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Wisconsin Alumnus

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".... Those who would punish colleges and universities by reducing financial support, by passing restrictive legislation, or by political intervention institutions, may unwittingly be³⁰ DAW. WIS LIBRAT the very radical minority of students whose objective is to destroy our present institutions of higher education."

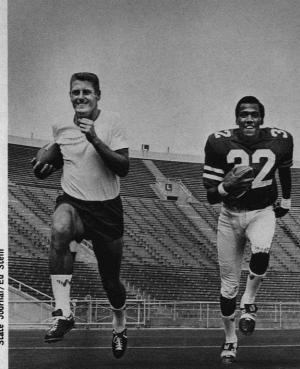
Interm Statement on Campus Disorder

The National Commission on the Causes and Prevention of Violence



ON WISCONSIN

Arlie M. Mucks, Jr. / Executive Director



If it's true that one picture is worth 1,000 words, the one at the bottom of this page should be worth a book! The young fellow on your right is Greg (Grape Juice) Johnson, a fine, fast sophomore fullback on whom coach John Coatta and his staff will place a lot of hope for this season. And with Greg is the man who never stops working for and thinking of this great University of ours, our Athletic Director, Elroy Hirsch.

I don't know when anyone at Wisconsin has worked so hard and so constantly as this man has since he arrived last spring. He's given at least 150 talks to groups all over the state. Right now, in early September, he is in the midst of Operation Turnaround. It's my distinct pleasure to work with "Legs" on this, as we visit some 60 cities in Wisconsin, while he gets out with the high school kids on their practice fields. Wherever he goes and whomever he talks to, his theme is the same: Wisconsin is a great state and this is the greatest University. Elroy reminds us all, over and over, that the job of keeping our leading reputation is up to all of us. Every citizen of Wisconsin has a role to play. Every alumnus of the University has a share in its achievements, present and future. Hirsch tells the high school athletes that, if they're willing to work hard-on the field and in the classroom-they have a very good chance of one day coming to the University, and that we will be happy to have them. And he tells the dinner groups-the civic clubs, alumni, legislators, taxpayers-that the University can go no further in greatness than they will let it. He points out that a disinterested alumnus is on the par with a voter who doesn't make it to the polls. He reminds lawmakers that the words on the cover of this magazine are entirely accurate: that if those in power attempt to penalize a state university, they cut back on its services to every citizen of that state.

Elroy works primarily in the athletic area, of course-athletics builds men, helps teaching institutions draw fine academic material, and can assuredly help pay some of the bills that today's costs create. But what he says can really apply to all of us, straight across the board. We do want good high school students everywhere to consider the possibility of one day coming to Wisconsin. We do want Wisconsin citizens and taxpayers to be aware of the countless services promised and delivered to them in our famous slogan "The boundaries of the campus are the boundaries of the state". And we do want our alumni living in or out of Wisconsin to keep on with your tremendous support, your immense pride and your invaluable help-all of which has been increasing by leaps and bounds these past few months. It certainly appears that once again we are all aware that it's your University!

Wisconsin Alumnus

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Letters

Good Point

Several times recently I have meant to write to commend Mr. Mucks for his editorials. The excellent one in the June issue has finally transformed intention into action.

Alumni have many notions of how loyalty to the University can be expressed—attending athletic events and cheering the teams; supporting the music, art and drama productions; giving money or property to the University; making speeches about the institution. But many who gave the loudest cheers for the teams (especially when they were winning) have, in recent times when the University was sorely beset by trouble from within and adverse criticism from without, been guilty of giving bitterly prejudiced reports—often factually inaccurate—whether in private conversations or public talks.

Your writings help to set the record straight about our wonderful University, its fine administration, faculty and students. I thank you for your publications.

Mrs. Paul (Dorothy King) Knaplund, '25 Madison

Beg Your Pardon

Not that we should take anything away from swimmer Don Dunfield, but his accomplishments as reported in your June issue may not be the "highest finishes ever achieved by a Badger diver" as you say. Don took a second and a sixth in the Big Ten meet, then a fifth and sixth in the NCAA. If you'll probe the files, you'll see that one R. U. Ratcliff, back in 1927, took a third in NCA diving (forerunner of NCAA), following a second place medal in the 1926 Big Ten meet. At my age, may I be forgiven for living off past glories?

> Richard U. Ratcliff '27 Vancouver, B.C.

That you may, and our statistician goes to the showers—Ed.

Station Breaks

... How could the WHA story (You Nice Folks Out There in Radioland, June) overlook the man who made statewide coverage a reality, Harold A. Engel, assistant director of WHA for 25 years? It was he who introduced members of the Wisconsin Legislature to participate in his broadcasts Under the (continued on p. 25)

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Interim Report of the National Commission on the Causes and Prevention of Violence

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The problem of campus unrest is more than a campus problem. Its roots lie deep in the larger society. There is no single cause, no single solution. We urge all Americans to reject hasty and simplistic answers. We urge them to distinguish between the non-conformity of youth and the terror tactics of the extremists. We counsel patience, understanding and support for those in the university community who are trying to preserve freedom and order on the campus. We do so in the conviction that our universities and colleges are beginning to learn how to achieve change without disorder or coercion.

• During the past year, many of America's universities and colleges have been seriously wounded. These wounds arise from multiple causes. One is the increasingly violent expression of widespread student discontent. Although much of this discontent often focuses on grievances within the campus environment, it is rooted in dissatisfactions with the larger society that the campus can do little about.

Students are unwilling to accept the gaps between professed ideals and actual performance. They see afresh the injustices that remain unremedied. They are not impressed by the dangers that previous generations have overcome and the problems they have solved. It means little to them that the present adult generation found the way out of a major depression to unparalleled heights of economic abundance, or that it defeated a massive wave of vicious totalitarianism and preserved the essential elements of freedom for the youth of today. To students, these triumphs over serious dangers serve primarily to emphasize other problems we are just beginning to solve.

Today's intelligent, idealistic students see a nation which has achieved the physical ability to provide food, shelter and education for all, but has not yet devised social institutions that do so. They see a society, built on the principle that all men are created equal, that has not yet assured equal opportunity in life. They see a world of nation-states with the technical brilliance to harness the ultimate energy but without the common sense to agree on methods of preventing mutual destruction. With the fresh energy and idealism of the young, they are impatient with the progress that has been made but seems to them to be indefensibly slow.

At a time when students are eager to attack these and other key problems, they face the prospect of being compelled to fight in a war most of them believe is unjustified. This traumatic experience has precipitated an unprecedented mass tension and frustration.

In assessing the causes of student unrest, it would be a mistake to assume that all causes are external. There are undoubtedly internal pressures and internal value conflicts in many students which contribute to their own dissatisfaction and thus to the tension and turmoil of campus life.

Students attribute the shortcoming they see to the smugness of their elders and the weaknesses of social institutions. They see the university, A year ago, President Johnson appointed a special commission, headed by Milton S. Eisenhower, to study the causes and prevention of crime and violence across our nation. The group completed its work in June. It will issue a final report this fall, but "so threatening is the situation, so essential is the need for understanding and calm appraisal, that this Commission feels compelled to speak now . . ." With this comment it issued its interim report which was distributed to the nation's academic community by the American Council on Education. Here are excerpts from that report.

guardian of man's knowledge and source of his new ideas, as an engine for powering the reform of the larger society, and as the first institution they are in a position to reform.

We emphasize that most students, despite their view of society's failures, accept as valid the basic structure of our democratic system; their main desire is to improve its ability to live up to its stated values. Their efforts to do so are welcome when they take the form of petitions, demonstrations and protests that are peaceful and non-violent. Although many persons are unsettled by these activities (which are often of a bizarre nature), we must all remember that peaceful expression of disturbing ideas and petitions for the redress of grievances are fundamental rights safeguarded by the First Amendment of our Constitution. Methods of dealing with "campus unrest" must not confuse peaceful protest and petition with violent disruption. To do so will aggravate rather than solve the problem.

A small but determined minority, however, aims not at reform but at the destruction of existing institutions. These are the nihilists. They resort to violent disruption as the means best suited to achieve their ends. By dramatic tactics of terror, they have focused widespread public attention upon themselves and have often induced university authorities either to surrender or to meet force with force. When they have managed on occasion to provoke counter-force to an excessive degree, they have succeeded in enlisting the sympathies of the more moderate campus majority. They are the agent that converts constructive student concern into mindless mob hysteria. They are the chief danger to the university and its basic values.

There is also a minority of students who are not nihilists, but who feel that violence and disruption may be the only effective way of achieving societal and university reform.

• Forcible obstruction and violence are incompatible with the intellectual and personal freedom that lies at the core of campus values. In its recent *Declaration on Campus Unrest*, the American Council on Education noted that "there has developed among some of the young a cult of irrationality and incivility which severely strains attempts to maintain sensible and decent human communications. Within this cult is a minute group of destroyers who have abandoned hope in today's society, in today's university, and in the processes of orderly discussion to secure significant change." These "destroyers" seek to persuade more moderate students that verbal expressions of grievance go unheeded, while forcible tactics bring affirmative results.

Despite some eloquent and subtle rationalizations for violent methods of protest, the record of experience is incontrovertible. While violent protest is sometimes followed by the concessions sought, it more often produces a degree of counterviolence and public dismay that may gravely damage the cause for which violence is invoked.

Even when violence succeeds in achieving im-

Interim Report of the National Commission on the Causes and Prevention of Violence

mediate social gains, it tends frequently to feed on itself, with one power group imposing its will on another until repressive elements succeed in reestablishing order. The violent cycles of the French and Russian revolutions and of the decade resulting in the Third Reich are stark summits of history to ponder. All history teaches that as a conscious method of seeking social reform, violence is a very dangerous weapon to employ.

That is why our nation has sought to avoid violent methods of effecting social change, and to foster instead the principles of peaceful advocacy proclaimed in the Bill of Rights and the rule of law. As the President has just reminded us:

"The purpose of these restraints is not to protect an 'establishment,' but to establish the protection of liberty; not to prevent change, but to insure that change reflects the public will and respects the rights of all."

The university is the citadel of man's learning and of his hope for further self-improvement, and is the special guardian of this heritage. Those who work and study on the campus should think long before they risk its destruction by resorting to force as the quick way of reaching some immediate goal.

Father Theodore Hesburgh of Notre Dame has observed that the university, precisely because it is an open community that lives by the power of reason, stands naked before those who would employ the power of force. It can survive only when the great majority of its members share its commitment to rational discourse, listen closely to those with conflicting views, and stand together against the few who would impose their will on everyone else.

Kingman Brewster of Yale has persuasively articulated this policy:

"Proposition one is the encouragement of controversy, no matter how fundamental; and the protection of dissent, no matter how extreme. This is not just to permit the letting off of steam' but because it will improve [the university] as a place to be educated. Proposition number two is a convincing intention to deal speedily and firmly with any forcible interference with student and faculty activities or the normal use of any [university] facilities. . . . I see no basis for compromise on the basic proposition that forcible coercion and violent intimidation are unacceptable means of persuasion and unacceptable techniques of change in a university community, as long as channels of communication and the chance for reasoned argument are available."

Several attitudes held by members of the university community have often interfered with the application of these sensible standards. One is the belief of many that the civil law should not apply to internal campus affairs. They feel that the academy is an enclave, sheltered from the law, that the forces of civil authority may not enter the campus, save by invitation. This is a serious misconception —a residue of the time when the academy served *in loco parentis*, making and enforcing its own rules for students' behavior and protecting them from the law outside, save for such extreme crimes

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as murder and arson. Now that students themselves have firmly discarded school authority over their personal lives, they must logically accept the jurisdiction of civil authority. They cannot argue that of all Americans they are uniquely beyond the reach of the law.

At the same time, the university is ill equipped to control violent and obstructive conduct on its own. Most institutions have few campus police; most of these are not deputized and thus do not possess true police power. Few schools have explicit rules either defining the boundaries of permissible protest or stating the consequences if the boundaries are crossed. Some have very loose rules for disciplinary proceedings; others have diffused disciplinary power so widely among students, faculty and administration that effective discipline is difficult to impose, and is seldom imposed quickly enough to meet an emergency. And in most institutions the ultimate internal disciplinary sanction of suspension or expulsion lies unused because the campus community shrinks from its probable consequence-exposure of dismissed students to the draft and what students call the "death sentence" of Vietnam. . . .

To society, we make these suggestions:

• (1) The majority of the American people are justifiably angry at students who engage in violent and obstructive tactics. While the public varies widely in its desire for social change, it shares a common belief in the value of social order. It also regards university students as among the most priv-

ileged in society—among those who should understand best the importance of freedom and the dangers of anarchy. One outlet for this public resentment has been the support of legislation withholding financial aid both from students who engage in disruption and from colleges and universities that fail to control them.

There has also been a steady weakening of public sentiment in favor of the additional public funding that higher education so badly needs. Current appropriations for new facilities and for annual operating costs have been insufficient. Some private universities have faced a reduction in individual and corporate gifts.

Existing laws already withdraw financial aids from students who engage in disruptive acts. Additional laws along the same lines would not accomplish any useful purpose. Such efforts are likely to spread, not reduce the difficulty. More than seven million young Americans are enrolled in the nation's colleges and universities; the vast majority neither participate in nor sympathize with campus violence. If aid is withdrawn from even a few students in a manner that the campus views as unjust, the result may be to radicalize a much larger number by convincing them that existing governmental institutions are as inhumane as the revolutionaries claim. If the law unjustly forces the university to cut off financial aid or to expel a student, the university as well may come under widespread campus condemnation.

(2) We believe that the urge to enact addi-

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tional legislation should be turned into a channel that could assist the universities themselves to deal more effectively with the tactics of obstruction. State and municipal laws against trespass and disorderly conduct may not be wholly effective means of dealing with some acts of physical obstruction. They were not written to deal with such conduct, and they do not cope with the central issueforcible interference with the First Amendment rights of others. We are presently considering whether there is a need for statutes authorizing universities, along with other affected persons, to obtain court injunctions against willful private acts of physical obstruction that prevent other persons from exercising their First Amendment rights of speech, peaceable assembly, and petition for the redress of grievances. Such laws would not be aimed at students exclusively, but at any willful interference with First Amendment rights, on or off the campus, by students or by non-students. They would also be available to uphold the First Amendment rights of students as well as other citizens.

(3) Finally, we urge the American people to recognize that the campus mirrors both the yearnings and the weaknesses of the wider society. Erik Erikson, a renowned student of youth, has noted that young and old achieve mutual respect when "society recognizes the young individual as a bearer of fresh energy, and he recognizes society as a living process which inspires loyalty as it receives it, maintains allegiance as it extracts it, honors confidence as it demands it."

One effective way for the rest of us to help reduce campus disorders is to focus on the unfinished task of striving toward the goals of human life that all of us share and that young people admire and respect. \bullet Members of the National Commission on the Causes and Prevention of Violence: Chmn., Milton S. Eisenhower, former president of Johns Hopkins university; vice-chairman, A. Leon Higginbotham, Jr., judge of the U.S. District Court for the Eastern District of Pennsylvania; Cardinal Terence J. Cooke, New York; Rep. Hale Boggs (D-La.); Mrs. Patricia Roberts Harris, professor of law, Howard university; Sen. Philip A. Hart (D-Mich.); Eric Hoffer; attorneys Leon Jaworsky of Houston and Albert E. Jenner, Jr. of Chicago; Rep. William M. McCulloch (R-Ohio); Ernest W. McFarland, chief judge of the Arizona Supreme Court; and W. Walter Menninger, M.D., Menninger Clinic, Topeka, Kan.

During the past academic year over 50 campus and Madison social welfare agencies have sought and received volunteer help from University of Wisconsin students. The numbers of students seeking volunteer jobs steadily increase. As students prove themselves interested and reliable, they are sought out by a greater number of agencies.

Students volunteer to do a myriad of things. The majority still seem to enjoy most working with children in any capacity. They babysit, recreate with, visit, plan parties for, entertain and tutor children. Others stuff envelopes, paint gyms, make and repair toys, sell pumpkins for donation money, call Bingo for the elderly or take retarded adults to the zoo.

Many students seek out volunteer opportunities on their own. They may talk to their housefellow, scan ads in *The Cardinal*, or attend Volunteer Placement Day to find the right job. Through contact with the agencies using volunteers and follow up for Placement Day, it is estimated that over 1000 UW students worked as individual volunteers in the Madison area this last year.

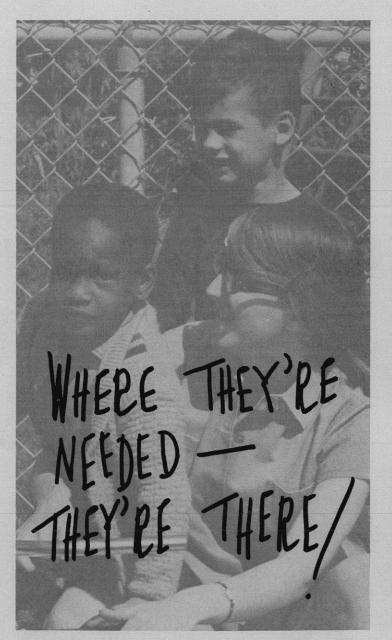
To determine how many student groups also volunteered time in 1968–69, the Division of Student Affairs contacted all 424 registered student organizations. Almost two-thirds of the groups (63%) replied to the questionnaire.

All student organizations are divided into two categories: living unit or non-living unit. Living units include all dormitory houses, fraternity and sorority and specialized housing, like co-ops and scholarship houses. Non-living units encompass all groups associated because of a particular interest, such as agricultural and engineering societies, religious groups, honorary or recreation clubs.

According to the survey, in 1968–69 non-living units (24%) were slightly more active in volunteer service than living units (21%). A year ago the reverse was true: 16% of non-living units did volunteer work, 28% of living units.

This year those groups most active in giving help were: social sororities (75% of the chapters working), professional fraternities (56%), professional sororities (56%), social fraternities (47%), service groups (44%), religious groups (27%), special interest organizations (22%), engineering societies (20%), and women's residence halls (20%).

Most often groups of student volunteers did maintenance work (like repairing houses for new migrant families), arranged a party (perhaps for children in University Hospitals), raised money (for a national charity), or tutored (other students here at

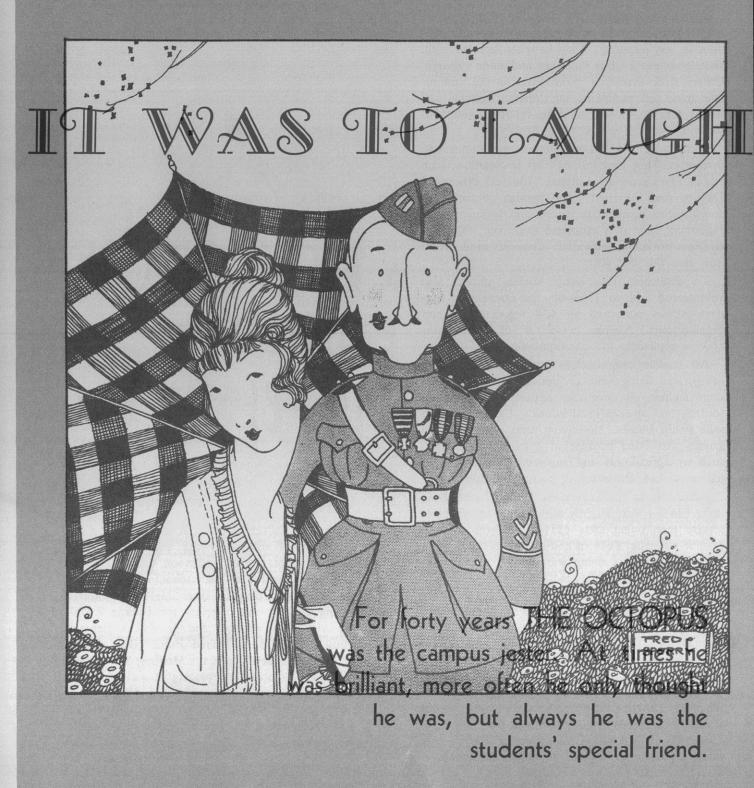


the University, or school children in Madison). Less typical kinds of volunteer work were the showing and narrating of a slide series on the College of Agriculture presented to high school students from all over the state (done by Blue Shield 4–H Club); gathering clothing and supplies for Iranian earthquake victims (Pakistani and Iranian students); auditing the books of United Fund (Beta Alpha Psi); staffing the new paper, the *Madison Sun* (Theta Sigma Phi); temporarily replacing ill staff members of the Ag library (Taylor-Hibbard Club); and offering free "radio visits" between South American UW students and their families (Badger Amateur Radio Society). ●

-Sally Tallman

The Octopus

Vol. 1, No. 1 November, 1919 PRICE 20 CENTS



A nyone who arrived and departed this University only in the past decade or so could never be truly "in" around here, deprived as he was of the in-est thing ever on campus, Octopus magazine! For forty years Octy was every student's champion and jester, his protest movement, his personal blasé screamingly funny clumsily daring buffer against all that was non-student.

Octy was a symbol of many things: of the emancipation you declared by tossing a sophisticated copy in your laundry carton when you sent it home; of your leadership when you grabbed a new issue off the stack and dog-eared it while the rest of the Pharm crowd chortled over what you had obviously read just a *lit-tle* ahead of everyone else; of student power, when it had needled a dean, and you met him on the Hill and smiled your most Olympian, knowing smile.

And we laughed at *Octy*. Every month we howled at the tired old wheezes we thought were so fresh. We roared at the jokes that had killed them last month at Dartmouth and would now move on to Purdue. We saved favorite cartoons, unaware that they came around unchanged every few years.

The laughter began in November, 1919, with the first issue, edited by Lowell J. Ragatz. "Well, THE OCTOPUS is out at last," he wrote. "We know that you've all been talking about it, wondering what it was to be like and when it would actually appear." (Was Lowell putting us on, or was life all that uncomplicated?) He pointed out that it might not be a *monthly* publication, because "to have to grind out humor once a month is no joke," and "a dozen people can't get a line on all the queer birds and strange doings at a university the size of Wisconsin." That's why "contribs will be accepted with thanks."

Maybe with thanks, but not with frequency: that first issue was the last to rely chiefly on original material: from then on it was four decades of reciprocity. Aside from that, though, the first was the archetype of all subsequent issues. Amid the ads from Rentschler's and Tiedeman's Pharmacy and The Varsity Beauty Shop ("If Helen of Troy were a co-ed!") were the twoliners:

Co-ed 1-My, but leather coats are cold to lean against.

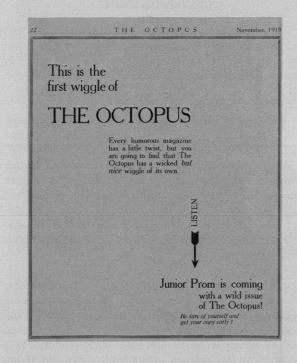
Co-ed 2—Why, my dear, how shocking! How did you come to know?

and the doggerel:

THE FROSH He had all the dignity Airs and benignity Seniors and Juniors enjoy; But it all flickered out, When a girl snickered out, "My, what a cute little boy!"

There was the set piece: A Dissertation on Chop Suey, with lines like One day Fi Ling was walking down the street (strange to say). He had been out shimmying late the night before and was very tired ... There were the gag social notes: A tag day for the purpose of raising funds for wearing apparel for the Hottentots will be held next week; real, inside lowdown: You'd be surprised but the North eastern ivy bound sisters got some pledges that the gum chewing Kappas yearned for; and there were love lyrics: I love you dear, and though tonight/ I am alone, I'm happy, quite;/ Your letter came; it served to tear/ Me from the depths of my despair.

There were the thigh-slapper pen names, too: Helen Gone, and Dr. G. U. Hurt (from the Skinanbonian Institoot); and the phony advice columns: "I had my feet stepped on so much at the last mixer—" "Learn to walk on your hands." The first issue set the tone, or borrowed it from tone-setters on far-away campuses, and nothing would change much in the years to come.



Nothing, that is, except the subjects to be dealt with, the fads, the vocabulary. For example, in the late 20's it was collicb, you stude (or stewdent, if you were being ragged about drinking). Your girl wore paint; her girlfriends ditto, unless they were frosh, of course, all of whom were nertz, but purty. Editors, the whole breezy lot of them, went into their brown study to write their colyums. (One word that seemed to knock 'em dead in the early 20's was jijiboom. This might be a bad word—which we doubt, since Octy was never really that kind of kid—but whatever it is, there don't seem to be dictionaries that remember it. Maybe it was the "gizmo" or the "bippy" of its day; a good-anywhere word. It popped up for years!)

(continued)

The editors grew serious quite often in the first decade or so, sometimes writing about surprisingly timeless issues. . .

The university is financed by an operating income fixed by the legislature. Just now this income has been stretched to limits that did not seem possible a few years ago . . . Other state universities have been materially assisted by their legislatures . . . Let us make certain by legislative action that Wisconsin retrogression is checked . . . (1920)

tor Midwest grid fans and the hopeful students of the University of Wisconsin are looking forward to a new era at Camp Randall with Dr. Clarence Spears and his husky athletes. The past few discouraging seasons . . . (1932)



Something ought to be done about the socialists ... those long-haired, unwashed misfits who have not backbone enough to succeed in the existing state of economic competition ... (1931)

and sometimes being just plain crochety:

An audaciously powdered face; a shiny, kinky, hatless head; a copious but unbuttoned fur coat; gauzy silk socks; tiny French pumps; and zero weather. Is there a more pitiable creature than our feather minded co-ed who hazards her health in an insane scramble for "class"? . . . Many of them do succeed in making themselves conspicuous and perhaps in stirring envy in their sisters, but how woefully they fail in arousing approval in the real honest-to-goodness Wisconsin man. (1922)

By the time it was ten years old—and for another ten—Octy was a handsome, professional-looking magazine, better in design than most of its peers, and nearly as attractive as Vanity Fair or New Yorker, on both of whom it had a noticeable crush. It utilized a series of young campus artists who concerned themselves with excellent design and very good drawing. They were influenced by the bellwethers of light art— Gluyas Williams, Russell Patterson, John Held—but they weren't copiers. They learned from the best, then added their personal drafting skill, did Hub Townsend, Kenneth Fagg, Fred Sperry, Jim Watrous, Frank Unger and Phillip Holliday.

There was color, too, to dress it all up. Octy offered four-color covers from its earliest issues. (The back page remained for years the lair of every co-ed's heartthrob, the Arrow Collar man. In pensive glory he looked out each month, lips full and a little effeminate, cheeks pink but touched with a saving hint of beard, hair as perfectly laid out as the greens at Pebble Beach. When Arrow left, about 1940, Chesterfields moved in with Octy's second decade was its golden age of design, with student artists whose works hold up as small masterpieces of professionalism.

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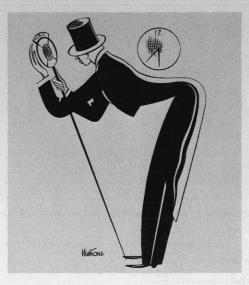
a campaign—remember?—featuring celebrities costumed for monthly themes. Allan Hale was Santa Claus; Maureen O'Hara, as a Pilgrim maid smiling through the cigarette smoke, hugged a startled turkey; Marion Hutton greeted a new year in red satin, with rhinestone shoulder straps forming "1941". Hubba.)

At its raciest, the average college humor magazine avoided grossness, and *Octy* stayed well within the borders. But by the early thirties it reflected a slightly broader trend. There were a few self-conscious "Migawds" in the editorials, and an occasional tentative blusher:

Elderly Lady: Do you know my daughter, Mae? Stude: No I don't. Thanks for the tip!

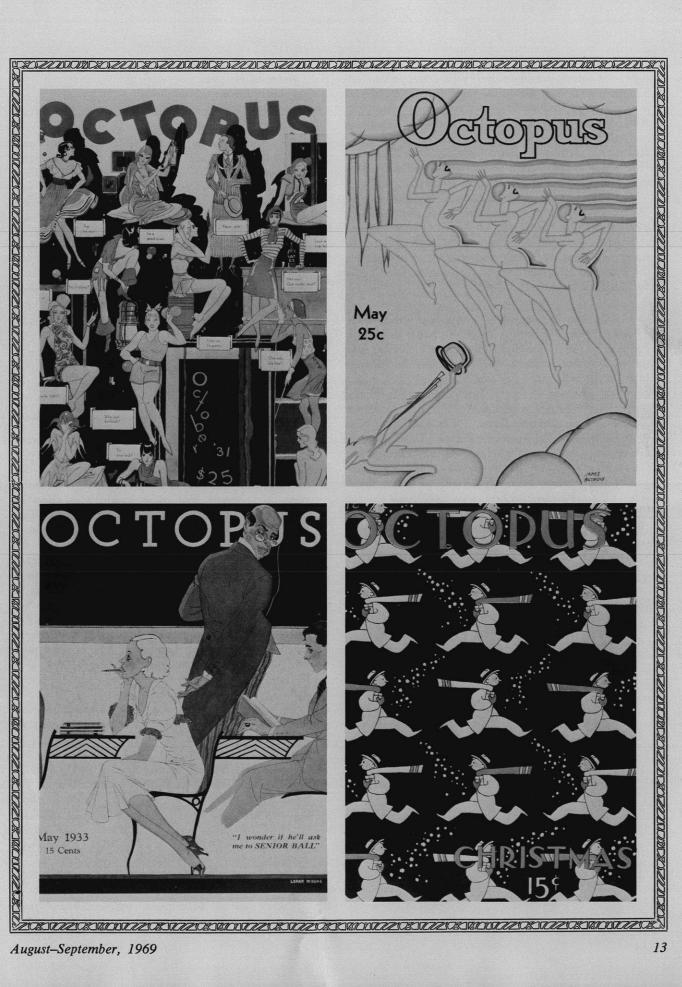
For the most part, though, the weapon continued to be mild iconoclasm:

Professor Kickover has got a new car— He's going around with a prosperous look. What if he just got a salary cut? This year he revised his econ book!



For a while Octy assumed greater depth. It added a resident book reviewer, English professor Paul Fulcher. Serious fiction by student authors was invited and used. Satire became more subtle (the victims now were Winchell, George Jean Nathan and Arthur Brisbane instead of Poe), and there was authentic humor in such offerings as an heroic poem called Never Kick a Lady in the Slats.

(continued)



August-September, 1969

And since the student saw himself in a worldlier light, the editor acknowledged with cosmopolitan observations: The new burlesque rag called BALLYHOO is very funny, but how long can it stay that way? ... Katherine Brush's latest, "Red Headed Woman" in the POST is interesting. No doubt it will be seized by Hollywood soon for F. March and C. Colbert, Inc. ... How could anyone accuse Jimmy Walker of misgoverning New Yawk? He wasn't even there! ...

They said that four-out-of-five students bought Octopus each month during that golden age. What's more, they paid 25ϕ for it, which is not *that* inexpensive, when you consider that you could go over to the Co-op and pick up a suit with two pairs of knickers for \$25, and talk Dad into buying you a new Chevvy for \$475.

lmost from its beginnings, every issue was a "dedi-A cated" one. There was the Prom issue, the Haresfoot issue, the Come-Back (September) number and the Hail-To-Spring issue. Soon these dedications were interspersed with special parody issues, The Cardinal being a perennial favorite. Amid ante-bellum photos purporting to be this year's fraternity pledges, and trick want-ads, were the headlines: "Whoopee Girl New Dean", "Booze Ring Found in Bathtub Third Floor of University Club" and "Ward-Belmont Takes Close Game Here"-... The gossip columns suited whatever parody happened to be handy: Here's to Chuck (Fireside) Olson, Phi Delta Theta, who easily won the cub given annually to the champ biller and cooer at Prom" (We're still in the thirties, remember.) The novelty of cosmetics remained, at least in print:



Helen: Why do you wait 15 minutes after you arrive to kiss me?

Carl: I have to wait for the paint to dry.

but to offset this provincialism, came such urbanities as this note to freshman:

As soon as you see bleary-eyed sophisticates, gentlemanly inebriates, wild-eyed communists, and a country club atmosphere, you may be sure that Wisconsin is setting its usual normal pace, and that it has not gone Hollywood. And: One of the few unaccomplished things left in the world is an imitation of Bing Crosby imitating Rudy Vallee imitating Russ Columbo imitating Chevalier imitating Mitzi Green imitating George Arliss imitating himself.



For years Octy was content to stay in that groove. Late in the thirties it picked up the New Yorker practice of using news items topped with its own telling one-line observation. It didn't work. It tried record reviews and offered still more so-what-else-is-new observations: The new cigarette tax roused but murmured protests on the campus. But wait till they put a tax on marijuana! (1939)

The imminence of the war brought topical humor: a cartooned professor knits for Bundles for Britain, a policeman yells at another, shooting at a get-away car "No! Not the tires!"; a LIFE parody features a manless campus. Girls were advised to wear Tangee's Red-Red lipstick in their patriotism. And to advertise the last pre-war Haresfoot show, Miss Ada Leonard posed with members of the chorus, including Messrs. Gene Englund and George Paskvan. A few issues later Octy took a wartime hiatus.

He was back in September, 1946, along with everybody else. He was delighted that the whole mess was over, starry-eyed about the future and able, for the first time in his history, to climb into the same boat as the rest of the human race and to laugh at us all. *Octy* was a nicer guy then than before or since. Cartoons ran to current topics, of course: the campus housing shortage: the co-eds' disappointment at the avalanche of married men. The two-men-on-a-truck vignette came along to be with us for a few years (*I hear they're* going to take over The Cabin for a classroom). Set pieces grew a little more involved and possibly better than their forebears. But the jokes—ah, the jokes:

Let's go to Vilas Park and watch the funny monkeys.

Naw, let's go up in front of Bascom when classes let out. and

Who gave the bride away? I could have, but I kept my mouth shut.

P ossibly the most quoted line on campus that year came from an *Octopus* cartoon. A prostitute, stationed at a lightpost, says to a young man "First, let me see your fee card." For months the "new" line broke up history lectures and exchange dinners alike, and only *Octy* recalled that it had been used so often on those pages before—by a young flapper to her beau on a bench on Muir Knoll; by a bank teller to a would-be bandit; by one GI to another who tries to dive into his foxhole.

On the postwar campus, despite a record enrollment, everyone knew everyone else, so Octy again resorted to name-dropping. It was a light-hearted, even admiring type of gossip of likeable people, and if you could share an issue in the same columns as Andy Zaffis, Bubbles Irwin or Rog Hinkley, there was little more to seek in this life.



Maybe those late forties were the beginning of the end for Octy. As we all got used to being alive our interests moved to other things. Certainly, by 1950 there were fewer pages in each issue, and there was no one left to parody except Roundy and Tennessee Williams and Mickey Spillane, each so singular in style that in a sense they parody themselves. Octy danced on, but by the mid-fifties he'd become a tired, flamboyant old ham. Visual humor was confined almost entirely to crude gag photos; art work ran to monsters drooling through the Special Interplanetary issue. Layout was a cut-and-pasted mess. Since television, it took more to make us laugh, probably, and Octy just didn't have it. He threw himself a special anniversary back in April, 1959-his 40th-and trotted out all his old gags, his hacknied shtik, his silly pratfalls, and he must have been terribly bewildered when he didn't hear the laughter. He was dead in a month.

Poor Octy. He was never really as good as he thought he was, but for more than thirty years he was as good as we thought he was. And sometimes he was almost great. Better to remember him that way.

A toast to Octy! But, first, let me see your fee card.

The University

State Legislature Gives "Unsatisfactory" UW Budget

After months of debate, the Wisconsin Legislature finally passed a University budget in late August, one which President Harrington called "the most unsatisfactory in two decades."

The University's share of the state's working funds for the next two years was \$207 million, with an additional \$7 million earmarked for use if needed but placed under a special state agency.

STUDENT FEES UP

During the long budget considerations by the state legislature, the Board of Regents set new student fees, but established them only for the first semester. Under the new fee raises, first-semester tuition is \$225 for residents, \$863 for non residents. Graduate students, including those in the Law School, will pay a resident first-semester fee of \$263, or \$1,063 by non residents. In Medical School, first and second year students will pay a semester fee of \$495 if residents, \$1,335 if non residents.

Despite its unsatisfactory aspects, the budget does not demand that "we turn away students or discontinue summer school," Harrington told the Board of Regents at its August meeting.

He noted that he was choosing his words carefully in describing the budget because the University is often accused of "crying a lot and making extravagant demands."

The operating segment of the

budget requires that the University cut back in some areas, Harrington said. Funds for only about half of the 12,000 additional students expected are provided, and students will get less in library books, classes may be larger, there will be fewer faculty hired and greater dependance on teaching assistants, and reduction in counselling and computer services, he said.

Limitations on faculty salary increases to 5 per cent per year mean that the University will probably "slip a little in the Big 10 and in national competition for salaries," the University president said.

On the bright side, Harrington added, the building budget is "a good budget." Rather than deny some building requests, the state building commission deferred some proposals but provided planning money to get them started.

The new budget gives the University about a \$58.8 million increase over its last biennial budget.

S. C. Kleene Named Dean of L. & S.

Stephen Cole Kleene, professor of mathematics and computer sciences at the University is the new dean of the College of Letters and Science. The appointment was announced at the August meeting of the regents.

The widely-recognized specialist in mathematical logic and foundations succeeds Dean Leon D. Epstein who resigned to devote himself to fulltime teaching of political science.

A member of the UW faculty for a total of almost 30 years, Dr. Kleene is a native of Hartford, Conn. who earned his A.B. degree at Amherst College in 1930 and the Ph.D. at Princeton in 1934. He joined the UW mathematics faculty as instructor in 1935 and was named assistant professor in 1937. He returned to Amherst to teach in 1941, but five years later he came back to Wisconsin to stay. Since 1964 he has been Cyrus MacDuffee professor of mathematics.

During the past 23 years he has occupied a variety of important campus posts: chairman of the mathematics department, 1957-58 and 1960-62; chairman of the department of numerical analysis, 1962-63; and acting director of mathematics research for the U.S. Army Center on the campus, 1966-67. Last May he was elected to the National Academy of Science and in June he was named chairman of the powerful University Committee. He has also been designated chairman of the division of mathematical sciences of the National Re-



S. C. Kleene

search Council for a two-year term.

In 1950 Dr. Kleene held a Guggenheim Fellowship at the University of Amsterdam, and in 1958–59 he was a National Science Foundation grantee at the University of Marburg. He did research at the Institute for Advanced Study at Princeton in 1965–66.

The new Dean is author of several volumes, including "Introduction to Metamathematics," "The Foundations of Intuitionistic Mathematics," and "Mathematical Logic," and many articles in professional journals. He served as editor of the Journal of Symbolic Logic from 1950 to 1962.

He is a Fellow of the American Association for the Advancement of Science and a member of the American Mathematics Society, Mathematical Association of America, Association for Symbolic Logic, Phi Beta Kappa, and Sigma Xi. He is married and the father of three sons and a daughter.

Announce Plans for Homecoming, Special Reunions for 3 Classes

"All Together Now" is the theme for 1969's UW Homecoming celebration October 25th, with Indiana meeting the Badgers at Saturday's game, the traditional house decorating contest, and Bill Cosby headlining Friday night's show in the Field House.

It's a weekend of special interest to members of the classes of 1949, 1954 and 1959, who are holding official reunions this year. These alumni and their guests will meet for special get-togethers in Alumni House from 4:30 to 6:30 Saturday. In addition to a cash bar, there will be dancing and hot hors d'oeuvres for the \$1 per person admission. Class reunion chairmen request that paid reservations be made in advance (checks made out to "Class of ____"), and mailed to the Alumni Association, 650 N. Lake St., Madison, Wis. 53706.

As is traditional, the Homecoming queen will be announced at the Friday night show in the Field House, and presented with her trophy by Alumni Association President Truman Torgerson during the halftime at Saturday's game.

Tickets for the Friday night show may be purchased in advance from the Athletic Ticket Office, 1440 Monroe St., Madison, Wis. 53706. Prices are \$3, \$4, \$5 and \$6, with all prices open to alumni.

UW Story Told in New Book by Emeritus Pres. Fred

Many of the outstanding men and women who have helped the University become one of the world's great educational institutions have been memorialized in a new publication compiled under the direction of Emeritus Pres. Edwin Broun Fred.

First copies of the publication, A University Remembers, were presented by Dr. Fred to the UW Board of Regents in August. Copies for public distribution will be available in September.

The 118-page, soft-cover book chronicles Madison campus area buildings, rooms, plaques, and other visible symbols which bear the name of "presidents and professors, staff members and alumni, students and friends."

"The University recognizes its notables and benefactors," Dr. Fred notes in his preface, "by dedicating part of itself to their memory." Numerous capsule biographies are included, along with some recollections from Dr. Fred's more than 55 years with the University.

The Fred book is described by UW Pres. Fred Harvey Harrington in his introduction as "an act of devotion by a man whose affection for the University is limitless." Dr. Fred, now 82, served as Wisconsin's 12th president from 1945–58. He had been professor of bacteriology and dean of the College of Agriculture and the Graduate School.

In his presentation to the regents, Dr. Fred pointed out that the book "contains many reminders that the University has always had its problems and difficulties, but its leaders have found solutions and moved the University ahead.

"I am confident that you will meet the problems of today. I believe the University's greatest years lie in the future."

Illustrated with photographs of

campus landmarks as they appear now and in past years, the book also lists memorials located in the Arboretum, Camp Randall Memorial Park, and University scientific areas and experimental farms. Memorials given by graduating classes since 1868 are catalogued.

Requests for copies of the publication may be addressed to: UW Statewide Communications Office, 1652 Van Hise Hall, Madison, Wis. 53706. There is no charge.

Emeriti Named

Emeritus status for several members of the faculty was approved by the Board of Regents in August.

Designated professor emeritus were: John Guy Fowlkes, Russell Rippe, and Maja Lore Schade, School of Education; Roland A. Ragatz, chemical engineering; Karl G. Bottke, French and Italian; Richard C. Emmons, geology and geophysics; Walter A. Morton, economics; Joseph Palmeri, French and Italian and University Extension; Ricardo Quintana, English.

University Extension—Norman M. Kastler, sociology.

Granted associate professor emeritus status was Florence G. Rann, Extension, community affairs.

Assistant professor emeritus status was approved for: Walter Vanderwest, agronomy; Janet O. Nusinoff, Extension, nursing; William H. Dougherty, Frederick V. Evert, David H. Holt, Lillian V. Loken, and Mary E. Lukes, Extension, community affairs.

Årleen S. Gunderson, School of Nursing, was granted instructor emeritus status.

> Stop for Coffee as our guests in Alumni House Lounge before every home football game 9:00–11:30 a.m. 650 N. Lake St.

August-September, 1969

Name Four Distinguished Profs

Four outstanding members of the faculty have been named to distinguished professorships by the regents.

The appointments: Stanley D. Beck, entomology, named W. A. Henry Distinguished Professor; Leonard Berkowitz, William F. Vilas Professor of Psychology; Norman B. Ryder, sociology, Thorstein Veblen Professor; and John H. Wilde, art, Alfred A. Sessler Professor.

All Work, No Play, Etc.

The need for more recreational area on the campus is documented in a recent special report to the board of regents.

The report, from the University's Intramural Recreation Board and the Department of Planning and Construction, stresses that recreational space and facilities are inadequate for the present student population of 34,500 and fall far short of accommodating the 40,000 students anticipated in the near future.

To meet present and future requirements, the report recommended that 52 acres of additional open space be developed on campus for recreation and to preserve important scenic and natural areas.

Since only about 10 per cent of the present 330 acres of open space is on the eastern half of the campus, two concepts are proposed to compensate for this imbalance: First, concentration of new indoor facilities in proximity to the Lower Campus and the Southeast Dorms; and second, joint planning with the city of Madison to pursue the possibility of open space development immediately south and east of the campus expansion limits.

Finally, the report recommends

that 84,000 square feet of new indoor facilities be constructed in accord with the program and priorities of the Intramural Recreation Board, to meet the needs of a 40,000 student enrollment.

The basic philosophy behind these recommendations is contained in the following statement from the report:

"Those who visualize students as leaving the classrooms and picking up their books and heading for the library to use all of their time each day in academic pursuits have simply not thought through the situation. Students do not study around the clock, but need recreation activ-



ities and an outlet for their energy to balance academic pressures, as well as the opportunity to stay physically fit. We bring young men and women from high schools with adequate physical plants for athletic and other recreational activities into the university community, teaching and housing them in an area in which there is little provision for activities started in high school."

Engineers, Scientists Get New Postgrad Study Opportunity

A new degree will join the ranks at University commencements within a few years.

The Board of Regents has approved the "professional development degree" for engineers and scientists taking a definite, but individually-structured course of study over a period of up to seven years. The program will be at a postbaccalaureate degree level.

It was designed and will be administered by the Extension engineering department and the College of Engineering.

The program will be open to those holding at least a B.S. degree from any accredited engineering program, regardless of grade point.

Study formats will include seminars, institutes, correspondence, short courses and regular classroom. Extension will maintain transcripts and grading systems and will share counseling duties with the resident engineering faculty.

The program duplicates no other in Wisconsin, but is subject to approval of the Coordinating Council for Higher Education.

Potential participants in the program may obtain more details from the Extension engineering department in Madison, at 432 N. Lake St., telephone (608) 262–2061, or in Milwaukee, at 600 W. Kilbourn Ave., telephone (414) 228–4323.

Tom Bennett Named Wisconsin Golf Coach

Tom Bennett, University freshman golf coach has been appointed head golf coach to replace John Jamieson, who has retired from the position after 18 years.

The 45-year-old Bennett, a Green Bay native, had served as a varsity track assistant coach under Riley Best and Charles 'Rut' Walter for a total of eighteen years before becoming freshman golf coach a year ago.

Jamieson, 52, a Madison native and a 1938 graduate of Wisconsin, completed his 18th year as head coach of the Badger golf team this past spring. Under his tutelage, Wisconsin won its lone Big Ten golf championship in 1957 and on three occasions—Doug Koepkke, 1952; Roger Rubendall, 1955; and Rodger Eberhardt, 1963—a Badger golfer won the Big Ten individual championship.

Jamieson's overall winning record for 18 seasons at Wisconsin showed 171 wins, 81 defeats, five ties for a percentage of .675. His teams placed in the Big Ten's first division ten times including a second place finish in 1963 and third place standing in 1952, 1955, and 1966.

John won three Major "W" awards in golf as a Wisconsin undergraduate and climaxed a fine amateur golf career—he won the 1934 state junior title—by winning the 1951 state amateur championship.

Two Added As Assistant Coaches

Dave VanderMeulen, highly successful Rhinelander high school basketball coach and Jeff Sauer, former Colorado college hockey star, have been named to the University athletic staff as assistant coaches.

VanderMeulen, a 1957 graduate of Madison east high school, played varsity basketball at Wisconsin on the 1958–59, 1959–60, and 1960– 61 teams winning varsity letters his junior and senior years. He scored a career total of 228 points in 44 games as a Badger with his single game high being 19 points in Wisconsin's 80–67 victory over Air Force Academy in 1960–61 season.

His prep coaching career totals 96 victories against 45 defeats for seven years. He coached three years at Pittsville (Wis.) high school with one conference championship team, before moving to Rhinelander in 1965 where he has won two Wisconsin River Valley conference titles in four years.

Sauer, recently discharged from the army after a three-year tour of duty, is a native of St. Paul, where he excelled in hockey, baseball and football at Washington high school, winning nine letters and gaining All-St. Paul honors in both hockey and baseball.

He played hockey and baseball as a collegian under the tutelage of current Wisconsin head coach Bob Johnson, who coached both sports at Colorado college.

The new Badger coach is 26 years old and coached both fresh-



man hockey and baseball teams at Colorado College prior to his military duty. While in service at Ft. Carson, Colorado he coached a Junior Olympic Hockey team that finished second and third the past two years in national competition.

Clemons is New Foundation Head

Lester S. Clemons, Milwaukee attorney, has been elected president of the University of Wisconsin Foundation. He succeeds R. C. Zimmerman, Milwaukee, who has served in the top office since 1962.

Elected to the board of directors were:

Oscar G. Mayer jr., Madison;

Richard R. Teschner, Milwaukee; and Kenneth B. Wackman, New York City.

Reelected directors were:

Clemons; Zimmerman; Anthony G. DeLorenzo, Detroit; William G. Hagenah, Chicago; Harold G. Laun, Chicago; Whitney N. Seymour, New York City; Gordon R. Walker, Racine; and Elmer L. Winter, Milwaukee.

Elected to membership in the foundation were:

James Downs, Norvan F. Gordon, Joseph A. Gitzen, John Gossen, Eric Hagerup, William R. Johnson, John H. Ladish, Robert A. Uihlein Jr., Ralph A. Millermahter, and Frank J. Pelisek, all of Milwaukee;

Herbert V. Kohler Jr. and Walter L. Cleveland, Kohler; Karl H. Beyer Jr., West Point, Pa.; John M. Coates, John F. Gallagher, and Mrs. Howard I. Potter, Chicago;

Samuel C. Johnson, Racine; Walter F. Renk, Sun Prairie; Carl H. Krieger, Camden, N.J.; Earl C. Jordan, Glenview, Ill.; Myron W. Krueger, Wilmington, Dela.;

Robert J. Levin, Boston; Emanuel R. Piore, New York City; H. B. Renfro, Dallas; H. H. Waggershauser, Rochester, N.Y.; and from Madison:

Dale A. Nordeen, Harold Hastings, J. Clayton Howdle, and John W. Fish.

The Foundation, a private, nonprofit corporation, encourages gifts from alumni and business groups to support scholarships and other special needs of the University. Founded in 1945, it has raised over \$13 million from private sources. (See page 20).

One of its projects is the \$3.3 million Elvehjem Art Center on the campus, now nearing completion.

The foundation staff is headed by Robert B. Rennebohm, executive director. "IF '4-POINT' IS USED to designate a superlative academic record, these stalwarts are worthy of such ranking in their dedicated service to the University of Wisconsin."

The words are those of Milwaukee attorney Lester S. Clemons '26. president of the University of Wisconsin Foundation. The "stalwarts" of whom he speaks are those who have done so much for the Foundation and its DEFERRED GIVING program. They have been generous in their own gifts and equally so in counselling prospective donors from their special skills in the field of estate planning.

President Clemons' 4-Point group is composed primarily of lawyers, accountants, trust officers, and investment and insurance counselors. Each seeks to spread the story of the University's increasing need to rely heavily on private giving if it is to be maintained as one of the great world universities. Each attempts to instruct prospective donors on the tax advantages for the deferred giver.

Robert B. Rennebohm. executive direc-

SEVEN WAYS TO MAKE THE GIVING EASY

by Theodore W. Zillman Associate Director for Deferred Giving and Estate Planning University of Wisconsin Foundation

tor of the University of Wisconsin Foundation, points to Harlan B. Rogers, of Portage as a splendid example of 4-Point dedication. "This loval alumnus has been the attorney for clients who have left or will leave the Foundation bequests totalling millions of dollars. What's more, he has himself given generously and helped persuade fellow members of the bar to his same deep concern for this University's financial requirements. Thanks to Chairman Rogers and his committee on Gifts and Bequests, information on remembering Wisconsin in one's will is readily available in all parts of the State. Soon we hope to blanket the country as well as we have Wisconsin."

Harlan Bethune Rogers is a name well

known to thousands of Badger alumni. A Law School graduate in 1909, he is one of only half-dozen who 2 earned nine varsity letters. He captained football (All-Western conference honors) and basketball teams and played center field in baseball. The State's Athletic Hall of Fame committee chose him for membership in 1961.

Following graduation Rogers practiced his profession briefly in the territory of New Mexico. He then returned to join his father in practice at Portage. He continues active, and the firm now includes his son. Attorney Rogers is a past president of the State bar association and has served on numerous of its committees. This year marks his 60th year of distinguished contribution to his University, his profession, his state and the nation.

Joining with chairman Rogers on the committee are the following Wisconsin 4-*Pointers*. Each has, like the chairman, a distinguished record of contribution.

Allan W. Adams. Beloit: George R. Affeldt, Milwaukee; Adolph J. Bieberstein, Madison; Carroll B. Callahan. Columbus: Catherine B. Cleary, Milwaukee; Robert L. Curry, Madison; Jacob J. Federer, Sheboygan; Leon F. Foley. Milwaukee: William J. Gleiss, Sparta; Carroll R. Heft, Racine: Richard S. Hippenmeyer, Waukesha; Mark Hoskins, Lancaster: Robert D. Johns. La Crosse: Lester L. Kissel. New York City: Rodney O. Kittelson, Monroe: John S. Lord. Chicago: M. A. Mc-Kichan, Platteville; Roger C. Minahan, Milwaukee; Herbert J. Mueller, Milwaukee; William A. Nathenson, Chicago; Ben E. Salinsky, Sheboygan; Leonard F. Schmitt, Merrill: Conrad J. Shearer, Kenosha; W. Meade Stillman, Oshkosh; Warren H. Stolper, Madison; Ray M. Stroud, Madison: Herbert L. Terwilliger, Wausau; Richard R. Teschner, Milwaukee; Dorothy Walker, Portage; Raymond Wearing, Chicago; John C. Wickhem, Janesville.

These alumni and others like them have helped furnish the University of Wisconsin with millions of dollars in private gifts and bequests. Student scholarships, named professorships, research projects, scientific apparatus, special purpose rooms, etc. have been provided the University through gifts to the Foundation; brickand-mortar contributions made available the Wisconsin Center for adult education, the Alumni House and, most recently, the splendid Elvehjem art center. One magnificent gift is the Nielsen tennis stadium which houses 18 tennis and squash racquets courts capable of serving 6,000 players every week of the year. The donors, Arthur C. and Gertrude Smith Nielsen, expressed well the motivation behind private giving to the University of Wisconsin: "In grateful appreciation of the privilege of good education."

HOW CAN WE ALUMNI become 4-Pointers through a deferred giving plan? Several methods are available. Most of them permit the donor the present use of the income from the monies destined eventually for University enrichment. All have tax advantages worthy of note under current state and federal laws.

I. A N E D U C A -TIONAL GIFT THROUGH A LIFE-INCOME AGREE-MENT WITH THE FOUNDATION

The donor transfers money or property to the Foundation, reserving the right to all income therefrom for his life or the life of another (generally a spouse). Further, he may designate a program or purpose at the University as recipient of the principal of the fund.

The donor thus:

- 1. Frees himself from the burden of supervising this investment
- 2. Establishes a memorial in his own or another name
- 3. Achieves tax benefits of both immediate and longterm advantage as follows:

A. The donor-maker may deduct in his income tax return, as an educational contribution, the "current value" of the "remainder interest" (the face amount of the gift eventually passing to the Foundation). This current value is set by law. It is a percentage of the present value of the gift, determined by Federal tax tables. For



a single beneficiary the percentage is roughly his current age. Where two beneficiaries are designated, the percentage is about the average of the *two* ages minus ten.

Example: A lifeincome agreement gift of \$10,000 by a 65-yearold donor permits an income tax deduction of \$6,658, the current value of the "remainder interest." If the donor names two beneficiaries (himself, age 65 and his wife, 64) the current value of the "remainder interest" for income tax deduction would be \$5,644. While annual deduction for charitable giving may not exceed 30% of adjusted gross income, the unused portion of a gift to the Foundation may be carried over up to five succeeding years.

B. The donor-maker reduces the value of his estate by creating the life-income agreement. His estate tax is thus reduced and the cost of administration (based on the size of the estate) is also reduced.

C. In some cases the donor-maker may, in addition, be relieved of capital gains tax. This occurs when he gives stocks, bonds, real estate or other property which have appreciated in value since he originally bought them.

Mr. ZILLMAN, '26, is a former dean of men, former practicing attorney and an assistant to the vice president of business affairs trust officer of the University. He has taught in the School of Business.

II. A N E D U C A -TIONAL G I F T *THROUGH A LIV-ING TRUST*

This method is similar to that above except that the donor transfers his gift in trust to the care of a trustee and not the Foundation. The same general tax advantages can be made to apply.

III. A N E D U C A -TIONAL GIFT THROUGH BE-QUEST

Drafting one's will is a technical matter best left to the skilled professional. Your lawyer can prevent error and aid testators in the precise accomplishment of their purposes. Both federal and state tax laws encourage taxavoidance through educational and charitable giving. Your lawyer's advice can point up how to help Wisconsin through your will by tax-wise planning. Remember such "tax avoidance" is not "tax evasion," nor is there anything illegal about it.

A bequest to the Foundation is wholly deductible for estate tax purposes. That gift might consist of property which may be difficult to sell but of significant value. Such assets as shares in a family business, oil rights, books, art collections, scientific materials, etc. can be willed to the Foundation, thereby reducing the cash necessary to pay estate taxes on their value.

(continued on p. 24)

August-September, 1969

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JAMAICA is a Badger jetaway from January freezes to 8 days of sun! It's the straw market and duty-free buying. It's 11 golf courses, fringed with orchards and the sea. It's waterfalls you can walk on and miles of beach. It's deep greenery and a constant sun of burnished gold. It's eight days and seven nights at the sumptuous JAMAICA PLAYBOY CLUB, including two meals daily, transportation to special places, cocktail parties, round-trip jet.

> For UW alumni and their families the special package price is ...

> > \$425

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Send me the colorful brochure and complete information on the Badger Jamaican Holiday.

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Wisconsin Alumnus



"These stalwarts rate a 4-point in their dedicated service to the University"

IV. A N E D U C A -TIONAL G I F T T H R O U G H A T E S T A M E N -TARY TRUST

Some advantages of the lifetime trusts we've described can be obtained through a trust established by will. Here, again, the donor-testator may leave property to the Foundation or a trust company with instructions to pay the income therefrom to a named beneficiary (usually a spouse) for a period of years or for life. He can provide that on the death of the beneficiary the principal placed in trust shall pass to the Foundation for a specified use. Many have thus chosen to create a lasting memorial to themselves or a designated person.

Such a method of giving can reduce the donor-testator's estate tax, since only the life interest of the beneficiary is subject to such tax. The tax savings will add to the principal, and thus increase the income reserved for the beneficiary.

V. A N E D U C A -TIONAL GIFT IN THE EVENT OF A CONTINGENCY

Donor-testators are encouraged to name the Foundation as a "contingent beneficiary." If the donor-testator believes a given bequest will no longer be needed if the person so named predeceases him, then that "unnecessary" bequest can be designated for the Foundation. This method is sometimes utilized also to guard against the contingency that both testator and spouse may be killed in the same accident.

VI. A N E D U C A -TIONAL GIFT THROUGH NAM-ING THE FOUN-DATION AS RE-SIDUARY LEGA-TEE

Since donors can seldom estimate perfectly what their estate will be at the time of their death, they frequently name the Foundation "residuary legatee" in their wills. By this method the value of the property which passes to the Foundation after all other bequests are paid is deductible on the *estate tax* return. Here, likewise, the donor-testator may direct the Foundation in the use of the funds so devised, for any University purpose.

VII. A N E D U C A -TIONAL GIFT THROUGH LIFE INSURANCE

Don't neglect to consider the use of life insurance as a method of deferred giving. There are numerous options. Both new insurance and that already in force may be donated. Your insurance agent is best prepared to demonstrate what arrangements are suited to your situation. Annual premium, as well as the cash surrender value of a policy in force, can provide income tax deductions.

 $T_{essarily a limited}^{HE ABOVE is nec-}$

coverage of deferred giving plans. Any questions should be directed to your lawyer, your trust officer, your accountant, your investment counsellor, your life insurance counsellor or University of Wisconsin Foundation personnel, including the committee on Gifts and Bequests. The Foundation will be pleased to send you its helpful booklet, A Guide to Thoughtful Giving and Estate Planning. Your request should be addressed to: Box 5025, Madison, Wisconsin 53703 Phone: (608) 257-3616. In Madison you are cordially invited to visit the Foundation office in the Wisconsin Center, 702 Langdon street.

Shouldn't you join the select company of those whom Lester S. Clemons terms 4-Pointers? The knowledge that you have can bring lasting satisfactions. Just ask one of those who knows he has earned it.

Alumni News

1911-20

Clarence A. Holister '14 of Chicago was elected secretary-treasurer of the Alumni Club of that city.

Lester C. Rogers '15 was featured recently in a Madison newspaper for his civic work.

1921-30

Mark H. Ingraham '22, retired dean of the UW college of letters and science, has been named chief curriculum consultant at Edgewood college in Madison.

George E. Bean '24 of Grand Rapids, Mich. has just completed an assignment with the Turkish government under the auspices of the International Executive Service Corps.

Raymond E. Rowland '25 has been elected chairman of the Barnes hospital board of trustees in St. Louis.

Robert H. Paddock '26 has been elected president of the Wisconsin society of professional engineers.

• Walter L. Vandervest '26 has retired as an agronomy professor at UW after twenty-five years' service.

Norman Kastler '27 retired recently as professor in Extension's sociology and economics department.

Letters (continued from p. 3)

Capitol Dome. It was Engel who created a consciousness among lawmakers of the uses and benefits of this medium. It was the selling and building that Harold Engel did for this station that made possible the network which "feeds programs to 96% of the state."

... And what about Ranger Mac, Pop Gordon, Aline Hazard, and *The College* of the Air?

> Vernon W. Thompson, '27 M.C., 3rd District, Wisconsin U.S. House of Representatives Washington, D.C.

Thank you for the excellent article (but) don't make those memories any older than they have to be. The photograph of the WHA players "in the late '40s" was in fact taken during the year 1954-55. Incidentally, you can add the name of Tom Gruenewald to the list of those who have become successful theater personalities. He's been directing off-Broadway plays for some years now.

> David Warner Hagen, '56 Reno

Ralph A. Millermaster '27, vice president of engineering and development and a 42 year veteran of Cutler-Hammer, Inc. of Milwaukee, retired recently.

Merrill A. Scheil '27 has been elected a fellow in the American Society of Metallurgical Engineers. He is manager of metallurgical research for A. O. Smith corporation of Milwaukee.

Delbert Gibson '28 has been named chairman of the French and Spanish departments for the UW center system and will teach on the Sheboygan campus.

Clarence C. Case '29, who served in the Civilian Conservation Corps (CCC) before WW II, is among a group anxious to get former CCC'ers to press for recognition of Corps accomplishments. He asks that former members write to him at 1013 S. Washington avenue, Lansing, Michigan 48910.

Bronte H. Leicht '29 has retired as director of press relations for Pure Milk association of Chicago. He lives in Glen Ellyn, Ill.

Lester Velie '29 authored "The Other Rape of Czechoslovakia", an article which appeared in the July issue of *Reader's Digest*.

1931-40

Robert C. Heyda '31 is heading a new advertising agency, Westmarketing Group, Ltd., headquartered in Hawthorne, N.Y.

Robert H. Fleming '43 has been named information director of the newly created House select committee on crime in Washington, D.C.

Ella Kneller '34 was featured in a Madison newspaper for her contributions to Milton college, Milton, Wis.

William Marsh '34 has been named principal of west junior high school in Madison.

Wesley C. Calef '36 is a newly appointed professor of geography at Illinois State university.

Herbert J. Dutton '36 has been named recipient of the 1969 American Oil Chemists' society award in lipid chemistry. He and his family live in Peoria.

Lawrence E. Simon '37 of LaGrange Park, Ill. has been promoted to works manager for the electro-motive division of General Motors there.

Headed by Clarence J. Becker '38, the firm of Becker Meat & Provision company of Glendale, Wis. was featured recently in a Milwaukee newspaper for its pioneering in portion control cutting. Clarence's son, Stephen, '68 recently entered the business.

John O'Connell '39 has been named assistant to the executive vice president, employee relations for the Gulf State Paper corporation in Tuscaloosa.

Edward R. Mulvihill '39 has been named liaison officer in a program of collaboration between the University and Edgewood college in Madison. He is chairman of the UW Spanish and Portuguese department.

Peter G. Pappas '39 of La Crosse has been appointed circuit judge of the 6th judicial circuit.

1941-45

Robert S. Beeler '41 is director of technical service, education markets, motion picture and education markets division for the Eastman Kodak company. He and his family live in Rochester, N.Y.

William L. Dunn '41 of Lake Forest chaired a discussion on innovations in college grading systems at the national conference of academic deans. He is provost and dean of the faculty at Lake Forest college.

Clarence Albert (Clay) Schoenfeld '41, UW professor of journalism and wildlife ecology, and Miss Sheryl Stateler Smith were married recently in Stone Bluff, Ind. They will live in Madison.

John M. Loether '42 of Edenridge, Del. has been appointed product manager for new products in the sales development section of Du Pont's explosives department.

Marvin L. Rand '42 of Wilmette, Ill. has been elected president of the Alumni Club of Chicago. Clare I. Rice '43 is vice president of

Clare I. Rice '43 is vice president of avionics marketing for Collins Radio company in Dallas.

Robert O. Johnson, M.D. '44 is the new chief-of-staff at the UW hospitals in Madison.

Robert R. Spitzer '44, past president of the UW Alumni Association and vice chairman of the Wisconsin manufacturers association, recently headed the governor's board of economic development in researching the facts on whether there is an exodus of advanced degree talent from Wisconsin's educational system.

Sigurd S. Sivertson M.D. '45, Madison, is an assistant co-ordinator of the Wisconsin regional medical program.

1946-50

Warren R. Jollymore '46 is manager of general publicity for the General Motors public relations staff, while Alvie L. Smith '47 has been appointed manager of policy co-ordination for the same staff.

John E. Rustman '48 of Deerfield, Ill. was re-elected to the board of directors of the Alumni Club of Chicago.

Joseph J. Zadra '48 has been elected executive vice-president of Gehl company of West Bend, Wis. Walter J. Hanna '49 is chairman of

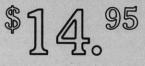
Walter J. Hanna '49 is chairman of the board and president of Hohenberg & Associates, Inc. of Los Angeles. A director of the Wisconsin Alumni Club of southern California and a national WAA director, he and his family live in Beverly Hills.

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Wisconsin Alumnus

Arthur P. Karstaedt Jr. '49 has been named marketing manager for Pioneer Engineering and Manufacturing company of Warren, Mich.

Jay P. Keepman M.D. '54 has been elected chief of staff of Methodist hospital in Madison.

F. Anthony Brewster '50 was featured in a Madison newspaper recently for his community service.

Robert H. Keller '50 of Madison has been appointed by the governor to serve on the Wisconsin real estate examining board.

Roland H. Shamburek M.D. '50 has been elected vice-president of the aerospace medical association. He is chief of the aviation branch, plans, supply and operations directorate, office of the surgeon general.

Robert D. Silver '50 is vice president of the Alberto-Culver company of Melrose Park, Ill. He and his family live in Park Ridge, Ill.

George D. Wheeler '50 is manager of executive development for Allied Chemical corporation in Morristown, N.J.

1951-55

Bruce H. Fellows '51 has been appointed manager of commercial development for the General Electric company in Schenectady, N.Y. He and his family live in Scotia, N.Y.

Richard N. Hay '51, president of Metropolitan Engineering, Inc. of Wauwatosa has been named Rotarian of the Year by the club of Mitchell Field.

Robert B. Bruce '53 has been elected a vice president of the Alumni Club of Chicago. He lives in Winnetka.

William J. Hustedt '53 recently completed an orientation program at Annapolis, and will represent the naval academy in Madison where he will counsel prospective academy candidates.

Robert L. Reynolds Jr. '53 was featured in a Madison newspaper for his civic work.

E. Lester Levine '55 is co-editor of a book on American federalism. He is associate director of the political research institute, Florida State university.

1956-60

Edmund H. Drager Jr. '56 has been elected a vice president of the Alumni Club of Chicago. He lives in that city.

Major John F. Hilgenberg '56 has been decorated with his fourth Air Medal for action in southeast Asia.

Harold A. Kissinger '56 has been promoted to Brig. Gen. He is deputy commanding general of the army electronics command at Fort Monmouth.

Captain Patrick J. Casey '57 has received four awards of the Air Medal at Wiesbaden AF, Germany for air action in southeast Asia.

Peter B. CoBabe '57 has joined Sports

August-September, 1969

Illustrated's Chicago advertising staff. He and his wife (Gail Bauer '57) and two children live in Glencoe.

Carole J. Schwartz '57 is an assistant professor in the school of education at Inter American University, San German, Puerto Rico.

William Irving Ward '57 and Judith Ann Hassell were married recently in Madison.

Rosemary Reid '58 is copy editor with the California Farmer in San Francisco.

Richard W. Stumbo Jr. '58 has been appointed director of financial planning for the Northern Pacific Railway company at St. Paul.

Wade Fetzer III '59 was elected to the board of directors of the Alumni Club of Chicago. He lives in Glencoe, Ill.

Charles F. Gilbert '59 has been promoted to major in the U.S. Air Force.

John R. Brick '60 has opened an investment counseling firm in Madison.

Edward J. Randall '60 recently received the bronze star with the combat V aboard the aircraft carrier USS America.

1961

The Rev. Roger O. Sherwood has received his master of divinity degree from Eden Theological seminary, Webster Groves, Mo.

1962

Abraham Z. Bass is an assistant professor of journalism at Northern Illinois university.

Mrs. P. Charles Jones (Ronni Gumbiner '62) has been promoted to program coordinator for Madison-headquartered American Society for Training and Development.

Donald H. Lecher has been named marketing manager for new ventures in the food service division of General Mills in Minneapolis.

1963

Eugene F. Brown is an assistant professor in mechanical engineering at Virginia Polytechnic Institute, Blacksburg, Va.

Jere D. Fluno is controller for W. W. Grainger, Inc. of Chicago. He and his family live in Hickory Hills, Ill.

William H. Lautz is a traffic operations engineer in the Wisconsin division of highways.

Larry A. Parent is on duty at Udorn Royal Thai AFB, Thailand.

1964

Jean A. Shipman received an award for "outstanding growth and achievement in agricultural communications" from the American Association of Agricultural College Editors. She is assistant extension home economics editor, Oklahoma State university.

Mr. and Mrs. Glen Volkman announce the birth of their first child, Frederick Charles. Glen was recently promoted to automotive division manager of Sears, Roebuck and company in Chicago.

1965

Ronald S. Leafblad has been elected a vice president of the Alumni Club of Chicago. He lives in Des Plaines, Ill.

Willard L. Momsen has been named assistant to a general agent of the Northwestern Mutual Life Insurance company in Milwaukee.

Mr. and Mrs. Alexander Peltz announce the birth of their daughter Daniella. He is an associate with the admiralty law firm of Bigham, Englar, Jones and Houston of New York City.

Mr. and Mrs. James Thompson (Nancy Moslander) announce the birth of their first child, James C. III. They are living in Ann Arbor, Mich.

1966

David R. Brittelli has joined the research staff of Du Pont company's central research department at the experimental station near Wilmington, Del.

John A. Gable has been graduated from the defense information school's information officer course at Ft. Benjamin Harrison, Ind.

Henry A. Gempeler, now associated with the Madison city attorney's office, and his wife have a four-month-old son, Michael.

Mr. and Mrs. Robert A. Gold (Rhoda G. Ex) announce the birth of Lisa Beth. They live in Chicago.

David L. Groves has been appointed to the faculty of the Bowman Gray school of medicine as assistant professor of microbiology.

Doug Leslie has been promoted to regional financial analyst in the Chicago office of the Xerox corporation.

James D. Valenta is engineering section supervisor for respiratory products and cryosurgery for Ohio Medical Products in Madison.

1967

Brent A. Hoffman has been named editor of agent publications for the Kemper Insurance Group in Chicago.

Mr. and Mrs. Michael F. Hutjens (Carol Ann Seidl '68) announce the birth of their first child, Christopher Michael. They are living in Madison where Michael is a PhD candidate in the UW department of dairy science.

Vincent M. Lubenow was graduated from navigator training at Mather AFB, Calif. Willard Rohde has been promoted to assistant cashier of the Fourth Northwestern National Bank in Minneapolis.

Steven Spector is associated with the brokerage firm of Asiel & company of New York.

Paul Zoller has joined the Du Pont company's film department research laboratory at the company's experimental station in Wilmington, Del. as a research physicist.

1968

Robert L. Brown has joined The Babcock & Wilcox company of Barberton, Ohio.

Gregory E. Custer and Walton C. Mahlum received silver pilot wings upon graduation at Laughlin AFB, Texas.

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Two great new books on Wisconsin people, stories, places!

This Is Wisconsin, by Robert E. Gard ____ \$6.50 With photos by Paul Vanderbilt

Lumberjack Lingo, by L. G. Sorden _____ \$3.95 With photos by Ruth Stolle

Here are the newest works by the co-authors of Wisconsin Lore and The Romance of Wisconsin Place Names.

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1969

Thomas E. Anderson has joined the General Electric Research and Development center as an electronics engineer in Schenectady, N.Y.

Richard C. Brodhead, Steven P. Church, James E. Femal, and Leon E. Heller have been graduated from officer training school at Lackland AFB, Tex.

Francis J. Kennedy has joined The Babcock & Wilcox company of Barberton, Ohio.

Franklin M. Muench Jr. has been assigned to Sheppard AFB, Tex. for training in the data systems field.

Jack C. Rusch has been assigned to Lowry AFB, Colo. for training in the supply field.

Newly Married

1963

Linda Judith Grossman and James Joseph ANSFIELD, Milwaukee Karen Lynn Mettler and David Lucas

KINNAMON, Wauwatosa

Marylynne PREHN '67 and Richard D. SACHSE, Wausau

1964

Karen Ann Torseth and James Donald FUNK, Milwaukee

Helen Ann HERMAN, and Dennis Michael Driscoll, Madison

1965

Jeanne Louise ALLEN and James David Newell, Jr., Washington, D.C.

Mildred Eubanks and Frederick CAR-STENSEN, Chicago

Karen K. Erickson and Thomas C. EHLERT, Richfield, Minn.

Joanne Muller and Thomas Walter KUEBLER, Indianapolis

Judith Ann MILLER and Douglas William LUDY, Madison

Sylvia Ruth Cohen and William Keith MASON, Madison

Irene Wilma BULLINGER '65 and George M. MINICH, Madison

Judith Ann ESSIE '68 and Paul Vincent MORIARTY, Middleton

Mary Frances Walsh and Terrance L. O'CONNOR, Okauchee

Carolyn Kay HOGAN '68 and Jeffrey

Towne ROETHE, Omaha, Neb.

1967

Cynthia CLARKE and David Carl Sugar, Madison

Madalyn PANAGIS and Ronald DROBAC, Milwaukee

Caryl May Schultz and Richard W. PIERNOT, Prairie du Sac Judith Ann Colosimo and Thomas John SAEGER, Milwaukee

1968

Holly Day HILTON '67 and Hans August BIEBERSTEIN, Weyauwega, Wis.

Mary Elizabeth GJETSON and William W. FINCH, Madison

Joan Ellen SCHARER and Orville Carl KARAN, Kings Point, N.Y.

Adele Ruth BRAUMAN and Robert Jay SHANSKY, New York City Kim Dahl CARNELL and Marko

Kim Dahl CARNELL and Marko Simun SPALATIN, Madison

Rae Ellen CONRAD and Stephen Huntley SPRAGUE, Madison

Irene STANDORF and Dan Warschauer, Prairie Du Chien

Carolyn Louise KAHLS and Steven Charles WALMANN '69, Milwaukee

Carol Ann Evans and David Frederic ZOERB, West Bend, Wis.

1969

Randi Jean ACHEN and Michael J. Morgan, Whitewater

Carol Lynn BINGHAM and Steven Darrell Kirby, Madison

Susan Kay Ross and Richard Curtis BRODHEAD, Wausau

Sharon Ann Probst and Steven Paul CHURCH, Jefferson, Wis.

Patti J. Kraemer and Michael L. CZECHANSKI, Plain, Wis.

Janice Mary GABLE and Francis Joseph Anderson, Madison

Cynthia Bowles and Gerald Wayne LIEBERG, Janesville

Celia Anne LYSENKO and John Parsen, Sauk City

Deaths

Orestes Alonzo CROWELL '93, Almond, Wis.

Raymond Burnette PEASE '00, Sierra Madre, Calif.

Madge STEDMAN '02, Berlin, Wis. Francis Hayes MURPHY '04, Portland, Ore.

Walter HIGGS, M.D. '05, Park Rapids, Minn.

Clifford Wilde MILLS '05, Denver

Guy Blandin COLBURN '08, La Jolla, Calif.

James Frederick SIMPSON '08, Westport, Conn.

Arthur George SMITH '08, Wooster, Ohio

Edna Grace WEHAUSEN '08, Passaic, N.J.

Mrs. Charles W. Emerson (Lois Constance IMMELL) '09, Brush, Colo.

William Casper LASSETTER '09, Villa Rice, Ga.

William Gustave WEBER '09, Mesa, Ariz.

28

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- Lloyd Garrison BLEYER '12, Milwaukee
- Mrs. Michel Shelly Picard (Lillie SHAPIRO) '12, Shreveport, La.
- William Kountz FITCH '13, Pittsburgh
- Ella Bessie JONES '13, Milwaukee Alfred Will KLIEFOTH '13, San
- Diego Joseph SCHER '13, Brimley, Mich.

Mrs. Emil Truog (Lucile Price RAYNE) '13, Madison

Anton John ZAHORICK '13, Wauwatosa

Gertrude Mary BARBER '14, Black Earth

- Frederick George THWAITS '14, Dousman, Wis.
- Gottlob Charles CAST '15, Appleton Don Clinton DICKINSON '15, Portland, Ore.
- Harry Wilmer DYE '15, Medina, N.Y. Cornelia KENNEDY '15, Minneapolis Florence Beth PATTERSON '15, Mt.

Vernon, Ohio Mrs. Henry W. Rubinkam (Frances McKean LAUDER) '15, Lake Forest, Ill.

McKean LAUDER) '15, Lake Forest, Ill. George Lysle BALLARD '16, Detroit Guy Smithers HALES '16, Port Washinsten Wie

ington, Wis. John Ulrich HEUSER '16, Milwaukee Mrs. Harland H. Howard (Vera Belle

SPINNEY) '16, Walnut Creek, Calif. Ralph Piggins SPROULE '16, Mil-

waukee Sylvia Carmen WEDEL '17, Palo

Alto, Calif. Mrs. John Samuel Lingenfelter (Marion Elizabeth LAMONT) '19, Kirkland,

Wash.

Mrs. Beatrice Flagg (Beatrice Elizabeth BEAL) '20, New Orleans

Mrs. Robert Livingston Rewey (Margaret WOODRUFF) '20, Springfield, Ohio

Amos Martin SHOWALTER '20, Harrisonburg, Va.

George Neal BALLANTINE '21, Clearwater, Florida

Mrs. Hugh H. Houck (Gladys Richey HADLEY) '21, Findlay, Ohio

Leland HYZER '21, Miami

Tester Harold BAKKEN '22, Madison Marian Monica BUTLER '22, Apple-

ton Edward Melvin ELSTAD '22, Lakewood, N.J.

Abraham KAUFMAN '22, New York, N.Y.

Louis Theodore OPGENORTH '22, Kewaskum, Wis.

George O. TOEPFER '22, Milwaukee Mrs. Hilda Bugge (Hilda Ovidia

HENDRICKSON) '23, Fresno, Calif. William Henry CARSON '23, Norman, Okla. Roger David MITCHELL '23, Eureka, Ill.

John Wilis RICHARDS '23, Madison, in Tucson, Ariz.

Mrs. Robert D. Simpson (Margaret J. SNEATHEN) '24, Pensacola, Fla.

Col. August Wesley SPITTLER '24, Winona, Minn.

Louis Benson FALB '25, Panorama City, Calif.

Lloyd Truman HANSON '25, Cambridge, Wis.

Hugo ALDER '26, Oshkosh

Clyde Grant DICKINSON '26, San Antonio

Mrs. Leon L. Freeman (Cornelia Christine GROTH) '26, Racine

Mrs. Fred W. Orr (Estelle Lucy SHELDON) '26, Greenwood, Ark.

Mrs. M. Herold (Helene Carless BAER) '27, Milwaukee

Glenn Howe JOSEPH '27, Corona, Calif.

Lawrence O. MOE '27, Andover, Conn.

Ellsworth Andrews MORGAN '27, Augusta, Mont.

Samuel Harold CULTER '29, Kalamazoo, Mich.

William Norton JOHNSON '29, Philadelphia

Helen Florence STEINBACH '29, New Rockford, N.D.

Lamb Otto TETZLAFF '29, Oshkosh, in San Diego, Calif.

Johanna GEIL '30, Cudahy, Wis. Lawrence Walter Lehmann '30, Horicon

Floyd Delmar ATHERTON '31, Oshkosh

Dorothy Helen EDWARDS '31, San Diego, Calif.

Mary Murdock CAVEN '32, Youngwood, Pa.

Isadore Judson POST '32, Milwaukee Norman Henry SCHUETTE '32, Milwaukee Willard Gustav SANDER '33, Cleveland

Alden Ballou WHELAN '33, Coupeville, Wash.

Gervase James GRANEY '34, Chilton George Louis REZNICHEK '34, Antigo

Elmer Frederick GOTTSCHALK '35,

Madison Jerome Jack GREENWALD '35,

Great Neck, N.Y.

Louis LAEMLE '36, Marshfield

Delton Clifford BEIER '38, Chippewa Falls

William Martin CLEVELAND '38, Madison

Edmund George STAROSELEC '38, Gilman, Wis.

David King ALLEN '39, Oshkosh

Albert Walter AXLEY, M.D. '39, Havre, Mont., in Madison

Gene Charles SCHILDKNECHT '39, Milwaukee

William Fraser CHARLES '40, Chetek, Wis.

Michael PRATCH '41, Altadena, Calif.

Mrs. William H. Stare, Jr. (Dorothy Rose LANGE) '41, Indianapolis

Kenneth Wilson UNDERWOOD '41, New Haven, Conn.

Reed Alden ROSE, Jr. '48, San Rafael, Calif.

Edwin James LUNDE '49, Lansing, Mich.

Henry Thomas BOJARSKI '51, Fairfax, Va.

R. A. KILPATRICK '51, Antlers, Okla.

William Albert TYLER '51, Middleton

Carleton Wayne WOOD '54, St. Paul Elgin Robert MARSH, Jr. '56, Poynette

Ann Therese DANEK '60, Racine

James Elmo DONALDSON '63, Black Earth



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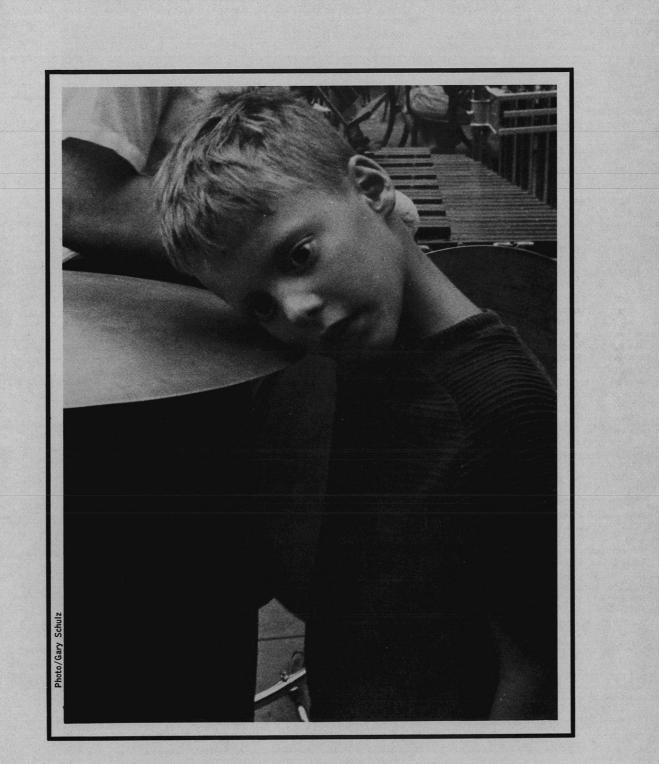
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Wisconsin Alumnus

30



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2. To all who pay their life membership in one payment—we're offering a \$25 cash discount! That means your family membership can cost just \$150; a single membership only \$125 when you pay at once.

Join now, and get the beautiful, rich Wisconsin Plaque! Pay now, and get the plaque plus a \$25 cash discount!

You can take advantage of this offer in taking a life membership in the Wisconsin Alumni Association and one of the following UW professional groups: Home Economics Music SINGLE LIFE: \$170 (less \$25 for full cash payment, or \$34 annually for Social Work Women's Physical five years). FAMILY LIFE: \$190 (less \$25 for full cash payment, or \$38 annually for Pharmacy Education Nursing Journalism five years). WISCONSIN ALUMNI ASSOCIATION Here is my check for \$_____ for the following membership: 650 North Lake Street SINGLE FAMILY Madison, Wisconsin 53706 Life membership in full, including \$25 discount. SINGLE FAMILY Name Life membership, first annual installment. UW Degree SINGLE FAMILY Life membership in full (including \$25 discount) in Address ____ ----- professional group. SINGLE FAMILY City ---Life membership, first annual installment, in State _____ Zip _ ----- professional group.