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# Wisconsin Alumnus

Volume 75, Number 4  
May 1974

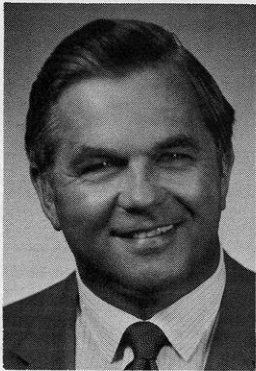


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Getting Back to Having Fun



# On Wisconsin



Arlie M. Mucks, Jr.  
*Executive Director*

For 112 of our University's 125 years there's been an alumni association here to nourish it and add to its acclaim. It's been an active, concerned group, steeped in the realization that each of us has a desire to aid, guide and benefit from our alma mater. We're a fairly singular association. Many universities and colleges support their alumni involvement, pay the salaries of association staff and thus, to varying degrees, *manage* the way the institution is presented to its alumni and, resultantly, manage alumni reaction. Your Wisconsin Alumni Association is in the unique position of being completely independent of the University of Wisconsin, supported by its members. This has built a tradition of mutual respect, honesty and openness between University and alumni.

But—here's the bad news—it also means that in this time of soaring costs we have a continually reduced spendable income for our program of service to members and University. There's no source of extra income.

Your association is financed 80% by the annual and lifetime dues of its members; 10% by our extensive and successful tour program; and 10% from merchandising—the glasses and Bucky buttons we hope you'll buy. You can understand why, now—at a time when UW-System President Weaver and Madison Campus Chancellor Young remind us that they must have moral and financial support—it is *vital* for us to continue to expand our membership—our only realistic source of operating income. This is why in this issue we're launching a membership campaign that involves *you*. We want you to participate actively, so we're making it fun and exciting. We think we're giving you a most attractive goal to shoot for—a free trip to the Bahamas with us next March for *every one* of you who brings in 30 new members this year. Turn to the back cover and read about it. And please remember that this is a financially critical time for higher education and our own independent alumni association. Let's keep what we've had for more than a century—an active, vocal representative of all who know and love this University.

## Letters

### Joe Can't Write Because . . .

TV and radio are largely to blame for the inability of Joe College to write. (WA, March). Just listen to the studied insincerity as the announcers and newscasters read their scripts like third-graders, emphasizing the wrong syllables or words, and the wrong words in the sentence. Why, oh why, is the last word of the sentence the one to emphasize? Why is *protest* pronounced like the noun even when it's the verb? Why don't these people learn that the famous woman who grew up in Wisconsin is pronounced *may-oar*, not *my-ear*? Do they fear they'll be mistaken for a commercial if they show signs of knowing what they're doing? As students we used to discuss the need for greater emphasis on writing skills and broad cultural background than on job skills. But that was before "mass communications." I can remember when there were efforts to excuse engineering students from freshman English. Does everyone still have to endure it?

**Alfred Willoughby '27**  
Hillsdale, N.Y.

*Almost no one, based on proficiency exams and the opinions of various instructors about a student's writing ability. All of which, say not a few on the faculty, is a greater cause of Joe's problem than is TV or radio.—Ed.*

### From E. B. Fred

I should like to congratulate you on the excellent quality of the March edition. Because of recent cataract surgery, I am not yet able to read as well as I would like, but Mrs. Fred has read much of that issue to me. We found of special interest the article by Professor J. D. Butler.

**E. B. Fred**  
President Emeritus

# Wisconsin Alumnus

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*Cover Photo/Bruce Fritz for The Capital Times*

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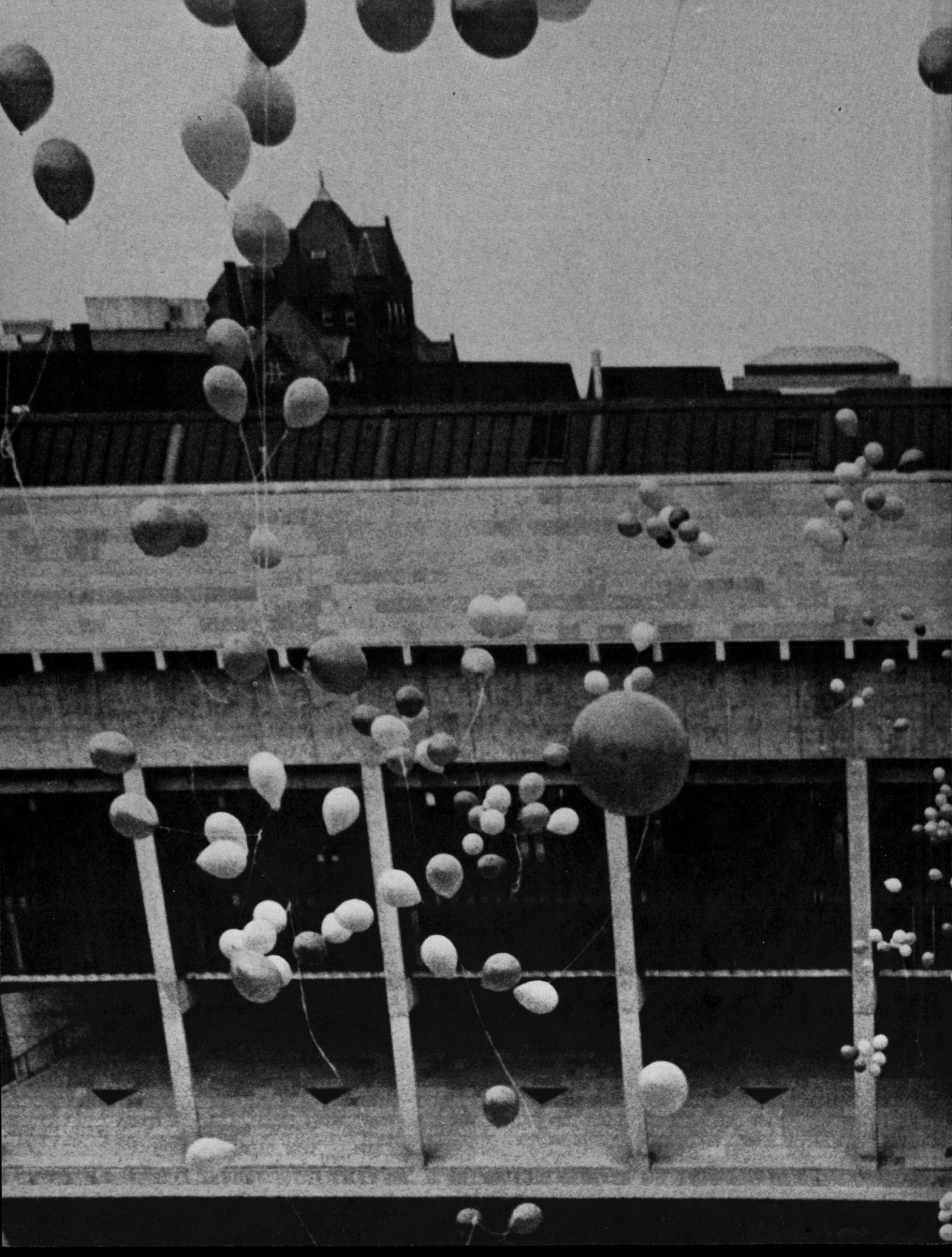
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# Getting Back to Having Fun

*Happy days,  
it would appear,  
are here again.*

By Nicholas Loniello

*"It is sometimes expedient to allow the people to play the fool and make merry, lest by holding them in with too great a rigour, we put them in despair."*

—CLAUDE DE RUBYS, *Histoire veritable de la ville de Lyon*

There was a time when guerilla theatre groups were one of the most shocking and intimidating forms of student-to-student political expression. On the volatile campus of the late 60s, their burlesque costumes and painted faces attracted large crowds for impromptu street performances. The huddled audience would stand at attention to the allegorical spectacle of our time—the community of students was talking to itself.

The crowd watched "American soldiers" with red, white, and blue faces gun down poor peasants, and the revolutionary hero leap into the scene to save the oppressed masses from the war-mongering corporate capitalists. In the end a speaker would dare the crowd to "Join the Struggle," and the audience would quietly disassemble to mull over the significance of the revelation they had witnessed.

But last October a performance of guerilla theatre was greeted with cat-calls from student passersby who never stopped to watch the show.

*Mr. Loniello is a co-founder and former editor of the Badger Herald student newspaper (WA, May, 1971). He will earn a BA this month and enter the Law School in the fall.*

The performance intended to drum up support for a "Free Karl Armstrong" rally.\* Three times the guerilla theatre group tried to attract a crowd on Bascom Hill, and three times they were hissed, called "trick or treaters," and thrown pennies and nickles by students who regarded them as the minstrels and clowns of the Circus of Protest. After years of humorless revolutionizing, *the community of students was finally laughing at itself.*

In the last two years the campus temperament seems to have shifted from "dare to struggle" to "dare to laugh." In the days of mass protest, an appetite for apocalypse put the campus in a mood of struggle and despair; put the city in a state of seige and, in consequence, put the annual Greek carnival out of business for want of students interested in having a fool-hearted good time. But after the death of the revolution so widely proclaimed by the media and movement activists, came last February's fasching celebration that collected over 5,000 in a carnival feast of irrelevance. Folly and good cheer have returned to the campus, and I say bravo and three cheers.

## Recollections of Despair

One of the first assignments of my 1968 freshman English class was the reading of a bombastic broadside called *The Student As Nigger*. It entertained students who preached the universality of suffering by comparing their lot on campus with the plight of plantation slaves.

And one of the first assignments of my freshman philosophy class was the reading of the Ten Commandments of the Black Panther Party.

\* Karleton Armstrong, former UW student, convicted last fall and sentenced to 23 years at Waupun for the 1970 bombing of Sterling Hall.

Photo/Bruce Fritz for *The Capital Times*

It entertained students who preached the glories of fighting for fundamental change and revolutionary heroism.

In my early college years this campus adopted an ideology of protest joined to a climate of social despair. In street and classroom literature, in organized student activity and everyday conversation, a unique brand of Marxism-Leninism flourished on campus. By Marxism I mean the general notion of collective or group-defined suffering at the hands of evil, powerful oppressors; by Leninism I mean the notion of salvation through the heroic acts of a cadre of revolutionary heroes.

This blend of peasant suffering and heroic struggle resulted in a curious evangelism.

On the one hand it taught the student he was but a powerless tidbit amid a large suffering mass surrounded by oppression and injustice. A bulletin board in the WSA Store was headlined: "Community groups and individuals are encouraged to post articles and announcements to better our understanding of the many forms of blatant and subtle repression we encounter daily."

On the other hand, it dared the student to struggle, to join the student vanguard. It preached that a listless mass of suffering individuals could be transformed into a powerful and purposeful whole through the metaphysics of collective action energized by the courageous leadership and example of revolutionary heroes. The romance and excitement of a better world through revolutionary apocalypse was taught through the mythological heroism of Che Guevera, Ho Chi Minh, and Mao, who were often pictured and quoted in the movement literature. In the end the vanguard found its own local hero in Karl Armstrong, whom the hard-core radicals idolized in several political handbills as the one "who acted out in real life what were only battered-down fantasies for the rest of us in the movement."

In sum, the campus political culture taught struggle and despair. The suffering of all the world was upon the student breast, obliging each of us to take immediate action. We were to march through the instantaneous pain of revolution into the endless bliss of peace and justice in a cleansed world. The dominant facial expression was the frown.

At its best, this culture indicated to some people that they had to deal with The Most Idealistic and Concerned Generation in the History of the World. At its worst, this culture produced a bunch of snotty-nosed undergraduates with pocket-book solutions; and ideological apes with bricks and bombs in their closets.

But for me, the most striking feature of the campus in the period roughly from 1968 through 1972 was the conspicuous absence of a sense of humor. Few were laughing, few were having a good time.

### A Campus That Lost Its Humor

It is difficult to describe the absence of a sense of humor on campus. It is better to talk of the attitude that seemed to dominate the campus during its humorless days.

It was an attitude that excluded folly by the constant demand for "relevance." It made it difficult for students to laugh at themselves because it so constantly exaggerated the political significance of their activities. Every national or international event was enlarged into a campus crisis in which students believed they played a critical part. An endless procession of speakers and workshops; marches and symbolic protests; reams of street literature were synchronized with current events. My class notes show the pock-marks of many interruptions of lectures by young idealists who demanded an urgent discussion of this or that immediate issue. In the face of such demands, most professors were quick to step aside,

and most students were quick to submit to rhetorical harangues. It is difficult to defend one's interest in the biological operations of paramecium against an attack of irrelevance by political zealots in a time of crisis.

Even in social life, the demand for relevance had an effect. It was rare

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to have a social event merely for the sake of a good time. Concerts and dances were not for listeners and dancers, but for the production of proceeds for the benefit of some great political purpose.

Every semester the timetable of struggle included an announcement of the Super Duper Colossal Consolidated Demonstration. Students were exhorted to march for several causes, simultaneously, (striking campus labor organizations, the farm workers, boycotts, women's rights, the draft, et al) that are joined in the Great United Front to bring about the Decisive Struggle. Revolution was always just around the corner.

Even the most innocuous events were accompanied by reams of political bravado. When the Wisconsin Student Association established a store to sell items at zero profit, it was not sufficient to define it merely as a non-profit store. It must be an

*anti-profit* store. It was not sufficient to describe it merely as a place to save money on school supplies. It must be an "Alternative Institution," an act of historical economic significance, a bold step in the march against corporate capitalism. The WSA Store was opened with the exaggerated promise "to put students in control of the campus economy," and was by its example to drive State Street profiteers into shame and penitence. (It *does* sell ten cent candy bars for nine cents.)

At one point the political evangelism that excluded folly and a good time took explicit expression. In 1971 the president of WSA announced that the student government would not support any of the Homecoming activities. For many years WSA had co-sponsored Homecoming activities, but he denounced that as mindless football regalia. He asked how anyone *could* have a good time with such nonsense when there is so much racism, such oppression, and a war going on. Backed by the student senate, he said Homecoming could regain the favor of WSA only if all the floats were decorated on an anti-war theme! I never saw that boy laugh.

### The Death of Revolutionary Evangelism

Many students had played along with tinker-toy revolutionaries until the day a handful of them took the instructions for revolution quite seriously. Revolutionary evangelism died at Wisconsin in the fatal Sterling Hall blast. The bombing was celebrated and defended by the hard-core Left as an "act of revolutionary heroism for which all who participated in the Movement had laid the foundation." But students who had a semester to survey the cleaning up of the wrangled rubble regarded the act as barbaric—and were unwilling—ever again—to lay the foundation for such an act.

The die-hards hoped to use the Karl Armstrong trial as a lightning rod to deliver a charge of life to a dying revolution. But on the October day of the consolidated demonstration for Armstrong, the students played a joke: the revolutionaries gave a rally and nobody came.

As the heydays of campus protest came to their end at Wisconsin, so they died across the nation. From the Free Speech Movement, begun at Berkeley, organized and sustained student rebellion had mushroomed eastward, but now fizzled and collapsed. Last fall Willis Shotwell, whom Berkeley authorities had installed as a full-time disciplinarian to deal with demonstrators, was returned to his previous assignment of giving career counseling to students. *Time* magazine reported that university authorities across the nation "finally held a mirror to the nostrils of expiring student rebelliousness and detected no life there." Kirkpatrick Sale, author of the Random House book *SDS*, concludes that "in the bombings of the radicals lie the ashes of much of the student movement and the once bright hopes for quick revolutionary change." Gone are the revolution's most conspicuous exponents; gone are the selective trashings and weekly symbolic protests; gone are the Weathermen and SNCC. Organized and sustained student rebellion lies not in the doldrums but in its coffin. (Last September, a couple of friends and I threw a burial party: we took a cigar box filled with contents symbolic of the revolution and buried it in Bascom Hill.) The last rattle of the revolution was given here by Karl Armstrong's few admirers who cranked up a public relations machine which billed him as a superstar with sensitivities and courage. But the campus had the sensitivity and the courage to change its ways. And one refreshing result was the return of a good time.

### Welcome Back

The death of the revolution freed the campus of the tensions that charac-

terized the humorless days of struggle and despair. Having unshackled itself from a culture that taught the omnipresence of suffering and a passion for revolutionizing, the campus was free at last to nurture pursuits that make a robust community, not the least of which is the

An important ingredient in the return of a good time is pure and simple folly—the chance to be a clown.

pursuit of a good time.

Three years ago any list of daily meetings and events at Memorial Union was dominated by an alphabet soup of political groups aiming to organize and educate the masses. But not any longer. Today it includes a multiplicity of the pursuits that can flourish in the absence of political megalomania. The political action groups are still active and popular, but now so is everything else: everything from a short course on bartending skills to pumpkin carving contests to ballroom dancing.

Things have changed on Bascom Hill, too. A couple of years ago a short walk between classes would net a half-dozen political handbills passed out by cadres anxious to buttonhole and educate undergraduates. Today most flyers announce social events or campus films. And the buttonholers are friends anxious to tell you a joke.

Social conversations on the hill were once meek and quiet—faintly heard above the footsteps and the

breeze. Today the chatter is bright and sometimes boisterous. Shouts of hello and occasional bursts of laughter demonstrate a relaxing friendliness among students that wasn't possible in the days of affinity squads, class boycotts, and trashings.

Social events and carnival gatherings of students have undergone a subtle and significant change. In the days of struggle and despair they had been conceived as instruments in a grand political scheme. Today they are regarded as ends sufficient and satisfying unto themselves.

Yesteryear musicians on the library mall were political signals—they were instruments to announce a rally and attract a crowd for the week's social purpose. That doesn't happen anymore. Now the blue grass musicians and Hava Nagila dancers gather on the mall for the exclusive purpose of having a good time.

The rock festivals of yesteryear were cranked up to be the gyrations of an expanding Counter Culture about to shake the foundations of the republic. But such exaggerations are absent from the social activities of today. If a bunch of pot-smoking bare-breasted dancers seethed to the rhythm of an acid band today, it would be regarded merely as students out on a lark, thereby confirming the suspicion that aberrations from exemplar behavior are generic to the ungraduated.

A very important ingredient in the return of a good time is pure and simple folly—the chance to be a performer, the chance to be a clown. This year one can see roller skating down Bascom Hill or unicycling through the Humanities Building.

I regard the streaking phenomenon as evidence of other than the ageless belief that the young are headed for perdition. Streaking originated as a solo event: one would dash from one place to another without being caught or identified. I see the solo streak as an individual performance and the chance to be a clown—in



sharp contrast to the former demand for "relevant group action."

And I regard the mass streak—scores of nudes dashing around and through a giggling, bug-eyed, smiling crowd—as an impromptu carnival or festival. (Not a few critics, I among them, described the earlier demonstrations as "mass bed-wetting" by undergraduates whose political tantrums would send them screaming in the streets for attention, after which they would retreat to the dorms to watch themselves on the 5 o'clock news. Today's demonstrators, instead, seek laughter: in the "streak to impeach" I see clowns without costumes mocking the old rituals and descriptions of campus protest.)

In sum, the return of a good time has these dimensions. First is the notion of self-satisfaction by freely selecting from a smorgasbord of pursuits, and a rejection of compulsory suffering and the constant demand for political significance. Second is the notion of folly and clowning, a generous tolerance of the value of another man's pursuits, and a rejection of the culture of struggle and revolutionary heroism.

### It Isn't Apathy!

In the wake of the return of a good time, commentators are rushing to the soap box to declare a rebirth of the mindlessness of the 50s. Former UW President Fred Harrington complained recently that the "idealism and commitment of the 60s seems to have given way to a return to the apathy and indifference characteristic of the 50s." He is joined by others who sound not unlike doctors who surmise that their patient, because he is not full of despair and suffering, is therefore infected with an apathy that numbs his mind.

*The accusation that students are lethargic or apathetic simply because they no longer have an appetite for revolutionizing and no longer subscribe to the culture of struggle and despair deserves emphatic rejection!*

There remains among students deep commitments to the need for change. There remains a widely held sense of outrage against many of the public policies and private mischiefs that were the issues of the student movement. In the mind of most of us there still exists a passion for the

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improvement of the nation and of our personal futures. The difference lies in the form and emphasis used to give these feelings expression, and in the fact that this passion no longer excludes other pursuits.

If one overlooks the polemics of occasional handouts, political discussion no longer takes the form of zealous overstatement, impatient dogma, and hero worship. Political discussion is still idealistic, but is increasingly tempered by reason, civility, and pragmatism.

The focus of student concerns has changed, however. There is a "turning inward"—an emphasis on local issues and day-to-day problems of student life. It is indicated by the change in the self-image of the Wisconsin Student Association from international problem solver to provider of student services. And it is indicated in the substantial increase in the number and types of volunteer community-service activities that put student idealism to work in areas

that may not earn headlines but do bring results and satisfaction for those involved.

There is a terrible tyranny in the word "apathy." The word is almost always used in an incomplete accusatory sentence. The question is rarely answered, "apathetic to what?" Are students apathetic toward municipal elections? Toward academic reform? Toward good cheer? Butterflies? I argue that students during the "idealism and commitment of the 60s" were terribly and overwhelmingly apathetic toward having a good time. *Fortunately, that apathy has disappeared. We now have a campus "committed" to the enjoyment of the smorgasbord of university life, running the gambit from political action to Hava Nagila to simple folly to lectures and study.*

Life should be like a parade. Along with its organized parts, solemn aspects, and political purpose it should have its clowns and its carnivals. All these elements are necessary, too, for students to enjoy a robust, healthy university life, "lest by holding them in with too great a rigour we put them in despair."

# Getting Practical

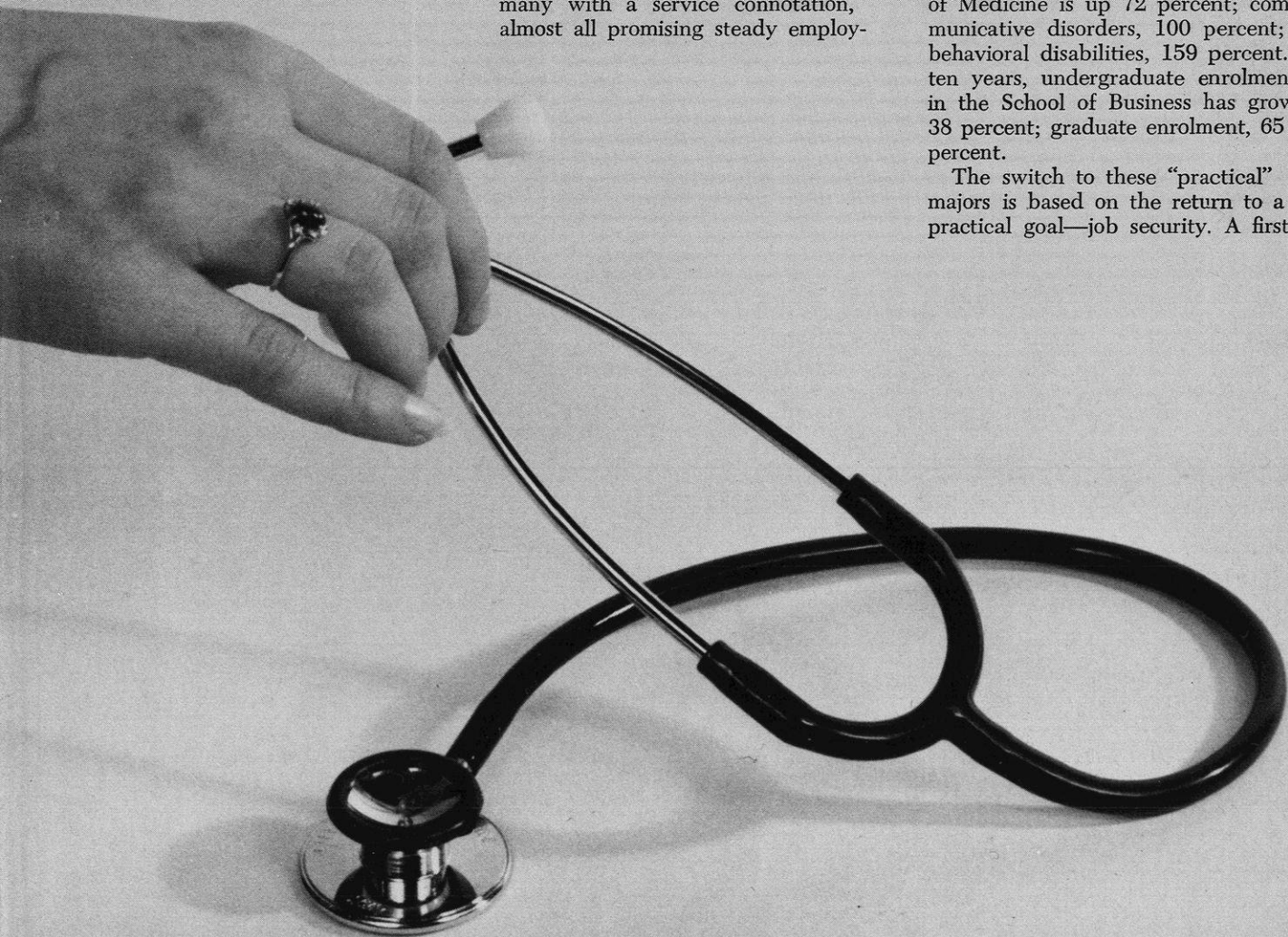
*Go up there,  
learn a profession,  
and get yourself  
a job!*

The change in student attitudes described in "Getting Back to Having Fun" by Nick Loniello (page 4) is apparently only one sign of their acceptance of more of the values which were considered obsolete by their predecessors of the past decade or so. Another indication is the new interest in majors with a "vocational" or professional aspect, an attitude drastically different from that in the '60s which denounced any thought of joining a field which honored Establishment values. The trend in the past five years is away from the idea of "generalized education" and noticeably toward majors which lead to careers in defined disciplines, many with a service connotation, almost all promising steady employ-

ment and a certain amount of financial tranquility and a built-in degree of public respect, at least by traditional standards.

The switch has been felt on campuses everywhere, and Mary Van De Kamp Nohl, of the UW News Bureau, has done an extensive study of its impact here. Mrs. Nohl found that old favorite "soft edge" majors have lost popularity drastically in the past five years. English, for example, has had an enrolment drop of 42 percent. History has lost 39 percent. The "vocational" majors, on the other hand, have picked up dramatically: Law School enrolment is up 51 percent since 1969; the School of Medicine is up 72 percent; communicative disorders, 100 percent; behavioral disabilities, 159 percent. In ten years, undergraduate enrolment in the School of Business has grown 38 percent; graduate enrolment, 65 percent.

The switch to these "practical" majors is based on the return to a practical goal—job security. A first-



Photo/Duane Hopp

year med student expressed a representative view when he told Ms. Nohl that "while of course I like medicine, you can't escape the fact that there's money in it, and you've got to have money to survive in this country." Prof. Bassam Shakhashiri, coordinator of the chemistry program, explains the 3,000 who signed up for freshman chemistry this semester with "Students today know they're going to have to feed themselves once they get out of here, so they're getting practical."

Yet Ms. Nohl comes to the conclusion in her survey that career security is not the sole basis for this return to vocational preparation. At least, she discounts an attitude of "security at any price" which earlier students have been accused of harboring. She found that many of the students she interviewed saw freedom of individuality among professional people as an extremely important enticement; the opportunity to be one's own person without undergoing the financial rigors of those who sought individuality by dropping out. Further, she found that women and minority students expect in these disciplines new opportunities not formerly available to them.

True, on this campus there are exceptions to the trend. Journalism, for example, more correctly considered a soft-edge major, has grown in popularity by 89 percent during the 1969-74 period. On the other hand, engineering—with its structured format—has undergone a surprising 29 percent drop in enrolment. Part of this loss was explained to Ms. Nohl as due to the slump in the aero-space industry a few years ago, and a resultant "interest lag" on the part of students. James A. Marks, placement director for the College of Engineering, says that when 350 recruiters came to fight over 200 possible

employees this spring, they offered average starting salaries of \$1,000 per month, a strong indication that the field is making a comeback.

But if the prospect of finding a job is once again a dominant pressure in study selection, what will happen to those who choose to stay in those less-clearly defined fields? Will the neophyte writers, philosophers and historians trudge from graduation at Camp Randall to the nearest unemployment compensation office? Edward Weidenfeller, director of the campus Office of Career Advising and Placement, says no. He tells Ms. Nohl that the newspapers are at fault for "predictions of doom" for liberal arts majors. He thinks the press got its ideas along that line when—in 1969—the conglomerate merger wave crested. Recruiters who had quotas of 60 or 100 new employees until then, suddenly found them pulled back to a half-dozen.

It won't be a breeze for liberal arts majors, Weidenfeller says, but many of their troubles are of their own making. Many, he feels, are still treating recruiters as they did in the early 60s, asking "What have you got that I might like?". It isn't that kind of a market any more, and his office has worked hard with student to impress that fact upon them. "We've drilled into students who use our office that if they sign up to see a recruiter about a job as a claims representative, they have to know what a claims rep does," he told Ms. Nohl.

Another difficulty of those who cannot offer a degree in a professional discipline is reluctance to go where the jobs are. "Students come to me and say 'I don't want to go to any city over 100,000 population,' and I say 'Good luck,'" Weidenfeller said. "It's ridiculous to set size limits. In a small town, who's got the money to train a new grad, or take a chance that he or she won't leave as soon as the training is over?"

Not every big city offers jobs, however. "Denver is death for the new graduate," Weidenfeller said. "So are

San Francisco, Boston and Madison. A lot of students want to stay here because they think there'll be an umbilical cord between them and the University. But the market can't absorb them. Last year the state hired 160 liberal arts graduates, which hardly dented the number who wanted to stay here. That's why we have a lot of new alumni flipping pizzas on State Street."

Chicago and New York are particularly good markets for the new liberal arts graduate who knows what he wants to do, Weidenfeller told Ms. Nohl. Probably most promising of all is the Dallas-Houston area, with only two percent unemployment. "They'll snatch you up off the street," he said.

Too often students with liberal arts degrees take an unrealistic and narrow outlook on what careers will please them, Weidenfeller said. (He cited an English major who reported "no job openings in Chicago," based on her failure to be hired as a newspaper reporter.) Their chances are greatly enhanced if they have taken courses in accounting or math or computer science—something technical in the field in which they're basically interested.

Ms. Nohl found that those liberal arts graduates who currently suffer most in a job market which seeks specialists are those with Ph.D.'s in history, English, foreign languages, or those with lower degrees in education.—*T.H.M.*

# The AMRC Dispute: Point...

*Last fall there appeared on campus a pamphlet called The AMRC Papers concerned with activities at the UW's Army Mathematics Research Center. The center has been a subject of controversy since the 1960s for its alleged military ties, and was the target of the bombing of Sterling Hall in 1970. The AMRC Papers was published by a group of students and former students identifying themselves as supporters of "Science for the People." It pictured the center as a military unit involved continuously and intensively in operational military research.*

*In January of this year the center responded with a white paper, prepared at the request of the chancellor's Faculty Advisory Committee to the MRC. This report, as the following excerpts show, denies virtually any military tie-in and all military influence. "The truth is quite different," it says, from the claims of The AMRC Papers which it describes as "a conscious distortion of the facts, implemented by misrepresentation of events and relationships."*

*In February "Science for the People" issued its own response to the white paper, a two-page "countermemo" which, like the white paper, was distributed to the faculty. It is excerpted on page 13.*

*Here are the questions and answers with which the MRC describes its activities in its white paper:*

*What is the purpose of MRC?*

The mission of MRC is to carry out an interdisciplinary program of unclassified basic research in mathematics, specifically including the following major branches of applied

mathematics: numerical analyses and computing, statistics and probability theory, applied analysis, and optimization. Little research is directed toward short-range objectives; the primary aim is the discovery of new mathematical techniques which have wide usefulness. MRC is thus a major national scientific resource whose contributions are of potential benefit to all.

*Are any of the MRC staff engaged in classroom teaching?*

Many of the permanent MRC staff teach regularly, as do some of the visitors. In addition, many doctoral students have been supported by MRC Fellowships, or have had their theses directed by MRC staff members. There is also an active post-doctoral program in which recent Ph.D.'s come to MRC to acquire further research experience.

*Why does the Army Research Office support the MRC?*

The Department of Defense recognizes that the welfare of the nation, both economic and military, depends upon the United States having a first rate community of research scientists. Basic research is one of the world's most valuable resources, and MRC is developing this resource in the field of applicable mathematics. In addition, mathematicians who work for industrial and governmental laboratories have in MRC a source of highly competent advice about mathematical problems and techniques.

*Does MRC offer such advice and help to anyone other than Army laboratories?*

Yes, help has been provided to many faculty members and students in the University from a diverse collection of departments including Sociology,



Chemical Engineering, and English. Federal and State agencies have sought and received help, as have individuals working for large and small industries and for other universities. In no case has MRC charged for such advice; it is given as a professional courtesy.

*Are the staff members at MRC employed by the U. S. Army?*

No. All regular staff members of MRC are employees of the University of Wisconsin. In some cases, a visitor receives administrative support but no pay from MRC, and draws his salary fully from his home institution (which could be a government agency) or from other sources (e.g. the Guggenheim Foundation, or NSF).

*Who receives the technical reports issued by MRC?*

Anyone who requests one. There is a standard distribution list which is updated periodically, and anyone may have his name added to this. The list includes the mathematics departments of major universities, both in the United States and abroad, as well as many governmental and industrial laboratories.

*Does MRC do any classified research?*

No. The contract specifies that MRC is to carry out a program of unclassified basic research. All MRC reports are openly available, and there is no provision for storing any classified documents. No portion of the Center is "off limits," and there are no security barriers associated with the Center.

*Are staff members at MRC required to obtain security clearances?*

No. Some have chosen to obtain clearances, as is the case with many faculty members at the University in many different fields, but this is a personal decision based on their interests and the direction of their research. Having access to classified information often makes it easier to discuss scientific problems with colleagues in other universities or laboratories.

*Are the staff members at MRC required to be U. S. citizens?*

By no means. In the period 1967-73, 44 staff members were foreign nationals. Among the current permanent members, one is a British citizen and three were born abroad. Several recent visitors have come from Poland, Roumania, and Japan. The research program of MRC is open to these as it is to any other member of MRC.

*Who decides what research a staff member at MRC will work on?*

The staff member himself. Each staff member is expected to develop and carry out his own research program, although there usually is a considerable degree of collaborative work in areas of common interest.

*How are the staff members selected?*

Each is chosen from an extremely large number of candidates because his interests fit into the overall program of the Center, and because his own specific research program shows promise of major contributions to applied mathematics. The Army has no control over the selection process. Recommendations are sought from departments and faculty not associated with MRC.

*Doesn't the contract require that MRC staff members devote half their time to Army problems?*

This is a misreading of the current contract. The clause in question merely requires that at least half of the total effort of MRC be devoted to research in the previously mentioned basic branches of applied mathematics, namely numerical analysis and computing, statistics and probability, applied analysis, and the areas related to optimization theory. In fact, most staff members devote almost all their time to these areas because these are the fields in which their interests lie. At times, however,

staff members have worked on group theory, geometry, and even topology, the theory of numbers and logic.

*In its official Semi-Annual Reports, does MRC describe all consulting contacts with Army agencies?*

A sincere attempt is made to be comprehensive. Certainly, all contacts that are official and more than superficial are reported. One tends to omit reprint requests, and it is also difficult to keep track of informal conversations that occur over coffee during a mathematics conference, although many of these have also been reported.

*What is the role of the Army Mathematics Steering Committee?*

As with any research center, an agency that provides funds will also conduct periodic reviews of the sponsored organization and its program. In the case of MRC and the Army Research Office in Durham, N. C., this is done by the Army Mathematics Steering Committee. The purview of AMSC, however, is not limited to MRC for it has the obligation to review all mathematics research sponsored by ARO in universities and elsewhere, and to supervise mathematics research conferences which are regularly sponsored by the Army.

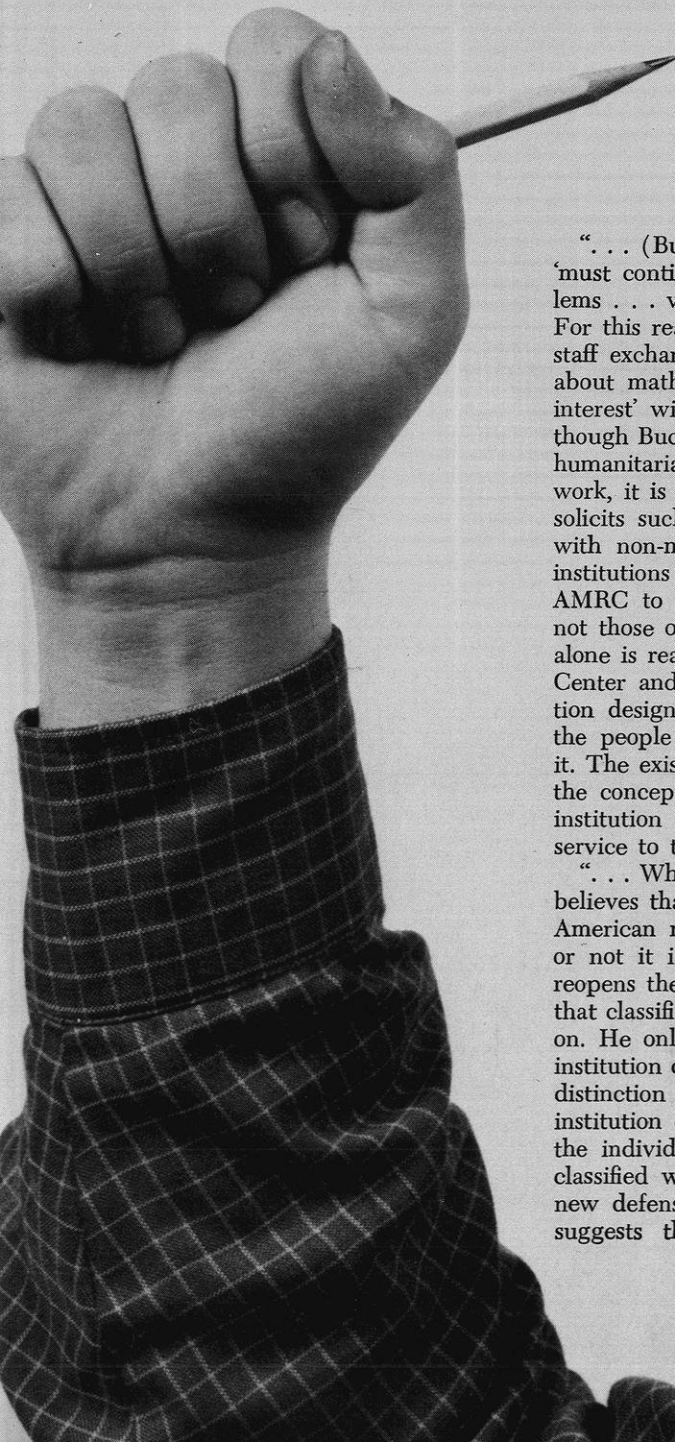
*Isn't a scientist morally responsible for the consequences of his discoveries?*

If scientists were to stop work on something every time they believed that it might be used for a harmful or illegal purpose, then all scientific research would cease. Lasers can be used by surgeons to repair detached retinas, or by garment workers to cut out dress designs, or by an astronomer to measure the distance to the moon; they can also be used by an Israeli soldier to guide an anti-tank rocket. Does this mean that no one should work on the theory of lasers?

Should we stop all production of fuel oil and fertilizer because someone might again use it to destroy a building?

## ...Counterpoint

"Science for the People's" "counter-memo," to the AMRC report calls it a "whitewash paper," attributing its authorship to math professor R. C. Buck, director of the center. Here are the major points of the brief countermemo:



"... (Buck) says the mathematician 'must continually seek concrete problems . . . worthy of long range study.' For this reason, he implies, AMRC staff exchange 'knowledge and ideas about mathematical topics of mutual interest' with Army scientists. Although Buck emphasizes the *possible* humanitarian aspects of AMRC's work, it is clear that (it) in no way solicits such an intimate interchange with non-military individuals or institutions . . . The Army created AMRC to serve its own needs and not those of the public. This one fact alone is reason enough to close the Center and replace it with an institution designed to meet the needs of the people whose tax dollars finance it. The existence of AMRC mocks the concept of the University as an institution whose primary function is service to the people of Wisconsin.

"... While Science for the People believes that any work for today's American military is wrong, whether or not it is classified, Buck's paper reopens the issue. He no longer denies that classified research has been going on. He only says that AMRC as an institution does not do it . . . Buck's distinction between AMRC as an institution doing classified work and the individuals who work there doing classified work is sophistry . . . This new defense of classified research suggests that some individuals at

AMRC are indeed involved in such work. We would like to know the nature of this work and who is doing it."

The countermemo labels as "nonsense" the AMRC Report's statement that "no group of university administrators or local citizens should be permitted to impose restrictions upon freedom of inquiry."

"Research has always been limited, and rightly so," it says. "Academic freedom is not freedom to kill. The Nuremberg Tribunal sent German scientists to jail for developing Zyklon-B gas for the Nazi death chambers. Even Army Math acknowledges the UW's right to ban classified research on campus. The university professor's 'freedom of inquiry' has already been restricted in many fields where research could be harmful to others.

"Even more ridiculous is Buck's claim that 'freedom of inquiry' applies to AMRC's consultations with the Army. In exchange for \$1.3 million each year, the Center is obligated by its contract 'to provide for the Army a source of advice and assistance on mathematical techniques, mathematical programs and mathematical problems.' Such a pact clearly restricts AMRC's freedom to say 'No' to an Army request.

"Like the Nixon administration, AMRC has investigated itself and found itself innocent," the countermemo continues, pointing out that seven of the ten members of the Faculty Advisory Committee, for whom the white paper was written, are former employees or associates of the center.

"After reading Buck's white paper, in which none of our statements about AMRC were in fact refuted, we feel all the more confident that The AMRC Papers gives an accurate picture of the Center. Those who prefer to judge for themselves can obtain copies from local bookstores," the countermemo concludes.

—T.H.M.

Photo/Duane Hopp

## Founders Days Photos

*A sampling of the  
70 celebrations  
going on these days.*



### **Miami (above)**

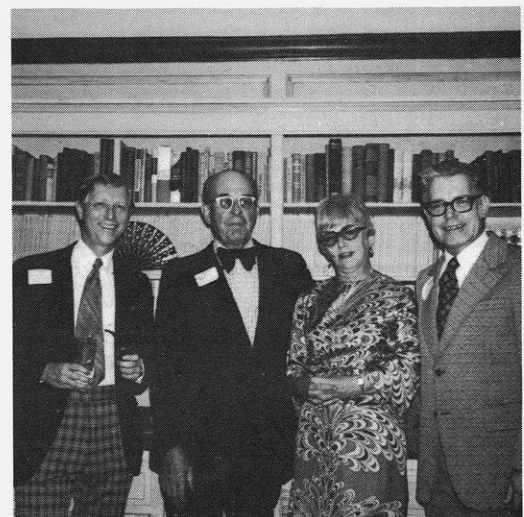
Guest speaker Elroy Hirsch; Jim Gort, a director of the club; and Gil Hertz '47, its new president.

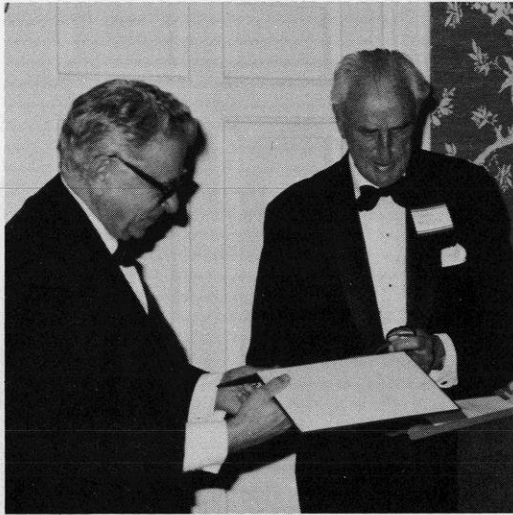
### **Merrill (left)**

Martin Burkhardt '30, club president; Ralph "Fata" Voigt '41, mayor of Merrill and current president of the Wisconsin Alumni Association; Madison Chancellor Edwin Young; Arlie Mucks, Jr.

### **Houston (below)**

Tom Leahy '51, club treasurer; Norman Gauerke '31 and Marge Beduhn Leiser '45, directors; and L. Glen Kratochvil '51, club president.





**New York City (far left)**  
Emanuel R. Piore '30 (left), retired Chief Scientist for IBM, receives the club's Man of the Year award from Karl M. Mann '11.



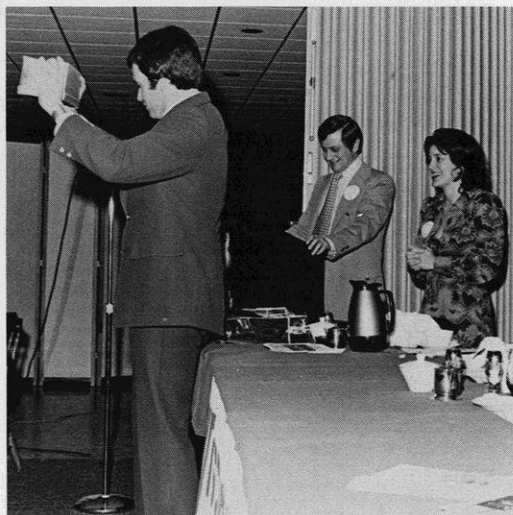
**Janesville (left)**  
UW-System President John Weaver, Mrs. Weaver; the club's incoming president, Lynda Williams Meyer '63; outgoing president Kenneth D. Kitelinger '67.



**Tomah (left)**  
Elaine Riopelle Paul '40, Herb Paul '39, club directors; speaker Wm. Davis, UW associate vice chancellor for health sciences; directors Mary Louise Rose Graf '48, John Graf '52.

**Wilmington, Del. (below left)**  
Clyde ('51) and Helen Eilo; Myron Krueger '35; and speaker Robert M. Bock, dean of the UW Graduate School.

**Vacationland (Baraboo-Reedsburg) (below)**  
WAA staffer Greg Schultz '70 helps in a door-prize drawing. Checking him are club president Myron LaRowe '62 and Nancy Zernzach Nelson '55, secretary.







**No, But I Heard the Book.** The Helen C. White undergraduate library has more than 1,500 tapes of “spoken literature”—plays, speeches and poetry—which students can listen to on headphones. Several individuals can hear the same tape on different headsets throughout the building, or an entire class can take over a room to listen on the speaker system.

**Suicide Screening.** People with tendencies toward suicide can often be helped if they’re identified in time. At University Hospitals the staff of the Suicide Risk Prediction Program is using computers to help make this identification faster and more accurate. Patients volunteer to be tested; questions appear on a screen, and they type their answers. Impersonal? Yes, and that is a virtue, says program developer John Greist MD, who has found that people often prefer to pour out their hearts to a machine because it is “a nonjudgmental interviewer: it doesn’t raise its eyebrows at anything.” The computer has shown an accuracy rate of 70%; human interviewers only 40%. The staff moves in with therapy when the machine indicates suicidal leanings.

**Rather See Than Be One.** We pass along to you the conclusion by Leon D. Epstein, a political science professor here, that extreme Democrats are more extreme than extreme Republicans. Or “the Republican electorate may be more heavily conservative than the Democratic electorate is liberal; so a strongly conservative Republican candidate would trouble a smaller percentage of his party’s regular followers than a strongly liberal Democrat candidate would trouble his.”

**Big Spender.** The Madison campus and its natives generated \$521 million in economic activity in Dane County last year, say researchers in the School of Business. They get that total on the basis of \$230 million in known expenditures by UW students, employees, visitors and the University’s payment for services and supplies. This action begat another \$291 million in indirect dollar flow. Student and employee families add 76,000 people to the county; 66,000 to the city, or 37% of its population.

**New Burn Treatment.** The Burn Center at University Hospitals is probably the first in the nation to use a horizontal air flow treatment technique. Joseph Moylan MD heads the department. A major cause of death in burn cases is infection, so in this new four-bed unit even the air is sterilized. It flows horizontally over the patient, preventing externally caused infection while permitting easier access for nursing care than is possible with any previous techniques, Moylan says. With this goes a sterile diet; antibiotics; and protection against internal infection through use of an externally situated radioisotope scanner, developed here by medical physicist Richard Mazess.

**Cool It.** Never mind what “The Joy of Cooking” or Antoinette Pope say, from our Food Research Institute comes word that it’s a bad idea, indeed, to leave uncooked meat or poultry out of the refrigerator overnight or even long enough to come

to room temperature. If any gourmet complains, tell him to gallop here to talk with institute spokesmen Dr. Michael Foster and Charles Duncan, from whom he’ll hear such words as “staphylococcus enterotoxin” and “Perfringens”.

**Sunny Side.** The first complete fusion experimental system on this side of the Atlantic will soon be housed on the engineering campus. It’s called a Proto-Cleo Stellarator; it’s coming from England; and it is three tons worth of machine that imitates the sun. It works with ionized gases (plasma) in twisted, doughnut-shaped magnetic fields and transforms heavy hydrogen gas into helium—the same process which generates energy in the sun. That’s the reason for the machine—to try to find an alternative energy source.



**Reruns.** Some of the faculty are videotaping their lectures for their own viewing later. But it isn’t an ego trip. The purpose is to spot flaws in lecture technique and correct them. Mostly it’s done in econ and chemistry, although no one has explained why the emphasis there.



**Bring Bluebook and IBM.** Gee, Mom, not only do some of these people carry calculators to class, but they even use them right there in front of everybody! Portable mini calculators are on the scene but they aren't looked on as a new wave of cribbing.

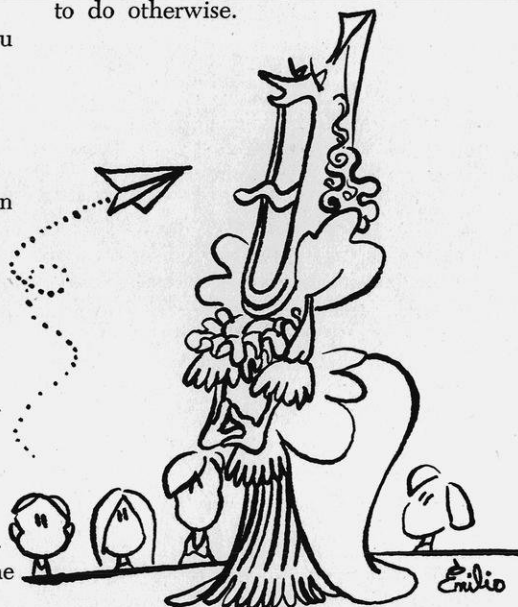
On the other hand, the faculty has mixed emotions. Some say that if you can figure out how to use one of the things, have at it. Others feel that the use of one is unfair to those students who can't afford them.

(Prices start at about \$30, with the most popular models costing between \$50 and \$100.) Profs in math, astronomy, chemistry, etc. say the calculator doesn't help all that much, since most exams deal with concepts rather than totals.

**Sayonara.** Here, as on campuses across the country, enrolment of foreign students is down this year (we had 2,154 last semester, which is 100 less than a year ago) and expected to keep sliding. Federal exchange programs and private foundations have cut back drastically on the financial help they used to give to visitors, and immigration rules prevent them from working to help pay their bills. Predictions are that only the wealthy foreigner will be able to afford a U.S. education before long.

**Cut-Off.** The discussions between the University and the Open Centers Committee over what to do with the Afro-American and Native American centers on campus (WA, Oct.-Nov. '73; Jan. '74) were at a standstill when classes adjourned for Easter vacation, and the representatives of the cultural centers would say they were the losers. Dean of Students Paul Ginsberg announced a few days earlier that the building which had housed the Afro-American Center had been reassigned to the cancer center. Things had been up in the air since October,

when the regents ordered that all UW-System campuses operate only multi-cultural programs. OCC reps broke off talks when the word was out that the buildings would be reassigned, while the University maintained that there had never been any plan to do otherwise.



**Wandering Minstrels, Aye!** When musical artists play the Union Theater these days, most of them get a workout they hadn't planned when Sol Hurok's office signed them. Under a fine new program initiated by the Union Theater and run in cooperation with the Madison school board, performers go out to schools all over town to give mini-concerts and lectures and rap with the kids. Of course, the performers agree to this well in advance, and long before their visit the schools are provided with biographies, tapes of their work, etc. So far, perfect harmony.

**Overachievers.** A state hearing examiner recently complained to the Department of Industry, Labor and Human Relations of racial discrimination in hiring at the University. A maintenance department had refused to hire an apprentice painter. Because he is white.

**The Touch-Up Touch.** The Campus Planning Committee has come up with its list of things to build and remodel in the next two years, with the cost expected to be approximately \$37 million. A lot of officials will have reacted by the time you read this, but as it stands now, tops on the must list are remodeling of the Biochemistry Building; phase one of renovation of the Medical Center; remodeling of Birge Hall; and remodeling of Memorial Library (to bring the present building up to the standards of the new addition which has been going on *and on* for 18 months at State and Lake streets). Other projects included are remodeling of: the now-co-ed Red Gym, the Mechanical Engineering Building, the Bacteriology Building, the Law Library, and the Pharmacy Building.

**Mary Livingston, I Presume?** Neanderthal Man was male. So was Java Man. But Minnesota *Man* was a *girl*, as all scientists are supposed to know. It is chauvinistic mistakes like this that campus geographer Gwen Schultz wants corrected in scientific writing, thinking and even small talk. (She once told a male peer that she is in the physical branch of geography and he replied, "Oh, so you're a physical man.") Prof. Schultz has an article, "The Un-Woman in Science," in the spring issue of Wisconsin Academy of Sciences, Arts and Letters. In it she says there is "a tendency to gradually erase women's names from scientific literature and attribute their contributions to the nearest male." All right, Professor, so this guy is at this cocktail party, and a lady scientist comes up to him, and he says, "You're a *physical woman*," and she hauls off and—

—T.H.M.

Illus./Emilio Lanier

## Honorary Degrees to Six

The donor of the campus's unique tennis stadium, and a woman born on the Menominee Reservation who went on to become a leader in solving problems faced by American Indians are among six persons scheduled to receive honorary degrees at the 1974 spring commencement on May 18.

Arthur C. Nielsen, Sr. '18, of Winnetka, chairman of the board and chief executive officer of an international market statistics and research firm, and Ada Elizabeth Deer '57 of Keshena, a leader of the Menominee Restoration movement, are among those to be cited.

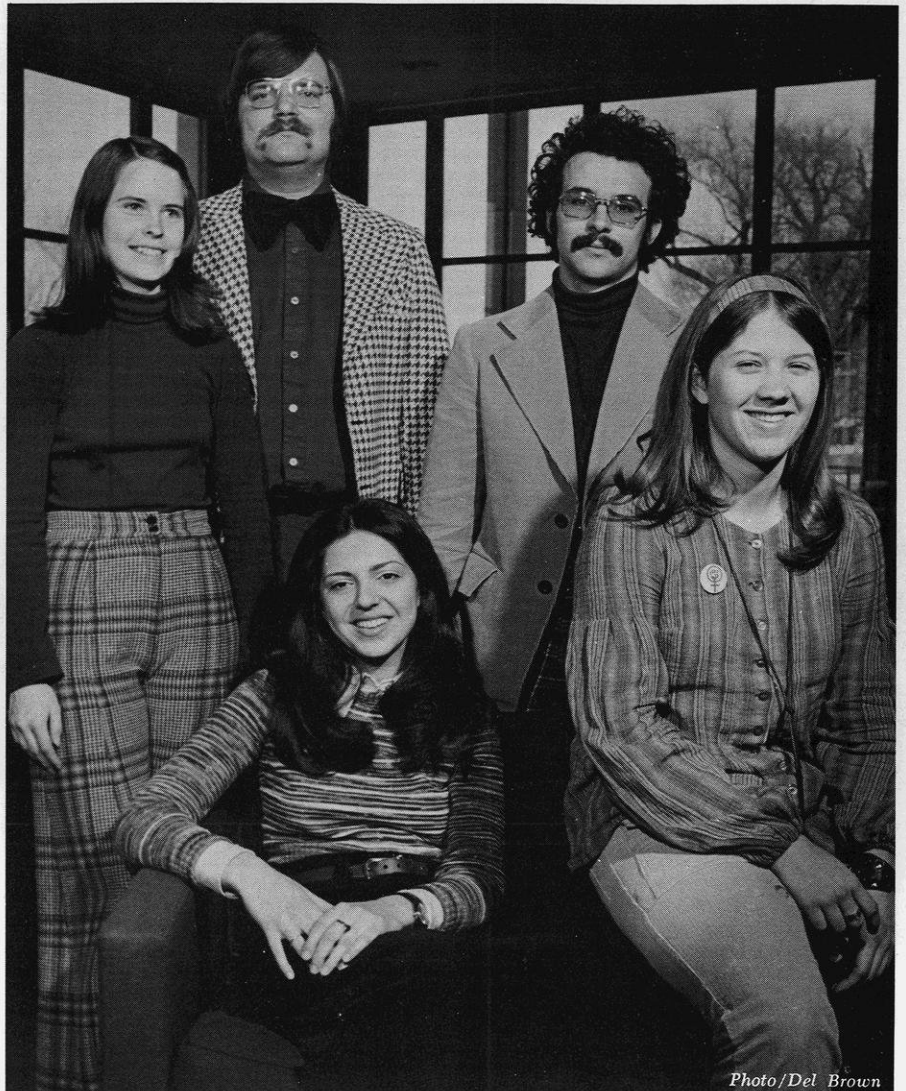
Degrees will also be presented to Catherine B. Cleary '43, Milwaukee, president of the First Wisconsin Trust Co.; Marshall Clagett, member of the Institute for Advanced Study at Princeton, N.J., who was a faculty member here for 17 years; H. A. Oluwasanmi, vice chancellor of the University of Ife in Nigeria; and Stanford Moore, Ph.D. '38, professor of chemistry at Rockefeller University in New York City and a Nobel Prize winner.

## No Discriminatory Grants

At its April meeting the Board of Regents voted to refuse any gifts, grants or bequests which discriminate on the basis of race, color, creed, sex, or national origin, except those intended for groups which have suffered past discrimination. This qualification was defended by Regent Charles Gelatt, La Crosse, who said that it was not enough to simply not discriminate against minorities and women.

"We have to go beyond that and for awhile discriminate in favor of them," he said.

Regent Roland Day, Madison, moved for and cast the only vote in favor of permitting no differentiation whatever in the acceptance of gifts. He argued that the University was setting a bad precedent by allowing any discrimination even if it were intended to remedy past wrongs. He



Photo/Del. Brown

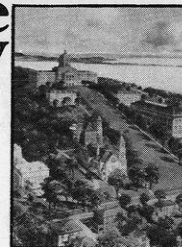
*Here are this year's award-winning seniors, who have earned themselves lifetime memberships in WAA. More than 100 students competed for the awards, which are based on the individual's grades, campus activities, and financial self-help. Seated: Sandra Kohler, Milwaukee; and Linda Bytof, Appleton. Standing: Beth Wells, Wauwatosa; Bruce Heil, New Berlin; and David Kuester, Oshkosh. The sixth winner was James Walsh of Beloit. The students will be cited at the Alumni Dinner in Great Hall on May 11th.*

said he felt the University could not get into the business of defining who is a black or who is an Indian. "I'm waiting for the day when the blond, blue-eyed guy walks in and says I want some of that money that's reserved for blacks because I had a grandmother who was black."

Regent Mary Williams, Stevens

Point, took issue with what she called Day's "emotional" arguments.

"I think we have to take a look at gifts for the purposes they are intended and rely on the good judgment of the board. The kinds of things you are envisioning are largely hypothetical. I insist that we be more pragmatic," she said.



## Law Students Shorted: Dean

George Bunn, dean of the Law School, says the school doesn't have enough money to do a good job of training young lawyers in some of the fundamentals of practice. He told the Law Alumni Association that while our Medical School can spend an average of more than \$12,000 a year per student, the law school can provide only \$1,500 per student. This lack of funding, he says, makes it impossible to provide the number of faculty members necessary to supervise students in practice skills.

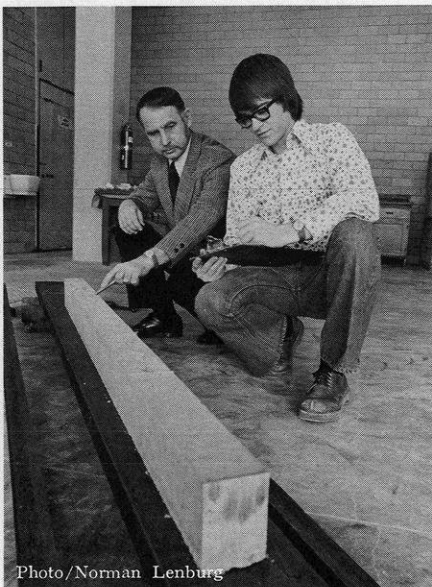
"As a result, in Wisconsin, a lawyer can still be admitted to the bar and hold himself out to the public as a qualified practitioner without ever having had to analyze a complicated fact situation presented to him in a thick lawyer's file or lengthy trial transcript."

The condition stems from a long-standing tradition of running law schools on minimum budgets, Bunn said, with the UW a part of that tradition. "Your law school has clearly been short-changed in relation to graduate education on this campus. It also comes off badly in relation to law schools in most neighboring states."

He said that the average master's program on the UW campus in 1972-73 cost \$3,130, compared to the \$1,150 for law students. "In most graduate departments there is one teacher to every five students. At Wisconsin, at the time of the accreditation report (which severely criticized the school's clinical program) there was one teacher to every 28 law students. We hope to reduce that to 1-to-22.5 by fall," Bunn said.

## L. & S Dean Steps Down

Stephen C. Kleene will step down after nearly five years as dean of the College of Letters and Science. He is only the sixth dean since the L. & S. college was organized in the 1890s. Kleene, a noted mathematician, has reached the mandatory age of 65 when academic administrators must return to teaching and research.



Photo/Norman Lenburg

*Prof. John E. Johnson (left) is looking at a concrete beam that is only three hours old, but ready to use. Johnson developed the rapid-setting, high-strength concrete mix, called Duracel, in his College of Engineering laboratory. The new mix sets firm at least 10 times faster than conventional concrete. It has been used effectively for highway repairs, and is expected to be used widely for pre-cast structural components for buildings, silos, regular highway cover, among others. With the professor is John McKenzie, graduate student from St. Croix Falls.*

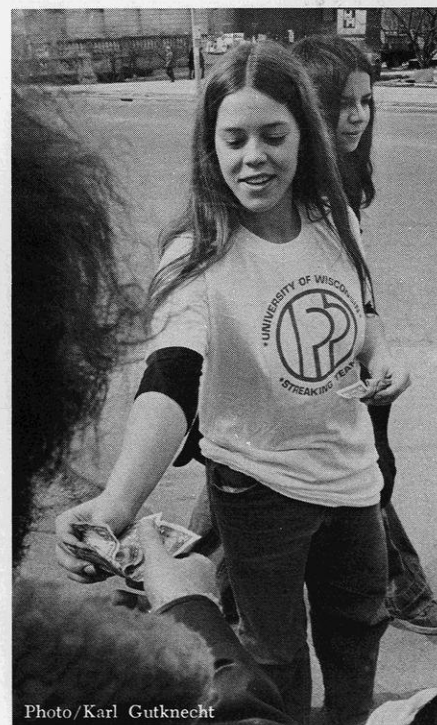
## New Cancer Facility

The National Cancer Institute has announced final approval of a \$6,134,097 grant to the University to construct a facility for the Wisconsin Clinical Cancer Center.

The center will be one of 15 comprehensive cancer centers funded federally. (WA, Oct.-Nov. '73). It will be housed in facilities adjoining the UW Health Science Center which is now under construction. Harold Rusch MD, director of the center, said the grant is solely to fund physical facilities, which will include a department of X-ray therapy, an outpatient department and four units for clinical research in cancer.

## Hirsch in Hall of Fame

Elroy Hirsch was among nine former college football greats elected to the Hall of Fame by the National Football Foundation last month. The four backs and five linemen were selected from the "modern era"—those who played after 1927. Elroy was drafted into the Marines after his outstanding 1942 season here, he was assigned to Michigan, where in 1943 he repeated the All-American rating he'd earned as a Badger. He scored two touchdowns in the 1946 College All-Stars' victory over the Rams, the team with which he was later to become one of the all-time top ends in NFL history. He's been the UW's athletic director since 1969.



Photo/Karl Gutknecht

*As close as we'll come to mention of streaking is to show a pretty girl buying an official UW Streaking Team shirt. It was designed and marketed by a couple of enterprising artists within hours after the first buff duff was reported flashing across a still frozen Bascom Hill.*

# "Exciting" is a perfectly usable word.

Wendell ("Windy") Gulseth '54, president of the "W" Club, writing in the club newsletter in March, opined that "these are exciting days on the Wisconsin athletic scene." He is probably right, and his optimism is a good focal point to those who weathered the hopes and final disappointments of hockey and basketball teams and who may have trouble seeing past the losses. Gulseth pulls a lot of things together.

He points out, for example, that three winter athletes won Big Ten titles—Rich Lawinger in wrestling; Dan Kowal in indoor track; and Paul Jarvie in swimming. (Lawinger added the NCAA title, thus becoming the first Wisconsin wrestler ever to gain a national championship.)

The basketball team wound up with a 16-8 record for its best season since 1962. Sometimes it looked very good; at others, very bad, but only four UW teams in history have come through with more victories in a season. At its end, Coach John Powless received a two-year extension on his contract, and Athletic Director Elroy Hirsch (who's own contract was extended another five years in January, to run through 1984) called the Badgers' fourth-place tie with Michigan State "a respectable standing in a respectable season."

Perhaps the hockey season hurt more, following as it did on the NCAA championship. Coach Bob Johnson's team won less than 20 games for the first time since 1966-67, finishing with an 18-13-15 record. But for the third year in a row they got a piece of the Big Ten pie, sharing the lead with Minnesota in a 5-4-3 record. Why not a second NCAA championship? "We only had two more losses in the WCHA (12-11-5) than we did last year," Johnson told the press after the Big Red won the game but lost the series to Michigan State at

East Lansing on March 7. "The big difference was the ties. People wonder what was wrong with us this year," he went on. "Nothing was wrong with us. Last year we got all the good bounces. This year we probably worked as hard for goals as any team we've ever had. We had our chances but we can't blame anybody.

"There are nights when the puck just won't go in. It's hockey, and there's no use trying to explain it." This season, Johnson's eighth with the Badgers, gives him a record of 176-86-11.

So what else was exciting? Gulseth points out to his fellow jocks that this winter UW's swimmers placed second, the fencers third, the wrestlers and indoor track team fourth and the gymnasts eighth in Big Ten competition. The swimming team hit its highest finish since 1925 with a second place in the conference meet, in which it set 11 school records.

Some excitement that Gulseth only touched on was caused by women athletes. After protesting their lack of facilities for months—protests that included storming such male bastions as the Red Gym—the women got Hirsch and Athletic Board chairman Prof. Haberman on a panel in mid-March. Hirsch took the brunt of the ladies' ire when he tried to explain why the Athletic Department could not come up with more than \$92,000 for an 11-sport women's program. "You can use any facility we have, as long as it's available," he said. He couldn't have picked a worse qualification after listening for an hour to women complain that facilities are almost never available to them. Hirsch finally told the women about the only thing he could: if they need more money, take it to the state.

But a few nights later the Athletic Board raised the original budget, with less practicality than Hirsch showed. It will keep in the \$92,000 originally allotted, but promised an additional \$26,000, which it will now have to go out and find. It said that \$15,000 will be used to hire a women's athletic coordinator who will be in charge of the women's program, reporting to Hirsch.



Powless



Johnson

## Team Honors

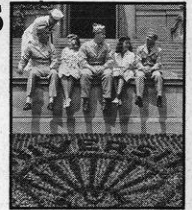
### Basketball

Senior guard Gary Anderson, Madison (LaFollette) and Kim Hughes, senior center from Freeport, Ill., shared MVP designation. Hughes was the leading scorer this season with 367 points and 266 rebounds. Anderson ranked second with 325 points, leading the team in conference scoring with an average of 15.3 points per game.

Sophomore forward Dale Koehler, Kewaunee, was named captain-elect. Marcus McCoy, junior guard from Chicago Heights, Ill., earned the Jimmy Demetral free-throw trophy; Kim Hughes got the Goodman Brothers Rebounding trophy; Pete Brey, Wisconsin Rapids, forward, won the Hub Clothiers Freshman Achievement Award for athletic and academic accomplishment.

### Hockey

Graduating captain Stan Hinkley, wing from Ponoka, Alberta, was voted MVP. Sideline for ten weeks with a broken bone, Hinkley still managed to score eight goals and four assists for a total of 12 points in 15 games. The Ivan Williamson award for scholarship, sportsmanship and athletic ability went to senior defenseman Dave Arundel, Minneapolis. Junior winger Don Deprez, Stony Mountain, Manitoba, earned the Most-Improved Player Award. Gary Winchester of Calgary, Alberta, was voted Most Consistent Player, and graduates as career scoring leader and goal scorer in WCHA play for the Badgers. In his four years he made 53 goals and 53 assists in league play, with an overall scoring record of 83 goals and 80 assists in 144 games. That includes seven hat tricks. Dean Talafous, scrappy center from Hastings, Minn., was elected next season's captain.



Rosenheimer '26



Vaughn '43



Nordeen '57



Destree '67

## 08/37

Ethel Sabin Smith '08, San Jose, California, was cited by the San Jose *Mercury-News* as one of its Women of Achievement for 1973, for her latest book, "God and Other Gods."

Ralph H. Rosenheimer '26, Shorewood, retired at the end of March as chairman of the board of the North Shore Bank. His son, H. Paul Rosenheimer '56, has been named chief executive officer of the bank.

Willis D. Freitag '29 was honored in March by the Wisconsin Livestock Breeders Association, for his outstanding service to the state's livestock industry. He is a supervisor for the Wisconsin State Fair, in charge of its agriculture and youth programs. His wife is the former Eleanor M. Weaver '29.

Harland E. Rex '29, Paradise, California, is now a fellow of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. Before retiring to California, he was with the Carrier Corporation in Syracuse, NY.

Guy M. Glencoe '33 has retired as assistant manager of the National Communication System at Arlington, Va. He and his wife, the former Marion Smith '32, have moved to Alexandria.

Velma Bell Hamilton '33, Madison, has been named Wisconsin Mother of the Year. She was nominated by the local Zonta Club, and moves on to the national selection to be held this month.

Milwaukee's First Wisconsin Trust Company has named Robert N. Bell '34 a vice president. He and his wife, the former Dorothy Dick '36, live in Mequon.

Wilbur J. Cohen '34, former HEW secretary and now dean of the School of Education for the University of Michigan, Ann Arbor, is president of the American Public Welfare Association for 1975-76.

Randall B. Bezanson '35, Eau Claire, is the new secretary of the Wisconsin Real Estate Examining Board.

Helen A. Dickie, MD '37 and former dean of the UW Medical School, William S. Middleton, MD were honored with citations from the American College of Physicians in April.

Frances Stiles Lamont '35 was named South Dakota Mother of the Year a few months ago, and represents that state at the American Mothers Committee conference in New York this month, vying for the national title.

Charles LeClair '35, dean of the art school of Temple University for the past 14 years, will retire next September, but will continue to do some teaching at the school. He has been either a chairman or a dean for the past 39 years. The LeClairs live in Melrose Park, Pa.

William O. Beers '37, chairman of the board of Kraftco Corp. (Kraft Foods), Chicago, recently joined the board of Allis-Chalmers Corp., and, in February, was named Marketing Man of the Year by the American Marketing Association, Chicago.

## 40/41

Walter L. Cleveland '40, Sheboygan, retired last month after six years as president of the Kohler Co. He joined the firm in 1959 and was only the second non-member of the Kohler family to serve as president. His wife is the former Cecile Dunham '44.

Edward R. Knight '40, Margate City, N.J., is chairman of the Atlantic County (N.J.) Charter Study Commission; a

member of the board of the Atlantic City Medical Center, and of the Atlantic Community College. He is married to the former Judith Weidberg '41.

Anita F. Alpern '41, Washington, D.C., is now deputy assistant commissioner for planning and research with IRS.

## 42/51

Richard E. Ellison '42, Kenosha, is vice chairman of the Wisconsin Real Estate Examining Board.

Doris Ostrom '43, with the New York office of J. Walter Thompson, has been elected a vice president with the firm. She's a copy group head on the Scott Paper account.

Charles M. Vaughn Ph.D. '43, professor and department chairman in zoology at Miami University, received the Distinguished Service Award of the Association of Academies of Science. He's a past president of the group.

Robert C. Flatter '45, a 30-year veteran with Employers Insurance of Wausau, is now its director of regional office processing. His wife is the former Marian Kell '37.

Heinz L. Bensel '46, Detroit, is now an associate with Albert Kahn Associates, Inc., an architectural firm. He's been with the company for three years.

Omar Rilett Ph.D. '46, chairman of the department of biological sciences with Illinois State University, has been named a university professor by the Board of Regents. The title is used to "honor faculty who have made outstanding contributions" to the university.

James M. Purse '47, Cleveland, a director of the Hanna Mining Company, has been named by a special policy committee to succeed the firm's current president. He's been an EVP since 1969. Mrs. Purse is the former Marie Rolande '49.

The new chairman of the Illinois section of the American Water Works Association is Robert T. Sasman '47, a hydrologist with the state's Water Survey Division.

Peter P. Donis '48, who has been manager of Caterpillar's plant in Joliet, Illinois, has been appointed general manager of all the firm's U.S. manufacturing plants.



## Don't forget our date!

- June 1**  
Wisconsin Singers Reunion
- Sept. 21**  
Young Alumni Day
- Oct. 1**  
Fall Women's Day
- Oct. 5**  
Alumni Leadership Conference
- Oct. 9**  
Wisconsin Singers Champagne Benefit
- Nov. 1-2**  
WAA Board of Directors Meeting
- Nov. 2**  
Homecoming (Reunions: Classes of 1954, '59, '64)

**Christopher E. Fullman MA '49**, now a full professor of English at Upsala (N.J.) College, was awarded one of its alumni fellowships for research last summer. He has managed a USO tour of student actors throughout the Far East and a tour of archeology students to the Near East.

**Earl C. Thayer '49**, Cedarburg, was named a chief design engineer with Rexnord, in Milwaukee. The firm manufactures heavy duty trucking equipment.

**Robert E. Keller '50**, Madison, is chairman of the newly organized Wisconsin Real Estate Examining Board.

**Chester J. Szymczak '50**, a co-founder of the new Great Lakes Publishing Company, Milwaukee, has been elected its president. The firm publishes original paperbacks.

The National Science Foundation has dedicated its earth sciences laboratory at McMurdo Station, Antarctica, to the late Edward C. Thiel '50. Among other memorials to the noted explorer, who died in a plane crash near Africa in 1961, are a mountain range in Antarctica; a nuclear magnetometer here on the campus; several books, and a plaque in the Chapel of the Snow, Antarctica.

## 51/64

**Franz Brand '51**, Monroe, has been appointed Green County Judge by the governor. His wife is the former Carol Schindler '54.

**Walker M. Reid '51** is the new theater arts director for El Paso's Chamizal National Memorial. It's a performing arts center, opened last November, to encourage cultural exchange between Mexico and the U.S. and to join the best artistic efforts of both nations.

When Colt Industries acquired the Jay Scott Company, a Garfield, N.J. manufacturer of wood and synthetic grips for hand guns, they appointed **Malcolm G. Millar '52** to manage that operation.

**Louis Freizer '53** is now senior executive producer of New York's WCBS/Newsradio 88. He'll also act as morning assignment editor for the station, with which he's been affiliated since 1956.

**George R. Simkowski '53** moves up to the corporate vice presidency with Bell & Howell, Chicago.

**Richard D. Karfunkle MS '54**, a vice president with Abraham and Co., a New York stock brokerage, won the American Statistical Association's business forecasting sweepstakes. His wife is the former **Shirley Chapnitsky '56**.

**Joseph L. Stone '55**, a Chicago attorney, has been reappointed to the Small Business Administration's Illinois Advisory Council.

**Alan P. Chechik '56**, a vice president of the Madison advertising agency Stephan & Brady, has become an accredited member of the Public Relations Society of America. His wife is the former **Diane Craig '59**.

**James W. Cleary Ph.D. '56**, the UW's former vice chancellor for academic affairs and now president of California State University, Northridge, is editor of the modern edition of a

*The late*

**Fr. Alvin Kutchera**  
*chaplain of the UW Catholic Center 1936-60 was a friend to hundreds of students and faculty of all denominations. With a little help from those friends there is being established the*

### **Alvin Kutchera Memorial Lecture Series.**

*If you can help, send your tax deductible contribution today to Father Kutchera Memorial Committee, 723 State Street, and indicate whether you can be here on Sunday, November 3, 1974 (Homecoming weekend) for a special Mass, lunch, and the unveiling of a bas relief honoring your good friend.*

17th-century masterpiece on the art of manual expressiveness, John Bulwer's "Chirologia . . . Chironomia." The book has been published by Southern Illinois University Press.

**Norman L. Nordeen '57** has been elected a secretary at The Hartford Insurance Group, which moves him up to manager of the operations research department. Before joining the firm in 1972, he was director of research for Madison's CUNA Mutual Insurance Company.

**Lalit K. Sarin '59** has been appointed vice president for product control with Black & Decker, Towson, Md.

**Gary L. Swenson '60**, a vice president in the underwriting department of The First Boston Corporation, NYC, is one of the firm's new directors.

**Dawson C. Deese Ph.D. '61** is now chairman of the nutritional sciences interdisciplinary unit with UW-Green Bay. He served as director during the formation of this new group.

American Hospital Supply, Waukegan, has made **Thomas J. Hackenberg '61** a vice president for marketing with its Scientific Products division.

**Edward W. Voigtman '61**, supervisor of instrument engineering at Nekoosa

Edwards Paper Co., Port Edwards, Wisconsin, was appointed director of the pulp and paper industry division of the Instrument Society of America. He'll hold the post for two years.

**Gerald E. Kimmel '63**, former district sales manager for the Toro Company, is now manager of sales and marketing for Game Time, Inc., Litchfield, Mich., a Toro subsidiary.

**Paul Aspinwall '64** now lives in Poughkeepsie, since being promoted to IBM's education industry systems department as an advisory planner.

Continental Insurance Companies has appointed **Robert W. Virtue '64** a manager of its operations in Holland, Belgium and France, with his office in Paris.

## 65/73

**Roger S. Boeker '65** has been promoted to sales manager of the Spokane distribution center of Hygrade Food Products Corporation.

**Virginia May '65** was the recent subject of a feature article in the Wisconsin State Journal telling about how, because "mountains are my thing" she settled in Denver after graduation and now heads a thriving import boutique there, La Boca, featuring South American clothing.

**Reginald Destree '67**, Westby, Wis., has won Dobby Feeds' outstanding salesman award for the third year in a row. During this period he has increased his sales volume by 80 percent. His wife is the former **Donna Heuer '69**.

The Manchester (N.H.) Bank has promoted **Timothy J. Granzau '67** to assistant vice president. His wife is the former **Barbara Lamb '67**.

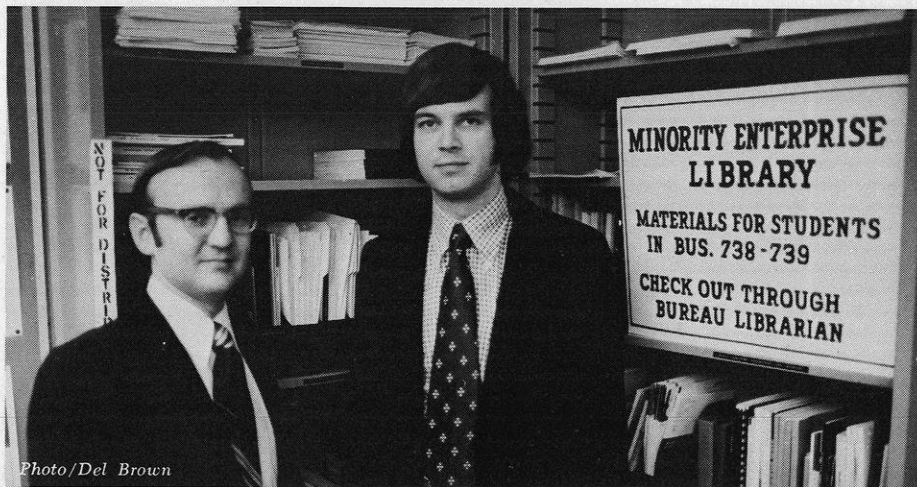
**Robert A. Hansen '67**, his wife **Nancy (Gurkowski '67)** and their daughter, **Stacey**, now live in Dublin, Ohio where he is an assistant professor at Ohio State.

Captain **Robert F. Rowe '67**, assistant base veterinarian at Randolph AFB, Texas, is a member of an Air Training Command Wing which has earned the USAF Outstanding Unit Award for the seventh time. His wife is the former **Mary Jackson '69**.

**James G. Blencoe '68** is studying under a post-doctoral fellowship at Penn State University, after earning his Ph.D. in geology at Stanford.

Army Col. **Leonard P. "Pete" Dileanis '69**, has reported to MacDill AFB, Florida, as public affairs officer of the US Readiness Command.

**Stanley Sloan Ph.D. '69** has rejoined Hay Associates, a management consulting firm in Atlanta. He had been in Wichita



Photo/Del Brown

Strang (left) and Anderson

## Rescue Squad

The operator of a small Milwaukee wholesale-retail meat business was in trouble and sent out an S.O.S.

He had suffered a \$1,000 loss in the first month of operation because he was unable to keep records and was not aware of sound promotion and good purchasing practices.

His call for assistance was answered by a team of students enrolled in a Graduate School of Business course, Minority Enterprise Development, one of the few programs of its kind in the country. The students' participation was a practical experience, and it earned them six credits toward a master's degree in business administration.

The two members of the Milwaukee man's team began their cooperative effort by giving him very basic business instruction. They showed him how to operate a cash register properly, how to balance a checkbook, how to maintain records and prepare monthly financial statements.

They convinced the businessman he should stress the retail side of his operation because he could not buy in sufficient quantity to compete with other wholesale operators. They developed a marketing plan that included newspaper advertising, flyers distributed in the neighborhood, and a sound truck to advertise specials, such as a gift with a \$5 purchase.

In addition, the students arranged for outside counseling to add to the owner's steadily growing business know-how. They built a close relationship with their client, uncovered

significant problems, and logically and patiently attacked them with the businessman's cooperation.

He benefited from the students' advice. The business began to expand, and sales doubled in a short time.

Profs. William A. Strang and Dan R. Anderson, who have conducted the Minority Enterprise program since 1969, agree that it is worthwhile:

"We have 10 teams in the field this year, working in various minority or non-profit organizations in Madison, Milwaukee, and Beloit. During the past four years, we have had 38 other two-person teams assigned to assist firms including TV sales and service, craft shops, gift stores, office supply wholesalers, magazine publishers, food caterers, and the like.

"Not all the experiences result in success stories. But we feel the teams make important contributions to their clients in at least one-third of the situations, with credit going to both the teams and the entrepreneurs. Most businesses are helped somewhat.

"In perhaps a third of the cases, little is accomplished. Sometimes there is resistance on the part of the operators, and sometimes the students are unable to be of tangible assistance, although we try to match the students' preferences and abilities with the business concerned."

Strang and Anderson contend that the participants "learn how things tie together in business, how necessary functions begin to mesh. Another benefit is that the students learn to empathize with people. They have to do a sales job to sell their ideas to the businessmen, and then set up a program to put them in action."

—Jack Burke





Photo/Del Brown

Knitter (left) and Graaskamp

## Cost Cutters

A computerized property appraisal system developed at the School of Business may help solve growing tax assessment problems, according to real estate professor James A. Graaskamp.

In a Bayside, Wis. property appraisal study, graduate student Keven Hansen and Graaskamp found that a computer program was able to cut appraisal costs per residence from \$30 to \$1.37 while reducing appraised error by two-thirds.

Written by Robert Knitter, director of the University's computing center, the program was designed to provide yearly valuation of individual properties with speed and accuracy.

Many Wisconsin tax assessors in recent years have lagged five to six years behind in property tax assessments, actually appraising only a fraction of properties in their municipalities each year. The program can be used to value properties annually, thus eliminating a large jump in taxpayers' assessments every three or four years.

"Under the present system," explained Graaskamp, "if the market value of the community is understated, it will receive less than its share of state aid and individual taxpayers will carry unequal tax burdens."

The program is different from other computerized appraisal programs in its use of the traditional market comparison method of assessment in which assessors assign a value to a property based on what properties with similar characteristics have sold for.

The program, named MKTCOMP, is accessed via teletype to the GE Mark III Information System. Data on properties already sold, including the number of rooms, design, and quality of the houses are stored by the assessor. He then stores in the computer the data on those properties to be valued. MKTCOMP finds the closest matches between the two sets of properties, making adjustments for differences, and thus assigns a market value to the properties under consideration.

"MKTCOMP actually simulates the method an appraiser uses," Graaskamp said. "It permits an assessor to exercise his judgment and experience."

Hansen concluded that MKTCOMP, in comparing a sample of 16 test properties sold in 1973 to 100 other property sales, estimated selling prices for individual properties more accurately than either an assessor or a previously-tested computer program using regression analysis.

MKTCOMP's average dollar error per property was \$7,000 less than the error of the assessment on record. Further, MKTCOMP processed one property per minute and would be able to value all 1,127 properties in Bayside in less than 20 hours of computer and analyst time.

MKTCOMP is now part of the Educare computer network. Educare, a non-profit corporation owned by the professional appraisal societies, offers educational courses and a library of real estate programs to real estate professionals.

This study was sponsored by the UW-Madison Graduate School Research Committee.

—Mary Ann West

as director of human resources with Pizza Hut, Inc.

Elvery W. Veal '72 is the engineering division's training officer for Goodyear International's new factory in Shah Alam, Malaysia, just outside of Kuala Lumpur. He expects to be there for a minimum of two years.

Marine 2nd Lt. Charles L. Baker '73 took a six-month course at Officer Basic School, Quantico, Va. He's married to the former Renee Wray '73.

David V. Barber '73, Delavan, is the new distribution manager for the area for Sta-Rite Industries' water equipment division.

Marine 2nd Lt. Brian L. Behl '73 has completed Environmental Indoctrination School at Pensacola.

David Keppert '73 is with GE in its installation and service engineering department, and recently took a three-week course at the firm's Schenectady offices.

Deborah Ann Walsh '73 had planned to teach after graduation, but with the tight job market, "settled" for a position with a Green Bay employment agency, Office Mates. "Now I don't know if I will ever go into teaching, because I enjoy the business world so much," she recently told a Press Gazette reporter.

## Deaths

Herbert Thomas Ferguson '97, Milwaukee  
Thomas Francis Frawley '02, Bloomfield, N. J.

Mrs. Edward F. Scheibe (Anna Otellia Stucki) '02, Brookfield, Wis.

Mrs. Arthur P. Benkert (Charlotte A. Churchill) '08, Monroe, Wis.

Mrs. Lorraine Joseph Markwardt (Lulu Starks) '08, Madison

Mrs. Frederick Carlyle Walker (Mabel Edna Gilkey) '08, St. Petersburg, Fla.

Mrs. Morton O. Withey (Iola M. Harker) '08, Madison

John Walter Gauerke '09, Green Bay

Robert Warren Adams, MD '10, Chetek

Alfred Nelson Budd '10, Philadelphia

Herbert Harvey Gottschall '10, Milwaukee

Benjamin Franklin Springer '10, Milwaukee

Shelby Edwin Beers '11, Madison

Mrs. Arthur E. Miller (Grace A. Hessing) '11, Madison

Ralph Partridge Bradish '14, Los Angeles

Mrs. Lee Percy Mehlig (Madeline Cecile Fess) '14, Palm Island, Fla.

Mrs. Benjamin Franklin Sweet (Camilla Myrtle Haley) '14, Spring Hill, Ala.

Earl Oscar Vits '14, Manitowoc

Orlando Griswold Holway '15, Monument, Colo.

Give yourself this handsome, bronze-on-marble commemoration of an historic highlight. In relief is the Lincoln statue from Bascom Hill, your name, and your WAA Life Membership number. And if you don't have a Life Membership—and consequently no number—you've come to the right place. We have several. We want to sell them to you because it is Life Membership dues that help us build our capital funds to earn the interest on which we serve you and our University. Annual memberships are fine. But not nearly so helpful as Life Membership income.

So we've come up with two ways to make your purchase of a Life Membership easier than ever. We've lowered the price to certain groups. And we dangle that 125th Anniversary commemoration in front of you. What's more, you can charge it to your Master Charge or BankAmericard.

Ideas such as these are what have given WAA the largest number of Lifetime Members of any alumni association in the Big Ten.

Everybody who takes out a Life Membership gets a special rate, and a permanent plasticized card to flash. There's one point, though.

*Only those who pay their Life Membership in a single payment get the historic bronze-on-marble conversation piece.* But don't let that scare you. Look how low all these rates are.

For members of the Classes of 1967 through 1973, a single Lifetime Membership is \$100. You can pay it in five annual payments of \$20. A husband-wife Lifetime Membership is \$120, or \$24 annually for five years. For the Classes of 1935 through 1966 we've lowered our regular Life rates from \$150 and

\$175 (single and husband-wife) to \$125 and \$150 respectively. If you want installments on these, they're single: \$25 a year for five years; husband-wife: \$30 a year for five years. For **Classes of 1925 through 1934:** Single Life membership is \$75 (can be paid in three annual payments of \$25); husband-wife, \$100 (\$25 a year for four years.) For those in the **Classes of 1924 and before,** it's \$30 for a single; \$40 for husband-wife.

We want you as a Life Member. That's why we've made it all so easy and so inexpensive. And why we'll send full-paying members this special gift.

Come along with us, today!

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

Yes! Send me my 125th Anniversary memento. Here's my payment in full for a \_\_\_\_\_ Single; \_\_\_\_\_ Husband-Wife Life Membership at \$\_\_\_\_\_. I'm in the Class of 19\_\_\_\_\_.


I can't make a payment in full, but I do want to be a Life Member of WAA. Here's the first payment of \$\_\_\_\_\_ for a \_\_\_\_\_ Single; \_\_\_\_\_ Husband-Wife membership at your rate of \$\_\_\_\_\_. I'm a member of the Class of 19\_\_\_\_\_.


Send two membership cards. For our husband-wife membership. (Spouse's full name: \_\_\_\_\_)


NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

 Master Charge # \_\_\_\_\_ BankAmericard # \_\_\_\_\_

 Exp. Date \_\_\_\_\_

 Interbank # (Master Charge only) \_\_\_\_\_

# It's the UW's 125th Anniversary. Give yourself a gift.





## Class of 1920 Weren't Those The Days!

Remember your Golden Jubilee Reunion banquet in 1970, and the wonderful tape they played for you? Reminiscences by Madison radio announcer Jim Mader brought back your whole era, with one sparkling campus memory after another! That same tape is on a quality high fidelity record for you to cherish always! And \$2 of every order goes into your class gift fund!

\$4.75 postpaid

The supply is limited.  
Order today!

AMC  
123 Water Street  
Sauk City, Wis. 53583

What a wonderful way to bring back those very good old days! Here is my check for \$\_\_\_\_\_ for \_\_\_\_\_ copies of the high fidelity recording "Memories of '20" at \$4.75 each, postpaid. I understand that \$2 of each order goes into our class gift fund.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Burton Raymond Weston, MD '15, Mason City, Iowa  
 Rolf Victor Buseth '16, Madison  
 Mrs. John W. Griswold (Imogene Clarissa Kriskey) '16, Madison  
 Otis Edward Hoffman '16, Watertown  
 Elizabeth Mary Kelly '16, Portage  
 Nicholas Joseph Schmitz '16, Madison  
 Mrs. Harry Du Vall Blake (Helen Claire Hull) '17, Madison  
 Stewart Neil Bottum '17, Wessington, S. Dak.  
 Mrs. H. Fred Brunzell (Elizabeth C. Gault) '17, Evansville, Wis.  
 LeRoy Arthur Petersen '17, Greenwich, Conn.  
 Mrs. Hans T. Sondergaard (Josephine Mary Brabant) '17, Madison  
 Donald Alan Caldwell '18, Sioux Falls  
 Edward Collins Gratiot '18, Greensboro, N. Car.  
 Mrs. Ruth Harloff (Ruth Bertha Hoppmann) '18, Madison  
 Mrs. Francis A. Wagner (Hazel Zum Brunnen) '18, Middleton  
 Gordon Dale Adams '19, Madison  
 Florence Esther Beatty '19, Milwaukee  
 Mrs. William Raymond Tanner (Clara E. Mueller) '19, Milwaukee  
 J. Berlyn Treloar '19, Muscoda  
 Evan Philip Helfaer '20, Milwaukee philanthropist who gave the UW more than \$1 million during his lifetime, and who received a WAA Distinguished Service award in 1972.  
 Frederick William Oldenburg '20, Madison  
 Albert Fulton Smith '20, Manitowoc  
 Roy Albert Aune '21, Elkhorn  
 Allen Sunday Austin '21, Sun City, Calif.  
 Lucy Mary Kellogg '21, Ann Arbor  
 Norman Lorenz Wittkop '21, Largo, Fla.  
 Mrs. Arthur Freed (Grace M. Sinaiko) '22, San Marino, Calif.  
 Frank Winchester Gray '22, Sun City, Calif.  
 Mrs. Joel R. Isberg (Helen Amanda Meyers) '22, Pompano Beach, Fla.  
 Lewis Hanford Kessler, Sr. '22, Mission Hills, Kans.  
 Roger William Kahlenberg '23, Two Rivers  
 Ralph Pendleton Smithyman '24, Elkhorn  
 Wallace William Drissen '24, Birmingham, Mich.  
 Floyd Irving Fairman '25, Lexington, Ky.  
 Fred Gustorf '25, San Francisco  
 Mrs. Al Graf (Agnes Larson) '25, Indianapolis  
 Donald Andrew Rock '25, Superior  
 Eugene William Tuhtar '25, Janesville  
 Warren Parker Clark '26, Eau Claire  
 Joseph Claude Gamroth '26, Madison  
 Ernest Joseph Heggstad '26, Milwaukee  
 Harold William Huppeler '26, Madison

Mrs. Philip Hilmore, Sr. (Frances Parker Brayton) '26, Tucson  
 Raymond John Quinn '26, La Crosse  
 Willis Latanner Tressler '26, Granby, Colo.  
 Earl Louis Kullmann '27, New York City  
 Richard Samuel Rosenfels '27, Richland, Wash.  
 Ray Renaldo Swann '27, Madison  
 Mrs. Louis Henry Weiner (Henrietta Josephine Utzerath) '27, Chicago  
 Harry Jacob Wienbergen '27, Dickinson, N. Dak.  
 Clayton Melvin Zieman '27, Dayton, Ohio  
 Charles Henry Crownhart '28, Madison  
 Caspar Franklin Hunt '28, Madison  
 Mrs. Edgar Steinike (Avice Mae Betts) '28, Madison  
 Arthur Marsh Lawton '29, Rockford  
 Joseph Marsh '29, Milwaukee  
 John Homer Nason '29, Boulder, Colo.  
 Francis Lee Utley '29, Columbus, Ohio  
 Bruce William Dennis '30, Chicago  
 Walter Pell Ela '30, Madison  
 Oscar Henry Hanson, MD '30, Fort Atkinson  
 Richard Fred Leibly '30, Minneapolis  
 Stanley Henry North '30, Sheboygan  
 Mrs. Edward K. Scribner (Kathryn Louise Crowell) '30, Sarasota, Fla.  
 Raymond Eugene Long '31, Janesville  
 Oscar James Melby '32, Madison  
 Gerald Eugene Pool '32, Sheboygan Falls  
 Mrs. Robert Hendon Thomason, MD (Mary Elizabeth Chaney) '32, Corpus Christi  
 Fred Beyerstedt '33, Ossippi, N. H.  
 George Robert Gilkey '33, Merrill  
 George Reginald Stanek '33, Lomira  
 James Eugene F. Abrams '35, Calumet, Mich.  
 Curtis Earl Dieter '35, Midland, Mich.  
 Glen I. Morris '35, Richland Center  
 Robert Eli Duncan '36, Madison  
 John Leon Halpin '36, Madison  
 Oscar Louis Stanke '36, Albany, Wis.  
 Gerald Libman '37, Wausau  
 Everett Henry Nametz '37, Elkhart Lake  
 Mrs. Robert Downey (Elizabeth Stevens Hill) '38, Baldwin, N. Y.  
 Lloyd Willard Jedeka '38, Los Angeles  
 Raymond Donald Merklein '39, Blue Mounds  
 Mrs. Evelyn Tranmal (Evelyn Margaret Pehlke) '39, Madison  
 Carl Fredric Velguth, Jr. '39, Milwaukee  
 Edward Uecker '40, Elnora, N. Y.  
 Mrs. Roy Bertrand Larsen (Elizabeth Helen Odegard) '42, Wausau  
 Mrs. Harold Kocin (Susan Jane Blake) '45, Washington, D. C.  
 Mrs. Robert H. Mareneck (Catharine Rau) '45, Lake Forest, Ill.  
 Armin Carl Baer '46, Tuscola, Ill.



## And they said you'd never be a standout in business.

*Come back and brag a little on*

### **Young Alumni Day** **Saturday, September 21, 1974**

*especially designed for the Classes of 1963-73*

Here's a repeat of our big, all-day event that proved so popular last year. Just for young alumni, and keyed to give you what you've asked for—a well-rounded day of refreshing discussion and learning, great food and drink, exciting Badger football, and hours to be with friends.

**Program:** *Union South (Randall and Johnson)*

10:00— Registration  
10:30 a.m. Bloody Mary/Screwdriver  
Eye-Opener Session

10:30 a.m. Chancellor Edwin Young  
"Madison Campus Report"  
11:00 a.m. Athletic Outlook: Asst. A.D. and  
Chairman of Athletic Board  
11:30 a.m. Luncheon  
1:30 p.m. Football  
Wisconsin vs. Nebraska  
(Block seating available)  
4:00— Badger Boomer Beer Bash  
6:00 p.m. Union South—Assembly Hall  
Combo

*Co-Chairmen:* Scott Condon '72 and Carol Ward Knox '73

**Cost:** \$5.00 per person  
**Football:** \$7.00 per ticket

#### **Young Alumni Day Order Form**

Young Alumni Day  
c/o Wisconsin Alumni Association  
650 North Lake Street, Madison 53706

Please reserve \_\_\_\_\_ spaces at \$5 each (includes morning coffee, luncheon, registration fee, postgame beer party).  
My check for \$\_\_\_\_\_ is enclosed. (Make payable to: Wis. Alumni Assn.)

Name \_\_\_\_\_ Class \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Name of Spouse or guest(s) \_\_\_\_\_

#### **Football Ticket Order Form**

Young Alumni Day  
c/o UW Athletic Ticket Office  
1440 Monroe Street, Madison 53706

Please send me \_\_\_\_\_ tickets at \$7 each for the Wisconsin-Nebraska game, September 21, 1974, in the special seating bloc for YOUNG ALUMNI.  
My check for \$\_\_\_\_\_ is enclosed. (Add 50¢ handling charge to total.) (Make payable to UW Athletic Dept.)

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



*C'mon 'n cheer!*

# **COLORADO FOOTBALL HOLIDAY**

*September 27-29, 1974*

Jet with us via United Airlines 727, Madison to Denver and back, to cheer your Badgers to victory! Enjoy first-class meal-and-beverage service enroute. We'll stop for two nights at the deluxe Brown Palace Hotel in Denver, one of the finest hotels in the country. There'll be a special cocktail party for us the evening we arrive. Also included is your game ticket; special pre-game luncheon at the Harvest House in Boulder; round-trip transportation between Brown Palace and the football stadium; special Badger corsages for the ladies; and baggage handling and portorage charges at airports and hotel.

We're even bringing an experienced Alumni Holidays tour director to assist in every way.

*This wonderful weekend is co-sponsored by Wisconsin Alumni Association and the Mendota Association, and is open only to members of either association and their immediate families. We can take only 96 people! Hurry. Get your reservation in today!* per person, plus 10% taxes and services, based on double-room occupancy. For single room, please add \$25.

## **Colorado Football Holiday**

650 N. Lake Street  
Madison 53701

Yes! I want \_\_\_\_\_ reservations on the big 3-day football trip. I am a member of \_\_\_\_\_WAA; \_\_\_\_\_Mendota Association; \_\_\_\_\_both associations. Besides my reservation, the others are for (name and relationship)

I am enclosing \$100 deposit for each reservation. Here is my check for \$\_\_\_\_\_. (Included are reservations for \_\_\_\_\_ single rooms at \$25 each.)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Horace Wm. Gerarde, MD '48 and Dorothy Ferguson Gerarde '46, Tenafly, N. J., in a plane crash in Turkey

Dorothy Jean Meier '47, Kenosha

Mrs. Joseph Belatti (Jean Doris Huie) '48, Janesville

Walter Bell '48, Janesville

Mrs. Martin Bernard Fliegel (Phyllis Elaine Myhre) '48, Madison

John James Finnegan '50, Oakridge, N. J.

William Tolan Wagner '50, Ironwood, Mich.

Donald William Kaatz '51, Madison

Lester Duane Skundberg '51, Westby

Arthur Robert Voigt '51, Avon, Conn.

Frank James Marques '52, Madison

Mrs. John Manning Antes (Marilyn Rose Herzog) '53, Evansville, Wis.

Mrs. John M. McCoy (Barbara Jane McCall) '53, Rockford

Frederick Christian Rehmstedt '53, Monticello

Malcolm Shaw MacLean '54, Iowa City

Norman David Mitchell '54, N.Y.C.

Hugh Alan Dega '56, Brooklyn, Wis.

Edwin N. Johnston, Jr. '58, Iowa City

Sylvia Elizabeth Jackson '59, Angola, Ind.

Mrs. Russell P. (Edith Marie) Henry '63, Madison

Thomas Patrick Creagan '64, Rockford

Mary Catherine Brandt '68, Lewiston, Maine

Peter James Kafura, MD '69, New Berlin, Wis.

Marilyn Iris Berman '70, Miami Beach

Mrs. Richard Brainerd (Charlotte Louise Roethe) '72, Fennimore

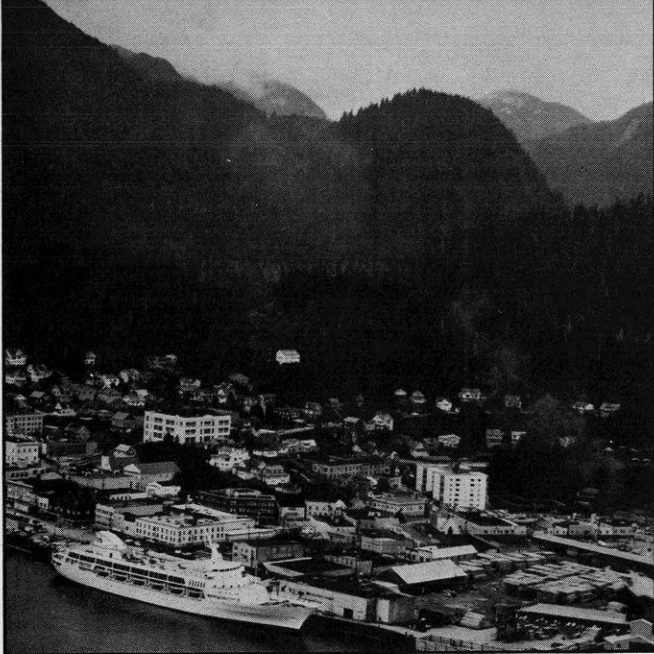
Richard Alan Shapiro '72, Rock Hill, N. Y.

## **Faculty Deaths**

Joe C. Steinauer, 93, Madison, one of the best-known figures in UW athletic history. He joined the Athletic Department in 1912 as a trainer, retired in 1951. Along the way he coached swimming and golf teams; ran the Red Gym from which he "scouted" any outstanding young athlete and got word to the coach of that particular sport. In 1967 he was enshrined in the Madison Sports Hall of Fame.

Prof. C. J. Chapman '14, Madison, a well-known soils specialist and member of the faculty of the College of Agriculture for 42 years before retiring in 1961. He pioneered in work with nitrogen fertilizer.

Arthur G. Lentz, 65, New York City, director of publicity for the Athletic Department from 1946-56, when he left to join the U.S. Olympic Committee as publicity director. In 1965 he became the committee's executive director, a position he held until 1973. He'd been on the sports staff of the Capital Times for a decade before joining the Athletic Department.



# You're Entitled!

*You're pulling through the dullest winter in 30 years. Don't you think your brave little heart deserves a reward? We do.*

## Alaska

**THE KLONDIKE COUNTRY**

**July 14-28**

**15 days/\$1349**

Since you're going to see America first, by all means include this visit to Alaska! You just wouldn't believe there is so much majestic beauty right next door. Lovely, livable summer temperatures. Sightseeing from the top of the world. And a 4-day cruise aboard a luxury ship. We jet via Northwest Airlines scheduled flight from Chicago to ANCHORAGE. To PORTAGE GLACIER, then ALYESKA, the famed ski resort, for a summer run on one of the world's longest chairlifts! To MT. MCKINLEY NATIONAL PARK. To FAIRBANKS. To the museum of the University of Alaska, then a 4-hour sternwheeler ride on a sunny afternoon. We bus along the Alaska Highway to WHITEHORSE, capital city of the great Yukon Territory. We'll visit SKAGWAY to relive the 1898 Gold Rush. The four-day cruise is on the ISLAND PRINCESS. We head for VANCOUVER along the Inside Passage. We stop at HAINES, at GLACIER BAY, at SITKA, where Russian rule ended in Alaska. Then on to VANCOUVER, VICTORIA, along Puget Sound to SEATTLE, from which we jet back to Chicago. Deluxe hotels always. \$1349 includes tax and is based on double occupancy of hotel rooms and ship's cabins. Single cabins aboard ship are extremely limited, so query us about availability and price variance. Please deposit \$200 with each reservation.

## The Orient

**ORIENT ESCAPEDE**

**August 29-September 12**

**14 days/\$999**

*For WAA members and immediate families*

This may be the "tour of the Orient for those who think they've seen the Orient." We don't believe that a 14-day

tour should be too busy. Better, we think, to whisk you to the major cities, the centers of all that is the Orient, and let you set your pace there! So we'll jet from MILWAUKEE on our Northwest Orient Airlines 707 charter and go to TOKYO. We're there for seven days and six nights at the deluxe Hotel Okura. During our Tokyo stay our days are beautifully balanced between escorted, motorized tours of the landmarks and time to be on our own. To stroll through lovely parks and revisit favorite shops. We'll enjoy gourmet dining in some of the city's outstanding restaurants, including the Chinzanso Garden and the Ten-ichi. Then we fly to HONG KONG for seven days and six nights at the Hilton Hotel. Again, that balance of guided tours and free time. Gourmet meals again, too. A big farewell party sends us back to Milwaukee, relaxed and knowledgeable about two of the world's most exotic cities. Our \$999 price is based on double room occupancy, and there is a 10% addition for taxes and service. For a single room, please add \$130. Those fabulous restaurants are part of the package. If making reservations now, please include a \$200 deposit on each, and indicate relationship of all for whom you make reservations.

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

Send brochure only:  Orient;  Klondike Country

No. Res.	Tour	Base Price	Tax	Single Room	Deposit/Person	Total Enclosed
	Alaska	\$1349	incl.	query	\$200	
	Orient	\$999	10%	+\$130	\$200	



Charge:  Master Charge  Bank Americard  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_



Interbank No. (Master Charge only) \_\_\_\_\_

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please make checks payable to: Badger Holidays

**INSTITUTE  
FOR  
MUNDANE  
STUDIES  
INC.**



**317**

Speaking of practical majors and the return of the sense of humor, we may have here the home of the student most likely to succeed.



From June 1 to December 31 of this year, sell 30 Wisconsin Alumni Association new memberships—annual or lifetime, individual or husband-wife\*—and win seven glorious days for one on Grand Bahama Island as our guest on the sun-filled Badger Bahama Holiday tour, March 28–April 4, 1975, free of all regular charges!†

Here's a fabulous opportunity open to all WAA members. The tours will be awarded for every 30 new memberships sold by any individual member (or by any chartered Wisconsin Alumni Club, which can then award the prize to one of its members by any method which does not violate State of Wisconsin lottery laws.) If winners cannot participate on the dates of our Badger Bahama Holiday, the fair market value of the tour may be applied toward any other tour of your choice sponsored by Wisconsin Alumni Assn. Services Corp.

### Or, Try For These Other Fine Prizes

*For TEN new memberships:* Choose the handsome University plaque, deep-etched in red, white and gold on amazingly realistic "walnut" for the wall of your den or recreation room (Retail value: \$17.95), or six stunning crystal goblets delicately etched with the University seal. (Retail value: \$12.95).

*For FIVE new memberships:* Select our Badger-red-and-white Naugahyde briefcase, fully lined, spongeable and roomy, with the UW seal in white (Retail value: \$10), or the Bucky flight bag of tough, bright red-and-white fabric, complete with shoulder strap. (Retail value: \$5).

*For ONE new membership:* Take the perky Helmet key chain in red-and-white enamel on gold, the bright duplicate of the Badger football helmet (Retail value: \$2), or two durable red-and-white plastic luggage tags, to show the world you're a Badger in the Bahamas or wherever you go.

### Follow these simple rules:

1. Fill out the membership kit request below and mail it to us. By return mail you'll receive: sample issues of *Wisconsin Alumnus* magazine; WAA brochures which detail our activities, membership benefits and application forms;

and a list of UW–Madison alumni, in your city or area, who are not members of WAA. (Additional lists available when you've won-over all these!) Memberships must be new; annual renewals don't count.

2. For each membership you sell, return to our offices the dues paid: an annual payment, individual or husband-wife\*; or the first installment on a lifetime membership, individual or husband-wife\*. (Yes! Any new lifetime member who pays you the entire membership fee in one payment gets the handsome marble-and-bronze paperweight, honoring the UW's 125th anniversary, advertised elsewhere in this issue.)

3. When mailing us your new-member application blanks and dues payments, be sure to enclose a covering letter listing names and addresses of those new members—a double check to be sure you are properly credited.

All gifts will be awarded on the basis of new memberships sold between June 1 and December 31, 1974. The list of winners will be published in the March, 1975 issue of *Wisconsin Alumnus* magazine, but, of course, all prizes winners will be confirmed in writing to them well before that.

\* Husband-wife memberships count as ONE membership.

*Hurry! Send today for your membership kit and get ready to take your place in the Bahama sun.*

# WIN A FREE WEEK IN THE BAHAMAS!

Membership Committee  
Wisconsin Alumni Association  
650 N. Lake Street, Madison 53706

I'm after that grand prize! Send me my membership kit.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

† Here's what's included in this delightful prize! Your round-trip jet flight from Milwaukee; hotel lodging with the tour group in a first-class Bahama hotel; two full meals each day; all our special Badger parties and get-

together; plus hotel taxes, portorage and baggage handling, transfers to and from airports; U.S.-departure and Bahamas-departure taxes; plus services of our professional escort!

