



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 85, Number 6 Sept. 1984

[s.l.]: [s.n.], Sept. 1984

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

Memorial Library
Serials Dept.
CAMPUS MAIL

Wisconsin Alumnus

Volume 85, Number 6
September/October 1984

RECEIVED

SEP 24 1984

UNIV. OF WIS. LIBRARY

The Old School Pants

Fanatics™* are not pants for the timid, the shy, the uncertain or the uncommitted. They're pants that shout your loyalty while whispering of your success. A way to show your colors. In style.

Fanatics aren't inexpensive. But that's because we're such fanatics about comfort, durability and fine tailoring. Our fabrics, for example. We chose our hard-finish cotton/polyester twill and our dress grey wool/polyester worsted for maximum wearability, minimum wrinkling. Each monogram is individually embroidered — 1100 stitches per monogram — 40 monograms per pair!

Fanatics come with regular rise and unfinished cuffs. **Satisfaction is guaranteed or your money back.**

Order your Fanatics now. You've always known you were the school's biggest booster. Now everyone else can know it, too.

* Patent Pending
© FANATICS 1984

FANATICS™

The Sportswear Sports Wear

Mail to: FANATICS, P.O. Box 1279, 1106 W. Main, St. Charles, IL 60174.
Fanatics available in men's even waist sizes 32-42 and women's even sizes 6-16.

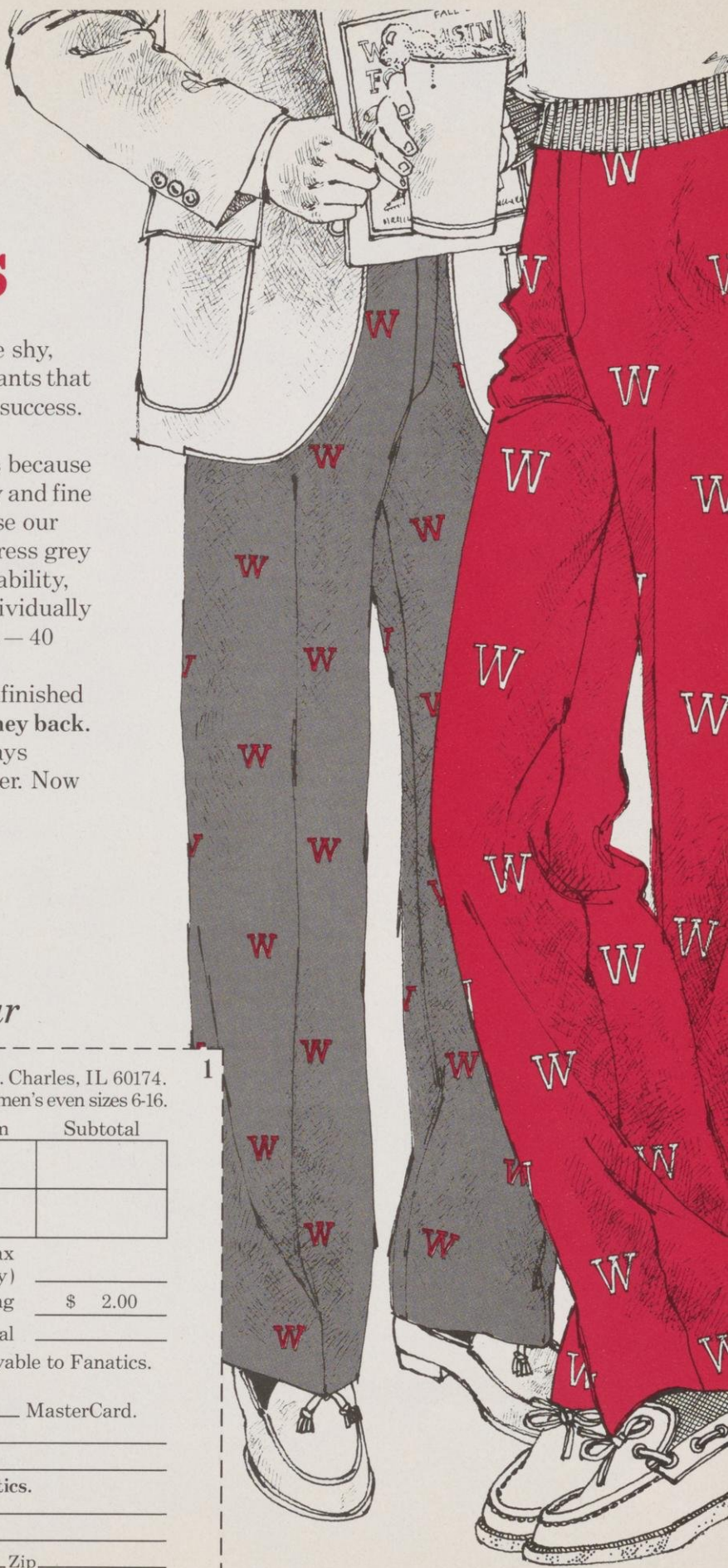
	Quantity	Size	Inseam	Subtotal
Twill \$65/pr.				
Dress worsted \$79/pr.				

6% Sales Tax
(Ill. residents only) _____
Postage/Handling \$ 2.00
Total _____

_____ I've enclosed my check or money order payable to Fanatics.
(No CODs, please.)
_____ Please charge my _____ VISA _____ MasterCard.
Acct. # _____ Exp. Date _____
Signature _____
_____ Please send me more information on Fanatics.

Name _____
Address _____ Phone _____
City _____ State _____ Zip _____

Yes, FANATICS are available for other schools, too!



Wisconsin Alumnus

Volume 85, Number 6
September/October 1984

Staff

Executive Director

Arlie M. Mucks, Jr. '43
262-2551

Associate Director

Gayle Williams Langer '59

262-7545

Assistant Director

Carolyn Walker Libby

262-9521

Director of Member Services

Jennette M. Poulik

262-9651

Director of Clubs/Student Relations

Steven R. Merrick MA '82

262-9630

Director of Promotion

Ann L. Benda '79

262-9648

Director of Accounting

Margo Stanek

262-2663

Director of Continuing Education

Suzanne J. Miller

262-9647

Editor

Thomas H. Murphy '49

262-9639

Assistant Editor

Christine Hacskaylo MA

262-5895

Area Code: 608

Editorial Advisory Committee

Chmn., Betty Erickson Vaughn MS '49;

Donald K. Davies '52, Features Ed.,

Wisconsin State Journal;

Prof. James L. Hoyt '65, '67, '70, School

of Journ. and Mass Comm.;

Prof. Mary Ann Yodelis-Smith MA '69,

PhD '71, School of Journ. and Mass

Comm.;

Emer. Prof. Fannie T. Taylor '38,

Consortium for the Arts;

Linda L. Weimer MS '72, Coordinator,

Info. Services;

Jonathan G. Pellegrin '67

Wisconsin

Alumni Association

Officers, 1983-'84

Chairman of the Board

Jonathan G. Pellegrin '67

Johnson Hill Press, Inc., Ft. Atkinson

President

Alfred S. DeSimone '41

Equitable Life Assurance Society

Kenosha

First Vice President

Robert W. Brennan '57

Chamber of Commerce, Madison

Second Vice President

Andrew G. Wojdula '65

N. W. Gibson International, Chicago

Third Vice President

ArthaJean Petrie Towell '53

5502 W. South Hill Dr., Madison

Treasurer

John A. Gable '66

12502 F. East Evans Circle,

Aurora, Co.

Assistant Treasurer

Mary Clare Freeman '48

Lincoln School, Wausau

Secretary

Margaret Prehn Nielsen '45

653 Highland View Drive

West Bend

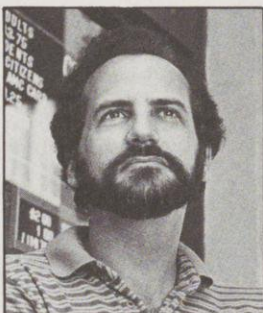
Assistant Secretary

Charles P. La Bahn '49

Orion Corporation, Grafton



page 14



page 15



page 20

8 When The Joffrey Came To Town

Going to ballet class on a summer morning.

10 The Dean Makes A Move

Robert H. Bock, of the School of Business, has gone back to teaching. Here he tells us why.

12 Spreading Scrippholy Wherever They Go

The Wisconsin Writing Project fills a long-neglected need for the classroom teacher.

14 You Have Come A Long Way!

This year Wisconsin Women's Intercollegiate Athletics celebrates its tenth anniversary.

15 Prof. Donnerstein's Study Of Movie Sex And Violence

His findings may surprise you.

16 "Wisconsin Memories"

All yours in glorious color!

18 Mr. Klus Goes To China

He's helping revive its neglected field of adult education.

20 Rethinking The Beat

For thirty years Prof. Herman Goldstein has been urging police departments to solve the problems behind broken laws.

Departments

4 News

6 Short Course

22 Member News

27 Deaths

30 On Wisconsin

31 Letters

Cover:

Norman Lenburg's buoyant football shot is from "Wisconsin Memories," p. 16.

THE WISCONSIN ALUMNUS is published six times a year: January, March, May, July, September and November. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$25 a year.

The News

Assembly Will Keep UW A "World University"

In a July interview with Matt Pommer of the Capital Times, the Assembly Minority Leader Tommy Thompson '63, '66 (R-Elroy) said there is bipartisan agreement among Assembly leaders to keep the UW-Madison as a "world university."

"If the Madison campus deteriorates to a second-rate university, the whole (state) higher education system goes down," Thompson said. He was referring primarily to controversies among faculties of other UW campuses in the state system regarding salaries. He said his position might be difficult to sell to other legislators who have those campuses in their districts.

Thompson predicted that the Legislature will provide additional monies to im-

prove faculty pay on all the campuses, but that the Madison campus should be treated as a special situation.

Another Enrollment Record Probable; Dorms Get Surprise

By early August, Registrar Thomas Hoover was predicting a campus enrollment of 43,700 this fall based on confirmed applications. This total would set another record.

It appeared that the crunch might be felt most annoyingly by freshmen expecting a dorm room. Housing director Norman Sunstad said that as many as 350 might have to take "temporary accommodations" because there has not been the number of cancellations the staff had come to expect. The residence halls, not unlike hotels, tend to

overbook according to experience on no-shows. Sunstad said those roomless freshmen will be able to do very nicely in lounges which the staff are converting.

Afro-American Alumni Association Hosts First Reception

The newly formed UW Afro-American Alumni Association will host its first annual Homecoming Weekend Reception in Madison, Oct. 12-14. All Afro-American graduates and currently enrolled students are welcome.

The event will feature block seating at the Minnesota game, a Saturday banquet, and a dance. Dr. James E. Baugh MA'72, PhD'73, former UW Systems Vice-President and presently on the Washington staff of HUD, will deliver the keynote ad-

The Way We Were—19



IT HAPPENED EVERY FALL. From 1945 to 1958, the years of E.B. Fred's tenure as University president, his wife acted as the kindly den mother at hundreds of social functions involving students. She didn't just appear at them, she ran them, and she seemed to have a particular desire to make the shy freshman feel at home on campus. To this end she held annual receptions in the garden of the official residence on Babcock Drive and, as here, a tea for freshmen women every fall. This is the 1951 version, and her guests are: Barbara Little, Sonia Shogren, Patricia Shaefer, Mary Lou Steiner, Jane Ramsay and Marilyn Wille.

dress. Ruth Bachhuber Doyle '38, the first director of the University's Five Year Academic Advancement Program, will be honored at the banquet.

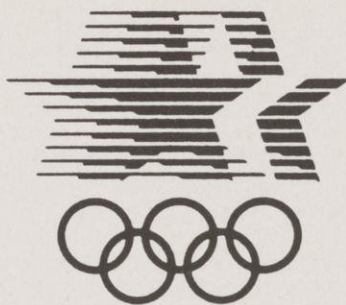
For tickets and reservation information write to the Afro-American Alumni Association, Inc., P.O. Box 570, Madison 53701, or call Kwame Salter, 608-266-3846.

Astronomy Professor Named Shuttle Astronaut

Astronomy Prof. Kenneth H. Nordsieck has been named a space shuttle payload specialist and will ride aboard two of three Astro mission flights scheduled to start in March of '86. The professor, whose specialty is space astronomy, will help operate three telescopes, including the Wisconsin Ultraviolet Photo-Polarimeter Experiment which will study the heavens on wavelengths of ultraviolet light. The first mission is scheduled to coincide with the arrival of Halley's Comet.



Nordsieck will become the third UW shuttle astronaut. Former astronomy professor Robert Parker and engineering alumnus Brewster Shaw '68, '69 were specialist and co-pilot aboard Columbia last December.



Seven Badgers Make US Proud in Summer Olympics

Seven alumni or former students headed west for the Summer Olympics, and came away with a gold, a silver, a bronze and all the pride anyone could ask for.

Carrie Graves (Spring Green) and Kristen Thorsness (Anchorage) helped the US win the gold in the eight-oars-with-coxswain race. Wrestler Andy Rein of Stoughton took a silver medal in a disputed "criteria decision" at 149.5 lbs. The basis of his loss was a three-point throw executed by his opponent, In-Tak You of Korea in the first three-minute period.

Bob Espeseth, now of Champaign, Ill., rowed to a bronze in the pairs-with-coxswain. Cindy Bremser of Mishicot placed fourth in the women's 3000-meter run after the Mary Decker/Zola Budd accident; Steve Lacy of McFarland failed in the qualifying meet for the 5000-meter run.

Chari Towne, of Wild Rose, rowing in pairs-without-coxswain, placed fifth in a race won by the Rumanians.

La Follette Institute Of Public Affairs Dedicated

The La Follette Institute of Public Affairs was established earlier this year with special funding from the state legislature, and this month a formal dedication took place in the Memorial Union Theater. Former secretary of HEW Wilbur Cohen '34 and Arizona governor Bruce Babbitt joined state and University dignitaries at the ceremony.

The institute plans to contribute University expertise and resources to solving public policy problems and to involve faculty in the formation of state policy. It incorporates the Center for Public Policy and Administration which will continue to train graduate students for government careers.

Sparkplug Award Winners



Burek '69



Wojdula '65



Wolf '76



Zoerb '68

Meet 1984's Sparkplug Award winners, honored for their leadership and enthusiasm at the local club level. From left: Brian Burek '69, Tampa; Andrew Wojdula '65, Arlington Heights, Ill.; Mark Wolf '76, Fort Lee, NJ; and David Zoerb '68, West Bend. The awards are presented at the fall Club Leadership Conference.

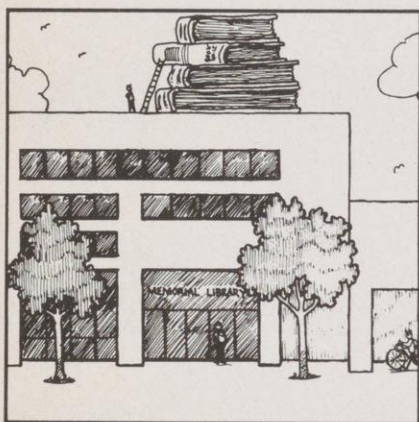
Football Badgers on TV After All

The Badgers will play football on TV this year, according to an announcement by the chancellor on August 16. The decision is permitted by an option the NCAA offered when it imposed a ban for alleged violations of recruiting rules. "We could choose '84 or '85 to be off the air and chose 1985," said Shain, "in view of the Big Ten's desire to have Wisconsin participate in football broadcasts this fall."

Set definitely is the November 3 Badger game at Iowa, over CBS-TV at 11:10 a.m. CST. And, said the press handout, being "considered" by CBS is the October 27 game at Ohio State. That decision won't come from the network until early October, but the announcement said that if CBS doesn't carry it nationwide, it will be part of a Big Ten regional TV package. □

Short Course

By Tom Murphy
Editor



HIGHER LEARNING. If the building budget goes through there'll be a \$9-million vertical addition to Memorial Library by 1989. But tomorrow wouldn't be too soon. There are 2.5 million books there, with 55,000 coming in yearly. This puts the present storage space at 87 percent of capacity (efficiency experts say 75 percent is the upper limit), and it will go over 100 percent if the addition isn't finished right on the nose. The library was built in 1954, and a wing added in '74.

GOOD FELLOWS TOGETHER. The list of 283 Guggenheim Fellows for 1984 is pleasantly laced with names of our alumni and faculty. To wit, alumni: Michael Adas MA'67, PhD'71; Herbert Gutman PhD'59; John Higham MA'42, PhD'48; Charles O. Jones MA'56, PhD'60; Arne L. Kalleberg MS'72, PhD'75; Alicia Ostriker MA'61, PhD'64; Samuel C. Patterson MS'56, PhD'59; David R. Ringrose MA'62, PhD'66 and George W. Swenson PhD'51. Faculty: Arthur S. Goldberger, economics; Robert M. Hauser, sociology; Michael MacDonald, history; Bahaa E.A. Saleh, electrical and computer engineering; and Hyuk Yu, chemistry. We found out about them through the assistant secretary of the Guggenheim Foundation who, it turned out, is Mary E. Woodring. She was a secretary in our poli sci department and president's office while her husband Carl was on the English faculty from 1948 to 1961.

DOWN TEN AND HOLDING. You were doing fine on your diet until you took off x pounds. Now it appears you're stuck there unless you never eat again. How to lose

more? Exercise, says campus phy ed researcher Doris Lennon, but not just because health types always say that. The body has what are known as "resting metabolic weights" which are like landings on a staircase—you go down a few pounds and level off; down a few more, level off discouragingly again. Lennon says they did tests here—the first in the country—and discovered that exercise appears to wipe out some of those "landings." It works better for women than for men, but they don't know why.

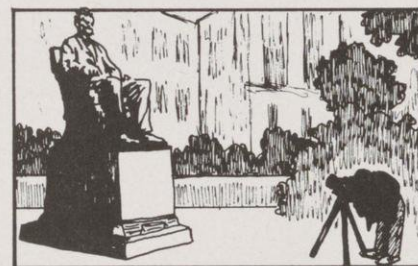
R&D FUNDING. For the second year in a row, says the National Science Foundation, we rank third nationally in attracting funds for research and development. The latest figure is \$158 million in 1982, which is 7 percent over the previous year. These R&D "assignments" are distributed to institutions competitively, the funds coming from the federal government, various foundations and industries, and—about 10 percent of it—from the state, says Grad School Dean Robert M. Bock. The two institutions which outdrew us were Johns Hopkins and MIT, where—and because—they do classified research, a type we do not accept.

TAKE A WALK. If you want to see the campus, then come along with WAA's Student Board members on a Saturday morning about 10 o'clock. They'll conduct tours for prospective students and their families and anyone who's interested. There's one a month, on: Oct. 6, Nov. 3, Dec. 1, Feb. 2, March 2, April 6 and May 4. It works through the Office of New Student Services, and you have to have reservations. To make them, call that office at (608) 262-3318.

THE FACTS OF FINANCIAL LIFE. Chancellor Irving Shain talked to our Board of Directors at their retreat here in July and got around to the state wage restrictions that have devastated faculty morale this year. He said that 164 had so far received "substantial" offers from other institutions or industry. Forty-two left, some agreed to stay, others haven't decided. Those who departed had active gifts and grants totaling over \$2 million. Talking about that \$158 million that came to the campus for R&D, Shain said our fifty highest-paid faculty members are responsible for generating

\$40 million of it. Interesting incidental: someone asked how scientist and department are rewarded when research results in a saleable product for supporting industry. The answer: for those inventions handled by WARF, faculty get the first twenty cents of each royalty dollar, the department gets the next fifteen. The rest becomes part of the annual WARF gift to UW-Madison. This year that will top \$8 million.

PICTURE SHOW. The UW Press is compiling a photographic history of the campus, a project that needs your help. If you have photos of: student life, faculty, campus events, landmarks, works by campus artists, UW programs in various parts of the



state, *don't* send them. But please write and describe them to Ronald J. Weber, c/o UW Archives, Memorial Library, 728 State Street, 53706. After that, someone will contact you.

ZONA'S LULU. For very good business reasons, Broadway producers often revive the golden oldie, and when they guess right it plays to SRO audiences, as witness currently *On Your Toes* and *Death of a Salesman*. Now, two of them have issued press releases proclaiming their faith that *Miss Lulu Bett* can be a hit if it comes around again. That's the play by the late Zona Gale '95, '99 of Portage. In 1920 she adapted it from her best-selling novel (in ten days!) and won the Pulitzer, the first woman playwright to do that. (She wrote two endings; the one the public seemed to prefer, and the one she liked. The new producers are going to make you toss and turn without knowing which they intend to use.) If you or the play don't make it to Broadway, come to the Union Theater on October 27 when it will be performed by the Milwaukee Repertory. Zona Gale (who married a man name Breese. Honest.), was a regent for many years. She died in 1938.

CLASSY. At this writing we don't know whether fall enrollment will set another record for numbers as predicted, but take a happy look at the kind of freshmen we get. (Last fall's class profile is close enough to make no difference.) About 5100 will enroll, of whom 67 percent are state residents. They come from 373 Wisconsin high schools out of 1004 in forty-three states, one territory and twenty-three foreign countries. Madison West sends the largest number—166, and the next eight top producers are, in order: Madison Memorial, Glendale Nicolet, Madison LaFollette, Brookfield East, Madison East, Middleton, Brookfield Central, and Waukesha South with fifty. State-bred or not, they flock heavily to L&S, with Engineering in second place. The requirement is that they come from the upper 50 percent of their high school class (not necessarily a cinch; West High, for example, produced more National Merit finalists last year than any other public school in the country; Money Magazine puts it in the top twenty nationally). But the top half isn't good enough for the kids who come here: a third were in the top 10 percent, more than half in the top 20 percent.

DRESS UP THE BAND. The 300-piece Marching Band is one of the busiest in the country, and feel free to bet it's one of the best. Now there's an idea going around that will prevent its being one of the shabbiest. They need new uniforms. Badly, after twelve tough years in these. New ones cost \$278 apiece, so Director Mike Leckrone and the UW Foundation cordially invite you to "join the band" in this nicest possible way. Every donation helps, of course, but if you (A) pay for a complete uniform and (B) do it very soon, you get to march down the field with them after the Northwestern game here on September 29. Please make out your (tax-deductible) check to the Marching Band Fund and send it to the UW Foundation, 702 Langdon Street, 53706.

CONAN THE BADGER. Arnold Schwarzenegger is not one of our alumni, in case you've read that he was and plan to bet on it. This summer, an AP feature said he had a degree from our School of Business. Wrong. Then Don Davies of the Wisconsin State Journal sent us a clipping. It was dated 1980, and it showed Arnold getting a

degree from the *UW-Superior*?? It doesn't say why, but it's correct. He put in the last semester or so up there after UCLA.

ANSWER THE PHONE. "Wisconsin Calling" is back in full swing. That, too, is a fund-raiser; 3500 of you who were phoned last spring pledged more than \$130,000 toward your favorite school or college or department on campus. This fall, students will phone alumni of Business, L&S, Music, Meteorology, Family Resources, Education, Pharmacy and Agriculture. Plus everybody in the classes of 1935 and 1958 for their reunion funds. You who answered the call last spring did so at more than double the national success average for this kind of campaign at public universities!

BAD CONNECTION. It isn't the kids moving in and out all the time that makes us old, it's our fraying nerve-muscle connections. Physiology Prof. Dean O. Smith has been studying the aging process in rats and he explained it this spring to the American Association for the Advancement of Science. Exercise helps preserve muscle tone but, still, the impulse from nerve to muscle doesn't cross the gap the way it used to. Smith's assistant, Julie Rosenheimer, said that stress makes us age faster, too. She found that out by giving the rats a lot of small electric shocks to the feet, which should do the trick. Almost as bad as having the kids moving in and out all the time.

HOME AWAY FROM HOME. And when they *do* move out again, if in Madison and if they're still in school, they become part of a market for more than half the city's rental property. No doubt they'll get their apartment leads at the Campus Assistance Center in the old yellow house at 420 North Lake Street. Over there they list about 7000

off-campus rental openings a year. That kind of volume, incidentally, helps protect the student, says CAC Director Steve Safian. The threat to drop unscrupulous landlords from the list has been known to shape them up fast.

TAKE A FRIEND TO LUNCH. Now they're pecking away at the tradition of feeding the birds in winter—it reduces natural competition or pulls in too many birds—that sort of thing. But pay them very little heed, say two of our Extension wildlife specialists Scott Craven and Robert Ruff. There are a few rules of the game, though: don't start something you can't finish—be sure you can provide food all winter. Clean the feeder regularly (even wash it occasionally



in a weak solution of bleach) and shovel up the hulls underneath because therein breed bird diseases. They also say you can probably attract a tonier crowd if you blend your own mix. You can read all about it in an Extension booklet by Craven and Ruff, *Bird Feeding: Tips for Beginners and Veterans*, (Publication G3176) is available from Wisconsin county agents or from the Agricultural Bulletin Office, 1535 Observatory Drive (53706). The price is chickenfeed: \$1.79.

SCHOOL TIES. Madison's Connie Carpenter, the first American cyclist to win Olympic gold since 1912, is the great granddaughter of Imogene Hand Carpenter '87, the first woman president of the Wisconsin Alumni Association and for whom the family has endowed two of the scholarships we give annually to junior women. Connie's grandparents were Russell H. ('14) and Louise Lockwood Carpenter, she of our music faculty from 1923 to 1955; her father is Charles A. ('53); and one of her two brothers is Charles R. (MS'82). (Connie didn't go to school here. For a list of Summer Olympians who did, see page 5.) □



When The Joffrey Came To Town

*Going to ballet class
on a summer morning.*

At 8:15 on a hot July morning, Maria Grandy looked like she could think of other places she'd rather be than beside an elderly upright piano at one end of a gym in Lathrop Hall. As she sipped coffee, her smile, though warm, was fleeting when someone caught her eye. Just give her some time to get with it, the smile said. She is a small woman who has the compact body of a veteran dancer with the New York City Ballet, the Metropolitan Opera Ballet and the Robert Joffrey Ballet.

Around her, on broad rubber sheeting taped down to protect the gym floor, twenty-seven UW dance students were doing their own version of waking up. They stretched their legs and flexed their insteps, rolled forward on their toes and reached upward as though toward the wire-gated windows high on the walls. This was enough to bring sweat to the brow of one of the seven men in the class; he dabbed at it with a red-and-white towel which he then winged underhanded into a corner.

John Gesinski '70, '71, a faculty member, came into the gym and crossed over to join Ms. Grandy at the piano. He was to be the accompanist. He removed his cowboy hat and took music from his briefcase.

Ms. Grandy put down her coffee cup and clapped her hands. "Let's go," she called. The dancers moved into even rows at four black metal portable barres. She demonstrated the first steps she wanted them to work on, after which she gave them a wide-awake smile. Gesinski started playing a Chopin waltz and the dancers began, while Ms. Grandy counted. She'd stop them and start them, press her hand against slouching spines and force elbows into better angles, as though she were setting mannequins in a store window.

The Joffrey Ballet Company, in thirty years, has come to be recognized as one of the premier dance companies in America. Maria Grandy is the associate artistic director of its Joffrey II Dancers. They are its



Photo/The Robert Joffrey Company

junior varsity, gifted, trained young people *almost* ready to move up to the home company in New York City. Until the final polishing is complete, they are made available for a month or so at a time to colleges and universities, there to work with those students whose teachers see them as the cream of the academic dance crop. Joffrey II doesn't come inexpensively: Tibor Zana, the chairman of the dance program in our department of phy ed and dance, had to find \$50,000 in grant money (he got it from such sources as the Brittingham Trust and the Dane County Cultural Affairs Commission) to add to \$50,000 in department budget and projected ticket sales so he could bring twelve dancers and four instructors here for four weeks this summer. During their stay, the Joffrey II members put on workshops for middle, high school and UW students, danced for senior citizens, and put on lecture-demonstrations at other community centers around the county. They created several new works which premiered on campus when they closed their visit with two performances at the Union Theatre.

By 8:40 the air in the Lathrop gym was heating up as Grandy's students finished the first assignment. She went to a barre, mulling over another series, testing, and when she had something she liked, she demonstrated it. "Got it?," she asked the room in general, then



called for the music again. But obviously they *hadn't* got it; they weren't showing her what she wanted. "You're just going through the motions," she said. "Don't just give me steps. I want to see you stretch muscles. I want to see the sweat running off a lot of noses." For some reason this brought on a certain amount of laughter.

The music started again,

and Grandy's voice took on added volume and cadence: "Keep your arms *long* and *bend* and *bend* and *stretch* and *point* those *toes* and *lengthen* and *bend*. Beautiful *point*, Jeff. *Stretch* and *taller* and *bend*—."

They worked for sixty minutes without a break, almost without so much as a pause. Grandy kept a careful eye on the way the class performed

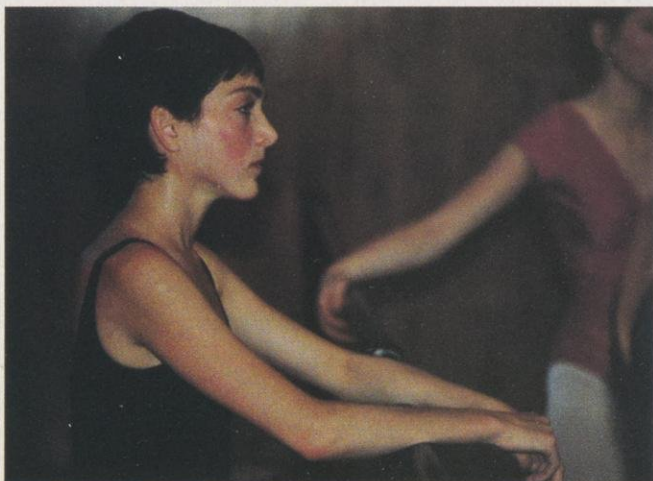
each set she gave them. As the morning wore on, she called for broader movements, and when things were going well one could sense her excitement. Her voice grew louder, she clapped the time, she called her commands without breaking verbal stride. Her students picked it up, too; they were on a roll, mesmerized, concentrating, lifting, stretching, bending. But then, "No!" Grandy shouted at someone, and everything stopped abruptly as though she had thrown a switch. "Cindy, did you see what you *did*?? And the rest of you; you were starting to *droop*. Hold your muscles *up*."

Grandy looked at her watch and called for a break. Some people headed for their packs and the towels therein. Some popped cans of Tab or Sprite, and after a few gulps, looked for a solid place to set them. When they went along the edge of the gym floor, off the rubber sheeting, to get to the water fountain, their ballet shoes made a dry sound with each step. Grandy ordered, "Back to work."

She went to a green metal folding chair along the side, sat down and was calling for rows of six to dance toward her—the music was still Chopin—as the gym door closed.

Tibor Zana said, "It isn't that someone from the profession teaches *differently* than would any of us on the faculty, but there is more intensity. Here were sixteen people from Joffrey, and they showed our students how very hard they must work in rehearsing, in choreographing, or in preparing for the two shows they did at the Union Theatre. Moreover, we thought it important to bring such a high caliber troupe to Madison, to let the middle and high school students from here and from around the state see them in action. It shows any young person how much dedication is necessary in one who is serious about professional ballet. And the way our department worked with the troupe; that showed what a very good department we have."

C.H./T.M.



Photos this page/Glenn Trudel

"I want to see you stretch muscles! I want to see the sweat running off a lot of noses!"

The Dean Makes a Move

Robert H. Bock, of the School of Business, has gone back to teaching. Here he tells us why.

By Christine Hacskaylo

At forty, Robert H. Bock was the UW's youngest dean when he came from the University of Miami to head our School of Business. This July, after twelve years on the job, he stepped down, writing in his letter of resignation that there were too many conditions over which he had no influence and too many problems he no longer had the ingenuity to solve.

Bock has led the business school through a tough era, one characterized by rising enrollments, overcrowding, salary freezes, pinched funds, inadequate building space, outdated equipment and—not surprisingly—low faculty morale. The clash between legitimate needs and limited resources was constant. “I’ve lived with it the whole period that I’ve been a dean, never really knowing the flush times of the ’50s and ’60s. (Those were bad times with student unrest, but great times for funding.)”

Bock was born in Chicago and grew up across the state line in Hammond, Indiana. He worked in the steel mills of East Chicago before attending Purdue, where he earned a BS in engineering and an MS and PhD in industrial administration. He says he is not a research scholar. He has, instead, always “been challenged by the task of managing the show.” He held a deanship at the University of Puget Sound before the University of Miami.

Under his leadership here the business school’s undergraduate program has broken into the top ten, the graduate program has remained among the twenty best in the country, and the quality of scholarly research is ranked fifth highest in the nation. In addition, a number of new faculty chairs have been created and an active alumni program established. Bock says the school is today “more balanced than it was in ’72.

The accounting program and the professional component were extremely good then, and still are. But other departments have emerged fully: finance, marketing, management, organization behavior, real estate. We are strong across the board. Our student body, too, is broader and deeper than it was twelve years ago. It is in demand by industry and by other graduate programs and our PhD’s are well-placed.

“I feel satisfaction in the growth of our outreach structure. Alumni interaction, their support, advice, funding, programming and identification with the business school are all stronger.

“Our research program has been maintained and is still excellent, although it is endangered by loss of key faculty, as there are many more competitive universities. It takes at least ten or twelve years to ‘grow’ a faculty. By the time a person is a fully productive research professor, he or she has usually been here at least seven to ten. When we lose people of that vintage, it’s tough to replace them. Usually, the best we can do is hire somebody bright and young and then wait.”

Bock’s relationship with his faculty has—like any dean’s—sometimes been fraught with tension. “Where there is a heavy component of faculty governance, leadership can be difficult. I tried to go slowly, pressing faculty to be aware of factors broader than their own discipline, department or school. Some things simply take awareness. Sometimes you have to let an issue age until there is at least majority acceptance if not widespread or unanimous acceptance. One such was the policy of the business school to limit its student body in the mid-’70s, knowing that enrollment was going to far outrun budget. Another was the effort to merge with the Management Institute of the Extension. At first there was little support for either position.

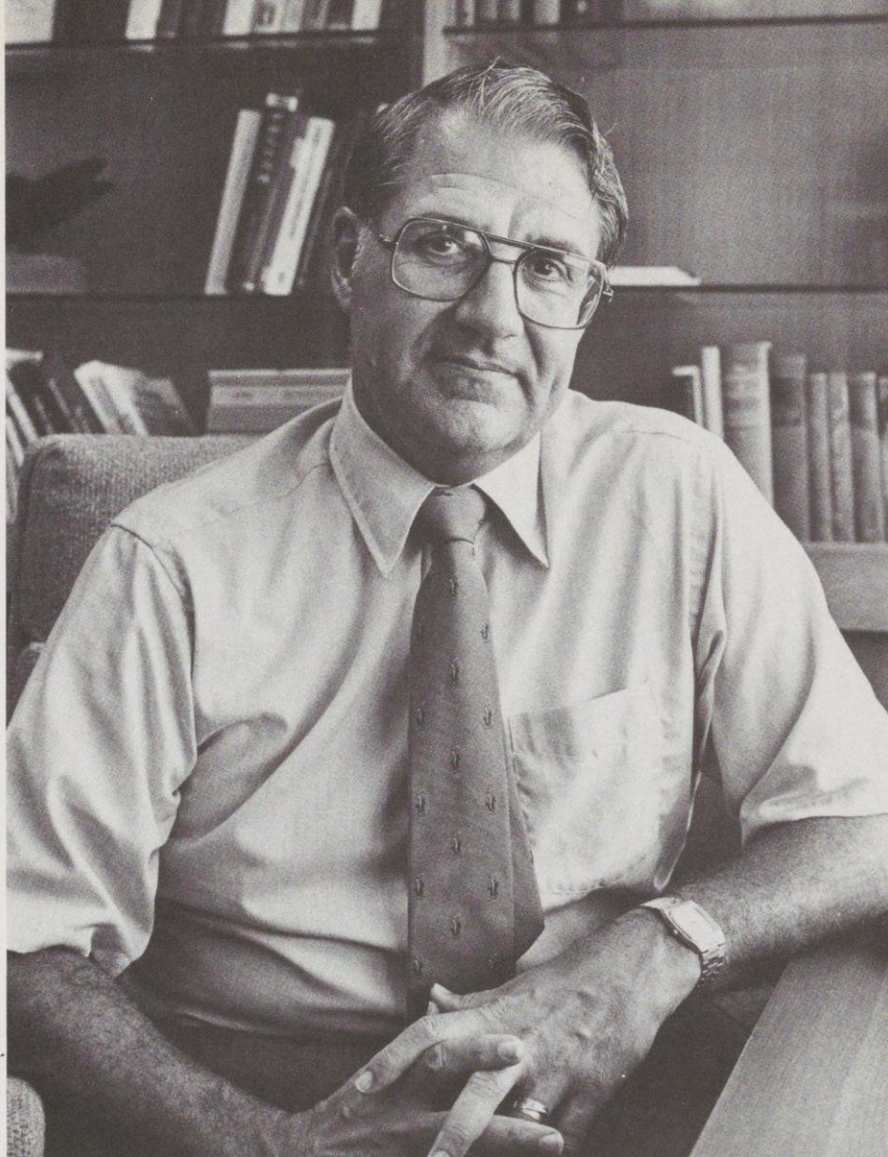
“Our system doesn’t allow for an authoritarian management style, sometimes not even for a very decisive one. It’s difficult to be decisive when the entire faculty has to come to agreement on a course of action. Leadership becomes compromised.”

Bock is aware that his faculty are frustrated by the inability of the University to meet bona fide needs. He says they sometimes feel requests go undocumented or unheard when in fact the University is limited in its capacity to respond to any and all demands. “In that sense, 1984 is much different from 1974 and immensely different from 1964, when there was relative plenitude of resources. In that era denial of requests would have been denial of programs. Not any more.”

The business school has 2200 upper-classmen and graduate students. Another 2000 freshmen and sophomores are considered pre-business majors.

The school admits only half its qualified applicants. In the mid-’70s it was forced to limit access, toughening entrance requirements and raising GPA minimums. “The decision was made in order to preserve quality. The worst thing about my job, without question, has been our inability to meet legitimate student needs: for enrollment in courses, for quality laboratories, for things that are second nature in the business world which simply aren’t available here. We’re outdated and archaic in what we’re able to provide the students to work with. Explaining this is very difficult and very frustrating.

“The problem of balancing access and quality and assuring the students who do get in reasonable admission to courses is constantly with us. Students are taking



nine or ten semesters to graduate because classes are not available. In addition, there is even greater demand from non-majors than in 1972. Should they be given preferential access? Should they be given less?

"There is often the same communications gap between taxpayers and the University that there is between the faculty and the administration. Understandably, they feel the mission of a state university is to enroll all qualified students on request. And with unlimited money, that could be obtained. But with the present legislative hold on funding and self-imposed restraint here at the University, the fact is that as obvious as that expectation is, it simply cannot be met.

"There is demand for immense faculty resources. We could justify a staff twice as large as what we have now. They are teaching classes that are twice as large as they should be and are facing yet one more request from yet one more student who wants into yet one more section. And the main target of criticism tends to be the dean. The chancellor, yes, sometimes, but

the dean's office is the one more called on to explain an incomprehensible short fall to the taxpayer."

Bock sees a host of problems awaiting his successor. Expanded capacity for the business school was a need when he came in '72, and is even more pressing in '84. "In the meantime new technology that we haven't been able to afford has arrived on the scene. We should have had a micro-computer laboratory two or three years ago. This summer, financial support and price concessions from IBM allowed us to purchase 100 personal computers, but we don't know where we're going to put them. We don't have a laboratory and all our classrooms are in heavy use.

"The problem of where the business school is housed and how we'll find the necessary facilities to catch up with just the present numbers will have to be met early because the lead time is so long on a building program. Tentatively we have high priority for '87-'89. At the earliest, that means additional facilities for the business school in 1990, but that's six years from now, and in the meantime a lot of students will have missed out."

This month Bock joins the faculty as a

professor. (His colleagues threw a luncheon this summer, welcoming him into the ranks.) "I'll be teaching one course on business policy and another on corporate social responsibility. I won't, all of a sudden, start rushing home at 3:00 pm, but certainly there will be less pressure. It's a great relief not to have to face impossible restraints. I look forward to concentrating on things I've inched away at. This July my son Andy asked me if I was preparing for my fall classes. I said, 'Yeah, gee I am.' It used to be that I'd barely get the syllabus in and barely meet the first class and barely keep one step ahead of the students. I actually got to start reading those assignments on vacation and had them all read by the time I started teaching—and that is unprecedented."

Bock plans to increase his involvement in several areas of longtime interest. "I've written a monograph on corporate responsibility that covers what I've seen the best companies doing in that area. The approach I take is that the well-managed and enlightened corporation will develop a strategy that makes its policies complimentary to the community's social goals. It derives a certain benefit from functioning in a well-ordered town or city, and therefore has a reciprocal responsibility. I'm going to keep working to get that into practice.

"I'm concerned about economic development in Wisconsin. Growth in jobs and businesses isn't happening automatically and can't be taken for granted. There needs to be a coherent policy toward it throughout the state. In turn the University has to position itself to support the kind of selective development appropriate to life in Wisconsin. I haven't figured out exactly where and how, but I'd like to play a part in that." □

Spreading Scripopholy Wherever They Go

*The Wisconsin Writing Project
fills a long-neglected need
for the classroom teacher.*

By P. Borat Sosa

Its newsletter is called *Scripopholy*. "They tell me that word means 'love of writing,'" says John Kean, director of the Wisconsin Writing Project. If the world were perfect he would hope to implant that emotion in the minds of all teachers and their students. He can't make that claim across the board, but the evidence shows a degree of success that requires no apologies. WWP began in 1978, three years after Jim Gray '49, '51 started the nation's seminal program, the Bay Area Writing Project in California. It was also one year after a task-force study across the UW System confirmed what many suspected: our students could not express themselves on paper. And one reason for that inability was that they were not writing enough in the years before they got here.

There was this strange flaw in American education. Math teachers kept learning math in order to teach it; geography teachers went back to summer school for the same reason. Biologists, too, and chemistry teachers and coaches. Everybody who taught anything except those who taught young people how to write. Those teachers were somehow presumed to bubble with abilities that never required freshening.

P. Borat Sosa does occasional free-lance features for this magazine.

The Wisconsin Writing Project recognized the fallacy there, and set out to correct it. Instructors from elementary, middle and high schools gather each summer here on the campus for this special institute. Then they go out to become "teacher consultants," traveling to other schools to share with other teachers what they have learned.

They came from ten state school districts to that first institute in 1978. Their sponsoring districts had promised to use them the following year for at least ten hours of composition workshops with other faculty, and to make them available for twenty hours outside the district where there are no institute veterans available. That first program has set the standards ever since.

At the month-long institute pedagogs become authors. They come back to an awareness of what it is to sweat over intellectual development and self-discovery. They're reminded of how to agonize over an essay, how to enjoy again the satisfaction of finding the right word and the right simile.

Participants produce five major pieces—a "bio-poem," a short story, a position paper and a publishable feature article and all take turns at writing the class log. These in addition to smaller practical essays. Publishable articles have been known to get printed. One member's has been accepted by *Rider*, a motorcycle magazine; another had her feature, "Math Students Have the Right to Write," published in the *Arithmetic Teacher* magazine. Writing assignments take up about

one third of the month of classes. The class log put it this way: "This time is greeted with mixed emotions by most: dread of what others might think, excitement at sharing our writing and receiving reactions."

The second third of the time is devoted to production of handbooks for teaching composition. Kean sees these as the unique success of the Wisconsin project. Since 1978, each class has composed its own set of five booklets. The School of Education and the Extension now publish the entire library of thirty-five titles, including "Using Popular Culture to Teach Composition," "Using Dramatic Performance to Teach Writing," "Writing Local History," and "Building Self-Esteem Through Writing." Each contributor receives a \$200 author's fee, and the rest goes into the project budget, whose deficits are presently shouldered by the School of Education and the Extension.

Professional writers, WWP alumni with their own spin-off projects, faculty from several colleges and universities all come and talk about something they think works for the writer. Last summer, for example, participants listened to a recommendation that word processors be used to teach composition in the third grade, and to the hypothesis that children develop writing skills long before they enter school.

After four weeks of intense exploration of their own skills, the new teacher-consultants are ready to travel to any of



Photo/Glenn Trudel



The assignment was, "Look at the Swedish candle and write about what's going on." The Madison-area writing teachers involved in this one are Penny Parsons MS '73, Tom Claridge, Lori Hamann MS '79.

the 436 school districts in Wisconsin. To arrange their visits, Wisconsin Writing Project mails brochures to 1000 institutions. Consultants travel in pairs or trios and conduct three-to-ten-hour courses. Last year they totaled nine workshops for 167 teacher-participants; this year they gave fourteen outside their own districts. For the most part, those they instruct say they love the outreach. They appreciate being taught by other teachers—by those who bring them new ideas but at the same time are well aware of the limitations of the classroom.

WWP promotes the "rhetorical" or "audience response" to composition. Young people embrace authorship when they receive genuine reactions to what they've produced. So while here, teachers are taught how to "publish" the writings of their students back home. They're encouraged to put it up on bulletin boards, to use it in class literary magazines, to read it aloud, even to mail it to congressmen. In Evansville, elementary-school students were assigned to research the history of local businesses, then their findings were printed on placemats.

WWP emphasises the encouragement of skill in writing, whatever the subject assigned. In driver's education, the teacher asks for written "accident reports"; in phy ed, descriptions of game plans; in math, she asks for written transcriptions of nu-

merical operations. Not all faculty can be taught to double as writing instructors, of course, but all can be aware of the need to require polished written work from their students.

Two forthcoming PhD dissertations from the School of Education will assess the Wisconsin Writing Project. One discusses its impact on the classroom methods of its alumni, the other compares writing samples of students of WWP alumni and those of their nonalumni colleagues. In the meantime, the data promises good results. Teachers are knowledgeable and confident; student writing is better. The project is a model of cooperation between the University and the schools.

Those who support the Wisconsin Writing Project say it demystifies writing. Young people are learning that they can do it and do it well. They therefore are willing to write more. They are also seeing adults write, especially their teachers, and this makes them more interested. The WWP has not found an infallible formula, however. "Not all people fall in love with the approach," says Kean. "But even if they hate the process, they love the end results." □

*"This time
is greeted
with mixed
emotions:
dread of what
others might think,
excitement
at sharing
our writing."*

You Have Come A Long Way!

By Tamara J. Flarup



This year the Wisconsin Women's Intercollegiate Athletics Program celebrates its tenth anniversary. Although women have participated in sports on the UW campus since 1895—when Andrew O'Dea consented to coach the ladies' boating crew—they played on interclass not intercollegiate teams.

It wasn't until 1970 that this recreational emphasis gave way to a club sports program. Kit Saunders MS'66, PhD'77 became its first coordinator. Her budget was \$2000; each sport received from \$100 to \$500 for travel and equipment. For '72-'73 this amount was raised to \$8000 and the following year it jumped to \$18,000.

It soon became apparent that the program could not be funded entirely by the Intramural Recreation Board, so Saunders sought additional money from the University. An added impetus for women's athletics appeared on the scene at the same time in the form of Title IX of the Educational Amendment's Act. Outlawing discrimination based on sex, it became the single most important factor in the gains made in women's sports nationally.

In '73, a chancellor-appointed committee proposed changes in facility usage, in remodeling and scheduling, in faculty participation, and in non-competitive

recreation. For the first time in the history of the UW, women's teams were provided with soap, showers and towels in more than one building.

The following July, with a budget of \$118,000, Saunders and Women's Intercollegiate Athletics officially moved into Camp Randall Stadium. The eleven-sport program included badminton, basketball, crew, cross country, fencing, field hockey, golf, gymnastics, swimming and diving, tennis, track and field, and volleyball.

Today the funding stands at over \$1-million, there are thirteen full-time and seven part-time assistant coaches, and

many of the program's early needs have been met. There is a full-time athletic trainer, a sports information director, newly remodeled coaching and administrative offices, a counseling service, equal access to all University weight and athletic training areas, and enough uniforms for practice and games—three sports used to share one set!

In addition, the women's athletics booster organization, the WIS Club, last year appointed its first executive director in Jackie Hayes and had its best fund-raising effort on record, over \$50,000.

Kit Saunders is currently the associate director of all non-revenue sports (men's and women's) and Paula Bonner MS'78 is the assistant athletic director for the women's program.

Nearly 300 women are now active in intercollegiate sports (104 receive grants-in-aid), and close to 700 have participated since the program's inception.

In the last decade, forty-one Badger women's teams have placed among the top ten in national competition. (National championships were won by crew in '75 and badminton in '83.) Forty-eight Wisconsin women athletes in seven different sports have achieved All-American distinction. Three women crew members were bronze medalists in the '76 Olympics Games, three were named to the '80 Olympic team, and this year three were selected to represent the US in Los Angeles, as was former UW All-American, Cindy Bremser '74, in track. □

Celebrate!

The UW Women's Intercollegiate Athletics Program will host a special 10th Anniversary Dinner at 7:00 pm on Friday, Oct. 26 in the Field House. Former athletes and coaches as well as friends, families, and boosters are especially welcome. Cocktails begin at 6:00 pm.

Tickets are \$15 per person. Reservations will be received through Oct. 12. For information call or write the UW Women's Athletics Office, 1440 Monroe St., Madison 53711, 608-263-5580.

Tamara Flarup is sports information director for Women's Intercollegiate Athletics.

Prof. Donnerstein's Study of movie Sex and Violence

His findings
may surprise you.

By Barbara Wolff '77, '79



You don't have to go to your local raunch parlor to see him on screen; he's now playing in a theater near you. His passions have fermented in a twisted mind, rotten as the bottom of a stagnant pool. By day he's not much noticed.

Keeps to himself. It is at night when he "works," sometimes in a bizarre disguise (often a mask that appears at a window where coeds undress for their showers).

The women never know he's there, of course, at least not until it's too late. One after another he reduces them to blood and entrails. After each strike he retreats to an abandoned warehouse, or under a bridge or similar cesspool to watch for the next easy victim.

In movie theaters across America, young men are watching, too. And, says Communication Arts Professor Edward Donnerstein, *learning*.

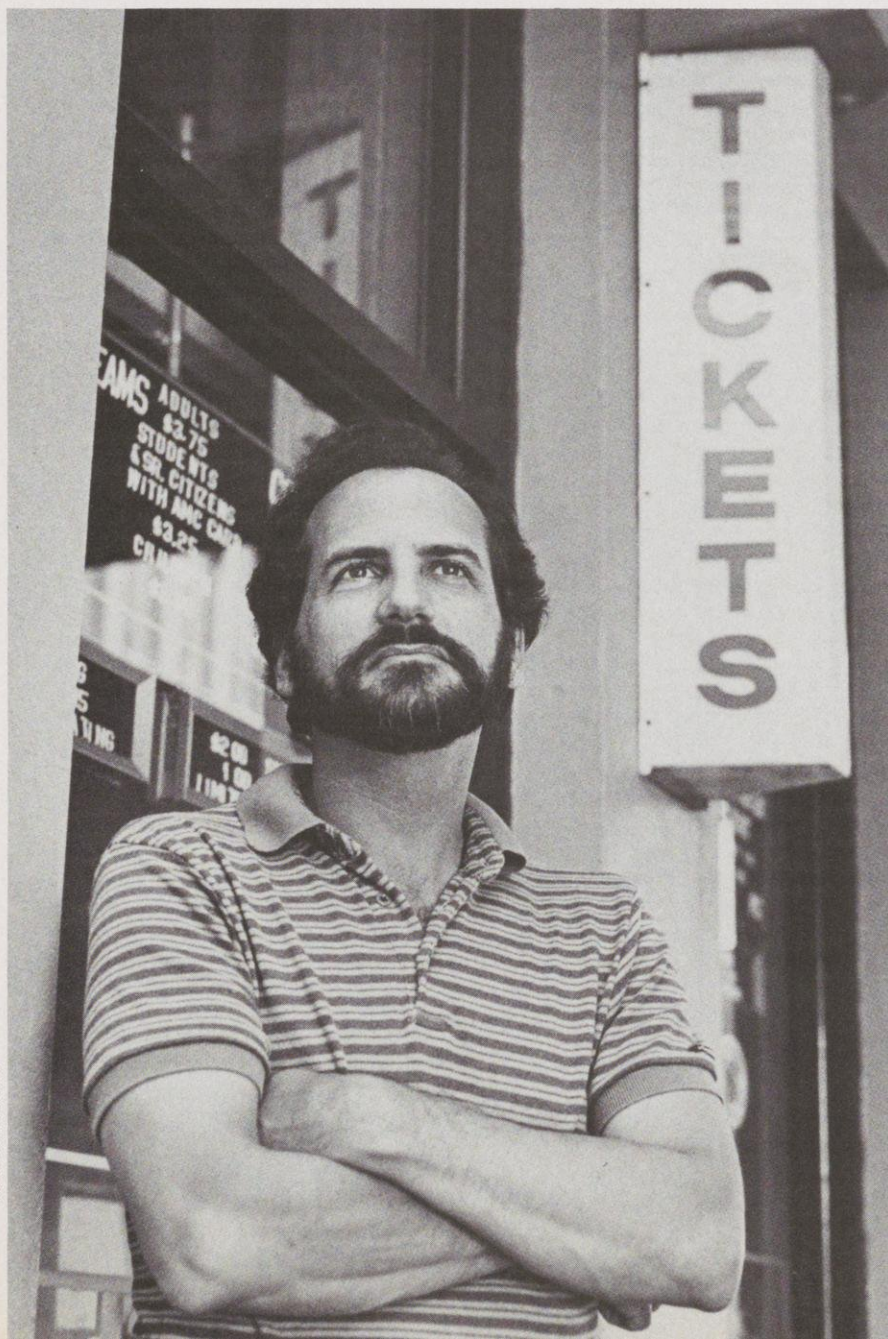
Scholars of the cinema talk about "genre": the backstage musicals of the '30s, the *noir* thrillers of the '40s. Today, space fantasies, street dancing extravaganzas and, perhaps most significantly, what's been termed the *mad slasher* types. A typical *m-s* scenario finds the man pushed beyond his emotional pale by some sexual trauma. He wreaks his graphically portrayed revenge on young and unsuspecting women, almost always following a sensual interlude during which the woman bathes, swims or gets ready for bed. But whatever the plot variations, the theme features this uneasy but unmistakable alliance between sex and violence.

Since their origins as Victorian curiosities, films have been reflectors of cultural fashions. But Edward Donnerstein isn't particularly interested in what cinema has to say about prevailing social winds. Instead, he concentrates on how mad slasher movies affect their usually young, usually male audience. And here is what Donnerstein and his researchers have discovered

continued on page 19

Edward Donnerstein

Barbara Wolff is a Madison freelance writer and on the staff of WHA Radio.



Photo/Glenn Trudel

“Wisconsin Memories”

That’s the new eight-minute slide film of pure, unadulterated campus beauty, and you’re going to love it. It’s available to local alumni clubs, so watch for it at your Founders Day dinner.



“Wisconsin Memories” is produced by the University’s Office of Information Services. Photos are by Norman F. Lenburg, Jr.



Mr. Klus Goes to China

He's helping revive its neglected field of adult education.



教育

Chinese characters for "adult education"

By Ann L. Bitter

Scheduling an interview with John Klus is like flying into O'Hare Field in bad weather; like a circling plane you become part of the vortex around Klus's office in the Extension Building on Lake Street. Students and colleagues fly in and out, and as you await your turn in the hallway, Klus's raspy voice can be heard, questioning, encouraging, suggesting. As his office empties and you land on a hard wooden seat opposite his desk, you're in the eye of this storm of activity. He's an intense yet calm man; the austerity of his office belies his personal warmth.

John Klus PhD'65 is professor of engineering and applied science for the Extension, and he recently returned from a lecture trip through the People's Republic of China. It was the culmination of his decade of involvement with UNESCO and its Committee on Continuing Education for Science and Technology, which he chairs. It's a position that has made him an international ambassador for continuing education in engineering.

The Chinese invitation came two years ago, in Paris, at the first world conference on continuing education. Klus thought that the Chinese must be overselling the potential effect a lecture series might have on its engineers, but now, after appearances before standing-room-only audiences and meetings with top government leaders, he's changed his mind.

"In the United States," Klus says, "continuing education is of primary value to adults who are changing jobs or who want to update their skills. But in China it isn't any longer an option; that nation's

leaders realize it's a must to counteract the devastating impact of the Cultural Revolution, which, with its persecution of academicians and disruption of education, resulted in more than a million engineers who don't really know engineering. Continuing education is vital to them if they're going to catch up—and then keep up—with technology." The Chinese government has sent more than 9000 scholars to U.S. universities in the past five years; 200 of them are here on the campus, mostly in science and engineering. But with a population of more than a billion, the need for enormous numbers of educated is obvious.

Klus's five-city, five-week lecture tour took him from Beijing to Zian to Kunming to Guangzhon to Shanghai. Nearly every lecture drew 300 people or more; they took notes industriously (Klus says he wore out his interpreter), then participated in marathon discussion sessions. There were many sixteen-hour days. He began each teaching session with a slide that superimposed a map of China over one of the U.S. to illustrate their similar geographical size. ("Madison is at about the same latitude as Siberia," he says with a chuckle.)

He has a puckish sense of humor that enlivens his lectures, so he was nonplussed when his jokes elicited no laughter whatsoever. He thought his material must be suffering from translation, but his interpreter explained this wasn't the case at all. "He told me that laughing in response to a joke is not culturally acceptable in China. But he assured me my listeners were laughing on the inside."

The idea of adult education was new to his audiences, but Klus believes the Chinese people are so motivated that they're more than willing to take on non-traditional educational formats. His

audiences—mostly educators and industrial managers—took his message seriously. "I asked what direction China should go in its modernization efforts. Without exception, I was told the country is committed to modernization in four areas: in agriculture, science and technology, productivity, and management. And the two strategies being employed to upgrade these areas are the new open-door policy and a more individually competitive system of production. Everyone, from farmers to factory managers, are now paid according to what they produce." Klus recalls teasing his hosts that this sounded suspiciously like capitalism, they said, no, it was merely a different form of communism. "So we're coming to the same point from different directions," he says. By way of his next step in China's continuing education awakening, Klus says, "I'd like to set up a cooperative agreement so their engineers can come and work in a Wisconsin factory for three months or more. They'd gain hands-on experience in solving industrial problems. It would be like an apprenticeship in a modern foundry, for example, working on a typical case such as quality control of die castings." This kind of education, offered on an international basis, would be expensive of course, but "the USAID is very interested, and so is the National Science Foundation. The NSF would have to change its support mechanisms if it were to add continuing education to its research funding, but President Reagan's science advisor seems committed to helping us make it happen."

Klus smiles at the prospect of putting his plan into action. He speaks slowly, but with enthusiasm, cupping his hands as if he could literally mold this complex project into being. □

Ann Bitter is a free-lance writer.

about the psychological link between sex and violence: *The dangerous element is not explicit sex but graphic violence.* "In fact, there's very little to indicate that screen representations of normal healthy sex have any impact on the viewer at all," Donnerstein says.

"On the other hand, graphic, violent images stay with a person, perhaps all his life," for the power of film lies in its images. "That's why it doesn't help that the mad slasher is portrayed as mad. People forget the context. What stays with them is the link between eroticism and violence. These pictures are teaching young people to respond (sexually) to violence. If you edit the films to take out the sexual content but leave the violence, you still get the same general effect."

Participants in Donnerstein's research—who must be over eighteen and "very, very normal"—see mad slasher examples for two weeks. Periodically, subjects answer questions to measure their attitudes about violence. "We find a drop in their sensitivity after they've seen a few of these films," Donnerstein says. "Because viewers tend to lose their sense of horror, the violence becomes appealing. And the evidence indicates that a callousness toward cinematic blood translates into an insensitivity to blood and violence in the real world."

Donnerstein puts his research subjects through a debriefing period. He says: "Afterwards, we find they're much more aware of their attitudes toward sex and violence and what's really going on when they see those films." In fact, he would like to see critical viewing skills taught in middle and high schools. But beyond that, he won't advocate or oppose public policy. "It's true we've testified at hearings on a variety of issues. I've been called as an expert witness by groups with very different goals and philosophies. I believe it's our duty to talk about what we're doing—we're funded by public money, after all, and our findings are in the public domain. But as far as policy questions are concerned, let the lawyers decide them."

"I'm adamantly against censorship. It wouldn't help. It's a head-in-the-sand approach to the problem of violence toward women. What we think *will* change things is to get people to review what they're seeing on the screen, to be aware of what's going on. And that, I hope, will lead to thinking about attitudes and the behavior those attitudes reflect." □

Looking Back

Reuben Lorenz '52, '60 retired this summer as acting EVP of the UW System after thirty-seven years in various capacities. He did some reminiscing for Roger Gribble '55, '64, education reporter of the Wisconsin State Journal.

Since he joined the administration of the late President E. B. Fred in 1947, "one of the big changes I've seen is the way the legislature is structured. During the time of George Molinaro (a Kenosha representative from 1946 to 1976) being a legislator was seen as a public-service type thing, not as a profession. The salaries were so low then. Today, a higher percentage are professionals and this is their primary source of income."

Is that good? "I think we are becoming overgoverned. Part of this is due to the fact that legislators are full-time and they work hard. There are a lot of issues and they feel they should be handled by the adoption of laws. The pendulum swings, though, and now there's an attempt to reduce all that paperwork."

On the state's financial support of the University: "We took substantial budget cuts in the administration of Gov. Walter Kohler about 1953, but part of that was because veterans' enrollment dropped off. Gov. Warren Knowles, who served from 1964 to 1970, was always a strong supporter of the University dollar-wise, action-wise and publicly. The last decade has not been good. (It began with the 'productivity' savings ordered by former Gov. Patrick Lucey. That was a fancy name for budget cuts.) Not only have we not received enough dollars, but we haven't received positive action showing that the legislative and executive branches substantially support the University."

"The Vietnam War protests provided an (additional) excuse for pulling support away from the UW even though that was a national issue."

On student costs: "When I started here in the 1940s there wasn't much student aid around, outside of the GI Bill. Tuition was relatively low, almost free: \$48 a semester when I started. At that time students came from fairly well-to-do families or they worked. In the late 1950s the federal government

responded to Sputnik's space flight with generous grants to universities for science, engineering and math, and there was a lot of money for training grants and fellowships. Enrollments were also growing, so the state was putting a lot of money in. It's an entirely different philosophy now in public education. In 1982-83 the UW System got \$161 million in need-based aid to students, and that doesn't include merit scholarships."

Lorenz's tenure included the period during which the former State University and UW systems competed for students and state resources before they were merged in the early 1970s. Has the merger worked? "I think it's worked better than anyone expected. Right now it's in a critical situation with the faculty compensation problem. That's a very divisive situation."

"Merger put a stop to the kind of competition between university systems for state resources that occurred when Fred Harvey Harrington was UW president and the late Eugene McPhee headed the State Universities. That situation really couldn't have been tolerated much longer. The (now defunct) Coordinating Committee for Higher Education either had to be developed into a strong agency or a merger effected. . . ."

"Merger kept down the proliferation of academic programs, and certainly no new institutions have been built. I'd guess that if we'd have had merger ten years earlier we wouldn't have as many institutions as we do."

On students: "I'm not convinced the present generation is as self-centered as is sometimes claimed. In some respects, the idealism of the late 1960s and early 1970s was equally so. Their idea was that everyone should be able to do his or her own thing. They were much less tolerant of different viewpoints than people are today. They would demand things from anyone in authority. It was for immediate action and it was to be directed toward a particular minority."

"I feel the University has done good things remarkably well with the support it's gotten. A real Godsend has been WARF. We'd have been in tough shape in retaining top scientists without that money." □

POLICE

Rethinking The Beat

For thirty years Prof. Herman Goldstein has been urging police departments to solve the problems behind broken laws.

By Roger Packard

Roger Packard is an MA candidate in History of Science and writer on the staff of our University Industrial Research program. A version of this feature appeared in our Graduate School's annual report.

Herman Goldstein puts it this way: Like the bus driver who passes up a crowd at a stop to avoid falling behind schedule or the librarian concerned with safeguarding books rather than serving readers, police often seem to think more about the efficient running of their departments than solving the behavioral problems with which they deal.

Law School professor Goldstein has worked with police departments since the early 1950s when he became involved with the city government of Portland, Maine. He went on to participate in a nationwide study by the American Bar Foundation which developed the first comprehensive picture of how police operate at the street level. These experiences and his continuing research into the subject led him to the conclusion that police are too often preoc-

cupied with means rather than ends, and that this emphasis reduces their effectiveness.

Recently, according to Goldstein, police have poured money and effort into modernizing equipment, improving communications and streamlining the organization of departments. "You get the impression of a highly developed, mechanical, technical operation; but there are big questions about how all of this relates to getting the job done," he says. "What effect do such improvements have on the incidence of burglary, rape or shoplifting, for example? Few people are asking these questions. There is very little concern for what I call substantive problems.

"The public tends to see police departments as ministerial agencies with a clear set of laws to enforce. Society expects



Illustration/ Bill Feeny

them to act using a limited range of procedures. Much of what they traditionally do, however, is of questionable value.

"The ultimate goal is to prevent crime. But current efforts—patrolling, mainly—are largely ineffective. A crime is committed and the damage is done; police can do little other than mop up. Even a rapid response to calls for help may have negligible results. Follow-up investigations are equally ineffective, producing concrete results in only a small percentage of cases."

Goldstein thinks these figures might change if the role of the police were thought of not as enforcing laws so much as solving problems. Rather than simply investigating burglaries, for example, they might better prevent theft if they pressed for amendments to existing building codes, helping to eliminate certain conditions that make residences and businesses vulnerable to break-ins. Or, if a neighborhood experiences tensions between elderly residents and teenagers, the best solution may be for police to join with other government agencies to provide adequate recreational opportunities for local youth.

Goldstein worked with sixty of the 1500 officers in the Baltimore County police department to find better approaches to community problems. According to Major Phillip Huber of the department, the results have been encouraging. In the past two years his officers have developed questionnaires to determine public concerns and have come up with some new approaches in response to community needs—for example, applying for federal grants for recreational facilities and drug rehabilitation clinics.

"This is an unusual approach for police officers to take, and it is expensive, but we feel it will be one of the most cost-efficient operations we have, because it promises to be so effective," says Huber.

The London, England, metropolitan police, after consulting with Goldstein, are experimenting with a similar approach. They studied thefts against shoppers in one area, but rather than rely on standard crime categories or classifications, they used a more open-ended interviewing and reporting method. It helped them better understand what type of person, under what circumstances, becomes a victim. They were then able to suggest new ways to educate shoppers and store owners.

Goldstein points out that police deal with problems which are far from clear-cut. They approach them in many ways, and by and large they exercise discretion. But it is usually an individual officer in response to a particular incident who does so. In one instance an officer may stop a drunk driver, put him in a cab and secure the vehicle. In another case, he may place the driver under arrest. The option is the officer's. But rarely does he or she exercise discretion beyond the incident level.

Rarely do police departments develop alternate responses to general problems, even though alternatives may be far more effective.

"They have never thought it was their responsibility to think through the problems they deal with and come up with new approaches," says Goldstein. "They look to others to initiate change in policy: 'The legislature will tell us what to do.' If you turn to the police and say, 'You're best informed about this problem. You ought to propose a change,' they're taken aback. They've simply never thought that way before."

Goldstein believes that police have access to a tremendous amount of information, but largely waste it. "Officers who handle case after case develop real exper-



tise, but they are rarely called on to articulate what they know. Their files contain vast amounts of information gathered on individual cases, but these are not systematically analyzed to determine what they collectively teach."

Goldstein feels police need, first and foremost, to ask themselves the right questions—about the problems they face and the effectiveness of their procedures. Then they must develop the capacity to analyze available information. From there, they can quickly gain insight into appropriate solutions.

One individual who has been working to encourage this approach is Gary Hayes, executive director of the Police Executive Research Forum in Washington DC, a professional organization of police chiefs from the nation's largest cities. Hayes has been involved in the Baltimore and London projects.

"Police tend to view any idea coming out of an academic institution as ivory tower stuff," says Hayes. "But Herman Goldstein's ideas are tremendously practical—so much so, in fact, that people often fail to see the novelty and importance of them. But when they realize the tremendous potential involved, they become very excited."

Hayes mentions as an example a sergeant in Baltimore who has the department using the Goldstein approach in hopes of dealing more effectively with panhandlers and drunks in a community park. Most of his superiors had, as in cities elsewhere, given up on this one long ago because no laws were actually being broken.

Goldstein has found it difficult to introduce his practices into police departments.

"It requires a reflective, inquiring state of mind, the exact opposite of what is often found in organizations so strongly oriented toward meeting each day's emergencies."

To help spread his gospel, he recently conducted studies of drunk driving and sexual assault as confronted by the department here in Madison. "Our study of drunk driving led to some surprising conclusions," he says. "First, the number of people who drink and drive is so great that doubling or tripling the number of arrests would be inconsequential. What's more, the current emphasis on making more arrests and imposing increasingly severe sanctions places a huge burden on the criminal justice system, with the result that punishment is neither as certain nor as stiff as legislators prescribe."

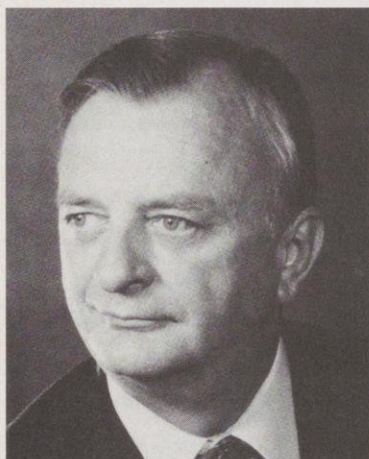
Goldstein asked questions about individuals who were intoxicated at the time they were involved in serious accidents. "It's startling to see how many of them have past driving records that raise a flag and say, 'This guy is going to get into trouble.' This leads us to question whether or not police have the authority to or can try to prevent accidents by monitoring high-risk drivers more closely."

Goldstein also asked motorists who had been arrested for drunk driving where they did their drinking. The vast majority, it turned out, had had their last drink in a bar. This suggests that police might better enforce laws on bar sales to people who've already had too much.

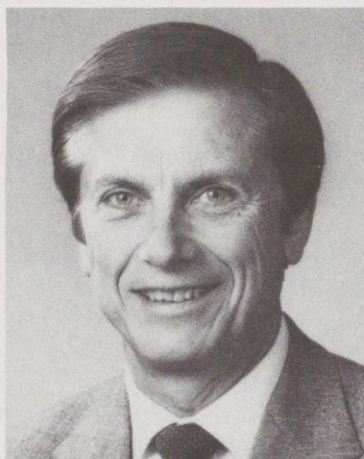
In studying sexual assault, Goldstein found that those in Madison which resulted in death or serious injury were *all* committed by men on parole for similar offenses. Pursuing the matter, he discovered that many ex-offenders move to Madison on release from prison; the city appears to them an attractive place. It offers anonymity and its residents tend to be more tolerant than those elsewhere in the state. As a result, far more people are on parole for sexual assault in Madison than have been convicted of the offense in the city. Goldstein's findings quickly led the Madison Police Department to join forces with corrections officials to supervise more intensively the city's influx of probationers and parolees. While it is difficult to measure the effectiveness of these changes, it appears that the monitoring system now in place has allowed police to take quicker action on sexual assaults that have occurred since.

Goldstein feels society can ill-afford to continue policing itself as it has. The costs, both in economic terms and in reduced quality of life, especially in urban areas, are too great. "The situation in police departments today is like that in a private industry which studies the speed of its assembly line, the productivity of its employees, and the nature of its public relations program, but never examines the quality of its product." □

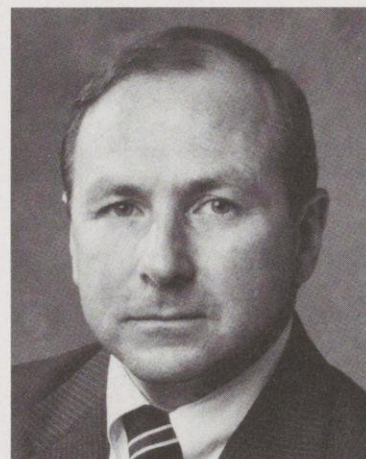
Member News



McPhee '50, '53



Oertel '56



Kimmel '57

30s&40s JOSEPH R. WREND '29, '31 has written and published his memoirs about his coaching days over in Galesville. He calls it *Coaching in the Garden of Eden*. You can get details from Wrend Publishing Company, 4017 Tokay Blvd., Madison 53711.

The national council of the Boy Scouts of America gave its Silver Buffalo Award to LORING MARLETT '34, Rancho Palos Verdes, California. He is former president of the ten-state Western Region of the BSA and of the Los Angeles area council.

ROLAND J. WENDORFF '44, '47, on the staff of Wausau Insurance Companies in the home office, has been elected to its board of directors.

RICHARD H. LEONARD '47, editor of The Milwaukee Journal, was elected chairman of the International Press Association at its annual meeting in Stockholm. Dick writes that when the election results were announced and he stood up, he heard a voice behind him singing *On Wisconsin*. The serenade was coming from MARJORIE SHEARMAN Beck '46, travel editor of the Roswell (N.M.) Daily Record.

PRESTON E. McNALL '47, a senior research engineer for the National Bureau of Standards in Washington, D.C., has been elected vice-president and chairman of the member council of the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

GEORGE EVERSON '48, who headed a 240-member staff as director of the campus Division of Business Services, retired this summer. He'd been in the division since graduation.

Jacobson Stores, Inc., of Jackson, Mich., has promoted LOUIS LANDMAN '48, '56 to a vice-presidency and divisional managership.

MARY SCHNEIDERS Reppen '48 now lives in San Diego where she is a secretary at the California Western School of Law.

LAWRENCE WILETS '48, professor of physics at the University of Washington (Seattle), has been elected a fellow of the council of the American Association for the Advancement of Science.

NYU has given NICHOLAS WAHL '48 a named professorship in European history. He will apparently continue as professor of French civilization and director of the Institute of French Studies there.

50s&60s RODERIC F. MCPHEE '50, '53, president of Punahou School in Honolulu since 1968, received the Distinguished Service Alumni Award

from UW-Eau Claire in August. He attended UW-Eau Claire from '46-'48. Punahou, a K-12 school, is ranked one of the ten best in the US.

Joy NEWBERGER Picus of Los Angeles and KEITH KREUL of Fennimore, both from the class of '51, had a reunion recently in L.A.'s city hall. Joy is a councilwoman; Keith is national commander of the American Legion and was in L.A. to receive a plaque commending him for his work.

MARVIN CREAMER MS'53 called it "a dream come true," in May when he completed his round-the-world sail without navigational aids. He and his crew stepped off the thirty-six-foot cutter in National Park, N.J., from where they'd shoved off in December of 1982. Creamer is retired from the geography department of Glassboro (N.J.) State College.

DAVID APKER '55, Madison, has been ordained a deacon in the Episcopal Church and assigned to St. Luke's here. He is an employee of Wisconsin Power & Light.

CHARLES G. OERTEL '56, Wilmington, Del., has moved up to a regional managership with Himont, USA, Inc.

Midland-Ross Corporation, Cleveland, elected DONALD F. KIMMEL '57 senior vice-president for international operations. He joined the firm after graduation.

BJORN J. THOMPSON '57 is now a vice-president with Oscar Mayer Foods in the Madison plant. He joined the firm in 1960.

New Mexico State University, Las Cruces, gave its Presidents Award for Service to faculty member HAROLD R. MATTESON MS'60, PhD'66. He is in agriculture and extension work.

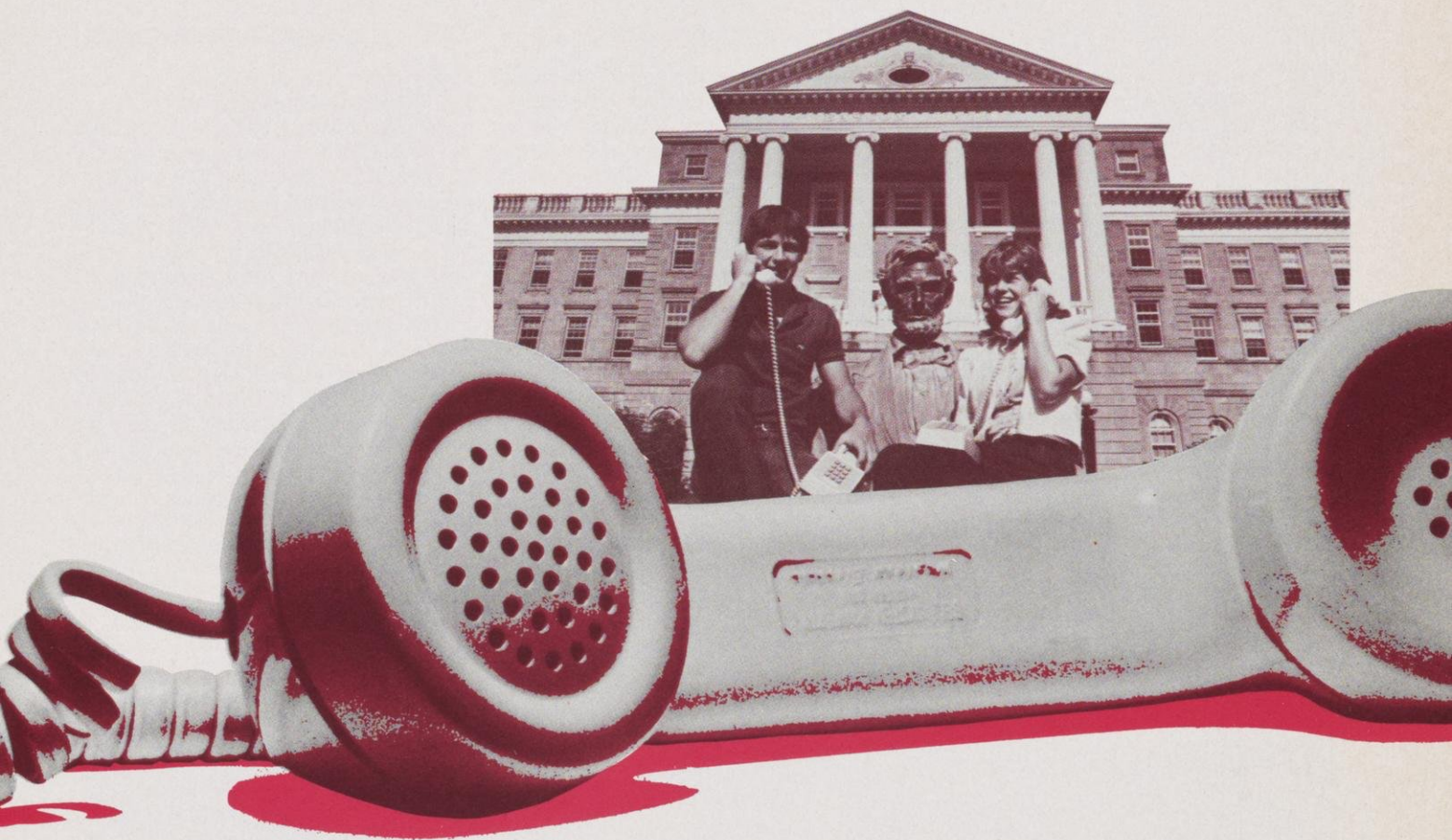
THOMAS H. FITZPATRICK '61 resigned earlier this year as chairman of the Connecticut

continued on page 26

Home Ec Honorees

The Home Economics Alumni Association cited five of its members this spring. They were: RUTH DICKIE '34, '47, former head of the dietetics department at University Hospitals; BARBARA KLESIG Oehlberg '54, an instructor at Baldwin Wallace College, Berea, Ohio; AGATHA NORTON MS '48, who coordinates our school's fashion design program and who received the Faculty Professional Excellence Award; ROSEMARY STARE '51, '57, home ec chair with the Extension; and VIRGINIA VIVIAN '45, PhD'59, on the faculty of Ohio State University.

"Wisconsin Calling..."



When your telephone rings one evening this fall, it very well could be "Wisconsin Calling."

Telephone lines winding their way from the University Club will soon link students on campus with alumni across the country, giving them the opportunity to share their excitement and concern for the University of Wisconsin-Madison.

The strength and quality of our University depends on much more than the people and programs on

campus today; it also depends on the interest and loyal support of alumni.

"Wisconsin Calling . . ." It's a great opportunity to share your interest and questions about the University with students in the mainstream of campus life, and to respond generously to their appeal for your support.

University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608 263-4545

University of Wisconsin Foundation

From Research Farms to Research Park

They were indigenous to the rolling landscape of rural Dane County. The Charmany and Reider farms, five miles west of the Capitol Square, from the early '40s were experimental laboratories for the College of Agriculture, differing from the many others around them only in their institutional personality. Even in the late '40s, on soft October Saturdays we might pass up a football game to hunt pheasant in their fields of corn stubble. The farms and their surroundings were Country.

But less than a decade later Madison was into its westward expansion in earnest; around and beyond the farms, streets were cut through the hills and young neighborhoods were started. CUNA Mutual Insurance Company led what would be hundreds of businesses to look for expansion room in the area.

Today, 18,000 cars a day pass Mineral Point Road at Whitney Way, the land's northern boundary. A few blocks beyond is West Towne, one of the state's largest shopping centers. The residential popula-

tion west of the corner equals the traffic count, and office buildings continue to spring up. Memorial High School, with an enrollment of 1500, is a mile to the northwest. So time has made the Charmany and Reider farms, while still fully operated by University agriculturists, an anachronism and with mixed reviews. The ponies that graze in the fields beside the roadway are a novelty to kids but they bite, pastoral distractions don't improve the flow of traffic at the busy intersection, the redolence from several tons of scattered manure during a surprise winter thaw may require more love of nature than contemporary Madison noses can muster. But more important in this technological age is the need—a mutual one—for a major research university to be in close proximity to the areas of the private sector involved in research and manufacturing. So the farms are going; a Research Park is coming in.

Early in October, the first client (Warzyn Engineering) will break ground on its space in what will be—in a decade, it is planned—a 300-acre park area for re-

search, commercial development and housing. The Reider Farm parcel will be developed first, providing 100 acres for 875,000 square feet of commercial space and the creation of 2675 new jobs. The brochures promise a "campus-like environment to include bike paths, a lake, traffic control." Plans call eventually for a privately developed hotel to share a sixteen-acre section with a conference center and retail shops.

The property will rent on fifty-year leases, the income to be funneled through a non-profit corporation to the UW-Madison to be reinvested in research. The first streets and facilities—enough to serve the earliest residents—will be financed by a two-year loan of \$500,000 from the state.

Of course there will continue to be the agricultural experimental farms. They'll be moved to a 410-acre site three miles farther west.

T.M.



Architectural model by Flad and Associates.

Here is a scale model of the proposed UW Research Park, superimposed on an aerial photo of the Charmany/Reider farmlands. Whitney Way, running north-south, crosses the bottom of the photo, Mineral Point Road runs up the left side of the picture towards town.



Remember how *neighborhoods* used to be when *neighbors* knew each other?

MaryVille is a retirement *neighborhood* that distinguishes itself from retirement centers in and around Madison

A home, not a high-rise.

MaryVille protects your personal space and privacy while retaining the benefits of retirement living:

Security

Companionship

Freedom from homeowner responsibilities

Situated in pleasant, rural surroundings on 65 acres just outside Madison, conveniently close to the University of Wisconsin cultural and sports events, MaryVille is . . .

- Clustered cottages
- Spacious *low-rise* apartments
- Personal garden plots
- Privacy fences, patios, and balconies
- Wooded paths and putting green
- Small shops and gathering spots
- *Flexible* meal plans
- Ample enclosed parking
- Nondenominational chapel

You owe it to your future to find out today if MaryVille is *your kind of neighborhood*. Find

out also about your 80% refundable entry fee and 8% interest on reservations.

Call collect
608/274-9131.


† MaryVille

A Retirement Neighborhood

- ☐ Send me complete information.

☐ I'd like to talk to a retirement counselor.

Name _____

Address _____

City _____ State _____

Zip _____ Phone _____

MaryVille, 1502 Greenway Cross, Madison, WI 53713

**A Member of the
Sisters of St. Mary
Health Care System**
serving all denominations

Information Center
1502 Greenway Cross
Madison, WI 53713
608/274-9131

Member News

continued from page 22

Public Utilities Control Authority to head the state's Petroleum Council. He lives in West Hartford.

TOM and JUDY (NIEMANN '61) DRAVES '63 have moved from Lawrenceville, Ga. to Randolph, N.J., where he has joined the Jamesway Corporation as a vice-president and general merchandise manager.

Regis College in Weston, Mass. held a week-long program of seminars and activities last April to honor the tenth anniversary of its president, Sr. THERESA HIGGINS PhD '63.

V. LEO RIDEOUT '63 has been appointed a vice-president for R&D for one of the groups of the Olin Corporation. He will be located at Stamford, Conn.

GARY R. STECHMESSER '65 has been named director of public relations for NCR in its Dayton, Ohio, home office. He joined the firm in 1969.

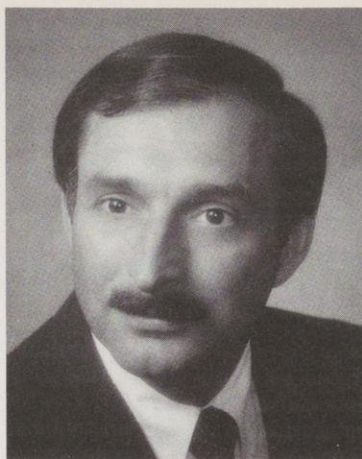
BONNIE WARSHAUER Sumner '65 of Milwaukee is a vice-president of Bat Conservation International, which is exactly what it sounds like. Among what the BCI says are canards about bats are the idea that they get tangled in our hair and/or are carriers of rabies and/or that they attack people. Mrs. Sumner gives lectures on the subject.

ANDY WOJDULA '65 of Arlington Heights, Ill., has joined N.W. Gibson International, a management consultant specialist firm in Oakbrook, as a senior vice-president.

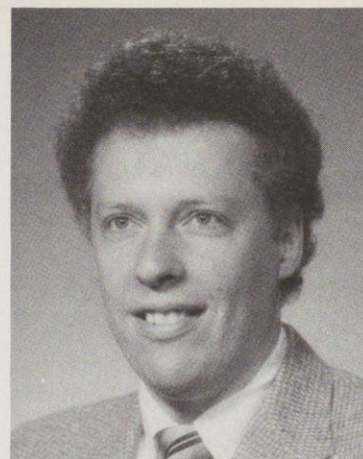
Dow Corning, Midland, Mich., promoted JOHN F. ABENDROTH '66 to a senior economic systems specialist. He lives in Sanford.

A fellowship in legal history was awarded by the American Bar Foundation to GORDON BAKKEN '66, '67, '70, JD '73. He is professor of history and director of faculty affairs and records at California State University, Fullerton.

JAMES D. VALENTA '66, '67, a vice-president of Ohmeda, is the new managing director of its branch in Japan. Ohmeda is the old Madison firm, long called Ohio Chemical Co., then Ohio Medical.



Valenta '66, '67



Strommen '77

The Art Institute of Chicago winds up an exhibit in mid-September, a photo series called Ocotillo Flat, by TERRY HUSEBY '68, '73, '79. Terry did some of these desert photos last year under a Guggenheim Fellowship. He lives in Santa Fe.

MARTIN S. MATSOFF '69, Milwaukee, has joined Sampson Industries as treasurer. The firm does "specialized financial legal and accounting services," its news release says.

Science Writers

FRED MERRILL '77 sent us a page from Technology Review magazine on which appears a letter from JOSEPH ALPER '78, '80, a Washington science writer. Alper refers to "the two programs that are the oldest and most successful at turning out distinguished science writers. They are the programs at the University of Wisconsin-Madison and the University of Missouri-Columbia.

"... As a graduate and former head of Wisconsin's University-Industry Research (UIR) Science Writing Program, I would like to point out that (it) has been training science writers for nearly twenty years, having been started in 1965 by JAMES A. LARSEN '45, '57, '68 with funds from the National Science Foundation (and is) now under the direction of JEAN LANG MS '73. . . . Over seventy science writers have graduated from the UIR program, including JANE BRODY ('63) and BILL BROAD (MS '77) of the New York Times, MIKE WOODS (x MS '70) at the Washington office of the Toledo Blade, BRUCE INGERSOLL (x MS '70) of the Wall Street Journal, and JIM NAPOLI (x PhD '77) of the Hartford Courant. And then there is TOM BURROUGHS (MA '74), now a senior editor at Technology Review, and DENNIS MEREDITH (MS '70), former managing editor of Technology Review and now head of Caltech's news bureau and a widely published free-lancer. . . ."

70s&80s Atty. ALLEN DAVID ALLRED '70 has been made a partner in the St. Louis law firm of Thompson & Mitchell.

At the Pentagon, J. MICHAEL KELLY '70, has been named deputy assistant secretary of the Air Force for manpower policy and personnel plans. He had been on the staff of a Colorado senator.

JAMES A. SCHWEIKART '70, now a CPA with a Ph.D. from Indiana University, is an assistant professor in accounting and business at Temple University, Philadelphia.

MAZIE LEE JENKINS '72, '74, a teacher at Madison's Marquette Elementary School, has been named the first recipient of an award from our School of Education for distinguished alumni in the elementary field.

PPG Industries promoted ROBERT E. OLSON '72 to a product managership in its Pittsburgh office.

PETER D. FOX '73, '82, regional editor of the Billings (Montana) Gazette, had a series he wrote about Nicaragua chosen as one of the ten best on "under-reported" topics. The selections were made by a national jury for a California researcher.

CHARLES T. HEIN PhD '75 earned a Doctor of Divinity degree this spring from Eden Theological Seminary in St. Louis and is now at St. Paul's United Theological College, Limuru, Kenya.

The Friends of WHA-TV, the station's fundraising arm, gave its first annual Volunteer of the Year Award to Madison attorney KAREN GODSHALL '76.

FRED L. MERRILL '77 writes that he is on the staff of Sasaki Associates, Inc., a Watertown, Mass., landscape architecture firm. He is a senior staff urban planner.

STEVE and JOANNE (BIXBY) STROMMEN '77 have left Madison for Milwaukee where he has joined Northwestern Mutual Life Insurance as a financial planning officer.

Navy Ensign RICHARD HOLCOMB '82, after graduating from Air OCS at Pensacola, has been assigned to the USAF Intelligence School at Lowry AFB, Denver.

MARGARET PATTERSON '82 has left Madison for Moline, Illinois, where she joined Deere and Company as an agricultural advertising copywriter. □

Rowing Alumni



If you haven't been getting your free Rowing Newsletter it's because you're not on the mailing list correctly (or at all). To find out how the 1984 crews fared, to read about the UW's Olympians in Los Angeles, to catch up on the crew-house news, send your correct address to: The Wisconsin Rowing Association Newsletter, 1440 Monroe Street, Madison 53711.

Deaths

Names in capital letters are of the individuals as students. WOMEN'S MARRIED NAMES APPEAR IN PARENTHESES.

The Early Years

MARTIN, MARY ANNE (Morrison) '11, Boulder, Colo., in June.
 HUSTON, HAROLD HERBERT '16, Seattle, in May.
 BLODGETT, HAROLD EDWIN '17, St. Paul, in 1983.
 HELMER, JOHN HORATIO '17, Menlo Park, Calif., in 1983.
 LANGE, ELEANOR ANNA (Dodgen) '17, Santa Anna, Calif., 1981.
 WEBB, WALTER RAY '17, Sioux City, in April.
 BUECH, WILLIAM F. '18, North Shirley, N.Y., in April.
 FARGO, JOHN MERRILL '19, '21, '39, Sun Prairie, in May.
 COHN, FLETCHER GANS '20, Silver Spring, Md., in March.
 COULTER, GERALD ROBERT '21, Madison, in June.
 HARDELL, ROBERT EDWIN '21, Monroe, in May.
 SMITH, MABEL MAYHEW (Reed) '21, New York City, in May.
 WHALEY, CARROLL OMAR '21, Chicago, in February.
 BARNES, ERNEST MERRILL '22, Knoxville, Tenn., in 1983.
 EHRMAN, WILHELMINA (Corlett) '22, Rancho Santa Fe, Calif., in May.
 KALLIO, MARIE '22, '33, Minneapolis, in 1983.
 RADLEY, HARMON MONROE '22, Washington DC, in 1981.
 SHAPIRO, LEO HENRY '22, Boca Raton, in April.
 WINTER, MABEL (Whitney) '22, Amherst, Mass., in May.
 HORNE, HANS GOLDBERG '23, Chippewa Falls, in July.
 LUTHER, ARLEIGH JAMES '23, Edina, Minn., in May.
 SLEZAK, JOHN '23, Sycamore, Ill., in April.
 BELOW, MARTIN PAUL '24, Evanston, past president of WAA and of the Chicago alumni club; an All-American tackle in 1923; in June.
 DEDRICK, CALVERT LAMPERT '24, PhD '33, Washington DC, in June.
 GASKELL, LOIS NANCY (Volk) '24, West Lafayette, in 1982.
 HASTINGS, LAURENS GROSE '24, Chicago, in 1982.
 CULBERTSON, ELDERED SMALL '25, Seymour, in June.
 GRANDY, PEARL MILLER MS'25, Hartford, Conn., in 1980.
 MILLER, LAWRENCE PETER MS'25, Arlington, Va., in 1983.
 NELSON, MARY HARRINGTON '25, Dubuque, in 1983.
 BODINSON, COLLEEN GENEVIEVE (Drew) '26, Kenilworth, in February.
 BURNSON, HAZEL VIOLA (Murphy) '26, Marshfield, in May.

FIEDLER, GEORGE JOSEPH '26, Winnetka, in 1981.
 GRUNER, JESSIE BEATRICE '26, Watertown, in May.
 KASPER, CARL A. '26, Kansas City, in June.
 NASH, THERESA ROMALE (Goodale) '26, Gaylordsville, Conn., in 1983.
 WIDMAN, MARGUERITE CAROLYN (Davis) '26, Madison, in June.
 McDOUGAL, DONALD x'27, Whitewater, in May.
 RYAN, NORA MARY '27, Madison, in May.
 DILLON, JOHN HENRY MA'28, PhD'31, Clemson, S.C., in 1982.
 KOPPLIN, HELEN ANN (Murphy) '28, Marshfield, in June.
 MELLENCAMP, KEITH W. x'28, Sun City, in April.
 SCHNEIDER, NELLIE JANE (Bartelt) '28, Scottdale, in 1982.
 SMITH, NINA GRACE '28, Oak Park, in April.
 THOMAS, BEATRICE ESTELLE '28, Somerville, W. Va., in 1983.
 THOMPSON, IRMA MADELINE (Lecount) '28, Beaver Dam, in May.
 CHESLEY, CATHRYN OLIVIA (Brazeau) '29, Petal, Miss., in 1983.
 CLARKE, FRANKLIN WILLIS '29, '31, Madison, in June.
 FYFE, ROSSE CLAYTON '29, Milwaukee, in 1982.
 HAWKINS, FRANCES MILNER (Meek) '29, Tucson, in 1982.
 MORRISON, JOSEPH PAUL MS'29, PhD'31, Washington DC, in 1983.
 OLBRICH, ISABEL (Teare) '29, Pittsburgh, in May.
 SWITZER, ST. CLAIR ADNA '29, Pasadena, in 1983.

30s&40s

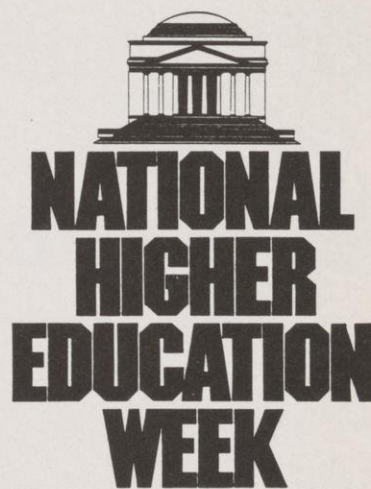
ALBRECHT, DOROTHY ELIZABETH '30, Milwaukee, in 1981.
 EVERY, EDWARD MALCOM '30, Brooklyn, Wis., in May.
 ESKILSON, VIOLETT ELIZABETH (Peterson) '30, Beecher, Ill., in April.
 JAUTZ, GILBERT JOSEPH '30, Largo, Fla., in May.
 MACMILLAN, EMERY HYATT x'30, Madison, in June.
 OSTERBIND, HELEN (Dittmar) '30, Wilmington, Del., in 1982.
 SCHEE, ERIC '30, La Crosse, in May.
 SIMPSON, ARTHUR O. '30, '34, Bellevue, Wash., in May.
 STEWART, JEANETTE TEMPLETON (Roup) '30, Alhambra, Calif., in March.
 VOSS, JOHN CARL '30, MD, Riverton, N.J., in May.
 ASHMAN, GEORGE ROBERT '31, Bellevue, Wash., in May.
 BERG, HILMA CHARLOTTE (Meister) '31, Naples, Fla., in 1982.
 KRONCKE, SADIE MAE (Gray) '31, Roseburg, Ore., in 1980.
 PETERSON, EUGENE JOHN '31, Alexandria, Va., in May.
 SAWYER, LORRAINE DESIREE '31, Milwaukee, in 1980.
 STRUB, ERNEST PAUL '31, Beaver Dam, in June.
 WATSON, WILLIAM CUNNINGHAM '31, '34, Lookout Mt., Tenn., in March.
 CANT, JOHN FRANCIS '32, Park Ridge, Ill., in February.
 FISCHER, HAROLD LAVERNE '32, Visalia, Calif., in April.

MAASKE, CLARENCE ALFRED '32, PhD'41, Lakewood, Colo., in 1983.
 MANZER, HENRY MAXWELL '32, Ripon, in May.
 QUALE, RALPH WILLIAM '32, Dane, in February.
 ANDERSON, HARTVIG ANDREW '33, Minneapolis, in April.
 BECK, FLORENCE ELIZABETH (Guentzel) '33, Milwaukee, in May.
 MANSON, GERALDINE (Gates) '33, Terre Haute, in 1983.
 PALMER, VERNON JOHN '33, Milwaukee, in May.
 TRUMLEY, LUELLA MARGUERITE (Doering) '33, '50, Oceanside, Calif.*

*Informant did not give date of death.

MCDOWELL, VERA BERNICE (Miller) '34, San Antonio, in May.
 TAIBL, RAYMOND MARTIN '35, Milwaukee, in 1982.
 TONG, FRANCIS HILLARD '35, MD, Wheat Ridge, Colo., in 1983.
 DITHMAR, EDWARD UPHAM '36, '39, Chicago/Baraboo, in July.
 OMELIA, JANE MARY '36, Algoma, in April.
 RINKOB, PAUL SEVERN MPh'36, Baraboo, in June.
 RITCHIE, ROBERT WILLIAM '36, North Bend, Ore., in April.
 VANDERVORT, MILES ARTHUR '36, Ft. Atkinson, in May.
 BURR, HORACE KELSEY MS'37, PhD'41, El Cerrito, Calif., in 1983.
 CALE, MILDRED DOLORES (Parkhurst) '37, Stockton, Calif., in 1982.
 HADDOW, MIRIAM ADELE (Rasmussen) '37, Alexandria, Va., in May.

continued



October 13 to 20, 1984
 celebrates the contributions
 of our colleges and universities
 to American society
 and focuses on the need for
 greater excellence at all
 levels of American education
 because we have the
 future in minds.

Deaths

continued

MINER, ELAINE MARY (Smith) '37, Hardy, Ark., in April.
 SHRIGLEY, EDWARD WHITE '37, MD'41, Tucson, in 1983.
 COVET, SYLVIA SOPHIA '38, Minneapolis, in May.
 GREGOR, JUDD F. MS'38, Mesa, Ariz., in 1981.
 MOYLE, ALTON ISAAC '38, '39, DVM, Madison, in June.
 NEUMANN, FRED CHARLES '38, Delafield, in 1983.
 PORTER, JOHN WILLARD '38, PhD'42, Madison, in June.
 RAINEY, JAMES LARIMER PhD'38, Abington, Pa., in April.
 REICH, HARLAND K. x'38, Madison, in June.
 GOLDEN, REEVA JANE (Dorman) '39, Racine, in February.
 CHEATHAM, ROBERT ARTHUR MS'40, Reno, in May.
 EIZEN, HARRY SOLOMON '40, Milwaukee, in March.
 JENSEN, RHODA JOSEPHINE (Nielsen) '40, Madison, in May.
 MURRAY, JAMES RONEN '40, '41, St. Louis, in June.

ALTEMEIER, E. PHILLIP '41, Thiensville, in June.
 KRUG, ROBERT H. MA'41, Deadwood, S.D., in 1983.
 NETKO, EVELYN SOPHIA (Fiebelkorn) '41, Milwaukee.*
 NILES, FRED ADOLPH '41, Glenview, Ill., in 1983.
 DEPPE, JOHN WARREN '42, Lake Mills, in June.
 JABUREK, RUTH BARBARA (Ebenstein) MPh'42, Santa Barbara, in 1982.
 MINCH, FRANK CHARLES '42, Dayton, in April.
 MADNICK, MATTHEW '43, Whittier, Calif., in April.
 VANDOSKE, EUGENE PALMER '43, New Lenox, Ill., in 1983.
 PARSONS, WILLIAM CHARLES '44, Madison, in July.
 SMITH, EVELYN ELSIE (Ritter) '44, Madison, in May.
 WILKINS, JULIAN B. '44, Chicago, who earned his bachelor's degree at age seventeen, took his law degree from Harvard, and after several years of solo practice, joined Jenner and Block to become the first black partner in a major Chicago law firm; in July.
 SCHINDLER, EDWIN CARL '45, Kenosha, in May.
 MELLI, JAMES CHARLES '46, Riverside, Calif., in June.
 BERGUNDE, JOHN EDWARD '47, '48, '49, Vadnais Heights, Minn., in 1981.
 IVERSON, CARL '47, Elkhorn, in April.
 MILLER, ARTHUR HARVEY '47, '49, '55, San Antonio, in May.
 OCASEK, LILLIAN PATRICIA (Hughes) '47, Sierra Madre, Calif., in January.
 POPPER, CHARLOTTE RUTH (Kraus) '47, Winnetka, in 1983.
 PURSE, JAMES NATHANIEL '47, Aurora, Ohio, in 1982.
 JUHRE, RUSSELL HENRY '48, Arlington Heights, Ill., in March.
 KAUFMAN, PETER '48, '51, Washington DC, in 1983.
 MASTON, THOMAS T. '48, Columbus, Ohio, in 1982.
 STOWE, JOHN HENRY MA'48, Milwaukee, in 1983.
 ADAMS, ALFRED LESTER '49, Rochester, N.Y.*
 BREWER, GORDON EDWIN '49, Kansas City, Mo., in May.
 FISH, EUGENE HARLAN '49, '51, '52, PHOENIX, in March.
 MISEY, JOHN JEROME '49, '50, Baltimore, in 1983.

50s&60s

DOBRAWSKY, DONALD KENNETH '50, Oak Creek, Wis., in April.
 HAUETER, JACK FELIX '50, Milwaukee, in April.
 PHAIR, GEORGE MILTON x'50, Madison, in March.
 ROGERS, RICHARD EUGENE '50, Clinton, Wis., in June.
 TRACY, GORDON LLOYD MA'50, PhD'55, London, Ontario, in January.
 KARTH, JOAN GERTRUDE (Snyder) '51, Bellevue, Wash.*
 BUCHHOLZ, NED HARVEY '52, Columbus, Ohio, in June.
 WILCOX, HOWARD WILLIAM MS'52, Hudson, in May.
 ZUEHLKE, FRED A. MS'52, Fremont, Wis., in May.
 FLINT, JAMES HARRISON MS'53, Winton, Calif., in June.

Brathaus BratsTM At Home

Cook real **Brathaus Brats**TM at home on your grill.

They arrive vacuum-packed, UPS delivered, ready for your grill or freezer.

8# box (about 40 sausages)	\$35.00
4# box (about 20 sausages)	\$20.00

Send check to:
Brathaus, Inc.
 603 State Street
 Madison, WI 53703

Make your nominations now for the

1985 WAA Distinguished Service Awards

The nominee must be:

- An alumnus/a of the UW-Madison
- A member of the Wisconsin Alumni Association
- Available to attend the awards program on Alumni Weekend, May 11, 1985

WAA's Recognition and Awards Committee judges nominees on:

Alumni Citizenship

Participation in programs of the Wisconsin Alumni Association, the UW Foundation, WARF, or of other campus-based alumni-strengthened organizations (e.g. the Memorial Union, Elvehjem Museum, Arboretum, etc.)

University Loyalty

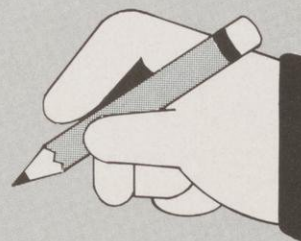
Non-paid services in support of the academic/administrative aspects of UW-Madison schools, colleges or departments or in student recruitment, legislative activities, advisory committees, etc.

Accomplishment

Career achievement and public service on the community, state, or national levels

Please be specific on these points in your letter of nomination.

Nominations must be received by November 30, 1984.



Mail to:
 Recognition and Awards Committee
 Wisconsin Alumni Association
 650 North Lake Street
 Madison 53706

KNIGHT, CURTIS CRAIGEN '53, MD'56, Fresno, in April.
 LINTHICUM, MARY G. (Bryan) '53, Madison, in May.
 BUTTS, RICHARD ALBERT '54, Miami, in 1983.
 CHI, HENRY HSI KUANG '54, '58, Longmeadow, Mass., in April.
 FULTON, NEIL DOUGLAS PhD'54, Fayetteville, Ark., in February.
 TOMLINSON, JOHN FISK '54, Santa Fe.*
 ZIEGLER, DUWAYNE ELROY '55, Redlands, Calif., in May.
 HELD, JOHN '56, '59, Madison, in 1983.
 COTTRELL, ALAN PEERY MA'58, Ann Arbor, in January.
 FINDER, KENNETH GORDON '58, Monroe, in May.
 JOHNSON, CHARLOTTE ALICE (Seligman) '58, Houston, in 1983.
 MARTIN, JERRY ARNOLD '59, Cedar Rapids, in May.
 WAGNER, ALAN ROBERT '59, Los Angeles, in April.

WILEY, BETTY JO (Rueping) '59, Santa Rosa, Calif., in 1983.
 RUCINSKI, PHILIP RAYMOND MS'61, Oshkosh, in May.
 FRIZ, THOMAS OTTO '63, '66, '70, Herndon, Va., in June.
 REINEKE, DAVID PAUL '63, '67, Madison, in June.
 BOYAN, DOUGLAS ROBERT MA'67, PhD'72, New York City, in April.

70s&80s

January.
 KERR, WOODARD WHITFIELD '73, Crandon, Wis., in May.
 SCHEINOHA, LAWRENCE ALLAN '75, '78, Fairbanks, Alaska, in May.
 SIMON, BRUCE MICHAEL '76, with his wife and eight-year-old daughter, in the tornado that struck Barneveld (killing nine) on June 8th.
 BAXTER, ROBERT IVAN '77, Hartland, in 1981.

MEALY, JOHN J. PhD'70, Dubuque, in

KIRKHAM, VALMAI RUTH (Fenster) PhD'77, Sun Prairie, in May.
 WALDMANN, RICHARD KEITH '78, Madison, in May.
 DUNHAM, KRISTINE R. (Wesenberg) MS'79, PhD'81, Madison, in June.
 PLUMMER, NED CHARLES '80, Oshkosh, in an automobile accident in May.
 MAKWARD, LAURENT ABDUL-KARIM '83, Madison, in 1983.

Faculty

LINKSWILER, Hellen M. MS'48, PhD'51, Madison, emeritus professor of nutritional sciences; in June. She was on the faculty from 1960 to 1981, with research interests in dietary factors affecting amino acid requirements. She made notable contributions to the understanding of vitamin B₆ deficiency and metabolism.

LUCKHARDT, HILMAR, emeritus professor of music; in July in Madison. He joined the faculty in 1939, retiring forty years later. Luckhardt was a prolific composer for a variety of media; regularly wrote works for high school performers at the annual summer music clinics on campus.

SCHWALBACH, JAMES A. '34, '38, Three Lakes, who began with the Extension and Center System in 1945 to teach art on WHA-Radio's School of the Air, and who traveled the state organizing the Wisconsin Rural Art Project until retirement in 1968, after which he conducted classes in various of the Centers; in May.

continued

Job Mart

PhB'38, retired CEO in Boca Raton, Fla. winter-spring, Milwaukee summer-fall, offers marketing, advertising, management consultation at/or near either city. Experienced small business generalist. Primary goal to serve creatively. Salary secondary. Would like to be involved in your company's growth. Reply to member #8165.

BA'78 economics, psychology, MA'80 economics, MBA'82 marketing, finance. Business planning analyst with Fortune 50 consumer packaged goods company seeks challenging position leading to marketing management responsibilities. Flexible salary and geographical requirements. Reply to member #8166.

BS'60, advertising graduate seeks challenging position in advertising department or agency. Have created and supervised creation of award-winning advertising for wide range consumer/industrial companies. Some client contact experience. Skilled in print, radio, TV and audio-visual. Michigan resident, willing to relocate. Reply to member #8167.

MLA'83, seeks position with business needing information specialist to develop/administer center providing decision-making information. Five years library experience, six years practical experience engineering firm, interned government documents depository library. Prefer Phoenix area. Reply to member #8168.

UW ALUMNA SEEKS, for two students in public administration in Kehl, West Germany, paying internships in US at local government level for six months. Salary/time limit negotiable; to start December 1984 or January 1985. West German school willing to arrange reciprocal exchange American students. Reply to member #8169.

BSCE'79, MSCEE'81, seeks staff engineer position consultant firm/industry. Two and half years experience solid waste management/wastewater pollution control. Comfortable with areas of civil engineering: planning, design, construction and maintenance. Easy relocation/willing to travel. Reply to member #8170.

BA'84, journalism: broadcasting/public relations. Seeks job in Atlanta area, entry level position utilizing communication, interpersonal, and organizational skills in competitive environment. Possess leadership qualities, organizational, public relations and public speaking skills. College experience writing for publication. Reply to member #8171.

MA/MFA'66, PhD, speech-theatre, available for immediate employment. Seeks advanced assistant or associate professorship in New York state, New Jersey, Connecticut or Eastern Pennsylvania in combined speech communication-theatre program. Have published. Member of Speech Comm. Assoc., Actor's Equity, Screen Actors' Guild, AFTRA. Reply to member #8172.

Attention Area Businesses!

Madison-area businesses looking for temporary, part-time workers can contact a new service, the University's Student Job Center at the Office of Student Financial Aids. Let the center know your needs and it will match you with students eager to work. Call 262-JOBS.

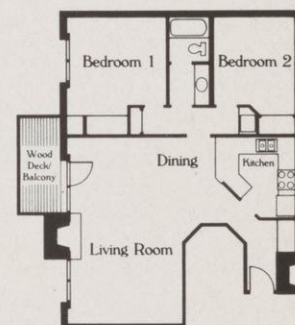
Wisconsin Alumni Association members are invited to submit their availability notice, in fifty words or less, for a one-time publication at no charge.

PROSPECTIVE EMPLOYERS:

Your reply to job seekers will be forwarded unopened from our offices. Address it to the member number shown, c/o Job Mart, Wisconsin Alumnus Magazine, 650 N. Lake St, Madison 53706.

FOR SALE \$78,600

Luxury Condominium in University Heights



Are you or members of your family attending the University of Wisconsin-Madison soon?

Consider investing in a luxury condominium... conveniently located at the edge of campus...

For more information:

Joanne Mais
 5313 Manitoque Pkwy
 Madison, WI 53705
 (608) 231-1294

Richard Knothe
 (608) 238-3150/233-6160

Deaths

continued

TREWARTHA, GLENN '21, PhD'24, emeritus professor of geography, in Madison in June. For forty years before retirement in 1966 he tried to teach five courses every semester so that all geography majors could work with him. In 1948 he spent sixteen weeks in Japan to advise on its postwar reconstruction. □



Information received in time for this issue. The listing is a reminder only; clubs send mailings to known alumni in their areas.

BOSTON: *October 19 and 21*, Head-of-the-Charles Regatta festivities. Info: David Goldner, 438-7895.

CHICAGO: *September 12*, football kickoff. Info: Tom Weirath, 477-3418. *September 27*, Young Alumni party. Info: Steve Braun, 322-7900; or Ellen Lebow, 248-1187. *October 17*, Wingra Woodwind Quintet. Info: Barbara Arnold, 549-2254.

DETROIT: *September 22*, tailgate party at Ann Arbor. Info: Ed Adams, 322-9075.

MADISON: *September 22*, tailgate listening party. Info: Dick Brachman, 836-3636.

MIAMI: *October 27*, picnic. Info: Dan Barber, 235-3002.

STEVENS POINT: *September 29*, football bus trip. Info: John Norton, 341-8142.

TAMPA BAY: *October 5*, Octoberfest. Info: Mike Cleveland, 839-1426.

WASHINGTON DC: *September 23*, beer-and-brat picnic. Info: David Brych, 734-4100.

On Wisconsin

By Arlie M. Mucks, Jr. '43
Executive Director

We Have the Future in Minds

That's the theme developed by the Council for the Advancement and Support of Education to observe National Higher Education Week which runs October 13-20. During that week, educators, advancement professionals, students, alumni, and top executives in business and government will meet in our nation's capital to discuss the issues facing education in this decade. And in the midst of it all, on October 16, we who are in attendance will have an opportunity to salute those who have played a vital role in the growth of our schools, colleges and universities—our volunteers.

I'm very happy to tell you that one of our top volunteers is among ten from around the country who will be honored that night. She is Betty Erickson Vaughn MS'49. Betty may not agree when she reads here that I see her as something of a legend among our marvelous volunteers, but it's true. After years of service on our various committees and as a national director, in 1980 she was elected the second woman president of the Wisconsin Alumni Association. During her one-year term, here



Betty Vaughn

are a few of the things Betty accomplished: she was a leader in the establishment of the Wisconsin For Research program linking state industry to the resources of the campus; she helped WAA institute our two Excellence in Teaching awards which help the faculty honor some of its

most dedicated members; she stimulated the establishment of our Alumni Student Board; she created our Faculty Relations Committee. Betty became our first woman representative on the Athletic Board and she was instrumental in the formation of the WIS Club for women's athletics (there's more about that on page 14). Today, she serves on no less than seven of our committees. We're very proud of her and most grateful for the sustained leadership she has so enthusiastically provided to our association, to the UW Foundation (she and her husband are members of it and of its Bascom Hill Society), to the athletic department and to the University in general.

The news of Betty Vaughn's forthcoming national honor was announced to our directors at their annual retreat here in July. Thirty-two of them came from all over the country at their own expense for two days of rather intensive briefing on University issues. They listened to and asked questions of University administrators. Their enthusiasm was contagious! These volunteers view their role as a lifetime commitment to our University. And when they're provided the exchange of views and the information therein, they are among its greatest resources. For they become the direct channel for that information to their fellow alumni, and certainly they are a most valuable means of relaying the attitudes of those alumni to the University administrators, who are highly interested in such an exchange.

The staff of our association is relatively small; there are just eighteen of us who serve more than 200,000 alumni of this campus. Thus we rely heavily on our eighty-five national directors, our alumni student board of forty (who keep us alert to the needs and feelings of the people who will be our members in a year or two), the 125 volunteers who serve on our various advisory committees, and the 1800 club officers and directors. These dedicated volunteers serve their University out of a sense of loyalty, obligation and devotion. The effective program of alumni relations which stems from them keeps our alma mater a vital force in our community, our state and our nation.

As we head into the challenges of another academic year we applaud the many volunteers who are so much a part of the Wisconsin Alumni Association. □

Letters



Tuition And Access

In your May issue you published an otherwise excellent letter from State Representative David Clarenbach that contained a common misconception about the relationship between tuition costs and access to public higher education by the children of the poor. Clarenbach's version read as follows: "Forcing the UW to require high student tuition would mean that an ever-increasing number of middle class, poor and minority students would be denied a college education and an equal chance to compete."

The facts of the matter are quite different. Low tuition for state-supported education benefits mostly the wealthy. If one wishes to benefit the poorer members of the society, one charges higher tuition, then uses the additional revenue to fund scholarships based on need.

Higher education is used much more by the children of the better-off than the worse-off. Many children of higher-income people in this state are paying the lowest tuitions of any institution of this quality to be found in the country. Why go to Harvard when Wisconsin is almost free? Wisconsin is so good it is not necessary for the well-off to go away.

A reasonable policy would charge tuition at least comparable to those at other excellent state universities in this area, such as Michigan or Minnesota. One could then use the revenues in accordance with the relative needs of various objectives—scholarships, salaries, whatever.

Frankly, I would be for this higher tuition policy even if not a penny went to salaries. Our tuition is scandalously low. We are subsidizing the rich or well-to-do, and have no business running the state that way. These students would continue going to Wisconsin or some university. The additional money could be spent on those who need it, giving even more of them "an equal opportunity to compete."

GERALD MARWELL
Professor and Chair
Department of Sociology

The Boys Against The Girls?

I've read with great interest Jane Newald's article (July) on the advent of women on the campus. I congratulate her on the thoroughness of her research and on her generally excellent style of writing—not too cute, not too stiff.

I well remember the old Chadbourne Hall of the '20s and '30s; my older sister stayed there in her freshman (freshwoman?) year of 1928–29. I also knew vaguely that the place had been named for an early president of the University. I was delighted to learn from your story, however, that he was so convinced of the inherent inferiority of the so-called weaker sex that he did not want them around the place at all. As you say, what perfectly delicious irony. It serves him right.

... I would take issue with you on two minor counts. First, you say that coeducation was "something only the private, eastern schools dabbled in." I am pretty sure that it was even rarer in the East than in the Midwest. In her book, *Women at Cornell*, Charlotte Conable says that that university "approved the admission of women in 1872, one of the first eastern institutions to do so."

Second, I cannot believe that the men students bitterly resented the arrival of women. This may have been true of some of the men and in *certain* respects, such as their loss of the use of South Hall, but, from my own experience, I suspect that they were mostly delighted to have some women around. I spent a year and a half on Adak, in the Aleutian Islands, in WW II, where the only time I so much as saw a real, living, breathing flesh-and-blood Woman was maybe twice a month when I went to the post library to draw out a book. Sometimes the divine creature even spoke! The conversation went something like this: "Would you check out this book for me, please?"

"Yes. Here you are."

"Thank you." And then back to the cold, dull, frustrating all-male environment for another two weeks.

No, those Wisconsin boys in 1863 were delighted to see the girls, whether they con-

descended to admit it or not. I suspect that the greatest hardship in the situation was not the women students, but that damned preceptress.

THOMAS W. KRASEMAN '39
Silver Spring, Md.

Keeping Our Top Faculty

I was impressed with the editorial in the May-June issue. It certainly is necessary to point out to our alumni the importance of retaining our great faculty.

What so many people overlook is that when we lose one of our top people, we lose any grant money which may have been given them as well. In addition, when we hire a replacement, we simply have to pay them more money. This has been the case during all the years I know of.

CARL E. STEIGER x'23
Oshkosh

Badger Huddles

An island of friendship in an alien land. Before these football games, Badgers gather for their own brand of kickoff. There is laughter and music and wild carrying-on, with Wisconsin celebrities visible and vocal. Usually a cash bar.

Sept. 15: COLUMBIA, MO.
Holiday Inn East
1612 N. Providence Rd.
11 a.m.

Sept. 22: ANN ARBOR
Pioneer High School parking lot
2555 S. State Road
10 a.m.

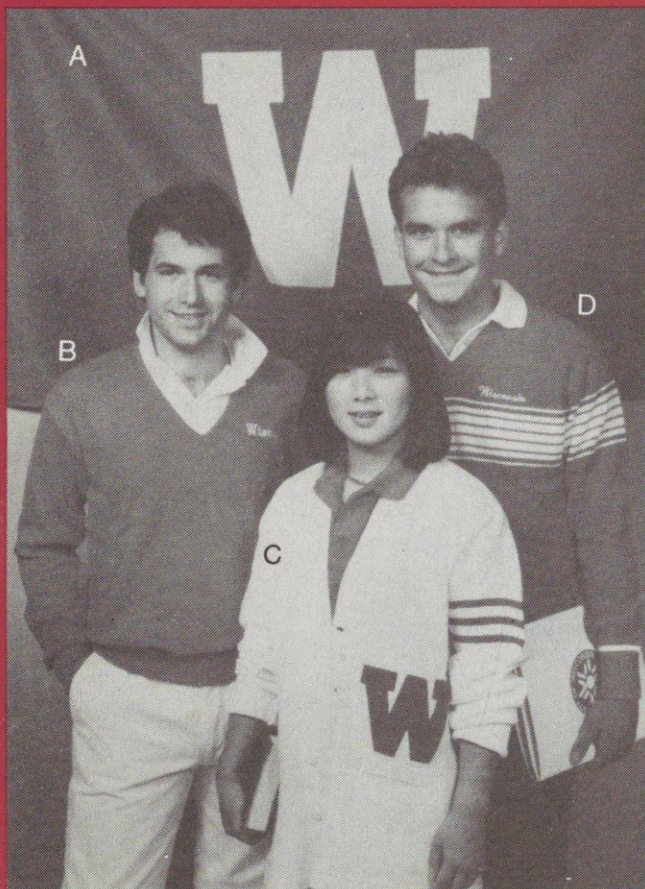
Oct. 6: URBANA
Corner, 1st Ave. & Florida
Noon

Oct. 20: BLOOMINGTON, IND.
Inn of the Fourwinds Resort
Fairfax Road at Lake Monroe
11 a.m.

Nov. 17: LANSING
Hilton Inn
7501 W. Saginaw Hwy.
11 a.m.

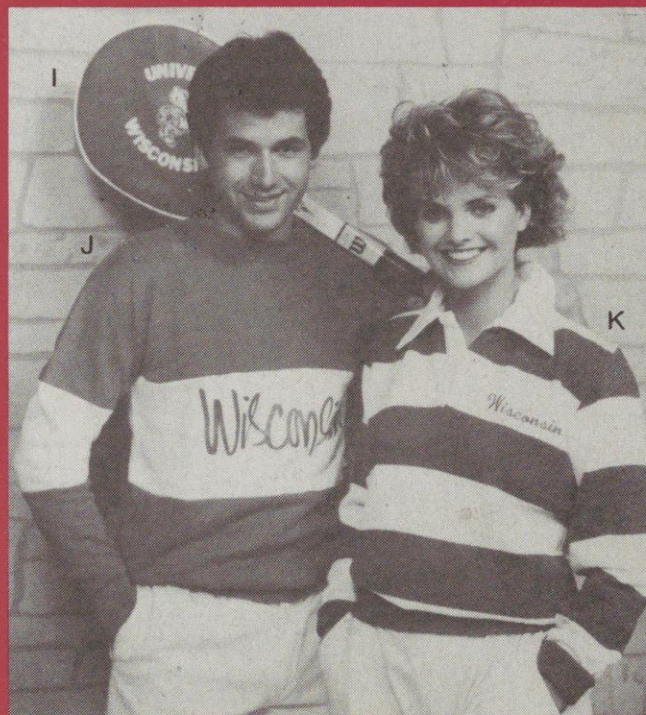
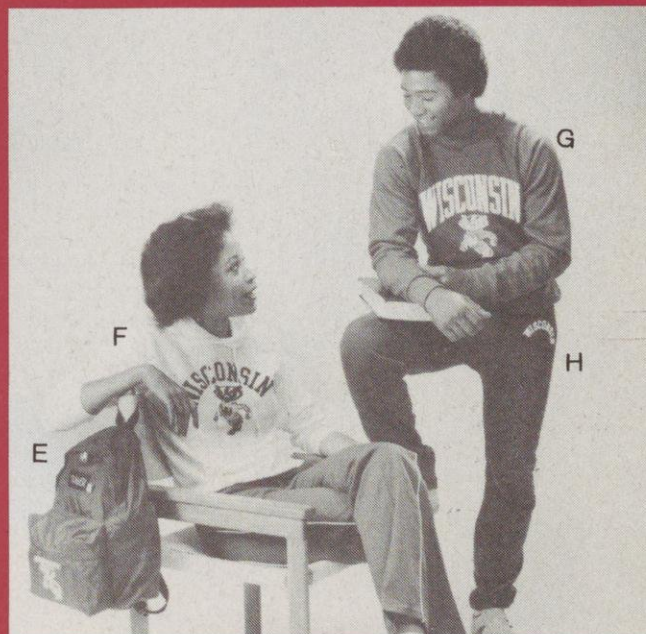


You've Got the Spirit, Let it Show!



- A. "W" Banner, 3' x 5', red nylon, **25.00**
B. V-Neck Pullover Sweater, red knit rayon/acrylic, embroidered emblem, S-M-L-XL, **22.00**
C. Official Varsity Cardigan, Sewn on chenille letter in red. Also available in red with white letter, S-M-L-XL, **41.00**
D. Red Knit Pullover with white chest and arm bands, embroidered logo, S-M-L-XL, **32.00**

- E. Red Nylon Backpack with Badger emblem, **19.95**
F. White Hooded Sweatshirt, S-M-L-XL, **19.50**
G. Red Crewneck Sweatshirt, S-M-L-XL, **14.00**
H. Red Sweatpants, drawstring waist, S-M-L-XL, **14.00**



- I. Tennis Racquet Cover, vinyl, zip closure, **8.00**
J. Red, Crewneck Sweatshirt with white mid-band, scripted "Wisconsin" S-M-L-XL, **18.50**
K. Rugby Shirt, red and white stripe, knit acrylic, embroidered logo, S-M-L-XL, **35.00**

insignia / Balfour House

639 State St. • Madison, WI 53703 • Tel. (608) 251-0495

Name _____

Address _____

City _____ State _____ Zip _____

If you wish to have any items shipped to an address **other** than your own, please specify on separate sheet of paper.

Key Letter	Qty.	Description	Size	Price Each	Total

Packing and Shipping: Add **\$2.50** for first item
25¢ for each additional item

Wisconsin residents only, add 5% sales tax

TOTAL

☐ Check enclosed ☐ Master Card ☐ Visa ☐ American Express

Charge Card # _____ Exp. Date _____

Interbank (MC only) # _____

We Ship Promptly — Satisfaction Guaranteed