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Wisconsin Alumnus

Volume 80, Number 4

May/June, 1979

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This issue contains the
**FOOTBALL TICKET
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for Alumni
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members

On Wisconsin

We came across the following editorial in a bound copy of Wisconsin Alumnus. I have a hunch that, apart from a few dated references (the urging of strong support for Greek organizations exclusively; the reference to all our coaches as men) any of us would be surprised that it was written forty-five years ago. What it said was important then; it remains so today. Its title was "How Can I Serve Wisconsin?" That is still appropriate, too.

WHAT can I do for Wisconsin? I have no money with which to endow scholarships. I can't pass appropriation bills so that the administration can have increased funds with which to work. Just what can I do? Alumni everywhere have asked this question. And to those alumni we write these few words.

There is a way in which you can help Wisconsin without spending large sums. In fact there are many ways in which you can serve. Many small ways which might seem insignificant but which would, if properly done, help the University immeasurably.

How many students have you sent to Wisconsin? An alumnus who succeeds in getting some good student to enroll in the University has done a splendid service. The fame of the University and the loyalty of the alumni body are the two principal reasons why high school students cast their lot with Wisconsin. It is up to you, therefore, as individuals, to contact the better high school students in your community and to tell them about the splendid opportunities which abound at Wisconsin. Tell them about our faculty, our beautiful campus, our splendid buildings, our libraries, the sororities and fraternities, about the abundant sports programs which are conducted for both men and women, and about the glories of the past and the hopes of the future. Having done this, you will be pleasantly surprised to see how many boys and girls will come to Wisconsin who might otherwise have gone elsewhere.

To do this you must be informed about your university. Undoubtedly the best means of maintaining this neces-

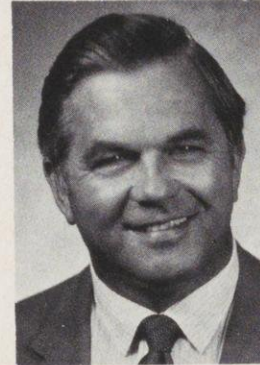
sary contact is through your membership in the Alumni Association and a careful reading of the alumni magazine. To supplement this, regular attendance at the alumni club meetings in your community would be most beneficial. Only through these contacts can you be fully informed on the University's aims, ideals, problems and accomplishments.

Once you understand the problems of the University, you can, if you happen to be in a position to do so, contact your local legislator and make certain that he is a friend of the University. Don't let him be apathetic. Convince him that we have here in Wisconsin one of the greatest institutions of higher learning in the country; one of which we should all be proud and which we should strive to aid in every possible manner. Make it a point to inform your friends and neighbors about the merits of the University. Although not alumni, they may develop an extremely valuable friendship for the school.

If you happen to be a member of a fraternity or sorority, help that organization in these days of financial turmoil. A small contribution, a pat on the back, a little help in rushing will go a long way in maintaining these organizations on the high plane on which they have existed for the past thirty-five years.

Follow the Badger teams whenever you can. Don't knock. Our coaches are all fine men. They are teachers of the highest grade. They are doing the best they can with the material given them. If our teams don't measure up to our competition, maybe it's because you haven't sent the outstanding athletes from your home town to play for Wisconsin.

The future of Wisconsin depends to a large measure upon the support that each and every one of you gives her. With your wholehearted loyalty, she can scale hitherto unknown heights. The job is yours, alumni. What are you going to do about it?



Arlie M. Mucks
Executive Director

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COVER: That old familiar scene in the fresh light of
spring. Photo: Gary Schulz

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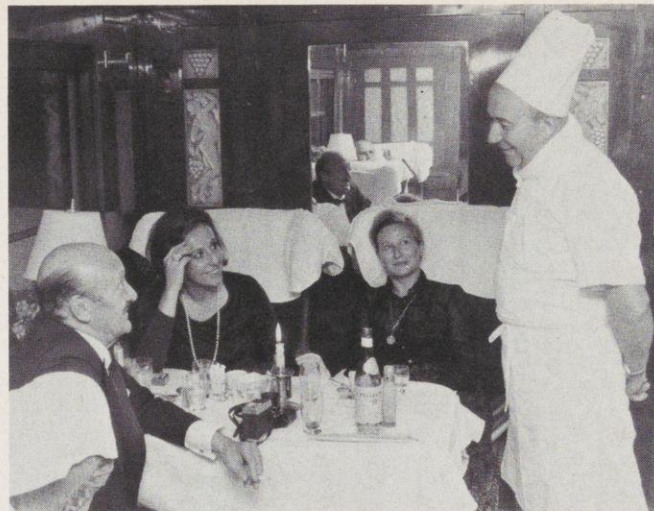
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The Queen and the Concorde

July 23-August 2, 1979

Come along with us on the world's travel greats! We'll sail on the greatest ship in the world, *The Queen Elizabeth 2*, in first-class accommodations, all outside cabins on decks 1 and 2. For five-and-one-half days we'll revel in comfort and luxury, attended by a professional British crew of over 900. It's a festival! There are fashion shows, nightclub acts, lectures and films. The Quarter Deck is ours alone. And there'll be special receptions and mixers just for us Badgers.

Then we have four wonderful nights at the superb Churchill Hotel in the heart of London! One of the city's newest, it's a modern, deluxe hotel of 500 rooms, already noted for its calm atmosphere and comfortable pace. Included is a full English breakfast each day. We're located just two minutes from Marble Arch, with London at our feet.

And then we're coming home aboard the greatest plane in the world, The Concorde! Again, first-class for us, of course, as we move at 1,350 miles an hour in pressurization set at 5,500 feet instead of the usual 7,500. From London to New York, amid the greatest luxury in the world, in only 3½ hours.

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October 10-20, 1979

Come along with us on the glamour trip of your life! In 1976, Swiss train buffs spent nearly \$1,000,000 to restore the vintage equipment of this "King of Trains—Train of Kings." There are 14 carriages: one dining car; one kitchen car; a bar car; six sleeping cars (each with only *half* the 33 beds found in other trains); two Pullman or saloon cars (you saw one of them in "Murder On The Orient Express"); a shower car; plus service and crew appointments.

The walls are panelled in rich mahogany with rosewood inlay. Carpets are deep and clean; flowers are fresh and abundant; everything glistens. Exquisite hand-cut glass carvings are everywhere—the 1920s originals by Rene Lalique. Each compartment has a comfortable sofa which is made into upper and lower berths at night.

And the food and wines! All food is *fresh*, cooked on coal-fed stoves. Service is by 20 stewards and chefs. The wine list is fabulous, and there are two formal champagne dinners. Beverage service is always available.

At the beginning and end of this dream trip we stop for a night at the luxurious Grand Bretagne Hotel in Athens and the Dolder Grand Hotel in Zurich, respectively.

From Athens, our itinerary is: Paleofarsalos and Thessaloniki in Greece; Skopje and Belgrade in Yugoslavia; and Venice, before we arrive in Zurich. Each stop is for several daylight hours for sightseeing and shopping.

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\$2750 per person, two-per-room.
Single supplement: \$275.

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Please rush me the brochure(s) on ...The Queen and the Concorde; ...Orient Express.

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The Case of the Disappearing Dropkicker



There's still a mystery behind the mystery.

By Tom Murphy '49
Editor

It was a September night in San Francisco, and the year was 1934. The way Bill Leiser told it later, he had an appointment with a stranger for dinner. By rights, there should have been a fog crawling up the dank hills from the Bay.

Leiser would make the most of the aspects of mystery. We were more open to wonderment in those days. Every Sunday's *American Weekly* bulged with stranger-than-fiction reports of someone who stepped into a corn field and was never seen again or, pouring a cup of coffee in Des Moines, heard her father's voice from Weehawken pointing out that her nightie was on fire. Dashiell Hammett's *The Thin Man* was big reading on San Francisco's cable cars that year as it was all the way east around woodstoves and Philco radios. Leiser would tell his story to fit the times.

The dinner was the stranger's idea. His name was Charlie Mitchell, age 62, from north of San Francisco a couple of hundred miles. Both men knew that if Leiser did his job right, along about dessert it would be goodbye, Charlie.

We can almost see them. They're at a back table in a restaurant where there are no conventioners splashing gin. Mitchell has carried a package with him. They talk quietly, Leiser challenging, Mitchell at once reticent and anxious. Leiser glances often at his watch while Mitchell toys with his

food. At some point he unwraps the package and slides it across the table to Leiser. Leiser studies it through a long silence. Then—so his story goes—wondering what he has gotten himself into, he takes the package and leaves the restaurant at something like a dead run.

Mitchell sits on at the table. It's over, he knows, but along with whatever pain that fact promises, there is also a sense of relief.

Mitchell, a statistician in a lumber mill up in Westwood (pop. 5,000), is a solid citizen indeed, from all outward appearances. He's been there for fifteen years. He's secretary-manager of the Westwood Auto Club, pushing to keep the mountain roads open in winter. He's a director of the Chamber of Commerce and of the Lassen County Volcanic Park Association. Leiser will describe his local reputation as that of "the kind of fighting, astute, well-liked, progressive citizen that makes small towns into bigger cities." There is a wife—his second—Emma, and somewhere a daughter, Teresa.

And now the jig is up, because one day a few weeks earlier, as he was going about his statisticking, he realized that his boss, Willis Walker, was giving him the fisheye. We can then imagine Charlie grabbing a clipboard and heading down into the mill on some ostensible errand, and coming upon three burly millhands who stop in mid-conversation to smile at him, Mona Lisa-like. And probably he caught some file clerk stuff-

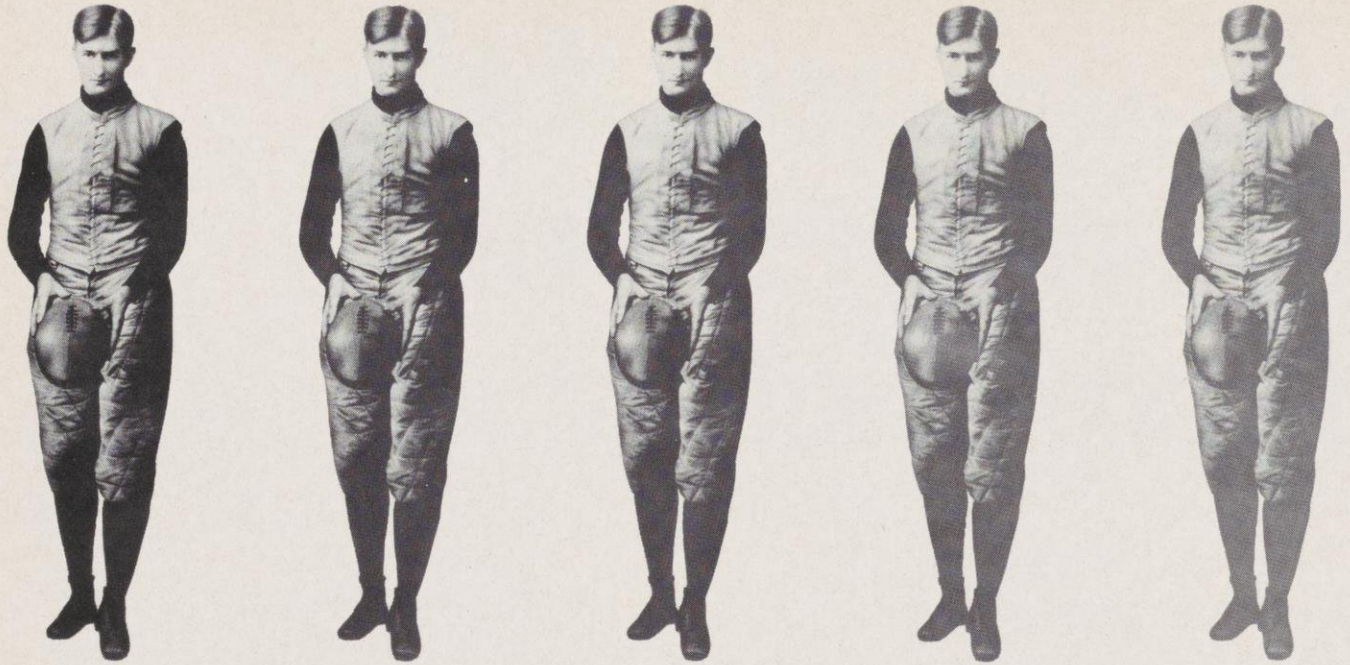
ing a yellowed newspaper clipping into his knickers pocket. Mitchell didn't need a redwood wall to fall on his head: he called Leiser, gave him a few facts to ponder, and asked to meet him for dinner.

On September 19—the day after the dinner—the San Francisco *Chronicle* ran a banner head on its Sports Green section: "O'DEA, LOST GRID IMMORTAL, COMES TO LIFE!"

Patrick-the-Great O'Dea, Wisconsin's (and football's) all-time champion dropkicker/punter, believed even by his brother to have been killed in World War I, "didn't go to war. He didn't disappear into thin air," carolled Leiser, the *Chronicle* sports writer who'd listened to "Mitchell's" tale, studied the clippings and documents in the scrapbook that was passed across the dinner table to him, and barely had time to sprint back and write the story before deadline.

"He merely took up new work in his own way. And up in Westwood they will be surprised to learn this morning that the Red River statistician they have known as Charles J. Mitchell is actually the long-lost Pat O'Dea, one of the greatest athletes of all time."

Patrick John O'Dea, born in Malvern, Victoria, Australia on St. Patrick's day, 1872, came to America in 1896. His brother Andy was a trainer here at the University, and the year before, on a visit home, he'd told the twenty-three-year-old Pat the differences between football in America and Aus-



tralia. Pat said he wanted to come here to give it a try (he'd been something of a national hero in the Australian game from the time he was sixteen) but, Andy recalled, "I told him he was the only one to stay with the old folks."

Then, in the fall of '96, Andy went on, "I am standing on the field at Camp Randall, talking with Phil King, the coach, when Pat walks out of the locker room in uniform. He says he wants to find out whether a football acts any different than a rugby ball when kicked."

Over six feet tall and at 180 pounds, Pat was a good-looking big bruiser—the bigger when you realize that the men's national average in those days was 5' 8" and 140 pounds—blue-eyed, soft of voice and gentle of manner to a degree which, rumor has always had it, rang the chimes of an awesome number of Madison lovelies during his four years in residence. He was a sharp dresser, shunning the off-the-rack suits sensibly priced at \$9, favoring instead a tailor. (Perhaps he wore the best ones when he went to Chicago and Minneapolis to hear his old Australian friend and neighbor, Nellie Melba, whenever she concertized there.)

But it was on the field that O'Dea became the legend they will never put away. Leiser, who got several days' *Chronicle* columns out of the record-book, detailed the still-most-talked-about exploits in one of them:

"Against Pop Warner's champion Carlisle Indians, 1895, post-season, a

night game, and Pat's debut. He sent a 50-yard punted forward pass to Ike Karel who, from an onside start, was eligible to fall on the ball at the goal and roll over for a score. The Indians, who never saw the football because it went high over the girders holding the lights, refused to believe what had happened.

"Against Minnesota, 1897 . . . got cornered, let the ball loose on the run and dropkicked it 40 yards through the bars. (Score: 39-0).

"Against Chicago, a championship game, kicked two 40-yard field goals and punted Chicago to submission, 28-0.

"Against Northwestern, 1898, a team supposed to whale the tar out of Wisconsin. O'Dea ran two plays, dropped back, took two steps and let the old dropkick go 63 yards through the bars; the world record. The ball went over the tops of the uprights and 20 yards on to hit the fence surrounding the field.

"Against Beloit, opening game of 1899. O'Dea kicked four field goals and returned a kickoff 90 yards to score.

"Against Illinois, 1899, a 20-mile gale blowing across the field. Back on his 55-yard stripe, O'Dea prepared for a placekick (after a fair catch).

"What are you doing?" asked the referee.

"What do you think?" asked O'Dea. "I think you're crazy!"
Bill Juneau held the ball. Pat lined

up so as to kick almost for the right-hand corner of the field. One step and he kicked, with the crowd spellbound. The football sailed directly for the corner for a time, then finally, as the wind caught it, swerved back to the left, and floated smack through the middle of the uprights on the goal line, 55 yards away.

"Against Yale, 1899, lost 6-0. Asked why, O'Dea said it was because he had missed his man, who made the only score of the game. Later discovered he had played the game with a broken bone which pierced the skin of his finger.

"Against Minnesota, 1899. Two plays, then O'Dea carrying the ball. Cornered by none other than Gil Dobie. O'Dea bluffed a run and Dobie prepared to block, and O'Dea sidestepping, dropkicked over Dobie 55 yards through the uprights.

"Once in a tight spot, his little half-back, Paul Trat, had the ball and was in a tangle. O'Dea picked Trat up out of the jam and carried him, football and all, over the goal.

"Often he punted for the goal line, and if the ball went over, in those days the rival team had to kick off in return from its 25. That would be a signal for the Wisconsin fair catch, and O'Dea would catch it and drop-kick it back for another score."

O'Dea graduated with an LL.B. in 1900, stopped at Notre Dame as a



coach for two seasons, then headed for California and, apparently, a law practice. Somewhere along the line he married, but was separated by 1906.

Leiser's story hit the wires, of course, and for the first few days the back-from-the-dead O'Dea was a coast-to-coast sensation. The question was, could Mitchell prove to be whom he claimed. (The *New York Times* opined that while "there seem to be some doubts about the story, if it isn't true, it ought to be.") It was sports news elsewhere, but here in Madison it naturally took over the front page, nearly crowding out the arrest of Bruno Richard Hauptmann in the Lindbergh kidnap case.

And it was only logical that Madison would be the place where Mitchell had to put up or shut up. Henry J. McCormick, on the *Wisconsin State Journal* sports page, took over. He got together with "Slam" Anderson and George Downer, both former teammates of O'Dea's, Downer having been a Beta Theta Pi fraternity brother as well. (He was now the athletic publicity director here at the University.) Together they made a list of questions to be put to Mitchell, questions only the *real* Pat O'Dea could stand up and answer. (Downer had been in on things much earlier; Willis Walker became suspicious of his employee, along about June, apparently from things he'd let slip. You see, Walker was once a Min-

nesota varsity man, and had played opposite O'Dea. He wrote to Downer and asked for a picture of O'Dea of the 1890s, sending, in return, one of "Mitchell" for each to compare. Downer said that by July he was pretty sure who Mitchell was, but at Walker's suggestion, he'd kept quiet.)

McCormick wired the questions to O'Dea/Mitchell who was to wire his reply. While they waited, McCormick contacted O'Dea's first wife and his brother Andy, who were now living in the same New York hotel. Both doubted the authenticity of Mitchell's claims, and Andy told about the time he'd travelled all the way to Denver to meet a saloon piano player who said he was Pat; it took about five minutes to prove that he wasn't. No, Andy said, repeating what he'd told the *Literary Digest* a few months before, Pat had probably joined an Australian army troop that passed through San Francisco in 1919, and he must now lie in an unmarked grave.

The *State Journal* ran the questions and answers.

Q. Who called signals in 1898?

A. I did.

Q. Where did you live in Madison?

A. At "Senator" Borchensius' house (717 Langdon), on the corner of the campus opposite the gym.

Q. What do you remember of the night before the Yale game?

A. We trained at Hartford, Conn. I saw Belle Archer in *A Contented Woman*.

Another question verified his birth-

place and date and his brother's name. Then:

Q. Who was "Slam" Anderson?

A. Slam played end. He and I were the only men left from the '97 team to start in '98. I was captain in '98 by arrangement with Slam before the season started.

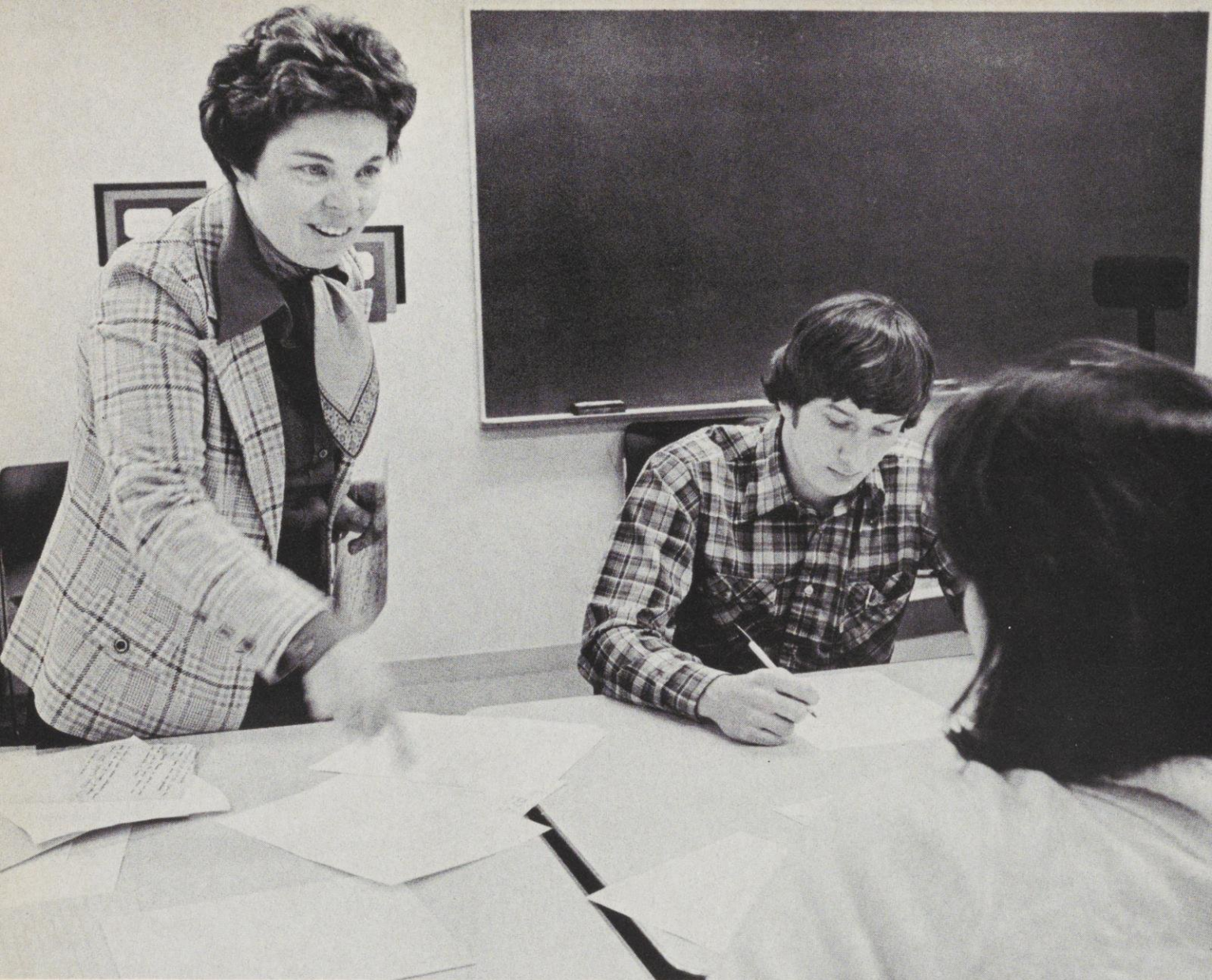
Q. Who were your friends in Madison?

O'Dea replied with a litany: Bernie Halligan, Jim Van Slyke, Doc Purcell, Slim Sumner, John Hickey (the janitor in the gym), Fr. Knox of St. Pat's Church, then as now at 404 East Main Street, John Fisher, Bert Smith, Jim Nate. As for his skeptical brother, if McCormick would give him Andy's New York address, "I will send him a letter that will remove all doubt from his mind."

He closed with the request that McCormick "give my best to all those friends," and suggested that he "ask Ike Karel about the bitters." McCormick did ask the then Judge John C. Karel of Milwaukee, and the question convinced Karel. It seems that someone had presented O'Dea with a case of bitters. During half-time at one game, the team headed, not for the locker room, but for O'Dea's (which could not then have been at Lake and Langdon), and took care of the entire case: "The next half we played like devils," Karel recalled.

From the week those stories ran, Mitchell was gone forever and Pat O'Dea was literally out of the woods.

continued on page 22



Prof. Abigail McCann and friends

Photos/Norman Lenburg

Learning to Write Right

By Evan M. Davis M.A. '77

Helen C. White Hall, at the north end of Park Street, is a seven-story coil of white concrete and dark windows that houses the department of English. Deep inside its west wing is the writing laboratory, the busiest area on the sixth floor. The lab is open to all students, and they're going to it in droves: freshmen and grad students, English majors and agronomy majors,

Mr. Davis, formerly on the staff of the UW News Service, is now a reporter for the Southern Illinoisan, Carbondale.

skilled writers and those with severe writing difficulties. Some want merely to polish their footnotes, others are frozen with fear of the blank page, still others have trouble writing a simple declarative sentence.

The campus experience with the national "writing problem" has probably been comparable to that of other large universities, and the attendant publicity apparently has helped students feel less self-conscious about any improvement they need to make.

When English Professor Joyce S.

Steward organized the lab in 1970 it was one of the first in the country, but a recent study has found that some kind of similar operation now exists on about half the nation's college campuses. Prof. Steward believes ours is different from some others, nevertheless, since it did not start as part of a remedial program.

This lab's forerunner, in the '60s, was a tiny clinic that helped a few aspirants get into the School of Journalism. This one was organized after the mandatory freshman composition class was dropped for most students. Now, eight years later, its staff sees about 2,000 people each semester on a campus of nearly 40,000, with no end of the boom in sight. Said Prof. Steward, "We're like the doctor's office in the flu epidemic."

The lab employs two professors—Steward and Abigail McCann, three faculty assistants, three program associates and nineteen grad student teaching assistants. All are from the English department and all work in the lab part time. (It is open every weekday and four evenings.) Most lessons are one-to-one tutorials, but the program has grown so much in the past two years that small group sessions have begun.

This year a writing sample was added to the tests given to all incoming freshmen. Those who were found to have special problems were advised to go to the lab. Meanwhile, as success stories filter out from it, a network of teachers and students who make referrals has begun to spread across campus. The lab doesn't take appointments by telephone; students simply line up to reserve their weekly half hours. We asked a few of them why.

—"Dairy science requires three papers, and when you haven't had writing as a course, it's tough," said sophomore Maureen Kennedy. "You reach a time when you say, 'I'm not getting my point across.'"

—"I was worried about an essay test I had to take because I didn't have much experience," said freshman Joe Adams. "I wanted to be reassured and to know what to expect before I went in for it."

—"I want to work with someone who knows how to structure a paper," said Judy Roesler, a social-work major who was just about to have her first lesson in writing about poetry. "I'm not sure how it should be set up, and I want to know if my paragraphs back up my first premise."

—"My problem is that I never really had to write a lot of papers any-

where along the line," said Marie Heiss, now a graduate student after several years in the business world. "I could see that my grades were being affected by the fact that I did not know how to write papers."

Mary Feirn, the faculty assistant who most often runs the lab's day-to-day activities, tells of a senior nursing student who was in a desperate situation: she had to do a research paper about a health subject in order to graduate, but she was unable to put her thoughts on paper. "Nursing students write care plans in words and phrases," said Feirn. "They have very little practice in writing complete sentences." Feirn worked with her for six weeks. The result was a passing paper, but Feirn was struck by the girl's anxiety. "She was literally afraid she would not get her degree because she did not know how she was to write that paper. It was that traumatic."

Teachers in the lab tend to divide writing problems into two broad categories: those of mechanics and sentence structure and the broader troubles of clear organization and expression of thought. They work regularly on the mechanics with students, reviewing (or presenting for the first time) the rules of structure, vocabulary and, of course, spelling. And they offer a computer program which can be employed for drill on practical grammar, well-stocked reference shelves, cassette lessons on writing in various courses, and numerous handouts. But more frequently the hurdle is that of expression of thought. In some cases it has to do with reading ability. Lab TA Susan Kahn said, "It seems to me that more students need help in basic English and reading skills. Because they don't do well in those areas, they have trouble just thinking in linear fashion."

Prof. Steward is a great believer in practice. She compares the act of learning how to write with that of attempting to acquire proficiency on a musical instrument: they both take a lot of work. Economics Professor Lee Hansen agrees with her. He refers many to the lab, saying he believes that today's college students are not less skilled than were those of earlier decades, but that they simply don't work enough on their writing. "They don't put their time into it. They accomplish a first draft, and that's it. The result is a lack of planning, or-



Prof. Joyce Steward

ganization and focus—a lot of helter-skelter, random thoughts."

There are times when one can almost tell a student's major by the shortcomings of his or her writing, Prof. McCann said. "Science students give huge collections of data; those in the humanities lean to broad conclusions." So she shows science people how to draw inferences from their data, to arrive at stated conclusions; and humanities types how to deal reasonably in specifics.

The lab has two major advantages. One is an informal atmosphere. Writers learn at their own pace, without fear of being graded. It's a place to sit and write, with someone occasionally looking over your shoulder to offer some help, as one habitué put it.

The other advantage is personal contact, the one-to-one sessions. Free from the group, the writer gets help in conceiving a paper, or in critiquing one just born, or getting an autopsy on one that has ignominiously died.

It is possible to settle in for long-term help in the lab. Guidance begins with the basic weaknesses in one's writing, and entails a series of lessons, week after week, sometimes involving homework. Correct writing techniques are drilled until they become nearly instinctive.

The staff sometimes walks a fine line between teaching and doing the writing themselves. Doug Leonard, a TA, uses the Socratic method, asking probing questions of the writer to get him to "tap into his own thoughts." Steward and Feirn are careful to bring the instruction back to principles once

continued on page 28



The Boys Against the Girls

Title IX demands equal athletic stature for men and women, but who, asks Elroy, will pay the unequal bills?

Illus./David Brandt

By Randy R. Lenz '77
Sports Writer
Wisconsin State Journal

The growth of women's athletics at the University is a matter of dollars and sense.

Money—or the lack thereof—and the ability to make decisions that both the women's and men's programs can live with and continue to grow in are the two biggest headaches facing the Department of Intercollegiate Athletics today.

"The entire women's budget has been thrown upon the men's budget," said Athletic Director Elroy Hirsch. "We (the athletic department) have only the three sources of income—men's football, basketball and hockey. And that income has been relatively stable because we have not raised ticket prices.

"With the growth of the women's program and inflation, within a year or maybe two we're going to have to get some financial help or raise ticket prices or we're going to have to cut back the men's program to continue to support the women's."

Working with Hirsch in an attempt to solve the money crunch is Kit Saunders, who has been the director of women's athletics since the University began that twelve-sport intercollegiate program in 1974. Saunders recognizes the lack of funding available, but at the same time is attempting to build a program of equal caliber to the men's.

The problem then: How do you build a program without money? When a somebody in the athletic department gets more money, that means somebody somewhere is going to get less. And when the athletic department says it needs more money, the somebodies somewhere start to squirm.

Those methods most seriously considered for getting more money include: one, getting it from the legisla-

ture; two, reorganization of the athletic department so that some sports are deemphasized in importance; and three, ticket price increases and cutbacks in the men's non-income sports, which are all but football, hockey and basketball.

Complicating the money problem is Title IX and a discrimination suit recently filed against the University by women's basketball Coach Edwina Qualls. (WA, Nov.)

Title IX, which guarantees equality between men and women for all schools receiving federal aid, and the Qualls suit have created a feeling of urgency, one that is shared by almost every university nationwide as it attempts to upgrade its women's athletic program.

Basically, Qualls' suit charged the University with being lax in its attempt to upgrade the women's program. The complaint specified four major areas—team travel facilities, scholarships and parity between coaching staffs—where Qualls felt there were major discrepancies between the men's and women's program.

"We had addressed a lot of the problems in the (Qualls) complaint before it was made public, which tells you that we had been aware of the problems and had been working on them," Saunders said. "We still have some problems in some of the areas—like the crew house. Since we only have one crew house and we have a men's and women's team, an addition is the only answer. And that's going to cost a lot of money."

Saunders does not appear to be trying to ram the women's program down the men's throats. She is well aware that the lack of money exists throughout the department—and is not simply an excuse used by the men.

"Most of the changes we want to make cost more money. And while we're talking about cutbacks, I should mention, too, that this has affected the men's program. There are a number of men's teams that once had buses

and now travel in vans. The men's wrestling and track teams have to use vans many times."

So intradepartment cuts don't have to be made, both Saunders and Hirsch obviously would prefer to have the needed money come from outside the department.

"I feel the University has got to come to the rescue and help us solve our problems," Saunders said. "And I think we're getting to the point where people realize that.

"When you talk about Title IX, it's the University that has the responsibility to see that men and women have equal opportunities. So I think that as soon as the University is convinced that we're being financially responsible and that we're not being extravagant, if they really want a good athletic program, they'll have to help us out."

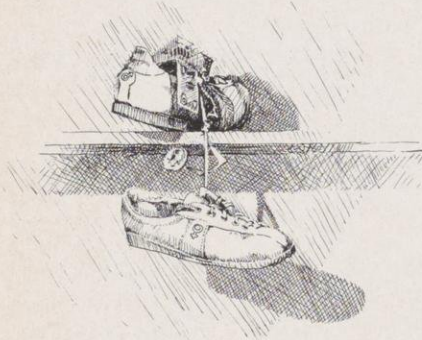
Both Hirsch and Saunders believe the legislature may be prevailed upon to provide the extra money. But, Hirsch was quick to note, "That's a very easy thing to say. But it isn't just Madison. You're looking at twenty-seven campuses. If the legislature does it for us, they'll have to do it for the other twenty-six.

"I just think that some support should be forthcoming. I can see the *problems* also, in these days of the tight buck. And I would have to imagine that if you have X number of dollars to put into a welfare program or into intercollegiate athletics, obviously intercollegiate athletics has to take the low priority."

The money will definitely not be appropriated from academic areas of the University, according to Irving Shain, who as chancellor will ultimately decide where it will come from.

Part of the reason why nobody is making a decision is due to Health, Education and Welfare, the federal department responsible for the enforcement of Title IX. Right now, HEW is trying to figure out what Title

“The effort that many people have put into many sports around here should not be choked off or swept aside.”



IX means, and until it does it prevents schools from knowing just how far they have to go to reach equality between their men's and women's programs.

One of the big hangups for the HEW and every university is the question of non-income versus income sports. Saunders believes that income sports must be included when considering equality of the programs.

Her beliefs translate into the women's program more than doubling the number of full scholarships it has now. The men's program, which accounts for 55 percent of the athletes at Wisconsin, has 175 full scholarships available. The women's program has thirty-eight-and-one-third. Forty-five percent—to represent the number of women athletes—of 175 scholarships would give the women's program almost seventy-nine full scholarships.

Hirsch does not share Saunders' opinion.

“I think the two programs should have equal scholarships *over and above* the income sports,” he said. “Now, Title IX does not say you can do that. But the only way we can survive is if we take men's football, basketball and hockey and keep them as strong as possible, so they'll maintain their level of income.”

“When it comes to non-income sports, we are already equal in scholarships. The inequality comes when you equate the three income sports. But they're unique. I don't think you can put those in the same category.”

Beyond the fact that Saunders does not share that reasoning, she also faces a ticklish problem, since she is the head of a program that contributes no income but is an extension of a department that does.

Would she like to be given her own budget to spend throughout the women's program as she sees fit?

“That would be the ideal situation,” Saunders said. “But that's not possible as long as the department's income comes from the three men's sports. If I was given a separate budget, the

money at first would have to come from the University.”

But while she understands the current financial problem, she also doesn't want to be put in a position of having to stunt the growth of the fledgling women's program.

“I'm not a super patient person and I've had to learn that things just don't happen overnight,” said Saunders, who served as the women's sports coordinator for eight years before the program became intercollegiate.

Every coach has an idea on how the problem should be handled. Many have good ideas. But no one wants to see his or her sport cut back.

“It's only natural for a coach to want the best for his or her team,” said Saunders. “But these are some hard facts of life and we're just going to have to live with them. And if somebody can't live with it, we'll just have to deal with that.”

One coach who would find drastic cutbacks very difficult to deal with is men's tennis Coach Denny Schackter.

“If it got to be program cuts, I would not mind it as long as it happened nationwide,” Schackter said. “But if it happens just at Wisconsin, then there are going to be problems.”

“If we don't have a decently budgeted program where we're able to compete nationally, then it really isn't worth having a facility like the Nielsen Tennis Stadium, (yet) be seventh or eighth in the Big Ten and struggle all the time.”

“If that's the way it's going to be, I'll change professions.”

But that kind of statement only tends to provoke some of the women's coaches.

“If you look at it that way, then you're really against making things more equal,” women's track Coach Peter Tegen said. “I cannot understand that, philosophically. I just don't see any reason why a sport like men's tennis should be different from women's tennis, because what you're essentially saying is that you don't want women to have the same equivalent opportunities. And that's pretty lousy.”

In the Women's Corner, the AIAW

Wrestling Coach Duane Kleven said, "I feel very strongly about two things. I don't feel existing programs should be cut. And I certainly think the women's program should be permitted to grow. I just hope we can have both. The effort that many people have put into many sports around here should not be choked off or swept aside."

Kleven is an excellent example of a coach who has dedicated himself to his sport and is very concerned about it losing its growth momentum. The wrestling program was little more than in-name-only until Kleven came along to build it into the nationally recognized program that it is today.

Some coaches resign themselves to making-do with what they have. Such is the situation with the men's and women's swim teams sharing the one pool at the Natatorium.

"Neither of us has what he wants to be top-flight in the Big Ten," said women's swim Coach Carl Johansson about his sharing with men's coach Jack Pettinger and his team. "But we work together and try to solve our problems, like lack of pool time and the limited facilities. It's not an ideal situation but it's far from the worst that I've seen."

Communication between the men's and women's parallel sports seems to be the best method available for easing the tension at present. Men's and women's coaches in tennis, track, swimming and basketball, as well as some of the other sports, all talk about common problems.

But this talk usually revolves around immediate problems and only provides temporary solutions. And many of the coaches, understandably, have opinions on how the major problem of athletic financial support should be handled—or corrected.

"It's a question of making a policy statement," said Edwina Qualls. "Some sports at Wisconsin, because of the location of the school and because of the climate here, are never going to reach national prominence. The golf teams, for example.

"So I feel there will have to be some
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Being the new kid on the block has had its advantages and its disadvantages.

Begun in 1971, the largest national women's sports governing body, which is also larger than any men's sports governing body, is the Association of Intercollegiate Athletics for Women. It has over 900 member schools, compared with some 700 for the National Collegiate Athletic Association, the largest men's sports organization which began in 1906.

One of the first changes the AIAW, of which Wisconsin is a member, sought to make was a lessening of the harassment of athletes by coaches during recruiting.

"I think the thing that gets the most publicity and has people feeling most negatively about athletics is recruiting violations," said Dr. Kit Saunders.

"The whole philosophy toward the recruitment of the student-athlete is a lot different for AIAW members than it is for the NCAA," said Paula Bonner, who is in her first year at Wisconsin as Saunders' full-time assistant. "Theoretically, the focus is supposed to be on the athlete choosing an institution that suits her academic needs as well as her athletic needs."

And the AIAW lessened recruiting harassment from the outset by forbidding coaches while off campus to talk to prospective recruits. The NCAA permits coaches to talk to athletes just about anywhere anytime. And some coaches take that to a pretty far extreme.

But under AIAW regulation, the recruitment of women athletes may be done in three ways: one, the athlete may write a letter to the university conveying her interest in that school to which the coach may respond by letter or telephone call; two, video-tapes of the athlete in competition may be sent to the coach; or three, a coach may make a "talent assessment" by watching the athlete in a scheduled event and then talking to her coach.

Only when the athlete decides to visit a particular university do the athlete and coach meet face to face.

And to keep recruiting as close to home as possible, the AIAW, until this year, forbade reimbursement to coaches for off-campus talent assessment.

That, in part, explains why most of the UW women athletes come from the Midwest, particularly Wisconsin. For example, ten of the fifteen UW women's basketball players are from Wisconsin. And even now, women's basketball Coach Edwina Qualls receives a nominal \$500 to cover recruiting expenses.

How has the women's recruiting system worked?

"I'm not sure we're on the right track or using the right system yet, but at least it's worth a try," Saunders said.

And at least it prevents women coaches from staking-out a blue-chip athlete's home or a number of other less desirable recruiting tactics still employed by some men's team coaches.

One of the pluses in Wisconsin's recruiting efforts has been the work of the women's sports information department, directed by Tamara Flarup.

"I think that we can offer a very attractive program now—more so than in recent years," said Flarup, who is in her second year at Wisconsin after being the women's sports information director at the University of Kansas. "We can now say we have an established practice time, we can offer practice clothes and we can offer buses for most trips. All of that is certainly a way to attract the athlete.

"We also have excellent social and academic services here. And we have sports information that is designed solely for the women athletes.

The UW women's sports information department, which is growing like the rest of the women's

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In the Women's Corner, the AIAW

program, put out its first basketball fact book this year.

"We were one of the first ones in the Big Ten Conference to produce a fact book of that magnitude," Flarup said.

Another way the AIAW has sought to differ from the NCAA is through the type of scholarships offered. With lack of money being the biggest concern of every university today, the AIAW initially said that only athletes who can prove a need will be eligible for scholarships.

Mandating need-only scholarships was a bold step since the NCAA had toyed repeatedly with the idea, but had always decided against a need-only limit. That usually means only the best athletes, regardless of financial background, get the scholarship.

However, after running into philosophical problems (How do you say you're giving women equal opportunities with men if you limit women to need-only scholarships?), the AIAW dropped it.

Both Saunders and Bonner would prefer to see need-only limits return for both men and women nationally.

"It has been the position of the University of Wisconsin that we should have need-only scholarships and we have voted that way in NCAA meetings," said Otto Breitenbach, the men's associate athletic director.

Of course, though, it would be athletic suicide for Wisconsin to decide to go to a need-only basis alone.

So if need-only would save universities a great deal of money, if the women at one time did use it, why doesn't the NCAA vote to go to a national need-only basis?

"I really don't know why there isn't a bigger push for it," Saunders said. "I think people have a security about the system they're in and they're afraid to make the change. I don't see where it would disadvantage any school, because people who had need could still get in."

So what's the hangup?

"I'm not against the need factor, but the problem has always been to come up with a workable program to establish need," said Elroy Hirsch. "There have been so many loopholes in any need program that's ever come out that that's been the biggest problem."

"In order to get a handle on it, you'd almost have to look at everybody's IRS report. And that's an infringement. But I don't know of any other way of establishing the need factor."

Hirsch went on to describe a situation where one family made \$12,000 a year, but saved their money and could afford to send their kids to college. Another family made \$25,000, but lived lavishly and couldn't afford college for their kids.

"So how do you establish need there?" Hirsch asked.

"And then there's the other side of the coin. What right do you have to punish a young man because his father and mother make a good salary?"

So for now, at least, the need-only scholarship appears to be something everyone is for but no one will do anything about.

Why don't the AIAW and the NCAA work a little closer to iron out some of their differences?

"We've had joint committees to get together and discuss the possibility of merger," Saunders said. "But the NCAA made it clear that they weren't too interested in a merger that would allow women to have any real say in what was happening to their programs."

"I think the NCAA feels a certain amount of pressure from the AIAW, simply because of it being as big as it is. But I don't know what the fear is because the AIAW hasn't wanted to take over men's athletics."

So the two largest sports-governing bodies will, for the time being, continue to plod along separate courses. But the time may not be that far off before the two, simply out of economic necessity, are forced to work together if intercollegiate athletics are to continue to grow in this country. ●

—R. R. L.

kind of statement to each coach, telling them what direction their program will be going. Kit committed every women's sport to Division I. That's not necessary.

"With the limited scholarships we women have available, it's almost impossible for all our teams to compete on a national level against teams that may have all their athletes on full scholarships.

"So I think we have to sit down, decide what we want out of each sport and then appropriate the money accordingly."

Tegen believes the answer is to establish limits for the number of people each sport can have and then pay the same amount per athlete.

Kleven felt that if wrestling and women's basketball are allowed to grow, they may eventually be able to foot some of the financial burden.

"Another possibility is that maybe we should have a full-time fund-raiser. The third possibility would be help from the legislature."

"My personal opinion is that scholarships should be the last thing they should cut, that and coaching salaries. We've got to eat, and you've got to have scholarships to attract outstanding athletes."

"They can cut me in other areas if they have to. For example, you can shorten a schedule or take a van where you might have wanted to go by plane. But you're dead in the water without scholarships."

And so the solutions go. But the problem, not only of financing the women's program at the UW but in financing the entire UW athletic department, may be too large in scope for the University to grapple with.

"I don't know who's going to force the issue, but it may have to come down from the President or Congress," Saunders said.

That's quite possible. Intercollegiate athletics today is big business. Maybe too big. ●

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Badger Bookshelf

WISCONSIN

Wisconsin Trails/Tamarack Press
160 pps.; \$24.50

This coffee-table book is brilliant in color and delightful in text. There are 106 color photos, mostly pastorals, and you won't for the life of you be able to decide which is the most striking. The contributors of the thirty-two short, appropriate narratives are, for the most part, former classmates or instructors or those whose work you studied, from Robert and Maryo Gard, Clay Schoenfeld and George (Papa Hambone) Vukelich to John Muir, Aldo Leopold and August Derleth. Whether you want to revel again in the beauty of this state in all seasons or to spread the word to the unbeliever, this one is a good bet.

WILDERNESS IS ALL AROUND US

Eugene Kinkead '28
Dutton; 178 pps.; \$9.95

Here's another collection of six casual essays about the natural world that blooms too-much-unseen around us, from the man who's been writing this sort of thing so well for the *New Yorker* for years and years. Kinkead's style is, as always, uncluttered, and the people we meet through him are impressive in their knowledge of flora and fauna. One or two of the pieces might be a little textbookish here and there, and the book's overall flavor is less genial than was his *A CONCRETE LOOK AT NATURE* of a few years ago, but his eye is on the sparrow and on the glacier, the coyote and the wildflower, and the layman will learn pleasantly from this friendly escort.

ANOTHER I, ANOTHER YOU

Richard Schickel '55
Harper & Row; 183 pps., \$8.95

Schickel is a polished wordsmith as a longtime movie reviewer for *Time* and the author of several non-fiction books on film lore. This is his first novel. The protagonist is a fortyish man, newly divorced, who rediscovers the ex-wife of a former neighbor and has an affair with her. Expertly crafted first-person delivery explores his emotions, his memories and his fears for a fu-

ture together. There can be no faulting Schickel's mechanics. Unfortunately, though, these lovers are a hard pair to like. He is pompous and narcissistic, she's humorless, and their dialogue is nearly always contrived and sometimes downright schmaltzy ("Do you remember the light on the cathedral? It was such a brief light. But it's ours."). However, the *New York Times* Book Review called it one of the better novels of last year.

MAKING IT WITH MUSIC

Kenny Rogers and Len Epanand '72
Harper & Row; 218 pps.; \$12.95

In 1977 the pop music industry turned \$3 billion in record sales and \$700 million in concerts. Anyone who has visions of capturing some of that annual swag as a performer and/or songwriter will do well to study this practical guide to the business end of things. Rogers, originally with the New Christy Minstrels and First Edition, and Epanand advise you that it is, indeed, a business; a tough, incredibly competitive one. So, while this is a how-to book, the loud, clear message may be that you *won't*, without a great deal of luck to add to your talent and industry. Rogers tells you a lot more than you probably want to know about Rogers, but you can skim those passages.

FEAR WITHOUT CHILDBIRTH

Irene Trepel Kampen '43
Lippincott; 192 pps.; \$8.95

The title has nothing to do with anything in this novel, but someone apparently thought it was kinda cute, so on it went, which tells you how the thing was put together. The plot is the one about the flighty widow and her lame-brained family wasting her surprise inheritance. The satire tries for what Max Schulman and Patrick Dennis did long ago and far better on such aging subjects as suburbia, building costs, temperamental servants and willow decorators. A 1951 book by Mrs. Kampen was the basis for Lucille Ball's post-Desi series, and this one is larded with Lucy's brand of *shtik*. It's a mindless rerun.

Also . . .

Pulitzer Prize-winning reporter *Miriam Ottenberg '35*, now a victim of multiple sclerosis, talks to other victims and their families in *THE PURSUIT OF HOPE* (Rawson; 238 pps.; \$9.95). . . . In *THE BEGINNING*, a collection of hors d'oeuvre recipes compiled by Cincinnati's Rockdale Temple Sisterhood three years ago, is becoming a national institution. It's gone through several printings, there's now a braille edition, it's been featured in *Ladies' Home Journal*, and is probably in your local bookstore. The price (184 pps., paperback) is \$5.95, but add 75¢ postage if you order from the Sisterhood at 8501 Ridge Road, Cincinnati 45236. The book was edited by *Barbara Schwid Rosenberg '48*. . . . *William E. Lass Ph.D. '60* authored *MINNESOTA*, and *Gordon B. Dodds Ph.D. '58* did *OREGON*, books in Norton's series, the States and the Nation. . . . Railroad buffs and historians can find the facts they want on trains of the 1850s in *IRON ROAD TO THE WEST* by *John F. Stover Ph.D. '51* (Columbia Univ. Press; 232 pps.; \$14.95). . . . *Ruth Lercher Bornstein '48* did the appealingly moody illustrations for *YOUR OWL FRIEND* for kids aged four to eight. Its author is one Crescent Dragonwagon. (Harper & Row; 32 pps.; \$6.95). . . . *Prof. Keith N. Schoville*, associate chairman of our department of Hebrew and Semitic studies, has a new textbook, *BIBLICAL ARCHAEOLOGY IN FOCUS*, (Baker; 511 pps.; \$15.95) and *Robert C. Twombly M.A. '64* has combined a didactic textbook with biography in *FRANK LLOYD WRIGHT: HIS LIFE AND HIS ARCHITECTURE* (Wiley-Interscience; 444 pps.; \$19.95). . . . *Bruce Solomon '73* and Michael Uslan are co-authors of *THE POW! ZAP! WHAM! COMIC BOOK TRIVIA QUIZ*, which looks like fun. (Morrow; 190 pps., paper; \$4.95.) . . . In 1975, Beloit's *Judy Steuck '75* took a break from grad school abroad to visit friends in Madrid. Overcome by carbon monoxide from a faulty space heater, she went into a coma from which, the doctors said, she had no chance of complete recovery. But recover she did,
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Business, Heal Thyself

A remedy for low morale in the corporate ranks.

By George R. Simkowski '53
Norridge, Illinois

George Simkowski now heads a marketing consulting firm, after years as a top executive with such major corporations as U.S. Rubber, Webcor, Borg Warner, Bell & Howell and Admiral. He has become increasingly popular on the lecture circuit, and when we read a recent newspaper feature on one of his talks to a business audience, we invited him to share his expertise with our readers. Here is his thought-provoking response on a problem in modern business.

When I was new to the business world, twenty-two years ago, someone told me that the higher you climb in a corporation, the closer you are to the exit. You've heard that before; so had I, but I didn't believe it. Yet in the subsequent two decades of corporate life I saw twenty-eight presidents come and go. (One firm appointed four in less than two years!) Only a few of these top people were promoted or retired. Most went on to greener pastures, some were simply moved out.

Management shakeups are increasingly common in business. A new regime moves into the ivory tower, and resumés come out of bottom drawers throughout the echelons of middle- and lower-management. Productivity falls; people are otherwise occupied in vindicating their existence on the payroll. Political maneuvering moves to the head of the priority list.

I'm convinced that central to the corporate revolving door is something I call *psychological malnutrition*. It can be the cause of constant management changes, and it certainly is the effect of them on the lower echelons, especially those just below the executive offices.

Any organization can fall prey to psychological malnutrition. One basic cause is the tendency of the modern corporation to encourage management to expend more energy on form than on substance. A detailed report, for example, simulates the appearance of

productive activity, so we generate those reports even though they take valuable time from productivity. Or, since a succession of committee meetings makes it look as though a problem is being tackled, we hold them instead of encouraging the private thinking time which may be far more effective. Or we route a truly creative idea through layers of management for approval, wringing the creativity out of it, stuffing it with worn-out policy, and aging it beyond use. We make a status symbol of a corner office or a company car, thereby stimulating the political machinations to gain them.

Whatever happened to a pat on the back and a few extra bonus dollars?

Another cause of psychological malnutrition is the growing tendency for corporations to treat executives as work units. A good salary "buys" him—the practice goes—on and off the job. It buys his health and—I've seen it happen—sometimes his ethics and morality. This attitude comes from the boardroom's reflection of society's misbelief that money cures all problems. But nobody's figured a way to compensate with money for the years you miss watching your kids grow up, or for finding yourself in a hospital bed with a heart attack at age forty.

How can a business be alert to the signs of psychological malnutrition? I'd start to worry when I saw a record of high turnover in management. I'd wonder at an excess of "business trips" which may be in reality a much-needed hiatus from an intolerable office situation or boss. I'd be very much concerned if customer complaints indicated they were playing second fiddle to a stack of paper work on someone's desk. I'd know psychological malnutrition was creeping in when it appeared that one corporate layer was failing to communicate with another; when there appeared a current of political backbiting, malaise or general unhappiness; when a given executive has more responsibility than authority. I'd know it was with us when the

amount of busy-ness evident was greater than production; when there were lots and lots of meetings so that decisions could be shared, as could the blame if those decisions were wrong.

The illness can be corrected. The solution isn't easy or a quick one. But the corporation must realize that its economic health and perhaps its very survival depends on a psychologically nutritious atmosphere for all its employees, especially those in top- and middle-management.

In the nutritious atmosphere, managers are encouraged to think, to create, to lead, to make decisions, to exercise authority with responsibility. They must be able to feel that they are "in business for themselves" while on the company payroll.

The corporation must learn what non-monetary rewards will entice creative personnel. Some of these will vary from business to business, but the basic list *must* include respect for the individual, an atmosphere of cooperation, praise for personal efforts, elimination of busy-work, an assurance of leisure time, and the honest solicitation of ideas and opinions from the ranks. None of these costs money.

Most importantly, the corporation must recognize and reward ability, encouraging those who exhibit it, eliminating those who lack it and/or who foster devisiveness in its stead. The nutritious operation doesn't "reward" a successful salesperson, for example, by arbitrarily cutting the territory and/or the commission. It doesn't permit a supervisor to claim the best work of someone under him. Nor does it accept weekend hours of overtime on a special project without a "thank you."

It shouldn't be surprised, if these things are happening, at high turnover. The tremendous increase in the number of management-consultant operations and sales representative firms testifies to the exodus. Some companies have chosen to develop in-house management consultant teams: *somebody* on the corporate payroll has to take the time to think ahead! And I predict that many more corporations of the

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Not-so-Minor Changes in Major Interests

The two most popular majors on the campus these days are electrical engineering and mechanical engineering, and the Business School has raised its entrance requirements but still turns away applicants.

On the other hand, there are only a third as many undergraduates majoring in psychology as there were in 1970. And if English majors continue to disappear as rapidly as they have in the last decade, they may be nearly as rare as entomologists by the year 2000.

It wasn't ever thus, of course. While enrollment reports weren't categorized by majors until the mid '50s, we know that the College of Engineering was the biggie in the post-World War II years. In 1946, one out of five students was an engineer of some sort; today the average is about one out of eight. That college has had its ups and downs in the past thirty years, for unknown reasons, but the upward climb began again a couple of years ago, and the faculty is looking to an undergrad enrollment of about 4,000 next fall, for the first time in history.

After World War II, the Business School—or Commerce, as it was then called—hit an enrollment peak around 1950 that wasn't reached again until this decade, during which it has increased nearly every year.

In the turbulent 1960s and early '70s, when business and engineering were often considered "too materialistic," English, history and psychology were far and away the most popular majors. Political science and sociology were not far behind. Enrollment in the education major, too, shot up dramatically, more than doubling by the end of the '60s before starting a decline.

The interest shift in this decade has hit the liberal arts the hardest. The combined number of majors in English, history, political science, psychology and sociology (the five biggest liberal arts departments a decade ago) is now half what it was in 1970. In

fact, it has nearly reached the level of 1961, when University enrollment was only about half its present nearly 40,000 figure.

In the five biggest L&S departments, majors are down by 50 percent while the teaching load is down by 33 percent in this decade. That decline has occurred at all levels, but is greatest among undergraduates.

There are a few liberal arts majors—notably journalism and communication arts—which have become increasingly popular in the '70s. But campuswide, the biggest gains have been made by engineering (45 percent more majors), business (46 percent more) and agriculture (82 percent more).

Majors do not precisely reflect interest in a department. Many liberal arts departments have a heavy "service load." That is, many non-majors take these courses, especially at the introductory level. While both the number of majors and degrees granted in English, history, political science, psychology and sociology are down about 50 percent since 1970, student credit-hours are down only about 33 percent.

And despite the tight job market, English and history are still among the half-dozen largest departments in terms of majors in the university.

No one can predict the next trend. Departments that are up now can go down in a hurry, and vice versa. Another period of social activism could send the liberal arts back toward the airy heights of the late '60s. Some subjects, such as journalism, seem to go through a fad stage.

Much depends on the job market, now much better for engineers and accountants than for teachers and historians, and very good in most agriculture-related fields. (Two of the fastest growing areas, natural resources and wildlife ecology, are among the most competitive for jobs.)

L&S Dean David E. Cronon worries about over-emphasis on job marketability affecting the traditional well-rounded liberal arts education. "I think the notion that an undergraduate edu-

cation should be strictly job-directed is very pernicious," he says.

Looking ahead, business, agriculture and engineering would seem to have the most cause for optimism, even if overall college enrollment does drop as projected in the next twenty years. The reason is women.

Many engineering fields, for example, had literally no women students as recently as ten years ago. Now, women comprise 12 percent of the College of Engineering, 28 percent of the Business School, and 40 percent of the College of Agricultural and Life Sciences. And schools as well as industry are eager to recruit more women. "Demographic trends will have a greater impact on Letters and Science than on the professional schools," predicts Edward J. Blakely, associate dean of the Business School.

There is less optimism in the liberal arts, where the goal seems to be to hold the line on degrees granted and to beef-up the service courses to non-majors. History chairman Peter H. Smith sees possibilities for his department in the recent surge of interest in popular historical novels like "Roots," "1876," and a spate of books about Nazi Germany. A history-of-sport course may be a future offering.

But the enrollment picture in the liberal arts is unlikely to improve dramatically. The college teaching market is glutted with Ph.D.s from the boom years of a decade ago. Education experts, including Robert G. Heideman, head of the School of Education Placement Office, see no teacher shortage at the secondary level in the 1980s. The University also has no plans for a required core curriculum such as Harvard adopted last year.

For a while at least, the stars seem set for Dow Chemical and Dow Jones.

—John Branston
UW News Service

University News

Enrollment Sets Record For Spring Semester

There were 37,231 students enrolled for the spring semester, says the office of the registrar. This was 200 more than registered a year ago, and set a record for second-semester attendance. It was 5.5 percent lower than enrollment for last fall, which follows a pattern in recent years.

The total figure breaks down as: 24,180 undergrads; 8,542 grad students; 848 in law; 646 in medicine and 3,031 special or non-degree students.

Off-Hour Classes Popular But Hard To Plan

The number of evening and weekend courses has increased 74 percent here in the past three years, and enrollment is up 86 percent, according to a report prepared by the Office of Continuing Education Programs. Courses expanded from 211 to 367 and enrollment from 5,976 to 11,109, but officials are still wrestling with the basic issues of "night school" education.

In a letter to the UW System, Academic Vice Chancellor Bryant Kearl said the off-hours program has developed "a degree of momentum" in the past three years. But he added, "We still are grappling with unanswered questions about the size of our potential audience and the particular academic programs most needed."

The report and an appendix detail the growth of the University's evening and weekend offerings since 1975. It also lists unanswered questions and barriers to expanding the program.

One surprise, it said, has been the support evening and weekend classes get from regular, daytime students. In the fall of 1977, only 1,213 of the 6,993 off-hours students were exclusively night students. They were outnumbered in their classes nearly five to one by those who take daytime courses, too. There were few surprises,

however, when it came to looking at a typical student taking only off-hours classes. Nearly nine out of ten are over twenty-five years old, and about eight of ten work full time.

One survey result, called "unexpected," showed that a majority of off-hours students are women, in contrast to an overall student body in which the majority are men.

One potential barrier has not surfaced. "Faculty have not, by and large, objected to teaching in the late afternoon and evening hours, and have in some cases indicated a clear preference for such scheduling," according to the report.

One critical question is the actual need for off-hours classes. In some cases, the demand isn't there. The continuing education office pointed to a programming experiment several years ago by the College of Engineering in which classes were presented off hours, off campus or over telephone lines. Low enrollments convinced the college that there isn't enough off-hours demand for traditional engineering courses. An alternative may be certificate programs such as engineering's Professional Development Degree and McBeath Institute's Professional Studies in Gerontology, which require fewer courses and may mix in non-credit classes. Even success can be a problem. "If such schools as business, journalism, law and nursing were to accept additional applicants for evening courses, acceptance of full-time day applicants would have to be even more limited," the report says. Students also face a dollar problem. A part-time degree could cost several hundred dollars more than one earned full-time. State and federal rules prevent part-time students from getting public financial aid, and while the University has started a Continuing Education Fund with private donations, it funded only thirty tuition grants this semester.

Other barriers include admission

standards which, although being revised, still do not give adequate consideration to adult maturity and experience; courses which involve daytime fieldwork or practice; degrees which require periods of concentrated study; and facilities which, at night, may be already in use or may need more lighting, protection or parking. Students who were surveyed said their worst problems involved a lack of parking and access to advising services and bookstores.

The report also indicated some frustration at trying to predict which of the estimated 150,000 adults within commuting distance of Madison are likely to take classes. Such predictions are "generally unreliable."

—Joe Sayrs

GM Makes 'Forward With Wisconsin' Contribution

The University accepted in March the first installment in a half-million-dollar contribution from General Motors Corp. and General Motors Foundation. The \$514,400 contribution, to be paid over the next five years, is being made through the UW Foundation's "Forward with Wisconsin" capital gifts campaign. It will support a variety of programs in the College of Engineering, from scholarships and a possible student study area to minority and women's programming.

The first installment, \$65,000 of an eventual \$400,000 from GM Foundation, was presented by John D. Debink '49, general manager of GM's Delco Moraine Division. He handed the check to Chancellor Shain and engineering Dean W. Robert Marshall.

The other \$114,400, for scholarships and research, will come from GM Corp.

"This ranks as the largest single gift among corporations and foundations in our fund drive," said William O. Beers '37, general chairman of the campaign. "This contribution puts us over the \$8-million mark in gifts and pledges in the \$15-million gifts campaign." Beers is retiring board chairman of Kraft, Inc.

The GM Foundation portion of the gift will be divided among: graduate fellowships, \$105,000; physical facilities, \$100,000; minorities and women, \$30,000; innovative education, \$25,000; and computer-aided graphics terminals, \$15,000. Another \$125,000 will be made available for use at the discretion of the college. GMC's contribution is earmarked at \$89,400 for scholarships and \$25,000 for research.

The "Forward with Wisconsin" campaign is a three-year capital fund drive for continuing excellence at UW-Madison, with local committees in twenty-six Wisconsin cities and twenty-two others outside the state. It is aiming especially at support for the new Clinical Science Center; a proposed student gym; educational tools such as books, artwork and computer equipment; scholarships; and named professorships.

There are three associate chairmen of the drive, two with ties to GM. Anthony G. DeLorenzo '36 is vice president for public relations of GMC, and Catherine B. Cleary '43, Milwaukee, is a member of its board. The third associate chairman is Raymond E. Rowland '25, St. Louis, retired board chairman of Ralston Purina Co.

In a related event before the check-presentation ceremony, Debbink announced GM's scholarship winners for 1979 at UW-Madison. They are:

Dale R. Hershfield, Two Rivers, a sophomore in industrial engineering; Robert A. Ertl, Cedarburg, an electrical and computer engineering sophomore; Wade R. Valesano, Green Bay, electrical and computer engineering sophomore; Kelly A. Duchon, Verona, mechanical engineering sophomore; and Thomas C. Platner, Hartland, mechanical engineering sophomore.

National Survey Gives High Ranking To Faculty

The campus ranked among the nation's half-dozen leading institutions in faculty quality in a survey of more than 4,000 professors at four-year

colleges. UW-Madison departments won national ranking in twelve of the nineteen academic fields included in the survey by Everett C. Ladd, Jr., and Seymour Lipset, well-known educational researchers.

The highest ratings accorded UW-Madison were second in agriculture and third in biological sciences. Ranked fourth were foreign languages and sociology. Education and history placed fifth, while chemistry stood sixth and mathematics-statistics seventh. Engineering and political science were rated eighth, economics ninth, and psychology tenth.

The survey asked respondents to "name the five departments nationally in your discipline that have the most distinguished faculties," in the order of their importance. Institutions then were ranked according to the number of respondents who mentioned them.

Ratings among the top five nationally were received by fifteen departments at Harvard, thirteen at California-Berkeley, eleven at Stanford, nine at Yale, seven at Michigan and the six at UW-Madison.

Following Michigan and UW-Madison in the Big Ten were Illinois with three top-five departments, Indiana two, and several with one each.

Results of the survey were reported in January by the *Chronicle of Higher Education*. The survey questionnaire was distributed in 1977.

Two Professors Among 100 Most-Cited Social Scientists

Two faculty members are among 100 social scientists whose work has been cited most by their colleagues, according to the Institute for Scientific Information.

Statistician George E. P. Box and psychologist Leonard Berkowitz are on a list which includes such names as Sigmund Freud, John Dewey, Margaret Mead, Noam Chomsky, Milton Friedman and Karl Marx.

The computer-prepared list counted the number of times between 1969-77 that specific social scientists were used

as a reference in technical papers. Freud, with a massive 12,319 citations, led the list despite having died in 1939. The 100th person on the list had 1,516 citations.

Berkowitz, 52, had 1,992 listed citations. Named a Vilas Research Professor here in 1969, Berkowitz is an authority on human aggression. A former psychology department chairman, he was president of the American Psychology Association in 1971-72.

Box, 59, had 1,832 citations. An authority on the application of statistical methods to experimentation and to industrial methods, he developed the concept of "evolutionary operation" to make industrial processes more efficient. Box holds the Raymond Aylmer Fisher Professorship, named after his late teacher at the University of London, and was the 1972 winner of UW-Madison's Benjamin Smith Reynolds teaching award.

Club Programs

Coming events as reported to our offices by deadline for this issue.

Clubs send fliers to all on their mailing lists. If you are new to an area or do not receive your mailing, you may wish to call the contact person.

Boston—June 10. Big Ten Night at the Pops. 6:30 p.m., \$12 per person. Res. Bruce Cohen, 39B Charlesbank Way, Waltham.

Columbus, Ohio—June 9. Brat-and-beer picnic, 2 p.m., Battelle Recreation Park. Res. Curt Milner, (home) 890-0581.

Delaware—June 2. Picnic at Bob and Sara Kohn's home, 500 Yorklyn Rd., Hockessin, 4 p.m., \$4 per person. Res. Klaus P. Wagner, 12 Windflower Drive, Newark.

University News

Committee Seeks New Agriculture Dean

Thirteen persons will serve on the committee which will search for a successor to Dean Glenn S. Pound of the

College of Agricultural and Life Sciences.

Pound turns sixty-five this month, and has said he will retire in June after fifteen years as head of the college.

University procedures call for the panel, after screening nominees and applicants, to forward a list of recommended names to Chancellor Irving Shain. The name of Shain's choice for the deanship will be sent to UW System President Edwin Young for approval by the Board of Regents.

Biochemistry Professor Robert H. Burris has agreed to act as chairman of the committee.

Pound, an Arkansas native, developed his interest in a broad range of agricultural topics as a young farmer in southern Texas. He attended the University of Arkansas, received his doctorate at UW and worked as a plant pathologist with the U.S. Agriculture Department. He joined the Wisconsin faculty in 1946 and, as a professor, studied cabbage virus diseases, developed three varieties of spinach and a new radish, and wrote more than 100 research papers. Since 1964, when he was named dean, the college has added a department of nutritional science plus three key words—"and Life Sciences"—to its former "College of Agriculture" name.

Reminiscence

By Arthur Tofte, '25

Back in 1923, '24, and '25 there was no Memorial Union in which interest groups could have a gab-fest. Yet there were students then who did get together with the common interest of—yes, writing!

The Society of Homely Men (self-named) consisted of about a dozen young men with a somewhat iconoclastic disdain for what was then acclaimed as fine literature. Not that we knew how to write any better ourselves.

I was introduced to the group by John Kromholz, an engineering student with a love for poetry. Others in the group included Otis Wiese, who was later to become editor of *McCall's* magazine. And John E. Davis, then editor of the *Octopus*, the school's humor magazine. And Stu Palmer, who became a best-selling detective story author. Others were Eugene Schuster, George Sullivan, Ray Billington, Charlie Duffy, Gordy Lewis, and myself. Sadly, no records were ever kept of who belonged, and the other names have long since slipped my memory.

It was our custom, after taking our girls home to their dorms (strict hours then), to gather at the Chocolate Shop on State Street on the second floor. (Remember, those were Prohibition days.) There we would order hot chocolate with marshmallows floating on top. I'm sure we paid no more than ten or fifteen cents for the concoction. And we'd sit there talking for a couple of hours nursing our 'drinks.'

Our discussions normally were not on the locker-room, bull-session level (oh, possibly a bit of pseudo Rabelaisian drollery slipped in now and then). Looking back on it, I suppose we were just a bunch of would-be

intellectuals trying to prove to ourselves we were superior—superior at least by having an interest in writing.

I do not recall anyone ever reading a manuscript. Or even telling the plot of a story he might be working on. Frankly, we were too busy with our classes to be writers—yet. That was for the future.

We had no female auxiliary, except that Jack Davis, who kept the campus advised of our doings via his humor column in the *Daily Cardinal*, often referred to a girl he called Hard-Hearted Hannah, and she became our mascot. I escorted her to the Military Ball one year.

To prove our interest in the arts, the whole bunch of us went to the Parkway Theatre on Friday, January 16, 1925. We saw the great Anna Pavlova dance Saint-Saens' "The Swan," her trademark. I have a copy of the program autographed by the members of the Society who attended.

Where are they now? What has happened to the Homely Men after over half a century? How many went on to a writing career?

At least four or five (that I know of) attained some success in the field. And that percentage in any group of students is probably pretty good. ●

Mr. Tofte of Wauwatosa has had a long and successful career as an author of science fiction, including five novels (most recently, SURVIVAL PLANET: see WA, Sept. '77), inclusion in more than fifteen anthologies, and a forthcoming collection of twenty-three juvenile short scifi stories. His non-fiction book, HOW TO ADJUST TO A HEARING LOSS, is scheduled for publication by Thomas Nelson Company this year.

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Sports

Hockey: 25-13-3; A "Routine Season"

For Coach Bob Johnson, another routine hockey season came to a close in Grand Forks.

The 1978-79 Badgers were 25-13-3. With Western Collegiate Hockey Association MVP Mark Johnson accumulating in excess of 90 points and smashing nearly all of Wisconsin's hockey scoring standards, senior co-captains Les Grauer (61 points) and Rod Romanchuk (48 points) and the Badgers "Most Exciting" player, senior defenseman Bobby Suter, providing the necessary leadership and offensive surge, we were one win away from winning the regular season W.C.H.A. title over North Dakota when a pair of Badger losses late in the season against the Sioux in Madison assured the North Dakota championship.

Underclassmen Theran Welsh (61 points), Scott Lecy (56 points), Jim Scheid (35 points) and Ron Vincent (34 points) will all return for the 1979-80 season, having tasted victory against three of the four NCAA tournament teams.

Badger All-American goaltender Julian Baretta performed his sophomore magic late in the season as we streaked down the home stretch with eight straight victories. Freshman goalie Roy Schultz surprised the entire W.C.H.A. leading all goaltenders in winning percentage on the way to posting 15 wins.

During the early season, the Badgers split every series before sweeping eastern-power New Hampshire in late December. But six W.C.H.A. sweeps in the second half of the season allowed the Badgers to finish with 40 points, tied for third in the W.C.H.A. with UMinn-Duluth, four points behind champion North Dakota and one behind eventual NCAA champion Minnesota.

But because UMD proportionately outscored the Badgers during the regular season, a fourth place home-ice spot was awarded Wisconsin with Notre Dame slated as first-round foes.

A weary Notre Dame team found itself down 3-0 to a high-flying Badger

squad before the Irish could even produce a solitary shot on net in the opening playoff game in Madison. And in the end the Irish looked at an 11-5 defeat and the near hopeless task of making up six goals in the total-goal series. But the Badgers again played well on night number two and squashed the Irish 5-2 to set up the showdown in Grand Forks against North Dakota; the only team to defeat the Badgers during the last two months of the season.

A 4-2 opening game loss to North Dakota readied the stage for Wisconsin's comeback effort in the second game, but the stubborn Sioux quickly grabbed a commanding 5-1 lead in the opening period.

Miraculously, the Badgers fought back, with Mark Johnson and Les Grauer playing like possessed spirits. The Grand Forks crowd was awed and the Badgers were ahead 7-6 at the end of two.

A close-checking third period saw the return of All-American freshman goaltender Bob Iwabuchi for the Sioux and at the 60-minute mark, a pair of sevens hung on the scoreboard.

Routine means outstanding. And Johnson and his group have routinely done it again.

—Tom Osenton

Basketball Team Goes 12-15; Matthews Is Elected MVP

Wesley Matthews, the sophomore guard from Bridgeport, Conn., was named the basketball team's MVP at the fifty-sixth annual banquet on March 6.

Matthews paced the Badgers in scoring with 499 points (18.5 per game), and set a UW record total of 106 assists. He hit a career-high 31 points in a 66-65 win at Michigan which ignited the four-game winning streak that closed out a dispirited 12-15 season. The Badgers were 6-12 in the Big Ten, for eighth place.

It was Matthews' fifty-foot shot at the buzzer that gave the Badgers an 83-81 win over Big Ten co-champion Michigan State in the last game of the year; Matthews' single-game record

of 11 assists that helped beat Northwestern 72-70.

He was honored also as the team's top free-thrower (.784 on 109 of 139) and received the Jimmy Demetral Trophy on that count.

Sophomore Claude Gregory, a forward from Washington, D.C., was awarded the Goodman Brothers' Rebounding Trophy for 236 rebounds in twenty-seven games.

The Most-Improved Player Trophy, presented by the Basketball Boosters Club, was presented to sophomore Larry Petty, the team's 6'9" center who averaged 9.9 points and 6.9 rebounds per game this year.

Dan McClimon Is NCAA Track Coach of Year

Track coach Dan McClimon who, in his eight years has compiled a 39-4 dual-meet record, was presented the 1978 NCAA Cross-Country Track Coach of the Year award early in March. He has coached fourteen All-Americans who have earned twenty-nine All-American titles. He has had twenty-two Big Ten champions, two in the NCAA (plus three runners-up), and four in the USTFF.

Last year his teams won the Big Ten, NCAA District Four and USTFF national championships, then took third in the nationals here.

Q-Back Kalasmiki Out This Semester

Junior quarterback Mike Kalasmiki who appeared, by the end of last fall's 5-4-2 campaign, to have pulled the team together for a hopeful '79, was dropped from school last January at the semester close. A brief press release from the Athletic Department said he "did not earn a sufficient number of grade points . . . to maintain satisfactory progress toward his degree."

Neither Kalasmiki nor coach Dave McClain had much to say about the move to the press, beyond the fact that he would enroll immediately at the Madison Area Technical College to pick up enough credits to regain eligibility by fall.

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O'Dea cont. from page 7

He headed back down to San Francisco to stay, and to be lionized as he surely would not have been had he never gone away. In November of that year the Alumni Association brought him to Chicago for a dinner, in the middle of which Quin Ryan whisked him off to WGN for an interview. Milwaukee did the same. Over the years he was brought back as the star of various Homecomings and football banquets, and he began the life-long habit of taking in the monthly lunches of the San Francisco Alumni Club.

For decades the University's Bureau of Graduate Records kept a 3x5" "basic card" on all alumni, detailing some of the facts that microfiche films shrug off, and O'Dea's "basic" is a glorious typographical mess. In the first half-dozen years of his reincarnation, business addresses show him at P. C. Gerhardt & Co., which is crossed out for a P.O. box, which is crossed-out for something on Leavenworth Street, which is crossed out for the LaSalle Institute in Napa. His obituary in the Madison papers said that for the last eight years before he retired he was with "a clothing firm" in San Francisco. For at least part of those years he was back in legal work, and for all of them he seemed terribly glad to be Pat O'Dea. The boyish charm stayed on. Barb Hughes Rice '49, now of Sparta but for a few after-graduation years a San Franciscan, tells of talking to him often at the alumni luncheons. "He was a gentle, lovely man," she says.

That impression is reinforced by many, including Tony Flamer '25, a resident of Los Altos, who will be eighty years young come his next birthday and who still swings a mean five-iron. "I had lunch with him often," Flamer recalls. "He was warm and jovial. He often had to cut our lunches a little short—I have a hunch his job situation wasn't always the best—but he was most enjoyable to be with."

While the press for all these years has seen his disappearance as the "mystery" of Pat O'Dea, you have to wonder if his reason for seeking anonymity isn't the real puzzle. Leiser, in his first story, put it this way: "It was fame that drove him out of sight. He was in San Francisco in 1919, well known, too well known, perhaps everywhere. Always he had to talk football. Always he was helping athletes—he even helped the Stanford crew of 1914. But always he was the man who had been

great on the football field, and almost never the man who could talk of new work to be done. He didn't like living in what were to him 'mere student days of the past.'"

Is it cynical to find this hard to believe? If you think it is, consider what football heroes you know. Ten years, twenty years out of school, does *any* of them complain that he keeps bumping into his past fame so frequently that he would disappear to avoid it? (And remember, in 1919 there were no media hypes to keep the name in front of us; no groupies.)

Could it be that Pat's trouble was exactly the *opposite* of what he claimed? Early in this century, shortly after O'Dea moved to San Francisco, President Teddy Roosevelt made a speech to the boys at Groton School. He shared a bit of logic with them: "It is a mighty good thing to be a half-back on a varsity eleven, but it is a mighty poor thing, when a man reaches forty, only to be able to say that he was once a halfback on a varsity eleven."

Leiser made an illuminating statement: "With the war," he wrote, "his income from the homeland was knocked down to nothing." At best, then, Pat had Australian investments that now suffered; at worst, he had been getting some kind of economic subsidy from home although he'd been practicing law for several years.

So a far more logical reason than the one O'Dea gave might be financial stress in a present that could not match the glories of a fading past. That may be a bad guess, but there almost *had* to be a more personal spur behind his choice of "death" as Pat O'Dea, a spur sharp enough to have this otherwise gentle man permit his brother and sister to believe he was really gone, one that forced him to keep his true identity a secret from the women he married, as she was quoted as saying he had.

Chances are we'll never really know. When he died in April of 1962—the day after he'd been enshrined in the Football Hall of Fame—his daughter was listed as a survivor, as were three grandchildren and eight great grandchildren. (His wife, Emma, died in 1956 but, private as long as he was in control of things, he gave her no obituary in the San Francisco papers.) Maybe somewhere there's a descendant who treasures an old diary or a bundle of letters, aged and brittle, in which is told the *real* reason for "Charles J. Mitchell."

If not, so be it; when Charlie left
continued on page 28

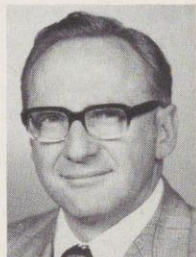
Member News



Estrin '48



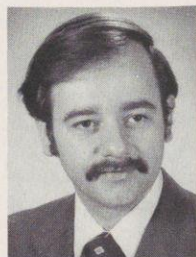
Schlichting '54



Leahy '57



Edl '65



Kern '69



Thurow '72

Howard W. Fiedelman '38, Woodstock, Ill., is the new executive director of the Solution Mining Research Institute. He retired two years ago as director of salt research for Morton Salt.

Ray Fischer '38, '40 spent last fall in Bangkok as a consultant for the International Rice Research Institute. He's retired from International Harvester.

Arthur R. Kurtz '39, '50 is now the executive assistant to the secretary of Wisconsin's Department of Agriculture, Trade and Consumer Protection.

Leonard I. Robock '46, writes that he regrets he can't join our tour to Egypt next fall, "on the grounds that I am already here." He's in Alexandria as public affairs officer at the Consulate General.

Bill F. Rothschild '48, Anaheim, Calif., is Rockwell International's Engineer of the Year for his "distinguished contributions to the development of plating and finishing processes for electronics and inertial instruments."

UCLA Prof. Thelma Austern Estrin '48, '49, '52 is director of the data processing laboratory in its Brain Research Institute.

Arnold P. Klimke '49, his wife Arleen (Sommerfeldt '49) and their youngest son, Dan have moved from West Covina, Calif. to Bellevue, Wash., as he moves within Honeywell to a vice-presidency of operations for its defense electronics division.

'50-'65

Chaplain (Lt. Col.) Nathan M. Landman '50 received his second award of the Meritorious Service Medal at Torrejoh AB, Spain.

John A. Keenan BA '52, BS '58, '66, Bowie, Md., has been promoted to an associate department head in the Washington office of MITRE Corporation.

Donald I. Hovde '53, president of Hovde Realty here, is the youngest president in the history of the National Association of Realtors, having been elected at its annual meeting last November.

Robert E. Richards '53, Pittsburgh, now heads the overseas operations for the Dravo Corporation.

Joe Gwidt '54, owner of two pharmacies in Tigerton, Wis., received its Lions' Club community service award for "many years of dedicated service to the people . . ." Among his contributions have been fifteen years on the school board. He recently was instrumental in bringing a full-time dentist and physician into the small town.

Stanley Krippner '54, an advisor at San Francisco's Humanistic Psychology Institute, was one of three Americans invited to a UNESCO conference last winter in Sofia, Bulgaria.

Henry ('54) and Nancy (Rogers '63) Schlichting, longtime stalwarts of the Wisconsin Alumni Club of Janesville, have moved to Mexico City, where Parker Pen Co. has made him general manager of Parker Mexicana.

R. Paul Rosenheimer '56, Bayside, Wis., former chairman and CEO of Citizens North Shore Bank, Shorewood, is now an associate chairman of The Executive Committee, a Milwaukee-based firm offering continuing education to executives of large Wisconsin companies.

University of Arizona Spanish professor A. Dolores Brown Ph.D. '57 is this year's president of the American Association of Teachers of Spanish and Portuguese.

Richard J. Keim '57, for the past two years a senior research analyst with Equity Advisors, Inc., Greenwich, Conn., was named a vice-president of that firm.

James M. Leahy '57, Freeport, Ill., is promoted to the position of marketing manager for industrial products with Micro Switch. He joined the company in 1962.

A. Harry Young Ph.D. '59, Freeport, Ill., with Staley Mfg. Co. since '58, has been named a senior scientist in research and development. He was one of the developers of its "Starpol 100" starch.

Employers Insurance of Wausau promoted Martin E. Burkhardt '60, '61 to senior safety consultant.

Daniel Dexter '63, Ph.D. '72, a cancer researcher at Roger Williams General Hospital, Providence, R.I., earned national publicity in health circles last fall with his announced discovery that a substance known as DMF changes the malignant characteristics of the disease.

Joseph D. Ruffolo '64, Ft. Wayne, has been appointed vice-president and general manager of the household goods division of North American Van Lines. He has been with the firm for five years.

John P. Edl '65, Red Lion, Pa., has been promoted by the Wickes Corporation to general manager of its Yorktowne Cabinet division. He's been director of marketing since joining the firm two years ago.

Ionex Research Corporation, Broomfield, Colo., names Douglas W. Porrey '65 its president.

'32-'49

George Hampel '32 and his wife are "back in Germantown," according to the local paper, where he is the newly elected treasurer of the Community Services Council.

Arthur W. Babler '35, Madison, retired in February from American Family Insurance after nearly forty-four years with the firm. For the past eighteen he's been assistant treasurer.

John H. Dedrick '35, Richmond, Va., retired as general director of the metallurgical research division of Reynolds Metals.

William O. Beers '37, Glenview, Ill., retires next month as chairman and chief executive officer of Kraft but will remain on its board.

Last December, Lola Gray Gordon '37, widow of Dr. Edgar Gordon, married emeritus ecology Prof. Joseph J. Hickey M.S. '43. They are living in Shorewood Hills.

1979 UW FOOTBALL TICKET APPLICATION

Please use this order blank. It identifies you as a member of the Wisconsin Alumni Association.

All home games, \$8
Home games begin at 1:30 p.m. through October; at 1 p.m. in November

'68-'78

Don E. Baker '68, '69 left the Marine National Bank of Neenah to become president of the Burlington (Wis.) Marine Bank. Douglas ('67) and Sharon Ann (Meyer '68, '72) Crow have moved from Shorewood to Dallas. He is the new domestic finance manager for Gardner-Denver Company, and she is a systems engineer with Electronic Data Systems.

Rolland L. Grenzow '68, on the technical staff at Bell Telephone Laboratories, Naperville, Ill., recently acquired his first patent, a device used in credit-card calling. He and his wife Sally (Dickson '67) and their six-year-old daughter live in Glen Ellyn.

Wayne P. Craig '69, Mukwonago, has joined Murphy Products Company in Burlington as district marketing manager.

Pontiac moves Robert P. Kern '69, Lake Orion, Mich., up to the post of supervisor of product engineering. He joined the firm after graduation.

George P. Conway '70 left Miller High Life in Milwaukee for Detroit, to join the advertising sales staff of *People* magazine.

James H. Haberstroh '70, JD '75 moves up to assistant trust officer, and Gordon G. Lindemann '70 becomes a vice-president in personal services with Milwaukee's First Wisconsin Trust Co.

Barbara Gunner Lazaris '70, Rio, Wis., wrote a book of poetry, *Ankle-Deep in Skyline*, which she published through Vantage Press.

Daniel G. Risgaard '70, choir and general music director at La Crosse's Longfellow Junior High School since graduation, was named 1978's Teacher of the Year of Junior High Schools by the state's Department of Public Instruction. Student comment in the *La Crosse Tribune* described Dan as "a super guy with a super personality who knows just how to get along with kids."

Charles R. Carothers '72, '74, is the new director of student assistance at Knox College, Galesburg, Ill.

David W. Thurow '72 has been promoted to the executive vice-presidency with Bentheimer Engineering Co., Tomah, with whom he's been affiliated since graduation.

Peter Friedrich '73, with the Palm Beach, Fla., *Post* for two years, is now its assistant news editor.

Navy Lt. Kenneth O. Adamson '74 is stationed at Miramar NAS, San Diego.

Donald Dellario Ph.D. '74 is director of the University of Hawaii's Rehabilitation Education and Training Center, and Bruce Growick Ph.D. '77 is coordinator of its Rehab Counselor Education graduate program.

Mike Ripp '74 announced the opening of the Eau Claire Pharmacy which, he writes,

OPPONENT

TICKETS

DATE	HOME	AWAY	NO.	AMOUNT
Sept. 8		Purdue \$9.00		
Sept. 15	Air Force (Band Day)			
Sept. 22	U.C.L.A.			
Sept. 29		San Diego St. \$7.50		
Oct. 6	Indiana (Parents' Day)			
Oct. 13	Mich. State			
Oct. 20		Ohio St. \$10.50 (limit: 2)		
Oct. 27	Iowa (Homecoming)			
Nov. 3		Michigan \$9.00		
Nov. 10	Northwestern			
Nov. 17		Minnesota \$9.00		
			Subtotal	
			Handling & mailing	\$1.00
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is the "largest locally-owned full-service pharmacy" in that city.

Following graduation from the American Graduate School of International Management last May, **George B. McReddie '76** is a credit analyst in the international department of the Republic National Bank of Dallas.

Linda A. Sallas '76 is a student at the Southwestern University School of Law in Los Angeles.

Paul J. Brody '78 is enrolled at the Illinois College of Podiatric Medicine, Chicago.

A Navy Dept. release says that Marine Second Lt. **David J. Pernai '78** has graduated from The Basic School, Quantico, Va., but gives no information on further assignment.

Alan G. Stavitsky '78 left Madison's WLVE Radio to become news director at WOMT, Manitowoc. •

The Job Mart

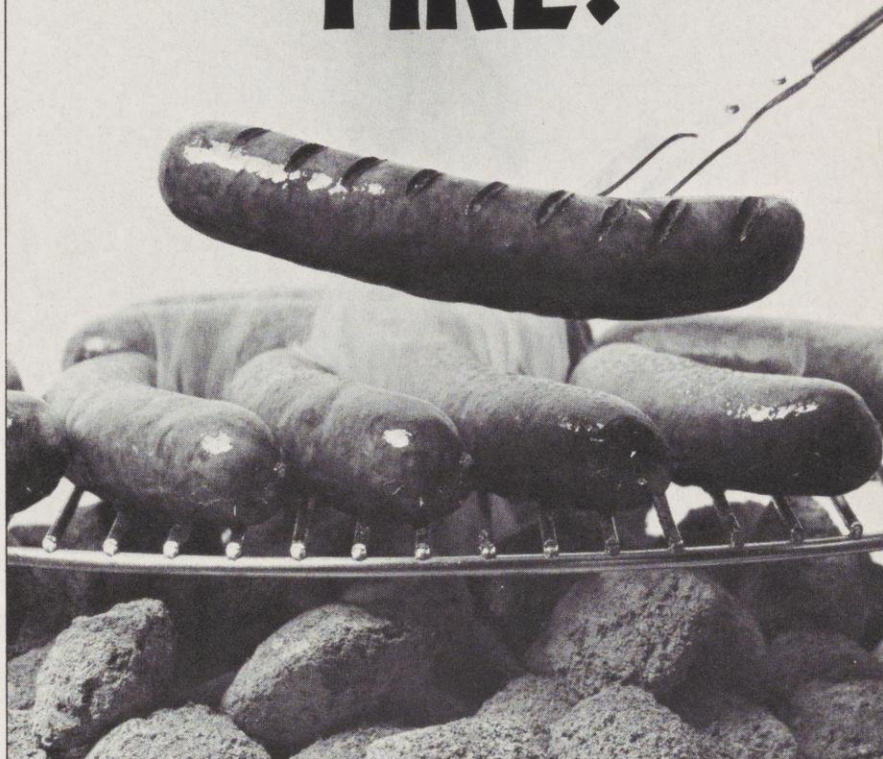
BS-Art. Prefer commercial. Also specialized in jewelry design, construction and repair. Resumé and portfolio on request. May 1977 graduate. Member #7904.

1954 BS in Elementary Education (K-9), University of Nebraska at Omaha; 1967 M.L.S., University of Wisconsin-Madison. Desires library-media specialist/coordinator position with (1) junior college; (2) senior high school; (3) junior high school or middle school. 25 years' teaching experience; 15 years' library experience. Single; conscientious; dedicated; ambitious. Available 1979-1980—any location. Member #7905.

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box(es) at \$22 each. Here's my check
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Deaths

Mrs. J. D. Stevens (Merle S. Pickford) '02, Eau Claire (2/79)
 Harry Leon Gray '07, Spring Green (2/79)
 Harrison L. Garner '09, Madison (2/79), civic leader, and Madison alderman for a record-setting thirty-five years.
 Mrs. E. W. Quirk (Fredolia Eugenia Brandt) '10, Watertown (2/79)
 Erna Carolina Reinking '10, Detroit (2/79)
 Wm. Jacobs Cotton '12, Plantation, Fla. (9/78)
 Harry Hart '12, Humbird, Wis. (2/79)
 Charles George Frisbie 'x14, Glendale, Calif. (*)

(*) Informants did not give date of death.

Edward Francis Thomas '14, St. Petersburg (*)
 Rodney Whittemore Babcock '15, Shawnee, Kan. (1/79)
 Mrs. F. E. Brown (Clara Louise Jaggard) '15, Ames, Iowa (1/79)
 Mrs. J. C. Jordon (Hilda Adne Mingle) '15, Los Angeles (12/78)
 Mrs. A. O. Klauser (Georgia Grosvenor Ebbert) '17, St. Petersburg (*)
 August Henry Martin '17, Long Beach (1/79)
 Kathryn Marie Geiger '18, Janesville (*)
 Mrs. O. S. Corbett (Rachel Elizabeth Stearns) '19, Miami (2/79)
 Franklin Whittelsy Wallin Sr. '19, Sarasota (1/79)

Frank Demmer Golden '18, Palos Verdes Estates, Calif. (*)
 Verna Adeline Carley '20, Milwaukee (2/79)
 Carl Edwin Peterson '20, Menomonie (2/79)
 Agnes Louise Noll '21, Marshfield (2/79)
 Clair Odin Vingom '21 MD, Antioch, Ill. (2/79)
 Jocelyn Winthrop Knight '22, Racine (2/79)
 Wm. Lerch '22, Park Ridge, Ill. (*)
 Philip Pekofsky '22, San Diego (*)
 Gustav Slezak '22, Western Springs, Ill. (8/78)
 Mrs. O. E. Andrus (Edna Mary Harrier) '24, Citrus Heights, Calif. (1/79)
 Leone Anne Hartman '24, Madison (1/79)
 Herbert David McCullough '24, Milwaukee (12/78)
 Leon Erwin Isaksen '26, Madison (2/79)
 Earl Joseph Renard '26, Rigby, Idaho (1/78)
 Larry Mathew Engelhard '27, La Crosse (1/79)
 Arnold Edward Hanson '27, Clarendon Hills, Ill. (*)
 George John Heimerl '27, Yorktown, Va. (12/78)
 John Benton Druse '28, Tallahassee (10/78)
 John Ace Sargent '28, DePere (1/79)
 Max Tuttle '28, Balsam Lake, Wis. (2/79)
 Ruth Isabel Plumb '29, Manitowoc (2/79)
 Francis C. Woolard '29, Chicago, a member of WAA Board of Directors (3/79)
 Fred Wm. Jandrey '30, Ashville, N.C. (10/78)
 Elizabeth Sands Johnson '30, Wash. D.C. (*)
 Mrs. D. R. Goidish (Janice Averbook) '31, Duluth
 Leland John Haworth '31, Port Jefferson, N.Y. (3/79)
 Laura May Twohig '31, St. Cloud, Wis. (2/79)
 Carter A. Strand '32, Ames, Iowa (*)
 Kyle Carlin Whitefield '32, Bethlehem, Pa. (2/79)
 Maxwell Herbert Boyce '33, Wilmette (11/78)
 James LeRoy Steensland '33, Madison (1/79)
 Mrs. C. W. Tutto (Katherine Ella Luse) '37, Madison (2/79)
 Burton James Anderson '39, Lutherville, Md. (2/79)
 Forrest Earle Zantow '39, MD '42, Oconto (2/79)
 Mrs. R. J. Jones (Dorothy Jean Sanders) '40, Wahiawa, Hawaii (12/78)
 Jack Wm. Seelow '40, Fowler, Ohio (1/79)
 Percy Thomas Teska '40, Norman, Okla. (2/79)
 Bryan Ardis Frame '41, Waukesha (12/78)
 Vernon Arthur Sternberg '41, Carbondale, Ill. (2/79)

Mrs. A. Gruhl (Helen Van Derveer) '42, MD '51, Tucson (2/79)
 Edith Franklin '43, Milwaukee (*)
 Milton Elmer Lavrich '43, Cincinnati (4/76)
 Donald Dehde Peck '43, MD '46, Omro, Wis. (2/79)
 Ernst Braun '47, Milwaukee (11/78)
 Mrs. A. R. March (Mary Ann Mathwig) x'47 Oshkosh (*)
 Mrs. J. R. Sharpe (Meredith Astrid Youngquist) '50, Lake Charles, La. (12/78)
 Donald Harvey Hafeman '51, Butternut, Wis. (11/78)
 Robert Orin Lunder '51, Ashland (12/78)
 Arthur Gerald Malmon '51, Bethesda, Md. (2/79)
 Donald George Merlin '51, St. Paul (8/76)
 Patrick John Noel '51, Wausau (1/79)
 Ronald Paul Schneider '51, Milwaukee (1/79)
 Paul Trudelle Emerson '53, Woodside, Calif. (2/79)
 Alden Donald Hayes '53, Madison (2/79)
 Donald Lavern Hamm '54, Wisconsin Dells (1/79)
 Mrs. George Farquharson (Margaret Catherine Porter) '58, Madison (2/79)
 Mrs. R. W. Hattery (Carolyn M. Potshke) '58, Bloomington, Ind. (2/79)
 Julian Maury Orange '63, Hollywood, Fla. (12/78)
 David Edward Wtipil '64, Racine (9/78)
 Edward Paul Iaccarino '65, Worcester, Mass. (*) (78)
 J. Dewey Scholl '66, Whitewater (2/79)
 Maria Luise Bueckner '68, Cambridge, Mass. (12/78)
 Ronald Jerome LeMieux '68, Oak Park, Ill. (10/78)
 Rick Allen Zamzow '75, Madison (2/79)
 Michael Mark Flynn '76, Madison (2/79)
 Jay Seiler, 19, Schofield, Wis., a sophomore defensive back on the football team, died on April 7, one week after a freak accident during spring practice. After a tackle, in which Seiler was wearing full equipment, he went into a coma from which he never recovered. The diagnosis was a torn vein in the main draining sinus of the brain, causing a subdural hematoma. Jay was here on a full scholarship, after a career as an outstanding athlete at D. C. Everest High School in Schofield.

Faculty and Staff
 Rodney Whittemore Babcock, 88, (1/79) Manhattan, Kansas, where he was emeritus dean of L&S at Kansas State University. At Wisconsin he was on the faculty of the math department from 1916-28.
 James Godfriaux, 49, Madison, on January 29, after a stroke. He had been a counselor in the degree summary program since 1957, and was a well-known jazz pianist.
 Prof. Paul L. Wiley, 69, Madison, on February 7th following an illness. He had been on the faculty of the English department since 1942. •



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Letters

As The World Turns

... I find one difficulty in accepting the work of Professor Bryson and similar experts on the climate ("Tracking the 'Climate Crisis'" Nov.). The basic assumption that these experts use in their work, along with geologists, astronomers, and others, is that the earth has been quietly spinning in its place for several billion years and that currently observable patterns can be used to explain happenings in previous times, such as the "sudden decline of Mycenae, in Greece, about 1200 B.C." An alternative theory was advanced by Immanuel Velikovsky in his 1950 book, *Worlds in Collision*. What Dr. Velikovsky proposed is that, about 1500 B.C., Venus, then a comet, passed very close to the earth and caused many changes, including a shift in the earth's axis and its rate of rotation. Dr. Velikovsky further proposed that about 800 B.C. a further encounter with Mars (precipitated by the then erratic orbit of Venus) again perturbed the earth's axis and its rate of rotation. If Velikovsky's theory is correct, explanations of the earth's climate in the period of 1200 B.C. that totally ignore such cosmic events, cannot be taken seriously. Neither can extrapolations, based on the long-term stability of the earth's tilt and rotation, be taken seriously.

Establishment scientists have long ridiculed or ignored Velikovsky and his theories. But the amazing fact is that space probes that have sent back information from Venus, Mars, and elsewhere almost always provide surprises for the establishment scientists and almost never contradict Velikovsky's theories. Information from the latest space probes to Venus has caused scientists to admit that Venus is so different from the other planets that their theory that it was formed under identical circumstances to the earth and other planets is probably untenable.

When scientists at major universities, such as the University of Wisconsin, undertake to teach young people that the path to truth requires keeping an open mind, they should take their own

advice. There is a vast difference between taking known facts and making up an explanation for them and in predicting things that no one ever suspected. A theory that predicts things twenty-five years before they are "discovered" or verified ought to be given some serious consideration. Velikovsky predicted that Venus and Jupiter would be found to be hot and that argon would be found on Mars long before anyone else believed that this was the case.

I hope that Professor Bryson keeps up his good work, but I will be more impressed if his computer models of earth's climate include the possibility that the earth hasn't always been spinning quietly as it now happens to be.

PHILIP F. JACKISCH '57, PHD
Royal Oaks, Mich.

Keep In Touch

When the Class of 1917 issued a directory, I found a dozen names that I had known during school, and wrote to each. I had the most interesting replies from a number of them. I consider that the time spent in writing yielded a great deal of enjoyment and satisfaction.

I note a new Engineering alumni directory is being issued, and I recommend that among those now retired who may receive it, you will find much satisfaction if you write to those listed whom you might have known but whom you have lost contact with. Many retirees who find time heavy on their hands should enjoy a contact with some of their schoolmates.

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The program is also offered at the UWs Green Bay, River Falls, Eau Claire, Superior, Stevens Point, Oshkosh and Milwaukee; and at the following colleges: Northland (Ashland), Viterbo (La Crosse), Carthage (Kenosha) and Mt. Senario (Ladysmith).

O'Dea cont. from page 22

and O'Dea returned, he did so as a charmer still, eminently successful as a human being if not as a businessman, and still, people recall, filled with the sense of humor of the kind that brought about a phone call to Leiser in the first couple of days after the story broke. The caller was one Dick Pershing, who'd been something of a hero himself on the football field at Stanford. He, like "Mitchell," was employed in Westwood and at the Red River Lumber Company to boot. In fact, he said, "Pat O'Dea is my boss, and I never guessed about him. But what makes me feel like a simpleton is that the SOB made me explain football to him!" ●

Writing Lab cont. from page 9

they have helped a young writer handle a specific. The staff is permitted to help students create and verbalize ideas, but they don't tread into the area of doing the thinking for them. Most students and staff seem to think the balance is generally well kept.

In the past two years, as the lab tries to cope with the volume of students at its door, two new programs have been added. One is a series of modules—taught primarily by Prof. McCann—which began in 1977 with money from a private grant. The "mods" usually have twelve or fewer enrollees who meet for an hour a week over a six-weeks period. Mods might focus on some category of skills—writing a research paper or structuring sentences properly—or they may relate to writing for a particular field or major, such as pharmacy, literature or biology.

The other addition is the lab's "out-reach" program to courses on campus. Profs. Steward and McCann take their expertise to chemistry classes, geography classes, Air Force ROTC classes and others, lecturing on writing skills needed for the particular course. Lab staffers also work with TAs in several courses, helping them evaluate student work.

Participants' evaluations of the writing lab are generally favorable—although some feel rushed by the half-hour time limit for each appointment—and most faculty members are pleased with the results of the work of those they refer to it.

A compliment comes from campus faculty who are unhappy with what the lab is *not*. Two professors said they think its work is well done, but that it does not make up for regular

writing classes. Geography Professor Daniel Doeppers is upset that required composition was dropped for most students, but he would want the lab to continue its work even if required composition were reinstated. English Professor Mary Draine said, "I don't think it's an adequate substitute for the teaching of composition on a wide scale, but considering that the University chooses not to teach composition on a wide scale, the lab is doing a wonderful job." English department Chairman William Lenehan believes the lab is an effective service. "It gets students who want to *learn*," he said. "The primary proof of effectiveness is the growth in the use of the lab." ●

Books cont. from page 15

miraculously, in the eyes of her mother Jenine, who has written the story in *GOOD MORNING, JUDY* (Augsburg; 114 pps.; \$6.95.). . . . *THE WORK ETHIC OF INDUSTRIAL AMERICA, 1850-1920*, (U. of Chicago Press; 287 pps.; \$15.) by history Prof. *Daniel T. Rodgers*, won the Frederic Jackson Turner award for 1978 and was the History Book Club selection last spring. . . . *Melvin R. White '48* co-authored *LITERATURE ON STAGE: READERS THEATRE ANTHOLOGY* (French; no price given) *Harris Chaiklin MS '53* edited *MARIAN CHACE: HER PAPERS* for the America Dance Therapy Association (\$10.95.). . . . *PATTERNS OF SYMMETRY* lets eight specialists trade ideas on the symmetry of change-ringing of bells, the growth of plants, Renaissance printers' ornaments, and other seemingly non-related subjects. It's co-edited by *George Fleck '61* and *Marjorie Senchal.* (U. of Mass. Press; 160 pps.; \$12.)

—T.H.M.

Simkowski cont. from page 16

future will purchase a lot more creative expertise from the outside. Internally, they will continue to have the traditional staff, the necessary mechanical functions, manufacturing, warehousing, etc.; but sales talent, advertising, sales promotion, engineering, product planning, design, marketing—these functions which require free thinking and open communication—will be available only from the outside. And where will these independent suppliers come from? From the corporations who let them get away.

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To learn how the pooled income fund works, consider the true facts of the case of Bill and Betty Smith (their names have been changed to respect the confidentiality of their gift).

Years ago, Bill and Betty Smith invested in 100 shares of Lakeside Laboratories, Inc. common stock. It cost them \$6.87 per share then. Through merger, Lakeside converted to Colgate-Palmolive, and the 100 shares of Lakeside by means of bonus payments and stock splits eventually became 696 shares of Colgate-Palmolive stock.

Recently, Bill and Betty made a wise investment that **increased** their income from this stock by joining the UW Foundation's pooled income fund. The fund will pay them an annual income as long as either of them lives.

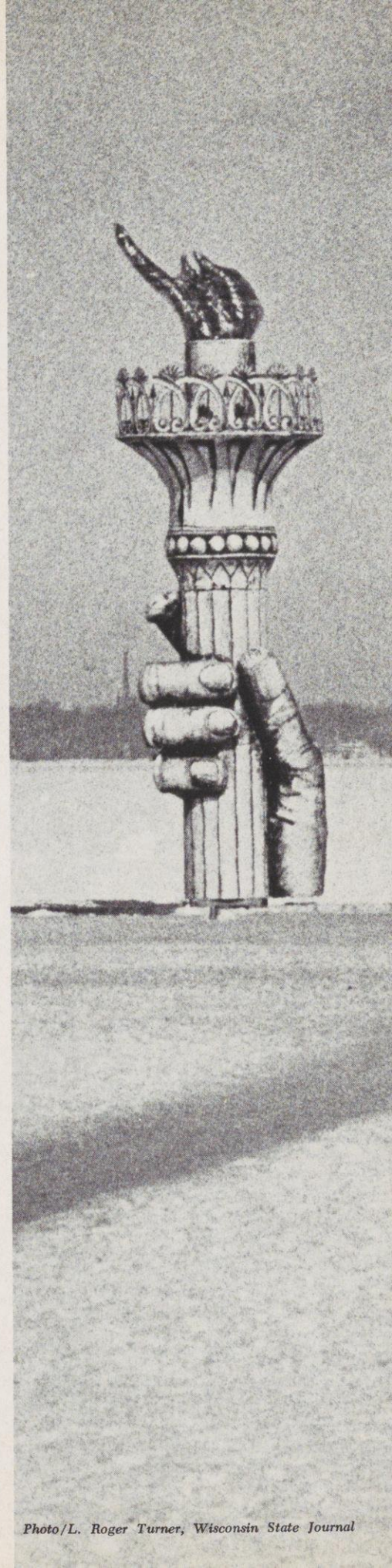
On July 30, 1976, they donated 488 shares of Colgate-Palmolive stock to the fund. On that day the stock's mean value was \$27.63. The gift at fair market value amounted to \$13,481, with a total appreciation of \$12,794. The stock had a dividend rate of 3.2 percent, compared with the pooled income fund earnings of 7.23 percent in 1976.

By donating the stock instead of selling it, the Smiths saved over \$3000 in capital gains taxes, received an immediate tax deduction of \$6,730.52 based on Treasury Tables and the fair market value of the gift on the day it was donated, and **increased** their income by approximately 4 percent over their previous income from the stock.

The Smiths did something else by this gift. They began the "Bill and Betty Smith Fund" for the UW-Madison College of Engineering. When both Bill and Betty die, the assets in the pooled fund are turned over to the College and will provide the University with much needed financial support and assist it in its constant mission of creating a better world.

Bill and Betty Smith have made a wise investment in every way.

For further information, contact:
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Phone: 608/263-4545





I Lift My Lamp Beside the Red Gym

No doubt you saw our Statue of Liberty on the NBC news or in your local paper during late February. She was here—courtesy of a couple of wags who head the Wisconsin Student Association—for two weeks, up to her nose in frozen Lake Mendota. The lady was immensely popular with Madisonians, but controversial with students, whose \$3,000 in WSA dues had paid for the construction, unbeknown to them. Late one night, someone burned the papier-mâché head to the ice. WSA officers are now trying to raise about \$8,000 for a fireproof model.

Young Alumni Weekend

September 14-15

Make plans now to return for our third Young Alumni Weekend. This football-weekend package, especially designed for graduates of the last fifteen years, offers a unique combination of socializing, continuing education, Wisconsin football, meals and lodging, all at the unbelievably low price of \$34 per person (additional night of lodging available at slight additional cost).

We'll return to the University Bay Center, on Willow Drive overlooking Lake Mendota, for our two-day conference. The center, under the management of UW Extension, is within walking distance of Camp Randall, has double- and single-room accommodations, free parking, a lovely dining room and excellent meeting facilities.

We'll get underway on Friday evening, September 14, at 6:30 with registration and social hour followed by an Italian dinner and short program. On Saturday, after morning coffee and rolls, there's a timely program of continuing education utilizing UW faculty. After a delicious brunch, it's off to Camp Randall for the Badger-Air Force football game. Dinner and evening on your own . . . have fun on the town.

If your schedule permits, plan to stay over at the Center until Sunday morning.

Get the details! Send for the brochure now. Reservations are limited to 75, so respond early for this great weekend!

Here's what's included:

Friday, September 14

6:30-8:00 p.m. Registration and social hour
8:00-9:30 p.m. Italian dinner and short program

Saturday, September 15

10:00 a.m. Coffee and rolls
10:30 a.m. Continuing Education Program
11:45 a.m. Brunch
1:30 p.m. Wisconsin-Air Force kickoff,
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