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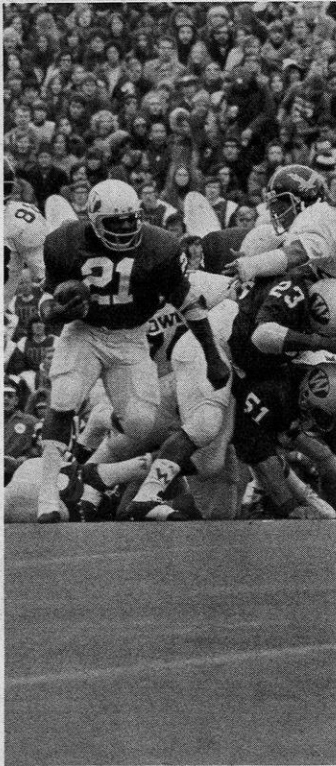
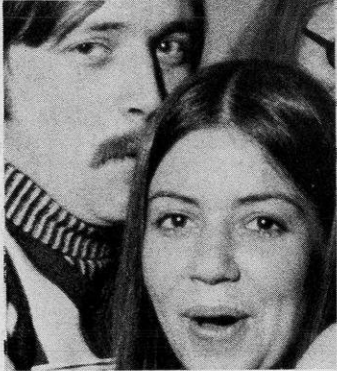
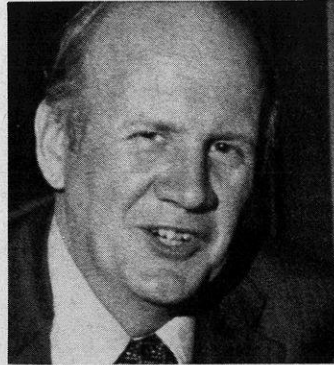
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Wisconsin Alumnus

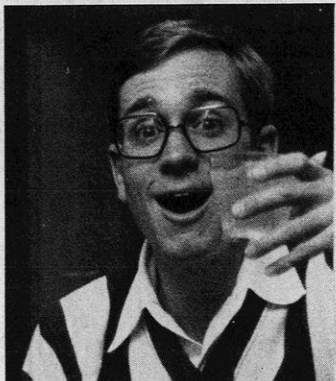
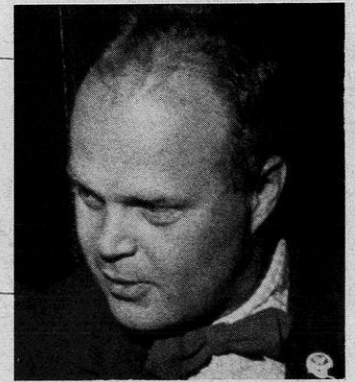
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ON WISCONSIN



Arlie M. Mucks, Jr.
Executive Director

We've always been very proud around here of our Wisconsin Idea and our University's service to the state. Now, through the efforts of our faculty and the communication of our news service and magazines like this one, we are helping alumni everywhere keep up to date on new developments and research.

This month we have tapped the talents of our new Dean of the Business School and two other faculty members to give us their predictions about the prospects for business in our country in the next twenty years. This is the kind of continuing educational service that a university should provide to its graduates.

Several months ago we gave you the story of our over-medicated society from a Pharmacy professor, and through our news section we try to keep you informed on breakthroughs in science, medicine and other fields of study.

UW faculty and researchers have always been outstanding, and they continue to provide information and service to the people of our state and nation on subjects that affect our lives and those of our children. (Our magazine staff is fortunate, too, to have this great storehouse of information and to have so many authorities at their disposal.)

So as a member of the Alumni Association you can feel that you've never really graduated from the UW! Your support keeps these services coming to you . . . keeps Wisconsin in the forefront of research . . . keeps our faculty pushing ahead in the fields of knowledge that are so important to our well-being and our futures . . . and keeps our alumni *informed* of these advances.

With man's knowledge increasing at a staggering rate, this rekindling of the Wisconsin Idea and the concept of the University's service to man becomes even more significant. As alumni it's your good fortune to play an important role in supporting these breakthroughs now and in the future.

On Wisconsin!

Purdy Memorial

On June 7 Ken W. Purdy of the Class of '35 died. As all of us fortunate enough to have known him realize, Ken was very special, both as a friend and as a journalist. He was a talented editor, a prolific writer of articles and short stories and was internationally known as an automotive writer. His latest book, "Ken Purdy's Book of Automobiles" (Playboy Press), was published in August 1972.

My own association with Ken began at Look magazine 35 years ago. Like so many others, I was deeply saddened by his untimely death. In talking with several friends, we hit upon the idea of a scholarship in his name at the University of Wisconsin. The scholarship would be awarded each year to a deserving student in the hopes that other young people would have an opportunity to achieve that same degree of excellence that was Ken's hallmark as a writer and editor.

Both the University of Wisconsin School of Journalism and the University of Wisconsin Foundation are enthusiastic about the idea. Ken had a special feeling for Wisconsin, since his late father, William T. Purdy, composed the famous march-song "On Wisconsin." I recall Ken's crediting The Daily Cardinal with giving him a major part of his journalistic know-how, maintaining that it was the best college paper in the U.S. at that time.

The Wisconsin Alumnus has graciously agreed to publish this letter so that any interested Wisconsin alumni would have the opportunity to participate. All contributions, big or small, should be made out to the University of Wisconsin Foundation for the Ken W. Purdy Scholarship Fund and sent to me at the address below. Contributions are tax deductible.

The Ken W. Purdy Scholarship Fund will be self-perpetuating, with only the interest and not the principal awarded to the deserving student each year, along with a plaque or scroll.

My thanks for your consideration.

Jess Gorkin
Editor
Parade
733 Third Avenue
New York, New York 10017

wisconsin alumnus

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Cover: The faces of Homecoming, from game time through the class reunions, are bright and happy and very, very familiar. The photos are by Del Brown and Del Desens.

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WHAT'S AHEAD FOR AMERICAN BUSINESS?

From many quarters come pressures for change in the next 20 years. Business reaction will affect profits, the consumer, the labor market, and those young people who now contemplate—or are turned-off by—a career in business.

Participants:

ROBERT H. BOCK, newly appointed dean of the School of Business, and at 40, the youngest dean on campus. He got his education at Purdue, finishing his Ph.D. in 1960. He was a faculty member at Northwestern; a vice president of the University of Puget Sound; and came to Wisconsin from the deanship of the School of Business of the University of Miami, Florida.

LARRY L. CUMMINGS, professor of business management. Prof. Cummings, 35, graduated summa cum laude in psychology from Wabash College; studied at the University of California at Berkeley under a Woodrow Wilson fellowship; then took his MBA and Ph.D. in business from Indiana University. On the UW faculty since 1968, he has done research and consultant work in Europe and South Africa.

ROBERT W. OZANNE, professor of economics and, for the past 20 years, director of the Extension's School for Workers. Professor Ozanne earned his BA here in 1949, then his MA and Ph.D. He has written extensively on labor relations, his most recent books being "A Century of Labor-Management Relations at McCormick Deering;" "Wages in Practice and Theory;" and "The Negro in the Farm Equipment and Construction Industries."

MODERATOR: Roy Vogelman, veteran announcer and news analyst with WHA.

VOGELMAN: Sometimes it seems that business—big and small—is on the defensive these days. It's beset by environmentalists who demand newer, higher standards in waste disposal and the use of natural resources; we have a new wave of consumerism and buyer-resistance, including a demand for a powerful new consumer protection agency in the federal government; we hear that workers are becoming dissatisfied with the assembly-line method of production; youth is said to be less interested in business careers than was once the case; local, state and federal government agencies are making new requirements that managers must meet. So the question arises: In view of all these stern challenges to survival, what is the outlook for business management in the 1980s? Gentlemen, do you feel that business is on the defensive today?

CUMMINGS: That's the way it views from a good deal of the public literature, but I think the notion is a bit out of date. I see more initiative being taken by business in the last few years on some of the issues you mentioned, Roy, than I saw in the mid 1960s. So I would describe it more as an *aggressive* initiation of positive actions than I would a defensive posture.

BOCK: I think there's a "however" to add to that, and this is that many business men *feel* defensive. They may be adapting very well to externally imposed conditions, but they feel their message is not being transmitted. If there's one impression I get from businessmen and chief executives it's one of *impotence* in respect to telling the public, the student, the teacher what they're like and what kind of business they're about.

VOGELMAN: There seem to be such contradictory impressions of businessmen! On one hand they are "profiteers" making a lot of easy money. This comes into the political campaign. (We have a "populist" candidate as he's called—Senator McGovern—who puts business on the defensive.) On the other hand you have all these challenges, that I listed—all these restrictions, present and potential, weaving a kind of web of restraint around management. Isn't it rather difficult to decide what the real role of a businessman is nowadays?

BOCK: I think his role is quite clear: he has to bring together all these forces in some creative fashion.

CUMMINGS: The classical definition of the businessman or manager as a man who spends most of his time—say 75; 80; 90 percent—within a business firm, is just no longer true, particularly when you reach middle- and top-management positions. Most of these spend a good deal of their time—many of them more than *half* their time—in what many people would call "public enterprise activities." And one of the things that critics of business sometimes forget is that it's the business that's paying for this activity. Most civic organizations, most local governments, many volunteer organizations could not afford the services provided by the so-called "classical businessman" if they had to pay for them in any kind of competitive economy.

VOGELMAN: Prof. Cummings, you stress the theme of "public accountability" often in your writing. But hasn't business *always* been as accountable to the public as other sectors have been? How do you put it in a new and modern context?

CUMMINGS: I think that the difference between the older and the

* Edited from the WHA radio show of this title, taped in September.

newer context is in the definition of "public." It really should be put in the plural.

The world is becoming so very, very small, even for a small businessman in a small community in the state of Wisconsin, for example. He's finding that he's quite interdependent with forces *outside* his local environment. Many of these forces are not in the classical model of the stockholder, the consumer, the supplier. Instead, many of them have to do with the local residents; many of them have to do with government agencies. He's finding himself having to account today, *in order to survive*, to publics that he probably was accountable to only in a *general* sense before. So I see, as a major thrust for the 1970s, the businessman having to be accountable in this new sense.

In *many* cases this may be just a matter of showing what he's been doing all along. In others it means improving his resource utilization, including the *human* resource, which is my greatest concern. So I would describe his public accountability as *broadening his perspective of what publics are relevant to his business*, rather than of increasing his degree of accountability. I think accountability has *always* been there as a force.

BOCK: There are more publics to which the businessman is specifically accountable. And I think accountability will also become more explicit. For example, in past concepts it has generally been assumed that the manager was accountable to the board of directors, and the board of directors accountable to the stockholders, and that in this way, in the long run, profits would be optimized or made satisfactory, at least. But now there is a lot of dialogue about the consumer choosing additional means of informing the business of its *direct* and *explicit* accountability to *him*.

There is also the accountability that the *employee* imposes on the manager. Now that sounds like a contrary concept—the supervisor being held accountable by the employee. But there is a type of accountability presented there.

VOGELMAN: What about the role of organized labor in all this, Prof. Ozanne? Is it going to face some of these same problems in public relations, or is it going to continue its traditional role as a sort of "antagonist" toward business management?

OZANNE: Well, I may not answer that question *directly*. Let me say first that labor is *one* of the forces making industry accountable. For example, it is always putting demands on industry regarding wages; demanding much better pensions. (And there is tremendous improvement needed here). You can call this a force for increased accountability, because industry just hasn't had much real accountability in the sense that there are, as yet, no laws on this.

But the enormous demand that labor is formulating—one you mentioned—is for *restructuring* the job to the point that work is no longer so boring that the worker becomes alienated, not only against the employer and the job but almost against society. Add this type of pressure to the tremendous and essential demands from ecologists, and you're correct: Industry *is* facing an enormous problem in the near future. I'm very pleased that business school curricula are being changed to take account of this, of course. But the real accountability has to come from a strict and growing set of public regulations.

BOCK: There's no question that it *costs* industry to upgrade the level of the environment when upgrading depends on waste disposal methods a given industry might use, for example. And it certainly costs to increase wages and salaries beyond normal productivity. Now, I think a lot of businessmen will be much less anxious about the whole cost situation if they feel they can pass it on in the form of increased prices.

VOGELMAN: My reading gives me the impression that young people feel that practically every job

should be interesting or "fulfilling" in some way. They might concede that job fulfillment might result in lower production, but they say: "Ok, we'll take a little less material wealth." They're always inveighing against all our material wealth, anyhow. Now, will there come a time when, as a result of this attitude, business can't find people to work on an assembly line all day long?

CUMMINGS: There is a more macro side to this. First of all, we should not be hard on these young people for saying what they think business ought to do. They're no different from any of us. The young people aren't the only ones setting up stipulations; and business isn't the only object of such views. After all, we're *all* pretty good at telling other people what to do. Business is the target of "what they ought to do"; college professors are the target of "what they ought to do"; labor is a target of "what they ought to do." On the other hand, we're not very good at creating contingencies which make people *want* to do what we think they ought to do. (Yet such contingencies are the key with regard to reform movements in life, in business, in the future growth of labor unions.) But, to get back to their ideas on the need for job enrichment, two things come to mind: First, there is very little empirical evidence that job enrichment increases performance, although there is *tremendous*



Bock

support for the argument that it adds to job *satisfaction*. However, business has never been rewarded for generating *satisfaction* for its workers. It's been rewarded for producing *goods and services at a cost most people can afford*. Yet, I find that many businessmen are quite willing to do things that will lead to higher satisfaction of workers, partly because of that satisfaction itself, but also because it usually cuts turn-over and absenteeism. How much they're willing to do goes back to something Dean Bock said: Am I willing to pay what it would cost to produce, with "enriched jobs", a Rambler, let's say? I find a lot of people have not looked seriously at that question.

The other thing that I think needs to be mentioned is this: I would suggest that unless our contingencies are changed, the likely outcome of increased pressure by society or workers will *not* be enriched jobs. The likely outcome will be macro-economic problems of unemployment, because most organizations don't have the economic freedom to do anything but automate those disputed jobs. That's going to be the general tendency, because that's what society rewards business organizations for doing. It doesn't reward them for enriching those jobs.

VOGELMAN: Maybe the 30-hour week would be a partial solution, so that even if the job is routine and is stultifying, there'll be less of it, and the worker can put more attention to his outside activities.

CUMMINGS: The interesting thing is that about 50 percent of those people who have gone to a 30-hour week in one age group— young, single males—typically take second jobs with the free time.

BOCK: Yes. Most evidence I've found in a lot of personal experience is that a shortened work week results either in second jobs or a noted inability to utilize leisure time. So I'm not at all sure that a shortened work week is any kind of answer. I'm concerned about job enrichment. I'd like to offer an idyllic world where everybody felt fulfilled in his work, granted that's only a small percent of his time each week. But on

the other hand, we're talking about the implication of job enrichment, the *result* of it. I'd venture that we would increase the cost of an automobile *five times* or more if we went back to handicraft methods of assembly. Of course, this is not what people advocate—that someone makes an engine, someone else assembles the chassis, someone puts the body on, someone installs the upholstery, someone else installs the engine—but that's the *end result* of job-enrichment.

OZANNE: What we're really looking at here are an enormous number of new demands on industry that have never been put on it before: safety within the plant; pollution abatement; improved products, such as the automobile with no

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fumes and with a bumper that is something more than an ornament. Then there are all these *other* demands, such as job-enrichment and so on. Yet, as Mr. Bock and Mr. Cummings have brought out very clearly, business is not *rewarded* for making progress along these lines; it is *penalized*. These are costly. So I think we have to look at this problem fundamentally. How can we have the accountability which these men are suggesting unless we do something fundamental to change the ground rules?

At least in its simple form, the old competitive system, whereby the low-cost producer makes the money and gets the business, won't solve these problems. I think we're going to have to have, somehow, a great deal more *collaboration* between industry, government, and labor in some form of tripartite councils. Standards should be set.

The public will have to pay for this, because it's ridiculous to think that industry can make these changes and charge the cost to stockholders.

VOGELMAN: It sounds as if you're proposing a step toward socialism, Prof. Ozanne. Wouldn't this tripartite arrangement be a sort of way-station on the way to a complete socialism of productive facilities?

OZANNE: Oh, I suppose we've been making those steps ever since we started with public education, so I think this might be considered a step in that direction. But, as you know, we already have a pay and price board, so I don't think we're talking about any fundamental attack on private enterprise. Rather, the purpose would be to bring it further into the public orbit. It won't affect ownership, but ownership will have more and more stringent standards in which the public and the unions will have a voice.

CUMMINGS: One of the really interesting things that's happening that's consistent with what you're saying Prof. Ozanne, is the notion of a "social audit," whereby an organization attempts to assign a dollar value to the way in which it either develops or depletes its human resources over a time. In the accounting profession it's sometimes referred to as "human resource accounting." In *Business Week* for September 23, there's an article describing a couple of organizations that have now literally brought this social audit into their profit-and-loss statement.

VOGELMAN: How many companies, proportionately, are adding on their staffs such positions as "Vice Presidents of Consumer Relations"? You hear about that more and more. It's the sort of thing the ordinary buyer probably goes for. I'm wondering if just a few of the large corporations are doing this or if it's pretty widespread throughout?

BOCK: I think it's widespread in all large corporations where there's any flair for public accountability. I personally don't think it's the answer to *consumer* accountability. I think that where it has been done, it can tend to be regarded as a crutch: someone in charge of that function sees to the smoothing-over of consumer relations.

CUMMINGS: I think that the real power lies more in each individual consumer exercising the kinds of rewards and punishments he's *always* had available to him.

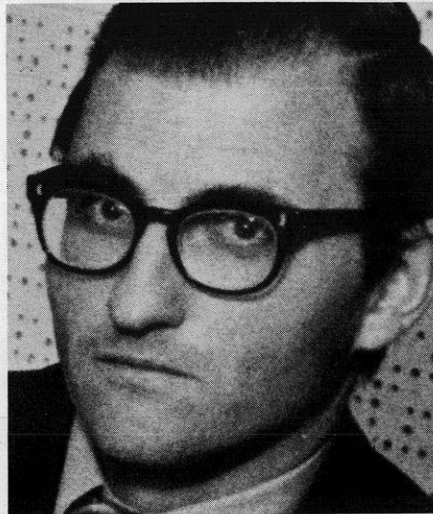
OZANNE: I don't want to downgrade that. I think we *are* getting more consumer-consciousness. But it has very limited application. You know, the bumper problem. There were only three or four companies making bumpers. They all had identical bumpers and we got almost no improvement in automobile safety except by government regulation. So I think that we're going to have to go much further in this direction. What I would like to see—let me toss this out as at least a trial—what about the days of the 1930s, when business was cutting wages, and Roosevelt set up industry councils and the National Industrial Recovery Act? Businessmen got together and said: "All right. Here's some standards on hours, on wages." (These had to be approved by government.)

I think we would want unions and government to be a part of these councils, and we would set some standards on ecology; on disposal of industrial wastes. If these councils really set such standards—nationwide—then prices would be raised to cover the improvements, and business could afford them. What is so tragic *now* is that as states attempt to make improvements, to set standards to preserve the air and the water, industries will just leave those areas.

VOGELMAN: You bring in the whole competitive aspect of the problem.

OZANNE: Competitive industry absolutely undercuts all these improvements that we're attempting to make. So I think we are going to have to eliminate competition in certain areas of business. For example, eliminate competition in which one company, by dumping its sewage into Lake Michigan, can have a cost advantage over somebody else.

BOCK: I'm frightened by the phrase "eliminate competition", because I think prices would go up



and industrial efficiency would go down rapidly if we were to eliminate much competition. Rather I feel a need for *consistent* standards of competition. For example, if an entire industry has to dispose of waste in a certain way, or if *all* major automotive manufacturers have to have bumpers reaching certain standards, I think they would not resist the installation, presuming they could pass the cost on in some fair and equitable way to the consumer. But I'm bothered by the possibility, for example, that one manufacturer will have to put on a better bumper than the other, so that the cost of his automobile will be \$50 more as a result. This can have a pretty significant sales impact on even a \$3,000 automobile. So I'm very much afraid that the "key" is a provision for consistent standards that have to be met, whether in employee safety or in waste disposal or pollution or the quality of product and so forth. What I don't like in my *own* conclusion is that this means, again, *external* action—*governmental* action of some sort, or legislative. . . . I don't know how *else* you form those standards, unless by some form of tripartite or quadrupartite bargaining. But that means red-tapish, externally imposed sanctions. I don't like that conclusion, but I don't see any other.

CUMMINGS: It seems to me that what Prof. Ozanne is saying is not so much to *eliminate* competition as to change the ground rules for competition.

OZANNE: Yes. I'm talking about the elimination of *unfair* competition. In the '30s it became unfair if you didn't meet a minimum wage. Now I think we have to extend that measure to the pollution areas . . . to certain standards of health and safety. That's all. But, you know, at this very moment the Wisconsin Manufacturers' Association is fighting (successfully, unless the legislature reverses them,) to get the state to assume control over the new industrial safety act which the federal government passed. If each state does this we will be back at the old, impossible situation, just as we are with unemployment compensation and workman's compensation, where each state can pass its own laws, regulate itself. (I don't know why industry, for its own protection, doesn't move to abolish these options which allow state irresponsibility.) Of course, it seems to me that in all of these things we must include a nationwide area of competition. And I think we'll get to the point where we will apply some of these standards to goods being imported to this country.

BOCK: I was just going to say that you've raised the next bigger issue, the international one. Now, for example, take a firm based in the United States with major manufacturing facilities producing electronic devices or textiles. Take electronics. If the same standards—whatever they might be—are not nationwide, then there will tend to be flight of capital and a development of those industries in other countries. I see the overriding problem as that of consistent standards of fair play or competition.

VOGELMAN: But by backing away from one problem we get into another one, don't we? You get into a kind of standardized, governmentally controlled industry and business which eventually might make it just a *nominal* thing that a given firm is run by a given so-called company. Since its product has to be standardized and meet very rigid standards, it wouldn't seem to make

much difference if this was a governmentally run enterprise or privately run, would it?

CUMMINGS: I really don't see too much danger of moving completely in the direction that you're saying, Roy, because you don't get private enterprise turning *completely* into government enterprise, or into a model of public enterprise which loses its motivational impact. What you *do* get are naturally occurring forces: the public becomes unwilling to buy the unacceptable product, thereby creating in the industry a motivation for good decisions; for quality decisions.

You can see it happening in industries within the United States. Railroads are a classic example. If you look at the history of managerial compensation systems and promotion systems in the New York Central and Pennsylvania Railroads, you'll find one of the low-incentive effects of a good decision; the low differentiation between high performers and low performers. Eventually we got an obsolete industry that did not keep up with any kind of competition. Now we're paying the cost, in a sense, for that, or maybe we've *paid* the cost. We don't have a very good rail passenger transportation system in the United States.

OZANNE: I think this tripartite system of regulations would be good. (I think we are more or less forced to it because a competitive system won't take care of ecology, safety, human-engineering, cutting out the boredom from jobs.) But we have to be careful that we don't bureaucratize industry. We certainly want to preserve the profit system; the incentive for productivity, and for new products. One thing we have to attempt very carefully here is to maintain a large number of competing firms. I think we can see that when you get too few firms as in auto, as in steel, agricultural implements, this leads to complacency and, actually, illegal combinations.

'we've been making steps toward socialism ever since we started with public education.'

VOGELMAN: Even if these firms are doing much the same thing and turning out identical products, you still feel that the fact that they're competitive has advantages?

OZANNE: Well now, wait. I don't know where you get this "the same kind of products."

VOGELMAN: Well, you see, because they will be constrained by all the regulations.

OZANNE: No, no. The automobiles have to have a certain ability to withstand a crash, and we'd regulate the kind of fumes that go out. But if somebody can come up with a Wankel engine which, presumably, is lighter and controls fumes better, this company should be rewarded above all others. They should get the business.

VOGELMAN: But the Wankel engine would soon be very common to all manufacturers. It wouldn't take very long before they'd see the writing on the wall.

OZANNE: That's true of every technological change, but the profits come to him who first introduces it. We want to maintain high rewards for profit, for ingenuity, productivity. I really don't see that cutting out the so-called "unfair" competition restricts in any way. As a matter of fact, it should *encourage* ingenuity and new products.

BOCK: I'd like to reassure you, too, Roy, on your concept of socialism. I guess you specifically define socialism as "government ownership of productive means." I don't see this as at all likely in the United States. The free, private ownership of capital has always been very important in our culture. I think it will be centuries before that motivation will decline.

Now, we're talking about means of enforcing a certain *quality of result* in a product or an employee or something. Those means would be subject to the ingenuity of the *manager*. The products might still continue with the variation they have now. Work conditions continue with variation. The profit margins continue with the innovation ingenuity that we have now. *But the quality of the end product would be more stringently enforced.*

I wish that this could be achieved without government intervention, although I am fearful that in some industries in some parts of the United States, it will not be achieved without governmental intervention in the form of codifying regulations. Industry does not move fast enough, voluntarily, to impose on itself consistently the standards of product performance or service performance that we're talking about.

VOGELMAN: Dean Bock, here's a question on a slightly different topic. We're told that our young people are disillusioned with our world of business. They apparently want to go into public service roles—teaching, nursing, or the Peace Corps or something. They don't want to get into big business because they're disillusioned with our nation's supposed materialism. Do you have any rejoinder?

BOCK: I have *one* rejoinder which is: "Don't you believe it!" I remember a time when, as young men were going into business, their first question was about fringe benefits and retirement. Then that was no longer important; initial job salary was more important. Now, within the last three-to-five years, we've heard that people are going into service or public occupations. True, there *have* been more young people interested in that kind of career—and I'm glad there *are* more—but not in dramatic numbers. Our job placement records, commencing last spring and, we assume, continuing this spring and further on, show an increasing demand for qualified business managers, accountants, treasurers, all the variations of business. Salaries are likewise in-

creasing, which is a sure free-enterprise measure that value is placed on managerial personnel.

The most dramatic fact is that, no matter what a person *thinks* he's being trained for, 80 percent of them are going into business. That's where the jobs are in the United States. Of the remaining 20 percent of the job market, very little is in strictly non-profit endeavor. Now, that number will increase, and the number of business jobs which produce a *service* rather than a product will increase. But the fact is that the bulk of the employment in the United States has and will be in business. There's just no question about that.

VOGELMAN: That's surprising. I thought I'd heard that our economy was about half-and-half now. Government and private.

BOCK: No. Half-service; half-product, I think. That change occurred within the last year or two. But I'm quite sure that the figure that was true 20 years ago is still true today, maybe give or take a percentage point; 80 percent are in a business activity, a free enterprise activity. *That's* the figure I mentioned. But of those 80 percent, an increasing number are in a business that produces a *service* or satisfaction. That's true. That's now about fifty-fifty.

CUMMINGS: Two interesting things come to my mind on the point of the students' feelings about business. First, I've seen a dramatic change the last two years in student

attitudes from what I would call an aggressive anti-business feeling to an equally aggressive but positive one of agent-of-change. Namely, that to be an effective agent for change, you sort of have to be *within* an institution rather than outside of it. I see this attitude quite clearly in the last two years. I don't see my students any less aggressive with regard to what's *wrong* with business, or what they want to do about it, but I see them saying that the way to do something is to get the position where you can. I think this is related to some of the experiences, nationwide, that students have had or have experienced vicariously.

VOGELMAN: Still you're hearing from an awful lot of students who say, bluntly, that they don't want to work eight-to-five. They don't want to be some kind of "industrial drone." They want to travel around the country, and perhaps join a commune or something.

CUMMINGS: I think that's an outcome of an affluent society. But most students have a hold of the wrong handle when they get critical. What they'll find, if they go to work for a large federal or state agency or for a large volunteer organization, will be that many of the kinds of things they anticipate as being frustrating—such as the impersonality of the organization—are *there*, just as they are in private enterprise. It's not peculiar to business. It's the nature of organization, particularly *big* organization, that generates some of these kinds of problems that young people anticipate.

OZANNE: I think that there's a great deal of rethinking among our students. A return to realism. I think the idea you expressed, Roy, was common a couple of years ago. But about the only good we've gotten out of this serious unemployment we have now is that it got some young people to think more seriously about their own careers. The large unemployment among recent college graduates is causing a healthy readjustment.

BOCK: This is an unpaid advertisement, but you'd have to say that the large unemployment has not been in the business field. Other fields, yes, have suffered large amounts of unemployment, but our graduates have all been employed.

VOGELMAN: What hope for improvisation, for imagination, is there in the business world?

CUMMINGS: We've mentioned in the last 40 minutes or so at least a dozen opportunities for a creative young man. Any young man who can come up with an improved, less polluting, more efficient, reasonable cost engine design has a tremendous career potential. Any man who can show the paper industry in Wisconsin how it can respond creatively to pressures for air and water pollution control has a tremendous career. I see more opportunity now to combine social awareness with a strong desire, a strong ambition, a strong aspiration level, a high motivation level than I've seen in the last 10 years. And part of this relates back to the notion of business organizations responding aggressively to more publics. That opens up all sorts of opportunities in business as traditionally defined.

OZANNE: Well, I hope that these people in the business schools can make some kind of a lasting impression on their students of the future so that the rewards in business can be changed. I'm thinking now not of freak happenings, but here's a case of a top official in General Motors who, when criticized by Ralph Nader, instead of looking at the criticisms, employed a detective agency to investigate Mr. Nader's private life. Now here's a man who'd been receiving tremendous bonuses every time General Motors sales and profits went up (This is the real reward for a business executive, the stock option. And that's purely a matter of profit.) Yet what is the penalty when a man does a very stupid thing such as responding to Mr. Nader in this fashion? What's the penalty? I suppose there *is* one for the ITT executive who tried to get our government to bring down the Allende government in Chile?



Ozanne

Here are top officials of top companies who are engaged in *these* things instead of in the constructive things that we've been talking about.

CUMMINGS: One of the interesting things is that the behaviors you describe are well-known but very *atypical* examples of what goes on every day in business. The other interesting thing is that I *think* we're all too aware, regardless of what our political affiliations might be, that such things are very much in the press today on the part of both political parties. You can quickly draw the analogy between some of the things you suggested and some of the accusations made on national levels.

But both these facts lead me to the conclusion that, again, we have ahold of the wrong handle. Most top business executives are not primarily motivated by large stock options. (As a matter of fact, the incidence of stock options is *decreasing* in the American compensation of top executives.) There's a lot of empirical evidence to indicate that the real differentiating factor between the chap who makes it to the top and the chap who stops at middle level is *the degree to which the nature of the work itself challenges him*.

Summary: OZANNE: I hope I have been throwing some challenges, but I am not the least bit pessimistic. I think we have a great deal of flexibility and initiative among our business executives, and, I hope, among our politicians and trade union executives. And I think we *can* develop techniques for dealing with our problems.

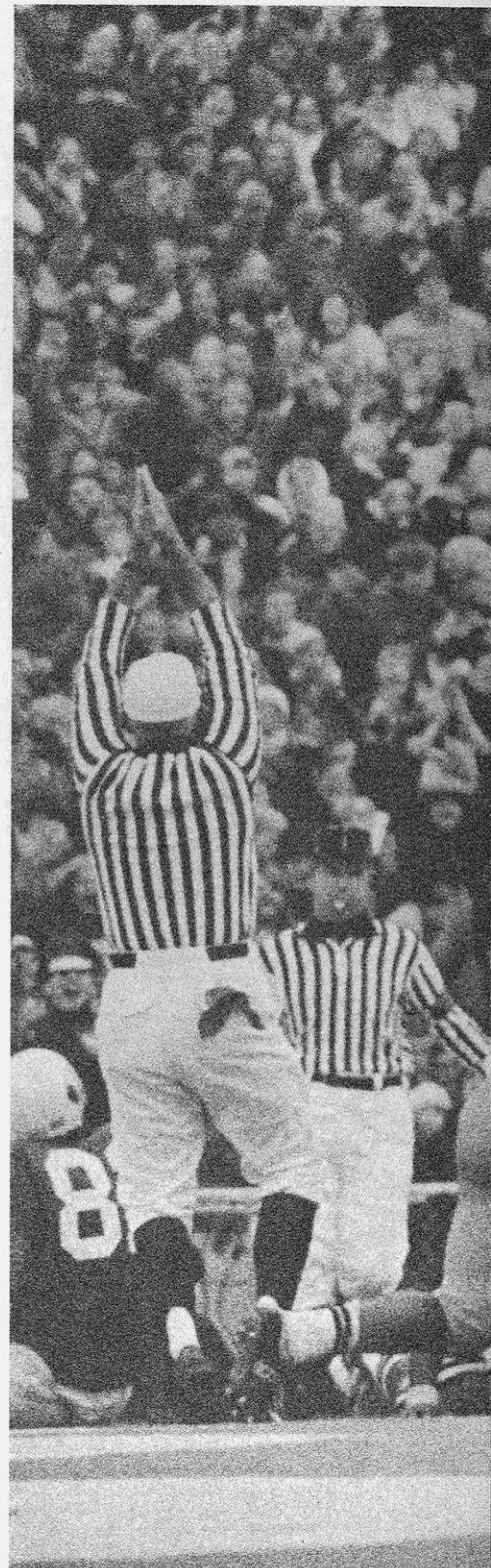
CUMMINGS: I think there are two kinds of things we're going to see in the 70s and the 80s in

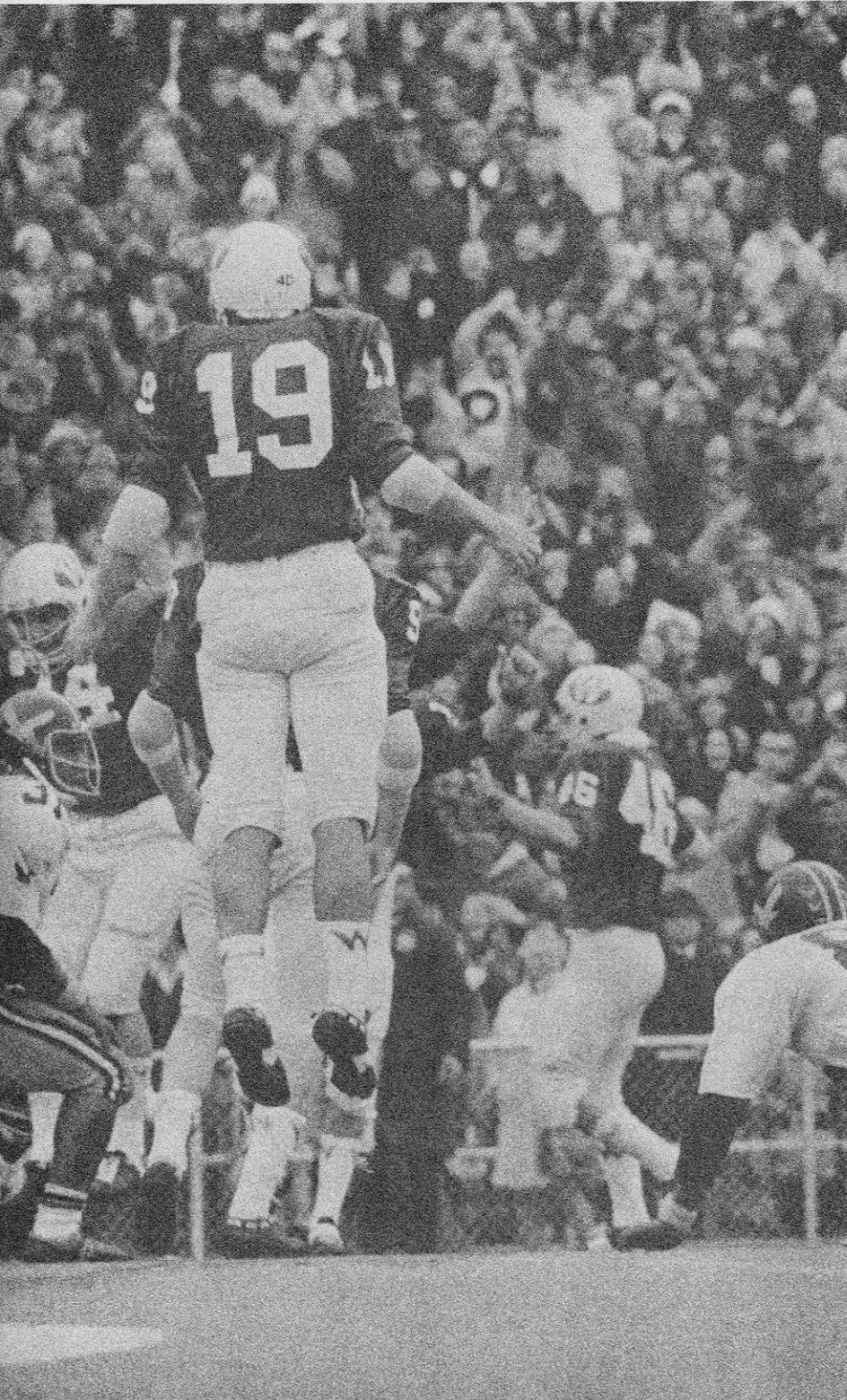
'the real differentiating factor is the degree to which the work challenges the man.'

business. One: It's going to be more and more difficult to differentiate a business manager from a public enterprise manager. People are going to shift careers between different sectors of the economy, and they're going to move in and out of different sectors frequently within their careers.

Secondly, the world's getting smaller. I think the recent explorations with China and Russia are going to have a *tremendous* impact not only in terms of free trade and economic growth, but also in terms of the way *we* look at *our* management values and the way those people look at *their* management values.

BOCK: I'm very optimistic. I think the resiliency of the free enterprise system has not begun to be tested. Perhaps at the price of externally imposed standards, American industry in the 70s and 80s is going to rise to increased productivity and increased consumer- and employee-satisfaction. The way to get there may be testy and a little bit traumatic, but I think we'll get there.





Homecoming

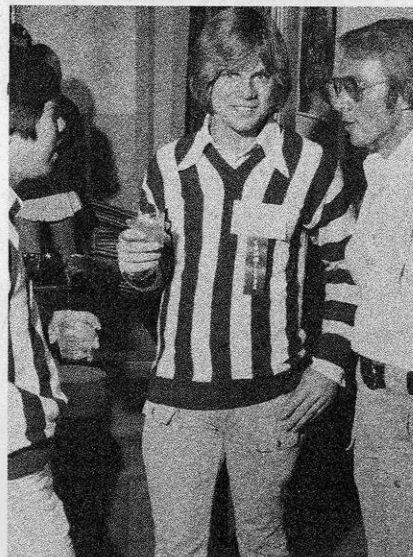
It's curious. If you're around here for spring Alumni Weekend, you're convinced it's the year's tops in nostalgia. But if you're here again for Homecoming, you'd lay odds that *this* has got to be the winner. At that, maybe Homecoming has the edge. There's the football game at the core, and even when it isn't the best game you've ever seen—and this one wasn't—there's a terribly contagious thrill at being one of the 77,000 who broke the stadium attendance record. The tribal instinct comes out, and you roar with all those thousands, you get sore at the officials with all those thousands, and you yell "Rufe! Rufe! Rufe!" and pound the shoulders of the guy in front of you when Ferguson scores and goes into his dance. So all we did was squeak past Iowa on that Safety. Well, let's go with that. This year, at least, they never promised us a Rose Bowl.

Then, after the game, there's the real Homecoming. Specifically this year it was for the Classes of '52, '57 and '62; all the Ag School and Pharmacy alumni; the lady Phy Eds and the former Cheerleaders. But Homecoming is really for anyone, as the eagerest bunch of student committees have been telling all and sundry for many weeks. And, as never before, all and sundry came Home.

It was the Safety that put the score at 16-14, and the congeniality that made it one of the best Homecomings on record.

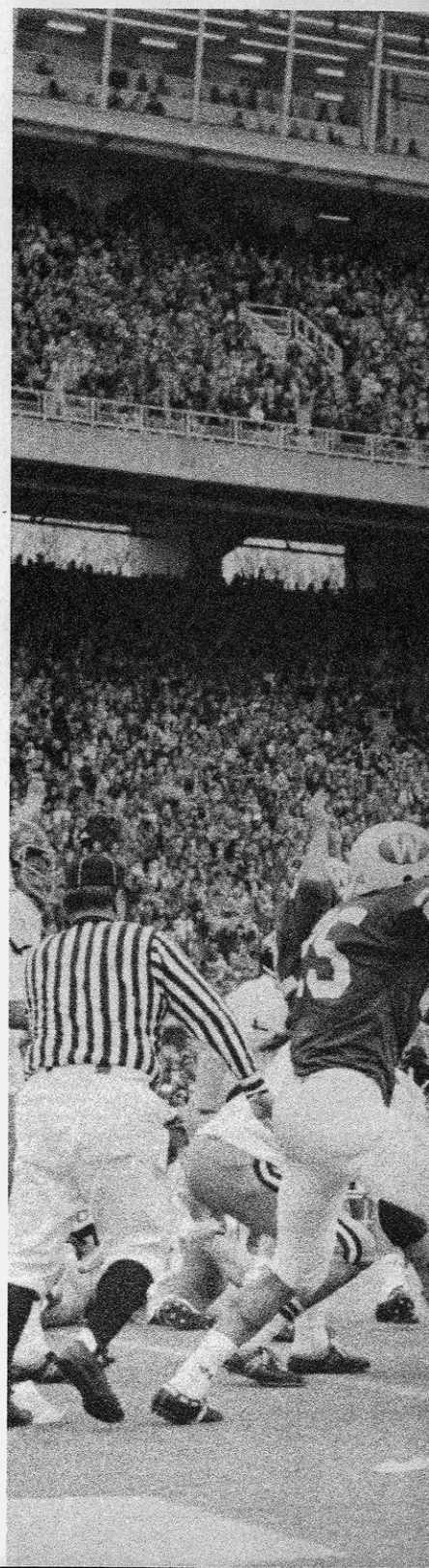
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Nobody worked harder at this or any game than the Pom-Pon girls (below), but the competition is terrific.



Like a flying bassock little Rufus Ferguson moved forward despite opposition keying, but a first-half ankle sprain kept him out of the next two games.

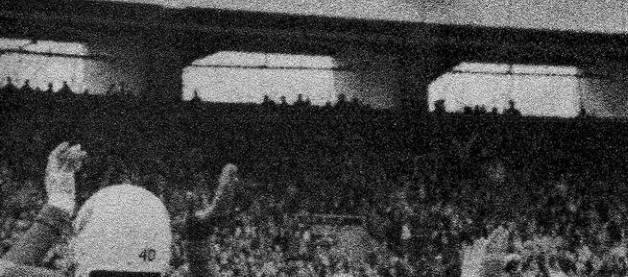
Tony Haen '57 (left) and Ray Thimke '52 gave out doorprizes at their classes' reunion.



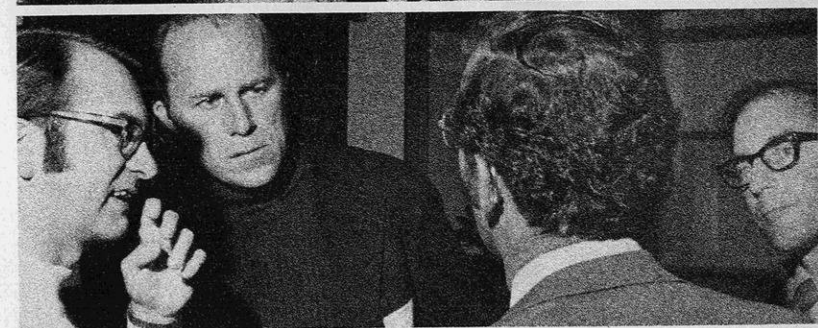
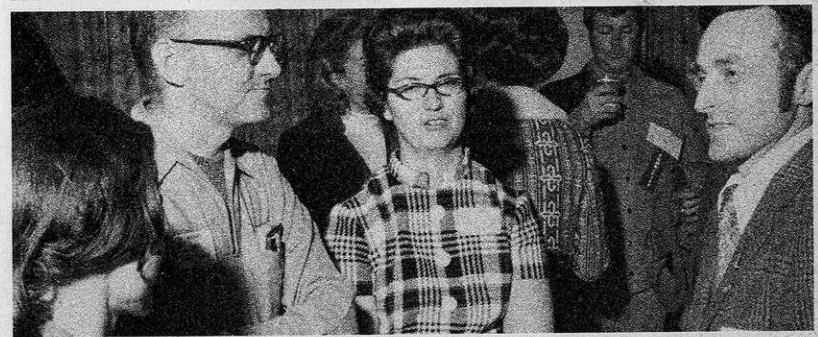
At left, WAA President Fred Rebm and Arlie Mucks pay pleasant homage to Homecoming Queen Loretta Levin; (right) Ray Dvorak came out of retirement to lead the 100-piece alumni band, including a French-born player named Weaver; and, below, the ref (right) called it a UW touchdown, but was overruled by the other officials.



Photos/Del Brown and Del Desens



Then, back at the reunions of '52, '57 and '62 . . .



WELL THEN, HOW ABOUT A GOOD PRINT?

It isn't just the lower price of prints that appeals to collectors. The intricacies of their creation are another reason why they're increasingly popular with those who know art.

By Albert C. Gunther Jr., '72

In today's booming art market the print business is leading the field. Donald Karshan, curator of the National Print Gallery in Washington, reports that in the last ten years print sales have risen 500 percent.

Nelson Rockefeller, one of the best known art collectors in America, has said he cannot afford the paintings he would like to have and has taken to collecting more prints. Good contemporary prints range from \$20 to \$200. A good painting rarely costs less than \$300.

Fanny Garver, manager of Madison's Jane Haslem Gallery, says that student buying has grown tremendously. "Some of these kids are building great collections. And the University of Wisconsin Art Department," she adds, "has a top-notch printmakers school. You don't mention it in the same breath with any other."

An alumnus who's riding the crest of the print boom is 27-year-old painter and printmaker Marko Spalatin, now of Mt. Horeb. Spalatin received a Master of Fine Arts degree from the University in 1970. He is, in his own words, "one of the more successful graduates of the Art Department."

Since the mid '60s, Spalatin figures he has done 50 prints a year in editions of 60. "Believe it or not," he says, "they all sold." Dealers paid him about \$15 per print and charged the buyer \$100. This adds up to a gross income of \$45,000 for Spalatin, and a lot more for the dealer.

Spalatin feels that he can reach people of all levels "from a gas station attendant to an educated collector." To him it isn't necessary to know definitions or technical details. "After all," he says, "making prints is just a way of putting things down on a piece of paper."

And, how, exactly *do* those things get put on that paper? The printmaker's medium is the victim of a general public confusion. Many people who wander into galleries don't realize they

are looking at prints instead of drawings or paintings.

"First they confuse prints with reproductions," says Jane Haslem's Mrs. Garver. "Then they are bothered by the idea of editions. They think the first one is the best."

Normally, *reproductions* are simply photographs of previously done paintings, printed commercially in large editions (often several thousand), and not individually signed.

On the other hand an *original print* is not a reproduction of another work of art, not a photographed copy of a Gauguin or a Picasso. Instead it is a fresh work, created expressly for and through the printing process, to be produced in quantities from ten to 200.

People are further confused at the apparent contradiction in the words "original print." In this case original does not mean "unique." Prints are not one-of-a-kind pieces like paintings. But they *are* originals, produced in multiple, nearly identical copies. Generally, the differences between the first and the 200th impression of a print are imperceptible.

Another source of confusion is the variety of printing techniques. Though methods are quite different, the results are often difficult to distinguish. Experienced collectors, dealers, and even artists are often puzzled by another artist's methods in the medium.

lithography

Perhaps the most popular print technique is *lithography* (also called planography). At the UW, Jack Damer teaches this kind of print-making process, which is flat-surface printing. Traditionally done on a smooth stone, it is based on the chemical principle that oil and water don't mix. The artist draws an image on the flat limestone with a grease crayon or an oily liquid called *tusche*. When the stone is dampened, oily ink will cling to the grease

image, but not to the wet, uncrayoned areas. This ink will print the image when paper and stone together are pulled through a litho press.

Lithography—discovered around 1800—is a popular and versatile medium for printmakers. They can use soap, lipstick, fine grease pencils, almost anything an oily ink will stick to. The artist's creation can be as varied as his ability to draw or sketch or paint.

In addition, modern lithography has now incorporated the photograph. Photolithography makes use of a thin plate of zinc or aluminum, rather than the traditional stone. The plate is thinly coated with a light-sensitive gelatin.

The artist photographs almost anything: his own drawing or painting, another photograph, or a collage of materials. The film negative of this picture is positioned over the plate. When exposed to bright light, the gelatin coating on the plate hardens wherever the light passes through the negative. The unexposed gelatin is still soft and washes off in water.

When chemically treated, the hardened gelatin will retain greasy ink while bare, moistened areas of the plate will not. This is the printing image ready for the press.

relief

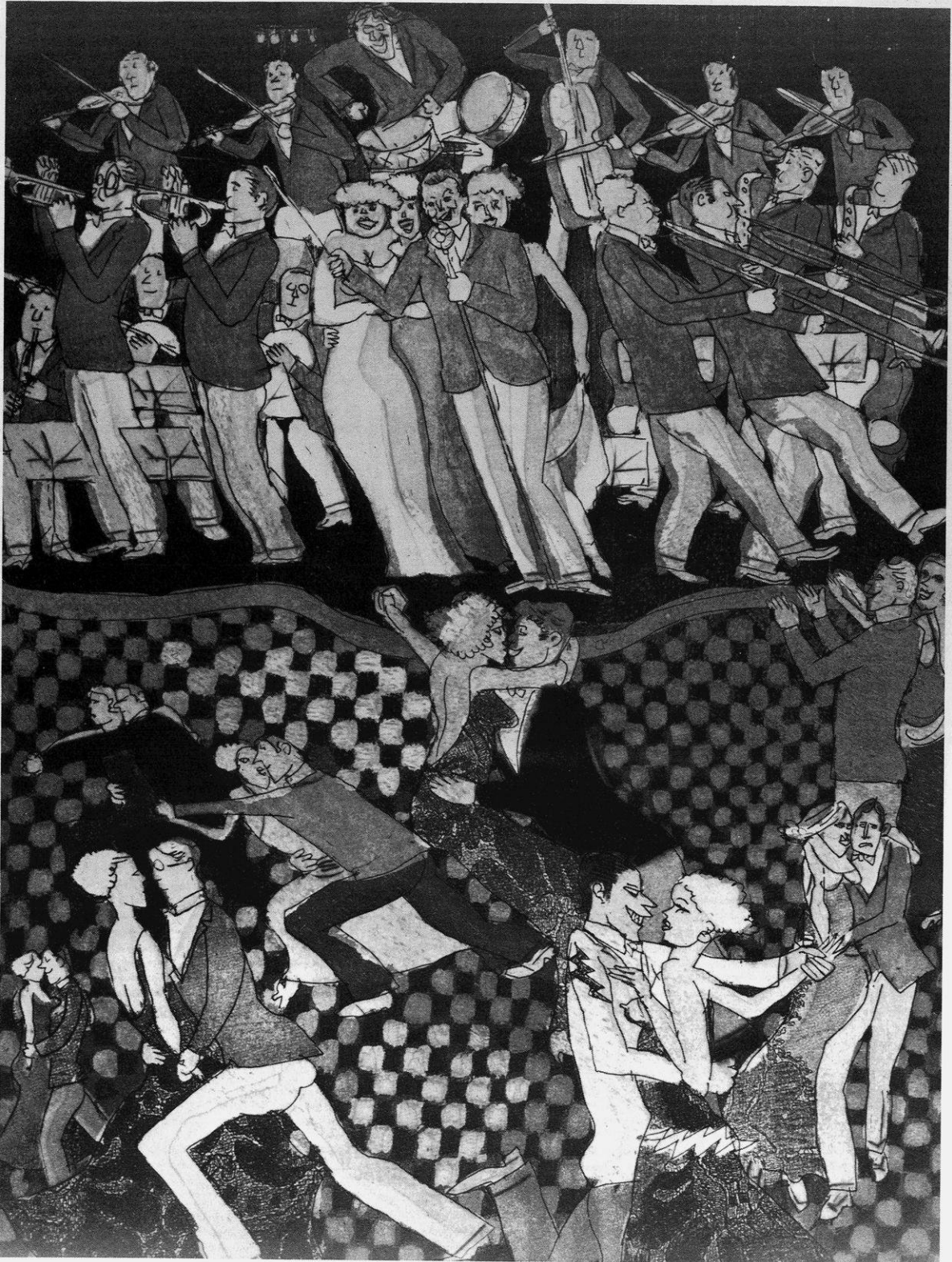
The simplest of the four basic methods is *relief* printing: woodcut, wood engraving, and the linoleum print (linocut).

Relief printing works like a rubber stamp. The artist cuts into the block. What remains of the original surface

Ray Gloeckler, chairman of the Art Department, is earning a wide reputation for caricature with such as this 'self portrait' woodcut, "The Man From Portage" (1970).



Warrington Colescott's etching, "Big Band" (1972)



Dean Meeker, who teaches serigraphy (silk screening) in the department, combines the process with intaglio in his portrait of his son, "Gregory as Lorenzo de Medici" (1969). Top two photos show his application of polymer to the intaglio plate; bottom left is the serigraphed color background; at right, the finished work.

is inked with a roller. Then paper is pressed against this surface image.

Ray Gloeckler, chairman of the Art Department, teaches relief printing. He is a quiet man, 44 years old, with a high, freckled forehead. He rides his bicycle to work and parks it in a corner of the conference room. Gloeckler talks in his soft voice about the oldest form of printing.

"Japanese relief printing has influenced Western art for centuries. Before the 1900s, wood engraving was done on 'type-high' blocks that could be set alongside the type in the bed of a printing press. Such blocks made the newspaper illustrations for Frederick Remington's sketches from the West and Thomas Nast's political cartoons."

Relief prints are often characterized by strong black-and-white contrast. "There is a powerful resistance of the wood material to the tools," Gloeckler says. "You can't have a great amount of detail. It is coarser than other printing and the black and white enhances its power."

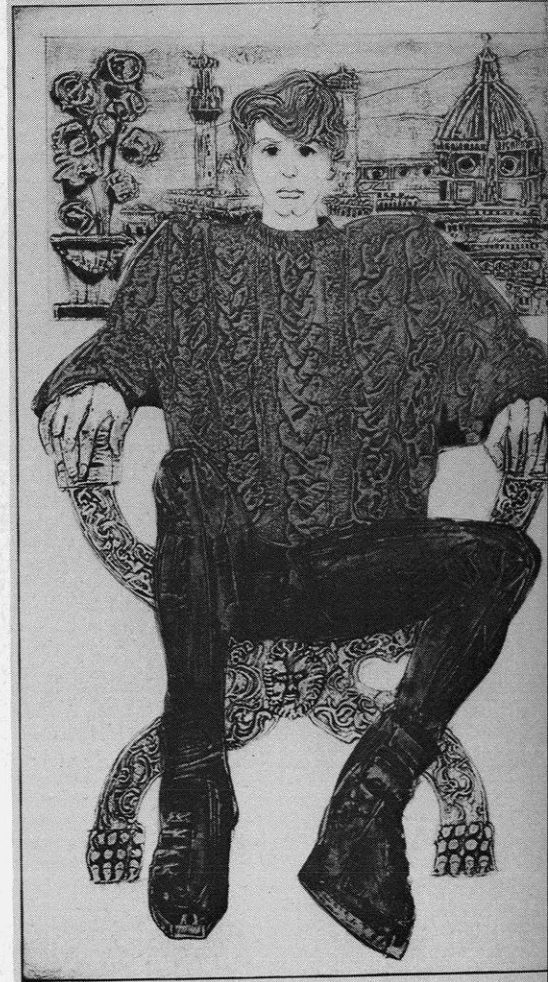
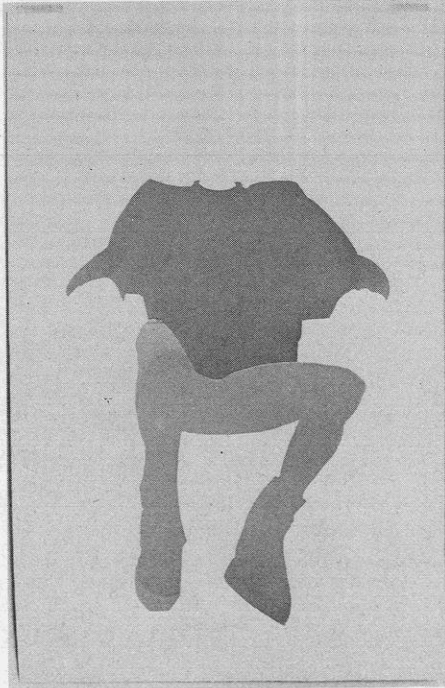
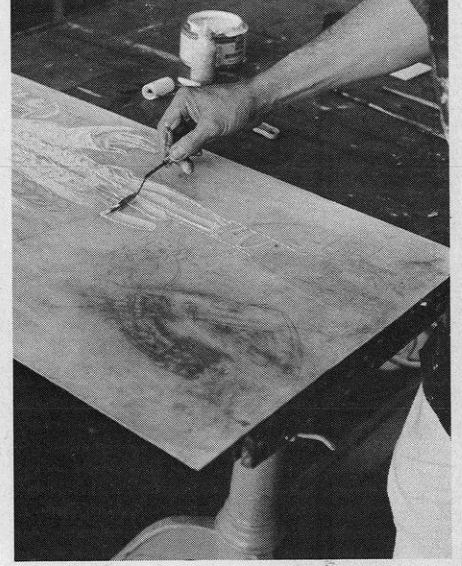
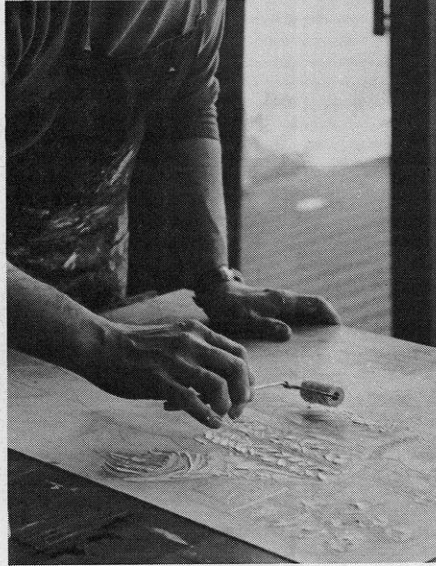
The *woodcut* is done on long-grain wood; *wood engraving* is carved on an end-grain block, and the texture of the printed paper often reflects the grain of the wooden printing surface.

(Gloeckler is known for his political caricatures. Propped in a corner is a small print of Spiro Agnew as a stampeding elephant, with Nixon clinging precariously to his trunk.)

"You don't see much woodcut today," says Gloeckler. "Though the small print has had a modest revival, woodcut is becoming anachronistic."

intaglio

Etching, and other kinds of *intaglio* (in-tál-yō) printing work is the reverse of relief: it is the cut-away portion of



Photographs and other existing printed materials are combined by Bill Weege, shown here with an untitled photoprint made in 1970.

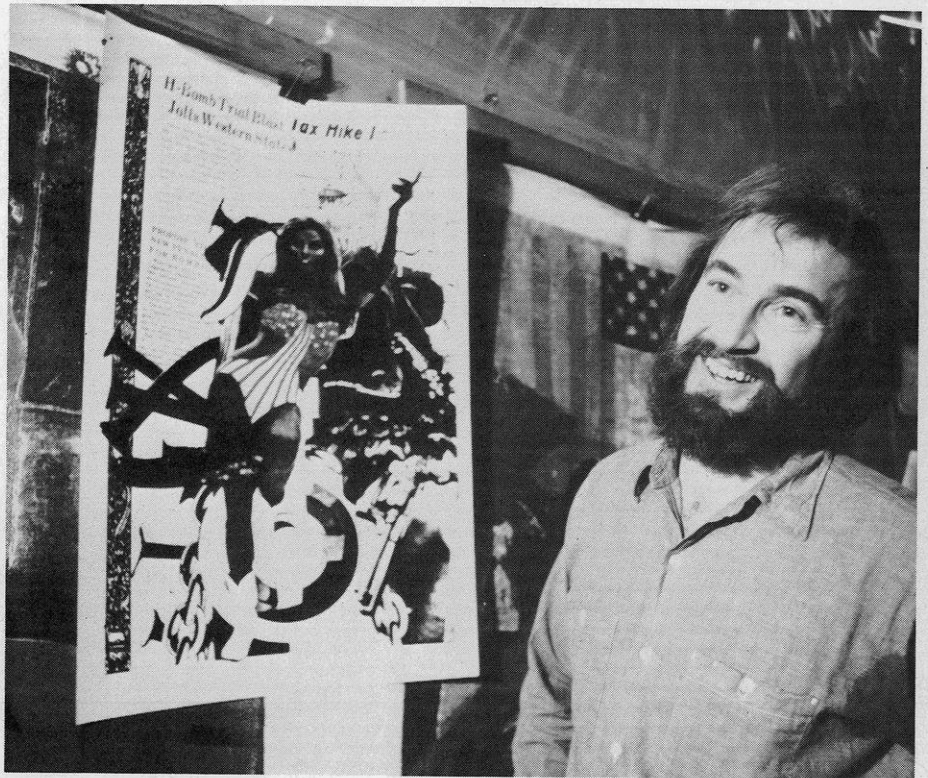
the surface that prints on the paper. The artist gouges his design into a soft metal such as copper or zinc. Then he inks the plate generously, to fill the incisions and depressions below the surface. He carefully wipes the surface clean, leaving ink in the hollows. A wringer press forces damp paper against the plate, and into the hollows, leaving the ink image raised above the paper surface.

Printmakers have discovered a great many intaglio techniques. In *line engraving* the artist cuts a clear and sharp image into the plate with a steel tool called a burin. *Drypoint* requires a thin needle-like tool (many artists use old dentists' instruments). This kind of tool raises a tiny furrow, called a burr, that catches the ink and gives a soft fuzzy quality to the line. In *etching* the image is scratched through an acid-resistant waxy material that covers the plate. Then the plate is put in an acid bath which bites into the copper where it has been exposed by the artist. *Aquatint* and *mezzotint* are means of pitting the whole plate with tiny holes to give subtle tonal variations to the print.

Warrington Colescott teaches intaglio printing. He is medium-sized with short wiry hair and a dark mustache; and usually wears a long blue printer's smock. He is an affable man of 51 with pouched eyes that wrinkle in easy laughter.

"After ten years of painting, and printing with silkscreen," he explains, "I wanted a medium more detailed and denser." In 1954 Colescott went to the Slade school in England to study etching.

Known for his innovation, Colescott



often works with combinations of elements. "I might use a figure I have drawn dancing with a photographed figure." Often he uses cutout metal shapes, flattened odds and ends (artists call them 'found objects'), and newspaper images in his impressions.

serigraphy

The newest, easiest printmaking technique is the stencil process known as *serigraphy* (sir-rig-ra-fē). The printing medium is a fine mesh silk cloth, stretched tautly on a frame. Parts of the screen are masked, or "stopped-out" by a variety of media such as brushed-on glue. Then ink or paint is scraped

across the screen and forced through the open areas with a large rubber squeegee.

Dean Meeker, 52, is a veteran of the Art Department and of silkscreen printing. A big man with thick white hair and a trimmed white beard, Meeker smokes cigars and carries the cold stub in his teeth.

During his student years at the Art Institute of Chicago, Meeker worked in a commercial silkscreen shop making big storefront window displays. In 1950 he had one of the first silkscreen print exhibits in Chicago.

Meeker still teaches the serigraphy courses and he agrees that it is becoming more popular. "It's the most versatile print medium. It can look like watercolor, or oil painting, or drawing, or photography. You can print *with* anything and *on* anything. Here, look at this."

He reaches for a square box. Along the top are the words *Edible Prints by John Risseeuw*. Inside are large, flat cookies with designs silkscreened in frosting across the tops.

Serigraphy is controversial, maligned because it is so widely used commercially, and so facile (with photographs, for example) that the artist need not be involved in image-making. "I can remember," laughs Meeker, "when judges would summarily eliminate silkscreens from a print exhibition."

One of his students says, "There are very few schools where you can do serigraphy exclusively. Most don't even consider silkscreen a fine art."

There is much dispute over words like "original print" and "fine art." Some years ago, the Print Council of America pronounced rigid standards to define an original print:

1. The artist alone must create the master image.
2. The impressions of the print must be done by the artist or according to his directions.
3. Each finished print in the edition must be approved, signed, and numbered by the artist's own hand ('12/50' pencilled in a corner means the twelfth impression in an edition of 50).

But the Print Council's definition has been slowly eroded. Artists like Andy Warhol merely generate an idea, give instructions to assistants, and then sign the finished product. Some artists feel that numbering limits the edition artificially and wrongly.

"That Print Council definition is far out of date," says Colescott. "Now it's just a question of 'how much artist involvement for how much money?'"

"Anyway," he adds, "it's not an artists' argument." It is only the dealers, he feels, and collectors, investors and museum curators who really worry about what is an original print.

Bill Weege, who teaches photo-mechanical techniques in the department (adapting the photograph to the printing media), scoffs at the Print Council's definition. "When they make rules like that, I try to do the opposite."

Many established painters, aware of the active and lucrative market for prints, have tried their hand in the medium. Meeker is apprehensive about the results.

He feels the best printmakers are those who have learned and practiced printing techniques and think in a printer's language; not painters who adapt their style to the printmaking operation.

Colescott agrees: "Painters tend to handle prints as they would a painting. They don't always have control of the medium. Often they will go to a commercial printer for help."

When Meeker came to the University in 1947, a printmaker named Alfred Sessler had just begun the workshop. He worked in relief techniques, mostly, but he taught everything.

"The entire original shop," says Gloeckler, who was a student of Sessler, "wasn't as big as one of our present rooms. Today this is probably the biggest graphics department in the country."

Equipment includes more than 25 presses. The graphics workshops occupy one entire side of the Humanities building sixth floor, stretching from State St. to University Ave. There are nine teachers. Four specialize in the distinct media: lithograph, relief, intaglio and silkscreen. Five others complement them in related aspects of print production, such as typography and graphic design.



Moving Up

FRONT MAN ON A BREAKTHROUGH

David Joranson MS '70 was the author of the thoughtful and controversial feature "America's Drug Policies: Killer or Cure" which appeared in *Wisconsin Alumnus* for March, 1971. The following article, which updates Mr. Joranson's activities in combating drug abuse, was written by Rosemary Kendrick for *The Capital Times* of last October 24.

A dramatic turnabout in the handling of illegal drug use—with policemen trying to keep people out of jail—is about to begin in Madison.

"Dane County appears to be moving toward decriminalization without changing the law," says David Joranson, program coordinator for the new Dane County Comprehensive Drug Abuse Treatment Program.

"The policy-makers, using their discretion, have recognized the need to treat drug abuse rather than punish it."

Joranson, a 31-year-old bachelor with a background in social work, describes his excitement over the program as "like being 'high' on it all day long."

During a *Capital Times* interview, he pointed gleefully to a *New York Times* clipping in which a new police program there aimed at keeping drug addicts out of the city's clogged criminal-justice system was termed "the first in the country."

Madison's program, which began staffing in September, grew out of eight months of work by the Metropolitan Drug Commission. The latter, appointed by Mayor William Dyke,

outlined the program in its final report issued last April.

"The designers of this program can be very proud in that the New York City police commissioner has just announced a crash program of using police to help addicts seek treatment," Joranson says. "Our own program is more far-reaching than theirs, and I think people are more likely to seek help from our officers, since they don't run the risk of being arrested as they do in New York."

Joranson plans to write a letter to New York officials breaking the news that they were not "first" after all.

The program, headquartered at the County Mental Health Center, 31 S. Henry St., will offer evaluation, detoxification, counseling and treatment services to drug-involved persons.

Two teams are being set up, including police officers, social workers, para-professional mental health workers, psychiatric nurses, and a vocational rehabilitation counselor. Consulting psychologists and psychiatrists also will be available.

Joranson is responsible to the Men-

tal Health Center board and its director, Dr. Robert Gale.

Roth C. Watson, a police detective who headed the Drug Commission, is serving as assistant program coordinator. The two police officers assigned as team members are Michael Puls and Raymond Warner.

An unusual and highly important aspect of the program, Joranson notes, is that the police officers will operate under the same rule of "confidentiality" as the other employes.

"Because they are motivated to help people and because they've had concentrated training," Joranson says of the officers, "they are not only going to be able to counsel but they also can provide that much needed liaison with the criminal-justice system."

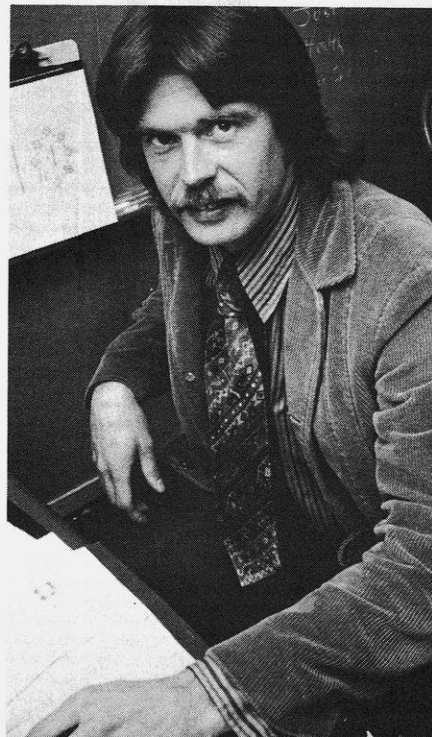
The latter function relates to the program's goal of diverting drug-involved persons from potential jail sentences into a treatment setting, thus providing an alternative to arrest and punishment.

Joranson says he was involved in the 1967 Dow demonstration on campus here and as a result, held a rather dim view of the police. Now, this has changed.

"Everyone so far, including me, who has met our three police officers has had to rearrange his stereotypes," he says. "I really trust them. They're a great asset to the program."

To satirize what he considers an outdated image, Joranson wears a small gold pig tie clasp.

Puls and Warner have completed six weeks of intensive training at the Awareness House Training Center in Berkeley, Calif., and eventually every-



Joranson

Photo/Del Brown



The University

one on the staff will undergo the same course, according to Joranson.

A Navy veteran and master's degree graduate of the UW School of Social Work, Joranson was until this month administrative assistant to the superintendent at Mendota State Hospital.

He also worked as a staff member for the Drug Commission.

Current president of the National Association of Social Workers' South Central Wisconsin Chapter, Joranson has lectured and written articles on the drug problem. While at the UW, he organized the School of Social Work's first course on drugs.

One of his responsibilities will be to coordinate, on behalf of the new program's clients, all major providers of drug services in Dane County, such as the Drug Information Center on campus and the Awareness House on Madison's East Side.

Joranson hasn't decided yet whether the program, which is being financed with \$105,000 in federal funds for the first year, will include Methadone treatment as a substitute for heroin. He expressed hope that other alternatives can be offered.

Part of his philosophy is that "people use drugs to make themselves feel better, and they are unlikely to stop using drugs until they find something that makes them feel even better. Our program will focus on that 'something better.'"

UW Produced Two of Year's Nobel Winners

Two of this year's Nobel Prize winners are UW alumni; and one of them won for the second time. John Bardeen, whose prize was in physics, is the first two-time winner in Nobel history. Stanford Moore won the chemistry award for research in enzymes. Both men shared their awards with two other researchers who had worked with them.

Bardeen, who earned his bachelor of science degree in 1928 and his master's degree in 1929 from Wisconsin, is a professor of electrical engineering and physics at the University of Illinois, Champaign-Urbana. He is a native of Madison and earned his Ph.D. in mathematical physics from Princeton University in 1936. He won the Nobel physics prize in 1956 with two other scientists for developing the transistor.

Moore, a professor at Rockefeller University in New York City, came to the UW on a Wisconsin Alumni Research Foundation Fellowship in 1935. He received his Ph.D. in chemistry here in 1938.

New Microscope Is One Of A Kind

The University unveiled a new high powered electron microscope this month, and according to Prof. Hans Ris, it will be the only such instrument in the world devoted primarily to biological research.

Ris, a professor of zoology, is the person mainly responsible for bringing the instrument to Madison. He first started the drive for the electron microscope in 1968 after using a similar instrument in France. It was not used for biological research.

Four years, \$1 million, and an entire new wing of a building later, Ris got his wish, a 1,000,000-volt instrument which hopefully will give new information about cell structure to biologists.

The instrument weighs 88 tons. It is anchored in a 60-ton concrete block which is set on top of a system of airbags to minimize vibrations.

The cost of the instrument, and related expenses over \$800,000, came from a grant from the National Institutes of Health. But the microscope still needed a place to be housed, not a minor matter when three floors of space are required.

The Wisconsin Alumni Research Foundation helped out, however, by donating \$270,000 for a special wing in the just-completed Animal Science Building.

The advantage of Wisconsin's new microscope over less powerful microscopes, according to Dr. Ris, is that thicker specimens can be looked at. The ordinary electron microscope must use specimens 2,000 times thinner than a sheet of paper. The new instrument is able to view specimens 40 times thicker than that.

Groceries Cost More Near The UW Campus

What students call a "rip-off" and economists define as "locational monopolies" can easily be translated to "high food prices in campus areas."

When confronted with student complaints about high prices in the campus area, School of Business Prof. William A. Strang decided to gather a few facts.

He found that the students were right—grocery stores in the State Street area were almost 17 percent more expensive than those in chain stores located elsewhere.

To obtain the data, Strang prepared a list containing 32 grocery items by brand name and specific size. Students then went out to price the items in all areas of Madison in one day.

The average grocery bill for State Street stores was \$21.16. Other cam-



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pus area stores averaged \$20.28, smaller outlying stores ran \$19.98, and the large outlying chain stores averaged only \$18.11.

"Part of the additional costs in the campus area may reflect higher operating expenses such as high insurance rates, pilfering, or expenses related to the store size and type of operation," notes Strang. "Whatever the reason, the data clearly shows that the campus stores were even more expensive than the same types of stores outside the campus area."

"The higher prices may also be due to the locational monopoly that stores in the campus area have," he continues. "If demand is greater than supply, retailers would be expected to raise their prices and unless additional competition enters the area, the situation is not likely to improve."

If lack of competition is the problem, notes Strang, the solution is for the students to make the competitive system work again. One method is through instituting cooperatives. Another is to buy elsewhere until prices come down.

Strang emphasizes that this very simple research leaves many questions unanswered. He hopes to extend the research next semester to dig more deeply into reasons for the pricing differences.

Small food stores will always be more expensive than chains, notes Strang. However, they may offer greater convenience and better service to offset this.

—Harry Leslie

It's Happy Twenty-Fifth, Buckingham U. Badger

Bucky Badger is 25 years old, give or take a few days or months . . . or years. It was Homecoming, Nov. 12, 1949 that he made his first appearance on the person of cheerleader Bill Sagal, but he had been present in the form of an idea and a symbol since 1947.

According to Bonnie Ryan, Capital Times sports writer, a commercial firm from Iowa submitted a group of symbols of Big Ten schools and among them a "strutting, snarling, standup, chest-thrusting" Badger with "fists clenched like there were boxing gloves entwined around them."

Writing in the Times, Ryan says: "The cocky Badger began appearing on the University press releases. His first major appearance was on the cover of the '1948 Football Facts and Centennial Sports Review', a book, the first and only of its kind, which dealt with the history of all Badger sports.

"But this cocky Badger still had no name. He was called 'Buddy', 'Bobby', 'Bernie', 'Bouncey' and some others which were unprintable."

The Pep Committee, of which Bill Sachse '50 was chairman and Bill Sagal '51 was a member, met with Art Lentz, who was sports publicity director. They decided to make the Badger a living symbol. A contest was held and students submitted names for the Badger. Christening was done on the eve of the Wisconsin-Iowa game as part of Homecoming festivities. Connie Conrard Gesell '50, an art student, was commissioned to come up with a head made of chicken wire and papier-mache for Sagal to wear. The winning name, chosen the morning of the pep rally, had been submitted by Delta Zeta and Delta Gamma. "But to give proper legal identification," Ryan recalls in his story, "the agreement



Alumni News

was reached that the official name of the Wisconsin mascot would be 'Buckingham U. Badger'.

"That evening at the Pep rally, attended by the Wisconsin football squad, headed by Capt. Robert "Red" Wilson (past president of the Alumni Association), Buckingham U. Badger was christened. Cheerleader Bill Sagal was adorned by the Connie Conrard-created masterpiece."

The current Bucky is played by Peter Vrabec, a junior from Beaver Dam, who throws his heart and soul and energies into the role like the former Bucky. Usually he makes his entrance on the Bucky Wagon, a 1932 fire engine given to the Alumni Association in 1971 by Mr. and Mrs. J. J. Normington of Wisconsin Rapids. One of the new additions to his role is the "Rufus Shuffle" originated by Rufus Ferguson after making a Wisconsin touchdown. —J.J.S.



At a recent halftime, Elroy received the ultimate Bucky from Bob Poble '54, president of a Madison bank.

23/50 The highly prized Citation for the Fellow Award of the American Society of Animal Science has been given to *W. P. Elmslie '23*, Quincy, Ill., retired vice president for research at Moorman Manufacturing Co. The citation stated his contributions to animal nutrition and parasitology, as well as his research in mineral and vitamin nutrition of livestock and poultry and his development of commercial feed concentrates.

Clair N. Sawyer '30 has retired as consultant and vice president in charge of research from Metcalf and Eddy Engineers, Boston. He and his wife, the former *Orphelia Check '25*, are now living in Sun City, Arizona where he is doing free lance consulting from their home.

In a reverse twist of the usual father-son sequence, *Donald B. Cuthbert '34*, who has been a leader in the music world for 37 years, took over the part-time associate professorship of music at Ripon College which his son, *Michael Cuthbert '62*, has held for the past four years. Mike is forsaking music teaching for a career in radio. His father has been supervisor of music for the Beloit Public Schools since 1938 and concurrently served as assistant professor of music at Beloit College from 1946-49.

Norman J. Nachreiner '42, executive vice president of Union Bank in Los Angeles, has been assigned additional responsibility for all cost control areas, loan review, internal and external auditing and supervisory and governmental examinations. He and his wife and children live in Northridge.

After five years as head football coach at the University of Oregon, *Jerry Frei '48* has become the offensive line coach with the NFL's Denver Broncos. At the UW he was a three-year letterman.

Thomas R. Fuller '49 is the new president and chief operating officer of Thomas Industries, Inc., Louisville, Ky. He was formerly executive vice president of marketing in the company, which he joined shortly after graduation.

Recently elected president of the Illinois Bar Association, *Lyle W. Allen '50*, Peoria, has been a member of the Illinois Supreme Court committee on character and fitness since 1965, and has served as president

of the Association of Insurance Attorneys and as a member of the board of governors of the Federation of Insurance Council.

Major *Franklin A. Loewus '50* recently completed the final phase of the command and general staff officer course at the Army Command and General Staff College in Ft. Leavenworth, Kan. The training is designed to prepare selected officers for responsible positions at division and support command levels.

51/60 New director of food and beverage of the Jung Hotel in New Orleans is *William J. Sficas '51*.

Marine Lt. Col. *Richard C. Gillick '52* and Army Lt. Col. *Robert P. Schmitz '55* are attending the U. S. Army War College preparing for top level staff and command positions.

The Chicago chapter of Theta Sigma Phi gave its 1972 Distinguished Service Award to *Helen C. Schubert '52*, public relations consultant. She is first vice president of the Women's Advertising Club of Chicago, a member of American Women in Radio and Television, Chicago Publicity Club and the Public Relations Society of America.

Newly named assistant dean of the Purdue University Schools of Engineering is *Robert A. Greenkorn '54*, who was head of the School of Chemical Engineering since 1967. He will direct the school's Institute for Interdisciplinary Engineering Studies and assist in the direction of the Engineering Experiment Station.

Stanley Krippner '54, director of Maimonides Dream Laboratory in Brooklyn, recently addressed the International Congress of Psychology in Tokyo, and the International Meeting on the Problem of Bioenergetics in Moscow.

New member of the staff of Libby, McNeill & Libby, Chicago, is *Gerald W. Bard '55* who has been named director of manufacturing coordination and development for new products. He was formerly with Beechnut, Inc.

continued

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Peace activist *Cora Rubin Weiss* '56, the Bronx, was one of the Americans who went to Hanoi in September to oversee the release of three American prisoners of war. Since 1969 she has devoted her efforts to keeping the mails moving for POW's in North Vietnam through a group called the Committee of Liaison.

Roger F. Rupnow '56, associate professor of city planning at Georgia Institute of Technology, Atlanta, has been awarded a grant by the Fulbright Commission in Colombia. He will work with the Department of Architecture of Universidad Javeriana in Bogota for two months as a lecturer and consultant in urban and regional planning.

David F. Blaydes '57, Morgantown, West Virginia, is associate professor of biology at West Virginia University and has co-authored a book entitled "Experiments in Plant Physiology."

Air Force Major *David L. Herfel* '57 is attending the Armed Forces Staff College at Norfolk, Va. He has completed 19 months of duty in Vietnam.

Chairman of the materials, mechanics and structures division of the Engineering School at Vanderbilt University is *James J. Wert* '57. He is married to the former *Jane Alice Thornton* '57, and they have two children.

G. N. Heideman '58, Madison, has been named vice-president of Edco—Vis Assoc., a Verona, Wis.-based book wholesale corporation.

Major *Roger J. Lueschow* '58 has received the Distinguished Flying Cross for heroism as a helicopter pilot in Southeast Asia. He earned the decoration for helping move a large contingent of allied soldiers to a mountain overlooking an enemy stronghold under heavy ground fire.

William C. Robbins '60 is the new executive editor of the *Wisconsin State Journal* in Madison.

61/70 Two 1962 graduates, Major *Stanley M. Phillips* and Major *David L. Dodge*, and one 1963 alumnus, Major *James J. Ansfield*, recently completed the Army medical department officer basic course at the Medical Field Service School, Brooke Army Medical Center, Fort Sam Houston, Texas.

Air Force Capt. *Gary K. Larson* '63 has been selected to participate in the Military Airlift Command Combat Airlift Competition at Travis AFB, Calif.

Lawrence J. Cofar '64 has joined a law firm in Fort Lauderdale, Fla.

Newly appointed an assistant Attorney General for the State of North Carolina is *Howard A. Kramer* '66. He is a member of the New York and North Carolina bars and lives in Chapel Hill, N. C.

D. Jeffrey Hirschberg '67 is an assistant United States Attorney for the Eastern district of Wisconsin. He and his wife, the former *Micki Schneider* '67, have also announced the birth of a daughter, Rachel, on August 31. They live in Milwaukee.

Capt. *Thomas R. Hughes* '67 has graduated from the Air University's Squadron Officer School at Maxwell AFB, Ala. He is assigned to Mather AFB, Calif. as an aircraft maintenance officer with the Air Training Command.

Lt. *James W. McGaan* '67, an F-102 pilot in the 176th Fighter Interceptor Squadron at Truax Field, Madison, was selected to participate in the Air Force's "William Tell" fighter-interceptor weapons meet at Tyndall AFB, Fla. in September.

Air Force lieutenants *James E. Femal* '69 and *Larry R. Johnson* '69 have graduated from the Air University's Squadron School at Maxwell AFB, Ala. Lt. Femal is assigned to Moody AFB, Ga., and Lt. Johnson is at Offutt AFB, Neb.

A. John McSweeney '69 recently was awarded the 1972-73 Leslie A. Holmes fellowship by the Northern Illinois University alumni association as the outstanding graduate student there. He is married to the former *Marilee Erickson* '68.

Mr. and Mrs. *Donald R. Keating* '71 (*Pamela Ann Rizo* '70) have announced the birth of their first child, Stephanie Anne, on Sept. 11 in Kenosha.

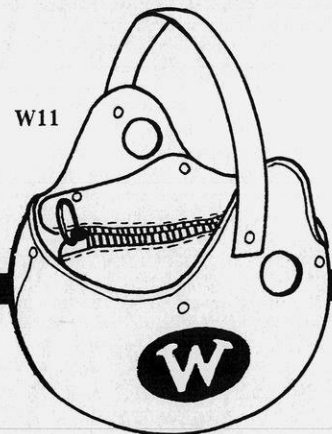
Second Lt. *Steven H. Olson* '70 has received his silver wings upon graduation from Air Force navigator training at Mather AFB, Calif. He is remaining at Mather for specialized aircrew training.

71/72 New silver wings belong to Second Lt. *William E. Leary* '71 who graduated with honors from Air Force pilot training. Following specialized aircrew training at Tyndall AFB, Fla., he will be assigned to Malmstrom AFB, Mont.

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W11



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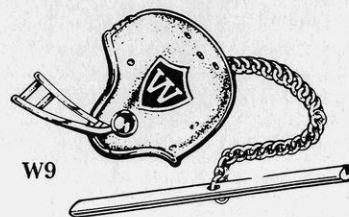
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\$3.50 Each plus 50c postage
\$6.95 for 2 plus 50c postage



W1
W2

W1 FOOTBALL JERSEY for Men/Women
Short striped sleeves, crew neck. Soft, machine washable flat knit of 100% cotton. Back has 72 motif. S(34-36), M(38-40), L(42-44), XL(46).

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Same style in children's sizes: S(6-8), M(10-12), L(14-16).
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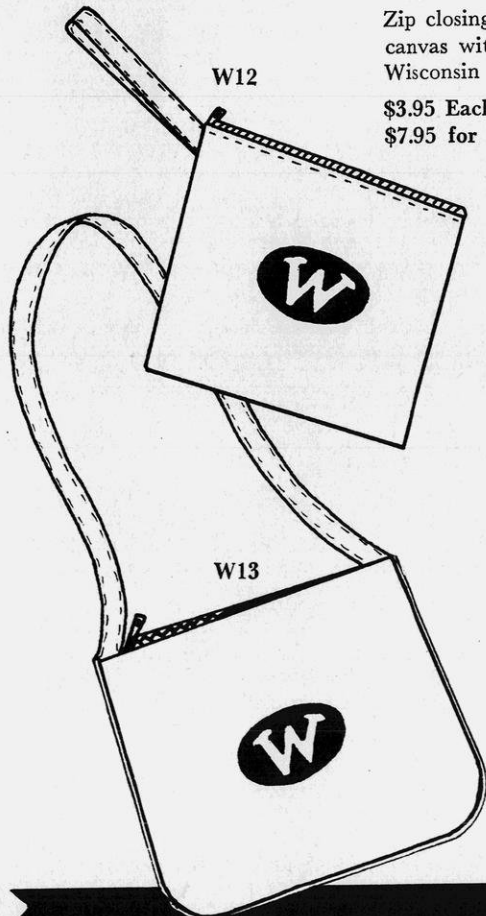


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W9 WISCONSIN TIE-TACK
Sterling silver with red enameled "W" on crest. Helmet design is half-modeled to give a three-dimensional effect. In gift box.
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W13 SHOULDER-STRAP HANDBAG
Zip closing, fully lined. Red canvas with hand-screened Wisconsin motif.
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\$7.95 for 2 plus 50c postage

W12



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Army Reserve major *Peter R. Barry* '71 recently completed the second part of the command and general staff officer course at the Army Command and General Staff College, Ft. Leavenworth, Kan.

Eight weeks of basic training have just been completed by Private *Thomas J. Greenhalgh* '71 at the Army Training Center, Ft. Polk, La.

Serving as an instructor pilot at Reese AFB, Texas, is Second Lt. *William E. Thiel* '71 who just graduated from pilot training there.

Mark Cis '72, Hales Corners, has received the Polish Millennium Academic Achievement Award for 1971-72. The awards are presented annually to Milwaukee-area college and university graduating seniors of Polish-American descent in recognition of outstanding academic performance.

New instructor in communication arts at Midland Lutheran College, Fremont, Nebraska, is *Ida G. Jeter* '72. She is teaching courses in speech, history and criticism of the film, news writing, advertising and a seminar in the history of mass communications.

Army nurse, Lt. *Roseanna T. Preston* '72 has completed an Army nurse and medical specialist corps officer basic course at the Medical Field Service School, Brooke Army Medical Center, Fort Sam Houston, Texas.

Recently commissioned an Army second lieutenant upon graduation from the Infantry Officer Candidate School in Ft. Benning, Ga. is *Dean G. Meeusen* '72.

Newly Married

1964

Mavis Nygaard and *Peter J. Moran* in Beloit

1965

Geraldine Reich and *James Bohne* in Appleton

1966

Norma G. Zimmer and *John J. Ward* in Milwaukee

1967

Donna June Hayes and *Bruce Alan Bondow* in Appleton

Mary Ellen Rowntree and *Andrew R. Currie* in Rochester, Wisconsin

Laurie Scharfenberg and *Pierre LaPlante* in Edgerton

Robin Helen Lovrien and *Aristide Serge Pereira* in Buffalo, Wisconsin

Kathleen Anne Skowland and *John James Puestow* in Okauchee

Anita Kay Zurawski and *Frederick John Scharnke* in Plover

Vicki Lee Bartels and *Thomas Schultz* in Estherville

1968

Nancy Jeanne Guilfoyle and *David P. Cusick* in Mendota

Susan Louise Van Halder and *John Arthur Leklem* in Stevens Point

Mary Jo Kaufmann and *John W. Stangel* in Manitowoc

Sue Ann Wegner and *Gerald Neil Silver* in Manitowoc

Barbara Diane Brown and *Jerry L. Zimmer* in Lombard, Ill.

1969

Margaret Archibald and *Carl Fortune Elliott* in Brookfield, Wisconsin

Diane Ruth Smith and *Russell E. Carter* in Oak Park, Ill.

Julie Flynn and *Gerald A. Hupperts* in St. Paul

Mary Sherman and *Richard Kearl* in Ripon

Constance M. Liss and *Bruce N. Stewart* in Schaumburg, Ill.

Susan Marie Hemling and *Roger Henry Luckow* in Beaver Dam

Kathleen Carrie Murphy and *Charles R. Rydberg* in Beloit

Martha Ann Patrick and *Michael Clyde Mahoney* in Milwaukee

Catherine Ann Hellenbrand and *John Francis Pederson* in Westport, Wisconsin

Mary Agnes Gibson and *John E. Polich* in Beaver Dam

Rosemary Ringling Polzak and *Philip James Bolas* in Greep Bay

Margaret Yvonne Richey and *Michael Lee Bagshaw* in Madison

Shelley Faith Sanders and *Jeffrey Kehl* in New York City

Andrea Lee Scheinoha and *Frank C. Ciesel* in Manitowoc

Antoinette Catherine Canepa and *John Patrick Scully* in Baraboo

Peggy Hansen and *John Wagner* in Racine

1970

Jerilyn Mary Ballweg and *Robert W. Purvis* in Madison

Bonnie Jean Bashaw and *Jeffrey Scott Dulmes* in Sheboygan

Barbara Ida Reinherz '71 and *Harvey Allan Fein* in Kenosha

Roberta Gannon and *Jeffrey Swanson* in Presque Isle, Wisconsin

Karen Ruth Halverson and *David James Naidl* in Manitowoc

Paula Helen Hambuch and *Jon Phillips Jung* '71 in Delafield

Linda Ann Hamm and *Michael Robert Belton* in Georgetown, Colorado

Natalie Olson '72 and *James Hoskens* in Beloit

Carol Copland and *Douglas Kadison* in Dayton, Ohio

Deborah Joan Landmann and *Lee T. Hayes* in Wauwatosa

Jane Zedler and *Tod Linstroth* in Racine

Patricia Jo Smith and *Carter John Luke* in La Crosse

Anne Allaby and *Glen McGinnis* in Mauston

Minna Ruth Nathan and *Mark William Smith* in Madison

Carol Ann Niendorf and *Bryan Douglas Woods* '71 in Manitowoc

Marianne Peterson and *Phillip Noel King* in Madison

Bonnie Lou Schmidt and *James Rohde* in Plymouth, Wisconsin

Sharon Catherine Argile and *Gregory W. Schultz* in Madison

Jane Ellen Breitenbach and *John R. Stenske* in Madison

Lorna Rae Thomas and *Frank Ramon Vazquez* '71 in Wisconsin Rapids

Sandra Morton Williams '71 and *David Raymond Weiss* in Dover, Mass.

Carol Jane Wheeler and *Peter James Roettinger* '72 in Wauwatosa

Roberta Katherine Williams and *Peter Scott Buening* '71 in Sugarbush, Wis.

1971

Veronica M. Blaskowski and *John F. Hammes* in Rothschild, Wisconsin

ELMA HAAS: UNRUFFLED LADY

Elsbeth Schmitz and Mark Anthony Burrall in Green Bay

Susan Marguerite Cage and Gerald John Fitzgerald, Jr. in Superior

Deborah Parker Clark and John Alexander Ives Halperin in Hales Corners

Kathleen Cleary and George J. Keane in Briarcliff, N. Y.

Phyllis Ann Coonen and Ronald Alan Henrichs '72 in Merrill

Mary Ellen Lucas and Leo D. Freeman in Elm Grove

Gail Elaine Gorder and Dean R. Martell in Watertown

Julie Margaret Guenveur and Thomas Brandon Wesson in Mt. Horeb

Laurel June Haiman and Patrick J. Doody in River Forest, Ill.

Alice Dexter High and Walter Joseph Sperling III in Hartford, Wisconsin

Ann Marie Bayer and Gary Jon Hoerning in Appleton

Jennifer Marie Miller and Lawrence H. Holden in Bedford, Ind.

Jennifer Bast '72 and David Bruce Hopper in Mazomanie

Diane Binder and James Huberty, Jr. in Madison

Patricia Ann Kempinger and Roger Ervin Birkett in Oshkosh

Peggy Punke and Dennis Kettunen in Wausau

Dianne Patricia Meyer and Michael Joseph Lambert in Madison

Jane Elizabeth Lausch and Peter M. Gaines '72 in Oak Lawn, Ill.

Vicki Rae Lundholm and Richard W. Gillett, Jr. in Eau Claire

Ellen Sue Maiman and Lee Ronald Bookman in Milwaukee

Jean Louise Pedersen and Michael F. Montemurro in Racine

Jennine Lee Schmidt '72 and Douglas John Mushel in Hartland, Wisconsin

Anita Lynn Nelson and Daniel F. Klessig in Kenosha

Barbara Jean Peuse and William G. O'Day in Beloit

Janet Carole Hyde and William Eric Reinka in Fresno, California

Nancy Carol Roll and James Robert Peterson in Racine



Photo/Del Brown

It was a natural when a wag here in the office of the Alumni Association dubbed Elma K. Haas "Elma Chaos". It isn't that the lady *creates* confusion; but it's there, whipping around her all the time, while she clutches at her poise and somehow manages to hang on to it.

Mrs. Haas, who joined the WAA staff in 1966, is the competent den mother for all alumni groups whose activities bring them onto the campus and/or into Alumni House. It is she whom committee chairmen turn to for help in organizing hundreds of details of every class reunion, whether in May or at Homecoming. She tracks down lost classmates; sets up the mailings; nudges committee members into attending organizational meetings; finds the right place for their events; helps choose menus and talks price with the caterers; arranges their campus bus tours; scours the list of faculty speakers for the right ones, then coddles them into (a) accepting and (b) not backing out two days before the event. That's Elma's *reunion* schedule.

Then there are the two annual Women's Days—spring and fall—to which much of the preceding applies again. Once more there are chairmen to find; committee members to counsel; themes to set; faculty speakers to choose; food; printing; hour-by-hour scheduling.

Does that poise really hold? Take an example: at the Fall Women's Day, his audience beginning to squirm after ten minutes of no-show, a faculty speaker was seen sauntering casually across the Library Mall, pausing to commune with the sprites in the fountain. While others might have suggested—and did—immediate dismemberment, it was Elma who greeted him warmly and escorted him up three flights to his audience of what he obviously considered his loyal subjects.

Between major WAA events, Elma keeps occupied in maintaining the tight schedule of year-round events in the Alumni House Lounge, and working closely with our Club Co-ordinator in setting up Founders Day programs and other activities for the 100 clubs across the nation. She is, in addition, assigned to our eight constituent alumni groups for all their mailings and activities.

But what *really* impresses most of the staff? We're used to the fact that Elma thrives on the peaks and valleys of her job; that she is warm and approachable and sympathetic. It isn't that. It's this—this above all: Elma's husband, Roman, is an accountant with Oscar Mayer, see? He drives her to work in the morning. To keep this arrangement, Elma is at her desk, ready for the chaos, *each morning at 7:00!* ●

continued

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PONCHO. High-visibility white, top-quality vinyl. This is real foul-weather gear, with heavy-duty side snaps, snug face opening for minimum exposure. The fighting Bucky and "Wisconsin" are in red across back. Ideal for walking, bicycling, hunting, stadium-sitting in the wettest weather. Width: 54"; length, 36" from shoulder. One size fits most adults.

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PORTFOLIO. Soft, luxurious Naugahyde in cardinal red with UW seal and "Wisconsin" in white. Roomy: 17" x 11½". Fully and handsomely lined; rolled seams; spongeable inside and out. There's a dependable zipper with a tab you can get your hands on.

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Freddi Lynn Cook and John V. Van Gemert in Spokane

Jill Mary Brand Wendorf and Robert Young Dove, Jr. in Wausau

Patricia Ruth Zierke and John David Wasserstrass in Racine

Kristine Elizabeth Zimmer and Richard E. Umhoefer in Marshfield

1972

Susan Marie Katers and John Paul Bennington in Green Bay

Mary Eileen Blaskey and Richard Kirkpatrick Wells in Madison

Kathleen Ann Botsch and David Keith Morgan in Racine

Peggy Anne Meyer and George J. Brooks in Janesville

Kathleen Sue Capelle and Michael Lloyd Schneider in Glenbeulah

Lois Ann Polzin and William Stephen Carlson in Grover, Wis.

Christine Rogers Collings and James Edward Eifrig in Oconomowoc

Kathleen Ann Condon and Timothy H. Farrell in Wausau

Armella Mae Thums and Roger Alan Dana in Neenah

Mary Ruth Dwyer and Paul Joseph Mongin in Green Bay

Linda Drucks and William Evans in Menasha

Susan France and Kenneth Fabel in Rothschild, Wisconsin

Sandy Pearle Johnson and Lon Charles Galli in Conway, S. C.

Sharon G. Merritt and Bruce E. Griffin in Madison

Karen K. Gunderson and Dennis P. Hanke in Wausau

Christine Louise Hardin and Charles Robert Harder in Elm Grove

Ellyn Lynn Hawkins and Richard LaRoy Sabby in Kenosha

Nancy Ann Hiebing and Richard H. Lee in Belgium, Wisconsin

Cathy Riley and James William Hunt in Madison

Pamela Carmel Hutchinson and Mark Andrew Midbon in Superior

Helen Thiede and Timm Johnson in Columbus, Wisconsin

Linda Beth Vande Berg and William Kendall Johnston in Janesville

Victoria Lynn Justice and Stephen George Doty in Madison

Marian E. Wulf and Frederick J. Keip in Port Edwards, Wisconsin

Barbara J. King and John A. Miller in Madison

Karen Marie Lee and Edward Elton Ott in Madison

Ellen Rachel Levin and Steven Charles Groban in Milwaukee

Janice Punke and Patrick J. MacGillis in Wausau

Melanie Ann Maitland and Stephen William Dvorak in Washburn, Wis.

Mary Jeanne Soper and Paul Miao in Argyle, Wisconsin

Deborah Anne Ratkowski and Ronald J. Mrazek in Milwaukee

Ann Marie Rogers and Greg Nichols Paton in Stoughton

Lizabeth J. Poulsen and Bob Srinivasan in Racine

Roxann Schave and Roger Pupp in Madison

Marcy Hach and Michael L. Read in Highland, Wisconsin

Darlene Joy Frank and David Robert Schneider in Green Bay

Christine Shymanski and Donald J. Steger in Marshfield

Virginia June Stevens and Robert Lee Laszewski in Wausau

Susan Swan and John Retzlaff in Green Bay

Robin Johannsen and Brian J. Thorsen in Racine

Barbara Jean Knudtson and Matthew Paul Tochterman in Madison

Deborah Anne Wuebben and Larry Allen Schultz in Eau Claire

continued



BLAZER BUTTONS. University seal hand-detailed in fine enamel on 18 kt. gold plate. Single breasted (seven buttons) \$12.50



UW PLAQUE. Deep-etched red, white, gold on amazingly realistic "walnut". Size: 14" x 17" x 1 1/2", and very handsome. \$17.95



HELMET PIN or KEY RING. His or hers, this badge of Badger loyalty! Red-and-white enamel on gold finish. About 1" diameter. Each \$2. plus .25 handling on orders of 9 or less.



JEWELRY. Bucky in heavy 22kt. gold plate. Key Ring \$3.25; Tie Tac or Tie Bar \$3; Cuff links \$5; Charm bracelet \$4.

UNIVERSITY SINGERS in Stereo! Recorded in 1970 and still a smash hit. Features "Wisconsin Medley" plus great folk, show tunes and all-time hits, including "Alexander's Ragtime Band" and "The Saints Go Marching In." \$2.25. Very limited supply.



UW CHAIR. Fine hardwood, satin black with gold UW seal and trim. Captain's chair (illustrated) \$48.50; with cherrywood arms \$50; Boston rocker \$39; side chair \$30. Shipping charges from Gardner, Mass. extra. Normal delivery is six weeks.



WISCONSIN GLASSES. Raise your spirits in these 12 1/2 oz. hi-ball or 7 1/2 oz. lo-ball glasses. They're sparkling clear, heavy, with chip-proof rims. The red-white-gold seal is guaranteed for the life of the glass. Set of eight (one size per set) \$6.

BADGER BAZAAR



UW HELMET LAMP. Authentic Badger helmet on solid oak base. Natural burlap shade. Stands 30" high, has three-way switch. Delivery in two weeks. \$39.95

(coupon) Please ship me the following:

Quan.	Item	Unit Price	Total
---	Captain's chair	\$48.50	\$-----
---	Cap. chair/w		\$-----
---	cherry arms	\$50	\$-----
---	Boston rocker	\$39	\$-----
---	Side chair	\$30	\$-----
---	Helmet lamp	\$39.95	\$-----
---	UW Plaque	\$17.95	\$-----
---	sets Glasses (12 1/2 oz.)	\$6/set of 8	\$-----
---	sets Glasses (7 1/2 oz.)	\$6/set of 8	\$-----
---	sets Blazer Buttons	\$12.50/set of 7	\$-----
---	Helmet Pin	\$2 } add 25¢ handling on 9 or more	\$-----
---	Helmet Key Ring	\$2 } less	\$-----
---	Bucky Key Ring	\$3.25	\$-----
---	Bucky Tie Tac	\$3.00	\$-----
---	Bucky Tie Bar	\$3.00	\$-----
---	Bucky Cuff Links	\$5.00	\$-----
---	Bucky Charm	\$4.00	\$-----
---	Bracelet	\$2.25	\$-----
---	Singers' Record		\$-----

Here is my check for \$-----

NAME -----
 ADDRESS -----
 CITY -----
 STATE ----- ZIP -----

Wisconsin Alumni Association Services Corp.
 650 N. Lake St., Madison, Wisconsin 53706

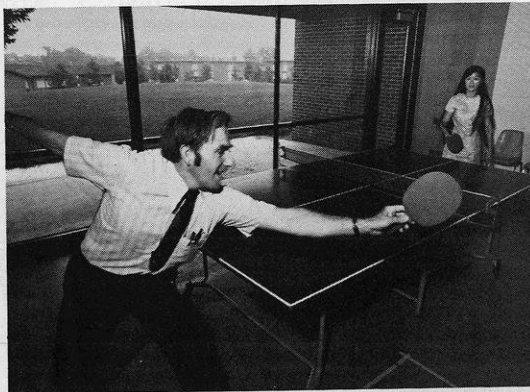
Deaths

William Paul Bush '04, Seattle
 Mrs. William C. Lounsbury (*Genevieve Eaton*) '05, Stoughton
 Cecil Everett Schreiber '05, Madison
 Jane Isabell Newell '08, Philadelphia
 Horace Grove Deming '09, Sarasota, Fla.
 George W. Heise '09, Cleveland
 Mrs. W. W. Witmer (*Mary Louise Wright*) '10, Ardsley-on-Hudson, N. Y.
 Robert Crosier Williamson '12, Gainesville, Fla.
 Ray Elwin Brasure '13, Hartford, Wis.
 Robert Stebbins Drew '13, Howey In The Hills, Fla.
 Carl Emil Hobart Johnson '13, Erie, Pa.
 Mrs. John William Proctor (*Esther Helene Simpson*) '13, Rochester, N. Y.
 Mrs. Richard Ralph Elias (*Agnes Mary Hall*) '14, Oaxaca, Mexico
 Eunice Veronica Ryan '14, Columbus, Ohio
 Charles N. Frey '15, Scardsdale, N. Y.
 Mrs. Waldemar A. P. John (*Hildegard H. Hagerman*) '15, Birmingham, Mich.
 Vernus Edwin Nelson '15, Argyle, Wis.
 Sarah VanHoosen Jones '16, Stoney Creek, Mich., who was named that state's first Master Farmer; turned the family farm into a showplace of some of the midwest's best herds of Holstein-Friesian dairy cattle, and lived to see it declared an official National Historic Landmark.
 Wallace Joseph Landry '16, Oakridge, Tenn.
 Mrs. Edmund Garrett (*Adele Theodora Jenny*) '17, New York City
 Mrs. H. J. Hart (*Agnes Elizabeth Sichler*) '17, Alma Center
 Maxson Foxhall Judell '17, Palo Alto, Calif.
 Martha Alvina Schacke '17, Waukesha
 Edward Shipek '17, Antigo
 Arthur George Tillman '17, Macomb, Ill.
 Mrs. John V. Van Sickle (*Bertha Louise Patterson*) '17, Boulder, Colo.
 Byron Gordon Webster '17, Chicago
 Lloyd Milton Garner '18, Baltimore
 Arno Robert Langjahr '18, Milwaukee
 Frank Arthur Sprague '19, Lewisburg, Pa.
 Walter Edward Blowney '20, York, Maine
 Henry Herman Gildermaster '20, Princeton, Ill.
 Mrs. Rolf Thorlief H. Johannesen (*Jennie Grace Dixon*) '21, Chapel Hill, N. C.
 Walter Borden Blair '22, Madison
 Harold Lawton Blake '22, Boscobel
 Carl Christianson '24, Madison
 Arno Alfred Dennerlein '24, Chicago
 Sabina Mary Lynaugh '24, Madison
 Kenneth Baird Coates '25, Neenah
 Merrill Henry Klockow '25, Hammond, Ind.
 Harry Aaron Kovenock '26, Milwaukee
 Max Ferber Ninman '26, Reedsburg
 Morris Gilmore Caldwell '27, Tuscaloosa, Ala.
 George Irving Craig '30, Madison
 Walter Everett Fox '30, Lakeview, Alaska
 John (Jack) William Essock '31, Hallandale, Fla.
 Elizabeth Louise Kruse '31, Madison
 Raymond Jay Leemkuil '31, Madison
 Dora Marie Drews '32, Madison
 Edward Joseph Brunner '33, Metairie, La.
 Albert Edward Hanson '33, Viroqua
 Paul Frank Hayes '33, Rockford, Ill.
 John Jacob Rieck '33, Summit, N. J.
 Mrs. Raymond Treanor Gutz (*Ruth Elizabeth Phillips*) '34, Cleveland
 Mrs. Stanhope Adams (*Joan Pauline Parker*) '36, Kenilworth, Ill.
 William Jerome (Jerry) Higgins '38, Madison, in Port Charlotte, Fla. Mr. Higgins was known to thousands as the friendly blind man who ran the State Capitol concession stand for 22 years before retiring in 1968.
 Harold Albert Luetkens '38, Reedsburg
 Johann Maxwell Onsrud '38, Madison
 Philip Morgan Davies '39, Madison
 Mrs. Henry A. Foss (*Wilma Jean Johnson*) '39, Rantoul, Ill.
 Boon Wilson Kennel '40, Rockford, Ill.
 Albert Arnold Meier '40, Greensburg, Pa.
 Mrs. Dale O. Thomas (*Nina Grace Trump*) '42, Corvallis, Ore.

Mrs. Francis James Vivian (*Virginia Catherine Tehan*) '45, Madison
 George John Stessel '48, Kingston, R. I.
 Robert Myron Brown '51, Oklahoma City
 Alfred Stanislaus Drew '62, West Lafayette, Ind.
 Marie Arline Peterson '64, Eland, Wis.
 Robert Michael Rodenfels '65, Madison
 Mrs. Arvid O. Einer (*Ona Katherine Ostrem*) '68, La Crosse

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

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9. The purpose, function, and non-profit status of this organization and the exempt status for Federal income tax purposes have not changed during the preceding 12 months.
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Photos / Del Brown and Gary Schulz



NEW 'FAMILY ROOM' AT EAGLE HEIGHTS

All of you who struggled through months of living in the married-student housing units at Eagle Heights—fighting for a quiet place to study or looking for some way to stretch and break out of your one-bedroom apartment for awhile—will be happy to know that things have changed at old E.H.

Residents now can wander over to the new Community Building, which was opened last year, and play ping pong or throw a pot, see a movie, use the darkroom or study to their heart's content. Student wives can buy

food there, leave their children for day care, learn macramé, try their hands at gourmet cooking.

Foreign students can take English lessons. Residents can vote there, or buy new tires and auto batteries. All without going off the reservation.

The new community building serves the 1,074 units now standing along the shores of Lake Mendota above the old tent colony site. Started in 1957, the last unit was finished ten years later. The Community Building was the last structure added to the complex.

—J.J.S.



HURRY! JOIN US FOR A MID-WINTER GET-AWAY

PUERTO VALLARTA WINTER HOLIDAY

only \$419 (Per person
from Milwaukee)

Plus \$19 taxes, payable in advance.
Open to Members of the University of Wisconsin
Alumni Association and immediate families only.

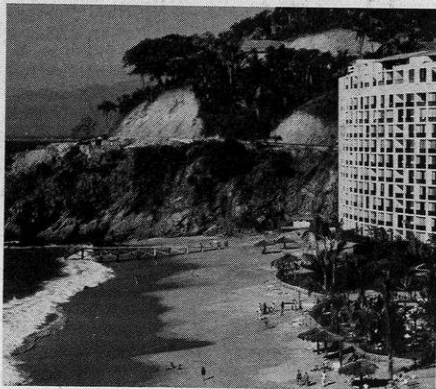
EIGHT DAYS

February 17-24

Features Included:

Round-trip EASTERN AIRLINES' 727 WHISPERJET CHARTER, Milwaukee to PUERTO VALLARTA, MEXICO. Enjoy FIRST-CLASS meal and beverage service aloft. Gourmet menu and cocktails enroute. Only 132 passengers fill our plane.

Accommodations for seven wonderful nights at the incomparable CAMINO REAL, constructed in an arc shape to afford you spectacular views of the palm-fringed beach and blue Pacific from every room! The hotel boasts every modern convenience, including full air-conditioning. Many have private terraces. In the



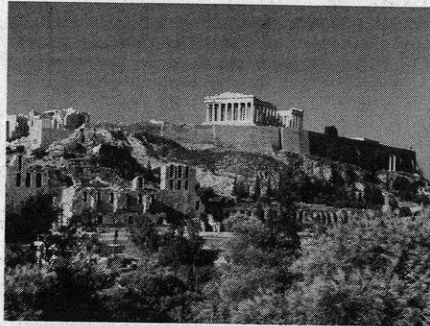
contoured pool or on the beach . . . lazing in the pool-bar or viewing the famous Puerto Vallarta sunsets . . . it's truly a tropical paradise.

FULL AMERICAN BREAKFASTS at your hotel every day along with COMPLETE DINNERS each evening. Sample delicious American or Mexican cuisine from the hotel's international chefs. Breakfasts are served on the beautiful garden terrace . . . open dining at its best . . . overlooking the blue Pacific.

"WELCOME, AMIGOS" . . . special BADGER COCKTAIL PARTY upon your arrival at the hotel. Meet our Mexican native tour director to learn all about Puerto Vallarta. He's with you throughout the entire tour to assist with fishing, water sports, tennis . . . in every way.

Transportation, round-trip from the Puerto Vallarta airport to the Camino Real is included, as are all bellmen gratuities for luggage handling.

Special "MEXICAN ADIOS PARTY," including superb Mexican entertainment, on your last night in Puerto Vallarta.



ATHENS ESCAPE

only \$639 (Per person
from Milwaukee)

Plus 10% taxes and services,
payable in advance.

Open to Members of the University of Wisconsin
Alumni Association and immediate families only.

NINE DAYS

March 31-April 9

INCLUDING A 3-DAY GREEK ISLAND CRUISE

Features Included:

PAN AMERICAN AIRWAYS' 707 JET CLIPPER charter, Milwaukee to ATHENS, GREECE. Enjoy FIRST-CLASS meal and beverage service aloft. Gourmet meals and cocktails enroute! Outstanding inflight service! Only 179 passengers fill our plane.

Accommodations for five wonderful nights at the deluxe ATHENS HILTON. Each of its air-conditioned rooms has its own private balcony which commands a view of the Acropolis to the west and Mount Pentelicon to the east! A new world of luxury to enjoy your Athens visit—at a perfect time of the year!

Two meals at your hotel each day: CONTINENTAL BREAKFAST and LUNCHEON or DINNER! This meal plan gives you the opportunity to sample some of Athens' many native restaurants on your own.

All meals are included aboard ship.



ATHENS ESCAPADERS

Whether we have your reservation or you're still thinking, come to our special tour-briefing party on January 16, at 7:30 p.m. There'll be snacks and nice people, and an authority on Greece to tell you all you want to know about this fabulous trip.



Special ARRIVAL COCKTAIL PARTY at the hotel. Come, meet your Alumni Association hosts and get acquainted with the other members of your travel party.

Deluxe half-day private motorcoach tour to see some of Athens' memorable sights: the House of Parliament, the King's Palace, the Olympic Stadium and the Temple

of Zeus. Of course, you visit the world-famous Acropolis, the sacred hill of ancient Athens and the Parthenon—which is its crown—and much more.

Relax on a deluxe THREE-DAY, THREE-NIGHT GREEK ISLAND ODYSSEY CRUISE, after your visit to Athens. Sail aboard the luxury cruise ship M.S. STELLA MARIS II. This elegant vessel is among the finest and safest of its size in the world! All staterooms are convertible into day rooms and have private facilities and individually controlled air-conditioning. Your exciting PORTS OF CALL! DELOS; MYCONOS; RHODES; HERAKLEION (CRETE) and SANTORINI. (Shore excursions at the ports of call are optional and may be purchased in advance.)

Enjoy a special BADGER FAREWELL COCKTAIL PARTY on the STELLA MARIS. Swap tales of your exciting tour and toast the blue Aegean!

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

PUERTO VALLARTA HOLIDAY
\$419 per person from Milwaukee,
plus \$19 tax.

Please make ----- reservations in my name for WISCONSIN PUERTO VALLARTA HOLIDAY.* Here is my check for \$----- (a down-payment of \$125 per reservation).

--- I wish *single room* occupancy at an additional cost of \$135.

--- Send brochure only.

ATHENS ESCAPE

\$639 per person from Milwaukee,
plus \$63 tax.

Please make ----- reservations in my name for WISCONSIN GREEK ESCAPE.* Here is my check for \$----- (a down-payment of \$200 per reservation).

--- I wish *single room* occupancy at an additional cost of \$125.

--- Send brochure only.

NAME -----

ADDRESS -----

CITY -----

STATE ----- ZIP -----

PHONE -----

CLASS YEAR -----

List full names, addresses and relationship of all reservations.

* Please make checks payable to this tour title.