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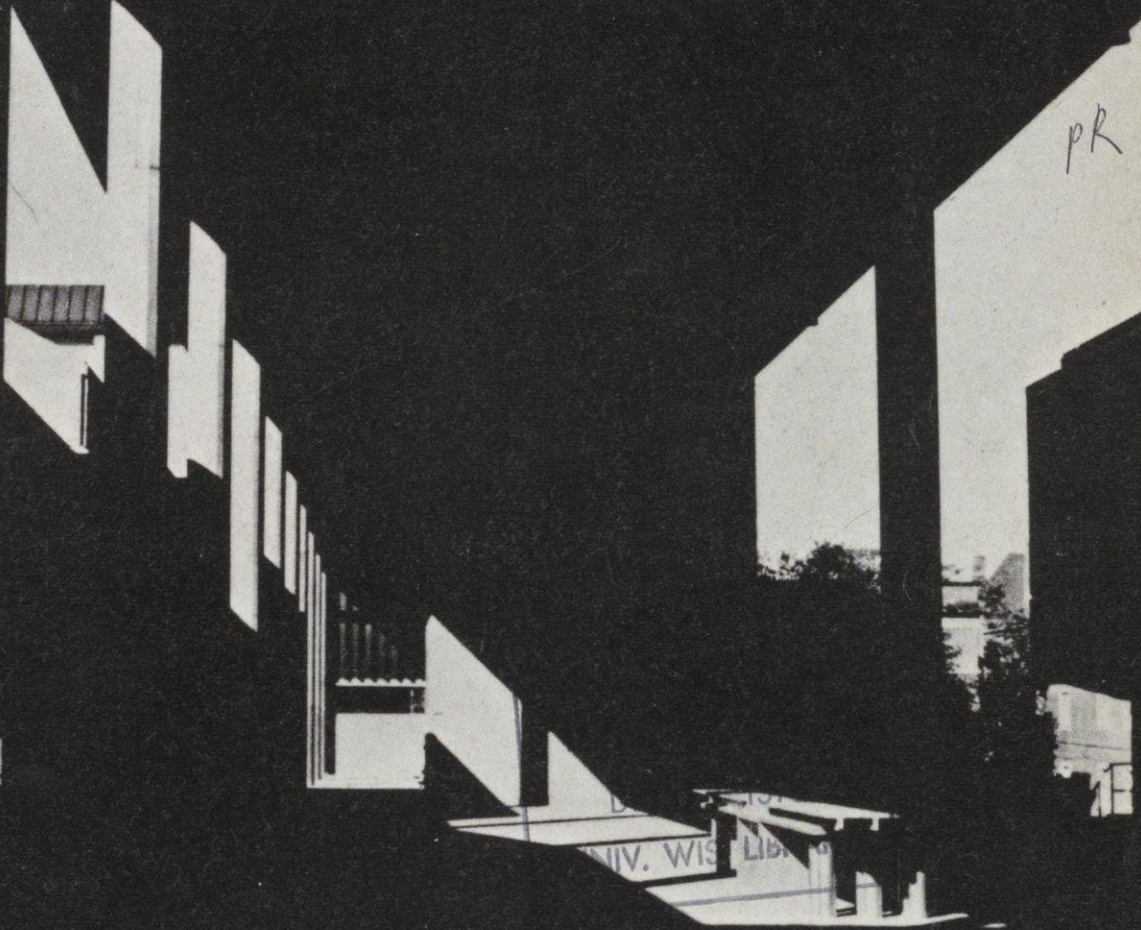
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Wisconsin Alumnus

Volume 80, Number 1
November, 1978

PR



On Wisconsin

Investments are possessions acquired for future income or benefit.

You have made an investment in the University through your membership in the Wisconsin Alumni Association. As a "stockholder," you rightfully are concerned about how your investment is doing, what type of yield you can expect and what the prognosis is.

This issue of *Wisconsin Alumnus* includes a copy of the Association's annual report for our fiscal year which ended June 30. We're particularly pleased to have the opportunity to share it with every member. It's our thirteenth annual report, but traditionally, it has gone only to your Board of Directors, at the Homecoming meeting. This year is the second we've been able to include it as part of this magazine.

The results of your investment have been rewarding. The yield this past year has been felt in better communications and programming despite the inflationary costs of continuing a high-intensity program of the previous year.

During the past five years, we've been able to involve an increasing number of alumni in our membership activity. Between 1974 and 1978, we find, our membership has grown by nearly 3,000. Costs will increase every year for the Association, and the necessary concomitant increase in revenue is not automatic unless we can count on a higher number of "investors."

Last year's cost for providing an alumni relations program was \$325,714; this year we project expenses of \$351,539—an 8-percent increase.

And without the annual support of nearly 28,000 of you members, the University would be required to spend those dollars if it were to achieve the same successful alumni relations program. And with increased enrollment on the Madison campus, it's essential that every cent of the University's funds be used for the educational process to provide students with the same opportunities that were afforded to you and me.

As you review the annual report, you'll note a new trend of involvement on the part of "young" graduates. For years it was a "tradition" that those out of the University for up to a decade or so were usually too busy getting settled and resettled in careers to renew their ties with the campus. But this has now changed dramatically. Of the 2,549 alumni who joined the Association this past year, 41.9 percent were graduates of the past eight years.

Participation in programs by young alumni has also been rewarding. In late September we sponsored our second Young Alumni Football Weekend, offering a combination of continuing education and socializing. Seventy people enrolled; that's a 100-percent increase over the first year for this interesting new concept.

Take a look at the report; see where the dollars were spent last year. And let us know where we need increased emphasis or how we can further the yield on your investment in the future.



Gayle W. Langer
Associate Director

Letters

Holocaust Now?

"Could We Have a Holocaust" (July) was timely. Today, the first sign of danger of totalitarian means in the U.S. is the effects incurred by the U.S. Supreme Court's recent decision on judicial restraints of investigative reporters' source material. The press is well aware of this and the public should be.

History tends to repeat itself, but its format is seldom a repeat exactly as in the past. Today we need to be on the alert to not adopt the means of communism as practiced elsewhere, more than to foment hatreds by, or for, minority groups.

HUBERT R. ARNDT '38
Whitefish Bay

(The article) quotes Prof. Rothstein as saying, "Any who fit the pattern of 'different' are in greater danger when people begin to see a certain segment of the population as ineligible—for whatever reason—for the same rights and protection afforded the rest of society." . . . He adds that minorities are always a better target "because they can be made into anything the oppressor wants." (Today), a minority is routinely accused of child molestation in the face of empirical evidence which flatly disproves this accusation.

I am referring, of course, to the routine oppression practiced against gay women and men in our country. Until homosexuals are guaranteed "the rights and protection afforded the rest of society" they will continue to be, as columnist Robert Lipsyte calls them, "the ultimate minority." This growing oppression concerns all of us. It cannot be tolerated by a free American society.

BILL ELVERMAN '73
New York City

Sifting Tuition

In your (July issue) quote from David Pritchard's "Sifting and Winnowing" Capital Times column concerning the 9.2-percent tuition increase, he condemns the UW administration for pointing out that the rising cost of

tuition is an increasing burden to the middle class. Pritchard claims that the facts are that tuition has risen only 80 percent in the last "decade" (his decade covers only a nine-year period) while the median family income in Wisconsin has risen 84 percent.

The real fact is that any family whose income has risen from \$10,068 in 1969 to \$18,541 in 1978 (Pritchard's figures) has realized far less than an 80-percent rise of *after-tax* income. As of now, at least, almost all tuition is paid from after-tax income, although Congress is considering a limited tax credit for tuition costs.

Therefore, if one wishes to consider the rise of tuition in light of the rise of ability to pay, the facts support the UW administration that tuition hikes make it increasingly difficult for the children of middle-class families to attend college.

If Pritchard's editorial is representative, he would be better off leaving sifting and winnowing to the University.

JON G. UDELL '57
Irwin Maier Professor of Business
Graduate School of Business

Steineana

In the September issue you warmed the cockles of my heart with your kind words about my work ("When Gertrude Came To Call"). I had completely forgotten the column I wrote about Gertrude Stein, though I never have forgotten her lecture, which was marvelous. . . . Incidentally, I was not surprised when you quoted her as being delighted by the cuisine in the Union. During that period the lunches at the Georgian Room and the Sunday-night candlelight suppers set in Tripp Commons were superbly prepared and served, but were so expensive (I think lunch was an extravagant \$2 and Sunday supper was \$3) that few of us could afford it. I only dined at the Georgian Room once. English Professor Helen C. White, with whom I had taken English 5 (Creative Writing) in my sophomore year, suddenly asked me to lunch with her in my senior year, a few weeks before graduation.

I did and she then broke the joyous news to me that I had won the Vilas Prize of fifty dollars for an essay I had written on T. S. Eliot. . . . I went back to Madison in 1963 or '64 when I was researching Alfred Lunt and Lynn Fontanne for my biography of them, and I was astounded at the growth of the campus.

Thanks again for remembering a Cardinal columnist who learned how to write at the UW.

MAURICE ZOLOTOW '36
Hollywood, Calif.

. . . . The article is great! I especially enjoyed the part about Poland Water. I was "hostess" at the Union at the time, and remember well her asking me to get her a case of the stuff. She was quite demanding. By the time I had done a lot of other things in between calls, I forgot and finally located a case of Pluto Water ("When Nature Won't, Pluto Will!"). I didn't discover my mistake until it was delivered by a far-eastside pharmacy. Miss Stein lost no time in letting me know what a mistake it was!

PEG MODIE WATROUS '31
Madison

. . . . When I attended her afternoon lecture, the most noticeable fact, at first, was the carnival atmosphere that prevailed. Members of the audience entered in a jocular mood, some of them carrying the bags of peanuts appropriate to the circus they apparently anticipated. As the lecture proceeded, however, the mood of the audience changed to what seemed one of respectful attention. We may not have understood all that Miss Stein said, but some of us, at least, became convinced she was "for real." And this conviction carried over to our later acquaintance with some of her writing.

DORIS B. GAREY MA '31, PH.D. '41
North Manchester, Indiana

. . . . My wife (Marjorie Jean Carr '31) and I were there for the afternoon lecture. We recall that Frank Lloyd Wright also upstaged the lady by com-

ing in late and marching down to the very first row. Next day the newspapers reported him as saying that her speech was a lot of rubbish, or something to that effect—after he had slept through the whole thing!

VAN L. JOHNSON '30
San Louis Obispo, Cal.

. . . . The piece was elegantly structured, and completely captured the essence of her genius or phoniness—till this day I don't know which it was. (The recent biography of Alice B. Toklas is illuminating on this point.) And it brought back to mind this oldie:

Here's to the family of Stein.
There's Ep, and there's Gert and there's Ein.

Ep's sculpture is junk;
Gert's poetry, punk;
And nobody understands Ein.

WILLIAM HAYGOOD
Madison

Mr. Haygood, who edited the State Historical Society's WISCONSIN MAGAZINE OF HISTORY for eighteen years before retiring in 1975, has more than a passing interest in Gertrude Stein. She befriended him when he was a GI in Paris in the late days of World War II, and he was a frequent guest in her home.—Ed.

I want to congratulate you for doing that excellent article. It was a fine piece, skillfully done, and reflected an enormous amount of research and digging. Is it too much to hope that the *Alumnus* will carry more articles broad in scope and of this caliber in the future?

OSCAR E. KIESSLING '23
Falls Church, Va.

First Co-op House

Some of the recent nostalgia items in the magazine prompted the following reminiscence from a resident of the first cooperative house on campus.—Ed.

In 1916 the University bought three large residences on adjacent lots. The plans were to convert these buildings

to co-operative houses for women students to be used for a few years. Later the buildings would be razed and the land used for a lecture hall. It was rumored that it would be a medical building.

The location was good. It was within short walking distance to Main Hall (now, Bascom Hall), the library, and that cluster of buildings nearby where classes were held. Not far from the Agricultural Administration building, either.

The three were remodeled; completely furnished and ready for occupancy by the fall of 1916.

The girls selected to live in these houses were chosen by a committee headed by Mrs. Lois K. Matthews (Dean of Women) and a few faculty members. The basis for choosing was: girls of high moral standards, scholarship, and the need for low-cost housing.

Since I lived in "The Blue Dragon Inn" and remember the set-up well, I will concentrate on that house. The other two were basically similar.

How did we get that name? At that time, all the girls on campus were organized by classes. The freshman girls called themselves "The Green Button Society"; the sophomores were "The Red Gauntlets"; the juniors were "The Yellow Tassels" and the senior girls were "The Blue Dragons." (These names were carried over from year to year.) We chose to call our house "The Blue Dragon Inn" because we liked the name and there were five senior girls in our house.

There were eleven of us in our house: the five seniors, two freshmen, and the others in between. As soon as we had all assembled, we organized, elected officers, made some house rules, arranged our work loads and finances. The housemother was older, but needed a few credits for her B.A. degree. Her responsibilities, as such, constituted her work load. We were all responsible for keeping our rooms in order. We worked in pairs tidying the large living room, large dining room and kitchen. The treasurer collected the rent, did the buying, and paid the bills. She kept books which were open for

inspection. This was her work load. Two of the girls got the lunches and dinners six days a week. (They got their meals free.) Breakfasts and Sunday meals were prepared by two girls, taking their turns a week at a time.

The dining room was large enough for a table that sat eleven of us comfortably. Often, we managed to squeeze in two or three guests.

We girls had different family backgrounds and, of course, different personalities; but we had a great deal in common. One thing I learned there and which was prevalent in most groups on the campus, was to look for the good in each other, overlooking petty habits that might prove irritating. As we learned to know each other we became like a closely knit family.

Meal time was our fun time. We could laugh and share some of our experiences. Two or three of the group were witty, most of us had a sense of humor.

We did lots of entertaining. Relatives and friends coming to Madison often had a meal with us.

Near the close of the school year, we hated to say goodbye. We even had a "swing-out," patterned after the swing-outs given in Chadbourne Hall each year. The junior girls of Chadbourne Hall made an arch of flowers at the opening of the dining room. This was held by them and as each senior marched under it a special song was sung for her. It was a gay and tearful time. Our swing-out was at an outdoor picnic near twilight time.

We had grown so fond of each other we decided to start a round-robin letter that summer so we could keep in touch. We have kept this going for sixty-one years! At one period of six years, the letters went to India, as one of the girls was a missionary there. During the early years, it sometimes took a year to make the rounds, we were so scattered. Now there are only four of us left. But we are still like a family, wanting to know about how things are going.

The Wisconsin Spirit still lives on!

ESTHER HAZELBERG WARD '17
Rice Lake

Integrated Liberal Studies: Is it still working?

*Once the intellectual darling of the campus,
ILS is thirty years old. Can it survive,
offering broad cultural scope,
while society emphasizes specialization?*

By Barbara J. Wolff '78

Shortly after World War II the late Prof. Walter Ray Agard of the classics department developed an educational system which charted chronologically the development of Western thought and culture from its beginnings in Plato and Aristotle to the expression in modern industrial society.

Agard's experiment was and still is the Integrated Liberal Studies program. An offshoot, but not a continuation, of Alexander Meiklejohn's Experimental College of the twenties, ILS was formed with the intention of satisfying the basic Letters-and-Science requirements in a way more unified—and hopefully more coherent—than the usual alphabet soup of unrelated courses through which non-ILSers waded.

Agard and Meiklejohn were working against the increasing technological emphasis given higher education after the First World War. While ILS and the Experimental College tried to establish an educational mode different from the

rest of the University, in another sense the programs were throwbacks to a more conservative era when educational philosophers thought of college as a broadening experience for young people.

The Integrated Liberal Studies program, Wisconsin's great educational experiment, has lasted in various forms for thirty years. If longevity alone were the final measure of success, it has certainly lived up to its promise.

But the progress of ILS has not always been smooth and sweet. Most of its history has been spent crouched on a gaunt and knotty tightrope between academic scope and specialization.

Although the issue does not surface much any more, proponents of liberal education battled with advocates of intellectual specialization during most of the twentieth century for control of the halls of higher learning. The specialists decried the elitism of traditional education, with its implied mission of fitting the cream of a bright student body into a broad cultural harness.

Samuel Kellams, a student of Integrated Liberal Studies who wrote his Ph.D. dissertation around the program, says in it that the Cold War of the fifties accelerated the push toward specialization. Physical and biological science, containing highly compartmentalized subdisciplines, became fashionable majors. The trend continued in the sixties and seventies, Kellams says, with the accent on theory and method instead of on established fact.

In that case, programs like ILS, which try to cover wider scopes and broader concerns than do most academic departments, are faced with two options. Either they evaporate into pale blue smoke or they adapt to current conditions.

Rather than abandon the "big picture" approach entirely—which, given ILS's ground rules and reasons for being, it really could not do—its heads have opted for allowing the student flexibility not so much in curriculum but in location; while the courses still try to fuse many aspects of knowledge into a cohesive unit, students are free to pursue the more urgent demands of preparing to make a buck. Recent overhauls, for example, dropped the static two-year limit for completion of the program; although curriculum designers still plan for the first two years of an undergrad's career, most ILS courses now welcome juniors and seniors whose major departments may be more rigid.

Today, the 250 students enrolled in ILS need take only a minimum of two of its courses per semester to remain in the program. The 1978 Integrated Liberal Studies bulletin, which has a design of puzzle pieces forming a connected whole on its cover, lists a variety of options under humanities, social studies and sciences. There is also one course, Problems in Contemporary America, in a column labeled "Interdisciplinary Courses," as well as a multitude of independent study offerings.

Evelyn Howe, ILS's advisor and a lecturer in classics, thinks this kind of adaptability gives the program possibly its biggest plus.

"Since we're small," she says, "we get to know our students more easily than do many other departments. We're in a position to accommodate students with many different needs and goals."

Says Gretchen Schoff, associate chair of ILS and an associate professor of engineering and environmental studies, "Jobs and grades, not politics and involvement, are the students' primary concern today. It's downright extravagant to study the humanities for their own sake with the job market the way it is."

Not surprisingly, the employment

"We get to know our students. We're in a position to accommodate those with many different needs and goals."

“Lately, ILS faculty are just putting in their time and going home. It’s no longer the fashion to care passionately.”

crunch also affects ILS faculty members and teaching assistants. Barry Mirkin, an ILS TA between 1975 and 1978 who now works for the state, noticed a decided swing in faculty attitudes about the program near the end of his involvement with it.

“We used to get together on Friday afternoons back then and talk over what we wanted to do. Our discussions led to innovations: a field trip, say, or jointly taught sessions on specific subjects.

“But lately it seems as though people are just putting in their time and going home. Part of the problem is that times have changed, of course—it’s simply no longer the fashion to care so passionately about things. But another, and I think even more important, aspect of the situation is that good young faculty are driven by the tenure system to publish or lose their positions. ILS emphasizes teaching far more than research, and the people we need aren’t going to give up their scholarly articles—and more than likely their jobs—for ILS.”

A faculty member or teaching assistant does not receive an appointment solely in ILS; they’re in addition to one’s duties in the “home department.” Chris Hamlin, a teaching assistant in ILS since 1974 and a Ph.D. candidate in History of Science, says ILS attracts instructors because the program lets them incorporate projects into the curriculum that other departments might not.

“I wouldn’t particularly want to be locked into a standard area,” Hamlin says. “ILS takes input from a lot of different directions. It goes against that find-a-job mentality that pigeonholes people, and I think it comes closer to a real liberal arts school than any other part of the University.”

ILS classes traditionally start out very full as students enter their freshman year. By the second semester, the

lecture halls begin to drain, and the shrinkage becomes even more pronounced by the sophomore year.

“It used to attract students who were looking for something unique,” Barry Mirkin says. “In the late sixties and early seventies it offered things you couldn’t get anywhere else in the University. But now it seems as though the choice of ILS is pretty much arbitrary.”

What seems to attract people to the program is the advantage of being able to roll all the L & S requirements into one neat, foolproof bundle. Any subject integration the program offers appears to be a secondary consideration. Kellams says the high degree of specialization in departments outside ILS, combined with increasing necessity to allow students to take only a very small number of ILS courses, pares down the integrational aspects severely.

Gretchen Schoff knows the way it is; only the very rich or very idealistic can afford the luxury of the humanities for humanities’ sake. As a program dedicated to the humanities for their own sake, ILS has put up a lengthy and valiant struggle to keep its integrity and honor its founding principles in the teeth of a society that no longer values culture as much as it does minute particles of information.

ILS is trying to fit itself into a different environment, much like the fish that once crawled out of the ocean. What happens next—whether the program will develop the new equipment without changing its form completely—hangs in the balance of the next few years. One observation: you’ve proven you’re tough when you’ve fought the tide for thirty years without going under. For ILS and its humanities-for-their-own sake approach, the signs look favorable. ●

Tracking the 'Climate Crisis'

*Campus meteorologists have found a better way
to forecast the weather.
The future doesn't cheer them.*

By Tom Murphy '49
Editor

It is neither your imagination nor an iron deficiency: the weather—climate, really—in the 1970s has indeed been colder or hotter, drier or wetter than it was in the fifties and early sixties. In the Midwest, last winter was one of the worst on record, the worst in a series of bad ones. California has given evidence that it might dry up and blow away even before the faultline can shrug it into the Pacific. There has been snow on the beaches of southern Florida. Droughts, floods, freezes and storms, everywhere, bad, and unexpected.

Well, not really all that unexpected to the experts. Last year the UW Press published the book, *Climates of Hunger*, co-authored by Reid Bryson, director of our Institute for Environmental Studies, and Tom Murray, now assistant director of the Energy Research Center in the College of Engineering. It tells us that in 1973 an international group of scientists—specialists in the history of ice ages—was sufficiently concerned to write to the President, detailing the background of a pattern of ice age/interglacial periods over the millennia, and offering the consensus that, if that pattern holds, we can probably expect another ice age within the next few centuries.

Don't say "big deal." As the title of the book indicates, the years *around* an ice age are hungry years, with altered growing periods, longer cold stretches to tax energy resources. Added to this, now as never before in man's history, is a world population so great that

millions know what it is to starve even under good growing conditions. The 1970s may be part of a protracted "autumn" for the earth.

The book points out how, since 1972, our strange weather has had a marked effect on the international economy. That year a drought-oppressed Russia had to purchase eighteen million tons of grain from us, followed by another twelve million in 1975. It was a surprise frost in Brazil that sent our coffee prices skyhigh; we're still feeling that one. In 1974 our corn supply dropped dangerously as the result of drought and/or frost and/or too much rain. "If the world is to feed seven billion people by the end of the century," Bryson and Murray remind us, "we can't afford more production years like those since 1972."

This because many of our food crops are adapted to the climate under which they are grown; fluctuation brings a lower yield, of course. Further, the change need be only slight to be costly. Research done here on the campus shows that an increase of less than 2°F. in the summer temperatures of the northern plains can mean a gross-income cut of \$131 million for growers of spring wheat. A 20-percent reduction in rainfall would cost them another \$137 million.

"As climates change, a culture closely tied to a particular climate finds itself in danger," the authors say. They then give us a litany of reasons why our culture should have been preparing to loosen those ties:

□ The climate and weather of our lifetime is not an unchanging "normal." The mid-twentieth century is not typical of the previous thousand years, and even less so of the past million.

□ Climate not only varies year by year, but can change rapidly to a new multi-year average, and even to frighteningly extended periods: within the last thousand years there was a *two-century* drought in the area that is now our corn and wheat belt.

□ In the past, when temperatures in high latitudes have fallen, there have been greater weather extremes, and the monsoon season in Asia has been erratic or absent. From about 1945 to the present, temperatures at high latitudes have dropped irregularly.

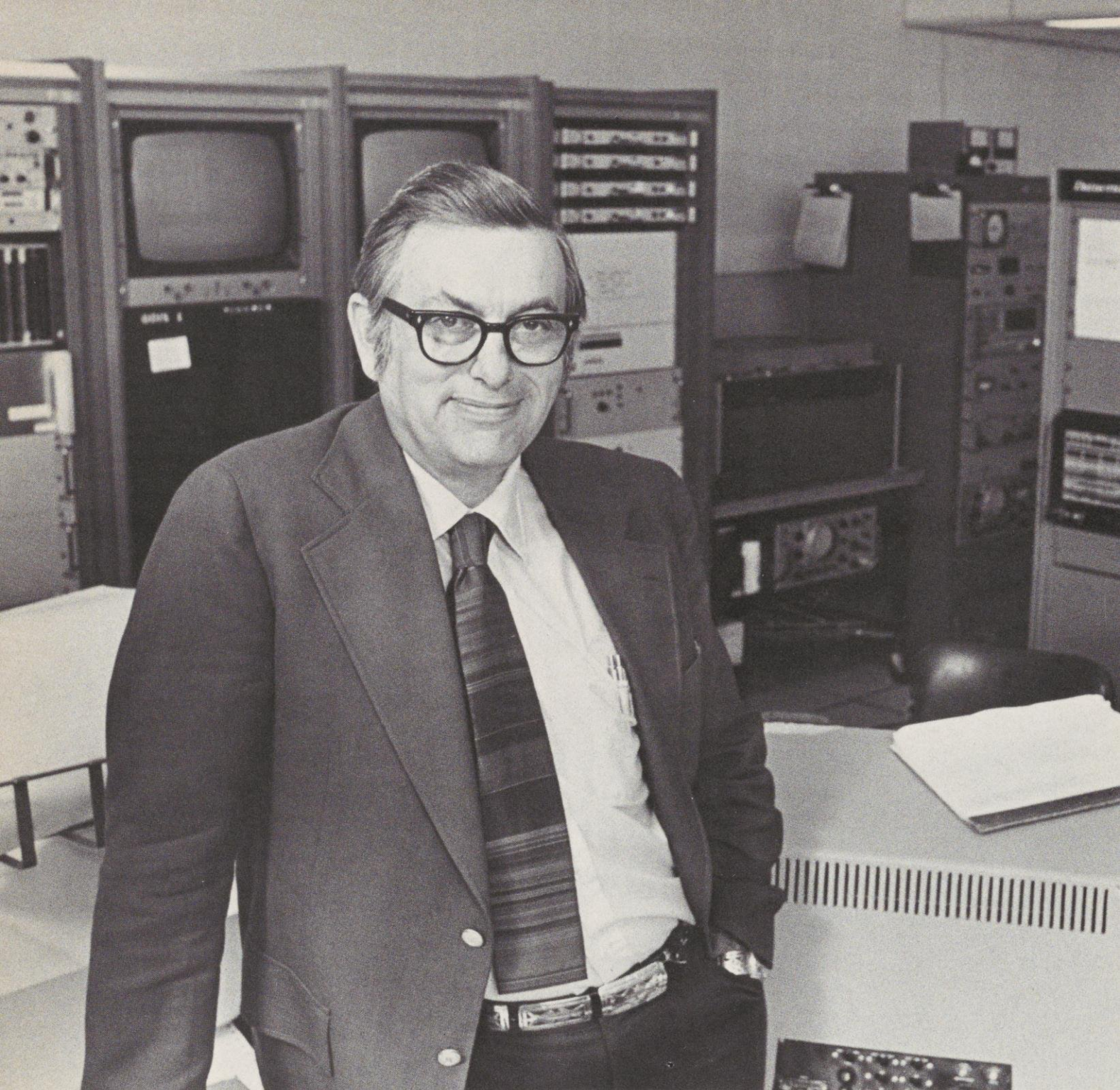
□ Between ice ages, the climate usually stays interglacial (temperate) for 10,000 to 12,000 years. The present interglacial era is about 10,000 years old.

□ Since 1880, in the Northern Hemisphere, three out of four decades have been colder than was the average from 1931 to 1960.

□ Ninety-five percent of all decades since the year 1600 have found the far northern Atlantic colder than it averaged between 1931 and 1960.

□ Chances are ninety-eight out of 100 that the climate in the corn belt will be less favorable in the next decade than it was from 1956 to 1973.

Climates of Hunger is essentially a history of dramatic change in climate, the history on which UW researchers base their design of models for predictions for the future. In chatty detail it explains what happened in Greece thousands of years ago; and how, in our weather labs here on the campus, they "reconstructed" a decade from the 1200s in the area that is now Iowa. It tells us why climate in some far-distant land is significant



Reid Bryson

Photo/Tom Rust

to us: "In the late 1960s the outside world began to notice the Sahara's desert climate creeping southward into the Sahel, the semi-dry region half the size of the U.S., that lies across six African nations. Through 1973, the twenty million people there suffered a drought that destroyed their pastures and their grains, dried up their wells and rivers, killed over a third of their cattle and more than 100,000 of their brothers and sisters. Until a mil-

lion tons of food came in, much of it from the United States, a U.N. official feared that six million people might die. The summer monsoon rains—the only rains that come to the Sahel—had failed."

The crux of designing prediction methods is an accurate history of the past, of course. The method of determining that history is fascinating. "It's really the philosophy of the geologist,"

Bryson told Kathy Chalekian of the UW News Service. "In his eyes, the history of the earth is recorded *in* the earth. We bore a hole in the bottom of a lake or in a bog, and we look at the layers of sediment, and extract the plant remains. We know what grows in different climates, so by looking at the variation in the plant community, we can tell something about the variation in the climate. It's possible, with quantitative data on plant communities and climate, to relate them."

When sufficient information is obtained, it is fed into computers to produce models of possible weather patterns for a given area. Thus it helps piece together historic puzzles. For example, the sudden decline of Mycenae, in Greece, about 1200 B.C., has perplexed historians and archaeologists since the first digs there in the 1870s, with all the expected causes—wars, invasions, mysterious exodus—raised and, for the most part, discarded. In 1968 a scholar named Rhys Carpenter posed the thesis that it may have had something to do with a sudden and cataclysmic change in the pattern of rainfall. Here is how *Climates* describes efforts by the staff of the Institute for Environmental Studies to test this thesis.

"We had seventeen years of records (1950–1966) for seventeen weather stations in Greece. We took the 'normals'—the averages—for that time, and compared each month to the averages for that month. . . . We looked not just at particular places, rather at how the pattern of regional rainfall changed from month to month.

"Generally, Greece receives most of its rain in the winter, so this is a crucial time for agriculture. For each winter month during the seventeen years, we produced maps that compared rainfall in that month to the average for that month. . . . The rainfall in January 1955 proved to fit the map of population shifts in Mycenaean times quite well. . . ."

Thus the staff established that it is climatically *possible* to have had an extended and severe drought in Mycenae more than 3000 years ago. Do they believe it actually did? Guardedly, yes; the book explains the many other factors they've considered to support their analysis, factors as divergent as the pollen particles in that area and the flow of the westerlies around the North Pole, plus information from scientists with interests other than climate.

To go further, "closer to certainty in our information and closer to the lives of us all," the researchers match current climatological data with the his-

toric patterns they have found on the computer. Their predictions are then based on the physics which can trace previous patterns accurately.

Once the system was developed here "by about two dozen students and faculty on a peanuts budget," Bryson says it changed the odds drastically. "In 1972 we had fifty-fifty accuracy in predicting a month in advance; now it's sixty-forty *a year* ahead. That's quite a step." Moreover, accurate longterm, general predictions of climate change—whether for geographic area or in time—may be easier to accomplish than are those for lesser segments of time or place, such as for Madison ten days hence. The condition is analogous to the way we might measure distance with the naked eye. Stand under a goalpost at Camp Randall and you see, literally, the other post 120 yards away. But we'd be hard put to isolate any given two-inch square of field between the end zones. With the limitations of present meteorological equipment it is *nearly* as difficult for the expert to "see," unequivocally, future climate in a narrow segment of the more-clearly defined broad planes of years and weather patterns.

For this reason, Bryson hesitates to make public pronouncements about next month or even next year, but if pressed hard enough he'll do it, and his track record is, he says, above average. A year ago he told our audience at the Young Alumni Weekend that December of 1977 would be more snowy than normal, that January wouldn't be bad, but that February and March "will be gangbusters." He was right about December, February and March. January, as it turned out, stunk, but three-out-of-four is respectable. A year and a half in advance he predicted a wet, gloomy summer for Europe in 1977, and that came to pass. If you want to test him yourself, allowing him his .600 batting average, note that he told Chalekian that this January will be "unusually cold" in the extreme southwest of Florida, and "warmer than normal" in our southern plains and in Canada and British Columbia.

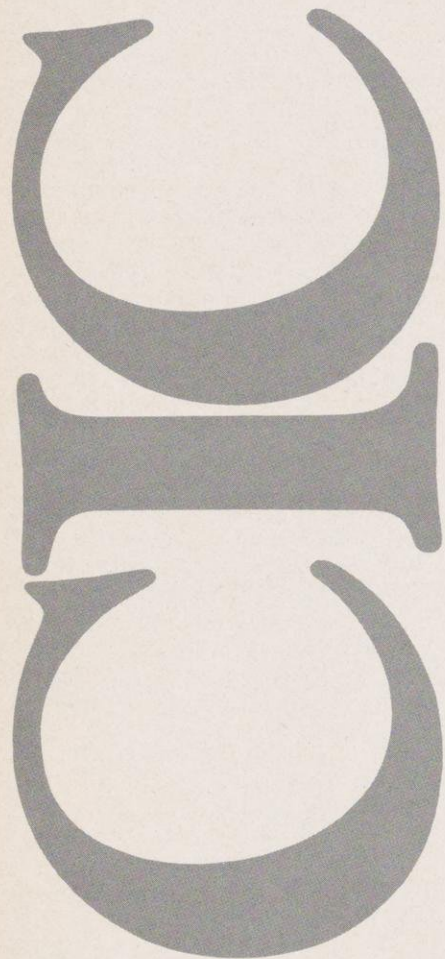
The 1973 report mentioned in *Climates of Hunger*, from weather scientists to the President, while in one sense a statement of conditions, was no doubt stimulated by the drastic weather of 1972. The specialists were not alone in their concern; world health organizations, the news media, government officials erupted—almost as the weather had—in a flurry of demands for laying in food supplies, conserving energy, perfecting the means of climate predictions. "But here we are in 1978," Bryson says. "The world population has gone up by about five-hundred million in six years. And what have we accomplished? We certainly *don't* have the big international reserves that the World Food Conference talked about.

"But we *have* done something, right here at Wisconsin, about improving our forecasting, and we'd like to bring the probability of our accuracy to about seventy-five or eighty percent. We have to do a lot of research on other influences on climate—volcanic eruption, pollution, the Chandler wobble," (an oscillation of the earth on its axis). "Now if we only had the money we need to do it!

"Generally speaking, I'm not too worried about our own generation's ability to survive. But we have a responsibility to our descendants. Man may or may not be creating some of the future natural disasters that are inevitable. But it's man's responsibility, in any event, to find alternatives to the present modes of living.

"We can't just contemplate our navels and say, 'Clay thou art, to clay thou will return.' We have to take out some kind of an insurance policy on the livability of the world for those who follow us." ●

The Committee on Institutional Cooperation



Photographic and electronic images of the heavens, gathered by astronomers in the course of their research, can be analyzed with immense speed and precision by computer. However, the sophisticated devices which convert visible images into magnetic blips that can be understood by digital computers, and the development of programs which control the subsequent analyses of those blips, are expensive to acquire and maintain. Indeed, they are more expensive than most university astronomy departments can afford.

The Midwest Astronomical Data Reduction Facility, to be built as part of Washburn Observatory, will resolve that problem for thirteen cooperating universities. It will include a data library, a device for translating photographic plates into electronic bits, some general purpose computing equipment, and a staff programmer to develop the necessary specialized software.

The funding proposal which would establish the facility is currently under review by the National Science Foundation. It was submitted, not in the name of any of the universities participating in the joint effort, but as a project of a unique standing consortium that is this year observing its twentieth anniversary, the Committee on Institutional Cooperation.

The CIC is composed of the universities in the Big Ten, plus the University of Chicago. (Occasionally, as in the case of the Astronomical Data Reduction Facility, they are joined by additional outside universities.) The primary function of CIC is to coordinate their joint academic and research activities, the scope of which is almost as varied as the universities themselves. Among current projects are the sponsorship of an exhibition of nineteenth century Russian art that will visit five CIC university art galleries (scheduled for the Elvehjem Museum next April and May); the operation of a Shakespeare Film Co-op which facilitates the teaching of Shakespearean drama through easy access to films of performances; operation of a summer geol-

ogy field camp in Utah and a summer program in Spanish at Mexico City (currently administered by Wisconsin); and the coordination of two fellowship programs designed to increase the percentage of minority-group members who hold doctorates in the social sciences and humanities.

Consortia in higher education have become popular in the 1970s (there are about 200) as colleges seek creative ways to cut costs and share ever-scarcer resources. CIC was one of the first, founded before 1960.

At a meeting of Big Ten-university presidents in early 1957, it was proposed that an organization be created to promote academic cooperation among the ten schools. By the time of their next meeting a few months later, Sputnik had flashed its message across the skies, and the public began to view colleges and universities in a new light. In December, 1957, the Council of Ten (as the presidents call themselves when they meet) formally voted CIC into being, to be governed by a board composed of the chief academic officers of each institution.

Gordon N. Ray, then provost at Illinois (now president of the Guggenheim Foundation), was given the task of organizing the new group. Despite his own pessimism regarding the chances of gaining effective interinstitutional cooperation, he held the first meeting of the Committee in January, 1958.

Within a year, CIC secured a start-up grant from the Carnegie Corporation, and recruited a small staff. The University of Chicago accepted an invitation to join.

Confronted with a broad but vague charge and a lack of precedent for extensive cooperation among powerful institutions spread over a large geographical area, the CIC spent much of its first few years debating scope and goals. One recurrent conflict concerned image-building, as opposed to mounting actual cooperative projects. Because it was created partly out of a desire to build the academic images of Big Ten schools, some early efforts went into producing newsletters and

other publications emphasizing their significant achievements.

But it was soon realized that PR considerations were of less importance than achievements which could be gained through cooperative academic efforts.

The installation of a permanent full-time director in 1962 permitted the development of specific projects designed to expand and enrich academic offerings at the various institutions, to avoid unnecessary duplication, to save money, and—with the escalating federal funding that became available after Sputnik—to attract funds through CIC that might not be available to individual institutions.

The thrust of CIC projects over its two decades mirrors the emphasis and preoccupations of the American higher education community in general. As CIC matured in the 1960s, it reflected the internationalism of the time and growing concern with the role of education regarding the environment. Major projects included a six-year-long interinstitutional training program for biometeorologists, funded by the U. S. Public Health Service; a variety of foreign-language institutes supported by the Ford Foundation and the U. S. Office of Education; and a massive analysis of overseas agricultural education programs sponsored by the Agency for International Development. Outside funds in support of these and a wide variety of other cooperative projects grew steadily until 1968, when they peaked. The total for the decade amounted to something over \$4.5 million.

Interestingly, the major accomplishment of those years (and perhaps of the entire history of CIC), the Traveling Scholar Program, cost almost nothing. Since its inception in 1963, the program has enabled 1400 doctoral-level graduate students to travel to other CIC institutions for up to a year of work with specialized equipment or uniquely talented faculty, *all without paying additional fees or changing*

registration from the home campus. During the 1976–77 academic year, the UW–Madison sent five doctoral students for a semester or summer session to the campuses of other CIC schools and hosted seven from other CIC universities.

As in the 1960s, CIC programs today reflect the educational needs and interests of the times. Interest in environmental science has continued, and new emphasis has been placed on improving university management, faculty development, continuing- and correspondence-education, and in increased availability of higher education to minorities.

Recent CIC projects to improve minority access to higher education provide an example of how institutional cooperation supported by outside funding can accomplish goals not attainable by one university acting alone. An early one, funded by the U. S. Office of Education, supported eighteen minority librarians for three years of doctoral study in the graduate school of library science. The most ambitious program in this area involves most Big Ten engineering schools plus a number of other Midwestern universities. Funded to date by \$1.8 million from the Alfred P. Sloan Foundation, it sponsors several programs scattered throughout the Midwest that work with junior and senior high school students to prepare them for careers in engineering.

During the past year, CIC received \$1,140,000 in grants from the Lilly Endowment, Inc., and the Andrew W. Mellon Foundation to establish fellowship programs for minority students attending universities in the CIC group. The project is designed to increase the number of underrepresented minorities who hold doctoral degrees in the social sciences and the humanities.

In its twenty years, CIC has initiated scores of projects and has brought in more than seven million dollars in foundation and governmental agency funds for its eleven members. For all that it has accomplished, however, it remains a remarkably simple operation.

There is a full-time professional staff of two, along with an administrative secretary and a part-time bookkeeper. It is also cost-effective. The current annual university contribution is less than double the \$7,000 that each member paid in 1962, and the current annual income from outside sources is four times the total contributed by the universities.

What's the reason for this unusual efficiency? CIC functions simply as a switchboard of ideas and programs, responding to suggestions from presidents and provosts, administrators, occasionally from students, and especially from faculty. It acts as a facilitator, providing seed money to enable groups from member universities to meet and plan their projects and write the necessary proposals.

However, once projects are established and funded, they are administered by one or more member universities, not by CIC. As a result, the office has never established a bureaucracy. In fact, CIC has retained its original informality. As Director Frederick H. Jackson recently noted, "The men and women who have served on the Committee during its history have eschewed entangling written agreements and other organizational rigidities; the Committee and its various sub-groups operate on no charter more substantial than the British Constitution."

—Robin Wilson and Roger E. Wyman

Short Course

Cost of Learning

An undergrad state resident will pay an average of \$3200 to be on campus this year, says Wally Douma, director of the financial aids office. His figure breaks down to: \$812 for tuition, \$1650 for room and board, \$180 for books, and \$600 for miscellaneous and travel. Increased costs have brought a sharp rise in applications for help with the bills, Douma says. Early in September there were 1500 more than a year ago.

Topper

Breathes there a student who, it's said, has *not* had Louis trim his head? Seventy-four-year-old Louis "Bus" Topp has been the barber at the Memorial Union since before they got the building finished fifty years ago. He figures he's averaged fifteen heads a day, five and a half days a week, fifty weeks out of the year. So now that he's got that first 200,000 out of the way, he's getting warmed up and has no intention of cutting out.

Norsk Malerkunst

It will be worth a trip to the Elvehjem Museum of Art sometime before January 7. You'll see what's billed as "the first comprehensive exhibition of Norwegian art ever to be held in the U.S." *Art of Norway: 1750-1914* comes in on a sizeable grant by the National Endowment for the Humanities, and is divided into three sections: Folk Art, 1750-1850; Academic Art, 1814-1914 from the National Gallery and including several masterpieces by Edvard Munch; and Applied Art from the Dragon Period, 1880-1914. There'll be coordinated programs in Norwegian culture going on around the campus—in music, theater and Scandinavian Studies. If you can't get to Madison, watch for the exhibit in Seattle and Minneapolis after it closes here.

Shall We Dance?

There's this daring craze on campus. It's called ballroom dancing, in which you actually hold your partner whilst performing a modish glide. It was re-born twelve years ago when, with everybody groping around in tear-gas, someone in the phy ed department took the opportunity to slip in a more constructive diversion. They made it a one-credit course, and came up with thirty bewildered enrollees. The word got around. By last spring semester there were seven sections totalling 300 students, with another 450 waiting for more instructors. When the kids come home for Christmas you might ask for help with the Castle Walk.

Maybe Yes, Maybe No

This month a judge will decide whether or not to dismiss a suit brought by the Capital Times against the University. The CT wants a look at the records of faculty members' "gainful" employment off the campus. Chancellor Shain and the University say a look would violate academic freedom. They contend that since administrators monitor the amount and type of outside work a faculty member does, this protects student and public against abuse. No it doesn't, says the CT; the process is "not equivalent to public inspection." But outside activities are part of personnel records to be used for such as promotion, the University says, and thus are protected by law just as are student files. The Times counters that "just because a document is consulted by a department head can hardly make it a personnel record." Stay tuned.

Pi Art Squared

The College of Engineering is involved in a nationwide project that prompts Prof. Charles Ranous to invite you, one and all, to participate. It's called the Engineering Student Art Loan Fund. A letter from its campus steering committee points out, not at all unreasonably, that "there is no reason why engineers can't have nice things in their home away from home." Those nice things are paintings, purchased by the fund on a matching-dollar arrangement with

the campus committee, and loaned or rented modestly to our engineering students for a semester or two. This takes money, which is where Prof. Ranous hopes you come in. You can write him at 1513 University Ave., Madison 53706, or call 608/262-0206, and let him tell you more.

But Not Far Enough, Baby?

Last December, Women's Basketball Coach Edwina Qualls filed a complaint with HEW, alleging that the University discriminates against its women athletes. Her charges, which only came to light last month when HEW asked for more information, cover four major areas: scholarships—until this year, they went to basketball players only; facilities—the men's teams get the prime practice time; transportation—men's prestige teams fly, the women go in vans with a coach as driver; and the number of coaches, although this year there are more than when the complaint was filed. Women's Athletic Director Kit Saunders told the Cap Times she didn't know about the complaint until HEW made it public, and that "a lot of the items mentioned . . . have been met." Elroy said he is confident the charges won't be upheld. "They're ten months old, and the Title IX compliance date wasn't until July of this year."

Biorhythm, You Go Your Way

Biorhythm study is trendy and may have some validity, but pay no attention to it when working with on-the-job safety programs in your plant or office. That's what Prof. Frazier Damron recommends. He and a research assistant in the School of Education, Dan Leetz, studied 379 industrial accident reports from the state's worker's comp division. In each they had the victim's biorhythm pattern. There was no evidence of accidents attributable to cyclical lows, even for the 24-hour-period at the end of each cycle when, biorhythmics say, if anything can possibly go wrong it will.

Higher Up

When the kids get ready to graduate and go to work, you might suggest that they pass Boardwalk and go directly to their nearest monopoly industry if they want to earn more. Randy D. Hodson, a soc research assistant here, studied labor statistics on a sample of 64,000 workers, and found that the average salary in the monopoly sector was about \$1500 a year more than in others. The difference was there whether or not the worker had been to college, was black or white, male or female.

Dust Tracker

Campus meteorologist James Weinman and his staff have developed "Lidar," a laser-radar system that studies air pollution over a given area at any time. It sends out blue laser beams which, when reflected off dust molecules, change color slightly. Collected and separated, these reflections help tell how much dust is up there and how far away it is. Because it can be operated from an airplane it can be used regionally in a hurry, and holds legal ramifications for heavily industrialized areas and their neighbors.

Marriage Times Four

American marriages appear to fall into four categories, and the husband is out-to-lunch in two of them, says Prof. Mary Anne Fitzpatrick of communication arts. First—and best, she found after 2,000 interviews—is the *traditional* marriage. "You love someone and want to share everything." You also keep a rigid schedule around the house, and don't ventilate feelings often. Then comes *separates*. "They're emotionally divorced." Still the tight ship at home, not much conflict, but not much togetherness. Next, *independents*, with lots of fights, lots of sharing, lots of friends, but little satisfaction with the relationship. Fourth is a mixture: she's a traditional, he's a closet separate. (Have you noticed he didn't hear a word of this??)

Don't Feed The Animals

One of the major causes of violence in sports is the fan, says phy ed Prof. John Silva, who teaches a course called Psychology of Sport. Citing such goons as Dave "The Hammer" Schultz of the Philadelphia Flyers; George Atkinson of the Oakland Raiders; and the Steelers' "Mean Joe" Greene, Silva reminds us that violent types are crowd-pleasers. He thinks it's time for "negative reenforcers" against violence in all sports: immediate game suspension for all fighting (with the alternate official, aided by instant replay, deciding who started it); a tougher penalty for the perpetrator than for the self-defender; fines that are to be paid by the offender, not management; and legal action for what is essentially a mugging. The violent types feel no guilt, Silva has found, and he believes it is time we lay a little on them.

Lessening The Sting

Prof. Marie Caputi wants us to become less fearful of death by removing some of the sterility with which we've come to surround it. It's a foreign event that takes place in a detached environment, she says in her course, Death and Dying. We're ushered out of the hospital room after a brief visit, a doctor signs a certificate somewhere down the hall, strangers prepare the body and preside at the funeral. Some of this has to be, of course, but she thinks there should be some options, one of which might be a less-structured funeral service, with friends participating.

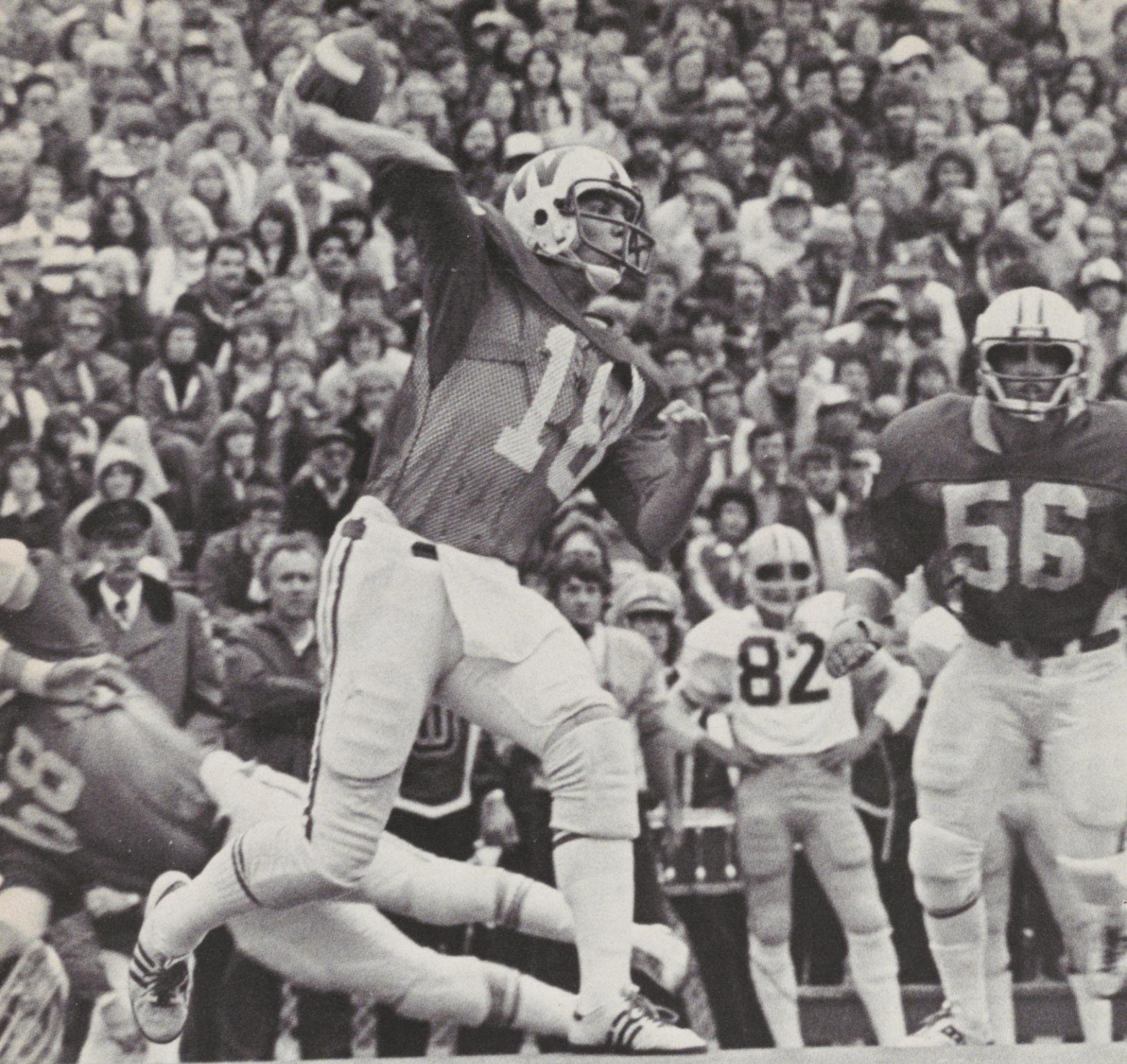
Lagniappe

Prof. Hector DeLuca, a biochemist, has developed a Vitamin D derivative which replaces much-needed calcium in the bones of victims of kidney disease. It promises to end much of the crippling. • Disabled students on campus now have a grievance procedure in non-academic problems such as building access, etc. It's chaired by Business Prof. James Graaskamp, himself a quadriplegic. • To settle a bet, a California man probed the UW files and established that the late baseball

personality Larry MacPhail was a law student here in the summer of 1909.

• It's no longer the Elvehjem Art Center, but the Elvehjem Museum of Art; and it's now the Fredric March Play Circle, since March's widow, actress Florence Eldridge, presided at rededication ceremonies during the Union's 50th anniversary celebration. • Elroy Hirsch has joined the anti-violence crusade by sports figures to do away with football facemasks featuring the vertical bar. Without it, "any player would think twice before sticking his head into situations where there might be danger to him," he told the Chicago Sun-Times. • Average scores on freshman placement tests—the CQT—hit an all-time high of 152 in 1968, then plunged to 132 in 1975. Last year and this they seem to be levelling at 128. • A student-government survey shows that most professors on the campus permit tape recording in the classroom. • Psi Chi, the psychology honor society, has been reactivated here after fifteen years. • Last year's Badger yearbook was chosen as one of the ten best in the country. That's quite a challenge for this year's editor, Nancy Ruth, a journalism junior from Mequon. • A land developer suggests tearing down the Lake Street parking ramp and replacing it with a 1200-space ramp topped by 120 apartments, at a cost of about \$12 million.

—T.H.M.



When the world was young, QB Kalamiki passed and passed to pass Oregon in the final minutes.

Photo/Del Desens

Football Review: The First Seven Games

Sept. 16 (Camp Randall)

**Wisconsin 7
Richmond (Va.) 6**

"We were just very happy to have a win," said new Head Coach Dave McClain after the Badgers squeaked through this opener of our ninetieth season. Freshman QB (our first in thirty years) John Josten completed only one pass in five tries, but that one was to split-end Dave Charles for an eighty-yard touchdown run (tying a Badger record set in 1919) with Richmond out in front on two field goals. Steve Vieth kicked the tie-breaking extra point. The Badgers moved into Richmond territory only twice in fourteen possessions, and as was the case last season, the defense dominated Wisconsin efforts. Middle guard Dan Relich, who recovered a fumble and blocked a field goal attempt, was named Big Ten defensive player of the week by the Associated Press. Relich, a senior, also made eleven solo tackles and assisted on four others.

Senior quarterback Charles Green came in late in the second quarter, completing on three out of four passes and running for twenty yards on four carries. The Badgers earned seven first downs and 238 total yards; Richmond, fifteen and 257. John Kitz, on eleven punts, averaged 39.3 yards, one short of a UW record.

Sept. 23 (Evanston)

**Wisconsin 28
Northwestern 7**

Today the Badger offense outshone the defense—which is saying plenty—by piling up 405 yards. Seventy-nine of those were in the air, as QB John Josten connected seven times out of seven, but the afternoon belonged to senior tailback Ira Matthews and junior fullback Tom Stauss. Matthews gained 125 yards rushing (boosting his career total in that category to 1200 yards), and scored on a seventy-five-yard punt return, the longest since 1971. Stauss totaled 123 yards, including touchdown runs of two and twenty-three yards. It had been four years since two Badger backs rushed for 100 yards or more in the same game.

Freshman tailback Curtis Richardson scored the other touchdown from a yard out, and Steve Vieth kicked all four conversions.

Northwestern's aerial attack gave our defense some trouble; of its 253-yard total, only fifteen were on the ground.

Sept. 30 (Camp Randall)

**Wisconsin 22
Oregon U. 19**

Fullback Stauss went out with a knee

injury in the first series of plays. QB Josten did likewise on the next series. Tailback Matthews left with a bad shoulder early in the second quarter. That looked to be that. The Oregon Ducks led 7-0 at the half, and scored again—the conversion attempt failed—in the third quarter. Green was in for Josten, but ineffectually. Then along came junior quarterback Mike Kalasmiki. Mike, who was supposed to be all through with football after a knee surgery last year, and who, on the Tuesday before this game, had managed to fall down a fire escape and break his face. Along with two shiners and thirteen stitches, he brought onto the field his handy-dandy drop-back pass, and threw thirty-five for sixteen completions, 232 yards and two touchdowns. (Three, really, but one—a 49-yard bomb to Ray Sydnor in the end-zone—was called back on interference.) The last two scores were less than a minute apart, with 2:14 and 1:32 to go. The winner came after Steve Vieth got off a short on-side kick which was fallen on by junior Mickey Casey on Oregon's twenty-five. Five plays later Kevin Cohee carried it over, and Kalasmiki hit Charles for the two-point conversion.

Oct. 7 (Camp Randall)

**Wisconsin 34
Indiana 7**

For the most part, the offense left the heavy work to the defense again, but Ira Matthews scored three touchdowns in the first half, one on a seventy-one-yard punt return. Kalasmiki completed only six of twenty pass attempts, but managed to sneak a yard for the Badgers' fourth TD in the third quarter. Charles Green passed sixteen yards to freshman wide receiver Tim Stracka for the final score with thirteen seconds to go.

Indiana logged its only score in the fourth quarter, on a five-yard end-around play.

Outstanding on Badger defense were linebackers Dave Crossen and Dennis Christensen, and middle guard Dan Relich. It's a habit with them. They held the Hoosiers to thirty-seven yards on the ground and 178 passing. Wisconsin was 238 rushing (Matthews 87; fullback Dave Mohapp 47; Green 51) and 113 in the air.

October 14 (Champaign)

**Wisconsin 20
Illinois 20**

This one could have gone either way for the Badgers, but we were ahead going into the final three minutes.

Then Illinois drove sixty-nine yards in fifteen plays to score, and passed for the two-point conversion to tie it up. Each team had still another possession, and with thirteen seconds, Kalasmiki set off a sixty-yard bomb to Souza in the end zone, who had it, then lost it when struck by a flying Illini.

Once again, Wisconsin had a tough time moving until Kalasmiki came in for Josten—who'd been working with the option—at the half, to move the game to the air.

Illinois controlled the field and the statistics: twenty-five first downs, to our fourteen; 188 yards rushing, to our ninety-four; eight of thirteen passes completed, to our ten for twenty tries.

October 21 (Camp Randall)

**Wisconsin 0
Michigan 42**

The Badgers fumbled twice in the opening seven minutes, and by the time the game was four minutes older, Michigan was ahead 14-0. Leach, Clayton and Huckleby had a fine time, while Wisconsin was able to cross into their territory only twice in twelve possessions—to the forty-four and forty-eight. Kalasmiki completed ten of seventeen pass attempts for ninety-four yards, and Ira Mathews picked up sixty-one yards rushing. Our total yardage was a skinny 277 on sixty plays: Michigan had 477 on seventy-three.

A record 80,024 were on hand.

October 28 (East Lansing)

**Wisconsin 2
Michigan State 55**

Three minutes and thirty-eight seconds into the game the Badgers went ahead 2-0 on a safety, but that's all, folks. We got past Michigan's five-yard line twice in the first half, and to their two and their twenty-four in the third quarter, but their brick wall never gave.

Spartan quarterback Ed Smith threw for 334 yards and four touchdowns, completing nineteen of twenty-nine tries. On the ground he led his team for 295 yards. Their defense did the rest.

For the Badgers, Kalasmiki completed twenty-one of forty-five attempted passes for 240 yards. John Josten hit one out of three, for thirteen yards. We rushed for 125 yards.

Michigan State did what it did on seventy offensive plays compared to our eighty-eight. ●

University News

Tuition Increase Yields Full Mailboxes

State legislators may have been a little disappointed when the threatened postal strike was averted. Nearly 11,000 letters protesting the recent university tuition hike have been sent to them. The student letters were written in response to the 9.2-percent tuition increase which greeted the record number of enrollees this fall.

The United Council of UW Student Governments co-ordinated the state-wide lobbying effort, providing form letters for students to sign. Jim Bowen, its administrative executive, reports that many chose to send detailed personal letters to their legislators, rather than simply filling out the form letters.

Of the 10,700 letters sent, 3,000 came from students on the Madison campus, 2,700 from La Crosse, 2,500 from Stout, 1,000 from Oshkosh, 900 from Eau Claire and 600 from Superior.

The regents expressed concern when approving the tuition increase last spring, but stated they had no alternative without additional state subsidies, which were not approved by the legislature.

Lots of Birthday Gifts For Memorial Union

The Memorial Union's golden anniversary has produced a \$1-million dividend for the University community in physical improvements in and around the building.

When the birthday celebration was first proposed in 1974, the Memorial Union Trustees, an alumni-faculty-student group that has raised funds for Union construction since 1919, set its sights on \$1,000,000 in new gifts, and appointed Porter Butts, its treasurer and former Union director, to organize the campaign.

In September, cash and pledges in hand topped the million-dollar mark, with another \$100,000 in class and individual gifts in prospect before the

end of this anniversary year, for a total of \$1,100,000.

Former student chairmen of Union committees, trustees, staff members past and present, and graduating students kicked off the campaign with \$166,000 for the expansion of the Commons lobby, following in with \$64,600 more for doubling the size of the Beefeaters' Room.

Early on, the Class of '24 added \$70,100 for the new Reception Room adjoining Great Hall, and the Class of '25 produced \$43,800 for another art gallery.

Other highly visible improvements: development of the Commons Plaza, gift of the Class of '51; extensive *alte deutsche* murals in the Stiftskeller, funded largely by the Class of '52; bronze and glass bas relief in the theater foyer, courtesy of the Class of '49; complete renovation of the Fredric March Play Circle and its adjoining lobby, funded by the Class of '20, the admirers of March, and the Union; new art gallery display cases, cafe tables and chairs for the Tripp Commons promenade overlooking the lake; carpet and furnishings, fire stairs, new washrooms, and a multitude of other facilities and

furnishings that made the Union work better, made possible by \$85,300 contributed by graduating students and \$94,460 by alumni and friends.

And now another major project is in the design stage: the development of a park-like area along the lakefront from the Union to Muir Knoll, with planters, seating, lighting, and weather-proof boat ramps, underwritten by the Class of '27 (\$52,600), Class of '28 (\$51,400), and the Hooper Sailing Club (\$55,000), with the legislature agreeing to chip in another \$75,000. Total cost of about \$250,000. The Class of '34 is adding outdoor furniture, planters, lighting, and festive pennants on the theater plaza overlooking the lake as the finishing touch.

Besides all this, the Union has drawn upon its repair and maintenance reserves—to the tune of over \$200,000—to repaint walls or recover them with fabric, replace worn-out flooring, add lighting and air-conditioning, and repair or replace furniture. All so that the Union in its golden year will shine anew.

—Jody Schmitz

Enrollment Growth Continues, And This Means Future Problems

Registration lines were longer than ever this fall. Enrollment is 39,426, which is 404 more than last year's record.

There were 4,682 new freshmen, up 465 from last fall, and special students numbered 2,975, an increase of 132 over last fall.

The increases were partially offset by drops in new graduate enrollments, and in the number of continuing grads. New graduates totalled 1,953, down 330 from last year. Those continuing numbered 8,978, a decrease of 136.

Undergraduate enrollments were 25,908, a 405-student increase.

Increases were particularly heavy in mathematics, chemistry, computer science and foreign language courses, but these have produced no serious overcrowding in classrooms. More than 1900 students who applied for dorm space were told in May that they



"Lunar Landscape," a bronze bas relief by Art Prof. Dean Meeker, is a gift of the Class of '49 and stands in the inner lobby of the Union Theater.

would have to look for off-campus housing for this semester.

However, in the midst of record numbers and crowded classrooms, University officials have found a new worry—overstaffing!

Long-range projections show the current boom will not continue for more than the next two or three years, peaking at about 41,000 on the Madison campus in 1981, then declining to between 30,000 and 35,000 by 1990.

State-wide, the University enrolled more than 23,000 freshmen this year, but projections indicate that as few as 15,000 freshmen will be enrolling in 1991.

The anticipated drop indicates that the numbers of professors and instructors required for today's classes will lead to overstaffing in the next decade. This can, in turn, bring even higher

continued



The Sparkplug Awards, given annually to outstanding workers in local alumni clubs were presented at the Alumni Leadership Conference on October 28 to the 1978 winners: Ann Healy Allen '65, Janesville; Larry Dallia '65, Milwaukee; Marge Beduhn Leiser '45, Houston; Gene L. Johnson '60; Minneapolis; Sid Stevens '34, Louisville; and (not on hand for the picture) Betty Clark Parsons '61, Sturgeon Bay.

People in Glass Howses

By Roger A. Gribble

Reprinted from the Wisconsin State Journal for October 4.

An ungrammatical letter from two Wisconsin Student Association leaders blasting University of Wisconsin officials for being unresponsive to student needs has brought out the schoolmarm in Regent Joyce Erdman.

The Shorewood Hills regent, a former WSA president herself, chided the student letter writers for their abuse of the English language, not for their attack on UW officials.

"You succeeded in communicating to us the harsh facts of your desperate need to learn the basic principles of your native tongue," Mrs. Erdman wrote WSA Vice President Leon Varjian and Paul DeRienzo, a student senator.

Mrs. Erdman circled the grammatical and apparent typographical errors in the WSA letter, and in her reply said, "During your golden years in and out of the classrooms, building up the

grade-points, soaking up our contemporary culture, you still had not learned to write a simple statement correctly, even halfway correctly."

Mrs. Erdman identified twenty-eight errors in the two-page letter from Varjian and DeRienzo, but a rereading of the WSA letter indicated she was too charitable. There were six other errors she did not identify.

The WSA letter complains of skyrocketing tuition and unresponsiveness of UW officials to student needs. It also tells of the recent enactment by the Student Senate of a resolution appropriating \$50 for the formation of a student rights committee "to bring students together in trying to gain real input into the UW institution."

DeRienzo . . . observed that "it's a really typical answer. Every time we write a letter trying to deal with an issue we get this kind of reply."

The Varjian-DeRienzo letter is written on WSA stationery. The letterhead contains a sketch of four clowns. Top leadership of WSA is now controlled by the Pail and Shovel Party, which

conducted a tongue-in-cheek campaign last spring that kept students laughing and avoided serious issues.

Here is an excerpt from the Varjian-DeRienzo letter, just as it was written:

"We are talking now of survival, as Dean of Students Paul Ginsberg himself has said, 'Many students are struggling to survive emotionally in the midst of pressures and tensions of this (campus) environment', should the UW add to these pressures by raising fees beyond even a generally skyrocketing inflation without regard to concrete student needs. And then their are winds that point to the University using out of state students as a scape goat in such a way as to raise an ugly spectre of the political football."

In her reply, Mrs. Erdman said the WSA letter at first glance seemed like "a straightforward bit of propaganda to your fellow students. But after the first sentence, I knew you had a deeper purpose. You were trying to tell us all—regents, administrators and professors—that we had failed you abysmally." ●

University News

tuition levels, as fewer students will share the fixed costs of the expanded staffs.

One solution, according to System President Edwin Young, is to reduce the number of parallel course offerings in the UW and vocational schools. During the past six years the number of these duplicated courses has been reduced from 26 percent to about 12 percent.

Ben Lawton, MD, regent from Marshfield, notes that since merger in 1972-73, enrollments have grown by over 13,000 state-wide, but only thirty-five staff positions paid for by general revenue have been added. During this period the system budget has increased by 48.7 percent, compared with an average increase of 157 percent for all state agencies.

UW-Madison Second in Scientists, Engineers

The UW-Madison is the second largest employer of scientists and engineers among American universities, according to recently released National Science Foundation figures. The University employed 3,185 scientists and engineers in 1977, second to Harvard with 3,285. Nearly half the total here

was in life sciences such as biochemistry, bacteriology and genetics.

Wisconsin ranked first nationally in the number of psychologists and second in social scientists and environmental scientists.

Twenty percent of the University's scientists and engineers were women, according to the study. The highest ratio of women was in psychology with 40 percent while the lowest was in engineering with 6 percent.

UW's Dane County Impact Put at \$811 Million

The University meant more than \$800 million to the Dane County economy in 1977, says an updated study by the University's Bureau of Business Research.

Business Professor William A. Strang, director of the bureau, said the study indicated that:

—University employees injected almost \$129 million into the local economy for goods, services, housing, government and charities;

—Students spent nearly \$140 million in the same categories;

—The University bought \$29 million in goods and services from the private

sector and spent \$21 million on construction; and

—Visitors drawn by the presence of the University paid out nearly \$23 million.

Strang said much of the money circulates within Dane County after it is first spent, a "recycling effect" that multiplies the impact. With this taken into account, he said the University's direct impact of \$356 million has a total direct and indirect impact of \$811 million.

The study was first issued in 1971 based on data collected during the 1969-70 school year. The 1977 study adjusts for enrollment changes and inflation. It assumes that spending allocations remained constant for students, employees and visitors.

Strang said those assumptions may have led the study to overstate employee spending, because their tax burden is up, and to understate visitor expenditures, because adult and continuing education programs have increased rapidly since 1970.

Big Shake-Up at the Union

Take 640 gallons of milk; add forty gallons of chocolate syrup; blend in an ice cream maker. Yield: One 1,000-gallon milk shake.

"They laughed at me. Everyone thought it was a joke," says Alan Yatvin, president of Hooper's. The idea was to celebrate the fiftieth anniversary of the Memorial Union on Saturday, September 11. Yatvin, a senior, originally thought about concocting a record-breaking cake, but settled on the milk shake as a more appropriate dairy-state salute. When he first mentioned his idea, friends suggested using outboard motors as mixers. Someone even advised him to mix the concoction in a cement truck. He was not deterred.

He took his project to William C. Winder, professor of food science. Winder recommended the ice cream making equipment at Babcock Hall.

Yatvin approached the Associated Milk Producers Inc. for ingredients, and their midwest board of directors



Allen



Flaherty



Hickman

Five new directors and two new officers are visible at WAA meetings this year. The directors are: Ann Healy Allen '65, Janesville; Tim Flaherty, MD, Neenah; Jack Hickman, Jr. '65, Minneapolis; Keith J. Kuehn '73, Kansas City; and Jeanne M. Oates '66, Bethesda, Md. (not shown). Our two new officers are Assistant Secretary Al DeSimone '41, Kenosha, and Third VP Clare Rice '43, Cedar Rapids.



Kuehn



DeSimone



Rice

enthusiastically agreed to sponsor the project.

But what do you do with a 1,000-gallon milk shake? 5000 hot and thirsty students on the Union Terrace had a perfect answer for that question.

Engineering School Honors Alums

Seven alumni of the School of Engineering received its distinguished service citations for professional achievement on Engineer's Day, October 6. The recipients were:

James K. Bakken '47 of Dearborn, Mich. for the design of automotive production systems. As vice-president of Ford Motor Co.'s body and assembly plant operations, he manages a network of thirty-two plants and 113,000 employees in the U.S. and Canada.

Kurt W. Bauer MS '55, Ph.D. '61, Waukesha, for land-use, public works and water resource planning. Since

Club Programs

Coming events as reported to our offices by deadline for this issue.

Chicago—Nov. 29: Badgerama, Bismarck Hotel, 6 p.m. Speakers: Coach Dave McClain and Chicago-area members of football squad. Buffet dinner. Res., Bill Nathenson, 33 N. LaSalle, Suite 3700; 236-8200.

Cincinnati—Dec. 3: Get-Acquainted party, 3-7 p.m. Urban Doyle home, 1224 Sweetwater Drive, Wyoming. Res., 761-7244.

Denver—Dec. 2: Heritage Square Opera House. \$12.50, cocktails and dinner. Res., John Bardeen (home) 733-8952; (office) 934-5618.

Milwaukee—Dec. 7: Big Red Rally, Red Carpet Inn, 4747 S. Howell, 6 p.m., \$12.50, cocktails and dinner. Res., Ted Kellner, 352-9627.

Urban Doyle, WAA President



The 1978-79 president of WAA is Urban Doyle '51 of Cincinnati. He's lived there with his family for years, but comes originally from Spring Green. His wife, the former Lucille Jeske, is a native of Dodgeville.

After a decade as president of Whiteway Manufacturing Co.—producers of street-lighting equipment—Urban sold the company nine years ago to an affiliate of Walter Kidde & Company, but stayed on with it. Three years ago Kidde moved him onto its acquisition team. The firm is a holding company with 186 businesses in its ranks, and an annual sales figure of nearly \$1.5 billion. Among its properties are Grove cranes, Bear archery equipment, Victor business machines and Weber aircraft equipment.

When Urban stopped in at our offices, he was on his way home from studying a prospective acquisition in Minneapolis. The Doyles' two daughters live in Madison, which gives him a reason, quite apart from alumni work, for arranging a stopover in town. Maria '74, just earned her master's degree here in social work. Susan '72, a speech therapist, lives in Oregon with her husband Tim McGrath '72.

Doyle was a business major here; he entered at age twenty-nine after Air Force service. The fact that he could not have graduated without benefits of the GI Bill may have something to do with his unfailing appreciation of what his UW education did for him.

"I don't know where I'd be today without my Wisconsin degree," he said. "The reputation of this school has helped me tremendously. Wherever I go, people know about Wisconsin. It's done great things for humanity. Take the McArdle (cancer) lab, for instance, or the ag school, medicine or business—you name it. People *around the world* are aware of work done here, and of those in their own fields who are making

important contributions to society because of what they learned here. They have friends who graduated from Wisconsin; they respect us very much.

"Because I've been successful—I don't like to use that word, it sounds pompous—because I've been *lucky*, I have to recognize the cause of that luck. It comes from a base: it comes from my parents, from my choice of religion, my beliefs in government, my education here. I have to recognize it, and I have to pass it along. The whole essence of life, it seems to me, is a process of taking what we are blessed with, adding something to it, and giving it away.

"Yet we all know people who have graduated from Wisconsin and then cut off any sense of affiliation and obligation. They've never joined a supportive organization, never paid back—either monetarily or philosophically—any of their debt. I guess they think they're self-made, but you and I know they're not. Earning a living and paying taxes just isn't enough. You're not a whole person unless you have some sense of appreciation of why you are where you are, and unless you do something about it."

Some of the things Doyle has done to meet his own sense of obligation are long years of service to the American Cancer Society—he's a past-president of the Cincinnati chapter and a member of the state board; the presidency of his city's Catholic Social Services, and a directorship on the government affairs committee of the local Chamber of Commerce. Needless to say, he's held about every office available in the Wisconsin Alumni Club of Cincinnati, and was a member of WAA's board of directors before being elected to the Executive Committee. His term as Wisconsin Alumni Association president runs through next June. ●

Get in on Winter's Best Moments.



*Badger Alumni Cross-Country Ski Weekend at
Trees For Tomorrow Environmental Center
Eagle River, Wisconsin*

February 16-18

(Friday night through mid-morning Sunday)

If you've only wished you were a cross-country skier, here's the time and place to start. If you're already a fan, you'll thrill to miles of frosty trails through hundreds of acres of Wisconsin's winter wonderland.

You get dorm-style sleeping accommodations in four comfortable lodges (2, 3, and 4 to a room); four excellent meals plus snacks; wine-tasting party; transportation to trails; and professional instruction (plus optional rental of skis, boots, poles).

For beginners: Six hours of group instruction by experienced instructors; additional instruction on equipment, clothing, winter ecology; special ski tour on gentle terrain after basic skills are acquired.

For the experienced: Tour skiing with guide; on-the-trail ecology sessions; and critique of your skills.

All this for **\$54.50** per adult, **\$34.50** for youngsters under 14 years. (The program is not recommended for children under 7 years.) Skis, boots poles furnished for adults at \$8.50; children \$6.50.

Trees For Tomorrow Environmental Center is a non-profit area founded in 1944 by the paper and power industries to reforest northern Wisconsin.

Hurry! Get your reservations in by *December 15*. We cannot guarantee space beyond that date. Include deposits of \$12.50 for each adult; \$7.50 for each child 7-14 years.

Ski Registrar
Trees For Tomorrow
P.O. Box 609, Eagle River, Wis. 54521

Please rush me reservation forms for the Badger Alumni Cross-Country Ski Weekend, February 16-18.

Name

Address

City State Zip

University News

1962 Bauer has been executive director of the Southeastern Wisconsin Regional Planning Commission, where he directed a comprehensive plan which was honored in 1973 as one of the top ten engineering achievements in the nation.

Joseph Blinka '47, '48, Cincinnati. Blinka, with Procter & Gamble since 1948, is director of its soap and toilet goods technology division, but is cited for environmental-impact contributions he made while with its paper products division in the 1960s.

Edward B. Creutz '37, Ph.D. '39 of Honolulu, retired as the National Science Foundation's assistant director for research. Among his research projects in that capacity were those with the World War II Manhattan Project and the Atomic Energy Commission fusion program.

John D. Debbink '49, general manager of GM's Delco Moraine division, for his contributions to the conservation of natural resources in automotive transportation. He lives in Centerville, Ohio.

Lew F. Porter '40, '50 of Pitcairn, Pa., for the development of high-strength steels. Porter heads the physical metallurgy division of U.S. Steel's research laboratories, where his work enabled the navy to adopt the idea of all-welded hulls for its next generation of submarines.

Donald F. Schulz '55, '56, Loveland, Colo., for advancing the design of test instruments and calculators. He is general manager of the calculator products division with Hewlett-Packard Co.

Moving?

For uninterrupted delivery of Wisconsin Alumnus, please advise us of your new address as far in advance as possible.

Name

Class Yr.

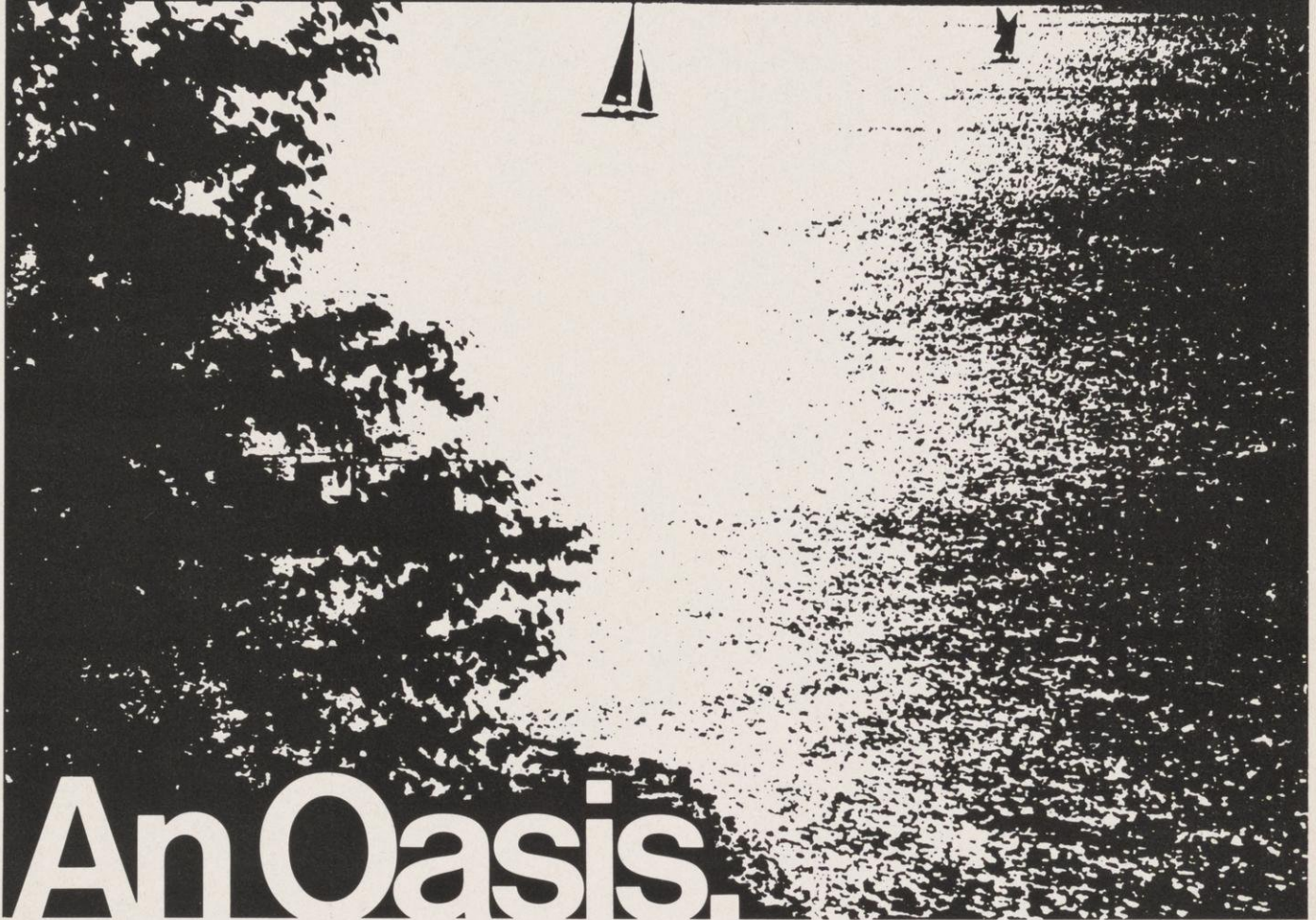
Old address

New

City

State Zip

Madison



An Oasis.

When you want to get away for awhile . . . come back to Madison . . . where the changes have been for the better.

Madison still has the unique blend of city-life excitement and activity at an easy country-life pace. But changes have been made that make it even more exciting and charming . . . new and better lodging . . . with up to 3000 rooms; exhibition and meeting space . . . at the Coliseum, downtown and around the city; new city sites and restoration projects . . . including the State Street and Capitol Concourse Mall and the new Civic Center which will open for the '78-'79 season. There's also more live entertainment . . . new night spots . . . international restaurants . . . and more.

So come enjoy Madison . . . it's now even better for business meetings, conventions and vacations.

To find out about Madison and how it's changed for the better, send the coupon today.

Please send me more information on things to see and do in Madison.

Name _____

Street _____

City _____

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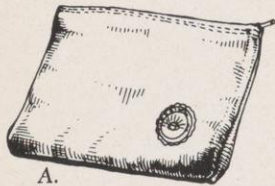
**Greater Madison
Convention and
Visitors Bureau**

152 W. Johnson Street
P.O. Box 3353
Madison, WI 53704



Badger Gifts

When you've said Wisconsin, you've said it all!



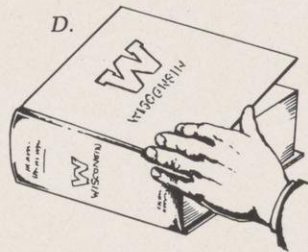
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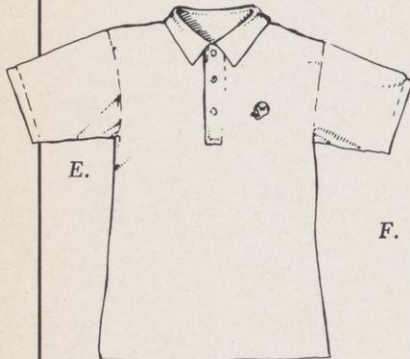
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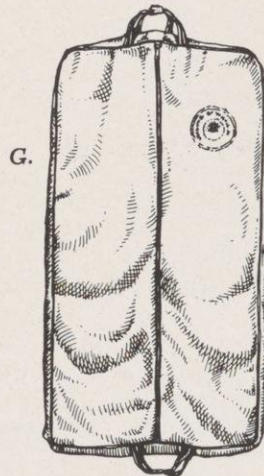
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E.



F.



G.



H.

A. WISCONSIN PORTFOLIO. Light and durable, of expanded-vinyl, with a nylon zipper. 15½" x 12". Cardinal red with white UW seal. \$10

B. KEY PROTECTOR RING. Unbreakable and virtually loss-proof. The tag clearly asks that keys be dropped in any mailbox to be returned to us postpaid (your identity is never disclosed). We will swiftly return it to you. \$3.95

C. BUCKY TIE. Handsome, dressy, and exclusive with us. Of 100% polyester in burgundy. Muted grey-and-white Bucky is woven in, *not* stamped on. Specify 3¼" or 4" width. \$12.50

D. BIG RED DICTIONARY. One of the world's most comprehensive, the Living Webster Encyclopedic Dictionary in a special edition. Bound in rich, red leather-grained vinyl with gold-leafed pages. \$20

E. COACH'S SHIRT. Pro-shop quality, of lacoste knit in 50% cotton, 50% polyester wash-and-wear. Badger helmet embroidered on. S,M,L,XL. \$12.50

F. WISCONSIN MUG. White ceramic, holds 12 ounces. Accented with Bucky and word "Wisconsin." For hot or cold beverages. \$3.95

G. DELUXE SUITBAG. Ship it through or carry it aboard. Made of expanded-vinyl, 22" x 43", with large gusset to accommodate 4-5 suits on hanger-holder attached to strong handles. Cardinal red with white UW seal and piping. \$29.95

H. WARM-UP JACKET. Classic nylon shell with insulating-flannel lining and red-and-white Bucky and word "Wisconsin." M,L,XL. \$19.95

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650 N. Lake St., Madison 53706

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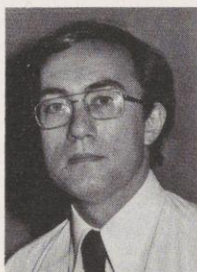
State _____ Zip _____

Please allow 4-6 weeks delivery.

Member News



Swender '59



Joseph '69

'14-'45

The Omaha (Neb.) World Herald recently did a profile on broker **Harry Griffith '14**, who, at the age of eighty-five, still puts in a five-day week with the investment firm of Chiles Heider & Co. He has been in the business since 1926, and says he's "told my doctor I want him to keep me well until I'm ninety then I'll retire."

Members of the 54th Air Service Group during World War II have written and published its history, including extensive coverage on **Wayne Ramsay '23**, Madison. Then a lieutenant colonel, Ramsay was one of only nine members of the group (which saw duty in India from 1943-45) to receive the Bronze Star.

In August, the "We Salute" column of the Racine Journal Times chose **Gordon R. Walker '26** as its subject. Founder and chairman of Walker Forge, Inc., Gordon was cited for his continual involvement in serving his community and his University. He is a former member of the Board of Regents and a past president of WAA, and, locally, has been or is active on boards for hospitals, the zoological society, the NAACP, charitable and historical organizations, etc. He also served on a blue-ribbon panel for a governor to recruit industry to the state. An unidentified employee calls him a "wonderful employer . . . progressive and respected."

Oakman E. Fowler '28, Chicago, wrote and published, through Vantage Press, a book called *A Pair of Days With the Abstemious Professor*.

After thirty-three years with DuPont, **Harold H. Snyder '37, '42, '45**, Wilmington, Del., retired at the end of September. **Prof. Garland G. Parker Ph.M. '41, Ph.D. '48**, executive director of the University of Cincinnati's office of enrollment policy and educational research (and author of annual studies on national college enrollment trends), has done a book on the

education systems of the Syrian Arab Republic.

Donald W. Schroeder '43, Atherton, Calif., was elected president of the California Society of CPA's. He's a group managing partner with Coopers & Lybrand, San Francisco.

Kay Sinske Avery '45 is now the administrator of emergency training procedures for flight attendants with American Airlines in Ft. Worth.

Prof. Ed Daub '45, '47, '66 of our engineering and history of science departments, is a fellow at the University of Chicago's National Humanities Institute for this academic year.

48-'69

Roma Borst Hoff '48, the peripatetic professor of foreign languages at UW-Eau Claire, delivered a paper last June in Madrid before the American Association of Teachers of Spanish and Portuguese, then conducted the fourth annual UW-EC Spanish Travel Seminar to Spain in July, with thirty-two participants.

In August, **Leonard L. Loeb '50, LLB '52** was elected chairman of the American Bar Association's Section of Family Law. He heads his own legal service corporation in Milwaukee.

Ronald B. MacKenzie '50, MD '53 lives in Redondo Beach, California, after ten years overseas with the Rockefeller Foundation and the Pan American Health Organization. He is associated with the fitness testing laboratory of the National Athletic Health Institute in Inglewood.

Prof. Arthur L. Casebeer '52, '57, of Southern Illinois University, Carbondale, is on sabbatical leave this semester to travel and do consulting work in India and several European countries.

Earl F. Wobeck '53 has moved from a PR firm in Gurnee, Ill. to the presidency of Atlanta's Action PR Company.

Eugene K. Buchholz '55, '61 has moved his family to Stillwater, Oklahoma, where he is an associate professor in Oklahoma State University's School of Technology.

Clarence E. (Bud) Holtze '55 has been named partner-in-charge of the Milwaukee office of Touche Ross & Co.

Carroll Rock '55, '57 moved his wife **Ann (Clayton '57)** and their three children from Washington, D.C. to St. Paul, where



"Saturday Morning Fever overcomes me at the very thought of those friendly Badger Warm-Ups."

On the morning of every Badger home football game, we're there at the beautiful Union South to welcome you back. There's free coffee and cranberry juice. And a cash bar. The Union South has several excellent dining rooms, and usually there's a brat cookout. Parking is conveniently close by, and you're just across the street from Randall Gate. We'll look for you between 10:30 and 12:30.

The Job Mart

MBA Finance, BSEE ('70), seeks general management position in Wisconsin or northern Illinois. Nine years experience in data processing, financial management, manufacturing, and business problem solving, as engineer, systems analyst, consultant, and manager. Member #7806.

Ph.D.—Biological Oceanographer, Texas A&M, 1978; B.S.—Zoology, UW-Madison, 1972. Seeks teaching-research or application position in biological oceanography or Great Lakes studies. Undergraduate work at UW emphasized limnology and fish ecology. Graduate work dealing with deep-sea fish ecology and marine bacteriology. Available now. Member #7807.

Wisconsin Alumni Association members are invited to submit for a one-time publication at no charge, their availability notices in fifty words or less. PROSPECTIVE EMPLOYERS are requested to respond to the member number assigned to each. Your correspondence will be forwarded unopened to the proper individual. Address all correspondence to: Job Mart, Wisconsin Alumnus Magazine, 650 North Lake Street, Madison 53706.



Caribbean Holiday at La Toc Resort

February 23 - March 2

Discover with us one of the last truly unspoiled, secluded Caribbean islands! Join us in our very first alumni holiday to the luxurious La Toc Resort on St. Lucia, West Indies. Our chartered Braniff International Airways' DC-8 will jet 150 Badger travelers from Milwaukee to this untouched island paradise, so beautiful that both the British and French spent centuries deciding who owned it.

Enjoy eight wonderful days at one of the great resorts in the world, with its 100 superb tropical acres; a swimming pool so large it has its own island; and a half-mile of golden, crescent beach. Additional features include three floodlit championship tennis courts, a private, nine-hole golf course, and the opportunity for water sports galore.

Our rooms are all oceanview and each has its own balcony! Elegant full-course dinner and American breakfast included daily, along with tipping to waiters for these meals, and to chambermaids, bellman, and porters.

Escape the February snow and cold—join your fellow Badgers on this beautiful island in the sun!

\$849* per person from Milwaukee, based on
+ 10% taxes two-per-room occupancy. (Add \$250
and service for single occupancy.)

* Open to members of the Wisconsin Alumni Association and their immediate families only.



African Safari

February 19 - March 10

Off to Kenya from Chicago via London on a spacious British Airways' 747 Jumbo Jet for a two-week survey of all the Dark Continent offers. We'll savor the thrill of safari as "bwana—great hunters," capturing fascinating wildlife with film instead of weapons.

Visits to the world's most spectacular game preserves at Kenya's Tsavo West National Park, Amboseli, and Masai Mara Game Reserve. Ample time for sightseeing and browsing through the capital city, Nairobi.

You'll discover lots of luxury in the bush in the thatched lofts of Salt Lick, the Lodge at Talta Hills, the stone and cedar Keekorok Lodge, and the "Millionaire's Paradise"—Mount Kenya Safari Club. You'll stand in awe of the full topographical spectrum, from majestic Mounts Kilimanjaro and Kenya, to picturesque lava tubes and natural hot springs. Imagine an African seaside resort! The island Mombasa provides a three-day paradisaical beach retreat: the Nyalı Beach Hotel is the setting for your peaceful rest and reflection over intriguing Africa, before jetting back to London for a brief sightseeing tour and final night at the Hilton. Included in our tour price are three meals daily (except London and Nairobi where American breakfasts only are included), transfers, sightseeing, and park entrance fees.

\$2975 Per person from Chicago, based on
includes taxes two-per-room occupancy. No single
and services occupancy available.

Send for the full-color brochures with complete details!

Each trip includes our traditional extras: experienced Alumni Holidays' tour directors; hospitality desks in our hotels; welcoming and farewell parties for us Badgers; money calculators, special baggage tags, etc.

Wisconsin Alumni Association
650 N. Lake Street, Madison 53706

Please rush me the brochure(s) on: La Toc Resort African Safari

Name

Address

City State Zip

Member News

he's been named statistician-in-charge of the USDA's Minnesota Crop and Livestock Reporting Service.

USN Commander **Kent R. Siegel '57**, considered an authority on the Soviet Union, recently appeared in Watertown as part of a nationwide speaking tour.

Oscar Mayer & Co. has moved **Lionel G. Mulholland '58** from Texas to Valencia, Spain as a sales rep. He's been with the firm since graduation.

Whirlpool Corp. has promoted **Robert R. Swender '59** to director of its investor relations. He's been with the firm since 1967. The Swenders live in Stevensville, Michigan.

James R. Brachtl '67 has joined The Carlson Group, Inc. of Cochituate, Mass., as a sales executive in the New England area.

Veronon R. Vonderen MD '68 has been promoted to the rank of colonel in the Air Force, and is commander of the USAF clinic in Zweibrucken, Germany.

In August, **Harold J. Joseph '69** joined the faculty of Peace College, Raleigh, N.C. as an instructor in the English department.

'70-'77

Tim Brigham '70 is president of Brigham/Scully, a PR firm in Los Angeles, and is a member of the board of advisors for the UCLA hospital and clinics.

Gregory W. Schultz '70, president of the Wisconsin Club of New Jersey, has been elected to the Borough Planning Commission in Fanwood.

Monsanto has made **Timothy E. Dutt MS '75, Ph.D. '77** its product development representative in Fresno, California, responsible for all such work within the company in Northern California and Nevada.

Roger Laing '76, Frankfort, Ky., a working artist who produces "eclectic, enigmatic and even dour paintings," according to one authority, recently had an exhibit in the Paul Sawyer Library in Frankfort.

Thomas C. Poser '76 is now a Navy ensign, having completed OCS at Newport, R.I.

Karen L. Sandquist MA '76 is now USAF Major Sandquist, and is assigned to Maxwell AFB, Ala., with a unit of the Air Training Command.

Navy Ensign **James S. Zamorski '76** recently completed a five-week course on shore communications at Newport, R.I., and will be assigned in that field.

Frederick Merrill, Jr., '77 is a grad student in the School of Architecture and Planning at M.I.T. in Cambridge, Mass.

LIGHT YOUR FIRE!



There's just one taste that compares with the flavor of sizzling and juicy brats hot off the iron bars of the Brathaus restaurant's grill—real Brathaus brats *at home*. On your grill.

For picnics, parties or backyard cookouts, either right out of the box or simmered in beer, butter and onions, there's no better brat. And there's no better way to get them than vacuum-packed, UPS-delivered in an 8 pound box (about 40 sausages). For only \$19 per box (incl. shipping).

So, clip the coupon, fill your Weber with briquettes and *light your fire!*

Brathaus brats at home.TM
Please rush me _____ box(es) at \$19 each. Here's my check
for \$ _____ Makes a nice gift, too.
Name _____
Address _____
City _____ State _____ Zip _____
The Brathaus
603 State Street
Madison, WI 53703

LOOKING FOR A WISE INVESTMENT?

Consider A Life Income Arrangement With The University of Wisconsin Foundation

Each year for the past six years, friends and alumni of the University of Wisconsin have been making life income arrangements with the University of Wisconsin Foundation by joining the Foundation's pooled income fund. They often achieve two purposes by this arrangement: make a donation to a most worthy cause—the University of Wisconsin—and save taxes and increase their spendable income.

To learn how the pooled income fund works, consider the true facts of the case of Bill and Betty Smith (their names have been changed to respect the confidentiality of their gift).

Years ago, Bill and Betty Smith invested in 100 shares of Lakeside Laboratories, Inc. common stock. It cost them \$6.87 per share then. Through merger, Lakeside converted to Colgate-Palmolive, and the 100 shares of Lakeside by means of bonus payments and stock splits eventually became 696 shares of Colgate-Palmolive stock.

Recently, Bill and Betty made a wise investment that **increased** their income from this stock by joining the UW Foundation's pooled income fund. The fund will pay them an annual income as long as either of them lives.

On July 30, 1976, they donated 488 shares of Colgate-Palmolive stock to the fund. On that day the stock's mean value was \$27.63. The gift at fair market value amounted to \$13,481, with a total appreciation of \$12,794. The stock had a dividend rate of 3.2 percent, compared with the pooled income fund earnings of 7.23 percent in 1976.

By donating the stock instead of selling it, the Smiths saved over \$3000 in capital gains taxes, received an immediate tax deduction of \$6,730.52 based on Treasury Tables and the fair market value of the gift on the day it was donated, and **increased** their income by approximately 4 percent over their previous income from the stock.

The Smiths did something else by this gift. They began the "Bill and Betty Smith Fund" for the UW-Madison College of Engineering. When both Bill and Betty die, the assets in the pooled fund are turned over to the College and will provide the University with much needed financial support and assist it in its constant mission of creating a better world.

Bill and Betty Smith have made a wise investment in every way.

For further information, contact:
Timothy A. Reilley
Associate Director
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
Phone: 608/263-4545



Deaths

Albert A. Nicolaus '01, Billings, Mont.
Raymond Louis Schulz '07, Los Angeles
Dallas S. Burch '08, Los Alamitos, Calif.
Jesse Adelaide Dietrich '15, Madison
Harry Jonathan Kiefaber x'15, Dayton
Edwin A. Sackerson x'15, Sun City
Mrs. Harry T. Carey (Marjorie Epaminonda Wilder) '16, Kankakee, Ill.
Raphaella Catherine McCabe '16, Berlin, Wis.
Mrs. Lewis Dwight Mathias (Florence Caroline Renich) '17, Augusta, Georgia
George Lorenze Service '17, Cincinnati
Mrs. C. R. Haney (Ann C. Foley) '18, Laguna Hills, Calif.
Dorothy Jessie Brickels '20, Santa Ana, Calif.
Harold Harrison Cole '20, Davis, Calif.
Dewey George Edson '21, Madison
Ruth Victoria Milbrandt '21, Reseda, Calif.
Earl Parker Hanson '22, Santura, Puerto Rico

Donald C. Slichter '22, Whitefish Bay and Madison, died in his sleep at his Lake Mendota home on October 15. He was



Donald C. Slichter '22

the last surviving of four sons of Charles Sumner Slichter, dean of the Grad School from 1920-'34 and was the retired president of Northwestern Mutual Life Insurance Co., Milwaukee. He was a past president of WAA and a holder of our Distinguished Service Award; and past president and board chairman of WARF and the UW Foundation. Included in memorial suggestions are WARF and the Foundation.

Henry Parker Higley '23, Dubuque
Rudolph Pabst '23, Burlingame, Calif.
Lewis Adelbert Schmidt, Jr. '23, Lookout Mountain, Tenn.
George V. Gregor '24, Algoma
Arthur Ray Looker '24, Iola, Kans.
Willard Carlyle Sumner '24, MD, Edgerton
Elmer L. Barringer '25, Media, Pa.
Robert Solon Harrison '25, Florence, Ore.
Edna Margaret Smith '25, Two Rivers

Ralph Dennis Timmons '26, Madison
 Carlton Hardy Johns '27, La Jolla, Calif.
 Esther Bertha Heise '28, Milwaukee
 Fannie Hopkins '28, Waukesha
 Michael Franklin Kresky '28, Arlington,
 Va.

John Henry Nelson '28, Camino, Calif.
 Edward Charles Teut '28, Burlington,
 Wis.

John Gust Lange '30, Cedarburg
 Mrs. W. George Glover (Mona Evelyn
 Terrill) '31, Neenah

Mrs. Richard Watson Hantke (Alice Ruth
 Wahler) '31, Lake Bluff, Ill.

Mrs. Albert Kramer (Gladys Dorothy
 Dornbrook) '31, Miami

Jacob Jay Muchin '31, Manitowoc

Jean Frederick Rose '32, Shorewood

John Vernon Evans '33, Kenosha

Burtis Elliott Horrall '33, Angola, Ind.

Clyde Frederick Schlueter '33, Wausau

Alvin Oliver Lund '34, Little Falls, N.J.

Correction: We've been advised that we
 erred in reporting, last March, the death
 of John Baker Muskat '34. He is well and
 living in Blue Island, Illinois. We regret
 our mistake.

Mrs. Clifford Olsen (Mary Morison
 Woods) '34, Sharon, Wis.

George Llewellyn Thomas '34, MD '36,
 Delavan

Paul Robert Gerhardt '35, MD '37, Al-
 bany, N.Y.

Mrs. Frank Christian Klode (Louise An-
 nette Langemo) '35, Milwaukee

Warren Wendling Woessner '38, Woods-
 town, N. J.

Beatrice LaVern Wissbroecker '39, She-
 boygan Falls

Morris Sigurd Lewis '41, Stoughton

Floyd Edward Moeller '41, Madison

Ralph Jacob Martinson '42, Madison

Helen Marie Wind '43, Roswell, N. M.

William Kenneth Brussat '47, Washing-
 ton, D. C., longtime federal employee,
 cited by the Senate, among others, for his
 often-successful efforts to eliminate red-
 tape in dealings between federal, state
 and local governments.

Mrs. Paul L. Hill (Senta Anna Lorenz)
 '47, West Orange, N. J.

Gordon Oswald Stiller '49, Green Bay

Mrs. Mary B. Botham (Mary Lee Bruce)
 '50, Madison

Melvin Cohn '50, Brooklyn, N. Y.

Joseph H. Kennedy '50, Beloit

Mrs. Charles Wylie Sampson (Shirley
 Anne Elizabeth Folz) '50, Orinda, Calif.

Edwin Affolter '51, Racine

Robert Joseph Bertrand '51, New York
 City

Douglas Humphreys Pimlott '54, Maple,
 Ontario

Ray John Thede '56, Dallas

Vsevolod Slessarev Ph.D. '60, Cincinnati
 Gordon Holger Jensen '62, Madison
 Jerome Lyle Massey '72, Keokuk, Iowa
 James William Covey '73, Rice Lake
 Laurence Edward Wagner '77, Edgerton

Faculty

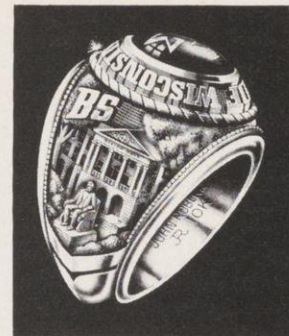
Rudolf Kolisch, 82, Watertown, Mass.,
 internationally acclaimed violinist, in our
 School of Music from 1943 to 1967. For
 twenty of those years he was first violinist
 with the Pro Arte Quartet.

Annabelle E. Wolf, 61, Madison, assistant
 dean of L&S since 1968.

Emer. Music Prof. Paul G. Jones, 72,
 Madison. A member of the Class of 1927,
 he founded the University Chorus, and
 conducted the A Cappella Choir, the
 Women's and Men's choruses and the
 summer chorus in the School of Music
 and its Summer Music Clinic.

Statement of Ownership, Management and Circulation

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1725 Kodiak Circle

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721 N. Fordham

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Snyder

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13922 Bay Tree Dr.
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Zera Tabacchi
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Kathryn Brown
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Philadelphia
Heinz Fischer
57 Delwood Rd.
Cherry Hill

Portland, Ore.
Connie Henes Baird
3223 NE Emerson St. #2

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Louise Little
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313 Hudson St.

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Clinton

Burlington
Dorothy Dyke
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Eau Claire
Drew Ryberg
1326 Cummings Ave.

Fond du Lac
David Crouch
2621 S. Esterbrook Rd.

Fort Atkinson
Helen Rose
1119 Caswell St.

Green Bay
Kathy Appel
215 E. St. Matthews

Hartford-Slinger
Robert Klockow
850 Cedar St.
Hartford

Janesville
James Masterson
5116 E. Milwaukee, Rt. 1

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Robert Johnson
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Kenosha
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Manitowoc
Dion Kempthorne
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Lancaster

Racine
William Halsey
3526 Kinzie Ave.

Rhineland
James Johnson
RFD #6

Sheboygan
Keith Garnett
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Robert Schopp
819 S. 16th Ct.

Tomah
Elaine Paul
218 W. Elizabeth

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David Jenkins
418 S. Main St.

Watertown
Edward Pas
300 Wisconsin St.

Waukesha County
John Forrest
1214 Downing Dr.
Waukesha

Wausau
Mary Clare Freeman
1925 Town Line Rd.

West Bend
Janet Hubbell
1010 Hillside Dr.
Kewaskum

Wisconsin Rapids
David LaChapelle
721 3rd St. S.



Autumn Serenade

Photo/Tom Rust

There's never been a greater fan of the UW Marching Band than Mrs. E. B. Fred. But after decades of thrilling to half-time performances, she's had to slow down. At age eighty-seven she doesn't get to football games anymore. Not to worry. Director Mike Lecrone marched the whole shebang to the Fred's front yard one afternoon this fall to put on a special concert for this special couple.

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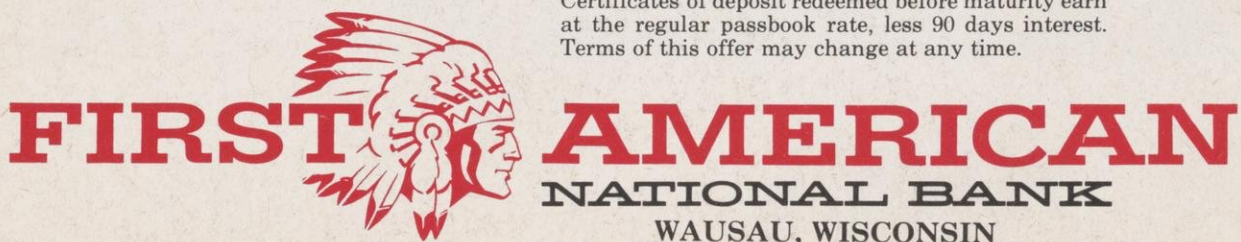
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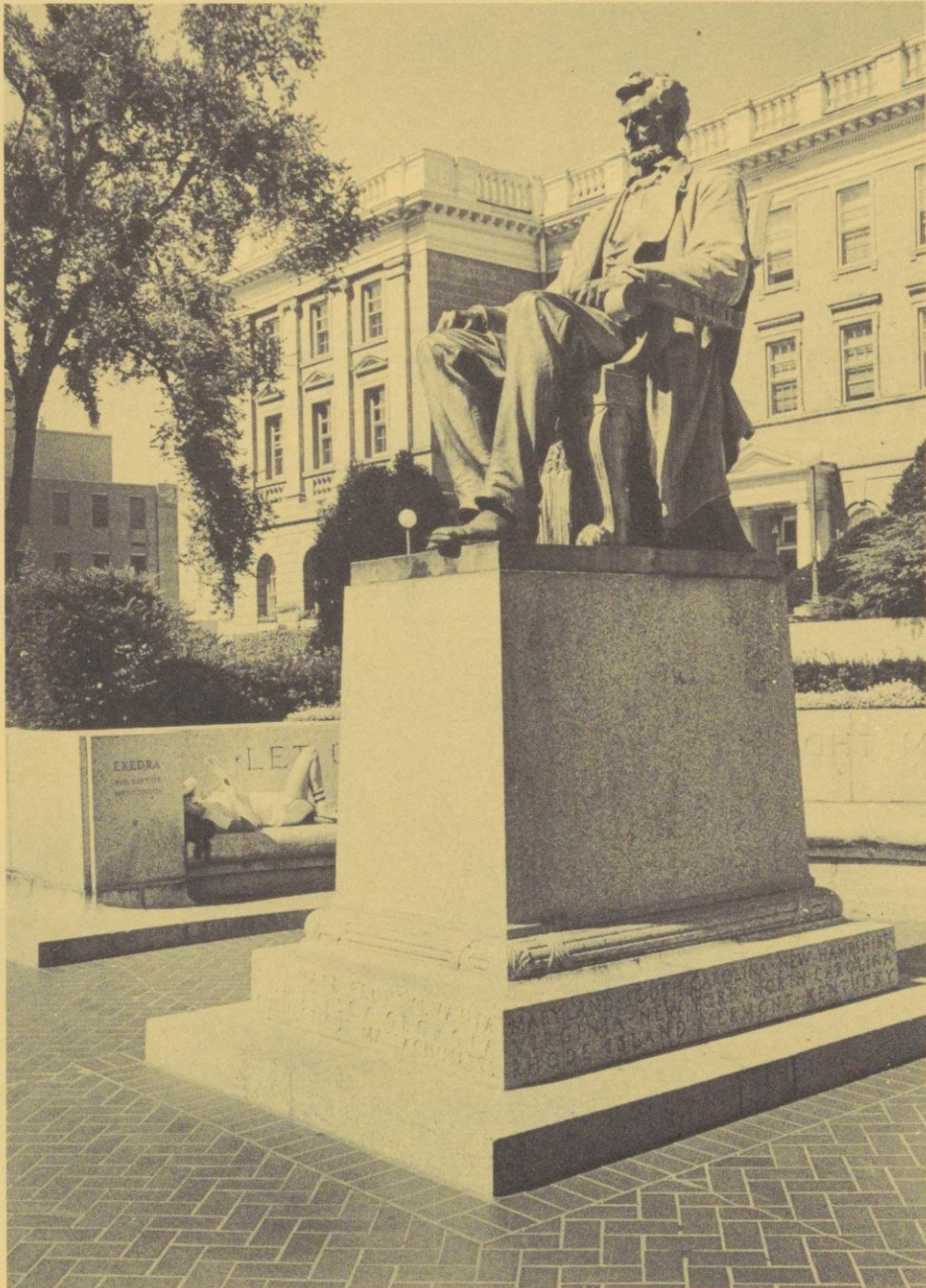
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1977-78 Annual Report Wisconsin Alumni Association



1977-78 Annual Report Wisconsin Alumni Association

INTRODUCTION

This annual report, our thirteenth, represents programs and activities for the twelve-month period, July 1, 1977 - June 30, 1978. Membership and financial material included have been compiled by the alumni staff prior to audit. Copies of the detailed audit report, prepared by Alexander Grant & Company, will be distributed to our directors at the Homecoming meeting.

This is the second time our report is being mailed to all members of the Wisconsin Alumni Association through the pages of the *Wisconsin Alumnus* for your review.

The year was a rewarding one for our organization, with increased alumni involvement and excellent membership growth.

In November, Irving Shain returned to the Madison campus as chancellor. It was a pleasure for our alumni leadership and staff to work closely with him and his lovely wife, Mildred, during the year.

Participation in the traditional programs offered to alumni was excellent. A record number returned for Alumni Weekend in May. The second Summer Mini-camp was offered in July; and in November the Association sponsored our first Young Alumni Football Weekend. We established an Advisory Board for Continuing Education to evaluate the opportunities available to alumni through the University and the Association.

It was a year of financial challenge for us. The usual inflationary process accounted for higher printing and mailing costs. Our loss of the University's inexpensive DAIN line last fall doubled our telephone expenses. Premiums for employee health insurance increased by

17% during the year. We contributed \$3,025 in postage as our share of the cost of a University-UW Foundation mailing to 185,000 living alumni to update records and addresses.

Our trend in steady membership growth continued in 1977-78; 2,549 alumni joined the Association, for a net increase of 1,477 members.

Income received from tours and merchandise hit an all-time high.

The staff wishes to extend thanks to George Affeldt '43 who, as your president, devoted many hours to Association business. And we thank, as well, all volunteers whose determination, dedication, and loyalty are vital to our success.

It has been a pleasure to serve you during the year. Your comments and suggestions are always welcome.

The Staff

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

Gayle Williams Langer '59, Associate Director

Tom Murphy '49, Director of Communications; Editor, *Wisconsin Alumnus*

Carolyn Walker Libby, Assistant to the Director

Chris Corcoran Purinton '75, Business Manager

William Schultz '73, Programs Administrator

Judi Leibel, Director of Operations

Joann Sherven Foss, Administrative Assistant

Suzanne Johnson, Administrative Assistant

Lynne Parish '78, Administrative Assistant
Holly Kaufmann, Receptionist



Alumni Weekend 1978. Outgoing President George Affeldt (left) presents the official gavel to President-Elect Urban Doyle.

Claudine Rima, Receptionist
 Jennette Simonson Poulik, Membership
 Coordinator
 Ida Hustvedt Sivertsen, Life Membership
 Secretary
 Mark Janke, Printing and Mailing
 Coordinator

ORGANIZATION

Executive Committee:

Association officers met four times during 1977-78; July 18, October 22, March 14, and May 20. On July 18, they approved an operational budget for the Association totaling \$328,500.

Board of Directors:

The traditional Homecoming meeting of the Board was held on October 21 and 22. The Friday session centered on student life. Speakers included Paul Ginsberg '52, dean of students; John Hickman '35, assistant to the director of athletics; and Glenn Pound '43, acting chancellor and dean of the College of Agriculture. The afternoon program concluded with a reception for directors and spouses in the Alumni House Lounge, followed by an informal dinner.

The Association's business meeting, on Saturday morning at Union South, featured Elroy Hirsch '49, UW athletic director; Harvey Breuscher, director of state-wide communications for the UW System; John Pike '53, managing director of the Wisconsin Alumni Research Foundation; and Bob Rennebohm '48, executive director of the UW Foundation. Directors heard committee reports from Earl Jordan '39 (Insurance Advisory); Harold Scales '49 (Life Investment Fund); Dale Thompson '50 (Audit); and Jonathan Pellegrin '67 (Treasurer). The directors terminated the retirement plan for Association employees, effective December 31. With this action, all participating employees became 100% vested and qualified for participation in an Individual Retirement Account as of January 1. The board meeting concluded with a luncheon at Union South.

The spring meeting was held Saturday, May 20, on Alumni Weekend. Chancellor Shain provided directors with a Madison Campus update and Bob Rennebohm announced plans for a capital gifts campaign, beginning in the fall of 1978.

Wisconsin Singers manager Jeff Eckerle reviewed the group's excellent year. Committee reports came from Ann Healy Allen, '65, (Young Alumni); and George Affeldt (Nominating).

The following alumni were elected to office with terms effective July 1, 1978:

Directors-at-Large (three-year term)

Ann Healy Allen '65, Janesville
 Lawrence Dallia '65, Milwaukee

Al DeSimone '41, Kenosha
 Tim Flaherty, MD, Neenah
 William Gyure '48, Monroe
 Patricia Strutz Jorgensen '46,
 Milwaukee
 Keith Kuehn '73, Kansas City, Mo.
 Jeanne Oates '66, Washington, D.C.
 Tony Stracka '56, Madison

Director-at-Large (two-year term)

John Hickman, Jr. '65, Minneapolis

Representative on the UW Athletic Board (four-year term)

Dave Spengler '60, Madison

Representative on the Memorial Union Council (two-year term)

Donald Thayer '72, Madison

Officers of the Wisconsin Alumni Association (one-year term)

George Affeldt '43, Milwaukee—
 Chairman of the Board
 Urban Doyle '51, Cincinnati—President
 F. Frederick Stender '49, Madison—1st
 VP
 Betty Erickson Vaughn '48, Madison—
 2nd VP
 Clare I. Rice '53, Cedar Rapids—3rd
 VP
 Eric Hagerup '58, Milwaukee—
 Secretary

Al DeSimone '41, Kenosha—Assistant
 Secretary
 Jonathan Pellegrin '67, Fort Atkinson—
 Treasurer

PROGRAMS

Alumni Club Activities:

Approximately 175,000 pieces of mail were sent to support the activities of seventy-five active alumni clubs. Founders Day observations served as the focal point for all thirty-seven in-state clubs and thirty-five out-of-state clubs. Clubs sponsored an additional fifty events including theater parties, picnics, young alumni receptions, sports excursions, annual meetings and special scholarship fund-raising events.

The matching-dollar scholarship program, in its eleventh year of sponsorship by the Association and UW Foundation, involved thirty-four clubs during the year. The amount raised, including matching funds from the Foundation, totaled \$50,241—enough to provide scholarships for 115 students on this campus.

The following clubs met certification standards during the year and elected a local representative to serve a one-year

Committees:

The following twelve committees served the Association during 1977-78:

Committee	Chairman	Meetings Held
Audit	Robert Wilson '51	October 11
Continuing Education	Betty Erickson Vaughn '48	September 16
Insurance Advisory	Earl Jordan '39	September 7
Life Investment Fund	F. Frederick Stender '49	August 11
		November 29
		February 7
		May 2
Marketing	John Cattelino	September 7
		November 3
		March 8
Membership	Martha Maxim Reynolds '42	February 21
Nominating	George Affeldt '43	March 14
Recognition & Awards	Fred Haberman '36	February 14
State Relations	Byron Ostby '49	Ongoing
	John Walsh '38	
Student Awards	Joyce Jaeger Bartell '38	May 3
	Marshall Browne, Jr. '49	
	Artha Jean Petrie Towell '53	
	Audrey Beatty Walsh '38	
Women's Day	Joanne Bergstrom Meier '51	September 21
	Elizabeth Flandreau Hughes '72	October 10
		March 29
		April 26
Young Alumni	Ann Healy Allen '65	September 28
	Chris Larson '71	January 18

term on the Association's Board of Directors; *In-state*: Green County (Monroe), Madison, and Milwaukee; *Out-of-state*: Buffalo, Mile High (Denver), Houston, New York City, St. Louis, Tucson, and Twin Cities (Minneapolis/St. Paul).

Alumni Leadership Conference:

A visual presentation on the new UW Center for Health Sciences by Bill Davis, its associate vice chancellor, opened the 1977 Alumni Leadership Conference on October 1 at the Educational Sciences Building. This presentation was followed by concentrated sessions on communication and involvement at the local club level, led by WAA staff and club leaders. Other speakers at the conference, attended by 190 local club officers, directors, and committee members, were Glenn Pound, Elroy Hirsch, and George Affeldt.

Spark Plug awards were presented to the following alumni for outstanding leadership at the local level:

Hartman Axley '52, Denver
Wade Crane '48, Detroit
C. W. Olson '39, St. Louis
Karla Geiger Snively '48, Monroe
Peter Turco '46, Kenosha

The morning program concluded with a Wisconsin Singers concert and luncheon at Union South. Attendees returned there after the Wisconsin/Northwestern football game for a Badger Bash and the opportunity to exchange ideas with fellow alumni leaders.

Commencement:

George Affeldt greeted new graduates at both the mid-year (December 11) and

spring (May 28) Commencements, encouraging their participation as new alumni in our activities.

Cross-Country Ski Weekend:

Forty alumni took advantage of the Alumni Cross-Country Ski Weekend held at the Trees for Tomorrow Environmental Center in Eagle River, February 17-19. Workshop sessions were held for beginners and intermediates. The program included lodging at the center, meals, and a special wine-tasting event.

Insurance for Members:

Member participation in the group term-life insurance program increased during the third year. At year end, there were 517 insured members, compared to 477 the previous year. The volume in force was \$14,420,000 as of May 31, 1978. There were no claims during the year. Under the program, WAA members may purchase up to \$40,000 of term-life insurance, with an optional family plan offering spouses \$5,000 coverage and dependent children \$1,000 each.

Job Mart:

Twenty members informed prospective employers of their interest in new employment in the Job Mart column of the *Alumnus*. (This is a free, one-time ad which any member can ask for.) Coded responses received at the alumni office were forwarded unopened to the advertisers. In addition, applicable job orders and notices of openings sent by various organizations and corporations around the world were forwarded to advertising alumni.

Receptions, Huddles, and Open Houses:

Attendance increased at the traditional Badger Warm-Up open houses held at Union South prior to every home football game. Approximately 1,200 alumni and friends enjoyed a pre-game cash bar, complimentary coffee and good Wisconsin cheese, crackers, and cranberry punch while meeting with fellow alumni and members of our staff.

Alumni attending the out-of-town football games flocked to pre-game Badger Huddles. These informal gatherings, similar in format to the on-campus events, provided Badger-backers the opportunity to meet alumni in the area. Elroy Hirsch, Arlie Mucks, members of the cheerleading squad and other Madison campus representatives were on hand to greet fans and lead traditional cheers.

A holiday reception was held in the Alumni Lounge on December 8 for alumni volunteers, University personnel and student leaders who work closely with the Association staff and officers.

On March 15, the Wisconsin Alumni Association hosted a reception in the Lounge welcoming Mildred Udell Shain



Half Century Club Luncheon. Previous inductee, Anna Anderson '02, Madison, receives congratulations from Bucky Badger for being the oldest member in attendance.

to the campus. Alumnae leaders from Madison and surrounding area were invited to meet the chancellor's wife on an informal basis. Approximately 125 attended.

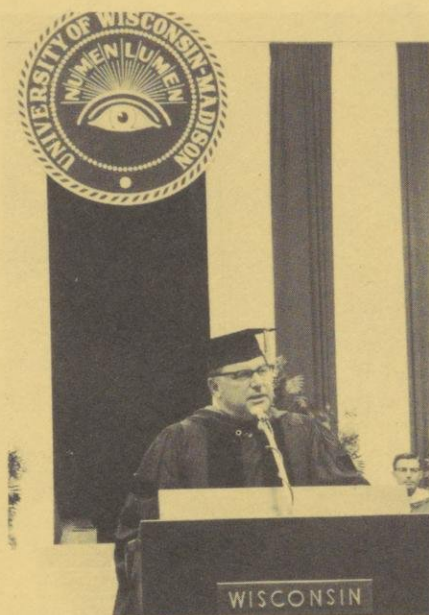
Reunions:

FALL 1977—The Classes of 1957, 1962, and 1967 held reunions at Homecoming, October 22. The informal receptions, with 450 attending, took place at Union South following the Wisconsin/Michigan State football game, with cocktails, hors d'oeuvres, music, door prizes and greetings from class officers. Arlie Mucks, George Affeldt, and the Wisconsin cheerleaders visited each class event, leading the groups in "Varsity."

The cheerleader alumni also returned at Homecoming for their seventh annual reunion. They had a pre-game reception at Union South and headlined half-time festivities dressed in the red-and-white cheerleading attire.

SPRING 1978—A total of 1,600 alumni came to their reunions on Alumni Weekend, May 19-21. The Wisconsin Center served as registration headquarters with special events for the Classes of 1916, 1917, 1918, 1919, 1923, 1928, 1933, 1938, 1943, 1948, and 1953. It was open house in our offices all day on Friday and Saturday.

Things got underway on Friday noon, May 19, when members of the Class of 1928 were inducted into the Half Century Club at the annual luncheon in Great Hall, hosted by Chancellor and Mrs. Shain. Nearly 300 classmates and spouses from the 50-year anniversary class came to the luncheon and a special dinner held that evening. The Class of 1928, headed by Mary Lou Campbell Butts, class president, and Walter Engelke, reunion chairman, presented the University with a



Commencement 1978. WAA President Affeldt addresses new Wisconsin graduates.

gift of \$326,000. The funds will be used to develop a sculpture garden at Elvehjem Museum of Art; to improve the lakeshore development; and to assist in completing the new Center for Health Sciences.

On Saturday, May 20, several classes took extended campus tours with stops at Van Hise Hall and the new Center for Health Sciences. Following a reception, 420 attended the Alumni Dinner on Saturday evening in Great Hall of the Memorial Union. A program in the Union Theater following the dinner featured entertainment by the Wisconsin Singers, recognition of outstanding junior and senior students, and the presentation of Distinguished Service Awards to:

Joyce Jaeger Bartell '38 and Gerald Bartell '37
 Newman T. Halvorson '30
 Edwin O. Rosten '33
 Truman Torgerson '39
 James S. Vaughan '38
 Audrey Beatty Walsh '38

On Sunday, May 21, hundreds of alumni were hosted for a coffee reception and open house at 130 North Prospect Avenue, the home of Chancellor and Mrs. Shain.

Student Relations:

Our staff enjoyed working with many student groups such as the Homecoming Committee, officers of the senior class, and other student leaders. Early in the first semester we hosted an informal reception honoring the 115 recipients of the matching-dollar scholarships. Members of the UW Foundation staff and WAA staff greeted the students at the Alumni House Lounge.

Approximately 200 student leaders attended a similar reception on November 9. The beer-and-cheese event provided an opportunity for them to become more familiar with the Alumni Association and Foundation.

Tremendous enthusiasm was generated on campus by the schedule arranged by the 1978 Homecoming Committee. Working with the alumni staff the committee, headed by Kathy Barnett and Cindy Schweitzer, sponsored traditional events such as "Yell Like Hell," the banner contest, Greek and residence halls displays, the queen and king selection.

The Wisconsin Alumni Association has been recognizing outstanding students since 1943. The Student Awards committee selected eight for recognition on Alumni Weekend. Senior award winners were:

Mark Freedman, Milwaukee
 Charles Fritz, Wisconsin Dells
 Michael Mutschler, Madison
 LuAnn Dallman, Baraboo
 Cynthia Schweitzer, Antigo
 Kristin Ziegler, Madison



Homecoming 1978. WAA President George Affeldt presents trophy to Homecoming Queen, Lis Johnson, during half-time ceremonies.

Juniors receiving scholarship awards were:

Marcy Schultz, Theresa
 Matthew Glewen, Fond du Lac

Sixty-five seniors and forty-nine juniors applied for the awards in 1978. Final selection was based on academic excellence, scholastic achievement, and degree of self-support. Seniors received an honorary life membership in the Wisconsin Alumni Association and juniors received a cash scholarship of \$250.

The Wisconsin Singers got off to an early start in their eleventh year of sponsorship by the Association with a week-long rehearsal camp in August. Under the direction of Mac Huff and choreographer Tom Terrien, this talented student group of twenty-six vocalists and dancers, plus a three-piece combo, performed for fifty-two events during the school year. Concerts included nineteen for alumni clubs, one for a charitable organization, two WAA campus events, a

spring and fall on-campus program and numerous civic and community-sponsored affairs. During the spring recess, the "smiling ambassadors of goodwill" traveled to Florida. Stops along the way allowed performances at the General Electric Theater in Louisville, at alumni club events in Atlanta and Winter Park, at Disney World, and on the beach in Daytona.

Summer Mini-camp:

The Association offered its second Summer Mini-camp for alumni, June 30 - July 4, at Trees for Tomorrow in Eagle River. Approximately seventy alumni families took advantage of the low-cost vacation, which included lodging, meals, continuing education, hiking, canoeing, and many special activities.

1977-1978 Tours

Nearly 600 Badger travelers joined in our fifteenth year of exploring the world



1977-78 Wisconsin Singers in concert.

and experiencing the camaraderie of new and renewed acquaintances. This year's program of eleven tours included:

Alaska, June 29 - July 6: Twelve travelers participated in this eight-day cruise on the M.S. RENAISSANCE, sailing the Inside Passage on the coast of British Columbia and the Alaska Panhandle, with visits to Vancouver, Prince Rupert, Juneau, Skagway, Glacier Bay, and Ketchikan.

Scandinavia, August 7 - 18: This eleven-day tour to Helsinki, Oslo, and Copenhagen was hosted by Peg Halberstadt Kufirin '50 of Madison, with twelve participants. An additional highlight was the overnight steamer trip on the North Sea from Oslo to Copenhagen.

Lucerne/Amsterdam/Rhine River, September 10-20: Thirty-seven Badgers traveled with Gordon Harman '41 of Madison to exciting Lucerne and bustling Amsterdam, with a three-day cruise of the historic Rhine in between.

Danube, October 17 - 30: Led by Fred and Ann (Risdon '50) Stender, eighty intrepid travelers enjoyed this overwhelmingly popular thirteen-day trip which began in Istanbul and included a short cruise on the Black Sea to Izmail, U.S.S.R. There our group boarded the Soviet M.S. VOLGA for seven days on the Danube, stopping at various Eastern European ports and ending in Vienna.

Hawaii, December 27 - January 4: This tour, timed for "school-break" vacationers, attracted eighteen sun seekers to the land of the luau for nine days on the ever-popular island of Oahu and Waikiki Beach.

Trans-Panama Canal, January 21 - February 4, and March 4 - 18: A departure from our usual strictly Caribbean itinerary, this year's annual Big Ten Cruise also included a fifty-mile daylight crossing of the Panama Canal and a cruise in the Pacific from Balboa to Los Angeles. Arlie and Maryalice (Hendrickson '43) Mucks and Harold and Doreen (Steinhauer '44) Scales hosted sixty-five Badgers on this popular cruise aboard the luxurious FAIRSEA. Beginning at San Juan, ports visited included Grenada, Caracas, Curacao, Balboa, Acapulco, and Cabo San Lucas. Two additional Wisconsin travelers took a similar cruise on March 4 - 18.

Las Hadas, February 25 - March 4, and March 4 - 11: A repeat of last year's winter holiday, the word spread and it required two weeks to accommodate the 181 vacationers who wanted to jet to this sumptuous resort near Manzanillo, Mexico. The first section was hosted by Arlie and Maryalice Mucks, while Eric and Elizabeth (Stephens '59) Hagerup of Milwaukee hosted our second group.

Scotland/London, March 31 - April 9:

Sixty-five travelers joined Maryalice Mucks and Nancy Fellenz Affeldt '43 for this nine-day tour in the United Kingdom. After three days in Edinburgh, the group enjoyed a railroad excursion "British fashion" through the scenic countryside en route to London, where the remainder of the time was spent exploring this historic area.

Danube, May 22 - June 4: The disappointed waitlistees from our October Danube cruise almost filled the manifest of eighty-three who journeyed with Urban and Lucy Doyle for this repeat of that popular tour. This time our group cruised the Danube aboard the Soviet M.S. DNEPR and motorcoached from Passau, West Germany to Munich where they caught their flight home.

Moselle/Paris, June 8 - 17: Winding up our exciting travel year, Jim ('71) and Ann Allen of Janesville hosted thirty-nine passengers on this delightful trip which included five days in Paris and a first-class train excursion to Luxembourg where they boarded the M.S. FRANCE for a three-day cruise through the heart of Europe's "Weinlände" in the beautiful Moselle River Valley.

Women's Day:

FALL 1977 - The eleventh annual Day with the Arts, on October 5, offered a variety of topics at the morning sessions: "Women, Romanticism and Art," by Prof. Walter Gray (Music); "Sphinxes and Urns" by Eric and Eliza McCready (Elvehjem Museum of Art); "The Musical Exchange" by Prof. Thomas Moore (Music); and "Campus Architecture" by Prof. Narciso Menocal (Art History). In the afternoon 450 attendees saw an abridged version of "Macbeth" in the Union Theater, featuring Prof. Sybil Robinson (Speech) and Mr. Gerald Bartell. Informal tours of the State Historical Society, Memorial Union and Elvehjem Museum of Art concluded the program. Joanne Bergstrom Meier '51 was general chairman and Ann Davies Shea '62 was program chairman.

SPRING 1978 - "New Horizons" was the theme of Spring Women's Day. The eighteenth annual event was held on April 11. The 460 participants selected two of the following presentations to attend during the morning: "Mainland China Today" by Prof. Eugene Boardman (History); "The Making of Two Presidents" by Prof. Fred Haberman (Communication Arts); "Today's Woman in Science" by Prof. Cora Marrett (Sociology); and "Meeting Our Energy Needs" by Prof. James Skiles (Engineering). Following lunch, scenes from "Tales of Hoffmann" were presented in the Union Theater with musical direction by Prof. Karlos Moser (Music) and special lighting by Prof. Gilbert

Hemsley (Theatre and Drama). Tours of the UW buildings fronting the State Street mall were offered later in the afternoon, including a special visit to the Rare Book Room of the Memorial Library. General chairman Elizabeth Flandreau Hughes '71 was assisted by program chairman Charlotte Irgens Spohn '44.

Young Alumni:

The Young Alumni Committee, headed by Ann Healy Allen '65, Janesville, and Chris Larson, MD '71, Madison, met early in the fall to plan the first Young Alumni Football weekend for graduates receiving their degrees within the last fifteen years. The three-day program, held at University Bay Center, November 4 - 6, was attended by thirty-seven grads.

Program highlights included a seminar on Saturday morning featuring Prof. Reid Bryson, director of Environmental Studies. His presentation, "World Food Supplies—Survival," was a very timely one. On Sunday morning, participants joined in an informal discussion on "Intercollegiate Athletics" with Prof. Haberman, who serves as chairman of the Athletic Board. Informal social activities such as the Friday night picnic, brunches held on Saturday and Sunday mornings, and the Wisconsin/Purdue football game enabled the young grads to become better acquainted with one another.

Several alumni clubs appointed a young alumni representative for the year to work with the WAA staff and committee to continue involvement for young grads at the local level.

MEMBERSHIP AND FINANCE

In our third year at the higher annual dues rate of \$20 and our second year at the \$250 life rate, the Association experienced an increase in membership. As of June 30, 1978, there were 7,493 annual and 19,547 lifetime members, for a total of 27,040. This compares well to 26,278 last year.

In an effort to meet projected annual dues income for the year, direct mail solicitations were intensified during the last half of the fiscal year, but the severe weather in the midwest did not aid our cause. Supplies were difficult to obtain, printing deadlines had to be extended, and alumni did not respond well to appeals sent in January, February, and March. Annual dues income fell short of budget, but life income increased and the monies received from tours and merchandise more than doubled.

Annual dues income for the year was \$115,524, compared to \$117,574 the previous year. A total of 6,524 members were billed; of these, 1,072 did not renew their memberships, representing a 16.4% delinquency compared to 15.3% in 1976-

77. New members joining the Association totaled 2,549 (2,260 annual and 289 life), for a net increase of 1,477. (For the previous year, new members totaled 2,525 [2,387 annual and 138 life] for a net increase of 1,534.)

Life income for the year was \$66,378 compared to \$62,062 the previous year. Two-hundred-eighty-nine new memberships were recorded, representing 214 life units (husband and wife membership = one unit). Deceased life members were discontinued for a net increase in life units of thirty-six. As of June 30, there were 12,407 single-life and 3,570 family-life members for a unit total of 15,977, representing 19,547 life members. Unpaid installments due on life memberships at year end totaled \$91,813 compared to \$116,198 the previous year.

A special half-price life member rate of \$125 was offered to members of the Half Century Club during the year, and the popular annual rate of \$10 was continued for graduating seniors. Young graduates provided the largest percentage of member growth: 1,069 new members from the Classes of 1971-78, representing 41.9% of all new members for the year, were recorded. This is a relatively new trend for the Association; in previous years member affiliation for young grads was quite low for the first decade.

Life Investment Fund:

Life membership income during the year was deposited in the life investment account managed by the United Bank of Madison and our Life Investment Fund Committee. The market value of the account as of June 30 was \$692,342, compared to \$670,495 on that date in 1977.

A net increase of \$63,568 represents a 9.5% increase in the value of the fund. Transactions recorded during the year were: life income deposits of \$66,378, interest income and dividends of \$42,081; withdrawals include \$108,099 to WAA for servicing life members and fund management costs of \$3,280. The amount required for serving life members was \$8,099 higher than budgeted and is based on a service fee of \$6.77 for each of the 15,956 life units at the beginning of the fiscal year. Actual cost of providing service to a member during the past year was \$12.23, compared to \$11.85 the previous year.

Other Income:

Income from sources other than dues was excellent. Life members who had provided financial assistance the previous three years through the "Varsity dues supplement" renewed their support, resulting in \$17,309 for the year. General contributions were \$8,462; sales of advertising space in the magazine totaled \$5,550 and an additional \$5,861 was

NEW MEMBERS BY CLASS

JULY 1, 1977 - JUNE 30, 1978

CLASSES	LIFE	ANNUAL	TOTAL	% OF TOTAL
1971-78	164	905	1,069	41.9
1961-70	25	299	324	12.7
1951-60	6	291	297	11.7
1941-50	6	281	287	11.3
1931-40	22	198	220	8.6
1921-30	21	86	107	4.2
1911-20	1	9	10	.4
1900-10	-0-	-0-	-0-	-0-
Non Alumni	44	191	235	9.2
TOTAL	289	2,260	2,549	100.0%

OPERATING STATEMENT

JULY 1, 1977 - JUNE 30, 1978

RECEIPTS	JUNE '78	BUDGET '78
Annual Member Dues	\$115,524	\$130,000
General Contributions	8,463	5,000
Life Dues Supplement	17,309	15,000
Advertising	5,550	2,000
Servicing Life Members	108,099	100,000
Services Corporation	66,399	70,000
Misc. Programming	5,861	6,500
TOTAL INCOME	\$327,205	\$328,500
EXPENSES	JUNE '78	BUDGET '78
Salaries	\$182,358	\$187,000
Printing & Supplies	15,329	16,000
General Postage	21,910	18,000
Magazine	34,993	34,000
Reunions	940	1,500
Travel, Promotion, Auto	13,903	16,000
Member Incentives	1,643	2,500
Dues & Subscriptions	2,671	2,500
Staff Expense	745	700
Accounting & Legal Fees	1,310	2,000
Telephone	5,826	3,500
Employee Insurance	7,967	7,000
General Insurance	1,615	1,200
Retirement	5,317	7,200
Soc. Sec. & Unempl.	11,289	14,100
Equipment Expense	4,956	4,500
New Equipment	1,640	1,800
Data Processing	2,737	3,000
Mailing Contract	5,088	5,500
Miscellaneous	277	200
Credit Card Surcharge	401	300
Loan to Services Corporation	4,000	-
TOTAL EXPENSES	\$326,915	\$328,500
Received from Life Fund		
Life Member Income	\$108,099	\$100,000
Fund Differential	(41,721)	(25,000)
Life Unit Cost	\$6.77	\$6.25
Actual Member Cost	\$12.13	\$12.23

received from miscellaneous programming. Administrative services income—reimbursing the Association for promotional expenses relating to tours, merchandise and insurance programs—reached a new high of \$66,399. Operational income for the year was \$327,205 with expenses of \$322,913.

WISCONSIN ALUMNI ASSOCIATION SERVICES CORPORATION

The Services Corporation, a wholly owned subsidiary of the Wisconsin Alumni Association, handles all tour and merchandise activity as well as Wisconsin Singers promotions. Receipts for the year were \$93,334 with expenses of \$79,879.

In September, the Association offered its third limited-edition program—a Wisconsin watch. The Bulova Accutron, featuring a UW seal on the dial, was available in pocket, men's, and ladies' wrist style for \$175. The Services Corporation received \$35 commission for each watch sold, resulting in income of \$14,015.

We experienced our best year for alumni travel. Eleven tours were offered. Income from this program reached a new high of \$45,393.

The Wisconsin Singers also had an excellent year financially, generating \$4,212 in record income and \$27,056 in concert receipts.

COMMUNICATIONS

In September we began what we hope can become a habit in *Wisconsin Alumnus* magazine, the use of a full-color cover on one issue. Normally, full-color printing is far beyond our financial reach, the toughest hurdle being the color separations for the original plates. But Mr. John Gruber, program coordinator of the campus Office of Information Services, helped us get over that one very nicely. John is responsible for publication of the staff and student directories, each of which runs a color scene each year. He has arranged for us to get duplicates of his original separations at a very low cost.

So we plan to cover one issue annually

with a color view that's familiar in more ways than one: alumni saw the area daily during your years on campus, and those of you who work, teach, or study here saw the photo every time you looked up a phone number during the previous year. Now it's "recycled" to go out to all our members around the world.

The Executive Director's Report was mailed quarterly to 900 alumni leaders—our national Association directors, WAA committee members and officers, and directors of the alumni clubs located throughout the nation. The report includes pertinent information to assist volunteers in carrying out their activities or assignments, and relates current Association and University programs to our most active group of membership.

Madison Campus Newsletter, published monthly by the Office of Information Services and edited by Assistant to the Chancellor Art Hove, was sent to directors of the Association to keep them better informed about campus issues.

Wisconsin Alumni. Association

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