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ALUMNI



THE GERMAN EXPRESSIONISTS
Introducing the Marvin and Janet Fishman collection

MARCH 1990 APRIL

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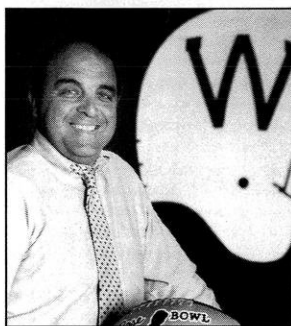
University of Wisconsin Foundation

ALUMNI

BARRY AND THE BADGERS

The UW's new head football coach thinks Wisconsin is ripe for success. So here's an up-to-date interview of where Barry Alvarez thinks the Badgers ought to be.

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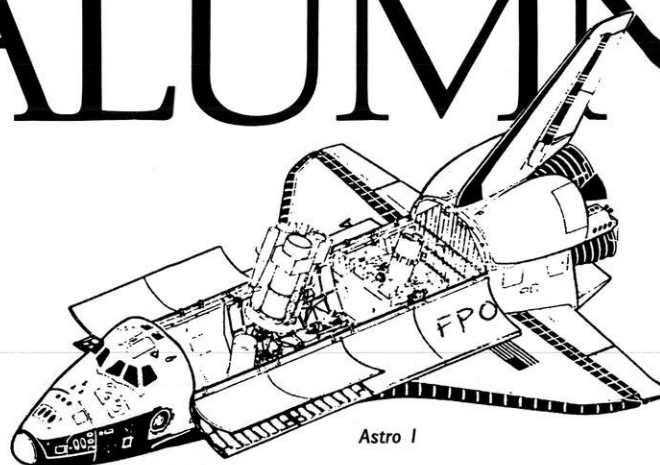
1990 DISTINGUISHED ALUMNI AWARDS

Since the 1930s, the Wisconsin Alumni Association has presented over 200 awards to alumni who have achieved prominence in their fields and rendered outstanding service to UW-Madison. This year, we salute James W. Cleary PhD '56, Louis Holland '65, Arlie M. Mucks, Jr. '47, and ArthaJean Petrie Towell '53.

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by Niki Denison

The Fishman collection includes hundreds of drawings. At right is Bruno Voigt's 1932 work Berliner Strassenecke, which depicts the poverty of life in Germany during the Weimar Republic.



Astro 1

STARSTRUCK

Observing stars from the earth is a bit like watching birds from the bottom of a swimming pool. But this spring, UW astronomers will gain unparalleled views of the universe

when NASA launches two space observatories. Each will carry pioneering payloads developed at our Space Astronomy Laboratory, and each will provide our faculty with ringside seats for what should be the biggest show since Galileo.

by Terry Devitt '78, '85

20

CORNERSTONE FOR A CORE CURRICULUM

In the 1960s, educators decided to "open the barn door" and let students choose courses that interested them. But now that

a recent Gallup poll has shown just how little college seniors know about Western history and literature, the Chairman of the National Endowment for the Humanities is calling for a return to the classic college education. Her name is Lynne V. Cheney, and she earned her PhD here in 1970.

by James Rhem PhD '79

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COVER



THE ART OF THE NEUE

Marvin and Janet Fishman's love and understanding of German Expressionist art has put them among the top 100 art collectors in the nation. Seen in total, their paintings and drawings comprise one of the richest documentations anywhere of Weimar Germany, the bleak period between World War I and the rise of Adolf Hitler. Yet the collection also shows the visionary beauty of such masters as Erich Heckel and Max Pechstein, and is a pleasure to behold.

26

by Dean Jensen

LETTERS 6

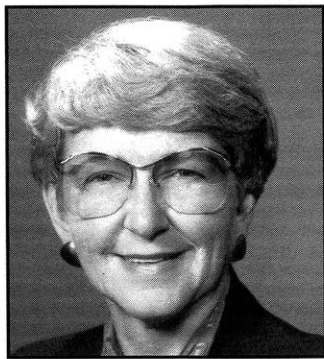
COMPENDIUM 11

DISPATCHES 31

OBITUARIES 35

Cover Photo

Marvin and Janet Fishman's collection of German masterworks offers a unique perspective of the world between World War I and World War II. This is Georg Tappert's charming 1917 oil "Woman with a Cup of Hot Chocolate," one of Marvin Fishman's favorites.



We see 1990 as the beginning of a great new decade for the University of Wisconsin. We also see it as a great opportunity for you, our alumni and friends. Never before have there been more ways for you to become partners in our expanding alumni relations program. And never before have there been more opportunities for you to show your pride in this world-class institution.

Alumni University—This first-time program is designed to encourage alumni to come back to school at the UW. It will be held June 18-22, and will include a series of lectures and tours as well as room and board on-campus. Sessions will be conducted by

some of our leading faculty and there will be plenty of time for discussion.

Career Planning Workshop—Fifteen advising and placement offices operate on campus to help students land jobs in their majors. On September 21, some of the experts from these various disciplines will help WAA members evaluate their job satisfaction and options for mid-life career change.

Wisconsin Recruiting Network—A unique alumni network has been developed to help the university bring the best and brightest students to UW-Madison. Whether you're in-state or out-of-state, your participation counts.

Multi-Cultural Advisory Committee—Two years ago, the chancellor's "Madison Plan" addressed the need for cultural diversity on campus and amongst its constituency. WAA is putting the plan into action by involving more members in activities that will provide a variety of cultural events both on- and off-campus.

Badger Action Network—Ensuring adequate public and private funding for the university is the goal of this network of over one hundred alumni. They receive up-to-the-minute communications from WAA, and, in turn, advise their legislators on university issues and concerns.

Wisconsin Welcome—The campus is twice as big as when many of us first enrolled, but that doesn't mean it's unfriendly. WAA co-sponsors a special program to orient and welcome new students to Madison.

Alumni/Student Career Counseling—Welcoming students to the real world is another WAA focus. Nearly 400 members are now participating in the ASCC program, advising students in career expectations and course selection. This year, we plan to initiate a new computer program to improve our ability to match students and alumni in increasingly diversified pursuits.

Wisconsin Alumni Magazine—We hope you've noticed that we're providing you with more in-depth coverage about the university, its students, faculty and alumni, by increasing the size of the magazine from 32 to 40 pages. We think the extra editorial space makes a world of difference—and provides more opportunities to publish news of your accomplishments.

The Wisconsin Idea—Now we can ensure timely communications with alumni leaders around the world through our new fax (608-262-3332). Recently, we've especially benefited from our increased contact with the Far East, where the chancellor is planning to tour and meet with UW grads this June. And we've been able to further our efforts to establish new alumni clubs around the globe, with a current total of eighty-nine.

During my past thirty years of involvement with the Wisconsin Alumni Association, I've learned that alumni have a tremendous love for and dedication to UW-Madison. WAA's goal in the decade ahead is to develop a sense of alumni ownership—in our programs, in the Alumni Association, and in the university. Only *your* pride of ownership can help make Wisconsin number one in the nation. That's why we have to work together to increase your involvement in alumni relations and thereby sustain the UW's world-class reputation.

Gayle Langer
Executive Director

WISCONSIN ALUMNI

Gayle Langer '59
Publisher and
Executive Director
608-262-2551

Susan S. Pigorsch '80
Assistant Executive Director/Editor
608-262-9639

Niki Denison
Assistant Editor
608-262-8171

Ann Lloyd '85
Director of Advertising
608-262-2551

ASSISTANT EXECUTIVE DIRECTOR OF PROGRAMS: Paula Bonner MS'78 (608-262-9630) □ **Director of Business Administration:** Mark Blakeslee (608-262-9786) □ **Director of Advertising, Membership and Promotion:** Ann Benda Geocaris '79 (608-262-9648) □ **Director of Tours:** Sheri Hicks (608-262-9521) □ **Director of Campus Programs/Reunions:** Suzanne J. Miller (608-262-9647) □ **Director of Clubs:** Jeff Wendorf '82 (608-262-9645) □ **Editorial Advisory Committee:** Barbara Arnold '77, Legislative Coordinator, Commonwealth Edison; Whitney Gould, *The Milwaukee Journal*; Prof. Philip M. Hamilton, Dir., Art Department; Phil Haslanger '71, '73, *The Capital Times*; Prof. James L. Hoyt '65, '67, '70, Dir., School of Journalism and Mass Communication; Mark A. Larson '80, Lindsay & Stone Adv. Agency; Patty Loew, WKOW-TV; Jonathan Pellegrin '67, Johnson Hill Press; Betty Erickson Vaughn MS'49. □ **WISCONSIN ALUMNI ASSOCIATION OFFICERS:** 1989-1990: **Chairman:** Chuck La Bahn '49, Milwaukee; **President,** J. Charles Phillips '65, Reedsburg; **1st Vice President,** Orville W. Ehrhardt '54, Solon, Ohio; **2nd Vice President,** Ted D. Kellner '69, Milwaukee; **3rd Vice President,** Stephen H. Sills '66, Chicago; **Treasurer,** Thomas J. Prosser '58, Neenah; **Assistant Treasurer,** Barbara (Sommer) Wegner '62, Madison; **Secretary,** Charles B. Claffin '53, Rockford; **Assistant Secretary,** Robert Cattoi '50, Dallas. **DESIGN:** Earl Madden MA'82. **TYPESETTING:** KC Graphics, Inc., Madison.

MEMBERSHIP INFORMATION
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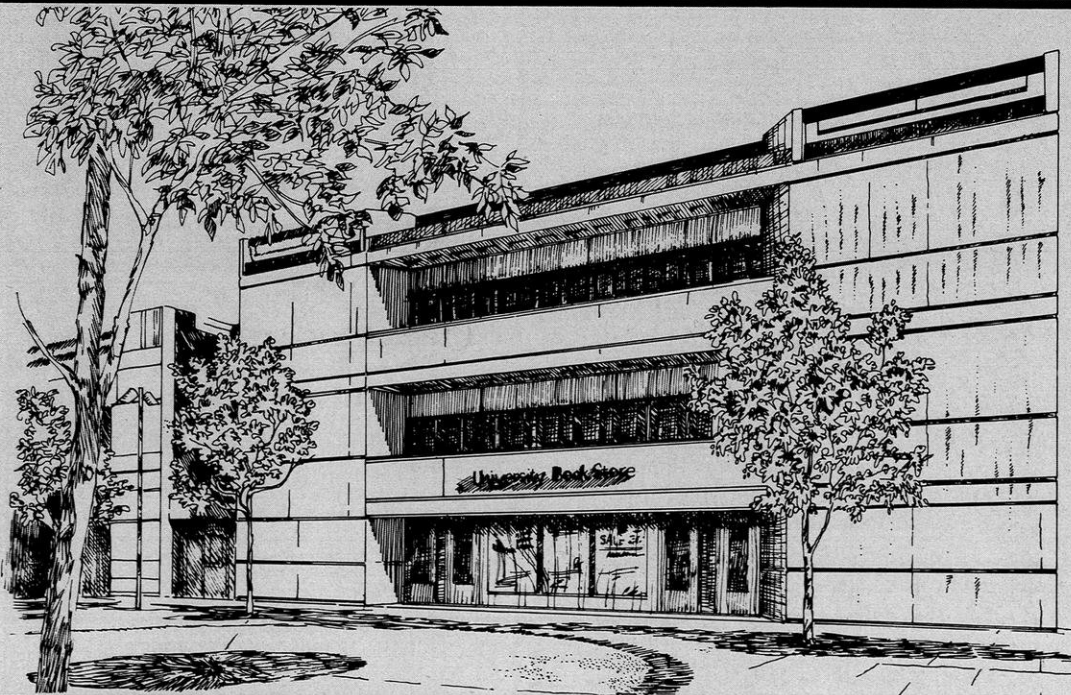
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LETTERS

Best Yet

Congratulations on your last issue. I liked the article about academic affairs by David Ward ("On Wisconsin"); the description of Richard Davis and his work ("Keeper of the Beat"); other feature articles, and the large number of pictures. Two magazines that I receive from other institutions have always seemed a "cut above" Wisconsin's publication. But your January/February number has certainly raised my impression of the quality of Wisconsin's magazine. I will look forward to the next issue.

Louise Smith
Madison, WI

Satellite Photo

The satellite image of the Madison area, found on page 11 of the January/February issue, is a product of our Institute for Environmental Studies and the State Cartographer's Office. IES informs us that the map is available from the Map and Publication Sales Office of the Wisconsin Geological and Natural History Survey, 3817 Mineral Point Road, Madison, WI 53705, (608) 263-7389. Maps on heavy paper stock are \$5.00 over the counter and \$6.50 by mail. Maps on medium-weight paper are \$2.00 (\$2.50 by mail). Make checks payable to the University of Wisconsin-Extension.

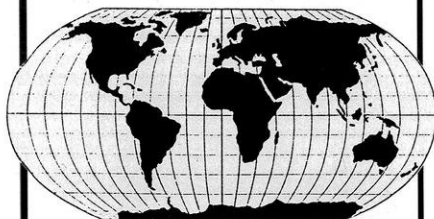
Former Hoofers Ski Hangout

"Magic Mountain" (January/February 1990) was in my opinion almost on a par with the Frank Lloyd Wright piece ("Wright Intentions") you did in the September/October '88 issue.

There's another slope bearing the sitz marks of Badgers: Winter Park, Colorado. We Hoofers took a ski trip there in the spring of 1940. One of the more challenging runs bears the name "Bradley's Bash," named after one Dr. Harold Bradley (UW prof during the 1930s and '40s). Then, as now, the skiing snow around Madison's Muir Knoll, Shorewood Hills, and Picnic Point was not too dependable. No wonder the Rockies make Wisconsin skiers wander West! Thanks, too, for the back cover picture of the Rathskeller—it certainly has changed now, but I look forward to bending an elbow there this May.

Stanley Sprecher '40
Las Cruces, NM

Continued on page 36



SPRING DAY ON CAMPUS

a challenge to change

FRIDAY • MAY 11 • 1990

MORNING PROGRAM

Professor Stephen J. Anderson
Political Science

Professor Margaret Andreasen
Agricultural Journalism &
Family Resources and
Consumer Sciences

Professor R. Alta Charo
Law & Medical Schools

Professor Frank H. Farley
Education Psychology

Professor John E. Kutzbach
Meteorology

Professor Nellie Y. McKay
Afro-American Studies, English
& Women's Studies

AFTERNOON PROGRAM

Greeting
Dean of Students Mary K. Rouse

William R. Lutes,
Classical Music Host,
Wisconsin Public Radio
and

Professor Emeritus Fannie Taylor
will introduce the
Brass Quintet and
Chamber Singers

Previous attendees will receive a
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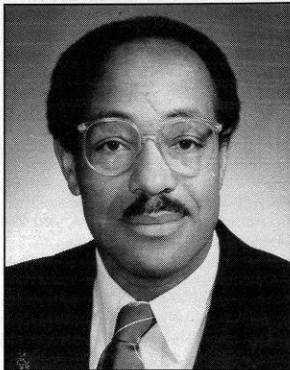


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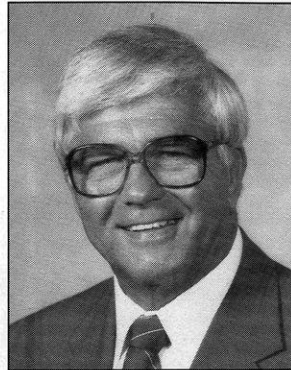
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1990



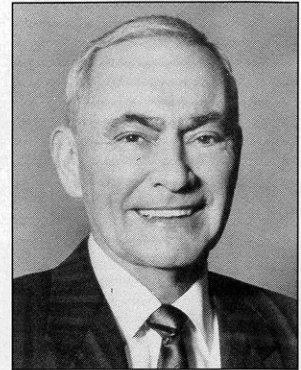
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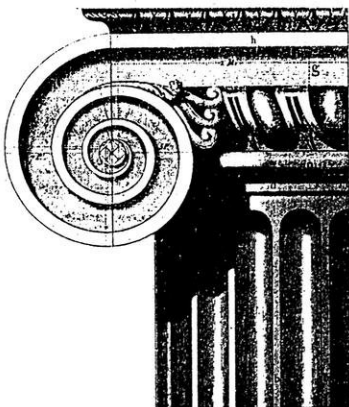


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ALUMNI WEEKEND SCHEDULE OF EVENTS.....

FRIDAY, MAY 11

- Spring Day On Campus (Continuing education seminars featuring our most distinguished faculty).
- All Alumni Dinner in Great Hall, followed by Alumni and Teaching Awards Presentation in the Union Theater.

SATURDAY, MAY 12

- All-Alumni Continental Breakfast in Center Guest House (Lowell Hall), honoring the 1990 Excellence in Teaching Award Recipients.
- Financial Planning Seminar, sponsored by the UW Foundation, in Wisconsin Center.
- FRCS Alumni Breakfast at Nakoma Country Club. For reservations contact Trinke Jensen, 4313 Yuma Drive, Madison, WI 53711 / (608) 271-6078.
- School of Education 60th Anniversary. For information contact Kathy Boebel, Education Alumni Office, Room 111 Education Bldg., University of Wisconsin, Madison, WI 53706 / (608) 262-0054.
- Half Century Club Luncheon in Great Hall.
- Social Hours and Dinners for Classes of '30, '35, '40 and '50.

SUNDAY, MAY 13

- Open House at Chancellor Donna E. Shalala's Residence.



----- Detach and Mail -----

Wisconsin Alumni Association
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BARRY AND THE BADGERS

Barry Alvarez was hired January 2, 1990 as the UW's new head football coach. He comes to us after three years at Notre Dame, where he was assistant head coach, and after seven years at Iowa, where as a line-backer coach he helped orchestrate a turnaround for a team that had suffered seventeen straight losing seasons. The Wisconsin Alumni asked the new coach to explain his plans for the Badgers.

When you were hired, you said Wisconsin was ripe for success. Can you explain the reasoning behind that?

When you look at a university, you look at the potential. When we went to Iowa in '79, we felt there were a lot of pluses. Right now, there are more pluses here in facilities than there were at Iowa. I think the fact that you have only one Division 1 school in the state, that you're close to Chicago, and that your administration has a positive attitude all add to having the potential to succeed.

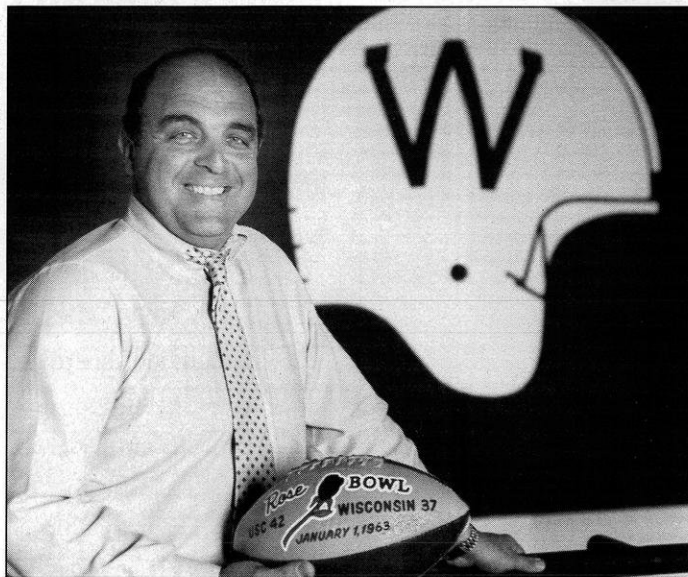
When you mention the proximity to Chicago, are you referring to recruiting?

Yes. You have to have a recruiting base. That's why Penn State's been a good football school and why the Florida and Texas schools right now are excellent. There's potential wherever you find good high school football, and numbers. You have to be around a highly populated area to recruit high-quality athletes. But you also have to own this state.

You've also said we've got to "build a wall" around the state. How do you plan to do that?

For a schedule of the 1990 football season, see page 36.

BRENT NICASTRO



Coach Alvarez says the push is on for Pasadena

Edited by Niki Denison

Well, number one, you build a relationship with the high school coaches. Wisconsin has an excellent high school football coaches association. They brought seven representatives from different parts of the state down here and they met with me. I'll communicate to the high school coaches through their quarterly newsletter. We'll work in conjunction with the state clinic here, which will be in March; there'll be 1,500 coaches attending. In return, we expect coaches to be positive toward their athletes, and also help us with the walk-on program. That's going to be very important, particularly this year—starting this late in the season, walk-on's will be our insurance policy.

Will these young players want to buy into Wisconsin, which is in some ways an unknown quantity? There are two new team players,

basically, you and new Athletic Director Pat Richter.

You sell recruits on the school, the academics, the community, the facilities—and you sell them on the fact that I'm a proven winner. The guys on my staff are proven winners with great experience. I sense an attitude from people here that you can't sell Wisconsin, and I don't operate that way. Maybe you've been beat up so long you have a little question in your mind about things. But you've got to have a good, positive self-image.

What message do you have for alumni?

Alumni support means a lot, and that's one thing we felt at Iowa. Iowa had had, when we went there, seventeen straight losing seasons. But their stadium was sold out. Alumni cared about that football team, they were still buying tickets, and those kids knew that. That's important,

that the players are supported. If our players are having fun, and they're excited about playing, people will be excited about watching them play.

How do you plan to emphasize academic excellence as well as athletic performance?

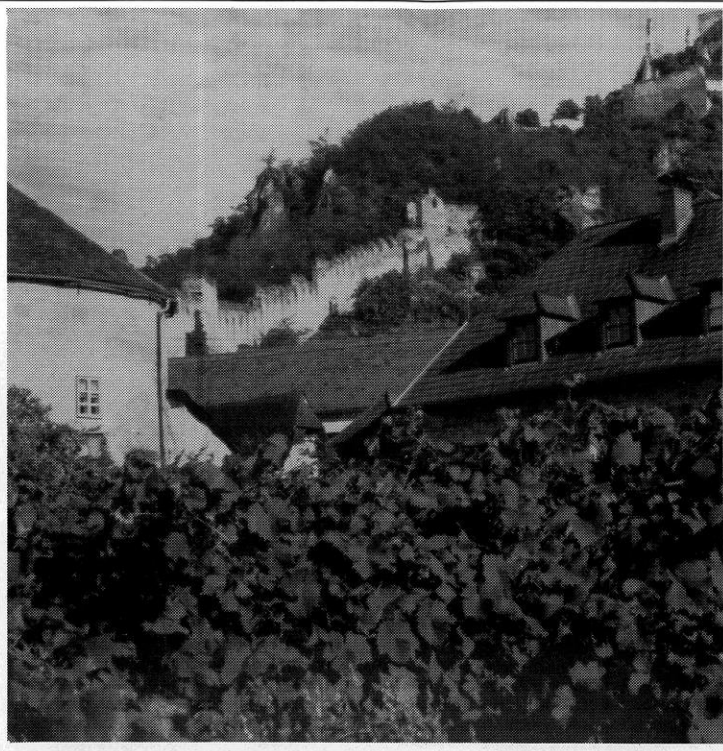
One of the things that I'm responsible for is to help players in every way possible to get their education. That's what they come here for. I think it's a copout when you say that just because you have a good school you can't have winning football. I'll never use that excuse.

Let's take a hypothetical situation: Say Wisconsin has a chance to go to the Rose Bowl for the first time since 1963. All they have to do is win one game against Michigan. The day before the game, one of your players drives a car five hundred feet without a license. As you know, Notre Dame suspended all-American line-backer Michael Stonebreaker for the same offense. What would you do?

Michael Stonebreaker would play on Saturday. I support Notre Dame and what they stand for and I loved working for them, but I would never agree with that.

Do you think the UW's losing streak is just temporary . . .

You're darn right I do! It takes a while, it doesn't come overnight. We were lucky at Iowa, we did it in three years. I was there six straight bowls and then three at Notre Dame. I've been to nine straight bowl games now, and I don't know what I'd do over the Christmas holidays if I weren't at one! □



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ON CAMPUS

ROTC To Stay

In February our Board of Regents accepted UW System President Kenneth Shaw's recommendation to keep the Reserve Officer Training Corps on campus and to step up pressure on Congress to end ROTC's discrimination against homosexuals. The regents' 13-3 vote came in response to a December meeting of the faculty, at which a resolution was approved to expel the Corps if the military didn't reverse its policy banning gays and lesbians by 1993.

Both Shaw and UW Chancellor Donna E. Shalala felt the university could exert more leverage for change by retaining the Army, Navy, and Air Force units and working within the system. The regents' decision reaffirmed a 1987 resolution stating their opposition to ROTC discrimination.

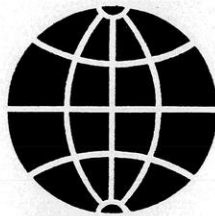
But they strengthened their previous measure by: charging all UW System chancellors to lobby for change, rather than just the System president; charging university officials to work with national higher-education associations in addition to Wisconsin's congressional delegation; and requesting Shaw to report to the regents annually on the progress of lobbying.



Conference Honors Alan Schneider

Playwright Edward Albee will be among the guests at a

conference here March 8-11 to celebrate the work of the late **Alan Schneider '39**, who introduced the work of Albee and Samuel Beckett to America, and was also instrumental in the founding of regional theater in the United States. Other guests include British actress Billie Whitelaw and *New York Times* theater critic Mel Gussow. For more information, call the theater department at (608) 263-2329.



IES and Earth Day Mark 20 Years

What were you doing on April 22, 1970? If you were a student here, chances are you went to a rally that drew 2,500 to the Stock Pavilion, attended classes where professors departed from the curriculum to talk about ecology, or took part in a "clean-in" on the shores of Lake Mendota. Those were just some of the ways UW-Madison commemorated Earth Day, the national "happening" designed to generate concern for the environment. More than 20 million people in schools and communities across the country participated.

To mark the event's twentieth anniversary and, coincidentally, that of our Institute for Environmental Studies (IES), there'll be a semester-long lecture series entitled "Earth Day 1990: Global Environmental Issues" on campus. Most of the lectures, sponsored by IES, are free and open to the public and will be given Tuesdays at 7 p.m. in Room 145 Birge Hall.

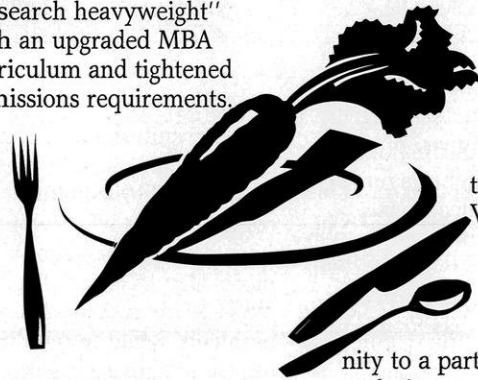
Speakers include the likes of former Wisconsin Senator **Gaylord Nelson x'42**, a co-founder of Earth Day (April 16), and Sharon Pines, Great Lakes regional director of Greenpeace (May 1). Several UW faculty experts will be speaking as well. For more information, call IES at (608) 263-3064.

Recent UW Rankings

If you've ever felt overshadowed by graduates of Ivy League schools, take heart. More of the nation's CEOs went to Madison (3 percent) than to Harvard (2 percent), according to *The Wall Street Journal Book of Chief Executive Style*.

• The business school is making progress toward **Dean James Hickman's** goal, which is to be ranked in the top twenty of its peer institutions by *Business Week* magazine. A recent survey in the publication put us just shy of that mark, describing our School of Business as a "research heavyweight" with an upgraded MBA curriculum and tightened admissions requirements.

KEITH SKREEN



RESEARCH

Here's To Your Health

Researchers here studying rhesus monkeys have identified a new affliction that may be of interest to middle-aged types with the proverbial "spare tire." **Joseph Kemnitz '69, MS'74, PhD'76** and his

associates at the Primate Research Center have found that monkeys have the same tendency as humans to develop a layer of abdominal fat as they age, a phenomenon they call "spontaneous obesity."

Kemnitz found that although all the monkeys in the lab were on low-fat diets, approximately 10 percent of them gradually became obese in middle age. He speculates that if the animals had been eating a diet more similar to the typical American diet, as many as 50 percent of them would have become obese. He hopes the study will reveal why an unlucky 10 percent of the monkeys got fat while the rest didn't. But in the meantime, stop feeling so guilty about that extra weight and take the optimistic outlook—someday there may be a cure!

• More good news if you're in the over-forty set: you're less likely to catch a cold, and the ones you do contract will be less severe. That's the latest discovery in **Elliot Dick's** ongoing research on the common cold. Dick, who is chief of the Respiratory Virus Research Laboratory here, says that we develop an immu-

nity to a particular cold virus each time we get the sniffles, so by the time we're middle-aged, we're immune to dozens of viruses. After we hit mid-life, we're also less likely to be around young children on a regular basis, and this also prevents the transmission of colds.

News items edited by Niki Denison from campus sources.

First U.S. Maternity Leave Study

Mothers who work part-time after having a baby are happier than those who stay at home and those who work full-time.

At least, that's what a pilot study by psychology **Professor Janet Hyde** found. Hyde will conduct the nation's first major study on the ways maternity leave affects a new mother and her family. The study will focus on a group of 600 Milwaukee mothers and their families from the time the mothers are five months pregnant until the babies are one year old. There's one critical question: how much leave is really enough?

The results could be the foundation for some of the most important social policy decisions of the future—as well as for some of the hottest political debates. Hyde hopes the study will help lawmakers craft a sensible family policy—an area in which many believe the United States lags far behind other developed countries. She also hopes the \$1.3-million project, funded by a grant from the National Institutes of Mental Health, will give women a basis for making personal decisions about what kind of leave to take.

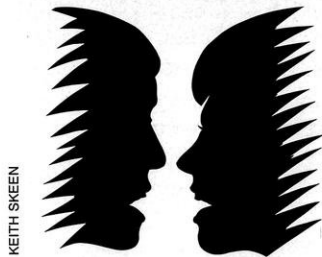
While previous research on working mothers has focused only on implications for infants, Hyde's study is unusual because it looks at how maternity leave affects mothers.

When "I Do's" Become "No, You Don'ts"

And while you're arguing about whose turn it is to roll out of bed at midnight to feed

the baby, reflect on the findings of a study by UW psychologist **Lowell Krokoff '55, MS'56** and the University of Washington's **John Gottman MS'67, PhD'71**.

The pair found that arguing can improve your marriage, but only if you do it in the right way. (Arguing in the wrong way, they say, is still a good route to divorce court.) The do's, say the researchers: listen to your partner, respect his or her anger, and acknowledge that there really is a problem that must be dealt with. Let partners know you understand how they feel. The don'ts: don't shout, insult, whine, blame, become violent, get defensive, or withdraw physically or emotionally.

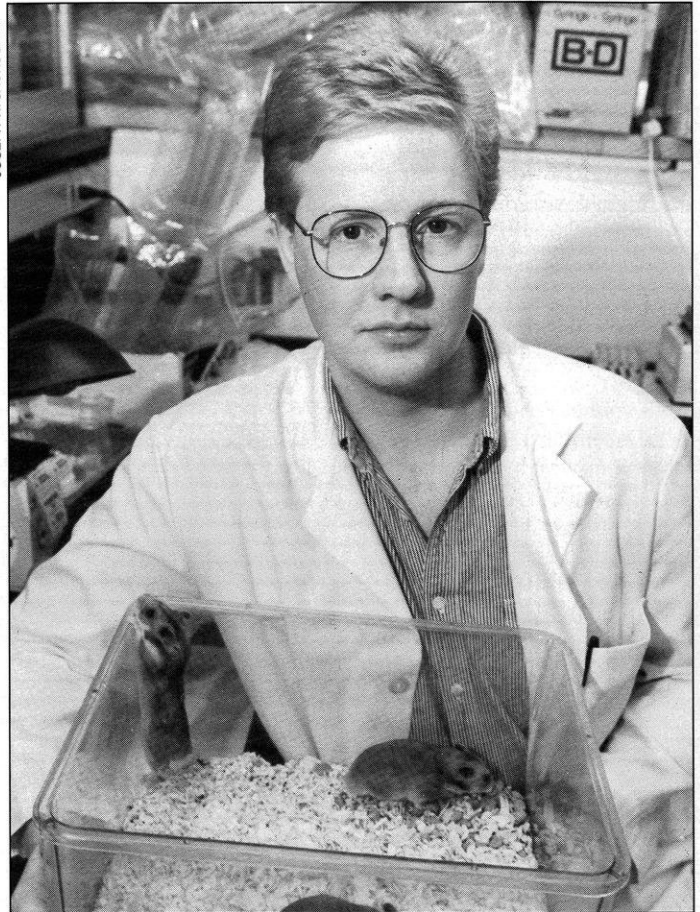


KEITH SKEEN

In our culture, say Krokoff and Gottman, men traditionally withdraw from emotional confrontations while women initiate them. Men should be more open in expressing their feelings, the researchers recommend, while women need to give the guys a break and stay away from the "no-holds-barred" approach.

"A constructive argument," says Krokoff, "is one in which both partners feel free to express angry feelings without letting the intensity of that anger get out of hand." In other words, he says, "when we say you can argue it does not mean you can say anything you want in any nasty way you want."

JOSEPH W. JACKSON III



Grad Student Tackles Lyme Disease

John Schmitz '84, MS'88, a twenty-seven-year-old grad student here, has taken a first step toward developing a vaccine for Lyme disease. Under the direction of **Ronald Schell '67, MS'71, PhD'72**, professor of microbiology and immunology at the UW Medical School, Schmitz has developed a serum that prevents the disease in hamsters—the first known serum to prevent Lyme disease in animals. He estimates that a vaccine for humans will be developed in about four or five years, approximately fifteen years after the disease was first identified in the United States.

ALUMNI

New 1990 WAA Membership Directory

Have you ever wondered what former classmates are doing, where they work and live? Have you ever wanted to contact any of them by phone, mail, or when traveling, and realized that you hadn't the slightest clue how to begin tracking them down? You're in luck—the Wisconsin Alumni

Association is publishing a new directory of its members.

But first, we need your help to make sure the biographical data we have for you is current. An updated listing of your records will be sent to you in March for your approval, as well as a directory order form. Don't be left out! We can print only as many directories as we get orders for, so be sure to respond by the indicated deadline. For more information, call Ann Geocarls at (608) 262-9648.

FACULTY

Eastern Europe Courses Revamped

Eastern-Bloc reforms have made this year the most exhilarating—and exhausting—one ever for professors of Soviet studies here. "This is simply the most exciting period of history I have ever lived through," says **Melvin Croan**, who teaches an undergraduate course on contemporary Eastern Europe. The political scientist, who says he hardly slept at all last semester, kept up with events by reading nine newspapers and *Radio Free Europe Research Reports* and by listening to short-wave radio—in several languages. He says it's important to take time to look back and see what it all means and that "it will be a little while before we can get some real perspective."

Mark Beissinger, who teaches Soviet studies, agrees that while the fast pace of events is exciting, it's straining

teachers to the limits. He had to rework his course on Soviet politics and government last semester, and this term could bring a repeat performance. Beissinger's present class, on different nationalities within the Soviet Union, may undergo a transformation if current regional separatist movements in the USSR result in disintegration. "The Soviet Union could fall apart in the midst of the course," he says. "Now I'm teaching about just one country, whereas fairly soon, I may well be teaching about many different countries."

Political geography professor **Mark Bassin '74** describes last semester as a "very crazy" experience. The East-West Bloc polarity was one of the major themes of his introductory course, he says. But due to the rapid-fire reforms, he found on several occasions that the lectures he wrote at night were no longer current by the next morning. Ultimately, though, the course benefited. "In a sense, what professor could ask for more—

to have some world event focus on exactly what I'm going to talk about the next day?"

The True Cost of Having Kids

How much does it cost to raise a child? Previous estimates were anywhere from \$40,000 to \$106,000. But these lump-sum estimates fail to account for the ways parents reallocate their existing income, says **Robin Douthitt**, a professor of consumer science here. Douthitt and a colleague have focused their research on the kind of tradeoffs couples make to afford children.

Their findings won't be a surprise to most parents. After their first child arrived, many of the couples in the study decreased spending on themselves to spend more on the child. They cut down on restaurant meals, new clothing, gifts, recreation such as movies and vacations, and miscellaneous items such as cigarettes

and lottery tickets. In turn, they spent more on food at home, children's clothing, day care, and health care. Not surprisingly, when the second child came along, parents spent even more on their children and less on personal items.

The new parents also saved less than childless couples, meeting almost half the cost of childrearing by decreasing their savings. Overall, Douthitt found couples spend 9 percent of their gross income on one child, 17 percent on two children, and 26 percent on three



children over the eighteen-year child-raising period. She suggests that budgeting to anticipate the presence of a child should be just as important as furnishing the nursery and taking childbirth classes.

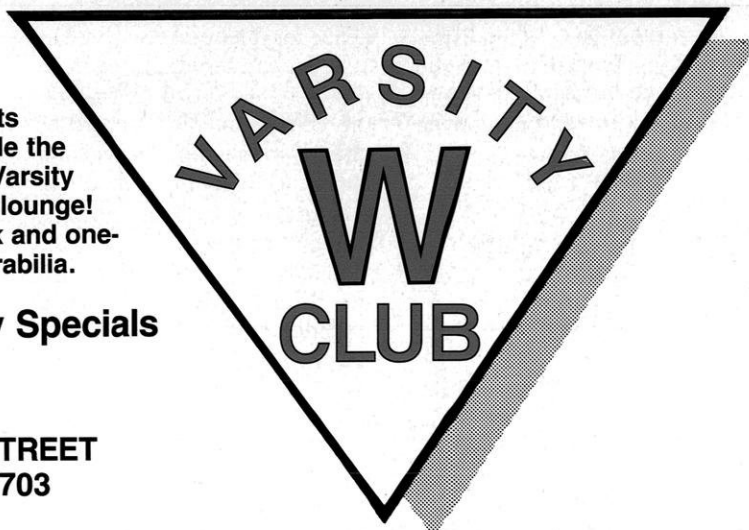
THE MADISON INN

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DISTINGUISHED ALUMNI AWARDS

Since 1936, the Wisconsin Alumni Association has presented annual awards to alumni who have achieved prominence in their fields and rendered outstanding service to UW-Madison. The following award-winners join the ranks of nearly two hundred alumni who have been acknowledged over the years for contributions to their professions and to the university.

by Niki Denison

ARTHAJEAN PETRIE TOWELL '53

Madison



ArthaJean Towell '53 would have been closely involved with the university even if she weren't one of its most faithful volunteers. She met her husband (Tom Towell '53) here when they were working on the Badger yearbook. Both Tom and ArthaJean's parents went to school here, and so did their three children—Jean '78, Bill '80, MBA '81, and Mary '87. But Towell says she's always believed in getting involved "because you always get more than you give."

After receiving her degree in home economics education, Towell taught high school home ec and biology for two years. She later became involved in WAA's student awards committee, and in 1976 she took charge of its continuing education event, Day On Campus. She served six years as WAA's representative on the Ath-

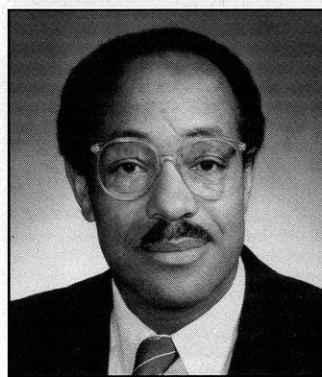
letic Board and was elected to WAA's board of directors and to its Executive Committee in 1982.

In 1988, Towell became our third woman president. She supervised sixteen volunteer committees, helped set policy and long-range plans, and managed financial operations. She also served on WAA's long-range planning, editorial, and insurance committees, and on the UW Foundation board. She and her husband are members of the Bascom Hill Society.

Towell's volunteer efforts outside the UW are equally impressive. She was on the board of Madison's Attic Angel Association and received its Halo Award for twenty years of service. After returning to the UW to study health care planning, she was appointed to the Governor's Health Policy Council and served under three different administrations. She also spent time on the southern Wisconsin health planning council and the board of the Visiting Nurse Service.

LOUIS HOLLAND '65 *Chicago*

The 1963 UW Rose Bowl team not only produced star football players—it also gave us alumni who continue to represent the excellence of the university in their professional careers.



Like Rose Bowl teammate Pat Richter '64, JD '71, the UW's new athletic director, Louis Holland '65 is still a winner—and he continues to contribute his time and talent to the university.

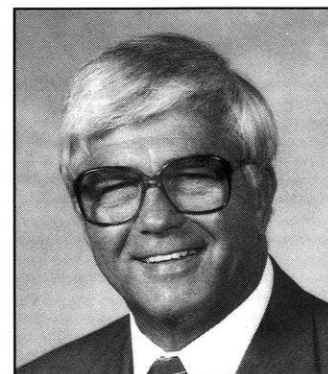
The former Badger halfback who also participated in indoor and outdoor track is now a renowned financial advisor. He was the first executive-in-residence for the business school in 1989 and he serves on the business school's board of visitors, the UW Foundation's board of directors, and the Chancellor's long-range planning committee.

After graduating with a degree in agricultural economics, Holland played pro football with the British Columbia Lions in Canada and the Chicago Bears. But, he says, he was considered too small, so he moved on to a business career. He eventually joined A.G. Becker Paribas Incorporated in Chicago, where he gained fifteen years' experience in securities research and port-

folio management. In 1983 he founded (along with Don Hahn '57) Hahn Holland & Grossman in Chicago, which manages more than \$1 billion in public trust funds and private portfolios for corporations and individuals.

Holland has been a guest and panelist on "Wall Street Week with Louis Rukeyser," a guest on the Financial News Network, and a panelist on "ABC Business World." The Kenosha native is on the Board of Trustees of the McCormick Theological Seminary in Chicago and the Board of Directors of the National Association of Securities Professionals.

ARLIE M. MUCKS, JR. '47 *Madison*



Arlie Mucks '47 is one of the most dedicated alumni and fearless promoters the UW-Madison has ever had. As the executive

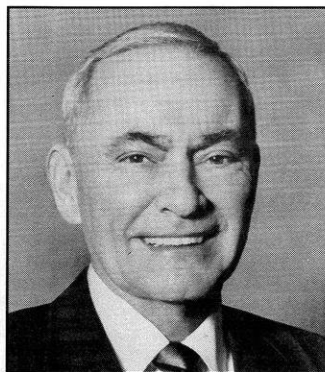
director of the Wisconsin Alumni Association for twenty-eight years, he saw it become one of the largest and most successful independent alumni associations in the country. During his tenure, he helped secure funding to build the Alumni House at 650 N. Lake Street. Mucks initiated the WAA matching-dollar scholarship program, the alumni travel program, the Wisconsin Singers, and many other new member services and programs, prompting several national awards for the Association.

But perhaps the biggest contribution of one of the university's most colorful personalities has been a more intangible one—his spirit. The son of a great Wisconsin athlete and forty-year faculty member, Arlie Mucks, Sr., the younger Mucks grew up steeped in UW lore and tradition. Before joining the Alumni Association he worked for the Madison Chamber of Commerce, where he specialized in university relations and promotion. So it seemed only natural when the WAA board tapped him to become director in 1962, and soon the "Mr. Wisconsin" of the red blazers, Bucky Badger ties, and W-embroidered slacks was born.

Although he retired from WAA last December, handing over the reins to new Executive Director Gayle Langer, it's unlikely Mr. Wisconsin will ever retire his service to the university. Currently, he's serving as an assistant to Chancellor Donna E. Shalala and working on various special projects.

JAMES W. CLEARY PhD'56 Northridge, CA

Speech Professor Jim Cleary served as assistant chancellor and vice chancellor for academic affairs here until 1969, when he became president of the California State University at Northridge (CSUN). Just before he took over the eleven-year-old institution in suburban Los Angeles, the Black Student Union had seized control of the Administra-



tion Building and held several employees hostage. Within six months, however, Cleary had helped turn the situation around. He says his experience negotiating with students and police here after the Dow Chemical riot in 1967 prepared him to deal with the racial tensions at California.

The Milwaukee native has also presided over a remarkable expansion at CSUN. The campus has grown to over 31,000 students and is undergoing a 100-acre expansion that is transforming it from a commuter to a residential campus.

Perhaps Cleary's major accomplishment is developing the university's foreign exchange programs with fourteen institutions in China and with several other countries. Under his tenure, the university has also taken a leadership role in educating deaf and other disabled students.

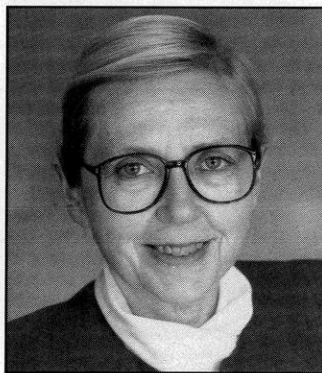
Cleary has published a number of articles and book reviews in the areas of rhetorical theory, public address, and parliamentary procedure, and he co-edited the 1970 edition of *Robert's Rules of Order*. He has received teaching awards from UW-Madison and Marquette (Milwaukee) University. He's taken on a variety of leadership roles in higher education, serving as president of the American Association of State Colleges and Universities and chairing a Division II subcommittee of the National Collegiate Athletic Association.

President Cleary was identified by the Exxon Education Foundation as one of the 100 most effective college presidents in the United States.

UNIVERSITY SERVICE AWARD

The Wisconsin Alumni Association annually presents awards to members of the UW-Madison staff for professional achievement and community service.

FANNY LEMOINE Madison



Associate Vice Chancellor Fannie LeMoine's interests seem almost contradictory. She's a classics professor whose specialty is Latin literature of the late antique and early medieval period, yet she also teaches courses in science fiction and served as chair of the university Future Directions Committee.

But these interests aren't as dissimilar as they seem. For one thing, she says, the field of classics requires studying entire ancient worlds. The field of science fiction revolves around imagining worlds of the future. It's such wide-ranging thinking that made LeMoine an excellent candidate to chair the Future Directions Committee. "It gave me an opportunity," she says, "to think broadly" about what kinds of major trends will shape the university in the years to come.

LeMoine's university service award recognizes the staggering number of commitments she fulfills for the institution in addition to keeping up a rigorous teaching and publishing schedule. She is a member of the Committee for

Undergraduate Education, chair of the Academic Advising subcommittee, and is closely involved in plans for automated degree summaries and more personalized advising.

For the past three years she's served as the UW-Madison's representative to the Alliance for Undergraduate Education. She oversees a task force on Undergraduate Academic Excellence and is currently organizing a committee on assessment. She's one of the Madison representatives for UW System strategic planning initiatives in teacher education and in libraries and information systems. And, as if that weren't enough, she has also led six travel seminars to Rome and other areas. This year she'll lead her seventh seminar, visiting northern Italy, Switzerland, and France.

LeMoine has previously chaired the department of classics, the Medieval Studies program, the Humanities Divisional Committee and the University Committee, and has also been associate dean for the humanities in the College of Letters and Science. How has she found the time to fulfill both her administrative and academic responsibilities? "I find that one area energizes the other," she says.

These awards will be presented following the All-Alumni Dinner, Friday, May 11, 1990 during Alumni Weekend on campus. See page 8 for details.



CORNERSTONES

FOR A CORE CURRICULUM



The Chairman of the National Endowment for the Humanities, Lynne V. Cheney, calls for a revival of the classics in college education.

by James Rhem PhD'79



The Chairman of the National Endowment for the Humanities and her husband, the Secretary of Defense, have different memories of their graduate student years at the UW. But both Wyoming natives would agree that their experiences here in the late 1960s made indelible impressions.

When Dick Cheney x'68 remembers Wisconsin, he'll fondly describe his work in the political arena as a staffer to former Governor Warren Knowles and as an assistant to Wisconsin's late Congressman William A. Steiger. But his wife, Lynne V. Cheney PhD'70, remembers the politics of the era with less fondness.

The turmoil and protest then on campus strengthened her sense of what education ought and ought not to be, and would influence the development of her career. Her recent reports, *Humanities in America* and *50 Hours: A Core Curriculum for College Students*, both reflect the growing chorus of conservative voices that are debating what shape and character higher education should assume in America.

That debate now often describes the late 1960s as the beginning of a widespread decline in general education and the dissolution of a common liberal arts curriculum. At the time, many saw it as an exciting period of liberation and reform. Lynne Cheney—who took her PhD in English in 1970, the year the Army Math Research Center was destroyed in a protest against the Vietnam War—wasn't one of them.

"I didn't find it exciting," says Cheney. "I thought that blowing up the math lab and killing someone made it perfectly clear that this was not something to be exhilarated by, but something to be appalled at."

Her memories of the campus—where both she and her husband worked as teaching assistants—picture education and politics as separate and contending forces, a view that appears in a different form in *Humanities in*

America. "The campus was in a state of constant disruption," says Cheney. "You made your way to class through tear gas and guerilla theater, people wearing white face and trailing animal entrails behind them to protest the war among other things. But once

that students would learn best if they studied what most interested them. She believes that idea has now been discredited. "On the other hand," says Cheney, "it lives on, and once you've opened the barn door and let all the requirements out, it's hard to get them back in." Her report *50 Hours* hopes to help put a select herd of courses back into the barn of undergraduate education.

Appointed by Ronald Reagan in 1986, Cheney is only the fifth chairman of the National Endowment for the Humanities (NEH), which is twenty-five years old this year. In its first two years, the endowment awarded only two grants totalling a mere \$39,000. Last year, it made over 2,400 awards totalling \$137 million. Those grants supported activities as diverse as "The Adams Chronicles" and "American Short Story" series on public television and publication of an *Encyclopedia of Islam* and the *Eighteenth-Century Short-Title Catalogue*. In the summer it sponsors seminars for college and secondary school teachers who want to expand their intellectual horizons. Since 1970, the NEH has helped fund work on *The Dictionary of American Regional English*, being compiled here by Emeritus Professor Frederic Cassidy and a team of linguistic scholars.

But for the last six years, the NEH has exercised a different sort of leadership. It has published a series of public reports on the state of the humanities, reports that have inevitably incited debate. They began in 1984 with then-NEH Chairman William Bennett's *To Reclaim a Legacy: A Report on the Humanities in Higher Education*.

Bennett, who is now Director of the Office of National Drug Policy, was highly critical of higher educa-

tion, especially graduate education, describing many schools as arid places devoted to absurdly specialized study far removed from the legacy of the humanities. Subsequent reports, now required by Congress every two years, have followed the Bennett precedent, assuming for the agency the role of

Why Should You Care About Curriculum Reform?

It depends, of course, on what you think college graduates should know about history and literature. The Gallup poll commissioned by the National Endowment for the Humanities graded 696 college seniors on their knowledge in these areas: over half of them failed.

On Literature:

- 58 percent did not know that Shakespeare wrote *The Tempest*.
- 77 percent could not identify authors of stories set in the South, namely Flannery O'Connor and Eudora Welty (class of 1929).

On History:

- 42 percent didn't know that the Civil War took place between 1850 and 1900.
- 14 percent didn't know that World War I occurred between 1900 and 1950.
- 31 percent thought Reconstruction came after World War II.

Part of the problem might be the fact that, according to the same study, some 78 percent of the nation's colleges do not require graduates to take a course in Western civilization. In addition, about 45 percent do not require graduates to take courses in American or English literature.

you got to class, my striking memory is of how normal it was. You had all these nice young students from Menomonee Falls who really wanted freshman composition, wanted to learn how to write."

During this period, says Cheney, the prevailing educational philosophy came to be

critical watchdog over education in general and higher education in particular. At least that's the way many within academe see the situation. Cheney views it differently:

"Is it criticism? I think of myself as giving support to people who are engaged in the incredibly hard work of curriculum reform, which is often little recognized and worse rewarded. There are many good things going on and I like to think of what we do as providing support for those activities."

She says that teaching and a passionate commitment to teaching don't get the attention they deserve in higher education. Thus, part of her job is to champion good faculty and to help them buy time for the broad reading and planning needed to develop and revitalize college courses.

Often teaching and research are viewed as competitors within higher education. One brings prestige, advancement, and tenure; the other, the love of one's students. The NEH has sponsored a great deal of research in its twenty-five-year history, but in recent years it has made the criticism that much research is narrow, unintelligible, and generally useless—a criticism for which the



"The campus was in a state of constant disruption," said Cheney.

"You made your way to class through tear gas and guerrilla theater. But once you got to class, my striking memory is of how normal it was."

NEH has also been highly criticized.

"The whole business about esoteric research," Cheney says, "is really a matter of balance. You know research is important; it's just that it's become the whole game. And it's the single ladder that one moves up in academe."

Public statements are one thing; the way money talks is another. Under her leadership the NEH has just begun a program that encourages colleges to apply for amounts up to \$300,000 as seed money to endow

distinguished chairs in teaching on their campuses. Most endowed chairs are now research chairs, she says. Indeed, Cheney believes that it is the erosion of curricular focus and a deemphasis and devaluing of good teaching in favor of narrow research that account for the decrease in humanities majors over the last twenty years. In 1966 one in every four college students majored in the humanities. In 1986 only one in sixteen did; by then one in four were majoring in business.

Coming in the wake of a surprising popular interest in educational reform, interest that has put Allan Bloom's crotchety *The Closing of the American Mind* and E.D. Hirsch, Jr.'s didactic *Cultural Literacy* on the best-seller lists, Cheney's *50 Hours* seems mild in comparison.

Perhaps that is why it caused only a minor stir when it was released last October along with an NEH-commissioned Gallup poll, which found that more than half of that year's graduating college seniors would fail a basic test in history and literature. A further NEH survey found that students could graduate from 78 percent of the nation's colleges without taking a course in the history of Western civilization. Critics of the report, including the UW's Associate Vice Chancellor for Academic Affairs Fannie LeMoine, responded that students needed a "larger sense of global cultural identity." Others found the report's recommendations too rigid and superficial.

Many colleges and universities have indeed abandoned their required courses on Western civilization. Stanford's dissolution of its Western culture series is the most prominent, but Cheney's alma mater comes in for criticism, too. Her report lists the University of Wisconsin's adopting an ethnic studies requirement when there is no requirement "mandating the study of American history or Western civilization" as an example of the problem of curricular incoherence.

Cheney's earlier report, *Humanities in America* (1988), caused a more significant stir than *50 Hours*. That report took on "the cutting edge" of humanities thinking.

"Viewing humanities texts as though they were primarily political documents is the most noticeable trend in academic study of the humanities today. Truth and beauty and excellence are regarded as irrelevant . . ."



"The whole business about esoteric research," Cheney says, "is really a matter of balance.

You know research is important; it's just that it's become the whole game. And it's the single ladder that one moves up in academe."



The report goes on to say that reducing the study of the humanities to the study of politics is ultimately impoverishing. In a ringing paragraph, Cheney charges that the political line of criticism has ignored the positive achievements of the West:

"To focus only on error, though surely that needs to be recognized, is to focus on partial truth, and not even the most important part. In what other civilization have women and ethnic minorities advanced farther? In what other society has social mobility so mitigated the effect of class? In what other culture has debate about these issues been so prolonged and intense?"

Cheney admits that political readings of texts produce some interesting and provocative results. A recent interpretation of *The Tempest*, for example, supposes that the play is about imperialism and that Caliban is the archetypal Third World. Nevertheless, she asserts, there is more to Shakespeare than politics.

It's not that Lynne Cheney does not approve of ethnic studies; it's that she maintains a traditional, melting-pot vision of how they should be studied. "Sometimes when people ask me about ethnic studies, I say it's just a terrific idea, but usually it's too narrowly defined. We need to include Polish-Americans, Ukrainian-Americans and Italian-Americans and even Anglo-Americans in ethnic studies. And then when you have this whole thing, you call it American History." She wonders, too, about the coherence of allowing students to take a

course on daytime soap operas rather than on Western literature, which might give students a broader view and foundation for lifelong learning.

Yet in the twists and turns of public statements, it's possible to lose sight of how essentially good-humored, level-headed, and generally sharp Lynne Cheney can be. Before she took the NEH chairmanship, she co-authored, with her husband Dick, *Kings of the Hill*, a history of the House of Representatives. She has written three novels. One of them, *The Body Politic*, co-authored with Washington writer Victor Gold, tells a comic tale of a Congressman who dies in office.

"I was working at the *Washingtonian* magazine," she laughs, "and Vick Gold

came in one day with this wonderful story about a friend of his who worked for a very aged member of Congress and everybody knew that Vick's friend Joe was really running the office. The congressman was not mentally present much of the time. So he had asked his friend. 'What are you going to do, Joe, when Congressman Jones dies?' And Joe said, 'Well, I'm not going to tell anybody.' And we decided this situation was a wonderful commentary on perception and reality in Washington. We had to write something about it."

The fun certainly hasn't gone out of Lynne Cheney's life. When she and her high school sweetheart, the Secretary of Defense, get home in the evening the first topic of conversation is usually who's going to go to the deli and get something for supper. After that, occasionally there's time for a little slightly ribald political joking around about their jobs.

"Dick has given me a little teasing sometimes about how small my budget is compared to his," Lynne says. "He tells me it's half of a B-2 or something. I point out to him that it's not the size of the budget that's important, but whether the budget is on a growth path or not. My budget is and his isn't." □

Lynne V. Cheney was sworn in as Chairman of the NEH in 1986. She received her doctorate here in 1970 in 19th-century British literature and went on to teach at several

colleges, work at the Washingtonian magazine, and contribute articles to The Wall Street Journal, Newsweek, and The Christian Science Monitor. She's also written three novels and co-authored a history of the House of Representatives with her husband, Secretary of Defense Dick Cheney.

Richard B. Cheney was nominated by President Bush to be Secretary of Defense in March 1989. He was a PhD candidate in political science here in 1968 and on the staff of former Governor Warren Knowles. He was elected to Congress in 1978 in Wyoming and was re-elected five times. In 1988, Cheney was unanimously elected House Republican whip, the second-ranking Republican leadership position, before he assumed his current position.



More than half of last year's graduating college seniors would fail a basic test in history and literature. More than 78 percent could graduate from the nation's colleges without taking a course in the history of Western civilization.



"We need to include Polish-Americans, Ukrainian-Americans, and Italian-Americans and even Anglo-Americans in ethnic studies. And then when you have this whole thing, you call it 'American History.'"

EXCERPT FROM 50 HOURS

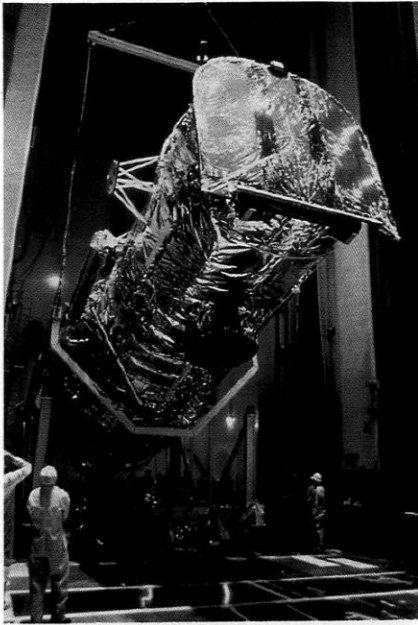
Reporting about curricula, Professor Frederick Rudolph once observed, is hardly the same as writing about the winning of the West or the collapse of the Old South. The word curriculum is, for many, almost pure denotation, almost pristine in the way it refuses to call up images that compel interest. It is a dull word, a dry and dusty clank of phonemes—and yet it goes to the heart of formal learning. It is through the curriculum that college and university faculties establish a design for

education. It is through the curriculum that they communicate what it is an educated person should know.

While the matter of what should be taught and learned is hardly one on which we should expect easy agreement, the confusion about it on many campuses has seemed extraordinary in recent years. Entering students often find few requirements in place and a plethora of offerings. There are hundreds of courses to choose from, a multitude of ways to combine

them to earn a bachelor's degree, and a minimum of direction. In the absence of an ordered plan of study, some undergraduates manage to put together coherent and substantive programs, but others move through college years with little rationale. All too often, as *Humanities in America*, a 1988 report from the National Endowment for the Humanities, noted, it is "luck or accident or uninformed intuition that determines what students do and do not learn."

—Lynne V. Cheney, Chairman of the National Endowment for the Humanities.



Right: The Andromeda Galaxy is our nearest spiral galaxy, yet it is still two million light years away. With the Hubble Space Telescope, scientists will be able to study stars five or six billion light years away. Above: The 12-ton HST is as big as a boxcar and contains six scientific experiments. At an estimated cost of \$2.2 billion, it is the most sensitive—and expensive—space observatory ever constructed.

STAI

NASA looks to UW astronomer



On the seventh day of January, in the present year 1610, at the first hour of the night, when I was viewing the heavenly bodies with a telescope, Jupiter presented itself to me; and because I had prepared a very excellent instrument for myself, I perceived (as I had not before, on account of the weakness of my previous instrument) that beside the planet there were three starlets, small indeed, but very bright . . . ”

Galileo Galilei

ASTRUCK

ners to redefine the frontiers of our universe.

by Terry Devitt '78, '85

Four hundred years ago, when the great Italian scientist Galileo Galilei pointed his new telescope toward the heavens, he destroyed forever the age-old view that the earth was the center of the physical universe. He discovered the moons of Jupiter and the phases of the planet Venus and he could see objects thirty times closer than with the naked eye.

Since then, huge optical telescopes have

been developed to look even deeper into the mind-stretching mysteries of the universe. But the ability of astronomers to probe the heavens from the ground has continued to be limited by the earth's atmosphere (see accompanying sidebar). This year, however, our view of the universe should undergo a change as radical as that ushered in by Galileo and his telescope.

In April and May, NASA is scheduled to launch two observatories that promise unparalleled views of the cosmos. One

will assume a fifteen-year orbit around the earth—the other will be a space shuttle payload on a series of missions. The projects, which have been inching toward the launch pad for more than a decade, are the Hubble Space Telescope (HST) and the Astro ultraviolet and X-ray observatory. UW astronomers and engineers, working in our pioneering Space Astronomy Laboratory, have played key roles in both projects and will be rewarded with ringside seats for what should be the most intimate views ever of the universe.



Here the HST is shown in orbit receiving light from a distant star. The telescope's mirror directs the light to various onboard instruments that process and record data, then transmit it to a Tracking and Data Relay Satellite (at right). In turn, the data is sent to earth stations at White Sands, New Mexico, and to NASA's Goddard Space Flight Center outside Washington.

HUBBLE SPACE TELESCOPE

According to NASA, HST is the most complex and sensitive space observatory ever constructed. At an estimated cost of \$2.2 billion, with six scientific experiments aboard, it is also the most expensive.

When it sweeps into orbit this April, astronomers hope they'll soon be able to see stars and galaxies only dimly seen before. The space shuttle will deploy HST into an orbit 368 miles above the earth, where it will function as a remotely controlled observatory, providing astronomers with data and images into the 21st century.

"If we can see a given object at a distance of, say, a billion light years from the earth, with the space telescope we'll be able to see that same object at a distance of five or six billion light years," says UW astronomer Robert C. Bless. "The volume of the universe that is open to us for exploration will be increased enormously."

High Speed Photometer

Bless is the chief scientist for the High Speed Photometer, one of three scientific

instruments aboard the HST that were developed by UW scientists. Like a sophisticated light meter, the photometer is able to detect very rapid fluctuations in the intensity of light from celestial objects. In the time it takes a bullet speeding from the muzzle of a high-powered rifle to travel one inch, the High Speed Photometer can complete three measurements. That's as fast as once every ten-millionth of a second.

These measurements cross a wide range of the spectrum, from ultraviolet light to just beyond visible red, allowing for many unique studies. Such things as black holes, pulsars, binary star systems, and supernovas will be sought out and scrutinized. Moreover, the instrument will probe the mysteries of planetary rings, which are among the most intriguing and puzzling phenomena of our solar system.

Built at the university's Space Science and Engineering Center under the direction of engineer Evan Richards, the photometer is the only part of the giant telescope designed and built by faculty and students at a university. It is also the least expensive of the six instruments comprising the HST scientific payload,

and it was the only instrument delivered to NASA on time and under-budget (at \$10 million). Our scientists will be seeking to increase their knowledge of:

Pulsars

These rapidly spinning stars act like beacons, pulsing at regular intervals of up to a hundred times per second. So far, only two pulsars have been observed in ordinary light, but the High Speed Photometer may be able to detect many more in ultraviolet light. It will also be able to add to our knowledge about the many pulsars previously identified solely by radio emissions.

Planetary Rings

Photometric studies may provide new insights into how planetary rings are structured. And these clues, in turn, may tell astronomers how the rings evolved, whether they were created at the time of the planet's birth, or whether their origin is more recent.

The giant planets Saturn, Jupiter, Uranus, and Neptune have ring systems that are spectacularly complex and poorly understood. Take, for instance, the 40,000-mile-wide ring system of Saturn. Scientists

believe it may entail hundreds of thousands of ringlets, each composed of ice particles ranging in size from mote-sized grains to particles the size of small trucks.

High Speed Photometer studies of ring systems will be accomplished by recording rapid changes in the apparent brightness of stars seen through the rings. The resolution is expected to be on the order of 1 kilometer, or about 30 times better than the best images taken from the *Voyager* space probe.

Black Holes

These stellar corpses are so massive and compact that even light cannot escape their gravitational pull. The High Speed Photometer will look for black holes—believed to be the remains of stars that have consumed all of their nuclear fuel and collapsed onto themselves—in two-star or binary systems.

If a black hole exists in close proximity to a companion star, astronomers believe

material from the nearby star accretes onto the hole, forming a disk of material around the hole. As matter falls onto the disk it produces radiation, and a telltale "signature" of rapidly flickering ultraviolet light.

Goddard High Resolution Spectrograph

Two other UW-Madison astronomers have played leading roles in the development of the giant orbiting observatory and its scientific instruments—Blair D. Savage and Arthur D. Code.

Savage is a co-investigator for the Goddard High Resolution Spectrograph, an HST scientific payload designed to separate light into its constituent spectral components. Such a capability is essential in determining composition, motion, temperature, and other chemical and physical properties of celestial objects.



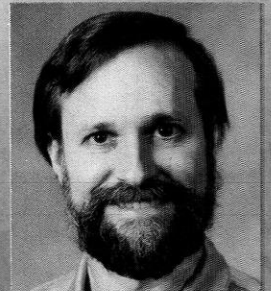
Why Put Telescopes In Space?

Observing stars from the earth has been likened by astronomers to studying birds from the bottom of a swimming pool. No matter how big or powerful, the view from ground-based telescopes is obscured in two important ways by the hazy veil of the earth's atmosphere.

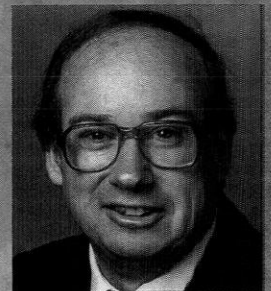
First, the visible light that does reach the surface of the earth is distorted as it passes through the atmosphere. Turbulence created by masses of hot and cold air makes stars seem to twinkle.

Second, the visible light rays that penetrate the earth's atmosphere are only a small portion of the electromagnetic radiation given off by stars and other celestial objects. X-rays, ultraviolet light, infrared radiation, and other wavelengths of light are mostly absorbed by the atmosphere. But each region of the spectrum tells a different story. Each can give astronomers important insights into the physical and chemical makeup of stars and planets, stellar evolution, and the nature of the universe itself.

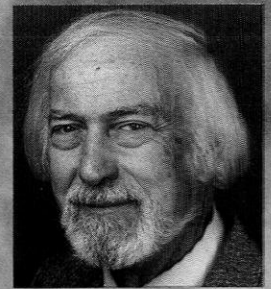
By giving telescopes such as the Hubble Space Telescope and the Astro observatory vantage points above the murk of our atmosphere, astronomers will be able to obtain a range and quality of images impossible to get from the ground.



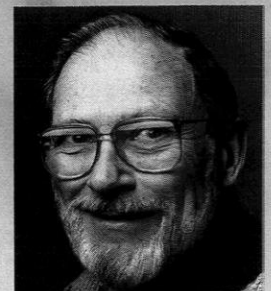
Kenneth H. Nordsieck



Blair Savage

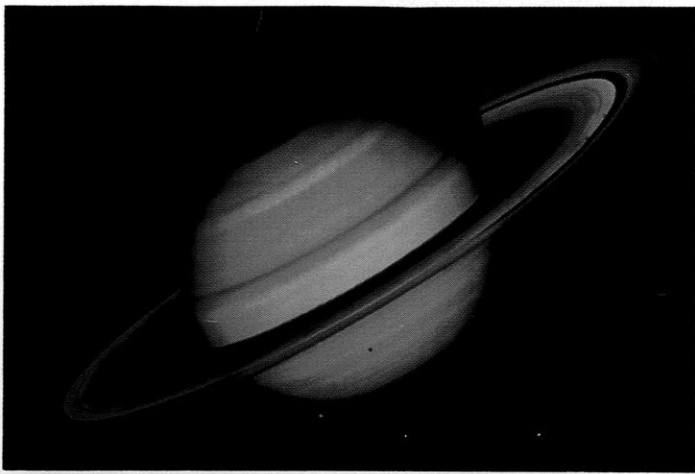


Arthur D. Code



Robert C. Bless

The HST will be able to take high-quality pictures like this one of Mars. The planet's red color is caused by the rusting away of the Martian "soil," which is rich in iron.



Left: The High Speed Photometer aboard HST will study planetary ring systems. The resolution is expected to be 30 times better than this picture of Saturn, which was taken by the Voyager space probe. Below: The Astro 1 payload of telescopes will rocket into space on the shuttle Columbia this spring. One of the instruments (covered with square sunshade) was designed by UW scientists and will sample polarized ultraviolet light from objects deep in space.



"It's a versatile instrument," Savage says. "With it we'll look at stars, galaxies, planets, and quasars." For example, scientists will take a detailed look at the coronas of the Milky Way and other galaxies, a subject of special interest to Savage. "The gaseous galactic corona is a very tenuous, very hot gaseous envelope that surrounds the Milky Way," he says. "It's analogous in many respects to the corona that surrounds the sun."

According to Savage, the chief means of analyzing the galaxy's invisible envelope of gas is by looking at how ultraviolet radiation is absorbed by the gas. And because ultraviolet radiation from space is absorbed by the earth's atmosphere, it's necessary to take such measurements from space.

Wide Field and Planetary Camera

Professor of Astronomy Code is a co-investigator for the Wide Field and Planetary Camera, the space telescope's workhorse imaging instrument. Code, considered a world pioneer in space-based astronomy, has played a leading role in the community of scientists that guided overall development of the HST.

He will plumb the mysteries of gas clouds that surround some stars. Called planetary nebulae, they are formed by material thrown off by the stars they envelope and may hide additional stars at their centers.

ASTRO I

Just one month after the Hubble Space Telescope is placed in a near-earth orbit, the shuttle *Columbia* will rocket into space carrying the Astro 1 observatory, a payload of X-ray and ultraviolet telescopes, one of which was built and designed here.

Unlike Hubble, the Astro observatory is not an independent satellite. The battery of Astro telescopes will be deployed in the space shuttle's cargo bay and, at the end of a ten-day mission, will be folded back into the spacecraft for the return trip to earth. After refurbishment, the telescopes may be launched on as many as two more Astro missions, and Professor of Astronomy Kenneth H. Nordsieck may fly on one of them as a payload specialist.

Wisconsin Ultraviolet Photo-Polarimeter Experiment

If our eyes could see ultraviolet light, the night sky as we know it would look very different, says Nordsieck. There would be many more points of light in the universe because stars, comets, galaxies, and other celestial objects often emit more invisible radiation like ultraviolet light than they do visible light.

The Wisconsin Ultraviolet Photo-Polarimeter Experiment, or WUPPE (pronounced "whoopie"), is designed to sample polarized ultraviolet light from objects deep in space. The 800-pound telescope was built entirely by scientists, engineers, and students at our Space Astronomy Laboratory, and it is much like a conventional reflecting telescope except that it will look only at ultraviolet light.

"There have been virtually no measurements of polarization in the ultraviolet," says professor Code, who is overseeing the WUPPE project. "It's completely uncharted ground, so we're going to be in for some surprises."

At present, the Wisconsin telescope is scheduled to take detailed measurements of seven or eight objects a day for the duration of the Astro mission. The secrets of such things as quasars, nebulae, interstellar magnetic fields, and the geometry and physical nature of distant stars may be revealed.

"Polarization allows you to think about the shape of stars," Code says. We tend to think of these celestial objects as being spherical. But if they're spinning very fast, Code says they will be slightly flattened instead.

The twelve-foot-long WUPPE will also help astronomers penetrate the dust shells that obscure some stars. Studies of how

light interacts with clouds of interstellar dust will tell astronomers something about the size, shape, and other physical characteristics of the dust grains. "Such knowledge," adds Code, "will lead to new insights about where and how new stars are born because interstellar dust is the material of which stars are made."

It is this quest to learn how the universe was created that puts UW-Madison's space astronomy program at the fore of NASA's research efforts. The deployment this spring of the Astro observatory and the Hubble Space Telescope will usher in a new golden era for astronomy studies here and around the world, providing a better fundamental understanding of the universe and the objects that populate it. And like Galileo's observations some four hundred years ago, these new ways of probing the heavens will undoubtedly tell us something about our own place in them. □

LOOKING TO THE FUTURE:

UW Astronomers Keep One Foot on the Ground

While UW-Madison astronomers will be flying high in 1990 with two space-based observatories, Wisconsin star gazers haven't lost sight of the value of ground-based astronomy.

To pave the way for future generations of Wisconsin students and researchers, UW-Madison plans to join a consortium and, if sufficient private funds are raised, will develop a major new observatory at Kitt Peak, Arizona.

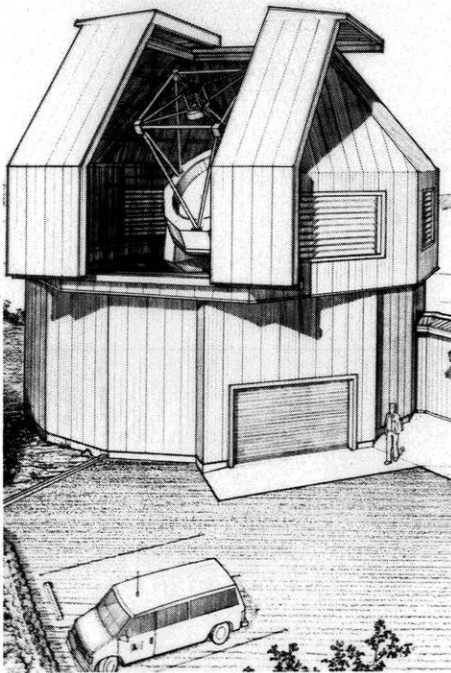
The observatory will be built and operated in cooperation with Yale, Indiana University, and the National Optical Astronomy Observatories (NOAO). It will "represent a major new astronomical facility for the country," says professor Blair Savage, adding that it will allow us to study objects near the edge of the universe.

The observatory's telescope would employ a set of new technologies that would make it one of a new generation of telescopes, according to astronomy professor Arthur Code.

At the heart of the new telescope would be a "spin cast" mirror, a revolutionary new type of astronomical mirror that will give the telescope a wider field of view than traditional telescopes. Moreover, the telescope will employ a device called a multi-object spectrograph that will enable astronomers to obtain observations of a large number of objects in a single exposure.

"When completed, it will be the largest multi-object instrument of its kind," says Code. "In terms of traditional astronomy, it will be like having one hundred telescopes."

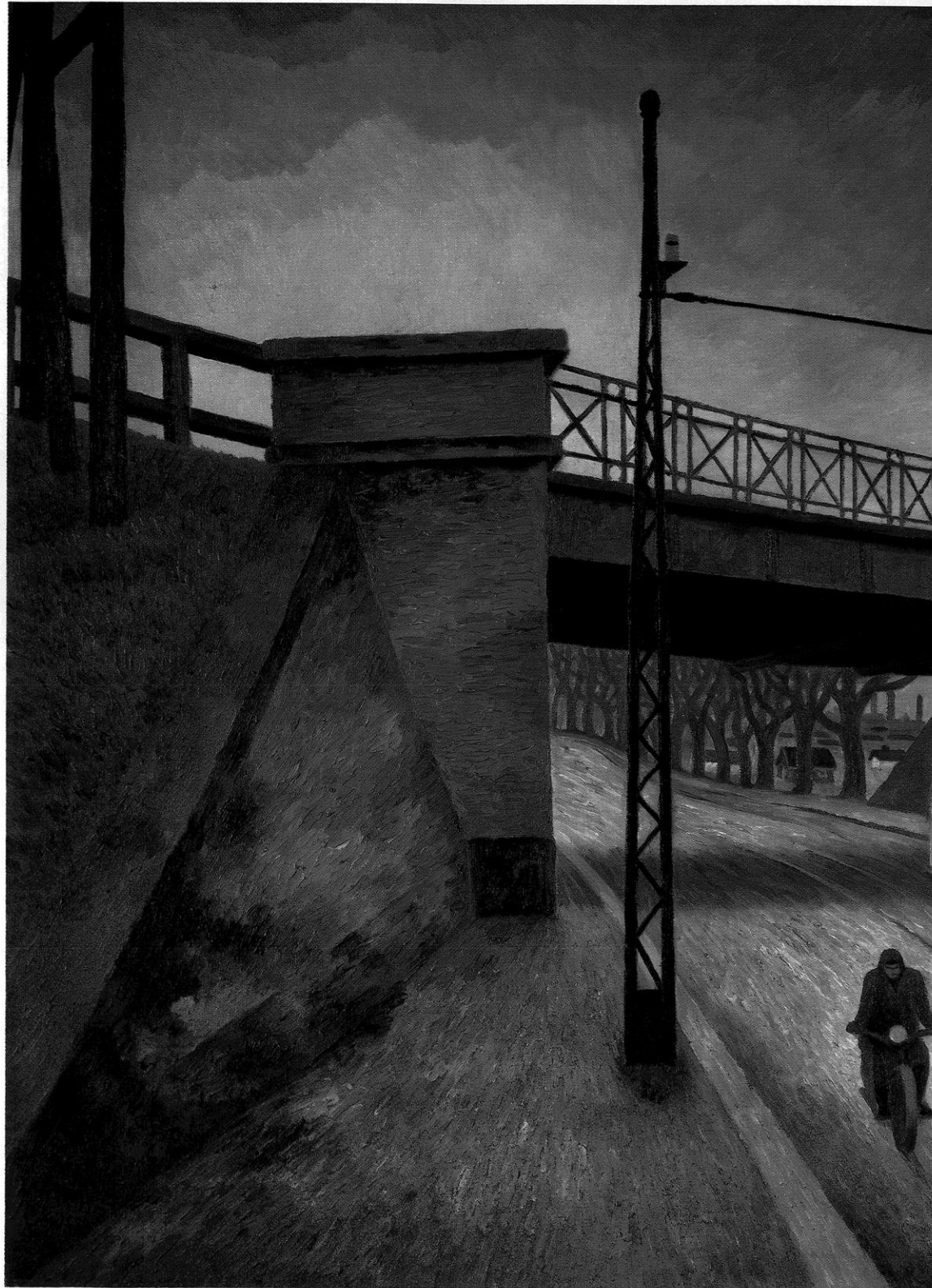
Although the telescope would be located on a mountain peak some 1,500 miles from Madison, astronomers and students here would be able to use it from an observing station planned for Sterling Hall. The cost of the observatory, estimated at \$10 million, would be shared by consortium members.



With its multi-object capabilities, the proposed WINN telescope will be akin to having 100 telescopes in one. Through fiber optics, students and astronomers in Sterling Hall will be able to access the observatory 1,500 miles away in Kitt Peak, Arizona.

THE ART OF T

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OF PROTEST AND
SOCIAL CHANGE.”



THE NEUE



TODD DACQUISTO



**MARVIN AND JANET
FISHMAN'S UNIQUE GERMAN
EXPRESSIONIST PAINTINGS
AND PRINTS HAVE PUT THEM
AMONGST THE TOP 100
COLLECTORS IN AMERICA.**

by Dean Jensen

Gustav Wunderwald painted Berlin's *Underpass in Spandau* in 1927. According to the Fishmans, this was a transitional period when the German expressionists took up a more sombre palette and began to depict the realities of the Weimar Republic.

M

arvin and Janet Fishman know, nine times in ten, just what a first-time visitor will say upon entering their Milwaukee home.

Nothing. Absolutely nothing. Not, at least, for several minutes.

"Most of the time, they're left temporarily speechless," explains Marvin. "They'll turn this way and that as though they just can't believe what they're seeing. Finally they'll turn to Janet and me and say, 'This isn't a house you live in. It's a museum.'"

The stupefaction that first-time visitors experience seems understandable. There is literally no place you can turn in the Fishmans' home without having your gaze riveted to artworks, many of them masterpieces.

Just inside their modern but unpretentious one-story house is an entire wall splashed with drawings by the German artist Otto Dix. In the dining-room you'll discover a great cache of German Expressionist canvases. Wander next into the library and you'll happen upon a large and stunning display of works by contemporary American and European glass blowers.

Indeed, so vast and extraordinary is the Fishmans' collection of art riches that in both 1988 and 1989 *Art & Antiques* magazine named the couple among the one hundred top art collectors in the nation. The ranking put the Fishmans among an august group that included, among many other luminaries, Steve Martin, Barbra Streisand, Steven Spielberg, Malcolm Forbes, and Armand Hammer.

"We acquired our first artworks at the UW student shows," recalls Janet, who received her degree in speech therapy here in 1951 while Marvin '49, MBA '50 earned his in business. "Later, we started picking up works by such known artists as Miro, Calder, and Dubuffet. Then, in 1980, we saw a show at the Minneapolis Art Institute of German paintings created between the two world wars. We were powerfully affected. It seemed natural for us to start collecting them, and, by that time, major works by more well-known artists were getting difficult to find and pay for."

The Fishmans' art trove is not so much one collection, but several. The walls of a passageway in one area of the house are lined with about thirty pictures by Ludwig

Meidner, surely more than are to be found in any other single space.

"We call the hallway Meidner Strasse," Marvin jokes as he leads a visitor through the passageway, and indeed the corridor does exist as a kind of homage to the German Expressionist. The affable collector becomes positively rapturous whenever he moves within the force field of any painting or drawing by the artist, one of his favorites. Meidner, in fact, was all but forgotten after his death in 1966, but the Fishmans helped retrieve his reputation by acquiring his works by the score and sending them off to important exhibitions.

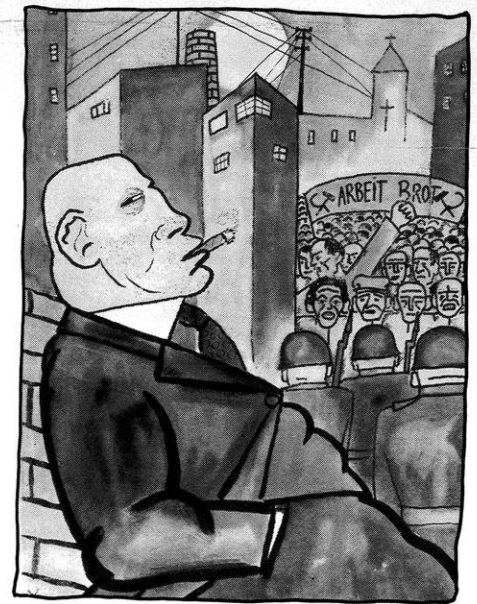
The house holds many more treasures of German Expressionism. A single dining-room wall has a display that would likely rev up the heartbeat of any museum director. Here there are two more Meidner pictures from 1913, his pinnacle year—a self-portrait in which the artist is suffused in candlelight and a canvas titled *Apocalyptic Landscape*, a premonitory vision of the coming of the first World War. Then there is a 1909 countryside titled *Dorfstrasse* by Erich Heckel, which is thickly misted with melancholy and longing, and a brooding Max Pechstein oil, *The Tempest*, in which an entire woods is waving wildly like a field of wheat. Within eye-shot of these masterpieces is yet another Expres-

sionist canvas, a Max Beckmann cafe scene, *The Bar Braun*.

The real distinction of the Fishman collection, however, is its hoard of paintings and drawings that represent the *Neue Sachlichkeit*, literally New Objectivity. The artists of this philosophy came to the

Unlike the visionary Expressionists of the teens, the *Neue Sachlichkeit* artists had to confront the bitter realities of a fallen Germany.

fore in the bleak period between Germany's 1918 defeat in World War I and the rise of Adolf Hitler in the early 1930s. The worlds they looked out on in Berlin, Munich, Dresden, and elsewhere were anything but cheering. They saw young men on crutches who had lost limbs in the war. They saw mounds of bricks and twisted iron where there had once been factories. They saw homeless families competing with dogs and cats for any edible scraps that might be found in the streets. Unlike the more visionary Expressionists of the teens who had held out hope that the war would bring about a utopian society, the *Neue Sachlichkeit* artists had to confront the bitter realities



The *Neue Sachlichkeit* artists were committed to holding "a mirror to society's grimacing face." In *Barricade*, left, Bruno Voight shows a street scene in Berlin in the early '30s, a time when the communists were fighting the establishment and when the right-wingers were fighting the philosophers. In *Fabrik Demonstration*, Voight documents workers protesting against their cigar-smoking capitalist employer who pays them so little they cannot even afford to buy bread.

of a fallen Germany, and they sought to depict their world without a shred of idealism.

In the words of George Grosz, one of the group's leading votaries, these artists were committed to holding "a mirror to society's grimacing face." Thus, viewers of the Fishman collection might experience a sharp drop in their blood temperature. An Otto Dix painting depicts a family in the streets, each of its members appearing to be starved for hope as well as nourishment. There are numerous pictures signifying the widespread collapse of morality and law and order in post-World War I Germany, including a flasher in the park, murders, and Grosz's scenes of porcine military officers making moves on trollops.

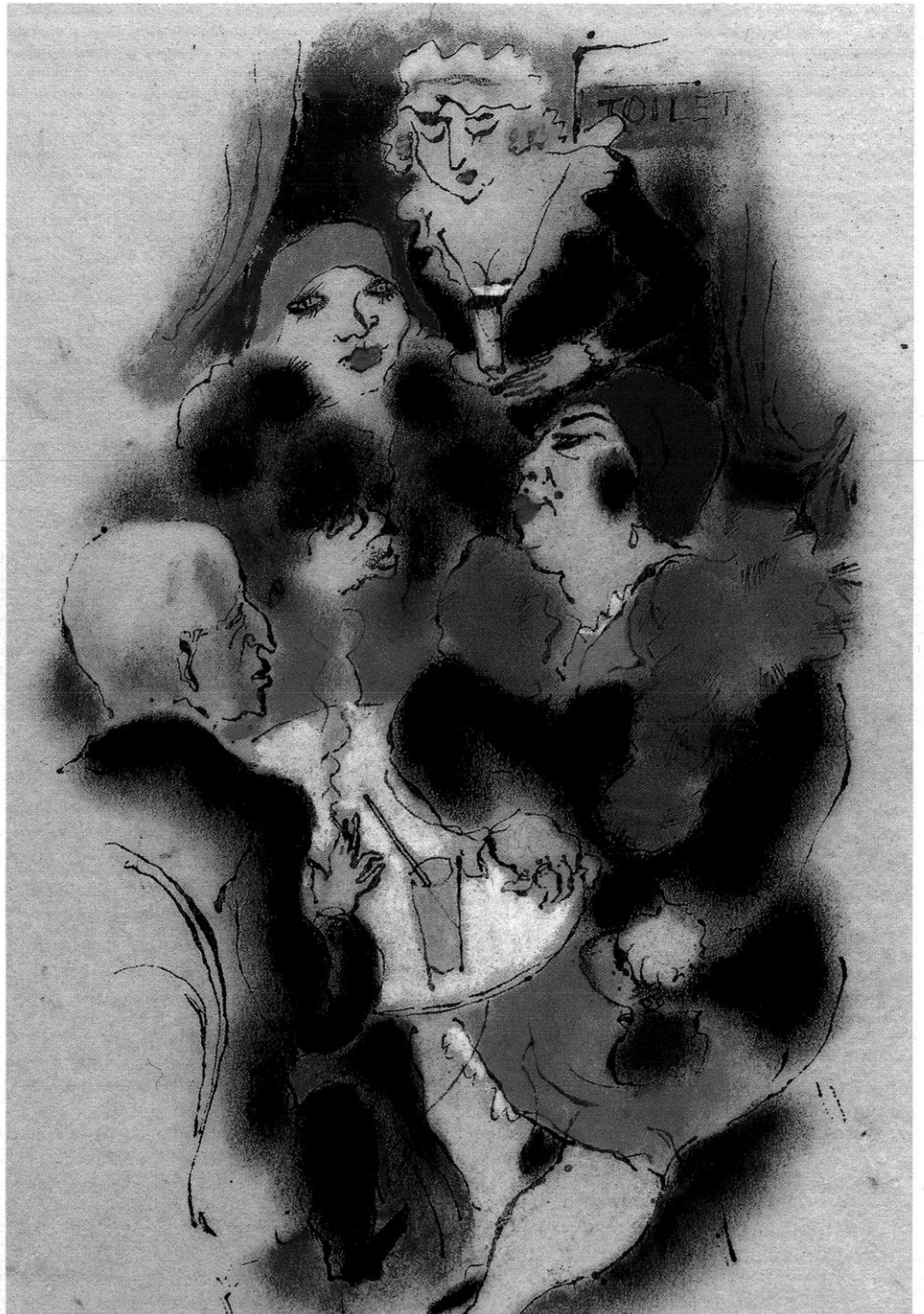
The Fishmans' *Neue Sachlichkeit* works number in the hundreds. It is almost certainly the largest private collection of its type in the country, if not the world. Because of its size and importance, the couple regularly plays host to art historians, museum directors, and curators, some of whom travel from halfway around the world to see it.

Given the wherewithal, anyone can buy artworks. What makes the Fishman collection exceptional, though, is that it makes a statement that adds up to far more than the sum of its parts. Indeed, seen in total, the collection may provide the viewer with a richer documentation of Weimar Germany than any shelf full of books on the subject. The Fishmans have

"There are collectors who merely accumulate a lot of pictures, but Marv and Janet put together a collection that has a lot to teach us about the German zeitgeist between the wars."

won admiration from specialists for the connoisseurship they exercised in assembling their collection.

Says Russell Bowman, director of the Milwaukee Art Museum: "There are collectors who merely accumulate a lot of pictures, but Marv and Janet must be included with the most intelligent of collectors. They show great discrimination in choosing works. They put together a collection that has a lot to teach us about the German zeitgeist between the wars." Bowman also credits the Fishmans for



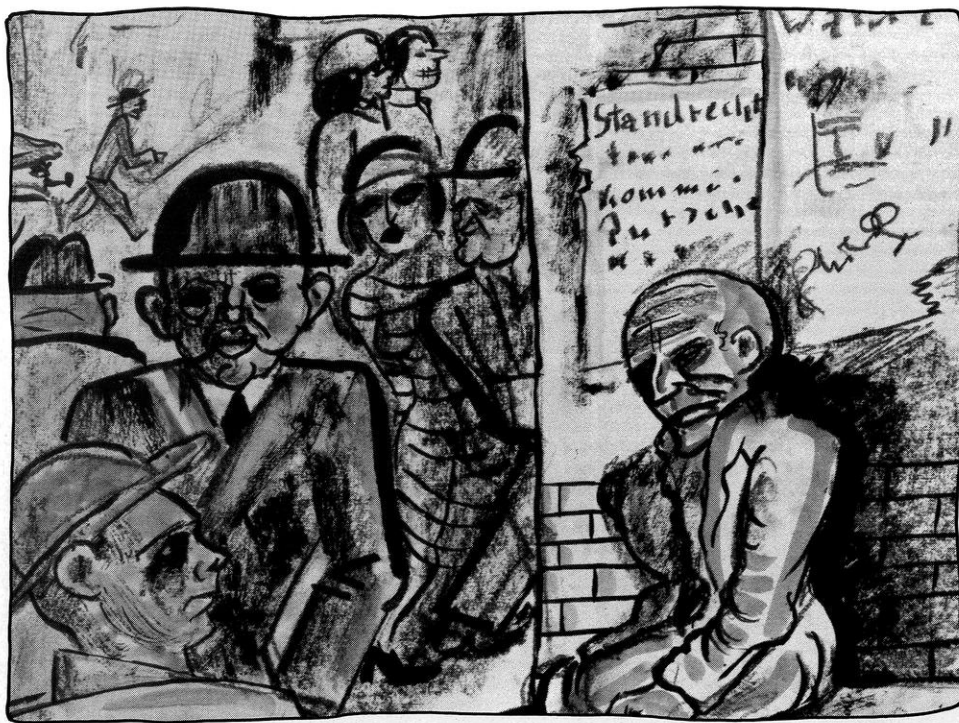
Richard Ziegler painted with rich, expressionist colors, as he did in this watercolor called *Berlin Cafe* (1927). But he tended to focus on the darker side of German society. His subjects were usually middle-class people going about their ordinary rituals—often in the company of prostitutes and drunks.

tracking down artists who had become forgotten in Germany, and for steeping themselves completely in the art of this time.

Since graduating from UW-Madison, Marvin has been self-employed as a real estate developer. He still reports almost daily to his office at Fishman Realty. However, he confesses that he now views art as his vocation and his business as an

avocation. He's a man whose knowledge of German art seems to verge on the encyclopedic. He can not only cite such vital statistics about the artists as the dates and places of their births and deaths, but the minutiae of how they lived their lives.

For years, individual selections from the Fishman collection have been appearing in major exhibitions organized by such museums as the Guggenheim in



Like Bruno Voigt's other drawings on page 28, *Berliner Strassenecke* (1932) shows the bitter zeitgeist in Germany during the Weimar regime. All three drawings will be part of the Fishmans' traveling show, scheduled to begin in Milwaukee next December and then tour to Berlin, Frankfurt, New York, and Atlanta.

New York, the Hirshhorn in Washington, D.C., the Los Angeles County Museum, the Royal Academy in London, and the Berlinische Galerie in Berlin. Soon, though, there will be an opportunity for the public to see almost two hundred of the acquisitions in a mammoth exhibition. "German Art 1909-1936: The Janet and Marvin Fishman Collection" will premiere at the Milwaukee Art Museum December 7, 1990 through February 3, 1991. The show will then travel to Berlin and Frankfurt, Germany, then to the Jewish Museum in New York City, and end up at the High Museum in Atlanta.

It was only about nine years ago when the Fishmans began acquiring *Neue Sachlichkeit* art; they first began collecting German Expressionist art twenty years ago. Many art specialists are amazed that the couple was able to assemble a collection of such breadth and connoisseurship in such a relatively brief span.

However, some Milwaukeeans might say that if there is any one person who would try to assemble a world-class art collection virtually overnight, it would be Marvin Fishman. In his hometown, Fishman already has a reputation as a man who can accomplish the difficult, if not the near-impossible. He is, after all, the one chiefly responsible for bringing professional basketball to Milwaukee, and it was no small task.

In the mid-1960s when he began his campaign for a major league basketball team, Milwaukee was suffering a national image as a bush league town. The city's only pro sports organization at the time—the Milwaukee Braves—had just announced it was jilting Milwaukee for Atlanta. So Fishman began by contacting the NBA commissioner at the time, the late Walter Kennedy, and gave a verbal commitment that, should an expansion franchise be awarded to Milwaukee, he could find the necessary financial backers.

Several team owners initially expressed doubts that Milwaukee would support major league basketball, but Fishman wouldn't give up. Gradually, he won over enough of the team owners to take a chance on Milwaukee. In 1968, his dream was realized: a new NBA team appeared on the floor of the Milwaukee Arena called the Milwaukee Bucks.

Fishman sold his interests in the Bucks years ago, but he and his wife remain avid fans. "It's exciting to go to the games and see the seats filled with Bucks fans of every age and color," he says. "Janet and I get a good feeling knowing we had a hand in making something happen that's still bringing happiness to a lot of people."

Janet Fishman has also accomplished a lot for Milwaukee. For many years, she served as a volunteer docent at the Milwaukee Art Museum, not only as president

of the group but also as a leader who brought the national docent convention to Milwaukee. She has a broad grasp of art history, especially art of the 20th century, and lectures on many occasions. Still, she gives her husband credit for forming the gist of the *Neue Sachlichkeit* collection.

"He's completely absorbed by the art," she says. "He reads everything he can on the subject. He's often up until two in the morning, studying auction catalogues and doing research." Indeed, one of the most prized works in their collection was acquired while Marvin was shaving at home. A New York auction house called to say that it was just putting a Pechstein work called *The Tempest* on the block. Without missing a beat, Fishman put in a bid and countered a higher offer—and then another—until he purchased the Pechstein at what he says was a bargain price.

Because of new accounts sensationalizing such recent art sales as the \$54-million Van Gogh and the \$47-million Picasso, many now have the impression that serious art collecting is a province limited to the super-rich and Japanese conglomerates. The Fishmans believe, however, that it is still possible for those of average means to assemble worthwhile collections.

Because of the size and importance of the Fishman collection, the couple regularly plays host to art historians, museum directors, and curators.

"My advice to the beginning collector is to specialize," Marvin explains. "One might concentrate on posters or American prints of the thirties and forties, or maybe works by the Chicago Imagists, drawings by artists of the eighties, or Wisconsin artists. The collector should learn everything possible about his area. He should also get to know the dealers and auction houses that specialize in his art, for they favor collectors with special interests."

The Fishmans themselves acquire most of their works in Europe, and on the average, go abroad three times a year to search for new pieces.

"We're collecting because we love this period—the Weimar years of protest," Marvin says. "Other paintings may be more beautiful, but these illustrate what was happening in Germany between the world wars. It was a most intellectual time of protest and social change, and we hope as many young people as possible will be able to see our coming exhibits." □

**TWENTIES
THIRTIES**

After fifty years in medicine, **Mildred Simon Stone '32, MD'38** has published an autobiography called *Hen Medic* (Carlton Press, New York City). Stone was for many years the only woman doctor in Cuba City, Wisconsin.

The 1989 Distinguished Fellow of the American College of Allergy and Immunology is **Bernard Fein '35**. Fein, who lives in San Antonio, Texas, received the award at ACAI's annual meeting in Orlando, Florida.

In Wausau, Wisconsin, **John Everett Forester '34, LLB'36** and his wife, **Alice Woodson Forester '40**, founded the Leigh Yawkey Woodson Art Museum along with Alice's two sisters in 1976. The museum last year garnered national attention with an article in the *New York Times* and a spot on CBS' "Sunday Morning with Charles Kuralt."

FORTIES-FIFTIES

For nearly two decades, UW hockey fans went wild each time pharmacy professor **Philip Mendel '49** intoned the familiar "Good evening, hockey fans," over the PA system, announcing each game with style and flourish. It's only fitting that Mendel was inducted into the UW Hockey Hall of Fame last fall along with former hockey All-Americans **Marc Behrend x'84** and **Bruce Driver '70**. Mendel, who retired from the School of Pharmacy in 1987, also provided hockey commentary on radio and television.

Richard M. Carpenter '49, LLB'52 is the new chief executive at S.C. Johnson & Son in Racine, Wisconsin. Carpenter joined the \$2-billion firm, whose products include Johnson floor wax, Pledge and Raid, in 1952.

Vernon Whiting '49 has retired after twenty-five years as a business professor at Western State College in Gunnison, Colorado. "It's been fun," he says. "I only wish I was young enough and had energy to do it over again." He and his wife, **Nell Fox Whiting '49**, live in Gunnison.

A member of the Investment Committee for WAA's Life Membership Fund, **Marshall E. Schwid '50**,

MBA'51, will retire after twenty years as chief investment officer for Mortgage Guaranty Insurance Corporation in Milwaukee. He's also taught investment portfolio theory for the past six years as an adjunct professor at the UW-Milwaukee.

Habitat for Humanity, a non-profit organization that helps low-income families build their own homes, has elected **Carl Umland '52** of Houston, Texas, to its international board of directors. He's also a founding member and past president of Houston Habitat for Humanity.

James Mathis MS'51, PhD'53, an engineering consultant in Summit, New Jersey, has received an award from the American Institute of Chemical Engineers for his service as a director of the organization. Mathis is the author of more than thirty technical publications and holds two patents.

The new owner of *Ms.* magazine is **Dale Lang '55**. Lang, whose New York City-based Lang Communications also publishes *Working Woman*, *Working Mother* and *Success* magazines, got his publishing start while a student here. He sold advertising around a "Coed of the Week" poster which later evolved into *Select*, a city magazine that was a forerunner of *Madison* magazine. Lang plans radical changes for *Ms.*, including dropping all advertising and doing away with the magazine's traditional celebrity cover.

Nadya Margolis Aisenberg MS'55, PhD'78 has published her fourth book of poetry, *Before We Were Strangers*. She was also the essayist and editor of *We Animals: Poems of Our World*, published by Sierra Club Books in 1989. Aisenberg, who has taught extensively in her native Boston area, is a founder of the Alliance of Independent Scholars in Cambridge, Massachusetts, as well as founder and editor of Rowan Tree Press.

Oscar Mayer Foods in Madison has named **Bjorn "Red" Thompson '57** senior vice president of operations. It's only one of a variety of positions he's held during his thirty-year career with the firm.

H. Daniel Gardner '54, LLB'58 has been appointed vice president and insurance counsel at Northwestern Mutual Life Insurance Company in Milwaukee. Gardner joined the firm, which has assets of more than \$27 billion, in 1958.

The Wisconsin Art Education Association has named **Robert Pum '58**,

MS'63 Art Educator of the Year in Higher Education. The award cited Pum for his contributions in art education, and in particular for his directorship of the UW-Green Bay Summer Art Studio Workshop from 1983-1987.

**SIXTIES
SEVENTIES**

Nancy Brussat Barocci '62, and her husband, **Bob Barocci '63**, were featured in a November 1989 article in *Today's Chicago Woman*. Nancy is the founder and owner of Convito Italiano, a highly successful Italian market and restaurant in Chicago. Bob co-founded a new ad agency, McConaughy Barocci Brown, hailed as "one of the five hottest ad agencies in the country," after a twenty-year career with Leo Burnett ad agency in Chicago and London. The couple met at UW-Madison and their daughter, Candace, is a sophomore here.

The American Institute of Chemical Engineers has named **Edward Cussler MS'63, PhD'65** its new director. He's a professor of chemical engineering and materials science at the University of Minnesota in Minneapolis.

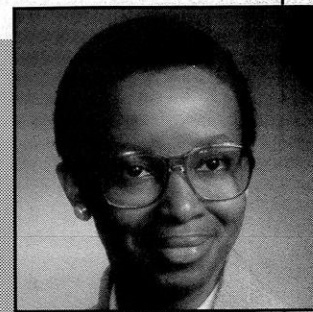
Allan Koritzinsky '63, x'66, a partner with Stolper, Koritzinsky, Brewster & Neider in Madison, has received an award from the American Academy of Matrimonial Lawyers (AAML). Koritzinsky, an AAML fellow, received the award for his service during the Academy's annual meeting in Chicago.

The new head of the Department of Education at North Georgia College in Dahlonega is **Bob Jerrolds MS'65, PhD'67**. He's been head of the Department of Reading Education at the University of Georgia since 1982.

Linda Silberman Levine '65 writes that she is a councilwoman on the New Rochelle City Council in New Rochelle, New York, where she lives with her husband and son. She also hosts a bi-weekly radio program on WVOX and contributes a monthly column for a local newspaper.

The finance minister in Chile's new eighteen-member cabinet is **Alejandro Foxley MS'66, PhD'70**. Appointed by President-elect Patricio Aylwin, the successor to General Augusto Pinochet, Foxley is a centrist Christian Democrat who is expected to continue the

SIDELINES



Donna Jones '72, JD'78

is the UW's new director of affirmative action. She'll focus on hiring and retaining minorities, women, and the disabled. Her ten years' experience in the field has included posts with Milwaukee County and the UW System.



After two years with the Wisconsin Alumni Association, **Ann Groves Lloyd '85** has been named Director of Student Relations and Director of Advertising for the *Wisconsin Alumni* magazine.

free-market economic policies instituted by the Pinochet government.

Richard Glaisner x'66 has been elected secretary of the board of directors of the Zoological Society of Milwaukee County. He is also president and trustee of the village of Bayside, Wisconsin.

Joseph Logsdon PhD'66, University of New Orleans professor of history and urban studies, has been named the 1988-89 College of Urban and Public Affairs DeBlois Faculty Fellow. The award recognizes research on issues pertaining to the New Orleans area.

Artist and professor **Margo Hemphill Kren '66** has received

a Distinguished Graduate Faculty Member Award for 1988-89 at Kansas State University, Manhattan, Kansas. The award honors teaching excellence and academic productivity.

The United States Department of Health and Human Services has honored **Karen Hein '66** with an award for her dedication in providing care to AIDS patients. Hein is the director of the Adolescent AIDS Program at Montefiore Medical Center in New York City.

Richard Wamhoff MBA'68 is executive vice president of Heinz Pet Products Company in Long Beach, California. He was previously a vice president for Heinz U.S.A., a divi-

sion of H.J. Heinz Company in Pittsburgh, Pennsylvania.

Rosemary Aten PhD'70, chairperson of the physical education department at Western Illinois University in Macomb, Illinois, has been chosen to participate in a national, year-long program to develop leadership in women in academia. Aten's career goal is to move into academic administration.

Madeline Ura-neck '71 has re-joined the Wisconsin Public Radio Network in Madison as corporate services representative. She's spent the last three years as a lecturer at Tokai University in Japan.

In Manhattan, Kansas, **Bill**

Draves '71 is the founder and executive director of the Learning Resources Network (LERN), an association that helps organizations market adult education.

Susan Resneck Parr PhD'72, dean of the College of Arts and Sciences at the University of Tulsa, has been named vice president for academic affairs and dean of the college at Lewis & Clark College in Portland, Oregon.

At Clark University in Worcester, Massachusetts, **Alan Jones PhD'72** is one of the lead scientists for a team of researchers who are investigating the molecular structure and motion of polymers.

CLUB EVENTS

FOUNDERS DAYS

March 14 St. Louis. Speaker, Geophysics Professor Robert P. Meyer. Contact: Tom Morley, H (314) 862-4510.

March 15 Akron/Cleveland. Speaker, School of Engineering Professor Gerald Kulcinski. Contact: Tony Suschil, H (216) 653-8714.

March 16 Pittsburgh. Speaker, School of Engineering Professor Gerald Kulcinski. Contact: Emmy Lou Anderson, H (412) 781-8988.

March 18 Fort Atkinson. Speaker, Vice Chancellor for Academic Affairs David Ward. Contact: Linda Winn, H (414) 563-6226.

March 19 Naples. Speaker, Chancellor Donna E. Shalala. Contact: Philip Schlichting, H (813) 847-4994.

March 21 San Diego. Speaker, UW Athletic Director Pat Richter. Contact: Glenn Gargas, H (619) 273-4843.

March 22 Los Angeles. Speaker, UW Athletic Director Pat Richter. Contact: Daniel Pierstorff, H (213) 435-6117.

March 22 Washington, D.C. Speaker, Dean of Students Mary Rouse. Contact: Dana Hesse, H (301) 294-0821.

March 22 West Palm Beach. Speaker, Chancellor Donna E. Shalala. Contact: David Larson, H (407) 832-8200.

March 23 East Central Florida (Orlando). Speaker, Chancellor

Donna E. Shalala. Contact: Doug Kinson, H (407) 841-8850.

March 23 Sacramento. Speaker, UW Women's Basketball Coach Mary Murphy. Contact: Mike Willihnganz, H (916) 922-8596.

March 23 Wilmington. Speaker, Dean of Students Mary Rouse. Contact: Joseph Calabrese, H (302) 478-0244.

March 24 Aurora. Speaker, Vice Chancellor for Academic Affairs David Ward. Contact: Betty Mabbs, H (312) 879-2029.

March 24 Philadelphia. Speaker, Director of the Geology Museum Klaus Westphal. Contact: Justin Parr, H (215) 687-5596.

March 24 San Francisco. Speaker, UW Women's Basketball Coach Mary Murphy. Contact: Jim Myre, H (415) 571-0972.

March 25 Boston. Speaker, Dean of Students Mary Rouse. Contact: Paul Gilbert, H (617) 861-8510.

March 26 Sheboygan. Speaker, UW System President Kenneth Shaw. Contact: John Lillesand, H (414) 876-3438.

March 29 Atlanta. Speaker, UW Assistant Football Coach Bernie Wyatt. Contact: Mike Chimberoff, H (404) 977-3063.

March 29 Watertown. Speaker, School of Business Professor Roger Formisano. Contact: Charlie Wallman, H (414) 261-1760.

April 1 Platteville (Grant County). Speaker, School of Business Associate

Dean William Strang. Contact: David Kurth H (608) 822-3401.

April 5 Burlington. Speaker, UW Men's Basketball Coach Steve Yoder. Contact: Kay Lynn Burd, H (414) 763-8637.

April 5 Columbus. Speaker, Emeritus Executive Director, Wisconsin Alumni Association Arlie M. Mucks. Contact: Tom Mucks, (614) 761-3293.

April 5 Marshfield. Speaker, Director of the Elvehjem Museum of Art Russell Panczenko. Contact: Marilyn Workinger, H (715) 384-8276.

April 6 Cincinnati. Speaker, Emeritus Executive Director, Wisconsin Alumni Association Arlie M. Mucks. Contact: Paul Johnson, H (513) 874-0961.

April 7 Louisville. Speaker, Emeritus Executive Director, Wisconsin Alumni Association, Arlie M. Mucks. Contact: William Schuetze, H (502) 895-0474.

April 17 Door County (Sturgeon Bay). Speaker, Director of Bands Michael Leckrone. Contact: Mary Stearn, H (414) 743-9497.

April 7 Gogebic/Iron Range. Speaker, UW Hockey Coach Jeff Sauer. Contact: John Beirl, H (906) 932-1599.

April 18 Superior. Speaker, UW Hockey Coach Jeff Sauer. Contact: John Mahan, H (715) 394-5405.

April 19 Ashland. Speaker, UW Hockey Coach Jeff Sauer. Contact: Ed Ochsensbauer, H (715) 682-3587.

April 19 Hot Springs Village. Speaker, Director of Bands Michael Leckrone. Contact: William Arvold, H (501) 922-3354.

April 21 Mid-Indiana (Kokomo). Speaker, Director of Bands Michael Leckrone. Contact: Robert Heideman, H (317) 451-9607.

April 23 Merrill. Speaker, Director of Bands Michael Leckrone. Contact: Bill Johnston, H (715) 536-3089.

April 24 Chicago. Speaker, UW Men's Basketball Coach Steve Yoder. Contact: John Gable, H (312) 951-5844.

April 24 Fond du Lac. Speaker, School of Business Professor Roger Formisano. Contact: Linda Struye, H (414) 921-4784.

April 27 Indianapolis. Speaker, UW Women's Basketball Coach Mary Murphy. Contact: Linda Wolfe, H (317) 251-0733.

May 4 Kansas City. Speaker, Dean Mary Rouse. Contact: Phil Brown, H (913) 677-1167.

May 4 Twin Cities. Speaker, UW Athletic Director Pat Richter. Contact: Kevin O'Connor, H (612) 374-2531.

May 5 New York. Alamo Alumni Run. Contact: Pete Leidel, H (212) 906-7104.

May 6 Detroit. Speaker, Chancellor Donna E. Shalala. Contact: Doug Griese, H (313) 643-4630.

May 17 New York. Speaker, Chancellor Donna E. Shalala. Contact: Michael Liebow, H (212) 247-4364.

Lynn M. Brooks '74 has recently received tenure at Franklin & Marshall College in Lancaster, Pennsylvania, where she is an assistant professor of dance.

Paul Twitchell PhD'76 writes that he has left the Office of Naval Research in Washington, D.C., but he'll continue to be active in the environmental science community through publishing and consulting in Annapolis, Maryland. He co-edited a recently published book called *Polar and Arctic Lows*.

President George Bush has appointed Edmund Moy '79 to run the federal government's regulatory office for health care programs (the Office of Prepaid Health Care). Moy, thirty-two, will head to Washington, D.C., after ten years at Blue Cross & Blue Shield in Wisconsin.

EIGHTIES

Anthony Carroll MA'80, former Peace Corps Assistant General Counsel in Washington, D.C., has moved across town to become counsel to the Washington, D.C. office of Mitchell, Friedlander & Gittleman.

The firm was founded by James Friedlander '63, who specializes in African development and commercial law. Both Carroll and Friedlander served as Peace Corps volunteers in Africa.

The new manager of the Norfolk Chamber Music Festival at the Yale Summer School of Music in New Haven, Connecticut, is Sharon D. Moore '80. Moore was formerly the executive director of the McLean (Virginia) Orchestra.

Andrew Zimbalist '80 is an economics professor at Smith College, Northampton, Massachusetts, and the co-author of *The Cuban Economy: Measurement and Analysis of Socialist Performance* (Johns Hopkins University Press, Baltimore, Maryland). The book challenges the traditionally negative view of Cuba's economy, showing that although the country's economic performance falls short of government claims, Cuba has outperformed its Latin American neighbors.

In Roseland, New Jersey, accounting firm J.H. Cohn & Company has promoted Steven P. Schenkel '80 to audit manager. He's been with the firm since 1982.

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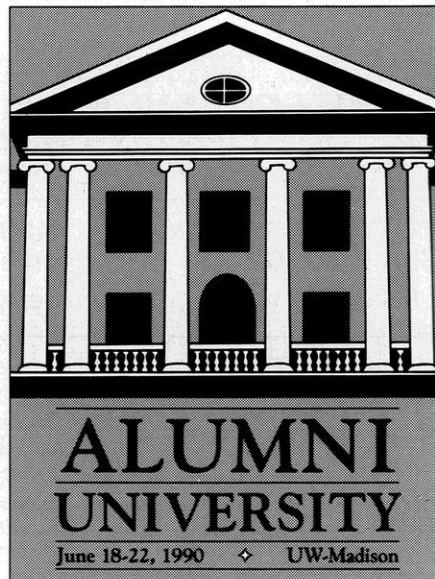
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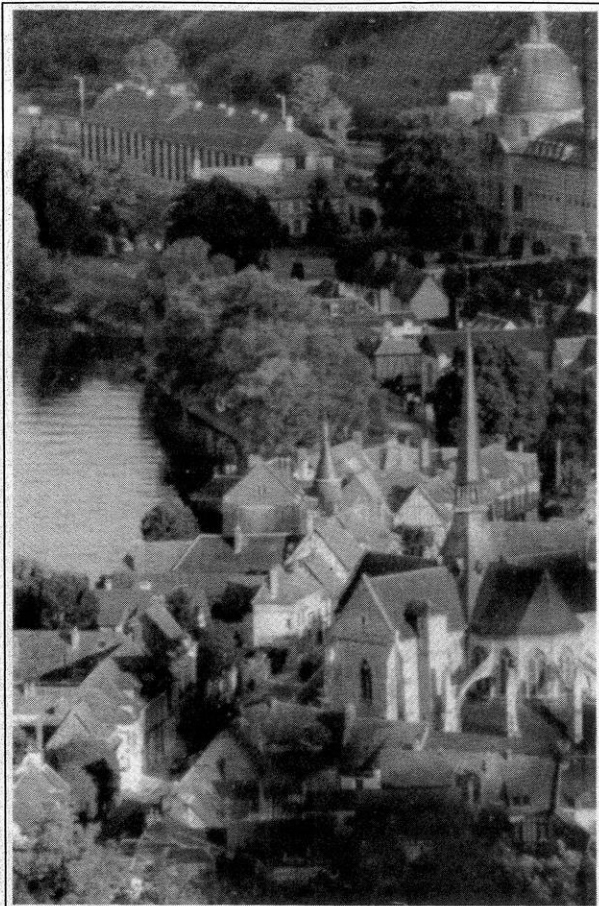


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Now that he's finished his doctorate at the University of California-Berkeley, **Neil Gandal MS'81** has been named assistant professor of finance and economics at the Boston University School of Management. He specializes in the economics of technological change.

Ellyn Pollack '82 won first place in the National Association of Government Communicator's Blue Pencil Competition. She's a public affairs specialist for the Clinical Center, National Institutes of Health, Bethesda, Maryland.

Jonathan Pflaum MS'82 is one of twenty public school teachers to receive a 1989 Dodge Fellowship. The award goes to teachers who have arrived at teaching through a career switch rather than traditional public-school teacher training programs. Pflaum, who will teach math in New Providence, New Jersey, received his master's degree in computer science and spent seven years as a software designer for AT&T.

Joining the Milwaukee office of Marsh & McLennan, an insurance brokerage firm that claims to be the world's largest, is **Timothy Kelly '83**. Kelly, who will be an account

representative, was previously an underwriter with American Continental Insurance Company in Bannockburn, Illinois.

According to the *Tampa Tribune*, **Paul Gruber '88** became the richest offensive lineman in the NFL when, as the Tampa Bay Buccaneer's number one draft pick, he signed a five-year, \$3.8-million contract. The left tackle has played every offensive down for the Bucs in twenty-five consecutive games.

OBITUARIES

Edwin C. Albright, in September, in Middleton, Wisconsin. Dr. Albright was on the medical school faculty for twenty-eight years and specialized in thyroid diseases. He also served as assistant dean for clinical affairs and University Hospital chief of staff and received the 1976 Emeritus Faculty Award from the Wisconsin Medical Alumni Association.

David Baerreis, emeritus professor in anthropology/environmental studies, in October in New Mexico. Baerreis collaborated with researchers at the Institute for Environmental Studies' Center for Climatic Research

and helped bridge archaeology and historical climatology.

Emeritus professor and long-time Madison theater figure **Frederick Buerki '27, MS'35**, in Madison, in January. In addition to teaching in the speech department here, he was technical director of the Wisconsin Players, helped plan the Wisconsin Union Theater, serving as its technical director from 1939 to 1972, and founded the Madison Theatre Guild.

Leo James Higgins '51, in December in St. Paul, Minnesota. Higgins founded an international computer company, Comserve Corporation, in Bloomington, Minnesota, and was a pioneer in the development of early computers.

H. Clifton Hutchins MA'32, PhD'34, in November, in Madison. Hutchins was a professor of education here for twenty-five years until he retired in 1975. He also served as chairman of the North Central Association of Colleges and Secondary Schools.

Dale Durant McConkey, in January, in Cross Plains, Wisconsin. McConkey, sixty-one, was a professor of management in the School of Business, director of the Executive Program of the Graduate School of

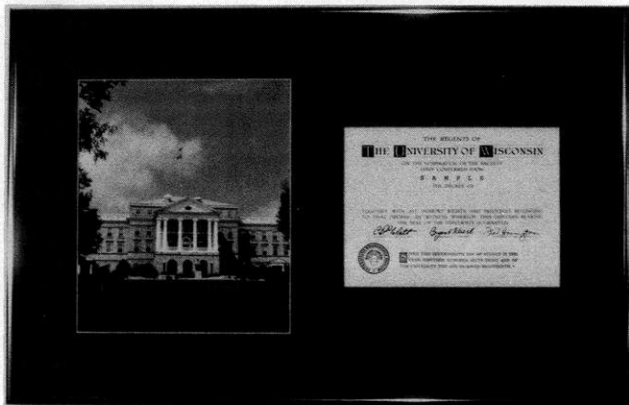
Business, and a pioneer in the development of management by objectives, or MBO.

Hans Michael Meyer '83, thirty-one, in October. An instrumentation specialist for the UW's department of geology and geophysics, Meyer was killed on the job in Kenya's Rift Valley when the truck he was riding in rolled over. His work took him around the world, and he was known for excelling in his role of supporting field research despite having a disabled arm.

Bonnie J. Reese MA'69, January, in Madison. As director of the Legislative Council in the Wisconsin State Legislature, she served as a key advisor to lawmakers during the 1971 merger of the State University System and the University of Wisconsin.

John Winans PhD'27, in January, in Buffalo, New York. He was a physics professor here from 1930 to 1962, known for his work against peacetime conscription and for his experiments with "pinwheel" airplane takeoffs. The planes were connected with a cord to a pole, flying around the pole until they achieved enough momentum to break the cord and fly on their own.

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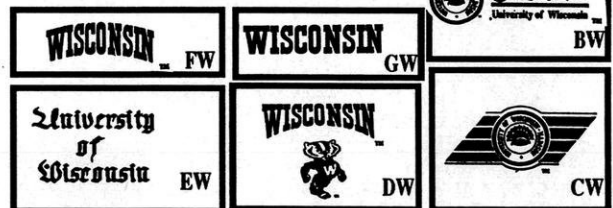
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Invites you to join this special sailing

MEXICAN RIVIERA

Departing November 26, 1990

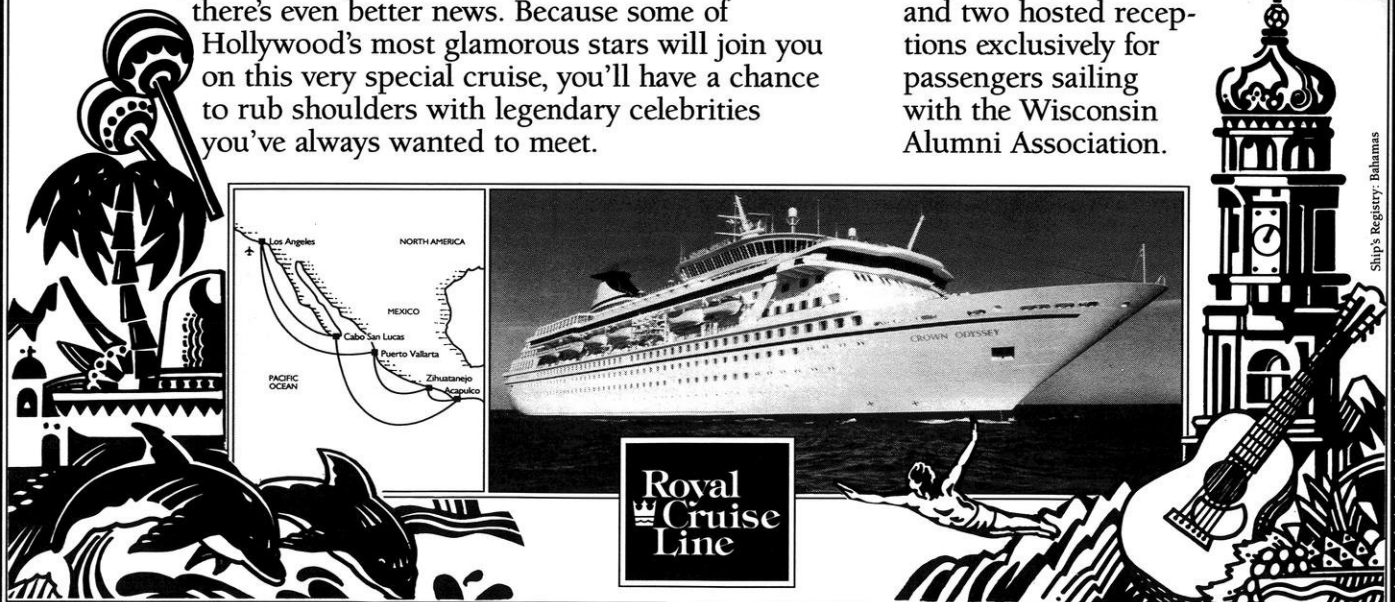
This fall, the Wisconsin Alumni Association and Royal Cruise Line invite you to join WAA's Executive Director, Gayle Langer and her husband Bob on this festive 10-day air/sea Mexican Riviera cruise. The world's most spectacular cruise ship, the elegant *Crown Odyssey*, sailing from **Los Angeles** to **Los Angeles** will take you to the most dazzling ports.

Feel the romance of **Puerto Vallarta**, fall in love with sleepy **Zihuatanejo** and you'll thrill to dazzling **Acapulco**. Included is a unique call at the unearthly beauty of **Cabo San Lucas** at the tip of Baja California.

You'll enjoy an endless fiesta of lazy, lively, luxurious fun as you sail from one magical port to another. But there's even better news. Because some of Hollywood's most glamorous stars will join you on this very special cruise, you'll have a chance to rub shoulders with legendary celebrities you've always wanted to meet.

Special Group Fares and Bonus Amenities!

"**Early Bird**" discount cruise fares begin at just **\$1499 per person**. This includes a 25% discount off published cruise fares if booked by **May 31, 1990!** PLUS, you will receive **FREE Air Fare** from all RCL major gateway cities. While on board the elegant *Crown Odyssey*, passengers will receive: Souvenir name badges, one group photo per couple, one bottle of wine per stateroom and two hosted receptions exclusively for passengers sailing with the Wisconsin Alumni Association.



For reservations and information, please contact:

WAA
WISCONSIN
ALUMNI ASSOCIATION

Wisconsin Alumni Association Travel Department
650 North Lake Street, Madison, WI 53706 - (608) 262-9521

Remember the good times you had at UW-Madison?



Wouldn't you love to know where all your old friends and classmates are today?

Now you can—in the 1990 Wisconsin Alumni Association Directory. Each member will be listed alphabetically, by class year, and by business and home address. Don't be left out! Watch for your Directory order form this spring and get ready to remember the good times.

Please note: Only fully paid members of the Wisconsin Alumni Association will be included, so keep your membership current! For more information, call Ann Benda Geocaris at (608) 262-2551.

Wisconsin Alumni Association

650 North Lake Street
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