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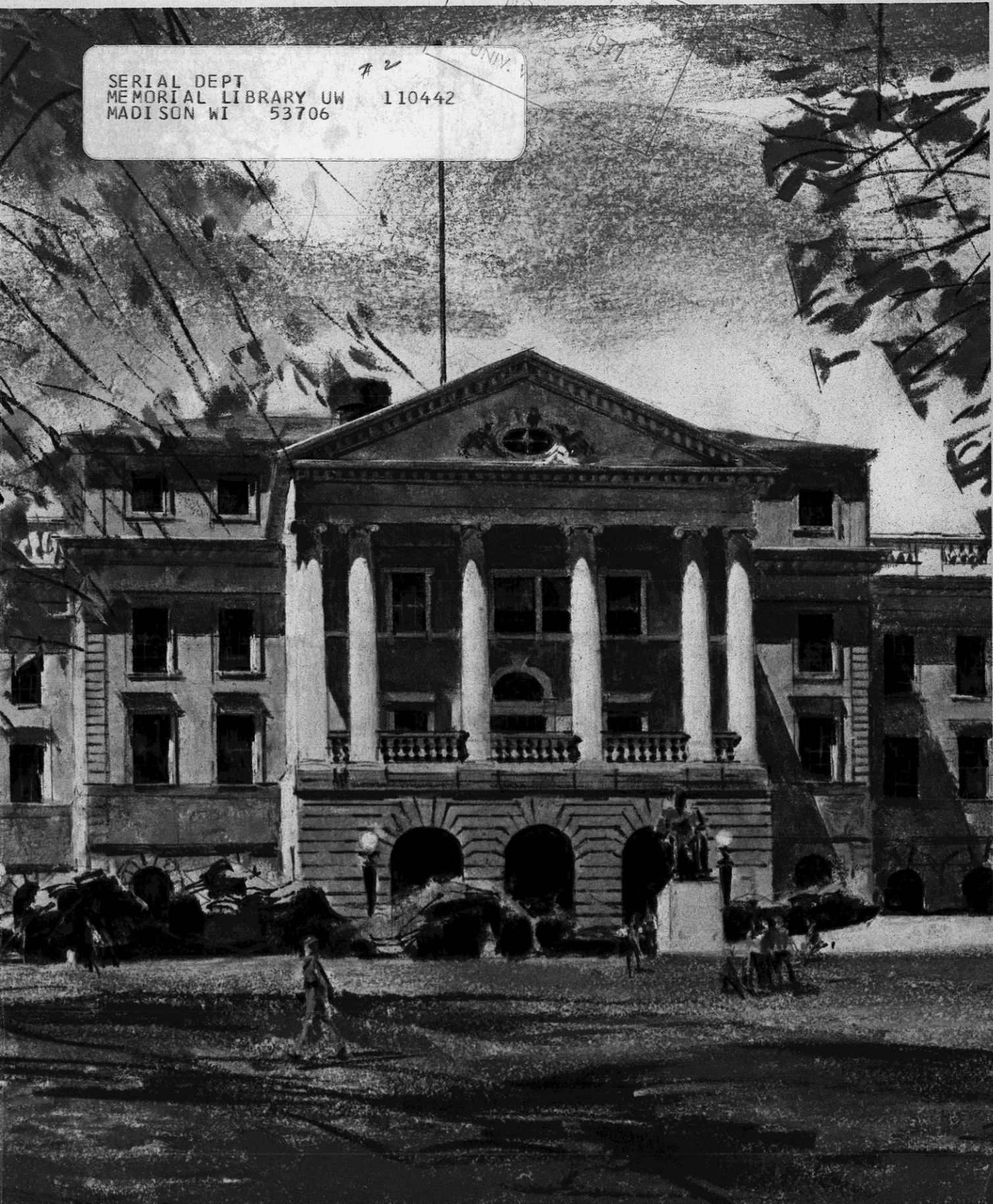
# Wisconsin Alumnus

November, 1971

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Arlie M. Mucks, Jr.  
Executive Director

# ON WISCONSIN

The Wisconsin Alumni Association is pleased to announce, on pages 24–25 of this issue, our exciting travel plans for 1972. It is the most extensive and diversified program we have offered to our alumni.

The tour program is an excellent membership benefit. The tours are planned and designed for and, in most cases, restricted to members of the Association and their immediate families.

As you know, we're in the alumni relations business, *not* the tour business. But there are several reasons why an organization such as ours should offer such a program to its membership. We want to point these out to you so you will not misunderstand our travel program objectives.

Our tours are one of our most important "friend raising" programs for the University. Often, we make contacts with alumni who have the means to provide financial assistance to the University of Wisconsin, and that's great. However, more important than this, it gets many alumni *involved* in our other activities. During the entire tour, the participants have an opportunity to learn about our diversified activities, our goals, our problems. Often, we send material along with the hosts, such as campus slides, a current movie or newsreel, so that the participants can enjoy a "visit with the University" while they are on tour in other lands. In this way, we motivate the alumni to participate in other activities of our program . . . they become more active in our alumni clubs, class reunions or constituent groups.

The tours also help us to communicate. We have alumni of all ages on our trips, and the tours have helped us to bridge the alumni generation gap. Invariably, the younger alumni do a better job than we do in explaining what is really happening on the campus and with young people today. The chartered tours, which are the least expensive, are of great interest to the young graduates and really get them involved in alumni programs.

Because of the tour program, we have been afforded the opportunity to have alumni meetings in far away and interesting places such as Hong Kong, Bangkok, Honolulu, Manila, Rome, Paris, and Athens.

Our tour program is entirely self-supporting. The tours offered by our Association, on a group of chartered basis, represent a real dollar savings for alumni. All of our tours are the *best* we can offer. Never is quality sacrificed.

You can see why we are enthused about this program. We invite your participation. Our trips are designed especially for you, the alumni of this great University of Wisconsin.

# Letters

## Friendly, and Un, to Friendly

Re the UW Commencement address, "Journalism for Poets, Protestors and Vice Presidents" by Fred Friendly (*W. A.*, Aug.-Sept.). I agree with him that "the only proper antibody for the absolute power of politicians is the press" and that "there is much wrong with the state of journalism" including his address. Using such phrases as "Mr. Agnew's toxic oratorical gases" and "the Spiro Agnews in both political parties" Mr. Friendly does not appear very friendly to Vice President Agnew, casting aspersions without a single documentation. It appears that Mr. Friendly has carried out a thinly-veiled vendetta against (Mr. Agnew) which is certainly out of order in a commencement address.

**Kenneth Redman, Ph.D. '41**  
Brookings, S. Dak.

It is always good to get my copy of *Wisconsin Alumnus* . . . to have the opportunity to read articles which have important insights for all of higher education. Friendly's speech is one that I have passed on to our own journalism department.

**Emerson Shuck, PhD '43**  
President  
Eastern Washington State College  
Cheney, Wash.

. . . I was hoping all our Wisconsin newspapers would reprint this for all its citizens.

**Thelma Clevetter Kroske, '39**  
Brookfield, Wis.

## Thank You!

WISCONSIN ALUMNUS is must reading for me the day it is received. I continue to be amazed at the consistently high quality and great relevancy of the magazine, issue after issue. I frequently share articles with my colleagues here. The August-September issue was excellent, especially Fred Friendly's commencement address and the effective feature story "Small Man On Campus."

Congratulations on a great publication and thanks for telling the UW story like it is.

**Edwin H. Bates, MS '61**  
Director  
Cooperative Extension Service  
University of Maine  
Orono, Maine

## S.M.O.C.

I was nostalgic over the cover of the Aug.-Sept. issue, showing the little boy before Abraham Lincoln's statue, because I viewed the identical situation with my small son from 1916 to 1920 many times.

**Walter H. Snell, Ph.D. '20**  
Providence, R.I.

# wisconsin alumnus

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# UW MERGED WITH STATE SYSTEM

On October 5, by a 56-43 vote, the Wisconsin Assembly passed the much disputed bill designed to merge the University with the Wisconsin State University system. A week later the governor signed it into law seven months after he had personally introduced it to the legislature; and on Tuesday, October 19, the new Board of Regents (photo), composed primarily of members of the two automatically defunct boards, held its first brief meeting in Alumni House.

Formation of the new board is about the only immediate effect of the bill's passage—that and the dissolution of the state's Coordinating Council on Higher Education.

Formal merger is delayed for two more years of study by an implementation committee. The new law charges it with determining the "practicability, feasibility and wisdom of merger", and with making recommendations on such sticky inter-campus issues as funding for comparable programs, campus autonomy, comparable teaching loads and salaries, tenure. It is also supposed to work toward the promised monetary savings "effected or contemplated" under a merged system.

This committee is composed of three former UW regents: Frank J. Pelisek; Ody Fish and Walter Renk; three former WSU regents: Milton Neshek, Norman Christianson and James Solberg; the co-chairmen of the legislature's Joint Finance Committee; the chairmen of the Committee on Education of both houses; plus governor-appointed representatives of faculty, student, and taxpayer.

Frank Pelisek, a member of the committee as well as of the old UW board and the new Board of Regents of the University of Wisconsin System, says it is actually the latter which will have the greatest influence in getting merger off the ground. "I think the implementation

committee will be relatively unimportant," he said.

The regents will have to make many of the more practical decisions—such as tuition and admission policies—before the implementation committee completes its work.

One of the primary duties of the Board of Regents will be to appoint an executive head for the new system. (Since introducing the plan last January, the governor has said he hoped UW President Weaver would head it. Weaver remains opposed to the whole merger concept, and has never committed himself on his personal plans if merger became a fact.) The chief executive will head the two central administrative offices, which will continue to operate separately.

W. Roy Kopp, of Platteville, president of the old State Universities board, was elected president of the new Board of Regents. This board has 19 members—eight from each former board and three appointees of the governor—plus two ex-officio members, the State Superintendent of Public Instruction and the president of the Board of Vocational, Technical and Adult Education. Eventually it will be made up of these two and 14 citizen members appointed by the governor and confirmed by the Senate.

Following his election, Kopp said "Many of us have differed for many months over a merged board, but the time for discussion is past and the time for implementation is now with us."

Regent Ody Fish, of Pewaukee, said that the merger—which he had opposed as did both former boards—remains a "legal thicket", and that the Board of Regents should move slowly. Built into the new law is a direction to the Attorney General to seek a court test of its constitutionality. Several times in the past, merger proposals have met with opinions by attorneys general which dis-

puted the move because the state constitution requires "the university" to be located at or near the state capitol.

However, a spokesman for the Department of Administration said that a legal point is unlikely, since acceptance of strict construction would mean that the UW campuses at Milwaukee, Parkside and Green Bay are unconstitutional.

Reaction to passage of the bill was typically exuberant by its proponents and accepting by those who had led the fight against it. In his talk to the final session of the UW Board of Regents on October 8, President Weaver said that "In behalf of the people of Wisconsin, the Legislature has decreed that the organization and management of its universities shall be of revised design. New ways must now be sought that will function in the public interest—function not only to preserve the best in all of our institutions, but function as well to permit the attainment of appropriate new levels of accomplishment. The importance of the goals to be pursued clearly commands the best that those to be involved in the enterprise can give." (For complete text, see page 6.)

Madison Chancellor Edwin Young took a fairly optimistic note to the first fall meeting of the UW Faculty Senate. "I'm not dismayed by the prospect of joining with the state universities," he said. "I believe we can . . . maintain our excellence."

He said the UW should help the state universities provide programs through joint endeavors, where possible "while preserving for them some uniqueness."

"We should be giving them enough autonomy so they can develop the self-reliance and initiative our faculty has," Young said.

Autonomy was also emphasized in

*Continued on page 9*



The newly-merged Board of Regents at its first meeting on Tuesday, Oct. 19. (Seated from left: Mary Williams; Walter Renk\*; President W. Roy Kopp; William Kahl\*; Vice president Bernard Ziegler\*; Milton Neshek; David Carley\*; Norman Christianson. Standing from left: James Nellen\*; Eugene Murphy; James Solberg; Frank Pelisek\*; Ody Fish\*; Caroline Sandin\*; John Zancanaro; John Dixon; Robert Dahlstrom\*; John Lavine; and Charles Gelatt\*. Not present were regents Bertram McNamara and James Riley.

\*Member of the former UW Board of Regents.

# “In The Wings of Tomorrow”

President Weaver's remarks to the final meeting of the  
UW Board of Regents, October 8, 1971.

The last meeting of this board is near its end. Clearly it is an historic moment for the University you have well served. I would ask your indulgence that we not let its final moments melt away without having given some recognition to their passing.

In this hour you stand at the summit of an institutional divide—a divide formed by the conclusion of one era, the anticipation of another. Behind you, if you will but look back over your collective shoulders, stretch long vistas of well-, if not easily, explored territory. Travel through these lands was not accomplished without pain, sacrifice and frustration; through-routes were not always quickly found. Before you stand the hazy, unexplored reaches of the unknown—a *terra incognita* where trails are yet to be blazed, and into which you, as experienced pathfinders, must now step with confident and perceptive tread.

No one, however willing or dedicated, faces the unknown without some measure of uneasiness—without anxieties and apprehensions. You could hardly be expected to be devoid of such feelings for you have had genuine concern for the welfare and future of this University of Wisconsin for which you have worked hard and for which you carry such loyal affection.

Surely, in facing the new day, you can take reassurance from your certain knowledge that a great university is a tough and resilient organism—one that has grown great for the very reason that it has demonstrated its ability to adapt, evolve and maintain vitality and utility through all manner of change in the environmental circumstances that surround it. Consider, for example, that there is no government, not even any governmental system, in existence today that is within a handful of centuries of being as old as are such centers of higher learning as those at Bologna, Paris or Oxford. These universities have survived wars, revolutions, religious controversies, plagues, riots and political disfavor. Yet, they were great centers of teaching and scholarship in the Twelfth Century; they are great centers of learning today.

Your University has never before feared change; it need not fear it now. Indeed, if it is to attain its rightful destiny—if it is in fact to validate its greatness—it must always be ready to meet the demands of change with well-considered change.

There is reassurance to be found too in the fact that the simple passage of a legislative act will not—could not—change the fundamental character of either the University of Wisconsin or the Wisconsin State Universities overnight. All human institutions, perhaps rather particularly colleges and universities, change slowly. Admittedly this feature of institutions is often frustrating in the extreme. At the same time, and to the good fortune of the stability of mankind, this is almost certainly a desirable circumstance. New members come to boards of regents; new administrators and staff members are appointed; new students come and go, and each seems determined to be an architect of change. Over the decades changes do come, but they come slowly, and therein lies one of the basic strengths of our colleges and universities.

The institutional characteristic of resistance to change is real, and in its way gives protection to the foundations of our nation and our civilization. And in the end, gradual institutional change is sustained only so long as it is soundly conceived, effectively and deliberately managed, and, above all, responsive to that which is rational and right.

Only history can assess the wisdom of the merger legislation, but history must carry no doubt about the resolve for success of those who are to assume the burden and challenge of its study and implementation. The welfare of the 135,000 students of today, and of the uncounted thousands of young people standing in the wings of tomorrow, is reason enough that our institutions of public higher education must not be allowed to fall short of their several and collective goals of achievement.

In behalf of the people of Wisconsin, the legislature has decreed that the organization and management of its universities shall be of revised design. New ways must now be sought that will function in the public interest—function not only to preserve the best in all of our institutions, but function as well to permit the attainment of appropriate new levels of accomplishment. The importance of the goals to be pursued, clearly commands the best from those to be involved in the enterprise.

It is a matter of rather singular coincidence that the journey that has brought you ten of this governing board to this place and time, was launched officially by a first meeting of the Regents of the University of Wisconsin exactly 123 years ago yesterday, on October 7, 1848. The work of that board was aided by John Hiram Lathrop, a recruit from the presidency of the University of Missouri. And thus does an era come full cycle.

Through these nearly one-and-a-quarter centuries that have slipped into history: better than a baker's dozen of presidents, mostly bearded, have come and gone; the board itself (also mostly bearded!) has been reshaped or completely reconstituted at least eight times; colleges and whole campuses have been formed and reformed, added and subtracted. But with it all, and in whatever form, the Board of Regents has given guidance and protection to the growth of an institution which has gained a level of distinction your predecessors of more than twelve decades ago could hardly have foreseen in their fondest dreams.

In tarrying these moments over our departure from this meeting, one finds himself reflecting on the identity of those lights—those guideposts—that have, through fair weather and storm, kept this institution on its steady course. There must, in truth, be many—perhaps even some that none of us would have the present perception or perspective to define. Those we can see could be variously grouped, interpreted and described. From among the host of lessons learned and the myriad traditions preserved, I have the temerity to endorse four navigational aids as ones that would serve you reliably and well in the uncharted but reef-strewn seas into which your new ship will soon be sailing.

**“Only history can assess the wisdom of the merger legislation,  
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First, and I believe foremost, among the threads of substance which you would wish to draw from the Wisconsin past as an essential ingredient in the weaving of the institutional fabric of the future, is unassailable, untrammelled, responsible intellectual freedom. The board of this University has over the decades established a world-renowned fame for its insight and its courage in fostering and guarding the fires of true freedom in teaching, learning and scholarly inquiry. Your widely quoted faith in this prerequisite foundation of university greatness is cast in bronze and bolted to the stone of Bascom Hall. It is the regents who reiterated that principle in two stirring resolutions of more recent dates, renewing the pledge to maintain in this University “those conditions which are indispensable for the flowering of the human mind.”

This guardianship you and your predecessors have exercised over the controversial, the often noisy and unpopular ferment; the unusual, the strange, the too-frequently misunderstood cauldron of creativity, has not always been politic or easy. Nonetheless, over the years, the lines the regents have so fortunately been willing to defend have held. The defenses have on occasion been severely bent, but seldom broken. The University of Wisconsin has, some would say, as often been known for her turmoil as for her accomplishment, but there is basic wisdom in John Kenneth Galbraith's observation that: “Good universities have always been places of contention and dispute. Bad universities,” he said, “are as silent and tranquil as the desert.”

In the months and years ahead, you will surely want to carry high and well-fueled the torch of freedom which the 123-year-old traditions of this institution have placed in your hands. As you well know, not all of the winds that would extinguish freedom's flame, and which you would want to guard against, blow inward from outside the University circle. Regrettably, there are those within the academic household in these days who do not believe in the inviolate power of reason and ra-

tional discussion. They resort rather to uncompromising demand and formalized adversary relationships. I would urge that with such actions, professionalism dies and true academic freedom with it.

You will want, as you have, to cherish diversity and to protect those particular virtues of freedom which insure a uniqueness for each unit within a system. The freedom for individuality is a very special freedom on which morale, self-identity, pride and ultimate achievement are, in this very human world, based. The only prescriptions for institutional uniformity that would be worthy of your support, apart from what are really the mechanics of life, would be a common allegiance to excellence, service, and the habits of courtesy, which are in the final analysis the indispensable hallmarks of genuine intellectual freedom.

A second beacon of light emanating from Wisconsin that has brightened the litany of American higher education, and which I would hope you would carry comfortably forward into your new responsibilities, has to do with the long record of confidence on the part of this board of governance in the administrative and faculty officers it has employed to serve it. By example of what I mean, I find the following sentences in a letter addressed recently to me by your President Emeritus, E. B. Fred:

“As I look back over the years I had the privilege of serving as President of the University of Wisconsin, I find my thoughts vivid with memories of the many wonderful associations I had with members of the Board of Regents. . . . I was most fortunate in having a Board of Regents which gave loyal support to the recommendations of the University administration. In situations where there were differing points of view or disagreement, these differences were resolved in a manner beneficial to the University . . . without that loyal support, the University Administration could accomplish little.”

Conceding the fact that E. B. Fred is a remarkable man and one who in a most compelling way attracts confidence from those around him, nonetheless, his relationship with his board

members was more in the Wisconsin way of life than any contrary condition. As a personal aside, may I say that I have found it so!

A *Milwaukee Journal* editorial once referred to the relationship between the regents and University staff here, as “a mark of the regents' confidence in the professionals they employ.” That statement went on to observe that this institution “has not only survived under its system of operation; it has developed into one of the world's great universities.”

I cite these things because I would hope that you could now accept the need, in the new era you are about to enter, to further enlarge your traditions of trust in your professionals. With the vastly expanded size of the system over which you will now have to preside, you will, in reality, have little choice but to back more positions on the basis of faith and fewer on the grounds of intimate understanding. You will of necessity have to cope with your responsibilities from a position farther back from the front line, lest the trees overwhelm you and the forest fails to come into focused view.

Consider for a moment the dimensions of your new responsibilities as compared with the present size of the University which you have sometimes found overwhelming enough. The number of faculty members for whom you will now assume responsibility jumps from 4,265 to 8,365; you will have almost 25,000 employees; there will be more than 133,000 students, compared with your present 69,000; alumni advice will come from 269,000 degree holders in contrast to your present 170,000.

A few other indications of the expanding scope of your charge include: degree-granting campuses increasing from four to 13; two year campuses going from the present 10 to 14. The operating budget will rise from the \$322 million we submitted to you today, to nearly one half-billion dollars. The insured value of the University plant will almost double from \$500 million to \$900 million, with the increase of buildings from 1,300 to more than 1,500 and the acreage for cam-



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puses, farms, arboretums, and other holdings from the present 11,000 acres to more than 14,000.

**T**his handful of facts clearly indicates the immensity of the challenge which awaits you. There is no escaping the fact that the board will find it necessary to expand its traditional delegation of responsibility for governance to administrators and faculty. No longer will the regents have time, as once was true in your past, to have a special regent committee consider the purchase of window shades for the Armory.

One regent recalled not long ago that he had spent “the better part of a day in a regent meeting discussing why the College of Agriculture bought a bull in Illinois, when obviously it could have bought a finer bull in Wisconsin. “Believe me,” he said, “that was a real bull session!”

You will, I know, be seeking to find new and increasingly effective ways to hear from campus administrators, faculty and students. As John Bascom said, “The success of those who rule, lies in freely availing themselves of the skill of others.” With 25,000 employees and 133,000 students you will have enormous resources at your command!

Third among the great traditions of this board which surely you would want to project strongly into your new relationships, is your long-standing and willing readiness to interpret vigorously the goals and financial needs of the University to the people of the commonwealth. All public agencies, including the University, begin with the public's permission, and can only proceed with the public's approval. Merger is, at least in part, an outgrowth of public demand for greater accountability on the part of public higher education. As merger is accomplished, that demand will become highly expectant. More than ever, persuasive representation in the arena of public opinion will be needed to assure that an informed public will measure correctly the values of its educational resources. The regents, as representatives of the public who have a special understanding of the University and its needs, will be well advised to build new and

firmer bridges of faith with the citizens and with their representatives in the legislature.

The historic willingness of the Board of Regents to fight for financial support for the University has been crucial to the institution's attainment of peaks of excellence. In times of national economic disarray as well as in periods of state financial strain, the regents have been forceful advocates of needed levels of funding. This leadership will be most urgently needed in the critical years ahead.

The number of *great* universities in America is not large—probably more than ten, almost certainly less than twenty. Wisconsin is one of them. Its stature among the educational institutions of the world is especially remarkable in that this state is neither populous nor wealthy. Wisconsin is only average among the fifty states in natural resources, annual income and numbers of people. Your University ranks among the best in the nation, not because Wisconsin could afford it, but because its people wanted it badly enough to make the sacrifices necessary to sustain it.

I would remind you of the public opinion poll you sponsored this past spring. In my view, the most significant single revelation of that interesting survey was the response to the question: does the state provide larger financial support to its University than it should? Against a backdrop of the fiscal pressures of an economic recession, a climate of public disenchantment with higher education generally, and a widespread loss of confidence in this University in particular as an aftermath to dissonant irresponsibility, tear gas clouds, and even the violently destructive roar of bombs, *still*, 83% of all Wisconsin citizens answered: “No, we do not spend more than we should for our University.”

Such an attitude is nothing short of absolutely remarkable. It is an act of faith. It is an attitude that must be preserved and justified. In that urgent service, you, *of the public*, who will represent the future of higher education *to the public*, have a vital and traditional role to carry forward.

Let me enumerate a fourth and final

University of Wisconsin tradition that might well add light to your course through the uncharted passageways ahead. Undergirding the long-standing public support of this University—the seed around which the pearl has formed—has been its land-grant-derived, indissolubly united, symbiotic triple missions of discovering knowledge through research, sharing knowledge through effective teaching, and, as public service, applying knowledge to the everyday problems of people where they live.

Over the decades, you regents have carried an uncommon sensitivity to your understanding of the true meaning and potential of a “community of scholars.” You and your predecessors have recognized that research life on the cutting edge of discovery brings vitality to teaching, and relevance to public service. There has been stout defense for the fact that both research and public service are, alongside instruction, in themselves and for themselves, primary objectives of the University. Firmly traditional regent support for the land-grant way of life has laid sound foundations for one of the leading graduate schools of the world, where not only is research pursued, but where, in its presence, new generations of investigative scholars are readied for the future. Research and service, you have perceptively understood, have also strengthened professional schools, as well as undergraduate learning.

In these days, I need hardly remind you that research as a University mission has not always been understood and accepted by the public. Indeed, sixty years ago a bill of particulars which became the subject of a legislative investigation of the University, included the allegation that: “Under the cloak of research, faculty members (were) shirking classroom work and devoting (too) much time to other pursuits.”

But the public judgment then sustained the multiple purposes of a great public university, and with your eyes set firmly on the guideposts you have long followed, you can have confidence that in the days ahead the commonwealth will sustain it once again. As in 1914, it will be seen that “the long list

continued from page 5

of useful, highly competent and brilliant men and women (the University) has given to the state and to the world will stand as a splendid record when much of the present criticism of the University has been forgotten."

I have little doubt but what your many constituencies, present and future, would (and probably will) wish to nominate many other items of particular concern that they would have you bolster from your heritage, or carve from your days to come. But I am content to rest my case, feeling that the particular will be well tended if the broad foundations are solidly in place. I would assert that with such corner stones as true intellectual freedom, a governance with faith in its professionals, citizen champions of the educational cause, and the land-grant traditions of public higher education, the future that you will so strongly influence should, indeed, find fair sailing.

It goes on ten months—281 days by exact count—since I, with the honor of your election, assumed the role of 15th president at this distinguished University. In the Wisconsin tradition they have been eventful days of onrushing tumult, yet they have been days of heart-warming personal reward as well.

I am constrained to observe that our present situation must be virtually unique in the annals of higher education. Many a board finds itself at various times and for various reasons disposing of presidents. But just name me the other instance of a president outlasting his board! So here I drift, cut loose, without anchor, oars or any rules of the road—the only head of a University in existence with no governing board to his name.

As you might imagine, there is much that I could want to say to you, the regents who brought me home to alma mater. In fear of falling in disarray among expressions of the maudlin and the trite, I have mustered the wisdom to restrain myself. Nonetheless, I do thank you—thank you most sincerely for the uncompromised and understanding support you, both individually and collectively, have given me at every step of this short way. No president could have asked for better, nor have been more grateful.

a statement by the Faculty Senate's University Committee.

"In any multi-campus system, it is critically important that there be substantial autonomy for the separate campuses which will permit the continued development of great institutions with the opportunity for genuine specialization and innovation in each." it said.

### WEAVER HEADS SYSTEM

**Madison, Nov. 5**—John C. Weaver and Leonard Haas were named president and vice president respectively of the new University of Wisconsin System here today by the system's Board of Regents. The vote was unanimous. Haas, president of Eau Claire State University for 12 years, had been named executive director of the State Universities System in October.

*The Wisconsin State Journal*, which had supported the University in its opposition to merger, now had the painful assignment, as the official state newspaper, of seeing the bill become law as of its appearance in the morning edition of October 11. That day, on its editorial page, *WSJ* said that "history will place a heavy and exacting responsibility on the implementation-study committee to do what is best for Wisconsin and its thousands of young people who seek higher education.

"This committee, composed of regents, legislators, and appointees of the governor, will be obligated to give this vast merger concept the study it so sorely lacked since its inception."

Noting President Weaver's remark to the regents that "there is reassurance to be found in the fact that the simple passage of a legislative act will not—could not—change the fundamental character of either the Uni-

versity of Wisconsin or the Wisconsin universities overnight," the *Journal* added that "We hope Dr. Weaver is right. We hope that the great institution on the Hill will not be diluted or downgraded by this merger."

The governor, who signed the bill while the UW Board of Regents was meeting in Van Hise Hall for the last time, told the group of merger supporters present that "in the years to come, we shall see an improvement in both the quality and productivity of state-supported higher education."

# The University



## Study Shows UW Worth \$450 Million To Local Economy

A study of the economic give-and-take between the University and Dane County indicates the campus community is worth more than \$450 million to the local economy.

The study, conducted by the UW Bureau of Business Research during the 1969-70 school year, also indicates:

The University purchases more than \$14 million in goods and services from the local economy, with an additional \$8 million spent on construction;

University employees spend approximately \$73 million annually, and students spend nearly \$80 million;

Visitors coming to Madison because the University is here inject more than \$13 million into the local economy.

The researchers used surveys, census data, and information from University, city and county accounting departments as the basis for their study.

Prof. William A. Strang, director of the study, said: "As far as property taxes alone are concerned, it appears that the University community pays more than its share of property taxes relative to the rest of the community.

"The campus community—students, employees, and their children comprise approximately 40 percent of the total Madison population; yet, their children comprise only a little more than 18 percent of the Madison population.

"University residents paid \$3,071,000 more than their share toward Madison school operation."

According to the study, the 11,000

University employees (non-students) spend more than \$73 million annually: including more than \$11 million on food, \$8 million buying and fixing cars, \$3 million to local charitable organizations, and more than \$4 million to the local government in property taxes and other payments.

The almost 35,000 students spend more money on rent than on anything else. The local finance, insurance, and real estate industries receive approximately \$25 million annually from the students.

Students also spend more than \$20 million at grocery stores, boarding houses, and at eating and drinking places.

The campus community injects almost \$200 million into the local economy. However, a lot of this money stays within Dane County, being recycled among local businessmen and making more money for the local economy.

Taking this "recycling effect" into account, the researchers figured the direct and indirect benefits from University-associated expenditures amounts to more than \$450 million to the Dane County economy.

In addition to the \$450 million impact, the academic community—students, employees, and the University itself—pays enough to cover local government's expenses of fire and police protection, street maintenance, and other essential services to the campus community.

Strang said: "The campus community provides revenues to local government that just about cover total expenses of local government servicing the University community.

"This is accomplished with an excess of property tax payments offset by below-average per capita commercial property taxes and state aids attributable to the University community."

Although the study refers to the University community as "a political force to be reckoned with, particu-

larly with the advent of the 18-year-old vote," Strang admitted "the research does not effectively evaluate the political, social, and environmental problems that may be related to rapid University expansion in the past decade."

Explaining why the study was conducted, he said:

"In the late 1960s, the Madison campus was the scene of some of the most violent student disturbances in the nation. Also, as the University grew, Madison citizens living in nearby areas were dislocated as land was purchased for new campus construction.

"Additionally, students began to compete for private housing space to a far greater extent than they had in the past, thus forcing rents and land values upward. Entire neighborhoods in the University area changed their character.

"Due to these and other factors, city-University conflicts became major political and social issues. In this atmosphere, it was clear that there was a need to develop a better understanding of the many interactions between the University and surrounding community. Research was indicated."

Noting that the study did not look at anything other than dollar flow between the University community and the local economy, Strang said:

"In addition to the economic impact of the University on the local economy, it's obvious that the local community enjoys less tangible benefits from the University's presence—such as use of the Arboretum, access to research facilities, entertainment from Big 10 athletics and other cultural activities."

—Mark P. McElreath

## Faculty Establishes, Regents Accept, Rules For Faculty Discipline

A major statement of the rights and responsibilities of faculty members—complete with reasons and procedures for disciplinary actions against them—was adopted by the Board of Regents this fall.

The statement was developed by the University Faculty Council and approved by the University Faculty Assembly last June. It provides that faculty members “shall be subject to discipline only for conduct which violates Laws and Regulations of the University of Wisconsin, or for conduct which violates state or federal law, or which directly, substantially, or adversely affects the ability of the faculty member to perform his responsibilities to the University.”

The action creates a seven-member elected Committee on Faculty Rights and Responsibilities to consider cases of allegations of misconduct which any member of the administration, faculty, or student body can file. The committee has the power to: (1) investigate charges, and make recommendations to the chancellor; (2) dismiss the complaint; or (3) refer it to the department administrative unit for action.

Discipline for misconduct may take the form of a written reprimand, reduction in salary or reduction in pay increase, or “any other action.” A finding of “misconduct” must have the concurrence of five of the seven committee members.

Provisions for a fair hearing are explicit in the statement which preserves the president’s responsibility for preferring dismissal charges and the traditional UW process for handling them.

*continued*

## If You Can't Find It, Try The Archives

With more than 150 tons of records stored in air-conditioned quarters the University of Wisconsin can boast perhaps the most complete archives of any university in the country, says Jesse E. Boell, recently retired UW archivist, who has spent many years assembling, labeling, filing, and cherishing them.

“There is no attic or basement or temporary building on the campus I’ve not searched for valuable records,” he says. “On more than one occasion a department chairman has asked his secretary to clean out the files, and she’s thrown everything away.” Once, walking past Ag Hall, he noticed some overflowing trash barrels. “They had discarded the Kivlin files!” he remembers with a shudder of pure horror. “We grabbed them and took them over to the archives to be sorted.”

In addition to books, films, pamphlets, records, reports, photographs, portraits, letters, minutes, tapes, and clippings, the archives contain such memorabilia as the large silver loving cup with bone handles inscribed “To John Bascom, President of the University, 1874–1887, From His Students.”

There is the bronze bas-relief profile of Thomas E. Brittingham, UW graduate and benefactor, presented “in grateful memory” by the Scandinavian scholars he brought to the Madison campus.

There are the dogs, used by the late biochemist Harry Steenbock in his Vitamin D experiments that improved the nutrition of half the world, now reposing, stuffed, in wooden boxes on a high shelf.

Stored on two levels of the Memorial Library are such items as central administration records and committee minutes; all UW publications from the first handwritten copy of the *Athenaeon* to last year’s *Badger*; catalogs from 1852 and student directories from 1888 to the present. There are files on the Arboretum, the Center system, and Extension; and 32,000 pictures of people, buildings, landscapes, and athletic events.

In the recently acquired basement quarters in Steenbock Library are housed more than 6,000 cubic feet of records of the Extension, the Medical School, State Laboratory of Hygiene, and the agricultural college; a mint copy of each publication of the UW Press; and complete student records.

“We keep the student records as insurance against problems with microfilms and such demonstrations as wrecked some of the Letters and Science offices in South Hall in 1968,” Boell explains.

Training in history is essential to evaluate records, Boell believes. “The archivist must know about research, must have a decent judgment of what is useful.

“We now have about 6,000 requests a year for information on every aspect of University history. We’re always trying to encourage people to write about some of the great professors and programs we have here, for a University is measured by the caliber of the scholars and research connected with it.”

—Hazel McGrath

## **First Year Law Class: Bigger, Smarter, Prettier**

This year's entering class at the Law School is the largest, most highly qualified, and has the largest number of women students in the school's history.

"The class of 340 has a median grade point average of a little better than 3.2 on a 4.0 scale, and a median score of 632 out of a possible 800 on the Law School admission test," Prof. Walter B. Raushenbush, chairman of the school's admission committee, said. Last year's class of 331 had median grades of 3.0 and a 614 score.

"For the last four years, the number of women applicants and women attending the school has increased. In 1968, 59 women applied, 52 were accepted, and 25 showed up for registration. This year 236 women applied, 100 were accepted, and 45 came to register. Women now make up 14 percent of the first year class," he noted.

Non-residents make up 33 percent of the new class, up slightly from last year. Many of this year's students already have previous graduate study, which reflects the tight job market in some other areas and the relatively steady market for lawyers.

Raushenbush sees a continuation of the upward trends in both applicants and admission standards for next year. He added:

"The Law School is committed to only accepting 300 first-year students next year because of the limitations of available classroom space and faculty. We are already over capacity here and cannot meet the demand for legal education from both residents and non-residents without increases in faculty and classroom space."

## **Send Your Nominations For Association's Distinguished Service Awards**

The Wisconsin Alumni Association is interested in receiving nominations for its Distinguished Service Awards which are presented annually to outstanding UW alumni.

The award is given on the basis of: outstanding professional achievement; a record of alumni citizenship that has brought credit to the University; and loyalty and service to Wisconsin.

Alumni are encouraged to nominate qualified candidates for this award which is the highest honor accorded by the Alumni Association. The WAA Awards Committee will review the nominations and make a final selection. The DSAs will be presented at the Alumni Dinner on May 20th, 1972.

Nominations should be in the Association office by December 15. Send them to: Alumni Awards, Wisconsin Alumni Association, 650 N. Lake Street, Madison 53706.

## **Communications Hall Is 'Topped Out'**

Key people responsible for the planning and building of Vilas Communication Hall at the University were recognized at a "topping-out" party on the roof of the building on August 19th.

Prof. Frederick W. Haberman of the communication arts department, which is one of those to occupy the building, was master of ceremonies.

On hand were representatives of the central and Madison campus administrations; Prof. Robert L. Clo dius of agricultural economics, whose efforts when he was vice president secured Vilas funds for the project; trustees of the Vilas estate; members of the class of 1921, which contributed \$50,000; and delegates from de-

partments to be housed there: the School of Journalism and Mass Communication, radio and television, and communication arts.

The \$10.7 million six-story structure was made possible by Vilas funds, the U. S. Office of Education, and state sources. Occupancy is set for next February or March. The building occupies most of the block bounded by University avenue and Park, Murray and West Johnson streets.

## **Prison Riots Are Social Symptom: Clinard**

Sociology professor Marshall C. Clinard says the kind of situation which developed at Attica State Prison—an end of the road stop for its inmates—is the social product of the slum way of life, gang violence, and a negative attitude toward the law.

"A situation like this has a reason behind it. It is a system society has invented. Like other rioting prisoners, the inmates at Attica showed they can no longer stand harsh confinement, and they are rebelling against the barbarous, brutal, impractical way of dealing with them," Clinard said.

"These inmates have run the whole gamut of prison life. The treatment they have received is really not treatment at all. Prisons are not the answer—and haven't been for a long time."

In Wisconsin and elsewhere in this country and Europe, Prof. Clinard said, a thorough examination of rehabilitation is going on, and "hopefully, we should find some answers."

"We need new, drastic ways of dealing with slums and crimes. Basically, the inmates' type of behavior, the violence, comes from their way of life."

*continued*

A series on interesting young alumni

**B**ruce Schwoegler '65, of Boston, has a few things going for him that might have come from a Jack Lemmon movie script. As a television personality he's in a glamour field. His salary matches the glamour, despite the fact that his work week is two days long. (The other five days are spent skiing out of an A-frame in Vermont or puttering around a cottage on the Cape.) He is single, handsome and still on the trustworthy side of thirty.

But with all this, is he happy? You'd better believe it, he says. Bruce—a meteorologist—does six weather shows per weekend on Boston's WBZ-TV, and hosts a half-hour current events show for children—a program he has hopes of seeing syndicated. The ratings for his weather show make it the most-watched show of its kind in the Boston area. Not only is it popular, but Bruce sees it as a challenge.

Now, maybe at your house no one has ever said, "Reporting the weather on TV must be a challenge", but this may be because you don't understand how they do it at WBZ. Out there it is not just your announcer reading an aged forecast from the weather bureau. Bruce explains that there are three meteorologists on the WBZ staff. "We get the latest raw data available via teletype and facsimile. With our training, this means we have our own mini weather bureau. We don't use the hand-outs from the U. S. Weather Bureau—we're the only station which doesn't—thus we scoop all the other stations and are often very different in our forecasts from the official one, which might be six hours old." This precludes such common embarrassments as having an announcer, who has not been outside the windowless studio since breakfast, read an official

forecast of snow flurries while the viewing audience is up to its TV trays in a New England blizzard. Or, there was the time two years ago when Boston batted down for a forecast of hurricane. The WBZ equipment said that the storm would bypass the area, and the station made this singular announcement—the only one to do so, and it was right.

After taking his 1965 degree in meteorology (during summers he worked in the weather bureau at Mitchell Field in his native Milwaukee), Schwoegler spent three years in the Navy, as an ensign and Lt. (jg), working in meteorology and oceanography, in Kodiak, Alaska and Jacksonville, Florida.

"I was running an airport one year out of the UW. There were decisions to be made about aircraft schedules in the face of changing weather; hurricane warnings to cover half the Atlantic Seaboard and the coastal waters; fast-calls to make on whether or not to evacuate an airfield. The whole thing taught me to keep cool under pressure. It gave me confidence in my own decisions."

The six weekend shows, and all their lucrative and leisure fall-out, are fine, but their primary value, according to Bruce, is that they are adding the polish which could bring him a five-day-a-week show of the kind which—in a market area the size of Boston or larger—can earn a performer up to \$100,000 annually.

Bruce is delighted at having been given the broadening experience of the children's show assignment. He moderates for the kids, introduces celebrity guests and chats with them.

Bruce is hard put to find much to complain about in his scientist-performer role, but there is a point or two. "There's the never-ending need for more time to explain a weather situation, when I'm sandwiched in between commercials. This can be frustrating," he says. "More generally, I think the demand that a performer be always 'up' when he's on camera or mike, can be very tiring. Sometimes I think it would be nice to be going to an office where, if I am coming down with bubonic plague, I can be as grouchy as I like."

## BOSTON UNCOMMON



An expert on corrections, Social Work Prof. Irving Piliavin, commented:

"The revolt is a very clear indictment of the prison system in our country, and the outcome was a product of the system. We must develop alternatives to the present system.

"We must somehow retain the rudiments of family life—man cannot be isolated from sex, from having contact with his family, and not turn into an animal.

"Unfortunately much that has been passed on as rehabilitation has punishment as the real goal. The goal should be humane care, rather than rehabilitation."

Prof. Michael Hakeem, who teaches a sociology course in correctional administration, said there are "all kinds of issues and complexities that may be behind the Attica situation. It is dangerous to attempt to understand the situation until all facts are known. Each prison situation is unique."

## Engineers Building 'Capsule Car' For Safety, Economy Test

Faculty and student engineers are building an automobile "from the ground up" for competition in an Urban Vehicle Design Competition (UVDC) which has been set nationally for 1972.

The purpose of the car is to demonstrate ways in which vehicles can be constructed to provide greater safety for passengers, an economic means of transportation, and a system whose emissions and fuel consumption are minimized.

"To best meet these goals it was decided that a car built from the ground up would be the only vehicle capable of satisfying our requirements," said Prof. Andrew Frank, electrical engineering, one of the faculty advisers to students working on the project. "This car will utilize as many 'off the shelf' items as possible in its design, which will be accomplished with present day techniques and equipment."

It will be designed to sustain at least 5 MPH front and 5 MPH rear barrier crashes without damage, and to provide "safe" crashes at highway driving speeds.

The key design concept is a passenger capsule, the vehicle's strongest portion. The entire interior is to be padded and fireproofed. All other components of the car are designed to absorb energy and leave the capsule intact.

Economically the urban vehicle should be cheap and easily maintained, the engineers say. The vehicle will use as many simple sub-systems as possible, thereby lending itself easily to mass production and maintenance, they say. An equally important concern of the engineers is energy utilization. It is necessary that a vehicle be able to store energy not dissipated in aerodynamic or mechanical friction. This is especially important for an urban vehicle since

most of the time the car is in stop-and-go traffic.

One of its main design criteria is to minimize energy consumption; another important concern is vehicle emissions. The internal combustion engine chosen is a Wankel single rotor machine. This engine will be modified to operate on liquefied petroleum gas (LPG), have exhaust gas recirculation, electronic ignition, catalytic muffler and/or thermal reactor with air injection at the exhaust port. The engine will be designed to exceed the 1976 proposed emission levels with these presently available devices and techniques over the range of the operation anticipated.

The size of the vehicle is approximately half that of a present day full size auto. This reduction in size will have the effect of reducing the ratio of the number of occupants to vehicle length, bringing it closer to that of the mass transit systems, that is, room for more cars on the roads and for more cars in parking lots.

## 'Franchise In Haste, Repent At Leisure' Business Profs Warn

The franchise boom of the sixties which brought us finger-lickin' good fried chicken and a hundred varieties of hamburgers is now an established part of the American scene. Nevertheless, little is really known about this unique business practice.

In franchising, a man with a money-making idea sells the right to use his idea to other businessmen. Franchising goes on in many different businesses from sales of gasoline, car and food products to services such as secretary pools, health spas and dry cleaners.

And franchises are picking up a growing segment of business in the American marketplace—fast-food franchises now account for 20 per

*continued on page 22*

## SATURDAY AFTERNOON

by Peter Greenberg

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Mr. Greenberg, of New York City, is a senior. He is a former associate editor of the *Daily Cardinal* and is Madison correspondent for *Newsweek* magazine.

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For four years I have sat, stood, cheered, booed and even have thrown a roll of toilet paper or two. This is my fifth year of Wisconsin football—another ten or eleven game season where hopeful curiosity has traditionally turned into very quiet Monday mornings by the fourth or fifth game—and ultimately into outright cynicism by the sixth.

The game itself (Wisconsin style) does have its moments, however. I remember that unusually warm October afternoon not too long ago when the Badgers scored 23 points in the last quarter to beat Iowa, and the drunken crowd (myself included, I am told) loudly marched down State Street to the stunned surprise of none other than National Guardsmen stationed around the State Capitol. I also recall one Indiana game where the hearty home team attempted six field goals, (and missed) ran back a fumble 86 yards for a touchdown (only to have it called back because of a controversial penalty), and lost nine footballs over the wall (to the tune of \$22 each)—and all on ABC's Wide World of Sports!

Yet while the game is what we ostensibly watch once a week, I often buy my ticket to see the people, not the players, because Madison is just a different town on fall Saturdays when the Badgers play at home. Streets are blocked off, hotel rooms are booked, liquor and flower sales are up, and tens of charter buses and hundreds of rented cars line up on Regent and Dayton streets to get into and see what for them is University of Wisconsin at its best.

For thousands of people, with their reserved seat tickets, their red Bucky bags and 'W' flasks, Saturdays like this are their only exposure to Wisconsin and its students.

\* \* \*

It is 12:30 p.m., one half hour before the start of the game. Outside Camp Randall stadium, constant movement as people look for their gates and lost friends. Faded memories of Ebbets field or the Polo grounds on a hot afternoon late in August, as seedy-looking guys in faded flannel shirts scalp tickets daringly in front of the gates and the knowing eyes of ushers; and small kids scale concrete and iron in an attempt to see their team free—and their friends, who scaled the wall five minutes earlier.

Inside, the band is into its pre-game show and the announcer speaks: "—a well known Wisconsin tradition—" and the band swings into *This is My Country*, *Service Song Medley*, and *Your Land and My Land*.

In the stands, another well-known Wisconsin tradition simultaneously commences, as the pint-sized liquor bottles emerge from bulging sweaters and coats, and the 14-year-old coke vendors are pressed into service.

As the teams take the field, a Madison policeman leans against the chicken-wire fence enclosing the north end zone. He surveys the crowd around him in a last minute search for seats, and the crowd in the stands—the mass of heads, all seemingly pointed in one direction as the opposition kicks off. "You know, they had 65,000 advance for this game," he says in a determined voice. And, as you look around, you know he's right.

*continued on page 18*

# student standpoint

**IN WHICH STUDENTS SPEAK  
OF MANY THINGS,  
DIRECTLY TO YOU**







Just for a minute forget the score. Consider that Saturday's field provides a visual impact that has nothing to do with yardage. Here's how photographer Del Desens sees it.



## STUDENT STANDPOINT

*continued*

One hundred feet up the men in the press box, looking like mannequinned robots, sit immobilized, seemingly oblivious to the crowd down below.

The sun beats down as the game progresses, and the small white mums with the red pipe cleaner Ws begin disappearing as jackets are removed. The crowd, which groans or yells after every play—even if it can't see it, appears to be sitting in one of two positions. Either looking up, straining heads and necks to see the action on the field, or looking down, straining harder to find the caps to their bottles and flasks.

In some sections, the alcohol ritual of Wisconsin football seems to have been supplemented by an awkward mixture of brandy and dope. In others, alcohol has been completely replaced. Sooner or later these sections, whatever their high, adopt the philosophy of "it doesn't really matter whether we win or lose," simply because it doesn't matter.

\* \* \*

Behind me, a well-dressed girl with a bad platinum dye-job picks up the cue from the cheerleaders, and begins screaming "A-Train! A-Train!" I turn and ask her if she knows who A-Train is. She pauses long enough to say she doesn't and resumes her delirious chant.

Suddenly, a Wisconsin fumble. Three rows down, another girl, obviously feeling the effects of something, garbles "was that good for us or bad for us?" Her boyfriend, a little spaced himself, puts his arm out to stabilize her as they both begin to rock back and forth as the first half ends, the players head for the lockers, and the bands take the field.

\* \* \*

Half-time shows are usually boring, with the marchers choreographing their way into musical tributes to mayonnaise. The shows seem to be produced for those folks in the stands too timid to assault the stadium bathrooms with the rest of the masses. The biggest excitement is now circling over the field—a small, tan Piper Cub trailing a "Serve and Savor Wisconsin Potatoes" sign. On the field itself, bored yellow-uniformed ushers throw a football on the sidelines as the visiting band, in its garish uniforms and with bodies that seem to correspond to the instruments they play, goes through its stimulating routine.

\* \* \*

The exodus from the bathrooms and locker rooms has begun. Wisconsin's assistant coaches, in their matched red Lord Jim pants, precede the team by seconds. The crowd has stumbled up for the singing of *Varsity* and is about three bars late. Two minutes later they are again standing up or are being helped up for the kickoff.

\* \* \*

The sousaphone crew starts down the sidelines, in their traditional funeral march. Someone runs up and shoves an empty quart of rum down the opening of one of the horns. He is led away by waiting policemen. "That's that crazy Harvey," someone shouts. "That makes the second time this year he's done that."

Suddenly, loud cheers from the South end as a Wisconsin run nets a touchdown. We find ourselves standing, with the sound of broken glass punctuating the post-score "U-Rah-Rahs."

\* \* \*

It's getting late, and a crucial measurement goes unnoticed, until

the chain accidentally breaks near the Wisconsin bench. Jardine approaches the official, and to my right someone jokes loudly. "Look, Jardine is handing the ref a twenty!"

"Naw—the Athletic Department doesn't have twenties. If they have fresh fives they're lucky."

Soon, however, we are taken out of our misery, the twenty-dollar ball is thrown out of the stadium and the end is near. People begin weaving out of their seats, and head for the bars to finish what they're started.

On the way, the traffic is heavy. A game drunk leans out of the back window of his Firebird as a policeman stops the auto to let the crowd move toward the teeming taverns. "Hey, officer," the man yells at the cop, "I've gotta get home to my wife. Can ya hurry?" Before the cop can answer, another drunk, about ten years younger runs by, suggesting that "you better find another wife" as he feebly tries to block the auto.

The end of the afternoon is almost a cliché. The fall sun sets early, the band plays its post-game muted melody as it, too, heads for a uniform change, and the crowd eventually obeys the weekly scenario and goes home to await next Saturday's performance. Yet one should not necessarily interpret this article as a put-down. After all, I'll be back each Saturday, won't you?

# ALL ABOUT YOU

A survey of members of eight Big Ten university alumni associations, intended to guide advertisers in use of alumni magazines, also is proving useful to the Wisconsin Alumni Association to better know its member families, the thousands of you who receive *Wisconsin Alumnus* magazine.

From a wide sampling of personal interviews with the Big Ten alumni, the Daniel Starch and Staff firm of New York has just released the results of the survey through its nationally known "Starch/Hooperating Media Report."

Joining Wisconsin in the study were the alumni associations of Iowa, Michigan State, University of Michigan, Minnesota, Ohio State, Purdue and Indiana.

"The most significant finding of the study," said the report, "is that the average audience of the Big Ten Alumni Magazines has and realizes buying power far above the average US household, and has a more affluent life style than the average.

"A great deal can be revealed about a household from its possessions, eating and drinking habits, travel patterns . . . and this survey gives us a good profile of the lives of Big Ten alumni from this standpoint.

"We found the Big Ten Alumni Magazine audience to be comparable in its buying habits and demographic characteristics to the audiences of magazines such as *The New Yorker*, *Harpers*, *Atlantic*, *New York Times*, *Fortune*, *Playboy*, *Esquire* and *VIP*," the report concluded.

Personal interviews were conducted by Starch researchers in 12 states, which account for 80 percent of the total distribution of the eight Big Ten magazines. Overall, about 70 percent of the interviews were with men and 30 percent with women.

In the end, the total quota of completed interviews per magazine paralleled the total US distribution of these magazines.

Survey findings covered a wide variety of characteristics and habits of alumni. Ninety percent, for instance, read the alumni magazine of its school.

A whopping seventy-five percent vacation annually, worldwide. Almost half of the alumni have been to Canada in the past year, 4 in 10 to the West Coast, 1 in 10 to Hawaii, 1 in 5 to Mexico and 1 in 5 to Europe.

Our alumni are truly members of the Jet Set. Seventy percent have flown commercially in the past 12 months, 12.8 percent making up to nine flights. One in ten has taken an ocean cruise in the past twelve months.

In the affluent society, 48.4 percent own two cars, 7.8 percent have three cars. Not all are landlubbers because 15.9 percent own boats.

Entertainment ranks high with the alumni, with 2 of 3 owning color TV's, 81.3 percent a stereo or hi fi set, 48.2 percent a tape recorder, 35.4 percent a movie camera and 85.7 percent a typewriter.

Obviously sports-minded, half own golf equipment, a third hunting equipment and 46.3 percent own fishing gear.

Alumni smoking habits seem on a sharp decline with only 21.8 percent who smoke cigarettes, 10.9 percent cigars and 13.4 percent pipes, far under the national averages of 38.1 percent, 20.4 percent and 16.6 percent respectively.

Not so for booze. A strong 84.7 percent use alcoholic beverages to some degree, such as 68.6 percent beer-drinkers, 47.2 percent wine, 68.6 percent bourbon, 61.4 percent scotch, 58.1 percent gin, and 43.6 percent brandy. One alumnus out of three resorts to prepared cocktails.

Offsetting the calories from their alcoholic consumption, 56 percent of them claim to be diet-watchers. Nationally 30 percent are on diets or watching their weight.

The alumni buy lots of books. In fact, 35 percent have purchased up to six books in a year, while 18.7 percent have bought up to thirty.

But, they can afford all this because three-fourths of them own common stocks, and even one in twenty owns up to \$99,999.

Further, a fifth make up to \$15,000 a year, 18.2 percent up to \$20,000, 11.3 percent up to \$25,000, 12.4 percent up to \$35,000, 6.1 percent up to \$50,000, 2.7 percent to \$100,000, and, finally, 0.2 percent over \$100,000.

National advertising representative for *Wisconsin Alumnus* and the other Big Ten alumni magazines is Select Media, Inc., 10 E. 40th St., New York 10016.



PANEL of students gave stimulating report on their views.

Come September every year the good bunch is back for a day. They're the stalwarts of your local alumni clubs—the people who plan your meetings, nag committees, coax scholarship money into growing, and wash the coffee cups. Their annual trek to the campus is called the Club Leadership Conference. This year nearly 250 made it on September 25th. The meeting site was the handsome new Union South, where they swapped ideas and met for the morning session. (Opposite page, with WAA President Bob Wilson '51 in foreground). They got reports from President Weaver and Chancellor Young; met Elroy and umpteen coaches from all sports; talked with Arlie about what WAA is doing and

wants to do for the University, the students and you.

Then they honored six of their own (below), the sharpest of the sharp for 1971, the Sparkplug Award winners. Alphabetically, they were John Langer '53 of the Vacationland Club (Baraboo); Dale Nordeen '50 Madison; Simon Peterson '26 who earned his honors with the Boston Club before moving to Scottsdale; Bob Richardson '69 Green County Club (Monroe); Mildred Schauz '41, Milwaukee; and John Troller '55 Cincinnati.

After which a toddy, a typically sumptuous Union lunch with typical fudge-bottom pie. Then the LSU game, which was the only part of the day that didn't follow Arlie's program.

SPARKPLUGS, with their awards, are Langer, Troller, Schauz, Richardson and Nordeen. Simon Peterson could not attend.

## A GATHERING OF WHEELS

Local club leaders come back to learn how to be even better





cent of all restaurant and specialty food sales.

Despite the apparent success of franchising and its many positive economic effects, talk of abuses and high failure rates has caused some concern in the business world. Until now, corrective action has been hampered by ignorance of franchising operations.

With a \$62,000 grant from the Small Business Administration, University business Profs. Shelby D. Hunt and Urban B. Ozanne have recently completed a study of the franchise industry.

Their report gives hard data on franchise operations—their sales, size, location and failure rates. Indications are, say the researchers, that franchising, in general, is a good practice and they feel that the government should avoid legislation which would cripple the industry. However, they do advocate legislation to alleviate some of the franchising problems that their study uncovered.

One such problem centers on the information and monetary gap between the franchising organizations and franchise applicants. The study indicated that franchisors are providing grossly misleading promotional materials to potential franchisees. Hunt and Ozanne recommend that chains be registered and required to disclose full information about their financial status and the contract obligations which the applicant is required to meet.

In addition, they suggest that the S.B.A. publish a legal handbook to help potential franchisees to evaluate franchise agreements. "The franchise applicant has practically nowhere to turn for information," says Ozanne. "Most lawyers don't know the ins and outs of a franchise agreement, and magazines published by the franchising industry print primarily just the 'rags-to-riches' stories."

Books on franchising are not much better. Hunt and Ozanne recommend that one book, *Franchising: the Odds-On Favorite*, published by the International Franchise Association, be withdrawn from circulation because they feel it contains grossly inaccurate data on franchise failure rates.

They also advocate establishing a "cooling-off" period, during which a franchise applicant can change his mind and get his deposit back.

"During contract negotiations, the applicant is being sold," says Hunt. "He hears only the best side of the picture and since he has probably already made a deposit payment just to see the contract, he can be under great pressure to join the organization. Many franchisees sign in haste, then repent in leisure."

Hunt and Ozanne feel that an honest and open relationship between the franchising organization and the franchising applicant will not hurt the business. They cite chains which gave quality assistance to their members in the form of training and equipment and which were fair in other respects. These chains contributed greatly to the success of their franchised units and thus to the company as a whole.

Hunt and Ozanne's study, *The Economic Effects of Franchising* provides information for federal and state governments to draft legislation to regulate franchising and insure fair practices. The information also will be helpful to the S.B.A. which extends loans to enable small businessmen to enter franchising operations.

The report will be published soon by the United States Senate and is available from the Small Business Administration, 1441 L St., N.W., Washington, D.C. 20416.

## 11/30

Mr. and Mrs. NATHAN SWEET '11 were grand marshalls for the ninth annual Sierra Mountaineer Days held in September, according to a clipping from Oakhurst, Calif. They operated a children's camp in the Fish Camp area of the Sierra Mountains for seventeen years. During the last twelve years Mr. Sweet has become interested in the history of the mountain area and has been active in the Madera, Santa Barbara, Fresno and California Historical Societies.

UW professor emeritus GUSTAV BOHSTEDT '15 received an honorary doctor of science degree from Southern Illinois university at Carbondale at the summer commencement exercises Sept. 3.

Harry J. Koch '15 has moved from New York City to Fort Lauderdale, Florida.

Edith DODD Culver '16, Lake Geneva, has written a book entitled *The Day The Air Mail Began*, which tells the story of the first pilots who flew planes carrying air

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This section is limited to news of members of the Wisconsin Alumni Association.

mail, of whom her husband, H. Paul Culver, was one.

**ARTHUR C. NIELSEN, SR.** '18, who was captain of the varsity tennis team from 1916 to 1918 and who donated \$2.1 million to the UW for its indoor tennis stadium, was inducted into the Tennis Hall of Fame at Forest Hills, N.Y. in September. He took up the game at the age of 10 and still plays it at 73.

**GEORGE H. STUEBER, SR.**, '18 retired from the board of directors of Citizens State Bank and Trust Co. of Wausau in August. His son, **GEORGE JR.** '48, who is currently president of Stueber Dairy, took his vacant position on the board.

County Judge **FULTON COLLIPP** '24 of Adams, Wis. has retired after 46 years as an attorney, district attorney and county judge. He and his wife will continue to live in Adams and plan to travel as much as possible.

**OSCAR AUGUST HANKE** '26 has been named to the National Poultry Hall of Fame. He served as editor, editorial director, vice president and publishing director of the Watts Publishing Co. of Mt. Morris, Ill. for 41 years. Since his retirement in 1967 he has had a public relations consulting service in Mt. Morris. In 1970 he received a distinguished service award from the UW Journalism Institute.

**CLAIR N. SAWYER** '30 retired in September from his position as vice president of Metcalf & Eddy, engineering firm, for which he was also director of research. He will continue as consultant with the firm. He lives in Acton, Mass.

**31/40** Judge **WILLIAM C. ATTEN** '31, who has served over 36 years as a judge in DuPage County (Ill.) has recently retired from the Illinois Circuit Court of the 18th Judicial District in DuPage County.

**HONE '32**



**DE YOUNG '49**



The president of Radcliffe college, **MARY INGRAHAM Bunting** '34, who is retiring from that position in June, 1972, has been named Acting Master of South House at Radcliffe. Mrs. Bunting has been a lecturer on biology at Harvard; a member of the Atomic Energy Commission; of the board of the National Science Foundation; and of the President's Commission on the Status of Women.

**EBERT GENE FOURNACE** '32, Canton, Ohio, is national Elks Club grand exalted ruler. He is vice president of Ohio Power Co.

**C. WILLIAM HARDELL** '32, Greenwich, Conn., has announced the formation of Environmental Testers, Inc., of which he is president. He retired in late 1970 after 36 years with Sinclair Oil Corp. and Atlantic Richfield Co. His new company will identify and correct the seepage of petroleum and chemical products.

Newly appointed as director of communications and women's activities for the UW Foundation is **VIVIEN MORGAN Hone** '32. For twenty-two years preceding her appointment she was a writer and editor for the UW News and Publications Service reporting activities in the arts, humanities and sciences.

**ROBERT K. LEVINE** '34, Madison, was sworn in as the new director of the Wisconsin Selective Service System in August. He predicted a lowering of the age limit for local board members and a reduction in the maximum time a member may serve.

Mrs. **ELEANOR BOND Sampson** '36 was named Foster Care Caseworker of the Year by the Bensenville, Ill. Home Society. She was presented with a dozen and a half long-stemmed roses, each one representing a foster child with whom she works. She has been a caseworker for the agency since 1966.

**CAROLINE IVERSON Ackerman** '39 is a journalism instructor at Northeastern university, Boston. She was World War II aviation editor of *Life* magazine, first women's travel editor of Shell Oil Co., and first woman to pilot a small light plane to Alaska and Mexico.

**JOHN SOHRWEIDE** '39, Dallas, has received the Texas Restaurant Association's top honor, named as "The Outstanding Restaurateur of Texas." His three Southern Kitchens in the area serve close to 5,000 patrons weekly and do a combined annual business of \$1.5 million.

## 41/50

**RICHARD E. ELLISON** '42, president of Robert E. Stahl, Inc., Kenosha real estate brokerage, has been named to the Wisconsin Real Estate Examining Board by the governor. He is a past president of the UW Alumni Association and a recipient in 1966 of our Spark Plug award.

When **CHARLIE WURTH** '44 celebrated his 20th anniversary as manager of the coffee shop at the U.S. Forest Products Laboratory in Madison in August, he received a commemorative plaque from the staff of the lab. He is one of about 15 blind persons in Madison who operate coffee shops and concession stands in public buildings under the supervision of the Wisconsin Workshop for the Blind.

A nine-month Fulbright-Hays grant to conduct research in ecology at the University of Helsinki, Finland has been awarded to **ROBERT T. BROWN** '47, a professor of botany at Michigan Tech. His wife and four children accompanied him to Finland where his research will be an extension of work he has done for several years on forest growth.

**J. T. (TOM) DeYOUNG** '49, a composite products engineer, has been named to represent Goodyear Aerospace Corp.'s Commercial Plastics division in Detroit.

**VAL E. HERZFELD** '49 has been appointed vice president of markets and product plans for Sperry Rand's Univac division. He was formerly vice president of product development in Univac's worldwide development and manufacturing division. He and his family live in Valley Forge, Pa.

**ROBERT A. STEIL** '49 has been elected president of Madison's Litho Productions, Inc., a printing firm with whom he started as a sales rep in 1966.

**HERZFELD '49**



**HALL '55**





Photos courtesy Pan American World Airways, Inc.



Dubrovnik, Yugoslavia

'Such

\* And there are these value-packed tours as well.

Mexico Fiesta in Puerto Vallarta. (Jan. 18-25), \$389 from Milwaukee

Bahamas (March 31-April 5), \$376 from Milwaukee

New Orleans Weekend (Sept. 28-Oct. 1), with tickets for Wis-LSU game on Sept. 30. \$238 + 10% tax from Madison



Nairobi National Park, Kenya

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- **NORTH CAPE/SCANDINAVIA CRUISE** (June 9 - July 20) Forty-one days to 21 cruise ports, visiting Iceland, North Cape and Norwegian Fjords, Sweden, Finland, U.S.S.R., Poland, Denmark, The Netherlands, Belgium, England and The Azores. Sailing aboard the Holland American Lines' S. S. Statendam. **\$3,000** average, from New York.
- **CENTRAL EUROPE** (July 5 - July 26) Twenty-one days in Austria, Hungary, Yugoslavia, Turkey, Greece, by air, with three-day Greek Island cruise. **\$1,549** from New York.
- **SOUTH PACIFIC** (November 3-27) French Polynesia, Papeete, Tahiti, Moorea, Australia, New Zealand. **\$1,960** from Chicago.
- **AFRICAN SAFARI** (January 23 - February 11, 1973) Via Rome to Africa and Nairobi, Treetops, Mt. Kenya, Kericho, Serengeti, Ngorongoro, Lake Manyara, Amboseli, Murchison Falls, Fort Portal, Queen Elizabeth, Kampala. **Approximately \$1,800** from New York.

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PHONE (608) 262-2551

U.S. Air Force Lieutenant Colonel RAYMOND G. LAWRY '50 is a member of the 463rd Tactical Airlift Wing at Clark Air Base, Philippines. Col. Lawry, a veteran of World War II, has completed 24 months of duty in Vietnam and has served in Korea.

## 51/60

**RUSSELL M. OWEN '51** has been named president of Southwestern Michigan college in Dowagiac. He had been professor of higher education at Ball State university at Muncie, Ind.

**WILTON D. NELSON '54** is head of accident analysis for the safety research and development laboratory at General Motors proving ground, Detroit. Last summer he was one of 10 US representatives at a NATO conference on safety in Turin, Italy.

**RICHARD A. HALL '55**, who has been a special representative to medical centers for Burroughs Wellcome Co., manufacturer of medicinal products, has been named clinical assistant. He is headquartered in Seattle.

**JOSEPH L. STONE '55** is one of the partners in the newly formed law firm of Lowitz, Stone, Kipnis & Goodman in Chicago.

Newly appointed general agent for Wisconsin National Life Insurance Co. in Appleton and the surrounding area is **ROBERT C. GOEMANS '57**.

**JACK E. JENNERJAHN '57** has been named assistant professor of television in the Film and TV department of Montana State university in Bozeman. He was married in 1966, and he and his wife, Donna Jane, have two sons and a daughter.

**RUTH K. MITCHELL '57**, Springfield, Oregon, has accepted a position as head of research and systems for the higher education libraries in that state. She recently published a book entitled, *Information Science and Computer Basics; An Introduction*.

Former marketing manager for Fuller Laboratories, **RICHARD W. RAGATZ '60**, Edina, Minnesota, has formed Ragatz Associates to represent firms to the drug, pharmaceutical, hospital and cosmetic fields.

## 61/71

**ROBERT K. JENNINGS '63** has been appointed an assistant re-

gional director of agencies at Northwestern Mutual Life Insurance Co. in Milwaukee.

New headquarters for **GERALD E. KIMMEL '63** and his family will be Cleveland Heights, Ohio where he has been appointed district sales manager for the Eastern Inland district of Toro Manufacturing Corp.

Capt. **VICTOR C. SEAVERS '63** has received the Air Force Commendation Medal for meritorious service as an F-106 Delta Dart fighter interceptor aircraft pilot at Malmstrom AFB, Mont. He is now stationed at Tyndall AFB, Fla.

**DUANE HAETTER '64** and his wife, the former **MARY KIENOW '65**, have moved to Findlay, Ohio where he has taken a position with Marathon Oil Co.'s operations research department.

**JAN L. POLLNOW '66** has been elected an assistant actuary at The Hartford (Conn.) Companies where he will assume new responsibilities in the life actuarial department.

Capt. **DENNIS L. SCHULTZ '66** is attending the Air University academic instructor course at Maxwell AFB, Ala.

**DENNIS M. SHERMAN '66** has been appointed an assistant professor of political science at Denison university, Granville, Ohio.

**RONALD R. KNUDTSON '67** has been named foreman of sliced liver and wrap-and-pack operations at the Madison plant of Oscar Mayer & Co.

Capt. **PAUL O. PAGEL '67** is a communications-electronics officer at Kelly AFB, Texas. He previously served at Okinawa.

New assistant director for student affairs at New York university's Washington Square Center is **BRUCE C. SCHULTZ '67**.

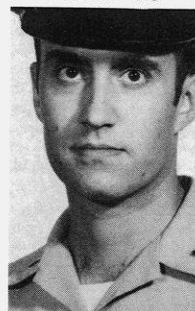
**JENNINGS '63**



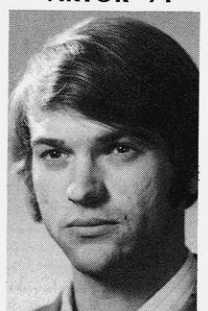
**WILLIS '69**



**LISKA '70**



**VIKTOR '71**



Air Force Capt. **DAVID C. VAN DYKE '67** is a pilot with the 55th Weather Reconnaissance Squadron at McClellan AFB, Calif. His unit provided data for the Apollo 15 mission.

**NILE BECK '68** is instructor for a new course in production agriculture at Blackhawk Vocational and Technical School. One class will meet in Green County and the other in Rock County.

**RENE R. BURKHALTER '68** has become associated with the Marinette law firm of Eastman, Faller and Pleger.

Recently released from active duty in the Navy, **STEVEN F. ROMBERG '68** is in the naval reserves in Monterey, Calif. where he is also active at the Naval Training Station. He has joined the real estate and land development firm of Albert Costa.

After finishing her internship at St. Mary's Hospital and Mayo Clinic in Rochester, Minn., **SANDRA GAUNT Klipstein '69** is dietitian at a La Crosse hospital.

Sergeant **RICHARD P. ROBERS '69** is stationed at Upper Heyford Royal Air Force Station, England.

**JAMES A. RUTLEDGE '69** has been employed as the Walworth County 4-H and Youth Agent.

Newly named as coordinator of the Marathon County Council on Alcoholism and Drug Abuse is **TIM H. STELLER '69**.

Recently promoted to rank of Lieutenant Colonel in the Army is **RICHARD F. WILLIS '69**. He is stationed at Carlisle Barracks, Pa.

**RICHARD J. KELLY '70** has joined the Eau Claire law firm of Garvey, O'Brien and Anderson.

**ROGER J. LISKA '70** has been commissioned a second lieutenant in the Air Force and assigned to Webb AFB, Texas for pilot training.

VERNON W. AVERHART '71 is a student at Washington university School of Medicine, St. Louis.

NANCY JEAN BROSSOW '71 has taken a position as receptionist-secretary for Congressman Robert Kastenmeier in Washington, D.C.

Commissioned second lieutenant in the Women's Marine Corps is DONNA HOUF '71.

MICHAEL D. KLUETZ '71 has been voted the \$500 award of the American Chemical Society in the annual undergraduate competition. The award is given to the student who has done the most outstanding research in nuclear chemistry or allied fields.

JUDY JURACEK '71 spent the summer as set designer for Attic Theater in Appleton before returning to the UW for graduate work.

DAVID A. PETERSEN '71 is the new head track coach, assistant football coach and teacher of general science and swimming at Fonda-Fultonville high school in Fonda, N.Y.

JIM SANDERS '71 has joined the staff of the Trempealeau County Soil Conservation Service.

MARGE TABANKIN '71 is the first woman to be elected president of the National Student Association (NSA). At the UW she was vice president of the student body.

JAMES H. TEMPKE '71 has joined the architectural firm of Hackner, Schroeder, Reslansky and Assoc. as a draftsman. He and his wife live in Onalaska, Wis.

WENDY M. TESSMAN '71 has joined the faculty of Luther College, Decorah, Iowa as an instructor in biology.

A new member of the Trane Co.'s commercial air conditioning division sales office in Minneapolis is JOE P. VIKTOR '71.

## Newly Married

1960

Margaret Clare ATTEN and David Hannah in Wheaton, Ill.

November, 1971

1961

Kathleen Elizabeth Fiedler and David Barrett WILLIAMS in Williams Bay

1962

Margilea Vera Swan and Ronald Karl ABEL in Britt, Iowa

1964

Susan Elsa LYNCH and James Henry CONNORS '66 in Racine

1965

Jacqueline Marie Dubay and Thomas James HUNSADER in Van Buren, Maine  
Arlene Jones and Dr. Marlen JUNCK in Williamsburg, Iowa

Sandra L. Esrael and Peter Colby WILLIAMS in Oconomowoc

1966

Mary Jill Nuzzo and Steven J. BACH in Westport, Wis.

Mary Lou KUESTER and Roy Ruckdeschel in Madison

Mary Marzolf and Robert OHLSEN in Sauk City

Mary Joanne Shea and David Lawrence STEENO in Midland, Mich.

1967

Susanne Marie BAUTCH and Thomas Edward Koscielecki in Madison

Nancy J. BLANCHARD and Edwin S. Watts in Cedarburg

Julie A. COHEN and John F. Anderson in Whitefish, Mont.

Bambi GASKIN and Edward Sobel in New York City

Barbara Sue KAPLAN and John H. Streicker in New York City

1968

Serafina De Martino and Charles A. FERRARO in Baltimore

Elizabeth Lindstedt HOFFMAN and Denis LANDRY '71 in Madison

Hope Ann KLEMME and Frank BASTIAN '70 in Plymouth, Wis.

Suzanne Michele CIAGLO '70 and Arthur Fredrick LUETKE in Fort Atkinson

Trudi Lee MILER and Michael Charles MAKOID in Wausau

Jacqueline Lucrece Crivello and Steven Frederick ROMBERG in Monterey, Calif.

Elizabeth Anne WEISS and Gary Charles HOPPER in Evansville, Ind.

1969

Mary Mallory REISCH '71 and William B. BECKER in Brookfield, Wis.

Joan Elizabeth Hunsader and Dudley C. BLANK in Algoma

Nancie L. EHRlich and Paul R. Fuhremann, Jr. in Berlin, Wis.

Pam Bleeker and Brent JOHNSON in Detroit

Beth Kriedeman and John R. KALEAS in Eau Claire

Karen Kaye KIMBALL and Eric Stephen BROWN '71 in Madison

Janelle Kay KONRAD and Eric Steven Jacobs in Milwaukee

Jane Martha KUETEMEYER and Larry Lewis Rockwood in Wauwatosa

Kathleen Ann KURTZ and Kenneth A. McNaught in Madison

Maripat Doherty and William Patrick MARTIN in Spring Valley, Ill.

Janice Kay PLOUS and William Paul Macaux in Oshkosh

Phoebe Lane REYNOLDS and Dennis Edward O'Connell in Madison

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Constance BECK '70 and Gary Richard WALD in Wausau

Judith Lynne WERBEL and Gregory Allen Sage in Delavan

### 1970

Lorraine BAKER and Gary WOROCH in Madison

Barbara BARTELL '71 and Marc SCHACHER in Highland Park, Ill.

Alice Jane BLAYNEY and Douglas Kernan BROWN in Milwaukee

Susan Ann BELEKEVICH and Delmar Eugene BROWN III '71 in Green Bay

Kathy Lou Kaplan and Colburn Terrell CHERNEY in Glencoe, Ill.

Marsha CONNOLLY '71 and E. Michael SCHNEEBERGER in Chippewa Falls

Jill Vandenberg and Loren Lee DAVIS in Madison

Linda Marie Bates and Lloyd James DICKINSON in Green Bay

Kathleen Alma Antaramian and George H. EASTON in Kenosha

Carol Ann ECKARDT and Stuart Randall in Baraboo

Judith Ann Thomsen and Dennis Edwin EWERT in Paton, Iowa

Candace Kreitlow and Gene HAFERMANN in Black Earth

Ellen Katherine KORST '71 and Reed Errol HALL in Madison

Susan Jill HAMANN and Harry Sebastian Hartman IV in Wauwatosa

Margaret B. HAUSMAN and James M. GOULD in New York City

Barbara HUEBNER and Roger J. LISKA in Johnson Creek, Wis.

Sharon Diane JOHNSON and Brian A. Kilpatrick in Mount Horeb

Diane Marie LePine and Stephen Lloyd KELLOGG in Oregon, Wis.

Mary Jeanne KENNEDY and David Ralph ANDERSON in Madison

Barbara Jean KNIGHT and Dr. Robert R. Henderson in Delafield

Barbara Ann KOLMOS and Ronald Anthony VENCI '71 in Kenosha

Julie Ann LAPIDUS and Abba Nof in Milwaukee

Linda Gail Faucett and Conrad Henry MARX in Washington, D.C.

Mary Lu CHRISTOPHERSON '71 and Douglas Robert McFADYEN in Madison

Geralynn Ruth Dietrich and John Todd McPHERSON in Madison

Linda M. MOE and Stephen Walter ELIASON in Chetek

Mary Shaw NEWTON and James Robert Sanger in Madison

Katherine A. PFISTER and Terence R. Thompson in Belleville, Ill.

Linda PLUTCHAK and Donald NOLAN '71 in Combined Locks, Wis.

Kristine Caroline SCHLOEMER and Daniel Jay DEKARSKE in Menomonee Falls

Linda Carol SCHMIDT and Hector de la Mora in Wauwatosa

Lucy Loraine Harr and Gary Michael SCHULTZ in Sparta

Marilyn Lee Graham and Richard Kent STEPPE in Madison

Nancy N. STOUGHTON and Bruce A. Larson in Milwaukee

Margaret Ann STRANSKY and Stuart Neil TEETERS '71 in Madison

Angela Michelle Amato and Robert S. TRAMBURG in Madison

### 1971

Susan Jane Lison and Charles ALMY in Madison

Diane Lee APPLEBAUM and Kenneth M. MERRILL Jr. in Racine

Catherine Anne Scheurer and Terry Lee Ervin ARMSTRONG in Mishicot

Linda Margaret ARPE and Michael F. Lehman in Fox Point

Jeanne Marie Morehouse and Donald J. BARRY in Madison

Colleen Mae Vine and Daniel L. BECK in Madison

Mary Louise Dulde and Martin Oscar BINN in Wauwatosa

Susan Jean BISSEN and William Thomas Mack in Whitefish Bay

Charlene Jacob and Robert Norman BOCK in Franksville, Wis.

Mary Ellen Jimieson and Michael Francis BOSOLD in Madison

Ellen Mary BRADBURN and John Thomas Frisch in Cedarburg

Joyce Louise Miller and Ben Samuel CAPUTO in Madison

Ellen Mary DARROW and Michael Preston Byrnes in New Rochelle, N.Y.

Marcia Mary DENAMUR and Jeffrey Owen Degner in Green Bay

Mary Jeanne DEYOUNG and Robert John Alexejun in Green Bay

Lynn Susan DOMRES and Bruce Buhmann in Wausau

Patricia A. Bosold and Stephen R. ELY in Madison

Carol Lynn ENERSON and William Paul MESTELLE in Ladysmith

Mary Barbara ERNST and Leslie Mark Flagg in Madison

Diane Marie Green and George Douglas ESSER in Madison

Linda Gay Burke and Theodore Robert FIFRICK in Madison

Laurel June FISHER and Richard E. STEFFES in Madison

Mary Frances GERLER and James Thomas Murray Jr. in Racine

Martha Ann Meiselwitz and Ronald E. GRIBBINS in Kiel

Felice Ann GUELZOW and Jack Byron Pulles in Beloit

Francha Helen HAEN and Gary Ramon Schrimpf in Kohler

Susan Marie HANEY and Michael T. Gerend in New Holstein

Beth Ann Hillmer and Michael Alan HARRIS in Madison



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 Carolyn HILL and Lee DeJongh in Monticello, Wis.  
 Mary Margaret HILTON and Donald J. RICHGELS in Weyauwega  
 Cynthia Ann Hansen and Thomas Robert HOLDEN in Madison  
 Nancy Corinne JAENICKE and William C. Macksam in Beaver Dam  
 Donna Maria JAMES and Bryan James Alley in Burlington, Wis.  
 Kathleen Ann Seckar and Mark James JUNGWIRTH in Oshkosh  
 Kathryn KAWATSKI and Brent C. BEHRENS in Waukesha

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Mary Margaret KELVIE and Dennis H. VAN DEN HEUVEL in Madison  
 Mary Ann Venable and Eric KIELICH in Milton, Wis.  
 Janet M. KIMFORT and Arthur Zimmerman in Madison  
 Vicki Marie Weyers and Gary G. KOHLS in Kaukauna  
 Julianne L. KOLLATH and Andrew S. Radetski in Green Bay  
 Kay Mary KREBSBACH and John N. Stellflug in Fond du Lac  
 Martha Ann Fowden and Robert Michael KUSSOW in Madison  
 Dorinda Cartier and John E. LAABS in Wauwatosa  
 Patricia Elizabeth LARSON and John W. Nonestied in Chilton  
 Jackie Lynn Martin and Thomas Edward LAUBER in Racine  
 Margaret Mary LE ROUX and Michael VOLLKERT in Superior  
 Lynn MANEGOLD and Paul Adams Rix in Nashotah  
 Robin M. Biddick and Mark H. MASTERS in Montfort  
 Jacqueline Jean MATHIESON and Clifford H. Gross in Denmark, Wis.  
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 Kathryn Ann McINTYRE and Donald H. Mezei in Sun Prairie

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Get the Big Band sound in stereo as done by the top musicians at the 1971 music conferences of UW's Indianhead Area Arts center, Shell Lake, Wis.

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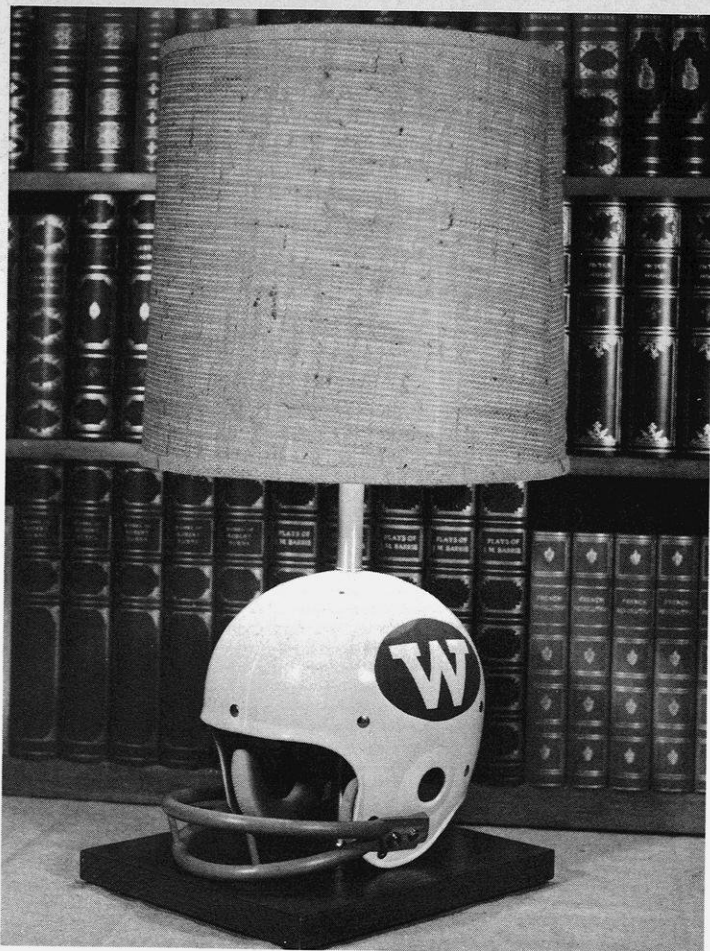
UW LAMP  
650 N. Lake Street  
Madison, 53706

Here is my check or money order for \$\_\_\_\_\_ Please send \_\_\_\_\_ UW helmet lamp(s) to:

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Mary Lee McMURRY and Thomas Stephen SELIGMAN in Middleton  
Arlana McKittrick and Steve MERRY in Madison  
Pamela Anne MICHAEL and Mark Dana LANGER in River Hills, Wis.  
Sarah Carbine and Fred MUERMANN Jr. in Milwaukee  
Gale Ann Horkey and Donald Joseph NESTOR in Dubuque  
Susan K. Wavra and Craig J. OLSEN in Madison  
Mary Jane Vogt and James W. PERRY in Baraboo  
Susan Kay Mechanic and Jeffrey Scott POWERS in Milwaukee  
Gilda E. Wagner and Paul Michael ROSS in Milwaukee  
Jane Ellen RUNFT and Donald Bruce Thayer in Mequon  
Kathryn Elizabeth SCHMIDT and Stephen J. DUNLAP in Boscobel  
Janet Signe SCHNEIDER and Daniel C. Stone Jr. in Kenosha  
Linda Rae SCHOENFELD and Marc Louis Polland in Milwaukee  
Harriet Margaret Ivey and William SKELTON in Mineral Point  
Judith Ann Koepp and John Godfrey SURAK Jr. in Fremont, Wis.  
Antoinette Marie SZYMANSKI and Gregory M. Brinkman in Milwaukee  
Sandy Kaye Olson and Joseph P. TRIPALIN in Madison  
Marilyn UCHYTYL and John DALY in Madison  
Carol Lynn VANT and Joseph Paul Howley in Windsor, Wis.  
Pamela Ann VOGT and Richard Joseph Hyland in Wauwatosa  
Ann Camilla VON BRIESEN and George E. LEWIS in Milwaukee  
Mary Constance WASIELEWSKI and Thomas Michael Parsons in Milwaukee  
Diana Lynn WEIS and Tom Gordon ITTNER in Milwaukee  
Therese Gunty and Gregory WEPNER in Hometown, Ill.  
Barbara Lynn YURKOVICH and Steven D. Ebert in Madison  
Constance Ann Seidl and Gary Bernard ZOELLNER in Marshfield

## Deaths

Mrs. Theodore Faville (Ella Lydia ESCH) '02, Madison  
Burton Elmer KETCHAM '02, Long Beach, Calif.  
Lucian Herbert CARY '08, Wilton, Conn.

- Edgar B. COLLADAY '09, Hillsborough, Calif.  
 Harold Mann DUDLEY '09, Anaheim, Calif.  
 James Isaac TURNER '09, Sidney, Mont.  
 Wendell Garrett WILCOX '09, Winter Park, Fla.  
 Mrs. George Houwers (Janet PFEILER) '10, Santa Barbara, Calif.  
 William A. KLINGER '10, Sioux City  
 Mrs. H. F. Ringo (Agnes Learned JOHNSON) '10, Butte  
 Frederick Bailey STILES '10, Aberdeen, S.D.  
 Frederick William BRAASCH '12, Sheboygan  
 Victor Emanuel FEIT '12, St. Paul  
 Robert Austin LAMSON '13, Oak Park, Ill.  
 Rev. Kenneth Dion MARTIN '13, Lake Delton  
 Frank Raymond MENNE, M.D. '13, Peebles, Wis.  
 Irving Winfred SMITH, Sr. '13, Niagara, Wis.  
 Magdalene Elizabeth THOMPSON '13, Platteville  
 Cecil YAMPOLSKY '13, Cornwall Bridge, Conn.  
 Edward Franklin TANGHE '14, Hayward, Calif.  
 William Henry TOLHURST '14, Walnut Creek, Calif.  
 Harry William TUFT '14, Fontana, Wis.  
 Mrs. T. L. Hazard (Nellie Maude BLACK) '15, Iowa City  
 Cornelius Wyman POOR '15, Onancock, Va.  
 Edward Arden SIPP '15, Watertown  
 Chester Carlton DODGE '17, Waban, Mass.  
 Dana Presley OGDEN '17, Ottawa, Ill.  
 Richard Hoyt EDE '19, Gary, Ind.  
 Sister Katherine Anne JONES '19, Fond du Lac  
 George Ellsworth MILLER, Jr. '19, Winter Haven, Fla.  
 Allen Russel BURR '20, Madras, Ore.  
 Alva Edward GAREY '20, Madison  
 Leon La Verne WRIGHT '20, St. Louis  
 Henry Peter MARTIN, Jr. '21, Scottsdale, Ariz.  
 Burl Alva SLOCUM '21, Alhambra, Calif.  
 Adolph Otto TECKEMEYER '21, Geneva, Ill.  
 Oscar B. WESTMONT '21, Lompoc, Calif.  
 Edward Hubert BORGELT '23, Milwaukee  
 Clarence Oliver HEIMDAL, M.D. '23, Aurora, Ill.
- Frederick Emanuel RISSER '23, Madison  
 William Everett WARNER '23, Columbus, Ohio  
 Esther WEIGHTMAN '23, Madison, in Dunedin, Fla.  
 Edmund Joseph BRUNNER '24, Grantsburg, Wis.  
 Mrs. Anton J. Christensen (Mildred Alletta MEANS) '24, Racine  
 Belva Marie MARTY '25, Long Beach, Calif.  
 Edwin Albert CARLSON '26, Madison  
 Louis George COSENTINE '26, Port Washington, Wis.  
 Russell William JONES '26, Columbus, Ohio  
 Mrs. Walter Leigh Leonard (Anabel Beatrice CREMER, M.D.) '26, Albuquerque  
 Leslie Raymond PEARD '26, Buffalo, N.Y.  
 Evelyn Boyce SPENCER '26, Toledo  
 Mrs. John H. Vohlken (Estella Mae RAWLEIGH) '26, Freeport, Ill.  
 Victor Carl WANGENSTEEN '26, Duluth  
 Thomas August HIPPAKA '27, Ames, Iowa  
 Hubert Stanley WALL '27, Austin, Tex.  
 Mrs. Wayne Hosmer Holmes (Edith Mae HOLT) '28, San Diego  
 Cyrus George REZNICHEK, M.D. '28, Madison  
 Alfred Edward RHEINECK '28, Fargo  
 Mary Vivian WITT '28, St. Joseph, Mo.  
 Arvin F. DOYLE '29, Rock Island  
 Mrs. Richard K. Dugdale (Helen Inza KARLEN) '29, Colorado Springs  
 Lewis Henry KOLTES '30, Wausau  
 John Levi NICHOLS '30, Lake Geneva  
 Mrs. Eugene C. Frank (Ruth Henrietta BARBER) '31, Burlington, Wis.  
 Paul A. LEEB '31, Milwaukee  
 Harold Clyde LIDICKER '31, Omaha  
 Theodore Eugene WHITING '31, Washington, D.C.  
 Cannon Chiles HEARNE '32, Walnut Creek, Calif.  
 Frederick Rogers MANGOLD '32, Gilbertsville, N.Y.  
 Mykola Hryhor HAYDAK '33, St. Paul  
 Charles Stuber MOHAUPT '33, Cuyahoga Falls, Ohio  
 Gilbert Edward McDONALD '35, Madison  
 Mrs. Glen Austin (Barbara Elizabeth BUCK) '36, Madison  
 Sister Mary Teresilla GURTNER '36, Sioux Falls  
 Joseph P. BETKER '37, Milwaukee (with his wife in a plane crash)  
 Paul DeWitt COFFMAN '37, Long Beach, Cal.
- Paul Leo KRATOCHWILL '37, Harvey, Ill.  
 James Gordon LUTHER '37, Shawano  
 Joanne Mary NELSON '39, San Mateo  
 Allison Everett PECK '40, San Jose  
 Alvin Henry BABLER '41, Monroe  
 Elliott Louis BOSSMAN '41, Horicon  
 Wayne Lee JOHNSON '42, Westfield, Wis.  
 Daniel ROSS, M.D. '42, Highland Park, N.J.  
 Harold Christian ROGE '43, Leesburg, Va.  
 Mark Byron BAILEY '46, Milwaukee  
 Roland VAN SLYKE '47, Hurley  
 Mrs. Normand A. Cohen (Elayne DIAMOND) '48, Highland Park, Ill.  
 Leonard Russel KUSCHEL '48, Verona  
 James Robert BEER '49, St. Paul  
 John Thomas JENKINS '49, Green Bay  
 Henry Ray JOHNSON, Jr. '49, Fair Water, Wis.  
 Elmer Joseph KANIA '49, Milwaukee  
 Paul Martin BLACKBURN '50, New York City  
 Lawrence Eugene CONIFF '50, Green Bay  
 Paul Wesley ERICKSON '50, Bethesda, Md.  
 Robert Basil FORD '50, Prescott, Ariz.  
 Rudolph August POSTWEILER '50, Boulder, Colo.  
 Edward George OLSON '53, Sturgeon Bay  
 Wallace Francis LOVEJOY '56, Dallas  
 Nora Inanda KITTLESON '57, Madison  
 Richard Allen SWENSON '59, Whitefish Bay  
 Charles Brian CHIPMAN '60, Mount Gilead, Ohio  
 Alan Michael ABRAMS '65, Englewood, N.J.  
 Mrs. John Henry Doyle (Mary Frances HOFFMAN) '68, Chicago, in Alaska  
 Mrs. John M. Straub (Beth Yvonne GIBBON) '68, Stoughton

#### FACULTY DEATHS

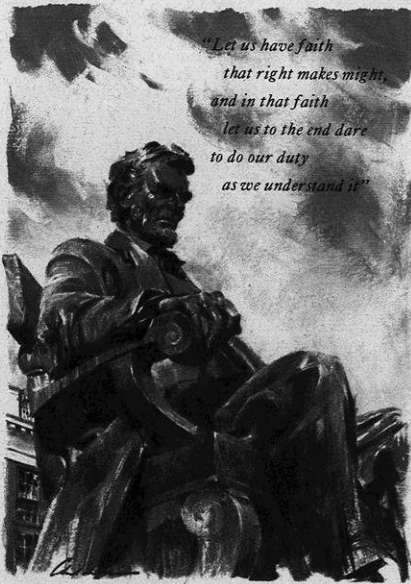
Walter E. SULLIVAN, Ph.D., 86, in Costa Mesa, Calif. Dr. Sullivan served on the faculty of the anatomy department of the Medical School from 1926 to 1956. Memorials to the Walter E. Sullivan Memorial Fund, % Medical School Administration Office, 333 N. Randall.

Mabel G. MASTEN, M.D., 73, former chairman of the Department of Neuropsychiatry of the Medical School, died in a traffic accident in Iowa. She had been living in Palm Beach, Fla. Dr. Masten was affiliated with the department from 1927 to 1954.

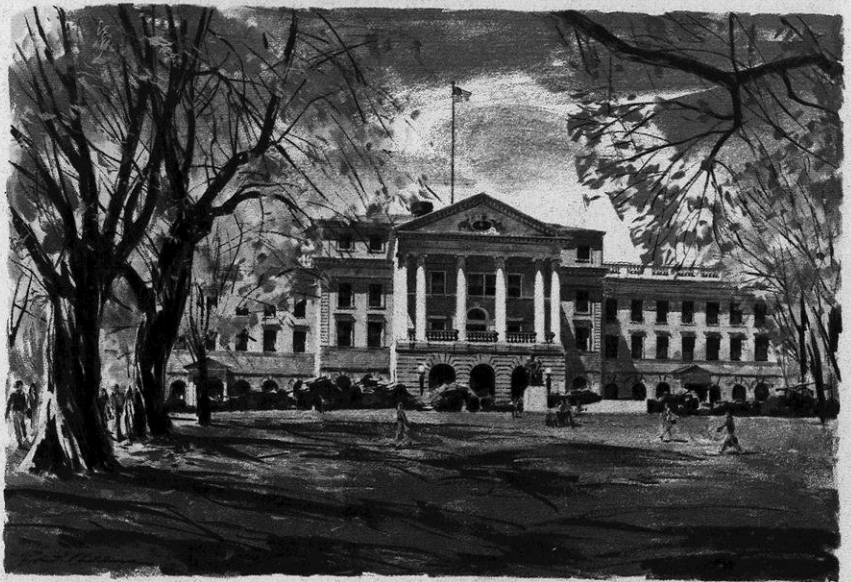


# The 'Portrait' of the University of Wisconsin

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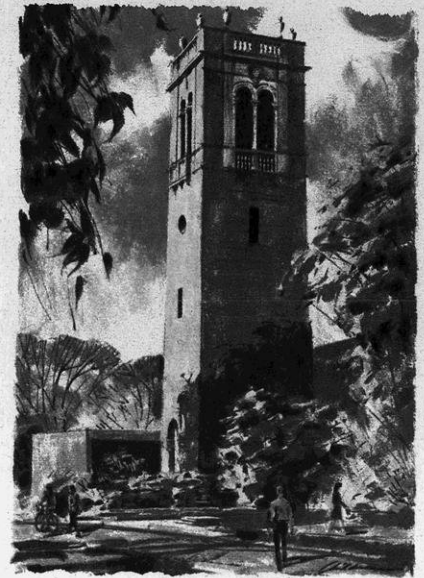


*Lincoln Statue*



*Bascom Hall*

Famed watercolorist Robert Childress came from his Connecticut studio to choose these three favorite sites for his portrait of the University. From his vibrant originals he carefully supervised this limited first edition. Here is Bascom Hall amid autumn foliage, Carillon Tower surrounded by the soft pinks and greens of spring, and the Lincoln Statue in the rich patina of the years. Reproduction is on heavy watercolor style paper. The Bascom Hall print is 24" x 18"; Carillon Tower and Lincoln Statue are 12" x 16" each. Each will frame handsomely, of course. Own a set for your den or office, and give sets to your friends and family to whom these beloved scenes mean so much. \$20 the set, unframed.



*Carillon Tower*

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**Portrait of Wisconsin**  
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