



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 86, Number 6 Sept. 1985

Madison, WI: Wisconsin Alumni Association, Sept. 1985

<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

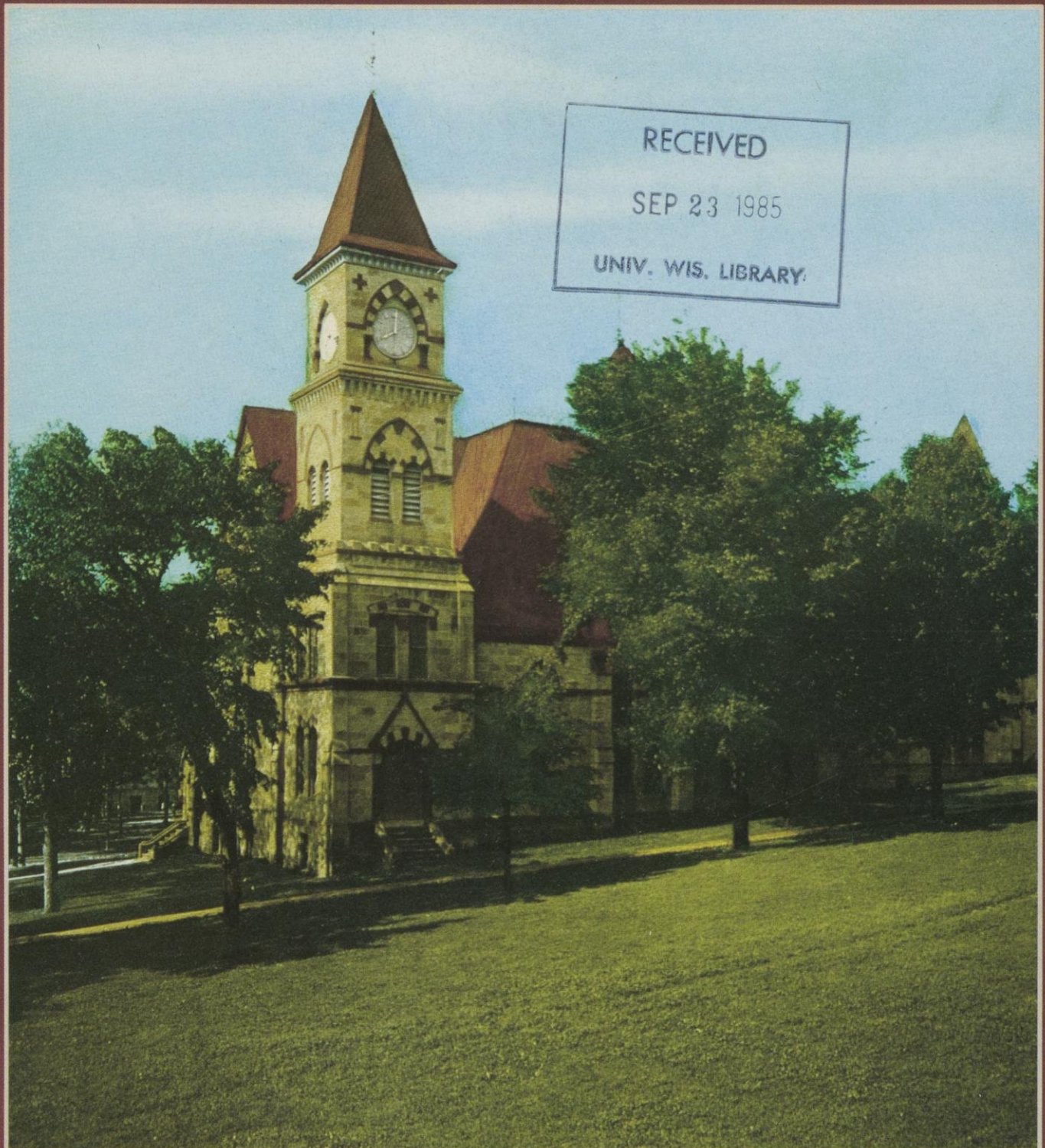
<http://digital.library.wisc.edu/1711.dl/Copyright>

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.

WISCONSIN

ALUMNUS



September/October 1985

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 gray wool/polyester worsted for maximum wearability, minimum wrinkling. Each monogram is individually embroidered — 1100 stitches per monogram — 40 monograms per pair!

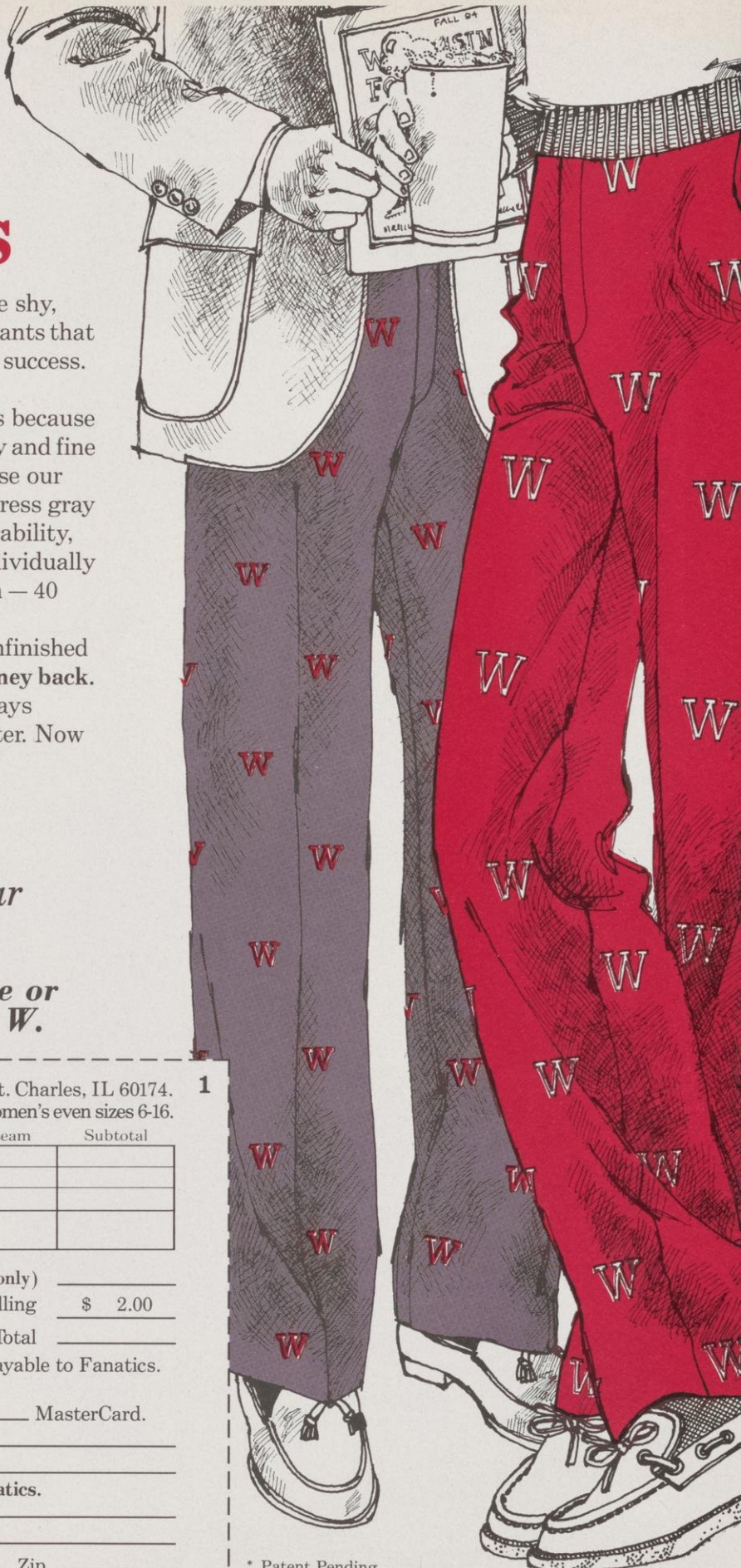
Fanatics come with regular rise and unfinished cuffs. **Satisfaction is guaranteed or your money back.**

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

FANATICS™

The Sportswear Sports Wear

Fanatics also available in white or khaki twill with red Wisconsin W.



Mail to: FANATICS, P.O. Box 1279, 1106 W. Main, St. Charles, IL 60174. **1**
 Fanatics available in men's even waist sizes 32-42 and women's even sizes 6-16.

Style	Color	Quantity	Size	Inseam	Subtotal
Twill \$65/pr.	Red				
	White				
	Khaki				
Worsted \$79/pr.	Gray Only				

6.25% 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!

* Patent Pending
 ©FANATICS 1984

WISCONSIN

Volume 86, Number 6
September/October 1985

ALUMNUS

4 From the Eighties to the Eighties

"Old" Music Hall, with us for a century.

8 Bob Brennan, WAA President

The key to greater Madison: a greater University.

10 They'll Help You Tune In Again

Researchers work on a digital hearing aid.

12 Gary Saw It All

14 You Can Help Make History

At least, what's in your attic might help make a UW history book.

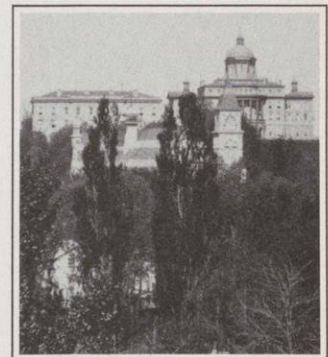
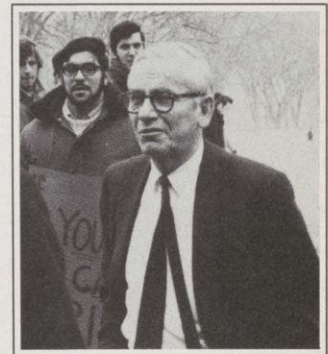
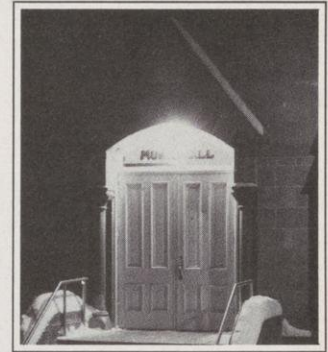
16 Rolling, Rolling, Rolling

More and more bikes in Madison.

24 Football '85

Optimism and spaces to fill.

18	News	27	Member News
20	Lab Report	27	Club Programs
23	Letters	28	Deaths
26	Job Mart	30	On Wisconsin



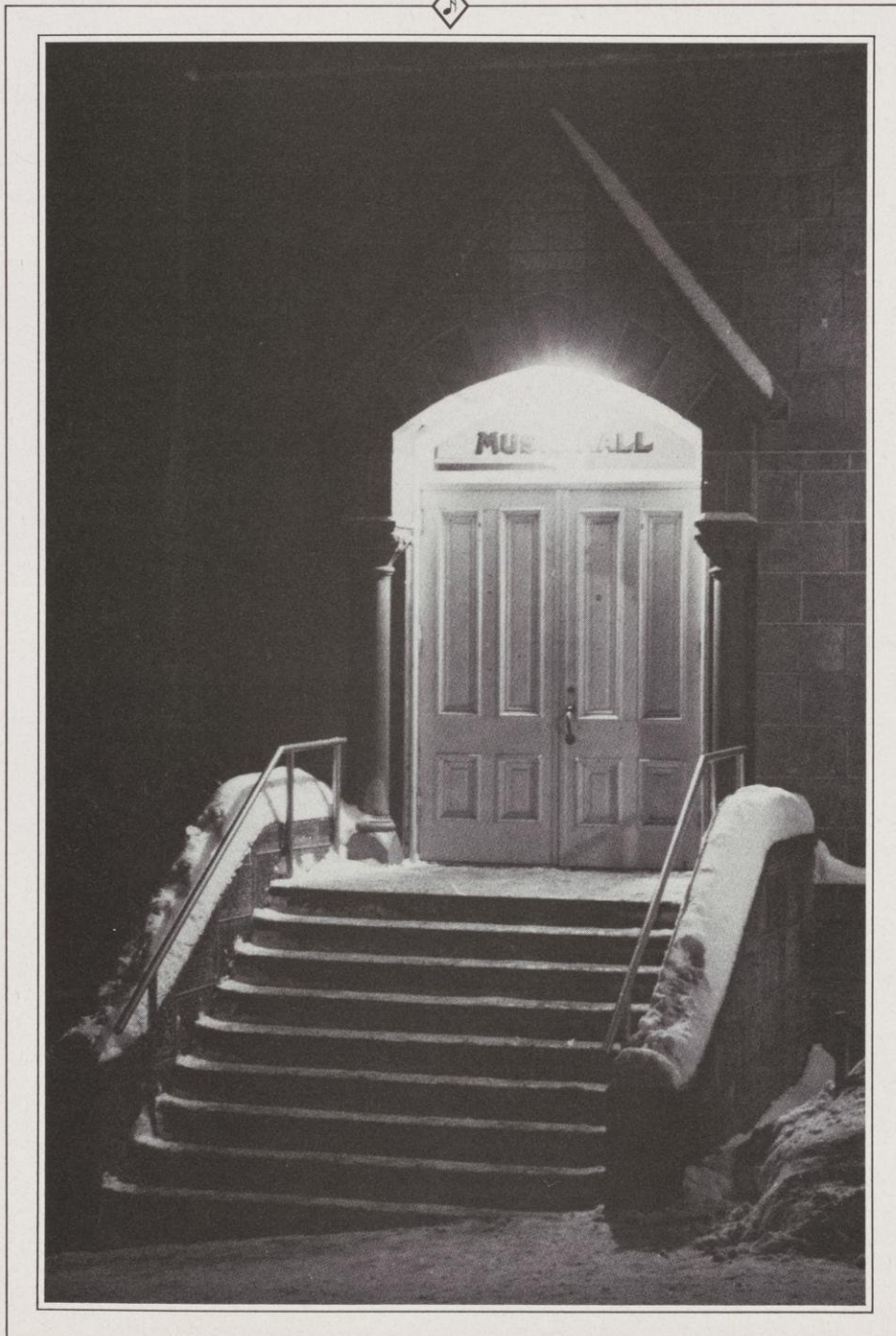
Cover: In 1893, a wooden sidewalk and young elms climbed the Hill beside what was then known as Assembly Hall. The photo was hand-colored by Earl Madden, art director for the Office of University Publications.

WAA WISCONSIN ALUMNI ASSOCIATION

650 N. Lake Street, Madison 53706. Telephone area code: 608 (individual staff phone numbers listed below). Staff Executive Director: Arlie M. Mucks, Jr. '43 (262-2551) Associate Executive Director: Gayle Williams Langer '59 (262-7545) Director of Administration: Carolyn Walker Libby (262-9521) Director of Membership & Promotion: Ann L. Benda '79 (262-9648) (Membership Info: 262-9651) Director of Accounting: Margo Stanek (262-2663) Director of Clubs/Student Relations: Steve Merrick

MA '82 (262-9630) Director of Campus Programs/Reunions: Suzanne J. Miller (262-9647) *Wisconsin Alumnus Magazine*: Editor: Thomas H. Murphy '49 (262-9639) Assistant Editor: Ellen M. Rulseh '70 (262-5895) (Advertising Rates/Info: 262-9648) Editorial Advisory Committee: *Chmn.* Betty Erickson Vaughn (Mrs. Charles) MS '49; Donald K. Davies '52, Features Ed., *Wisconsin State Journal*; James L. Hoyt '65, '67, '70, *Chmn.*, School of Journalism and Mass Communications; Prof. Mary Yodelis-Smith MA '59, PhD '71, School of Journalism and Mass Communications; Mark A. Larsen '81, Waldbillig & Besteman Advertising Agency; Prof. Phillip M. Hamilton, Art Department; Linda L. Weimer MS '72, Coordinator, UW News Service. *Wisconsin Alumni Association Officers, 1985-86* *Chmn.*: A.S. DeSimone '41, Equitable Life Assurance Society, Kenosha; President: Robert Brennan '57, Greater Madison Chamber of Commerce; 1st Vice-President: Andy Wojdula '65, Wojdula & Associates, Chicago; 2nd Vice-President: ArthaJean Petrie Towell (Mrs. Thomas) '53, Madison; 3rd Vice-President: Charles La Bahn '49, Orion Corp., Grafton; Treasurer: Ted Kellner '69, Fiduciary Management, Milwaukee; Assistant Treasurer: Stephen Sills '66, The Rockwood Company, Chicago; Secretary: Orville Ehrhardt '54, Giddings & Lewis, Fond du Lac; Assistant Secretary: Charles Phillips '65, Phillips Home Center, Reedsburg. *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 \$30 annually.

From the Eighties to the Eighties





All dressed up with no women to impress. This Library Hall photo is dated 1898.


Adapted by Jody Jaeger Schmitz '51 from a recently completed history by Barbara K. Gerloff '78.

John Bascom had been at the head of the UW for two years when, in 1876, the governor signed into law a brain child of Bascom's. It gave the University, to use as it wished, one tenth of a mill for every dollar of taxable property in the state. One of Bascom's top priorities was the construction of a place large enough to permit convocations of the entire student body of approximately 500. Next on his list was a library. The two needs were combined in Music Hall when it was completed in 1878 at a cost of \$40,000.

Music Hall, which for sixty-nine years was the headquarters of the department and School of Music, was the seventh building constructed on the campus. It was known first as Assembly Hall and later as Library Hall; it didn't get its "final" name until 1910. Its Victorian Gothic design was the work of David R. Jones, the architect of the Washburn Observatory, which was then under construction. His specifications were anything but specific; they called for "foundation walls . . . in the best manner of large stones. . . laid with their longest dimension across the wall so as to form thorough bonds at short intervals, say every six feet in lateral distance and every eighteen inches in height."

The east end held an auditorium with pews and a gallery which would prove to be a favorite place for pranksters. (The University Press—a privately owned campus newspaper—reported that entertainment was often marred by "the unpardonable rudeness" of some of its occupants.) The stage had a low shield to minimize glimpses of the ankles of any lady trodding the boards.

At the west end of the building was the University Library, unwisely planned to seat only seventy-five people, but described by student F. A. Pike as "a hall of dignified proportions, with a central aisle, perhaps twenty-five feet wide, running from end to end, accommodating tables and other


*The School
of Music
and Music Hall
have been with us
for a century.*

appropriate furniture." Skylights were the main illumination for those studying at the tables; the stained glass windows were no help, and electric lights weren't added until 1893.

The tower clock was soon to become a major reference for the community. It was obtained for \$1600 by Professor James C. Watson of the newly formed astronomy department and, beginning in 1881, was controlled by a sidereal clock—one which tells time by the stars—in the observatory. Some of the equipment to connect the two by telegraph was loaned by Watson's friend, Alexander Graham Bell (although the professor was not the subject of Bell's "Watson, come here! I want you") The clock's original weight-driven mechanism was built by Seth Thomas of New York; its 460-lb. pendulum still swings once every two seconds. The advancement of its hands was controlled by more than a ton of weights slowly descending to the ground. At the end of every eight-day cycle, two men had the unenviable task of hauling them back to their original position. Incidentally, the clock's reliability was nearly legendary. There's an historic note that in 1909 the students were "horrified" when it stopped for the second time in its three decades.

Assembly Hall was dedicated on March 2, 1880. There were speeches by the governor, by regents, faculty, alumni and legislators. Miss Lou Sturtevant gave a recitation entitled "Lost and Found." Someone deliv-

ered an oration called "The Relation Between Fact and Form," and there was a poem, "Haec Limina Intra Quae Puer Est." Then came the music; "O, Boatman Pray," by the Gentlemen's Chorus, a piano solo "Spinnlied," a vocal duet of "The Sailor Sighs." The finale was the "Hallelujah Chorus."

But there weren't many hallelujahs for the next few years. The building apparently was less than popular. The University Press called it "large and gloomy . . . an elephant on our hands," and in 1882 there was an official complaint by a group of students that streetwalkers who congregated on the steps "seriously interfere with our meditations on psychology."

Those ladies weren't desecrating hallowed ground. Contrary to a long-standing belief, the building was never intended as a chapel. Even when it was new there was this confusion, which led to arguments over the propriety of holding a dedicatory dance there. The University Press opined: "As a structure it has certainly an ecclesiastical appearance. Nevertheless, we are led to conclude that it is rather a schoolhouse than a church. Its bell will ring for recitations in Norwegian and Mechanics, and its sacred halls will resound with the repetition of points in Psychology. . . . We've as much right to indulge in a little terpsichorean exercise in the Assembly Hall as one has to waltz in the parlor of a house where family prayers are held and blessings invoked upon the food that is eaten." On the other hand, its editors apparently saw something mildly blasphemous in the fact that the Interfraternity Dance—the forerunner of the Prom—would be held there. That event was unsuitably "pretentious," said the Press, "with its emphasis upon toilet, more elaborate decorations, music and refreshment, carriages, flowers, and the extension of dancing to 3 a.m."

Some of the most frequent users of Assembly Hall were the literary societies which provided students with both intellectual training and social interactions. Athenia, Hesperia and Philo-



Early in the century, the building was headquarters for the Alumni Association at class reunion time. This was taken in 1910.



Men over here; women over there. "Wild Bill" Kiekhofer speared them in his Econ 1A lectures because "I can't compete with sex."



A faculty quartet performs for a music appreciation class in the '50s.

mathia were open to men, while women could join the Castalian and Laorean societies. These various groups gave public exhibitions, the most popular being the annual debate between two of the men's clubs.

It was the conflict between Greek letter societies and other students that caused one of the most notorious incidents in the hall's history, the Pepper Party. According to the Press, "In the late 1880s, one of the campus sororities was having a party there. Several of the boys who had not been invited vowed revenge. Before the party started they drilled several holes in the ceiling and secreted themselves among the rafters. When the dancing was at its peak, several cans of potent black pepper were dumped through the holes onto the dancers, causing a complete rout."

The department of music had been established in 1880 under President Bascom, with F. A. Parker its first professor. In the early Nineties, Parker and new president Charles K. Adams developed their plan to create a School of Music. The regents adopted it in January of 1895, "with the understanding that no drafts upon the University of Wisconsin treasury be allowed." That meant that its six instructors were to be paid directly by their 180 students. Parker taught organ and harmony, the other five handled piano, voice, violin, mandolin, guitar and banjo.

By the turn of the century, University enrollment was too large to be assembled in Assembly Hall (which, incidentally, had been officially called Library Hall for the past fifteen years), even though Adams had managed to squeeze in enough extra benches to seat 780, so the wise plan was to adapt it to a more singular purpose. The library was moved to what is now the State Historical Society building, and the School of Music came over from Chadbourne Hall. The two-story room at the west end was divided into two distinct floors, the lower housing a waiting room "supplied with current musical literature," an office for the school's director, five piano studios, a rehearsal room and a music library. On the second floor there were two recitation

♪

*The University
Lecture Association
brought in
James Whitcomb Riley,
William Butler Yeats,
Maria Montessori,
Jane Addams.*

rooms and a comparatively large recital room. A new organ was purchased in 1903 for \$1300. In 1916 the school's director, Charles Mills, recommended a two-phase renovation, but with the interruption of World War I, it wasn't completed until 1923. In the meantime, the regents directed the business manager to find the necessary rooms for more practice areas. The second floor of the Chocolate Shop on State Street became the first of the school's many annexes.

Music Hall continued to be used extensively for non-musical purposes. There were the high school declamatory contests, social events hosted by the University president, receptions for faculty and senior class, meetings of the WSGA, the Ladies Dramatic Association, *Germanistische Gesellschaft*, the athletic association, the YMCA and YWCA. There was a lot of talking going on—a noonday forum in response to the "ever increasing demand on the American citizen to express his opinion in public," according to the Daily Cardinal, which hailed an oratorical contest as "the greatest of its kind ever held in Madison." To raise funds for the debate teams, the University Lecture Association brought in as speakers such notables as James Whitcomb Riley, the German poet Carl Hauptmann, William Butler Yeats, Hamlin Garland, Maria Montessori, Jane Addams.

The University Co-op had been born at a mass meeting in the building in 1892. By 1904 it had a store in the basement where it carried textbooks (some of which were printed on the premises) and student supplies, and where it served as "headquarters for military furnishings, gymnasium outfits, room decorations and all sundries."

And the Gridgraph hung in Music Hall. This was a pre-radio form of instant replay of out-of-town football games. A telegrapher at the game described every play as it happened. His opposite here moved "the ball" on the painted grid, while various lights came on to show the kind of play, the downs, the penalties. The Gridgraph always played to a packed house, whether in Music Hall or its two later locations, the Red Gym and then Memorial Union.

Most of the UW songs we still sing were probably introduced in Music Hall. In 1898, voice instructor Henry Dyke Sleeper took a hymn by Gounod and turned it into "Varsity." W. T. Purdy and Carl Beck* wrote "On Wisconsin" for a contest in 1909, and in 1911 the two won first prize in another for "We'll Drink to Old Wisconsin." Charles Mills did the music and Prof. Julius Olson the lyrics for "If You Want to Be a Badger." (See accompanying item). Community singing caught on nationwide, and by 1917 Mills was conducting weekly sessions in Music Hall for students and public alike.

During his tenure as director, Charles H. Mills tried hard to keep Music Hall exclusively for activities of the School of Music. He wasn't always successful. Frank Lloyd Wright got around him, gaining permission to speak there but then pushing things a little. "I want the ambiance to be just what it should

* (Purdy is traditionally listed as composer of the music, Beck of the lyrics. But Purdy's daughter, Marylois Vega '35, has long maintained that her father wrote both. The two men thought the song would have a better chance with a campus connection, and Beck was a student, Purdy wasn't. —Ed.)



"Pop" Gordon brought his statewide School of the Air classes in for the Summer Music Festival in 1935.

be," he told Mills. "I've heard what an excellent organist you are, and I would like to induce you to play before my talk. I can't imagine anything that would more perfectly set the mood for what I am going to say." Mills turned him down.

And, of course, the longest-running non-musical star of Music Hall was Prof. "Wild Bill" Kiekhofer, he of the purposeful entrance, the dramatic delivery and broad gestures and the audience's skyrocket before every one of his Econ 1A lectures from 1928 through 1951.

Mills's interest in outreach activities found a natural ally in WHA Radio. Edgar "Pop" Gordon offered what is believed to have been the first educational program in the world, an adult music appreciation course in 1921. Ten years later, Gordon's "Journeys to Musicland" was introduced to school children throughout the state, capped by a music festival in the spring to bring in some 500 of them to meet their teacher. It was also in 1931 that Mills himself began his own lectures on music from a booth in the auditorium. Gordon's annual festival quickly outgrew Music Hall. In 1940, after some 4,000 attended in the Stock Pavilion, he began holding regional festivals throughout the state. Estimates are that over a million young people enrolled in "Journey to Musicland" during its twenty-four years under Gordon.

Edson Morphy came to Madison in 1920 and was charged with conducting both the orchestra and band. The band, in existence since 1885, had furnished drill and parade music for the resident University Battalion. Its leaders had traditionally been Army officers. President Birge rather facetiously conferred the military rank of Major upon Morphy, and he forever after retained the title.

The first University Orchestra had been formed in 1903, and by 1932 there were three more, the Second, the Light Opera and the Miniature Symphony. This latter, a chamber group, was one of Morphy's innovative educational efforts. Twenty-four players from Madison high schools were its members, and instrumentation and music were those of an orchestra in the

MOON OVER MINERVA?

With perfect timing, Ted Reiff '39 of Mayfield Heights, Ohio, wrote to us this month: "As a volunteer in the fine arts section of our public library, I have often leafed through our collection of collegiate song books, seeking UW songs. I've found 'Toast to Wisconsin,' known to all of us as 'Varsity,' in a book called *Everybody's Favorite Songs of the American Colleges* published in 1938. The only other Wisconsin song therein is 'The Badger Ballad,' words by Julius Olson, original arrangement by Charles Mills. You'll know the melody right off," Ted acknowledges, but the lyrics?

If you want to be a Badger just come along with me

To the bright shining halls of Minerva's hallowed home,
She has wisdom in her keeping, and will fill a cup for you,
In the bright shining halls of her home.

In the halls of her home, In the halls of her home,

In the bright shining halls of Minerva's hallowed home;

If you want to be a Badger, just come along with me,

In the bright shining halls of her home.

There are several more heard-one-you've-heard-em-all verses, each dedicated to Minerva. Ted wonders, as we do, when she was replaced by the bright shining light of the moon. "Certainly it was the moon when I was a junior in '38, the year this songbook was published.

"Perhaps one of our music scholars can give us the history of this beloved song and tell us the connection between Minerva and the UW," Ted suggests. "Also, where was her home? I learned in about the fifth grade that it was on Mt. Olympus. Or was it Bascom Hill?"

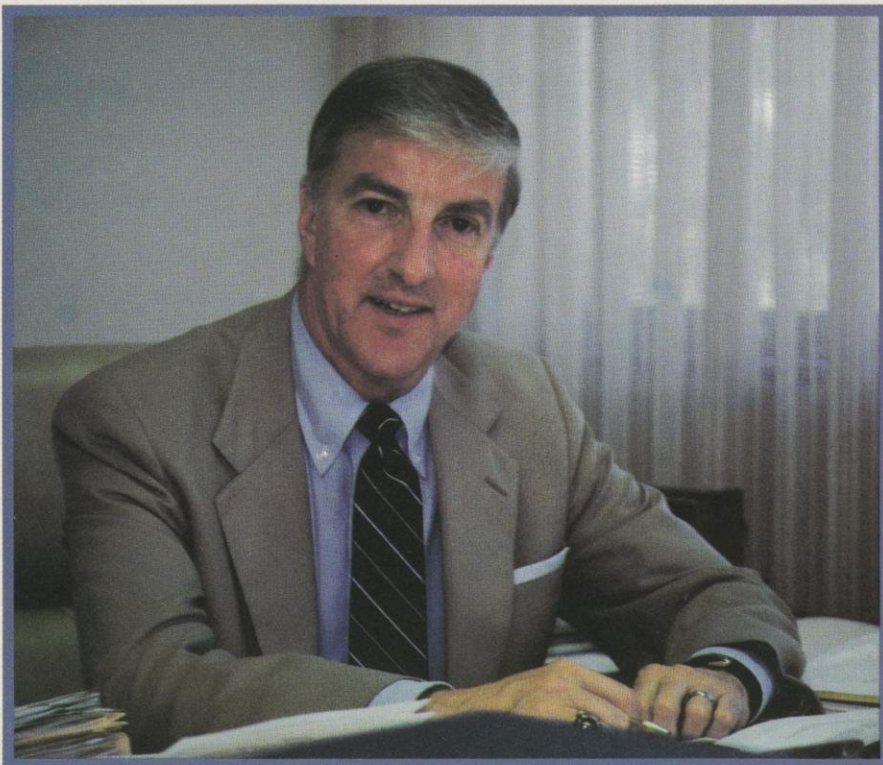
days of Mozart. He allowed it to broadcast over WHA, invariably ending with the comment, "Well, do you think we got over the Baraboo Hills this time?" Morphy died in 1934, a few hours after conducting one of the broadcasts.

Ray Dvorak became Director of Bands in 1934, and within a year the Concert Band was broadcasting weekly over WHA. The series lasted twenty years and evolved into the "Wisconsin Weekly" program featuring all the performing groups of the School of Music. Dvorak is believed to have introduced the halftime show at football games (WA, July/August '85) with the band doing formations and singing four-part harmony. It was Dvorak, too, who began the practice of having the band march back to campus after each game, their hats on backwards after a victory.

The annual summer Music Clinics were initiated under Mills, beginning in 1930 and featuring Gordon and Orien E. Dalley. Under Dalley's direction, the clinic grew from fifty students that first year to 659 in 1939. In 1940 Professor Leon Iltis was appointed director and in 1947 the clinic expanded to three two-week sessions. In 1953 all three disciplines—band, orchestra and chorus—were combined into a single session.

On the eve of World War II, the University added yet another dimension to the School of Music. Pianist Gunnar Johansen was appointed its first artist-in-residence in 1939. A year later, the Pro Arte arrived to escape from Hitler's Germany, the first internationally recognized string quartet to establish residence at an American university. They still hold that post.

The new Humanities Building was completed in 1969, and the School of Music relocated to it. But proud old Music Hall continues, primarily as a performance base for the University Opera Workshop under Prof. Karlos Moser. It is being remodelled and, as you read in your latest issue of *Wisconsin Alumnus*, it will welcome its friends with the premiere of the new opera *Tight-Rope*, as part of the school's centennial celebration in October. □



*Bob Brennan,
WAA President*

WORKING FOR GREATER MADISON, A GREATER UNIVERSITY

BY ELLEN RULSEH

Bob Brennan is the new president of the Wisconsin Alumni Association. He is also the president of the Greater Madison Chamber of Commerce. I met with him in his spacious office in the chamber building six blocks off the Square on East Washington Avenue. The wood-paneled room is appointed with framed photo images of Madison and the University: the Capitol and farmer's market, Bascom Hill, a sailboat on sunlit Lake Mendota. Bob wore a beige suit, a light blue button-down oxford shirt, a navy-blue tie patterned with tiny green shamrocks, and a smile.

He sat in an upholstered chair beside the

Ellen Rulseh ('70) is our new assistant editor

couch at one end of the room and said that he is used to dealing with the media, after his career as a track coach, two years as assistant to former Mayor Bill Dyke, and a decade in his present role. "Fish bowl jobs," was how he described them, "but I'm used to that; it doesn't bother me."

Brennan was a track coach at the University for eight years. When he left coaching in 1971, Don Pierson of The Chicago Tribune wrote, "Brennan was successful. In eight years, Wisconsin won an astounding sixty-five events in Big Ten meets, while winning eighteen titles, six indoors. Badger athletes set thirty-seven all time conference records for undergraduates.

"He geared his program to compete nationally. And in 1970-71, Badger track men won nine individual national titles and the United States Track and Field Federation title, the first national track championship for a Big Ten team since 1948."

Brennan said, "Coaching track was super! I did it from 1963 to 1971. Athletics was my whole life. I grew up in Nakoma and went to West High School. I ran for the UW. Everyone has a dream. Mine was to be coach at my university. I coached Waukesha High School, then in 1964 they offered me the job at the UW. We won one national title. What I'd like it to say on my tombstone is: 'We did it under adverse conditions.' The campus was in turmoil. I remember, in 1970, I had recruited this kid who later won the relay team with us. When he first came to Madison as a prospect I took him for a run around campus. We got tear gassed together. This," here he points to an aerial photograph of the Camp Randall Memorial Shell, "was headquarters for the National Guard.

"The political agitation of the Sixties had a tremendous emotional impact on the young people, of course. We'd spend our

time talking about national or international events. And for us as coaches, what was most difficult was to be able to concentrate on what we were doing. When you have all these things going on around you, the level of performance can go down. It's always tough to win. But we did, eight Big Ten championships. Our two-mile relay team still holds the best ever under a roof. I coached Pat Matzdorf who broke a world high jump record on July 3, 1971 at 7'6¹/₄"; I was there at a good time.

"In intercollegiate athletics you know if you've had a good day or a bad day if you win or lose. It's not like the business world."

Lack of financial incentive was what led Brennan to leave coaching. "Track is a non-income sport. Football pays the way. Hockey and basketball pay their own way.

"After a short stint with Equitable Insurance, I went to work for Bill Dyke. It was a real good experience, like going to graduate school. I learned more about the political realities of life.

"Here in this job, working with the University is one of the most important things we do. The biggest impact, the biggest *economic* impact on Dane County is the University."

Without pausing a beat, Brennan's train of thought jumped to another track: "You know Andy North? Andy North won the U.S. Open golf title this year. He is a native Madisonian. Most good golfers go to school in the South so they can play all year round. That's what Andy did, but we know he feels very attached to the University. We wanted to recognize that, so I called Arlie and asked if we would make Andy an honorary alumnus. We presented him with a membership at a ceremony at the Capitol when he returned home."

Bob pointed out that recognition of individual accomplishment is extremely important. "It's that way at the University," he said. "The strength of the University depends on the quality of its faculty. That's why we worked so hard to get a faculty salary catch-up plan through the legislature this year." He is concerned that if UW faculty salaries aren't competitive with other universities and the private sector, those outstanding faculty researchers who attract advanced technology firms and dollars to Madison may leave. "We're at a crossroads now for the Madison campus . . ."

The phone rang. He carried on a brief conversation, after which he said, "That was Marshall Shapiro from WIBA radio; I've been getting phone calls from everybody in the media about the athletic department finances.



Brennan and Mucks with new "alumnus," Andy North.

"Did you see the story in The Milwaukee Sentinel today? This kind of controversy can be very harmful. People have to realize there are no winners and losers in this kind of situation. Alumni need to support the total University rather than choose up sides. They have to understand there needs to be an appropriate balance between academics and athletics."

Brennan looked off to an enlarged photograph behind his desk; it could easily be the path out to Picnic Point, a shadowed archway of trees with a small spot of light at the end. "My staff gave me that picture," he said, "I'm always talking about the light at the end of the tunnel.

"We've got some challenges in front of us. We need a commitment from the taxpayers in the state. We will have a new UW System president and a new dean of the Business School. We need to improve our situation. The chamber, the business community in Dane County, the private sector, need a stimulant to the economy to make the wheels turn. There's nothing else that has a \$1.4-billion-dollar impact on the county; what's good for the University is good for the Greater Madison business community. The University is also a tremendous economic resource for the state.

"This is a very talented University community. We have all the ingredients. A solution to the faculty pay plan can be found. Good leadership will be picked. We could have even a *better* University. We need to do a real marketing job to convince people that they're getting what they're paying taxes for. There's a great legacy here, but you've always got to have a packaging plan.

"How many people know, for example, that one of our engineering professors, Henry Guckel, is a specialist in x-ray lithography, one of the top five people in the world? Or that John Wiley, also an engineering professor, is a world leader in

ceramics research? There's Howard Temin the Nobel Prize winner, Verner Suomi in weather satellites, Millard Susman in genetics. Most people know who the football coach is: I guess that's because there's a sports page in the newspaper, but not a chemistry page.

"In the state of Wisconsin, every study that's been done has shown that one of the real strengths is the research and development work that's being done in our graduate school.

"The UW is third among all colleges and universities in research allocations, according to the National Science Foundation. The way to rate a graduate school is the amount of money given to research and development.

"And it is because of consulting relationships with faculty at the University that several advanced technology firms have come to Madison. Agracetus and Agri-genetics are two that chose to come to Madison for that reason. The Chamber worked very closely with the chancellor to bring Astronautics to Madison; it's an aerospace industry which manufactures sophisticated computers for navigation."

What are the pros and cons of life as president of the Chamber of Commerce? "In inter-collegiate athletics I always liked recruiting, here I'm recruiting business. I'm extremely competitive. I don't like to lose. What I learned from athletics is you get tired, but you like discipline.

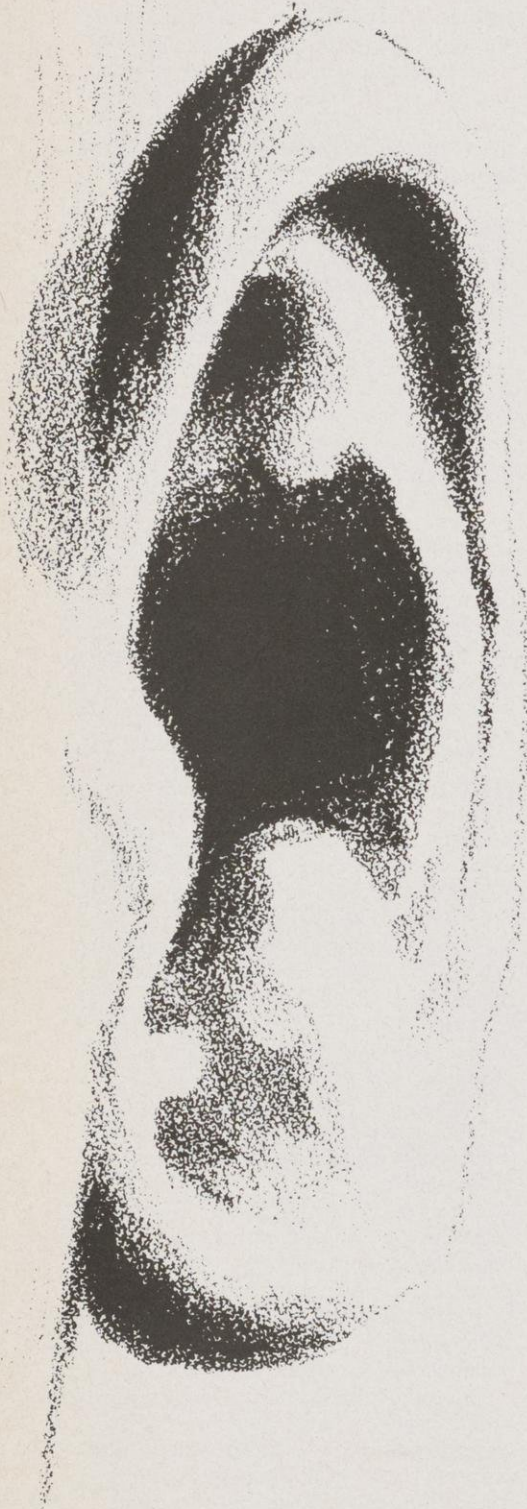
"I don't like to have to give bad news to people." Bad news? "Let me put that another way . . . to go and fight with the Common Council or the legislature. Sometimes I'm there until one o'clock in the morning.

"Winning *here* is a little different than athletics, it may be a positive vote on something you've worked on; it may be bringing in industry."

Brennan's wife Mary (Engler '65) has been active in a number of community organizations, including Attic Angels. The Brennans have twin daughters, both juniors at the UW. Susan has been accepted into Business School, and Barbara is majoring in statistics and Spanish.

Off the job, Brennan likes "novels, good music, theater, to go to something that's altogether different—a Shakespearean play in Spring Green. I still like to work out. In the next four days I'll run four to ten miles at a stretch. I've never felt close to getting burnt out.

"I was recently at the Humanities Conference at the Johnson Foundation's Wing-spread center in Racine. I was their token business type; I kind of like that, to be well-rounded." □



THEY'LL HELP TUNE YOU IN AGAIN

*Campus researchers
are working with
local industry on a
hearing aid so good
you'll believe
your ears.*

BY TERRY DEVITT
UW News Service

For nearly 16 million Americans the only hope of getting a better fix on the world of sound is the hearing aid—a device that has changed little in principle over the last forty years and that still is not much more than a tiny loud-speaker fitted to the ear.

Yet the urge to hear is so great that even those helped little by current hearing aid technology will wear the devices or even buy extra aids in hopes of tuning in everyday noises and conversation.

Now, however, an unusual research partnership promises new and improved types of hearing aids. Called Project Phoenix, Inc., the joint effort involves scientists and engineers from the University and Nicolet Instrument Corporation, the Wisconsin Department of Development, and a private investor. Their aim is to develop a new kind of hearing device based on a better basic understanding of the ear, a greater knowledge of individual hearing impediments, and digital technology.

According to Kurt Hecox, UW pediatric neurologist and project director, the ultimate goal of Project Phoenix is to have a prototype digital hearing aid within three years. On the surface, the device would look like present-day hearing aids, he says. But instead of transistorized innards, it would have digital microchips able to process quickly vast amounts of auditory information and programmed to meet the individual's hearing needs.

"The idea is that we determine a patient's amplification needs and put that information on a microchip, which then becomes the heart of the hearing aid," says Hecox. "As the patient's auditory needs evolve, or if adjustments are required, the

This article is reprinted from Research Sampler, published by The Graduate School.

chip can either be reprogrammed or replaced with an alternatively programmed microchip."

A digital hearing aid would, in a sense, serve as does a pair of eyeglasses, says Dan Geisler, professor of neurophysiology and electrical and computer engineering. "Lenses actually distort the light that passes through them. Glasses on a person with normal eyesight make things look strange, but glasses let the person who needs them see clearly. We'd like to do the same thing. We want to refocus the tones in sounds so the damaged ear's final perception is a normal one."

A digital hearing aid will be able to change voice signals—the series of sounds that we recognize as speech—from their analog or continuous state to a digital state. This is accomplished by encoding the energy waves of sound into series of digital or numerical values. Once in that form, the signal can then be modified to compensate for a specified hearing impediment, and then transformed back to a continuous state and fed to an earphone to produce a sound.

There are challenges to be met, not the least of which, says Hecox, will be the development of new methodologies for hearing evaluation. The current measure is the audiogram, a test to determine levels at which various tones are barely detectable, but it fails to quantify aspects of hearing, such as distortion and loudness changes. Several people, each having different hearing needs, can all have identical audiograms. One may not need a hearing aid, the second may require an aid and benefit greatly by it, and the third may have a hearing problem but find an aid of no value.

A goal of Project Phoenix is a prototype device that measures aspects of hearing not currently tested by routine audiometers, Hecox says. "The sound transformations produced by a person's hearing impediment can be quantified into a series of numbers. These numbers program a microchip amplifier which, when incorporated into a hearing aid, could 'undo' a specific auditory problem."

Finding new ways of looking at, measuring, and compensating for hearing loss will require teamwork: the successful interaction of basic scientists—neurophysiologists, psychologists, and mathematical modelers—with engineers, audiologists, technicians, and designers.

"Part of this project is a search for the fundamentals of what hearing loss is all about," Hecox says. "We're committed to the notion that if we can better understand why people with identical audiograms have different needs, we can get much closer to designing a device that will help more people."

Dan Geisler is one team member. For nearly fifteen years he has been studying the ways in which the normal inner ear

Project Phoenix illustrates the employment and revenue-producing kind of collaboration between the University and private sector described by Alumni President Bob Brennan on page 8.

In this instance the state has been involved as well, providing a grant for promising new product research and development.

responds to many different sounds, including speech.

He has used quantitative electrophysiological methods of measuring the functions of the ear. These are much more precise than a patient's subjective judgment of "how things sound." Armed with that knowledge, he will then use mathematical models of the damaged ears. These will predict how the new hearing aids must

"We want to refocus the tones in sounds so the damaged ear's final perception is a normal one."

alter sounds to achieve normal output from damaged ears.

"The normal ear encodes speech sounds into signals that travel along the auditory nerve fibers. If I can give our team a picture of the way in which this works, they should be able to develop aids that will enable the damaged ear to do a better job of mimicking that normal ear," says Geisler.

"Most hearing aids are loudspeakers that jack up the intensity of sound. But many wearers still complain that they can't understand speech in a noisy room. Evidence suggests that in these people something is different in the way the inner ear encodes the sounds, so the brain no longer makes the fine distinctions it should."

Psychology professor Fred Wightman studies how various frequencies and pitches of sound are perceived by normal and impaired ears; he will be developing ways to process digital signals so that background noise is filtered and missing sounds are selectively amplified.

According to Hecox, the advantages of a digital hearing aid will be manifold. Not only will the device perform much more

complex signal processing, but it will also be reprogrammable and adaptable to changing needs. "You don't have to buy a new car every time your tire goes flat, and with this kind of hearing aid you won't have to buy a whole new device when your hearing needs change," he says.

Hecox, Geisler, and the other campus scientists can envision ways a digital hearing aid is likely to work. Actually transforming those ideas and research into a working and marketable device will be the role of Nicolet Instrument Corporation, a Madison company with a proven track record in developing digital devices.

The arrangement with Nicolet involves more intense interplay between University researchers and company designers and engineers than normally occurs in university-industry partnerships. This is reflected in the project's three-year timetable, says Hecox.

"It's an extremely tight one," he says. "Frequently something like this would take ten or more years to bring to market. But in this case the University has accepted the notion that we are not only going to have a partnership but are really going to integrate development with research.

"This helps us minimize the time we might spend chasing unrealizable solutions. Every idea we get we can bounce off the people who are going to have to implement it. And when we see some component of this system that we're convinced is going to be in our final product, Nicolet's engineers will be ready to design and build it."

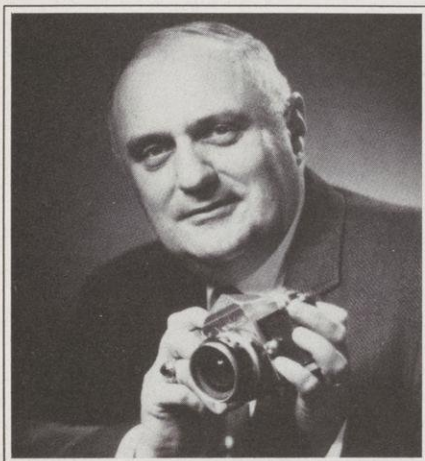
Much of the work is now being accomplished at the campus's Waisman Center on Mental Retardation and Human Development. Aside from helping to staff, coordinate, and administer the project, the center is also contributing the use of several support facilities, including the Evoked Potential Laboratory where hearing aids will be clinically tested.

The other partner in Project Phoenix, the state Department of Development, was instrumental in getting the project underway with a \$286,500 grant from its Technology Development Fund. The money was used to purchase computer systems to do much of the complicated digital work and modeling.

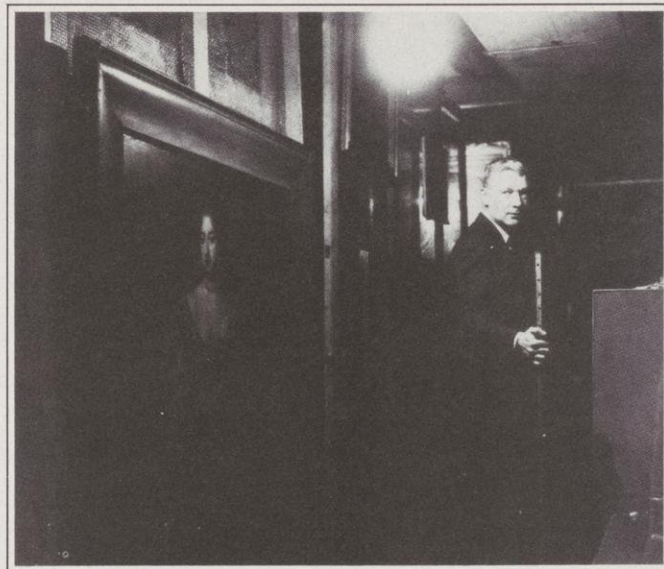
When the device is finally developed, Nicolet will have the option to make and sell the aid in what has been estimated as a \$1.6-billion market. That, says Hecox, will translate into jobs, a tremendous boost for the local economy, and a heightened perception of what the University can do for industry.

The University will also benefit from the project's success. Since the Wisconsin Alumni Research Foundation (WARF) will hold patents on the device and its various unique components, Project Phoenix is expected to generate new WARF revenues that will ultimately fund a wide variety of campus research activities. □

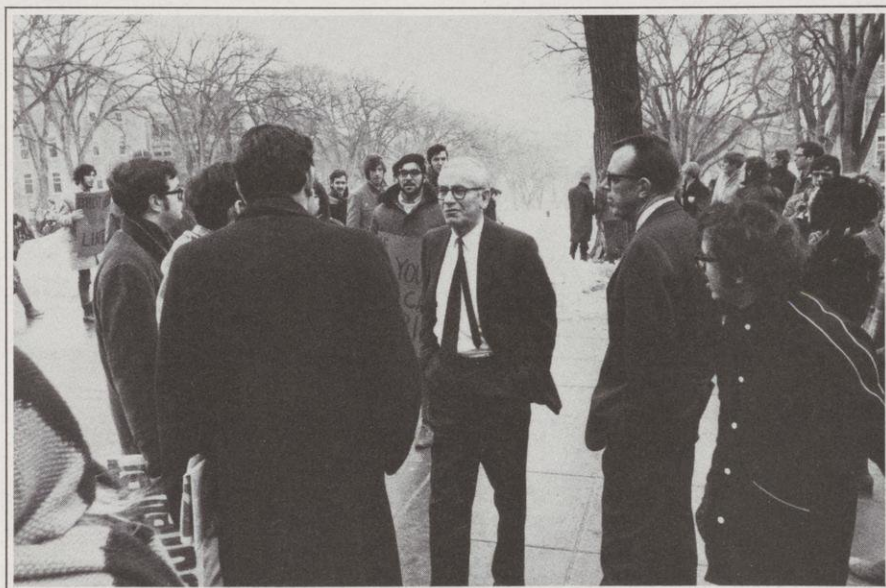
GARY SAW IT ALL



Gary Schulz '49 retired in July after thirty-seven years as one of the Extension photographers who cover the campus. During that time, Gary figures, he's shot "enough film to make a four-inch-wide band from here to Milwaukee." Most of it was relatively commonplace footage—registration lines, mortar boards with messages to Mom, classrooms. Buildings went up or came down, four different UW presidents held office, people shook hands and accepted checks, students were students. But most of it was worth recording, much of it has since proved to be significant, and—as Gary's wallfull of awards attests—there was something special about many of those shots. When he brought in these favorites, he said he had but one regret: "I only wish I'd bought some Eastman Kodak stock." □



Neither Schulz nor his subject, Emer. Art History Prof. Jim Watrous, recalls the date of this photo taken in the basement of Bascom Hall. But it fueled Watrous's longtime contention that the University's million-dollar art collection needed a home and helped lead to the building of the Elvehjem Museum.



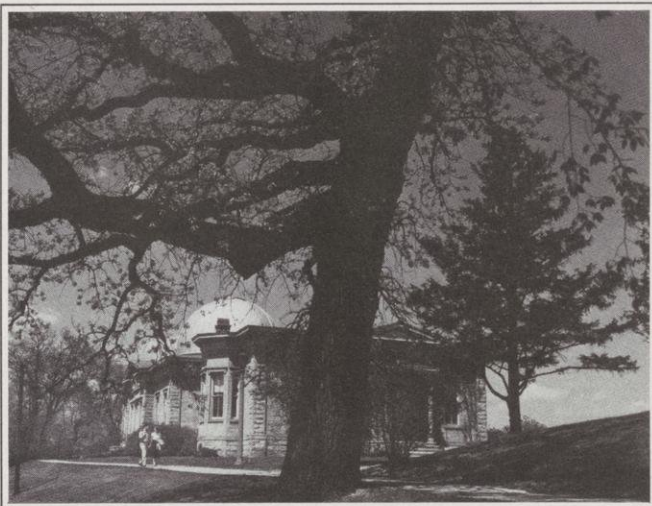
For the first time in history, in 1969 the University had to call in the National Guard to maintain order during student demonstrations. Edwin Young, only weeks in office as chancellor, kept himself constantly available to both sides, and the University stayed open throughout those years of turmoil.



Schulz had his share of heart-warmers, as in this shot of the Marching Band serenading the kids at the old Children's Hospital after a football game.



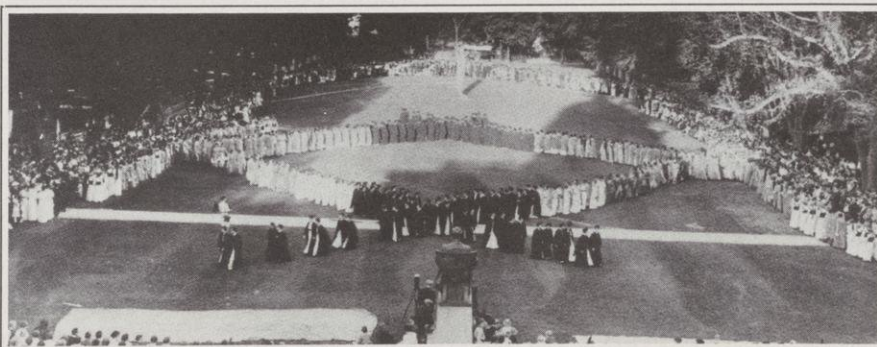
Odell Taliaferro '33, the demonstrator for the chemistry department, illustrated "Zn + S" in this award-winner.



Evocative of college days on any campus, in the '50s this couple strolls past budding trees along Observatory Hill.



In the summer of '68, Wisconsin was the first Big Ten school to install artificial turf on the football field. This was 60,000 square feet of 3M's Tartan Surface.



It's gone now, but Senior Swingout was a Sunday tradition at graduation time for generations. Schulz took this for a class assignment while still a Journalism student in 1948.

You Can Help Make History

At least, what's in your attic might help make a UW history book.

BY RONALD J. WEBER MA '73, PHD'83

After fifteen years in the same house, my wife and I moved this summer. That meant I had to bring order to several piles of boxes and papers I'd been ignoring for too long. I turned up a cache of three-ring binders and dusty shoe boxes crammed with photos and mementos. What I found—especially in the material from my University days—produced a side effect separate from the typical pleasant waves of nostalgia. It reminded me specifically of the project in which I've become involved with Arthur Hove '56, '67, an assistant to the chancellor. We are attempting to put together a photographic history of the UW. And we need your help.

Historically, the most abundant pictures of the University were illustrations for articles and books published by the University itself. Unfortunately, they don't quite capture those personal moments that are the essence of the past. There are too many sterile group shots, too many standard postcard scenes. They show the physical development of the University but they don't give us its personality.

We, on the other hand, hope to do that, to show its character. We want to offer a collection depicting the texture of ordinary life. Work as well as play created records and memorabilia; accomplishments were celebrated with ceremony and recorded in books, experiments and buildings. We are looking for the tangible remains of ideas as reflected through events and activities.

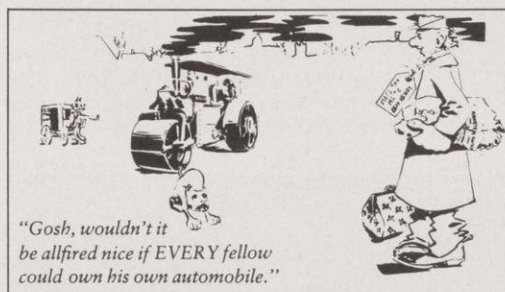
At this point, however, these memories of unique projects, famous visitors, original expression, unusual equipment or campus characters are still hidden amid the clutter of a thousand attics. If yours is one of them, you can help by lending artifacts for reproduction and possible inclusion.

The earliest illustrations give the physical appearance of the University as a lofty image of moral and intellectual leadership. The Hill stood over the community like Olympus, a hallowed seat of wisdom in a rude world (1). So it remained through the presidency of John Bascom from 1874 to 1887.

By the later years of his term, the state could no longer allow its largest institution to remain separate from a broader cross-section of society. The legislature demanded that the University contribute to practical advances along with traditional education.



1



2



3



4

The transition wasn't smooth, and some humanists remained unconvinced of the academic preparedness of the student from the hinterlands, as this turn-of-the-century illustration (2) from *Sphinx*, the campus humor magazine, rather cruelly depicts.

In 1904 President Van Hise set as one of his major objectives the accommodation of the interests of the people of the state. His idea was to offer the student with more technical interests an exposure to the humanities, and vice-versa. An example of the workings of that ideal are shown in photo 3, taken twenty years later: members of the Haresfoot Drama Club are shown broadcasting a performance from WHA while an engineer assists.

Another theme we hope to illustrate is the interplay between student, faculty and city. Students—then as now—sometimes felt that the city conspired against the campus. In 1914, for example, there was a fight between a group of town youths and students. Student opinion held that there were too few arrests on the opposing side, so they banded together to march on the police station. (Only the intervention of Van Hise on horseback averted a confrontation.) The photo (4) appeared in the *Badger Yearbook* the following year.


The poster (5) from the University Religious Conference in the Thirties illustrates the campus tradition of general acceptance of a wide range of ideas and viewpoints. Max Otto was one of the featured speakers. An atheist, Otto was a controversial philosophy professor who, for nearly forty years, was a totem of intellectual independence among the faculty. Of course unpopular ideas weren't always accepted graciously—in 1935 participants in a Socialist forum were thrown in the lake—but by and large, professors and students remained free to question ideas and policies. Many on the faculty regarded speaking out on issues an important duty. During World War I they circulated a petition opposing the isolationism of Robert LaFollette, and created the *Wisconsin War Book*, which condemned the brutality of German militarism. We are looking for depictions of this kind of intellectual ferment.

We also seek illustrations expressing the UW student's actual participation in the affairs of the community, from local to international. Each year there are numerous pictures of student spirit and common purpose. The photograph (6) of two young women maneuvering the wheelbarrow shows an involvement with the upkeep of the campus grounds during the World War II years, a time of diminished staff and resources. There are also the strongly emotional reminders of student interest in international politics of the 1960s. Many of these depict conflict between students and the authority of the National Guard or the police. There are also many peaceful statements from the same era, representing a dualism within the issues and the intellectual questioning they provoked. A *Badger Yearbook* photo from 1968 of Alpha Chi Rho fraternity (7), while tongue-in-cheek, demonstrates the student's search for answers.

With the incredible growth of the University through recent decades has come increasing impersonality within the academic setting. Teaching and administration are, more and more, separate jobs. Students have less contact with professors. This fragmentation is perhaps best illustrated by the images of the more intimate side of life. The picture of the student-father (8) in the midst of his books with his son on his lap points to both the demands and the rewards of study and family.

The University experience is collective, and its retelling demands a collective effort. Our project needs curious alumni to poke through their closets and cartons. If you were part of a special program while you were associated with the University; if your education resulted in significant achievement; if you worked with special equipment or in an unusual laboratory; if you met a remarkable person; or if you own a special remembrance of your life as a student, we would appreciate your assistance. A photo, book, autograph, poster, cartoon or newspaper might recall an event, activity or idea. Contact us at the Photographic History Project, c/o UW Archives, B-134 Memorial Library, 728 State Street, Madison 53706. Please don't send the items themselves; just tell us about them and we'll be in contact with you. □

UNIVERSITY RELIGIOUS CONFERENCE



Philosopher!
 TOO honest to profess what he does not believe; too sympathetic to scorn another's belief. Hear

PROF. M. C. OTTO

ANSWER
"Do Science, Morality and Religion Mix?"

MUSIC HALL, SUN. FEB. 26

7:30 P. M. Admittance Free

I do not agree with a word you say, but I will defend to the death your right to say it—Voltaire

5





ROLLING,

Do we have more bikes than any city our size, or does it just seem that way?

When I stood in a bike shop last spring, mulling over whether I should sink a good chunk of my savings into a snappy blue fifteen-speed, images of life as a Madison biker filled my thoughts. There I'd be, my hair blowing in the wind as I'd zoom down the median on University Avenue with countless others, like one cell in a bicycling bloodstream. And if my father argued about the practicality of this investment, I could point out that I could now save money by getting out of the campus district to buy the groceries. I might even get to class on time.

On the campus and in downtown Madison, probably the most conservative and practical transportation investment a person can make is a bicycle. Motorists have to contend with lack of parking places and astronomically priced permits. They also have to put up with the cocky attitude of bikers who dominate roads and intersections as if they own them. And if quantity counts, maybe they do. The estimates are that nearly 20,000 students and staff take their bikes to class every day during the peak fall months. There's a University report to the effect that at the University Avenue-Park Street intersection, in good weather bikes outnumber motor vehicles by three-to-one. All told, says the city police department, there are about 130,000 bikes here in Madison. So the advice in the UW Freshman Orientation manual is wise: leave the car at home.

To accommodate the hoards of cyclists

Tony Ralenkotter, of Cudahy, is a senior in journalism. Last year he was an intern on our editorial staff.

BY TONY RALENKOTTER '86

ROLLING,

ROLLING

on campus, the UW's Department of Planning and Construction has worked hard since the big cycling boom began in the early Seventies. According to Robert F. Hendricks '65, '75, a planner with the department, they've installed 8,800 bike rack spaces, and his most recent studies show a need for over 1,000 more. When they're needed, they're needed, but the department also realizes that the peak cycling season on campus lasts only six to eight weeks in the fall, depending on how the weather holds out. Once the snow flies, the average number of campus bicyclists drops to something like 1,600.

The P&C department has built and maintained more than eight miles of campus bike routes which it continues to improve. Its most recent endeavor was as a consultant to the city on the University Avenue widening project of 1983-84; the result was the creation of east- and west-bound bike lanes on the avenue from the Gorham Street feed-in to the Campus Drive interchange just east of Breese Terrace.

Of course the demand for accommodations isn't limited to the campus area. Cyclists are everywhere in Madison. Membership in clubs approaches 1,000. Members call this the cycling capital of the U.S. In July, the national League of American Wheelmen held its annual four-day rally here with more than 1,000 registrants, and in the Badger State Games, bicycling was one of the most popular events.

Andy Muzi, 31, manager of the downtown branch of Yellow Jersey bike shop, has observed the local biking community for more than a decade. He offers a three-fold explanation for the dramatic growth of interest in cycling. First, he says, going by bike is considered "cool" in Madison on virtually all social and economic levels. The conversion of State Street to a mall (which permits bike traffic from Lake Street to Capital Square) probably helped, but at any rate, during the rush hours a jaywalker has as good a chance of getting picked off by someone Dressed for Success as by a student in cutoffs. Second, unlike most metropolitan areas, Madison is laid out for easy access from city to country roads, thus stimulating recreational biking. Finally, the population is younger, on the average, than many cities its size, attuned to all the latest fitness trends.

Madison's three bike clubs and their different interests represent well the diversity of cycling enthusiasts. Two Tyred Wheelmen is the oldest, formed in the late Sixties. It's strictly for racers, and boasts such members as Eric and Beth Heiden and Connie Carpenter. One of its 150 members is a "special" champion: Martha Hanson, the U.S. Cycling Federation's 1984 grandmaster women's time trials champion in her class, is in her seventies.

The city's largest cycling organization is the Bombay Bicycle Club (with no ties to the restaurant chain), with over 400 members. Bombay is the local touring group that heads out for two 30-to-100-mile trips every weekend. President Ann Kaemmerle, 34, an audiologist at University Hospitals, credits the rising interest in cycling to the parallel decline in running as a fitness sport. "Most people have found cycling to be the easier of the two," she says, "easier to get into, easier to improve in, even if they're not in great shape."

The Madison Bicycle Brigade is the issues-oriented one of the three clubs. Its

200 members work on behalf of cyclists—primarily commuters—for improvement of routes and regulations, safety and theft-prevention programs. It was the Brigade which is said to have brought successful pressure for bike lanes in the University Avenue project. The club's vice-president, Bill Houda, 44, a journalist and government relations consultant, advises his members to "treat your bicycle like a vehicle, not a toy."

That concept is also held by the seven-year-old Bicycle Monitoring Program run jointly by city and University police. It provides fourteen bike-mounted monitors (two of whom work the campus) with the right to issue traffic citations. They don't issue enough—there were only 331 tickets given out in 1984 to cyclists who rolled through stop signs or barreled along sidewalks—but that condition should improve as soon as they realize they have the strong support of all but a few of the two-wheeler owners who just might be making Madison the authentic Bicycle Capital of the U.S. □



Photos/Glenn Trudel

Enrollment Up, So Is Tuition

Just prior to registration week in August, campus enrollment was expected to increase by 1 percent over last fall, said Acting Registrar Tom Johnson. He predicted a figure of 44,700, slightly higher than the 44,218 of '84. If that prediction holds true, it would mark the ninth straight record fall enrollment.

The new growth won't be in the freshman class, however. It and the number of transfer students will probably be down, Johnson said. The higher figure will be attributed to continuing students, many of whom now take longer to graduate due to increased expenses which force them to stop-out along the way and work, or take fewer credits and hold part-time jobs.

And this year their tuition will go up, following an increase approved by the Board of Regents at its July meeting. The raise is 9.1 percent. This gives resident undergrads a tuition bill of \$1300 for the academic year. Resident grad students will pay \$1945. Non-resident undergrads will pay \$4458, grads \$5794. Across the board, the increase includes \$135 in

segregated fees to cover such costs as health services, participation in Memorial Union and Union South, and student government.

Campus is Third in Nation For R&D Funds Again

The UW-Madison is again ranked third among all U.S. colleges and universities and first among public institutions in total funding spent for research and development, according to the latest figures from the National Science Foundation.

Our R&D expenditures in the sciences and engineering for fiscal year 1983 totaled \$168.2 million, an increase of 6.8 percent over fiscal year 1982, when we also ranked third. The total includes money from all sources—the federal government, foundations, industry and state and local governments. Because it is so inclusive, the NSF rating is considered one of the best overall measurements of those universities which comprise the top U.S. research institutions.

No other Wisconsin institutions ranked in the top 100 on the list.

Guidelines Set For Athletic Gifts, Spending

New guidelines for athletic booster groups went into effect July 15 on orders of Madison Chancellor Irving Shain, and after a hearing by the legislature's Audit Committee on August 21, athletic department bookkeeping procedures will be tightened.

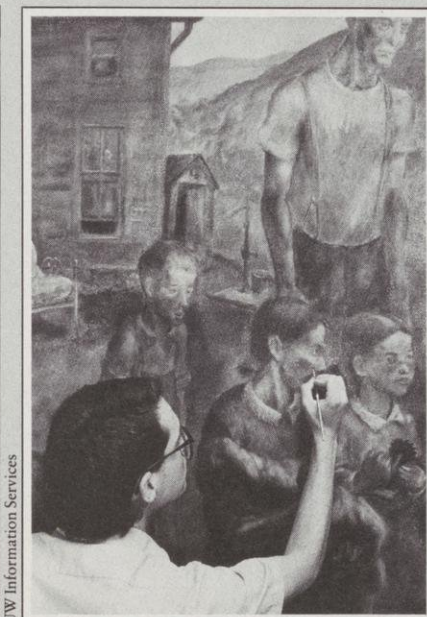
The booster fund guidelines were intended to "correct any public misconception that funds raised by private booster groups are used in a frivolous manner," said Prof. David Tarr (Political Science), who is chairman of the Athletic Board. They require such groups to be registered as non-profit organizations or as contributors to the (non-profit) UW Foundation. The Athletic Board and the Board of Regents will review all such donations, and all records will be available to the public, as they have been traditionally when administered by the Foundation. Each group will provide independent annual audits before their contributions will be accepted by the regents.

Under the requirements set in August by the legislature's Joint Audit Commit-

THE TROUBLE WITH CURRY

The restoration of the John Steuart Curry murals in the Biochemistry Building—a project undertaken in conjunction with the summer's campus-wide Rural Art Exhibit (WA, May/June)—has turned up what the experts call an "inherent vice" in the work. But that isn't a moral indictment. The term refers to a factor leading to deterioration in a work of art. In Curry's case, it was an unfortunate mix of materials.

The four art conservators involved in the two-month project say his combination of egg, oil, gum arabic and dammar varnish has combined with sunlight over time to cause the paint to shrink, leaving networks of "fraction crackle." The experts are "inpainting" by way of repair: applying pigment in the cracks to match the original as closely as possible. It's a time-consuming procedure, and one that can't be done perfectly, said conservator Ingrid Neuman, but the resultant



UW Information Services

Conservator working on "Curry's crackle."

consolidation of color areas will be a vast improvement. Cleaning became a challenge because Curry used varnish in varying amounts to establish contrast between matte and glossy areas; most solvents tended to remove it where it had been thinly applied.

He painted the murals between 1941 and 1943. They occupy three sides of an intersection of halls and stairs and four walls of an adjacent seminar room, and highlight the work of such faculty greats as Steenbock and Elvehjem.

There are other restoration problems involved, too. Plaster had deteriorated beneath the canvas in some areas, leaving pockets and, sometimes, cracked and peeling paint. Workers tapped on the surface to detect these spots, then injected water-soluble adhesive through hypodermic syringes to strengthen them.

Steve Groark
UW News Service

tee, the athletic department will now issue annual reports on how booster contributions are used.

New Deans for Family Resources, Business

Hamilton I. McCubbin '64, '66, '70, formerly on the University of Minnesota's faculty in family social science, is the new dean of our School of Family Resources and Social Sciences. He is an internationally known scholar in the area of child and family studies, specifically family stress, coping and adaptation. McCubbin succeeds Elizabeth Simpson Pucinski who retired in May.

James C. Hickman, 57, an award-winning teacher and researcher, is the new head of the School of Business, succeeding Robert H. Bock, who resigned last year. He has been professor of business and statistics here since 1972.

Hickman was this year's winner of the school's faculty award for outstanding teaching, research and public service. He had won it in 1981 as well for the best contribution to the literature of actuarial science.

Our photo series

The Way We Were

will continue in our November issue.

English Course Will Segue Into Business

Standish Henning of the English department usually teaches courses on Shakespeare or the literature of the Old Testament. But this fall he'll be showing his students how to write themselves into the business world. He is the instructor for a new course, "Writing for the Marketplace."

It's unique in the department. This semester, a number of faculty experts will teach sessions on a range of skills from advertising to memo writing and brochure production. Next semester, students will hold internships in public relations and internal publication with city and state agencies and a number of Madison-area businesses.

The course provides the kind of university-business link often associated with areas such as engineering or business, Henning said. "It is a nice conjunction of the academic world and the 'real

world.' The idea of being job oriented is actually a very old humanistic university tradition."

Carol Tarr, undergraduate advisor in English, said the course has drawn heavy interest, but enrollment this fall was

limited to fifteen. She was "amazed at the enthusiastic response" from business and government agencies, she said. Many English majors already go into such areas as banking and publishing, she added,

continued on page 20

GRAND AND UPRIGHT SUGGESTIONS

Joel Jones is the piano technician for the School of Music, where there are 250 instruments to be looked after by him and his four part-time assistants. Needless to say, in recent weeks they have been more rushed than usual, getting ready for the wealth of concerts and recitals that will mark the school's anniversary in October. Steve Groark of the UW News Service, aware that all arts have their mundane bulwarks, talked with him about how you might keep your own piano in condition to permit you to concertize whenever the neighbors ask.

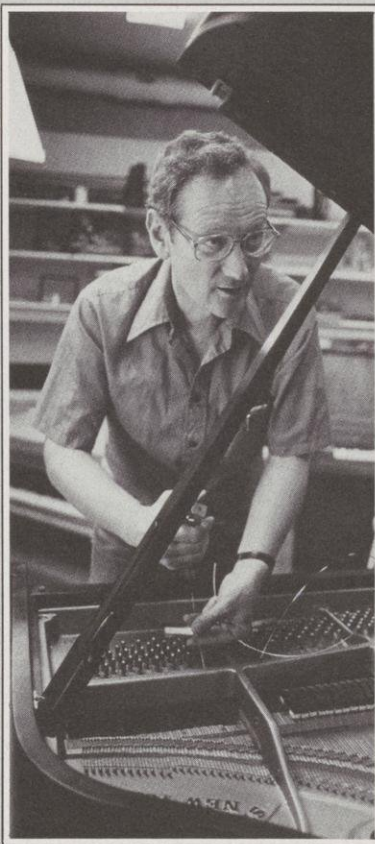
"First," Mr. Jones said, "a home piano should be tuned at least once a year; twice is better in climates like Wisconsin's, because the winter dries and shrinks the wood and metal parts and the summer humidity stretches them. And there *are* a lot of parts in a

piano; more than 11,000 in a grand. A piano's sound can be modified by a technician; the simplest and cheapest way is to work on the mechanism that transfers the action of the key to the string. When that goes out of adjustment—something that happens easily—the hammer strikes too weakly or falls away from the string too slowly.

"Someone could have a very unresponsive piano because tight bushings effect the rate at which the hammer strikes the key. That can be adjusted. Or maybe the hammers need to be changed; different companies use different consistencies of felt on them, and a harder felt will cause a brighter sound. Changing the strings is a more expensive way of changing the sound. Their length can't be modified because it is determined by the bridge of the soundboard, but their thickness can. Thicker strings produce a louder sound. Each bass string is actually a treble with copper wire around it. The density of those wrappings controls the bass sound.

"The most expensive and radical modification is changing the soundboard, the large piece of wood beneath the metal plate that sustains string tension. Each string exerts 150-to-165 pounds of tension, so there's a total of twenty tons on the typical plate and soundboard."

If you're thinking of buying a used piano, Jones has advice: "When you look at it, move it away from the wall if it's an upright, or crawl under a grand; that's the only way to check the soundboard for cracks. A crack there might not mean the end of the piano, but it's like rust on a car; you'd rather not see it. Open the piano and examine the grooves in the hammers. If they're deep, they may have to be changed. And check to see that the keys are evenly spaced. Have an experienced technician go over it before you make a decision. That might cost somewhere up to \$50, but it can be well worth it. Remember, the inside is far more important than the outside. Rebuilding a piano is much more expensive than refinishing it."



Bob Queen, UW Information Services

Jones and one of his 250 charges.

where a combination of writing and analytical skills is desirable.

The idea for the course originated with English department Chairman Joseph Wiesenfarth.

Accounting Rates Highly

In July the Public Accounting Report ranked the campus's accounting department as eighth in the nation, based on an annual survey by educators and administrators in that field.

They're Smart On and Off the Field

A total of 247 student athletes recorded a 3.0 grade average (on a 4.00 scale) or better for the second semester of the 1984-85 academic year.

Included among those earning a B or better are twelve who recorded straight A's and who were named to the dean's list of their respective colleges. The twelve and their sports are:

Crew: Michael J. Gilligan, Colfax; Kenton K. Petit, Cincinnati; Alan G. Stein, Madison; Thomas M. Tryon, Fond du Lac; Amy Krohn, Black River Falls. Gymnastics: James L. Tollas, North Riverside, Ill.; Sandra P. Bradford, Longmeadow, Mass. Swimming: John R. Taylor, Kirkwood, Mo. Track: Nina Bogworth, Brainerd, Minn. Soccer: Kathryn Webb, Madison.

Campus Expects Record Number of Foreign Students

They come from all corners of the earth, from more than 100 nations in all, with the largest number hailing from Taiwan and Korea. UW-Madison has more Chinese students and scholars than any university outside China. They are represented in all schools and departments, with the highest percentage in electrical engineering.

Our Office for Foreign Students and Faculty estimates that more than 3,500 of them will enroll this fall, topping last year's 3,455 record. They'll make up between 7 and 8 percent of the University's total student body. Of that number,

about a third—1,055—will be new to Madison this semester. The University offers a variety of resources, including the Madison Friends of International Stu-

dents, the English as a Second Language program, an informational booklet for first-timers, counseling and a volunteer internship program for spouses.

A CLASSING-UP BY A CLASS

We think you'll like the new design of *Wisconsin Alumnus Magazine* which begins with this issue. And we couldn't be happier about the way we've been able to bring it to you. It all began last winter, during the national post-holiday letdown. In those weeks of icy gloom while others turned to new diets or threw out the slipcovers, we decided to concentrate on sprucing up our editorial appearance. We'd presented the same typeface for years, stuck to the same page grids and photo placement. We have excellent designers and typesetters at Madison's A-R Editions, and we wanted to provide them a format that allows more creative freedom.

So we headed over to the art department, specifically to Prof. Phil Hamilton. Phil teaches calligraphy and design, almost everything from handset-on-rice-paper to slick industrial and consumer publications. He agreed to take us on as a class project for seniors in an advanced course.

Through the spring semester, Phil's students worked and reworked. It helped them; they had to cope with

such publishing realities as the mechanical limitations on color placement, on our budget which allows full color in only three of our six yearly issues, on our editorial requirement that departments stay where our readers expect to find them. Again and again they brought their good ideas to us and our enthusiastic Editorial Advisory Committee. The field narrowed down to four students, but as the semester drew to a close, we knew we were in trouble. We had promised a prize for the best design. What we now had was a stack of bests. Those kids were too good.

So back we went with them to A-R Editions, where Ellen Wipperfurth—who designs each issue from the basic plan—studied them with her practical eye for flexibility and endurance. Even Ellen couldn't come up with only one winner; we had to add a second place. On the last day of class we presented the awards. And we sweet-talked Prof. Hamilton into joining our Editorial Advisory Committee. Everybody won this one.

T.H.M.



Prof. Phil Hamilton, right foreground, and his four finalists in our design assignment. From left, Lorrie Beringer, New Berlin (second place); Gardner Grady, Beaver Dam; Jill Hanegraaf, Appleton; and the winner, Tricia Huegel, Mequon.

NEW DIRECTORS

Eleven new directors-at-large joined the Wisconsin Alumni Association's board in July. They are: Lee A. Bernet '66, Minneapolis, (photo not available); Julius Marks '57, Libertyville, Ill.; James R. McManus '55, Westport, Conn.; Albert O. Nicholas '52, Hartland; San W. Orr '63, Wausau; Thomas J. Prosser '58, Neenah; Janet A. Renschler '60, Madison; Robert R. Richter '68, Milwaukee; George R. Simkowski '53, Norridge, Ill.; Jon G. Udell '57, Madison; Richard K. Wendt '54, Columbus, Ohio.



Marks



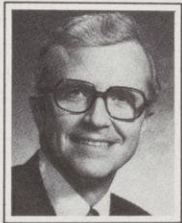
McManus



Nicholas



Orr



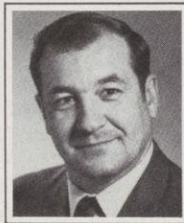
Prosser



Renschler



Richter



Simkowski



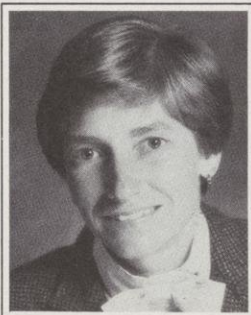
Udell



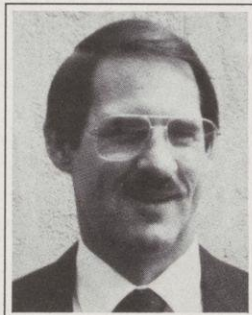
Wendt

SPARKPLUG AWARD WINNERS

Meet 1985's Sparkplug Award winners, honored for their leadership and enthusiasm at the local club level. From left: Claudia Pogreba '70, Seattle; Robert R. Richter '68, Whitefish Bay; Philip Russell '59, Merrill. The fourth winner is Joan Chafin Kuhinka '49, Philadelphia. The awards will be presented October 12 at our Club Leadership Conference.



Pogreba



Richter



Russell

continued

Come along with us!

Las Vegas in '86



Next fall, follow the Badgers to the glamour of Las Vegas and the excitement of a great football game. Our trip includes:

Round-trip by air from Madison, departing September 18, returning on the 21st.

Deluxe accommodations at the beautiful *Sands Hotel*.

Your reserved ticket for the UW vs. Nevada-Las Vegas game the night of September 20.

All transfer and baggage handling plus our own service desk at the hotel.

Special "Ultimate Saver" air fare rate on bookings received by October 28, 1985.

Only **\$388.50** per person/triple occupancy

\$399.99 per person/double occupancy.

Accommodations are limited. Send for your brochure today!

Wisconsin Alumni Travel

650 North Lake Street
Madison 53706

Please send brochure for Las Vegas Badger Adventure!

Name _____

Address _____

City _____

State _____ Zip _____

Brathaus Brats™ At Home

Cook real **Brathaus Brats** 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



**Badger Colors
exclusively at
The Hub**



For men, the original handsewn DockSides boat shoe, in Wisconsin's own Badger Colors, exclusively at The Hub. Specially tanned cowhide upper with famous Sebago non-slip boat sole. Made in Maine. FREE BUCKY BADGER T-SHIRT WITH THE PURCHASE OF SEBAGO DOCKSIDES IN BADGER COLORS.

The Hub

ROBERT E. SCHMITZ
MADISON

The News continued

LAB REPORT:

Within hours of Challenger's landing on August 7, blood samples from the crew members were on their way here to Professors Hector DeLuca and Heinrich Schones. Their studies on them are for the purpose of determining the effect of weightlessness on bone loss. . . . Professor Paul Williams of our plant pathology department seems to have been the first person to ask the USDA for samples of every radish they knew of. He got 800! He's developing a rapid-cycling type for use in teaching and possibly in the space program. . . . Spanishfly has a sometimes notorious history in folk medicine, but entomologist Dan Young has found it an important asset in baiting insect traps. It's pulling in bugs we never knew existed.

. . . The killer tornado that devastated Barneveld in 1984 was one of seven produced by the same storm, says meteorology Professor Charles E. Anderson. It came from a giant that was more than sixty miles across. . . . When Bob Brennan refers to x-ray lithography in his interview on page 8, he's talking about UW successes in etching circuit patterns on a coated silicon wafer. The process will make the microchip continue to shrink in size. Says Assistant Professor Franco Cerrina of our Synchrotron Radiation Center, it's the key to making electrical circuits with connections one-tenth of a micron wide: fifty such circuits could rest on the cross-section of a human hair. . . . Biochemist Christian Raetz has discovered a substance that may reduce the threat of endotoxic shock, a sudden drop in blood pressure that kills 100,000 people a year. It's called lipid X, and it appears to block the toxicity of LPS which kills when it escapes the membrane and enters the bloodstream. . . . In poverty-stricken Ejido Saltillo, Mexico, the kids love the way they get the protein they need despite the fact their parents can't afford meat. They're gobbling up alfalfa tortillas produced on a special press developed by Ag Engineering Professor Hjalmar D. Bruhn before he retired last year. A British charity plans to distribute the equipment to other underdeveloped areas.

. . . A woodland mosquito known to carry a strain of encephalitis has been getting around far too widely, and Preventive Medicine Professor Wayne Thompson (who first isolated it in 1964) has a hunch it's traveling in discarded tires being hauled to dumping grounds. It causes what is known as the La Crosse Virus. . . . When a large bone is damaged in man or animals, the common corrective procedure involves grafting healthy soft material to the damaged mid-section. But full recovery may take months; an expensive wait in man, possibly a fatal one in animals. Professor Tass Dueland, an orthopedic surgeon in our School of Veterinary Medicine, now replaces the entire damaged segment with new bone in severely injured dogs and in those with congenital defects. It works, and he sees a promising parallel in humans.

. . . A recently-installed satellite receiving station and a computer system powered by software developed at our Space Science and Engineering Center enabled thousands of people to flee a recent hurricane and accompanying devastating tidal surge in Bangladesh. . . . An accurate picture of changes in Wisconsin's landscape is being built by Professor James Knox and his graduate students. For four summers they have been poking holes ten feet deep into valley floors using a "coring" device that pulls up layers of earth laid down during the past. They are trying to reconstruct what has happened to southwestern Wisconsin's Grant, Kickapoo, and Platte Rivers since the glaciers retreated from the Midwest about 10,000 years ago.

. . . Tibetan monks reportedly could run 300 miles in thirty hours using dissociation. Sports psychologist, Professor Bill Morgan has tested dissociation in the laboratory and found that not only does the strategy serve as a foil for pain, but that it also significantly improves performance. An alternative strategy called association, frequently used by elite athletes pushing the limits of endurance, is to pay very close attention to their bodies. When in distress, they simply slow down. . . . A process to turn polluting power plant gases into electricity and valuable chemicals could cut some power plant pollutants by ninety-nine percent or more, says chemical engineering Professor Stanley H. Langer. This process, called "electrogenerative manufacture," converts troublesome nitric oxides, which contribute to smog and acid rain, into valuable chemicals such as ammonia, a nitrogen source for fertilizers; nitrous oxide, an anesthetic; and hydroxylamine, a chemical used to manufacture a type of nylon. □

Letters

OPEN LETTER

The following was mailed by the athletic department in early August.—Ed.

Dear Alumni, Boosters and Friends:

As members of the Wisconsin family, you are indeed recognized as athletic representatives of the University and supporters of the athletic program. This puts you, individually and collectively, in a unique position. First, it means that the athletic department is now and forever "responsible" for your actions in regard to any contacts or relationships that you might have with our men and women athletes. Second, the rules of the NCAA and the Big Ten Conference put *definite restrictions on what you personally can or cannot do as far as those athletes are concerned.*

Therefore, here is a set of guidelines that you must follow—in assisting us—in order to continue in full compliance with the existing rules, regarding your relationships with prospective student-athletes, that is, *recruits who are not yet enrolled and have not yet attended class at the University.*

YOU MAY write letters to the prospective student-athlete or his or her family encouraging enrollment. YOU MAY have telephone contact with the student-athlete or his or her family to encourage enrollment. But YOU MAY NOT have face-to-face contact with prospective student-athletes *except within the*

immediate confines of the Madison campus. YOU MAY NOT extend any benefits of any kind to a prospective student-athlete and his or her family.

Actual contact and recruitment of prospective student-athletes may be done by authorized athletic department staff members only.

Further, members of Wisconsin's staff and representatives of the University's athletic interest are prohibited from extending any "extra benefits" to enrolled student-athletes as well. The term "extra benefits" refers to any special arrangement by staff members and representatives to provide the student-athlete or his/her relative(s) or friend(s) with a benefit not expressly authorized by NCAA legislation. *Examples of such prohibited benefits are: a special discount, payment arrangement or credit on a purchase (e.g. airline ticket, clothing) or service (e.g. laundry, dry cleaning); a loan of money; guarantee of a bond; use of an automobile; transportation to or from a summer job; a benefit connected with on- or off-campus housing (e.g. individual television sets or stereo equipment, specialized recreational facilities, room furnishings or appointments of extra quality or quantity); signing or cosigning of a note with an outside agency to arrange a loan; purchasing, for the student-athlete, meals, tickets to events, or other forms of entertainment.*

We do appreciate your interest and support for the University and all of our athletic programs. We also want to thank you for your cooperation in adhering to these guidelines. If

at any time you have a question, or are in doubt or need further clarification, please pick up the phone and call me at (608) 262-1881. We will be pleased to assist you in any way we possibly can.

Sincerely

OTTO BREITENBACH
Assoc. Dir. of Athletics

WHO THEY WERE

The ladies about to demolish the Kiehofer Wall, entry #23 in our series, The Way We Were (July/August) have been identified by one of them. Hermie Kollin Wirthlin '48 writes from Cincinnati that it is she on the left with Amelia Downing, Sheila Campbell '48, Lois Johnson Becker '48 and Nancy Harford '47.
—Ed.



WISCONSIN ALUMNI—be our guests for only...

\$65 per night

Be our guest for the upcoming Wisconsin/Ohio State game, and you'll get our sizzlin' weekend rate.

Down comforters, 24-hour room service, convenient downtown location (just minutes from the game), and the best restaurant in Columbus are just a few of the reasons you should take advantage of our sizzlin' weekend rate for Wisconsin alumni.

For Reservations: 614-228-1234 or 800-228-9000

HYATT  ON CAPITOL SQUARE

75 East State Street, Columbus, Ohio 43215



UW News Service

Football '85

BY UW SPORTS NEWS SERVICE

At this midsummer writing, Head Coach Dave McClain and his staff face the difficult task of replacing fifteen starters and twenty-six seniors (twelve of whom went to the pros) off a 1984 team that finished with a 7-4-1 overall record and made its third post-season bowl appearance in four years. Yet the coach, now in his eighth year, is optimistic over a wealth of talented returnees who hope to provide Badger fans with

their fifth consecutive winning season. Since 1981, UW teams have compiled an impressive 28-18-1 record, including four successive seven-win campaigns.

Offensively, Wisconsin will feature strength up the middle with honorable mention All-Big Ten QB and junior Mike Howard, second-team All-Big Ten tailback and junior Larry Emery, and honorable mention All-Big Ten offensive lineman and senior Bob Landsee. Add to that fullbacks Joe Armentrout and Brian Bonner, offensive linemen Bill Schick, Brian Jansen and

David Gaatz, and tight end Scott Sharron and you have the makings of a solid unit.

But the real strength could be the defense, notably at linebacker. Juniors Rick Graf, Tim Jordan, Michael Reid and Craig Raddatz along with senior Russ Fields might mean one of the best groups in college football. Graf, Jordan, Reid and Raddatz earned All-Big Ten honorable mention as sophomores a year ago, while Fields was a starter prior to being injured in the second game.

On the defensive line, McClain will look

There are a lot of spots to fill, but Dave McClain is optimistic.

to junior tackles Lance Branaman and Jim Kmet and noseguard Michael Boykins. All three saw considerable action in '84, and are two-time varsity letter-winners. Standout athlete and junior cornerback Nate Odomes (5-10, 180), meanwhile, could be the key figure in a rebuilt defensive backfield as well as of the special teams.

The kicking game should be another strong point as regular placekicker Todd Gregoire and punter Scott Cepicky return for their sophomore seasons.

Quarterbacks: One of the team's strengths should revolve around this position. Besides Howard (6-4, 205) are challengers Brant Kennedy, Bud Keyes, Paul Chryst and Kevin Brown. Howard connected on 182 of 314 passing attempts for 2,127 yards and eleven touchdowns last season. Those attempts, completions, percentage and yards all rank among the top three single-season offensive totals in UW history. The "Springfield Rifle" was the AP Player of the Week against Purdue, the TV Player of the Game against Missouri, and his teammates' Player of the Game against Missouri, Iowa and Purdue.

At the backup spot, Kennedy appears to have the inside track, but Keyes, Chryst and Brown could push him. Kennedy is a 6-4, 206-pounder. Keyes goes 6-3, 195; Chryst 6-2, 190 and Brown 6-5, 205. All possess impressive ability.

Running Backs: Leading the ground game will be juniors Emery, Armentrout and Bonner. Emery appeared headed for a 1,000-yard season in 1984 with 675 through the first half of the Indiana game, but he was felled by a knee injury and missed the final five games. The fleet-footed 5-9, 190-pounder was named to both the AP and UPI All-Big Ten second teams, finishing second in rushing in conference games with 112 yards per game. Overall, he averaged 6.2 yards per carry. Set to back him is 5-10, 185-pound junior Keith Browning, who put together an impressive spring session.

At fullback, McClain can call on Armentrout (6-1, 210) and Bonner (6-3, 220). Armentrout rushed for 430 yards and a 4.8 average on eighty-nine carries in '84, and caught fifteen passes for another 117 yards. Bonner had 178 yards and a 4.7 average on thirty-eight attempts and caught eleven passes for seventy-nine yards. He is recognized as one of the best blockers on the squad, and will be a key to Emery's success.

Receivers: One of the areas hardest hit by graduation was this corps. Gone are standout receivers Al Toon, Michael Jones and Thad McFadden along with tight ends

Bret Pearson and Dave Arneson. But several appear ready to take over. At wide receiver, there are juniors Reginald Tompkins and Jeff Sanford, and sophomores Tim Fullington, Frederick Bobo and James Ross. Tompkins (5-11, 185) was the understudy to Toon last season. Bobo (6-1, 185) was named Most Improved Freshman on offense after a standout spring practice. Fullington (6-3, 180), a player with great ability, could be a starter. Sanford (6-1, 195) also figures to see plenty of action.

At tight end, the situation is somewhat more solidified, with 6-3, 225-pound senior Scott Sharron a good bet to settle in as the starter. He played sparingly in '84, but one of his catches was a forty-six-yarder late in the game at Michigan State that helped the Badgers to a 20-10 victory and the bid to the Hall of Fame Bowl. Behind him, look for sophomore Brian Anderson (6-5, 227), converted fullback and junior Drew Timura (6-3, 230), senior John Taulien (6-4, 225) or sophomore Michael Smrekar (6-5, 240).

Offensive Line: This was one of the strengths last year, built a good part around seniors Jeff Dellenbach, Kevin Belcher, Dan Turk, Dave Mielke and Chris Osswald. But they've moved on to the pros. This year, the key to the line's success could center around senior guards Bob Landsee and Brian Jansen and senior centers Bill Schick and David Gaatz. The 6-5, 260-pound Landsee is the only returning starter on the line and is a three-time letterman. Again this year, he's a solid candidate for postseason honors. Jansen (2-5, 260) has

battled injuries his last two seasons, but should be ready, while Schick (6-5, 265) and Gaatz (6-0, 230) have seen substantial playing time and each has earned two varsity letters.

At tackle positions, the probabilities are sophomores Paul Gruber (6-5, 272) and Glenn Derby (6-7, 278). They, along with Landsee, Schick and Jansen, would give the Badgers a unit that averages 6-5 and 262 pounds.

Defensive Line: We'll be without the services of standout tackles Darryl Sims and Scott Bergold, who have also moved on to the pros. Replacing them will not be easy, but the Badgers have two-time letter-winners in Lance Branaman and Jim Kmet. Branaman, at 6-3, 260 pounds, played at noseguard in '84 but enjoyed success at tackle throughout spring drills. He had thirty-four tackles in '84, including six for losses of seventeen yards and three QB sacks. Kmet (6-3, 250) has filled in as a starter on a number of occasions the past two seasons.

At noseguard, two-time letter-winner Michael Boykins (6-0, 250) figures to be the key. He saw a great deal of playing time in 1984 between Sims and Bergold—splitting duties with Branaman—and was credited with forty-one stops, including five for losses. Other candidates include senior Mark Helt (6-1, 220) and sophomore Scott Benzschawel (6-7, 285). Tackles Dick Teets (Sr., 6-3, 255), David Sparger (So., 6-6, 260) and Keith Peterson (So., 6-5, 250) should see action, too.

Linebackers: If there is a group of position players that figures to be the 1985 backbone, it will probably be the linemen. Tackle-leader Jim Melka graduated, but seven lettermen return, including six who have started at one time or another. Four of those are juniors Rick Graf (6-5, 230), Tim Jordan (6-4, 215), Michael Reid (6-2, 210) and Craig Raddatz (6-3, 230). Graf and Jordan led the Badgers and were among leaders in the conference in tackles-for-loss with respective totals of eleven for minus-64 yards and twelve for minus-78. Graf had seventy-one tackles, Jordan sixty-eight. Reid finished second on the team in total tackles with seventy-nine, while Raddatz had sixty and led the Big Ten in interceptions with five. (He has nine career interceptions in two seasons.) Another key player—a starter until a shoulder separation in last season's second game—is senior Russ Fields (6-3, 230), with eighty-three tackles in 1983.

Other returnees include letter-winners

continued on page 26

'85 SCHEDULE

All home games at 1 p.m.

9/14	No. Illinois (Band Day)
9/21	Nev.-Las Vegas
9/28	at Wyoming
10/5	at Michigan
10/12	Iowa (Band Centennial/ WAA Club Leaders Conf.)
10/19	Northwestern (Parents Day)
10/26	at Illinois
11/2	Indiana (Homecoming)
11/9	at Minnesota
11/16	at Ohio State
11/23	Mich. State (W Club Day)

Where Are They Now?



All your former classmates who are members of Wisconsin Alumni Association are in our new directory to be published in October. It's a handsome book featuring campus scenes and nearly 40,000 names and addresses.

Listings are:

Alphabetical

By graduation year

By city

Married alumnae are shown by student and married name

\$25

Limited printing. Order your copy today.

WAA Services Corp
650 North Lake Street
Madison 53706

Here is my check/money order for \$25.
Send my 1985 Membership Directory
postpaid.

Name _____

Address _____

City _____

State _____ Zip _____

Football '85

continued from page 25

Charlie Fawley (6-2, 215) and Brian Hoffman (6-6, 230), along with Joe Marconi (6-2, 220), Aaron Swopes (6-2, 205) and Matthew Joki (6-5, 230).

Defensive Backs: All four of last year's starters are gone, but three letter-winners are back: besides Nate Odomes there are senior strong safety Robb Johnston and junior cornerback Bobby Taylor (5-9, 185). Odomes saw action in ten games last year, missing two to injury, and started at Michigan. He will also be a key performer on special teams. Johnston, experienced in every game last season, has good size at the strong safety spot at 6-3, 200. At free safety, sophomore Eric Sydnor (6-3, 200) appears to have the inside track, despite missing it all last year with a broken foot. And at the other cornerback position is senior Troy Spencer (5-9, 175) who was named Most Improved Junior in spring drills.

Challenging for playing time will be Taylor and Robert Williams (6-2, 180), and free safety Jeff Wagner (6-2, 185).

Kicking Game: Two of last season's more pleasant surprises are back: place-kicker Todd Gregoire and punter Scott Cepicky. Gregoire wound up as fifth-highest-scoring kicker in the Big Ten with

6.5 points per game. Over twelve games he had eighty-four points, including a flawless 24-24 on extra points. In the field goal department he was 20-26 with his longest at fifty-one yards. He set UW regular-season records for the most field goal attempts with twenty-two, the most completed with sixteen. His seventy-one regular season points rank him second-best in history. He set a school record with four field goals in the Hall of Fame Bowl, while his kickoffs were returned for an average of only 9.7 yards.

Cepicky handled sixty-two of our sixty-five punt attempts and averaged 39.6 yards per punt. He was sixth among conference punters, with a 39.4 average, the longest at sixty-nine yards in the win over Purdue. □

DON'T MISS BADGER BLAST #6

October 19

N'Western game/Parent's Day

Sponsored by W Club and Wisconsin Alumni Association

Field House: 9:30 a—12:15 p

Food. Pop. Beer. Raffle. UW Celebrities.

Bill Terry Dance Orch. UW Marching Band

\$10 at door

(Kids under 12, \$5)

JOB MART

BA '84 Advertising. Varied sales experience, a knack for knowing what people like and a desire to give it to them combined with years of humor column/feature writing and some freelance copywriting makes me the ideal addition to your advertising-related staff. Moving back to Madison in October. Reply to member #8186.

BA '83 Communications. Seek position in public relations or training in San Francisco area. Experienced in sales and as alcohol issues director for brewery. Developed and coordinated training program; began and write monthly newsletter. Excellent organization and communication skills. Strong desire to succeed in career. Reply to member #8187.

BBA '59. Successful general management level executive with extensive computer background, skilled in growth and turnaround situations. Expertise in systems analysis, financial and strategic planning, software evaluation and development. Proven record in labor relations, contract negotiations and compensation administration. Available for long or short term assignments. Reply to member #8188.

BA '81 Political Science, JD '84. Student of the political system, American Institutions, English, media and advertising. Most interested in an entry level training position

in administrative, or personnel management; public relations, or public liaison specialist with a public or private company. Willing to relocate. Reply to member #8189.

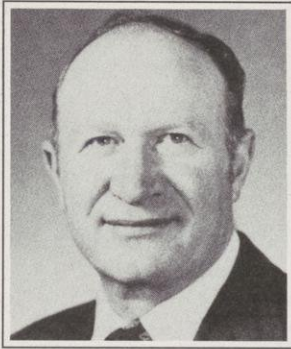
BA '65 Marketing. Seeking position in general Fox River Valley area. Effective skills/knowledge developed from experiences with Fortune 100, 150, 250 and small firm in consumer/trade promotion, advertising, research and new product development. Objectives: strategically oriented approach to matching product to end-user motivations. Reply to member #8190.

MS '76 Health Care Services Fiscal Management and Accounting. CPA. CMA. Excellent technical, problem-solving, analytical, and organizational skills. "Big-8" audit experience; accounting and financial control systems management experience in multi-hospital organization; currently controller of for-profit subsidiary within Health System. Desire health care CFO/controller/finance director position. Willing to relocate. Reply to member #8191.

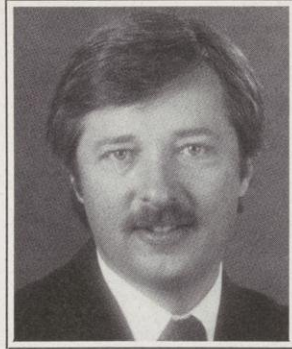
Wisconsin Alumni Association members are invited to submit their availability notice, in fifty words or less, for a one-time publication at no charge.

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 Street, Madison 53706.

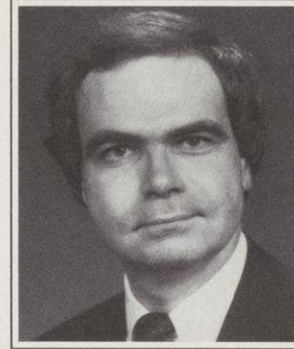
Member News



Brooks '48, '49, '58



Thompson JD'67



Kaster '74, '77

Riding into Mexico after Poncho Villa with Gen. "Blackjack" Pershing was one episode in the colorful military career of OSCAR O. KUENTZ '08, Ret. Col. U.S. Army Corps of Engineers. He worked as an engineer on the Panama Canal for seven years, designed four large power dams for the Columbia River, commanded an engineering battalion in Europe during World War I and served in World War II. Now ninety-eight, "just an old soldier," he salutes us, "On Wisconsin," from Fanwood, N.J.

Land use is the subject of two books recently published privately by V. WEBSTER JOHNSON MPh'25, Phd'35 of Southern Pines, North Carolina.

Assistant clinical professor of medicine at the SUNY School of Medicine at Buffalo, LEO E. MANNING '41, MD, has been elected president of the Medical Society of the County of Erie.

The UW System Board of Regents reelected BEN LAWTON '44, MD'46 as president. He is former president of the Marshfield Clinic.

PAUL G. ANDRUS '46 of Powell, Ohio was one of forty-two inventors from Battelle Memorial Institute who received U.S. patents in 1984. He was honored during an inventors' recognition banquet.

LAWRENCE ABLER '48, '49 a professor of English and comparative literature at Susquehanna University, Selinsgrove, Pa. has retired.

The George W. Kable Electrification Award from the American Society of Agricultural Engineers has been presented to LYNN-DON A. BROOKS '48, '49, '58, professor and farm electrification specialist in our College of Agriculture.

According to CBS's *Entertainment Tonight*, actress GENA ROWLANDS Cassavetes x'51 celebrated her forty-ninth birthday in June. And how are you today?

WALTER F. WEDIN '50, '51, '53, professor of agronomy at Iowa State University, Ames, was named Distinguished Fellow by the Iowa Academy of Science.

The Seattle Professional Engineering Employees Association, the labor union representing Boeing engineers and technical Employees in the Puget Sound area of Washington State, have elected FRITZ M. HANSON '55, '56 as president.

The International Foundation of Employee Benefit Plans and the Warton School of the

University of Pennsylvania have designated DOROTHY THINES WHITE '55, Ballwin, Mo., a Certified Employee Benefit Specialist. She is with Qualified Pension Consultants Inc., Saint Louis.

GERALD J. RUDMAN '60, of Highland Park, Ill., is co-author of a teacher's manual *Decision-Making Skills for Middle School Students* published by the National Education Association.

PEGGY SOMMERFIELD '63 has been appointed to the position of vice president, advertising and creative services by Beecham Cosmetics in Chicago.

McDonnell Douglas Aerospace Information Services company promoted JACOB J. MOELK '65, of Kirkwood, Mo., to program manager.

JAMES S. HANEY '67, JD'72, Milwaukee, has assumed the presidency of the Wisconsin Association of Manufacturers and Commerce.

The Bar Association of Montgomery County, Maryland announced the installation of DURKE G. THOMPSON JD'67, as president.

GEORGE A. ANTONELLI MA '68, dean of education at the University of Arkansas at Pine Bluff, was elected to the National Executive Board of the Association of Teacher Educators.

RICHARD J. COHEN '68, '69, of Lubbock, Texas, has been promoted to vice president of personnel and employee relations for Furr's Cafeterias.

Wells Fargo & Company of San Francisco elected FREDRICK W. PETRI '69, '70 its EVP. He's been with the firm since 1975.

DOUGLAS H. MC NAUGHTON '72 has joined the law firm of Hopkins & Sutter as a partner in its Chicago office.

Green Bay native DEAN C. KASTER '74, '77, has been appointed as associate director of corporate affairs at Touro Infirmary in New Orleans.

An award for excellence in a technical paper was received by DARRELL D. PAUL '74, '78, '82 at Battelle Memorial Institute in Columbus, Ohio, from the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

When DAVID A. NIELSEN '76 of West Bend got his doctorate in biochemistry and molecular biology from the University of Chicago this spring, he was awarded the prize

for the best dissertation by a student in the Biological Sciences Division. David has joined the faculty of the University of Illinois in Champaign-Urbana.

Arthur Andersen & Co.'s Houston office promoted ELISABETH JOHNSON FISHER '78 to manager.

The National Women's Political Caucus in Washington, D.C. has appointed HELEN (SUZY) SPILKER '83, to the post of assistant political director. She was president of the Young Democrats at the UW, and was a member of the Mondale-Ferraro field staff. □

CLUB PROGRAMS (From mid-September)

This is a reminder only. Clubs send mailings to all area alumni for whom they have current addresses.

AUSTIN, TEXAS: October 18, Beer & Brat Barbeque. Info: Pat Casey, 244-6288

CHICAGO: September 21, Bus trip to Madison for game with U. of Nev.-Las Vegas. Info: John Graan, 792-0703

DENVER: September 28, Bus trip to Laramie for Wis./Wyo. football game. Info: J. P. Stouffer, 494-4756

FOND DU LAC: September 13, Picnic. Info: Jerry Huth, 921-3290

SARASOTA/MANATEE: October 24, Luncheon. Info: Bee Cahoon, 792-0658

SEATTLE: September 14, Beer & Brat picnic. Info: Sue Lobeck, 938-4220

WASHINGTON, D.C.: September 29, Beer & Brat party. Info: Roland Finken, (202) 724-7492.



Deaths

Names in capital letters are of the individuals as students. Women's married names appear in parentheses.

THE EARLY YEARS

GATES, CHARLES B. '03, West Allis, in May.
RUNGE, ALMA MATILDA '06, Madison, in July.
VERBECK, EDITH VIVIAN (Simons) x'09, Milwaukee, in 1982.
PHILLIPS, LAURA J. (Ratcliffe) '10, Fresno, last December.
BRENNAN, URSULA (O'Malley) '11, Madison, in June.
DEBBINK, HENRY LAWRENCE '12, Wauwatosa, in May.
HOFFMAN, CARL RICHARD '12, Santa Clara, in 1984.
ANDERSON, EARL A. '13, Attica, Mich. in 1981.
CROLL, EULALIA HATTIE '13, Elm Grove.*

*Informant did not give date of death.

MCCORMICK, FRANCISCA HELEN x'14, Belleville, Ill., in 1984.
BEIM, MILDRED HONOR (Spickard) '15, Mercer Island, Wash., in February.
WEIGAND, IRENE ESTELLE '15, Littleton, Conn., in May.
DROW (Drowatzky) BERNARD HARVEY '17, Abbeville, S.C., in May.
GUNDERSON, NELLIE MAY (Larson) '17, Torrance, Cal., in 1983.
TULLER, CASE CARLENE (Holly) '17, La Jolla, Cal., in 1983.
WALL, LILLIAN GORMAN (Crum) '17, Ocean-side, Cal., in 1984.
JACKSON, GEORGE STEPHENSON '18, Jackson, Mich., in 1983.
HANSEN, GRACE MAYBELL (Thomas) MA'19, Turner, Ore.*
MILLER, BARBARA JESSIE '19, Eau Claire, in June.
DAMES, ERWIN '20, Sacramento, in 1983.
SIEWERT, ANITA MARY '20, Poynette, in June.
WEISSE, HARVEY J. '20, Plymouth, in 1984.
KOELSCH, ROMAN J. x'21, Tucson, in February.
LARSON, MILO R. '21, Succasunna, N.J., in May.
SINAIKO, JANET '21, Cedar Rapids, in June.
DEXTER, EDWINA (Gauntlet) '22, Deerfield, Ill., in May.
DREW, EVERETTE GLEN '22, Portland, in May.
GEIMER, ROLAND '22, Claremont, Cal. *
SANDERS, E. WILLARD x'22, Detroit, in 1981.
SHUMWAY, EUNICE KINNEY MA'22, Batavia, Ill. in 1983.
STRONG, THOMAS FOSTER '22, Altadena, Cal., in 1984.
DYNES, LOLA MIRIAM (Zander) '23, '28, Houston, in March.
FREITAG, VERONICA (Dolch) '23, MD, Los Angeles, in 1983.
HINTON, GEORGE WILLIAM '23, Corona Del Mar, Cal., in April.

LEMCKE, CARL JULIUS x'23, Tucson, in 1983.
MOSS, ELLEN VIVIAN. '23, '24 Lincolnshire, Ill., in 1983.
SIBILSKY, CARL EDWARD '23, MD, Peoria, in June.
TUFTS, KATHERINE MARIE (Roden) '23, '27, Madison, in June.
WARNER, LAURENCE POTTER '23, La Grange Park, Ill., in May.
MATHY, ANTON '24, Columbus, Ohio, in 1981
PETERSON, WALTER T. '24, Ft. Myers, Fla., in June.
WILKEN, RODNEY FREDRICK '24, '26, Sun City, in April.
WILSON, EDWARD ELMER '24, '26, '27, Davis, Cal., in January.
ANDERSON, RUTH '26, MD'27, Ventura, Cal., in April.
DEAN, JEWELL ROBARTIS '26, Fort Myers, Fla., in April.
MCCALL, ETHEL MCCALL (Head) '26, Ojai, Cal., in 1984.
NELSON, HARRY ALBIN '26, Westminster, Cal., in March.
NEWELL, FRANK FORDYCE '26, De Pere, in June.
RUNKEL, VIOLET MARIE '26, '27, Chicago, in 1982.
SCHULTZ, MARJORIE, ISABELL (Christiansen) '26, Long Beach, in 1984.
HUTTER, ADOLPH MATTHEW '27, MD'30, Madison, in June.
LYKE, HIRAM ARTHUR '27, Oconomowoc, in June.
MONSTED, BEATRICE OLIVIA (Cartwright) '27, San Diego/Osprey, Fla., in 1981.
ZODTNER, LISLE LESTER '27, Tacoma.*
ABERT, DONALD BYRON '28, Mequon, in July.
BAKKE, WILBUR KENNETH '28, Madison, in May.
LIPMAN, SADIE ELIZABETH '28, Rochester, N.Y., in March.
MYER, PAULINE KEMPER (Jones) '28, Sioux City, in May.
DAVIS, DOROTHY SANTEE (Bagg) '29, Phoenix, in 1984.
HOEFFEL, HARRY PETER '29, '30, Appleton, in May.
RICKER, GEORGE SUMNER '29, San Diego, in 1983.
STILLMAN, ROSE HARMINA x'29, Wauwatosa, in 1983.

30s

KAMM, RALPH FRANCIS '30, Milton, in July.
SANNES, BORGHILD S. '30, Madison, in June.
EMIGH, HARRY JOHN x'31, Dallas.*
REITEN, RAYMOND HAUKEN '31, Walnut Creek, Cal., in 1984.
ROSENTHAL, IVAN '31, La Jolla, Cal., in 1982.
TOWNSEND, MILDRED MARIE (Stevens) MA'31, Indianapolis, in January.
VON SCHLICHTEN, FREDERICK E. '31, Rochester, N.Y. in April.
ELLISON, HERBERT LEROY '32, '33, Bolivar, Tenn., in January.

SNYDER, WILLIAM C. PhD'32, Berkeley, in 1980.
TREWYN, BEN '32, De Pere, in May.
ESSER, ANDREW BENEDICT '33, La Crosse, in March.
WILSON, J. ROBERT '33 and his wife THEA (LOVETON x'39), Lake San Marcos, Cal, in May.
CERMINARA, GINA '34, '41, '43, Ojai, Cal., in 1984.
COHN, DAVID '34, Milwaukee, in April.
HOUSTON, HARRY HERBERT '34, '36, N. Plainfield, N.J., in 1982.
GERLING, PAUL HENRY '35, Wichita, in May.
KELLEY, ARTHUR J '35, Menomonie, in June.
STEINER, MALCOLM L. '35, St. Louis, in May.
WEINBERG, RICHARD GRAY '35, DMD, Lake Elsinore, Cal., in May.
YOUNGS, EUGENE WARD '35, Cincinnati, in 1984.
BARTL, JOSEPH JAMES '36, '38, La Crosse, in May.
BLAKEY, RICHARD WATSON '36, Reno, in March.
LANGLEY, MAXINE JOAN (Carroll) '36, Martinez, Cal., in 1980.
RENDALL, ELIZABETH MARION '36, Racine, in 1985.
ROSS, WILLIAM ASHTON '36, San Diego, in 1984.
SCHMIDT, HOWARD HERMAN '36, '39, '69, Glendale, Cal., in 1983.
FOX, DARROW CHESTER '37, '54, Palm Springs, in 1982.
HAGEMANN, HANS HEINRICH MA'37, PhD'44, Trenton, Mo., in 1984.
LUDWIG, VICTOR HAROLD '37, L.A./Santa Monica, in May.
MACKOSKE, WILLIAM FRANKLIN '37, MD, San Diego, in 1982.
O'BRIEN, LAWRENCE FRANCIS '37, Rockford, in June.
OLSEN, GLENN HOLGER MPH '37, Grand Haven, Minn., in 1984.
PAULS, CLIFFORD W. '37, Madison, in June.
JOAS, KENNETH CONRAD '38, Edina, Minn., in June.
JOHNSON, LINNEA MARGARET '38, St. Paul, in 1984.
LINDE, Rev. JOSEPH F. MA '38, Waunakee, in May.
BUSACCA, BASIL H. '39, '41, '50, South Pasadena, in 1984.
CHAPMAN, CONSTANCE J. MA'39, Carlsbad, N. M., in 1983.
DE WITT, DONOVAN JOHN '39, Palo Alto, Cal., in 1984.
LOVETON, THEA x'39 (see J. Robert Wilson, above).
MACHLIS, JANE ALICE (Rotwein), '39, '40, San Francisco, in 1984.
RANDLE, STACY BOYCE PhD'39, Orange, Va, in May.

40s

BUBUL, JOSEPH LEONARD '40, Carefree, Az., in 1983.

GINKOWSKI, MITCHELL STEPHENS '40, Kenosha, in 1984.
 LOEFFLER, GRACE VIRGINIA (Thiede) '40, Madison, in June.
 LUND, MARGARET MA '40, Minneapolis, in 1984.
 CARTER, LYMAN GEORGE '41, '46, Eagle River, in February.
 HARRIS, KENNETH EARL '41, Fallbrook, Cal., in June.
 JAMES, BERNICE '41, Pendleton, Ind., in 1984.
 MacKINNON, ROBERT PERRY '41, Rockford, in April.
 SCHMITZ, ROBERT MATHEW '41, Madison, in June.
 SULLIVAN, HELEN JANE (Arthur) '41, Dodgeville, in April.
 BELL, CHESTER OTTO '42, Wisconsin Rapids, in June.
 BORN, ANNA ELIZABETH (Fairbanks) MA '42, Newport Beach, Cal., in 1983.
 DANIELSON, JOHN OSWALD MA '42, Superior, in June.
 BUCKLEY, MARY L. '43, Largo, Fla., in 1984.
 CROCKER, DOUGLAS LYLE '43, Grantsburg, Wis., in March.
 DUCKLOW, WILLIAM THOMAS x'43, Appleton, in June.
 FRANTZ, DORTHY EVELYN (Phillips) '43, La Crosse, in 1982.
 CAMPBELL, IVAH FLORA '45, '46, Libertyville, Ill., in 1982.
 HAGER, JAMES WARD '46, San Marino, Cal., in March.
 HOUSTON, HARRY H. PhD '46, Plainfield, N.J., in 1982.
 KONOPKA, ANDREW THOMAS '46, Delafield, in 1983.
 ROBERTS, DONALD POMEROY MA '46, Hillsboro, Ore., in 1983.
 SHAW, JOAN JANE '46, Park Ridge, Ill., in 1981.
 STAGEBERG, NORMAN CLIFFORD PhD '46, Cedar Falls, in 1984.
 WILDER, WILLARD SMITH '47, Mesa, in February.
 BECKSTROM, BARBARA ALBERTINE (Collins) MA '48, Ellensburg, Wash., in 1984.
 BOLLENS, JOHN CONSTANTIN PhD '48, Pacific Palisades, in 1983.
 JAHN, REINHARDT HARRY '48, Riverside, Ill., in 1983.
 SCHAEFER, LE ROY EDWARD x'48, Dana Point, Cal., in 1984.
 BARRETT, DONALD FRANCIS, MS '49, La Mirada, Cal., in 1980.
 COFFEY, ARTHUR JERRY '49, Sheboygan, in June.
 DAVY, FRANK BYRON '49, Granada Hills, Cal., in 1983.
 FETZNER, JOHN WILLIAM '49, '51, Hudson, in June.
 GWINN, RODNEY PENROD MD '49, Sturgeon Bay, in March.
 MELIN, WALTER RAYMOND '49, Kent, Wash., in 1984.
 PARKIN, ROBERT LEE '49, Huntington, N.Y., in April.
 VOSE, CLEMENT ELLERY MA '49, PhD '52, Middleton, Conn., in January.

50s

AUSTERMAN, ARMIN V. '50, Sonoma, Cal., in January.

JOHNSON, THOMAS JOHN '50, Seattle, in 1982.
 KERBER, JOHN '50, Sussex, Wis. in May.
 KINDT, ORIN HILL '50, Prescott, Ariz., in 1983.
 MAHLER, LEONARD HAROLD MS '50, Pacific Palisades, Cal., in 1982.
 SLOVACHEK, ROBERT JOHN. '50, Racine, in 1982.
 ALLARD, MILLICENT '51, Brookfield, Wis., last October.
 ALVERSON, ROY CARL '51, Potomac, Md., in May.
 BENNETTE, MARCIA LEAH (Burdick) '51, Lake Geneva, in May.
 GREEN, EDWARD LOWTER. '51, MD '56, Glendale, Cal., in February.
 HYNE, MERREL EDWARD '51, Las Cruces, N.M., in 1982.
 KELLOGG, HARLAN FAY '51, Rockford, in May.
 KOUBENEC, HOWARD AUGUSTINE '51, Silverlake, in June.
 VREELAND, JOHN ALLEN MA '51, PhD '56, Fair Oaks, Cal. in 1984.
 WOLDT, WM. C. '51, Milwaukee, in January.
 ZWEIFEL, JOHN WILLARD MS '51, Brownstown, in June.
 HOLT, ROBERT JAMES '52, Plover, in July.
 PESETSKY, BERNARD '52, '59, '60, South Charleston, W.V., in 1981.
 RATH, DAVID WILLIAM '52, '54, Big Rapids, Minn., in July.
 ADLER, FRANZ PhD '53, Los Angeles, in 1983.
 HAMILTON, LEON DAVID '54, Appleton, in April.
 JONES, BENTON EMRICH MA '54, Hemet, Cal., in 1984.
 GASTEN, BURT R. MS '55, PhD '63, Livermore, Cal., in 1980.
 TANG, WALTER KWEI-YUAN '55, '56, '64, Wilmington, Del., in 1982.
 BYRNE, ROBERT RAYMOND '56, Watertown, in June.
 DICKSON, CHARLES MARTIN '56, Whitefish Bay, in June.
 GIEBER, WALTER PhD '56, Kensington, Cal., in 1981.
 MAIBAUM, FRIEDA CHARLOTTE (Grose) '56, Sunnyvale, Cal., in 1981.
 EDWARDS, JOHN LATIMER '57, Berkeley, in 1984.
 GOUGH, PATRICIA MARIE '58, Boone, Ia., in June.
 GIGUERE, DOLORES MARIE (Severson) '59, Minneapolis, in 1984.

60s-80s

KOCH, JOHN GERHARD MS '60, PhD '63, Lake Bluff, in 1983.
 NICHOLLS, SAMUEL RICHARD MS '63, Galesburg, Ill., in May.
 ALBAUM, MELVIN MS '64, San Francisco, in February.
 WOLFF, BRUCE DODD MA '64, Bakersfield, Cal., in 1983.
 MERCIER, LEROY JOHN '65, Sparta, N.J., in March.
 PLETCHER, MARIA (Bork) '68, Wausaukee, in June.
 DUNLAP, HARRY PAUL MS '69, Milwaukee, in May.
 SCOTT, SALLY (Stroud) '69, Salt Lake City, in 1983.

FINCH, JOHN ERWIN '71, Hudson, in June.
 MITCHELL, SUSAN M '72, West Bend, in May.
 WINKLER, DONALD LEE MS '74, Louisville, in January.
 DUCKER, DANNY PhD '75, Lancaster, Penn., in 1984.
 MACY, PATRICK A. '81, Madison, when struck by lightning in May.

FACULTY

ADOLFSON, LORENTZ, 75, Madison, in July. He was dean and first chancellor of the UW Center System for twenty years from the time of his appointment in 1944. When it was separated from the Extension in 1964, he was appointed its chancellor, a position he held until retirement in 1972. He served as director of the campus Summer Sessions from 1954 to 1964. (Mr. Adolfson's widow Mildred died two weeks later.)

SCOTT, A. C., 76, Madison, emeritus professor of the Asian and Experimental Theater Program; in May. He joined the faculty in that capacity in 1963 after thirteen years of study in East Asia following service in the Royal Air Force in World War II. Scott authored several books on Chinese and Japanese drama. □

BADGER HUDDLES

Before each football game in an alien town, loyal Badgers assemble on their special island of friendship. There is laughter and music, with Wisconsin celebrities visible and vocal. Usually a cash bar.

Laramie, Wyo.: SEPTEMBER 28.
 Laramie Inn
 Interstate 80 @ 3rd St.
 11 a.m.

Ann Arbor: OCTOBER 5.
 Pioneer H.S. Athletic Field
 11 a.m.
 Info.: Tom Rowley
 (313) 357-3700

Champaign: OCTOBER 26
 Tent at stadium
 11 a.m.

Minneapolis: NOVEMBER 9.
 Pohle Badger Blast
 Armory; 6th St. @ 5th Ave.
 4 p.m.
 Info.: Bill Widmoyer
 (612) 835-3161

Columbus, Ohio: NOVEMBER 16
 Arlington Arms
 1335 Dublin Road
 Info.: Dick Wendt (614) 227-6759

And at all home games, from 10:30 Saturday morning, come to the Copper Hearth at the Union South for WAA's Hometown Huddle. There's complimentary cranberry punch, coffee, Wisconsin cheese, and a cash bar. And Bucky. And the cheerleaders. And all your old friends!

November 1-2

Come back for Homecoming '85



Friday: Float-judging. Parade. Pep Rally. *Saturday:* Wis-Indiana Football. Homecoming Ball in Great Hall.

Reunions for Classes of '60 and '70 include dinners Friday night; luncheons Saturday; game seating block.*

Semi-annual meeting of WAA Directors.

Constituent alumni group events:

Ag & Life Sciences: WALSA seating block at game. Info.: Rick DaLuge, 116 Ag Hall, 1450 Linden Drive, Madison 53706. (608) 262-3127.

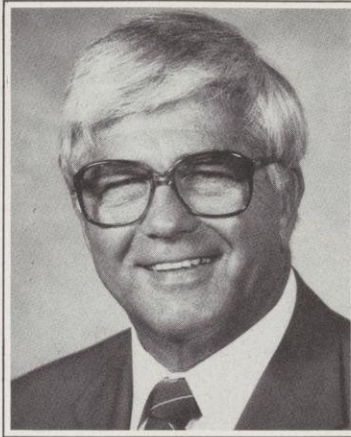
School of Business: Friday night dinner, Saturday morning Bash, tailgate party, seating block. Reservations necessary for some events. Info: Deb Riese, School of Business, 1155 Observatory Drive, Madison 53706. (608) 262-7426.

School of Medicine: Annual fall meeting, game seating block. Info: Med Alumni Assoc., 1300 University Ave., Madison 53706. (608) 263-4913.

—And, as at all home games, you're invited to WAA's Hometown Huddle on Saturday morning at Union South. Free cheese, coffee, juice; cash bar.

*Reunion committees for '60 and '70 have sent detailed mailings to all class members for whom the University has current addresses, but these are not forwardable. If you know of classmates who have not received theirs, have them contact our office.

On Wisconsin



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

Commentators on higher education generally talk about the historic past and the limitless future, but very few take significant notice of the real present. For better or worse, we live in the present; it's the amalgam of our yesterdays and our anticipated needs for tomorrow, welded for the realities of today. In the present, we give meaning to our past and future.

We've talked about the importance of alumni to the success of a great university. In looking through some of the editorials I've written over some twenty years, I'm reminded of how often I've stressed that a university can only be as great as its alumni want it to be. We could dust off those old editorials, shine them up and present them now, because they are as true and relevant today. During recent months our great University has met a number of challenges, and in each the strength of our alumni support has been remarkable.

One was in the area of faculty compensation. Over many, many months this was probably the most serious cause of concern in the state for taxpayers, System faculty and legislators. The package has been completed in what we believe to be an equitable way. The Madison-campus faculty will receive a 15-percent one-time catch-up raise, the Milwaukee campus will receive a 12-percent raise, and the cluster campuses will receive 10 percent. The alumni and citizens of the state have given another vote of confidence through their legislators. Our university has been acclaimed as one of the great in the land for more than seventy-five years because of the quality of its faculty, and the new pay plan will help maintain that quality.

And, as we reported in earlier issues of this magazine, the UW Foundation closed its most successful year in history, with more than \$22 million pledged from 34,000 alumni, friends, corporations and foundations—those who are anxious to keep on providing the necessary margin of excellence. Equally significant is the fact that the Wisconsin Alumni Association has just completed its most successful year in our 126 years. We have the largest number of members ever, close to 40,000.

But there are always crossroads, always new challenges. One is the selection of a new president for the UW-Wisconsin System. This will have a dramatic effect on the campus, its administrators and alumni. The Board of Regents is to choose from a field of five to nine qualified candidates. Among onlookers as well as those involved, sides have been drawn up. Some believe the choice should be a person who has come through the higher educational process, with learned skills as an administrator. Others prefer someone from the business sector. A system president has no constituents, no students, no faculty, no athletic teams; the system president must deal with the entire statewide facility. He or she must please such publics as the regents, the various campus chancellors, the legislature and the governor. The office has become more politically oriented, far more sensitive.

Another issue is that of the regents' governing powers, more and more of which have been assumed by the state legislature in the last few years. In truth, the board should be given added authority and the opportunity to use it for the best education possible to our state's fine students. The regents are highly qualified people who are tireless in their knowledgeable dedication to this role.

So today, as in the past and in the months and years ahead, we all have an individual responsibility to preserve and expand the heritage which is ours. The voice of the individual alumnus is needed; your continuing interest is paramount. To keep our University and our society great, we need our great alumni. □

If your will includes a gift of real estate to the UW Foundation . . .

That's wonderful, but why not consider making the gift during your lifetime and obtaining the substantial tax benefits provided by IRS?

Of course, you can make such a gift by will and it will be gratefully received. However, if you make the gift now, it can still be designated for the University purpose of your choice and you and your spouse can continue to live in the home as before. The major advantage in doing it this way is that you will receive an immediate tax deduction based on the value of the property and your ages at the time of the gift.

Another thought to consider . . . a gift of your residence, vacation home, farm or undeveloped land can be used as the funding asset for a charitable trust that will pay you and your spouse income for life. This avoids capital gains taxes and also provides a valuable deduction for income tax purposes.

These and other gift options may well fit into your financial and estate plans. We would appreciate an opportunity to explore the possibilities with you at any time. For further information and complimentary copies of related literature, contact:

Fred Winding, Vice President
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608/263-5554



University of Wisconsin Foundation

Wisconsin Alumnus
650 North Lake Street
Madison, Wisconsin 53706

Address Correction Requested

53706

ALMAGZ

MADISON WI
728 STATE STREET
SERIALS-ROOM 216
MEMORIAL LIBRARY -UM
H099604345

Non-Profit Org.
U.S. Postage
PAID
Madison, Wis.
PERMIT NO. 193

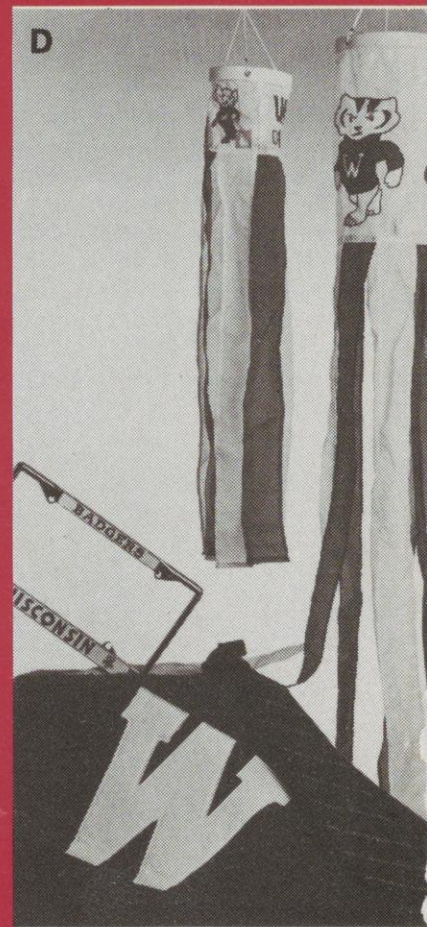
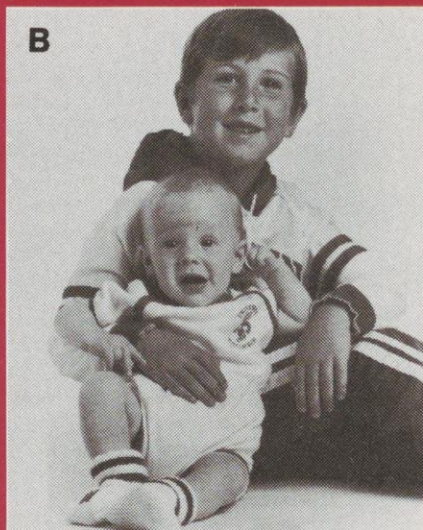
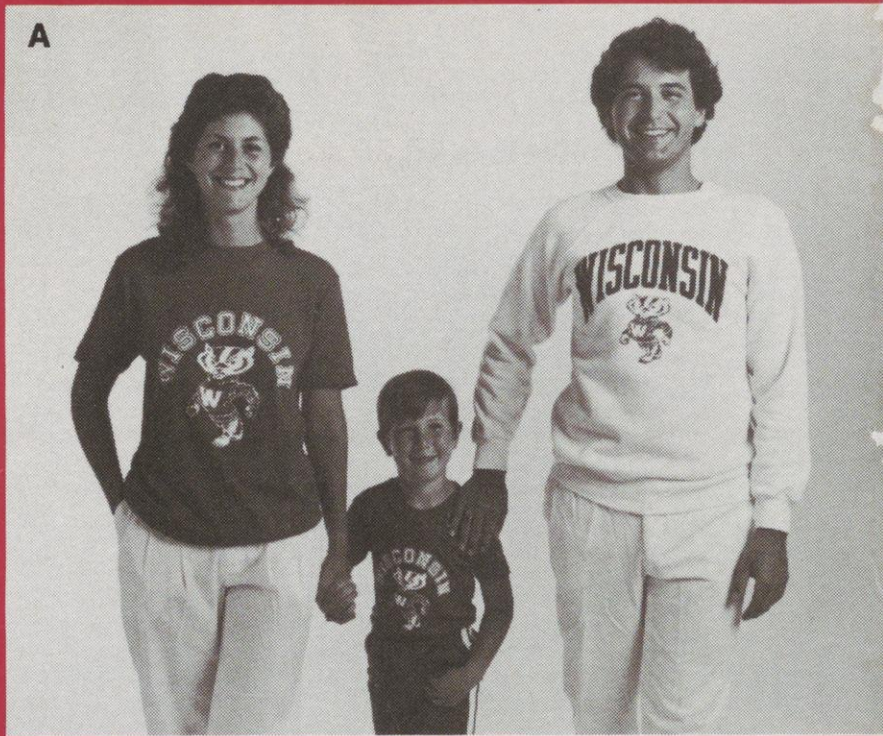
If it says WIS-CON-SIN we've got it all!

A. Crew-neck sweatshirt with Bucky in 50/50 poly-cotton. Available: Adult S-M-L-XL in white, red, or gray \$14.75. Youth XS-S-M-L in white or red \$12.75. Traditional red tee-shirt in two size offerings: Adult S-M-L-XL, 100% cotton \$7.75. Youth S-M-L, 50/50 poly-cotton \$6.00.

B. Children's jogging set: white hooded pull-over with red trim and red imprint. Red Pants have elasticized waist, both in fleeced fabric. Sizes: 6M, 12M, 18M: \$14.75. 2T, 3T, 4T: \$16.75. 4, 5/6, 7: \$20.25. Infant romper features snaps at inseam, comes in Wisconsin colors: white with red trim. Sizes: 6M, 12M, 18M, 24M, 50/50 poly-cotton. \$12.50. Booties, colors as shown \$7.00/pair.

C. Red corduroy cap is spruced up with multi-color embroidered Bucky for adults. Adjustable strap fits all. \$9.50. Our bestselling 100% cotton rugby in bold red and white stripes has authentic rubber buttons. Adult sizes: S-M-L-XL, \$36.00. The v-neck sweater gets updated with a multi-color embroidered Bucky. 100% acrylic, in red. Adult sizes: S-M-L-XL, \$23.00.

D. New....for the boat, the car, the game room, the games, our red and white nylon windsocks are the finest available. Two sizes: 4"x25" \$9.00. 6"x47" \$18.00. Badger license plate holders show where your loyalties lie. \$8.00/pair. Wool blanket, red with jumbo "W" in 40"x60" size, \$32.00. Neckties to complement your executive look, both in deep red with the design woven right in. "University of Wisconsin" \$14.00. "Bucky Badger" \$17.50.



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 6% Sales tax

4060

72

TOTAL

Check enclosed Master Card Visa American Express

Charge Card # _____ Exp. Date _____

Interbank # MC only _____

◀ Your order will be shipped promptly,
and we guarantee full satisfaction.