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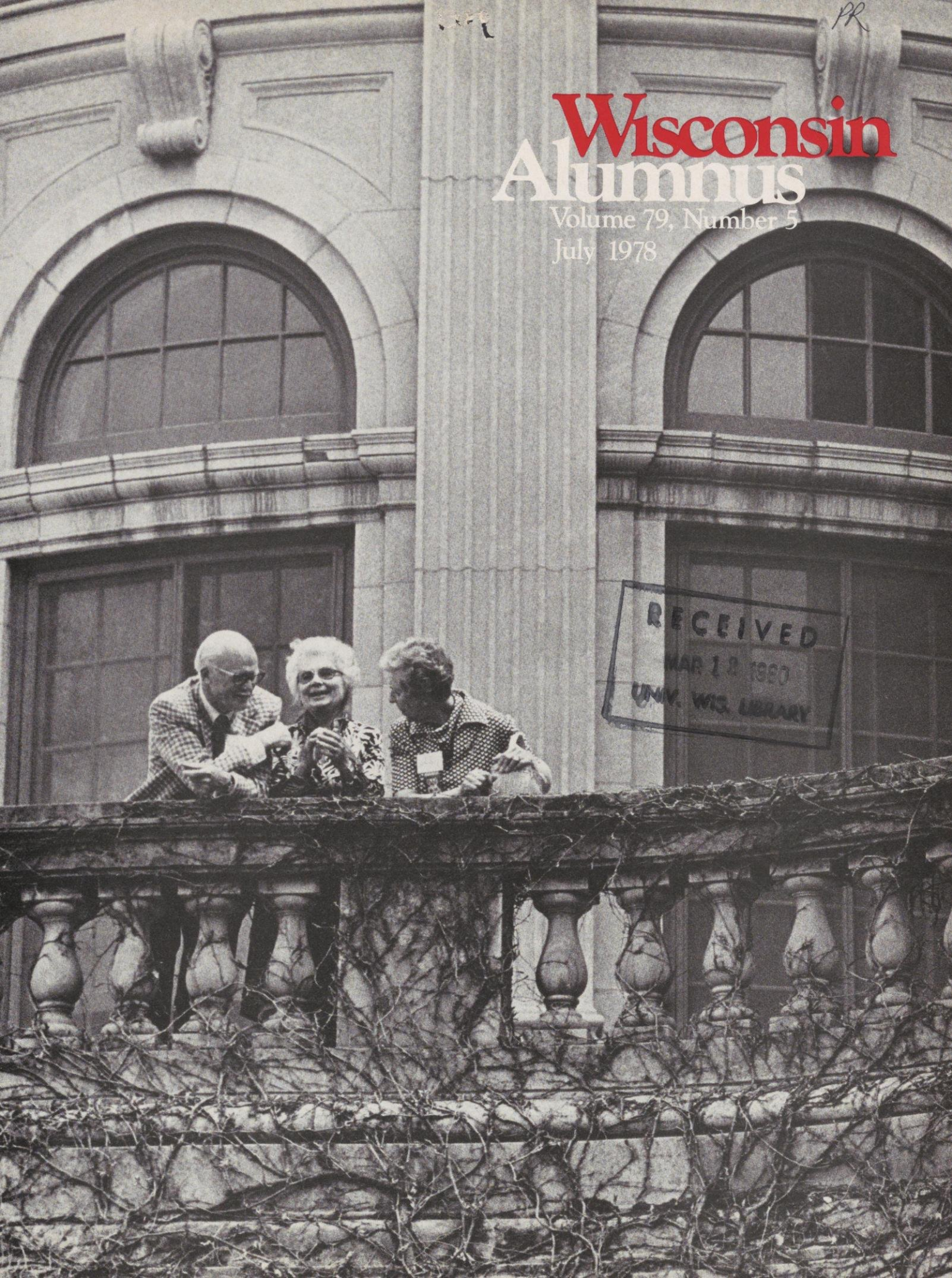
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Wisconsin Alumnus

Volume 79, Number 5

July 1978



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On Wisconsin

July is an interesting month for our Alumni Association. It's a planning month, a time when we set up our annual budget and adopt a program of involvement for the coming year. It is a time of head-scratching and a time for hope. It's a time to think about alumni—what they do and sometimes what they don't do; a real chance to assess the value of an alumnus to an institution of higher learning.

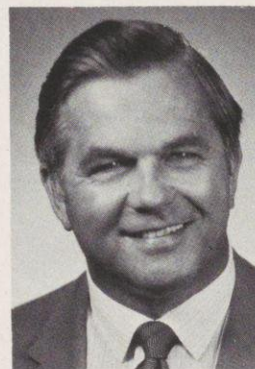
Our great University has been in business for 129 years. During that time, there has been a host of wonderful things happen to our world because of Wisconsin graduates. Moreover, we can boast of having the #1 voluntary effort in the country when we take the combined efforts of the Wisconsin Alumni Research Foundation, the UW Foundation, and the Wisconsin Alumni Association, and assess their value to our alma mater. Nowhere in our land can you find three totally voluntary arms that have done so much.

In my travels around the country as I speak to alumni groups, I am amazed at the interest that is constantly before us, about the University, how it's doing, its academic program, the quality of the students, its athletic program, and the other things that form the Wisconsin spirit.

Recently, Chancellor Shain gave a talk on the accomplishments of our faculty. You would be amazed at the size of the book he displayed listing the honors won and the many achievements of these people. By any yardstick, the University of Wisconsin education is one of quality. Alumni everywhere can take pride

in this. It is important that alumni remain loyal to their institutions because these are critical days for all higher education. Unfortunately, the institutions of higher learning are receiving a smaller percentage of state funds than they had in the past, and with constant eroding by inflation and the ever-spiraling costs, education becomes something that is difficult to present without a great outlay of dollars.

Because of the fact that everyone wants to provide opportunities for young people, it is incumbent that we who care for our institutions would provide funds to them through the various areas of support that our alumni operations can provide. The UW Foundation, which just enjoyed its greatest year, is launching a massive capital program, and all alumni will be asked to support our University with some very high-priority items that will mean so much to us—not only now, but in the future.



Arlie M. Mucks, Jr.
Executive Director

The Job Mart

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

Wisconsin Alumnus

Volume 79, Number 5

July 1978

- 4 Union Diary
- 10 Spring Fling
- 12 The High Cost of Playing
- 13 Student Standpoint
- 14 Alumni Weekend Photos
- 16 Could We Have a Holocaust?

COVER: As is noted in this issue, the Class of '28 and Memorial Union both celebrate 50th anniversaries this year. So, logically, photographer Tom Rust caught these class members looking from the Union balcony on Alumni Weekend.

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Union Diary

A few of the happenings in the first fifty years.

Since the Wisconsin Union was a mere flicker in the mind of President Van Hise, dedicated Union staff members have been keeping a diary of events and trends in Union programming. This is a digest of that diary, reminding people of the Union's fifty years of constructive involvement on the campus.

By JoAnne Jaeger Schmitz '51
*Assistant to the Director,
Memorial Union*

1904 etc President Van Hise took up the cause of the Union in his inaugural address calling for "facilities for communal life of instructors and students in work, in play and in social relations." (All for men only.) Year after year he asked the legislature for a Union and was refused. Finally in the 1920s a committee of alumni, faculty and students organized themselves under Walter Kohler and the slogan, "Build a Home for Wisconsin Spirit," and went out to gather more than a million dollars. One out of every two students gave fifty dollars or more! Fund-raising dances were held in Lathrop Parlors (An ad for one read:

"Bunny Lyons and his five syncopating lions—real pep and ginger. . . . Help build the Wisconsin Union by dancing to the best music on the best floor and with the best crowd.") and Union Vodvil was reinstated for fund-raising purposes.

On November 11, 1925, a crowd of 5,000 saw President Glenn Frank dig the first shovelful of dirt for construction while three-inch guns were fired. It was the exact hour at which the last gun had been silenced in France eight years before, appropriate for the building that was to be a memorial to the men and women who served in the war. But all the money was not yet on deposit in the state treasury, as

required by law, so a campaign to “go digging for the Union” began. The cornerstone was laid in 1927 and Charles Lindbergh placed a wreath on it in memory of his classmates who died in World War I.

The building was formally opened on October 5, 1928 in impressive ceremonies that lasted for three days. Porter Butts was named director. The classy Renaissance-style structure sparkled with new paint and furniture, plus a shiny new \$400,000 mortgage and a bank debt of \$119,000. Nobody knew exactly what a Union was or could do. Typical questions were: “Is it used?” and “Does it pay?” The answers from the Union Council at the end of the year: 3,600 entered the building every day and the dining rooms lost only \$3,700.

Although the women were safely headquartered several blocks away at Lathrop Hall where the Union ran Lathrop Parlors and an adjacent tea room, their presence was greatly missed in the new Union building. So, although it was considered a concession, Great Hall, which had been planned as a dance hall, was furnished and made into a dating parlor. In addition, the “men’s” union was reorganized as the Wisconsin Union, now including *women* students, faculty and alumni.

In June of 1929, it was reported that the building was serving a larger number of people daily than any of the thirty other established unions on the continent with the possible exception of Hart House in Canada. The annual report noted that things were getting crowded and “we are beginning to need a proper concert hall and theater.”

1930 etc The Union was learning the price of being a public servant. Two investigations—one by the Alumni Association and one by the legislature—asked such questions as: “Do you cook with Wisconsin butter or Crisco?” “Why does the Union have dining rooms competing with private restaurants?” Meanwhile committees were hard at work—the Women’s Affairs Committee undertook contract bridge lessons; the Rathskeller Committee produced a weekly movie news reel and the Quarters Committee was staging inter-office parties, trying to keep peace between the constantly feuding staffs of the Cardinal, Badger and Octopus humor magazine, all with offices in the building.

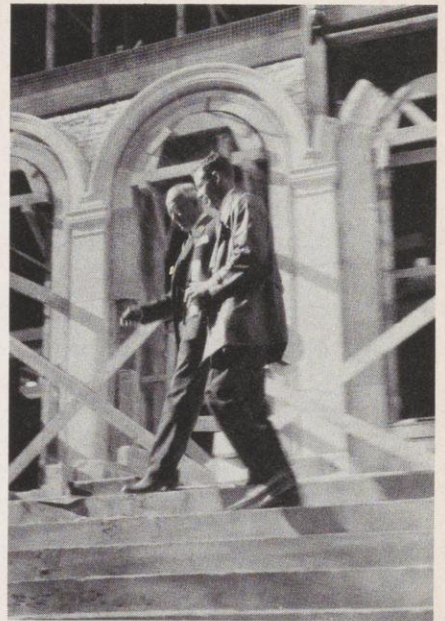
The clouds of the Depression were now gathering on the campus and the Union Council determined to provide students with necessities at the lowest possible cost. Prices were reduced 20- to 33-percent and meal prices were cut to an average low of twenty-four cents per meal (less than at any time since 1883). When the bank holiday was declared, the Union, by noon of the first fateful day, was issuing meal books on credit to 300 students who were caught short of cash.

The tone of things became much more serious . . . dances were no longer the only accepted form of recreation and students took to less expensive and more fulfilling activities such as discussions, music, games and informal outdoor sports. The Women’s Affairs Committee inaugurated daily afternoon teas in the Georgian Grill, and established the Katskeller, next to the Rathskeller, for ping pong and refreshments.

In its efforts to help students economize, the council was hit with charges of unfair competition, and private restaurant owners initiated court suits, which were eventually dropped. New programs included the Wisconsin Salon of Art, the Hoofers organization, and intercollegiate billiards, which was founded at Wisconsin and played by *telegraph*. (A system of “key shots” was set up by Charlie Peterson, veteran billiard champion and teacher. Results based on these shots were telegraphed to the tournament sponsor who in turn relayed the information via telegraph to the participants.)

1938 etc With federal public works money coming into the picture, it was decided to go ahead with the theater and arts addition to the original plan. To build the theater wing, \$266,000 was obtained in a grant from the Public Works Administration, \$585,000 from a loan and \$135,000 from the operating surplus of the Union, and from gifts from students and alumni.

The old presidential home on the corner of Langdon and Park was dismantled, and the groundbreaking held in 1938. The first performance in the theater came on Oct. 9, 1939 after a gala dinner. The formal opening, with Alfred Lunt and Lynn Fontanne in “The Taming of the Shrew,” made theater history in Madison. In its first few years, the theater was in use an



Opposite: So well remembered, the main entrance ablaze with light as here in the mid-sixties.

Above: Lindbergh placed a wreath on the cornerstone in memory of the classmates who died in WW I.

average of more than once a day and more than forty new types of programs and services were made possible by the addition of that wing with its bowling alleys, craft shops, etc. Traveling shows playing the new house in the early 1940s included “Porgy and Bess” with Etta Moten, and “Othello” with Paul Robeson, Jose Ferrer and Uta Hagen.

Reorganization of campus government finally came about with the dissolution of the Men’s Union Board and the formation of a general student governing board and the Union Directorate. For the first time, women could participate in campus administration. The change came after several stormy sessions, including one in which the Men’s Union president spirited away an entire issue of the Daily Cardinal which he did not like, hid it under a lakeshore pier, and resigned.

The Union took on a new and appropriate role with the beginning of World War II and the placement of military units on or near the campus. Two thousand Army and Navy personnel were served in the dining rooms, three meals a day, every day of the year. The theater was used for monthly Army and Navy graduation exercises, for Navy Happy Hour shows and Wednesday night movie premieres, for Army amateur talent shows and U.S.O. shows. The Waves periodically

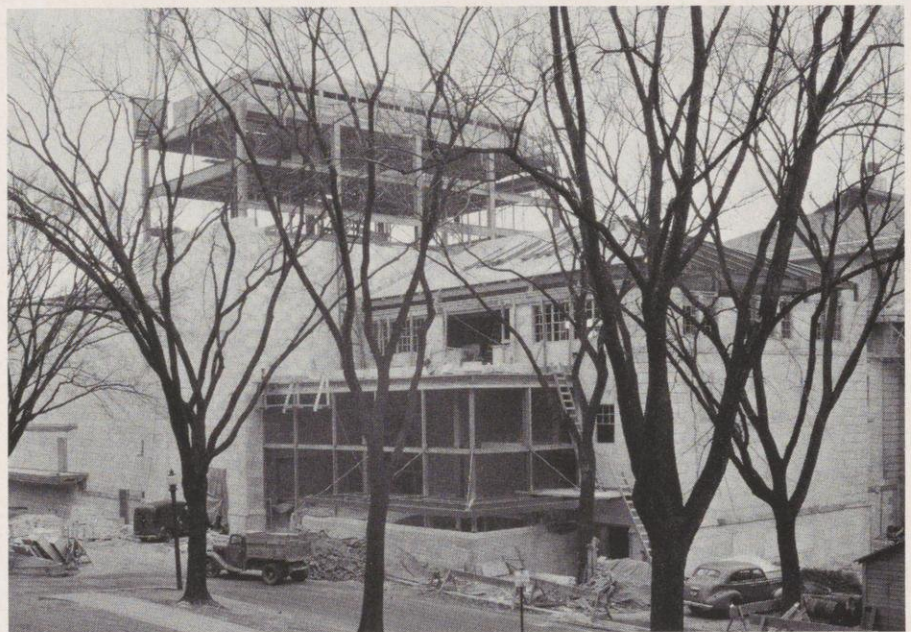


used the ballroom for fitting uniforms. More than 700 co-eds organized into hostess units for weekly service at parties at the Union and other service centers in Madison. An average of 3,244 people used the Union every day. Sergeant Lestz and Private Krushinski, stationed at Truax Field, wrote and published a song called "Reunion at the Union."

"But, there are many things we just aren't able to do, or to do the way we would like," read the annual report while stating that during 1944 the Union lost one full-time employe every day to the service. According to the 1945 report, there were 3.6 women for every one man on the campus. The first woman president of the Union was Carolyn Hall Sands '44, who served in 1943-44. The Rathskeller took one step backward toward pre-war policy, closing to women on Monday nights. For the four years of the war, the building was never closed a day.

1946 etc As the veterans began to return, the Union went into the family business. Highchairs made their appearance in the food units, an active veterans' wives organization was formed, wives of students were granted membership privileges, and the Union began recreation programs at Truax Field and Badger Village.

As campus enrollment increased by leaps and bounds the annual Union traffic count showed 12,000 to 14,000 people entering the building every day. Almost 8,500 meals were served daily, an increase of 2,000 over the previous year, and lines at the food



Top: Madison got a touch of the Riviera when the Union Terrace opened in the early 1930s. Above: Late in that decade the new theatre wing was completed.

units were sometimes two blocks long. "Roundy" Coughlin, in the Wisconsin State Journal, wrote that the biggest joke of the year was looking for an empty chair in the Memorial Union. The building was bursting at its seams and plans began for a remodeling program to ease the squeeze.

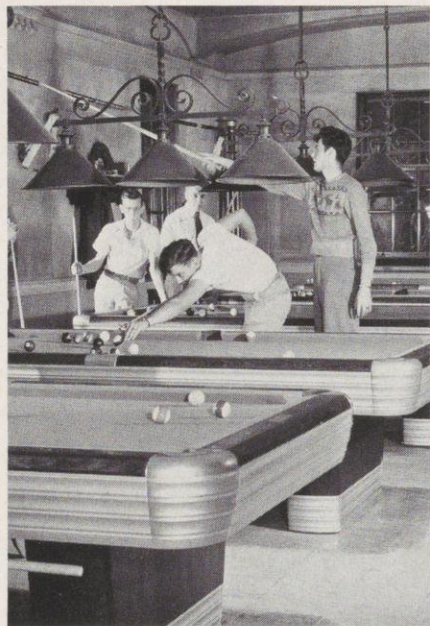
The University's centennial year was 1948-49 and the Union hummed with activity. Daily traffic was 15,000! Students heard the New York Philharmonic, Fritz Kreisler, Gregor Piatigorsky and Vladimir Horowitz. They saw Margaret Webster's Shakespeare company, the Lunts, Maurice Evans in "Man and Superman," and Uta Hagen and Anthony Quinn in "A Streetcar Named Desire." Old masterpiece

were sometimes two blocks long. worth \$750,000 from the Metropolitan Museum were exhibited in the Union's new main gallery.

1950 etc War in Korea. Male students spent more time studying to keep their grades up and themselves out of the draft. Other results were: a drop in enrollment; two women to every man applying for committee work; and the 128th Fighter Wing of the Air National Guard stationed at Truax Field was invited to use the Union.

Theater and music programs brought the Minneapolis Symphony, Alec Templeton, the Royal Philharmonic with Sir Thomas Beecham conducting, the Jose Limon dance company, and Dame Myra Hess, Isaac Stern, Lotte Lehmann's farewell concert, the First Drama Quartet, Ogden Nash, the

Ballet Theater, and Henry Fonda in "Mr. Roberts." Forums were held on religion and science. The first Oxford-style debate focused on the resolution: "The University of Wisconsin would have achieved greater fame if women had been excluded." (The women won!) And one Sunday afternoon and evening two differing



Not your sleazy poolroom, but the billiard room adjoining the Rathskeller in 1947.

programs brought Max Lerner and Sen. Joseph McCarthy to the theater Stage.

Rathskeller coffee jumped its five-cent bounds and opened the eyes of coffee drinkers one morning with a two-cent increase.

Election year, 1952, brought primary candidates Harold Stassen and Estes Kefauver, and a debate was held on the question of the effectiveness of the Democratic party in combating communism. Owen Lattimore and Marquis Childs also spoke, and President Fred reaffirmed the "time honored tradition" of providing a "forum for the free exchange of ideas and viewpoints upon current events and issues."

Between 9,000 and 11,000 meals were served every day and students were given a price break by Rufus Rollback, a fictitious chef who cut food prices to pre-World War II levels on certain menu items each day. And to give punch to the calendar year's

finale, Wisconsin got the Rose Bowl bid. The Union provided the celebrative atmosphere with a Monday afternoon Victory Dance and free coffee in the Rathskeller.

In 1953 a stellar group of artists and speakers came for the Union's silver anniversary observance—Eleanor Roosevelt, Emlyn Williams, Louis Armstrong, Carl Sandburg, Trygve Lie, Katharine Cornell, Ella Fitzgerald, the Boston Pops, Jascha Heifetz, the Agnes DeMille Dance Theatre, Arthur Schlesinger, William Warfield, Anna Russell, and the New York City Opera Company. The birthday cake was cut by Governor Kohler, President Fred, and student president, Ted Crabb.

The headline of the April 1, 1954 edition of the Daily Cardinal bore the news that a fast-striking military junta had overthrown the Memorial Union. Spectators testified, the article reported, that they had seen Porter Butts leaping from the Union pier into a PT boat with the declaration that "I shall return."

The twentieth anniversary of the Salon of Art was enlivened when Madison-Kipp Corp. withdrew its award on the grounds that the works on view could not be understood and enjoyed by normal people. Norman Thomas came to discuss socialism, Mortimer Adler to refute Darwin. In a February appearance, Vietnam's ambassador to the U.S. reported that nationalism, not communism, was the strong force in his country.

The subject of beer was studied and discussed after a Madison alderman proposed to remove it from the Union. Other discussions that year focused on such issues as academic freedom, and the pros and cons of compulsory ROTC. Came spring and the Cardinal and the Union argued over what constituted proper attire on the terrace.

1957 etc 1957 brought the opening of the remodeled cafeteria, which in turn brought the Union several awards. Three major anniversaries were held that year—the twentieth for the theater, the fortieth for the Concert Series, and the twenty-fifth for the Salon of Art.

Controversy descended on the Rathskeller. Such programming as its afternoon jazz sessions lent credence to the idea that directorate members and other villains were, as one spokesman put it, out to "normalize" it. The Cardinal cried, "save the Rathskeller."

By 1960 increasing enrollments created space problems again and the directorate staged noon-hour programs to lure crowds away from food units during rush hours. Paintings worth \$2,600 were stolen by a thief who was later identified by his black tennis shoes. Richard Nixon won the mock election over John F. Kennedy. A short-lived dance program started, "The Hungry U," modeled after a Roaring Twenties casino.

In order to keep costs down, the Rathskeller counter was made self-service and, to add insult to injury, hostesses were introduced. When they started asking patrons to take their feet off tables, the Cardinal cried, "The old Rat is dead!"

The Union presented a master plan for lower-campus development including games facilities under the parking lot between it and the Red Gym. A guest house for conference visitors was included on the Red Gym site. The proposal also mentioned for the first time "an eventual branch facility somewhere to the west on campus."

Joan Baez appeared barefoot on the theater stage to a sell-out audience. The Cardinal reviewer predicted, "Joan Baez.' Soon this is all we will need to say when this plaintive little girl presents an evening of folksongs about frustrated love."

On March 31, 1962, Martin Luther King, Jr. told a theater audience, "We've come a long, long way, but we've got a long, long way to go" in the integration struggle. He warned segregationists: "We will wear you down by our capacity to suffer."

Three weeks later, William F. Buckley recommended the use of force—even nuclear war—as an instrument of foreign policy.

1963 etc The Cardinal continued its self-appointed role as guardian of the status quo by crying "save the stones!" on the terrace, but the flagstones were replaced by concrete. Howard Mumford Jones was a judge of the creative-writing contest. Bill Moyers blitzed the University for the new Peace Corps, and the game "GO" captured the student fancy. A mock GOP political convention nominated Gov. William Scranton. The Union set up a committee to promote student volunteer work in the community.

A steady stream of the great and near-great came to the Union in the

'60s. Music and theater programs included Elizabeth Schwarzkopf, Marian Anderson, Isaac Stern, Josh White, Igor Oistrakh, Lotte Lenya, the Alvin Ailey Dance Theater, the Royal Shakespeare Company and the Chicago Opera Ballet. Writers Stephen Spender, Karl Shapiro, John Barth, Saul Bellow and Kenneth Rexroth lectured. Sen. Hubert Humphrey and Senator Strom Thurmond (who waged a war with the local press) each spoke his piece. Tran van Chuong, former Vietnam ambassador to the U.S. and father of Madame Ngo Dinh Nhu, came to tell us that "American security, the future of Southeast Asia, and of the whole world are at stake in Vietnam." Betty Friedan, described then as "the Pied Piper of the trapped housewife," introduced *The Feminine Mystique* to UW audiences.

The theater celebrated its twenty-fifth anniversary and gloried in the fact that four million patrons had pressed through its doors. Plans were announced for a new Union somewhere in the Randall Ave. area and the May 27, 1965 Capital Times carried the headline that the State Building Commission had ok'd a Frank Lloyd Wright Union for the University. The thirtieth annual Salon of Art lacked "diffuse abstractions" and showed new emphasis on the human being, according to a review in the Milwaukee Journal.

By 1966, as "civil disobedience" became a common phrase, Prof. Merle Curti cited the gains made by society in a Forum Committee-sponsored speech. Martin Luther King returned after winning the Nobel Peace Prize and called for increased federal action in civil rights.

Students protesting the Vietnam War picketed the Marine Corps recruiting booth in the Union and the council later adopted guidelines allowing picketing so long as the pickets "agree to cooperate with Union officials and do not hinder traffic." Union committees decided to start an "outreach" program to provide communal activities to students far from the central campus area. Hooper activities gained in popularity with a membership of 2,000 (1,000 new sailors in summer alone). John Gronouski, U.S. ambassador to Poland, fingered the intellectual community in

a speech in which he said that "because of their emotional preoccupation with a single policy issue—Vietnam—academic intellectuals are in danger of becoming one of the most ineffectual segments of our society."

As the protests raged, Union committees did what they could to keep the campus community informed and to provide a ground for rational discussion. The Dow protest sparked the Forum Committee to offer an open discussion between students and Dow. Dow refused the first invitation but accepted the second. The Wisconsin State Journal described student attitudes in an article about the New Left on Dec. 13, 1967: "In the Rathskeller . . . elsewhere on campus, at colleges across the country, more and more students under the banner of the New Left are

where hundreds of former committee workers and staff members returned to salute him. (*Butts is still a part-time staff member handling development, fund-raising and organization of the Union archives—Ed.*)

Ted Crabb, former staff member and director of the UW-Milwaukee Union, was named the Union's second director. A move to close the Rathskeller in order to curtail "illicit drug traffic" was rejected by the Board of Regents, but a campaign was launched in area high school and parent groups to keep children away from the University. A crackdown of non-students in the Rathskeller brought a boycott. When one non-member expelled was black, the issue developed tones of racism and an evaluation committee was set up to study the complex problem.



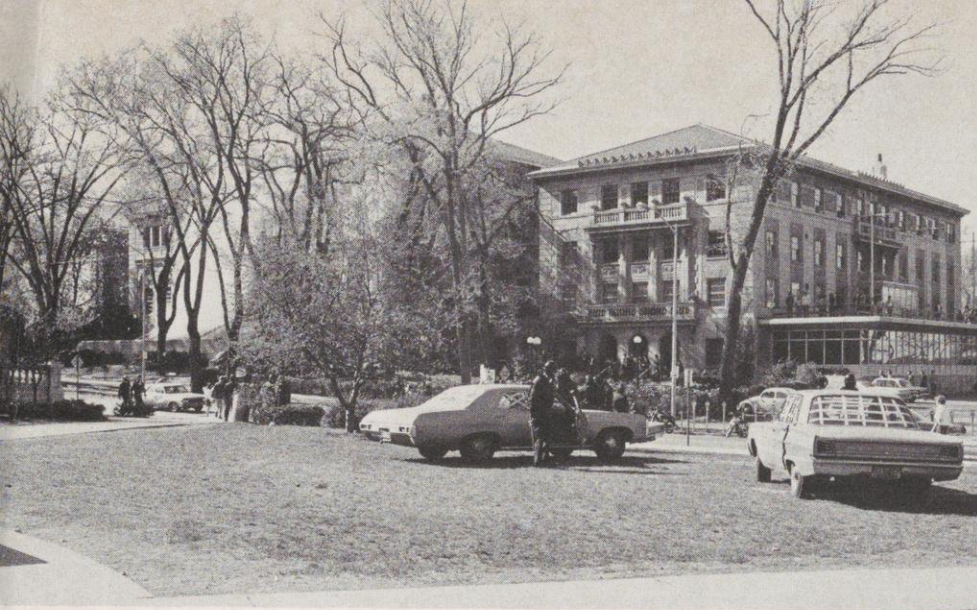
Above: The Navy lands at the Rathskeller soda fountain during WW II.

Right: Philo Buck, beloved professor of comparative literature, gives a "book talk" in the library, about 1950.

shedding the robes of apathy and donning the cloak of action."

The 1967 traffic survey showed that 18,663 students were entering the Union every day. A student entered himself as a living sculpture in the Student Art Show. Breese Terrace Cafeteria, a postwar "temporary" building which had served the west end of the campus, was destroyed by fire, and the Campus Planning Commission approved the plans for Union South. Porter Butts announced his retirement in 1968, bringing a Milwaukee Journal feature, a knighting at the Beefeater's Banquet and a Union "family" party





Top: Business as usual during the anti-war demonstrations in 1970.

Above: The Salon Of Art Retrospective Show in 1974 displayed the Union's collection purchased from earlier Salons.

The satirical version of "Peter Pan" produced as a Studio Play made national headlines when it was cancelled because of a nude dance scene.

A conference on "The Black Revolution: To What Ends?" brought Jesse Jackson, Andrew Young and Nathan Wright. A "Poetry Weekend" featuring local and national poets and a chamber music series were staged. Earth Week, an ecological observance, was a project of the Hoofers. Another boycott of the Rathskeller was threatened, this time by an ecology group because of the plastic utensils used.

A record number of 1,200 students did community volunteer work during the 1969-70 school year.

When the U.S. entered Cambodia in May and chaos enveloped the campus, the Union stayed open providing opportunities for discussion and an information center and clearing house to report course developments. Concerts and theater events went on, but the audiences were slim.

In December, 1970, the Cardinal declared: "The Union is at a crossroads." Revenue was down. Enrollment was down. "The Rathskeller crowd is nervous," it proclaimed. "They've watched Coke prices climb from a comfortable 12¢ to a sticky 14¢." The economic slump was blamed but the new student life style was also a factor.

1970 etc Part-time workers at the Union organized the Memorial Union Labor Organization (MULO) in order to become the collective bargaining agent. At Randall Avenue and Johnson Street, on the site of the old Clifford Court apartment complex, the Union South opened slowly, floor by floor, and was dedicated November 10, 1971 under the theme "Fewer Walls, More Bridges."

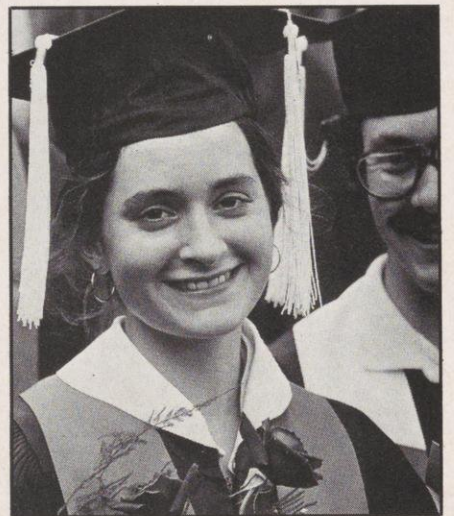
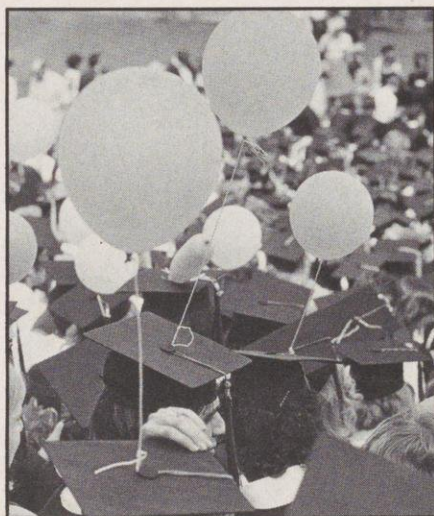
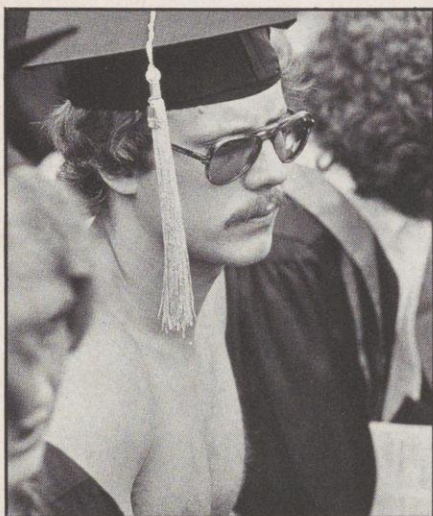
A meeting of the Literary Committee was stormed by a dozen young Madison and Milwaukee poets demanding that local poets be paid for their appearances just as the nationally known ones were. In 1972 the Union honored Aaron Bohrod with a retrospective show and the first Wisconsin Union Craft Show was held. The food service faced another boycott—this time by supporters of the UFW lettuce pickers. After a series of votes, the council outlawed iceberg lettuce. The theater began its own outreach program—first

by taking visiting artists into the Madison schools and later by expanding the "residency" program into the community as a whole. In spring of 1972 MULO went on strike for the first time.

A new entrance was constructed at the Commons wing and along with it came a delicatessen and enlarged lobby area. This was the first phase of the general remodeling and expansion program. The Memorial Union Building Association launched a million-dollar drive to fund, among other things, a new reception-dining room opening into Great Hall, a new art gallery, enlargement of the Beefeaters Room, refurbishing of other rooms in the commons wing and improvement and beautification of the lakeshore.

In 1975 the Union started experiencing an upswing in activity and use of the buildings. The program offered by student committees (now called "interest areas") has revived and expanded. . . . There are more students on committees (now about 300); a new "Distinguished Speaker" program began, funded by the Class of '50; an Alternative Festival (ecology) on the library and State St. malls is held in the spring; 3,000 students are now involved in community volunteer work; there are more than 5000 enrollees in Union-sponsored "mini courses." Financial operations have been in the black since 1975 and food business in the two buildings' six dining rooms is continuously increasing.

In the mid-seventies the trustees of the Memorial Union Building Association started talking about a golden anniversary celebration for 1978. That celebration is almost here. Featuring an overall anniversary year of special theater and music events and headlining an unusual five-week residency of the Alwin Nikolais Dance Theater, the fiftieth year will also include other special events in the many areas of programming. A special reunion weekend is slated for October 6 through 8 when hundreds of former committee volunteers and staff members will return from all over the world to celebrate.

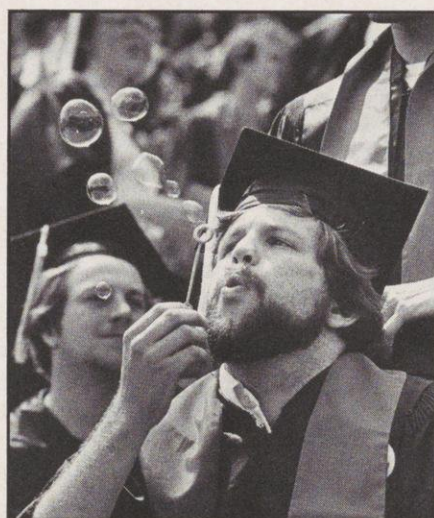
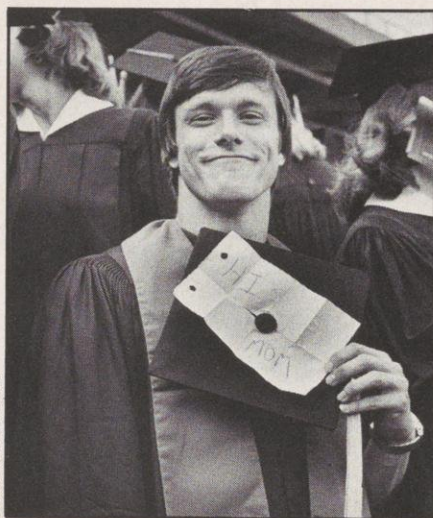




Under These Circumstances Who Needs Pomp!

Very few fans have been known to sit outside Camp Randall all night to get into a Commencement. According to reputable authorities, this is because the ceremony is about as thrill-packed as a TV Dinner. You remember. But here before you is the joyful, nutty Class of '78. To begin, more of their 4200 eligibles turned out for what is now an optional occasion than have shown for several years, so this may stamp them with such heart-warming labels as "mature" and "loyal." With this they ad libbed a lot of fun. Commencement speeches don't win Grammys, but today's were interrupted frequently with applause and foot-stamping, and when Chancellor Shain ended his talk by requesting they "rise and keep rising" they went ape. Then the nursing graduates got up and waved a chain of T-shirts that spelled "Nursing 78." The pharmacists, with the helium balloons tied to their tassels, tossed all that confetti. Then Lynne Parish, the vice-president of the class, went to the mike and suggested they all thank their roommates and friends for helping them get through school, and that they give a special hand to their parents. Had you been passing the stadium at that exact moment you might have thought you'd hit a time and logic warp and that we were winning a conference title in there. Lynne then went down to the tuba players in the band, and in a minute all those people were singing the grand finale, "When you've said W-i-i-sconsin, you've said it all!" A fine madness by a most engaging group, and it may have sent the Class of '79 out looking for a producer.

—T.M.



The Big Red Problem in the Athletic Budget

By Ed Joras
Sports Editor
The Daily Cardinal

While sitting in the bleachers of Camp Randall Stadium with 77,000 or so other paying customers on a crisp autumn afternoon, it's hard to imagine that there could be financial problems with the athletic program that the full stadium helps support.

Up in the press box, Athletic Director Elroy Hirsch smiles and talks to anyone who will listen. On days like these and at events like basketball and hockey games, Hirsch will most often talk about the team that is on the field. He talks about the players and the coaches; their strengths and their weaknesses and how they stack up against their opponents. And why not? Wisconsin's football, hockey and even basketball programs are among the healthiest in the nation. One sees the glory and spectacle of Wisconsin sports at these events; the new uniforms, the modern stadiums and the multitude of fans.

But if you ask Hirsch, he will tell you his worries about the future of the program. He will confide that there is a soft underbelly: the non-income sports and expanding women's program. When he talks about his other successful programs—the nationally ranked men's and women's track and crew programs as well as the men's tennis and fencing programs—the terms used in the conversation are likely to change. Instead of coaches and player statistics, things like scholarships, building upkeep, expanding staff and the state legislature are likely to come up.

For the program as a whole, the name of the game is dollars-and-cents, and the program needs more than blue-chip recruits to see its way out of the storm.

The fact of the matter is, appearances at the "flagship" events aside, the athletic program is quietly being shaken to the ground by outside forces beyond its control. The results of the financial crush are just now beginning to show through. Program cuts once considered unthinkable

are being made. Hirsch and the other administrators of the program are looking a couple of years up the road and seeing red; not in the stands on the backs of Badger-backers, but in the form of a big minus sign at the bottom of a balance sheet.

What are these pressures that are mounting on the athletic department and slowly driving it to the brink of financial insolvency? There are people with ties to the department who will sum up the problem in one word: women. And although there are probably just as many people in the department who will insist that that is not the case and that other factors are involved, one would not be entirely out of line in placing the blame for the department's anemic financial state on the stresses brought on by the formation and expansion of the women's program.

On October 12, 1973, the Wisconsin Athletic Board passed its version of the equal rights amendment changing the "no-discrimination" clause of the board rules and regulations: "It is the policy of the Athletic Board to make intercollegiate athletic competition . . . available to all qualified undergraduate students without regard to race, creed, religion, national origin or sex. . . ."

Previously the Division of Intercollegiate Athletics which the board governs was responsible only for men's athletics. The board has financed its programs through collected gate receipts with no aid from the state or the University.

The board was likewise expected to finance the women's program with funds from program gate receipts. But while the board has steadily increased its budget to pay for the expansion of women's athletics, gate receipts will come nowhere near covering the bill for the entire program. Hence the men's program is now being cut back to make up for expansion of the women's program.

Hirsch is fond of pointing out that no other department in the University System would be asked to double its program on a stagnant budget, and he's right. But despite the

pleas of the department, aid from the state and from other sources has not been forthcoming.

Currently the department is trying to push for up to \$750,000 in aid from the state. . . .

The board and Hirsch feel that the best chance of getting money is in proposing that the state earmark certain funds for a specific purpose. . . . For example, the board asks that the state fund the upkeep of the buildings. The reason is that the state owns them, so why shouldn't the landlord be responsible for their upkeep, especially when that landlord is taking a 4-percent sales tax off the top of the gate?

Hirsch says that one real problem with the attempt to get money from the state has been a lack of credibility, of a sort. The athletic department has been in financial trouble before, but has always managed to find a way out of the problem. Now, predominant sentiment on the hills (Capitol and Bascom) is that the athletic department will make out somehow.

Hirsch and others in the department fear that it may take complete financial collapse to sufficiently demonstrate the seriousness of the plight.

To look at the merits of state funding for the intercollegiate athletic program as simply a question of whether or not the state should subsidize the University's sports teams in the way that it might consider funding the Green Bay Packers or the Milwaukee Brewers is terribly shortsighted. Instead the program should be looked at in the same way as any other educational program at the University.

Hirsch commented that the answer to one question should be a guide to the funding program. "Are intercollegiate athletics part of the educational process?" If the answer is yes, then we've got to be supported; if the answer is no, someone on the Hill is going to have to come up with an inventive use for one large, empty football stadium.

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Student Standpoint

WISCONSIN HUNGER PROJECT

By Michael Jaliman '78

Each year fifteen million human beings die of starvation! In the last seven years alone more persons have died this way than from all of the wars, revolutions and murders of the last 150 years. As you are reading, twenty-eight persons are dying each minute as a result of starvation—most of them children. These statistics, and the pain and misery which they reflect are evidence of our failure. Starvation occurs in an atmosphere of guilt, futility, irresponsibility, blame, hopelessness, gestures and inevitability. What we do about starvation (including what we don't do) does not work. Automatically, our reaction to this fact has been to do more, to do something different, or try to do it better. When this doesn't work, we repeat the cycle—which doesn't work. What we've done about starvation doesn't end starvation.

None of us would tolerate this condition if we felt that there was something we could do that would truly make a difference. *Starvation seems so immense that in futility we choose to ignore it.*

And yet the National Academy of Science issued a report last year which stated that we have the ability to end starvation in twenty years. The report stressed that the crucial factor is the *will to achieve this goal.*

The truth is that there is *no scarcity* of food to feed the world's population. There is *no lack* of solutions through which nations can eliminate hunger. Since World War II, thirty-two nations with 1.6 billion persons have ended starvation, using a variety of economic and social approaches.

If we can solve the problem, we reduce the forces of violence on the planet.

If we can eliminate starvation we go a long way in checking the

uncontrolled growth of the world's population. Parents in impoverished countries do not have large families because they are stupid, but they have no certainty that their children will grow up to work the land and to care for them in their old age. With the end of starvation and the introduction of basic health measures (such as an uncontaminated water supply) many children do not die before age six. Parents have a basis to begin family planning. In country after country, when infant mortality has declined, birth rates have likewise dropped.

Starvation exists as a result of the economic, political, sociological and psychological forces of the world. These forces operate in a condition of irresponsibility, avoidance, controversy and confusion. When we can change that atmosphere to one in which each in our own way takes responsibility to end starvation, then we have a condition where institutions and governments can begin working to eliminate it.

Slavery is no longer acceptable in our world, so there is no slavery. When starvation is no longer acceptable, events will occur which alter and transform the forces which now

create it. We ask for your support in creating a human consensus that does not *accept* death by starvation. We ask for your support and participation in whatever way is appropriate to you, in creating the end of starvation.

Over 100,000 persons in the United States and abroad have enrolled in the Hunger Project. They are taking responsibility for making an end to starvation "an idea whose time has come." You may participate by contributing money, by fasting, by enrolling another person in the Hunger Project and by creating your own form of participation. We appeal to you as one human being to another. Individually and together we can make a difference.

Please fill out the Hunger Project entry form and mail it to us today.

Mr. Jaliman graduated in May, in economics. He is a former president of the Wisconsin Student Association, and is chairman of the Wisconsin Hunger Project. He has requested that our \$25 payment for this Student Standpoint feature be donated to the project.

Wisconsin Hunger Project
715 South Few Street
Madison 53703

The Hunger Project is mine completely. I am willing to be responsible for making the end of starvation an idea whose time has come.

As an expression of my participation,
I will do the following:

I will fast on the 14th of
Month

I will enroll another individual
or individuals in The Hunger
Project.

I pledge the following amount to
The Hunger Project:

\$5 \$15 \$.....
 \$10 \$20

I will create my own form of
participation.

.....
Signature

Please print. Male Female

Name
Last First

Address

City

State Zip

Country

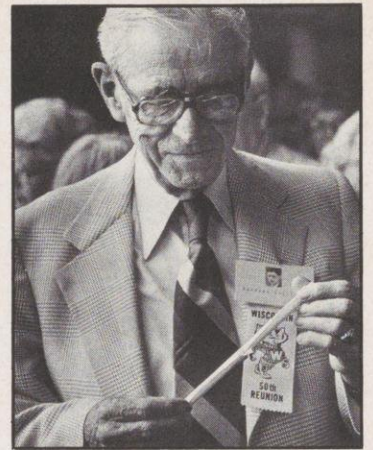
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Birthdate

Please fill out this information completely to assure accuracy in our future communications with you.

Alumni Weekend

Honoring the Class of '28 and the Class of '53.



Above left: Outgoing Board Chairman Harold Scales '49, Madison, gets a W blanket from WAA Executive Director Arlie Mucks. *Above right:* Norvin Knutson, New Berlin; Linda Pierce Moore, Chicago; Dan Jindra, Kiel; Mary Cunningham and Toby Reynolds, Madison at the reception for the Class of '53.



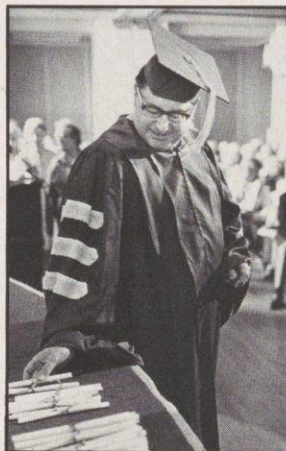
Above: The new officers, elected at the meeting of the Board of Directors: Front: Al DeSimone '41, Kenosha, assistant secretary; Betty Erickson Vaughn '48, Madison, second vice-president; Urban Doyle '51, Cincinnati, president. Rear: Eric Hagerup '58, Milwaukee, re-elected secretary; Clare Rice '43, Cedar Rapids, third vice-president; Fred Stender '49, Madison, first vice-president; Jon Pellegrin '67, Ft. Atkinson, re-elected treasurer; George Affeldt '43, Milwaukee, board chairman.





Above left: Committee members for the twenty-fifth reunion of the Class of '53 included: Tom and Artha Petrie Towell, Harold DeLain, Class President Bob Studt, and Patty Pidcoe Kessenich, all of Madison. *Above right:* Class of '28 gift-fund committee member John Best, Milwaukee; and Class President Mary-Lou Campbell Butts with UW Foundation Director Bob Rennebohm '48. *Bottom right:* As grand marshal of the Half-Century Club induction, outgoing WAA President George Affeldt lines up certificates.

Photo/Tom Rust



Above: This year's Student Award winners were honored on Saturday night at the Alumni Dinner. Front: Mark Freedman, Milwaukee; Kristin Ziegler, Madison; Cynthia Schweitzer, Antigo; and Matthew Glewen, Fond du Lac. Rear: Michael Mutschler, Madison; LuAnn Dallman, Baraboo; Marcy Schultz, Theresa; and Charles Fritz, Wisconsin Dells. Schultz and Glewen are juniors. She won the Imogene Hand Carpenter scholarship for women. He was awarded the David Wayne Langer scholarship for men. All the other winners are seniors.

By Barbara J. Wolff '78

The winter's NBC production of *Holocaust*, the nine-and-one-half-hour dramatization of the Nazi roundup and extermination of European Jews, led not unexpectedly to a certain amount of speculation on whether it could happen here. In most instances this speculation was a token, a pause in the day's occupations, with quick dismissal: *of course* it couldn't happen in American society, especially since we have seen it elsewhere during our lifetime.

But campus and Center System sociologist Edward Rothstein, a specialist in race and ethnic relations, thinks that perhaps it could. He believes that the right circumstances could allow extremist groups to exercise influence and even control, possibly, in the larger society. And the right circumstances

aren't that hard to come by. A severe depression with its concomitant problems such as national unemployment might trigger something, or a long war in which we suffer major setbacks.

"Then people seek a scapegoat," Prof. Rothstein says. "Historically they look for simple answers by pinning all the blame on a person or group. The Jews have always been an excellent target for such attacks. They're regarded as different even if they're well assimilated, as they were in Germany during the 1920s and '30s. They have a different religion and often keep some of their own customs. Added to this is the relative powerlessness of the Jews in most countries and the traditional religious antagonism because Jews don't accept the dominant religion.

"Any who fit the pattern of 'different' are in greatest danger when people begin to see a certain segment of the population as ineligible—for whatever reason—for the same rights and protection afforded the rest of society."

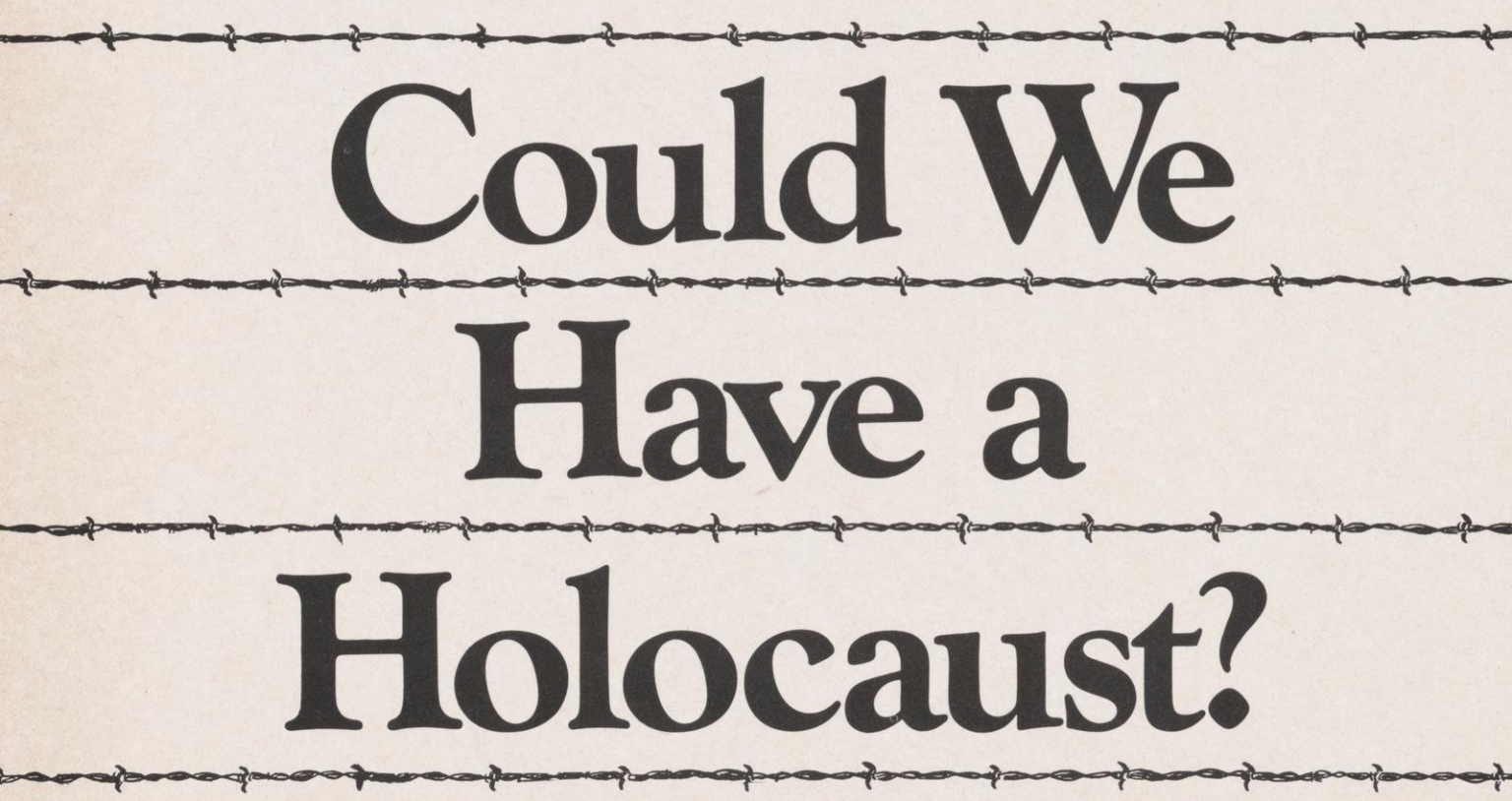
Prof. Rothstein is working on a study of shared characteristics of extremist groups. He finds they are most ominous when "they believe that their doctrine is right; that nothing should stand in

the way of its rightness." He is finding, too, that motives for joining doctrinaire bodies are much the same whether they are of the right, the left, or centralist.

"Those who join are usually losers and very insecure. Once accepted, the organization becomes their total identification. They submerge themselves in its ideology," he finds.

"Their leaders, on the other hand, are in it largely for power. They're undemocratic in their methods, of course. They put themselves in charge, then use terrorist tactics against any who oppose them. This terrorism becomes increasingly useful to the whole organization as it gains power in the larger society. The group hounds any who dare to preach against it. Even those who take no stand are threatened, because extremists believe that those who aren't entirely *for* them are entirely against them. So a lot of people who wouldn't ordinarily go along with extremist ideology find that their silence has drawn them in.

"This is further complicated by case hardening. When a message is repeated over and over it begins to lose some of its impact, no matter how



Could We Have a Holocaust?

Don't be too sure "it can't happen here."

gross it is. So it becomes partially ignored or partially accepted by the 'good people.' Their lack of positive action against it adds support to the extremist cause."

Mr. Rothstein is convinced it is difficult to do anything to combat hate groups here in the United States. "On the one hand," he says, "we're forbidden to employ unjustified prior restraint. On the other, it's a fact that there is no such thing as absolute freedom of speech," as Oliver Wendell Holmes pointed out in his observation that one does not have the right to falsely yell "fire!" in a crowded theater. "There must always be some limits on all of us. That's why the courts have been in such a quandary down there in Skokie. There are about 5,000 people living there who survived the holocaust. It would be clearly inflammatory for the Nazis to come in. Yet one almost can't restrain them without putting the whole system of free speech in danger. The courts now interpret 'prior restraint' as justified only if there is a clear and present danger—not merely a probable one—to society."

As the Ku Klux Klan did in the post-bellum South, a powerful extremist group in the United States would "establish a policy of preferential treatment for themselves," Prof. Rothstein believes. "They *could* attack blacks or Latinos, depending on the part of the country, but in that case they'd have only racial bigotry to center on."

On the other hand, Jews or other religious/political minorities, "are always a better target because they can be made into anything the oppressor wants; if he is a communist, the Jews can be capitalists; if he is a capitalist, the Jews turn into communists. (Hitler tried to call the Aryans a pure race and the Jews the exact opposite. But he chose two of the most biologically-mixed peoples of Europe.)

"I'd estimate that in this country there are over a million people who

receive some form of hate literature regularly. And I'd say there are millions more who psychologically support, or would be comfortable supporting, one of those messages. It's a good thing so many of these hate organizations are split, or their power would be terribly frightening.

"We should keep in mind," Prof. Rothstein said, "that when the Nazis rose to power in Germany, its Jews were perhaps the best assimilated in the world and Germany was one of the most educated countries in Europe. If the holocaust could happen under those circumstances, we can't be sure that it could never happen again somewhere else."

Ms. Wolff is a grad student in the School of Journalism.



University News

Bakke Decision Not Significant Here

The Supreme Court's decision on the Bakke "reverse discrimination" case will probably have no effect on the University, says a story in the Capital Times after reporter David Pritchard spoke with several officials.

Donald Fuller, the associate dean of our School of Medicine, told Pritchard that, "We do not have a quota system, and our approach to encouraging medical training for minority students has been to solicit applications but not to set quotas."

Bakke had higher grades and medical board test scores than some of the minority students who were accepted by the University of California. Patricia DeMarse, UW medical school admissions official, said that grades and test scores "are a very small part of the actual decision making" on admissions here. She said that strong consideration is given "to things like an applicant's motivation for medicine, his or her emotional stability, and recommendations. Race is also considered, she told the Times, although the medical school "has nothing resembling a formal racial quota. Admissions criteria are the same for all students.

"The University as a whole is committed to increasing the numbers of minority and disadvantaged people who attend here," she said.

This was echoed by UW System President Edwin Young when Pritchard talked with him. Although he had not yet read the decision the day it made national headlines, Young said that the news indicated "the court appears to have held that it is improper to reserve places exclusively for minorities in a quota system—something we don't do at Wisconsin. We try to bring people into the educational system, not keep them out."

Robert Murphy, director of the system's five-year program for educationally and culturally deprived students, said that whites are included in that program, so there may be other ramifications to the court's decision.

The University helps minority and

disadvantaged students prepare for medical school by offering a summer program of academic studies. According to LeRoy Brown, assistant dean of the medical school and director of its special opportunity program, seven students who will enter medical school in the fall and nine undergraduate pre-med students are in the program this summer. Twelve of them are black, the other four hispanic. No disadvantaged whites have ever accepted the invitation to join the program, Brown told the Cap Times.

He said there were thirty-nine minority students in medical school last fall. Less than a decade ago there were only two.

Board of Regents Adopts 9.2% Tuition Hike

By a fourteen-to-one vote, the Board of Regents has approved a massive tuition hike to begin this fall. "We really have no alternative because we have to generate the revenue to meet the budgets," said System President Edwin Young.

Regent William Gerrard, the only board member to vote against the hike, called for the state to fund the required \$8.8 million out of its half-billion-dollar tax surplus, although Acting Governor Martin Schreiber has previously refused to support such a measure.

Resident undergraduate tuition will be increased from the current \$734 annual figure to \$813; resident graduate tuition will be raised from \$1,038 to \$1,146. Nonresident undergraduates will pay \$2,947 instead of the present \$2,648; and nonresident graduates will pay \$3,568, up from the current \$3,272.

Milton Neshek, a board member who voted for the increase, said. "The children of the middle-income families are the ones who are hardest hit by this policy." Students from low-income families are eligible for tuition aid, unavailable to students from middle-class homes. The state law which requires that students furnish 25 percent

of educational costs cannot be changed without legislative action.

President Young said there were no frills in the budget which could be trimmed to reduce costs. "Every time the number of students drops, the smaller number of students has to share a large, fixed cost. We're tied to a very disastrous situation."

Several regents have suggested the closing of some of the less "cost-effective" campuses in the state, in order to preserve the quality of instruction within the new budget guidelines throughout the rest of the system.

In addition, several programs are under consideration for elimination, in an effort to economize. Even with the latest tuition hike, many members of the board feel that additional increases will be required in the near future.

In addition to the tuition hikes, dorm rooms will cost from \$35 to \$66 more per year, and meal plans will average a 5.6 percent increase. The regents also approved a 16-percent increase in University Hospitals room rates, effective July 1.

EDITORIAL COMMENT

UW-System spokesmen and several of the regents joined student organizations in protesting the tuition raise. David Pritchard, in his Capital Times column "Sifting and Winnowing," commented on the opposition and made this interesting point.

... Despite all the whining and moaning, a University of Wisconsin education will be a better deal next fall, after the tuition increase goes into effect, than it was ten years earlier, in the fall of 1969. The facts, available to anyone ambitious enough to make a few phone calls, are these:

In the past decade, annual undergraduate resident tuition on the Madison campus has risen from \$450 in the 1969-70 academic year to \$812 for the 1978-79 academic year, according to the registrar's office—an increase of 80 percent.

During the same ten-year period, median annual family income in Wisconsin will rise from \$10,068 in 1969 to a projected \$18,541 in 1978, ac-

cording to the federal Census Bureau and the state Department of Industry, Labor and Human Relations. . . . That's an increase in income of about 84 percent.

(This) is not meant as support for the new tuition levels. It is merely intended to show that the UW party line—crying that the tuition hikes make it increasingly difficult for the children of the middle class to attend college—is incorrect. And hopes for extracting some revisions in UW tuition policy from the legislature can only be damaged by the kind of misleading protests officials made earlier this month.

Actually, from a public-policy standpoint, a good case could be made for having no tuition at all for Wisconsin residents, especially freshmen and sophomores. But such radical reform is unlikely to gain much favor in the legislature, which requires that undergraduate resident tuition levels be set at 25 percent of the actual cost of instruction.

Most members of the board of regents (have) indicated that they would favor lowering the required tuition to 20 percent of actual cost, and a formal proposal to that effect may be made to the legislature later this year. The success of any such pitch, however, would depend largely upon the credibility of the salesmen, who would be top UW officials.

Right now, that credibility is tainted because of their uninformed insistence that the new tuition levels are an increasing burden to the middle class.

Admissions Committee Chides Administration For Gloomy Future

"Given current enrollment-formula funding, the amount of state aid to the university will decrease annually. However, most of the state money is used to pay teaching staff; the long-range result is fewer faculty, lost programs, and finally a university no longer capable of meeting the diverse needs of our

students." This is the bleak prediction included in a memo drafted by the UW Committee on Admission Policy.

Citing forecasts that freshmen enrollments will drop by 33 percent in the next fifteen years, the memo harshly attacks current administration attitudes.

"Our grave concern about the future is based upon an analysis of what we consider inadequate current practices in serving the needs of prospective students," it says. "That we do too little now reflects lack of concern in our administration, and continued lack of interest will lead to critical problems in the near future."

English Professor William Lenehan is chairman of the Admissions Committee, which is composed of ten faculty and four students. He said they believe that current academic programs are good enough to attract more students if prospects could be told about them. "With rising tuition," Lenehan said, "we have to sell ourselves a little more strongly than we have been."

The memo says that attracting new students will not be enough; the University has to do a better job of keeping those it already has. Other universities, confronted with the same problem, have lowered admission standards to ensure an adequate enrollment level. This course of action is not recommended by the committee. "We would strongly advocate enlightened planning now rather than precipitate action at the time of a crisis," the memo reads. "We feel a program that capitalizes upon the excellence of our faculty and the quality of our programs must be central to any efforts to stabilize enrollments."

The committee offered a list of twenty-six suggestions for avoiding the predicted enrollment crisis. Among the suggestions:

A toll-free line could be established to furnish information to students, counselors and parents.

The regents could reconsider the policy which restricts out-of-state enrollments to 25 percent of the student body.

A positive effort could be made by the Office of Information Services to

provide greater media coverage of University programs and facilities to prospective students throughout the nation.

Greater faculty-student contact could be encouraged by departments.

Millers Win Award For Cancer Research

James and Elizabeth Miller Ph.D., a husband and wife cancer research team at McArdle Laboratory, have been named the recipients of the first annual Bristol-Meyers "Distinguished Achievement" awards. The \$25,000 prize was awarded for their research in the role of enzymes in the production of cancer cells in the body.

Henry Pitot MD, McArdle director, compared the Millers' research to the development of smallpox vaccine nearly two centuries ago. "I put it in the same category. It may prove to be among the most important of this century in our understanding, prevention and control of human cancer."

The Millers have been at McArdle for more than thirty years. They have published more than 200 scientific papers and have received several other awards during that period.

James Miller said, "We have been very fortunate to have worked with bright young graduate students and postdoctoral fellows." Both researchers earned their doctorates at the UW.

WHA Radio Wins Peabody

WHA radio has been given a Peabody award for its feature program "Earplay". The 1977 winners were chosen from nearly 700 entries by the George Foster Peabody Board, a group which has annually honored outstanding achievement in broadcasting since 1941. This year's group of nominees was the largest in the history of the award.

University News

Sentence Of Bomber Of Sterling Hall Is Reduced

Karleton Armstrong, age thirty-one, convicted conspirator in the 1970 anti-war bombing of the Army Math center in Sterling Hall, has had his sentence reduced from twenty-three to fourteen years by Dane County Circuit Judge P. Charles Jones '58.

Jones based his June 15 decision on the "disparity in sentences" for Armstrong's co-conspirators, each of whom is serving a seven-year sentence for the bombing which killed a physics researcher. One of the two, Armstrong's brother Dwight, sentenced in 1977, is imprisoned at Oxford (Wis.). The other, David Fine, sentenced in 1976, is serving his term in a federal prison in Kentucky. A fourth suspect, Leo Burt, is still at large. Armstrong was sentenced in November, 1973.

In adjusting Armstrong's sentence, Jones said that different degrees of culpability are "not sufficient, in my opinion, to justify more than a three-fold difference in penalties.

"(Armstrong's) sentence was retributive. It exceeded a sentence necessary to deter this defendant or generally deter others from similar conduct."

Armstrong held a press conference at Waupun the day after the announcement. When asked if he was sorry for what he did, he said, "I'm sorry that Robert Fassnacht died in the bombing. I'm sorry that I didn't plan the bombing responsibly. But . . . if the bombing could have been carried out in a manner in which there could have been just physical destruction of Army Math, I have to say, no, I'm not sorry."

He added that he was sorry that the bombing effectively destroyed the anti-war movement in Madison and across the nation, then added that "there is concrete evidence" that the federal government had foreknowledge of the bombing, but did not care to prevent it if the act could be used to destroy what was considered one of the strongest anti-war movements in the country.

Armstrong said he would never again resort to violence for political purpose, but said that "I am paying my dues" while the people who engineered the Vietnam War are not. "Those who killed millions of people in Indochina are still free and don't have to answer to anyone.

"I really don't think it's fair," he said, that Lt. William Calley "was sentenced to a few years in his apartment, while I've spent six-and-a-half years in maximum security for an unintentional death." He said that this was partially due to the fact that "there is a lot of hypocrisy in Wisconsin."

Armstrong was expected to seek parole this month. His mandatory release, if parole is not granted, would be October, 1979.

Music School May Go Out On Its Own

The faculty of the School of Music has voted to explore the question of pulling out of the College of Letters and Science, to become an autonomous school with its own dean. At a preliminary discussion last May, faculty members weighed what one called the "serendipitous spinoffs" of being a part of L&S against what appeared to be a promise of better growth as an independent school. Later, a written vote was taken of all members of the faculty, with "an almost unanimous" decision to continue the study, according to Dale Gilbert, director of the school. A committee has been set up, and Gilbert says he will look for a report late in the fall semester.

For the May meeting a nine-point paper was drawn up, arguing in favor of an independent structure. Some of its points were: With the quality of the faculty the school should be among the outstanding schools in the country, but is not in the top ten; the school's operational problems—an

inventory of equipment of \$1.5 million, a schedule of 350 concerts annually, a unique individual instruction program, etc.—are "special" and should not be considered in the realm of the College of L&S; the director can be nothing more than a "messenger boy" between the music faculty and the L&S dean, who has forty-seven other departments to oversee; and under the present setup there is no money for research in the scholarly areas.

Police Report Fewer Thefts, More Break-Ins

Campus Protection and Security Department figures show an increase in reported break-ins from sixty in 1976, to ninety-three last year, but a slight decrease in thefts from 1,294 to 1,275. More than \$175,000 in cash and merchandise was stolen during 1977, with a reported loss of \$26,867 in bicycles alone.

Chief Ralph Hanson reports there were no homicides in either 1976 or 1977 and there was one armed robbery in each year. The number of aggravated assault cases went from one in 1976 to four in 1977. There were three reported forcible rape cases in 1977, none in the previous year. All three are listed as solved.

Traffic enforcement on campus was a particular target of the department, with a 170-percent increase in citations issued and a 12.6-percent reduction in accidents. Speeding topped the 1977 citation list with 433 tickets issued, up eighty-eight from 1976. Drunk-driving arrests went from twenty-six in 1976, to fifty-two last year. The increased use of radar and breath-testing has greatly aided in the department's road-safety campaign.

P&S employs eighty-one full-time workers responsible for enforcing the law on the more than 5000 acres of campus in Dane and Columbia Counties. There are about 39,000 students and 17,000 employees in this territory, as well as numerous visitors. The report notes that the campus "could be regarded as a small city in terms of area and population."

Thirty-One Reach Emeritus Status

Thirty-one faculty and staff members with total service of 903 years received emeritus status effective July 1, according to a report prepared for the UW System regents. The group includes: James W. Apple, entomology; Stanford R. Benner, hospital purchasing; E. Maxine Bennett, surgery (otolaryngology); Orrin I. Berge, agricultural engineering; Frank D. Bernard, surgery (dental and plastic); Hjalmar D. Bruhn, agricultural engineering; Milton Bruhn, physical education and dance;

Louis W. Busse, pharmacy; Frederic G. Cassidy, English; Beatrice E. David, food science; Archie H. Easton, mechanical engineering; Ellsworth H. Fisher, entomology; Bernard P. Haasl, meat and animal science;

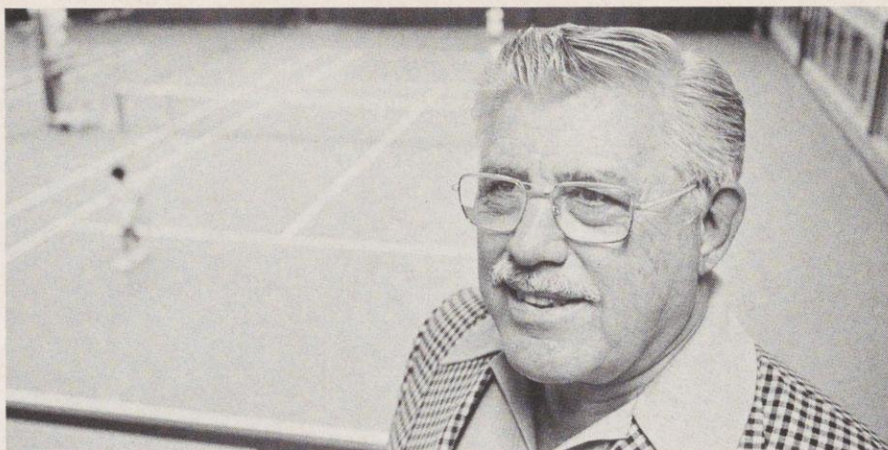
Frederick W. Haberman, communication arts; Arthur D. Hasler, zoology; John C. Hickman, physical education and dance; Albert C. Hildebrandt, plant pathology; Adlowe L. Larson, agricultural economics; Helen H. Lyman, Library School; Gerhard B. Naeseth, general library;

Marlys R. Richert, School of Family Resources and Consumer Sciences; J. Barkley Rosser, Mathematics Research Center and mathematics and computer science; Jesse M. Scholl, agronomy; Mack H. Singleton, Spanish and Portuguese; Robert C. Stauffer, history of science;

Theodore D. Tiemann, metallurgical and mineral engineering; George W. Washa, engineering mechanics; Edmund I. Zawacki, Slavic languages; J. Howard Westing, School of Business; and Santos Zingale, art.

Nobel Laureate Lauds Research Support From WARF, Legislature

Nobel laureate Joshua Lederberg, former faculty member, praised the Wisconsin Alumni Research Foundation (WARF) and the Wisconsin legislature last month for their efforts in



Photo/Norm Lenburg

Milt's Not Retiring, He's 'Resigning'

Milt Bruhn completed his duties as professor of education in June. He has been away from the pressures of coaching big-time college football for more than a decade. But the soft-spoken Bruhn's voice still rises with excitement as he recalls the thrilling 1963 Rose Bowl game. That was the memorable comeback from a 42-14 deficit by his Badger eleven. The effort fell short in the closing seconds, 42-37, despite heroics by Ron Vander Kelen, Pat Richter and teammates. "I was disappointed with the loss until I learned the next day that our fans thought it was quite a football game," Milt reminisces. National experts agreed; the contest has been ranked with all-time comebacks in sports annals.

Bruhn was Wisconsin's most successful football coach of modern times, winning two Big Ten championships. Stepping out of the limelight, he became director of club sports, involving teams not ready for intercollegiate competition. The change in responsibilities was abrupt. For the past five years, Milt has been director of the Nielsen Tennis Stadium, the \$2.25-million complex on the west side of the campus.

His years at Nielsen and his teaching have been highlights of his post-coaching career. Quite naturally, he teaches "Advanced Football" and "Fundamentals of Football" where students are issued uniforms and end the semester with an actual game in Camp Randall. For Bruhn, it's been a chance to "get back into it a bit." He says he never would have been a football coach if he had his way. "I think I would have enjoyed coaching baseball a lot more. I could've gotten in there

to pitch batting practice and had licks at the plate hitting." But years of line play in football tightened his shoulders and hindered his hitting abilities. He then turned full attention to the gridiron and coached at five other colleges, including Minnesota, before coming to Wisconsin.

"I always enjoyed coaching," he says, "because you work with young people and see them develop. It was exciting all the time." Part of that excitement came from his feeling that players get better every year.

The mild-mannered Bruhn was a close friend of the late Vince Lombardi. Their personalities were poles apart. "I wasn't a guy to rock the boat," Bruhn says. "In general, I am a very easygoing person." He recalls having unwittingly altered his character to maintain aloofness from his athletes, a characteristic he deemed necessary to get their best performance.

He has praise for new Head Coach Dave McClain. "He has everything I believe is needed to be a winning coach. He has to do some recruiting. I feel he's the type of person who will want to go out and do his own. This is good because this way he'll get the type of people he wants. But he will need some time to make the Badgers title contenders."

As for his own future, Milt says he's not retiring; rather, he's "resigning." "Retiring sounds to me like going home and sitting in a rocking chair. I'm going to be far from that." He'll keep busy with gardening, woodworking, travel and "all the things I haven't had time to do."

—Steve Kraske



Photo/Tom Rust

John Shaw Closes the Books

From the 1940s to the 1970s our student body grew sixfold, and the city grew with it. The town and gown struggled to cope with each other, sometimes creatively and sometimes violently.

John Shaw '39 was right in the middle. For thirty years, he managed the University Book Store, that private-public hybrid at State and Lake streets, until he retired May 1.

Shaw was hired in 1945 as the "booker" at the old University Co-op on the northwest corner, where the new part of Memorial Library now stands. His job was to keep up an inventory of about 3,000 book titles, the smallest department in the place, elbowed by C. W. Anderes's men's clothes, W. J. Rendall's women's clothes, and Chubby Goodlad's sports equipment. Three years later he was made store manager and told, "Take this thing and make a book store out of it."

"This thing" now rises for three concrete stories across the mall from its old site. It offers about 50,000 titles and a large floor full of school supplies. It is a private business, but it is run by a board of students, faculty and alumni, and most of the profits are plowed back into the store. It is also a source of pride to Shaw. "We carry more titles than does almost any other college store in the nation. That's because our customers demand a very broad selection."

Shaw's familiarity with the campus goes back to high school and his undergraduate speech studies in the 1930s. Those years he worked at Brown's Book Shop, his future competitor. He went to A. O. Smith in Milwaukee during World War II, then returned to Madison, as enrollment

rose from 6,615 to 18,598 in two years. Its continuing growth and the "paperback revolution" in the 1960s created a book-sales boom which is still going strong.

A typical L&S student may buy thirty to fifty books a year. "They buy whatever they please," Shaw said. "If a book is terribly expensive, or if other students tell them its inadequate, they don't buy it. They're way ahead of the publishing industry, and to some degree, ahead of their teachers."

One result of the reading boom was the new book store building, whose almost windowless architecture reflects the street fighting era in which it was designed. The old building lost thousands of dollars worth of glass during the late '60s demonstrations.

While the new building was under way, so was planning for the mall in front of it. Shaw was active in that controversial project, too. He is not completely satisfied with how the finished product looks, but it solves the main problem he saw: providing space for people to walk.

He is one of those fortunates who enjoy employment and relish retirement. He laughs about faculty friends who are mystified when they hear he is retiring at sixty-two. But he and his wife, Barbara (Dudley '39), who have two daughters and two grandchildren, want to travel. Though they will keep their home in Madison, they also want to relax in their Door County cabin. And John will be back in the store occasionally as a consultant. He also says he will be around for the "fun"—the semi-annual book rushes, when about a quarter-million books are sold in five days during Registration Week.

—Evan Davis

forming science policy and foreseeing its implications.

"WARF is one of the great success stories of our time," said the geneticist at a campus banquet following a symposium on the genetics of industrial microorganisms. The foundation contributes more than \$4 million a year to support campus research projects.

Lederberg said that there are major gaps in the balance between kinds of support for science and technology. "While we're funding research in applications of technology, we must also strongly support the basic research on which technology rests. WARF is an excellent example of the feedback of the fruits of the basic and technological efforts," said Lederberg. WARF receives some of its income from licensing the commercial marketing of research inventions.

The Nobel prize winner went on to praise efforts of the Wisconsin legislature. The lawmakers have an enduring interest in the University, he said, and deserve substantial credit for success of the scientific effort on the campus.

After receiving his Ph.D. at Yale in 1947, Lederberg came to Wisconsin where he won the Nobel Prize in 1958 for work with bacteria commonly used in research, E. Coli K-12. In 1959 he moved to Stanford Medical School, and recently has been appointed president of Rockefeller Institute.

Club Programs

Janesville: Sept. 23—Badger football trip to Northwestern game, Evanston. Leaves 10 a.m. Ticket and bus transportation, \$13. Res. Jim Masterson, Box 1106, Janesville 53545.

Rochester, N.Y.: Aug. 19—Picnic, 2 p.m., Powdermills Park (Perinton), \$3.25. Res. James Shafer, 65 Selborne Chase, Fairport 14450; (238-6506).

Twin Cities: Aug. 6—Picnic, 2 p.m., Braemer Park (Edina), \$4 adults, kids under 12 free. Res. Ted Hermann, 1895 E. County Rd. E, White Bear Lake 55110.

SATURDAY, NOVEMBER 11

All Day

View Homecoming displays on Langdon Street & Breese Terrace (until Sunday noon).

10:30-12:30—Union South

Badger WarmUp for all Wisconsin alumni; cash bar, complimentary coffee & cranberry punch.

Beer & Brat Cookout, Union South terrace. Snack-bar food service.

Animal Science Alumni: Breakfast, 8:30, Stock Pavilion

Cheerleader Alumni: Pre-game party, 11:30, Union South, ticket block; on field at half-time.

Food Science Alumni: Open house with miniblunch, 9-11, Babcock Hall

Medical Alumni: Brunch, 10:00, Union South; ticket block

Women's Phy Ed: Breakfast & program, 8:15, Wisconsin Center

12:00 noon—Union South Plaza

Pre-game concert, Wisconsin Marching Band directed by Mike Leckrone.

1:00 p.m.—Camp Randall

Kickoff, 1978 Homecoming football game; Wisconsin vs. Purdue. Presentation of the Homecoming court at halftime.

3:30-5:30—Union South

Post-game reunions for Classes of 1958, 1963, and 1968. (See reservation form.)

All alumni are invited to the post-game celebration in the Union South Carousel Room. Music by Doc DeHaven. Cash bar.

8:30 p.m.—Midnight—Great Hall, Memorial Union

Vilas Hall Homecoming Ball. General admission.

IF YOU WANT TO BE A BADGER, JUST COME ALONG!

Homecoming 1978

Attend a great Wisconsin Homecoming! All alumni are welcome and many special events have been planned. Members of the Classes of 1958, 1963 and 1968 will hold their reunion receptions after the football game. Union South will serve as our headquarters. This lovely facility, which opened in 1971, is located on the corner of West Johnson and Randall, only one block from the stadium. Arrive early for the pre-game festivities. Parking is available in nearby UW lots for a nominal fee.

Join us for a HAPPY HOMECOMING 1978. *Make hotel reservations early! (Lodging information will be sent to you with confirmation of your reservation for your Homecoming class reunion.)*

Reservation Form

1978 Homecoming Class Reunions

Clip & Return to:
Wisconsin Alumni Association, 650 N. Lake St.
Madison 53706—Tel. (608) 262-2551

| Event | No. | Amount |
|-----------------------|-----------|-----------------|
| Class of 1958 Reunion | _____ | \$ _____ |
| Class of 1963 Reunion | _____ | \$ _____ |
| Class of 1968 Reunion | _____ | \$ _____ |
| Total Enclosed | \$ | \$ _____ |

ADMISSION CHARGE: \$2.50 per person, includes cash bar, hors d'oeuvres and door prizes. Spouses and friends welcome. Special guests—Bucky Badger and the Wisconsin Cheerleaders. Come join the fun. Class officers and committee will be on hand to greet you.

Reservation deadline: November 3. Make check payable to Wisconsin Alumni Association. *Note: Football tickets must be ordered separately.*
Use this form. _____ →

Reservation Form

1978 Homecoming Football Game

Clip & return to:
UW Athletic Department, 1440 Monroe Street,
Madison 53706

November 11, HOMECOMING game—Wisconsin vs. Purdue, 1:00 p.m. kickoff. Tickets \$8.00 each plus \$1.00 handling. *Make check payable to UW Athletic Dept. (Limit: 2 per reservation.)*

| | |
|---------------------|----------|
| Tickets \$8.00 each | \$ _____ |
| Handling | \$ 1.00 |
| Total Enclosed | \$ _____ |

NAME _____ UW CLASS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Reservation Deadline: October 1

Letters

High Sign

In George Affeldt's good editorial in the May issue, he mentions that "a stranger is much less a stranger when we discover that he or she is a fellow alumnus." That truth encourages me to make a suggestion that might brand me as a wild-eyed fanatic. I'm not. I'm just a displaced Badger, anxious to share some sign of recognition with others who've strayed far from Bascom Hill.

We've all seen the fan who raises the index finger to signify that, "We're #1." We've seen the Texan with the little finger and thumb extended to tell the world he supports the Longhorns. So, you're driving along a freeway and you see a car with a Wisconsin license or a UW decal. How about a way to



say, "I'm a Badger, too!"? I'd suggest that we raise the right hand with the

Moving?

For uninterrupted delivery of Wisconsin Alumnus, please advise us of your new address as far in advance as possible.

Name _____

Class Yr. _____

Old address _____

New _____

City _____

State _____ Zip _____

thumb and little finger folded in, the middle three fingers extended and spread, to form a W, a crude one, but a W.

Does anyone think this might have merit?

JAMES E. BIE '50
La Jolla, Calif.

King Of The Mountain?

In the article on wrestler Lee Kemp in the May issue (*Good Luck, Sweet Prince*), the author, Howard Norsetter '80, asserts that Kemp was one of the greatest and most successful athletes ever to compete for the UW.

He did not do much research, or he would have discovered that there are many athletes with more distinguished records. I will cite only one example: Rollie Williams '23, of Edgerton. In his time freshmen were not allowed to compete on varsity teams. He won nine letters in the three major sports—football, basketball and baseball. He was a superstar in all three, and I believe that this record has never been equaled. Rollie broke Eber Simpson's record of seven letters in major sports.

DONALD V. ZOERB '24
Nokomis, Florida

Helen Dawe

Although I didn't major in Home Ec, I was influenced in my career by a tremendous teacher. No mention was made of her in your article in the May issue (*The Bride's Course Turns 75*), although she was a pioneer in early-childhood education.

Prof. Helen C. Dawe was a believer in the total person. She demanded of her "future teachers" sensitivity, creativity and insightfulness. She recognized the importance of the early years and, although surrounded by behaviorism in the psychology and education departments of her time, taught us to see the human being as *more*, and gave us glimpses into the vast richness and potential of the human soul. We learned from her to think while observ-

ing, to listen while explaining, to absorb emotions, thoughts and sensations while teaching and, in general, to understand how it is to *be*, no matter what stage of life one is in.

I was saddened to learn of her early death in 1970, just at a time when my daughter was to become a student at Wisconsin.

I have tried in my teaching career to be open, tolerant, and stimulating, modeled after her. She was a quiet person, with humor and style, but most of all she was one of the best teachers I had at the University.

Please remember her.

ANN LICHTEN MIMS '47
Glen Mills, Pa.

Badger Huddles

'78 Find a friendly face in an alien land.

September 23:

NORTHWESTERN

B.Y.O. Tailgate Party, northwest corner of Harry Welles Field, just north of Dyche Stadium, corner of Ashland and Isabella.
11 a.m.

October 14: ILLINOIS

Travelodge

I-74 & US 45

Urbana

Cash bar

10:30 a.m.

October 28: MICHIGAN STATE

Holiday Inn

6501 S. Pennsylvania Ave.

Lansing

Cash bar

10:30 a.m.

November 18: IOWA

Holiday Inn

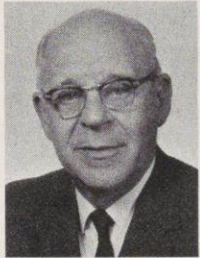
I-80 & US 218

Iowa City

Cash bar

10:30 a.m.

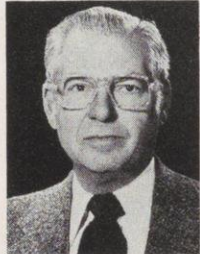
Member News



Dedrick '24



Bunting '34



Moog '35



Cleary '43



Nelson '45



Pinkerton '69

eightieth birthday in May, the American Journal of Anatomy dedicated an entire issue to a "festschrift" for him. He retired from the Med School in 1968—where he taught anatomy for forty-four years—but he still works full time at his lab in Noland Hall.

When the Inter-American Statistical Institute held its seventh general assembly in Santo Domingo last fall, the members chose as their honorary president **Calvert L. Dedrick MS '22, Ph.D. '24**. Among the many contributions cited were his successful efforts to establish periodic censuses as an element in national statistical programs. He retired in 1970 as special assistant to the director, Bureau of Census, U.S. Dept. of Commerce, and he and his wife **Ruth (Larson '26)** have kept their residence in Washington, D.C.

At a March dinner at the Waldorf, Catalyst, "the national nonprofit organization that helps women choose, launch, and advance their careers," gave its 1978 education award to **Mary I. Bunting MA '32, Ph.D. '34** for her outstanding achievements. She is president emerita of Radcliffe College, and now lives in New Boston, New Hampshire.

Hubert C. Moog '35, chairman of the board of Moog Automotive, Inc., St. Louis, has been elected a trustee of Washington University there.

Paul A. Christenson '38, Northbrook, Ill., is now president and chief operating officer of Square D Company, Park Ridge.

At its annual meeting in May, the State Medical Society of Wisconsin elected as its new president, **Jules D. Levin '36, MD '38**, of River Hills.

Prof. Fan Turnbull Taylor '38, who directed the Union Theater from 1946 to 1966, has been named winner of this year's Porter Butts Creative Arts award by the Wisconsin Union Council. She was instrumental in establishing a degree program in arts administration through the School of Business. Since 1975 Prof. Taylor has coordinated our Consortium for the Arts.

43-'51

Edith Betts '43, professor and head of women's physical education at the University of Idaho, earned the Honor Award of the northwest district of the American Alliance for Health, Physical Education and Recreation this year. In 1976 she was the first person to be named an honorary fellow of the National Association for Girls and Women in Sports.

Catalyst (see **Bunting** announcement, above) presented its business award to **Catherine B. Cleary LL.B. '43**, of Milwaukee. She retired the end of June as chairman and chief executive officer of the First Wisconsin Trust Company, but will remain on many boards of directors including Kraft, AT&T and General Motors, and will accept a part-time teaching position in the School of Business of the UW-Milwaukee.

Northwestern Mutual announced that the leading sales agency of its 114 is headed by **O. Alfred Granum '43**, Chicago.

Helen Cruse Lemberger '44, Gainesville, Florida, was reelected president of the women's auxiliary of the Florida Pharmaceutical Association. Her husband **Max '44, '71** is assistant dean of the College of Pharmacy at the University of Florida.

Roland R. Liebenow '44, MD '48, Lake Mills, moves up to associate medical director for Northwestern Mutual in its Milwaukee headquarters.

Robert J. Manteufel '44, Greece, N.Y., with Kodak since graduation, has been promoted to an assistant managership in facilities organization.

UW Pharmacy Prof. **Robert W. Hammel '48, '56, '59** won the \$1000 biennial award of the American Pharmaceutical Association for research achievement.

At commencement ceremonies in May, the UW-Green Bay Founders Association gave a Chancellor's Award to **James E. Madigan '48**. Madigan is president of a chemical-process-system manufacturing firm.

Michael R. Tillisch Jr. '48, LLB '50, is vice-president of a new department, Claims Administration, with Employers Insurance of Wausau.

Margaret L. Pluckhan '50, R.N., Denver, is author of a new book, *Human Communication: The Matrix of Nursing*, published by McGraw-Hill. She is a consultant with the Colorado State Department of Health.

'15-'39

Emer. Prof. **J. Charles Walker '14, '15, '18**, now living in Sun City, was awarded a \$50,000 prize from Israel's Wolf Foundation, which called him "perhaps the world's greatest and best example of a scientist combining applied research oriented to food production."

Helen Calhoun Woolson '14 was honored this spring by the city of Winnetka as its Woman of the Year. She was cited for her contributions to the city's culture, primarily in the field of dance. She taught dance classes for many years throughout the North Shore, and even today gives occasional private lessons.

The Flint, Michigan Chamber of Commerce gave its Citizen of the Year award to builder **Robert P. Gerholz '22** for accomplishments reported several times here.

When Emeritus Prof. **Harland W. Mossman MS '22, Ph.D. '24** celebrated his

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 OR YELLOW 100% COTTEN SHIRTS \$ 6.50

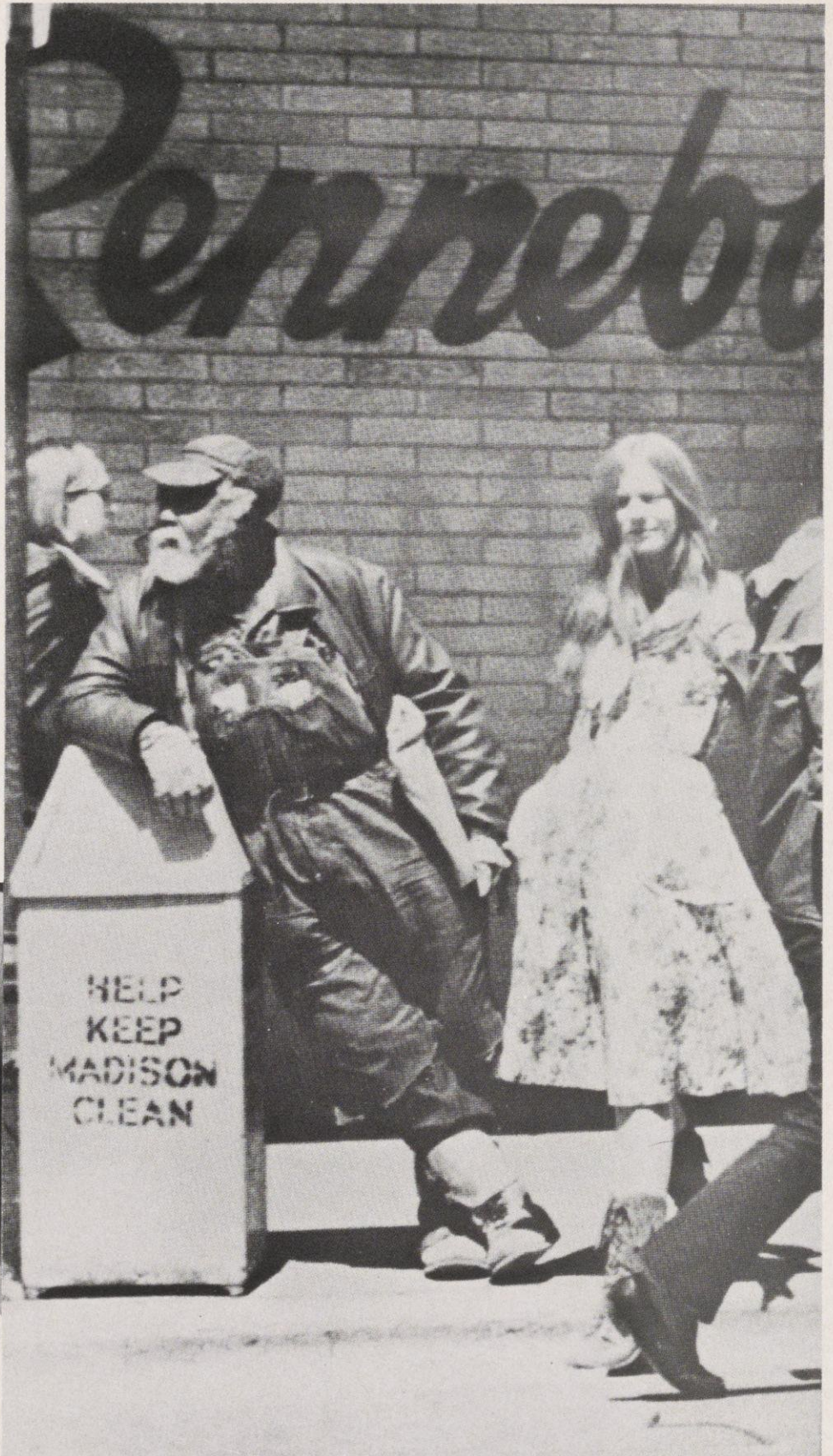
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 READY TO FRAME
 FOR HOME OR OFFICE



Vierthaler 71'

Member News

Jack H. Stephan '51, who retired recently as president of Stephan and Brady Advertising, Inc. and is now a marketing consultant, was named Marketer of the Year by the Madison chapter of the American Marketing Association.

'52-'69

Arthur L. Casebeer '52, '57, moves up to Professor of Higher Education at Southern Illinois University, Carbondale.

Richard C. LeBarron '54, Menominee Falls, was elected vice president of the Wisconsin chapter of Chartered Property and Casualty Underwriters.

Wilton D. Nelson '45, Milford, Mich., a research engineer at the General Motors Safety R&D proving ground, recently earned a certificate of appreciation from the Society of Automotive Engineers. He was cited for his work as chairman of SAE's Accident Investigation Practices subcommittee.

Lt. Col. William J. Slauson '56, Pease AFB, N.H., was won the Meritorious Service Medal for the second time. He is now assistant deputy commander for maintenance for the 509th Bombardment Wing at Pease. Bill's wife is the former **Luan Wallace '56**.

Richard N. White '56, '57, '61, a member of the Cornell University faculty since 1961, has been elected director of its School of Civil and Environmental Engineering for a five-year term. He and his wife **Margaret (Howell) '67** and their two children live in Ellis Hollow, N.Y.

Charlotte Burns Burns '59 MD '62 opened a practice of ophthalmology in Rice Lake in March. Her husband, Dr. Jim Burns, is a surgeon.

Thomas W. Rivers '59, Bloomfield Hills, Mich., has been named administrative assistant to the general manager of Ford Division, Ford Motor Company.

William S. Brennom '61, MD '64, St. Paul, has been named chief of staff at Children's Hospital there. He is a pediatric surgeon.

Sharlotte Collier '62, in Baraboo for the summer, writes that "my work with the U.S. Department of State's Foreign Service (Medical Division) will be interrupted for a year beginning this September, while I attend a primary-care nurse practitioner course at the University of California, San Diego. Following that, I will return to my duties overseas."

Eugene A. Pollard '63, San Francisco, has joined the Perini Corporation. He will be in charge of its business development.

Gary C. Wendt '65, Stamford, Conn., with a subsidiary of GE since 1975, has been made vice-president and general manager of a new combine of two arms of General Electric Credit Corporation.

John C. Kenny '67, '72, '73, his wife **Patricia (Bredahl) '67** and their two children have moved from the Chicago area to Ridgefield, Conn. John left Standard Brands to join Seagram & Sons as manager of field warehousing.

Rev. John E. Ruppenthal '67, who served as University-Young Adult pastor at Bethel Lutheran church here, has moved his family to La Crosse where he has been installed as pastor of Our Savior's Lutheran Church. His wife is the former **Constance Babitz '68**.

Industrial National Bank, Providence, R.I. has promoted **John F. Loerke '69** to manager of its trust and investment division.

Susan Crider Meitz '69, Waukesha, has been named assistant secretary for Commercial Loan Insurance Corporation. She joined the company in 1976.

Richard L. Pinkerton Ph.D. '69 recently retired from the Air Force and received the meritorious service medal. He is dean of the Graduate School of Administration at Capital University, Columbus, Ohio.

Nancy Erdman Robbins '69 has been named manager of advertising and sales promotion for A. O. Smith's consumer products division, Kankakee, Ill.

'70-'76

A summer issue of "American School & University" is running a speech delivered last April by **John H. Fredrickson MA '59, Ph.D. '70**, of Middleton. The talk was given to the National School Boards Association.

Former WAA staffer **Gregory W. Schultz '70** and his wife **Sharon (Argile) '73** now live in Fanwood, N.J. In May Greg was selected as the New Jersey Jaycees' statewide "Speak-Up" winner for 1978 and was then to go to Atlantic City to try for the national title at the Jaycee National Convention.

Jeffrey C. Wrolstad '71, JD '75, '76 has been appointed manager of the Madison branch of the St. Paul Title Insurance.

Julie Sengbusch '72, who has been with Northwestern Mutual Insurance in Wauwatosa, has moved to its Seattle office as a mortgage representative.

Air Force First Lt. **Harold L. Korntved '74**, is chief mechanical engineer at Wurtsmith AFB, Michigan.

Debra Block '75 left Gimbels in Milwaukee to become Miller Brewing Company's college coordinator in the Midwest. She lives in Chicago and works with colleges in Iowa, Illinois and Missouri.

Deborah Townsend Ph.D. '75, who has been an associate dean at Swarthmore, returns to Wisconsin as vice-president for campus life at Lawrence University, Appleton.

Navy Ensign **James S. Zamorski '76** is first lieutenant on the frigate *USS Thomas C. Hart*, homeported in Norfolk, Va. The ship recently returned from a seven-month cruise in the Mediterranean.

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LOOKING FOR A WISE INVESTMENT?

Consider A Life Income Arrangement With The University of Wisconsin Foundation

Each year for the past six years, friends and alumni of the University of Wisconsin have been making life income arrangements with the University of Wisconsin Foundation by joining the Foundation's pooled income fund. They often achieve two purposes by this arrangement: make a donation to a most worthy cause—the University of Wisconsin—and save taxes and increase their spendable income.

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:
Timothy A. Reilley
Associate Director
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
Phone: 608/263-4545



Deaths

- Irving Seaman '03, Milwaukee
Bessie Pettigrew '06, Flandreau, S.D.
Joseph Frank Kadonsky '07, Abbotsford
James Riley Stone '07, Reedsburg
Mrs. Arthur Joseph Altmeyer (Ethel May Thomas) '08, Madison
Ellen Marie Jensen '08, Newark, N.J.
Mrs. Judd M. Schaad (Zettie Ethel Sieb) '08, La Grange Park, Ill.
Mrs. Ross Hunter Somly (Mary Frances Hall) '09, Coralville, Iowa
Frank R. Froehlich '09, Debary, Fla.
Herman William Sachtjen '09, Waunakee, former Wisconsin assemblyman and circuit judge.
George Thomas Bulfin '10, Milwaukee
Clarence Forbes Watson '10, Chesterfield, Mo.
James N. Currie '11, Montpelier, Vt.
Mrs. Oscar E. Gerney (Bernie Stockton Brown) '11, Pennsaken, N.J.
Leo Joshua Stephens '11, Pittsburg
Katherine Maria Breck '12, Milwaukee
Mrs. Herbert W. Wesle (Helen Eda Notz) '12, Cudahy
Harold David Detienne x'13, Oostburg
Albert Ferdinand Schersten '13, Rock Island, Ill.
Mrs. Frank N. Youngman (Marie Therese Leavens) '13, Portland, Ore.
Henry Carl Priester '14, Davenport, Iowa
Hardin Roads Glascock '15, Eddyville, Ore.
James Ellinwood Halsted '15, Baraboo
Alexander Toris Linn '15, Madison
Edwin Joseph Connor '16, Burlingame, Calif.
Mrs. Max E. Davidson (Dorothy Cooper) '16, Minneapolis
Vine David Lord '16, Cando, N.D.
Gustav Adolph Sell '16, Merrill
Howard Myron Van Auken '16, Wichita
Fred Jenner Hodges '17, Ann Arbor
Edwin Bernard Kurtz Sr. '17, Tucson
William La Fayette Reynolds '17, Houston
Earl William Scott Sr. '17, Coral Gables
Louis Byrne Slichter '17, Pacific Palisades, Calif., earth sciences pioneer and director of UCLA's Institute of Geophysics from 1947 to 1962. It became a major center for studies ranging from the core of the earth to outer space.
Nehemiah Homer Brainerd '18, Stillwater, Okla.
Mrs. Robert Burns Jerdle (Leila Evangeline Miller) '18, Madison
Welton Ellery Johnson '18, Camden, N.Y.
Donald William McGinnis '18, Hightstown, N.J.
Mrs. C. K. Michener (Sarah Amelia Spensley) '18, Wayzata, Minn.
Eva Marie Rohner '18, Akron

Mrs. John F. Henkel (Veronica Schneider) '19, Richland Center

William Henry Stevenson '19, Onalaska

Leroy Eugene Edwards '20, Wynnewood, Penn.

Edward David Levy '20, Milwaukee

John Radford Taylor '20, Germantown, Tenn.

Ernest Buttermann '21, Chicago

Leon Francis Foley '21, Milwaukee

Laurence Hugo Hahn '21, Milwaukee

C. Harold Ray '21, Wauwatosa

Mrs. Erich M. Sobota (Mary Elizabeth Stork) '21, Shorewood

Leslie William Tasche '21 MD, Sheboygan

Franklin Chester Chilrud '22, Campbell, Calif.

Mrs. Thomas Turmeau Coxon (Hjoerdis Virginia Scheen) '22, Vero Beach, Fla.

Karl Lyle Helwig '22, Danbury, Wis.

Carl Warning Lindow '22, Battle Creek

Rodney Costello Welsh '22, Green Bay

Mrs. Nellis Harry Fulton (Helen Kinsley Bell) '23, Franklin, Penn.

Lon L. Grier '23, Milwaukee

Thomas Chester Nichols '24, Largo, Fla.

Paul Kedzie Robertson '24, Bradenton, Fla.

Donald Wells Anderson x'25, Madison, longtime publisher of the Wisconsin State Journal.

Harry Vladimar Carlson '25, Kenosha

Alice Frances Diefendorf '25, Tucson

Kendall Adams Elsom '25 MD, Haverford, Penn.

Elmer W. Lundt '25, Helenville, Wis.

Margaret M. McIntosh '25, Viroqua

Roy John Sisson '25, Sheboygan

T. Theodore Clayton Cheney x'26, Milwaukee.

Frank Leon Haber '26, Milwaukee

Martin Ellis Juhl '26, Ashland

Lydia Louise M. Oberdeck '26, Edgerton

Mrs. Carlton R. Sabin (Emma Jo Schlosser) x'26, Lakewood, Ohio

Alma Ada Schultz '27, Clintonville

Mrs. Kenneth Denton Simmons (Marian M. Vedder) '27, Normal, Ill.

Mrs. Walter Louis Vandervest (Elizabeth Margaret O'Dea) '27, Madison

William George Bernhard '28 MD, Short Hills, N.J.

Mrs. J. Boyd Britton (Ruth Gertrude Reinert) '28, Needham, Mass.

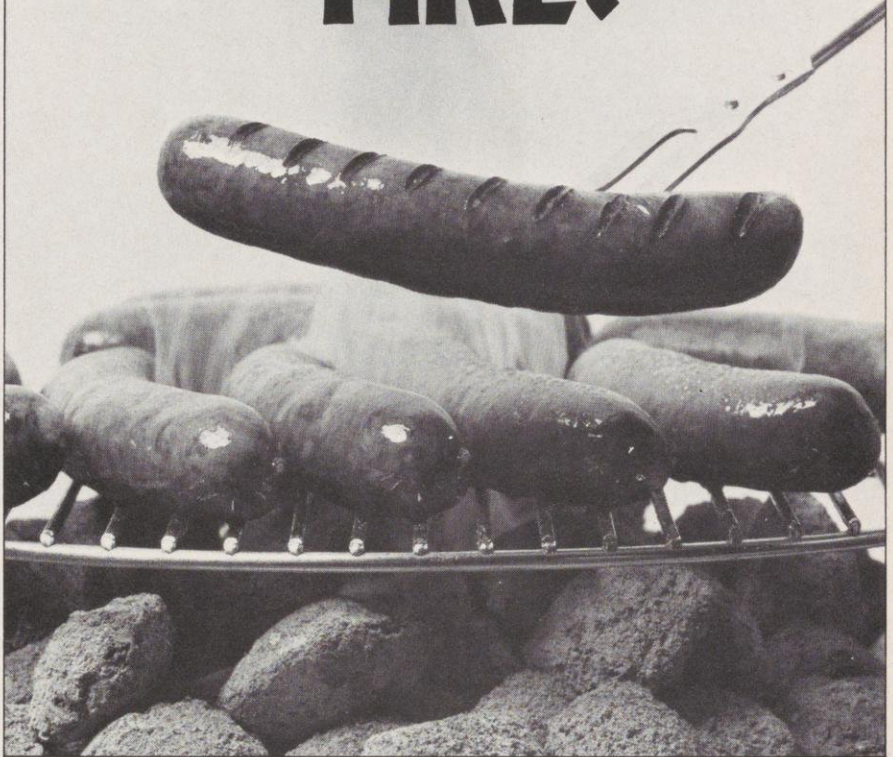
Edward Reginald Droppers '28, Cedar Grove, Wis.

Herbert J. Kuckuk '28, Chippewa Falls

Mrs. George Vernon Mueller (Vera Thelma Rody) '28, Springfield, Ohio

Eugene Edward Muenzberg '28, Elm Grove

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box(es) at \$19 each. Here's my check
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Deaths

Royce William Robarge '28, Longmeadow, Mass.

Herbert William Granzeau MD '31, Burlington, Wis.

Mrs. Herbert Frederick Klingman (Jane Schwerke) '29, Cincinnati

J. Holmes Martin '29, West Lafayette, Ind.

Ralph Caldwell Parkin '29, Sarasota, Fla.

Gustave Erdman Archie '30, Houston

Mrs. Roy Anson Eide (Irene Myrtle Flader) '30, Roseville, Minn.

Marshall Homer Hanson '30, Eau Claire

Mrs. Edward Theodor Hoffmann (Frances Weinhausen) '30, Hartford, Wis.

William Shaw Perrigo x'30, Beloit

Aubrey Adlie Feerick '40, St. Louis

Mrs. Leonard Charles Obrien (Margaret Clara Turck) '40, Petaluma, Calif.

William Oldigs '40, Tucson

James Joseph McMillen '41, San Carlos, Calif.

Mrs. Marshall George Reid (Marian Margaret Ossmann) '41, Mentor, Ohio

Morrison Sims '41, Mount Dora, Fla.

Ralph Eugene Welty '41, Huntington Beach, Calif.

Mrs. Anthony Kubelius (Eunice Paula Rechstiener) '42, Walkersville, Md.

Donald Helmer Nelson '42, Colgate, Wis.

Maurice Moses Zuckerstein '42, Oak Park, Ill.

Harold Joseph Fitterer '55, Mankato, Minn.

Jacob Frank Friedrich '55, Milwaukee

Mrs. Ismail Richard Hoyi (Kathleen Ann Torphy) '55, Troy, Mich.

Ronald Gilbert Rabedeau '56, San Jose, Calif.

Mrs. Nora Pannier (Nora Stolper) '58, Milwaukee

LeRoy Alois Dembsky '59, Rochester, Minn.

John Edward Pesch '59, Milwaukee

Charles Bernell Lemieux '60, Oak Park, Ill.

Robert Erich Strassburger '60, Green Bay

Mrs. John Oscar Miller (Joan Cecile Swanson) '61, Madison

Aaron Solomon Strauss '62, College Park, Md.

Erwin Gustav Fruh '64, Austin, Tex.

Roberta Gail Blackman '66, Chicago

Alan Michael Ahlmann '70, Rothschild, Wis.

Curtis Hugh Synhorst '70, Wausau

Sr. Patricia Magee '71, Highland Park, Ill.

October 3: Day With the Arts



Nora Margaret Gaulke x'31, Janesville
Cedric Milford Parker '31, Madison, retired managing editor of The Capital Times, on its staff from his student days in 1927.

David Dorman Goldberg '32, Toledo

Robert Law Lasley '32, Greensboro, N.C.

Kate Papert '32, New York City

Newton Owen Sappington '32, Sarasota

Harry A. Speich '32, Mineral Point

Mrs. Vernon Harold Woehler (Dorothy Estelle Eighmy) '32, Oshkosh

Mrs. Fred H. Cottrill (Florence Margaret Rhodde) '33, Merrillville, Ind.

Stanley Ernest Kess '33, Cincinnati

Francis Vernon Chesick '34, Brookfield, Wis.

Richard Ely Maynard '34, Tarsus, Turkey, in Chicago

David Edward Rhea '34, Bellingham, Wash.

George Joseph Gfall '35, Plum City, Wis.

Eunice Evelyn Hannon '35, New Franken, Wis.

Martin George Joos '35, Madison

Mrs. Leslie Antonius (Jean Claire Bird) '36, Madison

Mrs. Robert Kirkpatrick (Gladys Eileen Fosnot) '36, Rockford

Richard Hirst Rutter '36, Sun City

James Edward Driver '37, West Sacramento, Calif.

John Behl Haese '37, Milwaukee

Boyd Alfred Clark '39, Wild Rose, Wis.

Harry Bible Forester '39, Tallapoosa, Ga.

John Stielow Coleman '40, West Bend

Helmer Harding Flygt x'43, Park Falls

Jay Grodman '43, Freeport, N.Y.

Merk Hobson '43, Blue Mounds

Allan Perry Saunders '43, Waukegan

Mrs. James Holmes Hill (Joan Hartwell) '44, Richmond, Va.

Fred Moellendic Borwell '47, Carefree, Ariz.

Mrs. R. W. Thompson (Marion Evelyn Platt) x'47, Sun City

Mrs. August Schuette (Phyllis Baker Hammond) '48, Manitowoc

Verne Layton Uekert '48, Milwaukee

Charles A. Windle x'48, Chicago

Uriel Elbert Garey '49, Manitowoc

Joseph Francis Ginalski '49, South Bend

Ivan Arnold Nestingen '49, Washington, D.C., former mayor of Madison and Undersecretary of HEW from 1961-65.

Kittabelle Odonnell '49, Green Bay

Alfred Timme Mayfield '50, Kenosha

Leo Burnell McCann '50, Madison

Gregory C. Smith MD '50, Scottsdale

Richard Lyle Cooke '51, Portage

Arthur Joseph Christie '52, Edwardsville, Ill.

James Wesley Bogart '53, Twin Lakes, Wis.

Mrs. Frank Conlee Challoner (Martha Netherland) '53, Oshkosh

Jared Keith Pickell '53, Naperville, Ill.

Harvey Robert Worthington Jr. '53, Sudbury, Mass.

Mrs. William S. Wood III (Ruth Lynn Plotz) '54, Janesville

FACULTY

Emeritus Classics Prof. Walter R. Agard, 84, Madison, who came here in 1927 to join Alexander Meiklejohn in launching the Experimental College, later to become the successful Integrated Liberal Studies program. He directed the classics department from 1937 to 1954.

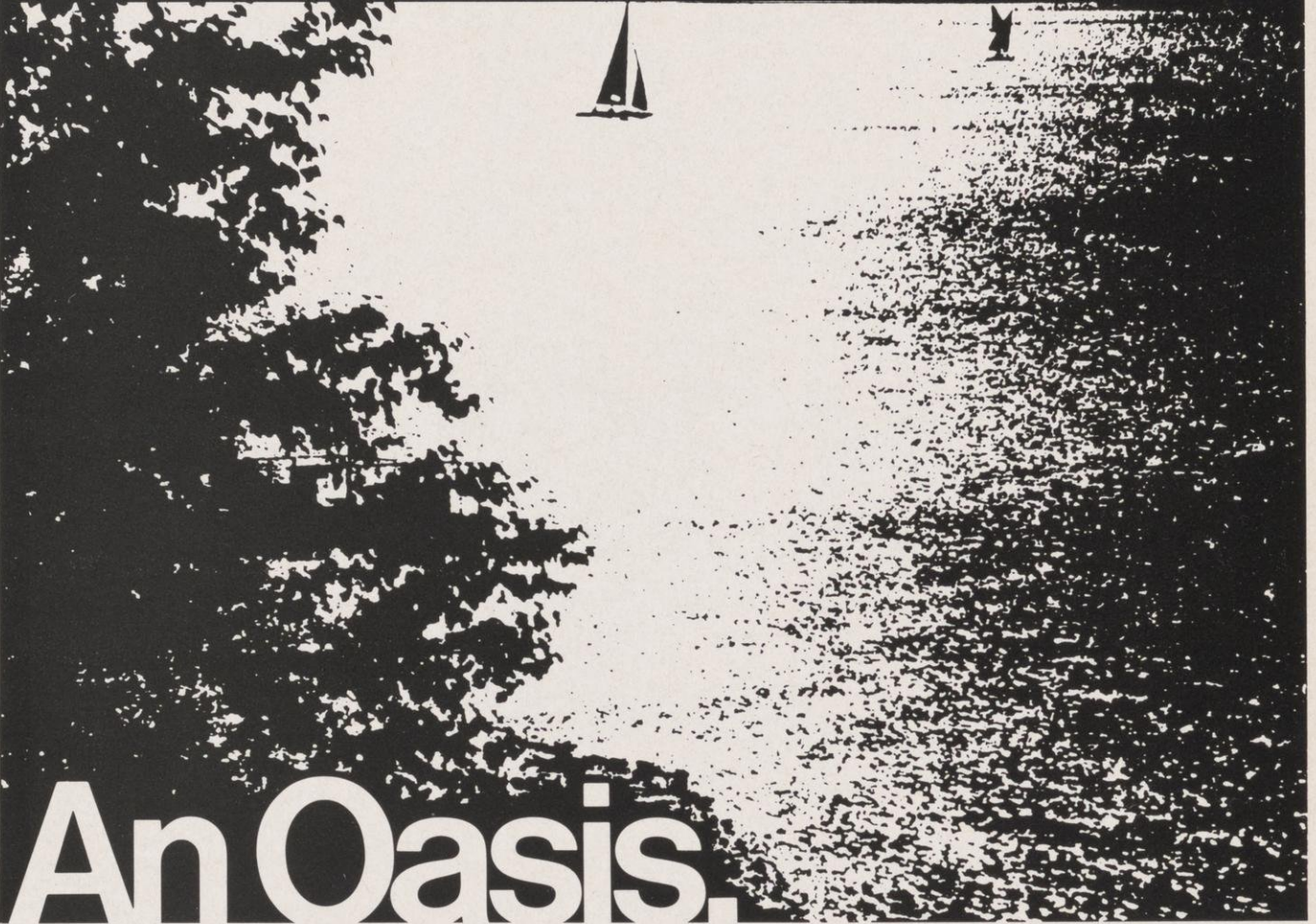
William R. Baker, 43, on the faculty of Engineering Extension since 1969, and an assistant professor since 1973. Much of his work was in continuing education in the public works area.

Emeritus Prof. Alanson Harrison Edgerton, 89, Madison, professor of education, on the faculty from 1924 to 1958.

Prof. Muriel L. Fuller, 65, newly emeritus, among those drowned Saturday, June 16, when a tornado overturned a dinner-theater showboat on Lake Pomona in Osage County, Kansas. She was the retired chairman of the Extension Communication Arts department and professor of library science.

Emeritus Prof. Elizabeth McCoy '25, internationally recognized for her work in bacteriology and microbiology. She was a member of the faculty for forty-six years, during which time 100 of her students earned Ph.Ds and 200 got their masters degrees. At the time of her death she was continuing research on the microbiology of lakes and streams, and had recently assisted E. B. Fred in compilation of the book, *Wisconsin Sees*.

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With this delightful cruise we bring you "Free Air." You fly, by regularly scheduled flight, free from such cities as Chicago, Indianapolis, Ft. Wayne, Madison, Milwaukee, Louisville or 123 other major cities. And you can fly to Acapulco a few days ahead of the cruise, or stay on in Ft. Lauderdale, our termination port, a few days afterward.

Aboard the *Fairwind*, when we leave Acapulco, we'll go to Balboa, Panama; Curacao, Netherlands Antilles; Barbados, Antigua; St. Thomas, V.I.; and Nassau, Bahamas before we head for Ft. Lauderdale.

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beaches anywhere. Montego Bay, Jamaica, with its magnificent villas and delightful native patois. Grand Cayman, West Indies is a brilliant, unspoiled Caribbean island with a six-mile crescent beach. Cozumel, Yucatan—so lovely we've brought tours just to visit here. And finally, Playa del Carmen, Yucatan, where you can snorkle and swim in deep, clear waters or join a group for an excursion to the spectacular ruins of Tulum or Chichen Itza.

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