing an Alumni Association"; she also served as a member of the governmental affairs committee for CASE. Association staff continued as active members of the Madison campus Public Functions, Alumni Records, Football and Madison Hall of Fame committees.

## Programs

### Alumni Leadership Conference

A twenty-minute visual presentation depicting student life on the Madison campus opened the annual Fall Leadership Conference on Saturday, September 20, at the Educational Science building. Other program highlights for the conference — which was attended by 200 local club officers and directors, members of the WAA Board of Directors and committee members included a presentation on the world food supply by Dr. Reid A. Bryson, director of the campus Institute for Environmental Studies. Participants were also greeted by Athletic Director Elroy Hirsch '49, UW Foundation Director Rennebohm, Assistant to the Chancellor Art Hove '56 and Association Vice President Affeldt. Special sessions were offered on the Matching-Dollar Scholarship program and alumni club nuts and bolts.

Spark Plug awards were presented to the following alumni for outstanding leadership at the local level:

James Bie '50, San Diego  
William Gyure '48, Monroe  
Mary Jean Miller Bilek '47, Marinette  
Ray Swaziek '38, New York  
Dale Thompson '50, Madison

The morning program concluded with a concert by the Wisconsin Singers, followed by a luncheon at the Union South. Attendees returned there after the Wisconsin/South Dakota football game for a Badger Bash and the opportunity to exchange ideas with fellow alumni leaders.

### Alumni Club Activity

Approximately 125,000 pieces of mail were sent during the year to support the activities of seventy-five active alumni clubs. Founders Day, serving as the focal point for the clubs, was held by thirty-three in-state clubs, thirty-seven out-of-state clubs, and two were held in foreign lands! Clubs sponsored an additional fifty events, including film/theater parties, picnics, Young Alumni receptions, bridge



*Green County (Monroe) Alumni Club Founders Day - (l. to r.) vice president Martha Etter and President Gerald C. Condon welcome guest speaker Robert E. Cooke, M.D., vice chancellor for Health Sciences.*

tournaments, sports excursions and a variety of special fund-raising events and annual meetings.

Four new alumni clubs were organized during the year, including the Bedouin Alumni Club in Dharan, Saudi Arabia; and the Wisconsin Alumni Club of the Republic of China in Taipei. Somewhat closer to home, Badgers joined together for new alumni club activity in Cedar Rapids and Oshkosh.

The Matching-Dollar Scholarship program, now in its ninth year of sponsorship by the Association and the University of Wisconsin Foundation, involved twenty-nine alumni clubs. The amount raised for scholarships, including matching funds from the Foundation, totaled \$41,865. Ninety-six campus students received scholarship funds last year.

The following clubs met certification\* standards during the year and elected a local representative to serve a one-year term on the Association's Board of Directors: In-State: Fond du Lac, Monroe, Racine; Out-of-State: Houston, Indianapolis, Denver (Mile High), St. Louis and Twin Cities (Minneapolis/St. Paul).

### Commencement and Honors Ceremonies

Association President Jordan greeted new graduates at both the mid-year (December 14) and spring (May 29) Commencements, encouraging their participation as new alumni in our program of activities.

\*A certified alumni club is one whose officers and directors are members of WAA, as are at least 100 of its local members, and which sponsors a Founders Day event and one other program annually.

In cooperation with the University President's office, the Association contacted key alumni during the year, asking them to represent the University at official dedications or inaugural programs scheduled at other colleges throughout the country.

### Insurance for Members

The group term-life insurance program initially offered to members of the Association in May, 1975 was well received, with 383 insured members at the end of the first policy year, May 31, 1976. The volume of insurance in force was \$9,620,000. WAA members have the opportunity to purchase up to \$40,000 of term-life insurance benefits through the program with an optional family plan offering spouses \$5,000 coverage and dependent children \$1,000 each. Benefits remain level until age seventy-five, when coverage ceases. The plan is underwritten by Sentry Life Insurance Company of Stevens Point and administered by Paul Burke and Associates of Minneapolis.

### Job Placement

Several members took advantage of the "Job Mart" service for alumni which was introduced during the year; members of the Association, looking for new or different employment, were invited to use the pages of the magazine to advertise their availability in a one-time, free listing, limited to fifty words.

### Receptions, Open Houses and Special Events

The Association, for the fifth year, offered open house at the Union South prior to every home football game. Hundreds of alumni and friends enjoyed a pre-game cash bar, complimentary coffee and good Wisconsin cheese, crackers and cranberry punch, while meeting with fellow alumni and members of the Association staff.

Alumni attending the out-of-town games participated in the traditional pre-game "Badger Huddles." These informal gatherings, similar in format to our open houses, provided Badger backers the opportunity to meet with fellow alumni in the area. Mr. Hirsch, Mr. Mucks, members of the cheerleading squad and other Madison campus representatives were on hand to greet fans and lead traditional cheers.

A Christmas reception for alumni volunteers, University personnel and student leaders who work closely with the Association staff and officers, was held on December 16 in the Alumni House Lounge. During the year, the Lounge also provided an ideal setting for hundreds of University and alumni receptions, including open house for returning alumni on Alumni Weekend.

## Reunions

*Fall 1975.* The Classes of 1955, 1960 and 1965 held reunions at Homecoming, October 25. The informal receptions were held at the Union South following the Wisconsin/ Northwestern football game. Approximately 600 alumni attended the post-game gatherings which featured cocktails, hors d'oeuvres, music, door prizes and greetings from class officers.

The Cheerleading alumni also returned at Homecoming for their fifth annual reunion. They participated in half-time festivities dressed in the red-and-white cheerleading attire, and enjoyed a post-game reception at the Union South.

*Spring 1976.* Reunion activities, held on Alumni Weekend, May 21 -23, were more structured than those on Homecoming, with special seminars sponsored by the honor Class of 1926. All returning alumni were invited to two seminars on May 21: "A Century of Agricultural Research," featuring a multimedia presentation depicting the development of agricultural research at the University, and "UW Campuses Around the World," a slide presentation and commentary by S. M. Riegel, assistant dean of International Studies.

Alumni House and the Wisconsin Center served as registration headquarters for the hundreds of returning alumni with special events for the Classes of 1911, 1915, 1916, 1917, 1921, 1926, 1931, 1936, 1941, 1946 and 1951.

On Friday, May 21, 150 members of the Class of 1926 were inducted into the Half-Century Club at the annual luncheon in Great Hall, hosted by Chancellor and Mrs. Young. Class officers presented the campus with a gift of \$136,000 in cash, pledges and deferred gifts.

The Class of 1951 and guests enjoyed similar festivities at the Quarter-Century Club luncheon on Saturday when seventy-six of its members were inducted. A class gift of approximately \$10,000 was presented to the University for the Memorial Union plaza project.

A program in the Union Theater followed the annual Alumni Dinner in Great Hall, attended by 320 alumni and featuring presentation of the Distinguished Service Awards, recognition for outstanding junior and senior recipients, and entertainment by the Wisconsin Singers.

On Sunday, May 23, alumni enjoyed a final glimpse of the campus and an open house at the residence of the Chancellor.

## Student Relations

Approximately 250 student leaders attended the November student leadership reception held in the Alumni House Lounge. The informal beer party provided an opportunity for participants



1976 Distinguished Service Award recipients (l. to r.) Larry Fitzpatrick '38, Norman Becker, M.D., '40, Joy Griesbach Teschner '31, Fred Haberman '36 and Charles Newlin '37.

to meet representatives of the Madison campus, the UW Foundation, and WAA.

During the year, the Association staff enjoyed its involvement with many student groups, providing counseling, secretarial, and printing services for committees of the Senior Class, the Badger Yearbook, and Homecoming. Co-chairmen of the 1975 Homecoming Week activities, Mark Wolf and Dan O'Connor, worked closely with the alumni staff, coordinating such traditional activities as the "Yell Like Hell" contest, the banner contest, Greek and Residence Hall displays, and the queen selection.

In the spring, our Student Awards Committee selected six outstanding seniors to receive recognition and honorary life memberships in the Association. Recipients were: Maureen Beaman, Berlin; Philip Blair, Madison; George Davis, Livingston, New Jersey; David Laatsch, Jefferson; Margaret Lewis, Mequon; and Darlene Schulz, Antigo. A

new cash scholarship award for outstanding juniors, in memory of Imogene Hand Carpenter, was presented to Bonnie Karlen, Minneapolis, and Barbara Lee, Clinton. All student winners received their awards at the Alumni Dinner on May 22.

The Wisconsin Singers got off to an early start in their ninth year of sponsorship by the Association with a week-long rehearsal camp in August. Under the direction of Rod Witte and choreographer Tom Terrien, this outstanding student group of thirty vocalists and dancers performed for fifty-six events, including eighteen alumni club occasions, two charitable organizations, and three WAA activities. Highlights of the year included an eastern swing to Louisville, Cincinnati, Washington, D.C., Philadelphia, and New York. Following a performance at the White House, the Singers received a special citation from President Ford. Needless to say, student



Homecoming 1975 - WAA president Earl C. Jordan (left) presents trophy to Homecoming Queen Kay Villa of Waukesha with Dan O'Connor, co-chairman, assisting.



The Wisconsin Singers - 1975-76 version

members and staff were thrilled to receive the CASE award for the Student Relations Program of the Year, mentioned previously in this report.

### Tours

Involvement in the Association's travel program, marking our thirteenth year of world travel, set a new high, with nearly 700 participants. Tours during the year included:

*Scandinavia*, August 21 - September 3; This fourteen-day tour visited Stockholm, Helsinki and Copenhagen and was hosted by Fred and Ann (Risdon '50) Stender, with forty-three participants.

*Dubrovnik*, October 12 - 23; Hosted by Chuck and Betty Vaughn, this nine-day tour with 160 Badgers featured a five-day Mediterranean cruise to Naples, visiting Corfu, Malta and Sicily.

*Hawaii*, December 31 - January 7; An eight-day holiday break to Honolulu, the land of sunshine and relaxation, attracted twenty-two vacationers.

*Caribbean Cruise*, January 31 - February 10; This ten-day cruise on the Sitmar Lines' *Fairwind* included stops at St. Maarten, Martinique, St. Lucia, Antigua and St. Thomas. Hosts Arlie and Maryalice (Hendrickson '43) Mucks and eighty-five Wisconsin passengers joined with members from other alumni associations in the midwest for this winter getaway.

*Cozumel, Mexico*, February 18 - 25; Our seven-day trip was a repeat of an extremely popular tour offered a couple of years ago. Maryalice and Arlie Mucks and 144 followers took advantage of the relaxation and sightseeing opportunities offered in this remote area of Mexico.

*Spring Dubrovnik*, April 27 - May 6; Also repeated by popular request, the Mediterranean Escapade saw 110 Badgers, hosted by Earl and Marion (Brannon '39) Jordan of Chicago and

alumni from Purdue on this tour.

*Ireland*, June 20 - 28; To provide a special Irish tour, Audrey (Beatty) and John Walsh '38 of Madison headed a contingent of ninety for our first Ireland Escapade, shared with alumni from Marquette. All the excitement of Dublin, unique sightseeing and shopping excursions and a dinner in a medieval castle highlighted this trip.

*Alaskan Cruise*, June 21 - 29. Another first for our WAA tour program, forty-three travelers, including hosts Irving and Marion (Koch '50) Gerhardt '47, took advantage of this exciting nine-day cruise aboard the British *Sun Princess*.

### Women's Day

*Fall*: An enrollment of 600 from Wisconsin and the midwest set the record for the largest fall Women's Day With The Arts, the ninth, on October 1, 1976. Six speakers who had participated in past programs were brought back "on demand," developing the "Encore" theme for the event, which was chaired by Mrs. McGary of Madison. Following the luncheon, the 100-piece Wisconsin Youth Symphony performed in the Union Theater, and two guided tours of the Elvehjem Art Center and the Union's Main Gallery closed the full day of programming.

*Spring*: "Overview '76" was the theme of Spring Women's Day. The sixteenth annual event was held on April 6. A variety of topics was offered at the morning session, and the afternoon program featured a drama and music program in the Union Theater. Professors Ordean Ness '47 and Jonathan Curvin of the Department of Communication Arts presented segments of the play *Home* by David Storey. Professor Karlos Moser of the School of Music provided an overview of the musical scene in America from Stephen Foster to Garfunkel. Mrs. Towell

of Madison served as the chairwoman for this event which was attended by 604.

### Young Alumni

A new program was introduced during the year with the sponsorship of two cross-country ski weekends in February at Trees for Tomorrow Environmental Center in Eagle River, Wisconsin.

Although an on-campus program was not held for young graduates in the fall, the Young Alumni Advisory Committee had several discussions evaluating existing programs and the development of future ventures. Co-chairmen Don Thayer and John Etter talked with alumni club presidents during the year to stress the importance of programs for young graduates at the local level and met with WAA staff members to review statistical information available on membership participation by new graduates.

## Membership and Finance

### Membership

Dues income continued to be our financial base. On July 1, 1975, annual and life membership rates were increased to meet the higher costs of providing member service and continuing existing alumni programs. Consequently, 1975-76 was a year of transition; our retention of paid memberships decreased and a lesser number of alumni joined on the new rate structure which is as follows:

Annual: \$20 single (increase of \$10)  
 \$25 husband/wife (increase of \$13)  
 Life: \$200 single (increase of \$50)  
 \$250 husband/wife (increase of \$75)

Dues income for the year was \$221,051, compared to \$290,381 the previous year. Annual dues receipts accounted for \$99,637 of this. WAA members billed during the year equaled 8,472; of these, 2,488 did not renew their membership, representing a 29.4% delinquency, compared to 15.0% in 1974-75. New members joining during the year totaled 1,957, reflecting a decrease in membership of 531, compared to a net increase of 1,807 last year.

Our WAA membership as of June 30, 1976 was 6,000 annual members and 19,591 lifetime status, for a total of 25,591.

Life membership growth during the year was good, based on the higher rate schedule, with 765 new life members, compared to 2,553 last year. The ten most-recent graduating classes accounted for 53% of all new life members for the year. Life membership income was \$121,414, compared to \$211,289 in 1974-75, and the accounts-receivable on life membership at year end was \$158,353 as compared to \$153,277 the previous year.

At year end, 16,053 life units were on record and, adding spouse affiliation, life membership was 19,591, a new high for our Association.

Billings for renewals and non-membership solicitations were revised during the year in an effort to trim mailing costs. Renewal statements, produced each month for expiring memberships, were mailed by third-class metered mail, starting July 1, 1976, with the approval of the postal service. The number of computerized notices for members was reduced from four to three; delinquent members continued to receive a follow-up mailing.

Two solicitations to all non-member alumni were mailed, in September and April, compared to four annual solicitations sent in previous years. During the balance of the year, selective mailings, by class and area, were used effectively to increase membership; it is interesting to note that the percentage of returns was by far the highest from recent grads.

We received excellent response to our appeal to new graduates, offering annual membership at half price (\$10), the rate effective up to twelve months following graduation.

Interbank charge cards continued to be very popular with members, for a total dollar volume of \$49,991 (\$28,960 for tours; \$21,031 for membership.).

### *Life Investment Fund*

Life-membership income received during the year, \$121,414, was deposited in the life-membership investment fund managed by the United Bank of Madison and the Association's Life Fund Committee. The market value of the account as of June 30, 1976 was \$660,015, compared to \$614,419 in 1975. The fund represents total costs of \$746,181. The increase of \$45,596, less administrative costs, represents additional life deposits of \$6,776 and interest income and dividends of \$38,550, reflecting a 6% increase in the market value of the fund.

Each year we utilize a specified amount from the life-membership fund to meet current operating costs and to service life-member accounts. The formula is based on an annual "service fee" for each life unit. At the beginning of the fiscal year, the Association had 15,454 life units on record; \$91,951 was budgeted for servicing them. However, an additional \$23,027 was required from the life fund to bridge the gap between lower annual membership dues receipts and escalating operating expenses. Therefore, we requested from the life fund distribution of \$114,978, representing a \$7.44 per-life-member service fee amount. Note that the actual cost of providing service to a member this past year was \$11.40.

The Life Membership Committee and members of the Executive Committee reviewed guidelines for establishing the annual life-member service fee following the life-member actuary study completed by William C. Cutlip, assistant vice president and actuary of CUNA Mutual Insurance Society, Madison, on April 30, 1976. The actuarial evaluation takes into consideration the number of life members and the market value of the life account and future accounts receivable. The study also reviews other income sources for the Association and projects an "assumed earnings rate" for the fund in an effort to reaffirm an annual service amount which will not jeopardize the principle and growth of the life-member investment account. The 1976 actuary study noted the average age of the life member at 49.5, compared to 48.5 two years ago.

### *Other Income*

As mentioned earlier in this report, annual-dues receipts were nearly \$45,000 lower than projected for the year. In an effort to continue the Association's program of activities and not jeopardize the life-investment fund through additional withdrawals, we communicated with those life members who had provided financial assistance the previous year through the "life-member supplement" program. Resultant income from this special emergency project totaled \$26,233.

Other sources of income for the year included \$4,373 from our Women's Day program and continuing educational programs; \$871 from sales of advertising space in the *Wisconsin Alumnus* magazine; and \$1,084 from other miscellaneous sources. Administrative services income, reimbursing the Association for promotional expenses relating to tours, merchandising and insurance programs, totaled \$45,210.

Operational income for the year was \$292,388 with expenses of \$295,983, reflecting an operational deficit of \$3,595.

### **Wisconsin Alumni Association Services Corporation**

The Services Corporation, a wholly owned subsidiary of the Wisconsin Alumni Association, was formed in 1972 following an audit by the U. S. Department of Internal Revenue of all non-related Association income. The corporation handles all tours and merchandise activity, as well as the Wisconsin Singers promotions.

Income generated from the Services Corporation is brought into the Association's operating budget by two methods: 1) charges for WAA services rendered to promote Services Corporation

programs, or 2) declared dividends. In order to declare a dividend, the income from Services Corporation activities must exceed all expenses. Federal and state taxes are then paid on the net income; the balance represents retained earnings. Gross earnings for the various programs this past year are: Tours, \$36,394; Damascene,\* \$8,080; Merchandise, \$2,292; Wisconsin Singers, \$19,892; and Singers' record albums, \$3,260. Total income for the Services Corporation for the year was \$70,918 and expenses were \$70,576.

### **Communications**

*Wisconsin Alumnus* magazine continues to be the primary source of news exchange between Association members and your campus. The Alumni News columns keep our members informed of milestones in the lives of their former classmates. (A reminder: if your name hasn't appeared in this section recently, drop a note to the editor with whatever information you'd like published, except for that *limited* to a new marriage, a birth announcement or receipt of an advanced degree.) The general news pages keep you advised of events and trends on the campus; Student Standpoint tells you what today's student is thinking; and special features by authorities in their fields—faculty or alumni—continue your education in subjects which touch our lives daily.

General news items are released regularly to the media concerning members who participate in Association programs or are honored by it, such as the recipients of our Distinguished Service or Sparkplug awards.

The *Executive Director's Report* is mailed quarterly to 900 alumni leaders—our national Association directors, WAA committee members and officers, and directors of the alumni clubs located throughout the nation. The report includes pertinent information to assist volunteers in carrying out their activities or assignments, and relates current Association and University programs to our most active group of membership.

*Madison Campus Newsletter*, which is published monthly by the Office of Information Services, edited by Assistant to the Chancellor Art Hove, is sent to directors of the Association to keep them better informed about campus issues.

\*The Damascene income resulted from a limited-edition program offered to members in May, 1975, in cooperation with Reed and Barton Silversmiths. This work of art featured a Bascom Hall scene, handcrafted in pure silver, 24-carat gold, burnished copper and bronze, displayed against a velveteen background and framed in gold and silver. It was purchased by 404 alumni.

**WISCONSIN ALUMNI ASSOCIATION  
OPERATING STATEMENT  
JULY 1, 1975 - JUNE 30, 1976**

RECEIPTS	Receipts June '76	Yr. to Date 1975-76	Budgeted 1975-76	Receipts June '75	Yr. to Date 1974-75
Annual Member Dues	\$ 6,872.00	\$ 99,637.00	\$144,972.00	\$ 4,154.00	\$ 79,081.00
Contributions	285.00	4,512.57	1,000.00	317.00	5,068.50
Life Dues Supplement	5,588.00	21,721.00	7,000.00	2,970.00	33,026.20
Advertising	—0—	871.00	1,500.00	500.00	1,525.00
Women's Day	—0—	4,373.09	4,500.00	(10.33)	4,560.16
*Retirement Income	6,618.00	6,618.00	—0—	8,165.00	8,165.00
*Servicing Life Members	71,351.00	91,951.00	91,951.00	79,906.00	88,906.00
*Member Promotion	16,409.00	16,409.00	—0—	13,500.00	13,500.00
Insurance Service	—0—	450.61	1,500.00	—0—	—0—
Administrative Services	16,984.85	44,760.26	43,000.00	6,522.15	27,744.50
Sundry	—0—	1,084.31	1,500.00	—0—	487.26
<b>TOTAL INCOME</b>	<b>\$124,107.85</b>	<b>\$292,387.84</b>	<b>\$296,923.00</b>	<b>\$116,023.82</b>	<b>\$262,063.62</b>
*Received from Life Membership Fund					

EXPENSES	Expenses June '76	Yr. to Date 1975-76	Budgeted 1974-76	Expenses June '75	Yr. to Date 1974-75
Salaries	\$13,068.83	\$160,987.32	\$161,103.00	\$12,585.32	\$153,673.76
Printing & Supplies	1,321.11	17,176.21	19,000.00	1,578.82	17,095.93
General Postage	409.81	16,780.34	23,000.00	2,295.57	21,651.98
Magazine	4,480.29	29,449.05	30,000.00	4,898.46	28,990.46
Reunions	2,907.15	1,011.05	—0—	4,022.48	810.26
Travel, Promotion, Auto	1,473.86	7,937.50	10,500.00	857.00	9,883.88
Member Promotion	1,466.22	16,460.56	2,000.00	692.77	12,406.57
Dues & Subscriptions	150.00	1,810.60	2,100.00	75.00	2,015.00
Staff Expense	67.17	885.08	400.00	129.20	363.15
Accounting & Legal Fees	—0—	2,200.00	3,000.00	—0—	2,247.25
Telephone	242.30	2,928.80	2,500.00	78.54	709.34
Employee Insurance	425.84	7,821.25	6,500.00	—0—	8,241.97
General Insurance	—0—	270.50	250.00	—0—	107.00
Retirement	2,511.00	6,617.40	8,270.00	3,641.86	8,164.92
Soc. Sec. & Unemployment	764.56	8,809.15	10,500.00	981.13	9,205.14
Equipment Expense	1,260.00	4,033.14	5,500.00	68.16	2,416.49
New Equipment	(79.00)	910.10	1,000.00	—0—	177.90
Data Processing	304.98	3,779.56	5,000.00	450.92	3,428.89
Mailing Contract	1,260.98	5,401.55	4,500.00	1,915.79	3,560.91
Miscellaneous	25.50	11.69	800.00	(1.20)	(70.79)
Credit Card Surcharge	99.05	702.03	1,000.00	265.79	1,100.47
<b>TOTAL EXPENSE</b>	<b>\$32,159.65</b>	<b>\$295,982.88</b>	<b>\$296,923.00</b>	<b>\$34,535.61</b>	<b>\$286,180.48</b>

CASH IN BANK JUNE 30, 1975 = \$7,716.23

CASH IN BANK JUNE 30, 1976 = \$3,239.32

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# The Job Mart

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Michigan Upper Peninsula resident desires to represent chemical-technical company in sales or customer service, in eastern Upper Peninsula, part or full time. Many years of customer contact, customer service, chemical manufacturing, and management experience. B.S. Member 7637.

Economist (B.A. '72, M.A. '76) and lawyer (J.D. '76) seeks position with tax/investment/finance firm. Prefer position with travel and international aspects, but will consider all offers. Willing to relocate. Single, research experience, publications. Member 7636.

Broadly experienced people-oriented senior executive with well-developed management skills, willing and able to assume complete profit and loss responsibility. Over twenty years all levels of responsibility, including CEO. BBA '48, CPA, heavy finance and SEC, mergers and acquisitions, sales and marketing, innovative and imaginative. Seeks immediate challenge. Member 7635.

Multi-faceted 1967 graduate with MA in Urban & Regional Plan-

ning seeks new, interesting position in related field, preferably in private sector. Married. Rocky Mountain-West location preferred. Member 7634.

Corporate lawyer (UW Law '61) with MBA desires opportunity in management. Extensive legal and administrative experience in both public and private sector. Seeks challenge. Resumé on request. Member 7633.

1973 female graduate with BS in Food Science desires employment with food industry in Washington, D.C. area. Experience as bacteriologist, production supervisor, quality control manager. Excellent recommendations and resumé available upon request. Member 7632.

1965 B.B.A. Personnel Management. Illinois real estate broker's license. Experienced in office supervision as well as administration of training programs. Seeking part-time training position in any northern suburb of Chicago. Member 7639.

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 N. Lake Street, Madison 53706.

## Deaths

Ralph Gordon Plumb '01, Manitowoc  
 Fred A. Schmidt '06, La Crosse  
 Claude L. Van Auken '10, Salinas, Calif.  
 Bernhard C. Korn '11, Milwaukee  
 Alvin Anderson '12, Sun Prairie  
 Charles Edwin Bennett '12, Denver  
 Mrs. Alvin Romaine Lamb (Nellie Elizabeth Schwartz) '12, Madison  
 William Fred Mackmiller '12, Milwaukee, a football All-American here, publicized as the only one of his time to have played every minute of every game of every season in his (Ashland, Wis.) high school and college career.  
 Mrs. Ernest Shellestad (Gertrude Ione Tusler) '12, Milton  
 Raymond Baker '13, Milwaukee  
 Harvey L. Ott '13, Tucson  
 Mary Seymour Stryker '13, Monrovia, Calif.  
 Mrs. Myron H. Umbreit (Grace Margaret Vergeront) '13, Madison  
 Harry Jefferson Koch '15, Ft. Lauderdale  
 Harley Wesley Lyon '15, Pasadena  
 Clarence William Zachow '15, Clintonville, Wis.  
 Edgerton Cooper Cooley '16, Portola Valley, Calif.  
 William Anthony Hendricks '16, Chicago  
 Harry Erwin Jones '16, Eagle River  
 Cleon Faville Balch '17, Wauwatosa  
 Clyde James Westgate, MD '17, Lincolnwood, Ill.  
 Donald Stephen Farley, Sr. '18, Madison  
 Mrs. Elver Ralph Oscar (Ruby Claire White) '19, Stoughton  
 Mrs. Fuad Saadeh (Gudrun Christensen Estvad) '19, Spring Valley, Calif.  
 Harry John Schwebke '19, Milwaukee  
 Mrs. Dan J. Minahan (Isabelle Waterman) '20, Madison  
 Merville C. Neel '20, St. Paul  
 Mrs. Eugene Shaw Sullivan (Beatrice J. Cumnock) '20, Madison  
 Mrs. Frank M. Suttle (Florence Bernice Hanna) '20, Clarkesville, Ga.  
 Mrs. Clifford Otto Bruden (Emma Mueller) '21, Madison  
 Mrs. Marvin L. De Vries (Christene Helene Cappon) '21, Holland, Mich.  
 Reuben Charles Grimstad '21, Pittsburgh  
 Donald Wagener Reynolds '21, Sturgeon Bay  
 Edwin Conrad Severson '21, Madison  
 Mrs. Henry A. Fett (Jessie Rutherford Fredrick) '22, Glendale, Mo.  
 Ernest Milo Lunda '22, Tucson

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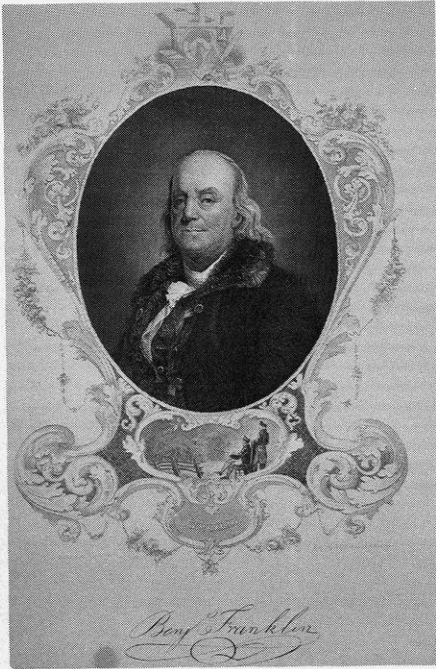
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# The Kite

carried out experiments. This time he mentioned only an enclosed clipping from the *Gazette* of "my kite experiment." Again he avoided saying *he* had flown the kite.

This studious sidestepping suggests the possibility he did not fly the kite. Earlier, in devising his experiment to draw lightning from the sky, Franklin raised the question of danger to the experimenter and answered: "I think there would

be none." Since then he had been knocked out by a careless slip during an experiment. A man dealing with celestial lightning ran risks greater than the experimenter in a laboratory. Franklin knew this. For years the *Gazette* had studiously reported deaths from lightning in and around Philadelphia. Later he praised Thomas-Francois Dalibard "as being the first" who "had the courage to attempt drawing lightning from the clouds. . . ."

If Franklin did not fly the kite, who then did? Certainly not his son William, then in his early twenties. Franklin would no more have risked his son's life than his own. Perhaps a third man shared the vacant field that day and held the end of the kite string. If so, it had to be someone Franklin did not cherish, someone who would take orders, someone ignorant of the risks involved and in no position to claim credit for the results of the experiment, someone who, if injured in the experiment, or killed, would not be deeply missed. One of the young male slaves in Franklin's house would have fit these criteria perfectly.

"Every simple explanation of the kite mystery leaves it still confused," Van Doren has written. Perhaps to place a third person on that vacant field on the cloud-darkened afternoon in June 1752 clarifies the mystery no more than other explanations have. This much can be said—if a third person was there and flew the kite, Franklin ever after felt guilty about it. Something about the experiment all his life made him uneasy. That much is certain.

## Three

Several months after the kite experiment Franklin had another "exquisite pleasure," one he was willing to talk about—at length. This one was inspired by news from France. "The *Tatler* tells us," he wrote to a friend in New England,

of a girl who was observed to grow suddenly proud, and none could guess the reason, till it came to be known that she had got on a pair of new silk garters. Lest you should be puzzled to guess the cause when you observe anything of the kind in me, I think I will

not hide my new garters under my petticoats, but take the freedom to show them to you, in a paragraph of our friend Collinson's letter last, viz.—But I ought to mortify, and not indulge this vanity; I will not transcribe the paragraph.—Yet I cannot forbear. "If any of thy friends," says Peter, "should take notice that thy head is held a little higher up than formerly, let them know; when the grand monarch of France strictly commands the Abbé Mazéas to write a letter in the politest terms to the Royal Society to return the king's thanks and compliments in an extreme manner to Mr. Franklin of Pennsylvania, for the useful discoveries in electricity, and application of the pointed rods to prevent the terrible effects of thunderstorms, I say, after all this, is not some allowance to be made if the crest is a little elevated. There are four letters containing very curious experiments on thy doctrines of points and its verification, which will be printed in the new *Transactions*. I think now I have stuck a feather on thy cap, I may be allowed to conclude in wishing thee long to wear it. Thine P. Collinson." On reconsidering this paragraph, I fear I have not so much reason to be proud as the girl had; for a feather in the cap is not so useful a thing, or so serviceable to the wearer, as a pair of good silk garters. The pride of man is very differently gratified, and had his Majesty sent me a marshal's staff, I think I should scarce have been so proud of it as I am of your esteem.

The day he exulted about the praise from France he also boasted to Colden about the discovery that would surprise "all mankind." He had conceived an ingenious experiment to determine whether thunderclouds were electrified positively or negatively. Take two vials, one charged by a lightning rod, the other by friction; hang a small cork between them. "If both bottles then were electrified *positively*," he said, "the ball being attracted and repelled by one, must be also repelled by the other. If the one *positively* and the other *negatively*, then the ball would be attracted and repelled alternately by each, and continue to play between them as long as any considerable charge remained." On April 12, the day he revealed the

French king's praise of his work, a "smart gust" passed over his house and he got a vial "charged pretty well with lightning." When he performed the experiment, "I beheld with great surprise and pleasure the cork ball playing briskly between them; and was convinced that one bottle was electrified *negatively*."

Again he felt "exquisite pleasure." This time, the very day of his discovery, he sent word of it to Colden. Nearly a half year would pass before Collinson learned about it. Franklin repeated the experiment eight times in May, "always with the same success," he said later. "Yet notwithstanding so many experiments, it seems I concluded too soon; for at last, June the 6th, in a gust which continued from five o'clock P.M. to seven, I met with one cloud that was electrized *positively*, tho' several that passed over my rod before, during the same gust, were in a *negative* state." A single experiment had destroyed his new hypothesis—that "*'tis the earth that strikes into the clouds, and not the clouds that strike into the earth.*" Abashed, he dared now to say only that "for the most part" this seemed true.

He had still not resolved the contradictions four months later when, reversing previous practice, he sent the inconclusive results to Collinson. "These thoughts, my dear friend," he explained, "are many of them crude and hasty, and if I were merely ambitious of acquiring some reputation in philosophy, I ought to keep them by me, 'till corrected and improved by time and farther experience. But since even short hints, and imperfect experiments in any new branch of science, being communicated, have often times a good effect, in exciting the attention of the ingenious to the subject, and so becoming the occasion of more exact disquisitions and more complete discoveries, you are at liberty to communicate this paper to whom you please; it being of more importance that knowledge should increase, than that your friend should be thought an accurate philosopher."

## Four

On 30 November 1753 the Royal Society bestowed upon Franklin its highest award—the Copley Medal.

The Society acknowledged Mr. Franklin "to be a very able and ingenious man" who "has a head to conceive and a hand to carry into execution, whatever he thinks may conduce to enlighten the subject matter of which he is treating." Upon receiving the medal Franklin responded with a graceful note:

I know not whether any of your learned body have attained the ancient boasted art of *multiplying* gold; but you have certainly found the art of making it infinitely *more valuable*.

News of the award of the Society's gold medal had been brought from England by William Smith, then a friend. Four years later Smith accused Franklin of having plagiarized fame. Ebenezer Kinnersley was the "author of a considerable part of those discoveries in *electricity*, published by Mr. Franklin to whom he communicated them," said Smith. "Indeed, Mr. Franklin himself mentions his name with honor, tho' he has not been careful enough to distinguish between their particular discoveries. This, perhaps he may have thought needless, as they were known to act in concert. But tho' that circumstance was known here, it was not so in the remote parts of the world to which the fame of these discoveries have extended."

Smith had a point. Franklin often used the word "we" when recounting the experiments that had been conducted in Philadelphia, but not until 1769, eleven years after Smith's accusation, did he mention his collaborators. But Kinnersley would not stand for any reproof of his colleague and instantly defended Franklin in one of the most generous letters in the history of science written by one deprived of his just share of fame:

SIR,

I was very much surprised and concerned to see the account you have been pleased to give of my electrical discoveries, in page 639 of the *American Magazine*. If you did it with a view to procure me esteem in the learned world, I should have been abundantly more obliged to you, had it been done, so as to have no tendency to depreciate the merit of the ingenious and worthy Mr. Franklin in the many curious and justly celebrated discoveries he

has made in electricity. Had you said that, being honored with Mr. Franklin's intimacy, I was often with him when he was making experiments, and that new discoveries were sometimes made when we were together, and at other times some were made by myself at home, and communicated to Mr. Franklin, this would have been really true, though it is what I never desired to have published. But to say, "That I am the author of a *considerable* part of those discoveries in electricity, published by Mr. Franklin"—the expression, from whomsoever you might have the intelligence, appears too strong. It may be understood to comprehend *more* than is strictly true, and therefore I thought myself obliged to take this public notice of it. If you will please, sir, to examine what Mr. Franklin has published on electricity, I think you will nowhere find that he appropriates to himself the honor of any one discovery; but is so complaisant to his electrical friends, as always to say, in the plural number, *we* have found out, or, *we* discovered, etc. As to his *not being careful to distinguish between the particular discoveries of each*: this perhaps was not always practicable; it being sometimes impossible to recollect in whose breast the thought first took rise, that led to a series of experiments, which at length issued in some unexpected important discovery. But had it been always practicable to distinguish between the particular discoveries of each, it was altogether unnecessary; as, I believe, none of Mr. Franklin's electrical friends had the least thought of ever appearing as competitors for any of the honors that they have beheld, with pleasure bestowed upon him, and to which he had an undoubted right, preferable to the united merit of all the electricians in America, and, perhaps, in all the world. I am, sir, your most obedient humble servant,

EBENEZER KINNERSLEY



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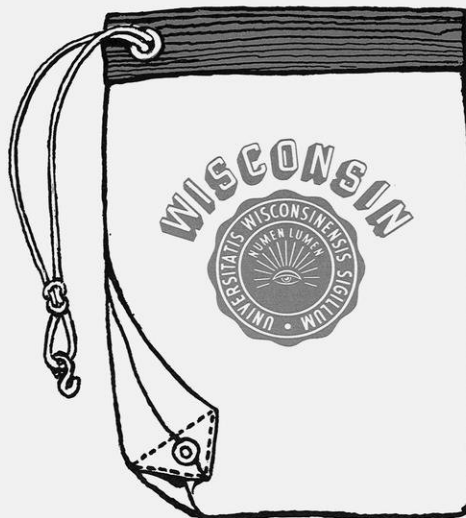


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# Big Game

There's a "game board" pattern to the pavement of the State Street Mall in front of the University Club. So, the city Planning Department, continuing in the vein that has made the entire Mall a charmer, decided that the game would be chess. The five-foot-high pieces were designed by Hanque Macari '73, an assistant professor in our department of landscape architecture; cut out of plywood by him and some students, and painted in white, red, orange and blue. The set was introduced at the campus Bicentennial celebration on July 4th weekend, and the knights, pawns and bishops got a workout all summer. But Camelot ends with the falling leaves. Next spring there'll be a different game, possibly designed in student competition.



*Photo/Del Desens*





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## CARIBBEAN CRUISE

Jan. 30-Feb. 6 From \$715

Seven days aboard the intimate and deluxe French *Mermoz*, where you are pampered by luxury and attention. Fellow passengers will be your alumni friends from Indiana, Iowa, Purdue, Minnesota and Northwestern universities (who selected the *Mermoz* because it has been so enjoyable on our previous Big Ten cruises!). We sail from San Juan, Puerto Rico to Barbados, Trinidad, St. Vincent, Guadeloupe and St. Thomas. Package includes Pan Am 707 jet roundtrip from Chicago or Indianapolis or Minneapolis, with prices ranging from \$715 to \$1230 per person, including all taxes, depending on your cabin choice and origin of air flight.

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March 1-8 \$699

On the coast, west of Mexico City, Manzanillo boasts the \$33-million resort complex, Las Hadas. That's where we're taking you! Vogue calls it "ultimate luxury carved from the jungle," and "a place like no other." It's built on

several levels overlooking the sea, with stunning Arabesque towers, cascading gardens, and rooms in one- and two-story villas. You can play spectacular golf here, and tennis, or ride or hunt, or dip in the pools, or swim and fish in a brilliant sea. We fly roundtrip from Milwaukee aboard a Southern Airways' DC-9 jet charter. To the \$699 price add 10% tax and services.

## SOUTH PACIFIC

Mar. 28-April 11 \$1499

A remarkable tour of Australia, New Zealand and Tahiti, in which you set your own pace. We fly roundtrip Pan Am 707 jet from Chicago. First, Christchurch, New Zealand (Hotel Christchurch); then Sydney (Sydney Hilton); then Papeete, Tahiti (Maeva Beach Hotel) for four nights each. New Zealand is one of the loveliest lands anywhere, and Christchurch is called "the most English town outside England." Sydney, Australia's oldest and largest, is built around one of the most beautiful harbors in the world. Papeete is the capital of French Polynesia, a constantly buzzing bazaar. The \$1499 price includes breakfasts and gourmet dinners daily.

## RHINE RIVER/BRUSSELS/BAVARIA

May 14-24 \$859

Three nights in the sumptuous Hotel Four Seasons in Munich, home of magnificent art, dumpling stews, and 500 fountains. Then a deluxe motorcoach tour through the glorious Bavarian countryside to the Rhine port of Karlsruhe, Germany. We board the *M. V. Holland Pearl*, where we'll have first-class outside cabins, marvelous meals, charming shops and lounges—to cruise the Rhine for three days through springtime in the heart of Europe. Then three nights at the deluxe Brussels Hilton! Brussels is the capital of the Kingdom of Belgium, headquarters for NATO and the European Common Market. It's a 1,000-year-old jewel with sidewalk cafes and baroque Guild-halls. Roundtrip flight is by Pan Am 707 jet from Chicago. Add 10% taxes and services to the price of \$859.

## IRELAND

June 14-22 \$699

By Pan Am charter 707 to Dublin and the elegant Burlington Hotel for three nights. Then by motorcoach across Ireland's green fields to its horse-breeding country and Blarney Castle and Killarney, for two nights in the Europe Hotel. We'll motor to the Ring of Kerry, through Killorglin and Cahirciveen. We'll visit Tralee and stay two nights

in Limerick at the Clare Inn. We'll dine in a 15th-century castle amid authentic medieval splendor, and you can even spend two nights in one if you prefer. There's a "shopping stop" at duty-free Shannon Airport before we jet back. To the price of \$699 add 10% for taxes and services.

## ALASKA CRUISE

June 29-July 6 From \$1059

Roundtrip from Chicago via American Airlines charter jet, to Vancouver. Then aboard the four-year-old British liner, the *Sun Princess*, to cruise to Ketchikan, Juneau, Skagway, through breathtaking Glacier Bay, to Sitka and back to Vancouver. Plenty of time in each port to see modern Alaska combined with its colorful history of Gold-Rush life and Eskimo culture. And always, the magnificent mountain background. Prices from \$1059 depend on cabin choice, and include air fare and all meals aboard ship.

## SCANDINAVIA

July 28-Aug. 8 \$1099

Scandinavia is blond hair and blue eyes, vast open farmlands and rolling green hills, thousands of lakes, majestic mountains and fjords. Our Pan Am 707 jet speeds us there from Chicago to Copenhagen, Denmark's fabulous Fairytale Land. Then we proceed by overnight steamer on the North Sea to Oslo. We spend three full days in this Viking capital, then jet to Helsinki for three more. The \$1099 price includes our stops in deluxe hotels, with extravagant breakfasts daily. Add 10% taxes and services.

## BLACK SEA CRUISE

August

Date, prices and details to be announced.

## VIENNA/BUDAPEST

October 9-17 \$899

The name "Vienna" probably conjures more imagery than that of any other city in the world, from Strauss to The Third Man, to candlelit trysts to pastries so voluminous they must be sinful! We'll be there for five marvelous nights in the new, deluxe Wien Hilton, in the heart of the city. We'll take motorcoach tours to St. Stephan's Cathedral, the State Opera House, the palaces. Then by motorcoach to Budapest and its Hilton for three more exciting days. Budapest, with its wide boulevards and Tzigane music and the Danube! By Pan Am 707 charter jet from Chicago. Price of \$899 includes hearty American breakfasts daily. Add 10% for taxes and services.

All prices quoted here are based on double occupancy of hotel rooms and/or ships' cabins. Single accommodations are available at slight extra charge, as described in each brochure.

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