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W I S C O N S I N

PR



# ALUMNI



Industry and the University  
An Integral Alliance

MARCH 1988 APRIL

# Alumni Weekend

May 6-8

'88



◆ Remember the good times! ◆

## Events:

### Friday, May 6

- Class of '38 campus bus tour.
- Half Century Club Luncheon (all alumni through '38) in Great Hall.
- Induction of Class of '38 into Half Century Club.
- Seminar with Dean James C. Hickman, School of Business.
- Alumni Dinner, Great Hall, followed by awards ceremony and concert by the Wisconsin Singers.

### Saturday, May 7

- Campus bus tours. Class of '53.

### Seminars and Tours

College of Agricultural and Life Sciences  
Art Department Exhibition  
School of Business  
School of Education  
Elvehjem Museum of Art  
College of Engineering  
School of Music  
School of Nursing  
School of Veterinary Medicine

- FRCS Alumni Breakfast (All information about reservations through Margaret Strauss, 4409 Boulder Terrace, Madison 53711, (608) 274-3365.).
- Emeriti Grads Luncheon (all alumni through '37).
- Social Hours and Dinners for classes of '28, '33, '38 and '53.

**Reservation deadline for all meal events, April 25.**

All alumni welcome. Schedules and reservation forms will be mailed to members of the classes of '28, '33, '38 and '53.

----- Detach and Mail -----

**Wisconsin Alumni Association**  
650 N. Lake Street  
Madison 53706

Send me \_\_\_\_\_ tickets for the 1988 Alumni Dinner, May 6,  
7:00 p.m. @ \$18.00/person.

Name \_\_\_\_\_ Class \_\_\_\_\_

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# ALUMNI

## 1988 DISTINGUISHED ALUMNI AWARD WINNERS

And they are distinguished, indeed. Allow us to introduce you to *Herman Smith* MS '55 PhD '60, Atlanta; *Robert Froehlke* LLB '49, Minneapolis; *Marie Davis Gadsden* PhD '54, Hon. '82, Washington D.C.; *Eric Hagerup* '58 JD '62, Milwaukee; and to the recipient of our 1988 University Service Award, Prof. of History *John Kaminski*.

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### COVER

## COMPLICATED CONNECTIONS

Alliances between business and the university are worth \$16 million a year and growing fast. They pump new life into state industries like the once-

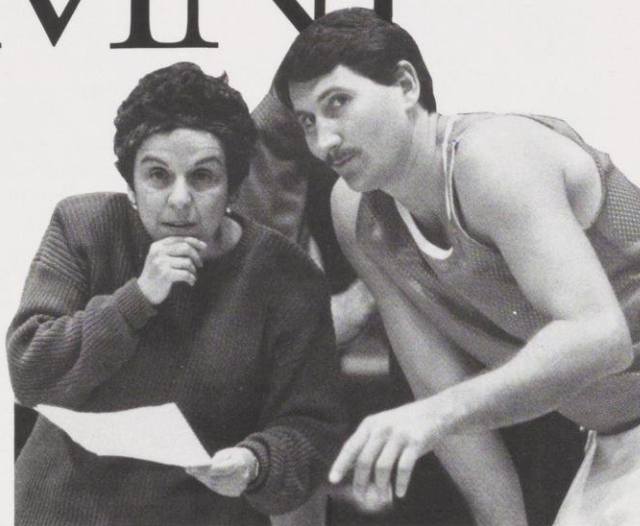
troubled Richland Center Foundry Company (now a successful, tax-paying employer of 190), and provide real-life research grounds for UW students. Nevertheless, some wonder whether these alliances are tainting the purity of scholarly pursuits and drawing prized faculty away from their classrooms. **by Terry Devitt '78 '85**

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## THE NORTHWEST ORDINANCE

It is an obscure work, poorly written by a combination of political visionaries and greedy rascalions. Yet at its



UW Chancellor Donna Shalala went to court this semester—as a team coach at the Wisconsin alumni basketball game. See page 7.

bicentennial it is considered one of the nation's most important documents, the first to ensure the protection of civil liberties, freedom of religion, and the prohibition of slavery. **by Prof. Gordon B. Baldwin**

16

## THE NON- TRADITIONALS

Older adults have been returning to campuses by the hundreds of thousands. They now make up 29 percent of the total enrollment at the UW and from all reports, they're finding what they're after. **by Tom Murphy '49**

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ON WISCONSIN 4

THE NEWS 6

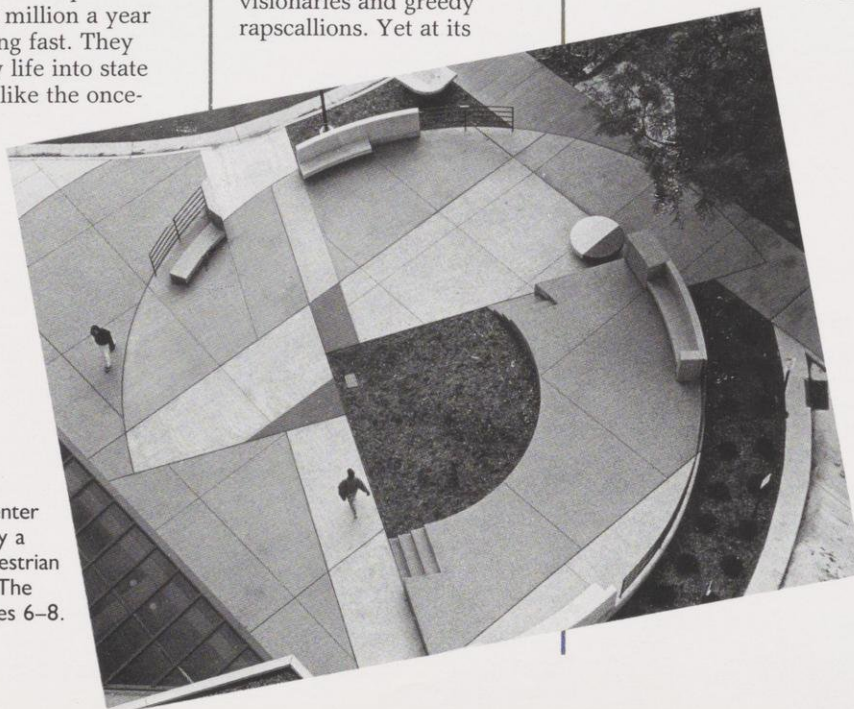
MEMBER NEWS 24

DEATHS 26

### Cover Photo

Michael Kienitz, UW News Service

The new Computer Science Center is set off by a unique pedestrian plaza. See The News, pages 6-8.







## Great Expectations

BY CHANCELLOR DONNA SHALALA

In facing the future, we must think boldly and strategically. Society has never held such high expectations or broad hopes for the benefits its best universities can bring. I would like to frankly address why I came to the University of Wisconsin and what I think we must do in the next year to make it clear we have confidence in ourselves and to renew our bond with the people of this state.

I accepted the invitation from the regents because it was an opportunity to lead one of the world's great land grant research universities. I came by choice—with enthusiasm.

This is an extraordinary university. That this institution is capable of unqualified brilliance in a wholly astonishing number of departments, programs, and schools is something to celebrate. To maintain that level of brilliance we must have substantial and continuous support from the people of this state through their elected representatives.

To achieve that support we must, in the next year, do three things: We must make a new, stronger and clear case to the people of this state for Wisconsin's need for a first class research university. We must strengthen the undergraduate educational experience. And we must implement our commitment to diversity and pluralism.

I believe the economic health of Wisconsin is inextricably linked to the quality of its educational institutions. Whether it is business expansion, struggling to understand the wonders of the universe, or the needs of the family farmer, the

presence of a great research university is a plus by any measure. We create hundreds of jobs through our research programs; we attract businesses; we train the most gifted scholars and researchers; we bring honor and visibility to our community and state. In this competitive era Wisconsin cannot afford to be *without* such a university.

It is time to begin to develop sound and thoughtful initiatives to deal with two legitimate and pressing educational issues. First, we must refocus and strengthen the undergraduate experience at this university. The founders of the great land grant institutions had three missions—undergraduate education, research, and outreach. We do the latter two with distinction; we must make certain that the first—undergraduate education—always meets the same standards of excellence.

Let us do this by asking the hard questions about the undergraduate program, which must lie at the heart of our educational concerns. Is it rigorous enough? Does it take our students into the twenty-first century?

The second initiative is about diversity. It's important for you to know that when I use the word "diversity," I don't use it as an embarrassed code word for "minorities." For me it describes the best kind of community there can be—a community that prepares all of our students to be citizens of a multiracial, multiethnic world. Authentic diversity also implies a commitment—a very serious commitment—to equal opportunity and affirmative action.

I expect our public commitments about women and minorities to produce an extraordinary effort. We must achieve full, complete, genuine equality of opportunity. *Nothing less than that will do.*

At a university whose history is studded with names like Charles Kendall Adams, Frederick Jackson Turner, and Charles Van Hise, I needn't preach about freedom of speech. But I would have us remember that academic freedom is fully operant only when we encourage the sifting and winnowing even of unthinkable ideas—even of ideas we *know* to be contemptible. In other words, we demonstrate our belief in freedom of speech only when it is not easy to do so. It should already be obvious that I do not have the temperament of a caretaker. And it is wonderfully evident that the University of Wisconsin at Madison has never wanted one. And so we will lead this magnificent university together. □

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## Madison Plan To Make The Dream Possible

The university's approach to remedying racial imbalance ("What's Happened to the Possible Dream," WA/Nov.) made news frequently through the midwinter break and into the new semester.

On December 1, the long-awaited report of the Steering Committee on Minority Affairs was released. In eighty-eight pages of criticism and suggestion, it charged the university with a "lack of commitment" to minorities. The overall attitude here, the report said, "translates itself into a multitude of fragmented, underfunded, understaffed, poorly monitored minority/disadvantaged programs designed more to appease minority constituencies and outside reviewers than to excel in their assignment."

At a January series of public hearings held by the Board of Regents, new Chancellor Donna Shalala repeated the promises she had made before taking office. Minority affairs would be a pri-

mary concern, solutions would be found.

On February 9, at a crowded press conference, Shalala unveiled The Madison Plan. It is a sweeping set of recommendations toward recruitment and retention of minority students and faculty. It goes beyond just opening doors to minorities, for it also stresses the importance of preparing majority students to live and be productive in the ethnically diverse communities of our state, country, and the world. An undergraduate ethnic-studies credit requirement was suggested for all students entering as of the fall of 1989.

Much of the Madison Plan is clearly in response to the demands of the report by the steering committee. Indeed, "we acknowledge the university's debt to the students whose anger and caring initiated the preparation of this plan," Shalala said. She added that thanks were also due to "the academic staff, faculty, and administrators who over the years have spent endless hours with limited resources to strengthen the university's efforts."

The plan's highlights include:

- Creating a Financial Aid Security Track, or FASTrack, to serve 150 new, low-income students a year regardless of ethnic background. It guarantees that no student will incur a debt of more than \$800 annually, or need to borrow at all in the first year.

- Doubling new undergraduate targeted minority enrollment to an entering group of 400 by 1993. This through an extensive recruitment program centering at first in the urban centers of Wisconsin, later extending beyond state boundaries.

- Coordinating the more than 120 minority-aimed undergraduate scholarships currently available, and soliciting state support to double to 400 the number of graduate students under the Advanced Opportunities program.

- Hiring seventy minority female and male faculty over the next three years (their current count is fifty-three) and increasing the number of positions on the academic staff to be filled by 125 new or promoted minorities.

- Creating various on-campus programs to stimu-

late student retention—one being a proposed multicultural center—including special efforts to support minority freshmen and sophomores; general efforts to make the campus what the report calls "more user-friendly."

- Designing new policies on employee and student conduct in order to better deal with discriminatory behavior, and;

- Finding the money to do it all. The first year of the plan will cost an estimated \$1.6 million from the university's existing public and private resources. About \$4.7 million in state tax dollars will be needed to sustain the plan through its first three years. Shalala said the university will ask the UW System and the legislature to help. The UW Foundation's forthcoming capital campaign has set a goal of \$4 million for minority merit scholarships for undergrads through the Chancellor's Minority Scholarship Program, and another \$4 million will be sought through the campaign to fund fellowships for minority grad students.



## An Evening for the Arts

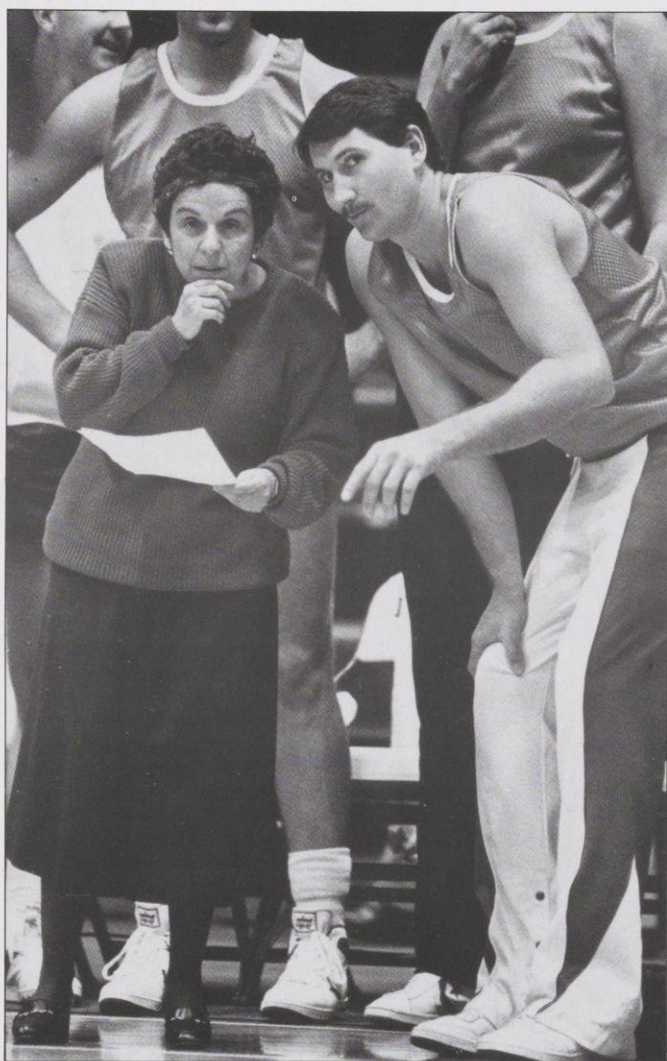
Back in the late 1970s, attorney Joseph R. Barnett '41, '48 set out to bring UW's cultural riches to a bigger audience. The Milwaukeean came up with the idea of a Performing Arts Showcase, which would be held at the city's Pabst Theater each spring. It began in 1980, with Barnett underwriting it for the first five years.

The event has grown into a resounding success. It's the joint effort of WAA, the UW Foundation, and the university's Arts Outreach Program. This year's offering, on Friday, April 22, will present the University Symphony Orchestra conducted by David Becker.

The concert, beginning at 8 p.m., will feature the works of Rossini, Schubert, and Haydn, and will follow a pre-concert reception and buffet at the lavishly restored Milwaukee Grain Exchange, from 5:30 to 7:30 p.m.

Tickets for the concert are \$4; for the reception, \$12. Order them before April 13 from Arts Outreach, 5542 Humanities Building, 455 N. Park Street, Madison, WI 53706.



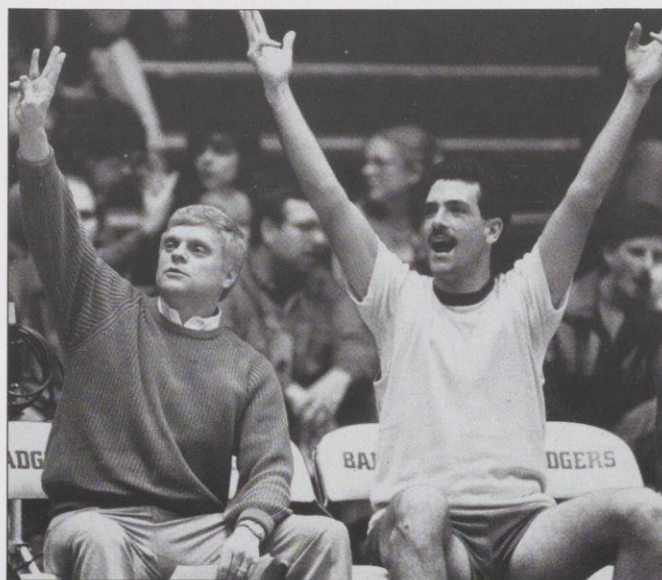


MICHAEL KIENTZ / UW NEWS SERVICE

## COURT CASE

### Chancellor Shalala vs. System President Shaw

It was all in good fun, of course. The pair squared off as coaches in a Wisconsin alumni basketball contest that preceded January's Illinois-Wisconsin game. UW System President Shaw (below left, with Pete Brey) called out what he thought were the winning plays, but Chancellor Donna E. Shalala (left, with Joe Chernelich) led her team of ex-Badgers to victory, 98-88.



## Sematech Heads South, But Promise Remains

**S**ematech is a \$250-million-a-year microelectronics consortium that almost decided to headquarter in Madison. The city—with the university and its Research Park—was among four finalists from a field of thirty-six. But the news came in January that Austin, Texas, got the nod.

Those involved feel certain that the campus will still be one of ten "centers of excellence" that Sematech will develop in microelectronics research. The consortium—

which includes such giants as IBM and Hewlett Packard—has told Governor Tommy Thompson that it will provide \$50,000 to the university to develop a proposal.

Among the assets that put the state among the final four were the Wisconsin Center for Applied Microelectronics (WCAM) and the Synchrotron Radiation Center (SRC), in nearby Stoughton. SRC is the home of Aladdin, an electron storage ring capable of producing the X-rays needed for the kind of lithography—being pioneered here—that will make integrated circuits smaller, speedier, and more powerful.

WCAM, directed by Professor Henry Guckel of electrical and computer engineering, is one of a handful of university laboratories able to design and produce commercial quality integrated circuits. Last summer, Guckel told the site-selection panel that there was "too much hand-wringing" and not enough action taken against Japanese competition in the field. So he decided to take on production of an optical data chip, a big item in Japan. He gave the assignment to twenty-three seniors.

Those undergrads came up with a chip about a

quarter-inch square, with sixty-four light-sensing elements, 50,000 transistors, and all the necessary circuitry. It worked on the first try. Reported Guckel: "It outperforms the Japanese hardware of the same type and will have a dramatic cost advantage. It's Wisconsin's answer to the question of whether we can compete with the Japanese."

The Sematech audience applauded him.

*News items edited by Tom Murphy from the UW News Service and campus sources.*



## Faculty Salaries Too Low For 'Peer' California

**I**t hurts to be dropped from a team because you're keeping its average down. But, metaphorically speaking, that's what's happened to UW-Madison in the realm of faculty pay. And the "hurt" may take the form of future shock.

Late in the fall the regents of the California university system dropped UW-Madison and Cornell from its eight-institution group of faculty salary peers. Our (1986-87) \$51,300 average for full professors, and Cornell's \$56,000, lowered the group's mean to \$58,200.

The peer group is topped by Harvard, where full professors average \$69,700 a year. Following in order were Stanford, Yale, SUNY-Buffalo, Cornell, University of Michigan, and University of Illinois, with Wisconsin at the bottom. Now, with UW-Madison and Cornell out and the University of

Virginia and Massachusetts Institute of Technology in, the average has risen to \$60,200, and the California-system average went up by about \$2000, to \$63,700 for this academic year.

W. Lee Hansen, an economics professor here and salary consultant to the American Association of University Professors, said "the news from California signals that it feels added pressure to increase its salary levels at such high quality institutions as U of C-Berkeley and UCLA. If that trend continues, UW-Madison will become less attractive, both to new young academics and to established scholars."

Bernard Cohen, vice-chancellor for academic affairs, added that our ongoing need to remain competitive with the best universities in the country "will take on critical significance in the next decade, when huge numbers of postwar faculty members retire, intensifying the demand for top young academics to fill their shoes."



## "An Honor, and Fun" Bob Rennebohm to Retire

**A**s Robert B. Rennebohm put it, "I have had the great honor—and fun, I might add—of leading the UW Foundation's program of private giving and gift management for thirty-three years. Now it is time for someone else to have that opportunity."

Rennebohm announced in January that he will retire this year after serving as executive director of the foundation from 1955 to 1980 and as its president since then. His replacement is expected to be in office by July 1, but Rennebohm "plans to be available" as a consultant to the new president during the \$180-million Campaign For Wisconsin, which begins this year.

"Our alumni are extremely loyal and dedicated," he said recently. "I have been very fortunate to accept thousands of gifts that have ranged from several dollars to more than a million. Each one was as generously given as the next."

As chief staff officer for thirty-three of the foundation's forty-two years, he has guided its growth from an annual \$234,000 in gifts and 1,000 donors to some

\$35.2 million received from 45,800 donors in 1987. In the foundation's history it has raised \$253 million in gifts.

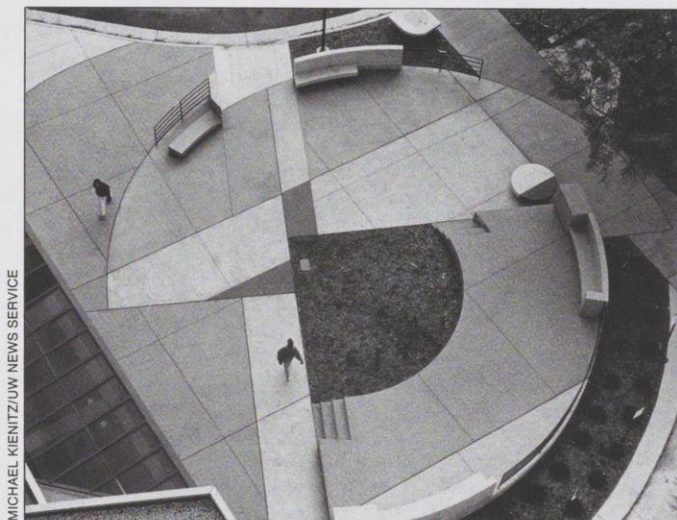
Rennebohm enrolled in the university in 1940 and played football on the nationally ranked team of 1942. After military service, he returned in 1946 and graduated with the class of 1948.

Milwaukee businessman Charles P. LaBahn '49, a foundation board member and this year's first-vice-president of WAA, is directing the search for Rennebohm's successor.

## Digest

**N**obel Prize-winning chemist Linus Pauling is probably best known for his controversial contention—since 1970—that megadoses of vitamin C can prevent or reduce the severity of colds. Since last year, Professor Elliot Dick PhD of our preventive medicine faculty has been testing the theory with volunteers. In November he told an international symposium that his first experiments indicated Pauling might be right; in a blind study, his students who took the vitamin fared much better than did the ones on placebos. Dick continued the experiment through the first semester. Now his team is correlating its findings but, he told us in late January, the information from this second half is "not as positive as was the first." And he doesn't plan to make any announcements for awhile.

There were 2,840 eligible to receive degrees at December commencement; 1,950 got bachelor's, 650 master's, 210 doctorates, twenty-five in law and five in medicine.



MICHAEL KIENITZ/UW NEWS SERVICE

A GEOMETRIC PEDESTRIAN PLAZA links the new Computer Science Center to Union South at Orchard Street. It was commissioned through the Wisconsin Arts Board Percent for Art program, which requires that new state building projects over \$250,000 include two-tenths of one percent for the purchase of original works of visual art.



# WAA GROUP TRAVEL



**March 13-20**  
PANAMA CANAL  
From Montego Bay, Jamaica

**March 31-April 15**  
AMAZON RIVER/  
CARIBBEAN CRUISE

**April 29-May 16**  
CHINA  
Yangtze River Cruise

**May 19-30**  
PROVENCE CRUISE  
Barcelona & Monte Carlo

**May 23-June 5**  
DUTCH WATERWAYS  
Paris & Switzerland

**May 25-June 7**  
MEDITERRANEAN CRUISE  
*Gold Coast*  
Royal Odyssey

**June 23-July 4**  
CANADA  
St. Lawrence River Cruise

**June 28-July 10**  
ALASKA CRUISE  
Midnight Sun Express

**July 15-23**  
NEW ENGLAND  
Nantucket Clipper Cruise

**July 18-27**  
SCANDINAVIAN CAPITAL  
& RUSSIA CRUISE  
Royal Odyssey

**July 22-August 5**  
RUSSIAN RIVIERA  
Moscow, Leningrad, Armenia & Georgia

**August 6-14**  
BERMUDA CRUISE  
& NEW YORK

**August 9-20**  
BAVARIAN PASSAGE  
Great Rivers of Europe

**September 21-October 1**  
QUEEN ELIZABETH II CRUISE  
LONDON

**September 22-25**  
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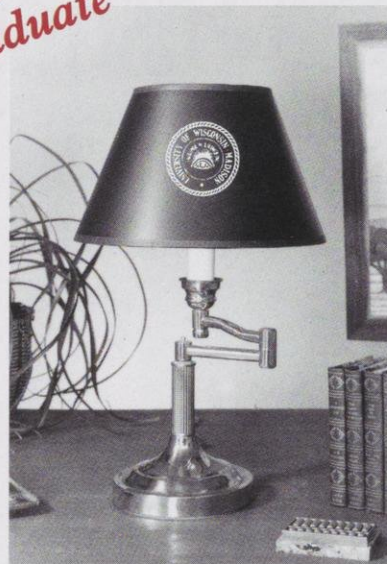
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Announcing the winners of the

# 1988 Distinguished Alumni Awards

Presented annually to alumni who have achieved prominence in their fields and rendered outstanding service to the UW-Madison.



**Robert F. Froehlke**  
LLB'49

MINNEAPOLIS Last year, having reached the customary age of retirement, Mr. Froehlke left the top spot in one of the nation's leading insurance firms. But the move was not toward a condo in Sun City. Instead, he resigned as chairman of The Equitable Life Assurance Society to become president and CEO of IDS Mutual Fund Group—a transition that really did not surprise friends or colleagues. Challenges entice Mr. Froehlke, and accomplishment traditionally spurs on the search for another challenge.

After law school here and a year as an instructor on our faculty, he joined Sentry Insurance as an attorney in 1952. He interrupted his insurance career to serve as Assistant Secretary of Defense for Administration from 1969 to 1971 and as Secretary of the Army from 1971 to 1973. When he returned to Sentry that year, it was as its president. Two years later he left

to serve as president of the Health Insurance Association of America and then as president of the American Council of Life Insurance before joining The Equitable in 1983.

Mr. Froehlke is a director of WAA and with a range of organizations from the Minnesota Orchestra to the Public Oversight Board of the American Institute of CPAs. He is a member of the UW Foundation.



**Marie Davis Gadsden**  
PhD'54, Hon.'82

WASHINGTON, D.C. Dr. Gadsden has been appropriately described as possessing a Renaissance approach to the world of ideas and information. And she has been quoted as saying, "Intelligence is a gift. You have to give it back." She has devoted her career to the assimilation of ideas and information and the judicious and broad return of that knowledge. She is deputy director of the National Association for Equal Opportunity in

Higher Education. There she oversees that organization's affiliation with the U.S. Agency for International Development to involve Third World faculty, students, and administrators in research and educational work in this country's 118 traditionally black colleges.

She has a second full-time career as unpaid chair of the American office of the Oxford Committee for Famine Relief. Oxfam-America is an international agency that funds self-help development projects and disaster relief to needy countries in Africa, Asia, and Latin America. It refuses government funding; it educates and trains at the grassroots level. Her "world of ideas and information" has been literally that. Dr. Gadsden earned her bachelor's degree in biological science and her master's and PhD in English. After a two-year Fulbright Scholarship to Oxford University in England, she spent twenty-five years in Africa, ten of them in the Peace Corps. She was its training coordinator for Africa and its country director for Togo. She has held academic appointments to Howard, Georgetown, and American universities—all in Washington, D.C. She was cited by President Lyndon Johnson as one of the fifty most important women in government. For eight years she served as vice-president of the Phelps-Stokes Fund, which links African and Caribbean professionals with American campuses.

Among the worldwide honors Dr. Gadsden has received is the Doctor of Humane Letters degree pre-

sented by this university in 1982.



**Eric Hagerup**  
'58, JD'62

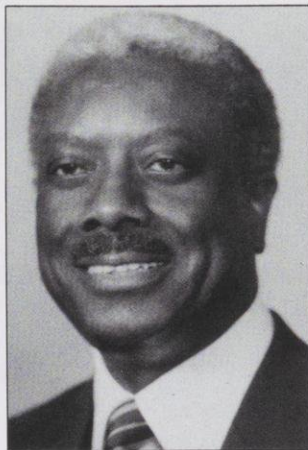
MILWAUKEE Mr. Hagerup is fond of a quotation from the late UW president E.B. Fred: "The beauty of the university lies . . . in the generations of graduates who have carried its goals and its spirit to the world." Throughout his successful career in finance, he has taken time, continuously and with great dedication, to cultivate that spirit. He chose volunteerism as the means. For twenty-five years he has been a director of the Wisconsin Alumni Club of Milwaukee, its president from 1967-69. For that leadership he received WAA's Spark Plug Award, and in 1985 the club honored him with its Distinguished Service Award.

Mr. Hagerup has been a member of the UW Foundation since 1969. In 1978 he and his wife Elizabeth co-chaired its annual fund drive,



and he currently serves on its Real Estate advisory committee. He joined WAA in 1964, and there are few of our committees on which he has not served. He was elected to our Executive Committee in 1977, moving into the one-year term of the presidency in 1982. He has been one of our representatives on the UW Athletic Board since 1983. In recognition of his long and tireless efforts for WAA, he received our Wisconsin Loyalty Award in 1985.

Mr. Hagerup is a trustee of the UW Hospitals and Clinics; a past chair of Fox Point Lutheran Church in Milwaukee; a past member of several committees with the Milwaukee Symphony, and a current director of the Ballet Foundation of Milwaukee.



**Herman B. Smith, Jr.**  
MS'55, PhD'60

ATLANTA Herman Smith is an education administrator with a proud record of accomplishment. He is a professor of higher educa-

tion and a consultant to the president of the University of Georgia at Athens. Since 1982 he has been a scholar/consultant with the prestigious Charles F. Kettering Foundation, the purpose of which is "seeking solutions to public problems." Typical is his seven years as chancellor of the University of Arkansas at Pine Bluff, a small, historically black college. During those years, Dr. Smith secured funding to permit twenty-four faculty to pursue full-time study for advanced degrees; he helped double the number of faculty holding doctorates; added eight new majors to the curriculum; established a directed alumni association that has since built a \$100,000 scholarship fund; obtained \$20 million from the state legislature for campus build-

ings; and introduced heterogeneity of faculty and student body.

For six years he was director of the Office for Advancement of Public Negro Colleges of the National Association of State Universities and Land-Grant Colleges. Dr. Smith has served on the National Advisory Committee on Black Higher Education, the Council for Advancement and Support of Education, the American Council on Education, and the American College Testing Service. He taught at Howard University and served a vice-presidency at Atlanta University.

Dr. Smith serves on the Wisconsin Alumni Association's board of directors.

# University Service Award

Presented to a member of the UW-Madison staff for professional achievement and community service.



**John P. Kaminski**  
PhD'72

DEPARTMENT OF HISTORY The National Archives publication, *Prologue*, ex-

plains the nature of documentary editing. "Historical editors transcribe documents—handwritten letters, sketchy notes, diary entries, or newspaper articles—for publication, using rigorous methods to assure fidelity to the original. This means painstaking proofreading to assure that original punctuation and spelling are retained. It means selecting . . . and arranging in a meaningful manner. It means doing research . . . annotation . . . indexing . . ." John P. Kaminski of our history faculty is recognized as one of the nation's leading documentary editors. He is the immediate past president of the Association for Documentary Editing, and he has been influential in bringing its Institute for

Editing Historical Documents to this campus for ten summers. He reviews proposals for the National Historical Publications and Records Commission (a division of the National Archives).

His expertise has been utilized heavily and with outstanding success in connection with the bicentennial of the U.S. Constitution. Named as senior scientist in our Center for the Study of the American Constitution, Professor Kaminski enthusiastically took his work far beyond the campus (although he taught a special undergraduate seminar here on the subject, directed an independent study, and lectured as a guest in a number of associated courses). With a colleague, he authored two weekly series, one for the

*Capital Times*, one for the *Milwaukee Journal*, and with the director of the State Historical Society, contributed a weekly column to the *Wisconsin State Journal*. About fifty columns have been accepted to appear in book form. Kaminski has lectured across the nation on the subject of the Constitution, and has taken on a leading role in the observance of the bicentennial of the Northwest Ordinance, which encouraged the establishment of land-grant colleges and universities in the Midwest. □

—T.M.

*These awards will be presented following the All-Alumni Dinner, Friday, May 6, during Alumni Weekend on campus.*



# COMPLICATED & CONNECTIONS

by Terry Devitt '78 '85

**I**n 1961, when biophysicist Roland R. Rueckert first began studying viruses, he never dreamed that twenty-five years later some of the world's largest pharmaceutical companies would be lined up outside his laboratory door.

At that time and throughout his early career, the idea of collaborating with industry, says Rueckert, would have been unthinkable. "I avoided contacts with companies for many years. I was approached by them, but I told them 'No, I don't consult because I think that would conflict with my responsibilities as a teacher.'"

Like many young academics, the researcher was concerned primarily with the pursuit of new knowledge. The commercial applications of his findings on viruses was, in a younger Rueckert's opinion, something to be left strictly to others. Besides, in addition to the potential for conflict of interest there was the tremendous and constant pressure to perform in the academic environment: to teach, to write grants, to attract bright graduate students, and to publish research findings.

But in 1979, Rueckert unwittingly created a stir that would lead him to change his view of his work and its relationship to the world outside the university.

He attended a conference in Argentina on foot-and-mouth disease, a devastating economic problem since it renders meat and dairy products unexportable. Veterinarians had been arguing that the foot-and-mouth virus did not mutate; therefore, they reasoned, it was unnecessary to alter the currently used vaccine to combat the disease. Their arguments were based on the belief that the better-known cousin of foot-and-mouth, the polio virus, did not mutate, either. Rueckert then delivered a

paper that illustrated the fact that the polio virus *does* change. Thus, vaccines had to be regularly altered to be effective.

"That's when I began to realize that what we were doing was important to people outside of the academic environment, that it had bearing on problems of health and economics," Rueckert says. "The key is to get out of the laboratory and talk to people. The tricky part is to separate self-interest from societal interest."

Rueckert's painstaking transformation—he has since consulted for such pharmaceutical industry giants as Richardson-Vicks, Merck, and Sterling-Winthrop—in some ways mirrors ongoing changes in the relationships between the nation's research universities and industry. The *New York Times* reports that approximately 200 industry-university consortiums are operating under the 1984 Cooperative Research Act (which exempts companies from anti-trust actions when they cooperate in the university laboratory). European companies are forming a new, multi-million dollar research network to encourage university-industry links. One recent collaborative effort at IBM's research laboratory in Rüschlikon, Switzerland, won four Nobel prizes in the last two years.

The National Science Foundation estimates that corporate expenditures for university research in 1987 totaled nearly \$670 million, up from \$235 million in 1980. In fiscal 1987, out of research funding receipts totaling \$242 million, UW-Madison received nearly \$16 million in corporate gifts and grants, nearly twice the amount of only five years earlier.

These burgeoning partnerships bring many tangible benefits for both the university and industry. Support from the outside helps keep university research and teaching facilities up to date, it pays the salaries of promising graduate students, it provides money for travel and professional development, and it gives faculty the op-

portunity to explore new avenues of research. It also enables university scientists like Professor Rueckert to open an information pipeline that will not only benefit an industry, but society in general as research results are transformed into products that have the potential to enhance human and animal health.

University/industry collaboration doesn't get much play in the media, but there could be many stories on how university-bred ideas pump new life into state industries. The Richland Center Foundry Company, for example, faced an uncertain future just five years ago, says John T. Kemp, its general manager. "We were looking to see if we could compete at a world level. The alternative was to get out of the business."

The foundry's problems centered around new customer demands for higher quality metal castings and their inability to find a manager able to produce these products. While looking for help, Kemp ran across Professor Harold Steudel from our industrial engineering department and hired him as a consultant.

Steudel helped the firm to establish an industrial engineering department, to computerize shop floor practices, to implement a system of quality checks, and to enhance worker-management interaction. The changes led to the company becoming the first foundry to be certified as a "preferred quality supplier" by the Cummins Engine Company, one of the industry's most sought-after customers. In 1986, the company received similar certification by Caterpillar Inc. The upshot of all this, according to Steudel, is a brighter future with more business and more jobs. The company that almost closed its doors now employs 190 people on three shifts.

*Continued next page*

*Terry Devitt is Science Writer for the UW News and Information Service.*



Alliances between industry and the university are worth \$16 million a year and growing fast. Tangible benefits have been realized by students, faculty, and communities statewide, but some wonder whether basic academic freedoms might also be compromised.

MICHAEL KIENITZ/UW NEWS SERVICE



The UW has had longstanding ties with Wisconsin foundries in areas of both research and recruitment. Here metallurgical engineering student Paul Bartelt gets hands-on experience, helping pour 30 lbs. of brass into molds at the UW's own foundry.



# T

he project was also an important lesson for my students," says Steudel, who has been cited three times by undergraduates for excellence in teaching. "It showed them the importance of quality to the viability of a company. That's an important message to bring back to the classroom."

Over the years, university scientists have helped to start up scores of small companies in Madison and Wisconsin and have paved the way for many more. Winston Brill, a former faculty member and now director of Agracetus, one of the nation's leading agricultural biotechnology companies, has been an outspoken proponent of the university-industry alliance.

"The university is the main reason Agracetus is located near Madison. This company could have been located in any number of places around the world," Brill says. He also points to the university's long history of working with industry—going back to the last century—as another incentive.

Electrical engineering professor Donald Novotny leads the Wisconsin Electric Machines and Power Electronics Consortium, one of the oldest and most successful of the university's twenty-five consortiums or formal research partnerships with industry. Among its twenty-four members are such companies as A.O. Smith, Allen-Bradley, Eaton Corporation, General Electric, and Borg-Warner. "We have a vested interest in those companies," Novotny says. "If they're successful they pay their taxes and we have fewer problems with our budget. The university can't survive without that support."

Historically, the forging of the industry-university alliance has not been without its own peculiar set of difficulties. Scholars had expressed fears that basic academic freedoms—the freedom to choose courses of research and the open publication of research findings—might be compromised. University scientists working with industry also face potential conflicts of interest and the lure of higher paying jobs in the private sector. Critics of this evolving relationship argue that the mission of higher education would suffer as faculty become more interested in outside activities.

"One has to be very conscious of the problems," says Professor Rueckert. "There are lines which are difficult to determine. They're not easy issues and it's important that they continue to be argued."

Rueckert, who in 1985 helped map, atom-by-atom, the complete three-dimensional structure of a common cold virus, is in a unique position to benefit financially

MICHAEL KIENZUW NEWS SERVICE



Winston Brill is a former faculty member and now director of Agracetus, one of the nation's leading biotechnology companies.

Fiscal Year	Total Research Funding	% Change	Industry Funding	% Change
1983	\$150,610,318		\$ 8,613,672	
1984	\$157,193,355	4.37%	\$11,904,718	38.20%
1985	\$183,246,320	16.57%	\$11,869,255	-.0029%
1986	\$207,433,532	13.19%	\$14,375,422	21.11%
1987	\$242,105,364	16.71%	\$15,986,768	11.20%
1983-87	<b>Total % Change</b>	60.74%	<b>Total % Change</b>	85.59%

Source: UW Research Administration

from his university research. The virus-mapping feat—the first ever for an animal virus—showed why a cold virus vaccine would be impractical. But it has spurred pharmaceutical companies to contemplate the design of new synthetic anti-viral drugs. Such a development would have enormous commercial implications, and Rueckert is in great demand as a paid con-

sultant. The question is, should a university researcher profit from corporate relationships arising from university or federally supported research?

For Rueckert, the solution was easy. He consults and he enjoys consulting because of the opportunities it presents for new and productive avenues of research. But the money he receives—every dime—is fun-





Once only the academic world knew of Prof. Roland Rueckert's breakthrough discoveries on animal viruses. Now he consults regularly with pharmaceutical companies and says, "The tricky part is to separate self-interest from societal interest."

neled to a UW Foundation account, which Rueckert uses to subsidize the expense of training his graduate students and post-doctoral fellows.

"For me it's not an issue," Rueckert says. "I just don't keep the money. I'm not trying to be pious because I also think if it takes financial motivation for someone to excel, that's good." Many other faculty also funnel outside earnings to the foundation.

The fact that there are so many different kinds of faculty/business relationships complicates the conflict of interest problem, says Paul Williams, a plant pathologist here who helped write the guidelines governing faculty-industry relationships.

"The big question is always whether time spent on something is an inside or outside activity," says Williams. "If I write a book—arguably a purely scholarly activity but one that involves private enterprise as well—is that an inside or outside activity? That's a hard question to answer. What's important is to recognize that different faculty have different perceptions and modes of operation, from agriculture to business to medicine."

In recent years, the outside activities of faculty have come under increasing scrutiny by the media and legislators. In the late 1970s, Madison's *Capital Times* successfully forced the university to disclose the outside earnings of faculty. State Senator Lynn S. Adelman earned the animosity of many faculty by forcing revisions in the ethics codes of the UW System.

Political science professor Dennis Dresang, who helped write the UW System's guidelines, believes such monitoring of the outside activities of faculty is necessary. "We are public employees," says Dresang. "In substance and appearance, how we spend our time should not be above being questioned. I do not agree with many of my colleagues who felt it was inappropriate for Lynn Adelman and the media to question activity outside of the classroom."

One publicized conflict of interest case involved former business professor James Pappas, who is now dean of the school of business at the University of South Florida.

*Continued on page 28*

## Networking

University and industry scientists who share common research interests are often unaware of one another's work, or have difficulty identifying each other to begin fruitful interactions. Recognizing this, our Graduate School in 1963 established the University-Industry Research Program (UIR). Its mission is to encourage and develop university relationships with business, industry, and government while representing the research interests of UW faculty. Each year UIR handles scores of inquiries from industries seeking a faculty member with a particular expertise, or a certain kind of research facility. Contact: UIR, UW-Madison, Room 1215 WARF Bldg., 610 Walnut, Madison, WI 53705.







# THE NORTHWEST ORDINANCE

200  
YEARS LATER,  
IT REMAINS ONE OF OUR  
MOST IMPORTANT—ALTHOUGH  
OBSCURE—LEGACIES.

by Gordon B. Baldwin

**T**he Northwest Ordinance is one of the more obscure documents in our nation's history. It was not authored by any of the Founding Fathers, nor does it contain memorable prose like "We the People of the United States, in order to form a more perfect Union . . . ." Still, the Ordinance is ranked right behind the Constitution and the Declaration of Independence in importance, and it is the first federal document to reflect clearly the essence of the American Revolution.

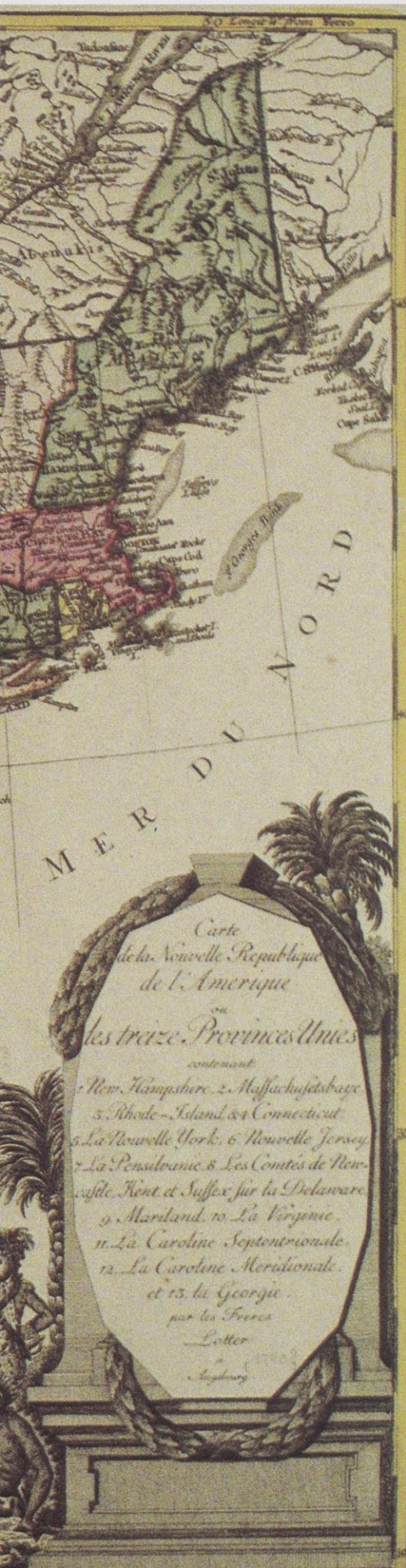
On the 200th anniversary of the Northwest Ordinance, the Big Ten is celebrating its significance with lecture series and a traveling exhibit. (See sidebar.) In conjunction with these observations, Professor Gordon B. Baldwin of our Law School offers the following behind-the-scenes look at the Continental Congress's last work, signed in New York two months before the signing of the Constitution on July 13, 1787.

THREE VITAL FORCES CONVERGED TO PRODUCE the Northwest Ordinance: high-minded idealism, pragmatism, and greed. The authors of the Ordinance, which I submit was an indispensable precondition to the success of the Constitutional Convention in Philadelphia, and the minds behind it, included idealists such as Thomas Jefferson, aggressive lobbyists like Manasseh Cutler, politicians like Nathan Dane, with his gift for writing turgid prose, and greedy knaves like William Blount.

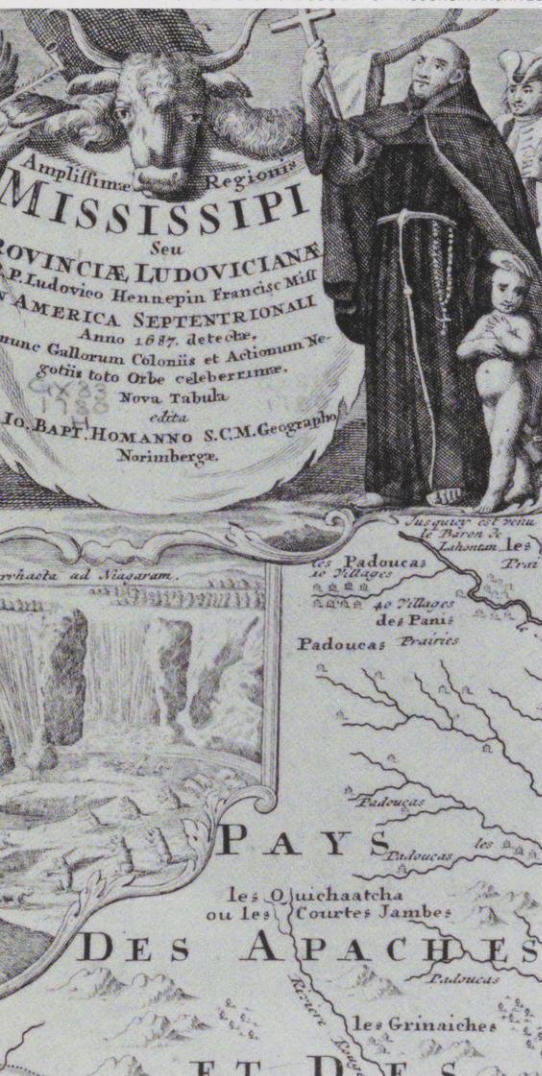
The Continental Congress in New York, with its power to dispose of lands, was a magnet for rascallions and land speculators. The simultaneous convention of state representatives in Philadelphia, by contrast, was attended by an extraordinarily competent collection of resident Americans.

The good, the bad, and the indifferent politician-drafters of the Ordinance in New York shared a common quality—they were terrible writers. Primary blame for the Ordinance's style and prose must be placed on Nathan Dane, for whom Wisconsin's Dane County is named. But there is too much crabbed,

A FRENCH MAPMAKER'S VIEW OF  
THE NEWLY FORMED UNITED STATES  
AND ITS TERRITORIES, CIRCA 1790.







inverted, and obscure writing to blame on a single mind, even one like Dane's, which was, ironically, trained at Harvard. The Ordinance's phrasing reflects the worst of the legal profession. Two of its first three sentences are more than 170 words long, and are followed by similarly wordy directions preserving the law of dower, a rudimentary law of wills, and rules for conveying real and personal property.

Given the context of this opening, Daniel Webster's statement that no law in world history produced effects "more distinct, marked, and lasting" than the 1787 Ordinance sounds absurd. So does the claim Senator George Hoar of Massachusetts made 100 years ago, that the Ordinance ranked with the Constitution and the Declaration of Independence as one of the three "title deeds of American constitutional liberty." But despite such hyperbole, the Ordinance deserves to be recognized because it succeeded where previous efforts to establish a legal regime in the Northwest failed.

Ancestry of the Ordinance (but not its language) is traceable to the imagination and foresight of Thomas Jefferson, who in 1784, framed what we may consider the first draft. It was he who conceived the idea that the settlers to come on those vast, unexplored but Indian-occupied lands should form a free society linked to the thirteen states by articles of compact. The new territories would, in his view, become new states equal in law to the old. Jefferson even selected names and boundaries for the projected states—quaint and interesting names with imaginative spellings, like Illinoia, Polypotania, and Pelisipia.

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LIKE THE TEMPERANCE  
UNION AND THE BOOT-  
LEGGERS IN KANSAS WHO  
MARCH TOGETHER TO THE  
POLLS TO VOTE DRY, THE  
INTERESTS OF SLAVE OWNERS  
AND NORTHERN ABOLITI-  
ONISTS CONVERGED AND  
THEY VOTED TOGETHER TO  
FORBID SLAVERY IN  
THE NEW LANDS.

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Only a bare outline of Jefferson's ideas survived the sporadic debates on frontier land policy that took place between 1784 and 1787. The idea of a multiplicity of new western states was viewed suspiciously by the North, largely because they feared that Southern interests would dominate them, and that the settlers would either fight Spain or demand concessions from her. Spain controlled the Mississippi, and showed no signs of giving up that valuable monopoly. New England wanted concessions from Spain, too, including the right to trade freely with its colonies in Latin and South America. Northerners rightly feared that western settlers would give up free trade interests in return for navigational rights on the Mississippi. So it looked better to discourage settlements.

It took several years for the members of the Continental Congress to realize that a legal regime for the Northwest would produce an incentive for settlement, and that settlers would buy land retail from those smart enough, or powerful enough, to get title wholesale.

William Blount (pronounced "blunt") was both smart and powerful. His notoriety lies less in the fact that he was a boorish, uneducated, and successful rascal from North Carolina than in his being the first person expelled from the United States Senate less than a year

after being elected to it. He was also the first ever impeached by the House of Representatives. His father was wealthy, but didn't press much formal education on his eldest son. The Blount family's abiding interest was in making money, and William's indifference to the means to reach this end—honestly or otherwise—was matched only by his success. He owned mills, forges, ships, and plantations, but it was in western lands that he saw the most promise.

Blount was thirty-eight in 1787. He was serving as one of North Carolina's representatives in the Continental Congress in New York when his governor asked him to simultaneously represent his state at the Constitutional Convention in Philadelphia. At this time, our Founding Fathers were facing a deadlock on one question: would the representatives of the future Senate reflect their state's population proportionally, or would there be an equal number of senators from each state? To gain the best advantage, the small states insisted on equality: the large ones, including North Carolina, demanded proportional representation.

Blount and a few Georgia colleagues, who were also serving double duty as state representatives at the Continental Congress in New York, favored proportionality. They might well have changed history by their votes, but they never voted. Instead the group obeyed a hasty summons to return to New York, where they were needed back at the Continental Congress to make a quorum. They understood that if one was gathered, the lands of the Northwest might quickly become available for sale and Blount, along with Few, Pierce, and Hawkins, would realize their personal interests and prosper.

So Congress approved a hurriedly prepared final draft of the Ordinance on July 13th. Even with its graceless prose, it allowed the United States to become the most successful colonizing nation in all history. The document promoted colonization without the promise of long colonial rule: as soon as enough people congregated, an area would become a state—but only after defeating the Indians in battle. It was military victories, not a statute, that permitted settlement. The first was in 1795 when the Indians, defeated by Mad Anthony Wayne, abandoned the lower Midwest. Then only a few thousand people inhabited the territory. Eighty-five years later there were more than eleven million, and nearly half of the total wealth of the nation was held in the five states formed from the Old Northwest. More important, the Ordinance supplied a model for other territories. Congress



found it convenient to follow the forms created by the Ordinance, and thirty-one of the fifty states joined the Union under its principles.

The Northwest Ordinance has two parts. Part I establishes the interim rules for the Northwest's vast, mostly unexplored land. It tells us how the land shall be governed in the beginning, and how "five thousand free male inhabitants of full age" can elect representatives to a territorial assembly. Like the contemporaneous Constitution, the Ordinance is largely a procedural document telling us how, and when, the settlers can create a new local government. The Ordinance promotes colonization, but not colonialism, for it tells how, in due course, the settlements may become states on an equal footing with the original thirteen.

Part II consists of the "Articles of Compact" between the "original states and the people and states" in the Northwest. These articles are superior to state laws and state constitutions, and despite their form they reflect modern values. Six articles concern religion, the protection of civil liberties, Indians, taxes, navigable waters, new states, and slavery. It is these provisions that give the Ordinance permanent value.

At the last minute a clause was added forbidding slavery. This was not simply unselfish idealism, it was self-interest as well. The Continental Congress had rejected earlier the abolitionist measure for the territories. But in 1787 it was a different story. The Southern delegation feared that new states might compete with them in growing cotton, indigo, and tobacco—crops which slave labor made profitable. Best eliminate slavery and eliminate dangerous competition. So, like the Temperance Union and the bootleggers in Kansas who march together to the polls to vote dry, the interests of slave owners and northern abolitionists converged and they voted together to forbid slavery in the new lands.

Another notable feature, again combining both practical and idealistic motives, officially recognized the lands and properties of the Indian inhabitants. Doubtless the protection of Indian claims was more a pious platitude than a significant limitation on invading settlers, but recognizing Indian occupation did promote an important value. The settlers, knowing that Indian land claims had some legal basis, were encouraged to deal with the tribes and make treaties with them. Without the Ordinance it would be cheaper to simply fight, although in reality the Indians had no real choice but to fight or make the best deals they could and move further west.

The Northwest Ordinance is not,

moreover, in any way a model representative government. Its method for choosing the first territorial government is authoritarian. Congress appoints the governor for a three-year term, a secretary for a four-year term, and a three-judge court, the judges to hold office "during good behavior." So littered among the miasmic prose are the roots of an independent judiciary.

Despite a few quibbles, what makes the Ordinance great, important, and enduring is the fact that it settled, albeit imperfectly, competing state claims and supplied an assurance that the nation would grow and the influence of the old

### CONGRESS FOUND IT CON- VENIENT TO FOLLOW THE FORMS CREATED BY THE ORDINANCE, AND THIRTY- ONE OF THE FIFTY STATES JOINED THE UNION UNDER ITS PRINCIPLES.

seaboard states would be diluted. It promoted notions of equality—new settlers and new states would stand on equal footing with the old. And it supplied a small, but indelible model upon which self-governing territories could be formed, which would, in the course of human events, become states. It did these jobs awkwardly. Hence the document confirms Lord Chesterfield's poignant observation, that "anything worth doing, is worth doing badly." The Northwest Ordinance is worthy of note, but not worthy of being read aloud. □

## Coming Lectures, Exhibit

Thanks to a cooperative effort of the Big Ten University Alumni Associations, the Northwest Ordinance will be the focus of an exhibition and lecture series in Wisconsin.

"Liberty's Legacy," a traveling exhibit featuring more than 100 original documents relating to the Northwest Ordinance and the U.S. Constitution, will be on display at the State Historical Society of Wisconsin Museum, located at 30 North Carroll Street, from March 5 through April 24.

In conjunction with the exhibit, History Professor Peter Onuf from Southern Methodist University, one of the foremost scholars of the Northwest Ordinance, will be a featured speaker at the WAA Spring Day On Campus in Madison, Tuesday, April 12. Other lectures on various aspects of the Northwest Ordinance have been scheduled in Madison (March 10), Stevens Point (March 23), Eau Claire (April 14), and Milwaukee (April 21).

For more information about the lectures contact: Monica Brei, Wisconsin State Historical Society, 816 State Street, Madison, WI 53706/608-263-3510.

THE NORTHWEST WAS THOUGHT TO BE A STRANGE AND MARVELOUS PLACE. THESE CARTOUCHES (LEFT AND BELOW) ARE FROM A FRENCH MAP MADE IN 1780.





# THE TRADITION OF THE NON-

by Tom Murphy '49

BRENT NICASTRO



*At 43, Mary Jo Feeney Gebhardt is on a seven-year track to earn her bachelor's and master's degrees in social work. "We still have children at home," she says, "yet I realized they won't always be there, and I felt I had to plan for that day."*



# TRADITIONALS

*In ever-increasing numbers, older adults are coming back to school. Those 25 and older now comprise over 29 percent of this year's total student enrollment, and from all reports they're finding what they're after.*

**N**on-traditional students is the term used for adults who, nationwide for nearly twenty years, have been returning to campuses by the hundreds of thousands. They're the people who don't approach higher education the way we did in days of yore when—except when a war got in the way—we went straight from high school to college and out again four years later with a degree. Non-traditionals are those who've interrupted their undergraduate work and then returned to it, or who enroll after a post-high school hiatus of what could be several years, or who, with one degree achieved, return for more in their field or for a fresh start in a new one.

This year at UW-Madison we have 6,884 students who are aged thirty or older, says Carla Heimerl '71, '76, director of our Office of Continuing Education Services. That's about twice what there were a decade ago. (Heimerl says thirty-nine of our current PhD candidates are at least fifty-two years old.) There are 5,810 who are between twenty-five and thirty, although some in this group would not be classified as "returning adults"—the phrase Heimerl prefers to "non-traditional students"—since the majority are in graduate school or in medicine, veterinary science or law, and may have been here continuously. In any event, the two age groups make up 29 percent of the total enrollment, and 7,750 of them are full-time students.

One who might be considered typical of the untypicals is twenty-eight-year-old Jane Olson Walters. She didn't return, she's here as a freshman, and the transition has been trauma-free if you overlook the fact that she seems to miss a lot of sleep these days. It wasn't that she had nothing to do with her time—she's the busy wife of a Methodist pastor here in town, and she had a job as a computer operator. But she wanted to learn how to program the com-

puters she was operating, so she decided to change her life and enroll at the UW. Her husband has given her "wonderful support," and she finds her computer science studies exciting and satisfying. "And fun," she adds. "I remember the day we were talking in a class about our astronauts walking on the moon. I looked around me and thought, 'Wow, I'm probably the only one who actually remembers that!'"

The number of adults returning to college became significant in the early 1970s. Margaret Geisler MS '73, PhD '83, the director of our Credit Outreach, sees several reasons. "I think the women's movement had a great deal to do with it. And the end of the Vietnam War, with all it meant in terms of returning veterans, in the possible need for two incomes in a family, even in the break up of marriages. Job burnout; we began to recognize it better and to see that a change of direction can be a remedy. Technological advances created immense and lasting educational demands. On the whole, the labor market began to lean more sharply toward those with bachelor's degrees as a minimum and to those willing and able to go on for further studies." (Many employers now put their money where their most promising employees are. Geisler reports that about 16 percent of the over-thirty group taking graduate courses in our School of Business get financial help from their firms.)

Yet despite coast-to-coast trends, had it not been for important changes at UW-Madison in the mid-70s, adult students might have continued as the stepchildren they'd been for generations. Those changes, says Associate Vice Chancellor Joseph Corry MS '60, PhD '71, are bigger news than are the returning numbers. Previously, bureaucratic red-tape and the attitudes of department heads and faculty raised hurdle after hurdle for anyone who might be older than what was considered the accepted age for college students. Ex-

cept for a smattering of courses offered through the Extension and for Summer School, if you were older you stayed off The Hill. Or, if one were able to cajole a spot in a department hungry for students, one could be prepared to be treated as an oddity in the classroom. And no way would credit courses be available outside the standard sequence; you want courses in This or That? You justify your desire to come back and major in This or That.

But then came what Corry calls "the open-arms policy." In 1973, a special staff committee developed a proposal that allowed adults to enroll as Special Students and to take courses selectively and for credit, given the understanding that degree candidates got first consideration. The following year, interior housekeeping changes brought most of the credit courses previously offered to Madisonians by the Extension under the UW-Madison umbrella, and there was a deliberate shift of a portion of traditional daytime credit courses into the evening, thus expanding the course menu. Corry, who heads the Office of Outreach Development, says, "We could never afford to provide the traditional, separate adult 'night school' classes as offered by institutions in major metropolitan areas. But through these changes we were able to make our resources stretch to meet additional evening needs."

These changes created the Extended Day Timetable classes after 4 p.m. and/or on weekends. There are some 400 of these now, and through them alone, says Geisler, a student can complete the breadth requirements for the first sixty undergraduate credits, or get a master's degree in a number of business and education courses.

For those who aren't bound by the clock, by and large an adult can choose from the campus's full roster of 4,334 courses offered in 12,463 sections.



*Previously, bureaucratic red-tape raised hurdle after hurdle for anyone who might be older than what was considered the accepted age for college students. Except for a smattering of courses offered through the Extension and Summer School, you stayed off The Hill if you were older.*

So all day, every day, adults are there in class with people young enough to be their kids (and newspaper feature-writers regularly do stories on parent-child combinations at graduation ceremonies). A student of any age is a student. Nobody points a finger and laughs. And this generation seems to appreciate a classmate who can stand up and talk firsthand about the Great Depression or World War II or Life Before Television. More important, the statistics now show that grades are usually higher the second time around.

Higher, but not necessarily easier to come by. The problems may be self-imposed, but they *can* be nearly overwhelming nevertheless. That's why so much has been done here to make it easier to get back into harness and stay there happily and successfully. Most of the serendipities come under the auspices of the offices of Outreach Development and Continuing Education Services. There are computer-based aptitude guides such as Discover, to "help individuals draw on their life experiences to assess their present positions and chart their desired futures." There is the Career Resource Center "to guide in a self-directed exploration of career and educational opportunities." There are social groups strictly for adults. There are grants and loans, child care services. Tutors are available and widely used, as is the writing lab. The handicapped get special attention.

And there are counselors just for this purpose, one of whom, at least, is a walking ad for the wisdom of adult studenthood. Jim McManamy was a high school dropout at age sixteen. He served in the Army, married, became an electrician, divorced. He got a job as a nursing assistant assuming he'd eventually study for a baccalaureate in that field. But once into it he felt it wasn't quite what he was after. He realized that all along the way, working with people had been the highlight of his day, when he was a union steward during his electrician phase or when he was helping his buddies in the Army. McManamy dropped

out of nursing and enrolled in educational psychology in the School of Education. He got his bachelor's degree in 1985—the year he was a finalist for one of the Outstanding Returning Adult Student Awards. A year later he got his master's, and is now working on a PhD in rehabilitation psychology. He and four other counselors make themselves available for day and evening appointments in the former bank building at the corner of Park Street and University Avenue.

Jane Olson Walters made the point that maturity frees the student from the awe that can block clear communication with the teacher. "I think I'm less shy about approaching an instructor; if I don't understand something or I need help, I go after it," she says. Mary Jo Feeney Gebhardt says she does that, too. At age forty-three, a life-long Madisonian and a wife and mother, she says, "I love our family life, but I came to realize after all these years that there's a *me*, and I wanted to do something for *me*." Her something is ambitious: she gave herself seven years to earn bachelor's and master's degrees in social work. Now a junior, "I'm still on target," she says. But it took some doing.

"I did so much soul-searching before I got up nerve enough to try. We still have children at home; yet I realized they won't always be there, and I felt I had to plan for that day. In fact, part of my decision to get into social work—I want to do some kind of family counseling—was formed after I got so much counseling myself to decide whether I had a right to do this.

"I didn't have the nerve to start at the university; I took six semesters at Madison Area Technical College. And I had to drop a statistics course—that was probably the low point of all this. But now I'm here! I've gotten terrific help from tutors and the adult-education facilities. I'll take that statistics course again, and this time I won't have to drop it!"

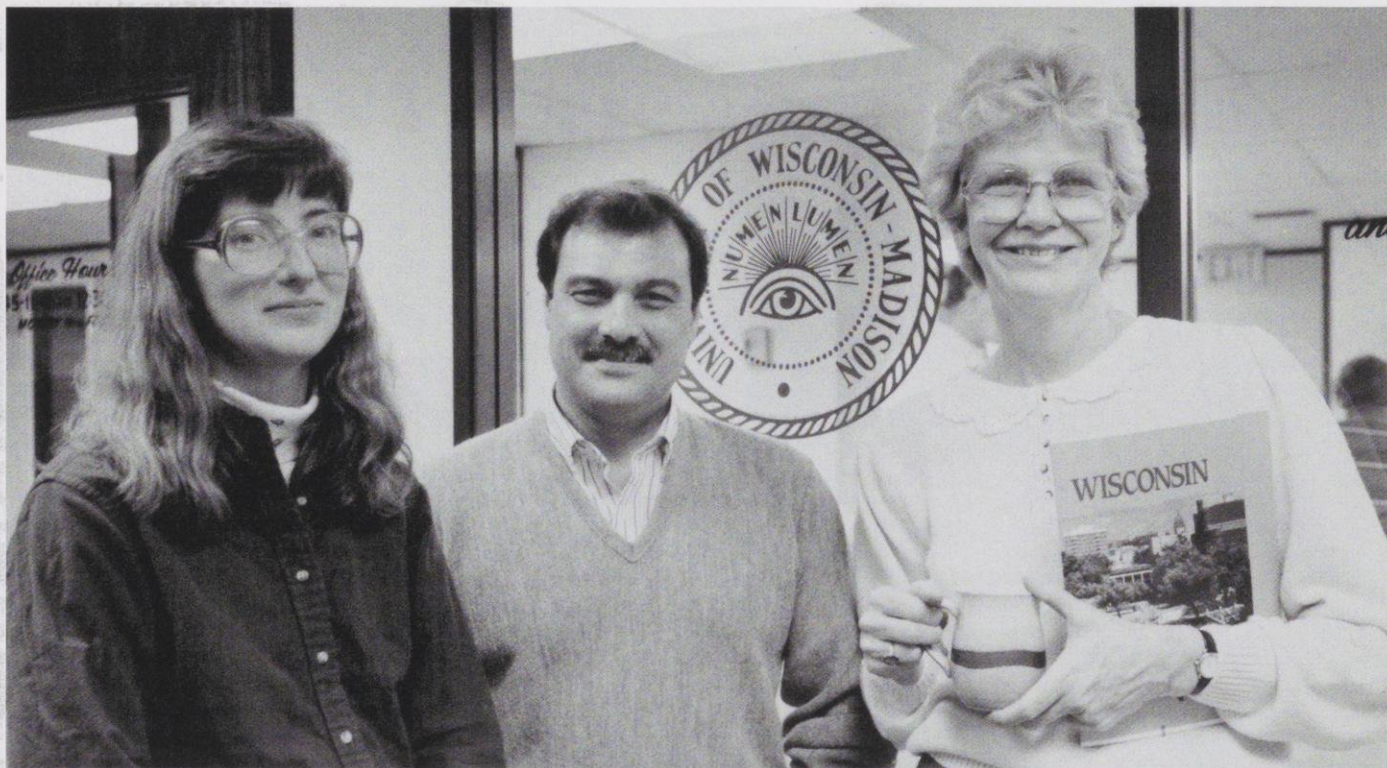
Sometimes the return amounts to a kind of heroism, as witness James W. Harrison,

age thirty-five. He was a welder, a foundry foreman in a small town near Madison, with a wife, two children, and a foster child. There were never any complaints about his work at the foundry, but "I could see a lot of flaws in our processes, and I blamed myself because I hadn't the metallurgical background to correct them."

Harrison is dyslectic. Nevertheless, four years ago, the family decided he should come here for a degree in metallurgical engineering. They sold their home and moved to Madison to cut travel costs. But this seemingly wise move proved nearly disastrous: because he was now comparatively free of debt, Harrison was told he no longer qualified for financial aid. His wife, a nurse, went back to work but in surroundings that quickly added to the family stress. With this, Harrison says, "for the first time in my life I was *really* trying to study. With my learning disability I found that much of the terminology in the field comes at me as jargon for the first several weeks of a new class. It's as though all the words were put in a bag and shaken out at me." He's learned to live with that, and with the help of the Continuing Education offices and counselors, he's hung in there. He teaches welding part-time at the University, his wife is now happily involved in another nursing job. The foster child, whom the Harrisons felt forced to give up for a year, is not only back with them but became their legally adopted child in November. And in three more semesters, Jim Harrison will have his degree.

Adult students aren't really that much different from the young people in class with them. A little wiser, of course, sometimes a little more tenuous about plunging ahead and faced with a different set of life's problems than are their classmates. But they're going back, in ever-increasing numbers. Some seek only a little added learning; some are looking for a whole new way of life. From all reports, they're getting what they're after. □





*They are typical of the untypicals. At left is Jane Olson Walters, a 28-year-old student in computer science. Jim McManamy '85 '86, was one of the Outstanding Returning Adult Student finalists in 1985 and is now a counselor in the Office of Continuing Education. Its director, Carla Heimeral, earned her degrees in '71 and '76.*



*Sometimes the return of an older adult amounts to a kind of heroism. Jim Harrison, 35, moved his family to Madison, overcame dyslexia, financial problems, and the loss and eventual adoption of a foster child, to earn a degree in metallurgical engineering. He has just three semesters to go.*



# Member News

## 40s-60s

JOSEPH V. SWINTOSKY, '42, PhD '48, Nicholasville, Kentucky, who was dean of pharmacy for twenty years at the University of Kentucky, received the 1987 Distinguished Scientist Award from the Kentucky Academy of Science. Swintosky, who remains on that faculty, holds ten U.S. patents for discovery and development of new drugs and processes, and thirty foreign patents.

GWENDOLYN MALUM BACHELLER '44 of Roseville, Minnesota, was named that state's Business Home Economist for 1987. She is with the Byerly supermarket chain in the Twin Cities, where she found innovative ways to use the chain's products in special diets such as fat-modified, gluten-restricted, etc.

The Wisconsin chapter of the Public Relations Society of America gave its 1987 award "for sustained superior performance" to MITCHELL S. FROMSTEIN '49, president and CEO of Manpower, Inc., Milwaukee. He was cited for his "long-standing accessibility to the news media . . . exemplified when he led the resistance to a hostile takeover attempt" of the firm and its subsidiaries.

JAMES E. HALL '50 has moved up to an executive vice-presidency of the Hormel Company in Austin, Minnesota. He will be responsible for the firm's two major marketing segments, meat products and prepared food groups.

MARY M. "POLLY" BROBST SCOTT '56 has left the PR directorship of the Milwaukee Symphony for a similar post with Marian College, Fond du Lac.

PHIL F. and BONNIE (STECHE) '60 SCHLICHTING '59, '63 have moved from Albuquerque to Fort Meyers, Florida, where he is a new senior vice-president with the Citizens and Southern Trust Company.

From the Procter & Gamble offices in Cincinnati comes the announcement that GORDON F. BRUNNER '61 has been named senior vice-president in charge of its worldwide R&D operations.

Last year was a vintage year for JOHN D. PAYNE MS '61, MFA '69, sculptor-in-residence at Governors State University, University Park, Illinois. His 4,770-pound "Jewel in the Crown" was acquired by the Hilton Hotels in Chicago for its permanent collection; Kellogg's commissioned a trophy, which it will present to various celebrities for their activities in connection with the United Negro College Fund; and Payne was interviewed on American Art Forum, which appears on public television across the nation.

Realtor THOMAS W. ADLER '62, Shaker Heights, Ohio, is the new second vice-president of the Society of Industrial and Office Realtors.

JOHN J. MERIANOS MS '63, PhD '66 of Middletown, New Jersey, has joined GAF Chemicals Corporation as a senior technical associate.

TERRENCE J. SCHUH '63, '65, who joined Madison Gas & Electric Company upon

BRENT NICAstro



1988 STUDENT AWARD WINNERS Juniors received a total of \$4,000 in scholarships and seniors received a total of \$2,000 in complimentary life memberships to the WAA. Top Row: WAA Executive Director Arlie Mucks; Gary Tarpinian, Stoughton; Aaron Powell, Ashtabula, OH; Kathleen Horn, Brooklyn, WI; Mark Tondra, Ames, IA; Donald Soderman, Mayville; WAA Associate Executive Director Gayle Langer. Front Row: Cynthia Hess, Madison; Mai-Lan Ngoc Huynh, La Crosse; David Wille, Oak Creek; Cheryl Helmeid, Blanchardville; Sue Bollig, New Lisbon.

receipt of his master's, has been elected senior vice-president of gas systems.

In Rockford, Illinois, MICHAEL W. DAVIS '64 has rejoined the Sundstrand Corporation as vice-president of manufacturing in one of its groups. He had been with the firm from graduation until 1977, when he became president of one of its subsidiaries.

THOMAS H. MORAN '64, '72, '74 is now the vice-president for business affairs with the University of Southern California, Los Angeles. He has been in administration there since 1979.

Prof. JAMES A. GRAASKAMP PhD '65, chairman of the real estate and urban land economics department here, was the 1987 recipient of the Shattuck Memorial Award by the American Institute of Real Estate Appraisers. It "recognizes authors of published writings that advance education and knowledge of real estate valuation and related topics." Graaskamp is the designer and instructor of the Urban Land Institute School of Real Estate Development and the American Bankers Association National School of Real Estate Finance.

The new executive director of the Wisconsin Veterinary Medical Association, headquartered in Madison, is LESLIE G. SCHOENFELD '68.

Students at Baylor College of Dentistry, Dallas, voted WILLIAM J. BABLER '72 the 1987 teacher of the year. He has been on the faculty since 1983 and is course director of gross anatomy for first year students, who called him "friendly," "motivating" and "extremely helpful" in their nominations.

PAULA ALFONSI MACVITTIE '73, Indianapolis, has become president and CEO of Caldwell VanRiper, Inc., the marketing, advertising, and public relations firm there.

Opus Corporation, the Minneapolis-based design firm, promoted JOHN E. MCKENZIE '73, '75 to vice-president of construction. He joined Opus in 1977.

BARBARA E. ARNOLD '77, Chicago, has been promoted to coordinator of regulatory affairs at Commonwealth Edison. Her primary responsibilities include liaison with the Illinois Commerce Commission and the City of Chicago.

Marine Capt. DAVID J. PERNAL '78, stationed at Camp Pendleton, California, is on a six-month deployment. He'll take part in cold-weather training on Japan's Mt. Fuji, then go to Okinawa to thaw out, then take part in team training in the Republic of South Korea before returning to base.

JILL CUNNIFF '79 teaches nursery school at Beth Emet in Evanston, Illinois, and is a director and vice-president of the Jewish Museum in Athens, Greece. She recently earned her MA in Jewish Communal Service from Spertus College of Judaica in Chicago.

The First Republic Bank of Dallas has promoted SUSAN ZIEGLER FELDHAUSEN '84 to an assistant vice-presidency.

The State of Minnesota's Waste Education Coalition has asked KEVIN O'CONNOR '84 to serve. He is an account assistant at Padilla, Speer, Burdick & Beardsley in Minneapolis.

## 70s-80s

TIMOTHY A. MUSTY MS '70, for the past three years director of social services and program administrator at Palo Verde Hospital, Tucson, is now its vice-president of clinical programs.



MICHAEL KIENTZ/UW NEWS SERVICE



## After the Sterling Hall Bombing

**M**ore than seventeen years ago, the quiet pre-dawn hours of a summer day were ruptured by a bomb exploding outside Sterling Hall. The target: UW-Madison's Army Math Research Center.

The explosion—killing one person, injuring four others and causing damage ranging into the millions of dollars—was the most devastating Vietnam protest act to occur on a campus that was well known for its community of vocal war protesters, draft resisters, and political leftists.

Tom Bates PhD '72 believes the time has come to tell the whole story of Sterling Hall and the political and social climate that spawned the violence.

"It's an amazing story and it's never been told in book form," said Bates, who left a position as senior editor of the *Los Angeles Times Sunday Magazine* to research and write on this topic. Most of his forthcoming book will focus on the bombing and events of 1969 and the early 1970s.

"I'm doing the detective story," he said, "but I'm trying to do the social history as well, give it some depth. I expect a lot of the book to be revelatory, even for Madison people who think they know the whole story."

William Shinker, vice president and publisher for Harper and Row Publishing Company in New York, was so impressed by Bates' proposal that he outbid eight other publishers for rights to the book. Harper and Row supplied Bates with a six-figure advance to produce a manuscript by the fall of 1989. Release of the book is scheduled for sometime in 1990, the twenty-year anniversary of the bombing.

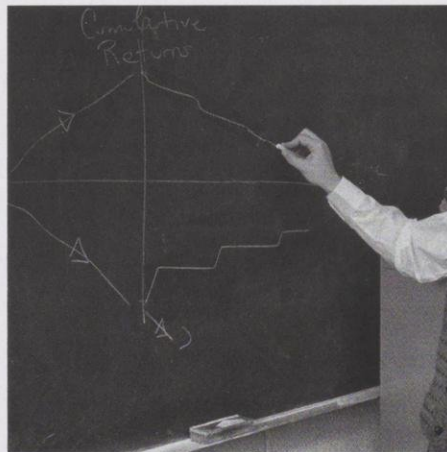
Ironically, Shinker is a native of Prairie du Sac, Wisconsin, and happened to be working

in Madison at the U.S. Forest Products Laboratory during the summer of the bombing. He said Bates' proposal fascinated him, evoking vivid memories of the feelings and emotions that overtook Madison in the wake of the bombing. He had high praise for the forty-three-year-old author, a West Coast native who earned his PhD in history and lived here during the war protest years from 1966-71.

Bates noted that he was more bookworm than activist because he needed to maintain a near-4.0 grade average to retain scholarship funds. Still, he said, it was impossible to ignore what was happening on campus during the Vietnam protest years. "When you walk to class past a row of unsheathed bayonets it does tend to impinge on your consciousness. You couldn't escape it."

With his wife, Eloise, and three children, Bates will return to the West Coast next fall and begin writing what his publisher says will be a bestseller.

—Pat Dorn



MICHAEL KIENTZ/UW NEWS SERVICE

## New Clues to Stock Market Behavior

**I**f you buy stock as it rises in value and sell when it falls, you're missing an opportunity to make some money, says business professor Werner De Bondt. This thirty-three-year-old native of Belgium is helping change the way experts view the stock market. And his new view, if heeded by investors, could produce unexpected profits.

With Richard Thaler of Cornell University, De Bondt has recently been featured in *Business Week* and the *Wall Street Journal*. The findings of their joint research challenge the "efficient-market theory" widely accepted by economists for the past two decades. It holds that investors act rationally, that stock prices reflect existing information accurately, and that past performance can't predict future performance.

Not so, says De Bondt. "Investors often do act irrationally," he says. "Prices may reflect existing information but not always correctly, and the past can predict the future." Investors overreact to dramatic news, especially bad news. That exaggerates the fall of stock prices.

He cites last October's crash as an example. Before the market took a dive, over-optimistic investors spawned an unsustainable bull market. Then panic-induced selling made the market overshoot on the downside. But two days after the crash, the market had one of its biggest single-day gains in history.

Borrowing from behavioral psychology, De Bondt and Thaler have produced statistics to buttress their contrarian views on such irrational gyrations. The pair analyzed portfolios of the thirty-five worst and the thirty-five best stocks from the New York Stock Exchange and American Stock Exchange in each three-year period since 1931. (Their criterion for "best" and "worst" was the difference between expected investment return and actual return.) What they discovered was that those stocks considered losers later on topped the market average by nearly 20 percent. And the stocks once

considered winners were found to trail the market by 5 percent. The smart investor can profit from all this irrationality. Like the institutional investors who have the stomach to buy battered stocks,

De Bondt says that individuals should likewise buy portfolios of losers while they're really losers and sell them after they climb to a profitable level, as they usually do.

—Jeff Iseminger



# Deaths

*Names in capital letters are those on student records. Women's married names appear in parentheses. This list is limited to those whose death has been confirmed as occurring no more than two years ago.*

## The Early Years

BYRNE, CATHERINE '10, Madison, in December.  
MAVERICK, JAMES SLAYDEN '13, San Antonio, Texas, in November.  
FRIESS, RALPH '18, Madison, in November.  
SINAIKO, SOHNIA (KEIDAN) '19, Glencoe, Illinois, in November.  
HAMMOND, HARRIET (HATCH) '21, Chicago, in November.  
MCCAFFERY, MIRIAM '22, New York City, in December.  
MOEHLMAN, WILLIAM F. '22, Sevierville, Tennessee, in November.  
HENNECKE, ELSEBETH (STEVENS) '23, Madison, in December.  
BORUSZAK, NATHAN '24, Milwaukee, in November.  
BUSSE, WARREN F. MS'24, PhD'27, Wilmington, Delaware, in October.  
DOYON, BERTRAND H. x'24, Madison, in June.  
HAASE, GERTRUDE MARIE (TIMM) '24, Sarasota, Florida, in October.  
HOFFMANN, GILBERT FREDERICK '24, '26, '27, Mukwonago, Wisconsin, in December.  
BROWN, GENEVIEVE ROSE (WRIGHT) '25, Tucson, Arizona, in 1987.  
BURDICK, DORIS L. (JOYS) '25, Grafton, Wisconsin, in 1987.  
JAMES, BEULAH LAURA (YOUNG) '25, Fort Myers, Florida, in October.  
LONG, DOROTHY HELEN (POND) '25, Minocqua, Wisconsin, in November.  
MEGOW, GEORGE EDWARD '25, Milwaukee, in August.  
PARIS, GRACE W. (CHATTERTON) '25, former member of the Board of Visitors; on WAA's staff as "alumnae secretary" through the 1950s; performing-arts specialist with the Extension; and one-time state and national officer of the Parent-Teacher Association; in Madison, in January.  
STRAUSS, CAROLYN (ALSCHULER) x'25, Aurora, Illinois, in September.  
HAIGH, FREDERIC W. '26, MD'28, Davis, California, in September.  
SELLS, RUTH KATHRYN (KREBS) '26, Hales Corners, Wisconsin, in November.  
BUCKMASTER, JAMES LLOYD '27, Washington, D.C., in November.  
OLSON, EVELYN DOROTHY (WINNIE) '27, Wilmette, Illinois, in September.  
PEARSON, CARLYLE R. '27, MD'29, Baraboo, Wisconsin, in November.  
WILCOX, ANNETTE LEWIS (THOMPSON) '27, Oshkosh, Wisconsin, in November.  
CRAMER, HOWARD IRVING MS'28, PhD'29, Philadelphia, in October.  
PARKHILL, EDITH MURIEL '28, MD'30, Rochester, Minnesota, in November.  
WOOD, ALBERT WILLIAM x'28, Dayton,

Ohio, in October.  
WOOLVERTON, JOHN JACOB '28, South Bend, Indiana, in October.  
JANDELL, EULA M. '29, '34, Milwaukee, in 1986.  
REY, AGAPITO PhD'29, Bloomington, Indiana, in November.  
SUMNER, JOSEPHINE M. '29, New Braunfels, Texas, in June.  
BROWN, GEORGE H. '30, '31, '33, '42, Princeton, New Jersey, pioneer in television engineering, for which he was granted some eighty U.S. patents; longtime executive with RCA and credited with heading its technical effort which led to present-day color TV; in December.  
HOLLE, STAFFORD O. '30, Oconomowoc, Wisconsin, in October.  
LACKE, CLEMENT L. '30, MD'32, Madison, in December.  
WILLIAMS, DAVID G. '30, '31, '32, Chicago, in November.  
JORDAN, CLARENCE '31, Madison, in November.  
KAY, PAUL THOMAS '31, Lansing, Michigan, in December.  
POLLOCK, HARRY H. '31, '32, Milwaukee, in October.  
STORANDT, MARJORIE J. (ALLEN) '32, La Crosse, Wisconsin, in November.  
HAUKEDAH, OREL '32, Park Forest, Illinois, in June.  
KLIKA, HELEN E. (HOAG) '32, Oak Park, Illinois, in September.  
PETERSON, MERTON W. '32, Dearborn, Michigan, in November.  
BAKER, JOHN BARNARD (BARNARD BENJAMIN) '33, Milwaukee, in September.  
JASPER, CLAUDE J. '33, Republican Party chairman for Wisconsin from 1958-63; Scottsdale, Arizona, in November.  
RAMSDELL, LELAND F. '33, '36, Columbia, Maryland, in September.  
SCHINI, EUNICE M. '33, Winona, Minnesota, in 1986.  
SIGMAN, DAVID x'33, Laguna Hills, California, in 1987.  
WILKINS, ELMER L. '33, '70, Prairie du Chien, Wisconsin, in November.  
ANTISDEL, FLORENCE S. (WOODS) '34, Lake Geneva, Wisconsin, in December.  
BEMIS, FRANCIS V.K. '34, Sheboygan Falls, Wisconsin, in December.  
CLARKE, FRANCIS ERNEST '34, Tucson, Arizona, in November.  
DELWICHE, FRANCIS E. '34, Green Bay, Wisconsin, in July.  
JENS, ELVIRA (MEAD) '34, Wisconsin Rapids, Wisconsin, in December.  
KOLLIDA, MARY HELEN (CHAPMAN) '34, Detroit, Michigan, in 1987.  
SELMER, ARLEEN E. (GUNDERSON) '34, Madison, in November.  
AMUNDSON, CARL H. '35, Toledo, Ohio, in November.  
GRINDELL, JAMES A. '35, MD'37, San Diego, California, in 1987.  
WORKS, RALPH HUGHES '35, Chicago, in November.  
ALTHEN, JOHN H. '36, for twenty-three

years editor of *Stars and Stripes* newspaper for military personnel; Port St. Lucie, Florida, in October.  
ERICKSON, DONALD J. '36, Chicago, in October.  
PITZER, BERNICE D. (BEALL) '36, Alexandria, Virginia, in November.  
SCHEER, WILMER PAUL '36, Kensington, Maryland, in October.  
BLOOMFIELD, MORTON W. PhD'38, Cambridge, Massachusetts, last April.  
COLLINS, EDWIN J. '38, Berkeley, California, in November.  
JARSTAD, GORDON K. '38, '39, Lansing, Michigan, in August.  
SALERNO, FRANK J. '38, Buxton, North Carolina, in 1987.  
ALTMAN, ROBERT C. '39, '41, '42, Schofield, Wisconsin, in November.  
KELSO, ROBERT L. '39, '41, Yardley, Pennsylvania, in June.  
SCHUETZ, MARYON G. (REEDY) '39, '40, Kenosha, Wisconsin, in November.  
ZUEHLKE, EARL R. '39, Brookfield, Wisconsin, in October.

## 40s-50s

LOKE, CLARENCE W. '41, Milwaukee, in November.  
SUR, WILLIAM R. PhD'41, Fort Myers, Florida, last March.  
BROWN, RUTH LOUISE (BRADLEY) '42, Steep Falls, Maine, in September.  
CALHOUN, STACEY M. MS'42, Mauston, Wisconsin, in November.  
GRANTMAN, MELVIN F. '42, Lomira, Wisconsin, in November.  
LONG, DOROTHY E. MA'42, Pfafftown, North Carolina, in June.  
UMHOEFER, MARY C. (TENNIS) MA'42, Colby, Wisconsin, in October.  
GRADY, STANLEY B. '43, Madison, in November.  
FLEISCHMAN, BARBARA L. (COCHRAN) MA'45, Spokane, Washington, in July.  
COWEN, LOIS B. (DONHISER) MS'47, Lexington Park, Maryland, in 1987.  
KRUSE, RODERICK I. '47, Freeport, Illinois, in November.  
ERICKSON, ROBERT C. MS'48, Concord, California, in August.  
GREENHALGH, ARTHUR W. '48, Janesville, Wisconsin, in December.  
GRISWOLD, FRANK S. '48, Madison, in November, in an Alaskan plane crash that took seventeen lives.  
KAYSER, DOROTHY M. (FRENCH) '48, Bartlesville, Oklahoma, in September.  
SUCHY, FREDERICK W. '48, '49, Sturgeon Bay, Wisconsin, in July.  
OLSON, BETH JEAN (ZURAWSKI) '49, Arlington Heights, Illinois, in November.  
BENWAY, ROBERT E. '50, Marion, Indiana, in August.  
HOGENSON, KENNETH M. '50, Eau Claire, Wisconsin, in November.  
NELSON, ROLAND M. '50, Longview, Texas,



# Deaths

in November.  
STURM, RALPH H. '50, Milwaukee, in September.  
BAER, NEAL R. '51, Madison, in December.  
FRAKES, ROLLAND G. '51, Calgary, Alberta, in August.  
HANDRUP, Sr. M. BERNARDA, MS'51, PhD'60, Milwaukee, in November.  
BLINK, ALLAN J. '52, Camarillo, California, in 1987.  
SMITH, ROBERT H. '52, Portsmouth, Rhode Island, in November.  
BLOCH, DAVID PAUL PhD'53, Austin, Texas, in October.  
BRETZMANN, JOHN R. '53, Crystal Lake, Illinois, in November.  
BUCHANAN, JOHN SCOTT '53, '56, Kaukauna, Wisconsin, in November.  
BARTH, ROBERT HENRY '54, Milwaukee, in June.  
GRUGEL, DONALD F. '54, Milwaukee, in May.  
LAIKEN, ROBERT A. '54, Mequon, Wisconsin, in 1987.

## 60s-70s

BREDEMEIER, ROBERT F. MS'60, Buffalo, Minnesota, in June.  
DOUMOURAS, Very Rev. ALEXANDER '60, director of inter-church relations for the Greek Orthodox Archdiocese of New York; New York City, in November.  
JAHR, ELWOOD V. '60, '62, Appleton, Wisconsin, in November.  
REINECK, THOMAS A. '61, Montello, Wisconsin, in November.  
HURTH, PETER J. '62, Scottsdale, Arizona, in December.  
OLSON, GERALD WALTER PhD'62, Ithaca, New York, in October.  
RECTOR, JAMES W. JR. '63, Wisconsin's Supreme Court commissioner since 1972, founder and first chair of the State Judicial Commission; Hartland, Wisconsin, in November.  
FLEURDELYS, BARBARA E. '64, Rockville, Maryland, last March.  
ENGLAND, ROBERT E. MFA'65, Raytown, Missouri, in November.  
MACGREGOR, DAVID ALEXANDER '65, Boston area, in November.  
BLAKER, GERTRUDE G. PhD'67, Beatrice, Nebraska, in 1986.  
CARTERON, E. LEE '67, Atlanta, Georgia, in October.  
MAGLI, ELSIE (SCHOEPHORSTER) '67, Prairie du Sac, Wisconsin, in November.  
SPREHN, SHIRLEY ROSE (BENZINGER) '68, Evansville, Wisconsin, in December.  
NECKAR, LEE T. MA'71, Austin, Texas, in September.  
RUSSELL, CHARLES L. '73, '75, Jersey City, New Jersey, in November.  
MORGAN, MICHAEL K. PhD'74, Stevens Point, Wisconsin, in November.  
WOLFE, JOSEPH MICHAEL '75, Denver, Colorado, in 1987.

## Faculty and Friends

WALTER B. BAKKE, age 88, athletic trainer for UW teams for thirty years beginning in 1936, Olympic team trainer in Rome in 1960, and member of the Helms Foundation Hall of Fame; in Madison in December.  
Professor RUTH H. BLEIER MD, neuro-anatomist, on our faculty since the early 1970s; in Madison in January at age 64. She was known in scientific circles for her technical studies of the mammalian hypothalamus and her criticism of what she perceived as political and social bias in science. In 1975 she helped found our Women's Studies Program and was its first chair. Her book, *Science and Gender: A Critique of Biology and its Theories on Women*, appeared in 1984. In our July 1987 issue we carried her article, "Gender Ideology and the Brain."  
GEORGE T. FOX, Atlanta, Georgia, in October. From 1937 to 1950 he was end coach and first assistant to Head Coach Harry Stuhldrer.  
Emeritus Professor ANGELINE G. LINS '23, who taught accounting in the School of Business from 1925-68; in Madison in November. She was the first woman member of Beta Alpha Psi, the national honorary accounting society, and for twenty-seven years was advisor to Phi Chi Theta, the national commerce sorority. She co-authored textbooks with late Dean E.A. Gaumnitz of the Graduate School of Business.  
W. ROBERT MARSHALL PhD'41, dean of the College of Engineering from 1971-81, and since retirement from that post, director of the University-Industry Research Program; in Madison in January. He joined the faculty in 1947 and was named associate dean six years later. Marshall is credited with pioneering educational opportunities for minorities in engineering and with emphasizing the impact of technology on society.  
Emeritus Professor FELIX POLLACK, age 78, Madison, in November. As curator of the Rare Books department of Memorial Library from 1959-74, he administered the Sukov Collection of "little" magazines and works of small presses, expanding it into what an English-department spokesman calls "the best of its kind in the world."  
Emeritus Professor RICARDO QUINTANA, age 89, Madison, in December. He was a member of the English faculty from 1927 to retirement in 1969, an internationally recognized expert on 18th-century literature and Jonathan Swift.  
Emeritus Professor WILLIAM B. SARLES '26, '27, '31, Madison, in November. He was said to have taught microbiology to more than 9,000 freshmen here during his forty years on the faculty from the early 1930s. He was recognized internationally for his research on nitrogen fixation in plants, and was decorated by Great Britain for his work on biological warfare during World War II.

MARY LANGEFELD



## A Storyteller to Remember

In late January there was a memorial service at Luther Memorial Church for a singular lady. She died in December at age forty, at home a long way from the campus. Friends said she refused to let death take her until she'd finished her work here.

May Balisidya arrived at the UW in 1982 from her native Tanzania, on leave from the faculty of the University of Dar es Salaam. She had a bachelor's degree in education and a master's in Kiswahili, and in 1971 her devotion to that language had been recognized with election to membership in the Swahili National Council of Tanzania. Balisidya brought her two young children with her while her husband studied at Brown University.

In 1985, she was diagnosed as having cancer. She had a year of treatment here while she continued work on her PhD in African language and literature. She earned certificates in African Studies and Women's Studies. Then she went home to do more research.

She and the children were back again a year ago, and despite increasing debility, she stayed active in campus life. She was a teaching assistant and president of the Tanzanian Students Organization. Before coming to America, Balisidya had earned a modest reputation as a playwright and storyteller. Now she told her stories and gave lectures in schools around the state.

And last November she successfully defended her PhD dissertation. She did that from her hospital bed. Then her husband and children took her home to die in Tanzania.



# Club Programs

*Here is a reminder list of events after mid-March, about which we have been informed by deadline. If a speaker is named, it is the club's Founders Day event. Clubs send detailed mailings to area alumni; home (h) and/or office (o) numbers are listed for contacts below.*

**AKRON/CLEVELAND** March 9. Speaker, Political Science Prof. Fred Hayward. Contact: Howard Hohl, (o) 524-9391.

**APPLETON/FOX VALLEY** April 21. Speaker, Athletic Director Ade Sponberg. Contact: Tom Prosser, (o) 235-9330.

**AURORA, ILLINOIS** March 12. Speaker, Wayne McGown, assistant to the chancellor in development of UW Research Park. Contact: Betty Mabbs, (h) 879-2029.

**AUSTIN, TEXAS** May 19. Speaker, Head Football Coach Don Morton. Contact: Mark Wallace (h/o) 447-6306.

**BOSTON** May 6. Speaker, Vice-Chancellor Bernard Cohen. Contact: Joen Greenwood, (o) (617) 266-0500.

**CHICAGO** April 20. Speaker, Chancellor Donna Shalala. Contact: Marshall Solem, (o) 245-3934.

**CINCINNATI** March 11. Speaker, Political Science Prof. Fred Hayward. Contact: Gary Graff, (o) (606) 572-5338.

**COLUMBUS, OHIO** March 10. Speaker, Political Science Prof. Fred Hayward. Contact: Sue Levin, (h) 488-3219.

**DALLAS/NORTH TEXAS** May 17. Speaker, Head Football Coach Don Morton. Contact: Larry Kosowsky, (o) 922-3636.

**DENVER** March 11. Speaker, School of Business Dean James Hickman. Contact: Hartman Axley, (o) 388-5911.

**DETROIT** May 1. Speaker, James Hoyt, Director, School of Journalism and Mass Communication. Contact: Doug Griesse, (o) (313) 540-5755.

**FOND DU LAC** April 13. Speaker, UW System President Kenneth Shaw. Contact: Gerald Huth, (o) 921-3290.

**FORT ATKINSON** March 13. Speaker, Athletic Director Ade Sponberg. Contact: Ardell Wiederhoeft, (o) 563-7800.

**INDIANAPOLIS** April 14. Speaker, Director of Bands Michael Leckrone. Contact: Mary Gedemer, (o) 542-4802.

**JANESVILLE** April 15. Wisconsin Singers concert. Contact: Judy Holt, (h) 756-9629.

**LOS ANGELES** April 29. Speaker, Director of Bands Michael Leckrone. Contact: Richard Haines, (o) (805) 581-3651.

**LOUISVILLE** March 12. Wisconsin Singers concert. Contact: Don Frank (h) (502) 425-2521. April 7. Founders Day. Speaker, Paul Ginsberg, former Dean of Students. Contact: Mary Kaiser, (o) (502) 426-1425.

**MANITOWOC COUNTY** May 10. Speaker, Director of Bands Michael Leckrone. Contact: William Kletzien, (o) 683-5828.

**MARSHFIELD** April 14. Speaker, J. Frank Cook, director of the University Archives. Contact: Katherine Wilson, (h) 387-4566.

**MILWAUKEE** May 11. Speaker, Chancellor Donna Shalala. Contact: Tom Mellencamp (o) 274-2430.

**MONROE/GREEN COUNTY** April 21. Speaker, UW Foundation President Robert Rennebohm. Contact: Verla Babler (h) 527-2593.

**NAPLES, FLORIDA** March 14. Head Football Coach Don Morton and concert by Wisconsin Singers. Contact: Phil Schlichting (o) 649-1975.

**NEW YORK CITY** May 5. Speaker, Vice-Chancellor Bernard Cohen. Contact: Kevin McKeon (h) (718) 204-0798.

**PHILADELPHIA/DELAWARE VALLEY** April 15. Speaker, Medical School Dean Arnold Brown. Contact: Robert Bruechert, (o) (215) 569-4393.

**PLATEVILLE/GRANT COUNTY** April 17. Speaker, Director of Bands Michael Leckrone. Contact: Toivo Gustafson, (h) 739-3978.

**SACRAMENTO** April 28. Speaker, Director of Bands Michael Leckrone. Contact: Michael Willihnganz, (o) (916) 732-6051.

**SAN ANTONIO/SOUTH TEXAS** May 18. Speaker, Head Football Coach Don Morton. Contact: Wade Smith, (o) 223-9661.

**SAN FRANCISCO** April 30. Speaker, Director of Bands Michael Leckrone. Contact: James Myre, (h) (415) 571-0972.

**TWIN CITIES** April 15. Speaker, Athletic Director Ade Sponberg. Contact: Julie Neal, (o) 545-1516.

**VERO BEACH, FLORIDA** March 18. Wisconsin Singers concert. Contact: Joe Schemel, (o) 231-3800.

**WASHINGTON, D.C.** March 24. Speaker, History Prof. Michael Petrovich. Contact: Roland Finken, (o) (202) 724-7492.

**WATERTOWN** March 17. Speaker, Vice-Chancellor Bernard Cohen. Contact: Gary Palmer, (o) 261-6767.

**WAUSAU** April 28. Speaker, Athletic Director Ade Sponberg. Contact: Christine Freiberg, (o) 845-1353.

**WEST BEND/WASHINGTON COUNTY** April 27. Speaker, Head Football Coach Don Morton. Contact: Karen Christianson, (h) 334-5356.

**WILMINGTON** March 25. Speaker, History Professor Michael Petrovich. Contact: Paul Weber, (h) (302) 762-2075.

## Connections

*Continued from page 15*

During the spring semester of 1986, two of his graduate students earned credits for helping an entrepreneur develop a new company. They finished their independent study in May, when Pappas resigned; in September, Pappas invested in the new company, and helped attract two other investors. Although the venture operated only one month due to underfunding, it raised a troublesome issue. Did Pappas, a faculty member subject to the ethics rules in the Wisconsin Administrative Code, act in a manner contrary to the interests of the UW System? Did he attempt to gain anything of substantial value for private benefit?

Michael Liethen, director of the UW's administrative legal services, was not convinced. "I have a very difficult time seeing a conflict of interest when a faculty member acts on his thoughts and perceptions as an expert," he said, adding that these kinds of cases will be surfacing more often since expanded UW/business ties are essential to the university's development.

And while the media and legislators do serve as watchdogs over university activities, Liethen adds, they also have a tendency to promote the very activities they sometimes decry. He notes mounting pressure by state government and the media for the university to become involved in economic development initiatives.

"Either the university can be a cloistered community shunning contact with the outside world, or we can see ourselves as a part of it. Many people view association with a profit-making enterprise as inherently suspect. But it's hard to participate in economic development activities without entering into fairly close relationships with business. And if the relationship is wrong per se, it's an impossible dilemma for the university."

The larger issues of compromised academic freedom have proved relatively easy to resolve. The UW has long held to a policy that all research done here is publishable. Graduate School Dean Robert M. Bock has said the university routinely turns down grants that limit the publication of research results. However, if in the course of a project a company supplies a university researcher with proprietary information such as formulas and software codes, that knowledge is protected.

The fear that corporate money might inordinately skew the direction of university research has also proven to be largely unfounded. Indeed, while gifts and grants of \$16 million a year may seem substantial,



the sum is small compared to the more than \$226 million received from other sources, chiefly the federal government.

Traditionally, research universities were viewed as bastions of purely scholarly pursuits. Moreover, basic research by university scientists laid the foundations for the computer and biotechnology industries.

But some scholars think the expansion of university research from basic into applied areas is more constructive, both for society and for scientists' research programs. Says Rueckert, "The role of the university should be to do basic research. When you see an application it should go to companies. It's very synergistic and the most efficient way to get things done."

UW Biotechnology Center Director Richard Burgess agrees. "I am a strong believer in basic research," he says. "Without it the research well will eventually run dry. But I also think that some amount of university expertise ought to be harnessed to attack applied problems."

Another dilemma facing university/industry links concerns the possible loss of star faculty to the private sector. In a high-technology world, first-rate scientists are becoming an increasingly scarce commodity. Salaries far higher than those offered by public research universities can be an irresistible lure for some faculty, who receive as many as a half-dozen outside job offers a year. Others, such as Winston Brill of Agracetus, leave the university for new challenges. In any event, such losses can leave gaping holes in departments that are sometimes difficult to fill.

"I loved my position at the university," Brill recalls. "I had a big lab and the Vilas Research Fellowship, nothing to gripe about whatsoever. But this opportunity came along for me to put together a good team, and with tremendous resources solve problems that apply to the real world. If I didn't do this, I would sure as hell be jealous of the person who did."

Although the loss of Brill was felt strongly by the university, it can be viewed as a positive thing, says the Biotechnology Center's Burgess. "Maybe it's better for us that he's done this. He's stayed in the community, formed a company, he employs people, pays taxes and is supportive of the university. I don't think that's a bad situation at all."

Most faculty now view the alliance between business and universities as being mutually beneficial. It has provided students with unique, real-world experiences that expand the possibilities of textbook/classroom learning. With funding from industry up nearly 86 percent over the past five years, it seems clear that the relationship will continue to grow. But the re-defining of the role of the university must be accompanied by stepped-up efforts to show that the university has not abandoned its missions to educate and improve the quality of life for all of the state's citizens.

Says Rueckert: "We do have to operate on good faith. That's the basic agreement upon which everything is founded." □



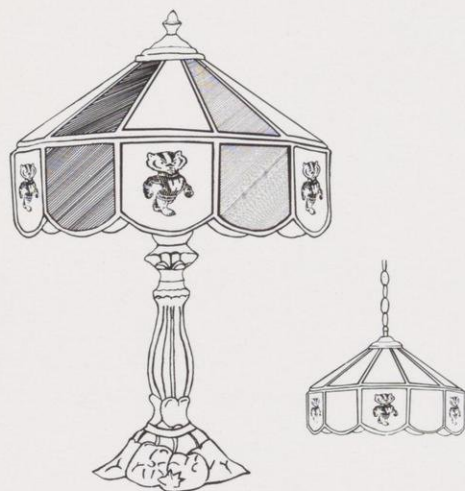
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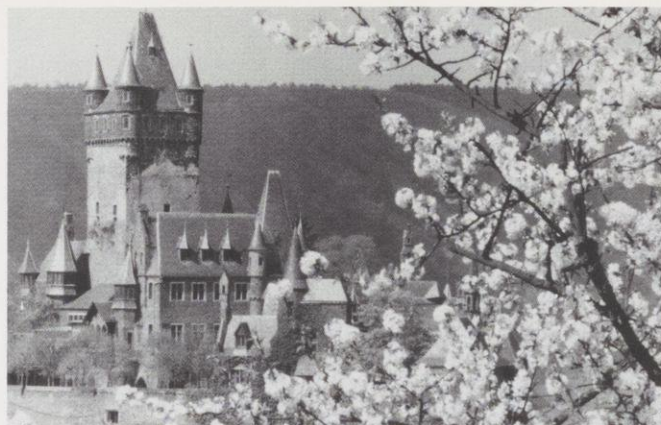




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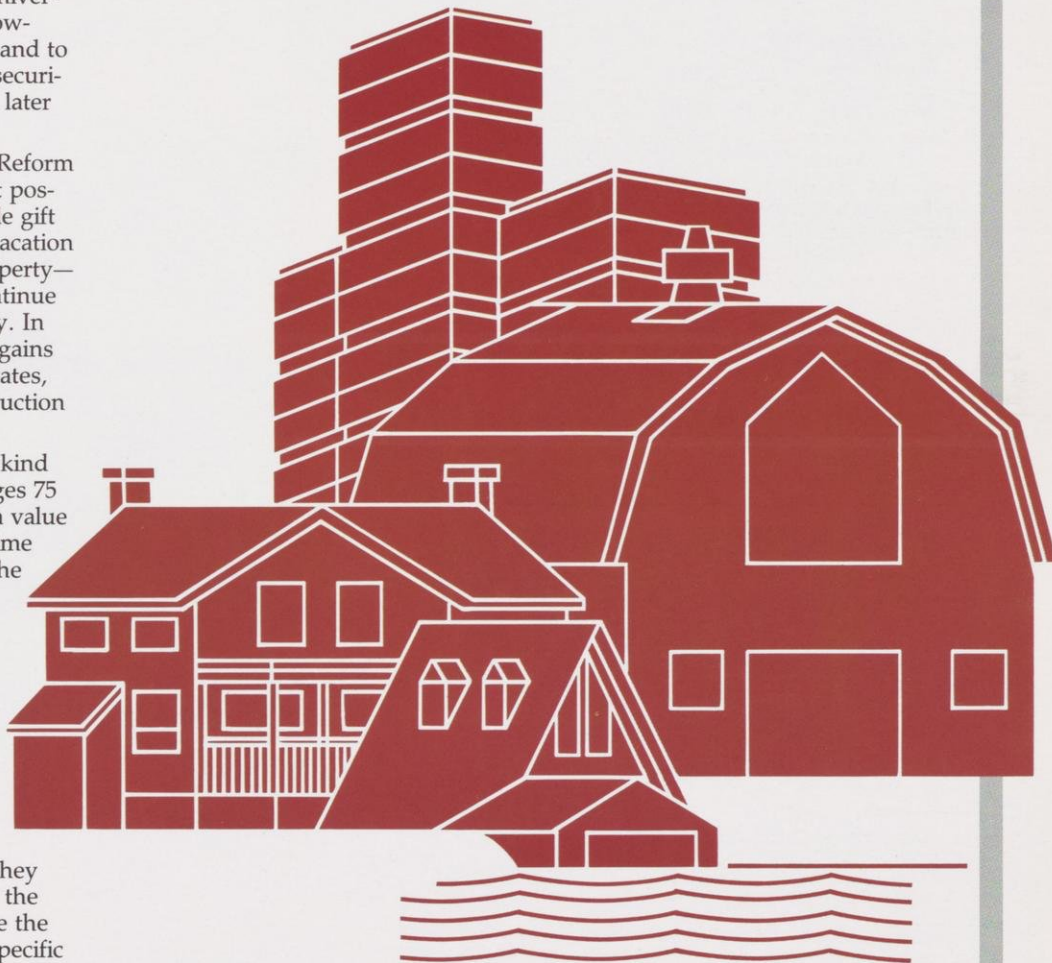
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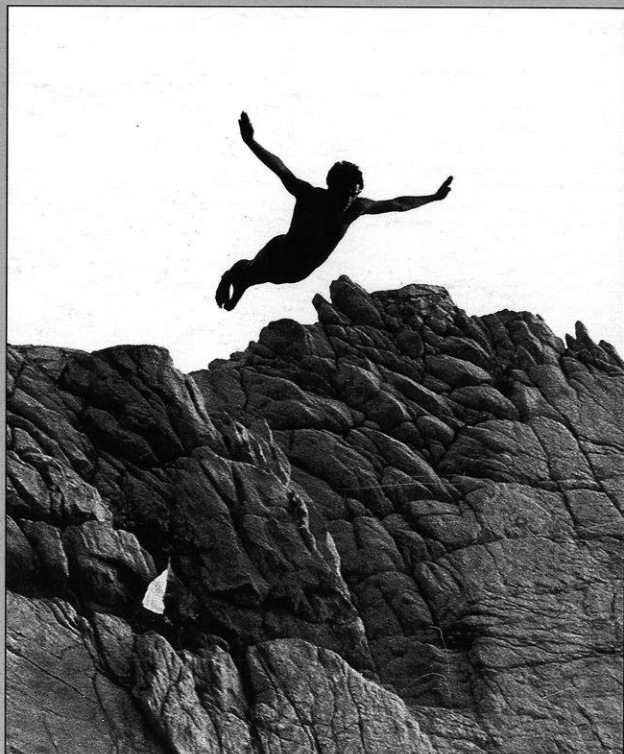
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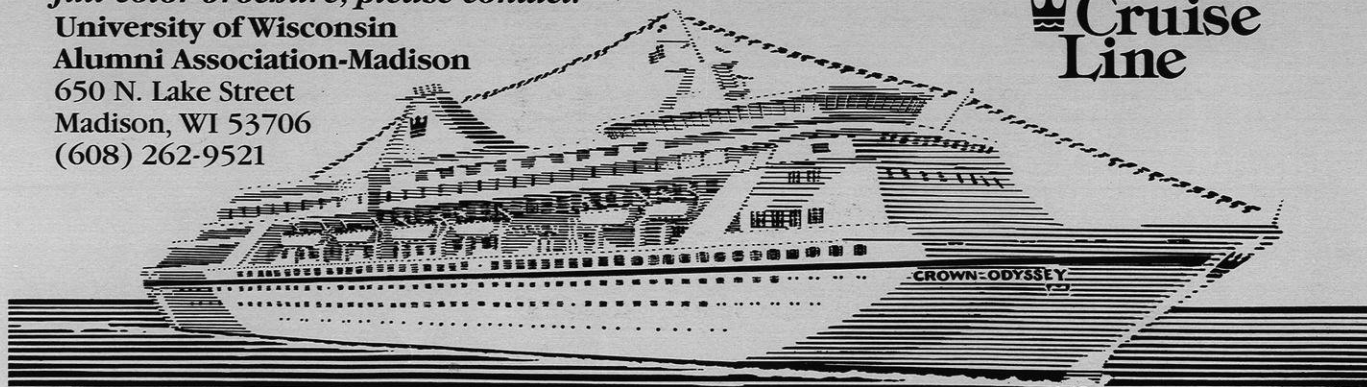
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