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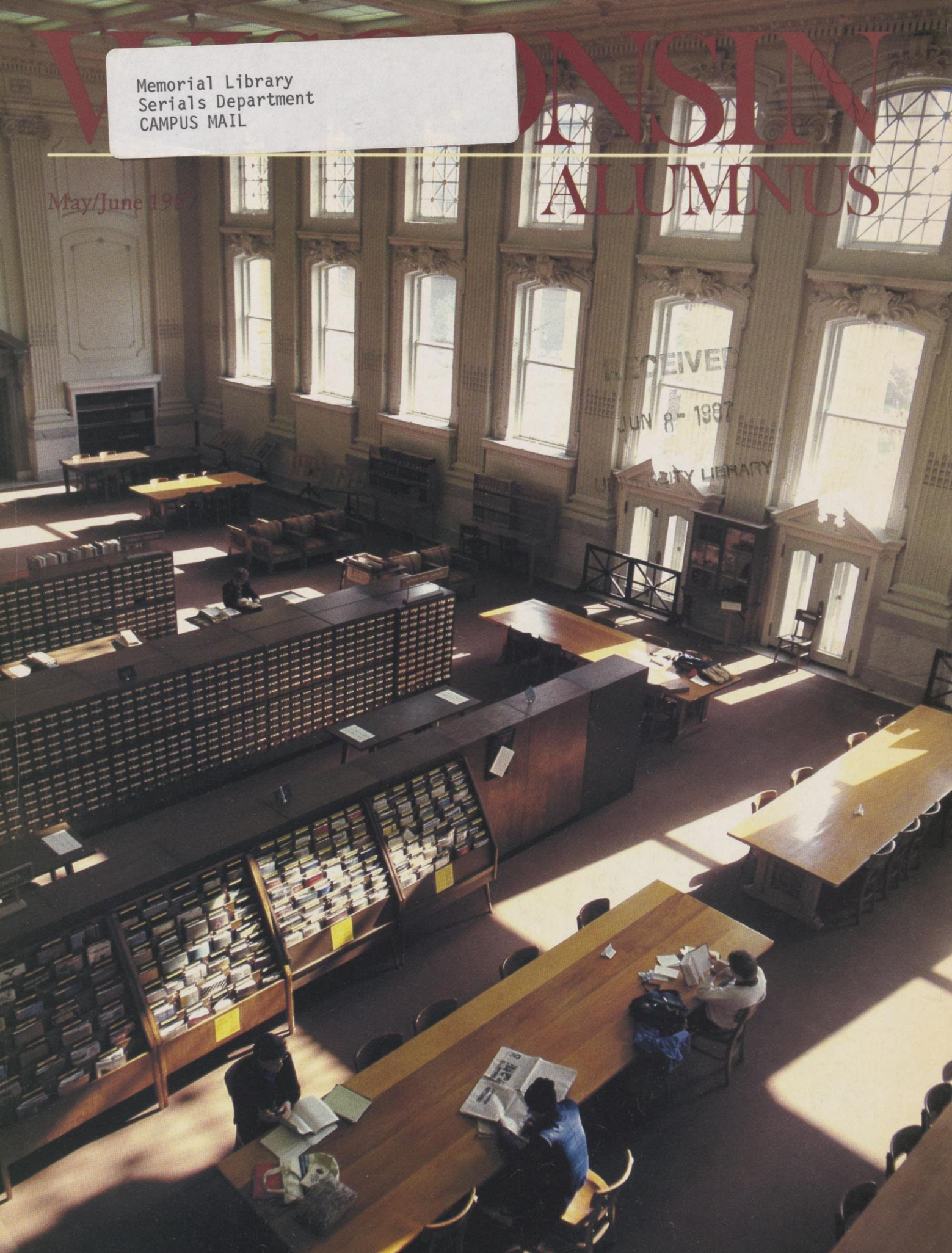
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WINSTON ALUMINUS



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WISCONSIN

ALUMNUS

The magazine for alumni and friends
of the UW-Madison

Thomas H. Murphy '49, Editor

Vol. 88, Number 4, May/June 1987

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COVER: The reading room of the State Historical Society, early on an April morning. As the day grows older, the room fills with students and researchers on the history of just about any aspect of life in North America. Photo is by Glenn Trudell.

WAA WISCONSIN ALUMNI ASSOCIATION

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Elroy Hirsch says he's led a charmed life. "Football's given me everything I have, basically," he told me. "The good Lord blessed me with the ability to catch and run with a football, and I've been very lucky. It opens a lot of doors."

It seems, in fact, as one adds up the Athletic Director's achievements on the eve of his retirement, life has indeed been a series of open doors. From the sandlots of Wausau to a hall-of-fame professional football career and starring role in a Hollywood film about his life (in which, unlike most jocks who play themselves on film, Hirsch performed as though he actually knew what the next word in the script was), he has experienced some of the finer things this world has to offer.

But there is another side to Crazylegs, a seldom-exposed side that goes deeper than the stereotyped backslapping, golf-playing good-old-boy image ballyhooed by the state's news media. It is the side of Hirsch that understands what many star athletes fail to recognize, namely that one has to meet athletic stardom halfway. "Somewhere along the line you have to pay it back, and there's a lot of ways to do that," he said.

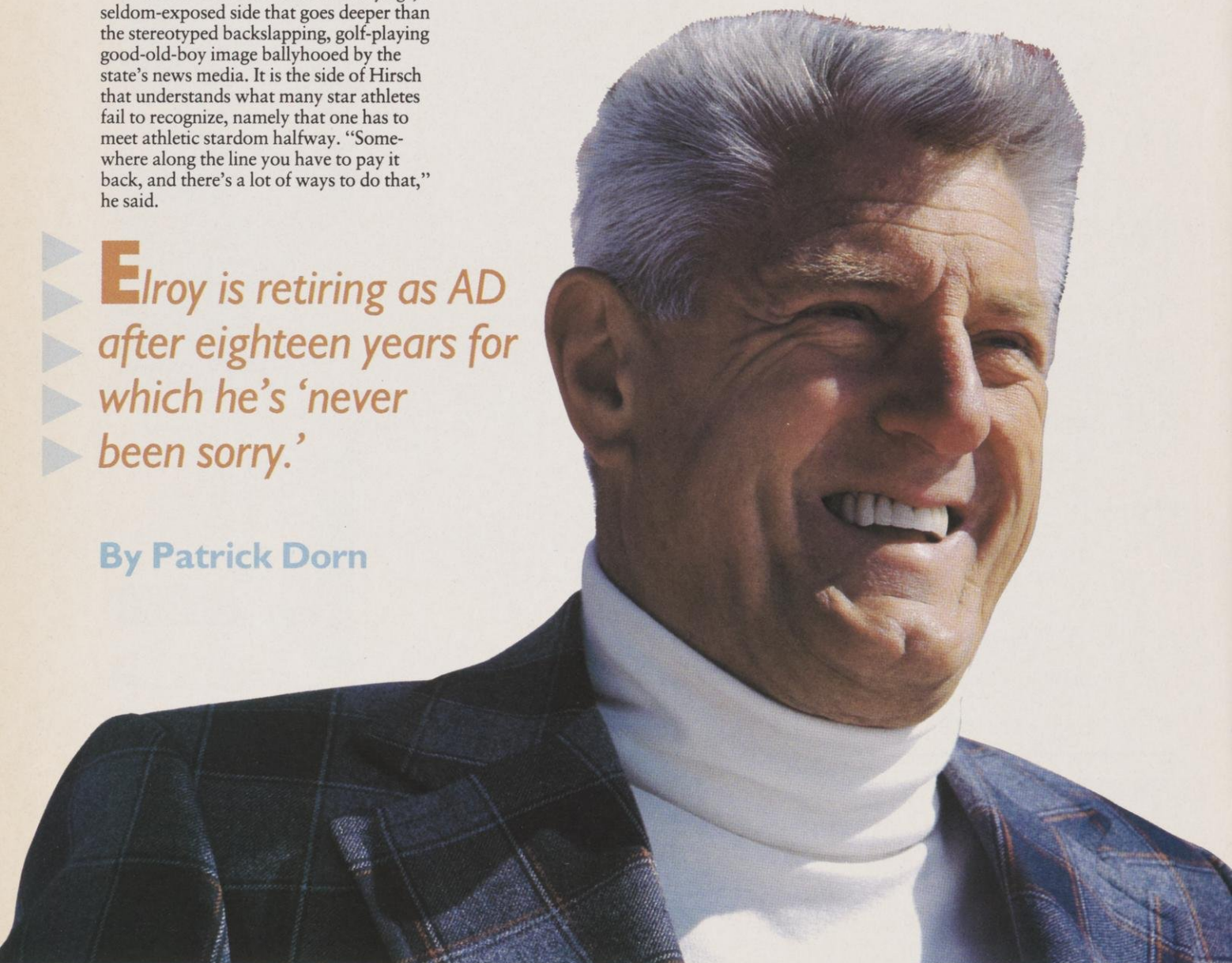
One of the ways he chose was to return to Wisconsin and the University in 1969 with the mission of putting a floundering athletic program back on track. After twenty comfortable years in the California sun—the first nine as a star performer for the L.A. Rams and the remainder in its front office—he recalls the decision to come back here a very tough one to make. "Wisconsin people and my love for this school were the deciding factors, and I've never been sorry, never," Hirsch says.

That love can be easily understood, even though his previous association with the


UW lasted only one season in 1942. He was the key figure in an 8-1-1 record that year to end a down period for Wisconsin football stretching back to the early '30s. It was a season in which this shifty back collected 767 rushing yards, including afternoons of 178 against Purdue and 174 against Missouri; a season that saw a 17-7 upset of Ohio State in a game in which he threw a touchdown pass en route to personally accounting for more than 200 yards in total offense; a season that started a love affair between the man and the state.

Elroy is retiring as AD after eighteen years for which he's 'never been sorry.'

By Patrick Dorn



Glenn Trudell



It was also the season in which he got his nickname and trademark. Hirsch recalls "Crazylegs" as being bestowed by Chicago Daily News reporter Francis Powers; other claimants have included the late UW publicist Robert Foss. Whatever, it has meant enough to the owner that in 1974 he sued Johnson's Wax for what amounted to royalties when they hung the name on a depilatory. He has always seen the name as appropriate: "My left foot points out when I run and the harder I run, the more I wobble." He would swing his left leg in almost a full circle with each stride, and he did a lot of that in a game against Great Lakes NTS, including a long touchdown run.

The nickname went with Hirsch the next year to Michigan where he was sent after enlisting in the Marines under the V-12 program. It stuck with him through active duty and the 1945 season with the El Toro Flying Marines. The next year he signed with the Chicago Rockets of the old All-American Conference. The next three years there were the low point of his career. The team managed seven wins in forty-five games and Hirsch managed to get a skull fracture in 1948, the year the conference folded. He then signed a three-year contract with the Rams for \$12,000 a year, and at the end of that period the NFL's first true flanker helped the Rams to a world championship.

Hirsch's love for Wisconsin is the only half-way-sane reason he could have given for his return here in 1969. The athletic department was \$200,000 in debt and late with the next payment on Camp Randall's new upper deck. Ticket revenues had continued to drop for a team that was 0-19-1 in its last twenty tries. So

he turned on the celebrity status to raise funds and repair the football program. He shook hands with the public and hit the banquet circuit, he met personally with team recruits. In short, he did the things that have made him a favorite target with his most severe critics. And he has always had an answer for them, an answer that applies today as it did nearly twenty years ago. "Eighty-five percent of the department's income is from football. I have to pay more attention to that. I have to set priorities."

And few could maintain that things aren't better. Under Hirsch, the athletic department has expanded its programs from twelve varsity sports—all limited to men—to twenty-five varsity sports, a dozen of which are women's. Big Ten champions have become common in some sports and national titles have come in hockey, men's and women's crew, and men's and women's cross-country.

There are less-visible improvements, too, among them the payment of the debt for the upper deck and press box, installation of artificial turf down on the field, construction of a new baseball diamond, enlargement of the crew house and reconstruction of the fieldhouse roof and locker rooms. And on the horizon, if private funds come in as he hopes, are a new practice building at Camp Randall and a golf course near Verona. Even more satisfying to him is our reputation for a careful blending of athletics and academics. Hirsch is proud of the 86-percent graduation rate of our student athletes. "Our coaches emphasize that to all the young people," he says. "We are not a win-at-any-cost school."

He enjoys noting that the department's entire \$11-million annual budget comes from donations and gate receipts; that the average football attendance climbed from

43,559 per game in 1968 to more than 70,000 per game in 1971 and holding. "People at other schools around the country are pretty envious of our program," Hirsch has observed in his travels.

The last few years have been his most difficult, what with some embarrassing violations of NCAA rules and an occasional and highly publicized run-in with former chancellor Irving Shain but, Hirsch says, he hopes those smudges "won't be the only thing the public will remember about me." He doesn't have much to worry about. His popularity has never flagged, and the constant stream of invitations hit flood proportions since he announced he'll retire in June. He could be somewhere, talking to out-and-out fans, every night of the week if he had a mind to be, from the Founders Day circuit to organized and casual booster groups to Langdon Street, where one fraternity, by way of showing his honored status at a party, gave members free crewcuts and offered Elroy masks to one and all.

Other than turning sixty-four this summer, Hirsch's only other definite plans are to spend more time with his family and on the links, possibly in that order. At home there is Ruth, his wife of forty-one years, in Madison is daughter Patty, and out in Woodland, California is son Win—named for Hirsch's high school football coach in Wausau, Win Brockmeyer. And he'll be around as a consultant to the athletic department for a year or two, if, he says with an ironic smile, "they can keep my name out of the papers." And golf, and an occasional opportunity to stand up and take a bow and shake a few hands of the public that has been so much in his favor all these years. The ones who bring forth his comment that "It's been a damned fine life. I've been very lucky." □



CrazyLegs Heads Into the Open

The Short, Clouded History of a Man of Promise

William Noland, Class of 1875

BY TOM MURPHY
Editor

Maybe, *probably*, we now know the name of the first black graduate of the University. If that assumption is correct we know something of his background, but only one fact about his later years, and that fact is a sad one.

For more than a century, University records never asked race;* a fortunate practice, to be sure, but a frustrating one to historians. Over the years, questions about early black enrollment have poured in to University archivists, to the Alumni Association, to the Registrar's office. Who was the first, who were the early others, how were they treated while here and what became of them later? In search of answers and with nothing official to go on, researchers have usually turned to the yearbooks. But the first was published in 1885, thirty-five years after the doors opened; the first with a smattering of photographs appeared in 1891.

The yearbooks didn't mention race either, and photographs weren't all that definitive. The flash powder bathed any group in a magnesium glare that virtually homogenized skin tone and washed-out facial characteristics. All but the darkest faces could be caught by the lens as much lighter, and many ruddy-complexioned, dark-haired whites might well appear to be blacks, standing next to some delicately featured Nordic blond from Eau Claire.

Still, if photographs were few and misleading, there seems to be a total absence of any student letters or diaries or professorial memoirs that would help, so in the end pictures are all there is to go on.

Bernard Schermetzler, a staff member at the UW Archives, went back to them again in March when, again, he was asked who the first black graduate might have been. He burrowed through drawer after drawer of undated, unmarked photos—even tintypes—from the Civil War era and Reconstruction years, faded images of

**In the late 1960s the federal government began requiring that public teaching institutions make racial statistics available to it. Since that time, our students have been asked to volunteer this information on registration forms.*

University citizens posed stiffly at the foot of a raw Bascom Hill. He found nothing new, so he returned to the photo albums the classes put together in the years before the first yearbooks. The albums were begun in 1871. There was probably only one for each class, a small, thick book with lined pages, no doubt designed for personal journals. A photo of each student was pasted in. In that of the Class of 1875, this time Schermetzler was struck by this photo of William Smith Noland. It just could be, he reasoned, that Mr. Noland was black.

Beside each of the thirty-one pictures is a legend in the handwriting of some faithful class secretary. "Mr. Noland," this one tells us in flowing Spencerian, "is a member of the College of Letters. He has a sanguine temperament, a logical mind, is a good writer & speaks in public with a slight hesitancy. . . . He is the poet of the class & we believe in general aspires to Literature."

Below this, someone else has noted—no doubt close to the time it happened—"Died June 20, 1890, at Cottage City, Mass."

When you turn the page of the album, you find that the secretary has copied autobiographical material submitted by each subject. Here is what Noland had offered. "Born Feb. 11th, 1848 in Binghamton, Brown Co., N.Y. . . . A pupil in the common schools of Madison from the age of 7 to 14, and a basically prepared student in the Classical department of the University of Wisconsin from '69 to '75 with a year & one half travel between the Junior and Senior years. . . . Never having used tobacco or alcoholic drinks, the age of 27 yrs, 4 mo & 5 da finds me 155½ lbs in weight; 5 ft 10 in. in stature, a member of the Hesperian Society (*a campus literary group—Ed*); a disbeliever in secret societies in general; a believer in free trade when I am making the trade myself and in hard money when I can get enough of it; a believer in an educational basis of suffrage; an admirer of Shakespeare, Byron & Moore, Dickens, Wilkie Collins, and Miss Mulock, Bancroft & Macaulay;

and Prof. S. H. Carpenter as the best teacher in or out of the University. Wholly self-supporting since 13 yrs of age with annual expenses theoretically somewhere in the neighborhood of \$325 but practically that amount of money failing to cover them; lastly, dependent for my recommendation to Society upon loveliness of Character, rather than upon beauty of person. My favorite studies are Latin and 'poor humanity.' . . . Before entering college & during my continuance therein, I got my living in all sorts of ways, and nobody knows what I shall do when I get out."

With the mention of Madison to go on, James L. Hansen, the geneological reference librarian of the State Historical Society, found the Noland family in the big ledger of the 1860 city census, and long passages about the father, William H. Noland, in an issue of the Wisconsin Academy Review for 1968 and in the 1983 book *Madison: The Formative Years* by David Mollenhoff. The Nolands and their five children arrived here from the East in the early 1850s; the census lists them as "mulatto," and describes William H. Noland as a "cloth cleaner." The two later references tell us he was the first black to establish permanent residence in Madison, that he was well liked, respected and sometimes feisty. He was, at various times and from a long list of occupations, a grocer, a barber, a chiropodist, a musician and bandmaster (his musical abilities were recognized in a city-sponsored banquet in his honor).

Noland was the first black in the state to be given any kind of appointment by the governor, although it was a token one; he was made a notary public. In 1866—when the State Supreme Court recognized the blacks' right to the vote—he was asked to run for mayor in opposition to the incumbent Republican. He refused; the local Democrats had pulled some racist shenanigans, he said. But his name went on the ballot anyway. Noland lost, but he got 25 percent of the 1,200 votes.



But in all this the son is never mentioned, aside from his name in the census along with the other four children.

Dorothy Weidner, the supervisor of transcripts and alumni records in the Registrar's office, has microfilm of even the earliest transcripts. William Smith Noland's showed that he first enrolled for the school year of 1862–63 (when he'd have been only fourteen; a fact he didn't refer to in his autobiographical paragraphs), then there is a break until the fall of 1869, after which he continued through 1872. He stayed out the next year—that would be his year of traveling—then came back for 1874–75 and his bachelor's degree. That fall he enrolled in our law school, but stayed only two semesters.

Until about thirty years ago, the University kept what was known as a basic card on each graduate. In addition to place of birth, parents' names, years attended, each contained a running update such as marriage(s) and—often at great length—any changes of address in the after-graduation years. Of course it was up to the individual to get the information to the Registrar. William Smith Noland never did that.

His card provides nothing more than his name and year of graduation. It does not even offer the names of his parents.

It seems logical that in 1875 a black person with a college degree would have been singular, assured of some degree of recognition. And, raised as he was by a father who demanded and got personal respect and who refused to let prejudice hold him back, imbued as he must have been with those same qualities—if we can believe the legend they wrote beside his picture, if we get a clue from the poise and wit he showed in his brief autobiography—then we would assume that William Smith Noland would have been heard from in maturity.

But there seems to be nothing, no clippings in the mammoth resources of the Schomburg Library (the black-history division of the New York Public Library), nothing here in Madison, no mention in the files of Boston's Afro-American Museum.

Cottage City, Massachusetts, where Noland died, is down on the Cape, a part of Edgartown. It was established in the mid-1800s as a posh summer colony. Arthur

Railton, of their county historical society, tells us there were surely no blacks in Edgartown in 1890, and only a few in the countryside, living among the Indians.

The staff at the city hall out there found Noland's death certificate. It gives no local address. It says that the deceased was single, aged forty (two years younger than he really was—it was probably a coroner's guess), and that he is buried in Cottage City.

Traditionally, such records include mention of race. But in this case, whatever had been written in that space was later x'd out, as though they weren't sure.

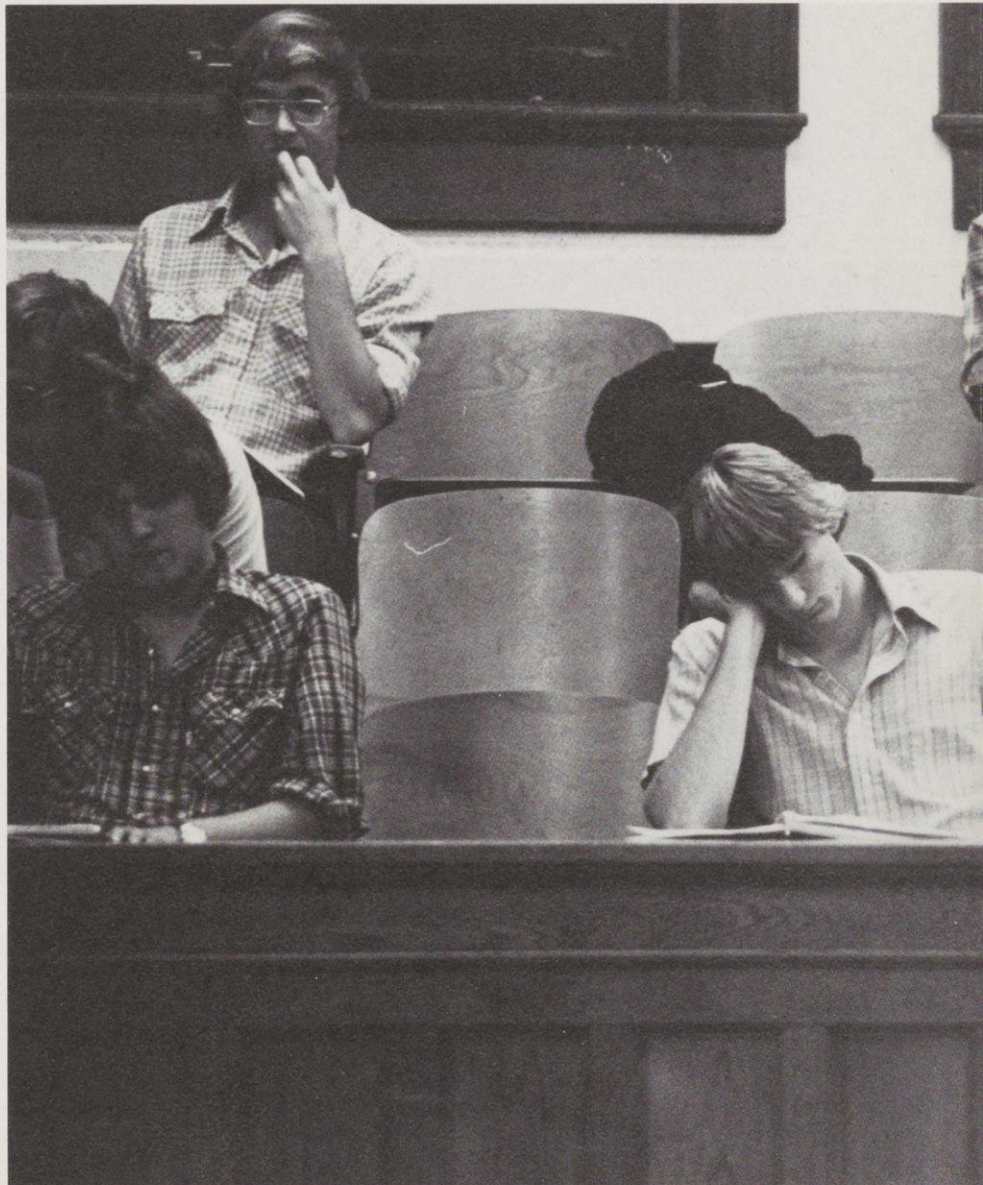
A brief item in the local *Vineyard Gazette* for June 27, 1890 tells us a little more. It says that "Mr. Nolan (sic) was boarding with Mrs. Lucy J. Smith, No. 16 Kennebec Avenue. He had been a summer visitor to the island for four or five seasons, and came here from Providence for the summer a short time ago."

Mr. Railton had begun searching his newspaper files before we knew of the record of the Nolands' race in the Wisconsin census. In the letter giving us the item from the *Gazette* he comments, "It seems unlikely that Noland was black. Had he been, the newspaper account would have added 'a colored man' in keeping with the general practice of the period. Also it seems unlikely that a black would have been living in a boarding house on Kennebec Avenue at that time."

So in William Smith Noland of the Class of 1875 we have this university-educated black man, a pioneer, intelligent, ambitious, fighting for survival, apparently determined that he would never be listed as "mulatto" in any census. If he lived in Providence, R.I.—the only other mention we have of his last years—he never appeared in official records, nor was its public library able to find any newspaper obituary. For "four or five seasons" he visited this rigidly restricted summer colony. So we can only wonder what might have taken place on June 20th. The death certificate and newspaper story tell us that on that evening Noland died a suicide. □

We Need a Better Measure of lit' er • a • cy

*And a wiser
environment
for achieving
it, says this
authority.*



BY PROF. DEBORAH BRANDT
English Department

Prof. Brandt is director of intermediate writing in the department and is writing a book on the nature of literacy.

"What the student really needs to know is, why are we reading this text? Why are we reading it now?"

Before we talk about literacy we must give attention to the significance of that word. It is one that is bound to set off different expectations and attitudes and it is a word that, depending on who uses it on what occasion, can refer to quite a range of different things. For some, it comes as part of a pair, as in "literacy rate" or "literacy demand" or "literacy crisis," and will lead to head-shaking despair over published reports and perhaps firsthand experience which tell us American students do not read and write—or care to read and write—with the fluency and sophistication required in "the information age."

These same pairs also usually have a silent partner, a preferred object of blame, such as television, a breakdown in families, the lack of public support for education, or inept teachers who—depending on one's perspective—either fail to prepare students in the mechanical basics of reading and writing or are content *only* with teaching the mechanical response to language.



Badger Yearbook

For others, the word literacy comes in political and economic terms, as another commodity that distinguishes the haves from the have-nots. In this country it's a commodity that is in shortest supply among our poorest citizens, confronting them with a kind of disconnect order more dooming than any they can get (but not read) from a utility company. Literacy, from this angle, easily can be seen as an arm of oppression and biased selection.

For still others, literacy is simply an overrated and fading technology which might have a place (but not necessarily a central place) in the electronic dawn of what Walter Ong has called "second orality," by which he means a kind of post-literate emergence of orally based communication and consciousness.

As diverse as these perspectives appear to be, they tend to share in common a focus on the manifestations—or lack thereof—of literacy: a focus on its products, measurements, institutions, results, and demands. (The bitter debates that erupt do so over differences about how to interpret those manifestations.)

Literacy is defined as "the ability to," whether that ability is signing a marriage register, completing the eighth grade, writing a paragraph or, as Frank Smith idealistically suggests, "making use of all available possibilities of written language." Judgments are made from these definitions: this person has it, this person doesn't; this group can easily and these groups, not so easily. And then new arguments erupt over the meaning and impact of those judgments. Yet, some of the logjam may have to do with the fact that definitions and debates tend to focus on literacy's products and outcomes rather than on its processes.

If society decides it needs readers, then it must appreciate better what readers need. Analysis must go beyond judgments of why literacy is or is not working to an understanding of *how* it works.

What do people need to sustain an act of reading? The answer may seem simple, at first. They need something to read and a good light. It also helps if they're able to recognize—or in the lingo, "to decode"—the words on the page, to be able to make the syntax of written language add up to something, and to be able to make use of some of the unique apparatus of written texts: titles, paragraph indentations, punctuation marks. Second, it helps if one *values* reading.

Look at young children's schoolwork and you will see this principle in operation. You'll find exercises in prefixes, suffixes, word roots, syllables, synonyms and antonyms, and ways to practice reading aloud. Probably you'll come across comprehension questions stressing answers that are logically and semantically entailed in the text. These come home in backpacks amid

books from the school library, with reminders to parents of the importance of reading to their children.

Behind this lies an influential theory that says learning to read is learning to make the transition from oral ways to literate ways. Oral ways are spontaneous, face-to-face. We figure out oral language by considering what's happening here and now, who's involved, and what they know in common. In contrast, literate ways are characterized as having to be taught. They're impersonal, disconnected from immediate actions and surroundings, universal instead of parochial; it shouldn't matter who is involved, where they come from, and what they know. We figure out written language by contemplating its logic and fixedness. Literacy appears as language-centered, language-sustained.

This theory brings with it certain analyses of literacy problems. It suggests that reading is hard for young children because written language is so socially detached and abstract. It suggests that reading is hard for members of highly oral social groups who value and inculcate oral attitudes and orientations instead of literate ones. It suggests that the remedy for reading problems lies in paying more attention to the structures and forms of standard written language, more practice in treating language abstractly, logically, autonomously, and objectively; more practice in shifting interpretation from the shared world—from the *us*—to the mandates of formal written language—to the *it*.

But this theory, like many of the popular arguments, characterizes literacy by working backwards from the products of literacy. Thus, to be literate, one must be textlike: detached, abstract, explicit, message-focused, conceptual, and literal.

This characterization becomes troublesome in light of growing understandings about the nature of the reading process.

First, the real action is not so much in decoding the text but in managing an act of reading itself. The question that readers confront is not really so much "What does this say?" but more like "What do I do now?" Reading—reading *anything*—consists of an unrelenting series of decisions and judgment calls. What's going on here? Can I forget this? Can I consolidate this? Is my understanding good enough? Can I stop now? And the answers are rarely available, at least not explicitly, in the *language* of a text.

It has become all but a cliché in reading-process studies to say that reading is a constructive, meaning-making activity, yet even this description underestimates the process. Readers not only must make texts make sense, they also must create a larger set of conditions in which it can continue to appear sensible and in which the decisions they make as readers will appear to be sensible things to do.

(continued on page 20)

ANDY WOJDULA

Andy Wojdula '65 lives with his wife Donna (Boltz '65) and their two children in Chicago's suburban Arlington Heights. In July, Andy will complete his one-year term as president of the Wisconsin Alumni Association. His undergraduate years saw him as co-captain of the 1963 football team; treasurer of the senior class; a member of Iron Cross and a Phi Delta Theta. In 1968 he earned an MBA from De Paul University in Chicago. Over the years he has served as president of the UW Alumni Club of Chicago (for which he earned our Spark Plug Award for leadership excellence) and as a WAA director. He chairs our Student Awards committee and this year, during his presidency, he helped establish our Human Resources Committee which he also chairs and to which he brought his expertise in personnel and exclusive management. We talked with him about his career for the following feature.

The technical name is "executive search firm," but down on the street the catch-phrase is "headhunter." The field is just old enough and just new enough so that hearsay often passes for fact. If you've been itching to make a job change after enough years to have earned a reputation, maybe you've hoped a searcher would hear it through the grapevine. In a sense, that's about as close as you can get to one; don't call them, they'll call you. And that practicality, which sometimes makes it tough from the supply side, is exactly why it is so right for the corporation who's doing the hiring, says Andy Wojdula.

Andy is, of course, somewhat prejudiced. He heads Wojdula & Associates, a search firm on First National Plaza in Chicago. He got into the field after some fifteen years in hiring and personnel with such as Blue Cross and Standard Oil, making the switch eight years ago to what he sees as an industry bound to boom in answer to a longtime need.

"Until it came along," he says, "personnel managers who wanted to fill a position were pretty much limited to a sellers' market—people who came to them through employment agencies or in answer to ads. Of course that drastically limited their choice. Nor did it permit the prospective employee any *real* insight into the environment he or she was considering joining. So a search firm is important to

both parties. As an extension of the hiring manager's office, (and our first loyalty is there, of course), we can offer an expertise that the managers commonly aren't trained to possess. The majority don't have time to specialize enough to recognize the golden nuggets in their own firm or to find them elsewhere.

"The search firm can do that. We go into the corporation and study it. We learn the personalities of the key people who will influence the new person's effectiveness.

"We dig while at the same time distancing ourselves enough to be totally objective. We can look for inconsistencies between, say, top management and the board or the VP of Engineering—the kind of thing which could cause a mismatch between it and the prospective new executive. I can try to analyze the chemistry of the place and how a new person would fail here. I can ask, 'What will he or she be expected to do within the first twelve-to-eighteen months?' If the answer to that is a vague, 'oh-h-h, come in and create a marketing/sales program for us,' I have to push for more; what does that mean, what are the quantitative guidelines about which I can measure a prospect and on which the prospect can self-measure."

When the search begins for the simpatico someone, usually it skirts employment agencies for the obvious avoidance of conflict of interest. Moreover, Andy says, "our searches are so tightly focussed, so specific, that an agency would probably be of no benefit to us." Focussed and specific, but nontechnical. "If the nature of the spot to be filled is rigidly spelled-out—something in an engineering area, perhaps, or in dietetics or data processing—generally the client can fill it through traditional avenues. Search is the way to go when the quantification of skills and traits isn't that easily done.

"We're most effective when there is a nebulous ingredient; when an organization wants to make a major change; if it seeks someone to get it into new markets or find new products or wants to broaden the scope of a current position."

Beyond a prospect with abilities, adaptabilities and smarts, there might be extras to look for. Some firms lean toward those with particular educational pedigrees—an MBA from an eastern school ("or, hopefully, from one in the Big Ten," Andy says). Not long ago he did a successful search for a comptroller who is also an after-hours athlete because the firm manufactures

sports equipment and the staff has to do more than talk a good game.

The searcher turns up a field of prospects. Recently Wojdula summarized the procedure in a speech to hiring managers. "We integrate the resume information, the past experience of the candidate, impressions from his or her colleagues, references. And then comes the interview, the most critical aspect of the selection program."

He told his audience what to look for, what to do, what to avoid when they are doing the interviewing. It is a fact of hiring life, he said, that most interviewers make up their mind in the first two minutes and rarely go back on a decision once it's made. "Under those conditions," he told them, "be wary of making mental trade-offs: 'that trait isn't important, and I can help fix it after he or she is hired.' Researchers have found that in a good interview, the interviewer does no more than 15 percent of the talking, he said, and thus a skilled one avoids the "that reminds me" syndrome. The most common errors by interviewers: the unsupported hunch, the "halo effect" which permits a single characteristic of the interviewee to overshadow the others, the tendency to "hire in our own image." In the candidate, he looks for "the 3 M's"—mental ability, motivation, maturity.

Andy says that relatively young as the field is, there are changes taking place. Those coming into it these days are better trained to go beyond advising on (merely) recruiting and selection; they are versed in compensation, initial training and orientation as well.

And the clients are changing, too. Executive search is being utilized by the public sector to a far greater extent than ever as it is, at the other end of the scale, by the small, entrepreneurial privately held company. "Traditionally, these have filled their spots via the good-old-boy network, but now more and more they're seeing that people decisions are so much more crucial for them than with a large corporation where there is a lot more buffering.

"I've hired two surrogate fathers lately. The company owners—both about to retire—had offspring who weren't quite ready to step in and take over. This is a case of finding someone who can join the family, almost literally, and the whole family is rightfully concerned with the choice. Someone to come in and be the 'father' for eight or ten years until the younger generation is ready. I think there is a lot more of this kind of search in recent years." □

Tom Murphy

SIN ALUMNI HOUSE

Talking about
one way you
might find the
right person
for your staff.

On His Year as WAA President

“It’s been a tremendous experience. More fun and more work than I ever expected. I’ve honestly never realized how much spirit there is out there in the clubs and among alumni in general. The enthusiasm of alumni of all ages really got my attention. That makes the search for a new chancellor so important, because the right leader will put all that spirit to the best use. Alumni love and respect this University and its administration and faculty who have made it one of the best in the world. Still, I’m sensitive to the need to recognize change. For example, as we know, only 30 percent of the University budget today comes from state taxes; for all practical purposes, we’re becoming more and more a ‘private’ institution. We can no longer be managed as though we weren’t. The sun has moved a little over the years, and I’m anxious to see who is coming along to keep us in our proper place in the sun.”



Catch-up Helps Faculty Salaries— For Now

Our faculty salaries have improved significantly as a result of the state's "catch-up" pay plan, and should approach or meet the median of those at comparable universities when the third phase of raises is implemented in June. However, a faculty economist involved in national surveys says the gains will be short-lived if increases in 1987-88 don't match those expected at other major universities.

Figures released in April by the AAUP and reprinted in the Chronicle of Higher Education show that the first two phases of catch-up have moved UW-Madison salaries in all three faculty categories up at least three places in a comparison of twelve peer institutions.

Faculty catch-up in the UW System was recommended by a special governor's committee in 1984 and subsequently enacted by the Wisconsin Legislature. The committee report said, "UW faculty salaries should be maintained at a position which is competitive with peer institutions and remain in a competitive position in future years."

In 1984-85, before the implementation of catch-up, UW-Madison salaries ranked last among the twelve for full professors and for associate professors and ninth for assistant professors. Now, after two of the three scheduled phases of catch-up, full professors rank ninth, associate professors eighth and assistant professors sixth.

"The salary improvement has been a key to our ability to remain competitive in attracting and retaining faculty over the past two years," said Acting Chancellor Bernard C. Cohen.

UW-Madison Office of Budget, Planning and Analysis figures project that when the third and final installment takes effect in June, full professor salaries here will average \$51,300, seventh among the twelve peer institutions and close to the group median of \$52,000; associate professor salaries, at \$37,000, will be sixth, close to the median of \$36,400; and assistant professors will average \$33,300, fourth and above the median of \$31,300.

Professorial salaries here and nationally have increased at a much greater rate than inflation in the past year, according to economics Prof. W. Lee Hansen, a consultant to the AAUP's Committee on the Economic Status of the Profession.

Faculty salaries nationally this year increased 5.9 percent, compared with a

Average Faculty Salaries for UW-Madison Peer Group 1986-87 Academic Year (in thousands of dollars)

Name of Institution	Full Professors		Associate Professors		Assistant Professors	
	Salary	Rank	Salary	Rank	Salary	Rank
University of Cal-Berkeley	64.0	1	42.0	1	36.2	1
University of Cal-Los Angeles	62.3	2	40.4	3	37.4	1
University of Michigan	55.9	3	41.8	2	34.7	3
University of Illinois	54.0	4	38.0	5	33.1	5
Ohio State University	54.0	5	39.6	4	33.1	4
Purdue University	52.0	6	36.4	6	30.6	9
University of Minnesota	50.2	7	36.4	7	31.3	7
University of Texas	49.7	8	34.0	11	29.9	10
UW-MADISON	49.3	9	36.1	8	32.8	6
Indiana University	48.7	10	34.5	10	29.2	12
University of Washington	47.9	11	33.7	12	30.7	8
Michigan State University	46.1	12	34.8	9	29.7	11
Peer median (excluding UW-MSN)	52.0		36.4		31.3	
UW-Madison	49.3		36.1		32.8	
Needed to reach median	5.5%		1.0%		-4.3%	

SOURCE: American Association of University Professors, Maryse Eymonerie Associates; and the National Center for Education Statistics, United State Department of Education.

1.9 percent increase in the Consumer Price Index, Hansen said. Based on preliminary data for next year and an analysis of recent trends, he projects a 6-7 percent increase in faculty salaries for UW-Madison's peer group next year.

"An increase of less than 6 percent at UW-Madison would allow salaries to drop below the peer group median, and that would again erode the University's competitive position," Hansen said.

Preliminary data gathered by the University's Budget, Planning and Analysis Office backs Hansen's figures; indica-

tions are that salary increases at individual peer universities will range from a low of 5 percent to a high of 15 percent.

Gov. Tommy Thompson's proposed budget includes enough funds for an average of 2-percent pay raises for all state workers. Negotiations are under way with organized employees on salary and other benefit improvements. UW System President Kenneth Shaw has said it would take an annual raise of about 6 percent in order to preserve the gains of catch-up.

Comparisons of UW-Madison with "peer universities" refer to a group of twelve institutions selected by the Governor's Faculty Compensation Study Committee as representative of UW-Madison's competition. However, the UW-Madison Commission on Faculty Compensation and Economic Benefits has consistently recommended that comparisons be made with an alternative peer group of the twenty top-ranked research institutions in the country. This includes such private institutions as Harvard and Stanford as well as public universities like UC-Berkeley and the University of Michigan.

In that group of twenty, UW-Madison does not fare as well in the current rankings; even after the third installment of catch-up, we are projected to be only seventeenth in average salaries for full professors, sixteenth for associate professors and eleventh for assistant professors.

Steve Schumacher
UW News Service

Club Programs

Here is a reminder list of upcoming events as clubs have advised us by press time. The clubs send detailed mailings to all alumni in their area.

Appleton: May 20, Founders Day. Speaker, Head Football Coach Don Morton. Contact: Tom Prosser, 235-9330.

Manitowoc: May 21, Founders Day. Speaker, Head Football Coach Don Morton. Contact: Mary Kull, 684-8092.

Milwaukee: May 12, Founders Day. Speaker, Governor Tommy Thompson. Contact: Dan Minahan, 276-0200.

Portland, Ore.: August 2, Beer & Brat Picnic. Contact: Dennis Stejskal, 626-6775.

New Freshmen Pay Deposit

The practice of having enrolling freshmen make a nonrefundable \$100 deposit, begun last year, continued this spring. David Vinson, director of admissions, said the requirement helps greatly in predicting enrollment figures. Until it was initiated, many who decided not to enroll after being accepted never advised the University of their change in plans, Vinson said. For those who do enroll, the money is applied toward tuition and fees.

About 8,500 of nearly 14,000 freshman applicants for the fall semester had been accepted by early April, and 1,100 had been placed on the waiting list. The University hopes to reduce its new freshman enrollment to 5,100 for the 1987-88 year, a drop of about 300 from last fall.

1987 Guggenheim Fellows

The Guggenheim Foundation has given fellowships to four on our faculty. The recipients, their departments and research areas are: William A. Brock, economics, empirical applications of nonlinear dynamics; Alexander Nagel, mathematics, studies in harmonic and complex analysis; Alberto Palloni, sociology, population and society in Latin America; and Tilottama Rajan, English, the role of the reader in Romantic literature.

Veterinary School's First Grads

The School of Veterinary Medicine will graduate its first class at May commencement. Seventy-six will receive DVM degrees, of whom forty-one are women. The school, which opened in 1983, has a faculty of sixty-nine.

Alumni Endow Chair

Milton and Maude (Porter '22) Shoemaker '21, '36 of Madison have endowed \$1.25 million for a faculty chair in chemical engineering. Shoemaker is one of the founders of Research Products Company here in town, a manufacturer of air and water filters. He developed a process to thicken mineral oil, making it an effective dust catcher in air filters.

Most news items are based on releases from the UW News Service and other campus sources.

Award Winners



Mary Langenfeld

These ten outstanding juniors and seniors are the winners of WAA citations this semester. They were chosen from 250 nominations by deans, administrators, advisors and registered student organizations on the basis of scholastic achievement, financial self-help and extracurricular activities. The ten, with class, majors and GPAs, are, seated from left: Erin Janssen, De Pere, sr., food science, 3.8; Mark Moran, Brookfield, jr., electrical engineering/computer science, 3.97; Sue Bollig, New Lisbon, jr., dairy science, 3.75; Daniel Olszewski, Withee, sr., econ/computer science, 3.55; Beth Rhiner, Mt. Horeb, jr., poultry science/ag ed, 3.75; Karen Dancyk, Stevens Point, sr., political science/soc/criminal justice, 3.0. Standing: David Grossman, Whitefish Bay, sr., PR/bdcast journ, 3.76; Erik Schoff, Madison, jr., history/molecular biology, 3.61; Mitchell Warren, Omaha, Neb., jr., English/history, 3.8; and Elise Jochimsen, Eau Claire, jr., molecular biology, 3.88. Presentations are part of Alumni Weekend ceremonies. Seniors receive lifetime memberships in WAA; juniors are given scholarships of \$500 and \$1000.

The Way We Were—32



UW Photography/Cinema

SPRING, 1949. Prof. William Stokes conducted Poli Sci 7 lectures in the First Congregational Church at the corner of Breese Terrace and University Avenue during these crowded postwar years. Enrollment had peaked in the fall of '47 at 18,504. Thirty-nine prefab "temporary" buildings helped, but still, some classes ran until the unheard-of hour of 9:30 at night to handle the numbers. In '49, semester tuition jumped to \$75, although the federal government helped the University carry the financial load by paying the \$225 nonresident tuition for everyone on the GI Bill.

Fishing For Peace



Not the one that got away, but how big the salmon might grow to be, according to Hasler.

Last fall, while President Reagan and Soviet President Mikhail Gorbachev were in Iceland lowering the temperature of the cold war by a few degrees, a campus scientist was in the Soviet Union promoting a novel tool for peace—fish. Arthur D. Hasler, emeritus professor of limnology, was sent to the USSR for two months by the National Academy of Sciences to work on a project he calls “Salmon for Peace.”

“The Amur River flows between the Soviet Union and China. Historically, it provided a valuable salmon fishery, but that has declined because of overuse,” Hasler says. He pioneered a technique whereby biologists can restock it by taking advantage of the salmon’s instinctive homing ability. The fish are imprinted to a chemical odor when very young, planted in a body of water and then drawn back as adults to a particular site along a river or lake by adding the imprinting chemical to those waters.

Using this technique, “the scientists could get the salmon to deliver themselves free of charge to the backdoor. It could be a multi-billion-dollar fishery,” Hasler says.

He first promoted his theory on a visit to China in 1983, but this time found that turbulent Soviet-Chinese politics meant he could not visit the border from the Russian territory. Yet he was encouraged when scien-

tists from the Amur River area traveled to Moscow to hear him speak.

He would like representatives from both countries to come here to learn the process. “We could take them up north and show them the Lake Michigan success story. A billion-dollar business has grown there by rehabilitating the lake and introducing salmon.”

Hasler’s trip included a visit to Lake Baikal in Siberia, where he and his wife Hathaway spent their honeymoon fifteen years ago. “It’s gorgeous,” he says. “It’s the oldest lake in the world and the clearest. Imagine finding green mosses at 400 feet. It has more water volume than Lakes Superior, Huron and Michigan put together. It’s an ‘aquatic Australia’ because of all its life forms, including a unique species of seal.”

Hasler was one of twenty scientists who participated in the exchange to the Soviet Union, the first such in a decade. “I’ve been very angry, really, with the NAS because we’ve allowed the State Department to impose upon us the concept that we should punish the Russians,” he says. “So we’ve let ten years go by without any exchange, and that’s punishing us. If you’ve got to punish another country, it seems to me it shouldn’t be by curtailing exchanges of scientific thinking.”

*Inga Brynildson
UW News Service*

Honorary Degree Recipients

Theoretical physicist John V. Atanasoff, animal virologist Martin M. Kaplan, and electrical engineer Charles S. McNeer are scheduled to receive honorary degrees at spring commencement.

Atanasoff PhD’30 conceived, designed and built the first digital computer between 1936 and 1942. He holds thirty-two other patents including on a document retrieval system and an electronic quartz watch.

Kaplan now lives in Geneva, Switzerland. His scientific contributions include development of the concept of transmission of flu viruses between animals and humans and research toward the improvement of rabies vaccines. In 1949 he was appointed first chief of veterinary public health in the World Health Organization.

McNeer joined the Wisconsin Electric Power Company as a junior engineer after graduating from Northwestern University in 1950. He is now its board chairman and CEO, and the utility is ranked first among 112 of the nation’s largest in financial performance. In 1985, McNeer was cited in White House ceremonies for providing energy assistance to the poor.

A fourth nominee was art historian Elizabeth Gilmore Holt ’28 of Washington, D.C. Mrs. Holt died after her nomination was approved; the UW does not give posthumous honorary degrees.

Railroad Corridor to be Sold

Following its decision to drop plans to build a convocation center near the former Milwaukee Road depot at West Washington Avenue (WA/Mar.), the UW Foundation has decided to sell the depot and corridor south of it to private developers. The land was originally intended for office and commercial use in connection with the center. The city has unformed plans to rezone the area for a mixture of housing, commercial and business uses.

The foundation will give the University a section of land north of the tracks for development as a recreation space.

Housing, Parking Ramp In Planning Stages

Visitors to campus should find parking problems eased somewhat within a

few years. The State Building Commission has given the University permission to plan a new parking ramp on the south side of the 600 block of University Avenue between lake and Francis streets. The \$3.9-million structure will share the block with a proposed 280-unit student housing development.

And High Time, Too!

Wisconsin Alumnus Magazine will star (no doubt) in a forthcoming Hollywood production. Of course, there will be people in the film, too.

Set designers for a movie called *Suspect*, which deals with a fictitious alumnus, contacted the UW News Service in March. "Eric," the alumnus with a degree in poli sci, lives in Washington and "is definitely the kind of guy who would belong to his alumni association," the designers said. "He is the sort who still feels a lot of loyalty to his university." They asked for props for the set of his apartment, and were sent a Bucky Badger mug to hold the pencils on his desk, and several copies of this magazine. WAA contributed a set of Wisconsin license plate holders.

Eric is played by Randy Quaid—who recently starred in a TV bio of Lyndon Johnson—with Cher playing opposite him. *Suspect* is being produced by Tri-Star Pictures. It will open next spring at a theater near you, where you can see it as often as you wish.

Sports

The hockey team finished 23-18-1 overall and tied for third place in the WCHA. It was their fifth consecutive twenty-win season under Coach Jeff Sauer. . . . The men's basketball team ended a season of almost-wins. At 10-3 in preseason play, the windup was 14-17 overall, for an eighth place tie in the conference under Coach Steve Yoder. . . . Women's basketball saw an eighth-place standing too, under new coach Mary Ellen Murphy, with 4-14 in the conference, 9-19 overall. . . . Fifteen athletes in four winter sports were named to Big Ten All-Academic teams. . . . There were seventy-seven applicants for the job of Athletic Director at the late-March deadline. Physics Prof. Barney Webb, chairman of the Athletic Board, said his search committee would concentrate on about forty of those. The position opens July 1.

Collecting for History



It's serious business, the study of the Constitution, for Leffler, Kaminski and Saladino.

As a Wisconsin gubernatorial candidate in 1978, Lee Dreyfus considered calling for a U.S. constitutional convention to propose an amendment on a single issue about which he felt strongly. He asked colleagues in the history department at UW-Stevens Point, where he'd been chancellor, for advice. They referred him to history Prof. John Kaminski on this campus.

Kaminski heads our Center for the Study of the Documentary History of the Constitution, a national repository of documents relating to its ratification.

Dreyfus "wanted to know whether or not a constitutional convention could be limited to one issue," Kaminski recalls. "Our resources convinced us—and him—that it is not possible, either historically or theoretically."

Those resources are imposing. There are copies of more than 60,000 documents which Kaminski and colleagues Gaspare Saladino and Richard Leffler have gleaned from libraries, historical societies, town clerks' offices and individuals around the country. There are letters, speeches, newspaper clippings, diaries, convention and legislative records, proclamations, pamphlets and even a few cartoons. They tell the story and the debates surrounding the Constitutional Convention of 1787.

The center, together with the State Historical Society of Wisconsin,

has published seven research volumes of the documents and historical annotations, with eleven more expected. In this year of the Constitution's bicentennial, one set has gone to the federal Bicentennial Commission, which the center's staff has advised on several occasions. Scholars turn to the center, as does a national press anxious for historical anecdotes on the Constitution.

Says Kaminski, "It's important for people to know their heritage. Some might be surprised to learn that information on the ratification has bearing on court cases today. We are consulted frequently for background information on constitutional questions. Beyond that, of course it's exciting to understand how the document came into being, and what impact any revisions would have."

Delegates to the convention actually threw out the old "constitution," the Articles of Confederation. This was somewhat radical; they'd been instructed merely to revise them, Kaminski says. "But they decided the old constitution couldn't be mended and that the crisis facing the country required an entirely new one. So they felt justified in violating the resolution of Congress. It was risky, and created a lot of debate among delegates, citizens and the states."

*Karen Walsh
UW News Service*

In the sun that is young once only,
Time let me play and be
Golden in the mercy of his means.

Dylan Thomas

*You and the sun and the lake on one of
the best days of your life.*





Say, Isn't That . . . ?



VACATIONLAND, OLÉ.
At the fiesta of the Baraboo/Reedsburg club, Charlie Phillips '65; Aural Vladick Umhoefer MA'65, club president and dean of the UW-Baraboo campus; Bernard Cohen, acting chancellor of UW-Madison; Chris Anderson '69, '70.

DALLAS.
At the club's football listening party, Tom Mucks, club president; Steve Watson '70, Andrea Greene '84, and Larry Kosowsky '81.



MADISON FOUNDERS DAY.
Outgoing club president Scott Spangler '74, Acting Chancellor Cohen, Bud Buehner '47, '49 and law Professor Frank Remington '47, '49, recipient of the club's Distinguished University Achievement Award.

WATERTOWN FOUNDERS DAY.
Bob Bauch '40, Joe Darcey '49, Richard Conley MA'63, Charles Wallman '49, Tim Reilly of the UW Foundation staff, engineering Prof. John Bollinger '57, PhD'61, Steven Luchsinger '70, Gary Palmer '66, club president, Eric Oemig '86, Charles Teggatz '41, Catherine Quirk, Rollie Freitag '49.



Letters

"Best Thing in Years"

I wanted to write to let you know how much I enjoyed Professor Gretchen Schoff's article ("It Has Seemed to Me," WA/Jan). It was the best article I've seen in years.

Congratulations.

EDITH BETTS '43
Moscow, Idaho

The Job Mart

BSEE '85. Research engineer seeks position involving design, developing, testing, evaluation microelectronic hardware. Would welcome hands-on environment, use of computer-aided design and engineering tools. Resume, refs available. Member #8211.

School of Ed '81, '82, '87 with honors. K-12 teaching certification. Fulltime experience in ed research and tech writing, graphic layout/design, outdoor ed, museum curatorial, PS teaching in Chicago suburb, university teaching at UW-Madison and U of Ill-Urbana. Member #8212.

Mgr. int'l mkt/strategic planning with very large info and telecom firm seeks to leverage problem-solving skills in related functional areas (mktng., sales support, PR, etc.) with smaller firm. MBA'79 UW-Madison, BA SUNY-Albany '77. Resume, refs available. Member #8213.

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

PROSPECTIVE EMPLOYERS:

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

First Things First

I rather liked what I read about our new football coach, Don Morton (WA/Jan). His philosophy, "don't take yourself too seriously," is a great piece of advice to pass along to young people. That and, "I don't know, but I'll find out."

My class lived through the days of Gloomy Glenn Thistlewait and Doc Spears and the start of Harry Stuhldreher's era. Lately I've come to appreciate Joe Paterno of Penn State, not only for his football successes, but for the fact that a large percentage of his athletes graduate. I think that that's what it's all about.

Athletics should help to produce a disciplined man. I like to see us win, but let's not ever become a Football School.

FRED O. KOCH '34
Nyssa, Oregon

Mr. Koch will be heartened by the story in our March issue, reporting that ninety-one student athletes made the Dean's List the first semester, that 322 had B-or-better GPAs, including eighteen with straight A's; and, in the profile in this issue, by Elroy Hirsch's continuance of the University's emphasis on scholastic achievement. — Ed.

Petrovich Remembered

I read with great interest the article on Professor Michael Petrovich (WA/March). I took two of his courses approximately twenty years ago, and feel they rank with the best I have ever taken. Professor Petrovich certainly was an entertaining and captivating speaker.

I can vividly recall his slide presentations accompanied by period music of Russian composers. More than once students applauded at the conclusion of a lecture. I also remember that he didn't care if we attended lectures, but he didn't allow any latecomers into class.

His picture in the article shows that he certainly hasn't aged much over the years. I also respect his frankness regarding the changes in academic atmosphere at the University.

My best wishes to him for a happy retirement.

WILLIAM F. SNYDACKER '67
Muscatine, Iowa

Don't Make a Move Till You Make a Call

The University keeps track of you through its Alumni Records Office, which is plugged-in to a campus toll-free number. If you want to report an address change, one call does it. That's for *all* the mail you expect from the campus: this magazine, reunion notices, "On Wisconsin," Foundation mailings, the works.

In Wisconsin, except Madison:
800-362-3020
(in Madison: 263-2355)
elsewhere,
except Alaska and Hawaii:
800-262-6243

Call between 7:45 and 11:45 in the morning or 12:30 and 4:30 in the afternoon, Madison time. Be sure to ask for the Alumni Records Office.

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UW Press

We Need a Better Measure of Literacy
(continued from page 9)

Based on the very first few words, we make some guesses and begin sketching the lay of the land. With this first, fast sense of “where am I?” we can begin to treat the unfolding text as further evidence that our guess seems to be working. If the evidence challenges the guess—if one discovers, “Hey, wait a minute, I’m not where I thought I was”—then a new guess has to be made on the basis of the new evidence. So we are busy creating scenes that some researchers call “mental models” or “environments.” These do not necessarily mirror the conceptual, logical form of the text. Rather, they are made up of images, symbols, fuzzy horizons; our elliptical and inner sense of current meaning.

In short, we are working with a lot more than the language of the text. This realization came home to researchers when they tried to design programs that would get computers to read simple stories. They started with a decoding model of reading and assumed that what the computers needed was a lot of semantic information. They stuffed a computer full of memory for words and a way to handle syntax. But it didn’t work. The computer could not understand a simple story, basically because it lacked personal experience. The researchers began to realize how much even the simplest story depended on a wealth of what might be called “being-around knowledge”—implicit understanding of typical human needs, goals and values and implicit know-how for filling in things.

This has been borne out in studies of human readers as well. With *prior world knowledge* we can accomplish the inferences necessary for comprehension. When otherwise proficient readers are given highly unfamiliar material, they start acting like poor readers, so dependent on the very words of the text (and yet unable to get

them to add up to something) that their comprehension deteriorates.

Researchers have discovered that we readers are further guided by our current situation. To help answer the question “What do I do now?” we take into account such things as our immediate purpose for reading this material. We rely on the role we are in when a particular text comes to us, say as teacher, or student, or chairman of the board, or someone figuring out if the warranty is still good on a VCR. Trying to read without a relationship to a context and a role in that context is very much like trying to read in the dark.

There are important implications for rethinking literacy. The recognition that it is “underwritten” by mutual background knowledge raises a paradox in a highly literate culture such as ours. We proliferate knowledge, and of an increasingly diversified and specialized sort. We spawn frequent revolutions in knowledge, so its foundations often aren’t that old to begin with. The more our culture knows collectively and cumulatively, the less we may know in common. So two consequences of advanced literacy—specialized knowledge and rapid turnover in knowledge—may actually contribute to the suffering of general literacy, especially among those with the least experience and being-around knowledge, namely the young.

That our mutual experience and reference serve as the connecting tissue for reading also raises troublesome social questions in a culture such as ours that is so ethnically and socially diverse and yet, regrettably, so ethnically and socially segregated. The less our social groups share in common, the less well they will ever be able to read each other. This points up too the inadequacy of product-centered, language-centered diagnoses of literacy problems, diagnoses that too often are used to address the fact that black American youths con-

tinue to score disproportionately lower on tests of reading and writing.

The problem, some analysts would say, is in the transition from orality to literacy. The problem, they would say, is some children’s failure to learn to shift dependency for meaning away from the material and social world and onto the abstract, explicit code of written language. What those analyses often fail to address, however, is how the written language (itself) of most literacy tests demands access to material and social worlds that overlap in very concrete ways with the backgrounds of majority-culture readers. No amount of remedial language drills will solve this condition.

Moreover, the role of background knowledge in reading forces a reversal in one of our most fundamental ideas about literacy. We usually regard reading as a tool for gaining knowledge. Children must learn to read, we figure, so that they can begin to learn everything else. But now, must we not recognize the fact that first-hand experience and knowledge are a tool for gaining literacy? One who believes so is researcher Roger Schand—one of the people who went through the unsuccessful ordeal of trying to get computers to decode stories. In a book written for teachers and parents, he concludes that the best way to teach children to read is to show them more and more about the world.

Understanding reading as a decision-making process also throws some complications into one of the most common complaints that college teachers, especially, have about students as readers. We say that their problems with reading are their problems with thinking. They can (maybe) regurgitate the language of a text but they have trouble analyzing or criticizing or synthesizing or evaluating. It may be, though, that thinking is not the problem so much as the fact that our students don’t have access or don’t know how to get access to the bases for making those decisions—bases which lie not in the explicit language of a text but within the enterprises, interests, and traditions of various fields of study. Too often reading comes to students as an aim in itself. Or is assigned prior to class discussions instead of after them or as part of them. Or is simply seen by students—in a phrase that says it all—as “booking” for a test. But what they really need to know is why—out of all the texts we might have read—are we reading this one? Why are we reading it now? What are we trying to find out by reading this? What role should I be in as I read?

We’re wrong to think of reading as a basic skill that should be taken care of once and for all in elementary school or, at any rate, in high school. When we begin to appreciate that most of what reading is has to do with things that aren’t written on a page, we begin to appreciate that we never stop learning how. □

Business people are back as lecturers.

On weekdays there are so many alumni cruising around the corner of Langdon and Lake streets that resident faculty wonder if their former classmates have come early for Homecoming. Most, however, are carrying briefcases instead of the trappings for a pre-game party. And most will head back to Minneapolis, Sheboygan, Milwaukee, New York and places in between once they've finished teaching their one- and two-day workshops.

This growing army of part-time instructors returns to the Wisconsin Center periodically to share the knowledge and expertise they've gained in the professional and business world. Most of them teach extension workshops or classes for departments of the Division of University Outreach or for outreach units of schools such as engineering, law, business, nursing and education. (And the demand is impressive; in April alone, the Wisconsin Center booked 138 such conferences with an enrollment total of more than 6,000.)

"It makes good sense to utilize ad hoc professors for many of these," says Robert Witte, the director of the Management Institute of the School of Business. "This permits us to offer top national experts on a variety of subjects without having them on a nine- or twelve-month appointment."

In most instances, such experts have been in on the course since day one; outside professionals are almost invariably used as advisors when the courses are established. Outreach faculty—many of them formerly with the Extension—normally do the teaching, and resident faculty teach one or more classes per year. But with that workload, plus the goal of utilizing those with a mixture of academic and on-the-job experience, the staff is always looking for outstanding graduates to return as visiting profs.

They come from the public sector as well as the private, and of course it's not mandatory that they've earned their degrees at UW-Madison. "It's just that Madison alumni are often a bit more

By Jim W. Gooch
Director of Information
UW Outreach



Charles West MBA '69 likes to mingle with his audience.

Coming 'Home' from the Office

willing to take the time from busy schedules for course preparation and travel," according to John T. Quigley, who serves as chair for the College of Engineering's department of professional development.

One of the ad hoc lecturers most frequently used by the Management Institute is Charles West MBA '69, a principal in West & Associates, a Minneapolis marketing consultant firm. His expertise lies in marketing and sales-planning for medium-sized companies, and he has held posts with 3M and Honeywell. West helped instruct two programs here last spring and two more this year. Using an unusual approach which concentrates on buying rather than selling, he leads seminars on overcoming the price objection.

Roger Axtell '53 of Janesville is a former vice-president of Parker Pen, and now a liaison between the governor's office and the state business community. His recent book, *Do's and Taboos Around the World*—draws on his international travels with Parker (and has earned him interviews in the "Talk of the Town" section of *The New Yorker*, and on such TV talkshows as *Today*, *Merv Griffin* and *Regis Philbin's Lifeline*).

Naturally enough, Axtell comes back to teach seminars on international marketing.

As manager of marketing for Johnson Controls in Milwaukee, and vice-president-and-general manager of Executive Communicators, an advertising and PR firm, George Huhnke '54 brings experience to his classes in success orientation for executives. Ruth Dumesic MBA '82, marketing director for a Madison CPA firm, Williams Young & Associates, was the lead instructor at a March workshop on personal computer applications to improve marketing effectiveness. Theodore Gunkel '56, president of Madison Valuation Associates, teaches workshops on valuation of closely held businesses and organizations.

A seminar on the legal aspects of pricing and distribution strategies was taught by Dane County Circuit Court Judge Susan Steingass '76; one on copyright law by Madison attorney Michael Skindrud '75. Another attorney, Frank Crisafi '70, served as an ad hoc professor during a two-week institute on delinquency control. He's the former chief juvenile prosecutor for Milwaukee County.

(continued on page 22)

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Coming 'Home' From the Office
(continued from page 21)

An appeal to teach an April workshop on managing special collections of archives, manuscripts and photographs enticed Susan E. Davis '73, '75 to return. She is curator of manuscripts for New York Public Library and an adjunct lecturer at the library school of Columbia University.

Other seminars sponsored by the Outreach Division's department of communication programs have been instructed by Arnold E. Aronson '51, '52, '77 who now heads the section of speech pathology in the department of neurology at the Mayo Clinic. Aronson taught two short courses on communicative disorders that were offered statewide over the Extension's Educational Teleconference Network.

William C. Nelson '58 may hold a record for teaching the largest number of adult students during his years here on the ad hoc level. Nelson, a writer for the Sunday magazine section of the Milwaukee Journal, has taught the course, "Article Writing for Fun and Profit" over ETN for the past fifteen years to aspiring and semi-professional writers. An impressive number end up selling to state and national publications. The Nelson saga began in 1954 when Bill's father Al, a prolific and successful free-lancer, was asked to teach evening classes for the Extension. He still does; his is one of the more popular classes offered by its Independent Study unit.

The state's new Secretary of Transportation, Ronald Fiedler '55, has taught professional development for engineering outreach, which lists among its other ad hoc faculty Roger M. Pasch '69 of Madison; William D. Plummer '52, president of H & H Construction here and Magaw Electric in Milwaukee; Gerald R. Andrews '74, '82, head of the landscape management division of Lied's of Neenah; Donald R. Buettner '57, '61, '64, who is president of Milwaukee's Computerized Structural Design, Inc.; and John P. Taylor '60, supervisor of standards and performance for a division of GTE in Phoenix.

Other "guest instructors" in various areas include Eleanor Mae Schatz MS'72, PhD'81, who comes across town from the Monona Grove School District to make a success of "College for Kids" for our educational psychology department. Terri Cronk Connelly '79, an instructor at the Madison Area Technical College, returns to teach drawing classes, and Mary Kay Hall Easty MM'68, director of the music ministry at the First Congregational Church in Appleton, is here frequently to lead conferences on church music.

The list goes on and the demand gets greater. It's nice to know there are those successful alumni out there willing to bring their expertise home.

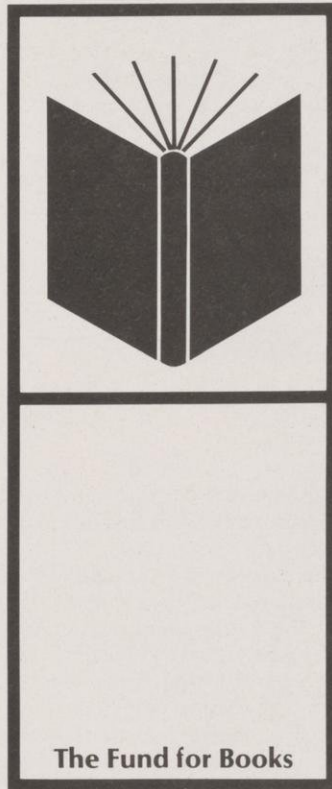
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- It is the storehouse for the records of past achievements which the modern scientist must continually restudy as new facets come to light.
- It is the open door to learning for undergraduates.
- And it is a reservoir of knowledge to which the general public may repair.

These functions are just as vital today. Beginning in 1851 as a small room with fewer than 600 books, the General Library System with its more than 4.5 million volumes in 1987 serves the University's students, staff, and faculty in the humanities, social sciences, and agricultural, physical, and life sciences on the Madison campus.



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However, the spiral of knowledge is ever expanding and becoming more complex. Libraries are finding it increasingly difficult to support adequately the questioning spirit which leads to new knowledge and to inspire and guide present and future generations of scientists, teachers, writers, and business men and women.

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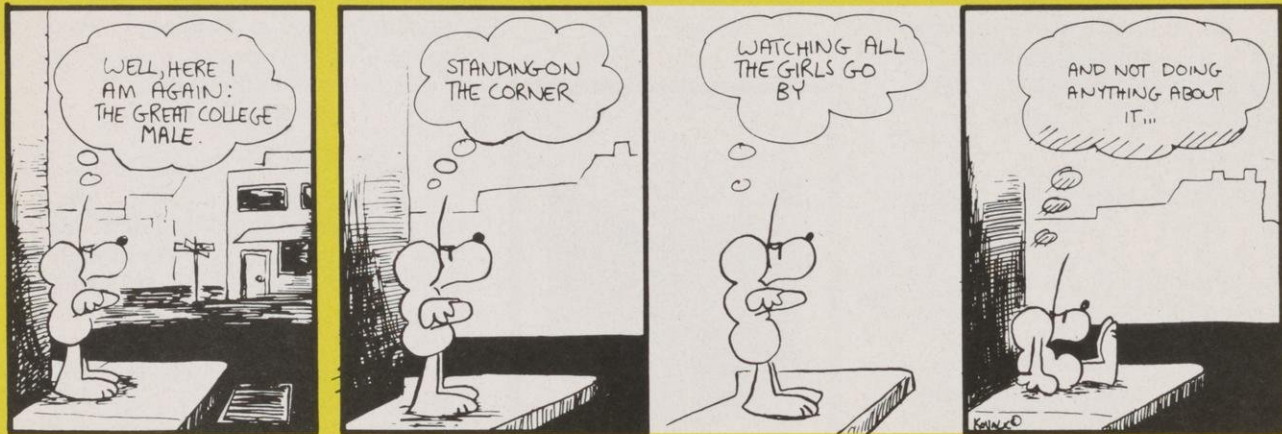
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Have a Laugh on Life



BY BRIGETTE VETERNICK

What would make *this* reporter for the conservative Badger Herald risk all and be caught reading the Daily Cardinal? Well, the Cardinal carries a locally drawn cartoon strip that's gaining the reputation among many students as having the political wit of "Doodlesbury" and the originality of "Bloom County."

This one is called "Wild Life," and the artist is a clever and charming native of Manchester, England named John Kovalic.

The strip has appeared in the Cardinal since 1984. It is set on campus and has taken a critical look at the radical left, the radical right, television, politics, and relationships. CIA recruitment, registration week, anti-apartheid rallies, and the football team have all been topics. It's nothing new that college humorists take potshots at

the establishment, of course, but Kovalic is a pioneer in that he's the first one to do it here via a daily cartoon strip.

"Wild Life" revolves around four main characters and a few minor others. There's Carson, the lovelorn muskrat, romantic, honest, sincere, often too trusting. He weathers one disastrous romance after another, and we often find him in the Rathskeller pondering life over a beer, or sitting atop the Carillon Tower, philosophizing.

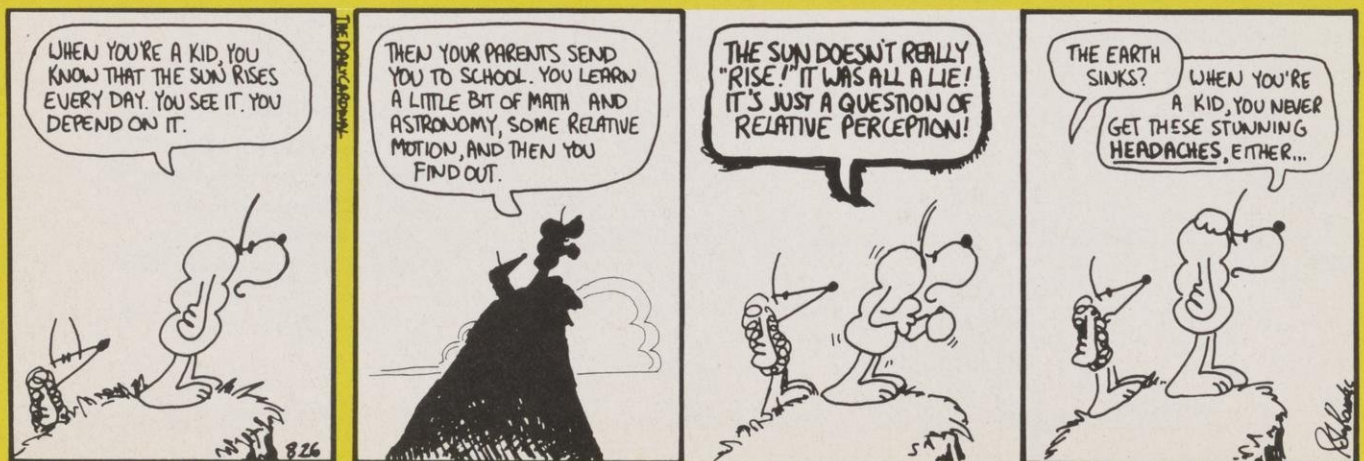
There's Hanly, the intellectual weasel, who seldom makes it to class because he's too busy demonstrating for any and all causes. There's an existential badger named Snyder, duped into spending spring break in Nicaragua; and there is James Knagg, a hot-headed ultra-conservative horse. Knagg is president of the Rambo Commie-Crusher Club.

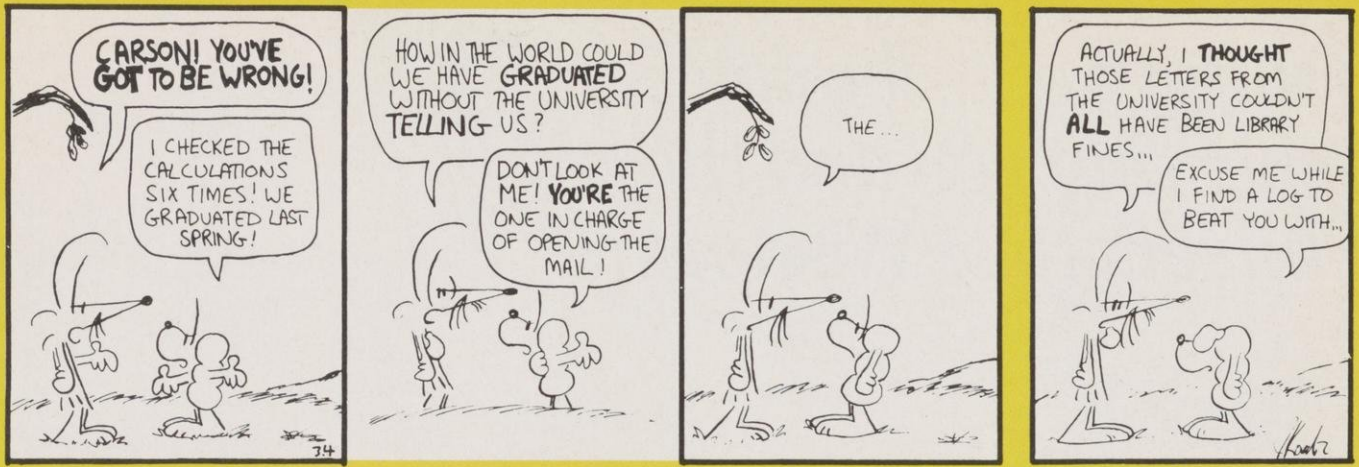
The "Wild Life" characters have remained virtually unchanged since Kovalic created them back in high school. The strip

ran in the paper at the University of London, then came with the artist to UW-Parkside, where he studied astrophysics. Since he moved to Madison, it has been honored by the Society for Professional Journalists—although Kovalic failed the only art course he ever took—and he has earned an MS in economics. Now, because "I don't believe in the starving-artist way of life," he's working toward an MBA and reviewing music for the Capital Times while continuing the cartoon.

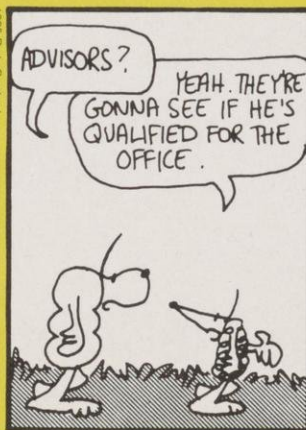
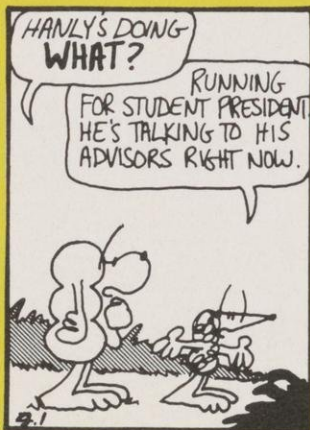
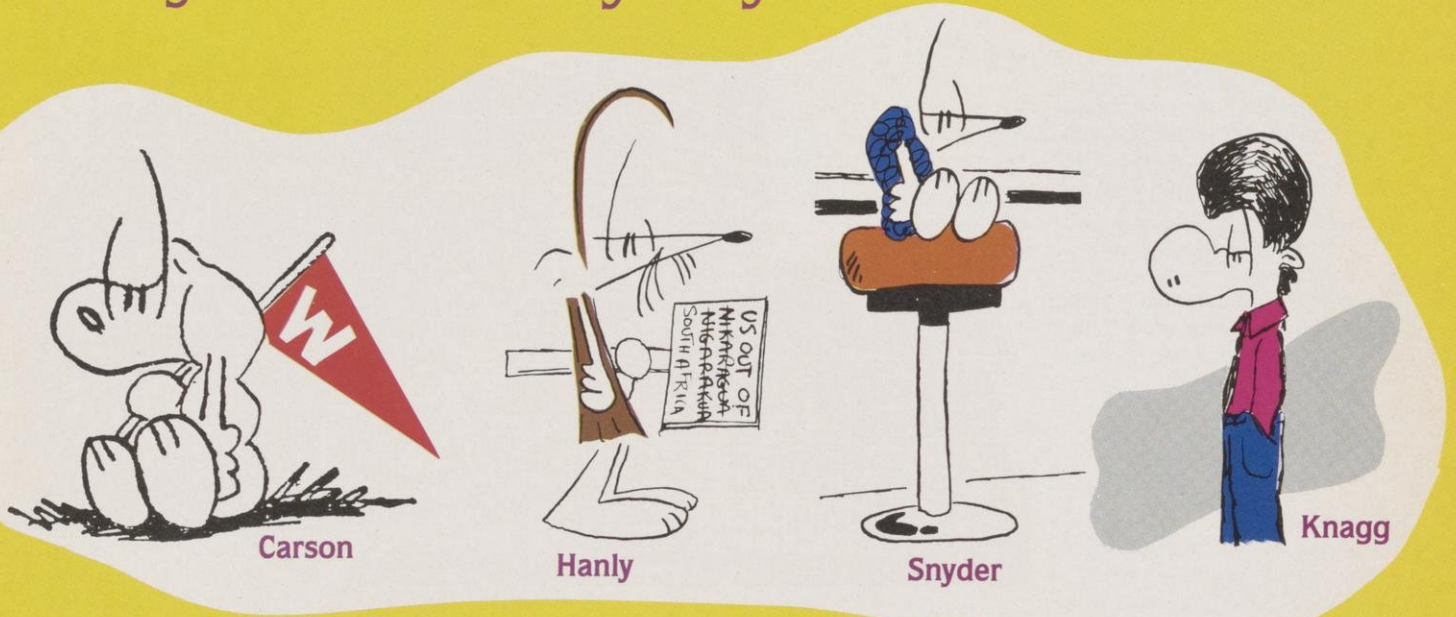
Last November, Shetland Ex-Press put "Wild Life" into book form, and sales have been heartening. Naturally enough, Kovalic hopes the book might lead to eventual newspaper syndication. His characters reflect his affection for those of "Far Side" and "Peanuts," but his style is most influenced by the 1920s strip that is still a cult favorite, "Krazy Kat." And that is fine with Kovalic; it is one of his favorites too. Maybe there's a generation ready for him to take up where Krazy Kat left off. □

Brigette Vaternick, from New Berlin, is a junior in Journalism. She has been an intern on the magazine this semester.





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**For further information, please contact:
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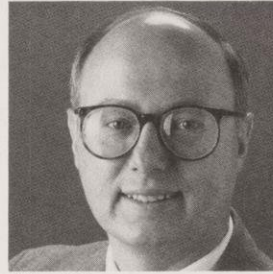
Member News



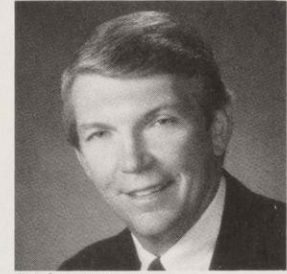
Schubert '52



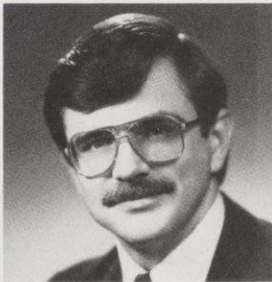
Casper '65



Winn '66



Richter '64, '71



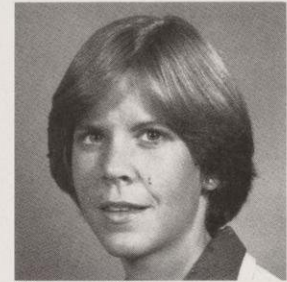
Irving '72



Nesbitt '76



Knoche '77



Wettengel '80

30s-50s

Former California Senator S. I. HAYAKAWA PhD'35 is a special advisor to the U.S. Secretary of State and honorary chairman of "U.S. English," an organization urging that English be the nation's official language. Last November, says Hayakawa's office in Mill Valley, 73 percent of California voters chose it as the language of their state.

The Greater La Crosse Chamber of Commerce chose JOHN BOSSHARD '42, '47, Bangor, its Man of the Year. He was cited for his "long list of involvements with organizations of the Coulee Region," and as "an entrepreneur of the highest order." A story in the La Crosse Tribune says Bosshard "owns eight banks, an oil company, a wholesale distributorship of electrical parts, and two manufacturing firms, and heads a law firm of twenty-two."

Last September, DANIEL G. ALDRICH PhD'43 arrived as acting chancellor of the University of California-Santa Barbara. A feature in its alumni magazine reports that he was chancellor at UW-Irvine from 1961 to 1984. At UCSB, Aldrich and his wife Jean began a morning habit of walking along the beach and clearing it of debris, a practice that soon caught on with other environmentalists; one morning sixty people joined them.

PRESTON E. McNALL '47 of Gaithersburg, Md., is a "guest worker" at the National Bureau of Standards, and has been named a fellow of the American Society of Mechanical Engineers.

The new president of the Wisconsin Newspaper Association is DON H. HUIBREGTSE '49 of Monona. He publishes the Community Herald there and Community Life in McFarland.

WILLIAM J. BUGLASS '50 and his wife now live in Roselle, Ill., where he has been

named a VP of Wilbur Smith and Associates, a transportation consulting firm.

Now with another two-year term, this one as presiding magistrate, RALPH J. GEFFEN '51, '52 is in his seventeenth year on the bench of the U.S. District Court of Los Angeles.

HELEN C. SCHUBERT '52, who heads a Chicago agency, is the city's new Advertising Woman of the Year. She's a former president of the Women's Advertising Club of Chicago and Women in Communications, and serves on an advertising panel for the Chicago Better Business Bureau.

JOHN F. HILGENBERG '56 now lives in Tampa, having retired from the Air Force, as a colonel, after thirty years. His final assignment was Military Airlift Command advisor at MacDill AFB, Florida. He doesn't plan to stay too close to the ground, however; he says he's pursuing a second career in the aerospace industry.

Dean LEO WALSH MS'57, PhD'59, of our College of Agriculture and Life Sciences, has been appointed by President Reagan to the board for International Food and Agricultural Development. It works in an advisory capacity to the USAID.

60s-80s

And another of our faculty, Dean JOHN BOLLINGER '57, PhD'61, of mechanical engineering, is a charter fellow of the Society of Manufacturing Engineers. He and department professor S. M. Wu were among just ninety-eight people from twelve countries to be named fellows of the 86,000-member organization.

DAVE SPENGLER '60, '62, for the past four years on the staff of the UW Foundation as director of development for the athletic department, resigned in February. He has taken "a position in a Canadian-American venture involving art and literature," according to the news release.

Bishop & Bishop is a new advertising/PR firm in Aspen, headed by LLOYD '62 and CAROLYN (BENKERT '61) BISHOP. They were most recently PR directors at Snowmass.

ROBERT D. SHAPIRO '64, Milwaukee, left Merrill Lynch Capital Markets to head his own consulting and investment banking firm, The Shapiro Network.

PAT RICHTER '64, '71, with Oscar Mayer since 1972 and director of personnel in its Madison plant for a year, is now a vice-president.

New to the board of Home Life Financial Resources, New York, is ROBERT J. CASPER '65, its EVP. He joined the firm in 1982.

HARRY L. WINN '66 is moving his family from Evanston to Princeton, N.J. as he joins Squibb Corporation as EVP. He's been with Baxter Travenol Laboratories.

WILLIAM E. REINKA '71, president of Zephyr Container Line in Los Angeles, recently completed service on the Federal Maritime Commission's automatic tariff advisory committee. It's the commission's first such group involving industry.

In Los Angeles, BURTON M. LIPSON MA'71 is now senior sales rep for American Air Filter, having been with the firm since 1984. He and his wife Diane and their new son live in Sherman Oaks.

LEE IRVING MS'72, Greenbush, N.Y., has been promoted to senior vice-president and treasurer for KeyCorp. He joined the firm in 1979.

The Chicago-based engineering firm of Sargent & Lundy has given the associate title to DENNIS M. CHAPLIN '72, '73. He joined S&L in 1973 and has been head of its financial analytical division. Dennis lives in Mt. Prospect.

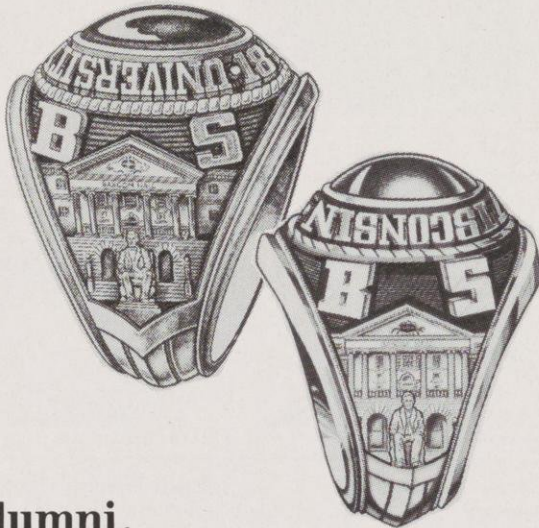
The Air Force has given captain's bars to CLAYTON P. HOWE '73, '84. He is an information systems engineer stationed at Scott AFB, Illinois.

LOUISE A. KIOSKI '74, a member of the Army reserve, completed her basic training at Fort McClellan, Alabama.

continued

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Member News

Sixteenth-century artists of Sienna, Italy drastically changed the imagery of religious art, a step which gave the city a stronger local identity. The movement is being studied this year by SUSAN E. WEGNER '74, assistant professor of art at Bowdoin College in Brunswick, Maine. She'll spend time in Sienna on a special grant from the National Endowment for the Humanities.

WARREN P. NESBITT '76 is moving his family from Wheeling, Illinois to the Washington, D.C. area as he moves up to national ad manager with *Builder Magazine*, published by the NAHB. He's been Chicago district manager.

The Los Angeles County Museum of Art added to its permanent collection a ceramic sculpture by KAREN KOBLITZ MFA '76. Karen writes that she is currently completing two 5' x 6' ceramic murals for Cranston Securities in downtown L.A.

MARY CHEKOURAS Beardmore '77 of Green Bay is the new staff interior designer for Aid Association for Lutherans in Appleton.

GREGG A. KNOCHE '77 has been promoted by American Family Insurance here in Madison. He now manages the information support division.

Because her sales performance "is consistently superior," ANNE WETTENGEL Harris '80 now manages the Connecticut territory for the Norton Company. She lives in Westbrook, and has been with the firm for six years.

Air Force Capt. PAUL J. PABICH '80 and his wife are stationed at Wright-Patterson AFB, Ohio, where he recently earned a master's degree in space operations.

DONALD L. GLEASON '82 is also an Air Force captain. He is an environmental engineer at Warren AFB, Wyoming.

In Starkey, Florida, ROBERT C. SPONSEL '83, accounting manager with Cargill, Inc., became a Certified Management Accountant.

PETER T. POPP '84 received his Air Force wings after graduation from pilot training at Williams AFB, Arizona. No word from the Air Force on his current assignment.

Air Force personnel in the Class of '85 include: Airman 1st Class MICHAEL J. WALKER, who graduated from ground communication school at Kaesler, Miss.; Second Lts. SUZANNE M. JONES, after OTS at Lackland, Texas; ROGER G. JOHNSON, after navigator training at Mather, Calif.; PETER A. BRINKMAN, who won the Commendation Medal at Scott AFB, Illinois as an environmental analyst; and TERESA M. LONIS Nigl, a medical service officer trained at Sheppard, Texas. Airman 1st Class KEVIN B. WOELFEL, is on duty with the 60th Military Airlift Wing, Travis AFB, California.

KAREN BERG and KENNETH DEMERATH, both '86ers, are new accountants with Wipfli, Ullrich & Company, the accounting firm. She is in the Green Bay office; he's in Wausau.

DANIEL G. CLAUSEN '86 is a Navy ensign after graduation from OCS at Newport, R.I.

Also from '86: Three new second lieutenants with the Air Force are MARK A. KOCHANSKI and DANIEL S. LUCE, both just out of OTS at Lackland, Texas, and KAREN M. WAACK a medical officer who graduated from Sheppard, Texas. □

Deaths

The Early Years

Names in capital letters are those on student records. Women's married names appear in parentheses. This list is limited to those whose death has been confirmed as occurring no more than two years ago.

HERTEL, JOSEPH PAUL '14, San Bernardino, in December.
 MORRISON, ELTON JOSEPH '14, Portage, in February.
 MATTSO, DONALD FREDERICK '15, Glendale, Ariz., last April.
 REYNOLDS, EDWARD STOOBS x'15, Sturgeon Bay, in January.
 FOSH (FOSHINBAUER), VICTOR GROVER '16, Los Angeles, in November.
 WADSWORTH, RANDOLPH LINCOLN '17, Fort Thomas, Ky., in February.
 WEEKS, FRANK AMELIA (Porter) '17, Milwaukee, in February.
 HOVRUD, NORA CHRISTINE (Noe) '18, Madison, in January.
 NOEL, GUSTAVE J. '18, Appleton, in January.
 ROBERTS, HARVEY EARL '18, Wauwatosa, in 1985.
 SEELBACH, KURT LOUIS '18, Cleveland Heights, Ohio, in 1986.
 WERDEN, ESTHER W. (Barney) '18, Glenview, Ill., in November.

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GRANT, MARY AMELIA PhD'19, Lawrence, Kan., in February.
 HILL, PEARL CORINNE (Bossard) '19, Spring Green, in 1986.
 BARRETT, CECILIA WINIFRED (Curran) '20, Edgerton, in February.
 DICKINSON, SHELDON JAMES '20, '21, Junction, Texas, in 1985.
 DESIMVAL, GRACE MARION (Hill) '21, Superior, in September.
 CHANDLER, ELIZABETH ASH (MacDonald) '21, Frederick, Md., in February.
 HOFFMAN, JENNIE LOUISE '21, '42, Elkhorn, in February.
 MANN, LOUIS R. '21, '22, Pacific Beach, Calif., in 1986.
 TEIGEN, ARTHUR HENRY '21, Wynnewood, Pa., in 1985.
 CHRISTIANSON, CARL BERNARD '22, Wheeling, W. Va., in February.
 REINKING, JOHN J. '22, Detroit, in December.
 BACON, FRANK P. '23, '35, Tucson, in August.
 MATTESON, ROGER PITKIN '23, Des Plaines, Ill., in January.
 MEYER, WERNER PAUL '23, Fullerton, Calif., in January.
 NILES, THOMAS MCMASTER '23, River Forest, Ill., in July.
 O'BOYLE, FLORENCE MILROY (Welsh), Southampton, N.Y., in 1985.
 SIMPSON, MARJORIE V. (Chase) '23, Kohler, in February.
 BATZ, ZITA BARBARA '24, Sun Prairie, in January.
 BRANOVAN, LEO '24, Milwaukee, in January.
 CAREY, LEON A. '24, '38, Harlingen, Texas, in December.
 DAHL, ARNOLD S. '24, '25, '31, Washington, D.C., in October.
 RUNKEL, DOROTHY EDITH (Kuebler) '24, Burlington, Wis., in December.
 WIMMLER, MILDRED FRIEDA (Van de Water) '24, Sheboygan, in January.
 ABENDROTH, GEORGE H. '25, Milwaukee, in December.
 JORDAN, JEANNETTE CATHERINE '25, Madison, in March.
 BEMM, HAROLD FREDERICK '26, Fox Point, in January.
 HAMLIN, KENNETH AUBREY '26, Belleair, Fla., last May.
 LUND, RICHARD JACOB '26, '28, '30, Castine, Maine, in January.
 MARKS, MINNIE A. '26, Richland Center, in March.
 MOEHLENPAH, ALICE (O'Brien) '26, Fontana, in 1985.
 WALKER, HENRY OSWALD '26, Maui, Hawaii, in 1985.
 WOLLAEGER, CLARENCE G. '26, Delray Beach, Fla., in 1986.
 ALEXANDER, JAMES RAY '27, Hayward, in October.
 NEHMER, PAUL EDWIN '27, Madison, in January.
 WITTKER, IRMA JANE (Glidden) '27, DeKalb, Ill., in August.
 DRIESSEN, SHERBURN MOORE '28, Milwaukee, in June.

HILL, FREDDIE MAE '28, '39, Madison, in February.
 SPECTOR, NATHAN J. '28, Madison, in February.
 TOLLACK, HUGH L. '28, Muckwonago/Black River Falls, in January.
 HANKS, JAMES J. '29, Washington, D.C., in March.
 HORN, EUNICE ANN (Ream) '29, Madison, in February.
 JOSEPHSON, FLORENCE SUSANNA (Summer-ville) '29, Kansas City/Greenleaf, Kan., last June.
 KLINGER, LEO JOSEPH '29, Cedar Rapids, in January.

30s

CARRAHER, IRENE M. (Bakke) x'30, Madison/Reddington Beach, Fla., in January.
 FLADEN, JULIE H. (Jones) '30, '37, Stoughton, in February.
 GRIESSER, PAUL WALTER '30, '31, Fort Myers, Fla., in February.
 JAEGER, CHARLOTTE MARIE (Madding) '30, Madison, in February.
 TIFFANY, ALBERT JOHN '30, Geneseo, Ill., in February.
 WAGGERSHAUSER, ROBERT KONRAD '30, Naples, N.Y., in 1986.

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Deaths

continued

ALLEN, DOROTHY RUTH (Dowd) MA'31, Kalamazoo, in January.
BLANK, ROLAND JOHN '31, Pentwater, Mich., in February.
MASOR, LESTER B. '31, '32, Chicago, in February.
PAGE, ARTHUR ROWLAND MPh'31, Madison, in February.
PILLER, ALVIN LOUIS '31, Atlantic, Iowa, in March.
DAVIDSON, MARGARET ELOISE MS'32, Ames, Iowa, in 1985.
EPSTEIN, GEORGE MARVIN '32, Kenosha/Houston, in January.
GEIGER, BEATRICE JANE PhD'32, Bloomington, Ind., in February.
KUEHLTHAU, JOHN LOUIS '32, '33, New Berlin, in December.
VIRTANEN, REINO '32, '33, '37, Lincoln, Neb., in January.
ZABEL, ETHEL KATHRYN (Janson) '32, Fullerton, Calif., in 1985.
CATLIN, MARK S. '33, member of State Assembly for fourteen years and floor leader in three sessions; Appleton, in January.
STRICKER, MARVIN FRANK '33, MD'35, Stuart, Fla., in January.
BORRUD, HEDDA (Blakely) x'34, Stoughton, in January.
FRAWLEY, WILLIAM H. '34, Eau Claire, in January.
JOHNSON, PAUL R. '34, Wilmington, Del., in March.
PETERSON, HAROLD C. '34, Wheeling, Ill., in January.
DEDRICK, JOHN HENRY '35, Richmond, Va., in December.
PICKAR, DANIEL N. '35, MD'38, Louisville, in August.
TEASDALE, CHARLES D. x'35, Madison, in November.
GARDISKY, CHARLES MARTIN '36 and his wife Mildred within hours of each other, apparently of natural causes; Detroit, in January.
O'BRIEN, CHARLES DOCKERY '36, Greendale, last June.
PORTER, WILFRED CORNEAU '36, Janesville, in February.
SCOON, DARWIN D. '36, '40, '41, Madison, in January.
CARLSON, LAWRENCE WILLIAM '37, Sheboygan/Wisconsin Rapids, in February.
YERGES, LYLE FREDRICK '38, Downers Grove, Ill., in 1985.
COONTZ, OTIS HOYD '39, Cathedral City, Calif., in September.
FAGEN, HAROLD JAY '39, Atlanta, in 1985.
FOLEY, JOHN B. '39, Milwaukee, in September.
HOUSEHOLDER, HOWARD C. '39, Madison, in January.
LINDQUIST, CLARENCE B. MPh'39, PhD'41, Washington, D.C., in February.
MARKHAM, SPENCER A. '39, '43, Princeton, Wis., in January.
MCKELVEY, VINCENT ELLIS MA'39, PhD'47, St. Cloud, Fla., in January.
WENDORF, FRANKLIN CARL '39, Slinger, in February.
WILLARD, CHARLES CECIL '39, Sheboygan, in December.

40s

LARSON, ROBERT LYAL '40, Rochester, Minn., in January.
PARKIN, ROBERT CHARLES '40, MD'43, Arlington, Va., in July.
SOLOMON, ARMIN IRVIN '40, '42, Milwaukee, in December.
PANTHOFFER, ERNEST H. '41, Milwaukee, in February.
SCHOENFELD, DONALD FRANCIS '41, Appleton, in February.
BABULA, WALTER ALEXANDER '42, '58, Monroe, in February.
GILSDORF, ANTHONY EDWARD MPh'42, Fond du Lac, in December.
NEWBY, JACK SHELBY '42, Ann Arbor, in February.
PALM, DAN DOUGLAS '42, Westport, Conn., in January.
SWAN, PRISCILLA (Seims) '42, Avon Park, Fla., in 1985.
WITHEY, LOREN HARKER '42, Milwaukee, in August.
CUNNINGHAM, WILLIAM WALTER '43, Los Osos, Calif., in December.
SCHMIDT, EUGENE AUGUST '44, Milwaukee, in September.
SPRACKLING, REINETTE ANN (Hrobsky) '46, Beloit, in January.
ARNOLD, ROBERT BRUCE '47, Lake Geneva, in January.
BENGSTON, WARREN G. '47, Madison, in January.
FLANNERY, JAMES JOHN '47, '50, '56, Menomonee Falls, in February.
HUNT, GEORGE ROSS '47, '49, Waukesha, in February.
PAHNKE, ALDEN JOHN '47, '49, '51, Newark, Del., in January.
LEVIN, JACK EARL '48, Philadelphia, in November.
TIEDEMAN, S. LORRAINE (Crawford) x'48, Littleton, Colo., in February.
CHENEY, CHARLES FRANCIS '49, Rancho Palos Verdes, Calif., in February.
DEMERGIAN, VAUGHN '49, MD'52, Madison, in March.
GREDLER, FRANK AUGUST '49, South Milwaukee, in January.



MEMORIAL GIFTS

We encourage memorial gifts to the University in honor of deceased alumni, faculty and friends. They should be sent to the UW Foundation at 702 Langdon Street, Madison 53706, and may be designated for any area or activity of the University. Donors are asked to give the name and address of the deceased's next of kin, if available, so that the Foundation can advise him or her of your thoughtfulness. Alumni who wish to be so honored after death should be sure to inform their family in advance for obituary purposes. Information on permanent, endowed memorials is available from the Foundation.

GREGORY, IVAN DALE '49, Oregon, Wis., in January.
KOHN, ALLAN SAMUEL '49, Cleveland, in September.
MUNDINGER, FREDERICK G. '49, Fort Wayne, in February.
MURPHY, PETER J. '49, '52, Dallas, in December.
NERLINGER, FRANCIS JEWETT '49, '50, '58, Madison, in January.
ROSENTHAL, JOAN B. (Younger) '49, Beloit, in January.
TOWNE, ALICE UNA (Gomper) '49, Park Forest, Ill., in December.

50s—60s

STOEKL, MARTIN '50, Clearwater, Fla., in September.
TURGESON, JOHN HAYS '50, MD'53, Madison, in January.
RABIN, ASHER JAY '51, Mequon, last May.
RHODE, DUANE JULIUS '51, Kieler, in December.
WISSBAUM, DONALD JAMES MBA'51, Sun City/Oconomowoc, in January.
BAKKE, RICHARD GENE '52, Corvallis, Ore., in January.
BERMAN, MERTON EDMOND '52, Chicago, in November.
BIRDSALL, JOHN JAMES '52, '53, '56, Fairfax, Va., in February.
ELOWE, LOUIS NASIR MS'52, PhD'54, Toronto/Memphis, in October.
SACHTJEN, KENNETH MICHAEL '52, MD'55, former National W Club president and current WAA representative on the Athletic Board; Madison/Boca Raton, in February.
JENKINS, CARL EDWIN '53, Salem, S.C., in December.
DUNSDON, ROLLIN OREL PhD'54, Mt. Pleasant, Mich., in 1985.
HAMMES, JACK KEVAN '54, '58, '60, Brooklyn Park, Minn., last May.
POHLMAN, HARRY CHARLES MS'54, Beloit, in February.
BACHHUBER, RICHARD PAUL '56, Los Angeles, in February.
BUELOW, JOHN LOUIS '56, Madison, in January.
SIGGELKOW, JAMES SEVERSON '56, '58, Stoughton, in February.
REIMER, HERBERT L. x'57, Clintonville, in October.
COCHRAN, MARY JOSEPHINE MS'58, Point Pleasant, W. Va., in July.
DUBEY, DARRELL LEE '60, '63, Botswana, Africa, in December.
ROOT, GRACE MAXINE MS'61, Berlin, Wis., in January.
WHEAT, JAMES FREDERICK '61, San Pedro, Calif., in 1985.
BALDWIN, JOSEPH EDWARD '62, Carbondale, Colo., in July.
RUBINSTEIN, THOMAS MALCOLM '64, Riviera Beach, Fla., in November.
KRAFT, VERONIKA '65, New York City, in August.
FOLK, SARA HERRON MA'67, Colorado Springs, last May.
FOLEY, PATRICIA HAMPTON '68, '74, Iowa City, in January.

ANDERSON, JAY WENDELL '70, Madison, in February.
 SHELENE, KURT DALE '70, Arabi, La., in 1985.
 BURTON, TERRY LEE '71, Menomonie, in July.
 SEISER, ADONIS (McClain) MA'71, Middleton, in February.
 SCHWEITZER, NANCY JO '71, New York City, in November.
 ZIMMERMAN, JOHN BERNHARD MA/JD'73, Princeton, N.J., in February.
 COURTNEY, JANE ELLEN '74, '75, Madison, in February.
 HANSON, JOHN DAVID a/k/a MIKESSELL, JOHN A. '74, '77, San Francisco, in February.
 METZNER, BRUCE CARROLL '75, Madison, in January.
 GORDON, LISA (Lahl) '76, Cedarburg, in an automobile accident in February.
 LANDSNESS, GERHARD TILMON '78, Madison, in February.
 CARMAN, PAUL GREGORY '82, Oconomowoc, last June.
 FULLER, BRIAN CURTIS '84, DeForest, in February.

University Community

Emeritus Prof. WM. W. BEEMAN, 75, Madison, in February. He joined our physics department in 1941, chaired it a decade later, and founded the biophysics laboratory in 1964. In 1982 the University established a professorship in his name in biophysics and biochemistry.

RONALD D. COHEN, 50, Chicago, on our curriculum-and-instruction faculty from 1970-74; in January.

Emeritus English Prof. WM. M. GIBSON, 75, Madison, on the faculty from 1973 to 1981 and an authority on the works of Mark Twain and William Dean Howells; in January.

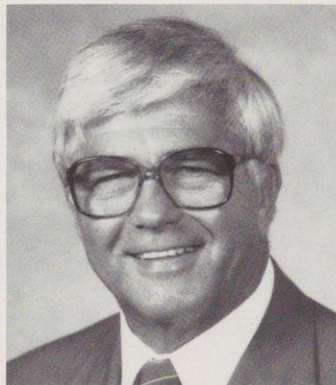
Prof. RUTH M. DIEZ '53, '58, textiles and clothing specialist in the School of Family Resources and Consumer Sciences since 1962; in Madison in March.

CARL RANSOM ROGERS '24, a psychotherapist and popular author who served on our psychology faculty from 1957 to 1963; in San Diego in February. While here he published the best known of his books, *On Becoming a Person*. He was the founder of humanistic psychology and a leader in the encounter group movement in the '60s.

Emeritus Prof. HAROLD B. MCCARTY MA'30, Madison, in February at age 85. A pioneer of the state's educational radio and television network, he was its director for thirty-six years before retiring in 1967. He and his wife Ruth were well known for their play readings, and last year the Wisconsin State Fair Association chose him as one of the state's most admired senior citizens.

Assoc. Prof. THOMAS W. SCHICK MA'70, PhD'76, Madison, whose body was discovered in Lake Wingra in March after he had been missing since November 11. He had been on the Afro-American studies faculty since 1977, had developed four new courses for the department, had published widely, including his 1980 book, *Behold the Promised Land*, and was finishing a book on Martin Luther King at the time of his disappearance. Memorials in his name to the UW Foundation, 702 Langdon Street, Madison 53706. □

On Wisconsin



BY ARLIE M. MUCKS, JR. '43
Executive Director

Badger spirit is intangible in many ways—that spirit so important to the success of one of America's truly great educational institutions. Yet, on the other hand, Badger spirit can be personified, and it *is* in Elroy Hirsch. This has been evident to me on my many travels with him during his eighteen years on campus, a period which comes to an official end in June. It has been my privilege to share the speaker's podium with him at more than 700 events, so I feel extremely well qualified to assess this outstanding gentleman and his impact on this University.

Elroy is a singularly charismatic, loyal, dedicated and emotional man. He brought his love for this University with him when he arrived here in 1969, and he has never stopped nourishing that love. It's there in his boundless energy and infectious smile. He has traveled to every corner of Wisconsin and to every state in the nation to talk about the UW and its athletic program. He reaches his audience with great skill, he makes his points clearly, he answers questions straightforwardly.

In the feature on Elroy in this issue, you've read how he arrived here when the athletic department was in dire financial straits, the athletic teams were losing games and losing the crowd. The spirit was low. Today, when my travels take me throughout the country, people talk about the wonderful Wisconsin fans and the way they back their teams win or lose; how they enjoy being a part of the athletics of this University.

And during these years, I've heard Elroy talk many times—brag, really, and justifiably—about our high academic requirements for our athletes. The young people who represent us are here to get an education *first* and to compete in sports secondly.

Fortunately for all of us, for all of the state of Wisconsin, while Elroy winds up his career on June 30, he won't be leaving us. Since our feature on him was written, it was announced that he will continue to be involved in athletic fund-raising for the department as co-chair of the Dave McClain Memorial Facility. We wish him the best with this new assignment. He is a legend, and his retirement means the end of an era—an era more golden than we realize. His successor will have a tough act to follow, indeed.

So, when we talk about Badger spirit, enthusiasm, integrity and compassion, we'll always remember the young man from Wausau who returned to his University to give it his best. He has instilled pride in all of us, shown us new ways to believe in our young athletes and the people who guide them. He has confirmed the important role intercollegiate athletics play in an institution, and for this we are most grateful.

Elroy, we congratulate you and thank you. Your abilities to relate to students, alumni and all Badger fans will serve as an inspiration to all of us.

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